



# CLARITY

BY MICROSOFT

Microsoft Clarity is a cutting-edge behavioural analysis tool that helps you understand user interaction with your website. By using Clarity's robust analysis tools, you can enhance your website for your clients and your business.

It is a web-based tool that provides you with visual insights into the behaviour of your website's visitors. You can use it to ascertain which elements of your website get the most or least attention. You can then use these insights to improve the user experience.

# FEATURES

**Session Recording:** Clarity allows you to record user sessions on your website or application, providing a detailed view of how users interact with your site, including mouse movements, clicks, scrolls, and form interactions.

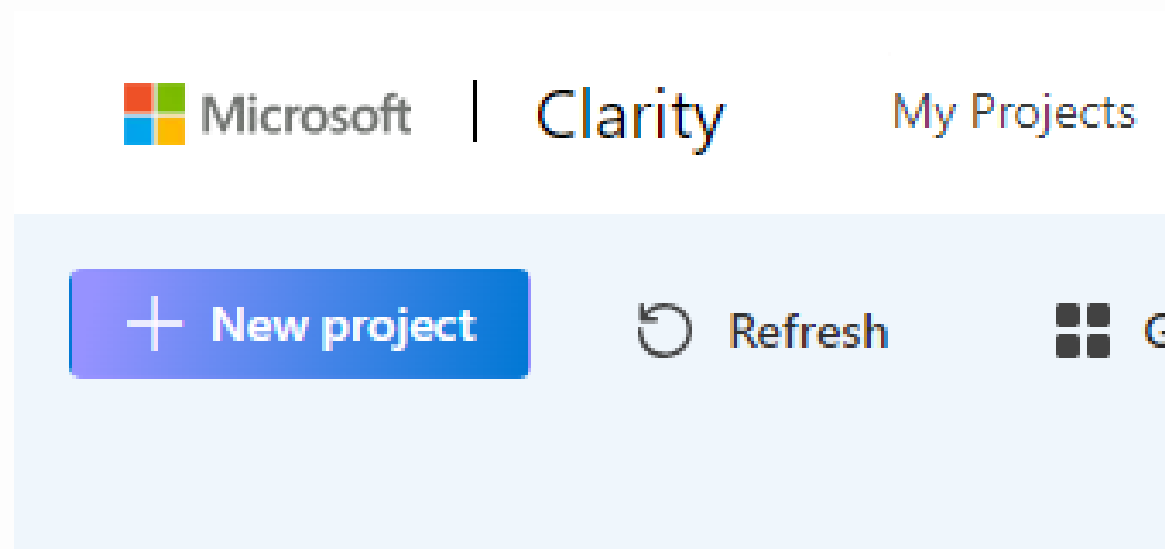
**Engagement Metrics:** Clarity offers various engagement metrics, such as average session duration, bounce rate, and pages per session, to help you measure user engagement and identify trends over time.

**Heatmaps:** Heatmaps visually represent user activity on your website or application, showing which areas of your site receive the most attention or engagement. This helps you understand user behavior and identify areas for improvement.

**Insights Dashboard:** Clarity provides a user-friendly dashboard where you can view all your data and insights in one place. The dashboard offers customizable reports and filters to help you analyze user behavior effectively.

There are many more features of Clarity which are helpful in analyzing how users interact with your website.

# SETTING UP CLARITY

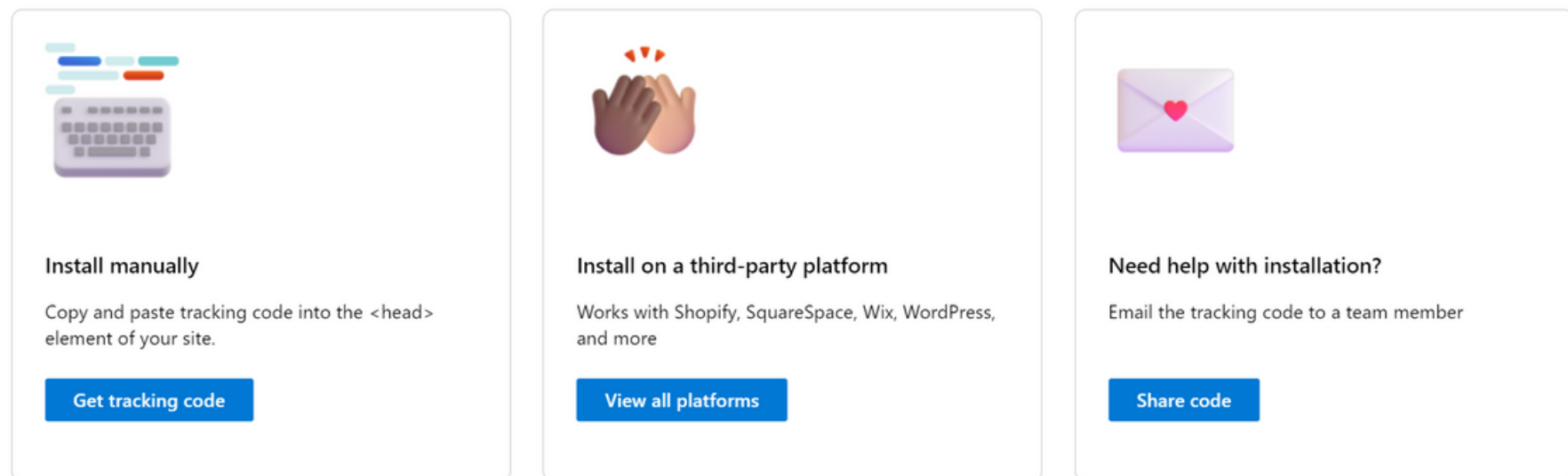


First, click on “**New Project**” button once you are logged in.

Next, Enter your **Project name** and **Website URL** and click on “**Add new project**” button.

A screenshot of the 'Add new project' modal form. At the top, it says 'Add new project'. Below this, there are two tabs: 'Website' (which is selected and underlined in blue) and 'Mobile app'. The form contains two text input fields: 'Name' with the placeholder text 'Example: Contoso homepage' and 'Website URL' with the placeholder text 'Example: www.contoso.com'. At the bottom right, there are two buttons: 'Add new project' and 'Cancel'.

## Installation methods



Finally, choose a method of your preference and install accordingly.

For manual installation you will be given a tracking code snippet which is to be pasted to **<head>** section of your website or web app and you are good to go.

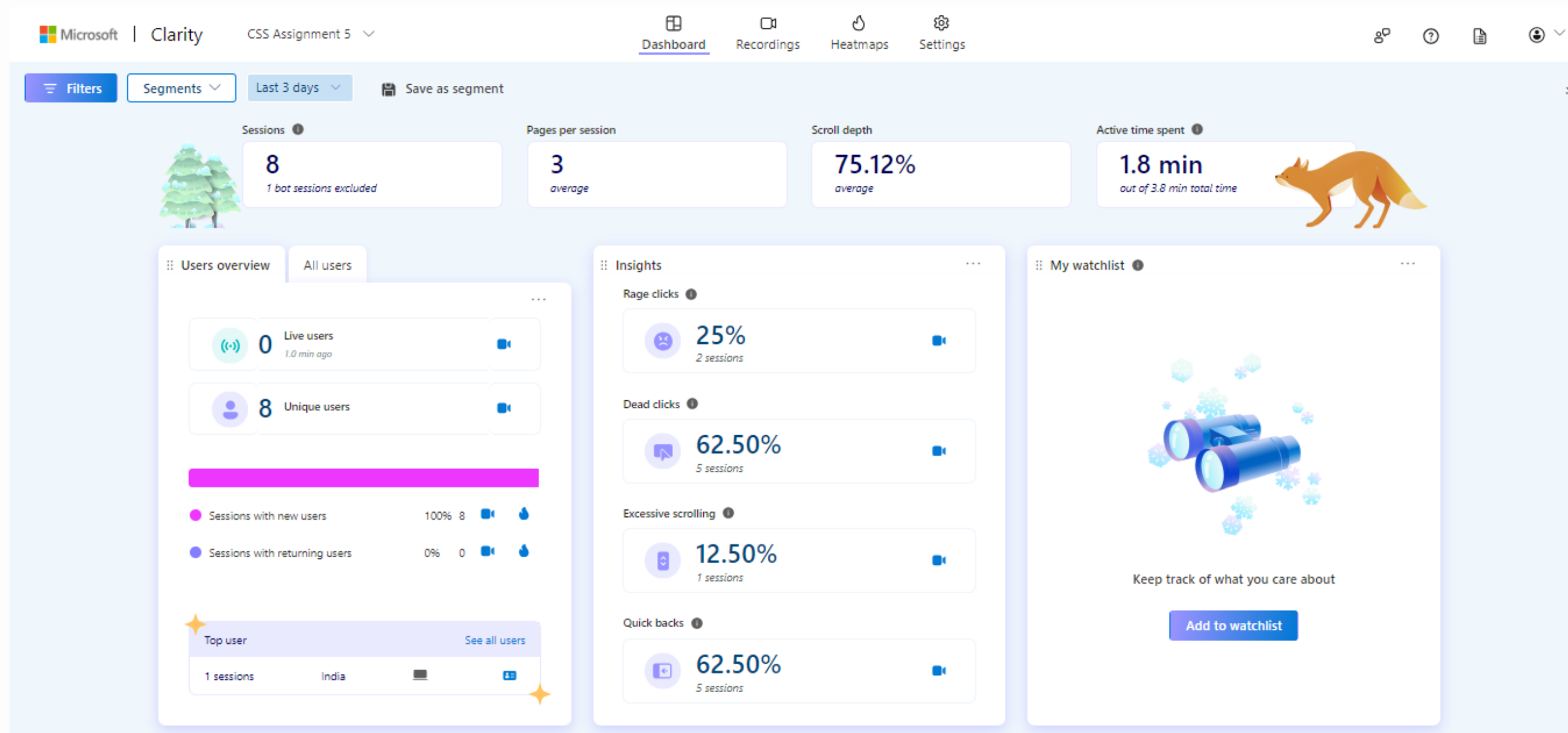
You can also install on third-party using the other option.

# HOW CLARITY CAPTURES USER INTERACTIONS ON WEB PAGES

Microsoft Clarity captures user interactions on web pages through various tracking mechanisms implemented via its tracking code snippet. Once set up, it takes few hours for the tracking code to start capturing user interactions and for data to become available for analysis. Here's how it captures user interactions:

- **JavaScript Tracking Code:** When you integrate Microsoft Clarity with your website or application, you embed a JavaScript tracking code snippet provided by Clarity into your web pages. This snippet is responsible for collecting data about user interactions.
- **Event Tracking:** The tracking code captures user interactions such as clicks on buttons, links, and other elements, as well as form submissions, mouse movements, scrolls, and keyboard inputs. These interactions are recorded as events.
- **Session Recording:** For session recording, Clarity captures a sequence of user interactions during a visit to a web page. It records mouse movements, clicks, scrolls, and other actions performed by the user. Session recordings provide a comprehensive view of how users navigate and interact with your website.
- **Heatmap Generation:** Clarity generates heatmaps based on aggregated user interactions. It tracks where users click, hover, and scroll on web pages and uses this data to create visual heatmaps that highlight areas of high interaction and engagement.

# DASHBOARD



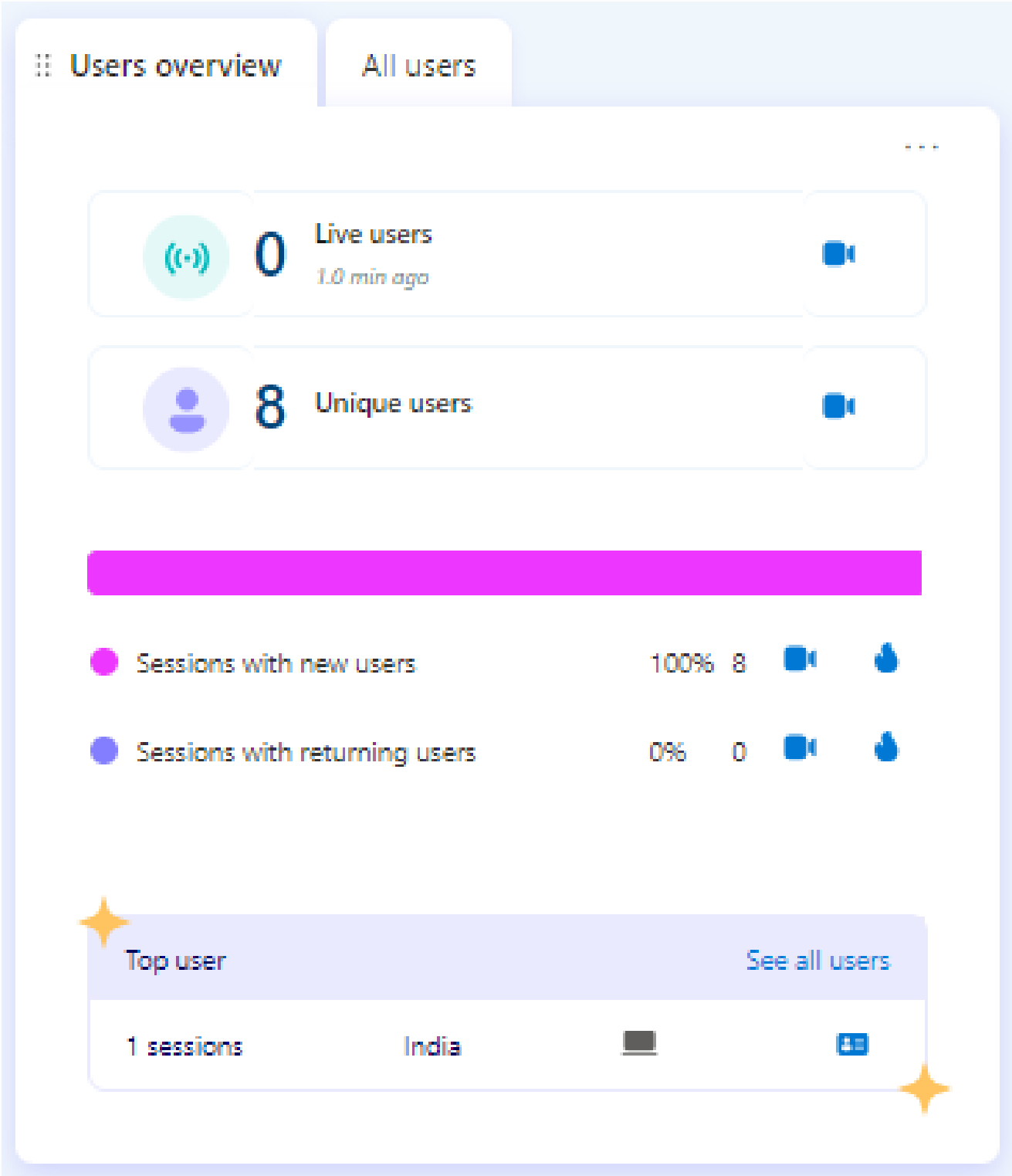
Once Clarity starts tracking data, this is how the Dashboard shows up.

Dashboard contains many cards displaying various metrics by tracking the traffic and data from the target webpage. It displays sessions, pages per session, scroll depth, time spent by user (both active and inactive), dead clicks, rage clicks, quick backs, browsers used to visit webpage, excessive scrolling, etc.



# USERS OVERVIEW

This section gives an overview of the users visiting your website. It gives the count of live users (if any), unique users and displays information about the sessions with these users.



**Live users:** It displays the no. of users visiting the webpage at that particular point of time. It also allows us to watch the live actions being taken by these users and provides real time tracking data.

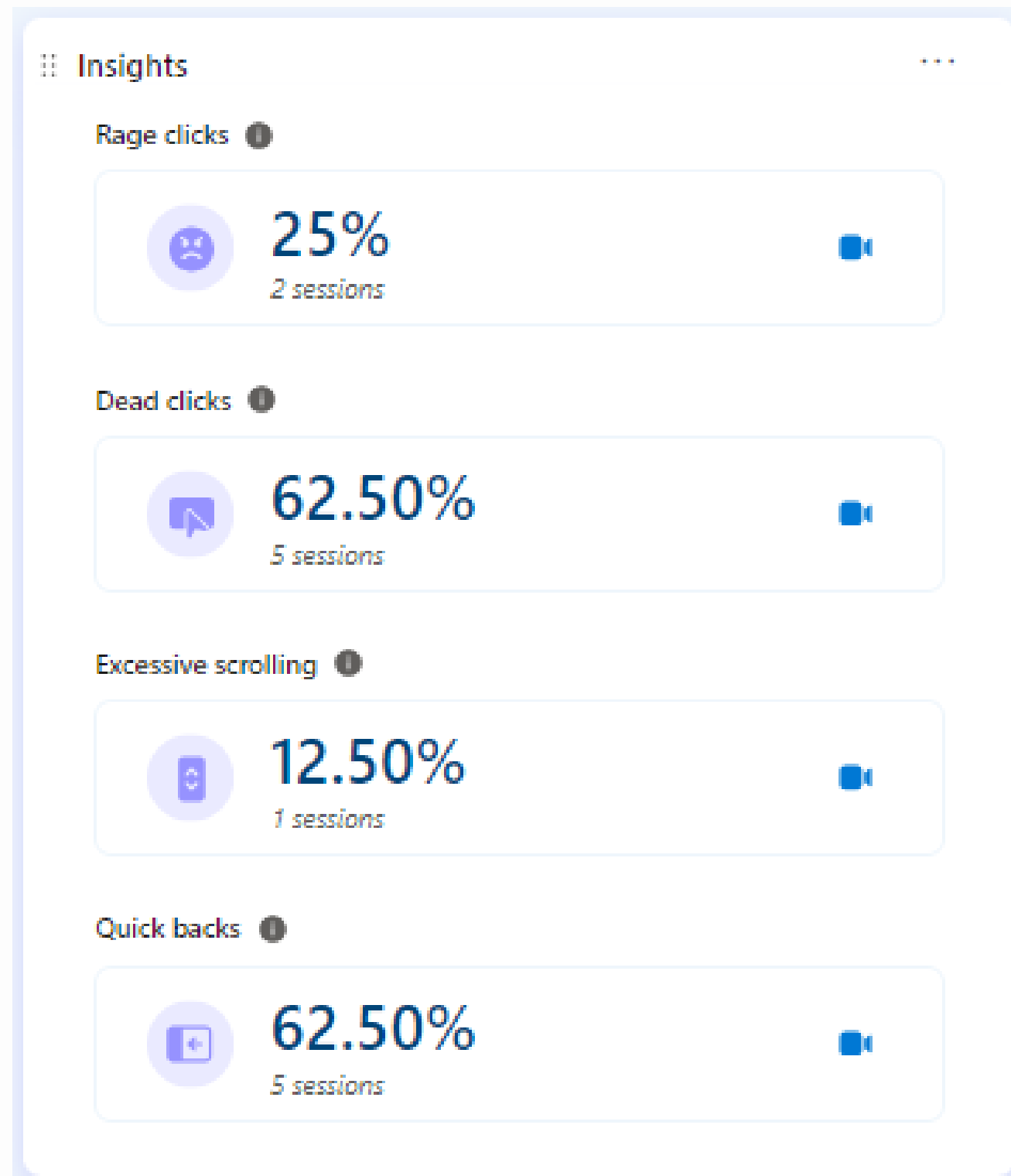
**Unique users:** It displays the total no. of users who have visited the webpage. You can also see their individual activities on the webpage.

It also displays the total no. of sessions on the webpage with new unique users and also with any existing users who returned to site.

The bottom portion of the section displays the top user, i.e. user with most activity on the webpage.

# INSIGHTS

This section gives an overview of the activities performed by the users on your webpage. It gives the count of rage clicks, dead clicks, excessive scrolling and quick backs.



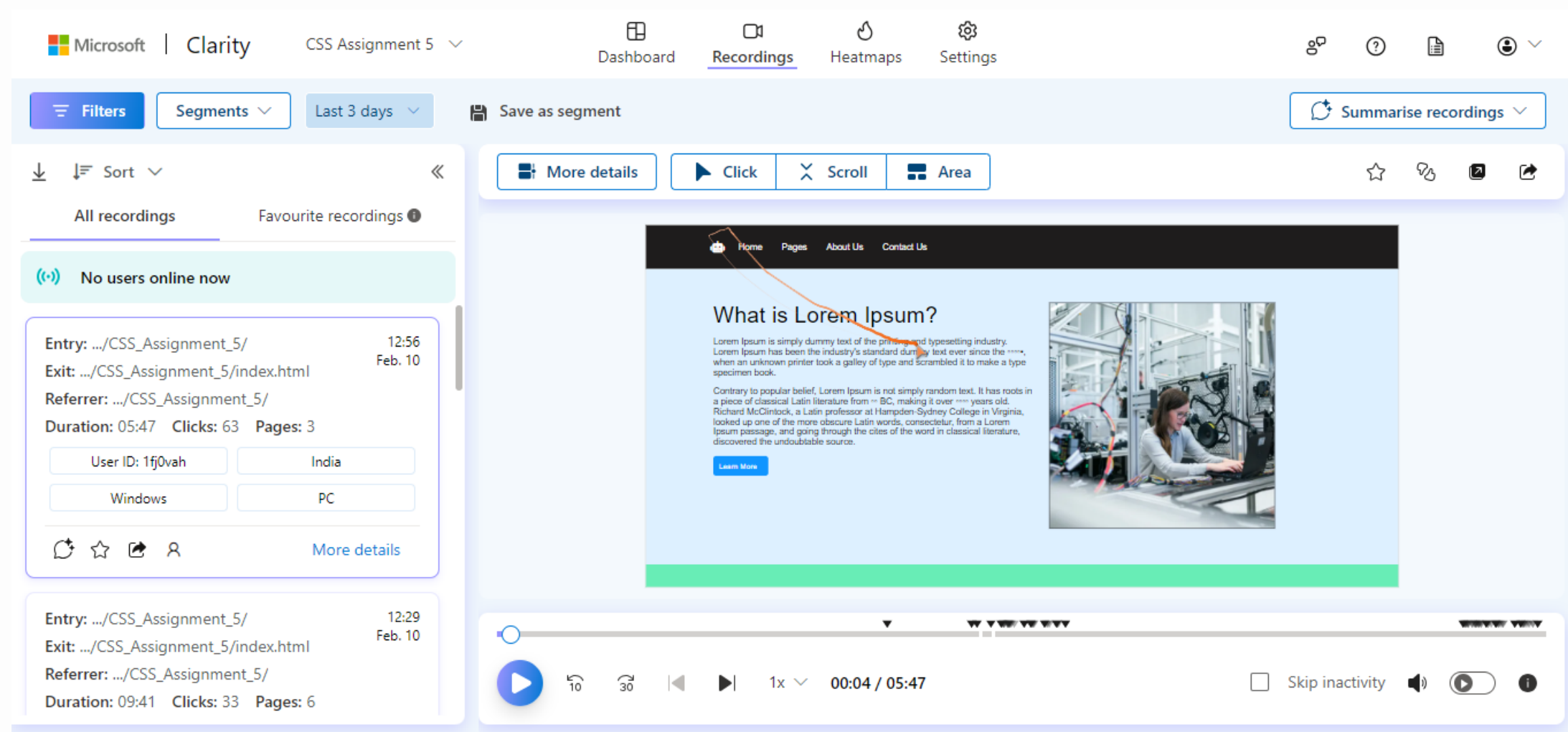
**Rage clicks:** A rage click is when user rapidly clicks or tappes in the same small area out of frustration or confusion. It displays the total percentage of such clicks on the webage. Rage clicks can highlight areas of your website that may need improvement in terms of usability or clarity.

**Dead clicks:** A dead click is when user clicked or tapped on a page with no effect. Dead clicks may indicate areas where users expect interaction but do not find it, leading to potential usability issues.

**Excessive scrolling:** Excessive scrolling is when a user scrolled through a page more than he was expected to. Analyzing excessive scrolling patterns can help identify areas where content organization or layout may need improvement.

**Quick backs:** Quick backs are when users navigate to a page then quickly return to the previous one. Quick backs can highlight potential issues with content relevance, navigation, or user experience that may need to be addressed.

# RECORDINGS



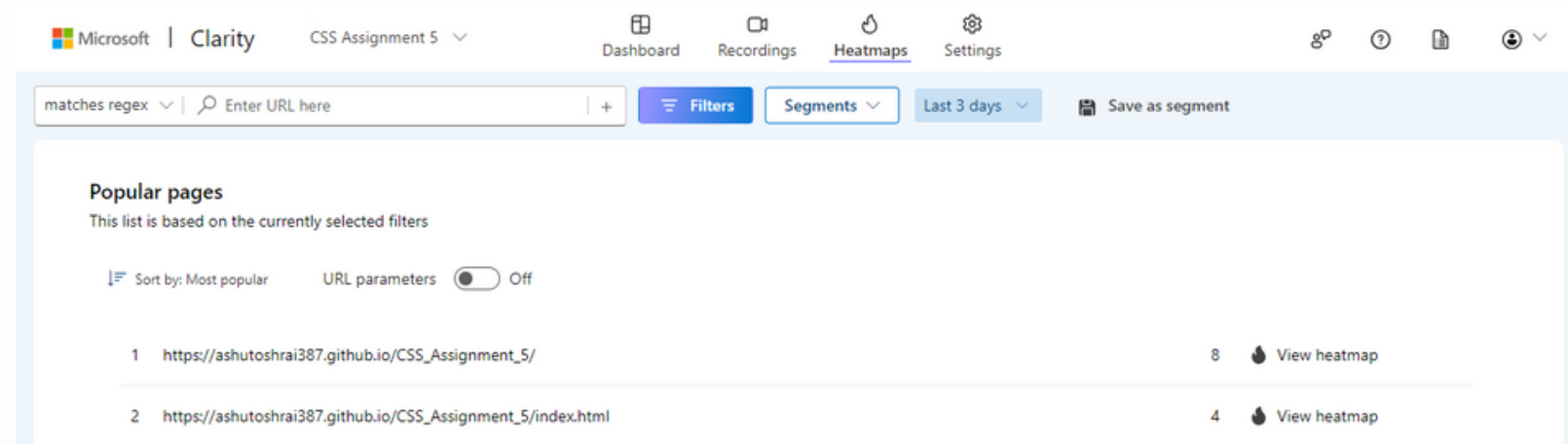
1. Session recordings are a visual way to watch real user interaction on your site/app.
2. They enable you to watch the entire user journey, see what your visitors love and where improvements can be made.
3. Clarity recordings take user events such as scrolls, clicks/taps, page/screen visits, etc., and save them for 90 days.
4. After watching your session recordings, you should be able to make changes to optimize your page/screen and increase conversions.

The recordings dashboard is conveniently split into three sections for easy navigation :

- Session list - Located on the left-hand side, which is ordered by the most recent by default. Each recording has a session card with relevant metadata to decide on the right recording to watch.
- Inline player - View your recordings, pause, forward, and even share your recordings.
- Filters and segments - Drill down the insights based on your choice of filters and segments.



# HEATMAPS

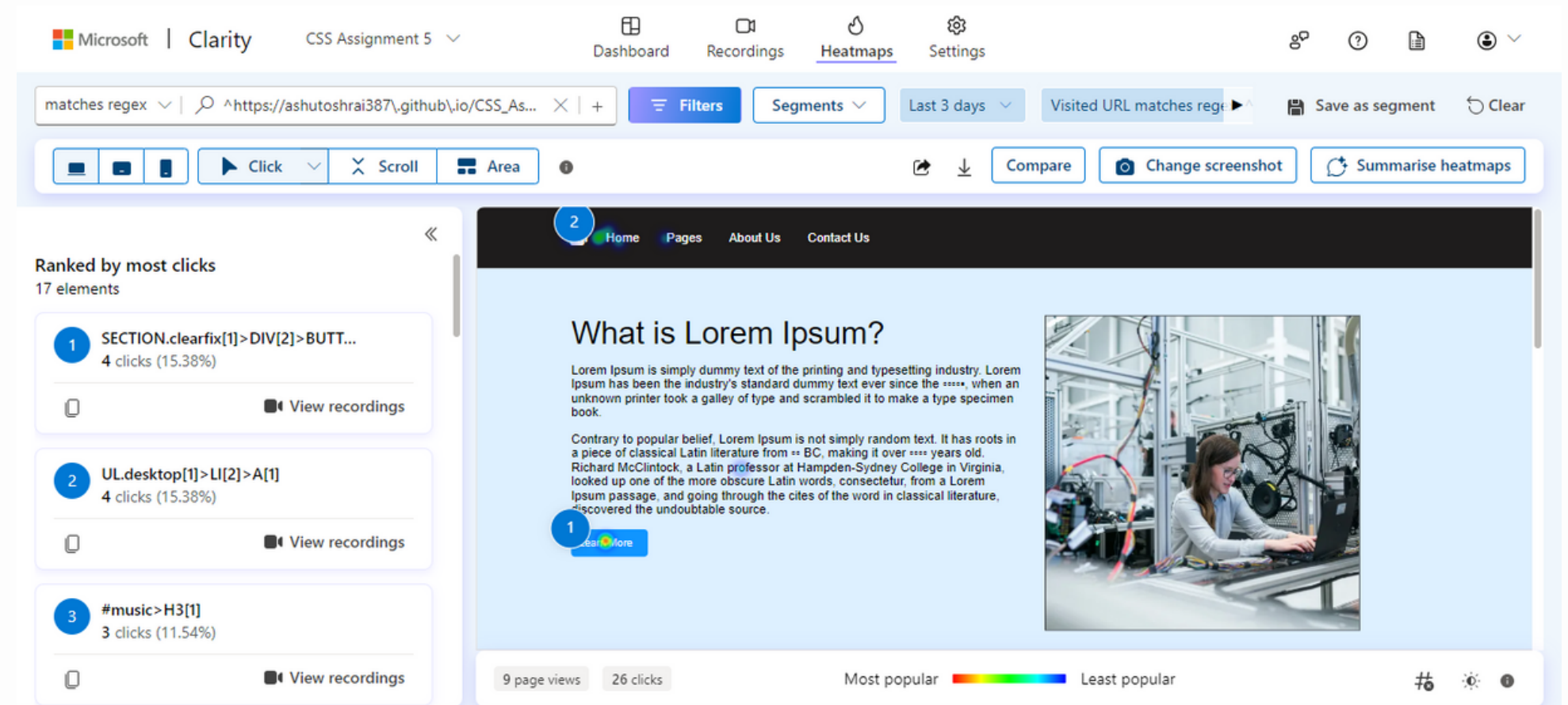


Click heatmaps as shown on right, shows where users are tapping on your website. It gives information about the most tapped elements and how many taps on these elements.

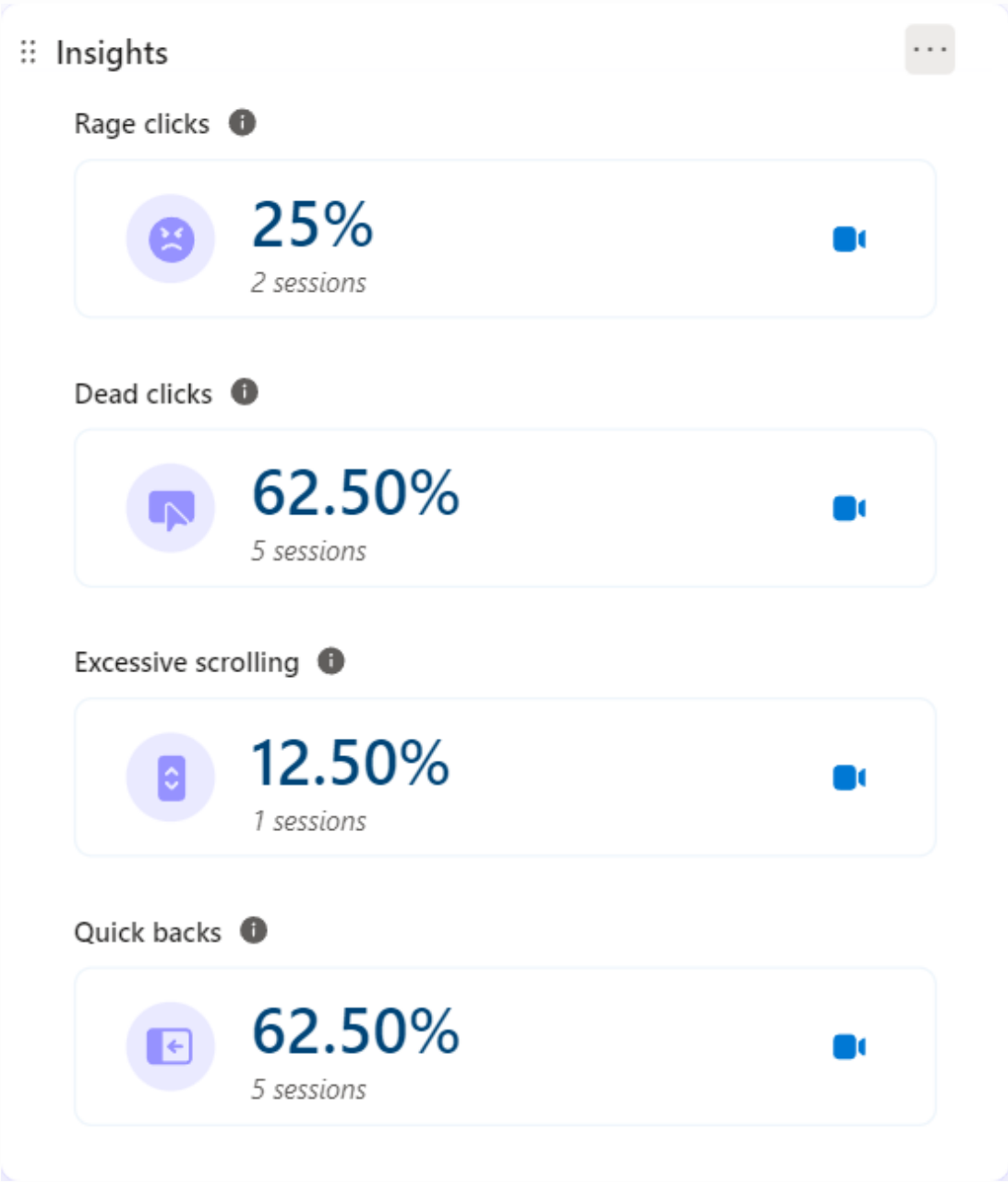
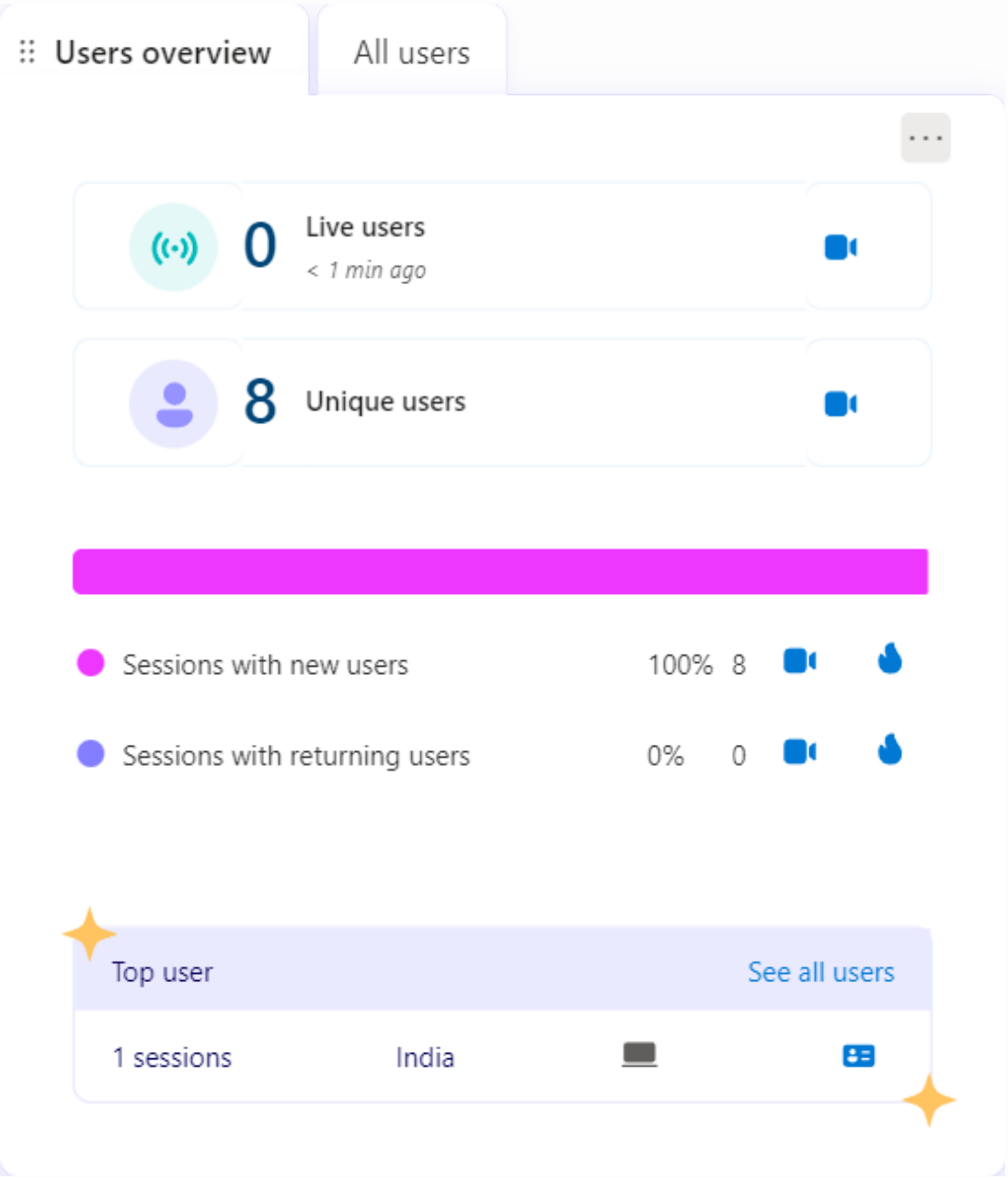
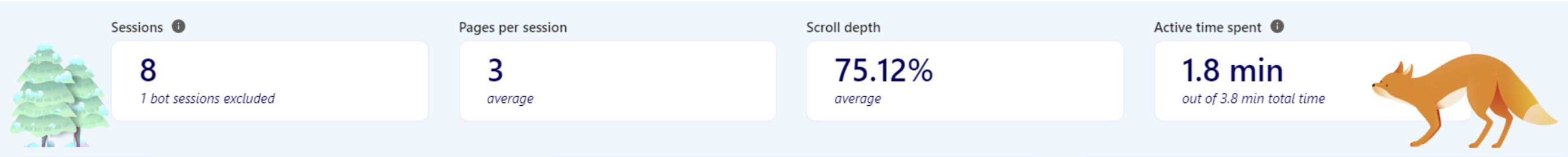
There are different types of Taps map:

- All clicks
- Dead clicks
- Rage clicks
- Error clicks
- First clicks
- Last clicks

- A Heatmap (or Heat map) is a visualization tool that makes it easy to analyze aggregated information about how users interact with the app.
- Clarity tracks all user taps on device and automatically generates a heat map. This data helps you identify the most engaged areas and figure out gaps.
- Once you onboard and go to Heatmaps, you can view the list of popular screens. Adjust your Filters and Segments to view the list of popular screens as you prefer. These popular screens are sorted based on the highest number of sessions.



# FINDINGS

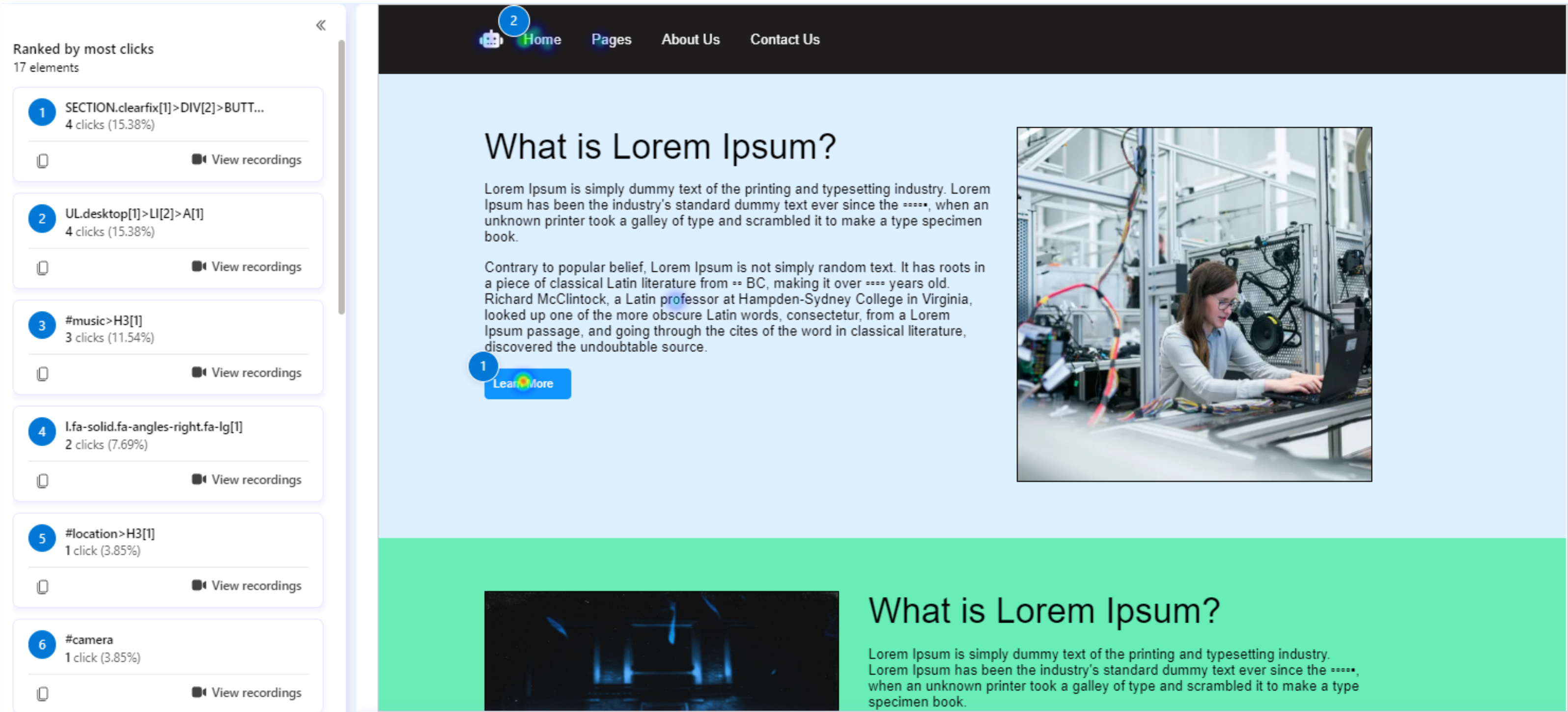


I have set up clarity to track the traffic and user interactions on my assignment webpage. I am stating my findings below :

- **Sessions:** There were 8 sessions in total, with 1 bot session excluded.
- **Pages per Session:** On average, users visited 3 pages per session.
- **Scroll Depth:** The average scroll depth achieved by users was 75.12%, indicating that users scrolled down about three-fourths of the page on average.
- **Active Time Spent:** Users spent an average of 1.8 minutes actively engaging with the content out of a total time of 3.8 minutes.
- **Unique Users:** There were 8 unique users who visited the website.
- **Sessions with New Users:** All sessions (100%) were with new users.
- **Sessions with Returning Users:** There were no sessions with returning users.
- **Rage Clicks:** 25% of sessions had instances of rage clicks, with 2 sessions experiencing this behavior. Rage clicks typically occur when users repeatedly click on elements out of frustration or confusion.
- **Dead Clicks:** 62.50% of sessions had dead clicks, indicating that users clicked on non-functional elements or areas of the website where no action was intended.
- **Excessive Scrolling:** 12.50% of sessions exhibited excessive scrolling behavior, which could suggest users having difficulty finding the information they were seeking or being unable to engage with the content effectively.
- **Quick Backs:** 62.50% of sessions involved quick backs, where users navigated back to a previous page shortly after accessing a new one. This behavior might suggest dissatisfaction with the content or difficulty in finding relevant information.

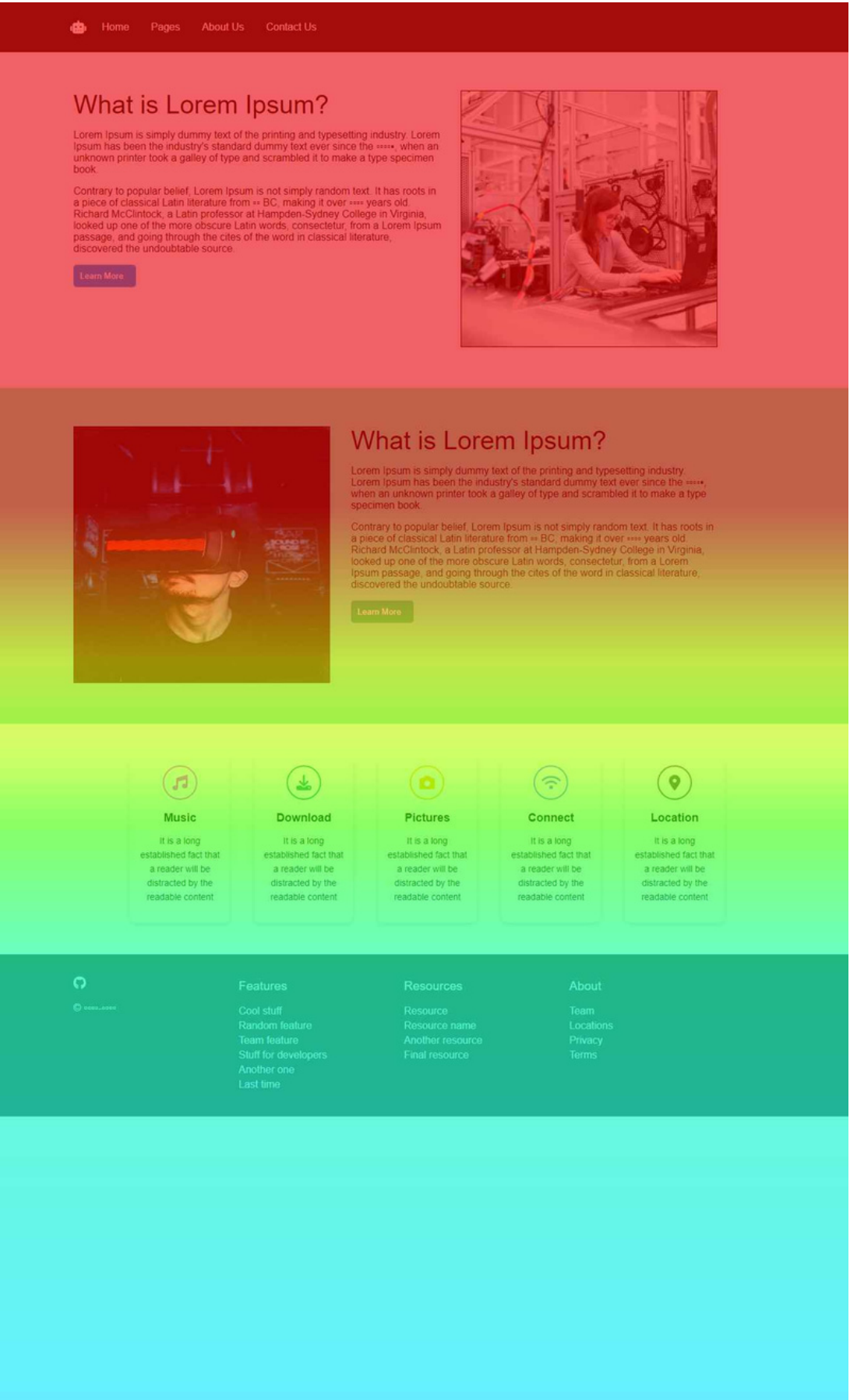


# MOST FREQUENTLY USED FEATURE



The most frequently used features or buttons were the “**Learn More**” and “**Home**” button with 4 clicks out of 17 elements. Other features and sections had lesser click count.

# USER ENGAGEMENT PATTERNS



As per the Heatmap shown here :

- 100 % of the users reached the 1st section depicted in red color.
- Around 77% users reached the 2nd section depicted in dark green color.
- About 33 % of the users reached the section displaying cards that is depicted in light green color.
- And around 22% users reached the footer section.

## RECOMMENDATIONS

- While the scroll depth and pages per session are average, the active time spent is relatively low. It will require more focus on improving content relevance and user experience to increase active time spent on the site.
- All sessions were with new users, indicating a struggle with user retention. Development of personalized content and offers is required to encourage returning visits.
- Percentages of dead clicks, rage clicks and quick backs indicate frustration or dissatisfaction among users. Optimizing the placement and functionality of key features and buttons is necessary to reduce frustration and improve user experience.
- The heatmap indicates a drop-off in user engagement as they progress down the page, with fewer users reaching the lower sections. Analyze user behavior within each section to understand why engagement drops off and optimize content & layout to maintain user interest throughout the page.