

Your filtered recording analysis

⌚ approx. 30 min

Module: Analyzing Session Recordings Effectively

Type: mini-audit

Task: Pick a specific question for your shop, for example: 'Why are mobile users dropping off in checkout?' Set the appropriate filters in your tool (device: mobile, cart reached, purchase not completed, optionally rage clicks). Review twenty sessions and document at least three recurring patterns, noting their frequency and estimated business impact. For each pattern, write a hypothesis in the format 'If... then... because...' and assign it either 'Quick Fix' or 'A/B Test'.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. What specific question in your shop could you answer most quickly with twenty filtered recordings?

2. How do your expectations of mobile users differ from what the recordings actually show?

3. Which recurring pattern would you turn into a test hypothesis first?

4. Which mistake in interpreting heatmaps or scroll maps is most important for your team to avoid?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.