MICROSOFT CLARITY

Before start with our task that is how we can utilize Microsoft clarity, Let's us understand what is Microsoft clarity –

Microsoft Clarity is a web analytics tool that provides insights into user behavior on websites. It offers features like heatmaps, session recordings, and click maps to help website owners understand how users interact with their sites. Clarity helps optimize user experience and improve website performance.

SET UP

To set up your website in Microsoft Clarity and start collecting user behavior data, we need to create a project in Microsoft clarity with the website url and then configure it, there are few ways to configure it –

For example setting up manually by using tracking code. After signing up, you'll receive a unique tracking code for your website. This code needs to be added to all the pages of your website that you want to track.

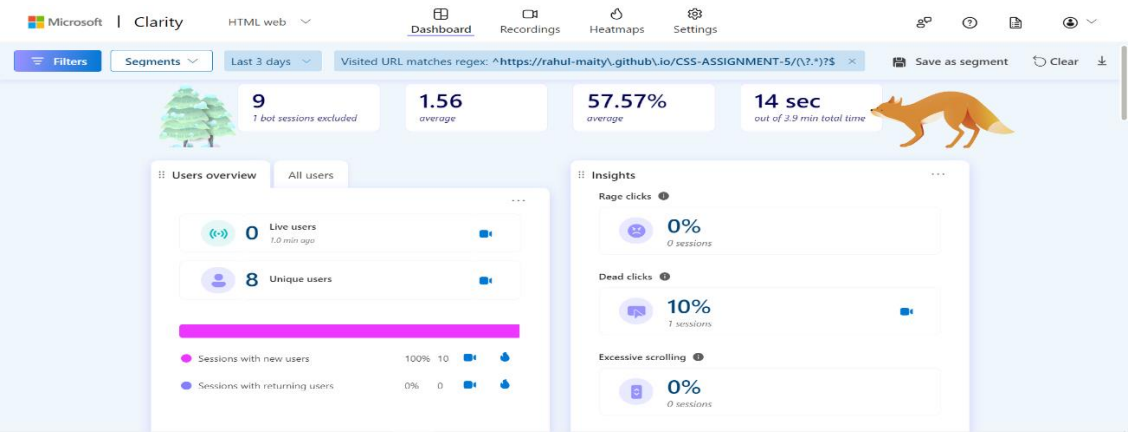
```
<script type="text/javascript">
    (function(c,l,a,r,i,t,y){
        c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
        t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
        y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
    })(window, document, "clarity", "script", "kzf9exwqwv");
</script>
```

If you have access to the HTML code of your website, you can manually add the tracking code just before the closing </head> tag on each page.

If you're using a content management system (CMS) like WordPress or Shopify, you can usually add the tracking code through the platform's settings or by using a plugin or integration provided by Clarity.

After configuring it will automatically tracking user interaction with websites.

Let's understand the dashboard -



There are various options there that we can use to understand the way of user interaction with the website.

Sessions: Total number of sessions, indicating the overall volume of user interactions on the website.

Pages Per Session: Average number of pages viewed per session, reflecting user engagement and navigation depth.

Scroll Depth: Visualization of how far users scroll down web pages, highlighting engagement patterns and drop-off points.

Active Time Spent: Average duration of active user engagement on the website, measuring actual time spent interacting with content.

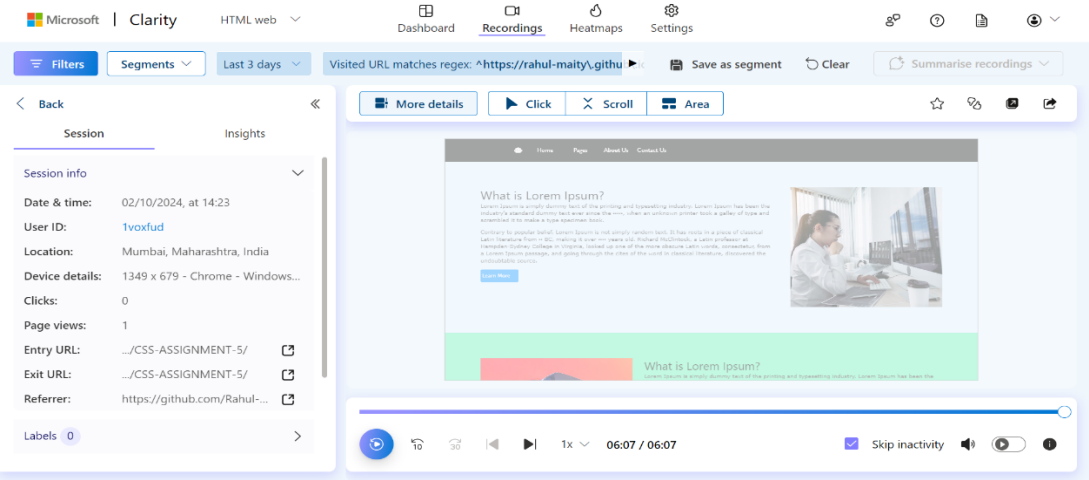
Insights displayed over here which includes –

Rage clicks - Multiple rapid clicks on an element, indicating user frustration or confusion.

Dead clicks - Clicks on non-interactive elements or areas with no response, often due to user misunderstanding or website malfunction.

Also users overview options which shows total number of live users active on the web also the number of unique users that use the website.

Session recordings in Microsoft Clarity can be instrumental in identifying the most clicked-on features within your application.



Those recordings also track several details like – Date and time, id, location, clicks, page views and many other details as shown in the above attached image. Several ways it can help to identify the most clicked-on features within our application.

Segment Recordings: Start by segmenting session recordings to focus on interactions with specific features or elements within your application. Ex - Duration: 21:44

Watch User Interactions: Watch the session recordings closely to observe how users interact with each feature.

Analyze Click Patterns: Analyze the click patterns within the session recordings to identify which features receive the highest engagement from users.

It record data like – Duration : 47:52, Clicks: 5, Pages: 4

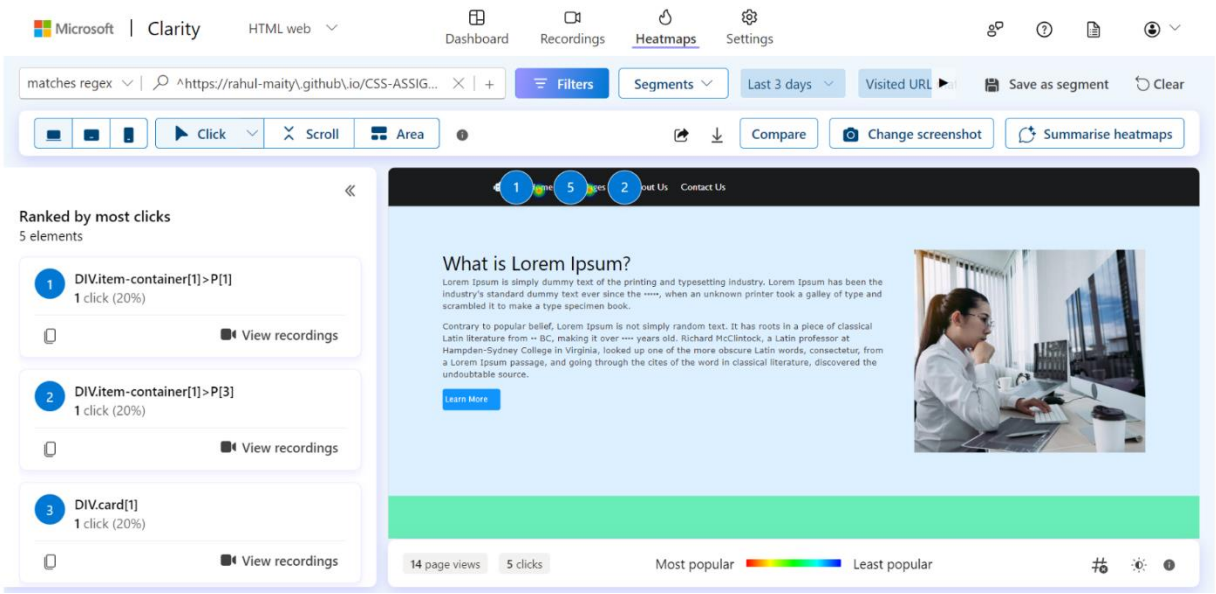
Duration represents the length of time the user spent interacting with your website during that particular session. Each click represents an interaction with an element on your website. Pages represents the number of unique pages the user navigated to while browsing your website.

There is also a unique feature like Insights that gives us details like successful achivements, unsuccessfull attempts and key takeways.

The most important feature of Microsoft clarity for determining which features are most frequently used by our users is heatmap.

There are different sections that can helps us

1.**Click** 2. **Scroll**



In click section the elements those are present in our website are ranked on basis of most clicks.

The main factors are – The element on which user clicked, Number of clicks and the CTR.

Number of Clicks: The total count of clicks each element receives directly indicates its level of user interaction and engagement.

Click-Through Rate (CTR): CTR measures the percentage of users who click on a specific element relative to the total number of users who view it. It provides insight into the effectiveness of each element in prompting user interaction.

As an example in my website it tracks an element

Home 2 click (20%) [This is my practice website so every parameter is so less]

Let’s breakdown this chunk of data - This element received 2 click, which represents 20% of the total clicks recorded in that section. Essentially, out of all the clicks detected by the heatmap on your webpage, 20% of them were on the "Home" element.

If same number of clicks and same percentage of click through rate, additional factors came in picture to decide ranking of elements –

Position on the Page: Elements positioned higher on the page may receive more attention from users, potentially impacting their perceived importance or ranking.

Contextual Relevance: The relevance of each element to the user's current task or the overall purpose of the website or application could influence its ranking.

Conversion Rate: If the goal is to drive specific actions (e.g., conversions, sign-ups), elements with higher conversion rates may be prioritized over others.

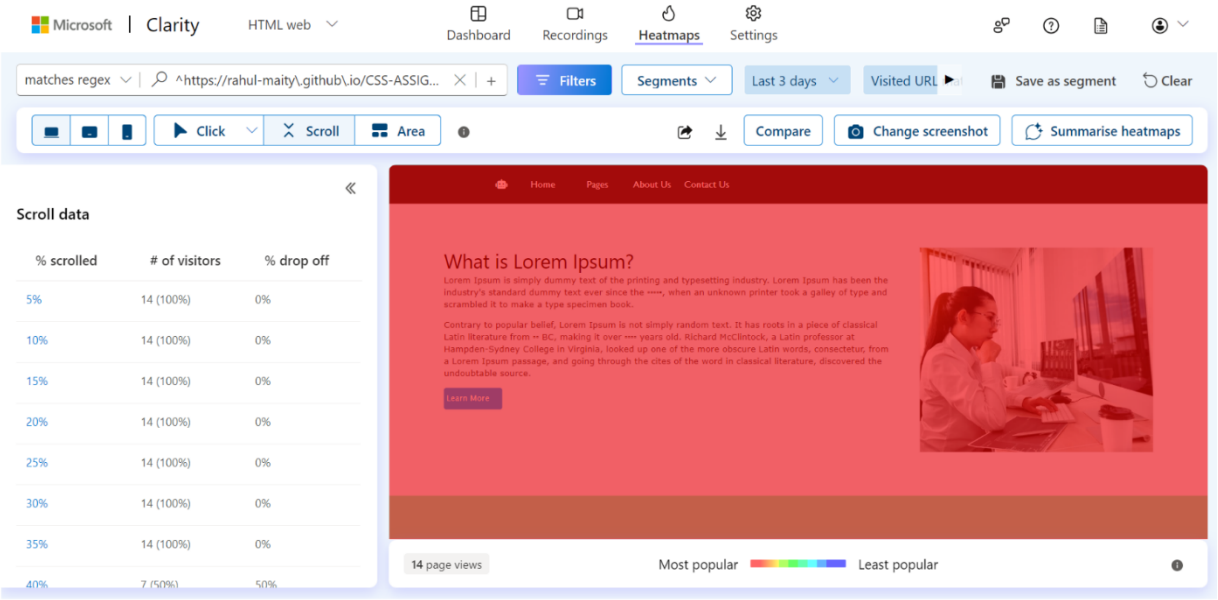
We can also filter by element type allows to specifically identify clicks on buttons, links, images, or other interactive elements. By filtering for buttons or interactive elements, the most clicked-on features can be pinpoints more accurately.

This click feature of heatmap is most usefull to achive our task goal that is to identify the most clicked-on features within our application. For example, if our application contains buttons like "Generate Report," "Submit," "Add," "Search," and "Text," your goal is to determine which button receives the highest engagement from users.

For my website the elements are “Home”, “About Us”, “Music”, “Downloads”, “Pages”.

This are ranked on basis of number of clicks and click-through-rate and the most clicked-on feature in my application is the “Home” button.

Another important feature of Heatmap is the scroll feature that can help identify engagement of element in webpages



Scroll maps are visual representations of user scrolling behavior on a webpage. They provide insights into how far users scroll down a page and help identify areas where users tend to drop off or lose interest.

It track three kind of data

% Scrolled: This metric indicates the percentage of the page that users have scrolled down. It measures how far users have scrolled relative to the entire length of the page. For example, if a user scrolls halfway down a page that is 1000 pixels long, the % scrolled would be 50%.

Number of Visitors: This metric represents the total number of visitors who have interacted with the scroll map. It indicates the sample size or number of users included in the analysis.

% of Drop-off: This metric calculates the percentage of users who drop off or stop scrolling at a certain point on the page. It helps identify areas where users lose interest or fail to engage further. For example, if 30 out of 100 visitors stop scrolling after viewing only 25% of the page, the % of drop-off at that point would be 30%.

So the scroll map could not directly help us for what we want for our task but it helps analyze the range of engagement with our webpages.

In conclusion, leveraging Microsoft Clarity proved instrumental in analyzing user interactions within our application. Through meticulous examination of click data, we successfully identified the most engaged features. This insight enables informed decisions for optimizing the user experience. Moving forward, continued utilization of Microsoft Clarity will empower us to prioritize enhancements that resonate with user preferences, ensuring the application remains intuitive and user-centric.

Microsoft clarity session recording link -
https://clarity.microsoft.com/player/kzf9exwqwv/1htu5tj/rjgu4w/?ss=1707734434000&sd=35