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This Quick Start provides an overview of the user flow functionality available within Oracle Real User Experience Insight.

Working with Oracle Real User Experience Insight User Flows

Legend Description

1 The funnel view provides the most generic information about a selected user flow. It indicates visitor transition through the user flow during the selected time period.

2 The flow status view provides the most detailed information about the current status of a selected user flow.

3 Indicates the number of visitor user flows lost between steps. The flow status view reports how many were due to visitor aborts, and how many due to timeouts. The circumstances under which a started user flow is regarded as aborted are configurable.

4 The number of visitors returning from the next step.

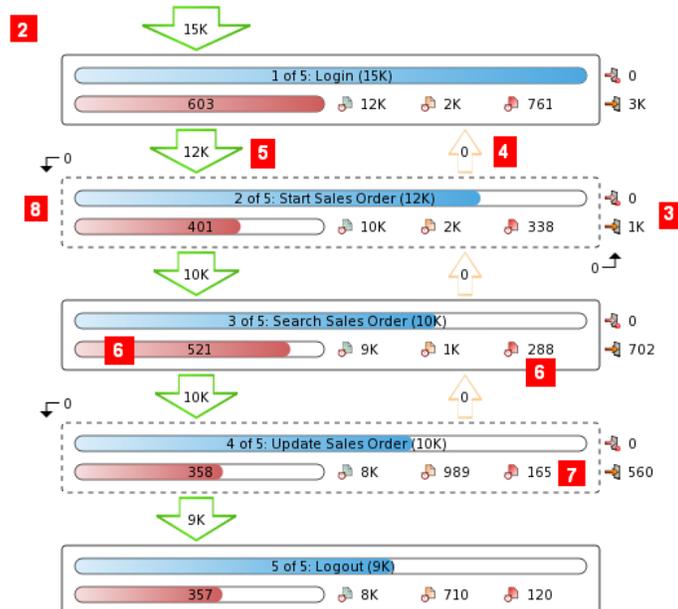
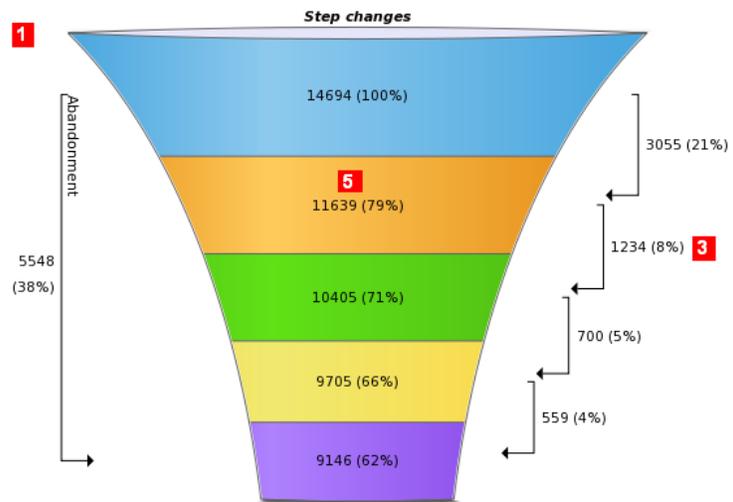
5 The number of visitors progressing to the step. This number, less the number reported in **4**, is the number of visitors reported in the funnel.

6 Detailed diagnostics information about errors and frustrated page views experienced by visitors during a step is available by clicking the reported number on step item.

7 Indicates how visitors experienced the Web actions (such as page loading) associated with a step.

8 Optional steps are shown with a dotted line. Information about their completion or skipping by visitors is reported.

A user flow is a collection of Web pages and actions that define a logical task. It consists of a number of steps that need to be performed in order to complete the task.



RUEI provides extensive KPI metrics for the monitoring of user flows. The most important are highlighted below.

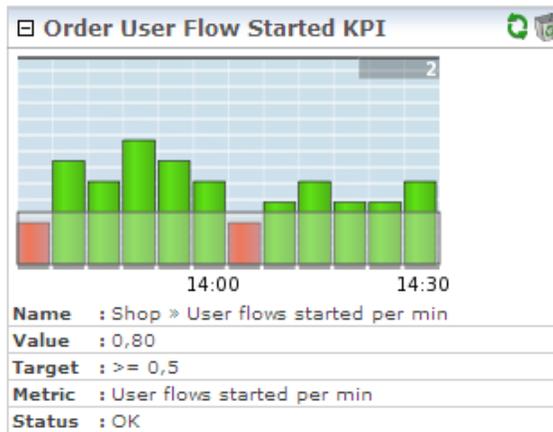
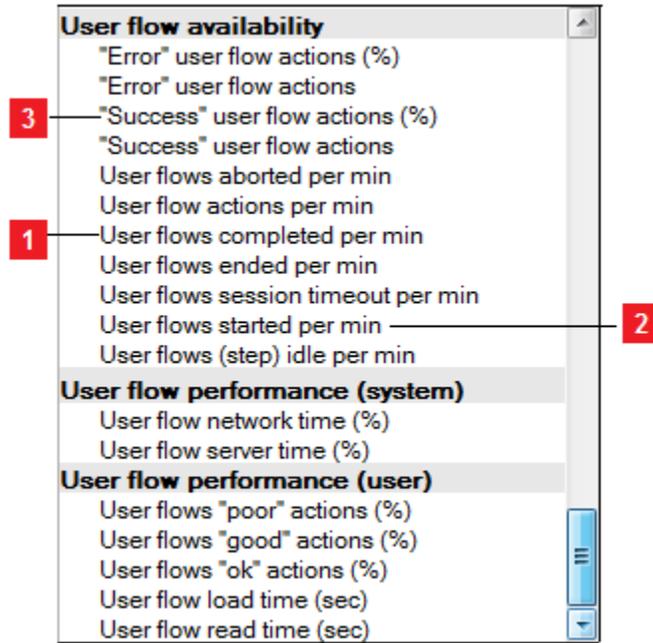
1 A snapshot of all visitor traffic is taken every five minutes. The total number of visitors that completed user flows (that is, reached the last step) is calculated, and then divided by five to determine the number of user flows completed per minute.

2 This is calculated in a similar manner to the number of completed user flows, except that it is based on started (rather than completed) user flows.

3 Indicates the ratio of page views within user flows that were successfully displayed.

Note that when analyzing a 5-minute period, it is possible that more visitors are completing a user flow than starting one. This is because they started the user flow more than five minutes ago. In this case, as the number of visitors starting becomes larger than the number completing, the reported metric moves towards 0.

When there are no visitors completing a user flow, you can prevent alerting during low traffic levels by combining this metric with a requirement for a minimum number of concurrent visitors (or number of page views).



1 Each user flow must have a unique name. A maximum of 100 user flows can be defined.

2 To aid administration, user flows are grouped into categories. For example, you could define separate categories for bookings, CRM activities, and so on.

3 Specifies if the user flow is bound to a specific application or suite, or if it will be generic. This facility allows you to manage access to information about the user flow.

4 Steps within user flows can be optional or required. Steps can be defined in terms of Web pages or other dimensions (such as Siebel methods or EBS responsibilities). The first and last steps in a user flow cannot be defined as optional.

5 Steps are defined in terms of conditions. Only one of these conditions needs to be met for the step to be considered reached, but all events within the condition must be met.

6 Assigns a monetary value to ended user flows. For example, using this facility, you could determine the cost of a server upgrade in terms of user flows.

7 Controls when visitor navigation to a page outside the user flow should be regarded as aborted.

8 You can specify whether the visitor is required to complete this step as part of the user flow.

Add user flow

Specify the user flow's properties.

Name: * Ferry booking **1**

Category: Orders **2**

Data access: Generic **3**

Report optional steps: **8**

Step Definition

- « Add new step »
- Route and date details** **4**
 - Application/Page name = Ferry booking » Route and date details
 - « Add new condition »
- Passengers and vehicle details**
 - Application/Page name = Ferry booking » Passenger details **5**
 - Application/Page name = Ferry booking » Additional details
 - « Add new condition »
- Payment details**
 - Application/Page name = Ferry booking » Payment : Credit card
 - Application/Page name = Ferry booking » Payment : Bank transfer
 - Application/Page name = Ferry booking » Payment : Pay on collection
 - « Add new condition »
- Confirmation**
 - Application/Page name = Ferry booking » Confirmation
 - « Add new condition »

Save Cancel

CONTACT US

For more information about Oracle Real User Experience Insight, please visit Oracle.com or call + 1.800.ORACLE1 to speak to an Oracle representative.