



Smithsonian
National Zoological Park

Website personas

Steering committee

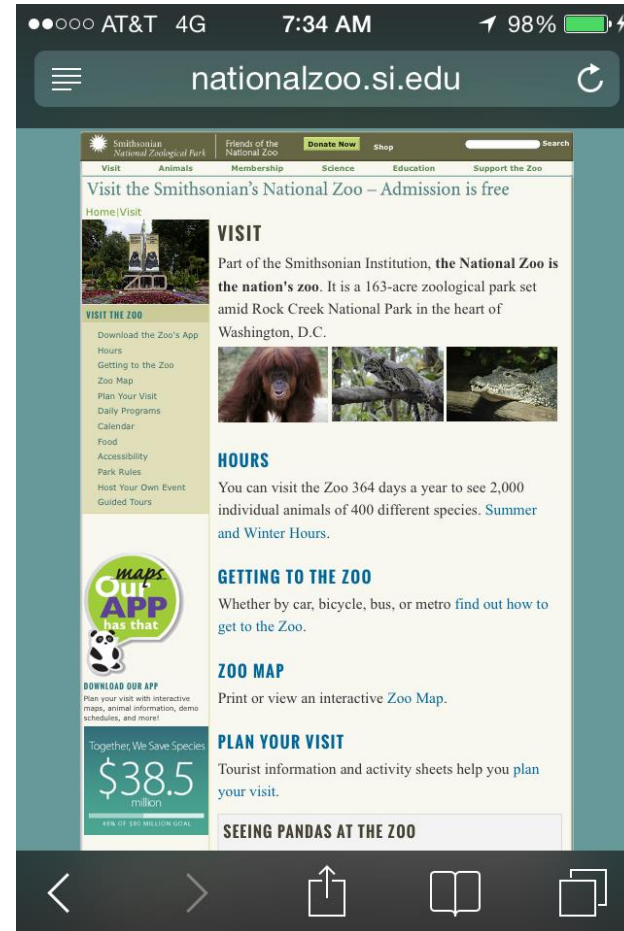
10/28/2015

personas

- **Mobile user**
- **Search engine spider**
- Online viewer
- Online planner
- Onsite visitor
 - Families
 - Mobile App user
 - Scientist
- Members
 - Prospects
 - Renewals
- Donor prospect
- Learner
 - Teacher
 - Student
- Science Researcher
- Media
- Event goers
- Volunteers
- Fitness
- Young lovers

Mobile users

- 38% of total site traffic (5% on phone)



Personas

Search engines

Top keywords

- Panda cam
- National zoo
- Smithsonian zoo
- Red panda
- Komodo dragon
- Hummingbird nectar recipe



1 st H 2014	/google/
% of referrals	60% of total referrals
Top search engine	51% of total referrals
New users	3.8M
Bounce rate	24.68%
Time on site	7:38
Pages/session	4.78

Personas

personas

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 - Researcher
 - Event goers
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 - Fitness
 - Young lovers
- **Methodologies**
 - Clean, clear design
 - Media
 - Good responsive design
 - **Mobile user**
 - Smart, early SEO
 - **Search engine spider**

News Gatherer

Media

1 st H 2014	/press releases/
% of visitors	0.03%
Principal page	/PressReleases/latest-news.cfm
Exit rate	25%
Bounce rate	42%
Time on page	1:20
Country	USA (85%)
Referral	Google (55%) bookmark (18%)
User path > last	Home page (18%) camera pages (28%)
User path > next	Home page (7%)



1 st H 2014	Invertebrate release
% of visitors	8,061 visits (14 days)
Principal page	press-release.cfm?id=2649
Exit rate	69%
Bounce rate	85%
Time on page	2:19
Country	USA (86%)
Referral	Google (51%) bookmark (26%)
User path > last	Home page (39%) invertebrates (33%) News HP (4%)
User path > next	Home page (18%)

Personas

Online Viewer

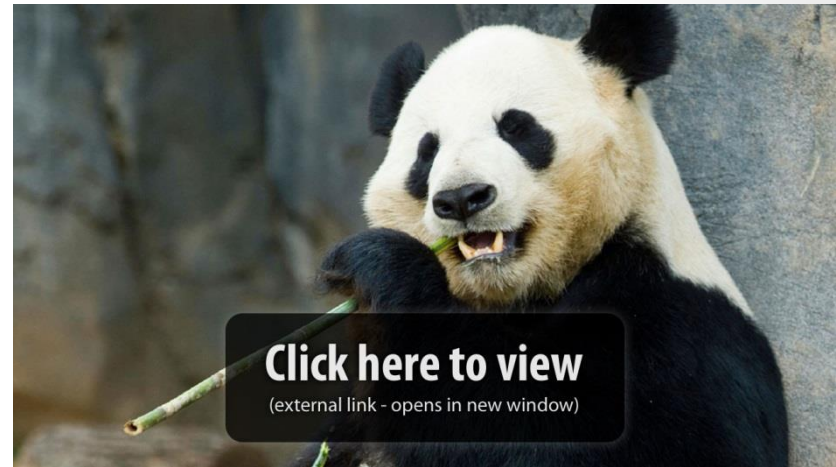
Watches streaming video on website of pandas, lions and elephants

Pandas

- 81% of total camera traffic
- 57% of total site traffic

Two Panda camera pages

Bounce rate: 1%



1 st H 2014	/animals/webcams/
% of visitors	70.4%
Principal page	/animals/webcams/giant-panda.cfm
Exit rate	16.3%
Time on page	2:17
Country	USA (88%)
Referral	Google (45%) bookmark (31%)
User path > next	Other panda cam (82%)

Personas

Online Planner

On-site roles:

- Mommy strollers
- Scientists

Questions:

- What's happening today / tomorrow
- What should I pack
- Where should I park?

Bounce rate: 54%



1 st H 2014	/visit/
% of visitors	4.0%
Principal page	/visit/default.cfm
Exit rate	30%
Time on page	2:17
Country	USA (96%) Baltimore-DC (26%)
Referral	Google (68%) bookmark (17%)
User path > last	Home page
User path > next	Within /visit/ folder (76%)

Personas

Mobile app user

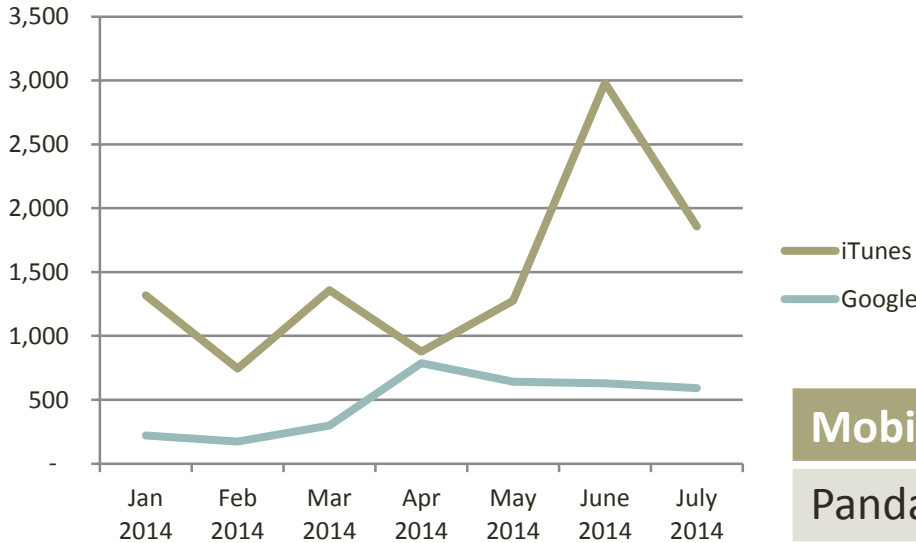


1 st H 2014	/zooApp page/
% of visitors	0.1% 279/day
Principal page	/SmithsonianNationalZooApp/default.cfm
Exit rate	34%
Time on page	1:18
Country	USA (93%) Baltimore-DC (18%)
Referral	Google (68%) bookmark (17%)
User path > last	/visit/ pages (64%)
Mobile	52%

Last 30 days	/zooApp page/
% of visitors	0.1% 234/day
Principal page	/SmithsonianNationalZooApp/default.cfm
Exit rate	37%
Time on page	1:52
Country	USA (82%) Baltimore-DC (14%)
Referral	Google (56%) bookmark (25%)
Referring page	Home page (20%) /visit/ pages (54%)

Mobile app user

Data from mobile app company



Mobile app page	% of views
Panda cam 1	29.2%
Panda cam 2	19.7%
Panda home	8.5%
Animal cams	8.3%
Panda TV	7.9%
Elephant cam	5.8%

*230,032 views in 19 days (9/1-9/19)

Personas

Members

- Prospects
- Renewals

No present sales funnel analytics

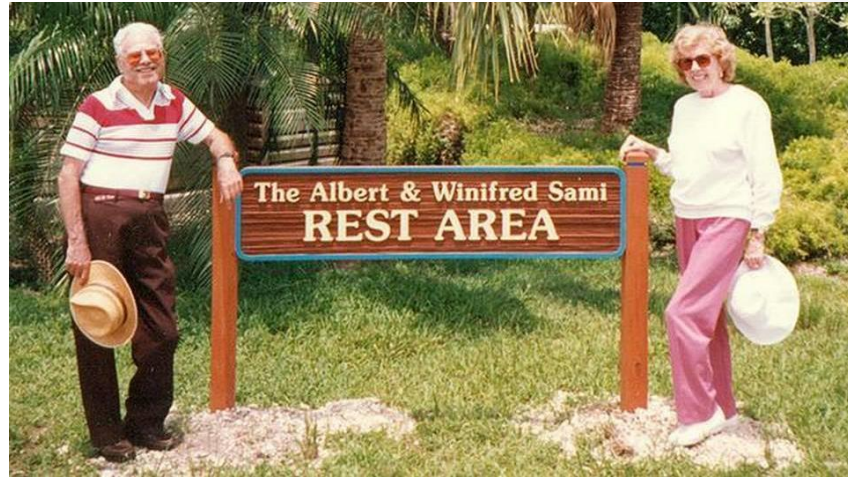


1 st H 2014	/join/
% of visitors	.003%
Principal page	/JoinFONZ/Join/
Exit rate	29%
Time on page	1:24
Country	USA (86%) Baltimore-DC (14%)
Referral	Google (60%) bookmark (18%)
User path > last	FONZ (12%) /visit/ (22%)
User path > next	Seniors discount (8%) Reciprocal zoo (7%)

Personas

Motivated Benefactor

Wants to donate



1 st H 2014	/Support/
% of visitors	.003%
Principal page	/support/adoptspecies/animalinfo/giantpanda/default.cfm
Exit rate	33%
Bounce rate	25%
Time on page	1:18
Referral	Google (58%) Direct (19%)
User path > next	/giant-panda (25%)

Personas

Learners

- Teacher
- Student

Lost opportunities



Page	Pageviews	Entrances	Avg. Time on Page	Bounce Rate
giantpandas	364,502	248,309	234	73%
komododragon	89,543	72,984	307	85%
fact-poisondartfrog	87,260	69,906	293	83%
americanalligator	83,390	70,323	296	87%
redpanda	83,232	61,888	260	81%
blackratsnake	80,848	73,922	288	92%
cottonmouth	49,350	43,675	325	91%
northerncopperhead	45,612	40,250	292	90%
cornsnake	40,614	36,070	317	89%
easternboxturtle	37,667	32,726	302	88%

1 st H 2014	/education/
% of visitors	.006%
Principal page	/education/default.cfm
Exit rate	12%
Bounce rate	37%
Time on page	0:33
Referral	Home page (40%) Google (40%)
User path > next	Home page (17%)

Personas

Science Researcher

- Science
- Conservation
- Talking to peers at a high level



1 st H 2014	/science/
% of visitors	.003%
Principal page	/sbi/migratorybirds/webcam/hummingbird_nectar_recipe.cfm
Exit rate	87%
Bounce rate	89%
Time on page	1:18
Referral	Google (72%) Yahoo (17%)
User path > next	/hummingbirds (63%)

Personas