

# **Tracking Services for ANY websites and web applications**

Zhu Xiong

[zx@u.washington.edu](mailto:zx@u.washington.edu)

## **1. Operational Concepts – What is it?**

This product provides a tracking services for any website which wants to track their user's behaviors on their websites. This services will provide a simple, easy, and clean solution to these websites. From the tracking data, we provide various statistic information and analysis to the administrator of the websites or webapp which is being tracked.

This services will be running both as a Web Services and a Servlet, which provide different interfaces for program invoking and http requesting from web pages.

## **2. System Requirements – What does it do for us?**

- You can track any web pages of your own as you want by making very slight modification to original pages, and it doesn't affect anything the original web page having before.
- You can track any events driven by user actions occurred in you web applications.
- We provide some statistic information for your web site or webapp, such as ow many times of one user access, when is peak hour of your web site, etc.
- You can obtain some information or rules extracted by the tracking data(click through data), which can help you improve you websites or understand customer behavior, etc, etc.

### **3. System and software architecture – How?**

The tracking system consists of two parts: Servlet (for tracking web pages) and Web Service (for tracking web applications). Both part will be implemented in J2EE platform.

#### Part 1: Servlet

Any web pages being tracked will add a similar line as following at any place page owners want:

```

```

The url (the part before question mark) is corresponding to the servlet which will track this event; The query (the part after question mark) is the information that page owner wants to record for this event, it contains a event name--"Page\_Viewed" and event details--"xyz". When our tracking system received this request, it store the information of this event in our database for page owner and assign a cookie to client (The one who is brow sering this web page) to identify this user for further tracking.

#### Part 2: Web Service

This web service provide a interface for web applications. When a web applications want to record a event, they need to call our web service and pass whatever information they want to record, for example: a customer purchased \$40 product on their web site.

In addition, we will provide a simple web interface for the web page or webapp owner to access the tracking data. We may also provide some sort of simple analysis for user.

### **4. Life cycle plan – Who wants it? Who will support it?**

- The system is developed for the websites or webapp owner who doesn't have

capabilities to run this service on their own servers and who does need this service will be interested in this.

- This first two parts of this system will be done in 1-2 month, and the website interface will be done in 2-3 weeks.
- 1-3 developers will participate in this project.
- This project will follow the spiral life cycle model.
- Resource list: Developers (\$0); Lab Computers (\$0);

##### **5. Feasibility Rationale – Is this really true?**

Both conceptual integrity and compatibility are confirmed.