

Session Review Checklist

What to Look For When Watching User Recordings

Before You Start

- Set clear goals for what you want to learn (e.g. checkout drop-offs, homepage engagement).
- Choose a page or funnel to focus on (e.g. product page cart checkout).
- Filter recordings by relevant sessions (device type, returning vs. new, source, etc.).

During the Session Review - User Interaction

- Are users clicking where you expect (e.g., buttons, CTAs)?
- Are there rage clicks (multiple fast clicks on a non-working area)?
- Are users hovering over elements they don't click?
- Do they scroll through the full page or stop early?

During the Session Review - Navigation & Flow

- Do users move smoothly from one step to the next?
- Where do they hesitate or pause for a long time?
- Are they getting stuck or going back and forth?

During the Session Review - Checkout Behavior

- Where do they abandon the cart/checkout flow?
- Are they filling out forms fully or dropping off mid-way?
- Do they struggle with form fields (e.g., errors, re-clicks)?

During the Session Review - Content Engagement

- Are they reading or skipping important content (e.g., reviews, descriptions)?
- Do they interact with key visuals (e.g., image carousels)?
- Are videos or interactive elements used or ignored?

Red Flags to Watch

- High activity but no conversions (possible trust/UX issue).
- Confusion or repeated clicks on the same element.
- Sudden exits after a specific section.
- Mobile users pinching/zooming (may signal poor mobile layout).

Session Review Checklist

Mark & Document

- Timestamp key friction points.
- Capture 23 action items per session (e.g., CTA too low, form unclear, missing trust signals).
- Note any patterns across multiple recordings.

After Reviewing Multiple Sessions

- Identify the top 3 common user pain points.
- Match issues to site areas that need testing or design fixes.
- Prioritize based on severity and frequency.