

Analysis using Microsoft Clarity

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Introduction:

Microsoft Clarity is a powerful web analytics tool that provides in-depth insights into user behavior and website interactions. Users can learn about its fundamentals through resources like YouTube tutorials and Microsoft's documentation. Clarity's key features include Heatmaps, Sessions Recording, and Insights, offering valuable insights on user engagement. C

larity helps website owners understand user navigation, identify challenges, and determine appealing aspects of their websites. By analyzing user behavior, owners can optimize their sites for better user experience and performance, making informed decisions based on real data rather than assumptions.

Key features of Microsoft Clarity:

- A detailed dashboard
- Session recordings
- Heatmaps
- Activity tracking



Dashboard



Recordings



Heatmaps



Settings

All these Key features make Microsoft Clarity a powerful web analytics tool.

Dashboard:

The Clarity dashboard isn't just a collection of static numbers – it's a dynamic tool that offers a comprehensive view of website traffic. With summarized metrics, filters, and segments, owners can dive deep into specific user behaviors, identifying patterns and trends to inform their decisions. Whether customizing the dashboard layout, rearranging cards, or accessing hidden data, Clarity equips website owners with essential insights to make adjustments and enhancements that truly resonate with their audience. With this wealth of information at fingertips, making adjustments and enhancements to site becomes easier than ever.

Heatmaps:

In Microsoft Clarity, heatmaps are like a digital treasure map, revealing where users are clicking and scrolling the most on a website. With this visual tool, it's a breeze to pinpoint the hotspots where user attention is at its peak. Even more valuable, we can quickly identify areas that aren't attracting much interaction, giving us insights into where improvements may be needed. It's like having a secret decoder for optimizing website engagement!

Clarity's Heatmaps provide several types of insights:

Click Heatmaps: These show owners where users are clicking the most on the website. Areas with higher click densities are represented with warmer colors, while cooler colors indicate less interaction. This helps you understand which elements, buttons, or links are attracting the most attention from your visitors.

Scroll Heatmaps: Scroll heatmaps reveal how far down the page users are scrolling. They help you identify the point where most users lose interest or stop engaging with

your content. By understanding scrolling patterns, page owners can optimize page layouts to keep users engaged and ensure that important content is visible.

Attention Maps: Attention maps combine click and scroll data to show you which areas of your website receive the most attention from users. They provide a comprehensive view of user engagement, highlighting the most engaging sections of a webpage.

Session recordings:

Session recordings in Microsoft Clarity offer a glimpse into the real-time interactions and experiences of users navigating a website. By capturing individual user sessions, these recordings provide invaluable qualitative insights into user behavior, preferences, and pain points. From observing mouse movements and clicks to tracking scrolling patterns and page interactions, session recordings offer a holistic perspective that complements quantitative analytics data. With session recordings, website owners gain a deeper understanding of how users engage with their website, allowing them to identify usability issues, optimize navigation paths, and enhance overall user experience.

My project:

For this report, I utilized Microsoft Clarity's features to analyze user interactions on <https://clarity-test.vercel.app/>. Data was collected over a specified time period, and various heatmap types were generated, including click heatmaps, scroll heatmaps, and attention maps. Multiple screen recordings of user actions were also generated. The analysis focused on identifying areas of high user engagement in particular buttons, potential points of friction, and opportunities for optimization.

Findings:

Click Heatmaps:

- Identified high-click areas, that is, the different buttons. The highest number of clicks were generated in the “**Generate report**” button.
- Revealed areas where users clicked mistakenly on non-clickable elements, indicating potential usability issues. This basically include the title above the buttons.
- Highlighted underperforming element, that is the navigation bar.

Attention maps:

- Combined click and scroll data to provide comprehensive insights into user engagement.
- Identified hotspots of user attention, indicating areas of high interest or interaction.
- Revealed areas where user attention was lacking, suggesting potential content optimization or redesign opportunities.

Based on the findings from the analysis, the following recommendations are proposed to enhance website performance:

- Content should not be cluttered in one place.
- Good UI/UX design is a must when it comes to building a website that sells a product.
- Reevaluate underperforming elements and consider updating or removing them to improve user experience.
- Increase the prominence of high-click CTAs and ensure they are easily accessible.
- Usability improvements should be added based on heatmap insights to streamline the user experience and reduce friction points.

Conclusion:

In conclusion, Tools like Clarity are beneficial when it comes to businesses that need detailed and extensive reports on user interaction. Microsoft Clarity's extensive features provide valuable insights into user behavior, enabling website owners to make data-driven decisions to enhance website performance. By leveraging heatmap analysis and session recordings, webpage owners can optimize website elements, improve user engagement, and ultimately achieve organizational goals.

References:

1. <https://clarity.microsoft.com/>
2. [Short: How to setup Google Analytics and Microsoft Clarity with Nextjs | by Victor Harry | Jan, 2024 | Medium](#)
3. [Microsoft Clarity: A New Way To Boost User Engagement \(youtube.com\)](#)

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