

Zgłoszenie tematu pracy dyplomowej :: STUDIA I STOPNIA ::

Promotor:	dr hab. Jozef Kapusta, prof. UP
Temat pracy dyplomowej (j. polski, j. angielski):	Current Trends in Web Usage Analysis: Heatmap, Confetti, Scrollmap
Zakres pracy i oczekiwane rezultaty praktyczne:	<p>The primary purpose of website optimization is to make it more appealing to website visitors, to improve user experience and increase conversion rates. Together with Google Analytics or Piwik, researchers are developing new methods to explore the web visitors: Heatmap, Confetti, Scrollmap. A Heat Map is like a snapshot of a web page that has been dusted by visitors' fingerprints. It shows us what they've clicked on. Its close relative, the Scroll Map, shows how far down the page they're willing to scroll. There are different software applications that allow you to use heat mapping for the website.</p> <p>The aim of the bachelors' thesis is a summarization of this area and practical experimenting with these methods on the selected web portal.</p>
*Wymagane oprogramowanie/języki programowania:	HTML + PHP
*Środowisko uruchomieniowe:	Windows or Linux
Dodatkowe wymagania i uwagi:	English language
*Literatura:	1. https://heatmap.me/ https://www.crazyegg.com/

*pola opcjonalne