



# Using Heatmaps to Improve User Experience

The background of the slide is a light beige color with a subtle, intricate pattern of thin, wavy lines resembling a topographic map. In the top-left and bottom-right corners, there are larger, more prominent topographic map sections with color gradients ranging from dark purple to bright yellow.

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What is a Heatmap?

Understanding Your Audience

Reviewing a Heatmap

High Impact (Low Effort) Changes

Risks

# What Is a Heatmap?

“A heatmap uses a warm-to-cool color spectrum to show you which parts of a page receive the most attention.”

crazyegg 



Warm = more attention, cool = less attention

Heatmap uses a  
warm-to-cool color spectrum to  
show you which parts of a page  
receive the most attention."

crazyegg 

“A heatmap uses a warm-to-cool color spectrum to show you where users receive the most attention

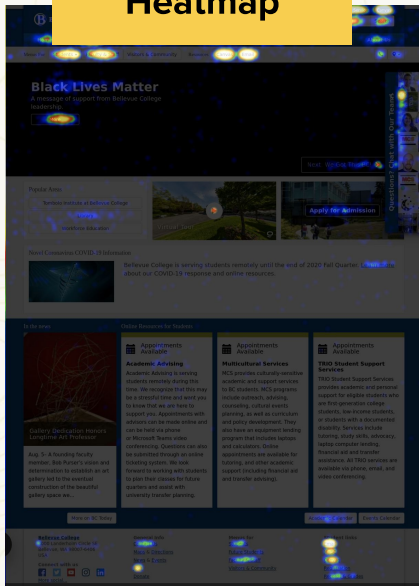
most clicked links or most area scrolled to

most attention

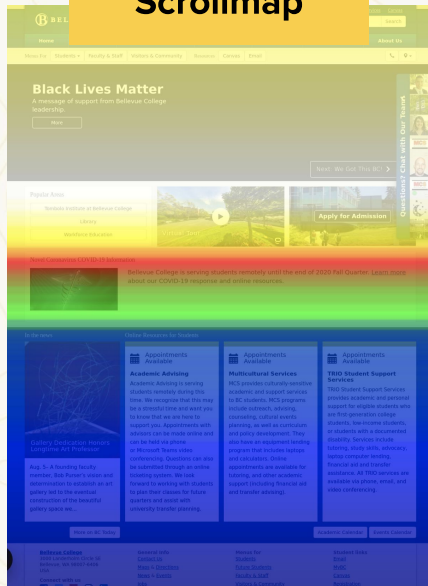
crazyegg 

# Crazyegg Views

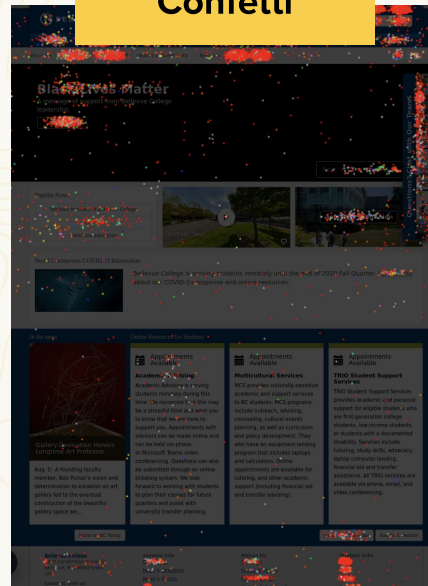
## Heatmap



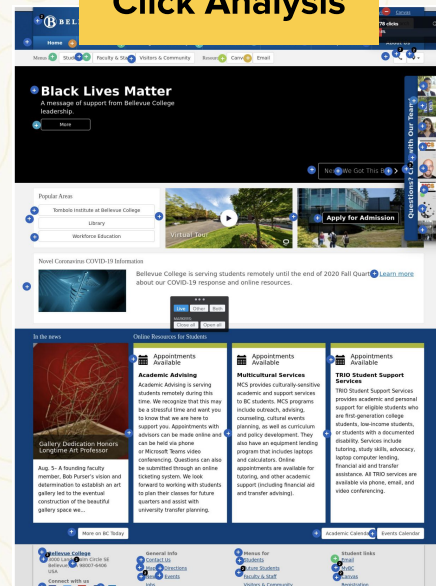
## Scrollmap



## Confetti



## Click Analysis

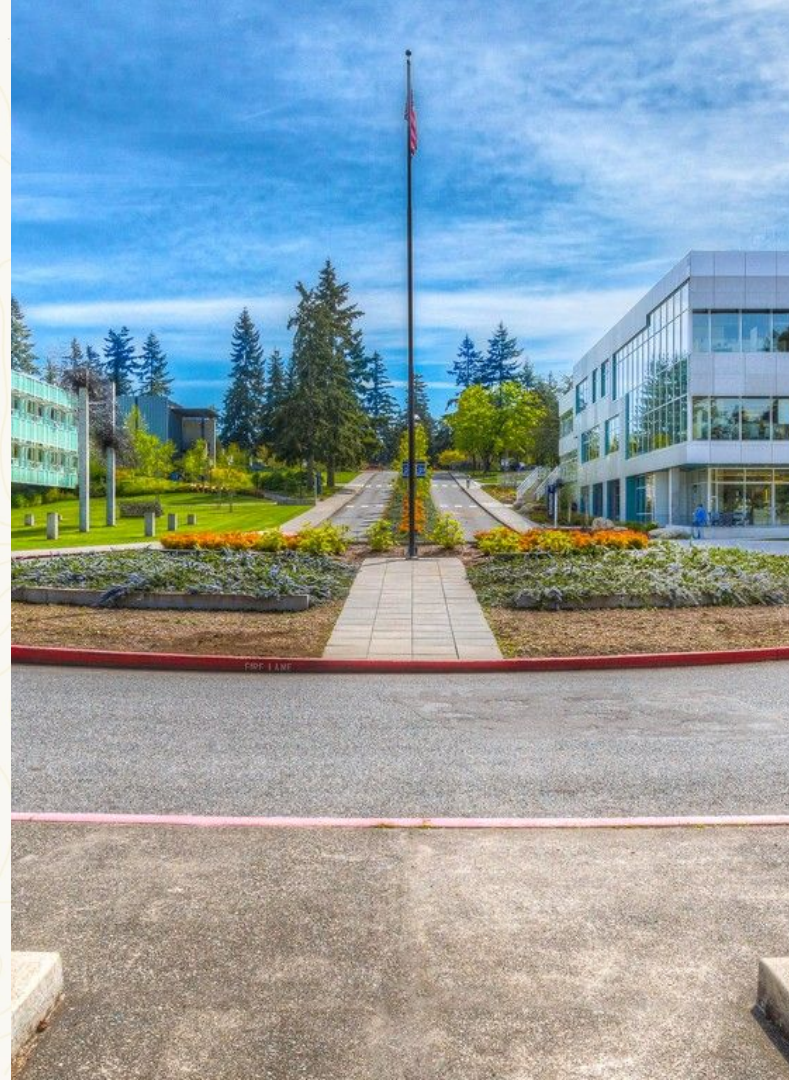


# Understanding Your Audience



# Bellevue College

<b>Location</b>	Bellevue, Washington
<b>Funding</b>	Public School
<b>Degrees Awarded</b>	Bachelor/Associate/Certificate
<b>Enrollment</b>	28,658 Students
<b>Full Time</b>	45% of Students
<b>Age Range</b>	60% of Students are 20-29



# Non-Traditional Students

---

Independent of parents for financial aid reasons

---

Have one or more dependents

---

Are a single caregiver

---

Don't have a traditional high school diploma

---

Delayed postsecondary enrollment

---

Stopped a degree program for many reasons

---

Attended or are attending school part time

---

Are employed full time

---

**7 Strategies for Recruiting Adult Learners and Non-Traditional Students** 





# Key Themes

---

Flexibility

---

Mitigating anxiety about returning to college

---

Program details

---

Affordability

---

Outcomes

---

Accreditation

---

**7 Strategies for Recruiting Adult Learners and Non-Traditional Students** 



# Reviewing a Heatmap



# What are we looking for?

# Patterns.

# What do users want? What don't they want? What is missing?

- Places where users are clicking a lot, particularly on items that aren't links.
- Places where calls-to-action (CTAs) are not being clicked.
- Types of links being clicked
- Usability issues/user confusion.
- Where a high % of users stopped scrolling.



Refresh your memory 





# Jot down some notes

Home button?

Lots of menus // no dropdown

Canvas link in two places

Slider? Slider menu thing?

Chat??

Popular areas -- true?

Virtual tour?

COVID link strong enough? No button

Online resources -- lots of text





## Macro

Places where users are clicking a lot, particularly on items that aren't links.

Places where CTAs are not being clicked.

Types of links being clicked

Usability issues/user confusion.

Where a high % of users stopped scrolling.

## Micro

Is the home button necessary?

Is the main navigation/sub navigation being used?

Are users interacting with both Canvas links?

Are the slider controls being used? (i.e., are users interacting with more than one slide?)

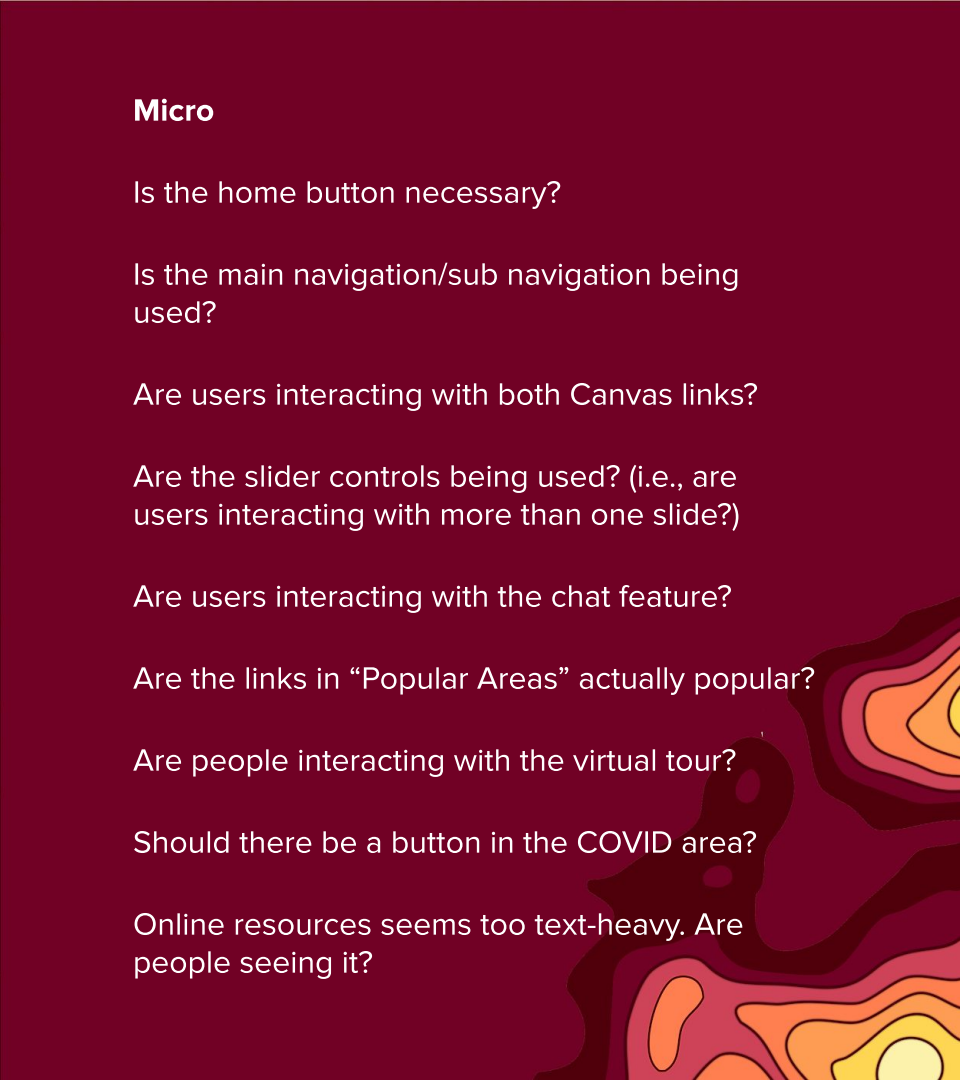
Are users interacting with the chat feature?

Are the links in "Popular Areas" actually popular?

Are people interacting with the virtual tour?

Should there be a button in the COVID area?

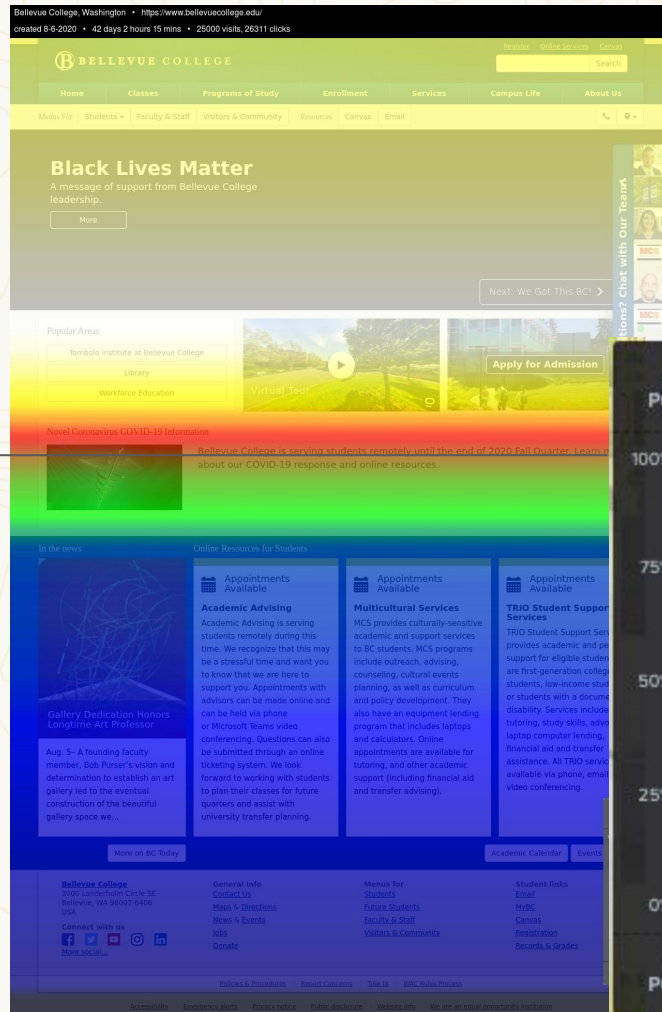
Online resources seems too text-heavy. Are people seeing it?



# Where users stopped scrolling

Average Fold: 793px

Reviewing a Heatmap



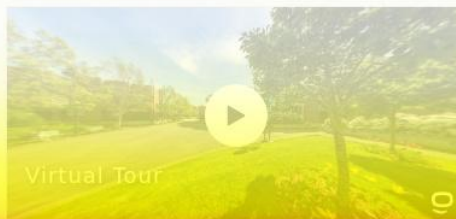
## Black Lives Matter

A message of support from Bellevue College leadership.

[More](#)

Next: We Got This BC! >

### Popular Areas

[Tombolo Institute at Bellevue College](#)
[Library](#)
[Workforce Education](#)


Virtual Tour



[Apply for Admission](#)

Questions? Chat with Our Team



### Novel Coronavirus COVID-19 Information

Bellevue College is serving students remotely until the end of 2020 Fall Quarter. [Learn more](#)



# Novel Coronavirus COVID-19 information



Bellevue College is serving students remotely until the end of 2020 Fall Quarter. [Learn more](#) about our COVID-19 response and online resources.

## In the news



### Gallery Dedication Honors Longtime Art Professor

Aug. 5- A founding faculty member, Bob Purser's vision and determination to establish an art gallery led to the eventual construction of the beautiful gallery space we...

[More on BC Today](#)

## Online Resources for Students

 Appointments Available

### Academic Advising

Academic Advising is serving students remotely during this time. We recognize that this may be a stressful time and want you to know that we are here to support you. Appointments with advisors can be made online and can be held via phone or Microsoft Teams video conferencing. Questions can also be submitted through an online ticketing system. We look forward to working with students to plan their classes for future quarters and assist with university transfer planning.

 Appointments Available

### Multicultural Services

MCS provides culturally-sensitive academic and support services to BC students. MCS programs include outreach, advising, counseling, cultural events planning, as well as curriculum and policy development. They also have an equipment lending program that includes laptops and calculators. Online appointments are available for tutoring, and other academic support (including financial aid and transfer advising).

 Appointments Available

### TRIO Student Support Services

TRIO Student Support Services provides academic and personal support for eligible students who are first-generation college students, low-income students, or students with a documented disability. Services include tutoring, study skills, advocacy, laptop computer lending, financial aid and transfer assistance. All TRIO services are available via phone, email, and video conferencing.

[Academic Calendar](#)

[Events](#)

**Bellevue College**  
3000 Landerholm Circle SE  
Bellevue, WA 98007-6406  
USA

Connect with us



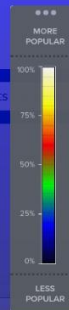
[More social...](#)

General Info  
[Contact Us](#)  
[Maps & Directions](#)  
[News & Events](#)  
[Jobs](#)  
[Donate](#)

Menus for Students  
[Future Students](#)  
[Faculty & Staff](#)  
[Visitors & Community](#)

Student links  
[Email](#)  
[MyBC](#)  
[Canvas](#)  
[Registration](#)  
[Records & Grades](#)

[Policies & Procedures](#) | [Report Concerns](#) | [Title IX](#) | [WAC Rules Process](#)



## Reasons users stop scrolling:



- They found the information they were looking for
- They found a path to get to the information they were looking for



- They thought they had reached the end of the page (“false floor”)
- They lost interest in the page

## Reasons users stop scrolling:

### Yes, for internal audiences especially

- They found the information they were looking for
- They found a path to get to the information they were looking for



- They thought they had reached the end of the page (“false floor”)
- They lost interest in the page



## Reasons users stop scrolling:



### All audiences

---

- They found a path to get to the information they were looking for



- They thought they had reached the end of the page (“false floor”)
- They lost interest in the page

## Reasons users stop scrolling:



- They found the information they were looking for
- They found a path to get to the information they were looking for

??

- They thought they had reached the end of the page (“false floor”)
- They lost interest in the page

What is a false floor/illusion of completeness?

“The illusion of completeness happens when the visible content on the screen appears to be complete, when in fact more information exists outside of the viewable area.”

Nielsen Norman Group 



False floor flags

Large hero graphics or video


Distinct horizontal lines

Expansive white space between content elements

Interruptions in the content flow

Nielsen Norman Group 





[Register](#)
[Online Services](#)
[Canvas](#)

[Home](#)
[Classes](#)
[Programs of Study](#)
[Enrollment](#)
[Services](#)
[Campus Life](#)
[About Us](#)

[Menus For](#)
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[Faculty & Staff](#)
[Visitors & Community](#)
[Resources](#)
[Canvas](#)
[Email](#)

## Black Lives Matter

A message of support from Bellevue College leadership.

More

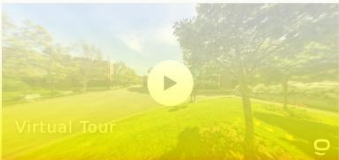
Next: We Got This BC! >

### Popular Areas


[Tombolo Institute at Bellevue College](#)

[Library](#)

[Workforce Education](#)




Virtual Tour



Apply for Admission

Questions? Chat with Our Team!


### Novel Coronavirus COVID-19 Information



Bellevue College is serving students remotely until the end of 2020 Fall Quarter. [Learn more](#) about our COVID-19 response and online resources.


### In the news

### Online Resources for Students




Appointments Available

**Academic Advising**



Appointments Available

**Multicultural Services**



Appointments Available

**TRIO Student Support Services**

Potential false floor

Potential false floor

[Register](#)
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[About Us](#)

Menus For

[Students](#)
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[Canvas](#)
[Email](#)

## Latinx-Hispanic Heritage Month

Many volunteers helped to bring a series of webinars and workshops, a library display, a magazine and cooking demonstrations.

More

Next: We Got This BC! >

Popular Areas

Tombolo Institute at Bellevue College

Library

Workforce Education

Virtual Tour

Apply for Admission

### Novel Coronavirus COVID-19 Information

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### In the news

### Online Resources for Students

Appointments available

Benefit Hub

Appointments available

Counseling Center

Available remotely

Disability Resource Center

- ✗ Large hero graphics or video
- 🤔 Distinct horizontal lines
- ✗ Expansive white space between content elements
- ✗ Interruptions in the content flow

Risk: Low

Risk: Medium

## Reasons users stop scrolling:



- They found the information they were looking for
- They found a path to get to the information they were looking for

### Probably not

- They thought they had reached the end of the page (“false floor”)
- They lost interest in the page

## Reasons users stop scrolling:



- They found the information they were looking for
- They found a path to get to the information they were looking for

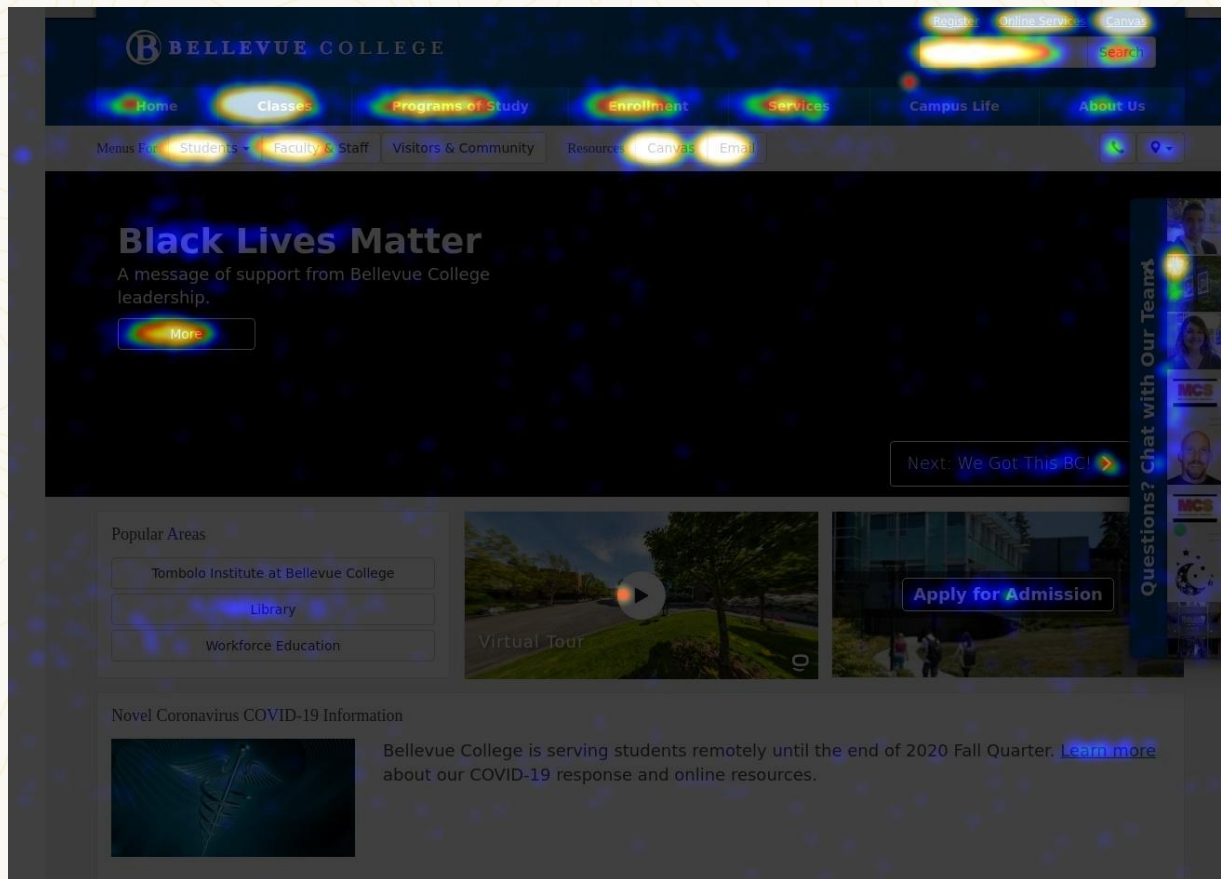


### Most likely

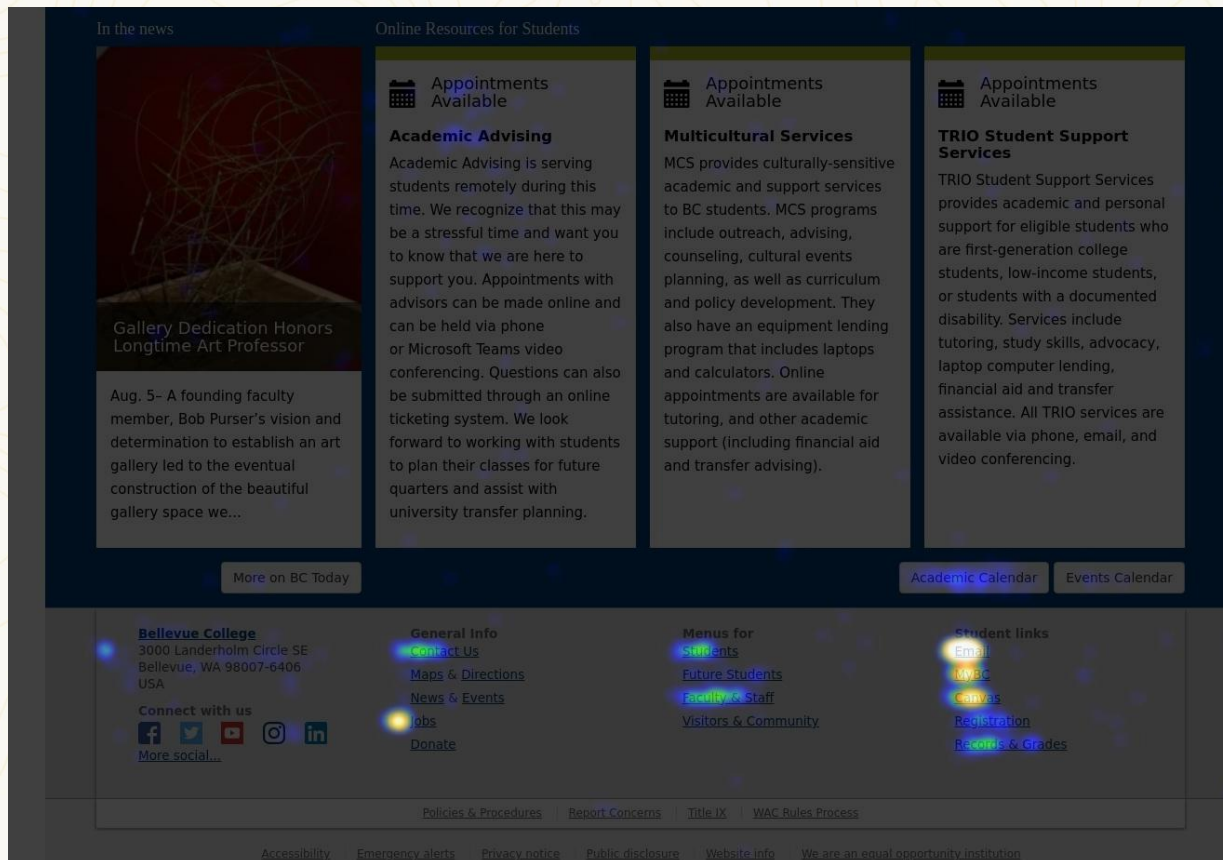
- They lost interest in the page



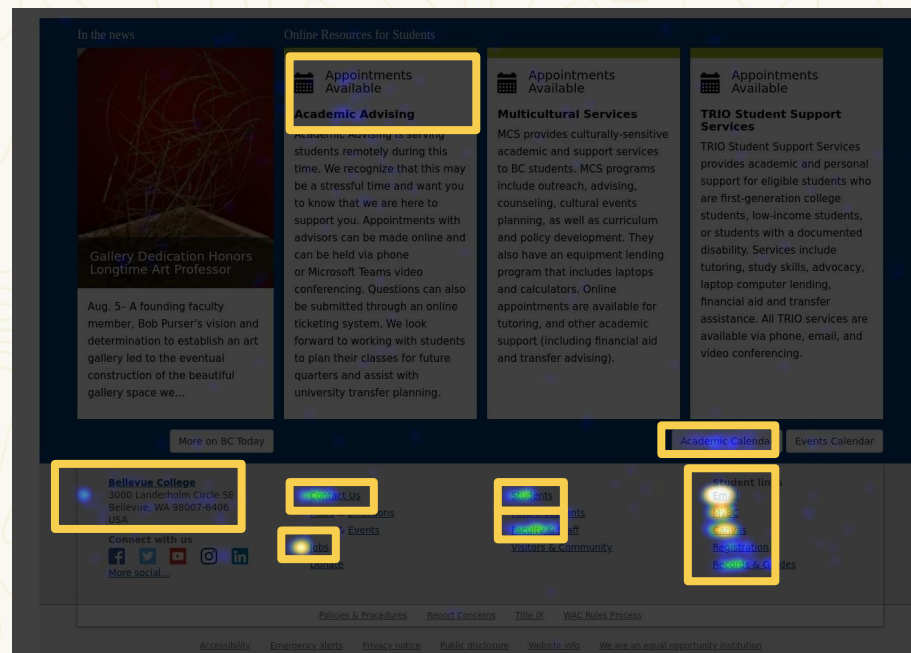
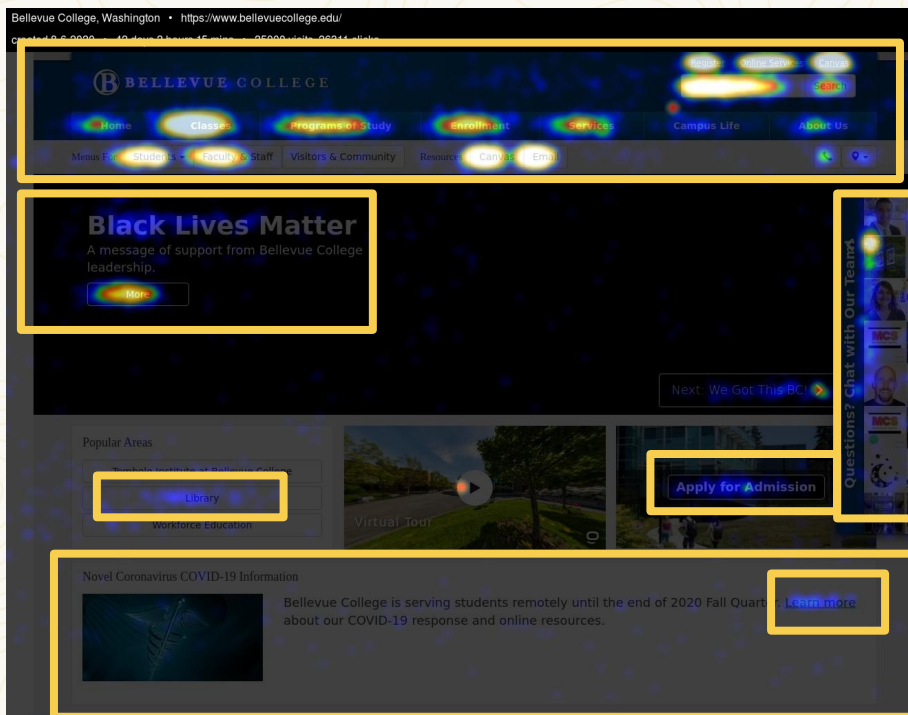
# Heatmap



# Heatmap

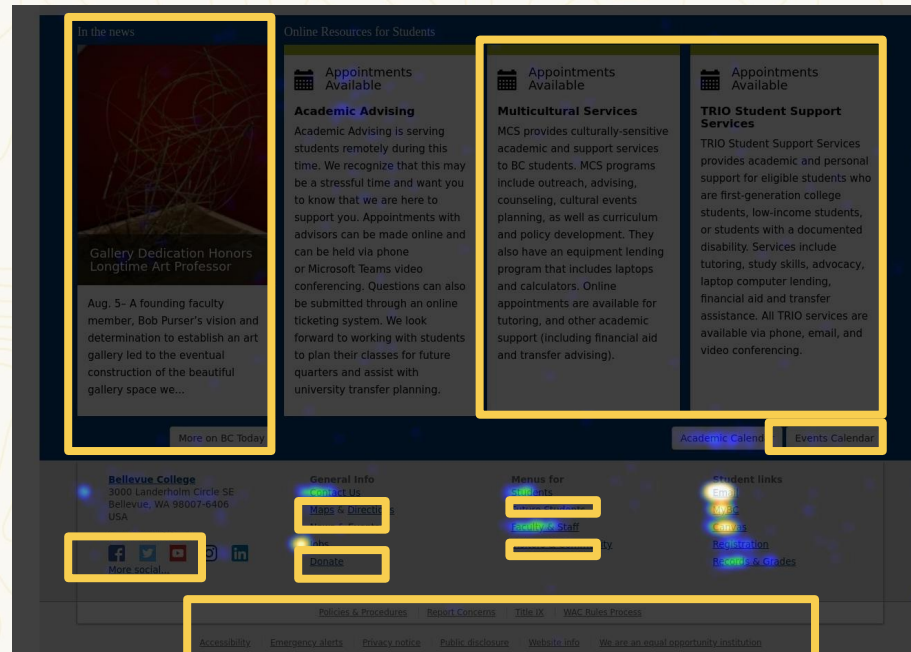
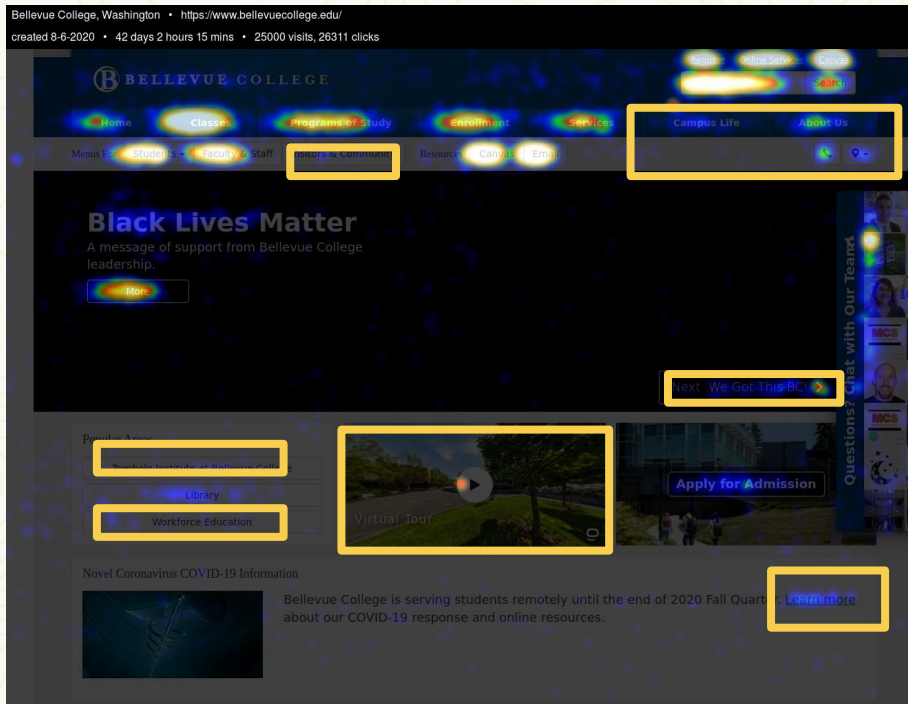


# Where users are clicking





# Where users are not clicking





## Macro

Places where users are clicking a lot, particularly on items that aren't links.

- **Utility nav, hero area CTA. Clicking all over COVID box**

Places where CTAs are not being clicked.

- **Popular links, virtual tour, in the news, other resources**

Types of links being clicked

- **Lots of links for internal audiences**

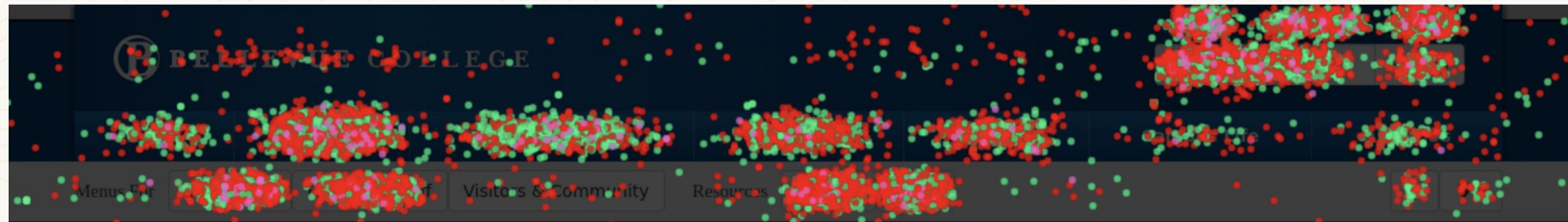
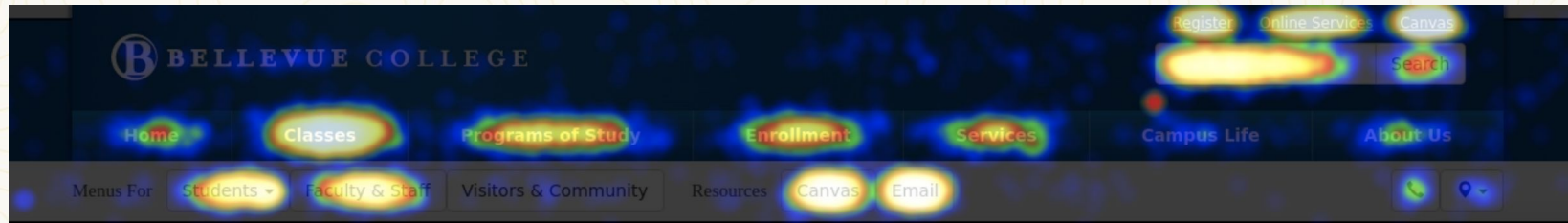
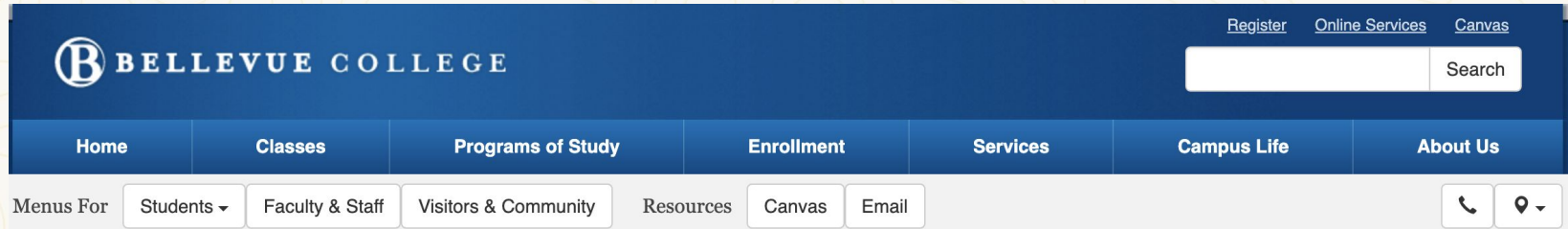
Usability issues/user confusion.

- **Home button, slider controls**

Where a high % of users stopped scrolling.

- **The start of the COVID-19 information**

# Header



Returning Visitors



New Visitors



Unknown

# Header



## 🚩 Home Button

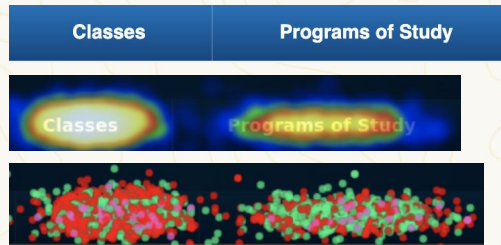
People are confused about whether or not this is the “real” homepage - and are clicking this button in order to make sure they’re in the right place.

New visitors seem slightly more confused.



### Site Structure Edit

Delete home button in the main navigation. Users are accustomed to clicking on the logo or using the back button to return to the homepage.



## 😞 Classes vs Programs of Study

Strong interest in academic content.

“Classes” is more popular with returning visitors while “Programs of Study” is more popular with new visitors, despite the similar themes.



### Site Structure Edit

Consider combining sections to appeal to more users - maybe “Programs and Courses”



# Header



## 🚩 Enrollment

As this is the “Apply” section, concerned that this isn’t more popular and that there is such a high percentage of returning users clicking on it. The term “Enrollment” may be confusing users.



### Check Analytics

Check analytics, particularly bounce rate. Check to see what terms users are searching for.



## 😞 Services

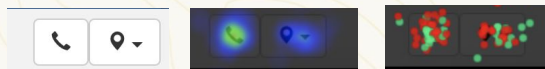
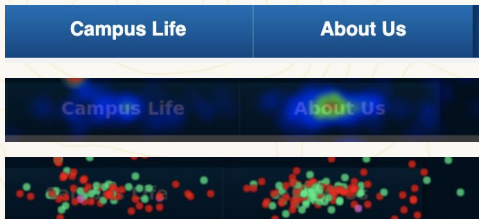
More popular with returning users.



### Site Structure Edit

Consider moving this content under Programs & Courses and making sure to link it from the Current Students audience page. Think about ways to reframe for prospective students.

# Header



## Campus Life & About Us

Campus Life is extremely unpopular - maybe this isn't a good name for this section? About Us is receiving only a little interest, but that isn't unexpected.



## Check Mobile Data, On-Page Edit

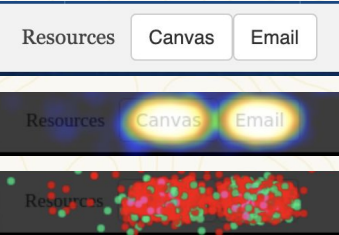
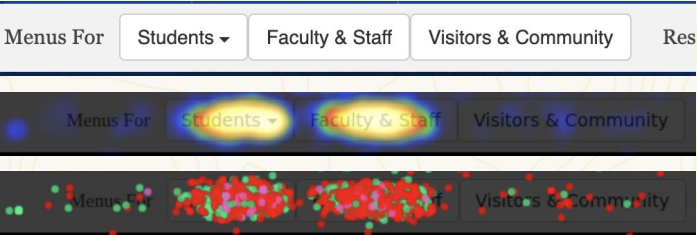
Consider removing these buttons.



## Site Structure Edit

Consider moving About Us into the utility nav or refocus the content to be more prospective student/brand-oriented and rename. Try a different name for the "Campus Life" section (maybe "Student Experience") and see if that raises engagement.

# Header



## Audience Navigation

The student dropdown and the faculty and staff links are very popular. The visitor link is not. (This may be due to COVID, so something to keep an eye on as things reopen.)

## Resources

These links are popular with returning users. There is some interest from prospective students.

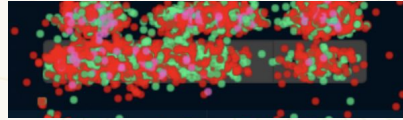
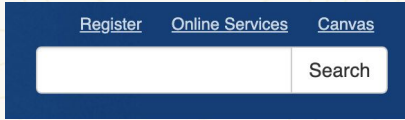


## Site Structure Edit

Move Visitor & Community information into the footer.



# Header



## Search

The search is one of the most clicked on items on the homepage. This could point to users being confused about the main navigation items or not finding what they want on the page itself.

## Utility Nav

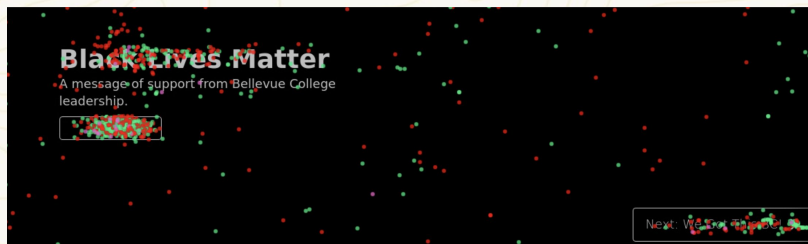
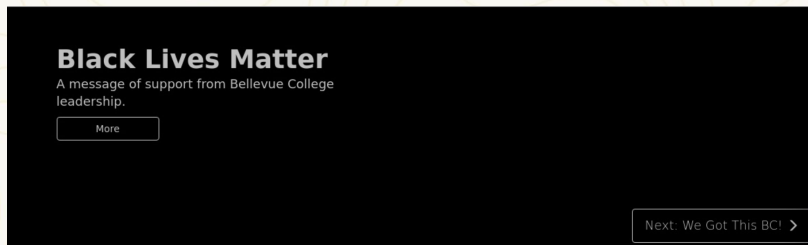
The utility nav is popular with returning users. This aligns with the purpose of the utility nav.



## Check Analytics

Look at site analytics to see what the most common search terms are used. Brainstorm ways to get users to those items more easily.

# Slider



## ✓ Slide Subject

Users are interested in this and many clicked through to the detail page.

## ▶ More than One Slide

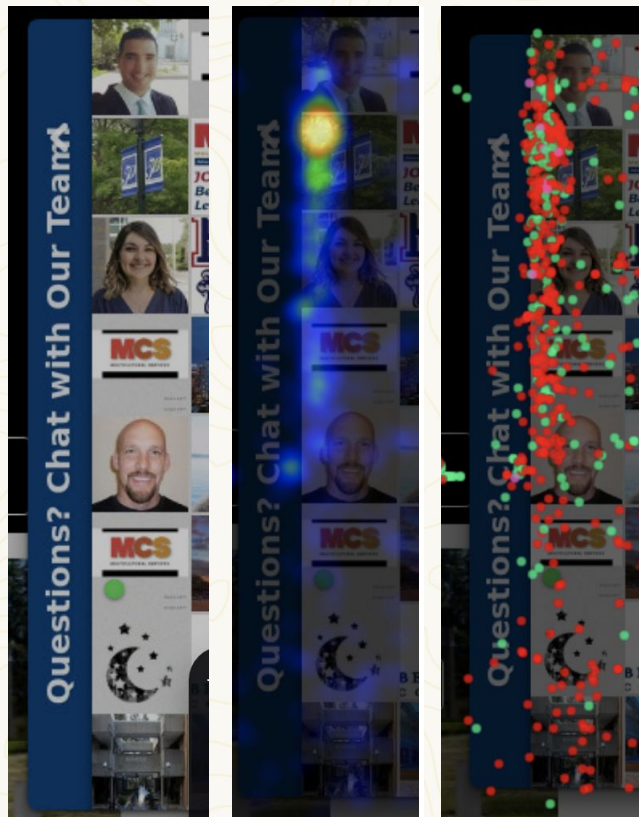
Not many users clicked the “next” button to explore other slides.



## On-Page Edit

If this component is unable to be redesigned, ensure that the first slide is the most important, and any information in subsequent slides also appears on page.

# Chat Sidebar



## 🚩 Sidebar

This is being used a lot, which is good. However, it is a little concerning that it appears to be primarily being used by returning users, rather than by new visitors.

Maybe a percentage of the returning users are prospective students closer to the bottom of the funnel? Current students are also most likely using this to ask registration questions, etc.

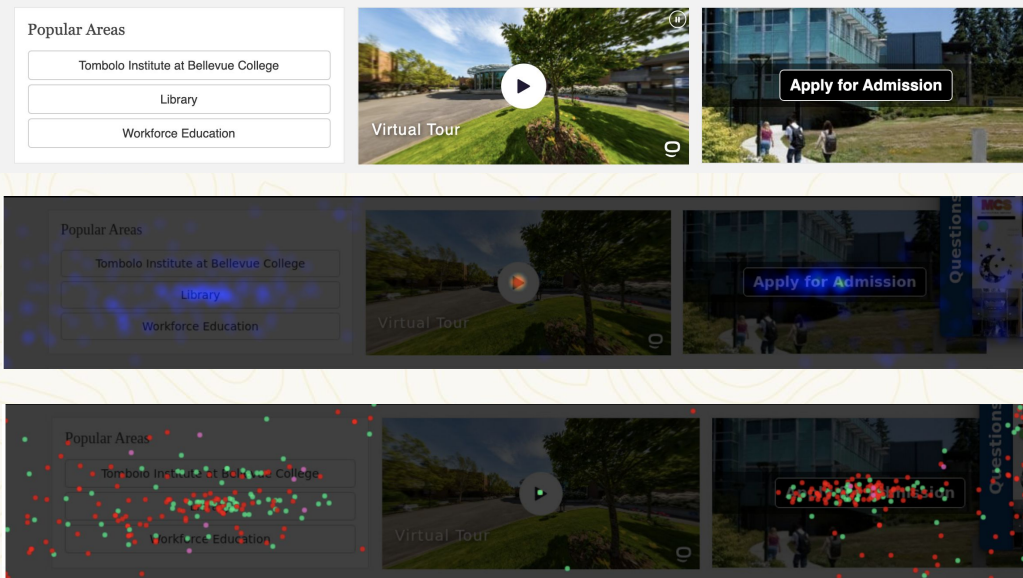


## Stakeholder Interview

This team would be valuable to talk to - what questions are people asking? Are there common themes that the website could help to answer?



# Calls to Action



## On Page Edits / Site Structure Edits

Move Library into the Utility nav, make the Virtual Tour box match the “Apply for Admissions” box, and add a Request Information Box. Delete the Popular Links area.

## Popular Areas

The links in the popular areas are not being used, other than the library link. Maybe the library link could be moved to be more prominent?

## Visit

The Visit CTA is not being used - is it possible that users are confused by the lack of obvious button?

## Apply

The “Apply” CTA is popular, although it could be moved to a more prominent location (since it is a primary institutional and user goal.)

# COVID-19 Information

## Novel Coronavirus COVID-19 Information



Bellevue College is serving students remotely until the end of 2020 Fall Quarter. [Learn more](#) about our COVID-19 response and online resources.



## COVID-19 Box

The “Learn More” link is popular. The clicks all over the box may suggest that users think the entire area is clickable.



## On-Page Edit

If possible, make the COVID-19 box a link. If not, add a button and make title and image into links.

## Novel Coronavirus COVID-19 Information



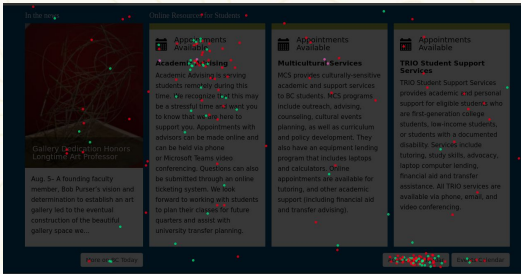
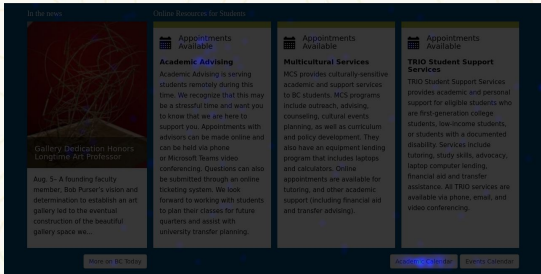
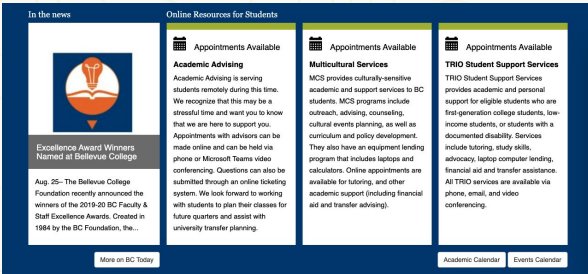
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# In the News & Resources



## In the News & Resources

Despite the amount of space devoted to this content, this area is seeing very little interest from users.

Academic advising and the academic calendar are the only items being clicked on. These could probably be better integrated into the rest of the page.



## On-Page Edit, Check Analytics

Get rid of the “In the News” area and cut the amount of text down in the resources area. Elevate the Academic calendar and check analytics to highlight two more common destinations.



# Footer



## 🤔 Footer Links

Many of the footer links, particularly those targeted to internal audiences, are used a lot. Visitors & Community is the only audience page receiving almost no attention. (Unknown whether or not this would be different pre-COVID-19).

There is a click at the start of the address, which implies that people are highlighting the address to copy it.

News & Events, Donate, and the social media links are not getting many clicks.



## On-Page Edit

Move “Maps & Directions” underneath the address. Move social media Icons to the right of the footer.

## Micro

Is the home button necessary?

- **No**

Is the main navigation/sub navigation being used?

- **Utility nav**

Are users interacting with both Canvas links?

- **Yes, but should still be pared down**

Are the slider controls being used? (i.e., are users interacting with more than one slide?)

- **No**

Are users interacting with the chat feature?

- **Yes**

Are the links in “Popular Areas” actually popular?

- **No**

Are people interacting with the virtual tour?

- **No**

Should there be a button in the COVID area?

- **Yes, but ideally the entire area is clickable**

Online resources seems too text-heavy. Are people seeing it?

- **No**

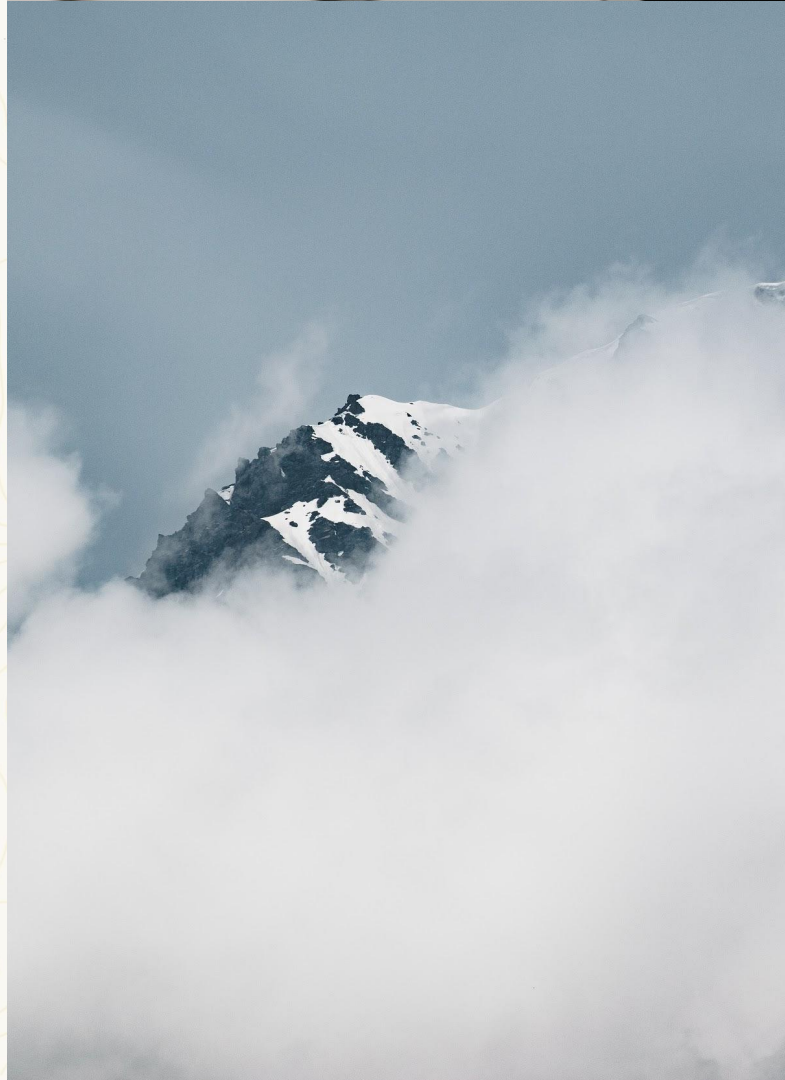
# High Impact (Low Effort) Changes



The Goal

# Perfection.

High Impact (Low Effort) Changes



The Goal

Do  
Better!  
off.

High Impact (Low Effort) Changes





## Identifying Patterns

### Stakeholder Interviews

- Talking to internal and external audiences in order to understand how they experience the site.

### Check Analytics

- Look through Google Analytics data in order to identify additional patterns

### Examine Mobile Heatmaps

- Compare the mobile heatmap for the page against the desktop version.  
What is the same? What's different?

## Making Changes

### Site Structure

- Changing where pages live

### On-Page Edits

- Changes to on-page content



# Changes to Site Structure

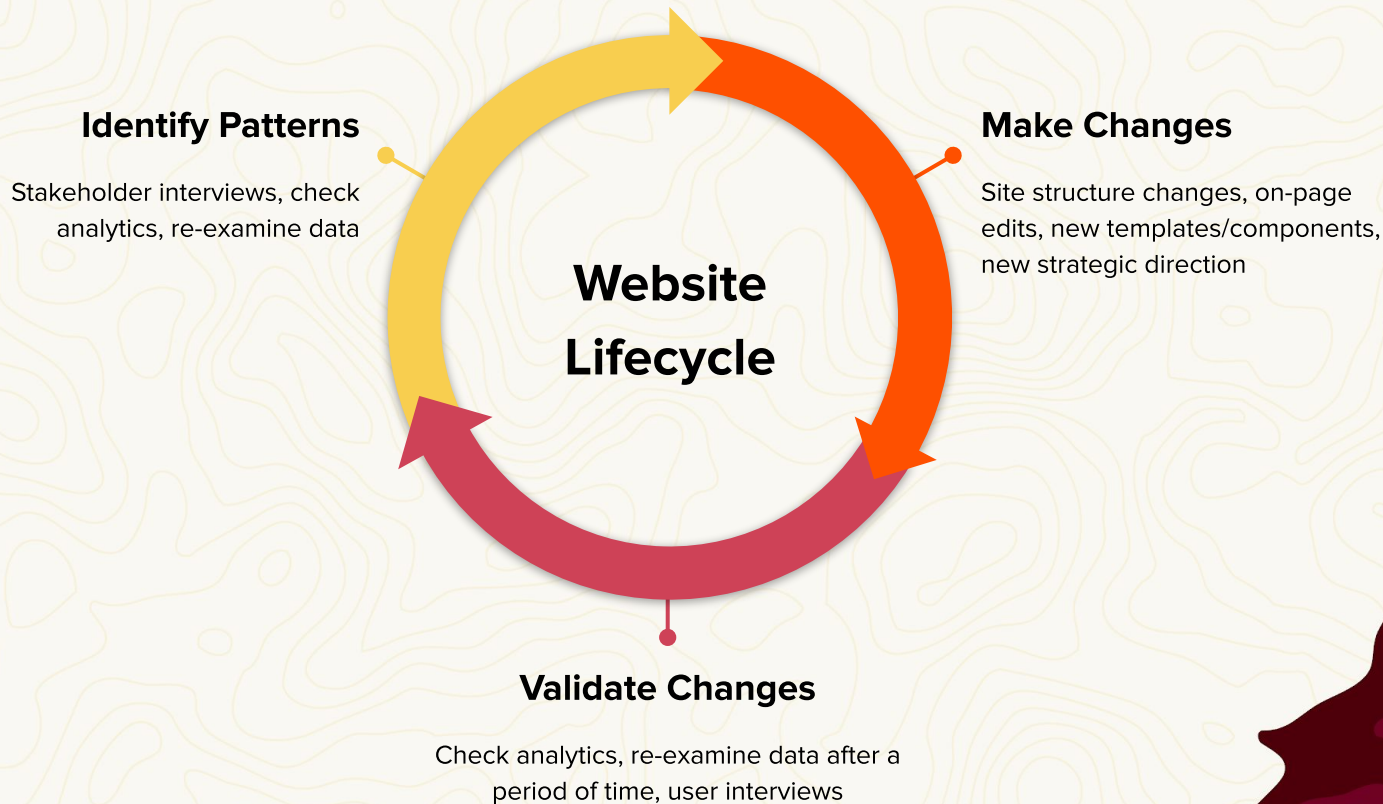
Identify and implement main navigation items, (prospective students), utility nav items (high-traffic links for internal audiences) and audience navigation (internal audiences)

- Keep main navigation under 5 items.
- Ensure that all main navigation items answer a key user question.

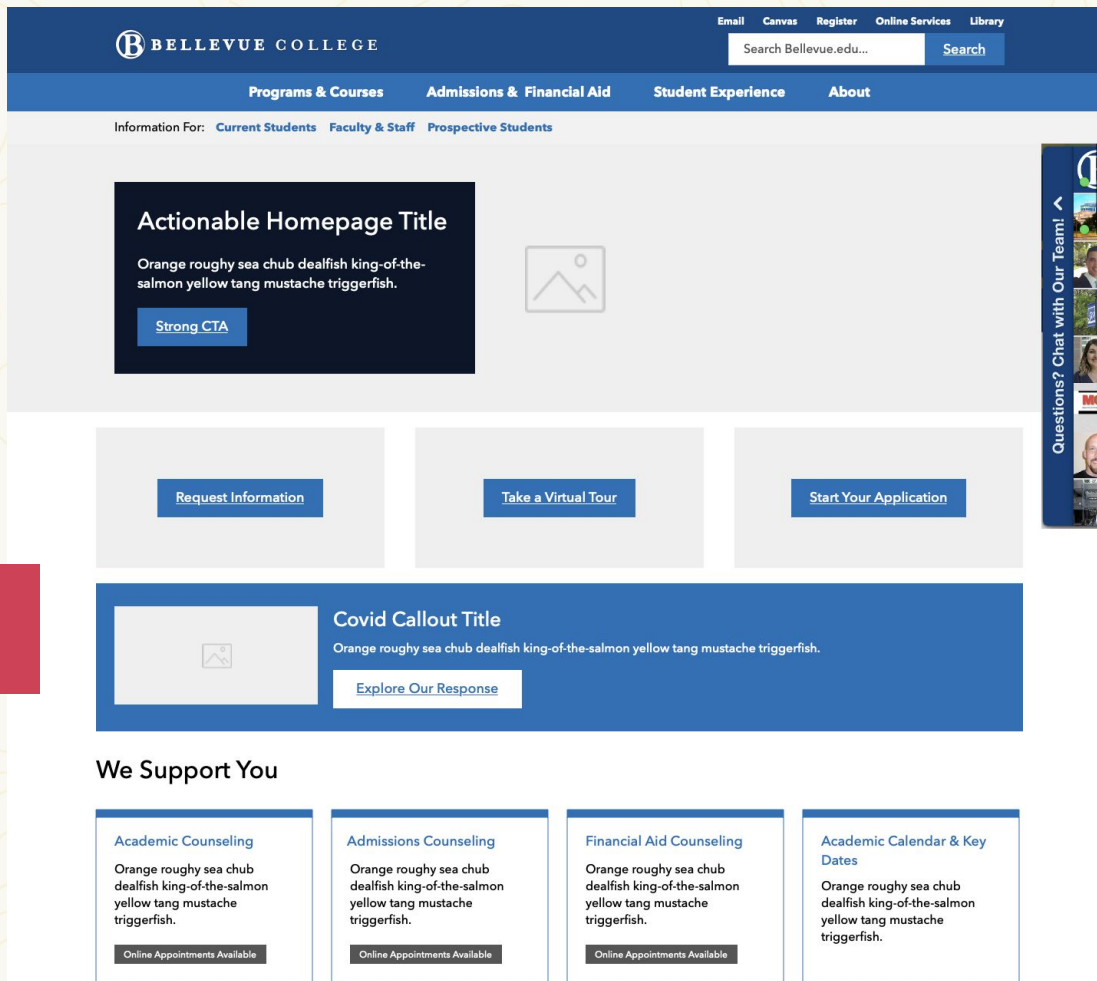
# On-Page Edits

Tweaks to existing content.

- Turn key destinations from text links into buttons.
- Edit down text significantly and/or break up large blocks of text with headings, quotes, bullets, etc for easier scannability.
- Group related destinations/user goals.
- Assign a user-focused purpose to all items on your page - if you can't assign one, that's probably a sign that a shift in strategy should be made.







Wireframe Link 

High Impact (Low Effort) Changes

# Risks

# Bias

Your interpretation of the data is a reflection of how **you** see your users & their priorities



# Bias

This is why it is important to continuously work to incorporate different viewpoints and sources  
- and to identify your own biases.

# Enhancing What Exists

It is easier to identify and correct issues with what you are seeing, rather than correcting overall strategy and direction.

# Enhancing What Exists

This is why it is important to pair this analysis with user tests and stakeholder interviews in order to identify strategic gaps.



### Key Takeaways

Look for patterns in your data, both macro and micro.

Identify and make straightforward changes.  
Identify and investigate longer-term issues.

Validate the changes you've made with more data (and other methods).

Rinse and Repeat!