

List of Data for ASSH's Content Strategy and Design

Hotjar Data

Our main tool for gathering User Experience data.

[Analysis of Hotjar Recordings 2018](#) *Recordings have since been deleted to make room for new recordings.

- Users don't understand hamburger menu
- Users miss CTAs for AM promotional banner and struggle with slider
- Users going to "For Patients"
- Users couldn't find "My Account"

[Hotjar Recordings for Q4 2017](#) *Recordings have since been deleted to make room for new recordings. All data is regarding search and related to Hand-e.

[Analysis of Hotjar Recordings for Q4 2017](#) Most of this has been hashed out for Hand-e 2.0

"Straight from the Horse's Mouth" Hotjar Data

[Website Improvement Survey Results](#)

[Compilation of Data from Survey Results](#) (February to June)

[User Personas](#) (Built on research from the 2 above links)

Additional User Experience Data

[2018 User Experience Initiatives Document](#) (Actionable items gathered from An Event Apart conference. Great information on content organization.)

Young Leaders Surveys

[Hand-e Young Leaders User Experience Survey 2017](#)

[Hand-e Young Leaders User Experience Survey 2016](#)

Usability Tests 2016

[UAT Testing Results 2016](#)

[Analysis of UAT Testing Results 2016](#)

Analytics

[2017 Web Stats Data](#) (Notice the ASSH top pages, same with previous years)

[Hand-e Stats 2015 - 2018](#)

[Search Terms 2016](#) (Notice the top terms each month, although outdated, still relevant. ([Here](#) is a list I just pulled of all available internal search term data Jan15 through June 17.)