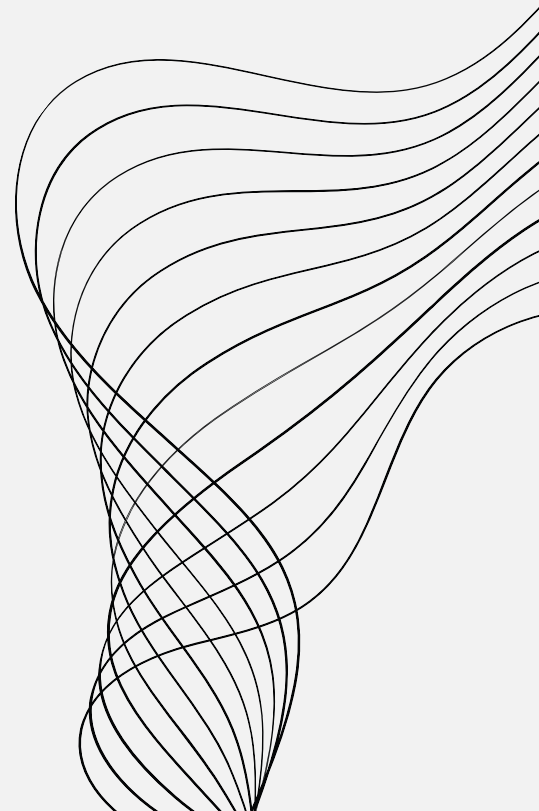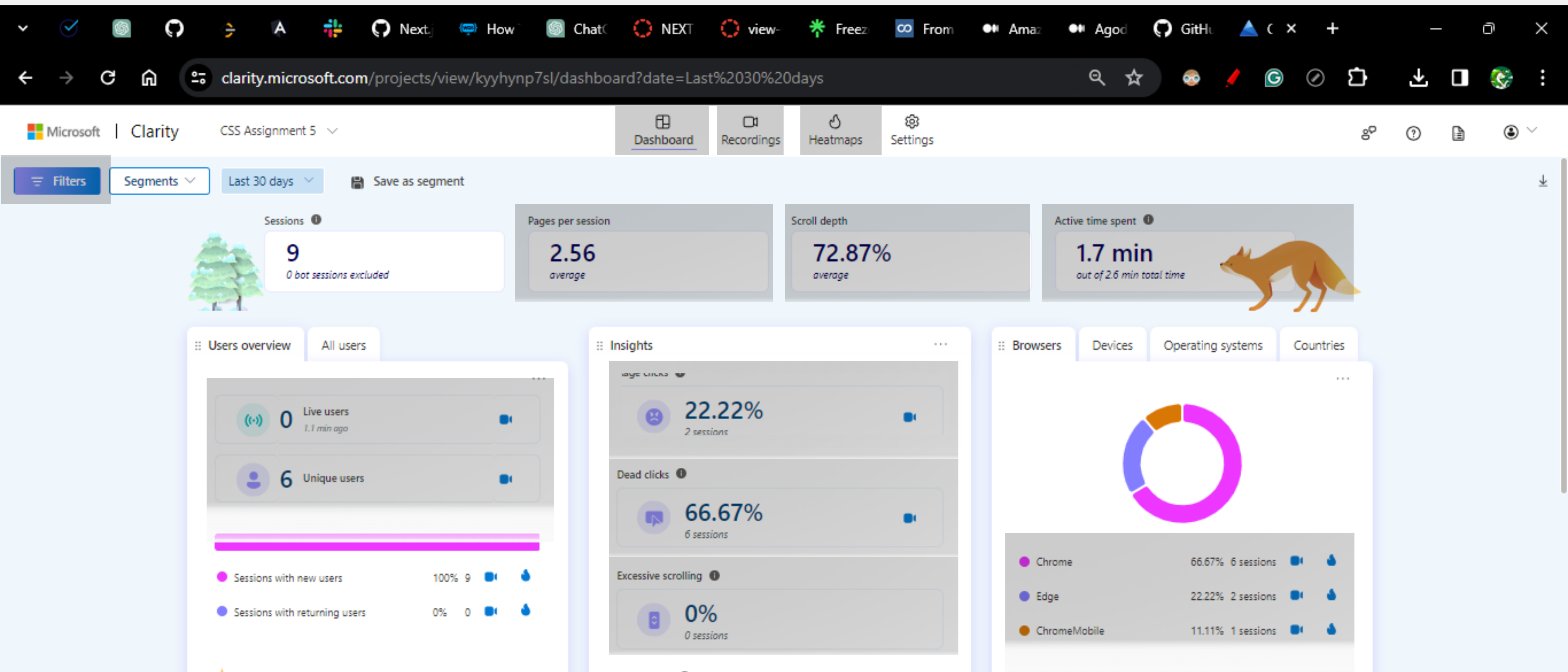# ◭ MICROSOFT CLARITY

IT IS A POWERFUL WEB ANALYTICS TOOL DESIGNED TO HELP WEBSITE OWNERS AND DEVELOPERS GAIN INSIGHTS INTO USER BEHAVIOR AND OPTIMIZE THE USER EXPERIENCE.

FEATURES

- The tool enables the identification of areas for improvement and optimization of the user experience.

- Session recordings, heatmaps, and click maps allow visualization and analysis of user engagement.

- It enhances website performance, increases user satisfaction, and improves business outcomes.

Dashboard

In the above image, I highlighted the key features.

● Terminology used in Microsoft Clarity

- **Rage Click:** An instance where a user repeatedly clicks on a specific element out of frustration or impatience, indicating dissatisfaction or confusion with its functionality or responsiveness.

- **Dead Click:** When a user clicks on an element on a webpage expecting an action, but no response or action occurs, typically due to technical issues or unresponsive elements.

- **Excessive Scrolling:** The act of continuously scrolling through a webpage, often indicating difficulty in finding desired information or navigating the content effectively.

  - **Quick Back:** When a user quickly navigates back to a previous page or exits a webpage shortly after accessing it, potentially due to lack of relevant content, poor user experience, or confusion.
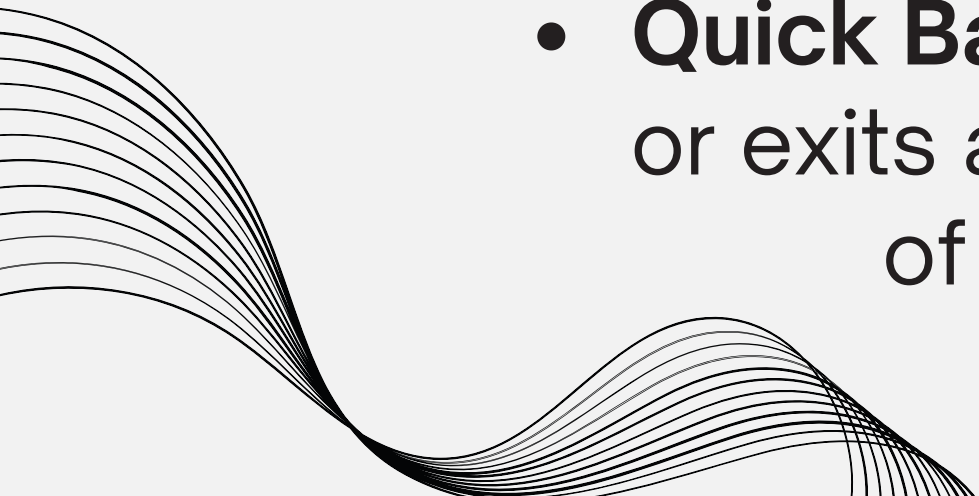
INSTALLATION AND SETUP

1. Install on a third-party platform

2. Install manually

Here I install it **manually**, simply copy and paste the script inside the **head tag** of the HTML file.
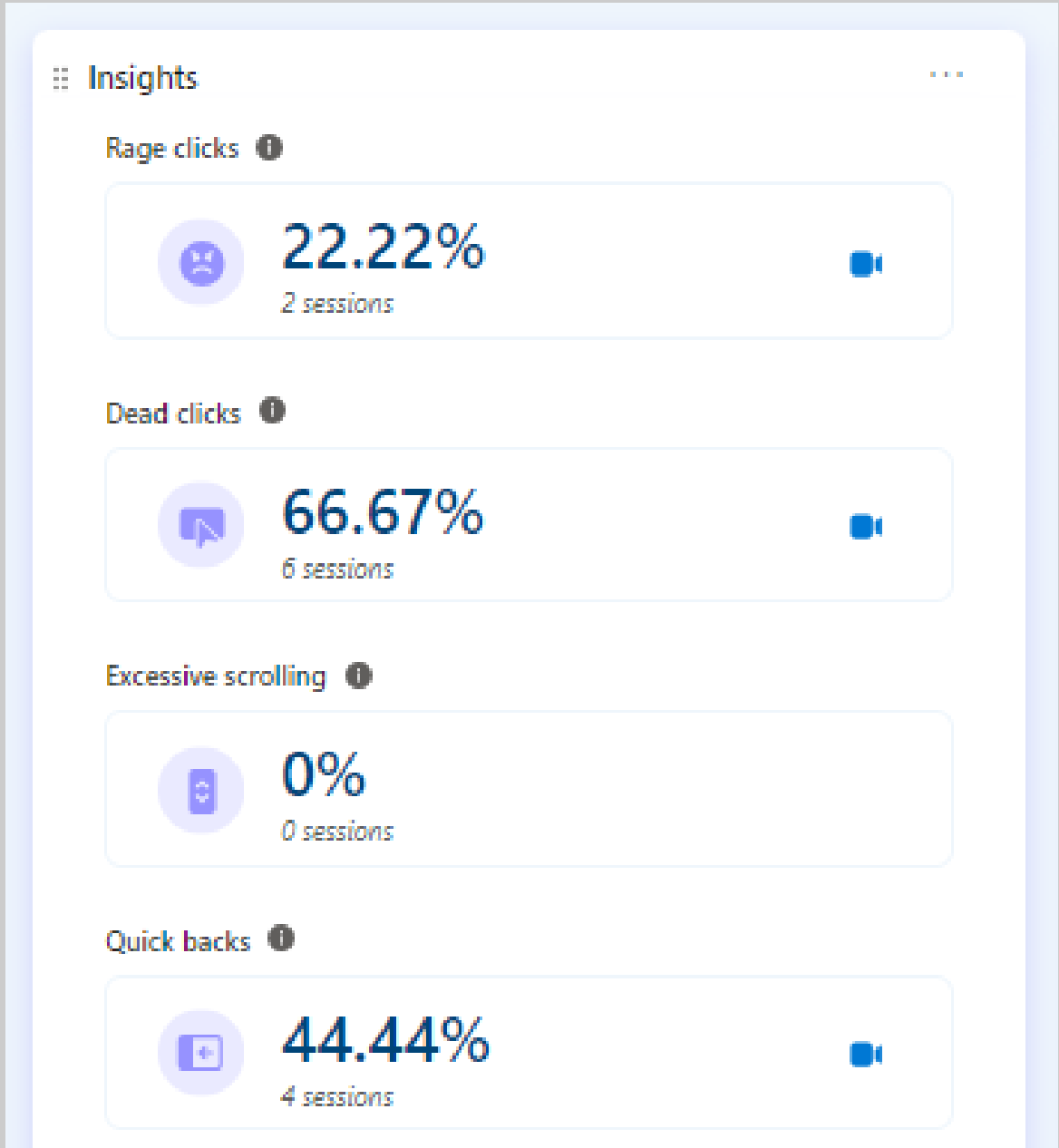
```html
<head>

<script type="text/javascript">
  (function(c,l,a,r,i,t,y){
      c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
      t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
      y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
  })(window, document, "clarity", "script", "kyyhynp7sl");
  </script>


</head>
```

DATA COLLECTION

I set up Microsoft Clarity with my already hosted webpage. In the Microsoft Clarity dashboard, you can see the percentage of **rage clicks, dead clicks, quick backs, and scroll depth.** With the help of this data, we can optimize our application.

Rage clicks ⓘ

😞 **22.22%**
2 sessions

Rage clicks at 22.22% suggest a significant level of user frustration with certain elements on the webpage. To reduce them, we can **enhance element responsiveness**, **simplify navigation**, and **validate changes** with user testing.

Quick backs ⓘ
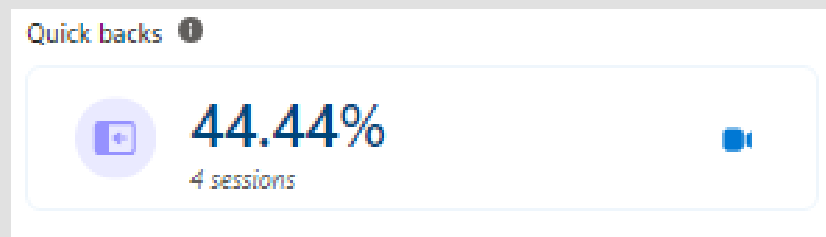
44.44%
4 sessions

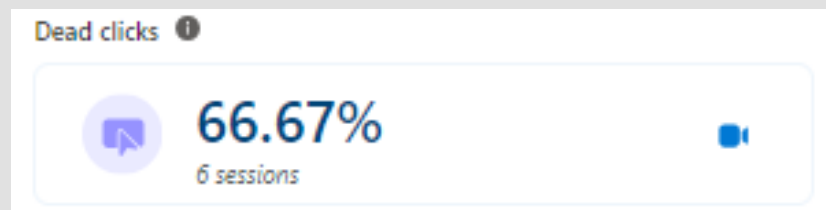Quick backs at 44.44% indicate users are leaving pages quickly. To reduce them, we can **streamline content, improve navigation**, and **validate changes through user feedback**

Dead clicks ⓘ

66.67%
6 sessions

Dead clicks at 66.67% indicate many users are clicking on unresponsive elements. To reduce them, we can ensure that **clickable elements are visible** and **properly spaced** can help mitigate dead clicks.

User Reports:
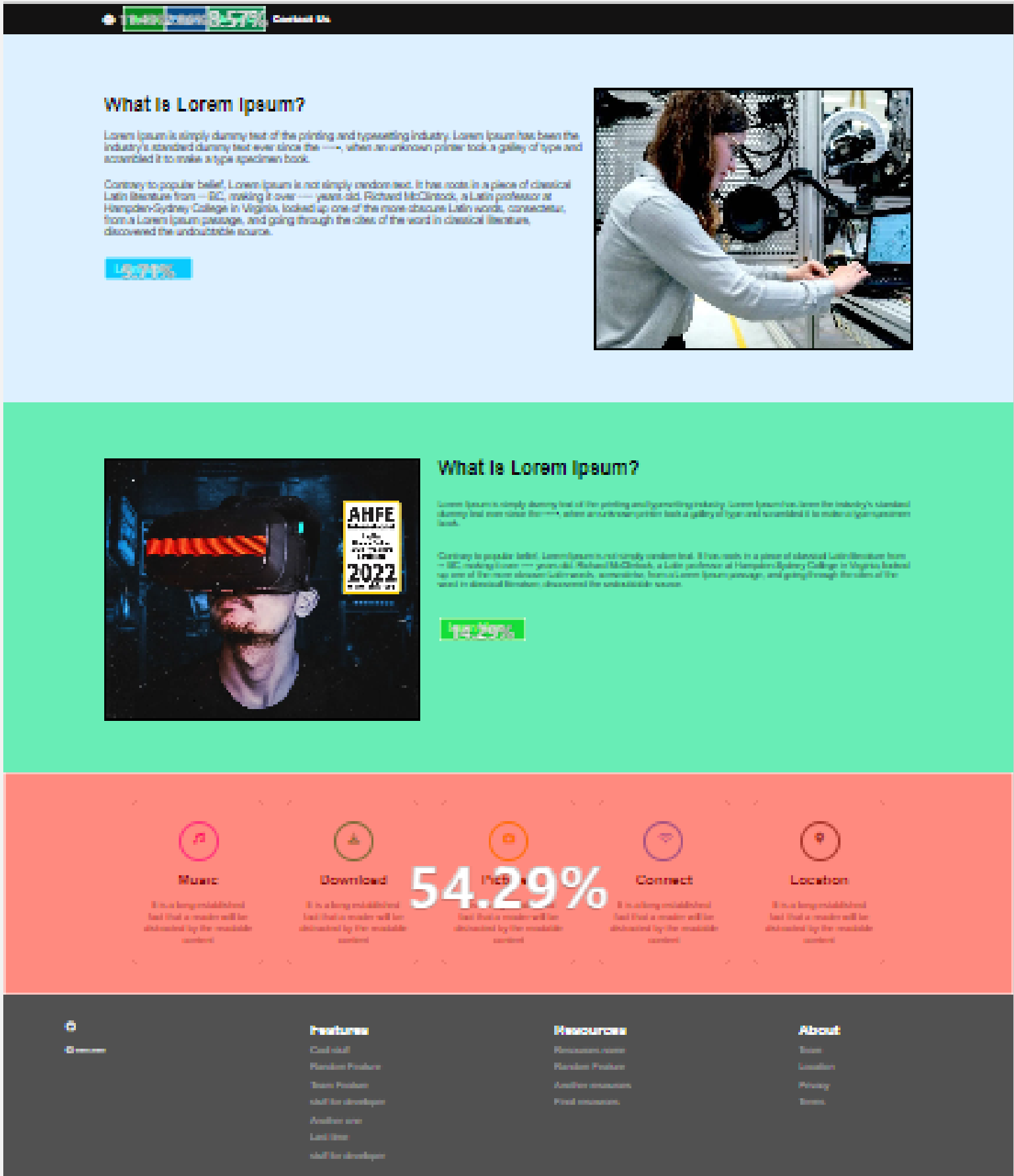
User behaviours

- Users on desktop devices **clicked mostly on the text and images** in the first and second sections, but none of these elements were clickable or interactive.

- Users on desktop devices scrolled down the page, but only 40% reached the third section and only 10% reached the bottom.

- Users on mobile devices scrolled down the entire page but only clicked on the download button in the second section and the terms and about us links in the footer.

Key takeaways

- Add more interactive elements like buttons, sliders, or videos to make the website more engaging and showcase its content and features better, especially in the lower sections.

- Avoid using text and images that look like links or buttons but aren't clickable. If they are meant to be clickable, ensure they lead to relevant pages to reduce user frustration and confusion.

Click Reports:
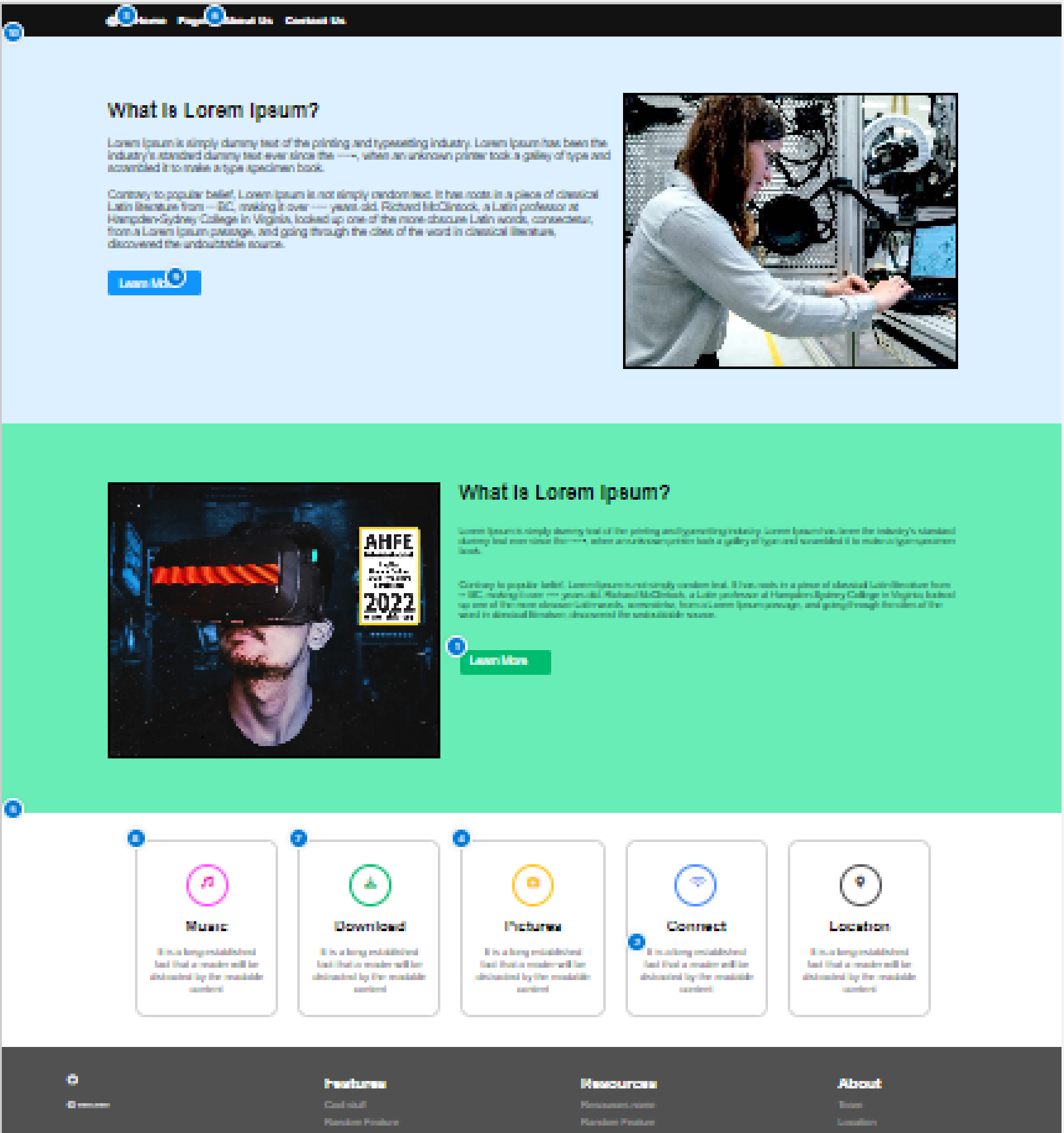
Successful achievements

- A user successfully navigated to the About Us and Contact Us pages and explored the features and resources of the website.3
- A user successfully downloaded a document and viewed the pictures and music sections of the website.
- A user successfully accessed the terms and privacy pages and learned more about Lorem Ipsum.

Unsuccessful attempts

- Most users unsuccessfully tried to click on the home page or other elements that were not clickable and expressed frustration with rage clicks.345
- Some users unsuccessfully tried to go back to the previous page using the quick back click, which did not work as expected.24
- A user unsuccessfully tried to interact with the website for a long time, but the page was hidden or visible intermittently.3

MOST CLICK

About Us, Contact Us, Downloads, Pictures, Music, Terms, and Privacy pages received the most user clicks, while issues with non-clickable elements and navigation functionality require attention and optimization.

USER ENGAGEMENT PATTERNS
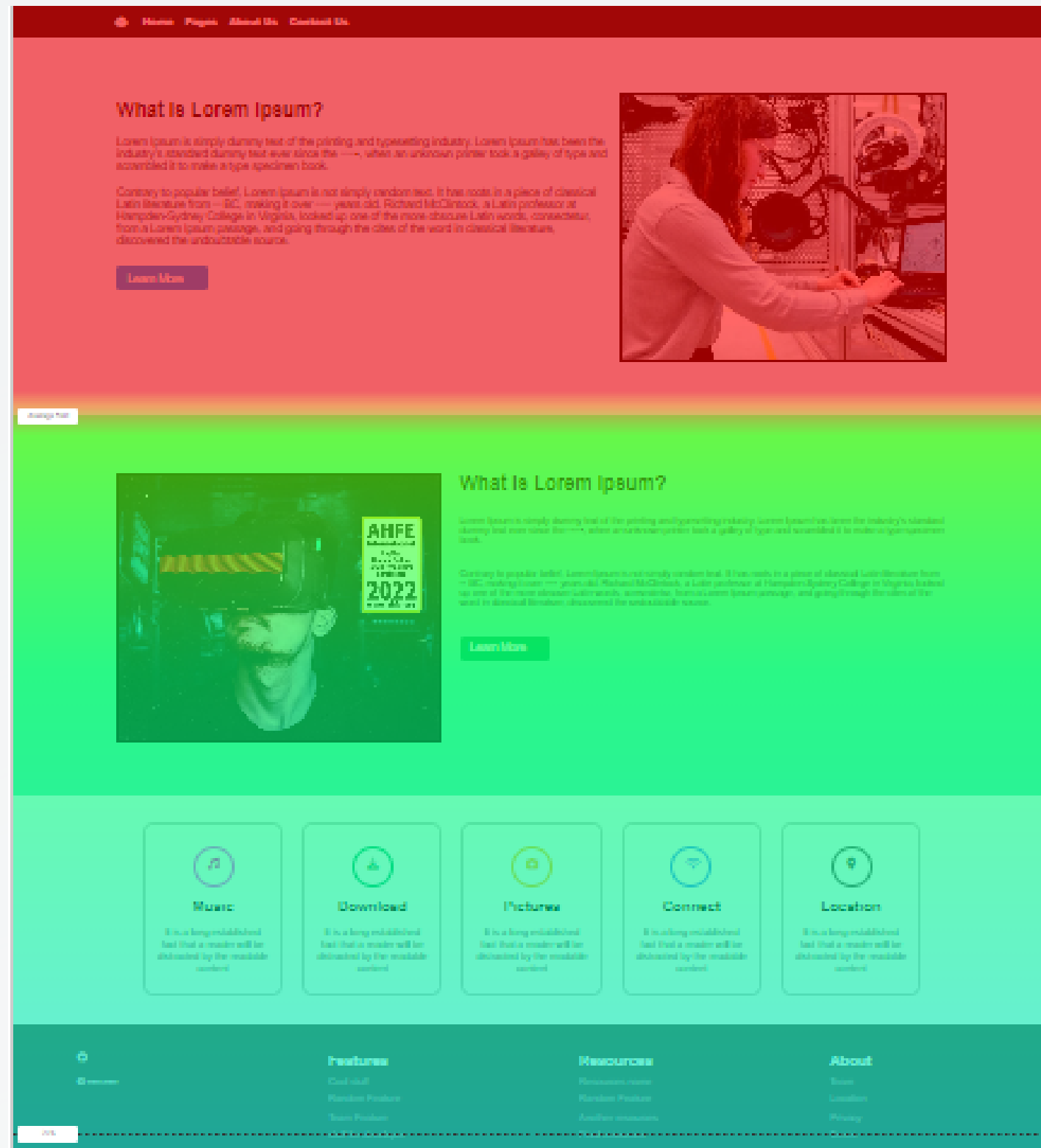
- For **desktop users**, only 40% reached the third section, and just 10% made it to the bottom. They clicked on text and images in the first and second sections, even though they weren't clickable.
- Mobile users scrolled through the entire page but mostly clicked on the download button in the second section and links in the footer for terms and about us.
- **Mobile users** scrolled through the entire page but mostly clicked on the download button in the second section and links in the footer for terms and about us.

Recommendations for optimizing feature usage

- Add fun stuff like buttons, sliders, or videos to show off the website better, especially at the bottom.
- Don't use text or pictures that look like buttons or links if they don't do anything. Make sure they work if you click them.
- Make the website work well on phones by changing its size and layout depending on the screen. Also, make the menu easier to find and use.

Heatmaps visually represent user interactions on web pages, highlighting areas of high activity such as clicks, scrolls, and mouse movements