Microsoft Clarity Report

1. Introduction: In this report, we will analyse the user interactions and engagement metrics gathered through Microsoft Clarity for the Netflix clone application. The insights obtained will help us understand how users interact with the application and identify areas for improvement to enhance the user experience.

2. Overview of Insights:

- **Rage Clicks:** 75% of users experience rage clicks, indicating frustration or difficulty in navigating the application. Identifying the elements causing rage clicks can help improve usability.
- **Dead Clicks:** Similarly, 75% of clicks result in dead clicks, where users interact with non-clickable elements or areas. Addressing dead clicks can streamline the user journey and prevent user frustration.
- **Scrolling:** Currently, there is no scrolling data available, suggesting that users may not engage with content requiring scrolling. Analyzing scrolling behavior can provide insights into content visibility and user engagement.
- **Quickbacks:** There are no quickbacks recorded, indicating that users navigate through the application without frequent backtracking. This suggests a relatively smooth user experience in terms of navigation flow.
- **Active Time Spent:** On average, users spend 1 minute actively engaged with the application out of a total session duration of 2.3 minutes. Understanding how users spend their active time can guide content prioritization and feature enhancements.
- **Active Users:** The application has 4 active users during the analyzed period, indicating the sample size for the data collected.

3. Analysis of User Interactions:

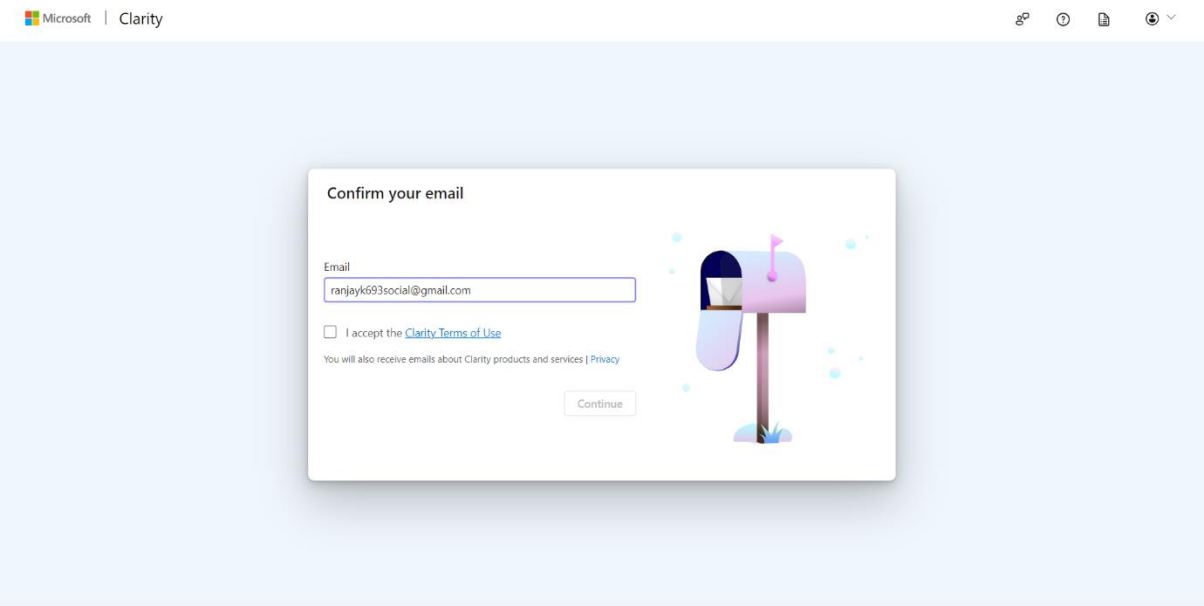
- **Identified Pain Points:** The high occurrence of rage clicks and dead clicks suggests potential usability issues or unclear interface elements within the application. Investigating the specific areas triggering these interactions is crucial for improving user satisfaction.
- **Scrolling Behavior:** Since scrolling data is not available, it's essential to evaluate content layout and accessibility to ensure users can easily access all relevant information without excessive scrolling.
- **Active Time Spent:** While users spend approximately half of the total session duration actively engaged with the application, optimizing the content and features to capture users' attention and encourage prolonged interaction can lead to increased user retention and satisfaction.
- **User Segmentation:** Further analysis based on user segments, such as new vs. returning users or different demographic groups, can provide additional insights into user behavior and preferences.

4. Recommendations for Optimization:

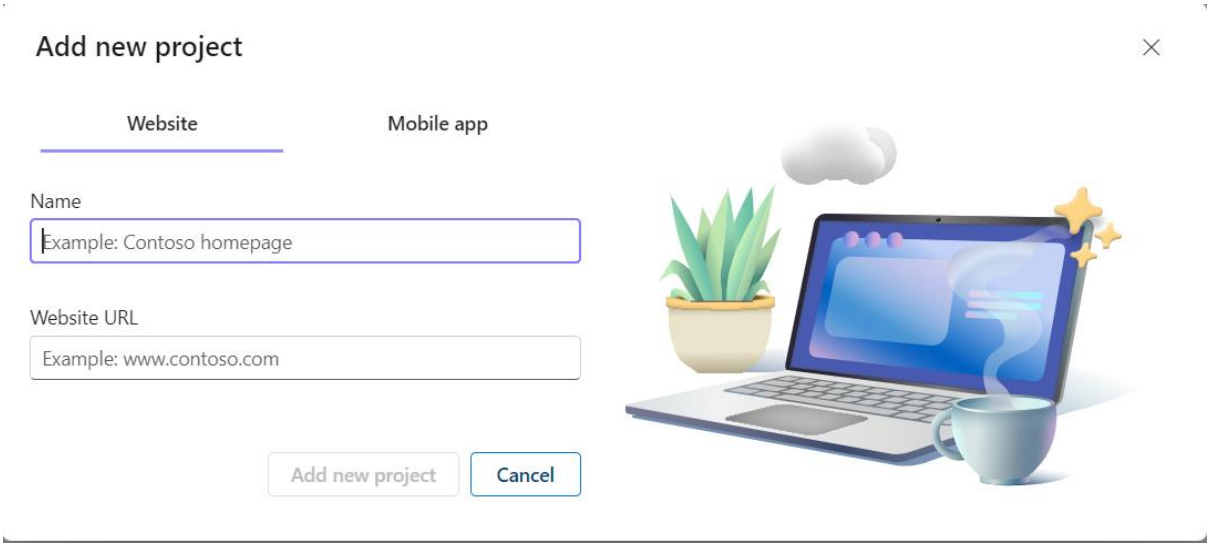
- **Usability Testing:** Conduct usability testing to identify and address specific pain points causing rage clicks and dead clicks. Focus on improving the clarity of clickable elements and streamlining the user flow.
- **Content Visibility:** Evaluate the content layout and presentation to ensure essential information is easily accessible without excessive scrolling. Utilize data-driven insights to prioritize content based on user engagement.
- **Feature Enhancement:** Explore opportunities to enhance features that drive active user engagement and contribute to a seamless user experience. This may include personalized recommendations, interactive elements, or social features.

Setup and Configuration:

Step1. Signup for Microsoft clarity

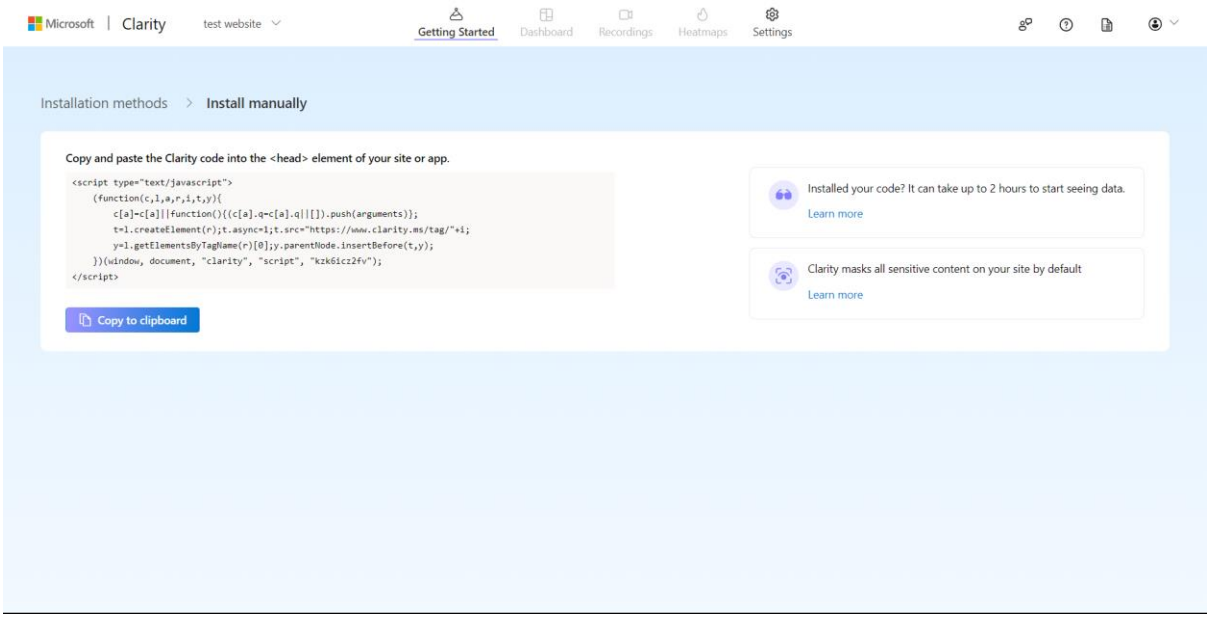


Step2. Add new Project



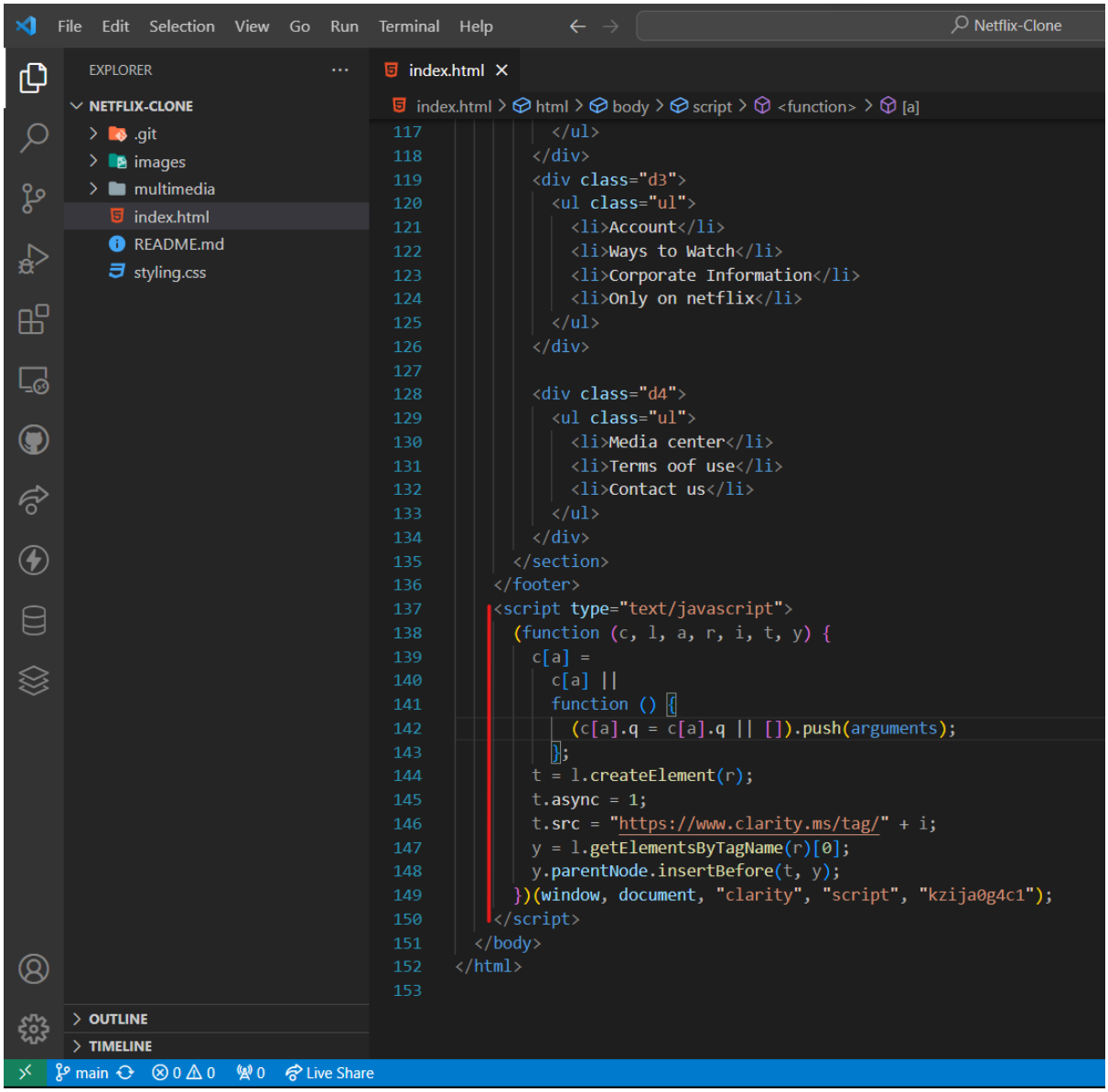
Add Project name and webite url

Step3.Install manually



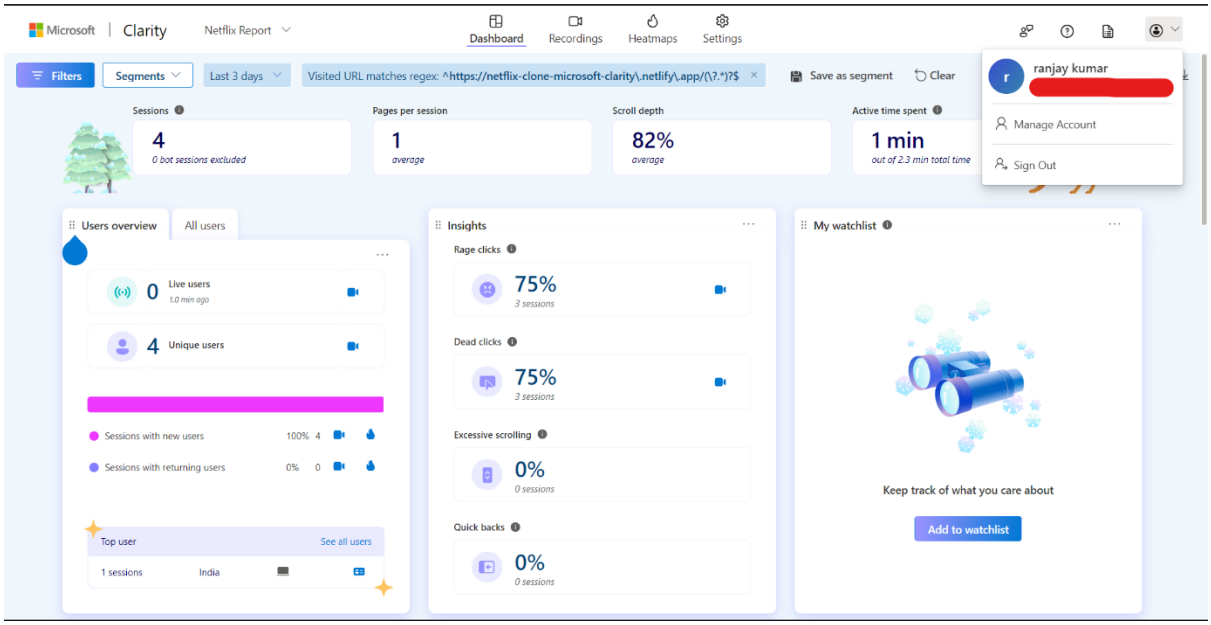
For manual installation in Microsoft Clarity, add the provided script tag to the website's HTML code just before the closing </body> tag, ensuring accurate tracking of user interactions and enabling access to Clarity's analytics features.

Step 4. Add script file into the html file



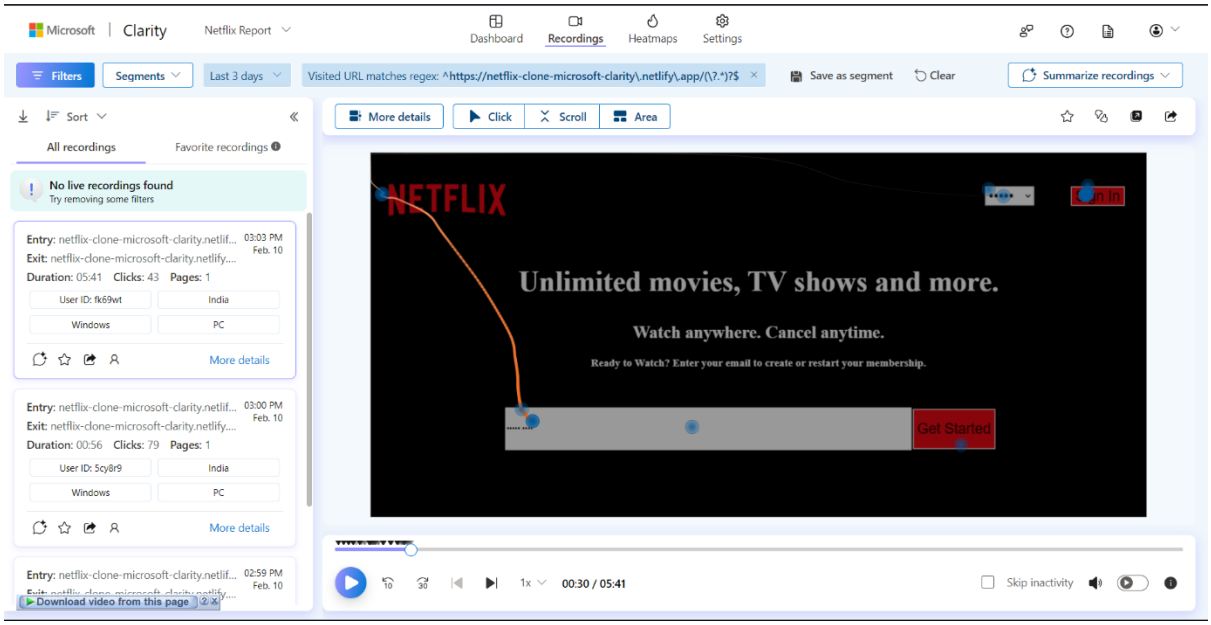
Step5.Ready with the report (Data Analysis)

A. Dashboard



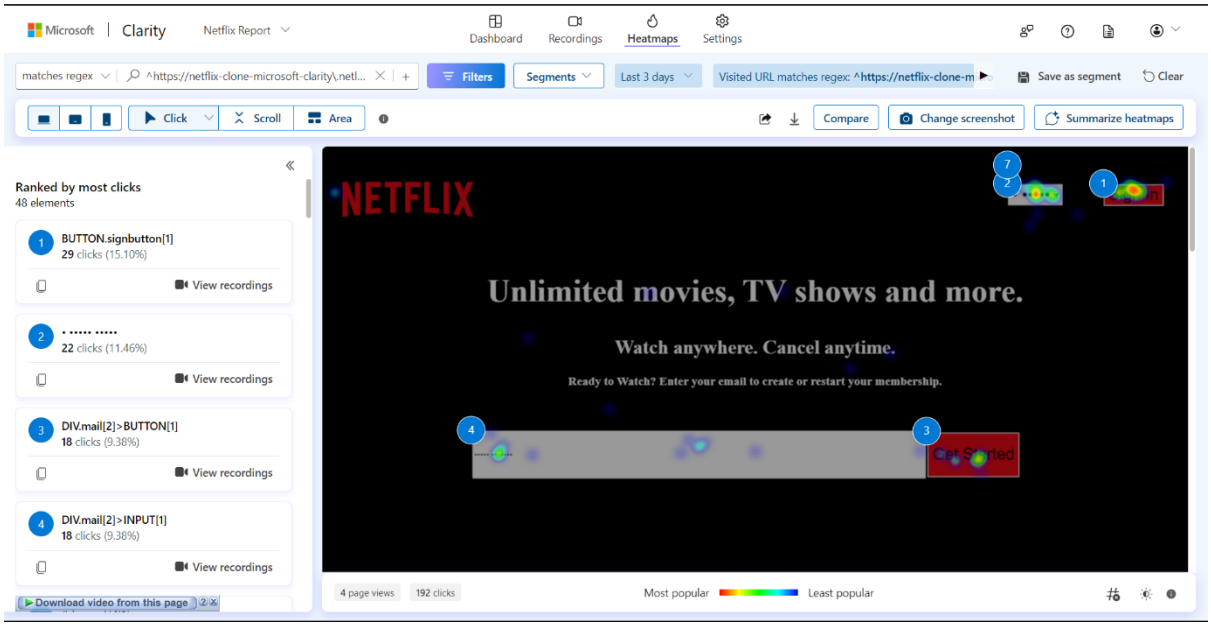
Microsoft Clarity's dashboard displays key metrics and insights on user interactions, session recordings, and heatmaps. It offers a centralized hub for analyzing website performance and user behavior, facilitating data-driven decision-making and optimization efforts.

B. Recording



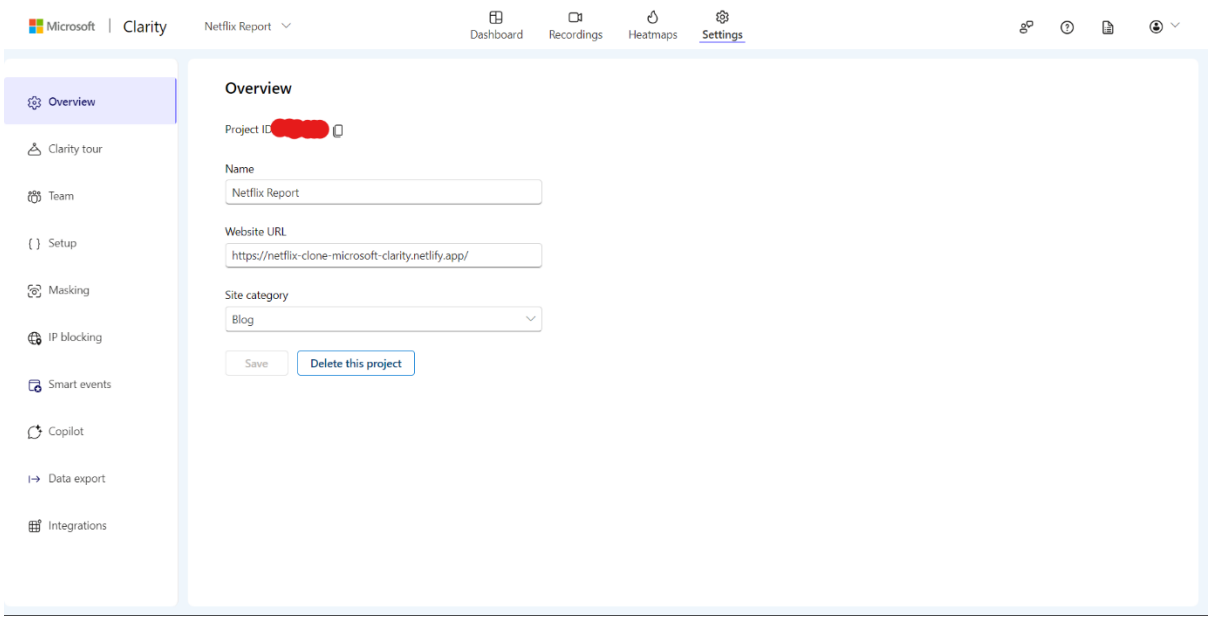
Recordings in Microsoft Clarity capture user sessions, providing visual playback of interactions with a website. They offer insights into user behavior, navigation patterns, and usability issues, aiding in website optimization and enhancing the user experience.

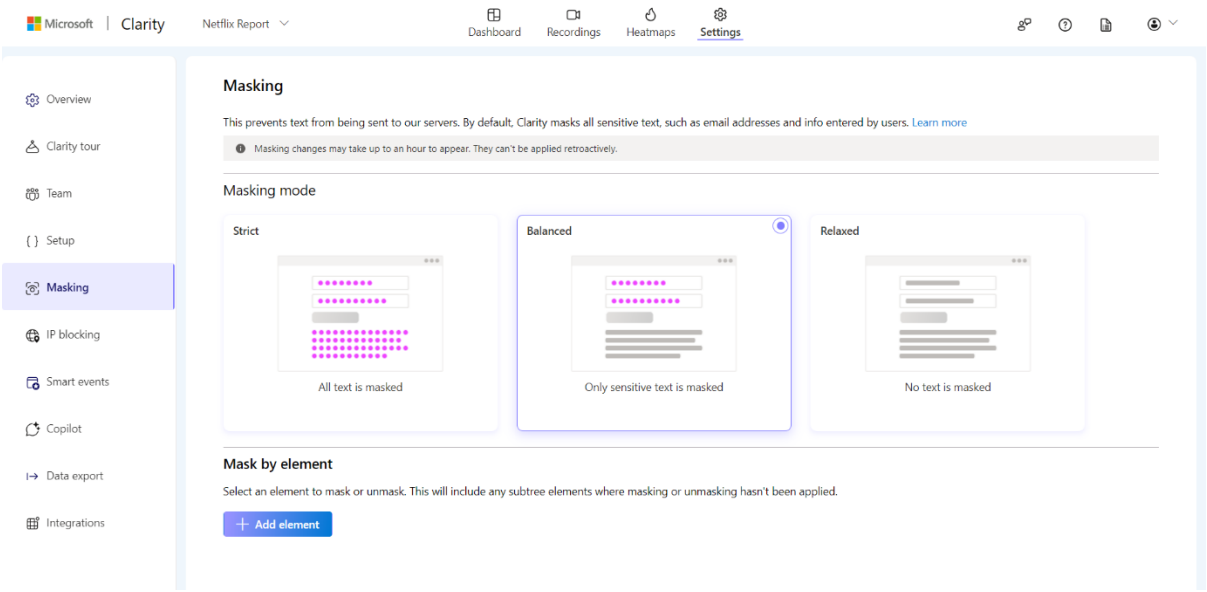
C. Heatmaps



In Microsoft Clarity, a heatmap visualizes user interactions like clicks and scrolls on a webpage. It uses color-coded areas to show activity levels, aiding in identifying popular elements and optimizing layout for better user engagement, all in a concise and intuitive manner.

D. Settings




Microsoft | Clarity
Netflix Report
Dashboard
Recordings
Heatmaps
Settings
Overview
Clarity tour
Team
Setup
Masking
IP blocking
Smart events
Copilot
Data export
Integrations
Masking
This prevents text from being sent to our servers. By default, Clarity masks all sensitive text, such as email addresses and info entered by users. Learn more
Masking changes may take up to an hour to appear. They can't be applied retroactively.
Masking mode
Strict
All text is masked
Balanced
Only sensitive text is masked
Relaxed
No text is masked
Mask by element
Select an element to mask or unmask. This will include any subtree elements where masking or unmasking hasn't been applied.
Add element