

# 7 Simple Steps to Significantly Improve the User Experience (UX) on Your Website or App

Medallia



## Stop reacting to ad hoc UX issues. Start scoring and improving experiences for substantial long-term gains.

Providing the right digital experiences can turn your first-time visitors into lifelong fans. On the other hand, offering slow-loading pages and unintuitive navigation sends them straight into the arms of your competitors.

And the stakes are high: **76% of people will quit a brand after a bad interaction**,<sup>1</sup> with **86% willing to pay more for a great customer experience**.<sup>2</sup> This concern with experience has led Gartner to conclude that more than two-thirds of companies now compete primarily on the basis of customer experience<sup>3</sup>. And this is no different online, with Forrester stating that **better UX design could yield improved conversion rates of up to 400%**.<sup>4</sup>

<sup>1</sup> [www.acquia.com/resources/e-book/closing-cx-gap-customer-experience-trends-report](http://www.acquia.com/resources/e-book/closing-cx-gap-customer-experience-trends-report)

<sup>2</sup> [www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf](http://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf)

<sup>3</sup> [www.gartner.com/en/marketing/insights/articles/key-findings-from-the-gartner-customer-experience-survey](http://www.gartner.com/en/marketing/insights/articles/key-findings-from-the-gartner-customer-experience-survey)

<sup>4</sup> [www.forrester.com/report/The+Six+Steps+For+Justifying+Better+UX/-/E-RES117708](http://www.forrester.com/report/The+Six+Steps+For+Justifying+Better+UX/-/E-RES117708)





But with thousands of users landing on your website or app every day, each armed with different intentions and device types, how can you possibly ensure every single one of them has a frustration-free, flawless experience – and gain the accompanying commercial rewards?

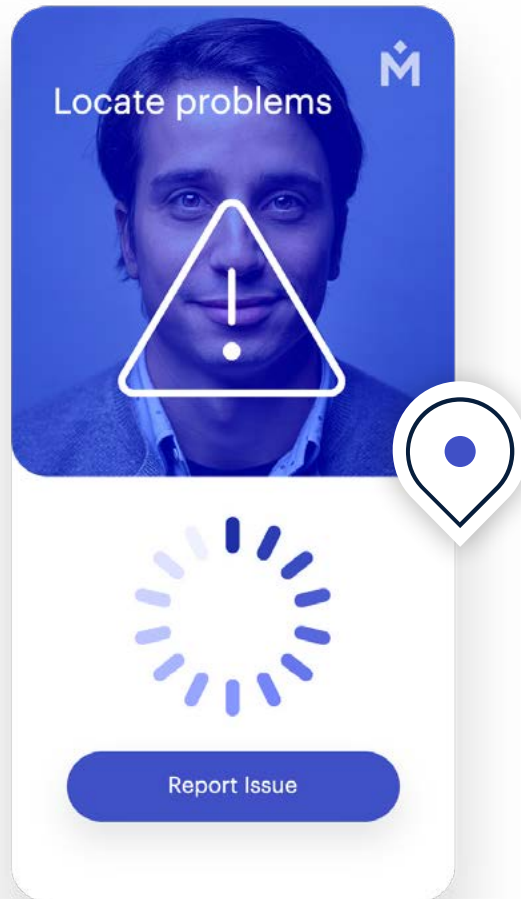
That's where this e-guide comes in, outlining a simple, repeatable, seven-step process for improving user experiences on your website or app. By reading and sharing this methodology with your team, you'll understand exactly how to wield the latest technologies in the most effective ways possible – and reap the rewards of better conversion and improved customer loyalty on your digital offering.

Read on to learn how digital experience teams can use today's tools – and a customer-first mindset – to identify problems more quickly and create better experiences for their users.

## 01 Locate specific instances of user frustration for quick wins

The first step in improving user experiences is establishing any quick wins. A good route into this is by identifying particular user behaviors that designate frustration or engagement.

Whether it's an unresponsive confirmation button or a form that's slow to load, on-page and in-app behavior analysis helps you identify where users get lost, blocked, or frustrated – or it can highlight the most attractive and successful on-page elements.





## Multi-click

**Multi-click behavior**, for example, is a clear indicator of customer frustration. The digital equivalent of shaking a fist in exasperation, it's when a user rapidly and repeatedly taps or clicks an on-page element. This behavior is widespread – and is highly indicative of the fact that the element triggering it is either unresponsive or isn't working as it should be. For instance, on a major financial services website, Medallia Digital Experience Analytics helped identify a problem with their “Get a Quote” form. Sessions that featured either responsive or unresponsive multiclick behavior exhibited a 78% lower completion rate than the average user session.<sup>5</sup>

Another sign that customers are feeling confused or frustrated is **bird's nest behavior**. The bird's nest refers to the jumbled

mouse trail that appears in session replays when users shake or rattle the mouse in response to website crashes, pages failing to load properly, or other problems or errors. The telltale spidery pattern of mouse movements can lead digital teams right to the exact spot where improvements should be made. In one instance where we tracked users on a major ecommerce site, we found that user sessions containing bird's nest behaviors completed less than half as many funnel steps as average users. Framed another way, about twice (2x) the number of users reached the average number of checkout funnel steps when bird's nest behavior was not found.<sup>6</sup>

**78%** lower completion rate

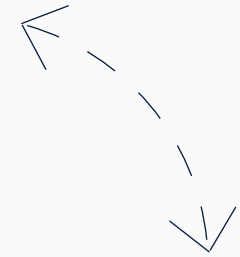
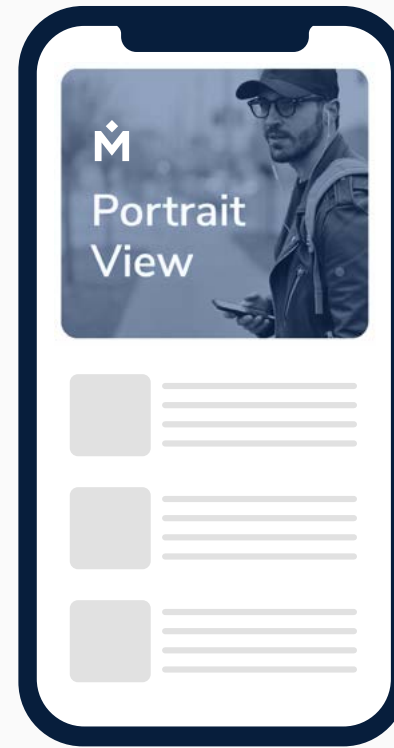


<sup>5, 6</sup> <https://www.medallia.com/wp-content/uploads/pdf/resources/Medallia-Revealing-Digital-Behavior.pdf>



## Device Rotation

**Device rotation behavior** is best understood in context. When a user rotates their tablet or mobile device from portrait to landscape mode in order to view a video, it can indicate that they're deeply engaged and are shifting the screen for a better viewing experience. If, however, they're rotating the device repeatedly within a short time frame, this may be a sign that the website's responsive design isn't performing optimally, and page elements aren't displaying as they should.





## Pinching or Zooming

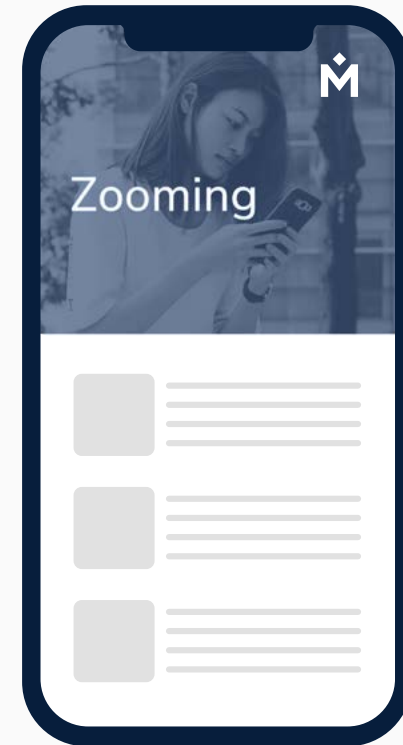
**Pinching or zooming behavior** can have a similar meaning.

An intensely interested user may be changing the scale of the viewing area in order to better focus attention on the details that interest them. Or the customer may be attempting to get a closer look at a page element that's not displaying properly on their device.

Behavior analysis can also tell you which page elements are catching your customers' eyes – even if they're not clickable.

**Repeated hovering** is evidence of interest, as is **mouse reading behavior**, which is when a user directly follows the content they're scanning with their mouse.

This suggests deep engagement. On average, users complete three times as many goals in sessions when mouse reading behavior occurred as in sessions without it.



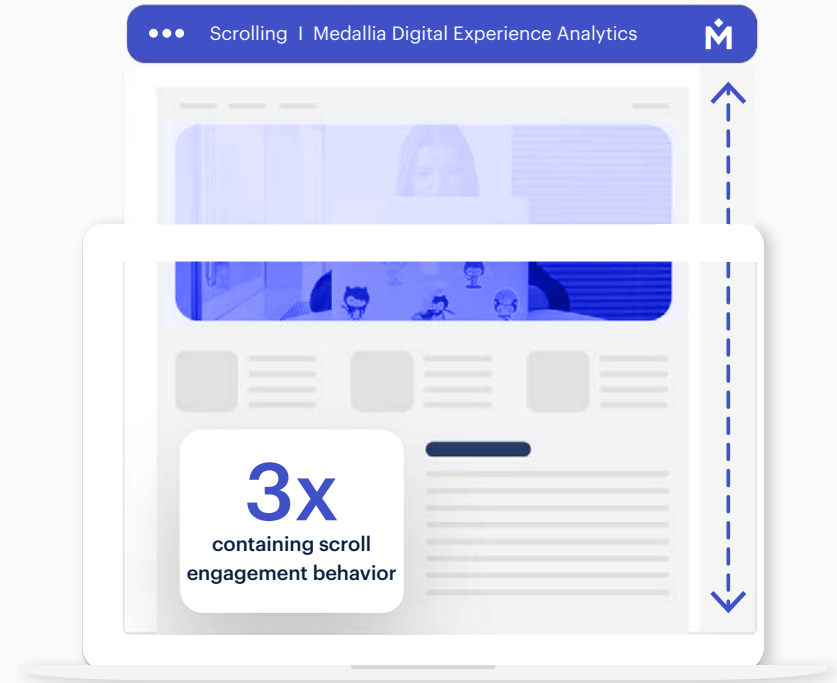
**3x** as many goals in sessions

## Scrolling

**Scrolling** is another signal of engagement. If a user scrolls down the page in a smooth and regular rhythm, it's likely that they're concentrating on – and attending to – the content that they're reading. In fact, based on session data captured by Medallia Digital Experience Analytics, user sessions containing scroll engagement behavior completed over three times (3x) as many goals as the average user.<sup>7</sup>

When a user opens a new tab window within their web browser, it can be viewed as **tabbing behavior**. Perhaps it's only one indicator, but it can signal that a user is performing comparison shopping. Likewise, when a user is conducting online product research or comparing the features and benefits of your offering with those of your competitors, they may demonstrate **select and copy behavior**.

This direct interaction can mean several different things. It might indicate that your content is considered valuable enough to save, it might indicate that customers are looking for a better deal elsewhere, or it might even signal that fraudsters are attempting to scrape sensitive data or steal valuable intellectual property from your site.



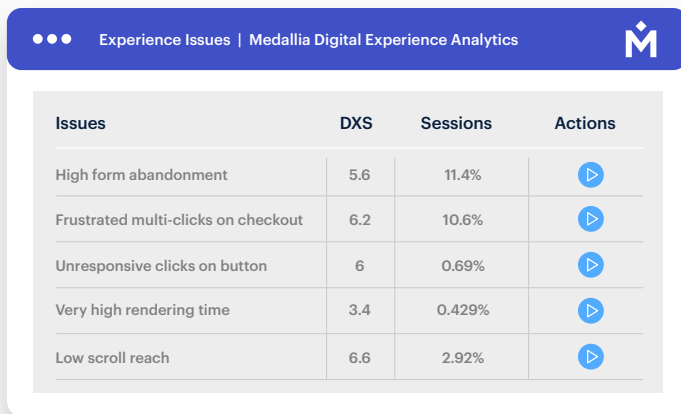
<sup>7</sup> <https://www.medallia.com/wp-content/uploads/pdf/resources/Medallia-Revealing-Digital-Behavior.pdf>



## BONUS TIP:

# Discover and rank issues by impact with Medallia Digital Experience Analytics (DXA)

To get an immediate understanding of the experience issues your users face, look for an experience analysis solution that not only identifies and quantifies key user behaviors and issues, but also ranks them by impact.



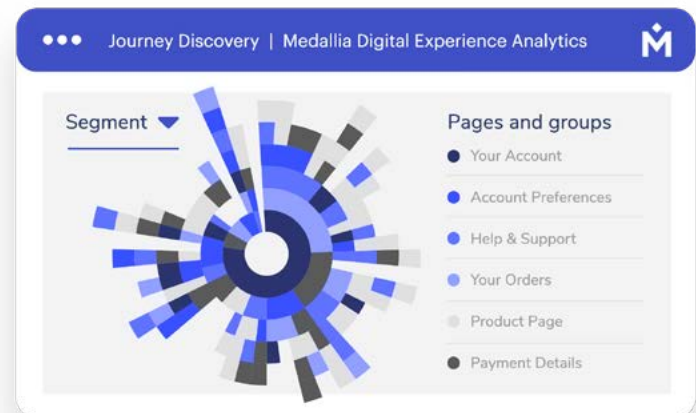
Experience Issues | Medallia Digital Experience Analytics

Issues	DXS	Sessions	Actions
High form abandonment	5.6	11.4%	▶
Frustrated multi-clicks on checkout	6.2	10.6%	▶
Unresponsive clicks on button	6	0.69%	▶
Very high rendering time	3.4	0.429%	▶
Low scroll reach	6.6	2.92%	▶

## 02 Get an accurate view of existing user journeys

Once you've identified and addressed quick wins – unresponsive buttons, broken forms, and slow-loading pages – it's time to take a step back and think more holistically about the experience you're offering your users.

The best way to do this is to obtain an accurate view of all existing user journeys. Typically, an analytics or UX team might assess a website or app's performance based on logical funnel steps – like those in a check-out process. But in reality, users rarely follow the paths that were intended for them. And because each journey can vary greatly from the rest, teams need simple visualizations that show how each user proceeded, and where they might have been held up. Only then is a UX team in a position to optimize the website or app as a whole.



### 03 Establish a quantifiable measure for user experience

Once you've got this holistic picture of all user journeys, you need to establish a quantifiable measure for experience so you can judge the performance of them.

Experience is always personal and is highly subjective in nature, which makes it challenging to quantify. Nonetheless, it's possible to describe the quality of user experience on your website and apps in ways that are concrete and precise. Using new, smart technologies to assess site visitors' states of mind, it has also become possible to formulate comprehensive and objective metrics for measuring customers' online experiences.

If you want to be scientific and rigorous when measuring your customers' digital experiences, you'll need to gather clear evidence of exactly what's occurring when users interact with your website or app. The more data sources you can draw upon, the deeper and more encyclopedic your insights will be.



Teams tasked with improving user experience have traditionally relied on website analytics platforms like Adobe and Google as a primary data source. These can give you basic metrics, telling you how long customers are spending on your site, whether they're new or repeat visitors, where the traffic is arriving from, and the bounce rate. Analytics platforms offer general insights into what users are doing. From there, you'll have to turn to additional data sources to figure out why.

Other sources of quantitative data include external assessments such as the business's overall Net Promoter Score (NPS), or comparative measures that correlate overall sales and conversion data with insights from website and app analytics. These approximations can add depth and color to the information that analytics platforms provide, but they're non-specific. Though they can hint at how well you're meeting your customers' needs and expectations overall, they can't point out particular trouble spots or on-page behaviors.

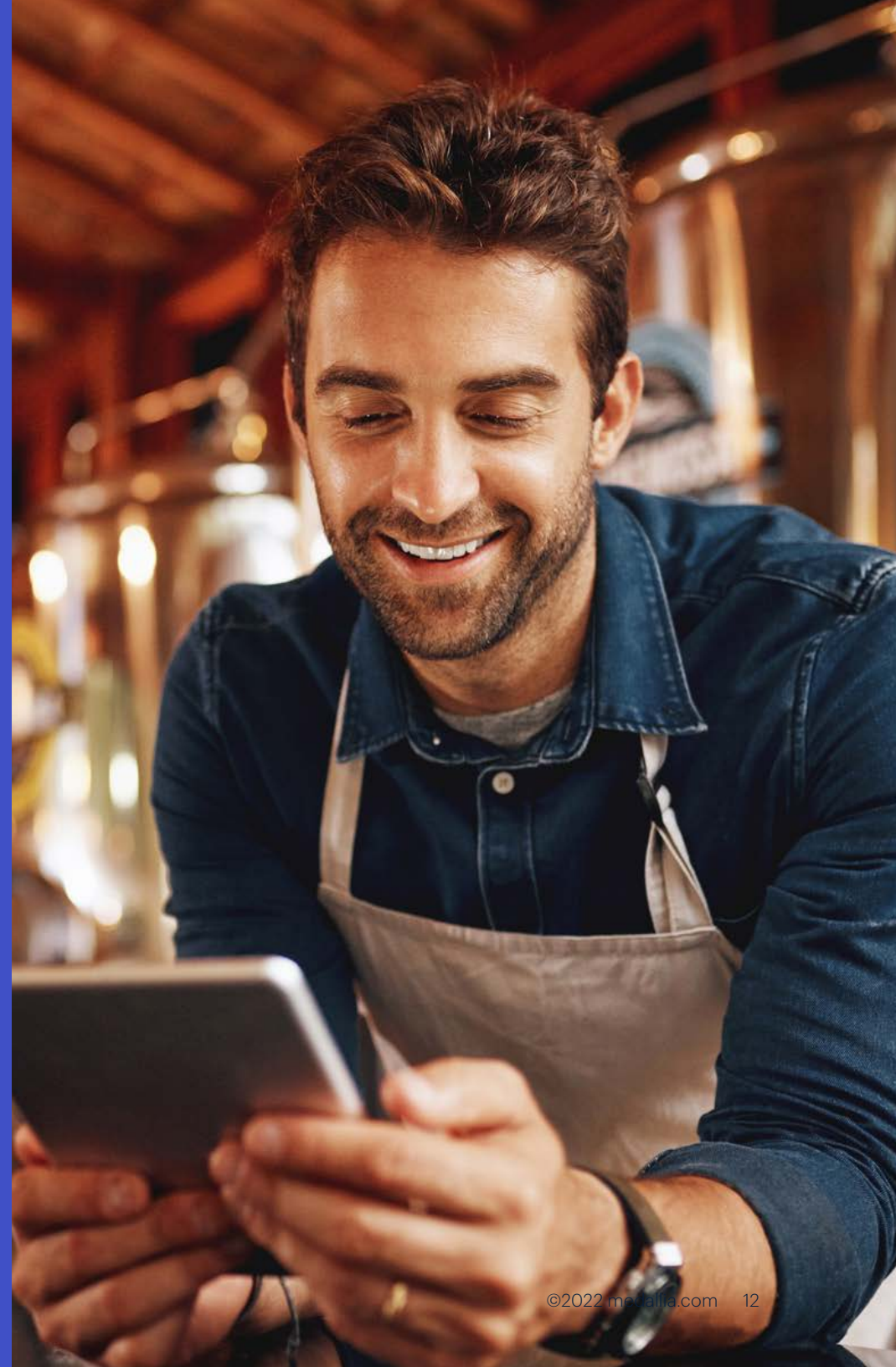
To gain a more nuanced understanding of what users like and dislike, many analysts have turned to focus groups, interviews, or customer surveys through Voice of Customer (VoC) tools to provide qualitative user data. But self-reports aren't always accurate, and website and app experiences are highly contextual. For example, focus group members may be primed to view landing pages or form templates quite differently than live customers will – and those leaving feedback online are usually motivated to do so by a particularly poor or positive experience.

Turning to behavioral data assembled from website or app users' actual interactions, like multiclick, bird's nest, and scroll behavior as outlined in the first step, enables you to make more accurate assessments of what's working and what's not. This data can be aggregated into dashboards or visualized with heatmaps, which enable you to overlay your website or app patterns of on-page behavior and interactions.

Alternatively, you can encounter it in raw form via session replays, which allow you to witness individual sessions in full detail. Making sense of behavioral data is critical, but its volume poses challenges. For instance, how can you tell which session replays to look at?



Experience data captures every customer interaction across all of your digital properties in full detail. But due to the sheer amount of data that can be collected, you'll need a way to make sense of it. A solution that can associate specific behaviors with visitors' states of mind, and alert you to the precise on-page elements that are causing problems – or inciting particularly deep engagement. This is where Medallia's Digital Experience Score (DXS®) delivers a great deal of value.



# Looking to improve the digital experience you deliver for customers? Start scoring it.

Here at Medallia we've developed a new metric, the first ever all-encompassing touchstone for assessing customer experience online. We call it the Digital Experience Score (DXS®), and it is automatically calculated for every user experience. It ranges from 0, denoting an experience where everything went wrong, to 10, an experience where everything was perfect. Medallia's DXS® flows up from individual users, to particular audience segments and pages, to your entire website or app – providing a holistic measure for experience. It's based on five key areas of user experience:



## 01. Navigation

**Experience:** Is the customer's journey smooth and seamless?



## 04. Technical Experience:

Is your website or app running efficiently and without errors?



**02. Frustration Score:** Is the customer annoyed?



**05. Form Experience:** Is filling in details trouble-free?



## 03. Engagement Score:

Is the customer interested? Captivated?

DXS® expedites the work of identifying, prioritizing, and resolving app or website problems – so you can focus on improving your business.



# 04 Investigate bottlenecks in user journeys

Now that you've established a holistic view of all user journeys, as well as a quantifiable measure for user experience, it's time to put the two together to immediately see areas that require focus. The easiest way to achieve this is by overlaying your quantifiable measure on the visualization of all user journeys you established in step 2.

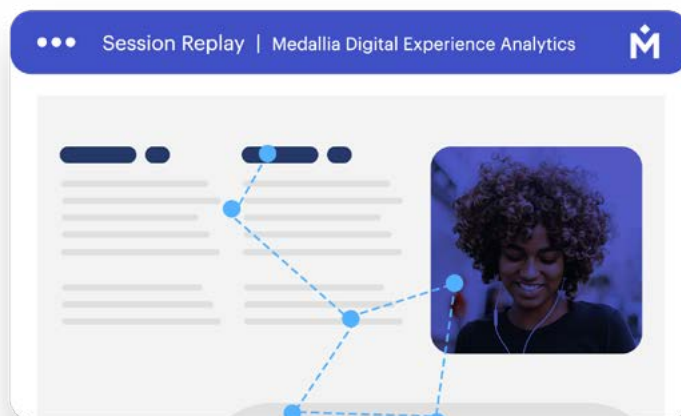
Medallia DXA makes this easy by overlaying DXS on journey discovery. This immediately highlights bottlenecks, and reveals exactly how many users are impacted to help you prioritize your fixes.



## 05 Dive deeper with in-page analysis

Now that you've identified bottlenecks in user journeys, it's time to dive deeper with further analysis to really understand what's going on. Having enough data is seldom the problem. Most UX and conversion optimization teams have access to a session replay tool, enabling them to watch how real, anonymized users behave on the site. This is a source of rich and highly accurate information, but organizations may have millions of hours of raw user experience footage.

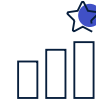
The key to extracting value from this data is having a systematic and logical process for analyzing the session replays that you watch, and having a tool that will point you to the sessions that are most deserving of your attention.



**BONUS TIP:**

## Discover and rank issues by impact with Medallia DXA

Watching session replays can be incredibly time-consuming and labor-intensive. Look for tools and platforms that can maximize the relevant and actionable insights your team gains from doing this work. In particular, make sure you have access to a tool like Medallia DXA that offers:



Intelligent automated analysis of session replay data that scores user experiences for you, identifying which raw sessions are most valuable to watch



Integration with heatmaps, analytic tools, or other platform features, so that session replays can be contextualized



Granular segmentation data that allows you to identify exactly which users are having problems or exceptional experiences



In-app filtering, commenting and tagging capabilities, so you can share notes and records with other members of your team



Detailed user mapping that specifies devices, browsers, channels, and more



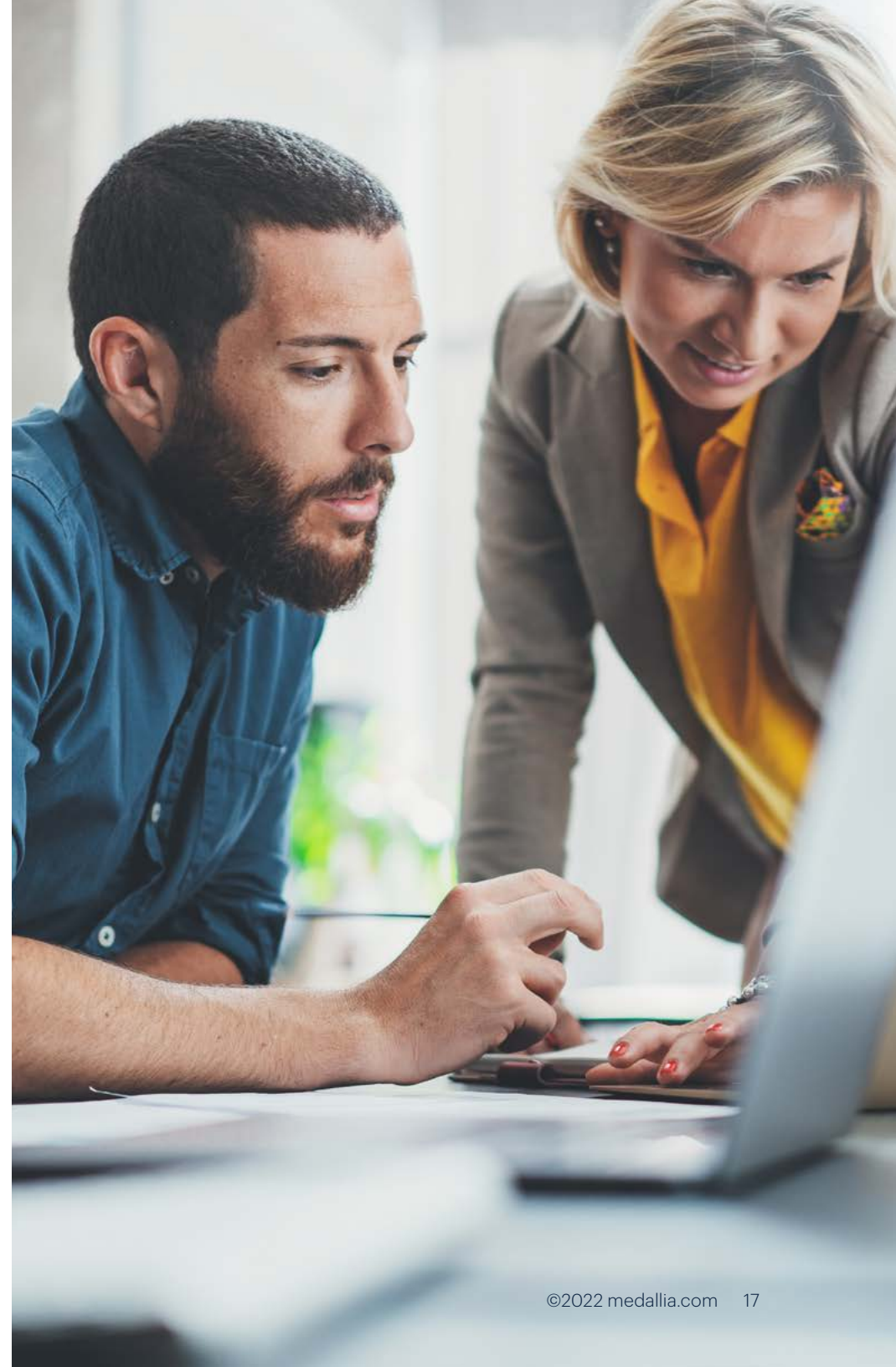
Easy Integration with other relevant tools in your tech stack. For example, you could add context to survey data by tracking related session replay activity.



Session replays allow you to identify technical problems and explicit sources of frustration, but sometimes on-page problems are more conceptual in nature. Identifying these issues requires you to step back and take a broader overview of user experience data. For this purpose, heatmaps are a tried-and-true solution.

By offering a visual representation of user behavior and interactions with page elements, heatmaps allow you to see where users are clicking, hovering, and scrolling. From this information, you can deduce what they're paying attention to – and begin to understand what they're thinking and feeling.

Whether they're signing up, checking out, or requesting a download, your customers rely on forms to guide them through major checkpoints in each stage of their journey through your website or app. You'll want to rely on a form analysis tool to discover where users are experiencing errors or slow load times, where they tend to abandon forms midway through, and where they're having friction-free experiences.



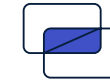
## BONUS TIP:

# What to look for in a heatmap solution

Heatmaps have long been widely used by UX analyst teams seeking to understand how customers interact with web pages. By transforming complex data sets into color-coded representations of visitors' clicks and other actions, they make it easier to see patterns in the data. Today's most advanced tools, including the Medallia DXA platform, go a step beyond this to correlate user behavior with emotional states and engagement. Look for a heatmap that can:



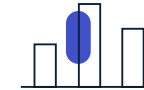
Aggregate data from multiple pages that use the same layout template



Toggle between overlays to scrutinize how design updates are performing



Track all on-page elements automatically, without manual tagging



Integrate with other analytic tools to correlate sales/revenue data with heatmap-generated insights



Overlay on-page data about where users are frustrated, engaged or confused – essentially a behavioral heatmap



Integrate with session replay tools to allow you to connect general patterns with specific instances of a user behavior

**BONUS TIP:**

## The most valuable benefits of a form analysis tool

Almost all the form analysis tools available today can tell you whether or not users engaged with your form, and can give you its completion rate. Advanced, intelligent solutions, like the Medallia DXA platform, can also:



Automatically score the user experience of each form on your website or app



Correlate user behavior with emotional states (such as frustration and engagement)



Offer granular detail on every single field of every form on your site to identify any field-specific errors or frustration



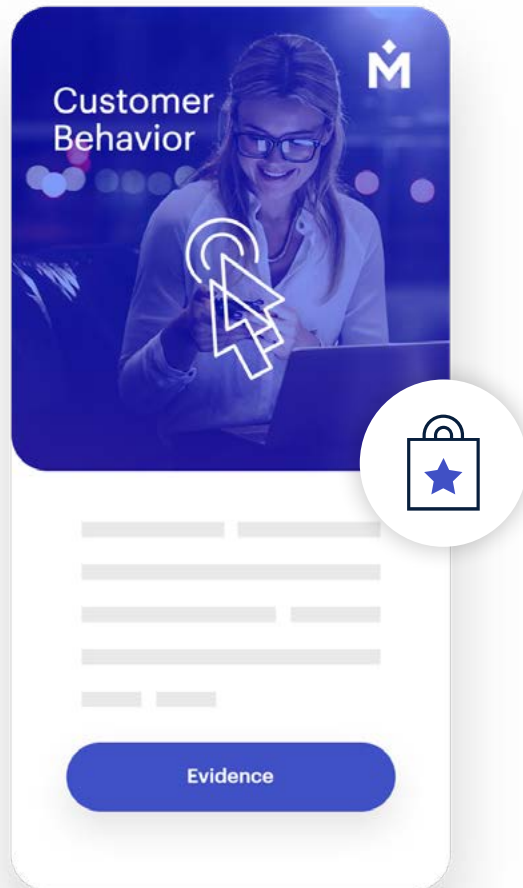
Integrate with heatmaps and behavior analytic platforms to contextualize form data within the broader website or app experience metrics



## 06 Summarize and explain customer behavior with easy-to-understand evidence

Now that you've established user journeys, identified problem areas, and rigorously examined them with further on-page analysis, it's time to summarize your findings in easily-consumable ways that your teams can understand to implement fixes.

Using visualizations like those from Medallia DXA can quickly engender understanding throughout your organization. For example, if development teams fail to replicate errors or other user issues internally, sending them the link to a directly relevant session replay is invaluable, providing them with all the device details, source code delivered to the end user, and more to quickly find a solution.



What's more, features like commenting and tagging on heatmaps, session replays, exporting journey analysis and more make collaboration a breeze. Nothing emphasizes the point to stakeholders more clearly than actually showing them instances of poor user experiences with powerful visualizations.





## 07 Implement your improvements

Now that you've identified problems and aligned your team around how to improve, it's time to implement your fixes and optimizations.

The fact is, websites and apps are complex systems with many facets and components. Keeping them working seamlessly for all your customers on all their devices, at all times of day and night may seem an endless task.

To make sure technical teams are investing their limited energies on the most pressing issues, you'll need to prioritize effectively. You'll want to ensure that the most severe problems – and those impacting the largest number of users – are detected quickly and addressed first.

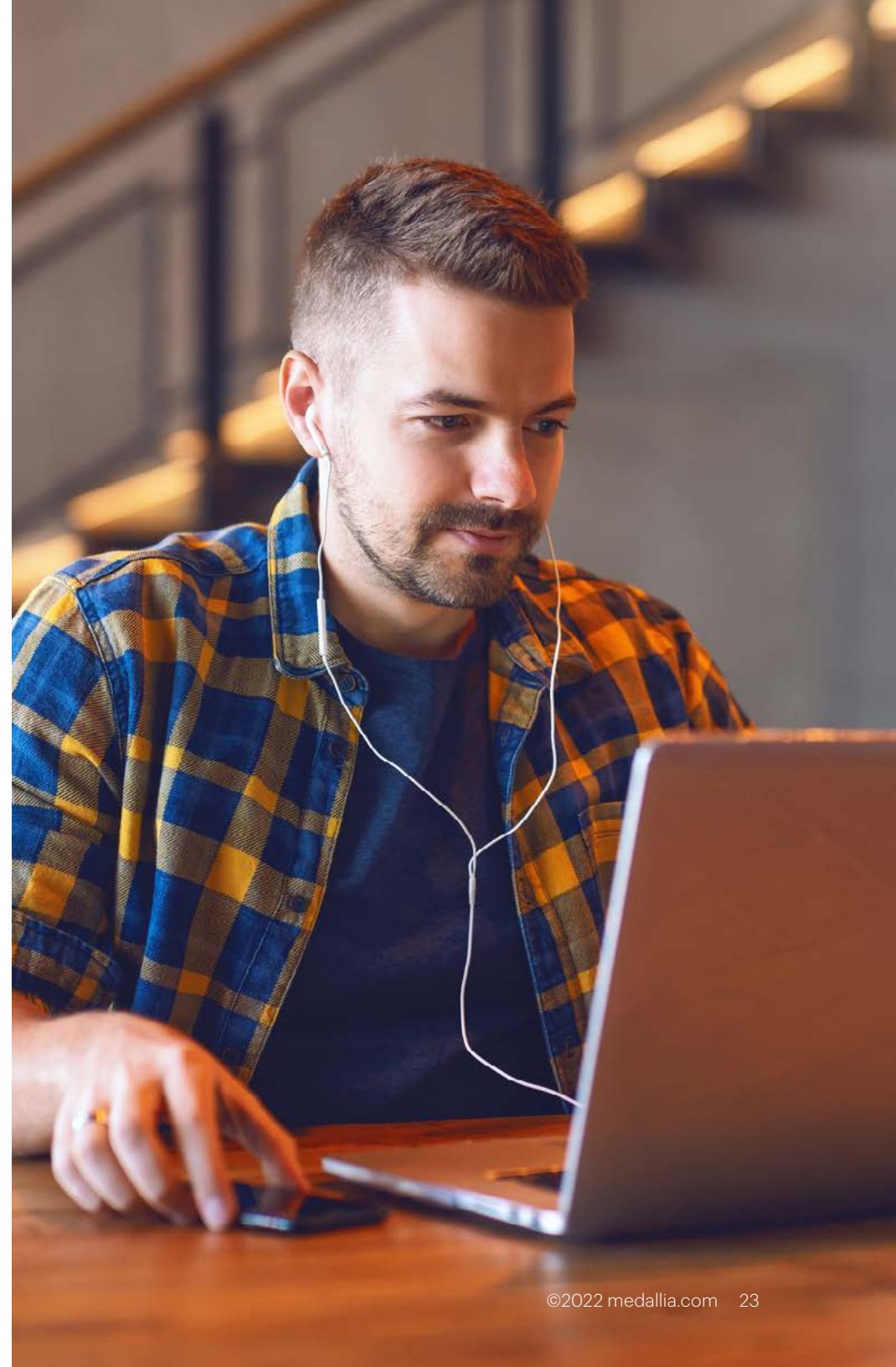
Collecting the right mix of quantitative and qualitative user experience data enables your team to see both the bigger picture and the finer details that make it up.

Establishing a measure like the Digital Experience Score (DXS) is key to expediting the optimization process. Session replays give stakeholders visceral insights into an individual customer experience that quantitative data cannot provide – the kinds of insights that create empathy and motivate change. In contrast, heatmaps enable UX teams to visualize the sentiments of large segments of customers and identify and respond to overall trends.

An optimized technology stack will enable you to visualize UX data in both global and local detail and will draw upon holistic data from all user sessions to reveal your customers' motivations, intentions, and subjective experiences.

It should automate page performance and technical alert reporting. It should support smart experience metrics that will provide a single view of digital customer experience to departments across your organization.

And all tools within it should be seamlessly integrated to enhance their value and the insights they generate.



# Simplify the science of delivering better digital experiences

Your customers' experiences can determine the success or failure of your business. Like all make-or-break decisions, your strategies for improving the performance of your website and apps should be based on hard data and objective facts, not whims, estimates, or potentially biased or inaccurate information.

To gather this kind of data, you must adopt a customer-first approach, seeking initially to identify the specific behaviors that indicate issues (or deep engagement) and then to document their occurrence in ways that are precise, nuanced, and reliable. You'll want to draw on comprehensive integrated platforms like Medallia, which allows teams to understand why users are having the experiences they're having, and to pinpoint the exact places where improvements can be made.

## About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. [www.medallia.com](http://www.medallia.com)

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