



# UX Designer Cheat Sheet



## Your Go-To Metrics For:

Use Zoning and Page Comparator to find the following metrics and lead your analysis.



### Bug Detection:

Click Recurrence  
Hesitation Time  
Load Time

### Performance:

Engagement Rate  
Activity Rate  
Hover Rate

### Positioning:

Exposure Rate  
Attractiveness Rate  
Scroll Rate

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## Bitesize Data Using Widgets

Create quick and easy widgets in the Workspace Module to monitor the performance of your page.



### Single Value Widgets

Main Category Page Bounce Rate  
Exposure Rate on Product Block  
Click Recurrence on CTA  
Engagement Rate on Product Block

### Line Graph Widgets

Campaign Page Visits  
Conversions on Page  
Bounce Rate on Category/ Product Page  
Scroll Rate

**Remember** to use comparison mode to compare different campaigns and time periods!

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## Useful Segments and Goals

Create and apply smart segments and goals to identify differences in user behaviour.



Time Spent on Page  
Ecommerce Transaction  
Zone Clicked  
Zone Hovered  
Hesitation Time on Zone

Scroll Rate of Page  
Click Recurrence on Zone  
Exit Zone (Last Hovered)  
Time Before First Click on Zone  
Bounce/ Non - Bounce Visits

