



# Rayda Core Quantitative Analysis Report

18/06/2023



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## Overview

Rayda core aims to improve business performance by giving businesses the infrastructure to maximize the value of their fixed assets. By giving businesses this infrastructure, they can take control of their assets from conception to final disposition, a full-circle process.

After launching the Rayda core platform eight months ago, this quantitative analysis looks for patterns and analyzes numerical data using different usability metrics to better understand user experiences and identify design-related areas for improvement.



# Behavioural Metrics

## At a Glance

30

Total sessions

10%

Bounce rate

10:42

Average session duration

6.5

Average pages/Session

According to standard guidelines, a strong average bounce rate for B2B websites is 25-55%

**Bounce rate lower than 25% indicates that something is broken**

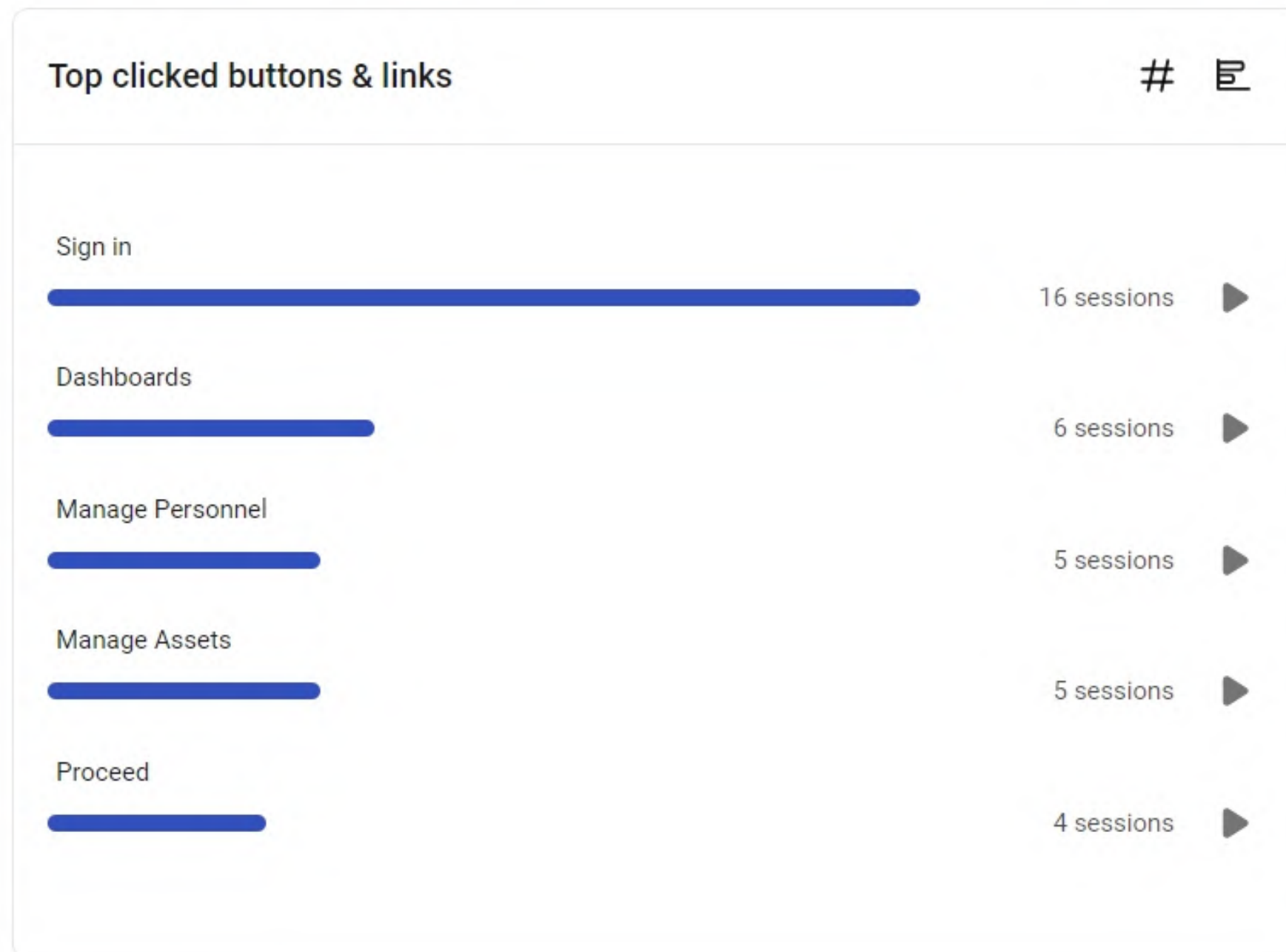
According to standard guidelines, a strong average session duration metric is between 2-4 minutes.

**A longer average session duration is reasonable**

According to standard guidelines, a strong average page/session metric is between 1.7-4.0

**A higher number would mean users are interacting more with the platform**

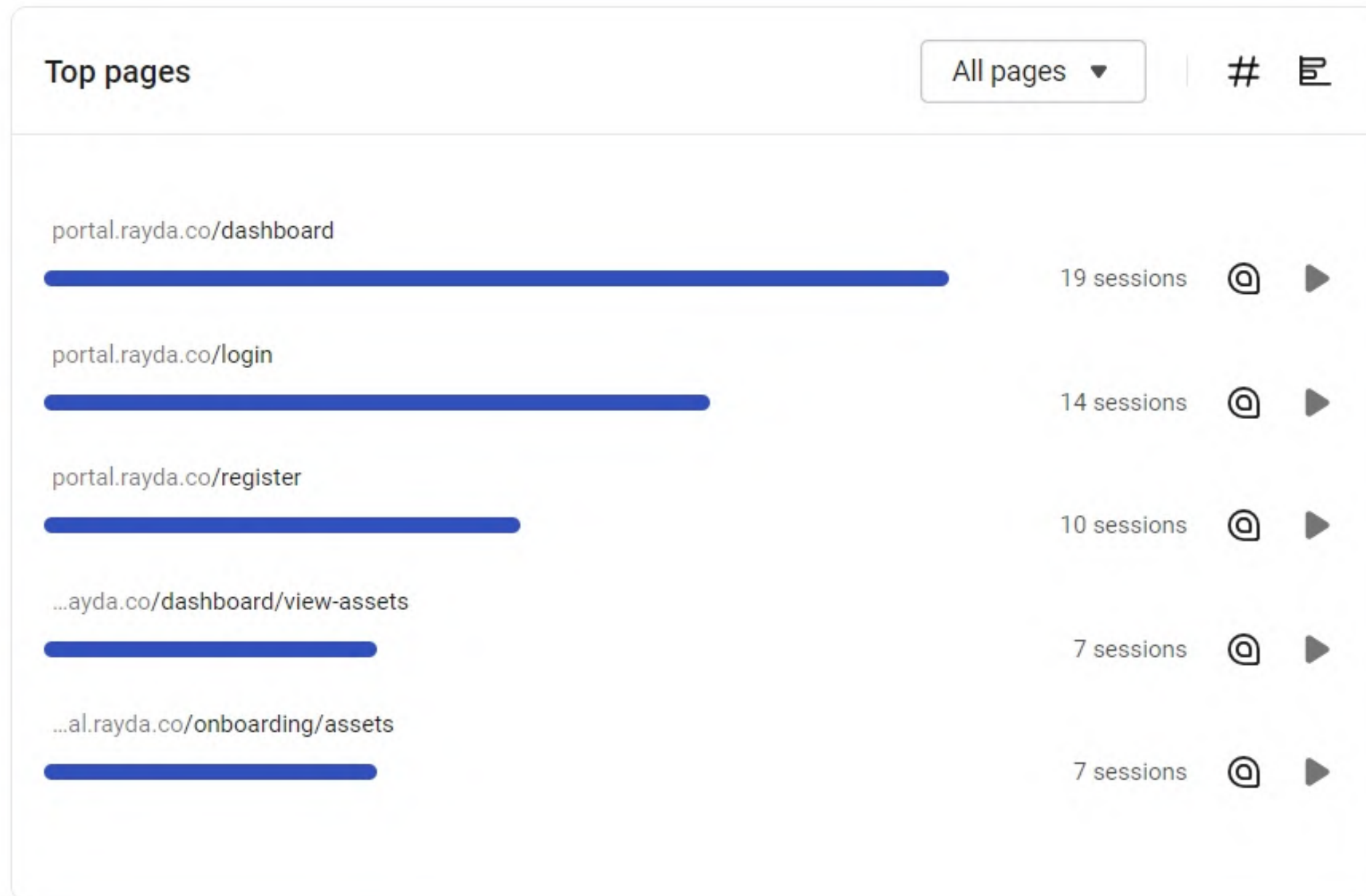
# Top Clicked Buttons



**This report shows that returning users can sign in successfully.**

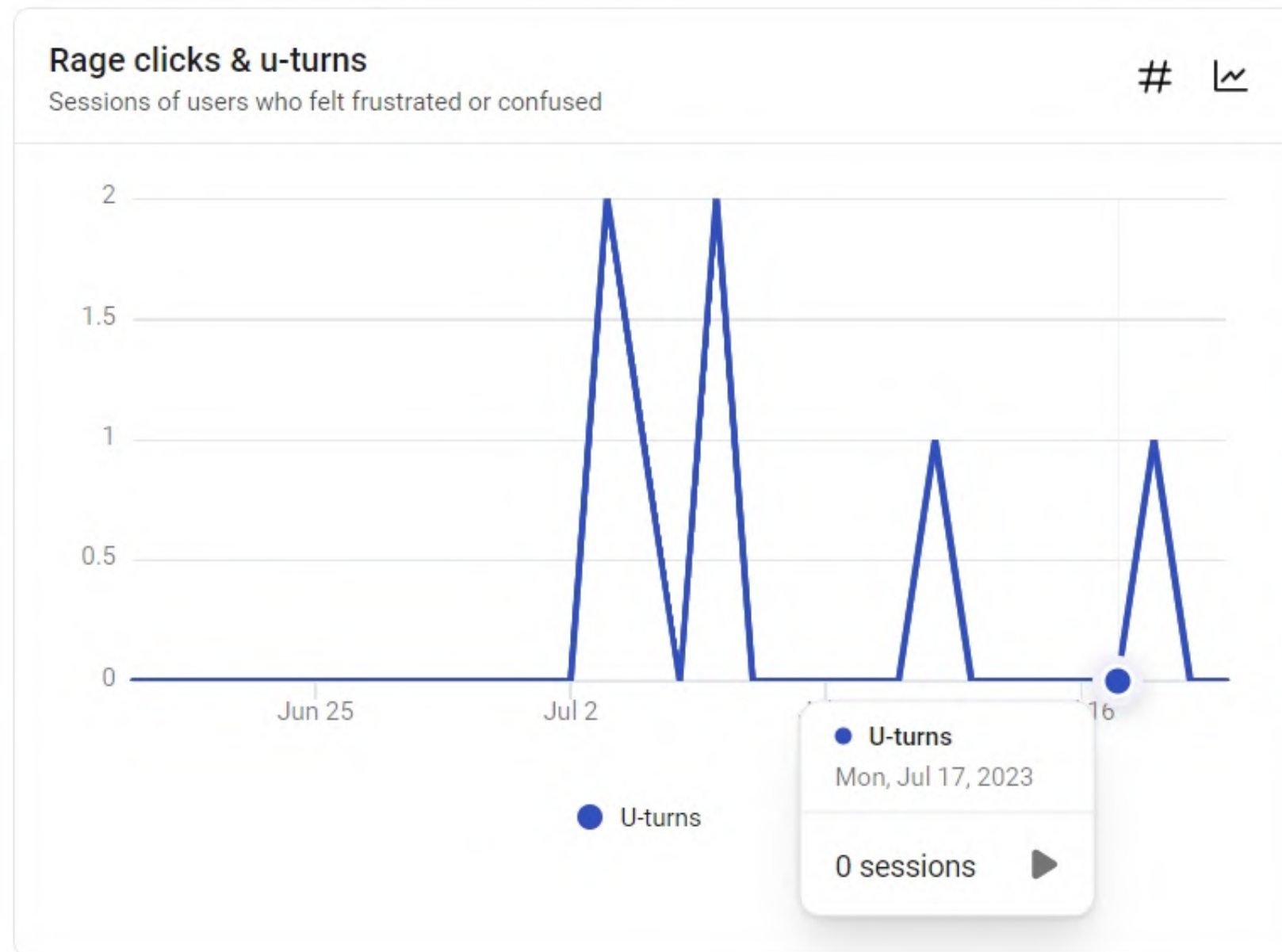
**We understand that the pattern used on the sign-in page can be used as a model for other pages, such as clear CTAs.**

# Top Pages



**According to this report, users spend more time on the login and dashboard pages than they do on other pages.**

# Rage and U-turns

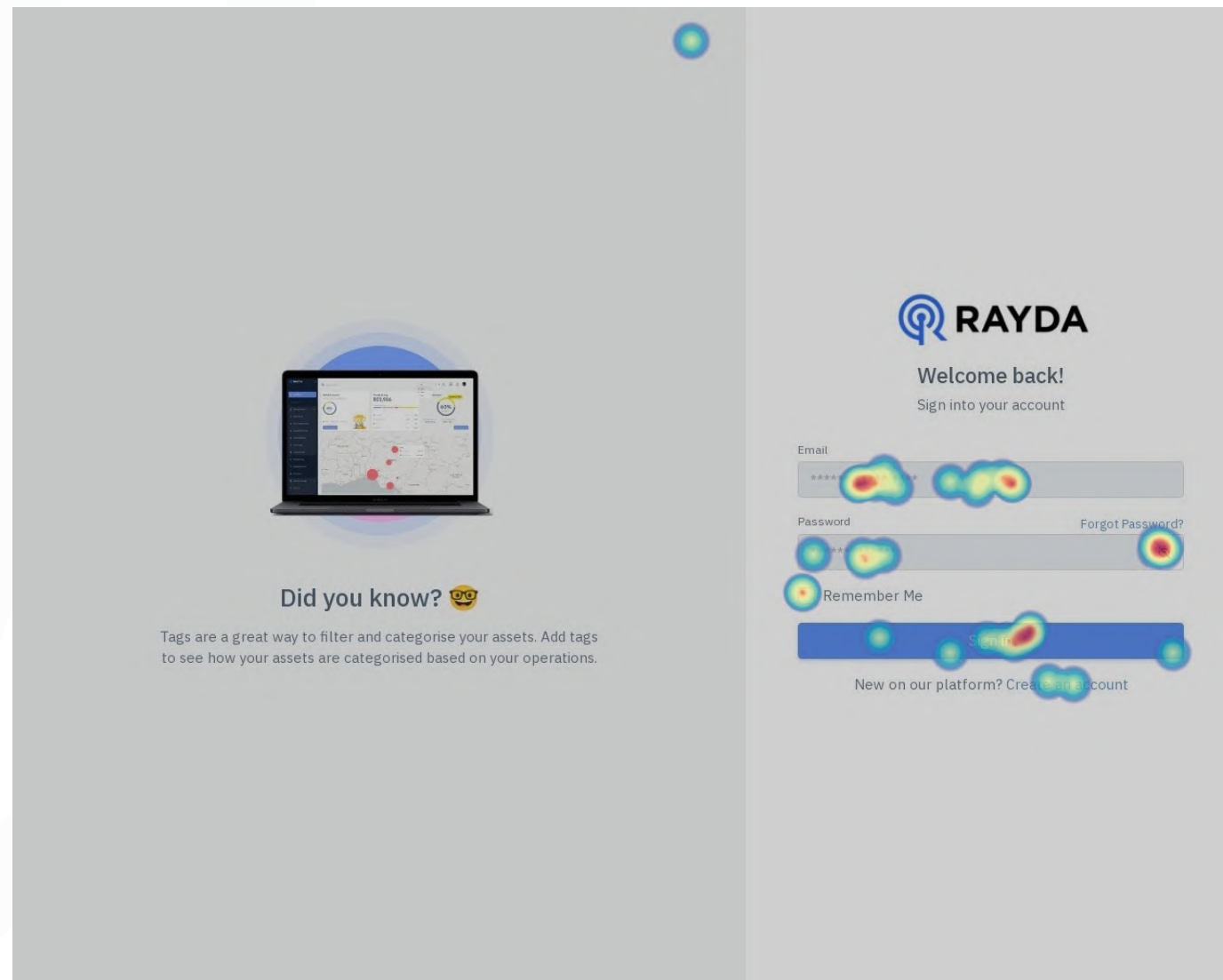


**Rage and u-turns, according to this report, have decreased.**



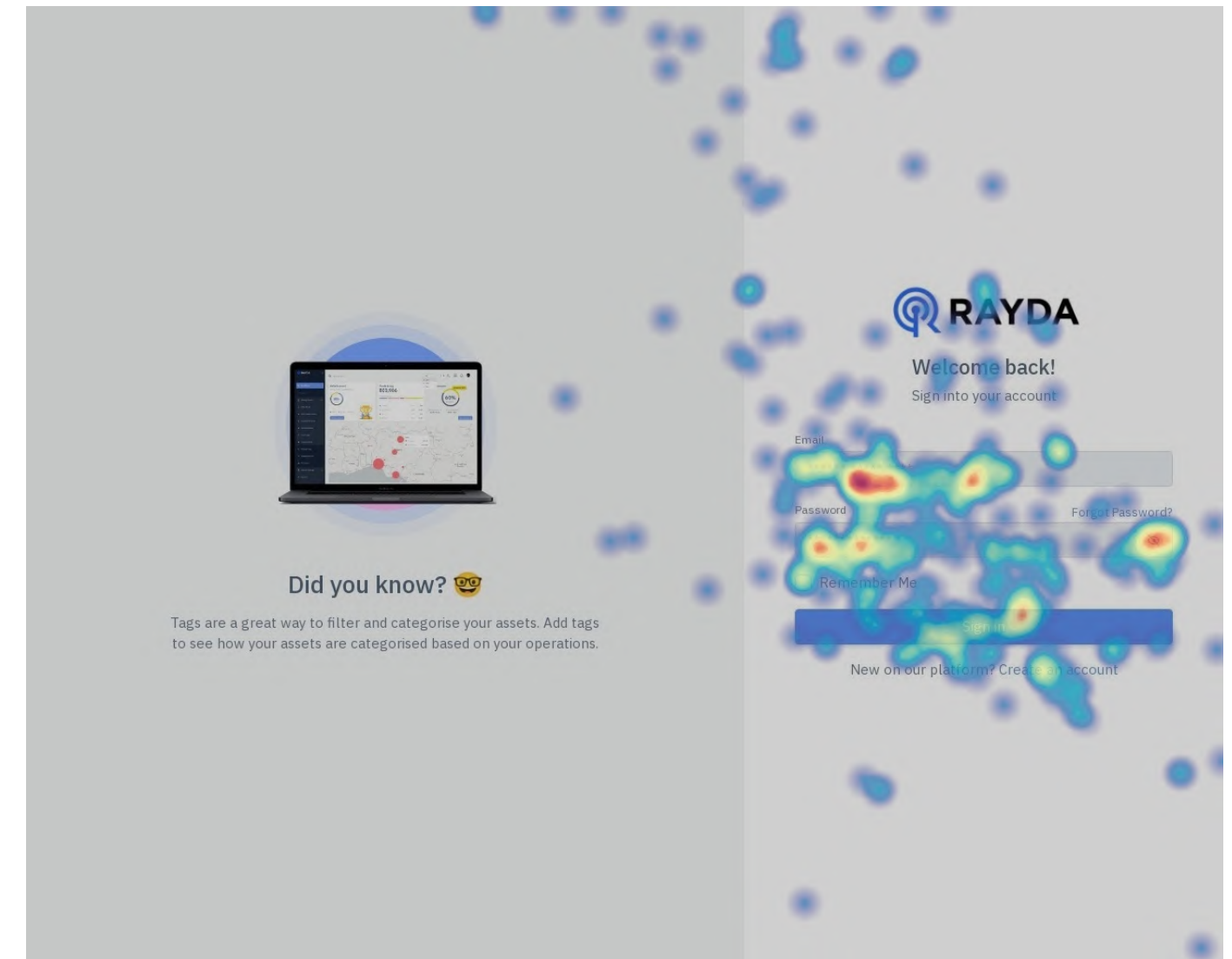
# Insights- Heatmaps and Recordings

## SIGN IN PAGE- Click Maps



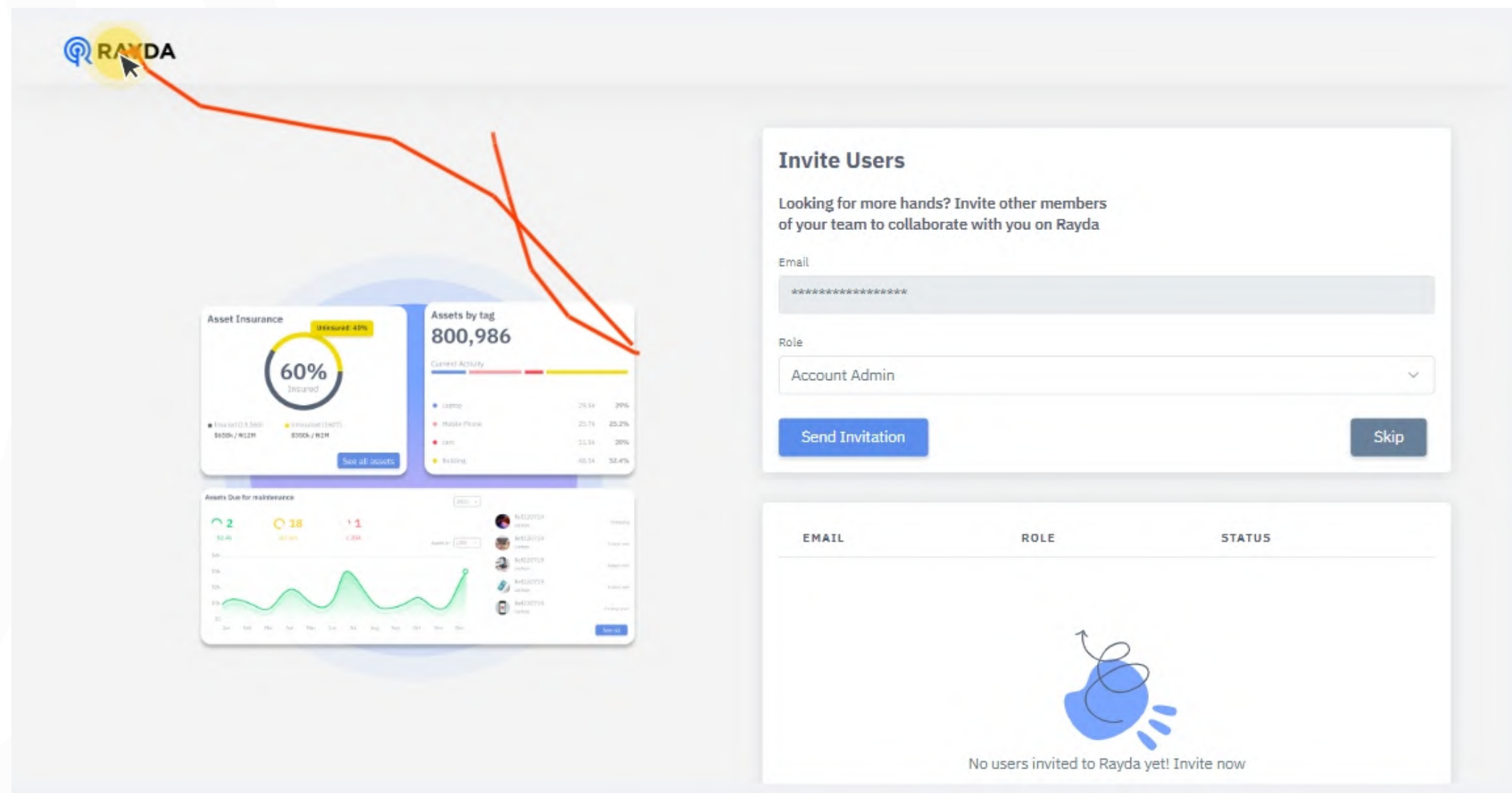
Clear CTA button

## SIGN IN PAGE- Move Maps



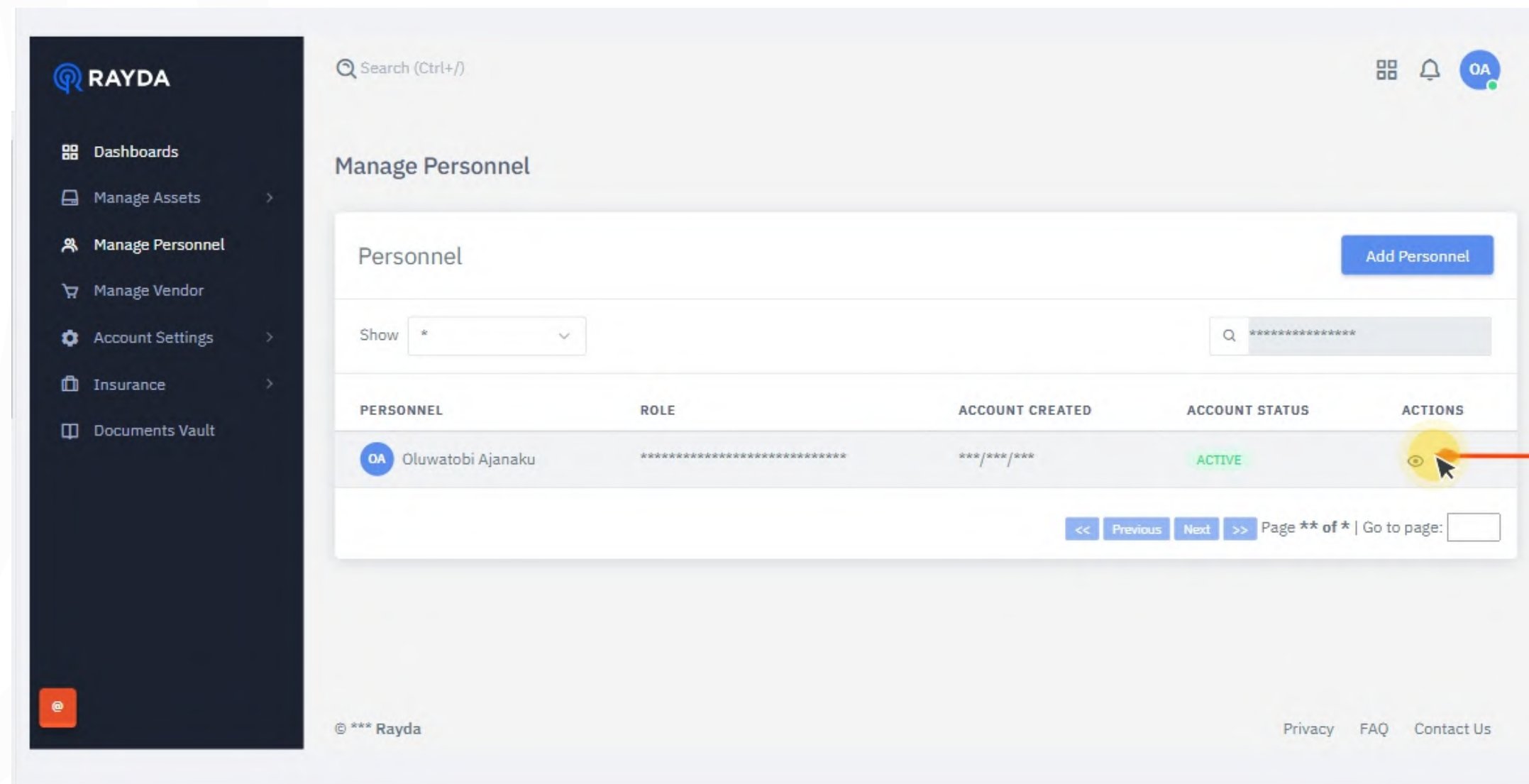
Users spend more time around input fields and buttons

# Insights- Heatmaps and Recordings



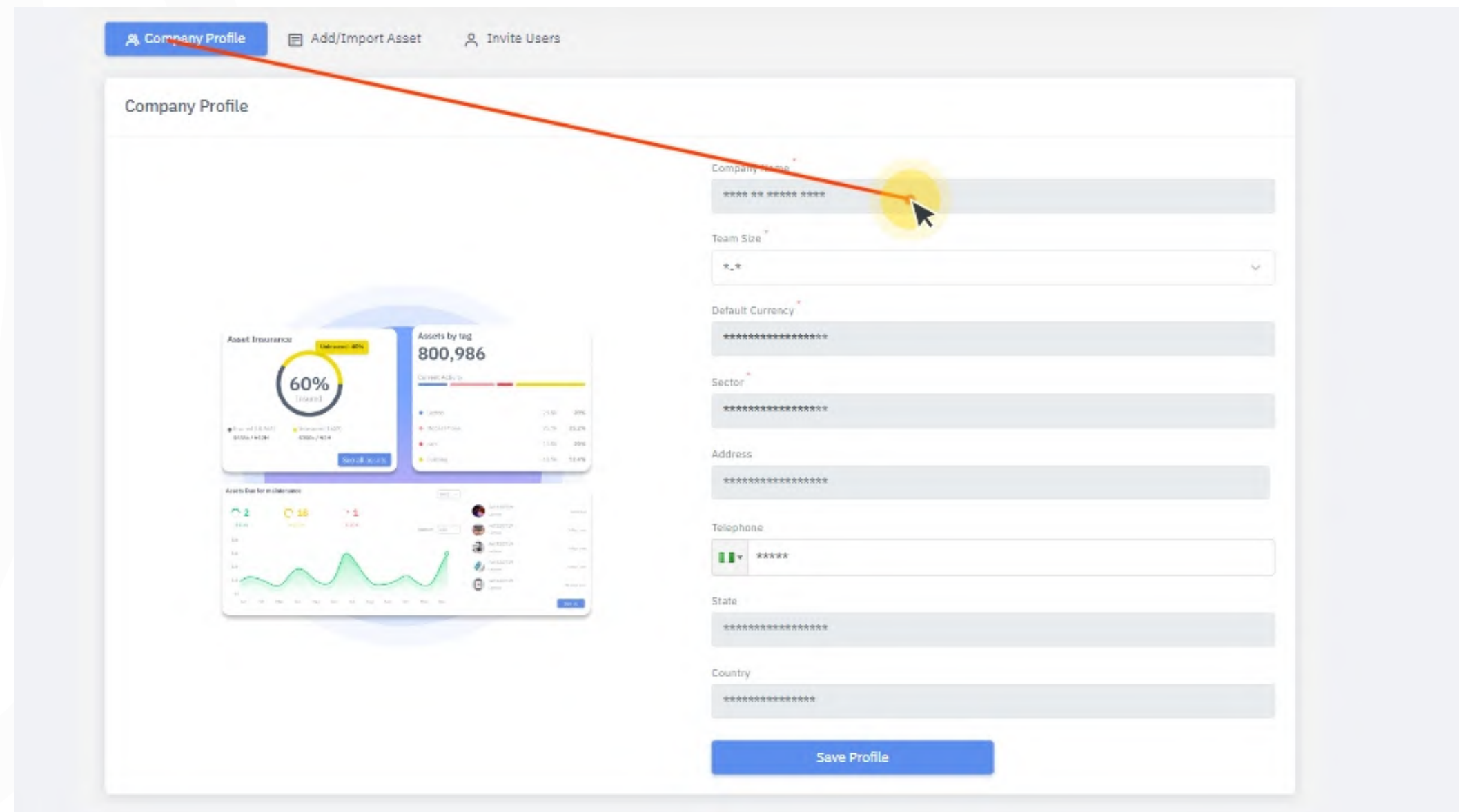
When a user clicks the logo, it implies that they may want to go back to the homepage or the previous page. Platforms like Amazon and Facebook are examples.

# Insights- Heatmaps and Recordings



Users are unable to edit or delete users from the page because the kebab menu is not clickable.

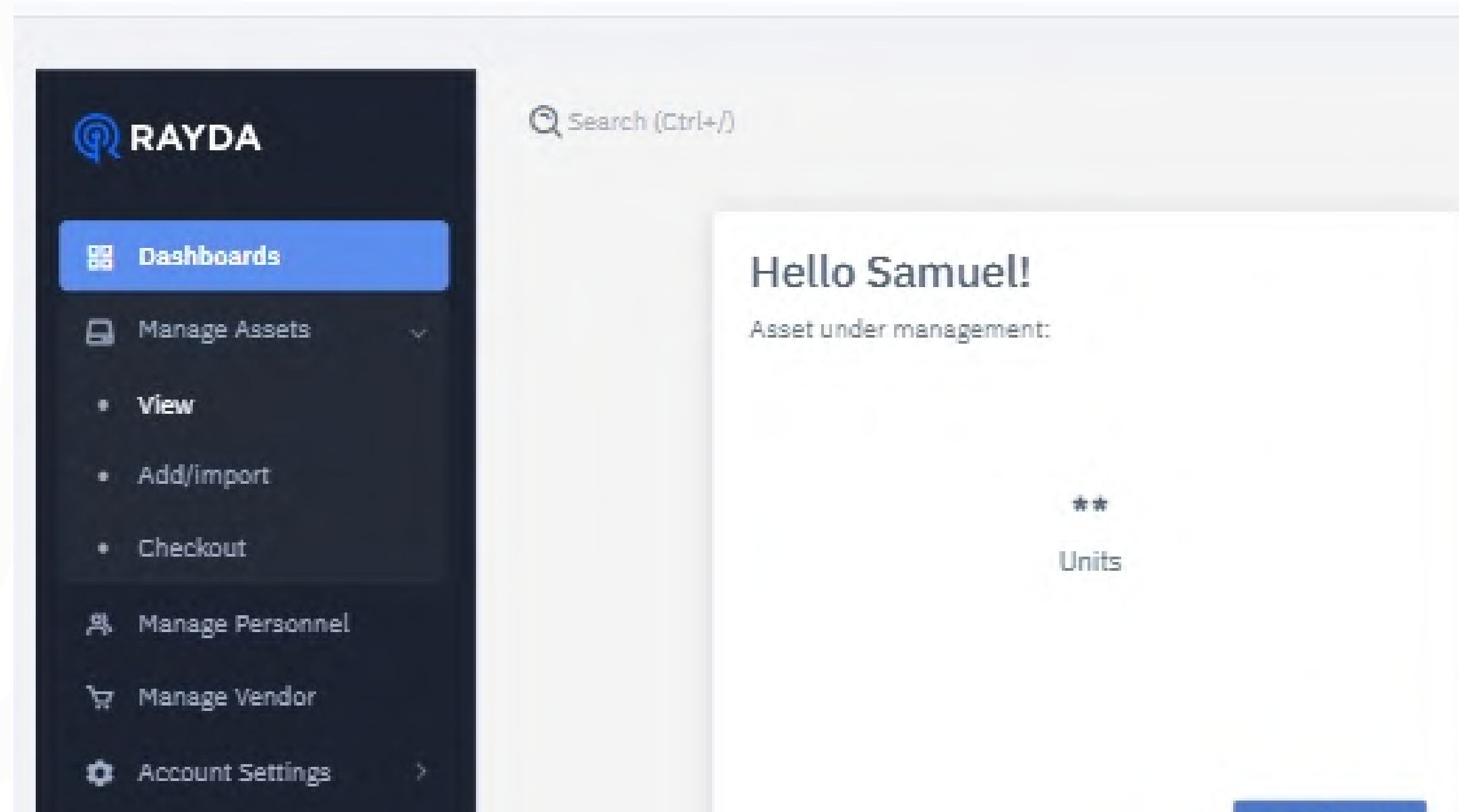
# Insights- Heatmaps and Recordings



The screenshot shows the 'Company Profile' form in the RAYDA application. The form is divided into two main sections. On the left, there are two summary cards: 'Asset Insurance' showing a 60% usage rate and 'Assets by tag' showing a total of 800,986 assets. Below these is a line chart for 'Assets Due for maintenance'. On the right, the form fields are: 'Company Name' (with a red arrow pointing to it), 'Team Size' (a dropdown menu), 'Default Currency' (a text field), 'Sector' (a text field), 'Address' (a text field), 'Telephone' (a text field with a country code dropdown), 'State' (a text field), and 'Country' (a text field). A blue 'Save Profile' button is located at the bottom of the form.

Details of the company profile are not saved after completion.

## Insights- Heatmaps and Recordings

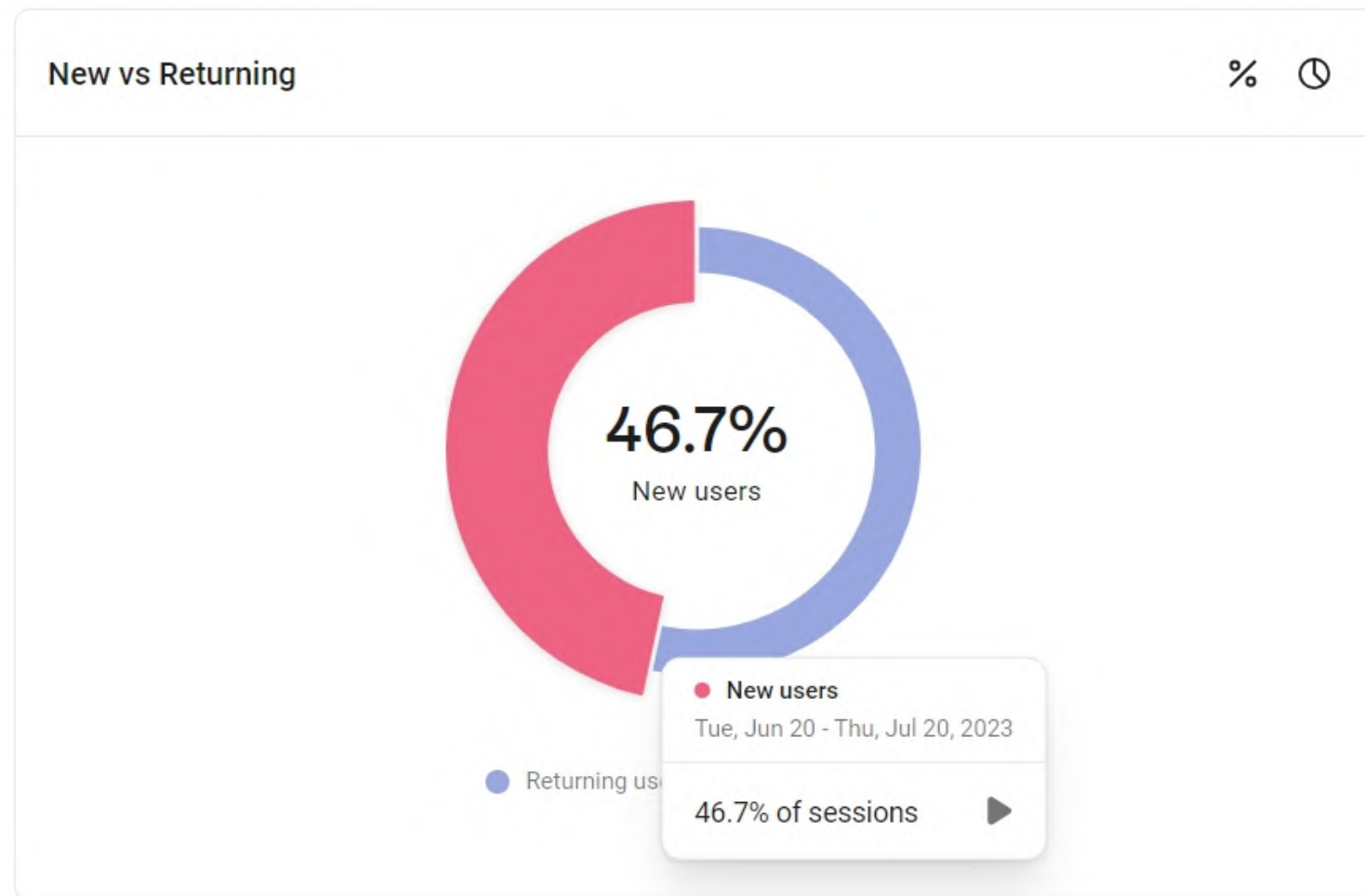


The search bar is easily missed.

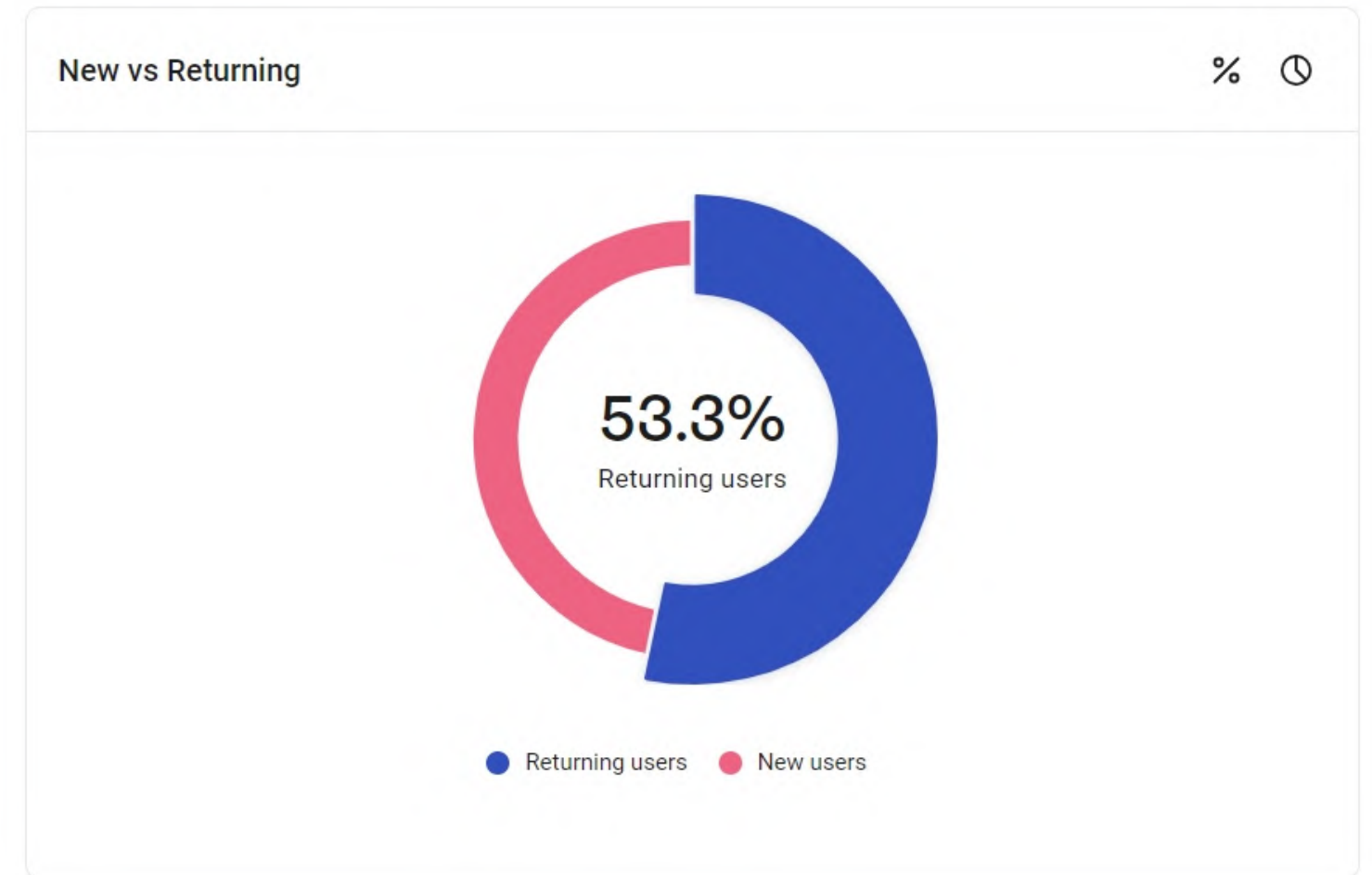


# Attitudinal Metrics

# New vs Returning users

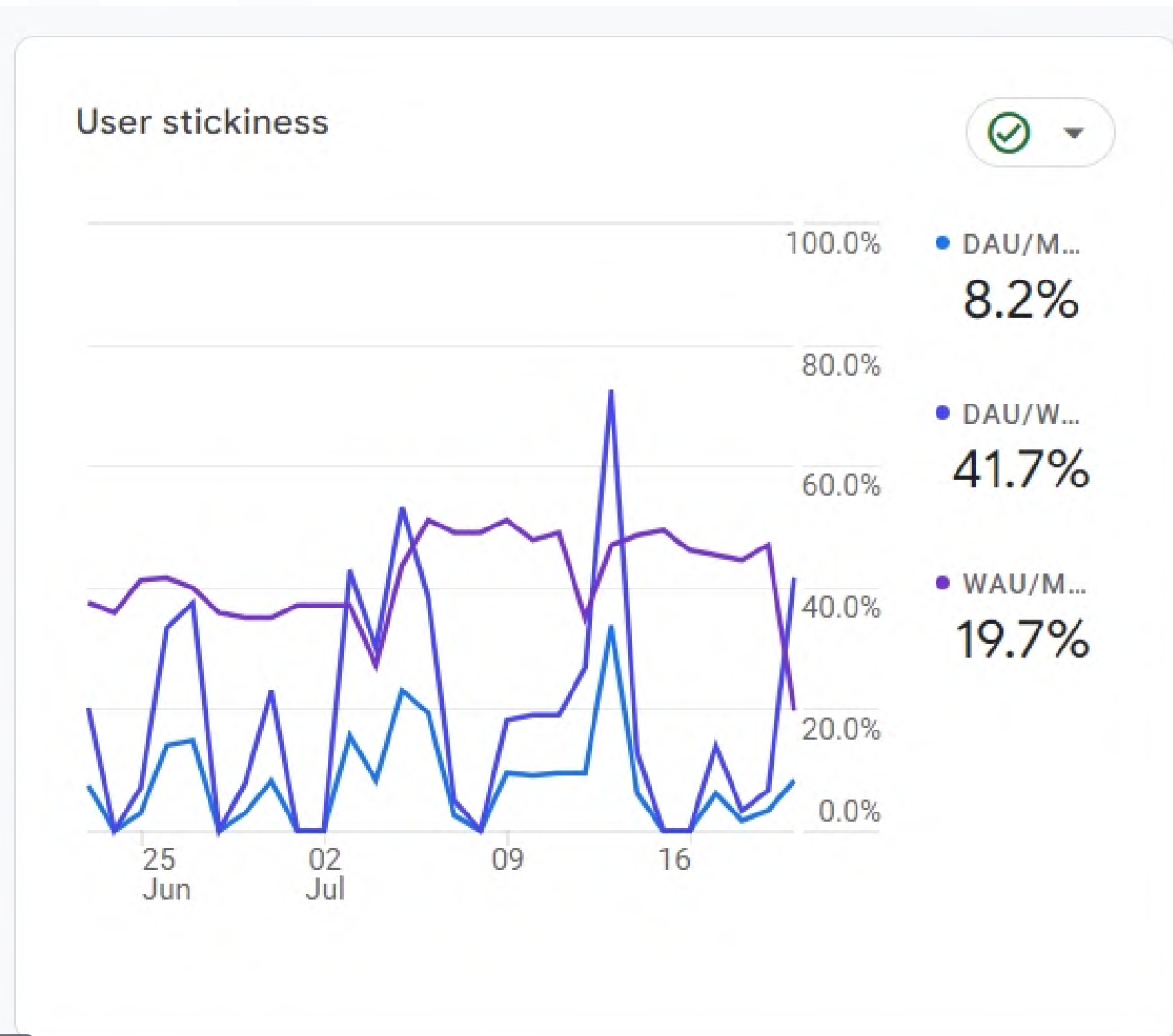


**46.7% New Users**



**53.3% Returning Users**

# User Engagement



## DAU/MAU

$$8.2/100 * 30 \text{ days} = 2.46$$

With DAU/MAU ratio of 8.2%, your user base is engaging with your product for approximately 2-3 days over a 30-day month

## DAU/WAU

$$41.7/100 * 7 \text{ days} = 2.92$$

With DAU/WAU ratio of 41.7%, your user base is engaging with your product for approximately 2-3 days over a 7-day week

## WAU/MAU

$$19.7/100 * 4 \text{ weeks} = 0.788$$

With WAU/MAU ratio of 19.7%, your user base is engaging with your product for approximately 1 week over a 4-week month

## Good Benchmark

DAU/MAU- 20% or higher

DAU/WAU- 40% or higher

WAU/MAU- 30% or higher

## Abbreviations and meaning

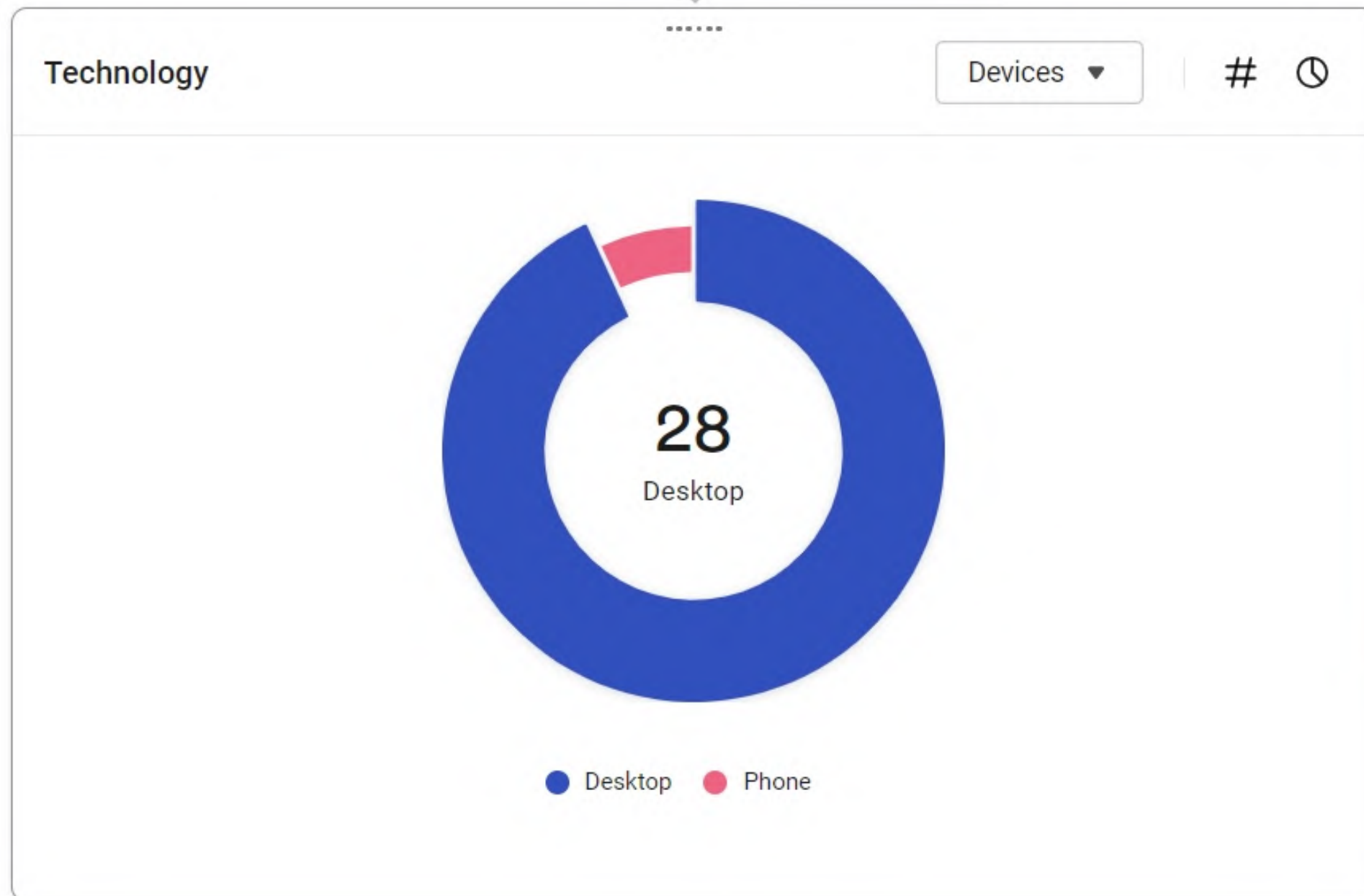
**DAU**- Daily active users

**WAU**- Weekly active users

**MAU**- Monthly active users



# User Engagement



Users access the platform more on their Desktop than mobile phones



# Recommendations

- User interface design
- User engagement



## User interface design

### What can we do better?

- Ensure users are able to click on kebab menu bar to edit or delete team members
- For easier platform navigation, the back button should take the place of the Rayda logo.
- A redesign of the search bar is required to prevent it from being overlooked.
- Optimize the design for large screens first (from desktop to mobile).



## User Engagement

### What can we do better?

- To increase interaction on other pages, such as those for managing assets, adding vendors, and checking items in and out, we may need to optimize the user experience through easy navigation and page load time.
- Users will understand specific elements where they became confused, if the platform provides interactive messages via tooltips.
- For first time users, consider using step-by-step starter guides or popups to direct users where to click and what to click on
- To get off to a faster start, streamline and improve the onboarding process.



**Thank you**