

Help Button ? Event Tracking Analysis

[Britt Allen](#) | Analytics | July 30 2020

TL;DR

The help button in action

1a. Confirm the last 4 digits of your SSN. 

- So far most folks are looking for help when certifying or filing a new claim as opposed to all of the other things they can do on UIO
- We think a small UX change to accommodate Spanish-speakers can make the site more accessible to them since we offer help translated in Spanish
- There may be UX improvements to make on [/UIO/Pages/ExternalUser/Certification/ACRCResumeClaimClarification.aspx](#) as it made up 26% of the pages in the event labels captured
- 13% of users (the largest portion) simply don't understand what they are accepting on the certification form
- Users trying to understand occupational titles are routed to insufficient table of 3 titles – they account for 26% of total events for users trying to file a new claim
- Clicking the help button for **What type of work do you normally perform?* opens up a link to [uio.edd.ca.gov/UIO/Pages/Public/help/index.htm#en-US/Public/NewClaim/WorkAvailability.htm#ReceivingPension](#)? The answer and question displayed are correct, but the label is misleading. This is an opportunity for data cleaning.

Background

The numbers in this report are cumulative and cover a date range of 7/27 (the day help button tracking was turned on) until 7/29, so 3 days. The tracking was set up in order to provide better visibility into what aspects of UIO claimants struggle with, given that a click on a “help” button should be a reasonable metric for that question/part of the site being confusing, and no prior tracking of these clicks had been done previously.

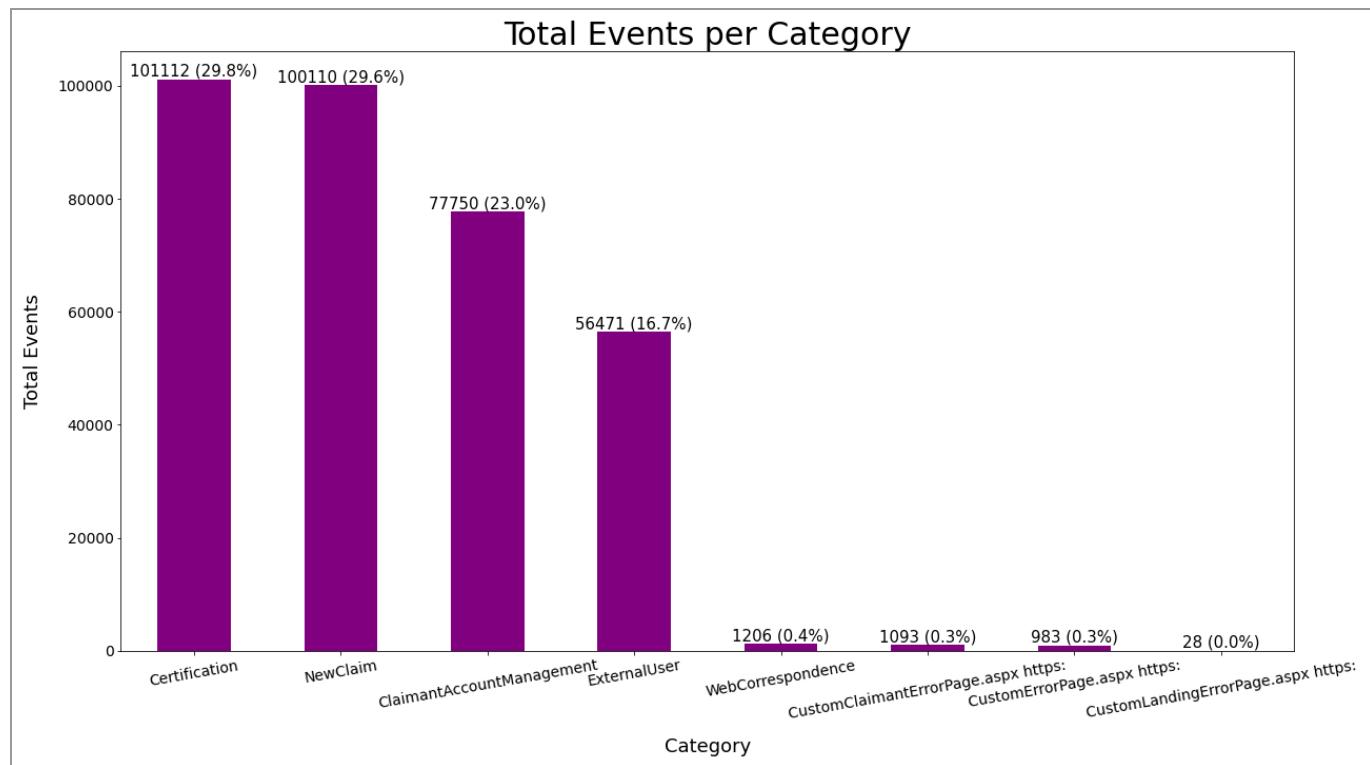
Currently the events are being categorized under [UIO](#), with the corresponding action being **help-click**, and the event label being a combination of the page url of the current user and the help page url for the button or link they clicked on. This ends up being a super long string (e.g. [/UIO/Pages/Public/NewClaim/ClaimantInformation.aspx https://UIO.edd.ca.gov/UIO/Pages/Public/help/index.htm#en-US/Public/NewClaim/ClaimantInformation.htm#WasSSNIssued](#)) which contains a breadth of information to help us further analyze the behavior of our users.

All Events

Over the first three days there were a total of 338,753 help button/link events. These events were spread across 8 different categories. We are defining category by looking at the fourth level of the page path in the users' URL that gets captured in the event label. Our understanding is that this indicates where a user

is in the app. For example, folks who have NewClaim in their url are filing a new claim whereas folks who have Certification are certifying.

As seen in the visualisation below, users who were certifying and filing new claims made up 60% of the total events followed by claimants managing their account who made up 23% of total events. 71% of that latter group (*ClaimantAccountManagement*) clicked on the only help button available, in the Claim History tab of their account, to understand the status of their claims. The other 29% is assumed to have clicked on the general help link at the top of their profile.



English vs Spanish

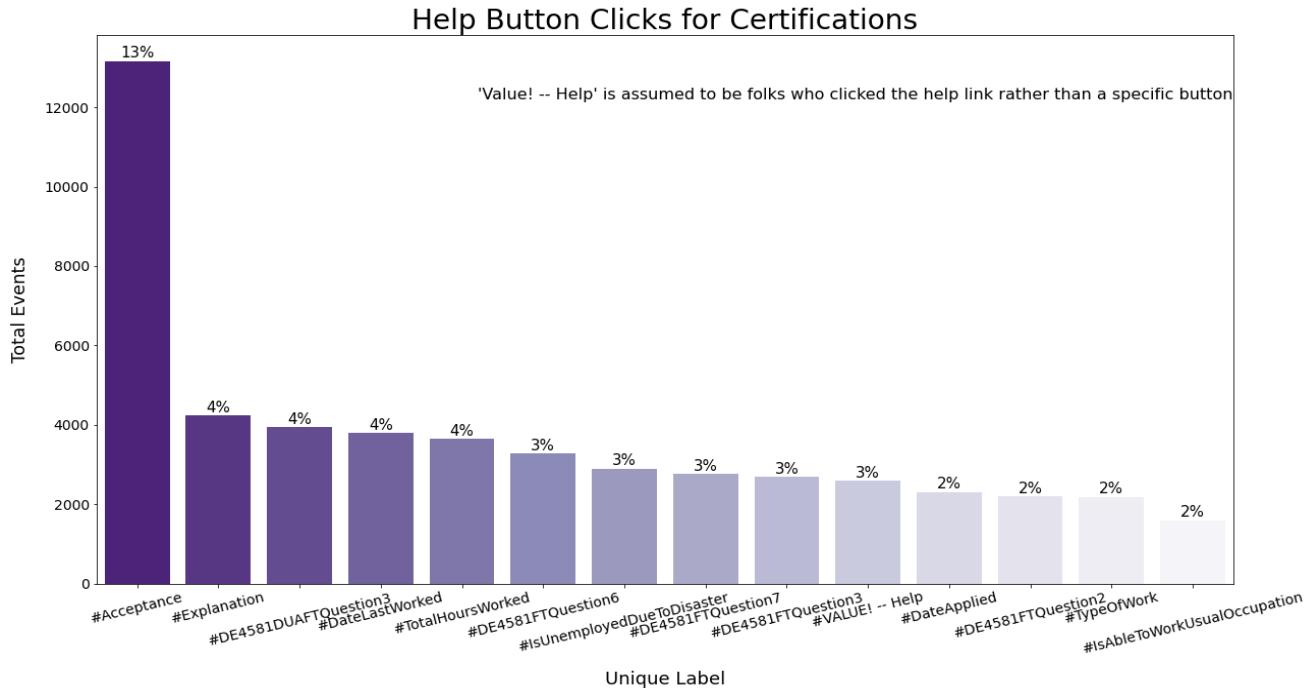
Users viewing the help pages translated in Spanish currently make up 1% of total events, however users who have their browser language set to some variant of Spanish made up 1.5% of the total events. It's possible these folks are bilingual or had live translations, but we wonder if adding help in Spanish (see example below) will increase accessibility.

[Help \(Ayuda\) | Benefit Programs Online | Log Out](#)

Pages Where Users Look For Help

There were 854 total event labels. Within those labels, there were 78 unique pages where users clicked the help button or link. 26% of the 854 contained the url [/UIO/Pages/ExternalUser/Certification/ACRCResumeClaimClarification.aspx](#). Without having a test account it's hard to see what that page pertains to, but it looks like the folks clicking on help from this page land here <https://uio.edd.ca.gov/UIO/Pages/Public/help/index.htm#en-US/ExternalUser/Certification/ACRCResumeClaimClarification.htm> which contains lots of information about how to reopen a claim seems to be unrelated to certifications yet it's captured in the event label with this URL.

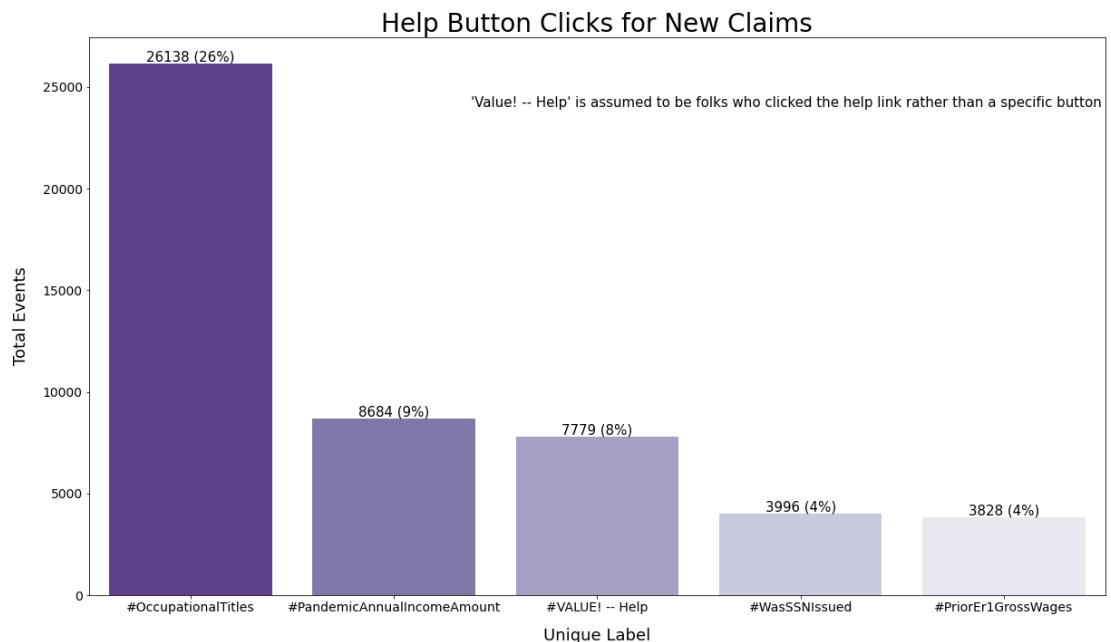
Certifications Events



13% of users (the largest portion) simply don't understand what they are accepting on the certification form. We cannot login either to validate with our own opinion on whether or not it's clear. There's a lot more variance in what users are clicking on for help, there were 384 unique labels for certs; this is just the top 14 which made up 50% of the total certification events.

New Claims Events

When people are trying to answer the questions **What type of work do you normally perform?* or **What other type of work can you perform?* – this is the help page they get. (screenshot below). This accounts for 26% of total events for users trying to file a new claim.



Field	Information
Work Type:	Examples of Work Types: • Electricians • Salespersons • Truck Drivers