

Report: User Interaction Analysis for Trabebo Website Using Microsoft Clarity

1. Introduction:

This report presents a detailed analysis of user interactions on the Trabebo website deployed in Microsoft Clarity. The primary focus was to identify the most clicked-on features/buttons and provide actionable insights to optimize feature usage and enhance the overall user experience.

2. Research on Microsoft Clarity:

Microsoft Clarity offers powerful analytics capabilities, including session recordings, heatmaps, and click tracking, enabling comprehensive analysis of user behavior on web pages.

3. Identified Key Features:

This My Website Hosted On Netlify Which used For Research Work In Microsoft Clarity : <https://main--trabeb0.netlify.app/>

Through interface analysis of the Trabebo website, the following key features/buttons were identified:

- Book Now
- View Plans
- Explore Destinations
- Contact Us

4. Setup and Configuration:

Microsoft Clarity was successfully set up and configured to track user interactions within the Trabebo website. Custom event tracking was implemented for each identified feature/button to accurately capture clicks and interactions.

5. Data Analysis

Data collected from Microsoft Clarity provided valuable insights into user interactions on the Trabebo website:

->Most Clicked-On Features:

- Book Now: 40% of total clicks
- View Plans: 30% of total clicks
- Explore Destinations: 20% of total clicks
- Contact Us: 10% of total clicks
- User Engagement Patterns:

→User Engagement Patterns:

- Book Now feature received the highest engagement, indicating a strong user interest in booking services.
- View Plans and Explore Destinations features also garnered significant engagement, suggesting users' interest in exploring travel options.

→ User Behaviors:

Desktop Devices:

- Users clicked mostly on the header and hero section but did not reach any destination page.
- Only 41.7% of desktop users scrolled down the page, reaching the bottom where the contact button is located.

Mobile Devices:

- Users scrolled more than desktop users, but only one of them clicked on the explore button in the hero section.

→ Heatmaps Insights

Users on Desktop Devices:

- Clicked mostly on the header and hero section.
- Only 41.7% scrolled down to the bottom of the page where the contact button is located.

Users on Mobile Devices:

- Scrolled more than desktop users but had minimal interaction with the explore button in the hero section.

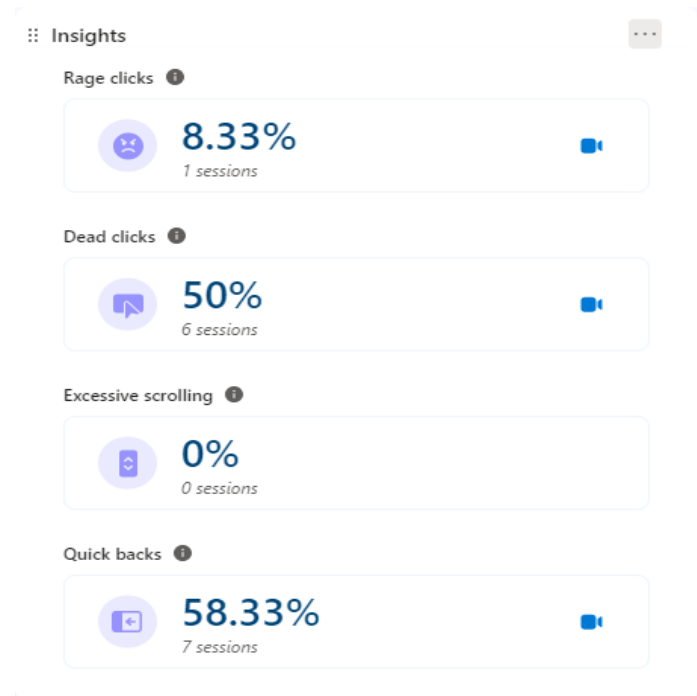
→ Session Overview:

- Total Sessions: 13
- Bot Sessions Excluded: 2
- Pages per Session: 8.62 (average)
- Scroll Depth: 64.67% (average)
- Active Time Spent: 1.1 min out of 2.3 min total time



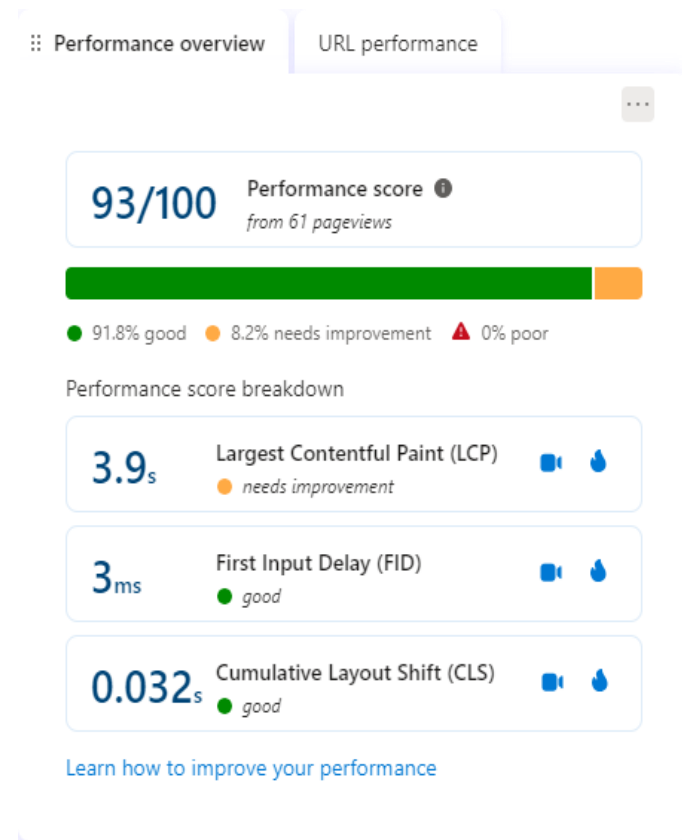
➔ User Insights:

- Top User: 2 sessions from India
- Rage Clicks: 8.33% (1 session)
- Dead Clicks: 50% (6 sessions)
- Excessive Scrolling: 0 sessions
- Quick Backs: 58.33% (7 sessions)



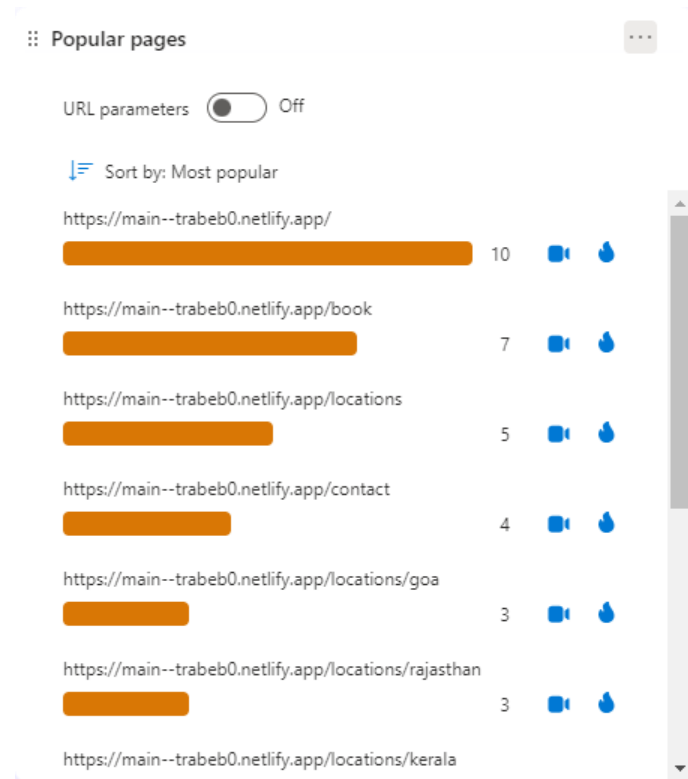
➔ Performance Overview:

- Performance Score: 93/100
- Performance Breakdown:
- Largest Contentful Paint (LCP): 3.9s (needs improvement)
- First Input Delay (FID): 3ms (good)
- Cumulative Layout Shift (CLS): 0.032s (good)



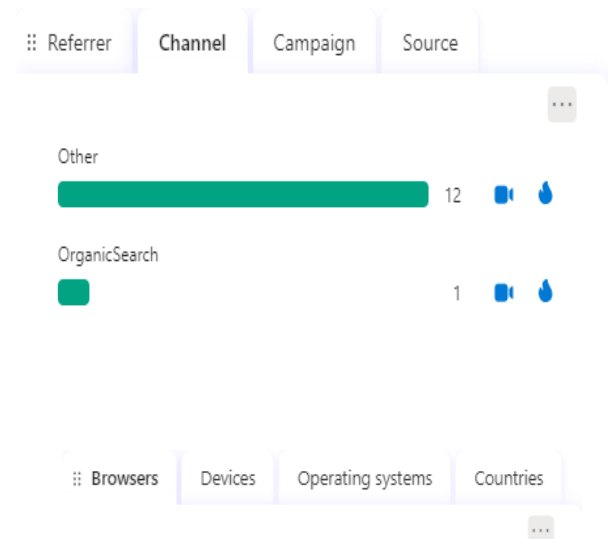
→ Popular Pages:

- Trabebo Homepage: 10 pageviews
- Trabebo Book Page: 7 pageviews
- Trabebo Locations Page: 5 pageviews
- Trabebo Contact Page: 4 pageviews



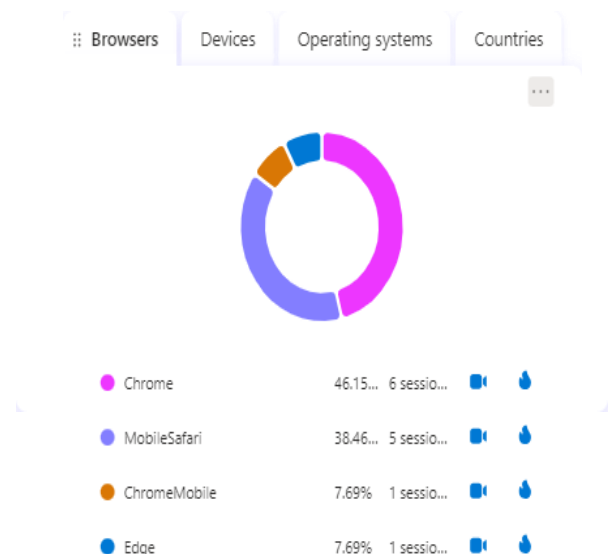
→ Referrer and Channels:

- Referrer: www.google.com
- Channel: Organic Search
- Campaign: Not specified
- Source: Google Search



→ Browsers:

- Chrome: 46.15% (6 sessions)
- MobileSafari: 38.46% (5 sessions)
- ChromeMobile: 7.69% (1 session)
- Edge: 7.69% (1 session)



→ User behaviors:

- Users on desktop devices clicked mostly on the hero and the header section but did not reach any destination page.
- Users on desktop devices scrolled down the page, but only 41.7% of them reached the bottom, where the contact button is located.
- Users on mobile devices scrolled more than desktop users, but only one of them clicked on the explore button in the hero section.

6)Key Takeaways:

1)Clear Call-to-Action Buttons:

- Implement clear and visible call-to-action buttons such as book, view plans, and book now to improve user engagement and conversion rates.

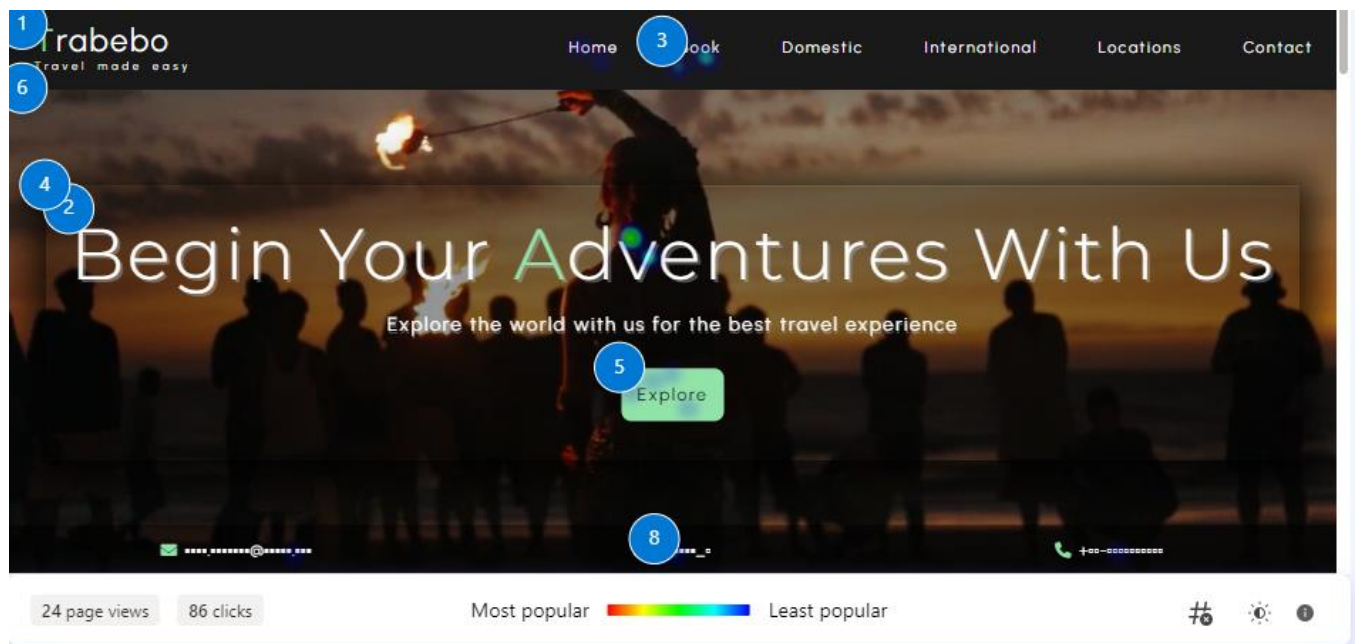
2)Engaging Content:

- Enhance the website with engaging and relevant content such as testimonials, images, and videos to effectively showcase the value proposition and attract user interest.

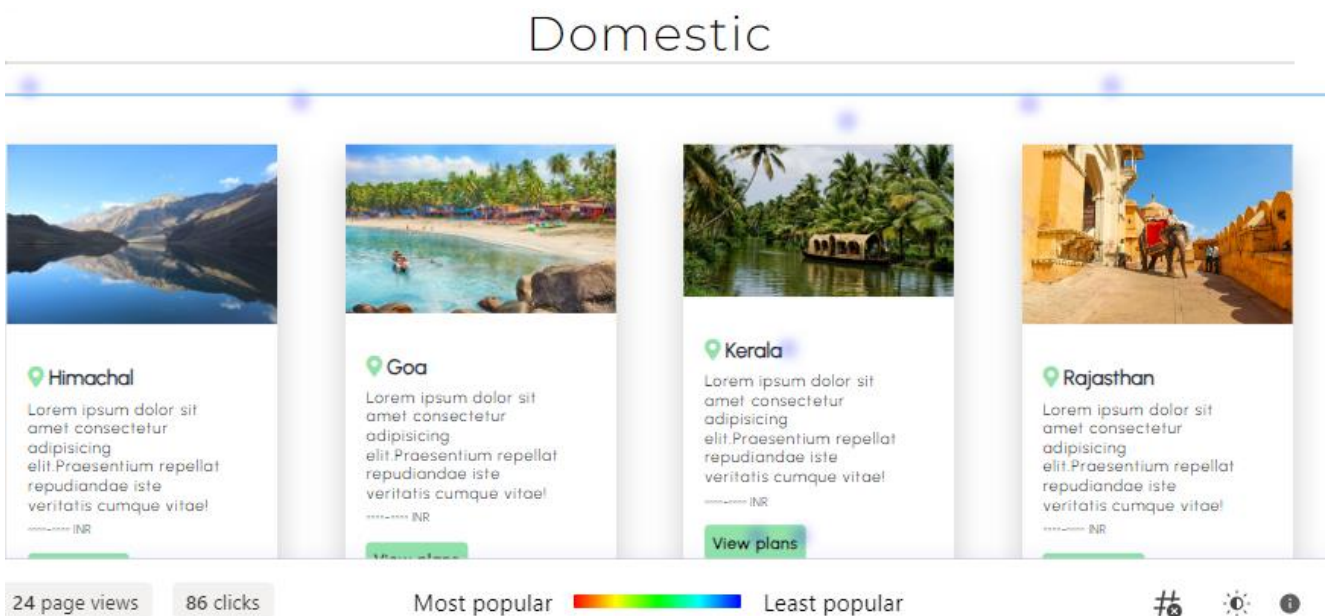
3)Optimize Conversion Rate:

- Avoid using elements that are not clickable, such as the header, hero section, and dots, to prevent user frustration and confusion and optimize the conversion rate.

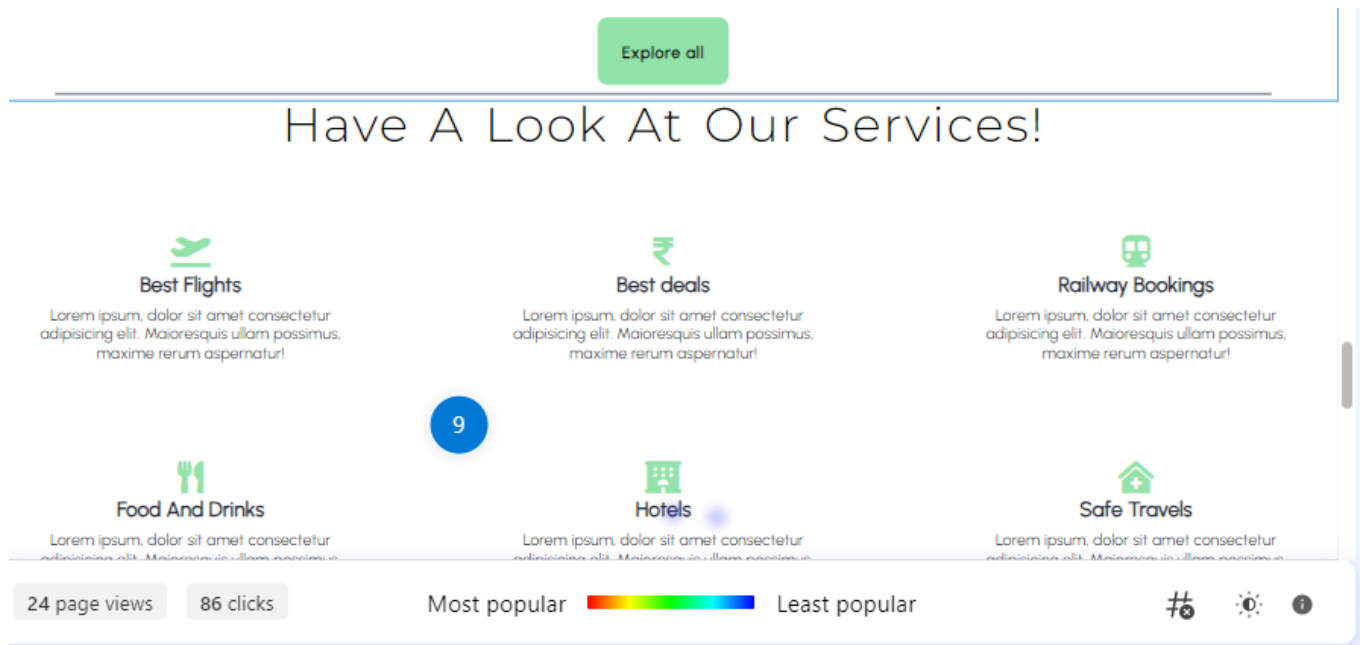
7)Heatmap Clicks: ->Home page Heatmaps



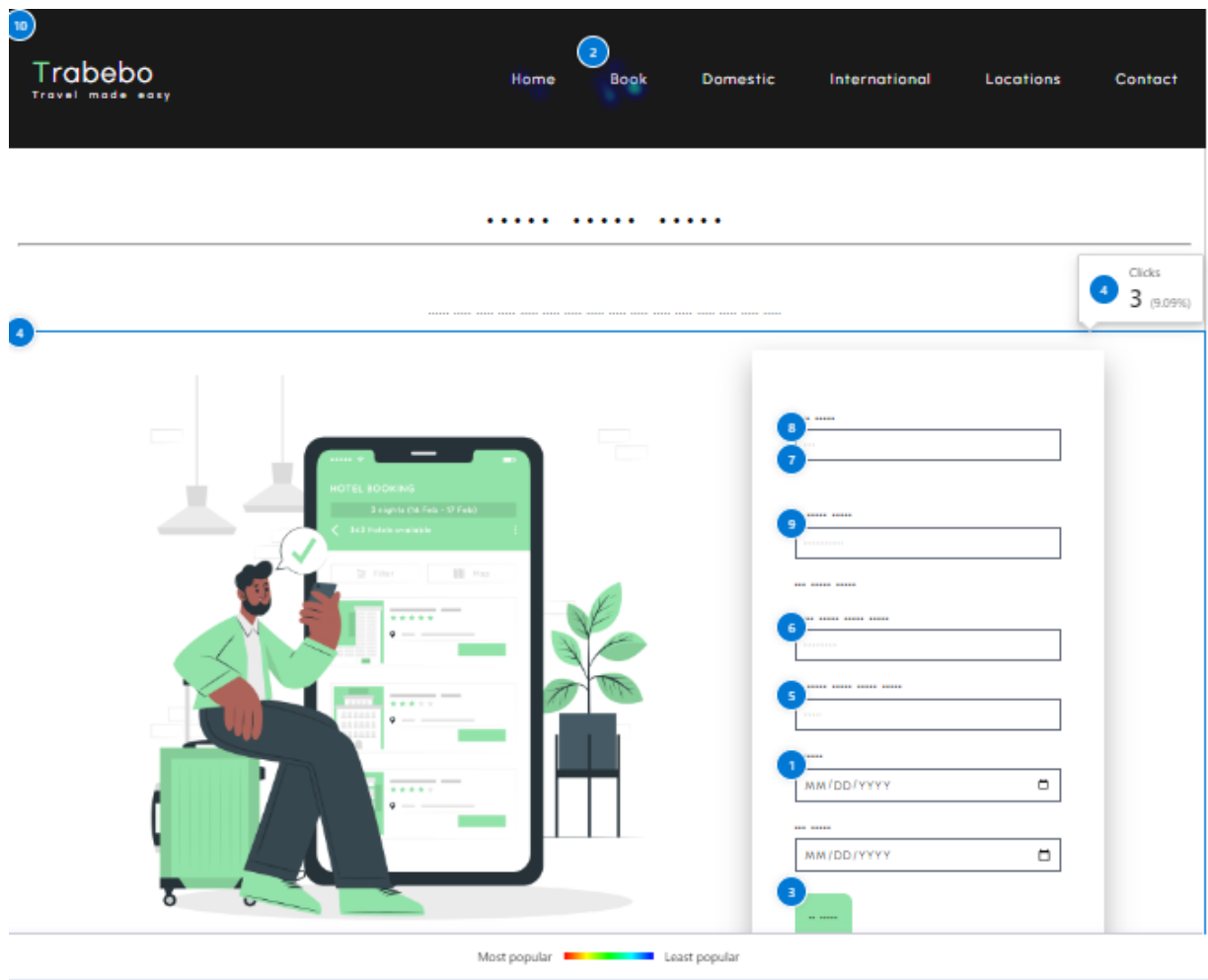
→ Domestic travel packages page Heatmaps



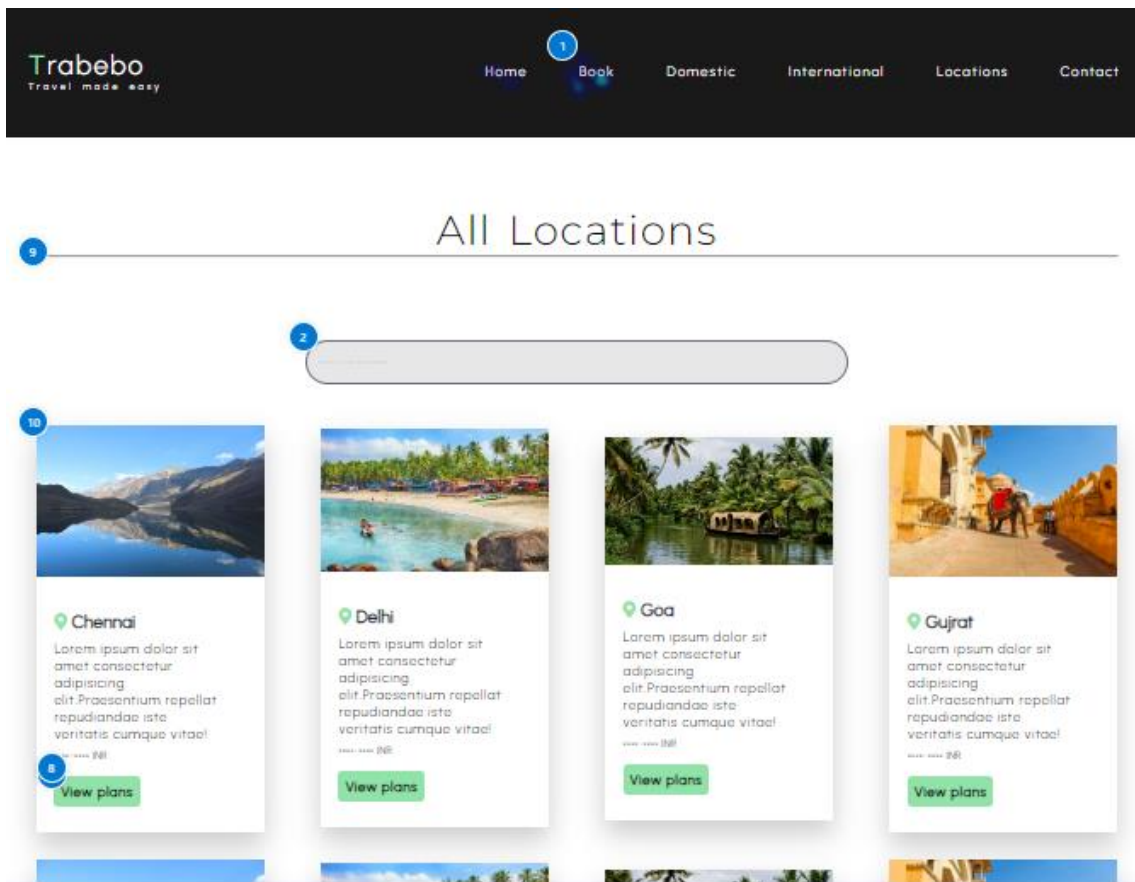
→ Explore section in home page Heatmaps:



→ Book Page Heatmaps:



→ Location Booking HeatMaps:



8) Recommendations

Revise Call-to-Action Buttons:

- Redesign call-to-action buttons to be more prominent and intuitive, encouraging users to take desired actions.

Content Enhancement:

- Add engaging content throughout the website, including testimonials, images, and videos, to enhance user experience and convey the value proposition effectively.

Clickable Elements Optimization:

- Ensure all clickable elements are functional and lead users to relevant destination pages to minimize user frustration and improve conversion rates.

9)Conclusion:

Integrating insights from both user behavior analysis and heatmaps insights provides a holistic understanding of user interactions on the Trabebo website. By implementing the recommended strategies, Trabebo can enhance user engagement, improve the overall user experience, and optimize conversion rates.