

# Analysis of User Web Activities

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Browsing the web is a common action for most people nowadays. People access web content via web browsers – *Google Chrome, Mozilla Firefox, Opera, Safari*, etc. – everybody can choose the most suitable means to browse the web. Mostly, the difference between web browsers is only in its interface and not the provided functionality. Regarding the basic functionality, according to [1], it has not changed for 19 years. Mainly, its navigation mechanisms – hyperlinks, back/forward button, URL address, bookmarks and history. However, there was one added functionality and it is browsing the web by tabs.

Tabbed browsing provides possibility of parallel browsing the web. Shortly, it means that users can work on several tasks at the same time. Considering the fact that time spent on the web is increasing [2] and its becoming more complex activity, users are expecting improvements that will ease their interaction with web browser. Complexity of the parallel browsing is supported by [3] where they analyze the time spent with 2/4/6/8 tabs opened at the same time.

Many people have a lot of tabs opened at one time. Often they keep their browser opened to not lose pages they had opened – this was reported by [1] where they found out that tabs are often used as a short-term bookmarks. While people have many tabs opened it gets messy sometimes and it is hard to navigate through them. These management of tabs can be categorized as a one of the problem of parallel browsing. We realized experiment using *RenameTab*<sup>1</sup> add-on to figure out if this can make parallel browsing faster and more comfortable.

There are some problems with navigation in tabs that can be removed by using this add-on:

1. Many pages have their title of the page static and no matter in which part of the page you are, the tab has the same name. This can be confusing when you have more tabs opened.

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<sup>1</sup> <http://alexbate.co.uk/renametab>

2. Other problem can be that the title of the page is not clear for you. However by renaming the tab, you can rename it to more recognizable name, some key words for example, and by that you will be able to reach that tab much more faster when the tab is needed.

Based on these facts, we realized experiment in *Class of User Experience* with 12 people to get the data for analysis. Before that we had given a questionnaire to certain people, who were participants in our experiment, to obtain basic information about their way of browsing and to found out the topic we should have focused on.

Questionnaire was given to 14 people (8 males, 6 females) in range of 20-22 years old. All of them were students from different fields of study. There also were 4 students of informatics, others are studying fields like economy, photography, language related study etc. From the questionnaire we found out following useful information for us:

- The most used Web browser – *Google Chrome*.
- How they operate with tabs – creating, branching...
- Their own opinion about parallel browsing – advantages/disadvantages, what they are missing from web browser

In our experiment, we gather insight into navigation in tabs. Participants had to complete 2 tasks. First one was about finding the most suitable item to buy while they had limited budget. Participants were able to use *RenameTab* add-on, which can be helpful in orienting in opened tabs. In second one, they were shown several screenshots with multiple tabs opened and they have to find concrete tab according to an instruction.

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