

## UX Cam Evaluation

### Background

- We currently use Mixpanel for quantitative product analytics across Pampers Club. UXCam has been proposed as an additional tool to complement Mixpanel with qualitative insights (e.g., session replays, heatmaps).
- Before making a decision, we need a **clear, side-by-side evaluation** of what UXCam adds, whether it saves us meaningful time, how it compares to Mixpanel's roadmap (heatmaps in development), and the cost/ROI for Pampers specifically.

### Evaluation Table

Evaluation Table – Pampers Club

Question	Pampers-Specific Answer (Draft)	Notes / Open Questions
What is UXCam?	UXCam is a qualitative analytics tool that records anonymized user sessions and generates heatmaps, gesture maps, and replays. It helps us <i>see how</i> users interact with the app vs just tracking events.	
What does it give us additionally that Mixpanel can't?	<ul style="list-style-type: none"><li>• <b>Session replays:</b> Validate hypotheses visually (e.g., why a user failed at Sign-In).</li><li>• <b>Heatmaps &amp; gesture insights:</b> Show taps, scrolls, rage taps, or hesitation.</li><li>• <b>Context on errors:</b> If Mixpanel logs "Error Dialog Viewed," UXCam shows <i>what led to it</i>.</li><li>• <b>UX friction signals:</b> Mis-clicks, failed scrolls, repeated actions not visible in event data.</li><li>• <b>Crash and exception analytics:</b> technical diagnostics and session replays for issues that disrupt app functionality.</li></ul>	<p>Mixpanel heatmaps are in development — need ETA + scope (will they cover gestures/replays or just static click maps?).</p> <p>1. When will mixpanel heatmaps be live and what will be the cost? <b>PENDING</b></p> <p><b>UXCam demo, Measure mobile app success:</b></p> <p><a href="#">▶ How to Measure Product Data with UXCam</a></p>

		<b>The North Face Loyalty Program Use Case:</b> <p>The North Face used heatmap analysis to identify that a rewards program ad was distracting users more than the ‘buy’ button during checkout. By repositioning or optimizing these elements, they significantly increased CTA exposure and conversions by up to 25%. (SOURCE: <a href="#">How The North Face Increased Its CTA Exposure Rate by +50% With Content Square</a> )</p>
What will be the time saving?	<ul style="list-style-type: none"> <li>• <b>Analytics/PM/Design:</b> Fewer back-and-forth cycles trying to hypothesize causes of drop-off (days → hours).</li> <li>• <b>Ops team:</b> Faster diagnosis of live issues (e.g., “users can’t redeem because button is unresponsive” spotted visually instead of weeks of log digging).</li> <li>• <b>Leadership:</b> Quicker evidence to explain why KPIs move, without long slide builds.</li> </ul>	Hard to validate now; need to test via pilot on Install → Sign-In and Scan → Redeem.
What is the cost?	1. <b>3-Month POC Pricing</b> <ul style="list-style-type: none"> <li>◦ <b>Total cost: \$13 800</b> for the full three-month trial (no other fees)</li> <li>◦ <b>Coverage:</b> Up to 2 million sessions per month, with enterprise-grade features and support</li> <li>◦ <b>How it’s calculated:</b> <ol style="list-style-type: none"> <li>Base annual rate for 2 M sessions = \$46 000</li> <li>20 % POC premium (includes weekly training calls and dedicated setup support): <math>\\$46\,000 \times 1.20 = \\$55\,200</math></li> </ol> </li> </ul>	Need vendor proposal based on Pampers usage scale.

	iii. 3-month pro rata (25 % of annualized premium) = $\$55\,200 \times 0.25 = \textbf{\$13\,800}$																						
<b>Implement ation complexity</b>	<p>Requires SDK integration into the Pampers app.</p> <ul style="list-style-type: none"><li>• Effort: Likely 1–2 sprint cycles of dev work + testing.</li><li>• Risk: Must confirm compliance with P&amp;G’s security/legal standards (especially around replay data).</li></ul>	<table><tr><th>Phase</th><th>Description</th><th>Time (approx)</th></tr><tr><td>Setup</td><td>Add UXCam to the app and activate it</td><td>2–4 hours</td></tr><tr><td>Privacy Checks</td><td>Make sure sensitive user data is hidden or blurred</td><td>3–6 hours</td></tr><tr><td>Testing</td><td>Run the app, check if recordings and heatmaps show up correctly</td><td>4–6 hours</td></tr><tr><td>First Insights</td><td>Review initial user sessions and screen flows</td><td>2–3 hours</td></tr><tr><td>Deeper Analytics</td><td>Add user IDs and custom events to track specific behaviors</td><td>3–5 hours</td></tr><tr><td>Final Review</td><td>Share findings and confirm everything aligns with business goals</td><td>2–4 hours</td></tr></table>	Phase	Description	Time (approx)	Setup	Add UXCam to the app and activate it	2–4 hours	Privacy Checks	Make sure sensitive user data is hidden or blurred	3–6 hours	Testing	Run the app, check if recordings and heatmaps show up correctly	4–6 hours	First Insights	Review initial user sessions and screen flows	2–3 hours	Deeper Analytics	Add user IDs and custom events to track specific behaviors	3–5 hours	Final Review	Share findings and confirm everything aligns with business goals	2–4 hours
Phase	Description	Time (approx)																					
Setup	Add UXCam to the app and activate it	2–4 hours																					
Privacy Checks	Make sure sensitive user data is hidden or blurred	3–6 hours																					
Testing	Run the app, check if recordings and heatmaps show up correctly	4–6 hours																					
First Insights	Review initial user sessions and screen flows	2–3 hours																					
Deeper Analytics	Add user IDs and custom events to track specific behaviors	3–5 hours																					
Final Review	Share findings and confirm everything aligns with business goals	2–4 hours																					

		<b>Total Estimated Effort: 15–26 hours</b>  Spread across 2–4 working days depending on team availability.  <i>**This setup plan is an estimate: actual numbers TBD during discovery</i>
<b>What is the recommendation?</b>	<ul style="list-style-type: none"> <li>• <b>Short term:</b> Pilot UXCam on Install → Sign-In funnel.</li> <li>• <b>Decision criteria:</b> (1) measurable time saved in diagnosing issues, (2) unique insights vs Mixpanel, (3) security/cost fit.</li> <li>• <b>Medium term:</b> Reassess once Mixpanel's heatmaps are released.</li> </ul>	Contingent on pilot outcome + vendor compliance/cost.

---

#### Pilot Success Criteria

To decide if UXCam is worth scaling, we should measure during a 1–2 month pilot:

- **Cycle time reduction:** Avg. hours/days saved in diagnosing drop-offs/issues compared to Mixpanel-only.
- **Ops efficiency:** Number of issues surfaced faster via UXCam vs logs/queries.
- **Decision clarity:** Examples where UXCam evidence directly informed a product/design decision.
- **Overlap check:** Which UXCam features remain unique once Mixpanel heatmaps are live.