

# Guide to Beusable:

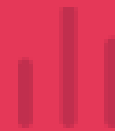
## All-in-One Data Analytics Tool

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Beusable Service Guide



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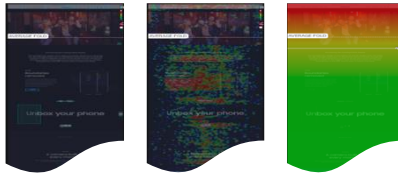
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## 1. Why Beusable?

# Analyze & Apply Data-Based User Behavior

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### User Behavior Analysis

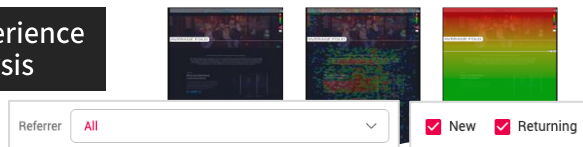


Identify user interactions like mouse click, move and scrolling.  
Collect quantitative user data, e.g. PV, UV, click counts, hovers.

► Understand which area drew users' interest or hesitation  
and identify how far down to the page users have scrolled

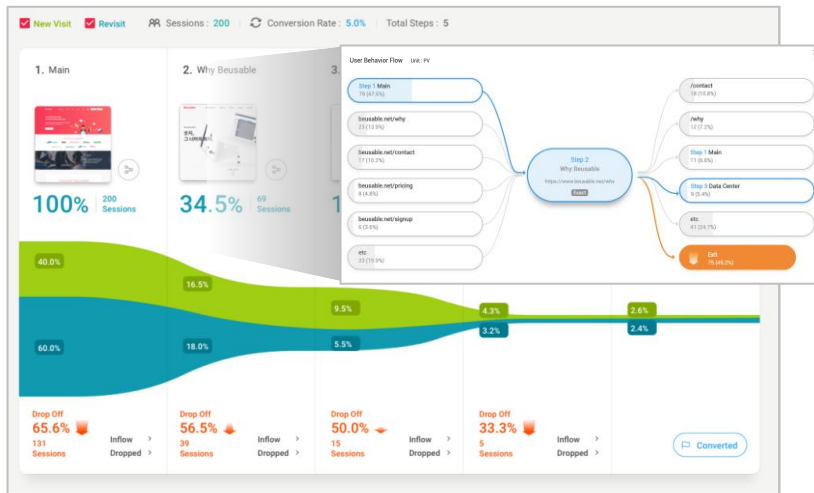


### User Experience Analysis



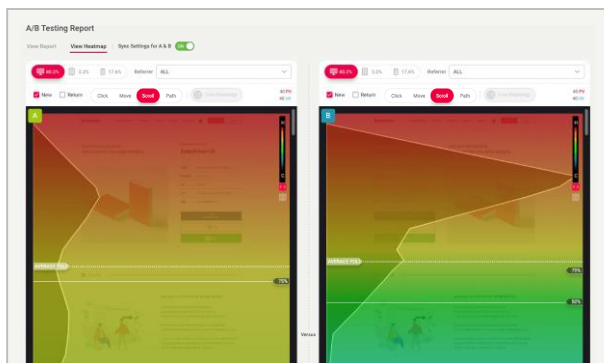
Beusable displays user behavior by different segments and  
visualizes the process to identify specific user attributes  
and navigation processes.

► Identify and understand the cause of the UX results



## ▲ Funnels

A/B Testing ►



## Derive Detailed Solution

Discover the target page that causes a problem on your site's user flow and analyze UX data to gain improvement measures.

- Identify and validate specific solutions with data analysis through A/B Testing and UX Heatmaps

# "Be Usable" in All Businesses of All Sizes

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Beusable is simple and easy to follow regardless of the type or size of your industry. Anyone can easily conduct data analytics by following these three steps: Hypothesize—Measure—Verify.

1

## Business

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- Conglomerate
- SMB
- Startup
- Individual

2

## Industry

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- Commerce
- Finance / Insurance
- Media & Content
- Consumer Goods
- Education
- Leisure / Travel
- Agency
- Manufacturing
- IT
- Consulting

# 3

## Facts Based on Data

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- What's the best you can do?
- What will happen next?
- Is this trend going to continue?
- Why did this happen?
- What action should we take for this particular situation?
- Where exactly did the problem(s) occur?
- How often did it occur?
- What exactly has happened?

Improvement on  
Data Analysis

Fact-Based  
Decision Making

Derivation of  
Concrete Solutions

**Sales Improvement & Business Growth**

# "Be Usable" to Each Role in Your Team

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With Beussable, it will be easy for anyone in your organization to understand users behavior.

## The A to Z in Service Planning & Management

### Service Planning

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- Optimize conversion rate and improve service by understanding users' pain points and needs based on UX data.
- Make decisions based on data, not on guessing.

### UX / UI Design

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- Find and improve usability issues in UI.
- Provide clues for CTA optimization.
- Optimize design by understanding user flow and behavior in a web page.

### Development & Operations

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- Reduce time and effort on understanding and resolving issues caused by software flaws and buggy codes that users may experience while using the site.
- Reduce data analysis support resources.



## Departments Supporting Service Development & Growth

### Data Analysis

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- Obtain qualitative user behavior data without needing to have supporting visualization.
- Cut down on data analysis resources by acquiring all-in-one data analytics tool.

### Marketing

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- Enhance intended user journey through a deep understanding of funnel analysis.
- Increase conversion rate by analyzing the outcomes of advertisements and contents.

### Sales

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- See which contents and/or messages users react to and utilize such analytics result to create business sales material.

### CS

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- Replay how exactly user has spent their session time from landing to exit (or convert) through session report. And understand and solve the pain points occurring in the customer journey.

### Management Support

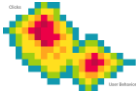
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- Reduce the cost of employee training and other supplementary tools by adopting Beusable, an all-in-one data analytics tool.

## 2. Beusable's Key Features

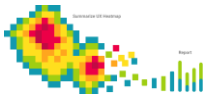
# Summary of Key Features

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**UX Heatmap**

Discover what the users intention for visiting the page with a quick glance. Heatmap itself offers valuable insight that you can take action right away. Start now!



**Reporting Heatmap**

No more sorting data with Excel. Reporting Heatmap has every metric you'll need calculated and sorted.



**User Analytics**

Perhaps you might not need that complicated Google Analytics at all. Having lots of results won't bring you anywhere if you don't understand them much.



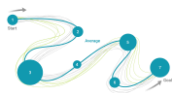
**Live Heatmap**

Put yourself in the customers' shoes. With Live Heatmaps, it's possible.



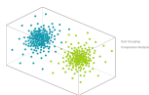
**Mobile Heatmap**

What are mobile users experiencing right now? Through mobile heatmaps, discover UX insights, which is different from desktop users.



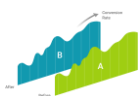
### Path Plot

Why does a certain product have a top click rate? What drew the users? Trackback users' behavior flow and find out the reasons!



### Segmenting CTA

A click interaction is an essential event type to understand your sites users. Discover users who did or didn't convert with Segmenting CTA!



### A/B Testing

With A/B testing decision making will be simple and easy. No more guesswork, confirm your hypothesis with data!



### Funnels

Even with a quick glance, you can see if the intended funnel has been successful in driving users into the goal. And you can make changes according to the report.



### Session Report

You can digitalize each customer's content consuming flow. Say goodbye to expensive and complex user testing and hello to Session Report.



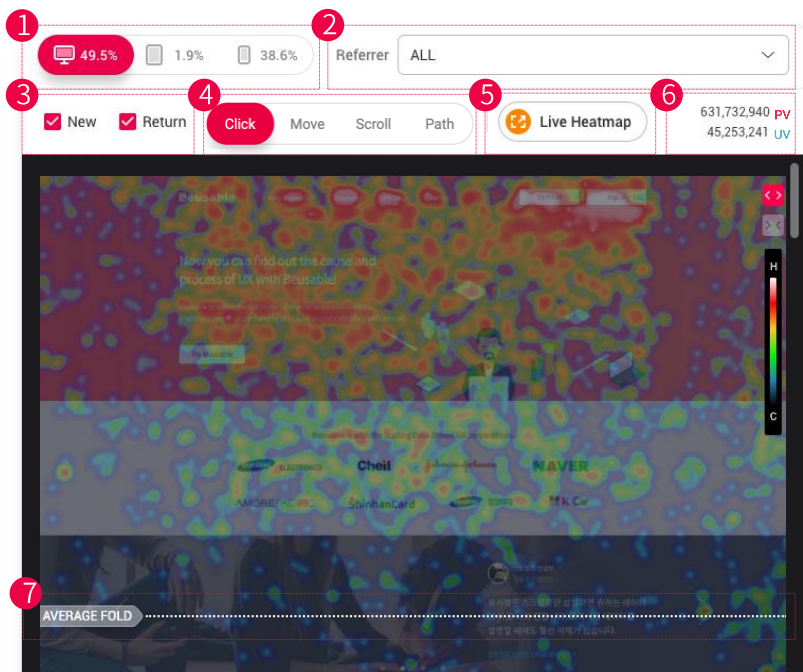
### Comparing Referrers

You may wonder users intention is completely differ by their inflow channel. Group by users landed the site from either Google or Twitter and see the difference in their behaviors.

# Service Features: UX Heatmap

Understand users behavior as well as intention and needs through one simple UI.

With Beusable's heatmap report, a powerful quantitative analysis, discover improvement points that were unknown and vague before.



## 1 User groups by Device Type

% of users by their device. PC web, tablet or mobile.

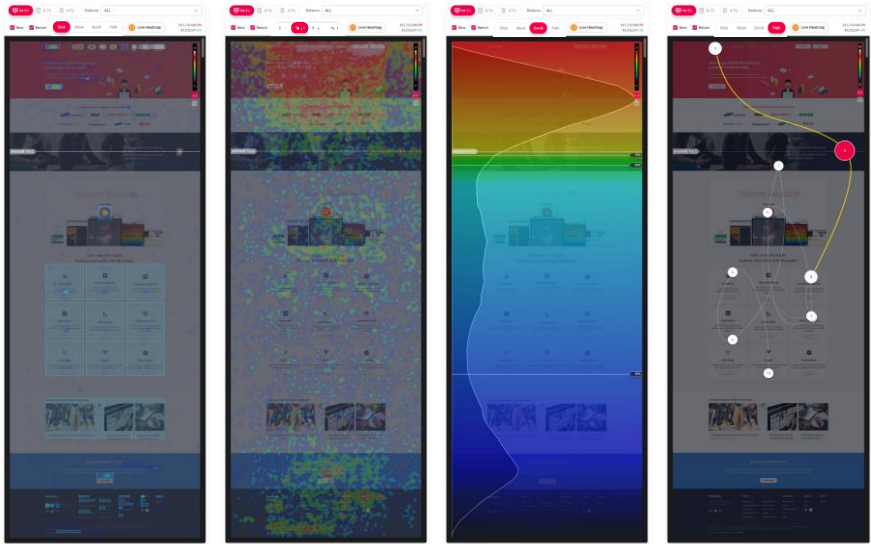
## 2 User groups by Referrers

UX analysis for user groups by their referrers.

### 3 New vs. Returning Users

UX data for new or returning users.

### 4 Heatmap reports by user interactions



Click Heatmap

Move Heatmap

Scroll Heatmap

Path Plot

### 5 Live Heatmap

With live heatmap, a complete analysis is possible even for the layers that are hidden before certain interactions (e.g. hidden carousel area or accordion menu).

### 6 PV/UV Data

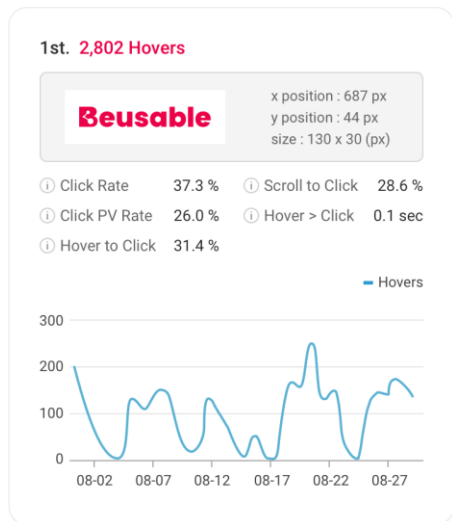
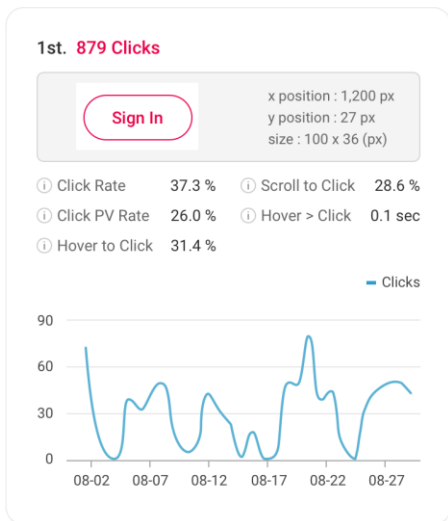
PV and UV counts per given segment options (e.g. time range, device, referrer).

### 7 Average Fold (Page Height)

“Average Fold” on heatmap reports indicates the average height of users’ web browsers.

# Service Features: Reporting Heatmap

Even though heatmap is a powerful and enough analytics tool to get the overall trend on site's users behavior, having a clear number based graph will be extremely helpful.



## 1 Analysis of Mouse Clicks & Moves

- Discover key metrics and graphs of on which elements user interactions (click/move) have occurred the most.
- Click and move data can be used to understand user interest and conversion rate.

2

### Fold

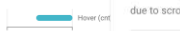
Check the average height of the web browser and analyze the top/bottom of the average fold

**Average Fold 924px**  
The average height of web browser

Above

Below

#### Above vs Below the Fold



### Scrolled Heights

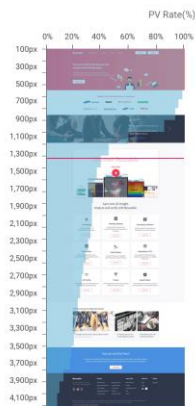
Current situation of user's site abandonment due to scrolling

#### Scrolled Area

The average of scrolled area under an actual scrolled distance

#### Average Fold

The average height of web browser



3

### Path Plot



### Navigation Flow

Sequence	Content	Type / Action	Duration
1	Reusable	Link / MouseOver	0m 3s
2		Button / Click	1m 34s
3		Image / MouseOver	0m 17s
4		Image / MouseOver	0m 6s
5		Button / Click	1m 27s
6	Segmenting as CTA	Text / TouchMove	0m 01s
7		Button / Click	1m 15s
8		Button / Click	0m 12s
9		Image / MouseOver	0m 07s
10		Button / Click	0m 15s

2

## Analysis of User Data by Page Fold

- Compare users page engagement level between below and above the average fold.
- Displays the ratio of reached contents at different page heights.

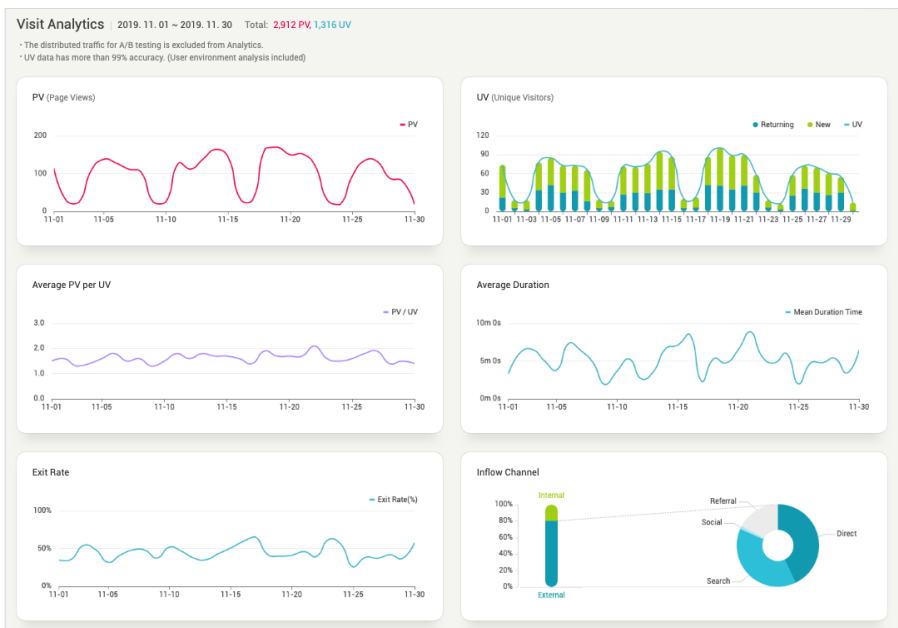
3

## Analysis of User Flow by Page Fold

- View duration, event type and element info according to the user's page navigation sequence.

# Service Features: User Analytics

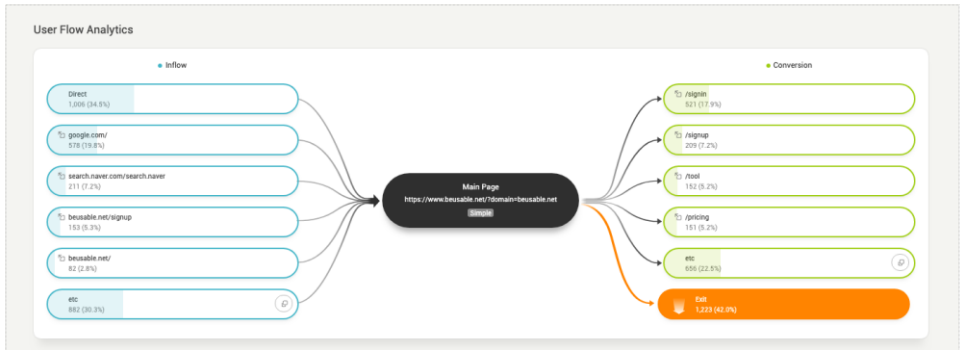
Beusable provides the essential analytic data of your users. The data looks simple yet plays a crucial role in the decision-making process.



## 1 Page Visit Analytics

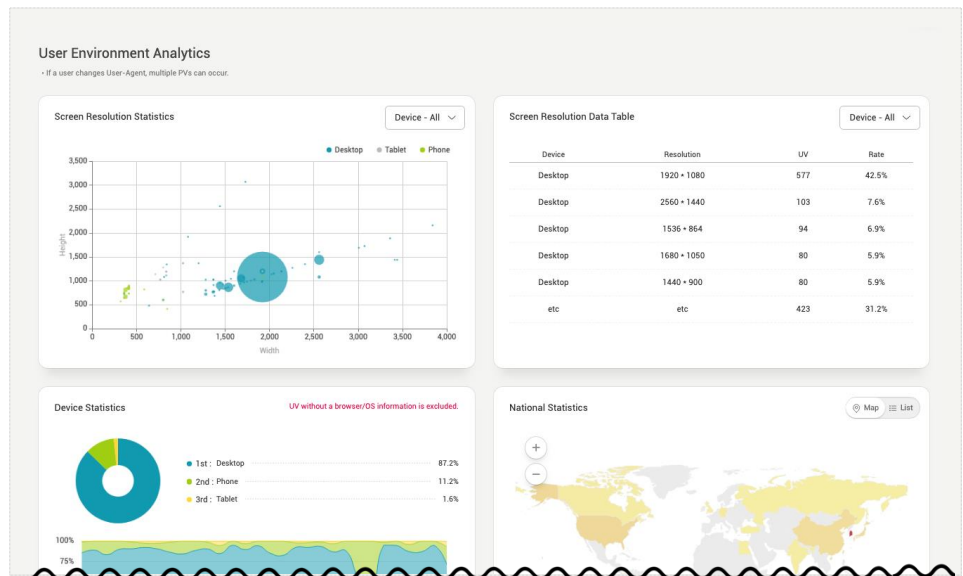
- PV (Page View)
- UV (Unique Visitors)
- Average PV per UV
- Average session duration
- Exit rate





## 2 User Flow Analytics

- Referrer
- Conversion channel

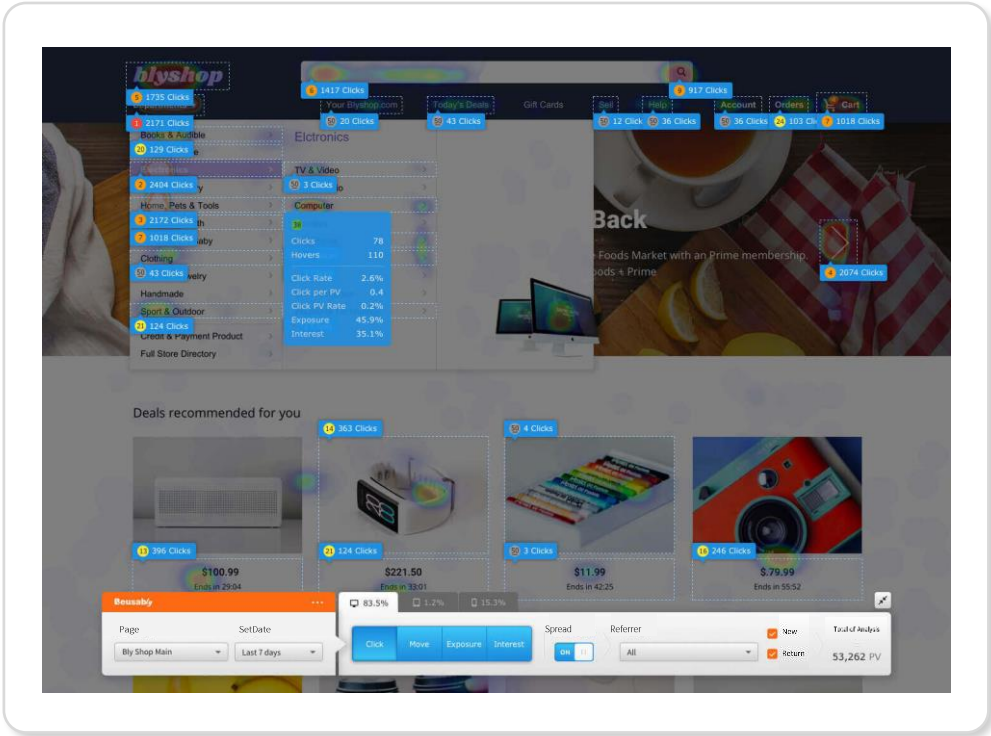


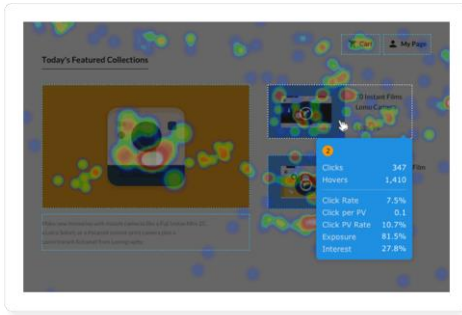
## 3 User Environment Analytics

- Distribution of screen resolution
- Detailed information on screen resolution
- Device usage statistics
- Regional statistics
- Operating system (OS) statistics
- Browser statistics

# Service Features: Live Heatmap

With Live Heatmap, dynamic reports can be yield as you make the same interactions that your users make on a live site. Expand a hidden menu to see the click count that static heatmap can not provide. Live Heatmap offers 4 different types of data analysis.





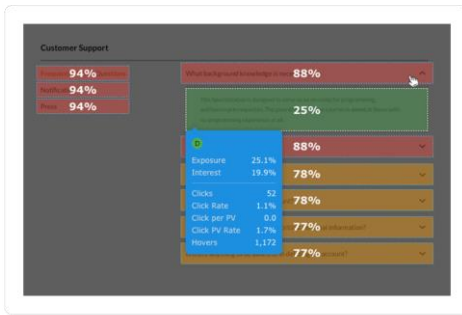
## 1 Click Heatmap

The heatmap shows how many clicks the user has clicked on each elements. Frequently clicked element appears in red.



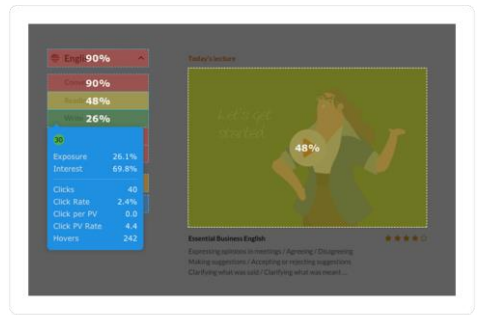
## 2 Move Heatmap

The heatmap shows how many hover events has occurred on each element. Frequently hovered element appears in red.



## 3 Exposure Heatmap

With Exposure Heatmap, in what percentage each element including the ones in hidden layers has exposed to users. Click any hidden layers to see if how many time they have exposed to end users.



## 4 Interest Heatmap

Shows how well the exposed area have actually been consumed. The level of content consumption rate is displayed in different colors.

# Service Features: Mobile Heatmaps

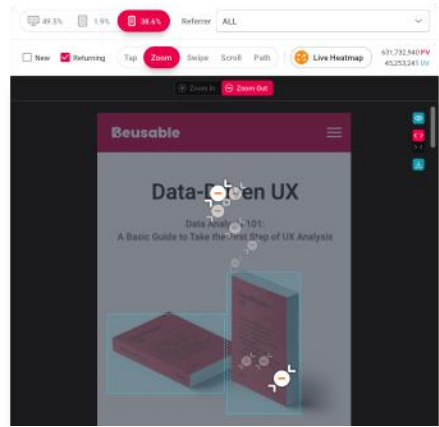
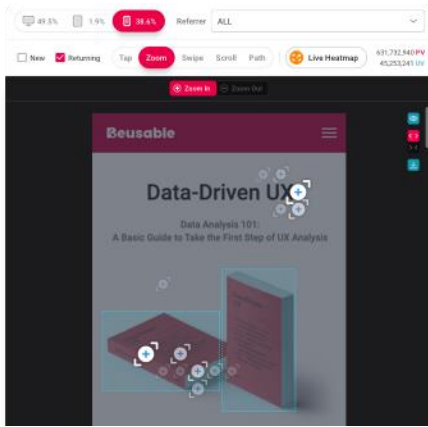
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The users experience completely different things based on their environment. Go one step closer to the users with the most effective heatmap that analyzes mobile users' experiences



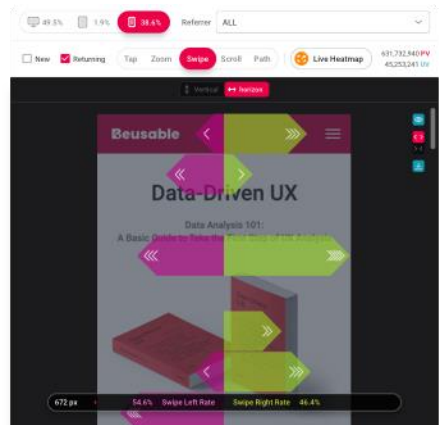
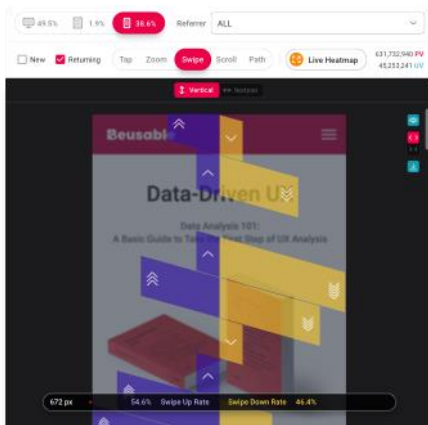
## 1 Tap Heatmap

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.



## 2 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.

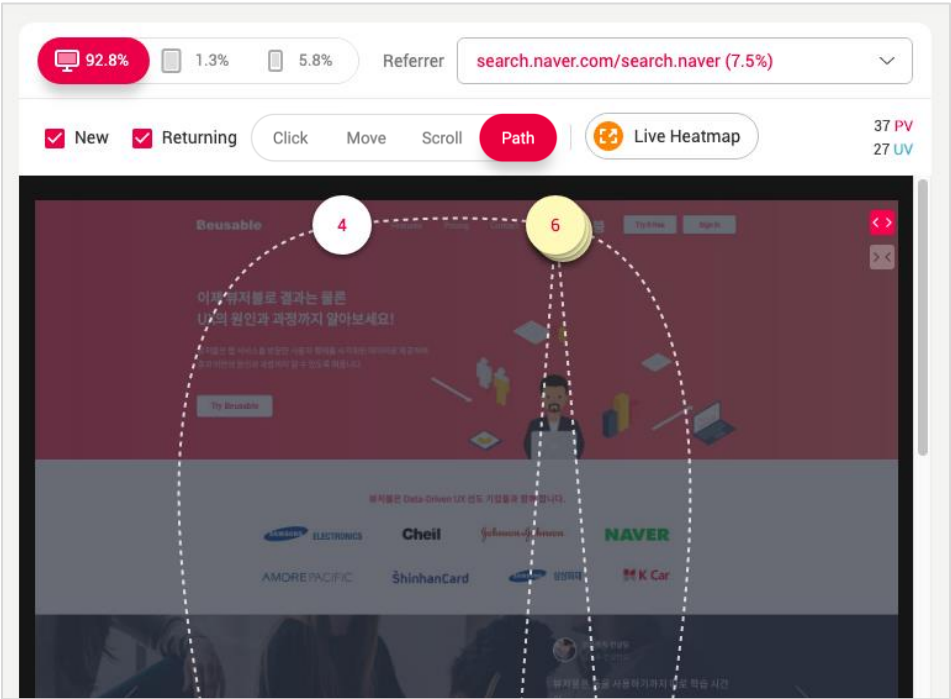


## 3 Swipe Heatmap

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.

# Service Features: Path Plot

Discover how majority of users consume the page contents.



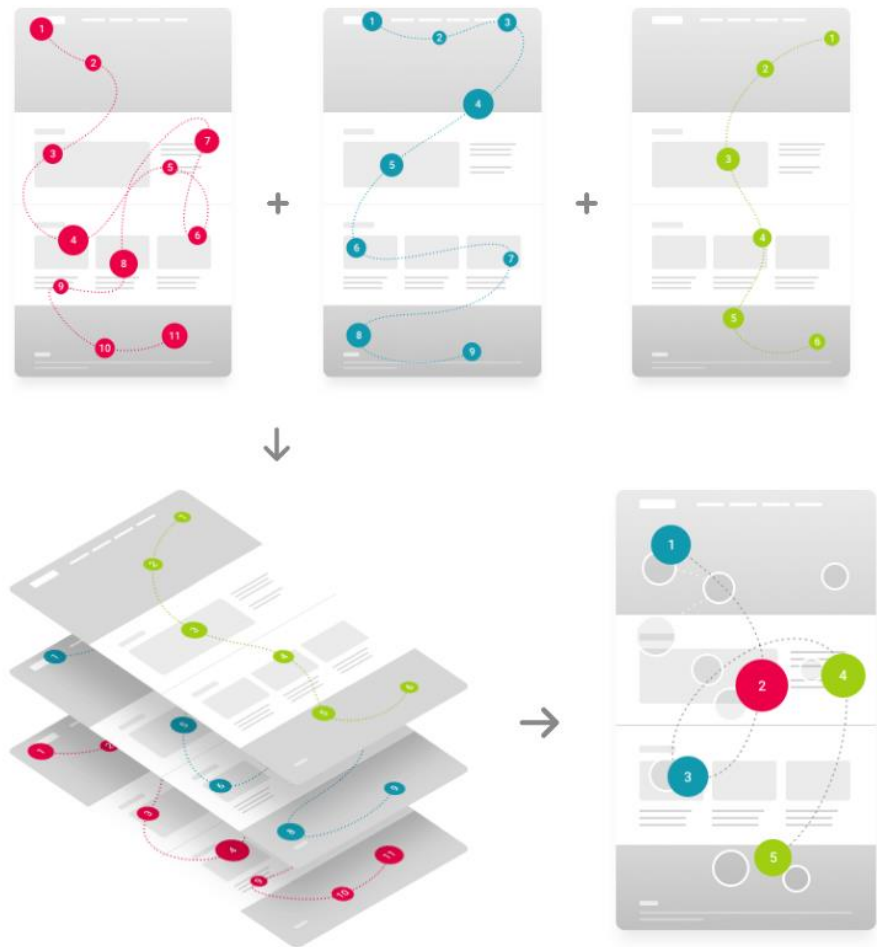
## User Navigation Flow

With this Beusable's exclusive AI based Path Plot feature, you can view gaze plot representing all users' navigation flow and session duration information.

- Number      Users' navigating order.
- Node        The coordinates of the element for each order.

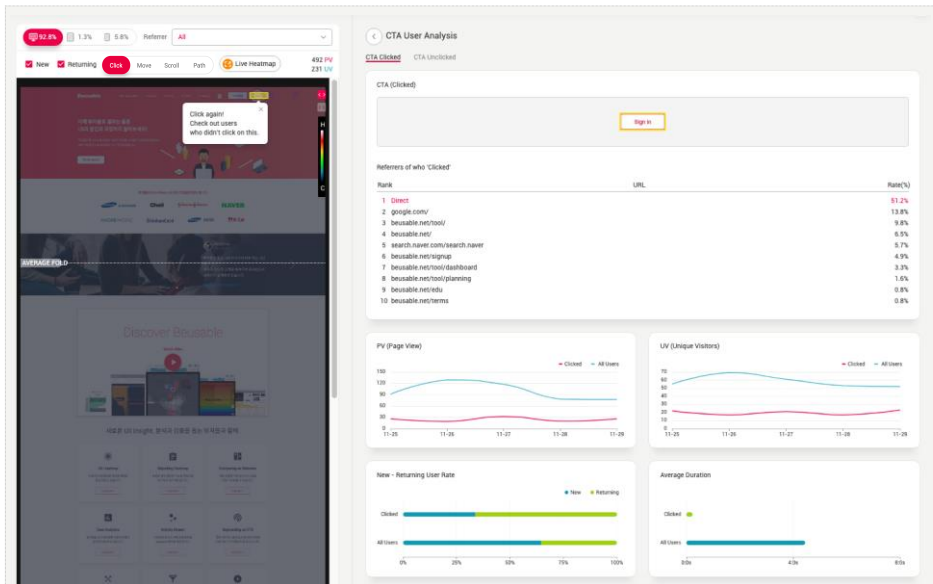
# Beusable's Path Plot Process

Beusable's "AI based Path Plot" technology processes entire page users footsteps to yield one main path that matters for future improvements and/or marketing strategies.



# Service Features: Segmenting CTA

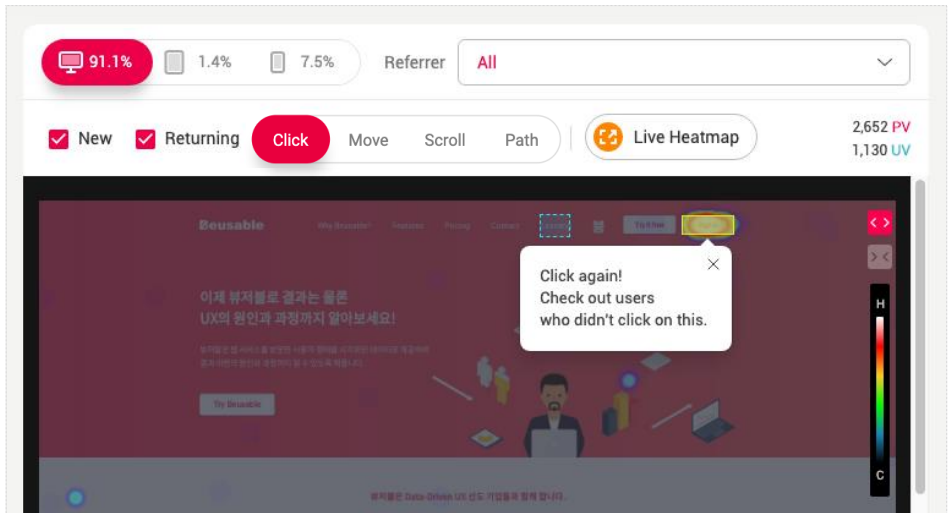
Beusable offers another interesting and crucial report bases on user actions of CTAs. With the Segmenting CTA feature, data between two opposite user groups can be easily compared. No tagging is necessary to get the report.



## 1 Users Who Clicked the Selected CTA

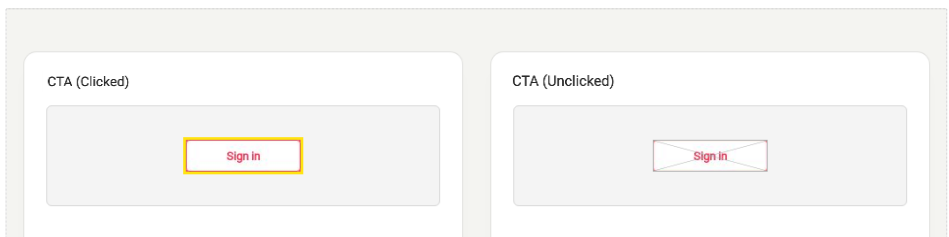
You can view analysis data (click/move/scroll heatmaps, inflow channels, PV, UV, new-returning users rate, average duration) on users who clicked the selected CTA.





## 2 Users Who Did Not Click the Selected CTA

If you click again the previously selected CTA, the report will show the analysis report for the opposite group of users who did not click the selected CTA element.

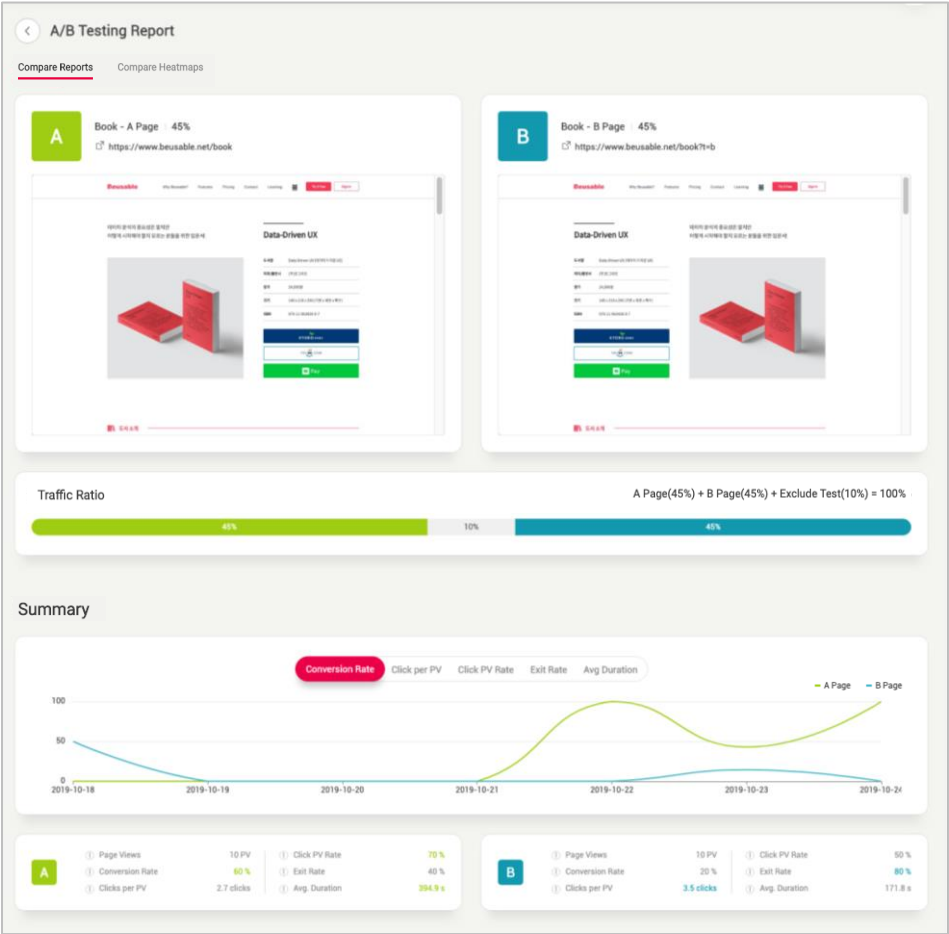


## 3 Switch Between Data & Analyze

Interesting data comparison and analysis can be done between the users who clicked and the users who did not click the selected CTA element.

# Service Features: A/B Testing

A/B Testing can be started with only a few clicks. No big development resource is needed.



## 1 A/B Testing Report

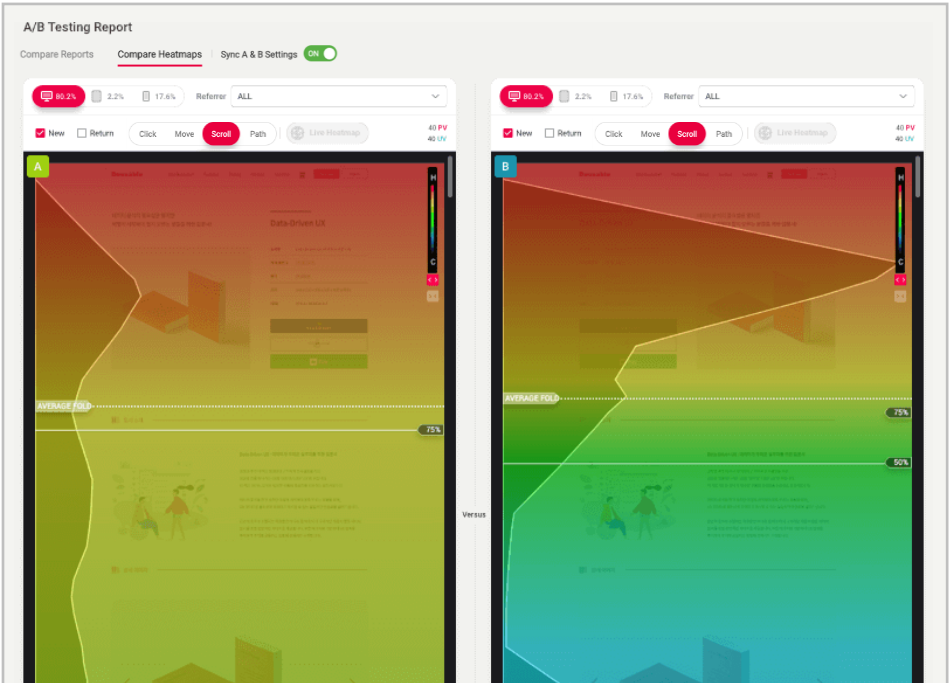
Compare A/B test results with major metrics such as conversion rate, exit rate, and average duration time. Monitor how click rates by links or UI elements have improved.

Clicks per PV Top 5 by Element

A Page	Rank			B Page
	2.92 clicks	1st	1.2 clicks	
	0.25 click	2nd	0.13 click	
	0.17 click	3rd	0.13 click	
Contact	0.17 click	4th	0.07 click	Pricing
	0.17 click	5th	0.07 click	

## 2 Compare & Analyze Results of Click On Elements

Compares click rates on each element before and after the UX updates. Retrieve insight whether any particular element needs further enhancement.

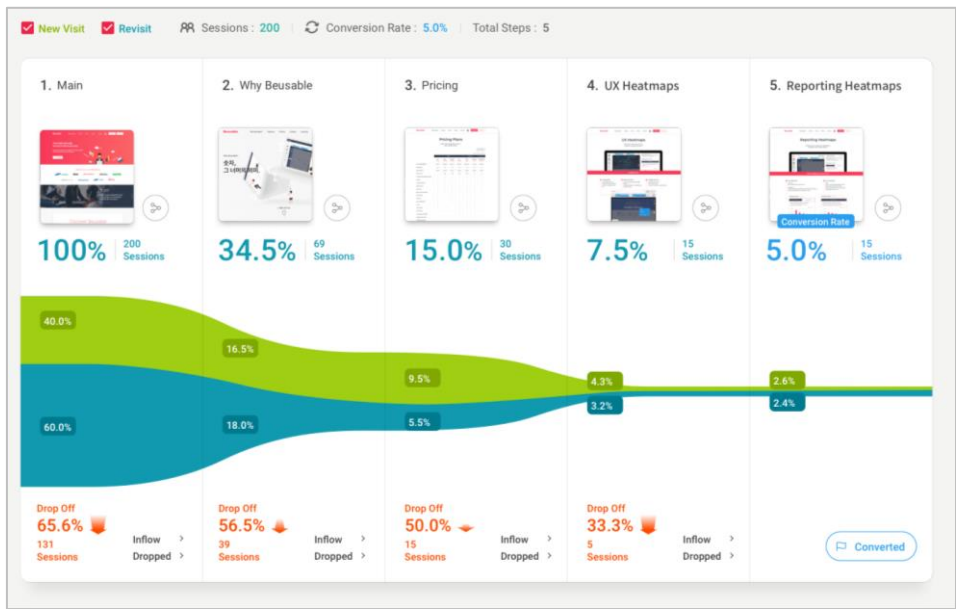


## 3 Compare & Analyze Results With Heatmaps

With heatmaps, you can view quantitative changes in user behavior that are not captured by the indicators.

# Service Features: Funnels

With Funnels feature, you can design user flow and monitor how users follow the intended flow. Use the result to identify pages that chase users away. Try different funnels to drive more users to the final page.

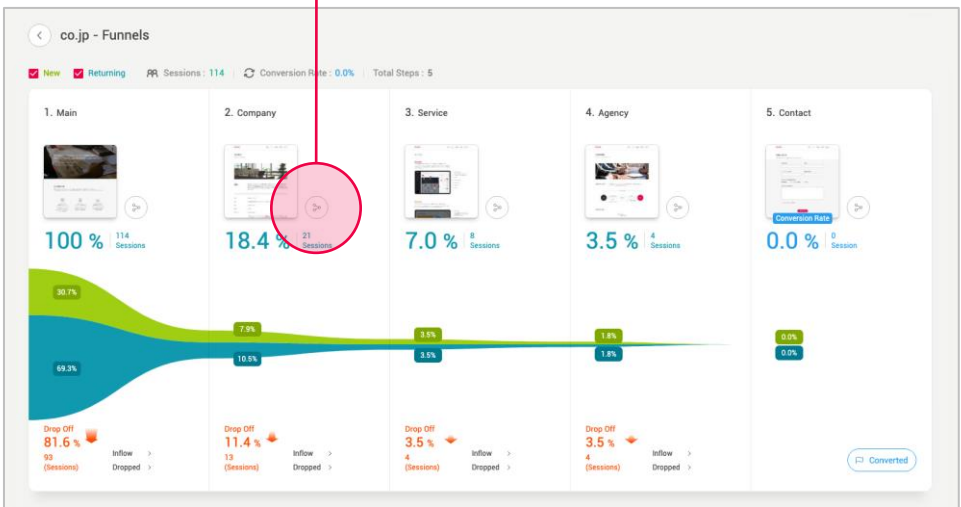
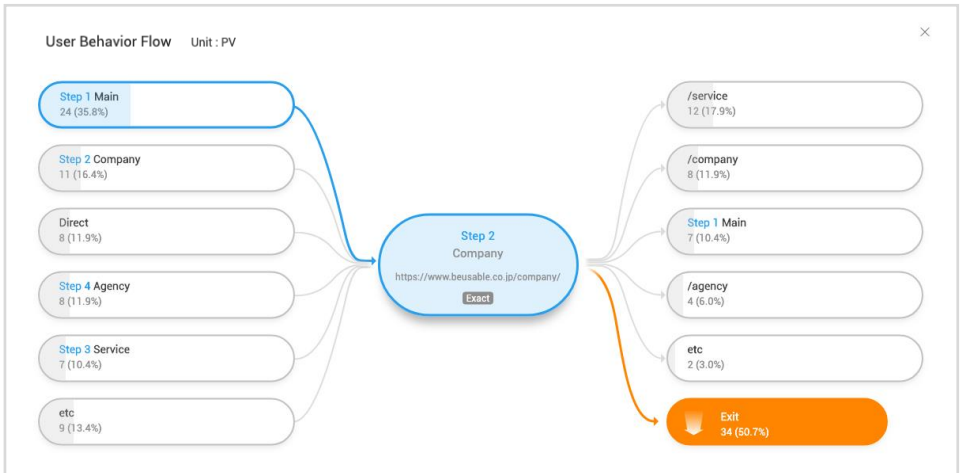


## 1 Stage-by-Stage Retention & Exit Status for each “All”, “New” and “Returning” User Group

Compare retention and/or exit rates per different user groups: all, new, returning users. Focus on a step where the most of users dropped off. Or make changes to the step to lead more people to the finish line.

## 2 Simulate Each User Session

Discover details on individual user’s page session. Where they have looked what elements they made interactions on and for how long they have stayed on the page?

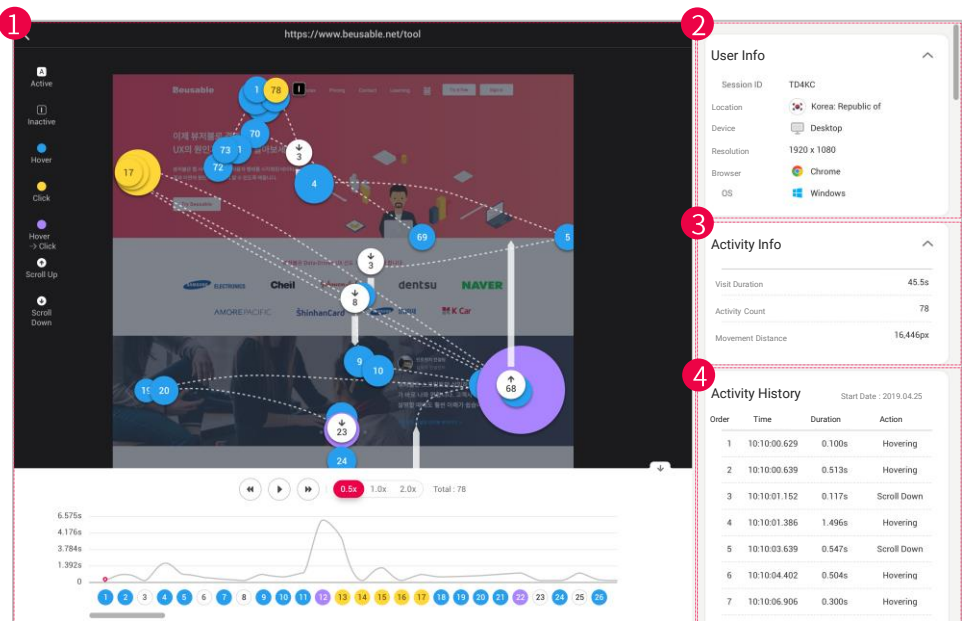


### 3 User Behavior Flow

Analyze user behavior flow with landing page information before/after the visit. You can identify the optimal flow by modifying funnel steps.

# Service Features: Session Report

Experience innovative user testing. You can digitize almost any user behavior. You can archive video-recordings of user session from landing to exit and play one by one for detailed user analysis.



Desktop

## 1 User Navigation Flow & Behavior

Navigational steps, duration on each step and interactions on each step can be monitored. Possible interactions are Hover to Click, Hover, Click, and Scroll.

## 2 Detailed Session Information

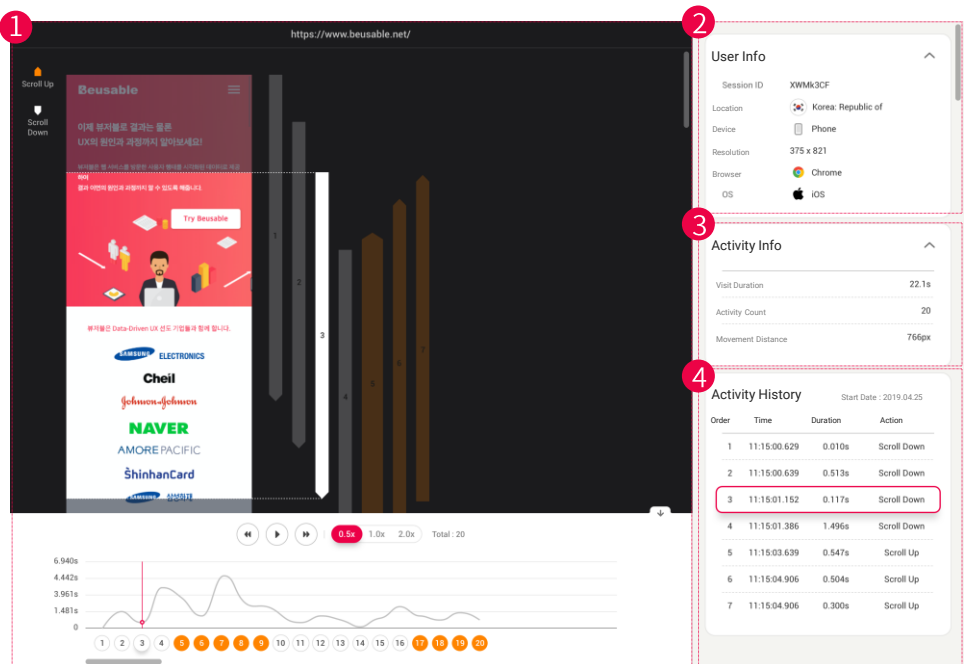
Basic information of individual user such as region, screen resolution, device type and user agent is also provided.

## 3 Activity Info

Duration for the session, total activity count and total movement length (distance in pixel) are provided.

## 4 Activity History

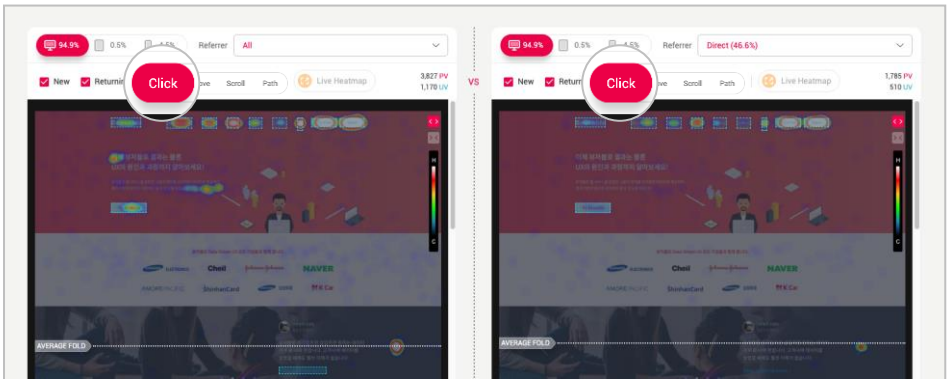
The history displays how exactly user moves from one point to another and what interactions she/he made on each step.



Mobile

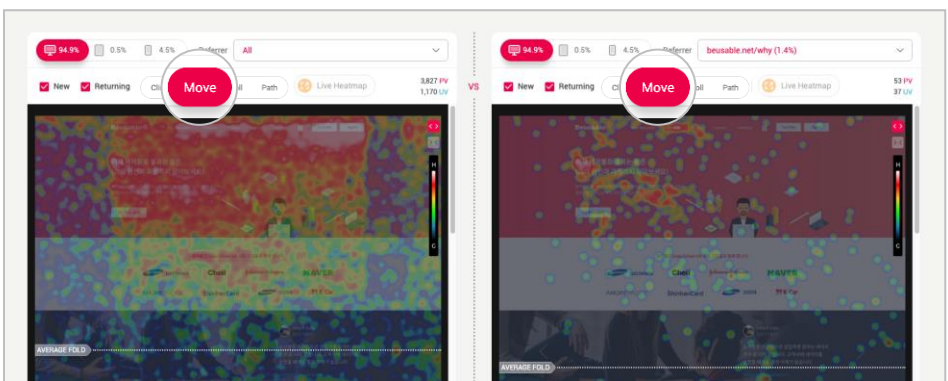
# Service Features: Comparing Referrers

The intention of users who landed on a page through search engines (organic users) is different from the intention of users who landed through advertisements. Compare how users experience differently based on their inflow channels.



## 1 Compare Final Destinations by Referrers

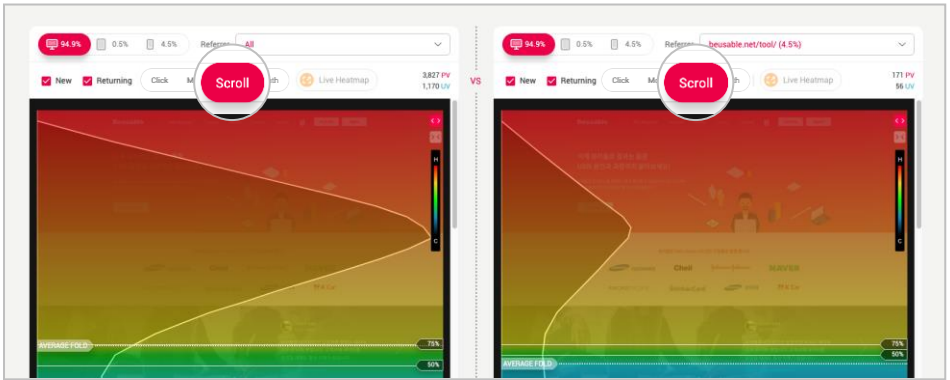
You can compare how user interest and destination differ by referrers via “Click” heatmaps.



## 2 Compare the Distribution of User Interest & Behavior

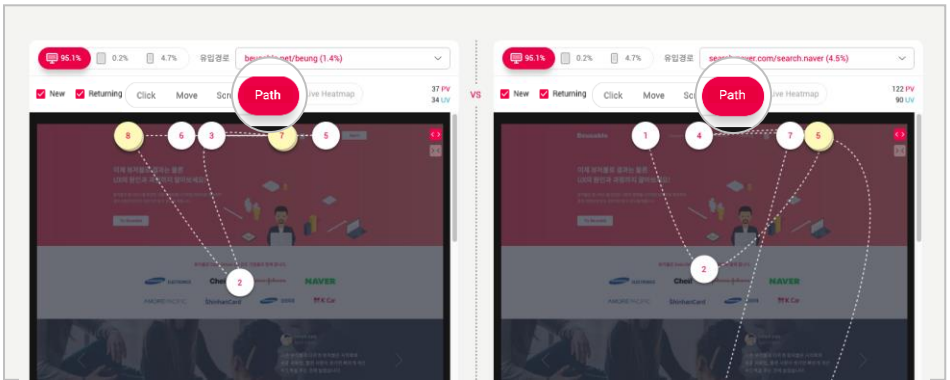
Compare how the overall distribution of user interest and behavior differ by referrers.





### 3 Compare Levels of User Activity

You can compare scroll heatmaps and attention data of different user groups by referrers. Monitor how far down to the page users have reached and their page engagement level. Then use the data to build crucial marketing strategies.



### 4 Compare & Examine Content Navigation Flow

Compare activity path as well as the content navigation flow and duration time.

5 Referrer

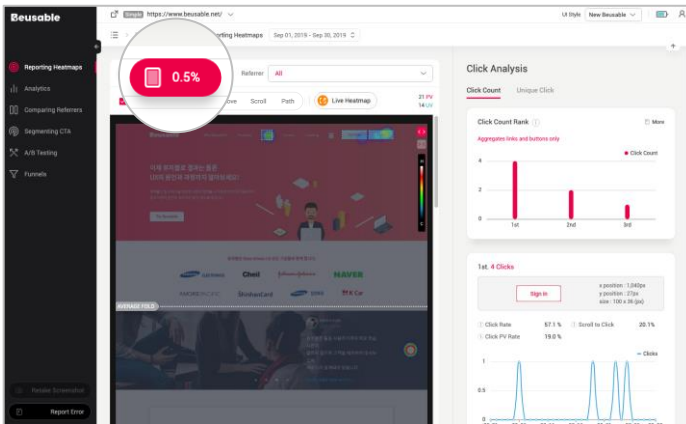
Direct (55.5%)

▼

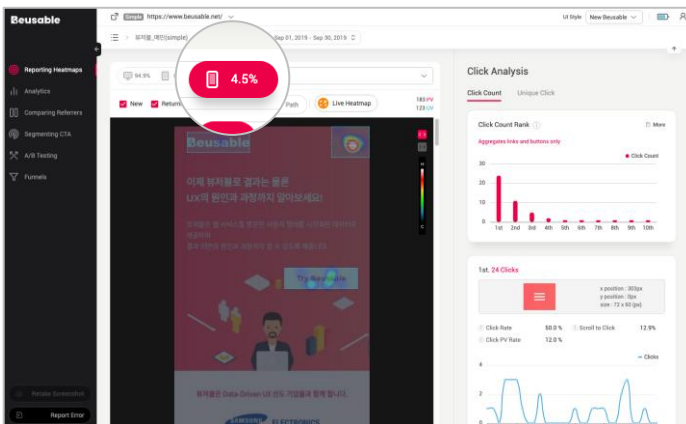
Heatmaps are generated based on data grouped by referrer. Compare how each group of users behave differently by their referrers.

# Service Features: Mobile Device (Tablet & Phone) Support

Beusable service is not limited to desktop users. Beusable also supports mobile devices i.e. tablets and smartphones. Mobile specific events such as touch ends, touch moves, scrolls can also be collected and visualized.



Tablet



Phone

# Collecting User Data

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Beusable does not collect any personal information from users. Mouse events on Desktop PC are equivalent to touch events on Mobile devices.

Basic Information	
Type of Information	Description
Web Environment	Device type
	User OS
	User browser agent
	User browser information
	Viewport, contents, screen size
URL	Current URL
	Referrer
Network	User IP
	Access time
	Access end time

User Event Information		
Event Type	Desktop	Mobile
Conversion-Related	Click	Touch end
	Focus	
Navigation-Related	Mouse move	Touch move
Scroll-Related	Scroll	Scroll
Others	Visibility Change	Visibility Change

### 3. Key Strengths of Beusable

## Technical Strengths of Beusable

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Beusable is a highly reliable and flexible global UX solution that is built by top IT professionals.



Reliable

Stable Big data process platform  
with no size limit



Flexible

Streaming data process for  
customized trend analysis



Real-Time

Realtime irregular traffic or  
web usage pattern detection

# Service Convenience

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## SaaS (Software as a Service)

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- Purchase initial server at no cost.
- Reduce labor costs in operating needed to maintain server.
- Install and upgrade fast and easy in just minutes.
- Use it anywhere, anytime.

## Script Code-Based Service

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- Data storing process and analysis starts as soon as the first PV occurs.
- Minimize data distortion via cookie-based data tracking.
- Simply install Beusable's script code to begin. No additional operation is required even if the server or network environment changes.
- Data analysis on highly efficient data process platform.

Stable

Accurate

Simple

Real-Time

Extensible

## 4. Using Beusable

# User Support

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If you have any questions, please contact us through: [www.beusable.net/contact](http://www.beusable.net/contact)

### Customer Service & Technical Support

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- For any inquiries made, our operations managers will try to contact the client as soon as possible. Professional researchers are onsite to help our clients with issues and questions.
- Professional consultation is available in Korean, English and Japanese.
- Our support team is available for clients who's having trouble starting Beusable service.

### Educational Training & Seminars

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- We offer offline sessions for service utilization and data analysis for our clients to promote data-driven UX and its importance in our lives.
- Seminars are held on a regular basis in order to share our strategies and success achieved in the industry.

## Data-Driven UX Consulting

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- Our data-driven UX consulting is driven by professional researchers. We strive to support the success of your business.

## Manuals & Guidelines

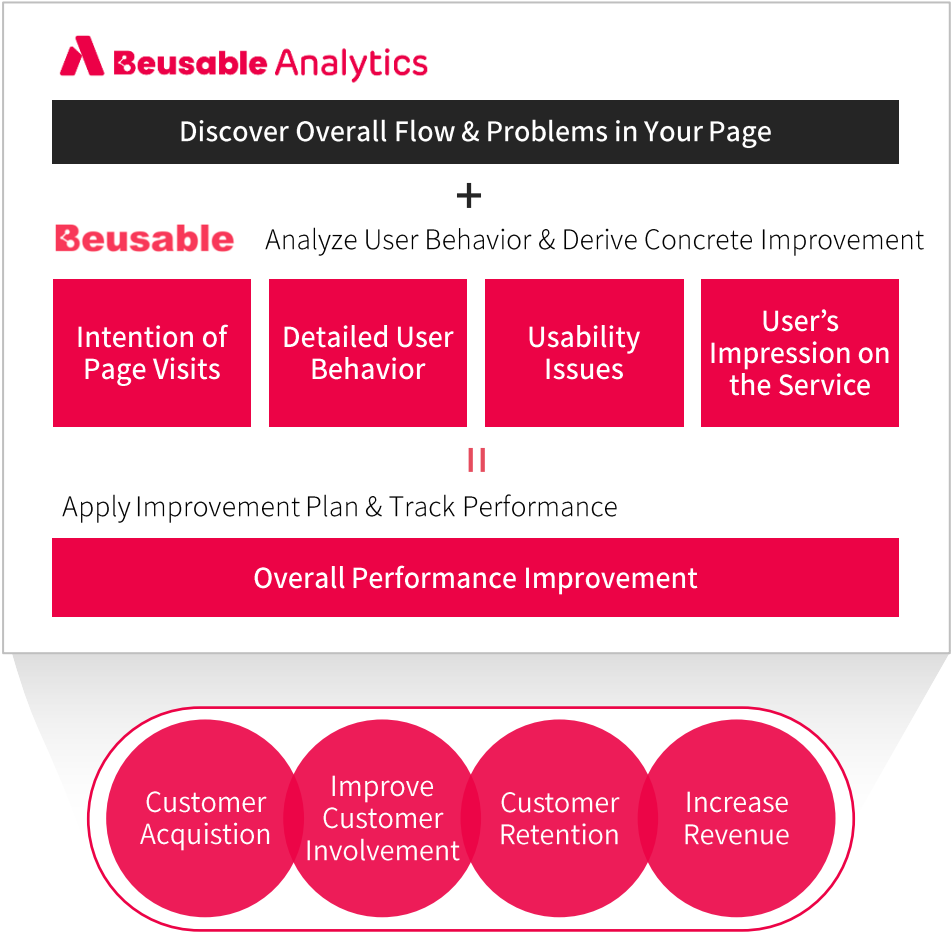
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- We provide guidelines for our clients from A to Z. You will find the manual to integrate and use the service and how to understand the outcomes.

These are supported for the Enterprise Plan users. Further inquiries on Enterprise Plan, please contact us via +82-31-625-4395~6 or [beusable@4grit.com](mailto:beusable@4grit.com)

# Synergistic Beusable

Using Beusable along with other web log analysis tools such as Beusable Analytics can bring out the complete result. Overall trend and flow between pages with Beusable Analytics and page level of detailed UX report with Beusable. It is inevitable to have a great UX improvement.





# Representative Clients & Business Partners

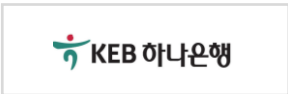
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We are building on our history and reputation with our leading data-driven UX client companies.

## Global



## Domestic



# Pricing Plans



\* VAT-Exclusive

	SaaS		
	Trial 14 Days Free	Starter 60k (KRW) /mo	Basic 100k (KRW) /mo
Monthly Provided PV	10,000 PV	50,000 PV	100,000 PV
Data Reflection Cycle	Hourly	Hourly	Hourly
Available Number of Pages for Registration	Unlimited	Unlimited	Unlimited
Data Storage Period	-	6 Months	6 Months
UX Heatmap & Reporting Heatmaps	✓	✓	✓
Analytics	✓	✓	✓
Comparing Referrers	✓	✓	✓
Segmenting CTA	✓	✓	✓
A/B Testing	✓	✓	✓
Exclude Certain Elements (e.g. Pop-Up)	✓	✓	✓
Exclude Certain IP	✓	✓	✓
Weekly Report	✓	✓	✓
Analysis of Log-In Necessary Page	✓	✓	✓
Funnels	✓	✓	✓
Session Report	✓	✓	✓
Live Heatmap	✓	✓	✓
Live Heatmap PDF Download	✓	✓	✓
Analytics Report Sharing	✓	✓	✓
Technical Support and Exceptional Assistance			
Extension of Data Retention			
SPA Customization			
UX Big Data Analytics Report			
Supports AMP			
Customization on Features			
Enterprise Exclusive Page and Server			

	SaaS			
	Light 200k (KRW) /mo	Standard 300k (KRW) /mo	Premium 400k (KRW) /mo	Pro 500k (KRW) /mo
Monthly Provided PV	200,000 PV	300,000 PV	400,000 PV	500,000 PV
Data Reflection Cycle	Hourly	Hourly	Hourly	Hourly
Available Number of Pages for Registration	Unlimited	Unlimited	Unlimited	Unlimited
Data Storage Period	6 Months	6 Months	6 Months	6 Months
UX Heatmap & Reporting Heatmaps	✓	✓	✓	✓
Analytics	✓	✓	✓	✓
Comparing Referrers	✓	✓	✓	✓
Segmenting CTA	✓	✓	✓	✓
A/B Testing	✓	✓	✓	✓
Exclude Certain Elements (e.g. Pop-Up)	✓	✓	✓	✓
Exclude Certain IP	✓	✓	✓	✓
Weekly Report	✓	✓	✓	✓
Analysis of Log-In Necessary Page	✓	✓	✓	✓
Funnels	✓	✓	✓	✓
Session Report	✓	✓	✓	✓
Live Heatmap	✓	✓	✓	✓
Live Heatmap PDF Download	✓	✓	✓	✓
Analytics Report Sharing	✓	✓	✓	✓
Technical Support and Exceptional Assistance				
Extension of Data Retention				
SPA Customization				
UX Big Data Analytics Report				
Supports AMP				
Customization on Features				
Enterprise Exclusive Page and Server				

	Enterprise			Non profit
	Enterprise Contact Us	Enterprise + Contact Us	On Premise Contact Us	Research & Nonprofit Institution Post-Negotiation Support
Monthly Provided PV	1,000,000 PV +	10,000,000 PV+	Unlimited	500,000 PV
Data Reflection Cycle	Hourly	Hourly	Hourly	Hourly
Available Number of Pages for Registration	Unlimited	Unlimited	Unlimited	Unlimited
Data Storage Period	6 Months	6 Months	1 Year	1 Year
UX Heatmap & Reporting Heatmaps	V	V	V	V
Analytics	V	V	V	V
Comparing Referrers	V	V	V	V
Segmenting CTA	V	V	V	V
A/B Testing	V	V	V	V
Exclude Certain Elements (e.g. Pop-Up)	V	V	V	V
Exclude Certain IP	V	V	V	V
Weekly Report	V	V	V	V
Analysis of Log-In Necessary Page	V	V	V	V
Funnels	V	V	V	V
Session Report	V	V	V	V
Live Heatmap	V	V	V	V
Live Heatmap PDF Download	V	V	V	V
Analytics Report Sharing	V	V	V	V
Technical Support and Exceptional Assistance	V	V	V	
Extension of Data Retention	Optional	Optional		
SPA Customization	Optional	Optional	Optional	
UX Big Data Analytics Report		Optional	Optional	
Supports AMP		Optional	Optional	
Customization on Features		Optional	Optional	
Enterprise Exclusive Page and Serv er			V	

Online Inquiry: [www.beusable.net/contact](http://www.beusable.net/contact)

# Frequently Asked Questions

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**Q.** Does Beusable work on mobile web/app?

**A.** Beusable is a web-based service supporting PC/mobile webs and hybrid applications.

**Q.** Can Beusable analyze the page that requires users to log in?

**A.** Yes, with Beusable, you can analyze pages that are accessible only to logged-in users with a simple setting.

**Q.** Is there any risk of personal data breach?

**A.** Beusable never logs user keystrokes but only uses visitors' mouse movement, IP and cookie information. Therefore we guarantee there is no risk of data breach.

**Q.** Is there any possible issue with web performance if Beusable's tracking code is installed?

**A.** Beusable has the least impact on site's performance. It has proven reliable in large-scale, global services. But if there is even a slightest performance concern, we can provide "defer" type of code implementation which executes our code when page is fully loaded and has zero impact on loading speed.

**Q.** Does it crash when used with Google Analytics?

**A.** No, there is no conflict between scripts as Beusable's tracking code is independent of Google Analytics tagging settings.

**Q.** Which plan do I need to choose?

**A.** You should select a plan that covers the number of monthly PV (Page Views) of your page(s).

# CONTACT US

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Homepage	<a href="http://www.beusable.net">www.beusable.net</a>
Facebook	<a href="http://www.facebook.com/beusable">www.facebook.com/beusable</a>
Instagram	<a href="http://www.instagram.com/with_4grit">www.instagram.com/with_4grit</a>
Blog	<a href="http://www.beusable.net/blog">www.beusable.net/blog</a>

Address	302, Uspace1 A, 660, Daewangpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
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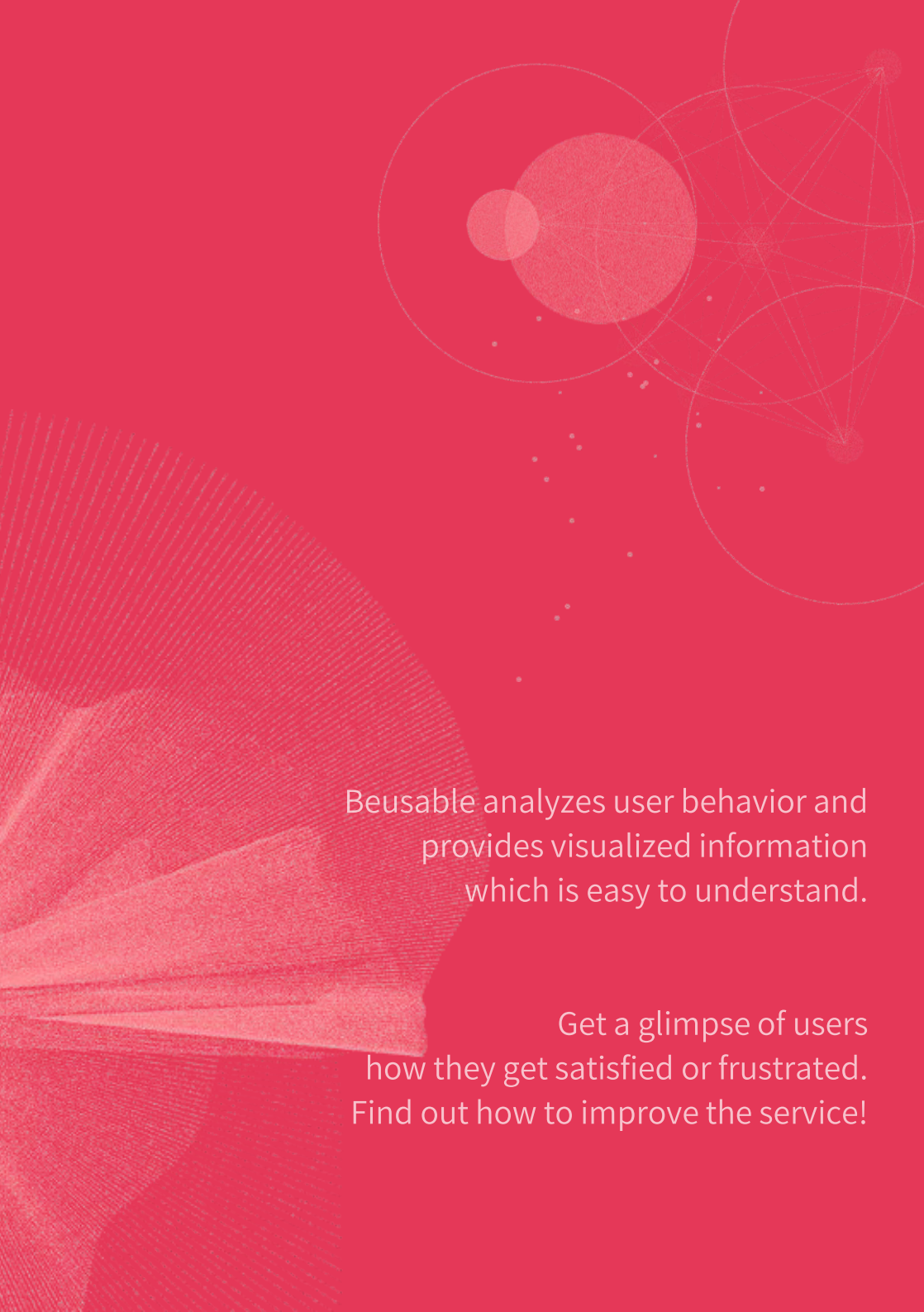
Online Inquiry	<a href="http://www.beusable.net/contact">www.beusable.net/contact</a>
Phone	+82- 31-625-4397
Service Inquiry	+82-31-625-4395~6 (Hours : 10AM~ 7PM KST) <a href="mailto:beusable@4grit.com">beusable@4grit.com</a>





No more ambiguous  
UX improvements!  
Improve UX by  
analyzing the data.





Beusable analyzes user behavior and  
provides visualized information  
which is easy to understand.

Get a glimpse of users  
how they get satisfied or frustrated.  
Find out how to improve the service!

