

# **Microsoft Clarity Analysis Report**

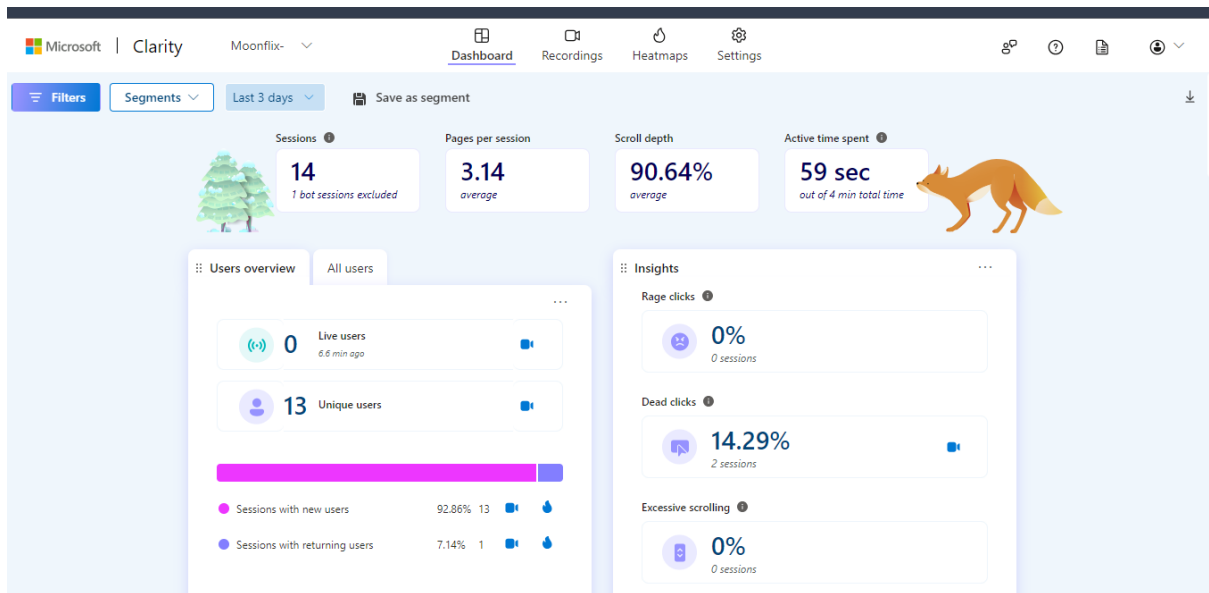
## ➤ **Microsoft Clarity:-**

Microsoft Clarity is a powerful web analytics tool that provides website owners with valuable insights into user behavior, helping them optimize their websites for better user experience, engagement, and performance. It is free to use. It converts website interaction in recording and also give insights on it. Using MS Clarity we can improve and make better our web applications.

## ➤ **Key Features of Microsoft Clarity:-**

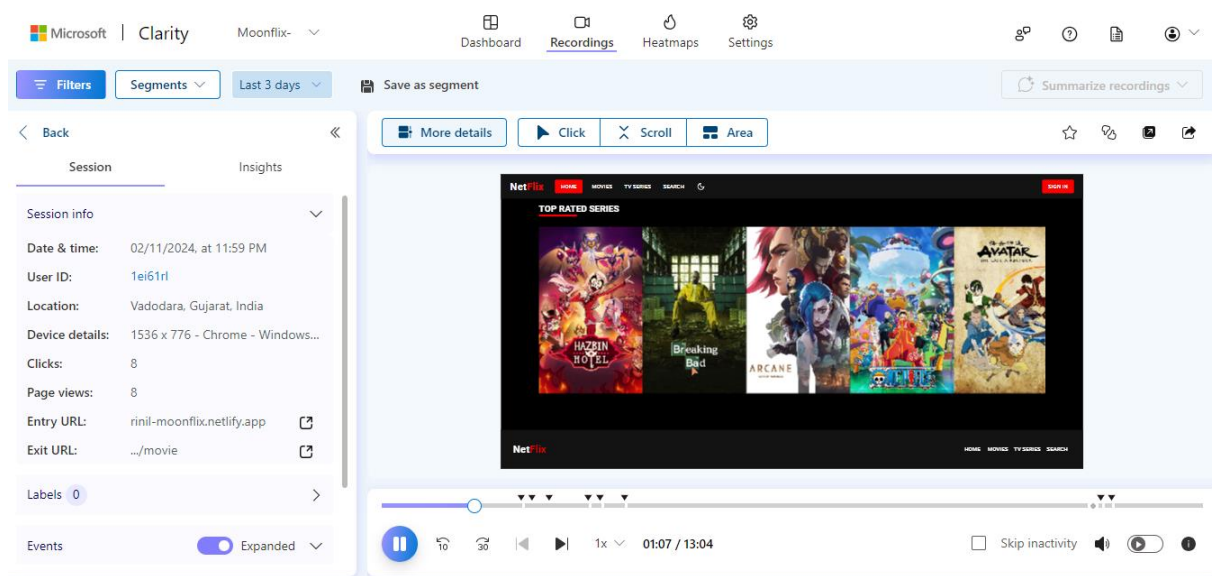
**1. Insights Dashboard:** Clarity provides an insights dashboard where website owners can access analytics and insights into various aspects of user behavior, including session duration, bounce rates, and device usage.

- **Session Duration:** Shows how long visitors spend on the site.
- **Bounce Rates:** Indicates the percentage of visitors who leave without interaction.
- **Page Views:** Displays the number of views for each page.
- **Device Usage:** Insights into the devices visitors use.
- **Traffic Sources:** Shows where visitors come from.
- **User Demographics:** Information on visitor age, gender, location, etc.
- **Behavior Flow:** Visualizes visitor navigation paths.
- **Customizable Reports:** Allows customization based on specific metrics or time periods.



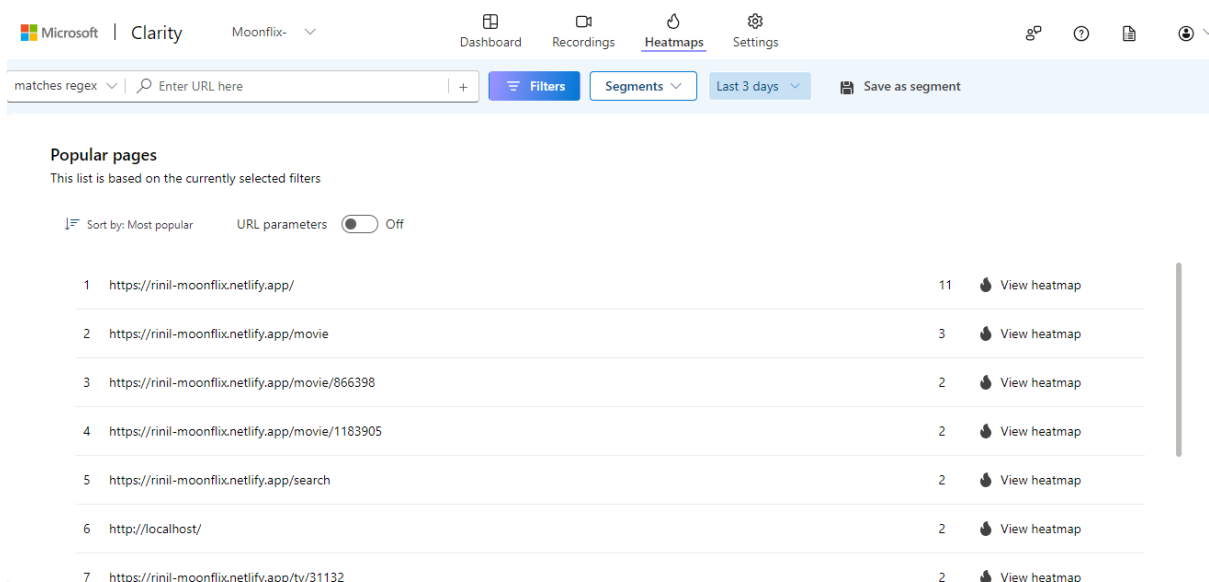
## 2. Session Recordings: It offers session recording functionality, allowing website owners to replay individual user sessions to understand how users navigate their websites and interact with content.

- It captures the entire user interaction with the website, including mouse movements, clicks, scrolls, and form inputs.
- Website owners can watch recorded sessions to understand how users navigate their site, where they encounter obstacles, and what actions they take.
- Session recording helps identify usability issues, user experience challenges, and areas for improvement on the website.



**3. Heatmaps:** Clarity generates heatmaps that visually illustrate user interactions on web pages, highlighting areas of high activity such as clicks, scrolls, and mouse movements.

- Heatmaps can show where users click, move their mouse cursor, and scroll on web pages.
- They help website owners quickly identify areas of interest and user engagement on their site.
- Heatmaps offer valuable insights into user behavior, allowing website owners to optimize page layouts and content placement for better usability and conversion rates.



The screenshot shows the Microsoft Clarity web analytics interface. The top navigation bar includes the Microsoft logo, the Clarity product name, and a dropdown menu for 'Moonflix'. The main navigation tabs are 'Dashboard', 'Recordings', 'Heatmaps' (which is selected), and 'Settings'. Below the navigation bar, there is a search bar with the text 'matches regex' and a placeholder 'Enter URL here'. To the right of the search bar are buttons for 'Filters', 'Segments', and 'Last 3 days'. Further right are icons for help, a document, and a user profile. The main content area is titled 'Popular pages' and includes a subtitle 'This list is based on the currently selected filters'. Below this, there are controls for 'Sort by: Most popular' and 'URL parameters' (set to 'Off'). The table below lists the top 7 popular pages, each with a rank, the URL, a count, and a 'View heatmap' link.

| Rank | URL  | Count | Action                       |
|------|--|-------|------------------------------|
| 1    | https://rinil-moonflix.netlify.app/              | 11    | <a href="#">View heatmap</a> |
| 2    | https://rinil-moonflix.netlify.app/movie         | 3     | <a href="#">View heatmap</a> |
| 3    | https://rinil-moonflix.netlify.app/movie/866398  | 2     | <a href="#">View heatmap</a> |
| 4    | https://rinil-moonflix.netlify.app/movie/1183905 | 2     | <a href="#">View heatmap</a> |
| 5    | https://rinil-moonflix.netlify.app/search        | 2     | <a href="#">View heatmap</a> |
| 6    | http://localhost/                                | 2     | <a href="#">View heatmap</a> |
| 7    | https://rinil-moonflix.netlify.app/tv/31132      | 2     | <a href="#">View heatmap</a> |

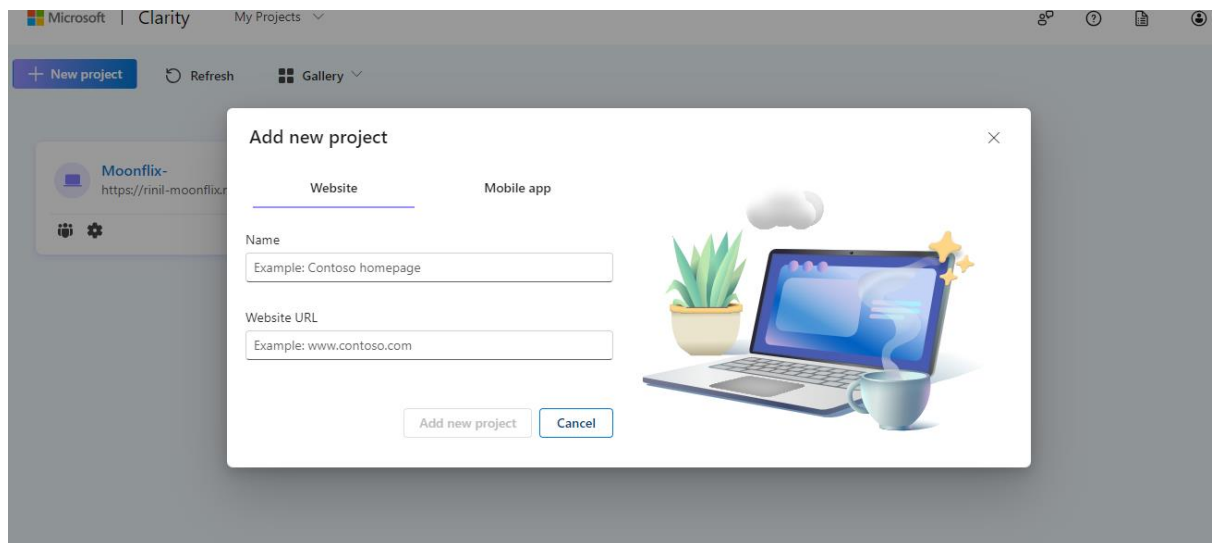
**4. User Behavior Analysis:** Website owners can analyze user behavior patterns, trends, and anomalies using Clarity's data, enabling them to identify areas for improvement and optimize user experience.

**5. Real-Time Data:** Website owners can access real-time data and analytics through Clarity, enabling them to monitor user behavior and website performance in real-time and respond to changes quickly.

- 6. Free to Use:** Microsoft Clarity is available for free, with no cost associated with accessing its basic features, making it a cost-effective solution for website analytics and optimization.

➤ **Setup and configuration:-**

1. Sing up on MS Clarity using your details.
2. There after getting started. Click on create new project. Write details about your site.



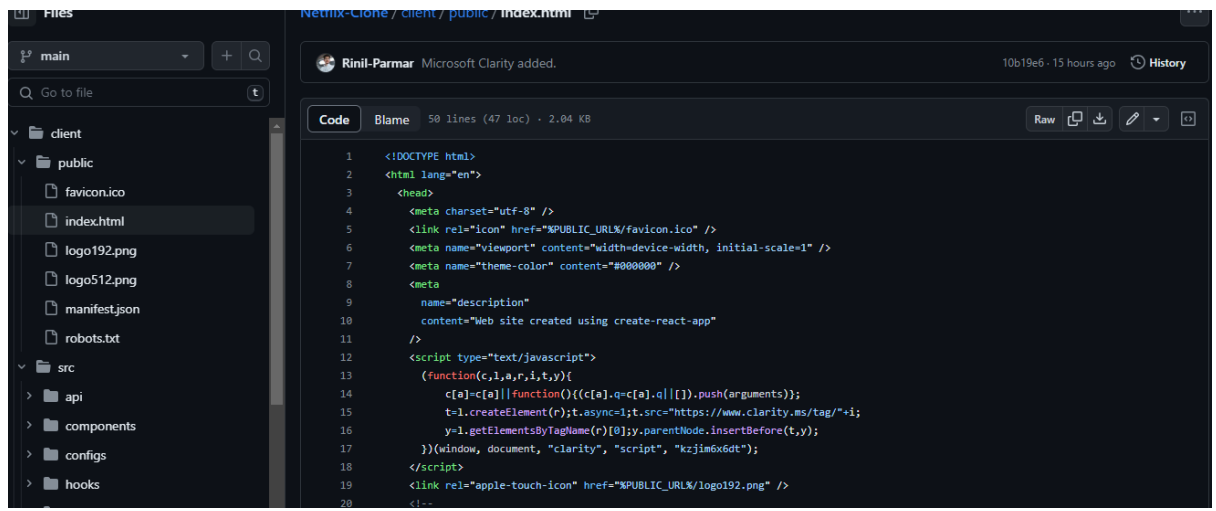
3) We can configure set up two ways.

- a. Using third party platform(Shopify, Wix, Zapier, etc).
- b. Install manually by pasting tracking code of MS Clarity in our webapp. We have to paste it on head element of index.html.

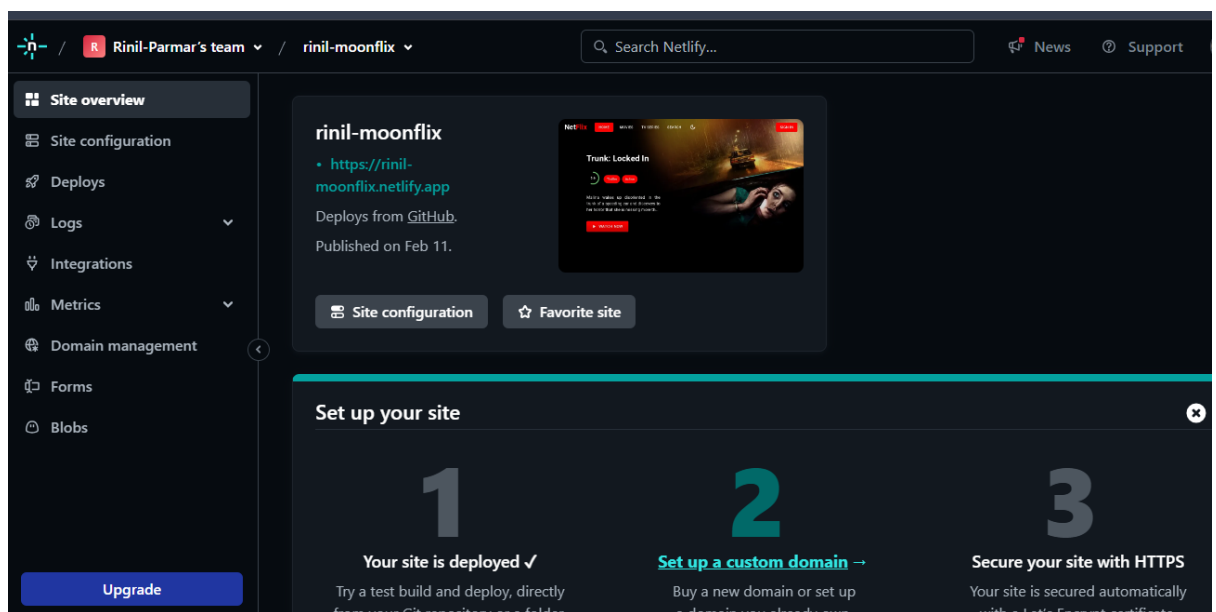
➤ **Integration of MS Clarity with dummy site:-**

1. Add Microsoft clarity code in index.html file <head> element. For analysis, you have to deploy this site. I have deployed it on Netlify. After few hours you can track user interaction on your site.

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



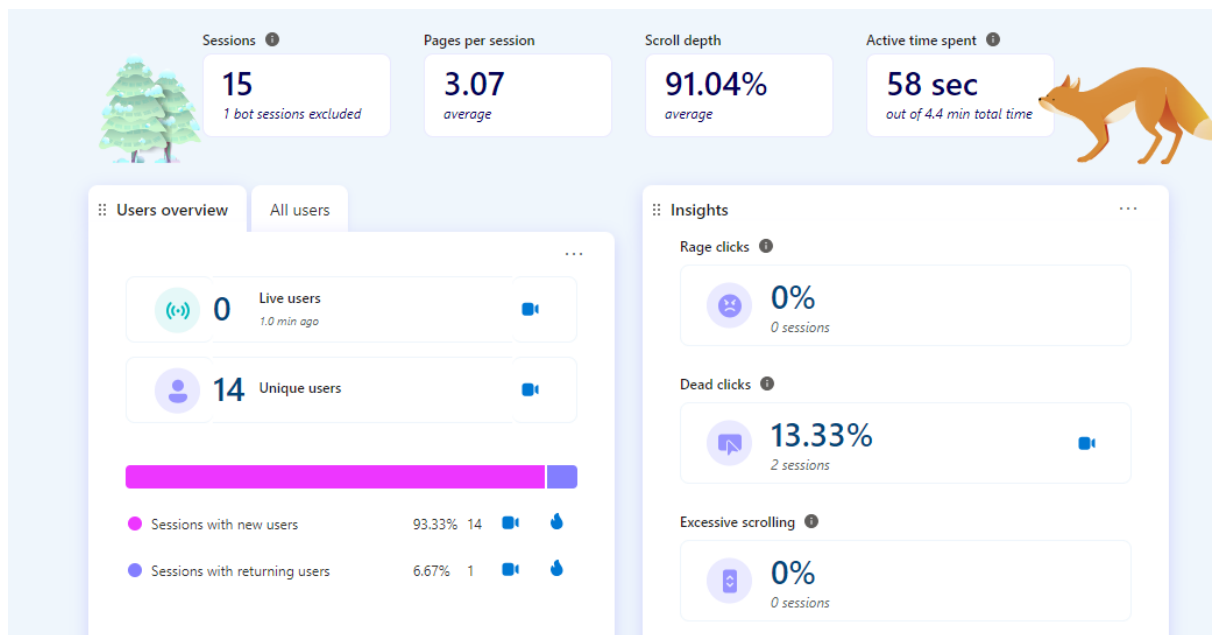
```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="utf-8" />
5   <link rel="icon" href="%PUBLIC_URL%/favicon.ico" />
6   <meta name="viewport" content="width=device-width, initial-scale=1" />
7   <meta name="theme-color" content="#000000" />
8   <meta
9     name="description"
10    content="Web site created using create-react-app"
11  />
12  <script type="text/javascript">
13    (function(c,l,a,r,i,t,y){
14      c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
15      t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
16      y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
17    })(window, document, "clarity", "script", "kzjim6x6dt");
18  </script>
19  <link rel="apple-touch-icon" href="%PUBLIC_URL%/logo192.png" />
20  </head>
```



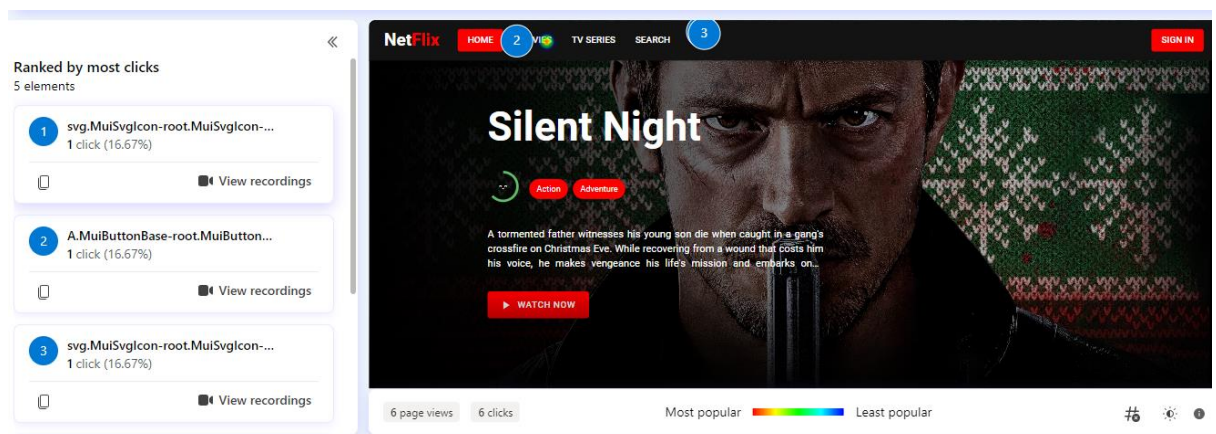
## ➤ Data Analysis of user behavior on site:-

- Data collected from Microsoft Clarity provided valuable insights into user interactions on the website. I had 14 user on my site. I can see details like browser, site performance , error, popular pages on the dashboard.

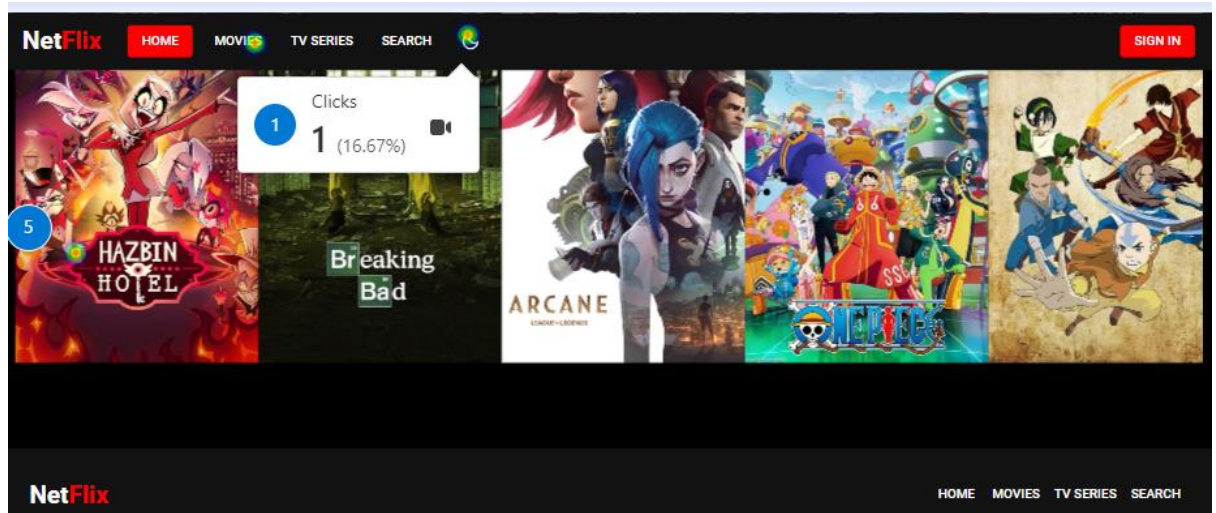
→ Session and overview of user.



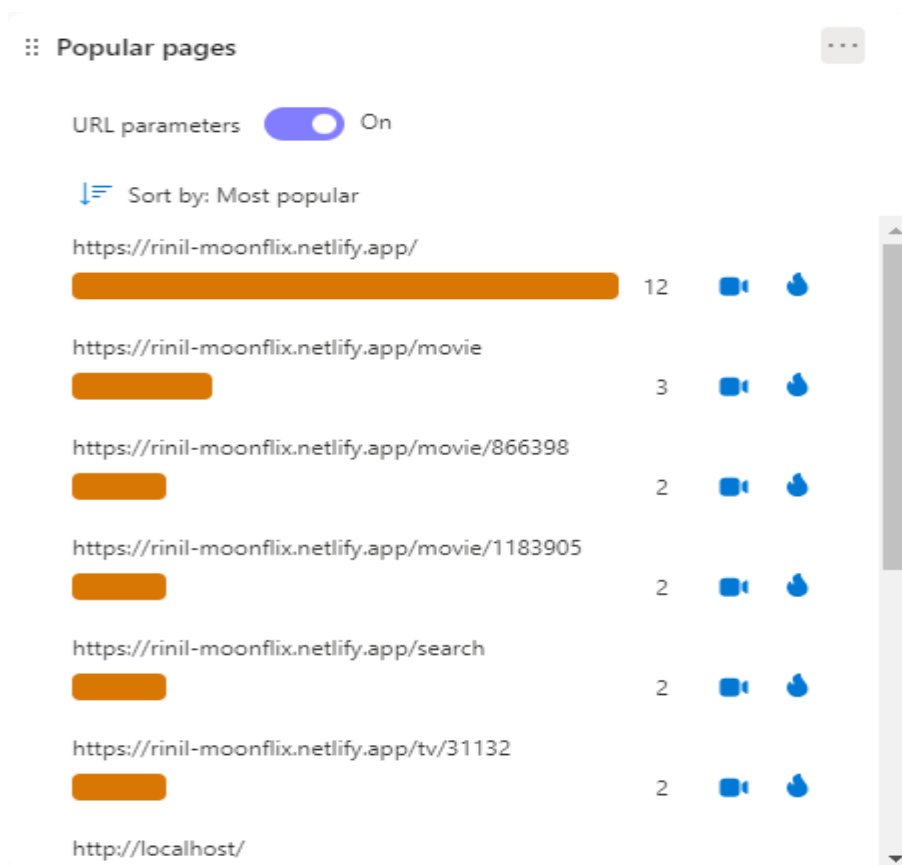
- **the most clicked-on features:-** User are enter in home page. Few are click on movies, search and tv. Most users visited the site and scroll and leave the site.



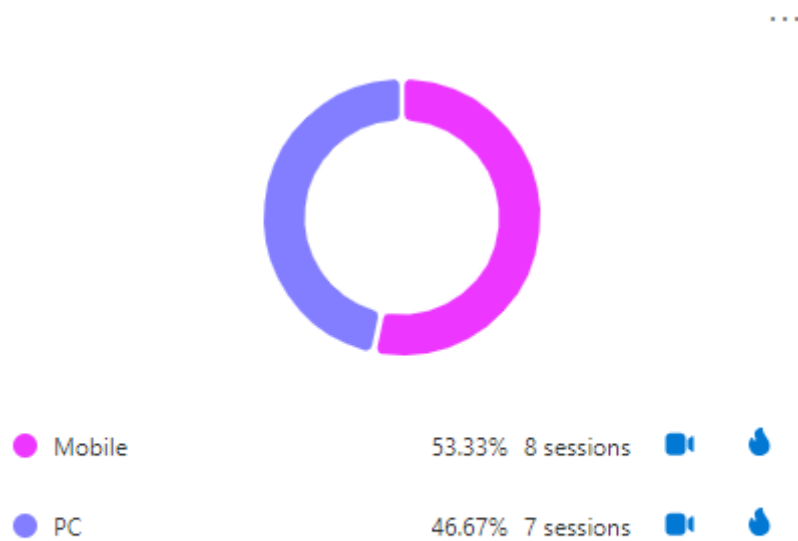
→ most clicked button is dark and light mode.



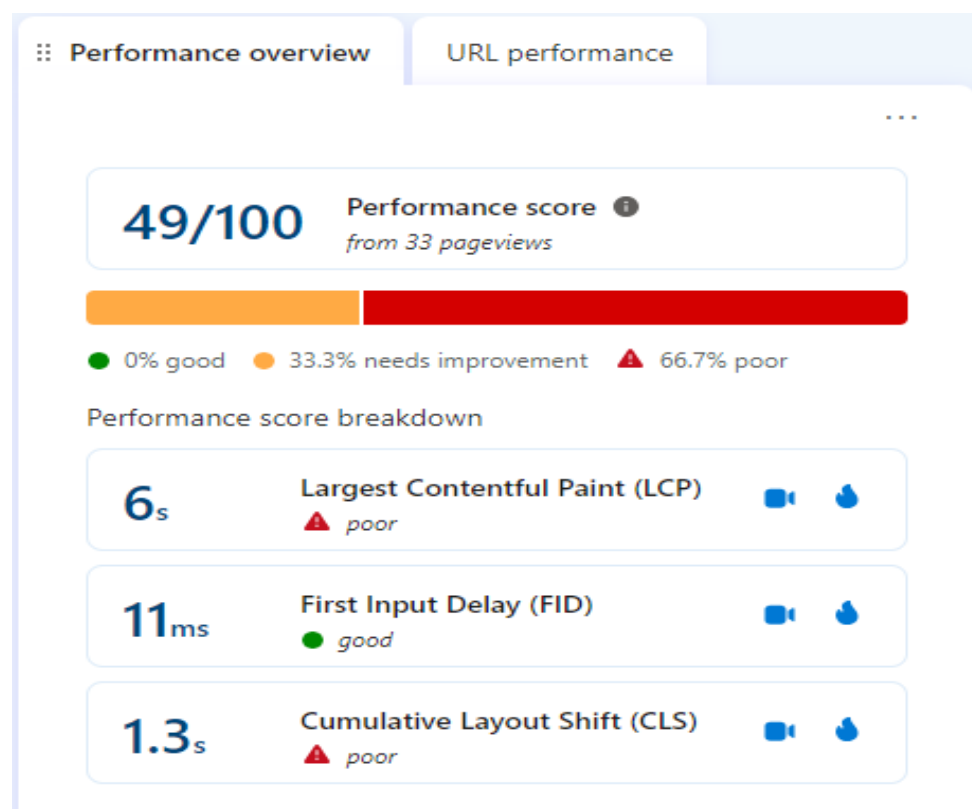
→popular routes opened



→53% of users are open it on mobile and 46% using PC.



→Performance overview:-





## → User Recording of interaction.

The screenshot displays the Clarity user recording interface. The top navigation bar includes 'Microsoft | Clarity', 'Moonflix', and tabs for 'Dashboard', 'Recordings', 'Heatmaps', and 'Settings'. The 'Recordings' tab is active. On the left, a sidebar shows session details: Location (Mumbai, Maharashtra, India), Device details (1366 x 645 - Chrome - Windows...), Clicks (4), Page views (2), Entry URL (rinil-moonflix.netlify.app), and Exit URL (/tv/246). Below this, the 'Events' section is expanded, showing 'Page visible' at 03:20, 'Page hidden' at 03:24, and 'Page visible' at 04:12. The main area shows a video player of a Netflix page. The video player has a progress bar at 00:14 / 09:30 and controls for play, pause, and volume. The video content shows the Netflix homepage with the 'Avatar: The Last Airbender' movie featured prominently. The 'CAST' section lists Zach Tyler, Mae Whitman, Jack De Bone, Dante Basco, and Michaela Jill.

## → Heatmap overview.

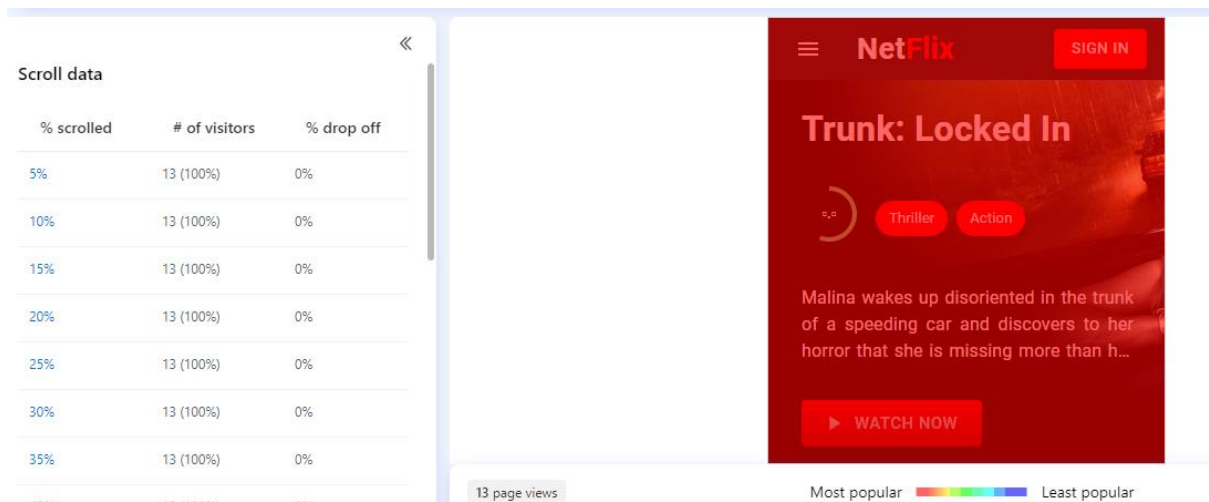
The screenshot displays the Clarity heatmap overview interface. The top navigation bar includes 'Microsoft | Clarity', 'Moonflix', and tabs for 'Dashboard', 'Recordings', 'Heatmaps', and 'Settings'. The 'Heatmaps' tab is active. Below the navigation bar, there is a search bar with the text 'is exactly' and a placeholder 'Enter URL here'. To the right of the search bar are buttons for 'Filters', 'Segments', 'Last 3 days', and 'Save as segment'. The main content area is titled 'Popular pages' and includes a subtitle 'This list is based on the currently selected filters'. Below this, there is a sort dropdown set to 'Sort by: Most popular' and a toggle for 'URL parameters' set to 'Off'. A table lists the top 7 popular pages, ranked by clicks on the home page. Each row includes a rank, the URL, the number of clicks, and a 'View heatmap' button.

| Rank | URL  | Clicks | Action       |
|------|--|--------|--------------|
| 1    | https://rinil-moonflix.netlify.app/              | 13     | View heatmap |
| 2    | https://rinil-moonflix.netlify.app/movie         | 3      | View heatmap |
| 3    | https://rinil-moonflix.netlify.app/movie/866398  | 2      | View heatmap |
| 4    | https://rinil-moonflix.netlify.app/movie/1183905 | 2      | View heatmap |
| 5    | https://rinil-moonflix.netlify.app/search        | 2      | View heatmap |
| 6    | http://localhost/                                | 2      | View heatmap |
| 7    | https://rinil-moonflix.netlify.app/tv/31132      | 2      | View heatmap |

## → ranked by clicks on home page.



→ Scroll data.



## ➤ Recommendations for website

→ Clickable Elements Optimization: Ensure all clickable elements are functional and lead users to relevant destination pages to minimize user frustration and improve conversion rates.

→ When page refreshes from movie section it gives error. So it needs to be improved.

## ➤ Conclusion:

→ Integrating insights from both user behaviour analysis and heatmaps insights provides a holistic understanding of user

interactions on the Moonflix website. By improving recommendation and make site more user friendly, performance and content accessibility.

➤ **Resources and references:**

<https://learn.microsoft.com/en-us/clarity/>

<https://rinil-moonflix.netlify.app/>

<https://chat.openai.com/>