Beusable Quick Guide

www.beusable.net v_2.0

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FOUR GRIT

TABLE OF CONTENTS

Beusable

Webpage Registration

Detailed page registration guide: *[02. Beusable signup and page registration and installation > 3. Page registration]*

Detailed code installation guide: *[02. Beusable signup and page registration and installation > 4. Beusable installation]*

Code installation confirm guide: *[02. Beusable signup and page registration and installation > 4. Beusable installation > 02.3.2. How to confirm code installation]*

Sign up and Subscribe a Plan → Page Registration → Code Installation → Confirm Code Installation → View Report

Register a page to analyze through [Registration Page]. After registering the page, install the issued code and proceed confirm installation process.

Beusable

Using Beusable - Heatmap

Detailed heatmap tool option guide: *[04. Heatmap]*

Heatmap provides most of core features of Beusable. The following information is accessible through heatmap and its various segmenting options.
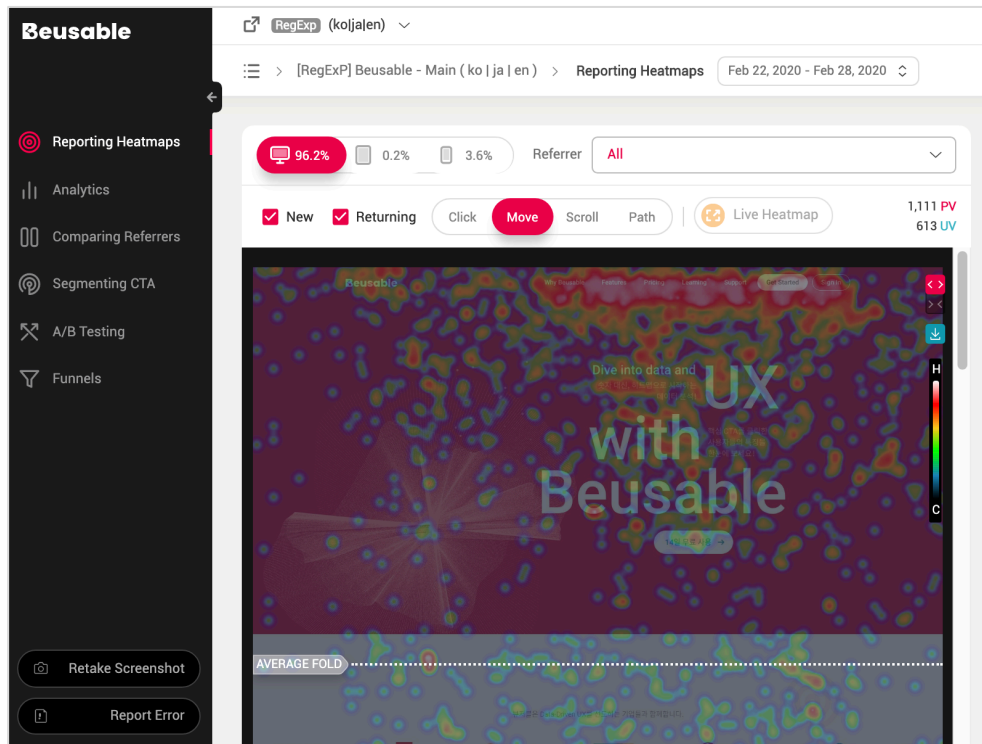
1) Referrer (Inflow channel) & The New/Returning users

The changing user's UX experience per different inflow channels or new or returning users can be observed.

2) Device (Heatmap per device type)
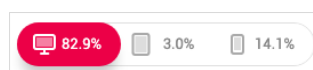
Discover what kind of UX experience is occurring depending on various device types such as desktop, tablet, and mobile phone.

3) Click heatmap

Detailed click heatmap guide: *[04. Heatmap) > 6. Click Heatmap]*
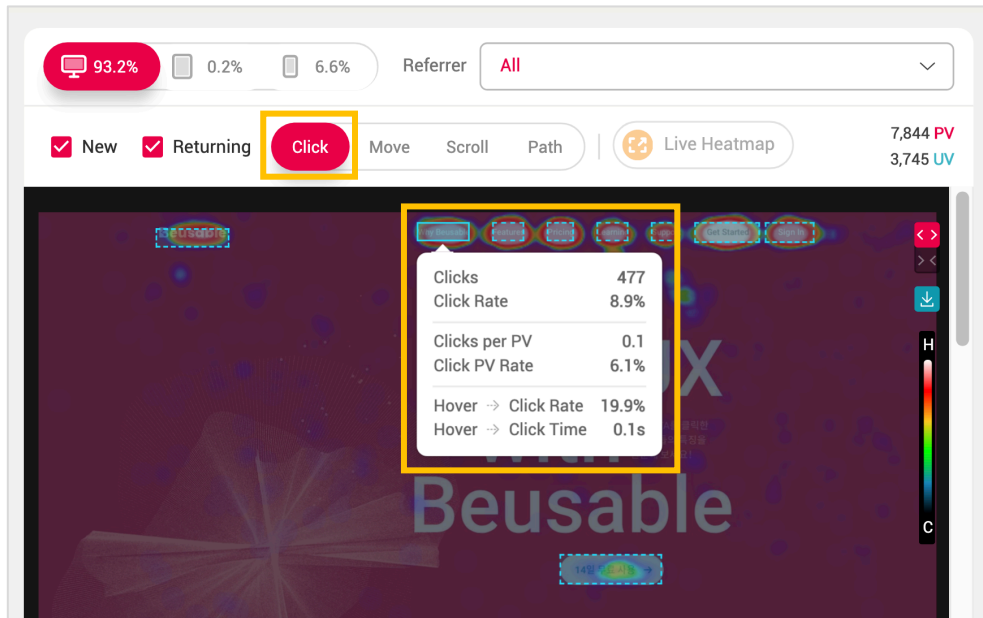
Click heatmap shows the clicked area and frequency of clicks within the corresponding page and referrer. Click heatmap indicates where the user's consumed final content. Understand the user's conversion and intention to the selected page.

4) Mouse move heatmap

Detailed Mousemove heatmap guide: [*04. Heatmap > 7. Mouse move heatmap*]
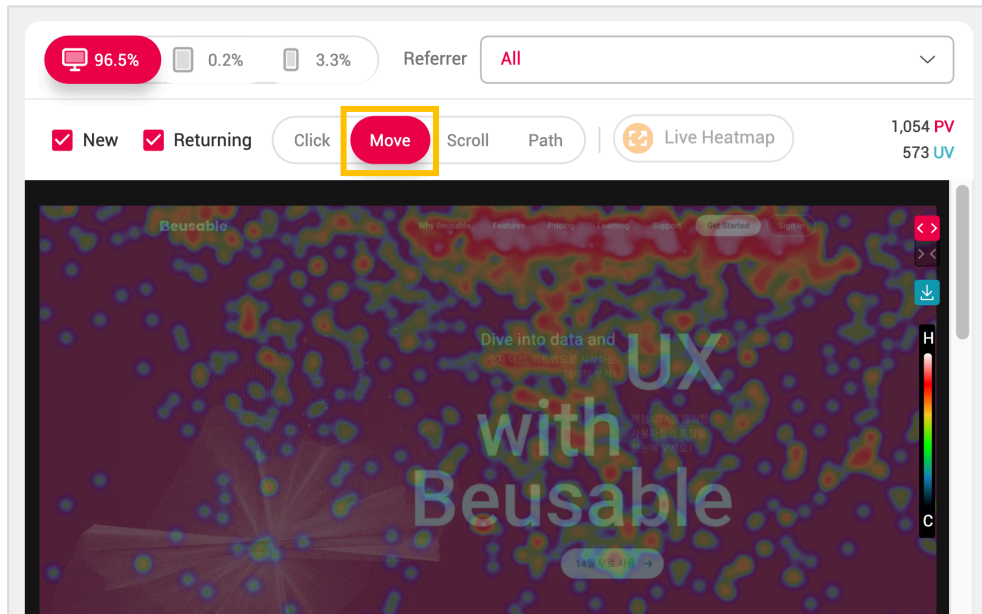
User's mouse cursor movement highly coincides with the gaze path of the users in their content exploring. Through the mouse move heatmap which indicates the cursor move path, one can understand the delivered(gazed) content, the content the users most interested in and progressively find a specific content's exploration pattern of general users.

5) Scroll Heatmap and attention graph

Detailed scroll heatmap & attention graph guide: *[04. Heatmap > 8. Scroll heatmap and attention graph]*

Scroll heatmap indicates the reached percentage of the users per each page height. Attention graph suggests the duration time of th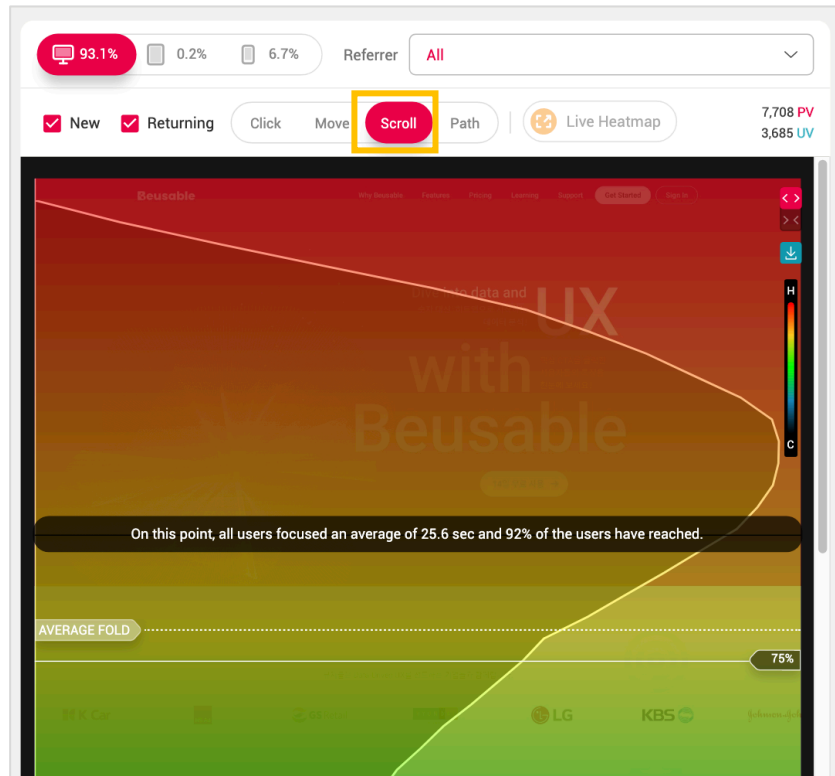e users and the percentage of the reached users at a particular page height with a line graph. Comprehensively understanding both of scroll heatmap and attention graph, one can understand the size of users who reached specific content at a certain height and whether the users focused or skipped the content at that location through duration time.

6) Tap Heatmap

Detailed attention graph guide: *[04. Heatmap > 9. Tap Heatmap*
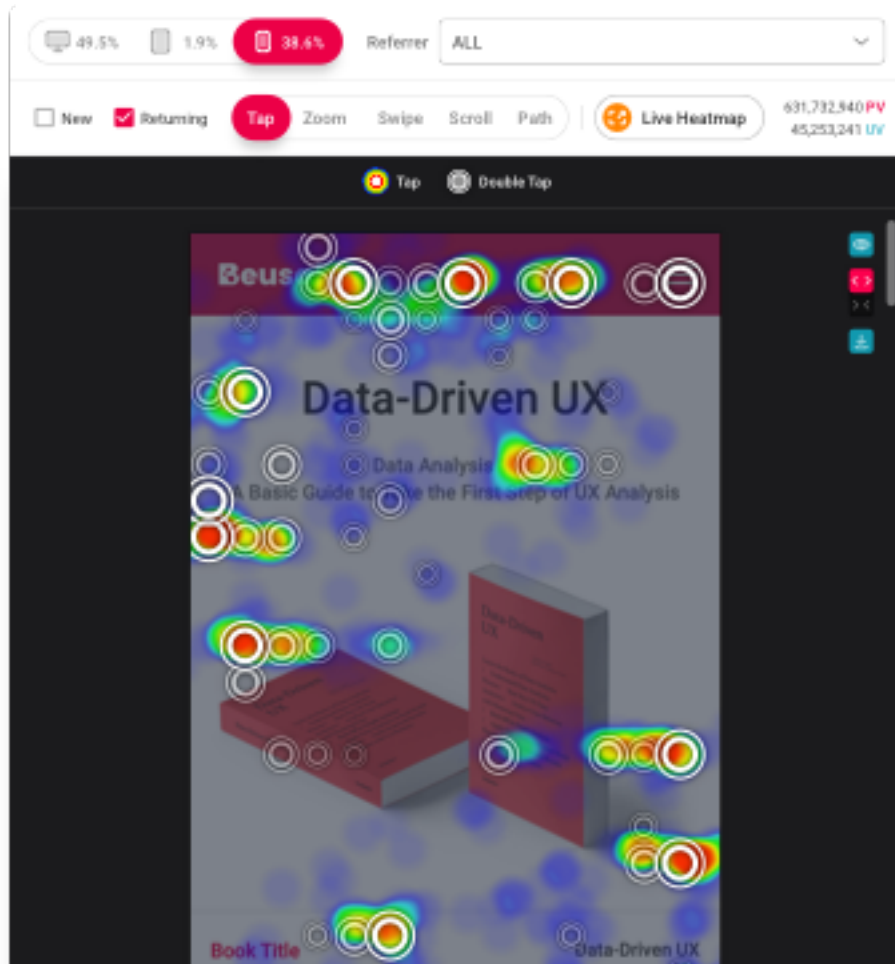
What content was chosen by the user? Through the tap/double tap heatmap, we can check the contents mobile users chose and also the number of people.

7) Zoom Heatmap

Detailed attention graph guide: *[04. Heatmap > 10. Zoom Heatmap*
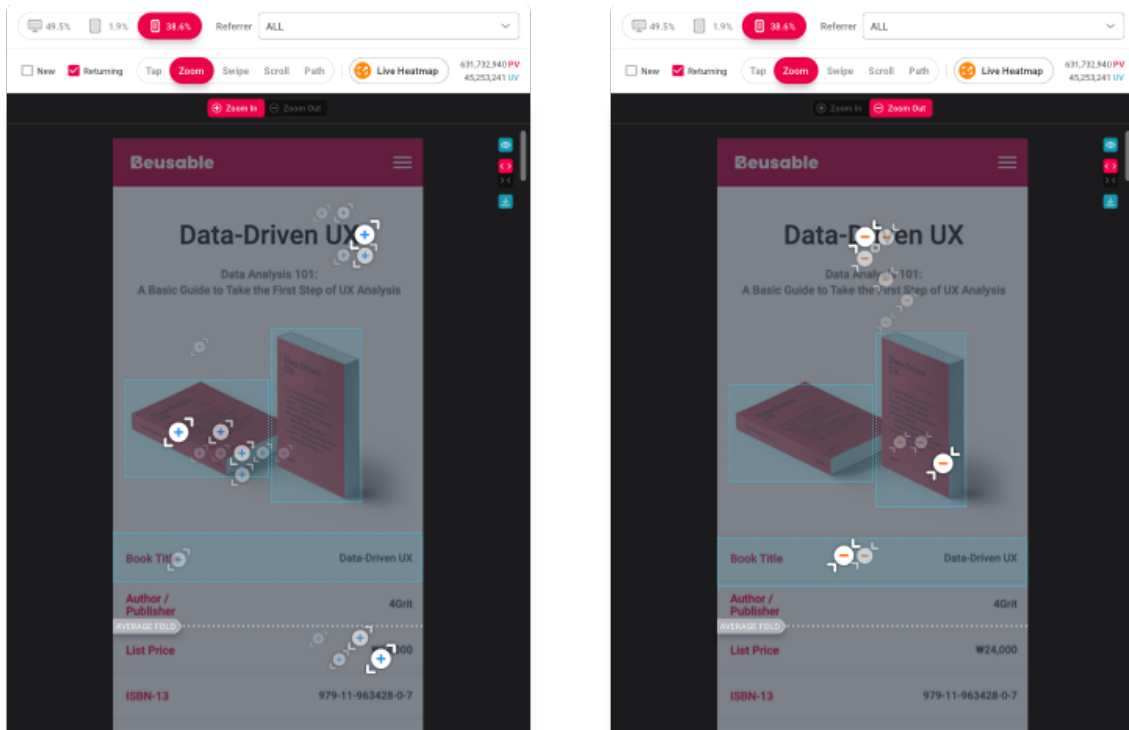
Are you curious about the content we put effort into for the users to view in detail? With the zoom in/out heatmap, we can check what contents drew the users' attention.

8) Swipe Heatmap

Detailed attention graph guide: *[04. Heatmap > 10. Zoom Heatmap*
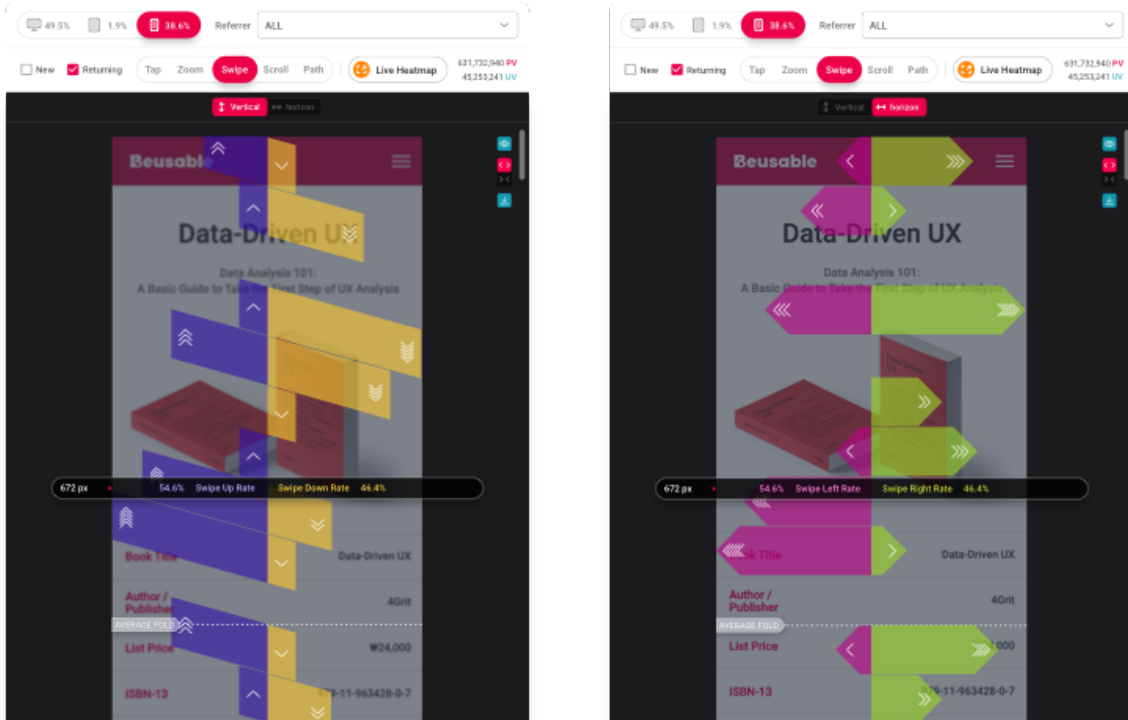
Are you curious about the mobile users' content navigation experience? Though the swipe vertical and swipe horizon heatmap, we can check the user's content navigation experience of different areas and contents.

9) Path Plot (Sequential flow of page exploration)

Detailed attention graph guide: *[04. Heatmap > 12. Path Plot]*
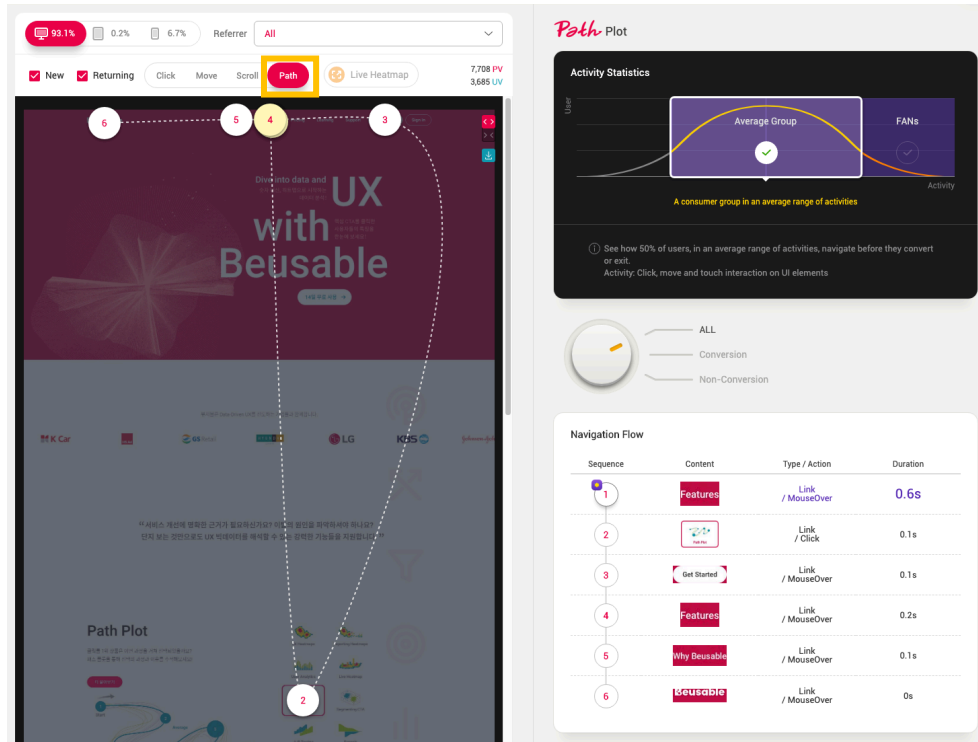
Path Plot shows the normalized Gaze Plot which represents the entire users' gaze path. Also, information related to the user's exploration flow, duration time and the main event occurred is provided

10) Live Heatmap

Detailed hidden feature guide: *[04. Heatmap > 13. Live Heatmap]*
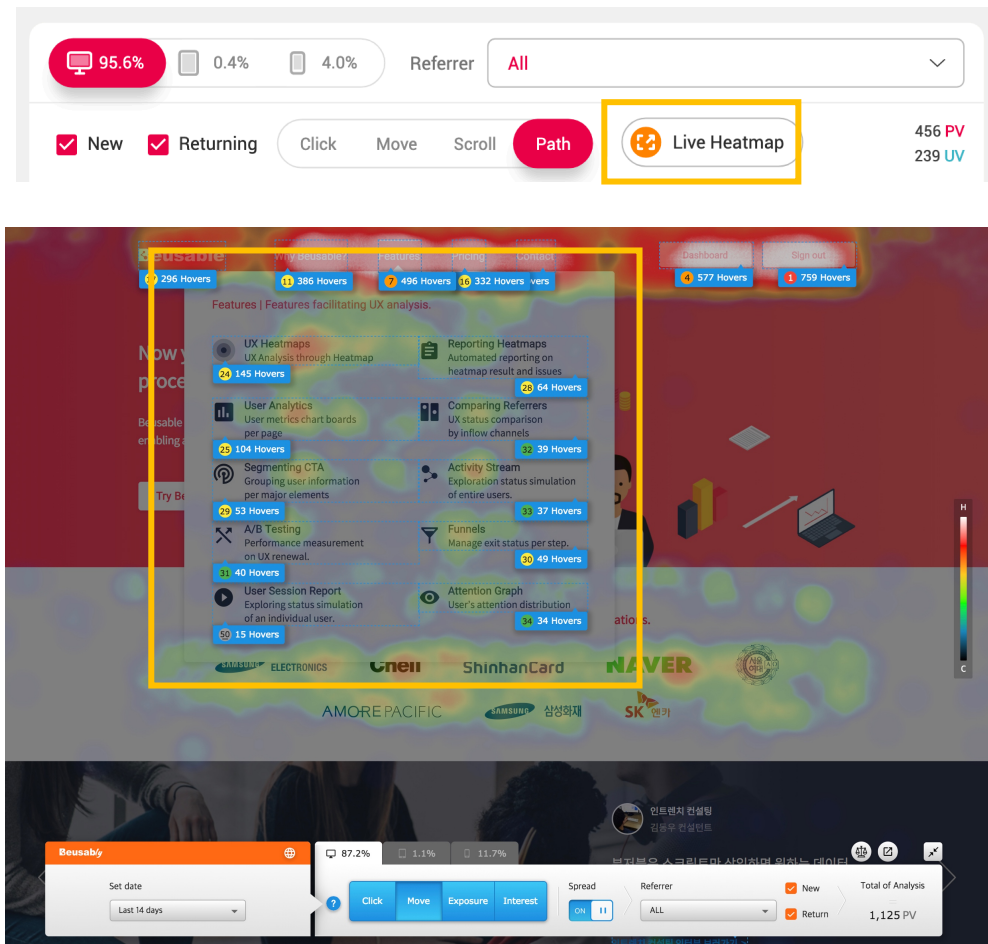
Live Heatmap allows you to view the heatmap of the content area that generates hidden menus or layers.

Using Beusable - Menu

1) Reporting heatmaps

Detailed reporting heatmap guide: *[05. Reporting heatmap]*
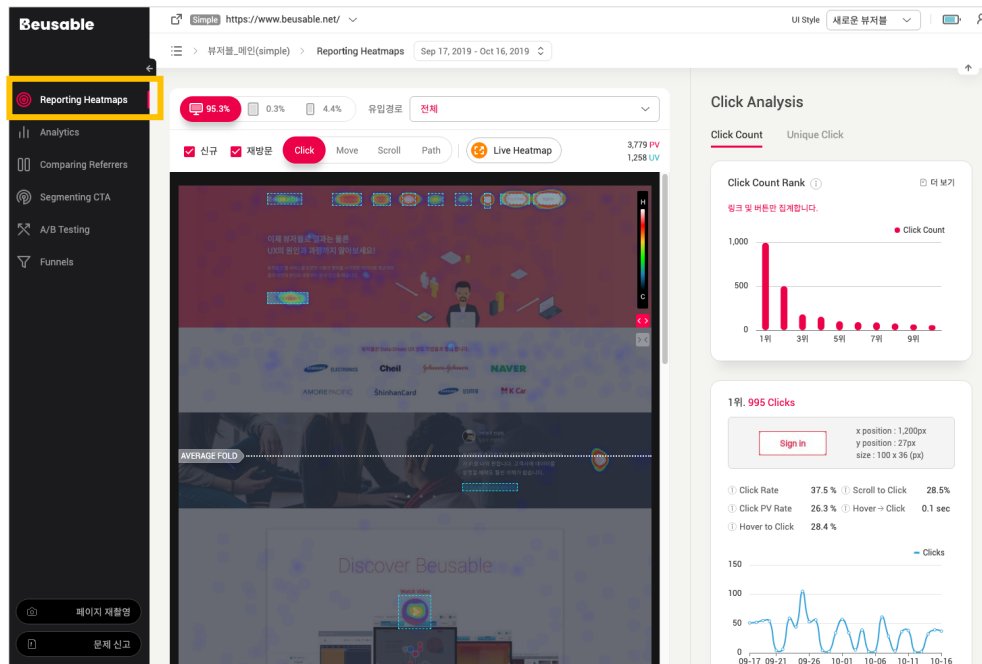
Reporting heatmap summarizes the essential statistical information of heatmap into a report. The detailed information of the click heatmap, the mouse move heatmap, the scroll and attention level, exploration flow sequence can be understood.

'Reporting Heatmaps' of click heatmap and mouse move heatmap.

The ranking information of the content in which the users have clicked or hovered a cursor and its additional data are provided.

'Reporting Heatmaps' of scroll heatmap

The user's activity level between the above the fold area and below the fold area can be compared. And numerical information about scroll reached percentage per page height can be understood.

'Reporting Heatmaps' of tap heatmap

Based on the total number of taps within the page, the 10 top ranked contents with the most tap counts are provided under the *Tap Count* tab. *Tap Count* statistic aggregates and analyzes link and button elements only.

'Reporting Heatmaps' of zoom heatmap

Based on the total number of zoom in/out within the page, the 10 top ranked contents with the most zoom in/out counts are provided under the *Zoom In Count* tab.

'Reporting Heatmaps' of swipe heatmap
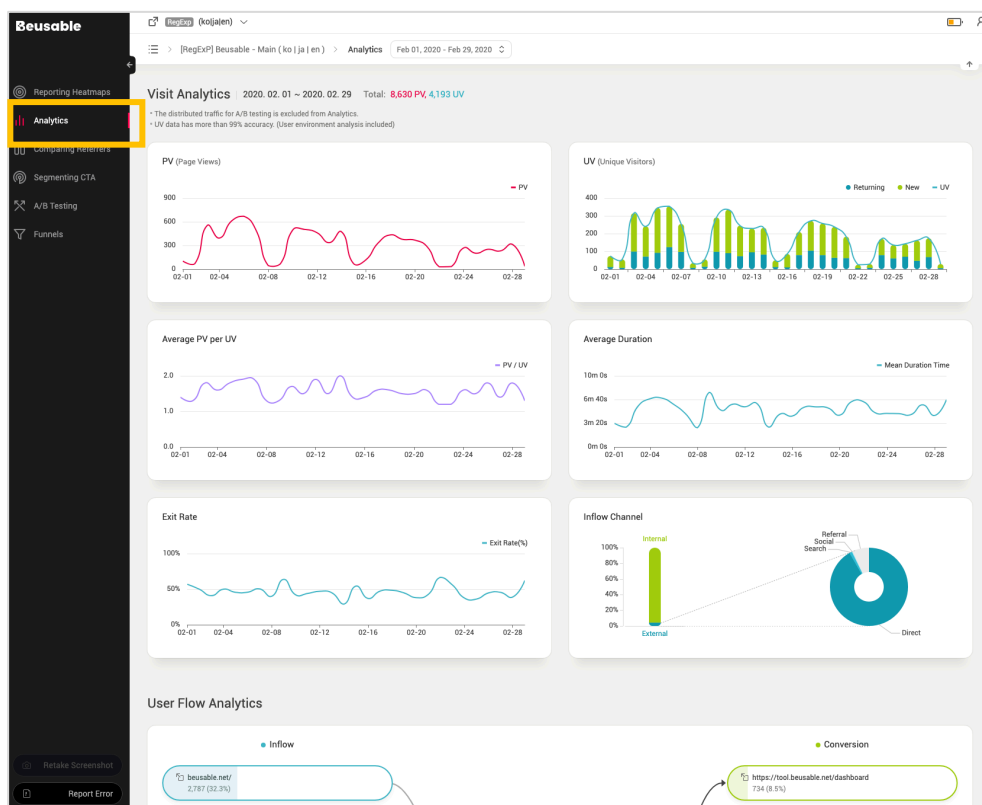
Total up/down, left/right swipe events occurring within the page are counted.

'Reporting Heatmaps' of Path Plot

The path plot can be played, and the confidence interval of user's activity sequence is provided. Also, detailed information such as a retention rate and duration time per each activity can be understood.

2) Analytics

Detailed analytics guide: *[06. Analytics]*

This report summarizes and analyzes the indicators related to users. The provided indicators can be broadly classified into visit analysis, page inflow and conversion analysis, and environmental analysis.

3) Comparing referrers

How to set Comparing Referrers guide: *[07. Comparing Referrers > 2. Comparing referrers > 07.2.1. How to compare referrers]*
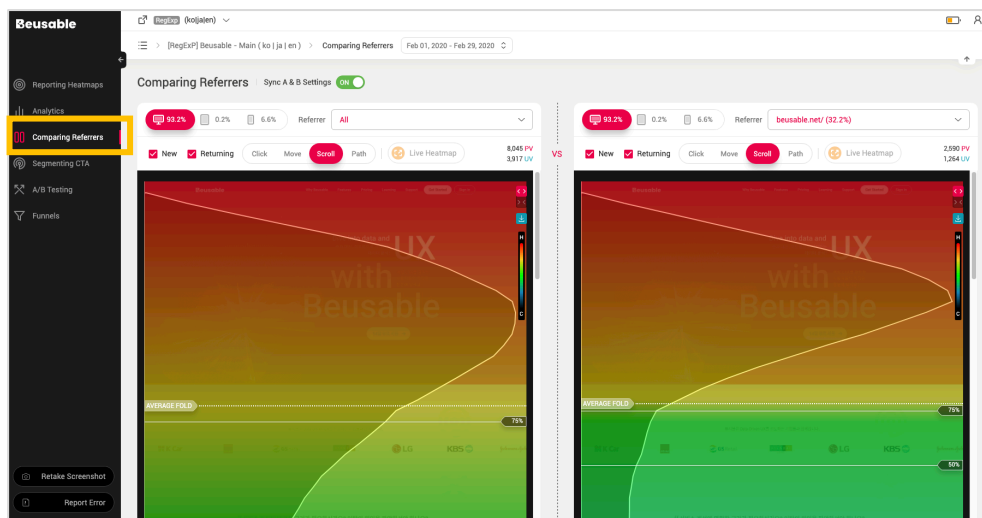
The heatmap tool is shown on the left and right side allowing a useful comparison of various referrers or segments. Overall UX such as user's interest, activity, behavior information, and content flow can be compared.

Beusable

4) Segmenting CTA

Detailed CTA report guide: *[08. Segmenting CTA > 2. CTA user statistics report]*
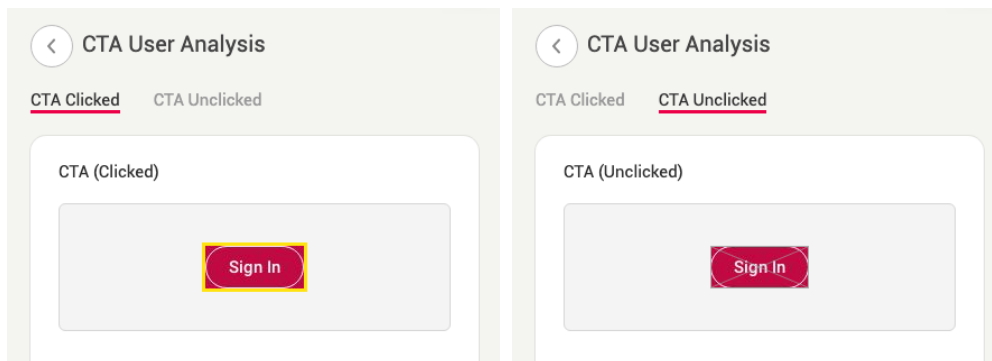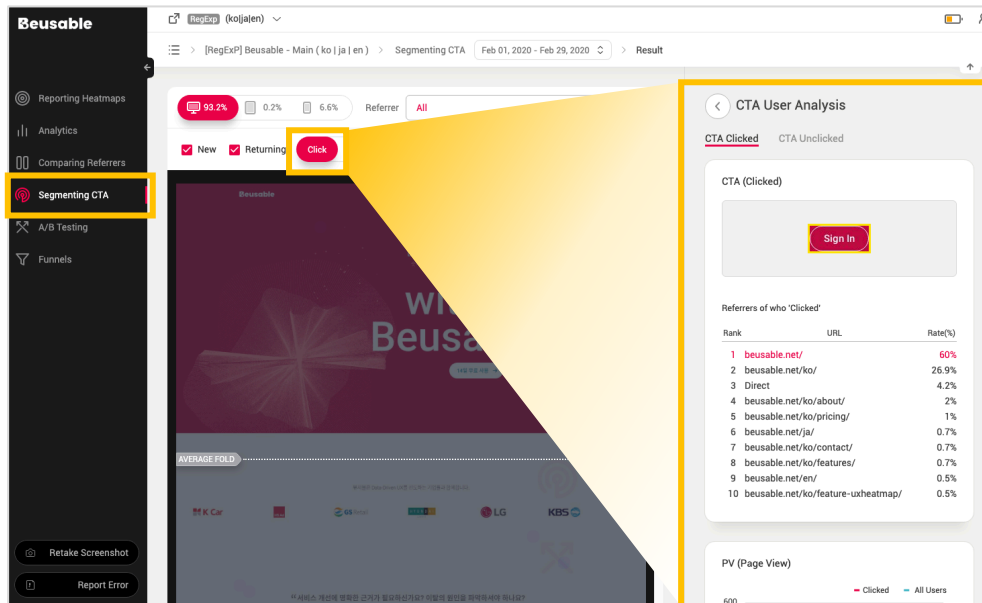
The indicators of the users who clicked a conversion related content can be separated and compared to the entire users. The characteristics of the users who converted can be referred for inducing additional conversions.

5) A/B Testing

A/B Testing: *[09. A/B Testing > 1. Overview]*

Setting A/B Test: *[09. A/B Testing > 2. A/B Testing and code installation]*

A/B Testing Result Guide: *[09. A/B Testing > 3. A/B Testing result]*
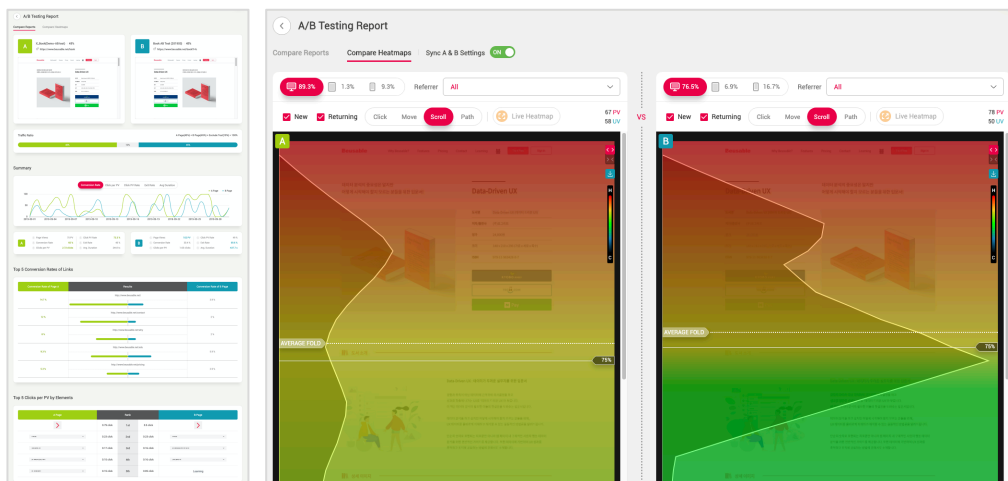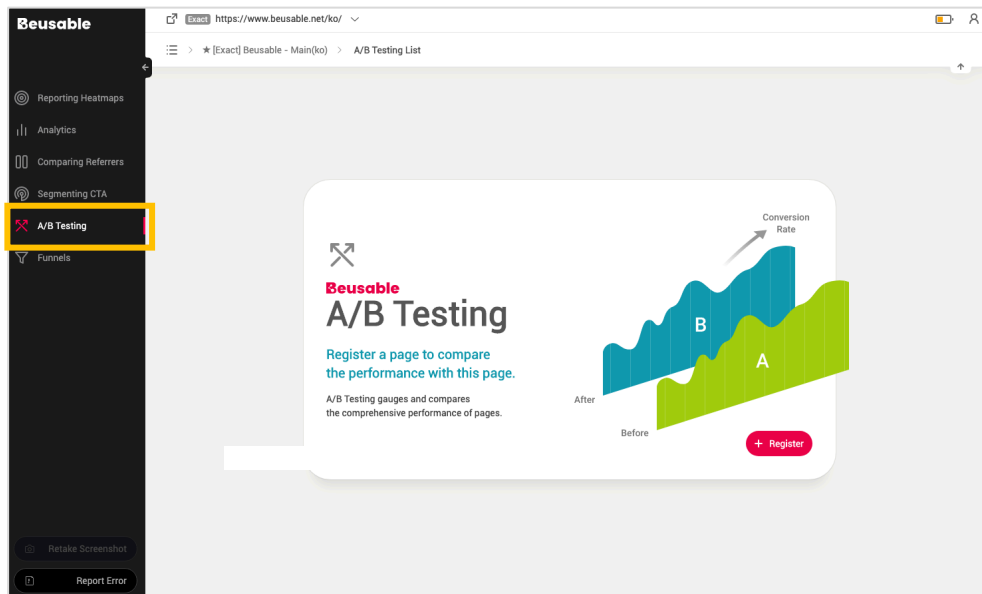
In Beusable, redirect split for A/B Testing can be executed simply by URL registration. Prepare B page to compare results with existing page, and easily conduct A/B testing and analyze UX results.

6) Funnels

Beusable's Funnel Overview: *[10. Funnels & Session Report]*
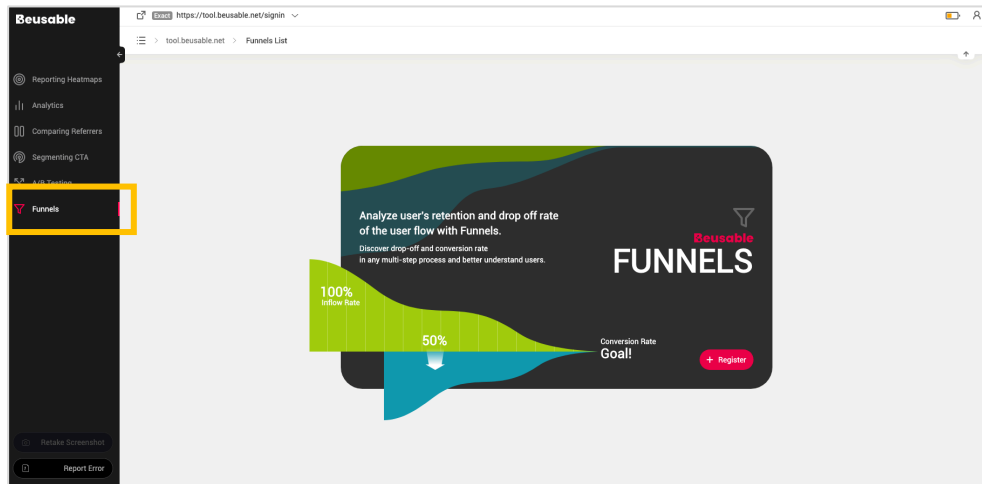

Previously, set the user's exploration flow with the registered pages in Beusable. Then the actual user's step by step retention and exit rate status can be analyzed. The report also shows the inflow and dropped ratio of each step enabling fast diagnose of problematic pages with high exit rate. And the session report of each step plays the individual user's specific exploring behavior and flow within or the corresponding page.

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(1) Funnel represents the exploration flow in between pages.

Howe to set a funnel guide: *[10. Funnels & Session Report > 3. Funnel Registration]*

Funnel report guide: *[10. Funnels & Session]*

(2) Session Report shows the detailed exploration flow of a user within a page or in between pages.
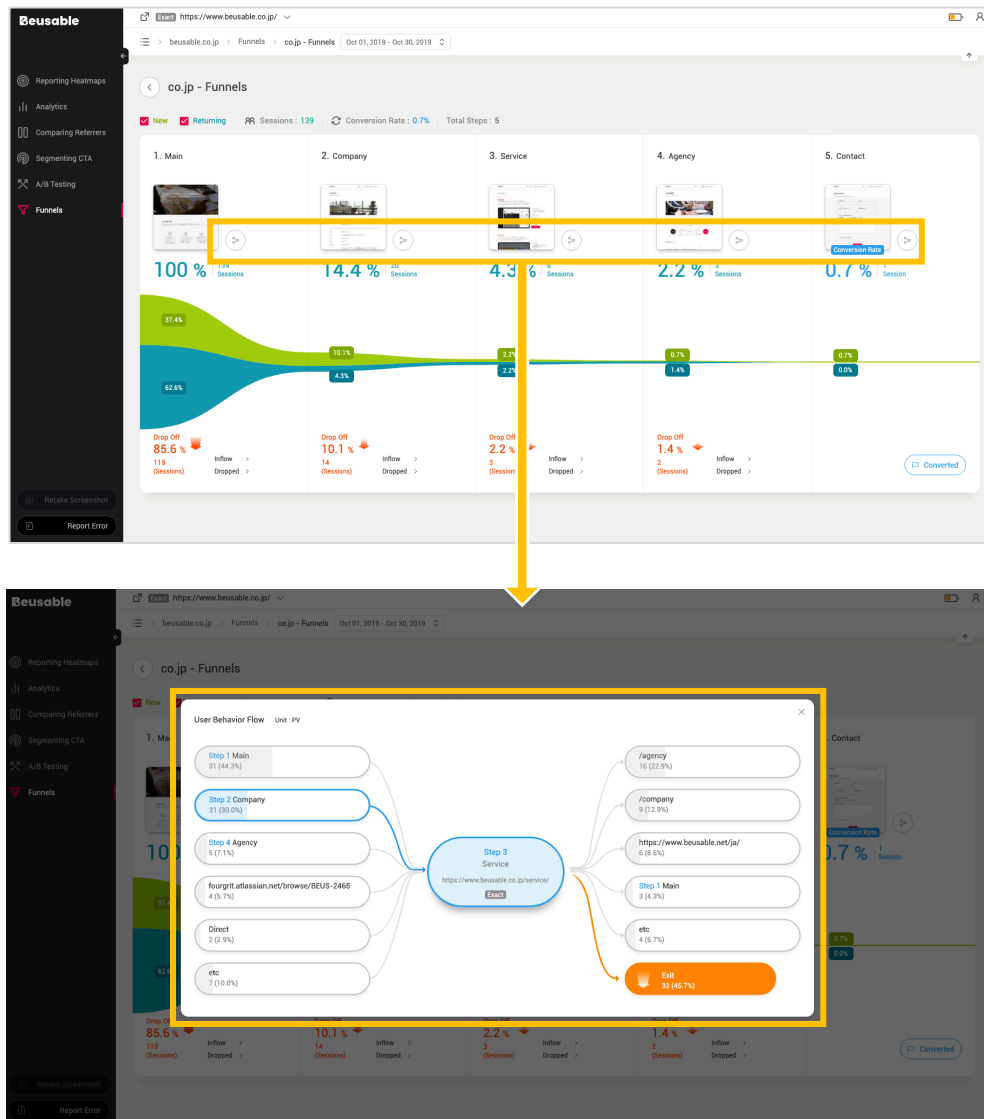
Session report information (List information): *[10. Funnels & Session Report]*

Applying Beusable analysis

Detailed Quick Checklist guide: *[11. Applying Beusable Analysis > Quick Checklist]*

With quick checklist provided by the Beusable guide, one can understand how to apply and analyze the page with Beusable.

①   Find out what people are focusing on.

②   Investigate which information can be removed to concentrate user's attention.

③   Analyze the most optimal location to place a CTA or banner advertisement.

④   Find out whether users are just skimming through the page.

⑤   See which content users are ignoring within the page.

⑥   Find out if there is an element which users are hesitating or hovering the cursor around.

⑦   Check if the critical information is being correctly exposed on different device types.

⑧   Diagnose whether there is an element disrupting users to scroll.

⑨   See whether users are clicking non-clickable elements.

⑩   Find out which content are really viewed by users.