# SV-Dynamic User Journeys

## Taking your monitoring to the next level

Lost sales are avoidable by using thorough methodologies developed by experienced engineers to provide you the full picture of your website performance. Only by using SV-Application Synchronicity's unique 'Dynamic User Journey' approach can your technical and marketing teams gain crucial insights and information about **your customers' real online experience.**

For a vast number of organisations websites are now a common sales and marketing channel bringing substantial financial contributions. However the continuous development of the internet, escalating technological complexities, alongside increasingly fierce competition in the digital market place has made website testing critical to maintaining a competitive position.

When businesses do not monitor website performance, system errors can go unnoticed directly impacting company ROI. By its nature, online shopping allows users to switch between sites and brands very easily. This allows dissatisfied customers to 'walk away' at a click of a mouse – often, to sites they may not have heard of before. Online service delivery and customer experience is perhaps more critical than any other shopping outlet due to the fickle nature of online confidence. To truly understand your web site performance and which technical issues are most disruptive to an end user it is imperative to test from the customer's perspective.

46% of adults reported they would abandon a transaction after experiencing a problem on a web site

# Understanding User Journeys

## Happy at home

Initially, just hitting the Homepage every 5 or 15 minutes suffices. It allows the team to know if the 'site is up' or the 'site is down'. Homepage testing provides enough insight to highlight if your hosters are taking liberties and unplugging from time to time... or if your coding team manage to crash the whole box when releasing new code!

> The possibility of losing business due to poor technical performance is a real concern for organisations whose website is an integral part of the business. The only way to protect your online revenue and ensure a consistent, positive end user experience is to monitor your website more deeply from the customer's perspective.

**But it's pretty obvious that your visitors don't come to your site just for the homepage!**

If you're a retailer for example, you don't make money on the home page, but only when people reach the end of the checkout.

Marketing departments spend a lot of time investing in SEO, advertising and PR to drive traffic to the company site. However, it doesn't matter how many people you attract to your website if, once they get there, they cannot login, register or place orders and eventually abandon their journey due to frustration.

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## We need to get about more

Generally, the technical and marketing teams might sit down and agree that more coverage is needed. Everyone agrees that the Product pages need to be included, and the Search. And what about Checkout?

The end result at this stage is often a short list of URLs, which is then turned into a Monitoring Spec.

However, all the URLS can be grabbed in isolation as no single one depends on another. So the monitoring becomes simply the regular grabbing of these URLs. As a result, the data you get back is the speed and up-time for each individual page URL.

This method of testing does not offer a true picture of your customers' experience as the user will be navigating from one page to the next challenging the underlying technological infrastructure as well as the dynamic code of your web site.

**Experts in website performance testing**

# Getting Started

## Static vs Dynamic Testing

It is important to understand the difference between *Static* User Journeys and SV-*Dynamic* User Journeys. Static journeys are a generated list of URLs, (an assumption of a likely journey a user will take) although this is a step up from grabbing URLs in isolation, this method still provides problems.

The main issue with testing on a static format is of course that your web site is not static. The site will develop and evolve, causing the static journey to fail on an out of stock item or not identify failures from navigation developments.

For example, due to an update, when clicking MensWear on the home page, real users follow a link to: *www.company.com/menswearV2.do* and not: *www.company.com/menswear.do*

If your coders take the common approach of adding the new code in parallel with the old - then both URLs still work! This will cause the journey to report no problems, but the journey is no longer doing what customers do. No real users can ever reach that URL anymore by navigation - but your monitoring is doing what it was told - blindly following a script and grabbing the URL all the same. **The false sense of security from such monitoring is obvious.**

## Lets start a Journey

To be a true Journey, the monitoring needs to **Do What Your Customers Do** - and do it dynamically. To create a dynamic UJ specification requires denoting the user actions rather than URLs.

*For example:*

| User sees the page | User action |
| --- | --- |
| Homepage | click Menswear |
| Menswear | click Shirts |
| Shirts | click a shirt at random |
| Shirt XYZ | add that shirt to basket |

At each step, instead of hitting a URL that was fixed in advance the monitoring technology needs to **look into** the page, and **find** the URL in real time – simulating real user behaviour.

## Dynamic choices

Notice that the Dynamic User Journey contained a random choice; the monitoring engine is being asked to 1) find the list of products offered and 2) choose one at random. This is a powerful specification which won't fail a journey because one product goes out of stock or a page has been added/replaced.

Not only must our Journey choose a Shirt at random – but in order to put it into the basket, it will need to choose a Size and Colour at random too. Choosing a predefined size or colour would mean that the journey fails, just because a particular colour or size goes out of stock.

## Handling the complexities

The monitoring engine needs to look more deeply into the Shirt product page: and work out what sizes and colour choices there are for that particular product. In some websites that is easy to determine from the page, but increasingly, AJAX is used: meaning that 2 combinations are displayed on the initial product page, and only after selecting a colour does the 'select a size' option appear. So the Application Synchronicity technology has to handle the AJAX complexity. SV-Dynamic User Journeys offer the unique ability to test modern coding complexities other test engines bypass.

Another complexity to handle within retail sites is offering to email an end user when their selection is out of stock. This option offers a better solution from a usability standpoint; however it can be challenging for common monitoring systems. Selecting dynamic retries with SV-Monitor will avoid unnecessary alerts informing you of a problem when items are out of stock.

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## Choose, and choose again if needed

The monitoring engine will need to choose again, and hope this time a successful Add to Basket is reported. How many times should the monitoring technology try the various colour/size combinations, before it should stop and report an Error?

SciVisum recommend a default of 5 times – but it is configurable, depending upon the needs of your site.

## When different products trigger different pages

For example, some Electrical Goods web sites might put up an extra '5 Year Warranty' page for certain products, but not for others. Or, some subset of products may have a choice of extra accessories that can be also added.

So a journey that is choosing products at random, needs to handle the complexity of that extra page being there or not. The SV Monitoring system informs our technical team of unusual behaviour to enable the code to be re-configured for further dynamic testing taking into account the individual complexities within an organization's web site.

If you would like to schedule a free consultation regarding your website performance concerns, learn more about User Journeys or arrange a free service trial please contact us on: **+44 (0) 1227 768276**

### Application Synchronicity
powered by

Central to SciViusm's testing ethos is Application Synchronicity; the unique application of Dynamic User Journeys to every testing specification. Web users do not interact with your website by accessing a single page, a single server or an isolated function, but by fluidly travelling through the site from page to page – function to function. It is therefore important to understand how an end user experiences your unique combination of code and applications as they complete their journey. SciViusm's advanced testing approach 'Application Synchronicity' provides user-centric real-life metrics delivering invaluable insights into your entire website delivery on which you can base budget allocations effectively to maximise impact, protect brand image and deliver consistent positive end user experiences.

## About SciVisum

SciVisum provides technical teams a uniquely in-depth analysis of how their code and systems are performing, and allows the Business and Marketing managers to take control of the ongoing Customer Experience on the portals. SciVisum's success is the result of the combination of its in-house developed test engine, which provides flexible and fast scripting for complex multi-page User Journey web site testing, together with the experience of

expert web testing staff.

The result is a portfolio of web effectiveness test services, centred around Dynamic User Journeys. This approach helps clients focus on reducing lost sales online, by continual improvement of evidence based User Experience metrics.

Many companies have previously bought testing from other suppliers, and appreciate the fact

that SciVisum's unique approach to emulate realistic, random-walk and complex Dynamic User Journeys provides unique depth of testing, at costs and time scales to suit today's tighter project demands.

SciVisum does not build or host web systems, and is thus able to offer fully independent test and audit services and consultancy.

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