

MICROSOFT CLARITY



INTRODUCTION

Clarity is a user behavior analytics tool that helps owner to understand how users interact with his website

Features:-

- **Session Recordings-** It allows owner to see how users navigate and interact with the website. These recordings can help to **identify user behaviors, problems, and areas for improvement**.
- **Heatmaps:** The service generates heatmaps that visually represent where users are **clicking** on our website which **area of website** users are visiting more or **scrolling** more . This can be valuable in understanding which areas of pages are getting the most attention.
- **ML Insights Dashboard:** Clarity offers an insights dashboard that provides a summary of key metrics such as **User overview, Insights, Watchlist, Events, Browser** etc and trends related to user engagement on website.
 - Insights contains features like:-
 - **Rage click**
 - **Dead clicks**
 - **Excessive Scrolling**
 - **Quick Backs**
- **User Feedback:** Clarity also provides a feature for users to leave feedback directly on your website.



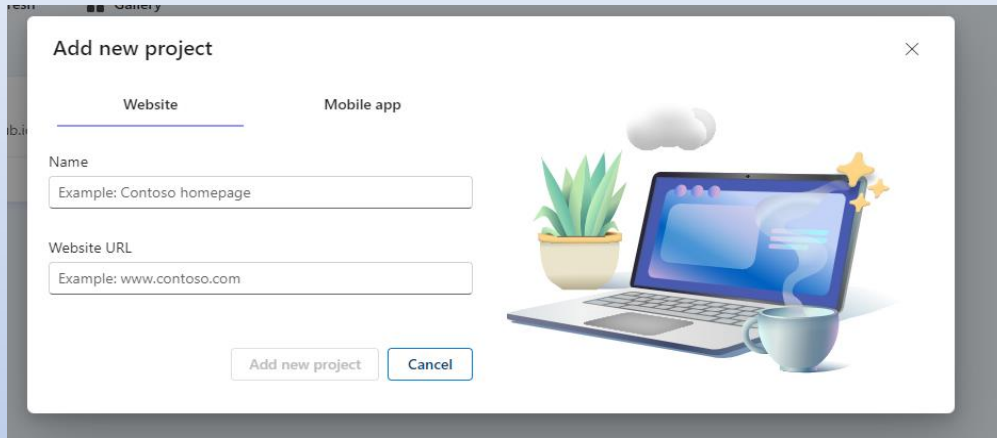
HOW IT CAPTURES USER INTERACTION?

Microsoft Clarity captures user interaction on web pages through the use of tracking scripts that you embed on your website.

- To use Microsoft Clarity, we need to integrate a specific tracking script into the HTML code of your website. This script is provided by Clarity when we set up our account.
- Once the tracking script is added to our web pages, it collects data about user interactions in real-time as visitors navigate through our site. The script captures information such as clicks, mouse movements, scrolls, and other interactions.
- Heatmaps and Dashboard take time to load in starting for showing the result because it takes time to analyze.



HOW TO SETUP?



Add new project

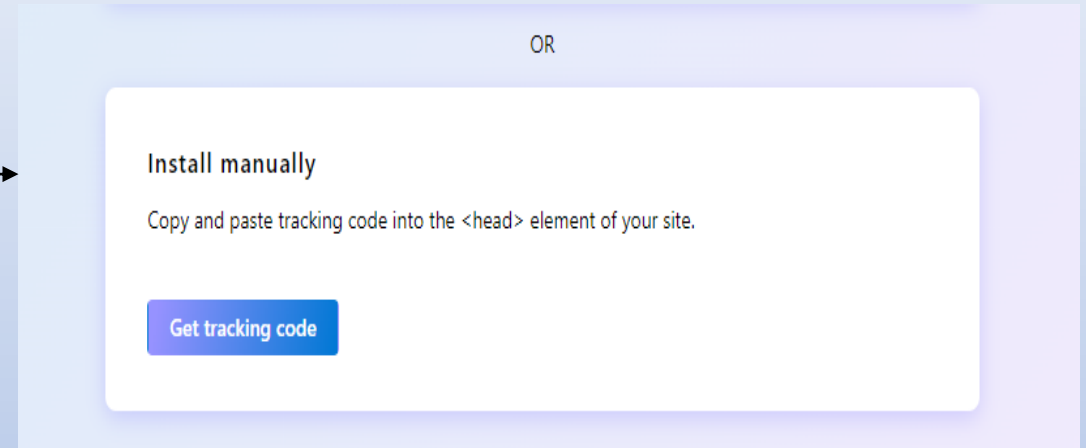
Website Mobile app

Name
Example: Contoso homepage

Website URL
Example: www.contoso.com

Add new project Cancel

Enter the name and provide the website URL



OR

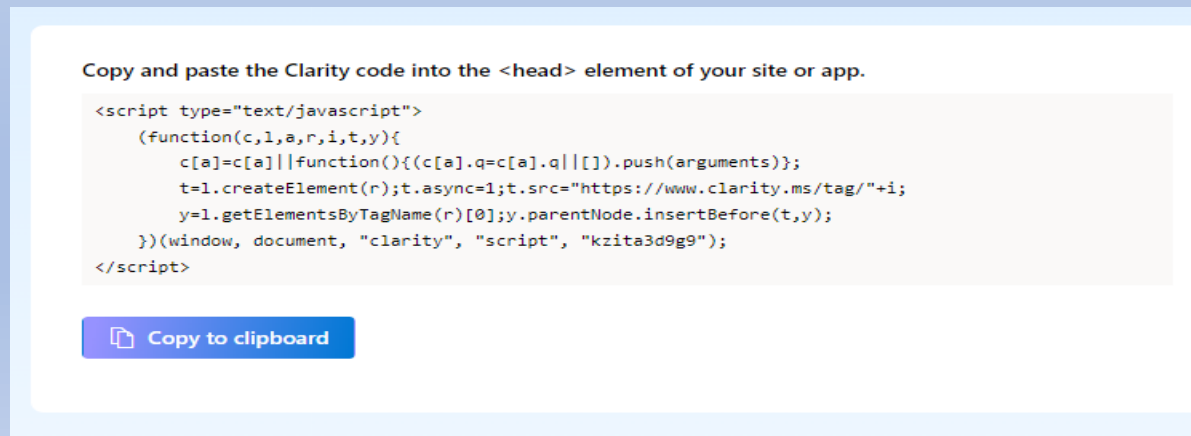
Install manually

Copy and paste tracking code into the <head> element of your site.

Get tracking code

Choose Install manually

Copy and paste the clarity code in the HTML head tag



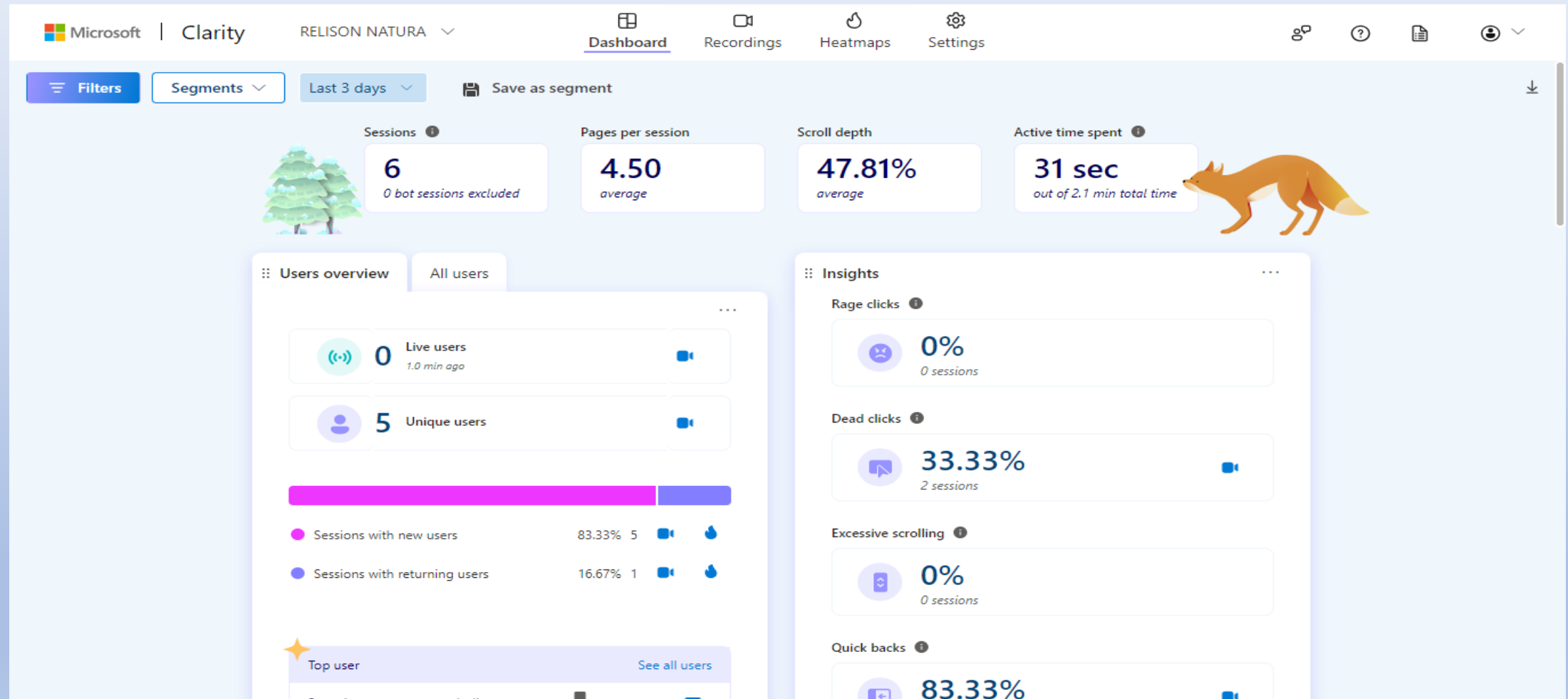
Copy and paste the Clarity code into the <head> element of your site or app.

```
<script type="text/javascript">
  (function(c,l,a,r,i,t,y){
    c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
    t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
    y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
  })(window, document, "clarity", "script", "kzita3d9g9");
</script>
```

Copy to clipboard



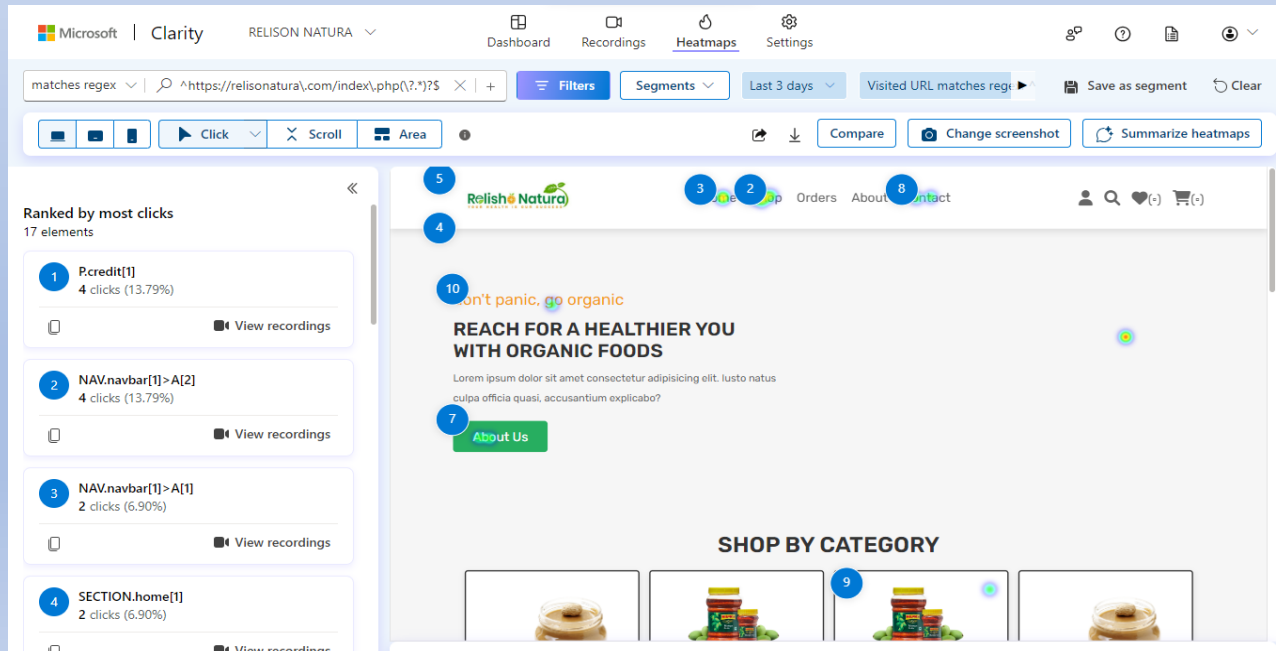
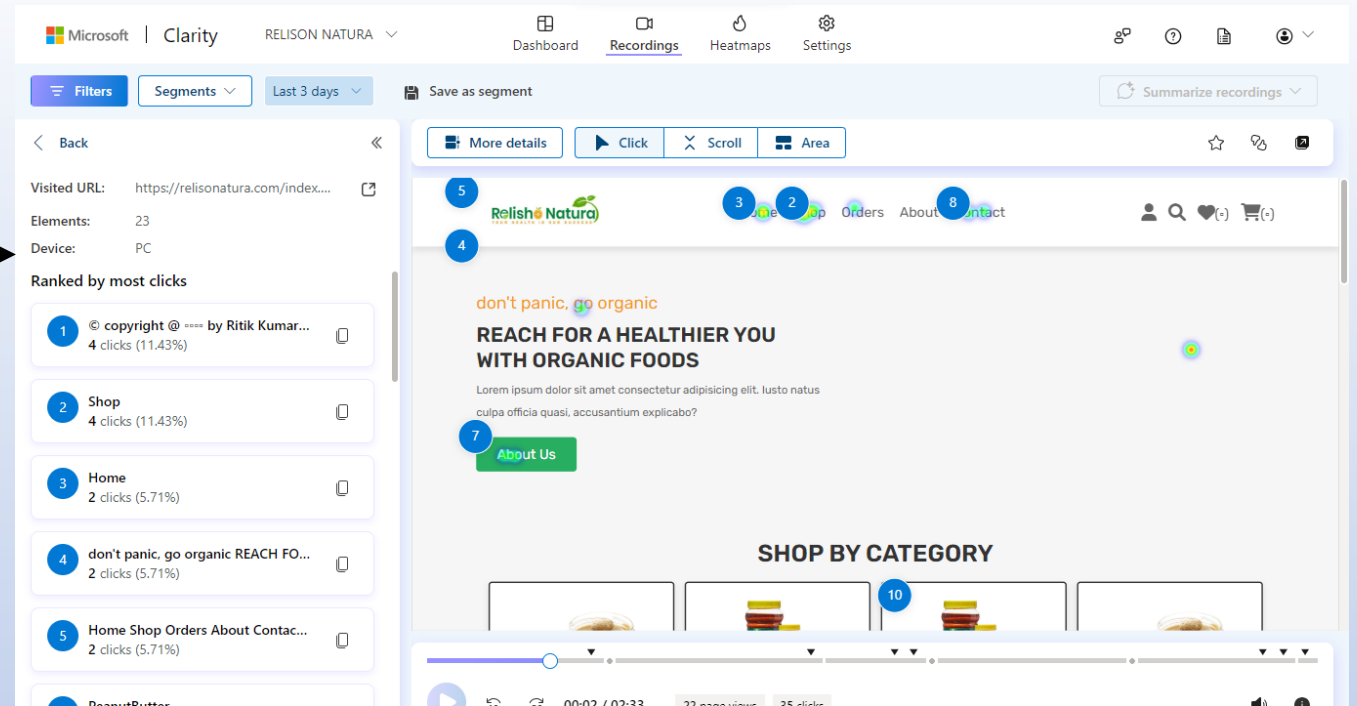
AFTER SETTING UP



Dashboard



Recordings

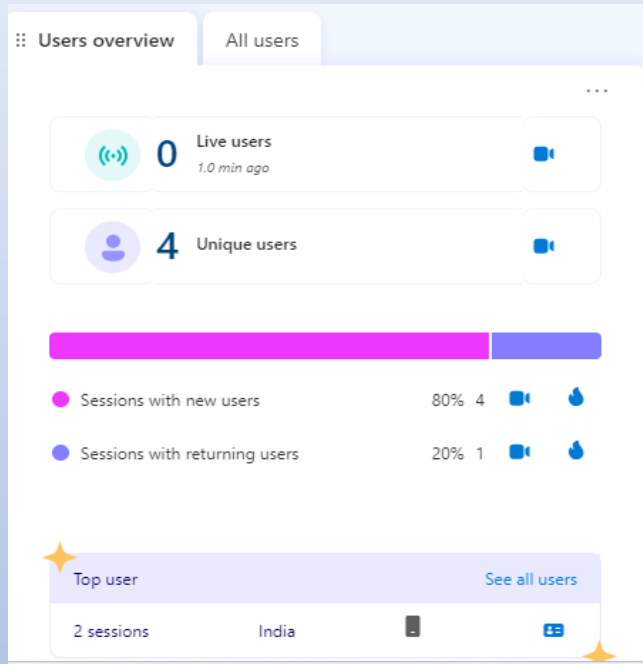


Heatmaps



DATA ANALYZATION

- I use this [RelisoNatura | Home page](#) site for analyzing data :-

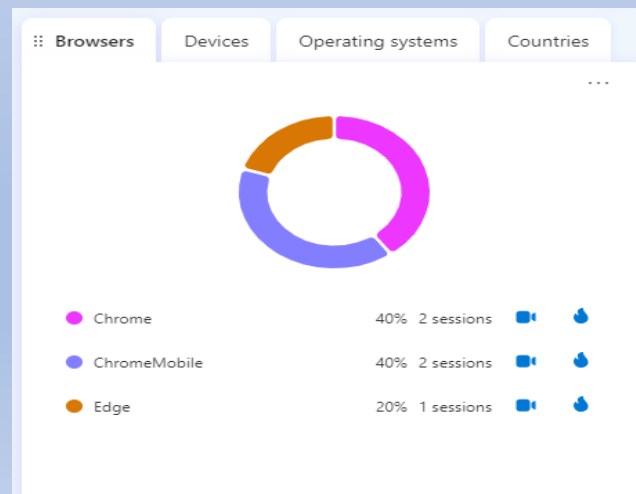
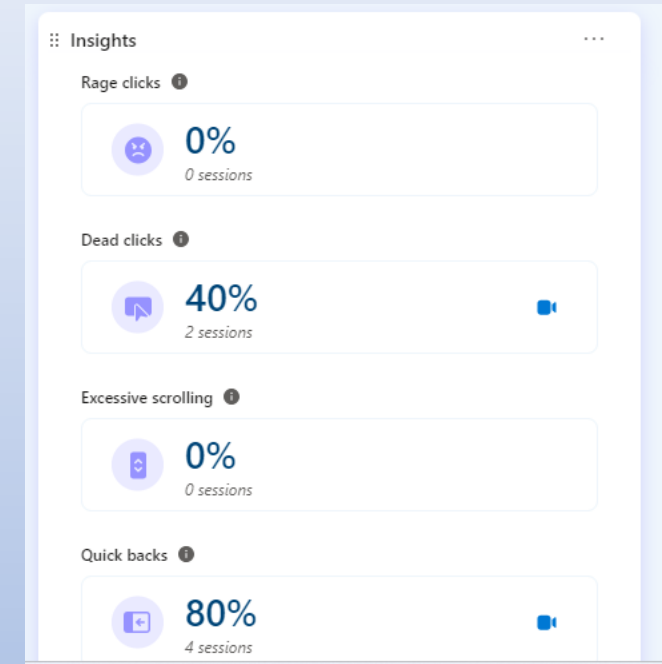


Here are the
User overview:-

- 4 Unique user

Insights:-

- Rage clicks-0%
- Dead clicks-40%
- Excessive Scrolling-0%
- Quick backs-80%

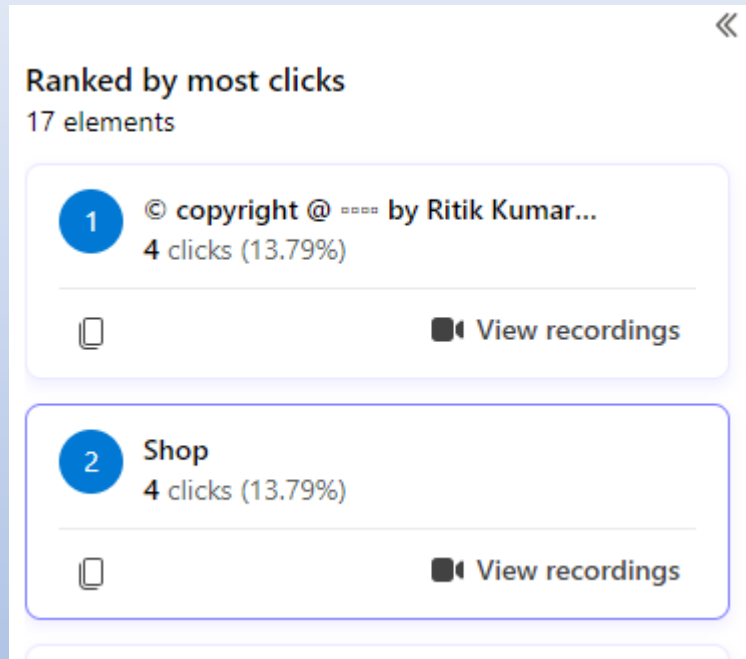


Browsers Use:-

- Chrome
- Chrome Mobile
- Edge



FEATURES AND BUTTON RECEIVE THE MOST CLICK



The most clicked features buttons are:-

- Link of profile given in footer
- Shop button present in navigation bar



FINAL REPORT

▪ User Behavior Insights:

- Rage Clicks: No instances of users repeatedly clicking in frustration.
- Dead Clicks: 40% of clicks didn't result in any action. This could indicate areas of confusion or non-responsive elements.
- Excessive Scrolling: No observed excessive scrolling behavior.
- Quick Backs: 80% of users navigated back quickly after viewing a page. This may suggest content or usability issues.

▪ Browsers in Use:

- Chrome
- Chrome Mobile
- Edge

▪ Performance Overview:

- Overall performance score: 99/100, indicating excellent website performance.
- Largest Contentful Paint (LCP): 2.1 seconds, representing the time taken to load the main content. Aim for further improvement if necessary.
- First Input Delay (FID): 2 milliseconds, indicating a quick response to user interactions.
- Cumulative Layout Shift (CLS): 0.005 seconds, showcasing minimal unexpected layout shifts during page loading.



OPTIMIZATION WE CAN DO:-

- **Dead Clicks Analysis:**

- Investigate the areas where dead clicks occurred. Optimize elements to ensure they are responsive and functional.

- **Quick Backs Understanding:**

- Analyze the content or pages that resulted in quick backs. Identify potential issues and enhance user engagement.

- **LCP Improvement:**

- Although LCP is good, consider optimizing further for a faster loading experience, especially for users with slower internet connections.



THANK YOU!!!