

Microsoft Clarity

Dashboard

The Microsoft Clarity dashboard provides a comprehensive overview of user interactions. Key metrics include:

- Total sessions: 3 (6 bet sessions excluded)
- Pages per session: 1.33 average
- Scroll depth: 55.75% average
- Time spent: 29 sec total (active vs inactive)

Other sections show:

- Users: 0 live users, 3 distinct users.
- Dead clicks: 0% (0 visitors have dead clicks).
- Rage clicks: 0% (0 visitors have rage clicks).
- Quick backs: 0% (0 visitors have quick backs).
- Popular pages: URL parameters: http://lucasmln.github.io/cv/html/2.html
- Browsers: Chrome (100%, 3 sessions)
- Devices: PC (100%, 3 sessions)
- Referrers: inaird.github.io (3 sessions)
- Operating systems: (not shown)

Microsoft Clarity is a web analytics tool that provides various functionalities for analyzing user interactions and behaviors on a website. Let's explore its functionalities using my portfolio website as an example:

Clarity offers a dashboard that provides an overview of key metrics like total visitors, page views, and user engagement for your portfolio website.

Heatmap

The Microsoft Clarity heatmap feature visualizes user interactions. Key findings include:

- Ranked by most clicks: 8 elements. Top items include: Hi I'm Lucas, (Pro) (31.25%), Name button (31.25%), and Contact Me (12.5%).
- Most popular: About Me (12.5%).
- Least popular: Contact Me (12.5%).

Heatmaps visually represent user interactions by showing which areas of your website receive the most clicks, mouse movements, or scrolling actions. This can help me understand which portfolio items or sections are getting the most attention.

Google Analytics Sync

The Microsoft Clarity Google Analytics Sync dashboard integrates data from both tools. Key reports include:

- Audience overview: Sessions: 7, Session duration: 13s.
- Acquisition report: Traffic channel: Direct, Source / Medium: (not shown).
- Popular pages: /portfolio.html (7 sessions, 12.5% of sessions).
- Sessions by country: United Kingdom (5 sessions), United States (2 sessions).
- Sessions by device: desktop (100%, 7 sessions).

Google Analytics and Microsoft Clarity are two separate web analytics tools, each with its own set of features and functionalities. While they both provide insights into user behavior on websites, they do not directly interact with each other. However, they can be used together to gain a more comprehensive understanding of your website's performance and user engagement.

Recordings from sessions

The Microsoft Clarity recording feature allows you to watch real user sessions. Key features include:

- Session details: Date: 04/01/2017, Time: 09:00 AM, Duration: 12:45, Device: PC - Windows - United Kingdom.
- Session timeline: Shows user interactions like Click, Scroll, and Area over time.
- Qualifications and Expertise: Visual representation of user interests and skills.

Session recordings allow you to watch real user sessions on your website. You can see how visitors navigate through your portfolio, where they click, and how they interact with your content.

This can help you identify usability issues and areas for improvement.

Clarity can detect rage clicks (repeated clicking on non-clickable elements) and track errors on your website. This helps you identify frustrating user experiences and technical issues that need fixing.