

MICROSOFT CLARITY ANALYSIS

Research on Microsoft Clarity :

- Microsoft Clarity emerged as a fascinating web analytics tool, offering deep insights into user behavior and website interactions..
- To kickstart my understanding, I turned to YouTube for the fundamentals of Microsoft Clarity.
- Dived deeper into the documentation provided by Microsoft.
- Within Clarity, I discovered essential features such as Heatmaps, Sessions Recording, and Insights, each offering unique perspectives on user engagement
- It helps website owners understand how users navigate their sites, where they encounter challenges, and what aspects of the website they find appealing.
- By analyzing user behavior and insights provided by Clarity, website owners can identify opportunities to optimize their sites for improved user experience and performance.
- Clarity empowers website owners to make informed decisions based on real user data, rather than assumptions or guesswork.

Identify Key Features :

- The main features of Microsoft Clarity are
 - Heatmaps
 - Sessions Recording
 - Insights (Dashboard)

Heatmaps

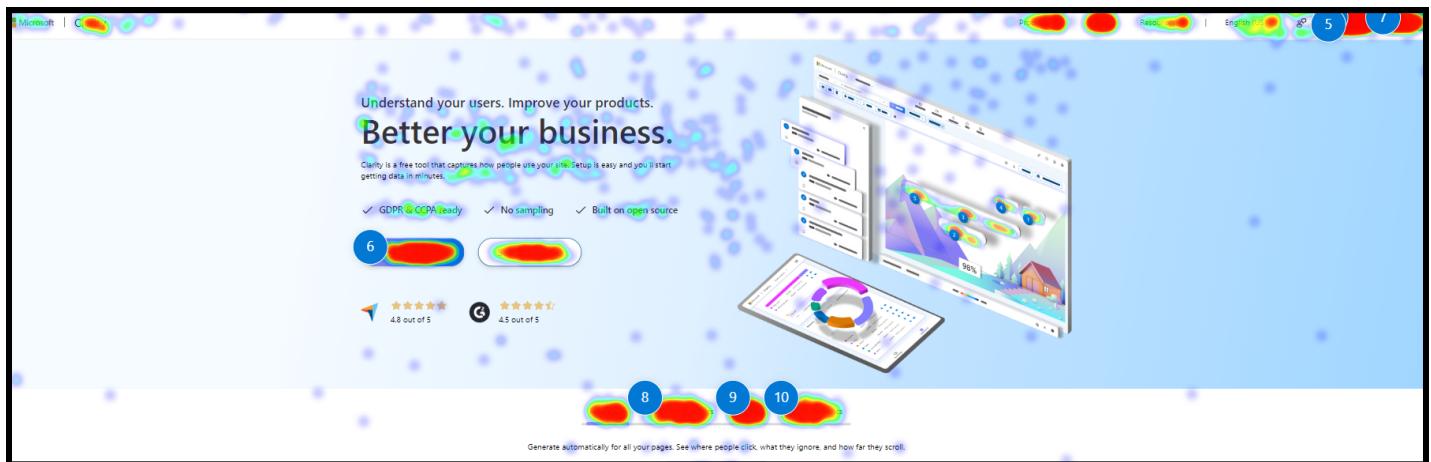
Session recordings

Insights

Google Analytics

1. Heatmaps :

- A Heatmap, or Heat map, is like a cool visualization tool that shows you where users are clicking and scrolling the most on a website.
- With this Heatmap, we can easily spot which areas of the website are getting the most attention from users.
- Plus, we can see if there are any spots where people aren't clicking much, which helps us identify potential areas for improvement.



Types of Heatmaps.

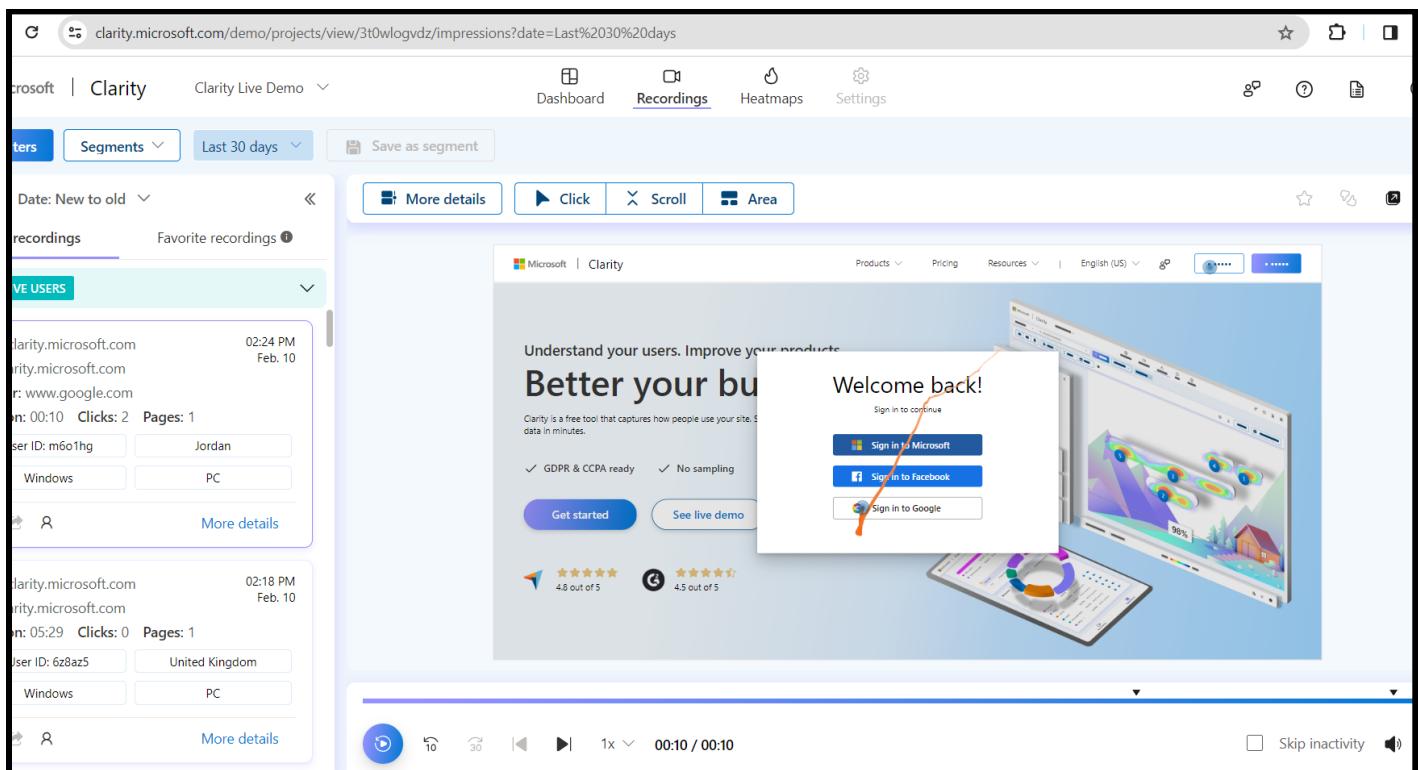
- Click on a heatmap, it reveals the exact spots where users are clicking on the page.
- Scroll maps indicate the percentage of users who scroll up to specific sections on your webpage.
- Clarity Area maps provide a comprehensive view of the total clicks for all elements within a selected area.

The image contains three screenshots of the Clarity tool:

- Ranked by most clicks:** This section shows a list of the top 67 elements based on user interaction. The first three items are: 1. Sign in to Google (3,880 clicks, 47.33%), 2. Sign in to Microsoft (1,849 clicks, 22.55%), and 3. Sign in to Google (913 clicks, 11.14%). Each item has a "View recordings" button.
- Heatmap types:** This section defines three types of heatmaps:
 - Click (or tap):** Shows where users clicked on the page, including All clicks, Dead clicks, Rage clicks, Error clicks, First clicks, and Last clicks.
 - Scroll:** Shows how far users scrolled down the page.
 - Area:** Shows the total clicks for all elements within a selected area.
- Summary dashboard:** A green-themed dashboard with the text "Understand your users. Improve your products. Better your business." and a large "11.79%" in the center. It also shows "36.42%" at the top and various heatmap visualizations on the right.

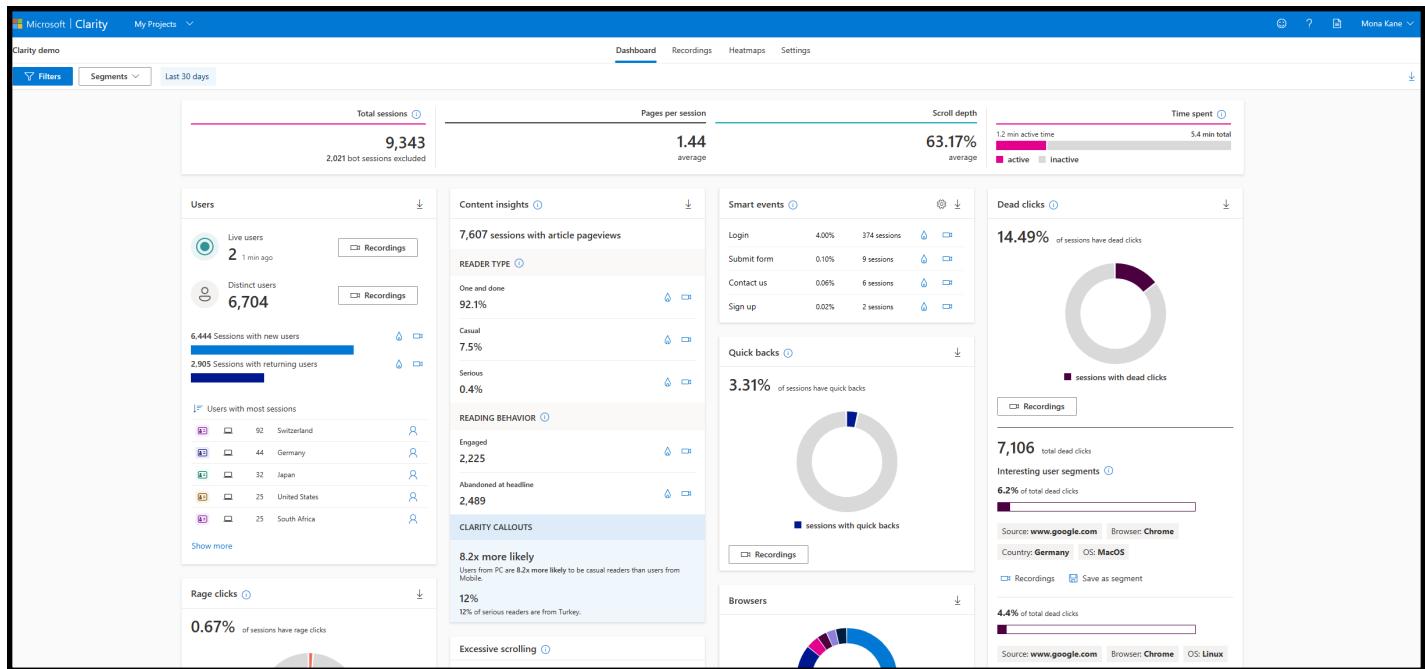
2. Session Recordings :

- A session captures precise user actions while they're on your webpage or screen. This encompasses their navigation across web pages or screens, as well as their clicks, taps, and scrolls.
- The screen is divided into three main sections:
 - a. Session List:
 - Positioned on the left-hand side, this section lists sessions, with the most recent ones appearing first by default.
 - b. Player:
 - In the right-hand side, you'll find the player where you can view your recordings. It allows you to pause, fast forward, and even share your recordings.
 - c. Filters:
 - Located on the top side, this section enables you to narrow down insights based on your selected filters and segments.



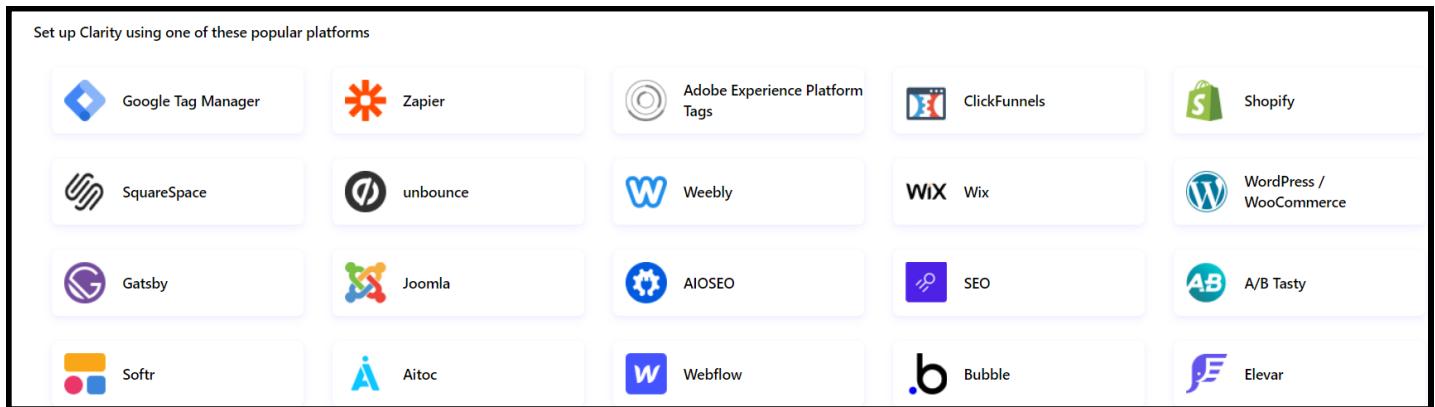
3. Insights :

- The Clarity dashboard offers summarized metrics to give you a comprehensive view of the traffic flowing through your site.
- The statistics provided aren't just static numbers; they offer dynamic insights.
- Filters and segments are available to dissect the statistics further.
- These tools allow you to explore specific user behaviors in-depth.
- Identifying patterns and trends becomes feasible through this analysis.
- The Clarity dashboard equips you with essential data for making adjustments and enhancements.
- Customize Dashboard
 - Rearrange cards
 - Hide Cards
 - Access hidden cards
 - Select default tab.



Setup and Configuration :

- There are two ways to configure and setup Microsoft Clarity.
- Step : 1
Install on a third party- platform



Step : 2

- Install Manually : Paste the tracking code snippet into the HTML code of all pages of your website, preferably just before the closing </head> tag. This ensures that the tracking code is loaded on every page and can accurately capture user interactions.

The screenshot shows the Microsoft Clarity 'Getting Started' dashboard. At the top, there are navigation links: 'Promact' (with a dropdown arrow), 'Getting Started' (underlined in blue), 'Dashboard', 'Recordings', 'Heatmaps', and 'Settings'. Below the navigation, the breadcrumb path 'Installation methods > Install manually' is displayed. A callout text 'Copy and paste the Clarity code into the <head> element of your site or app.' is followed by a block of JavaScript code:

```
<script type="text/javascript">
(function(c,l,a,r,i,t,y){
  [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", "kyyqjaz50r");
</script>
```

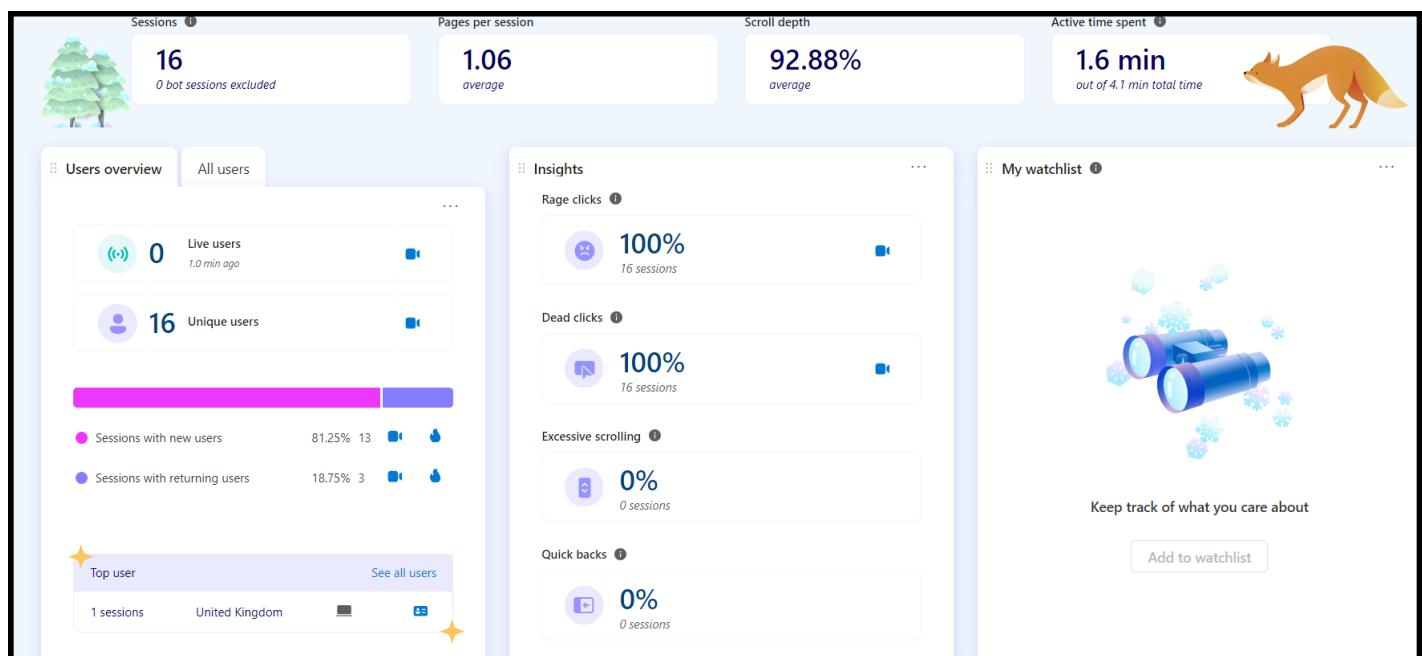
A blue button labeled 'Copy to clipboard' is located below the code. To the right, there are two informational boxes: one about data visibility and another about content masking.

Installed your code? It can take up to 2 hours to start seeing data.
[Learn more](#)

Clarity masks all sensitive content on your site by default
[Learn more](#)

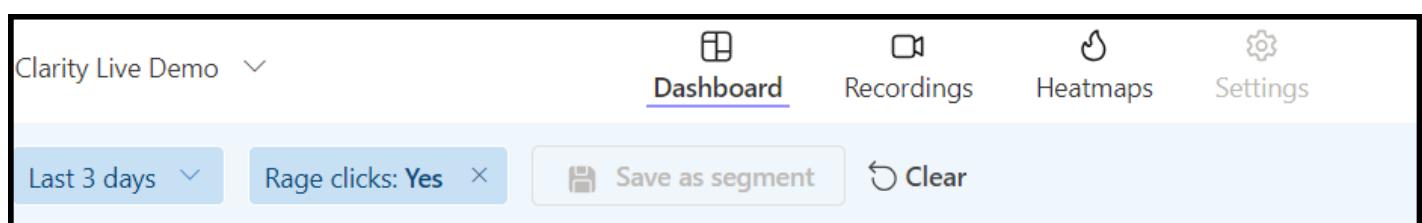
Data Analysis :

- Clarity provides a range of metrics and insights.
- These metrics and insights are designed to assist in understanding the reading and browsing patterns of articles on your website.
- Such as users overview, all types of clicks, events etc.



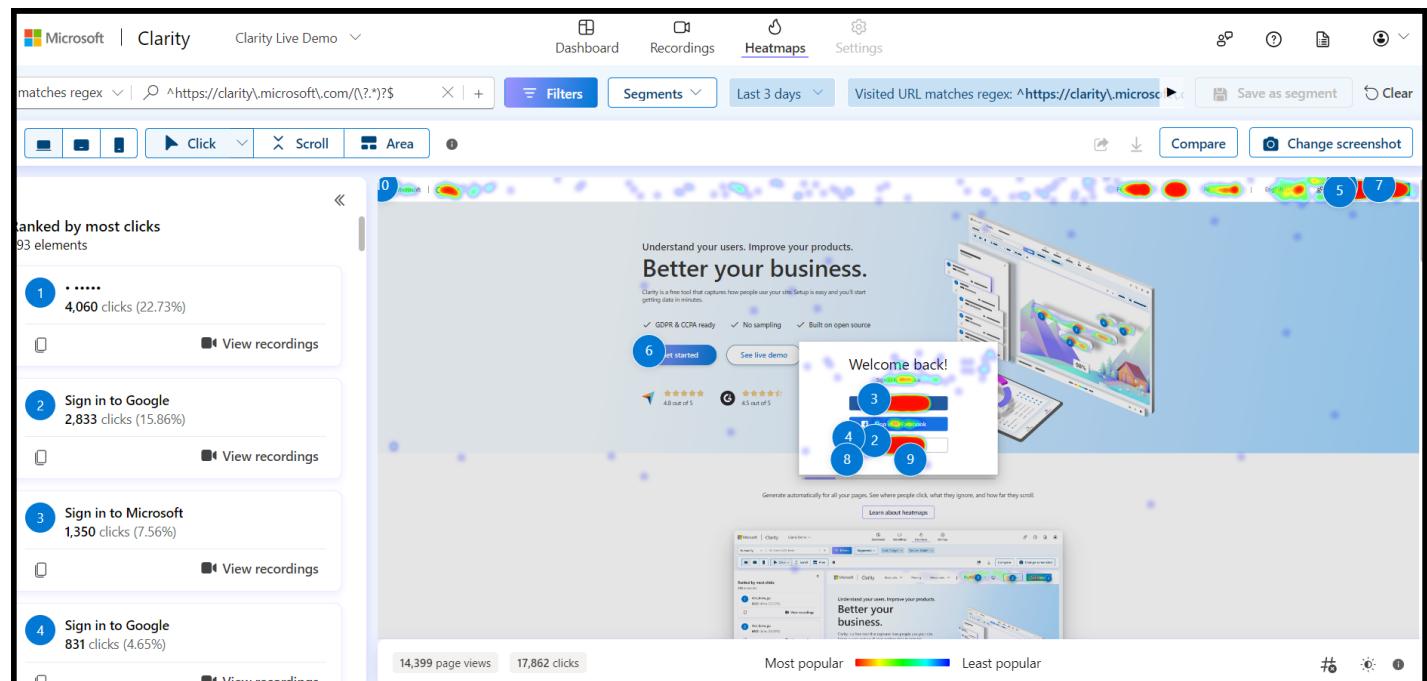
After tracking is set up then most clicked button is :

- Dashboard where they select a metric to apply it as a dashboard filter.
- Then watch recordings for a key metric by selecting the Recordings icon.
- View a Heatmap for a key metric by selecting the Heatmap icon.



Most Clicks : Here you can find the number of clicks on the button. Here you can find which button clicked the most and which button clicked least. By this we can improve the least button clicked. Here we can filter according to our needs that what we want to see.

If our application contains buttons like "Generate Report," "Submit," "Add," "Search," and "Text," we can analyze from here that which button is clicked the most and we can change or modify the button if needed.



Team setup : Here you can setup the team or you can give the access to the developers team members to analyze the website and they can do changes according to the requirements.

The screenshot shows the Microsoft Clarity 'Team' setup interface. On the left, a sidebar lists: Overview, Clarity tour, Team (selected), Setup, Masking, IP blocking, Smart events, Copilot, Data export, and Integrations. The main area is titled 'Team' with a '+ Add team member' button. It shows one member: ASHISHKUMAR MISHRA (email: ashishkumar.mishra110702@marwadiuniversity.ac.in), Admin status, and a 'Leave Team' button.

Recommendations for optimizing feature usage.

Tracking setup : Ensuring that the tracking code is properly available on head section of each and every page of our website. It helps us to track user interaction of the every page.

Custom Event Tracking : We can use Microsoft Clarity's custom event tracking feature to monitor specific user actions that are important to our business goals. This could include tracking form submissions, button clicks, video views, or other custom interactions.

Session Recordings: Regularly review session recordings will help us to gain information that how users navigate our website. Look for common patterns, user frustrations, or areas where users may be dropping off. By using this information we will identify usability issues and optimize the user experience.

Heatmaps Analysis: Analyze heatmaps to understand where users are focusing their attention on each page. Looking for areas of high engagement (e.g., where users are clicking or spending the most time) and areas of low engagement (e.g., where users are not interacting).By using this data we can optimize page layouts, calls-to-action, and content placement.

Resources and References

<https://www.wisestamp.com/blog/microsoft-clarity/>

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

Microsoft Clarity tutorial and live demo YouTube by Senator : https://youtu.be/FboQ-xfKkP0?si=GpHfDLTyZZUfxq2h