UX Analytical Tool Trends 2020. How Apps Do What They Do?

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Introduction

The rapid spread of the Coronavirus (COVID-19) is creating havoc across the globe as we all try to adapt to a new reality. Businesses are forced to rethink the user experience (UX) factor as users have come to expect excellent experiences from digital products, and companies that aren't delivering can quickly become irrelevant. No longer relegated to a few lone champions in any given organization, the user experience has become the concern of everyone from product designers to senior executives. Organizations are racing to understand their users' behavior and attitudes so they can meet their needs and stay relevant.

So we thought this might be a good time for us to understand what place does visual UX Analytics really hold for product and design teams across the globe. We conducted a small survey and distributed it across our social channels. We reached out to professionals across a wide variety of departments like design, product development, and tech support to understand how their organizations are approaching user experience, and conducting user research.
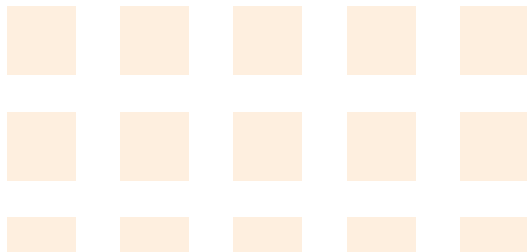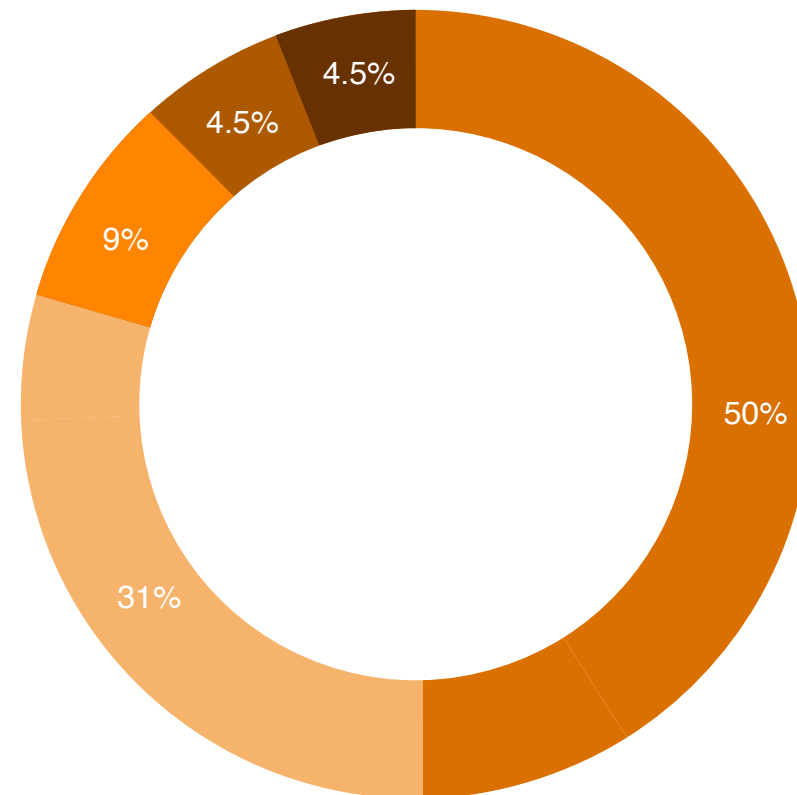
Now buckle up, here are the responses and key insights from the survey.

Primary Job Function

In terms of job function, half the respondents were UI/UX designers and 31% were involved in product development.
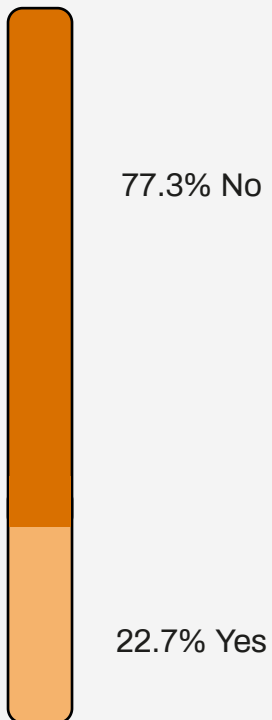
- Design/ UI/ UX
- Product Team
- Engineering/ Development
- Support Success
- Growth/ Marketing

4.5%

4.5%

9%

50%

31%

Do you have a UX Analytics Team?

More than 75% respondents claimed that they do not have a dedicated UX analytics team.

77.3% No

22.7% Yes
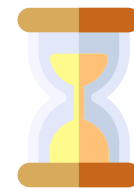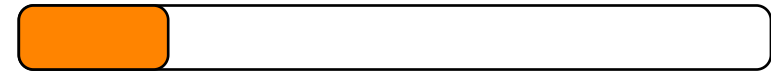
It is a key component of strategy — 36.4%

It is becoming relevant — 27.3%

It is an established process — 18.2%

It is only an afterthought — 18.2%
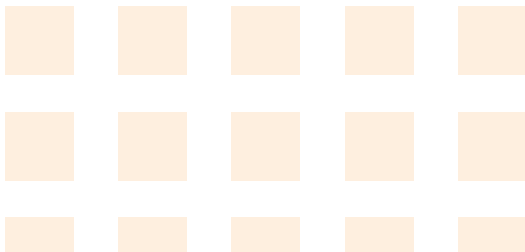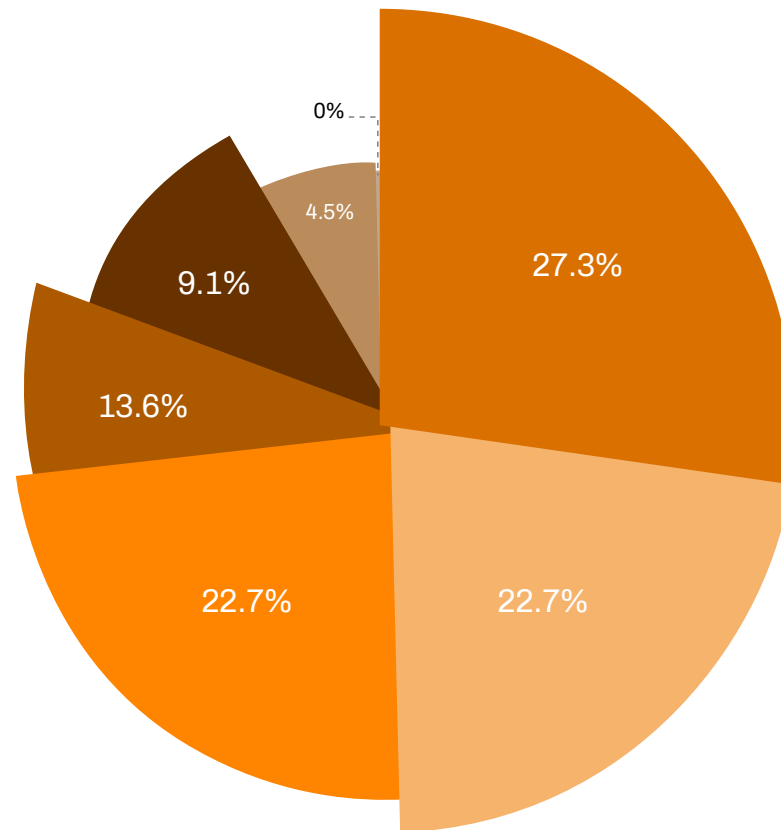
Current Status of UX analytics

Although most of the respondents believed that UX analytics was a key component of their business strategy, around 27.3% believed that they are still realising its relevance.

Monthly Budget for UX Analytics

Only 4.5% of respondents have set aside a budget of $5001-$10000 for UX analytics, while almost 27.3% have limited their budget to $1-$500.
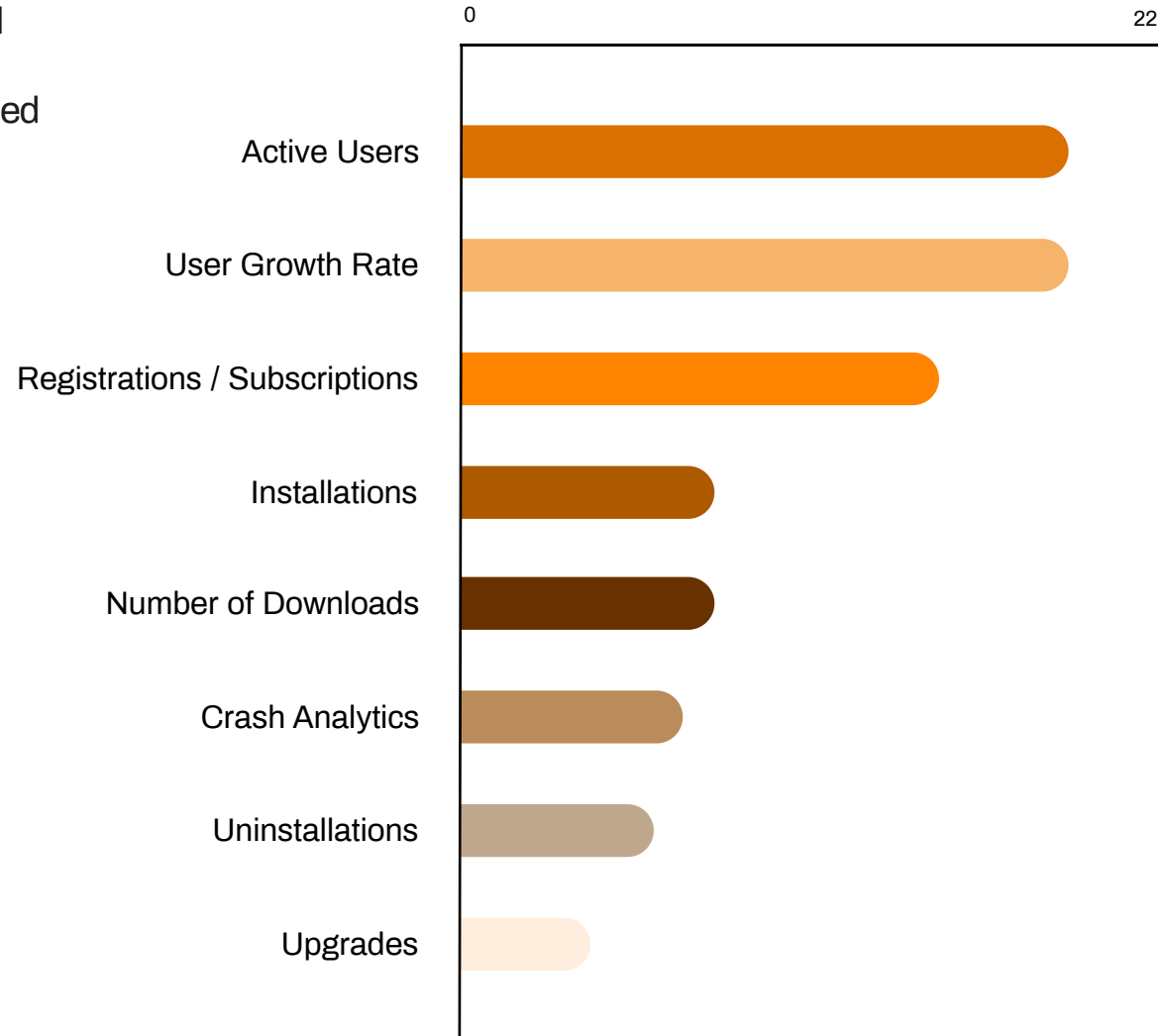
- $1 - $500
- Not Sure
- $1001 - $5000
- No Fixed Budget
- $501 - $1000
- $5001 - $10,000
- $50,000 +

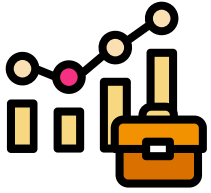27.3%

22.7%

22.7%

13.6%

9.1%

4.5%

0%

04

Metrics for
UX Performance

Active Users and User growth rate followed by registrations, no. of installations and downloads are the most popular metrics used to track UX analytics by respondents.

Common UX Analytics Answers to Look for

More than half the respondents find it difficult to configure how a user is using a new feature. 35% of the respondents remain clueless about how to place new components within their UI.

> While Click through rates and funnel conversions are good to give a picture of traffic on one's mobile app/ website, these are anecdotal in nature and do not represent the inherent thought process behind the user's journey in the workflow. This is where heat maps and session replays come to the fore; they give us an unbiased view of how the user thinks and perceives what you show to them on your screen and how they piece together the journey based on their previous experiences and knowledge of how things usually work.
>
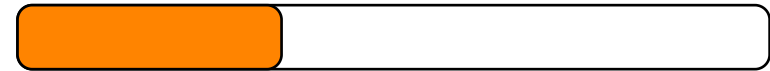> *- Prasanna Venkatesh*
>   *Senior Product Design Manager*

SWIGGY
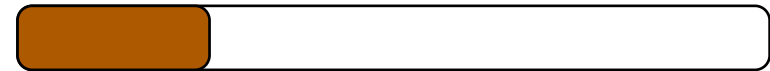
How is the user using the new feature? **59.1%**

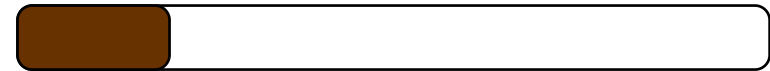Where should I place a new component? **31.8%**

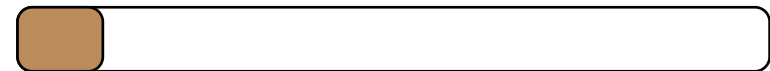Why did the user drop off? **31.8%**

How did the user reach here? **22.7%**

Why did the user rage-tap? **18.2%**

Why did my app stop responding? **9.1%**
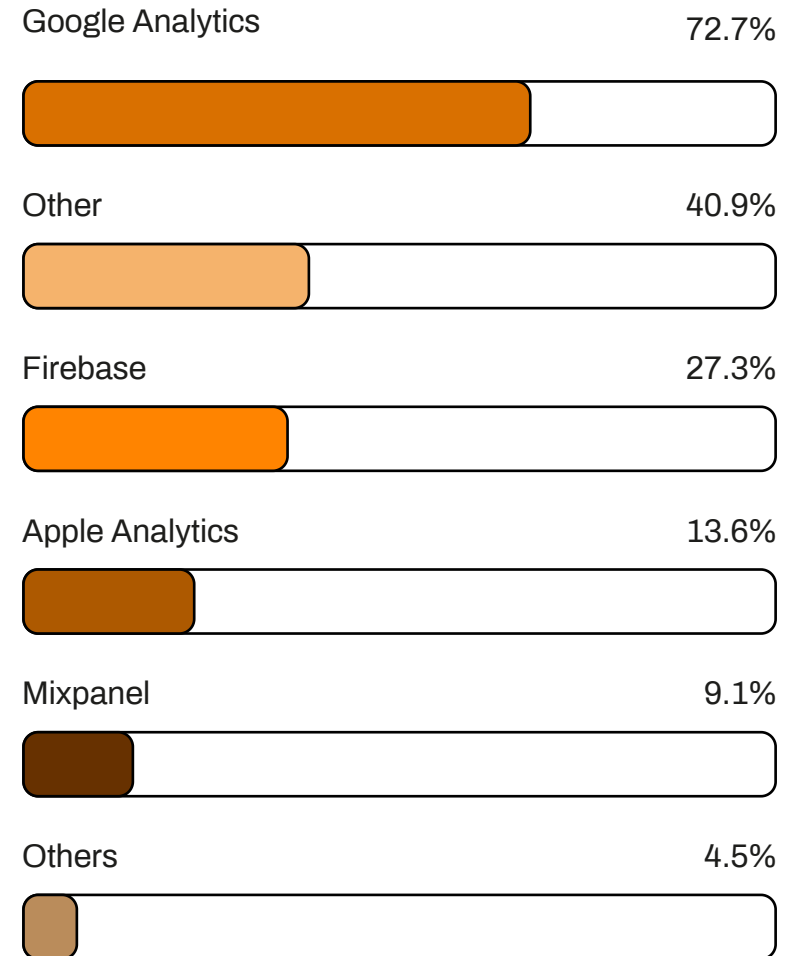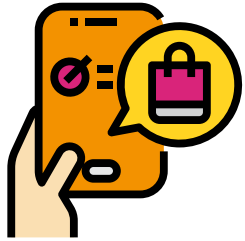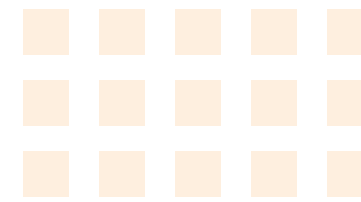
Why did my app crash? **9.1%**

Which App Analytics Tool do you use?

A big chunk of respondents count on Google analytics as an app analytics tool and 27% of them use Firebase.

A lot of people get caught up in the design of a product, but no one ever gets it entirely right the first time. Post-launch analytics give the insight and data needed to solve complex problems and identify previously inconceivable needs.

- Timothy Moad
 Founder/ Product Lead

THE PROTO PROCESS

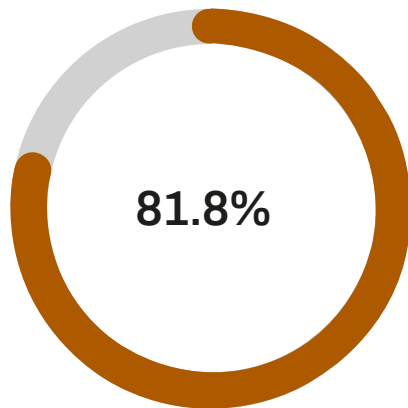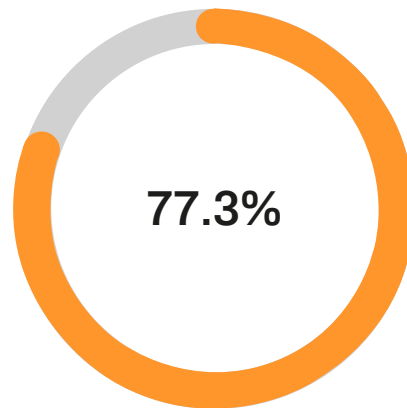| Tool	Percentage
Google Analytics	72.7%
Other	40.9%
Firebase	27.3%
Apple Analytics	13.6%
Mixpanel	9.1%
Others	4.5%

Features to be Included in UX Testing

In the order of priority, businesses would like to try out a UX analytics tool for funnel analysis, followed by touch heatmaps and session replays.

> Watching session replays can add a qualitative factor to tap analytics. It can uncover points of hesitation that you don't see otherwise. Heatmaps are great at exposing affordance issues in addition to other insights.
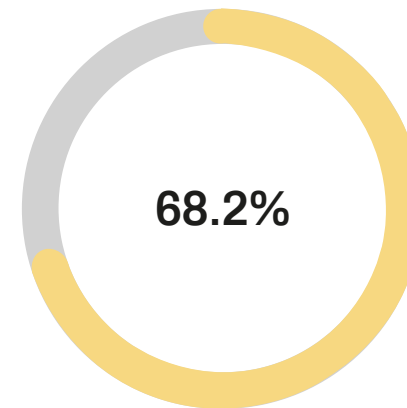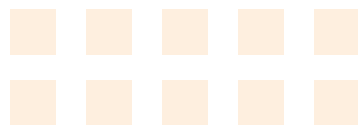>
> *- Kireeti Varma*
> *Product Manager*

ONEPLUS

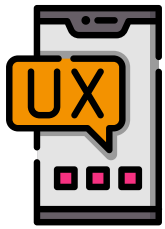**81.8%**

Funnel Analysis

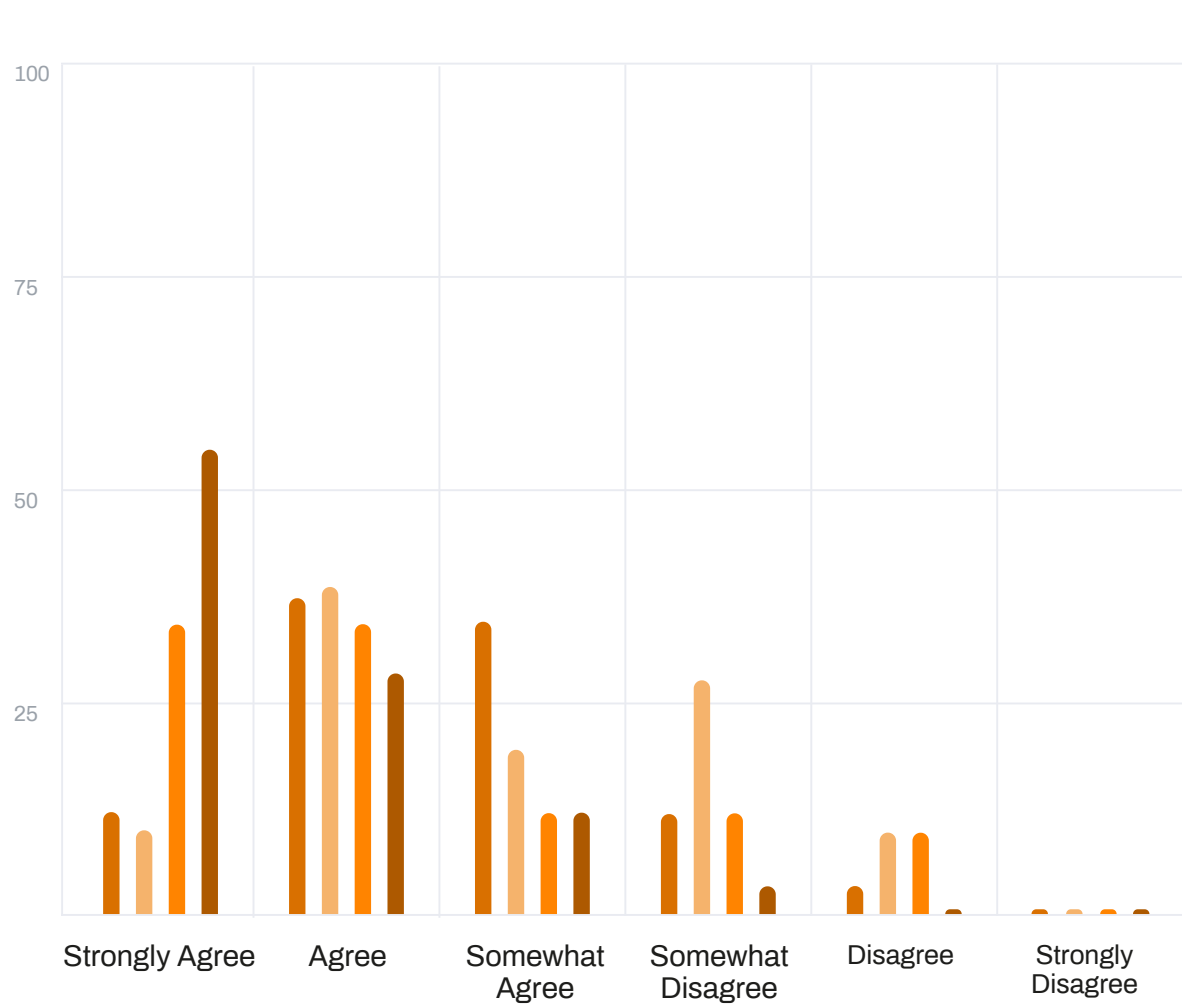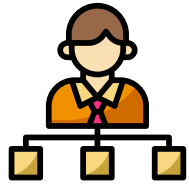**77.3%**

Touch Heatmaps

68.2%

Session Recordings

How Apps Factor in UX Analytics

- ● Overall App Experience is good

- ● Run a Periodic UX Analytics Study

- ● Monitor User Journey and Experience across all Apps and Devices

- ● Analytics and UX is Key in Product Decisions

| | Strongly Agree | Agree | Somewhat Agree | Somewhat Disagree | Disagree | Strongly Disagree |

UX FACTORS

09

Conclusion

The survey responses indicate a positive trend towards user experience factor in the product development cycle. Though the current status of UX in some enterprises isn't as expected, slowly but surely the companies are contemplating to focus more on UX in the future.

The shift is happening as companies are trying to bring the voice of the users to their decision-making process at every stage of product development.

The future is optimistic. Reason? More user-centered products, better user experiences, and increasing focus on UX research and analytics which inevitably becomes a win-win situation for all the stakeholders.

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