

Clarity as a Behavioral Lens

Learning objective: You'll understand what qualitative insights Microsoft Clarity provides for CRO decision-makers, and how to use heatmaps, scrollmaps, and session recordings as a basis for decisions, without spending hours watching videos yourself.

Key Takeaways

- Clarity complements analytics by adding qualitative behavioral data.
- Heatmaps, scroll maps, and rage clicks generate hypotheses for testing.
- Clarity doesn't prove anything. It shows patterns that you need to test.

Framework steps

1. **Quant vs. Qual**
2. **Placing Clarity in Context**
3. **Setting Requirements**
4. **Heatmaps**
5. **Scrollmaps**
6. **Recordings**
7. **Rage Clicks**

Key points at a glance

CONCEPT

The Problem with Pure Numbers

GA4 tells you: 65 percent of users drop off on the product detail page.

CONCEPT

What Clarity Actually Delivers

Heatmaps: Where do users click and move on a page?

CONCEPT

Rage Clicks as an Early Warning System

Rage clicks occur when users click on an element multiple times in rapid succession.

CONCEPT

Putting Clarity in Context

Clarity is not an analytics tool. It doesn't provide revenue figures.

On pages with high traffic but low conversion.

On which pages are we seeing unexpected scroll or click behavior?

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.