**Report: User Interaction Analysis for** **Movie review Website Using Microsoft Clarity**

**1. Introduction:**

This report examines user engagement with our Movie Review Website on Render and Netlify. We used Microsoft Clarity to examine user interactions to identify the most popular features and buttons. Our goal is to provide straightforward insights to improve productivity and enhance the user experience.

**2. Research on Microsoft Clarity:**

Microsoft Clarity is a user recording and heat mapping tool that can be used to better understand user behavior on your website. Marketers can use Microsoft Clarity to understand user engagement (scroll depth, clicks), user frustrations (dead clicks, rage clicks), and insights into devices, operating systems, and more.

**Use cases for Microsoft Clarity**

**Data-Driven Decision-Making**:

Enable your clients or management to make informed decisions based on user behavior data. Understand what works and what doesn’t on your website.

**Content Optimization:**

Test different content placements and identify what resonates best with users. Determine where to position critical information on your web pages.

**User Experience Enhancement:**

Clarity helps you understand confusing elements of your webpage. By analyzing user interactions, you can identify pain points and improve the overall user experience.

**Behavior Insights:**

Dive into user behavior patterns. Clarity provides session recordings, heatmaps, and click tracking, allowing you to scrutinize user clicks and requirements.

**Testing and Experimentation:**

Test new ideas on your webpage. Clarity allows you to study user interactions and publish changes based on insights

**The Microsoft Clarity Pros**

1. It’s free
2. It’s easy to install
3. Microsoft Clarity integrates with Google Analytics
4. It’s GDPR compliant
5. Superior Filtering Capabilities
6. Useful UX metrics
7. Helpful support team
8. Live Demo
9. Clarity Live Extension Plugin
10. Google Optimize Integration

**Microsoft Clarity Cons**

1. Lack of detailed documentation for GA integration troubleshooting
2. No “exclude” ability on filters at the time of publication
3. Login confusion if using a shared login

**3. Identified Key Features:**

My movie review website, hosted on Render and Netlify, is being analyzed through Microsoft Clarity for research purposes: <https://moonflix1.netlify.app/>

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

* Home
* Movies
* Search
* Tv series

**4. Setup and Configuration:**

We've got Microsoft Clarity all set up and running smoothly to track how users are interacting with our movie review website. Each feature and button has its own custom tracking in place to make sure we capture every click and interaction accurately.