Session Replay Analysis Template

Section 1: Session Details

1. **Session ID:**
   - Unique identifier for the session being analyzed.
2. **Date and Time:**
   - The date and time when the session occurred.
3. **User Information:**
   - Anonymous user ID or segment (e.g., new user, returning user).
4. **Device and Browser:**
   - Information about the device and browser used during the session.

Section 2: Session Summary

1. **Duration:**
   - Total duration of the session.
2. **Pages Visited:**

- List of pages visited during the session.

3. Key Actions:

- Summary of key actions taken by the user (e.g., clicks, form submissions).

Section 3: User Behavior Analysis

1. Entry Point:

- The page where the user entered the site.

2. Navigation Path:

- Detailed path the user took from entry to exit.

3. Interaction Points:

- Specific points where the user interacted with elements on the page (e.g., buttons, links).

4. Scroll Behavior:

- Analysis of how far the user scrolled on each page.

5. Clicks and Taps:

- Locations and frequency of clicks and taps.

6. Form Interactions:

- Details on how the user interacted with forms (e.g., fields filled, errors encountered).

Section 4: Identified Issues

1. **Usability Issues:**

- Any usability issues observed during the session (e.g., confusion, hesitation).

2. **Technical Issues:**

- Any technical problems encountered (e.g., broken links, page errors).

3. **Content Issues:**

- Issues related to content (e.g., unclear messages, missing information).

Section 5: Opportunities for Improvement

1. **Usability Improvements:**

- Suggestions for improving usability based on observed behavior.

2. **Technical Fixes:**

- Recommendations for fixing technical issues identified.

3. Content Enhancements:

- Ideas for improving content clarity and relevance.

Section 6: Metrics and Insights

1. Conversion Rate:

- Conversion rate observed during the session (if applicable).

2. Bounce Rate:

- Bounce rate for the session.

3. Engagement Rate:

- Engagement metrics such as time on page and interaction rate.

4. User Feedback:

- Any direct feedback from the user during or after the session (e.g., through feedback polls).

Section 7: Action Plan

1. Immediate Actions:

- List of immediate actions to be taken based on the analysis.

2. Long-Term Improvements:

- Long-term strategies for improving user experience and addressing identified issues.

3. Responsible Parties:

- Assign responsibilities for implementing the suggested improvements.

Section 8: Review and Follow-Up

1. Follow-Up Date:

- Schedule a date for reviewing the effectiveness of the implemented changes.

2. Additional Comments:

- Any additional comments or observations from the analysis.