



# MONITOR, MEASURE & ANALYSE

YOUR MOST **CRITICAL**  
APPLICATION USER JOURNEYS

40%

of users abandon a website that takes more than 3 seconds to load  
AKAMAI

75%

would not return to a site that took more than 4 seconds to load  
AKAMAI

47%

of users expect a web page to load within 2 seconds or less  
AKAMAI

Every 100ms of page latency reduced Amazon's sales by  
AMAZON

1%

1 second delay in page response can reduce conversions by  
TAG-MAN

7%

Each second cut from load time increased overall conversions by  
WALMART

2%

## WHAT IS A USER JOURNEY?

A User Journey is the path that a real user takes when using your site or app.

Most websites are built to allow users to complete one or more key goals. For some sites this might be to generate sales leads via a feedback form, for others it might be to sell products via a catalogue, shopping cart and payment gateway.

For each goal we can define the series of steps a user would take to complete it and from this create a unique User Journey monitor.

This monitor can be run regularly day and night from anywhere in the world. The monitor behaves like a real user - using a browser that downloads page elements, pauses between actions, looks for content and interacts with buttons and form elements.

User Journeys can be configured to follow any sort of key application process, from simple browsing of a website to complex interactions, communicating with an API and much more.

For this reason every User Journey scripted by RapidSpike is bespoke, tailored to your requirements.

## COMMON USER JOURNEYS

- Shopping Cart & Checkout  
Browsing for products, choosing sizes and types, adding to basket and proceeding through the checkout.
- Account Registration & Login  
Creating a new account, logging in to an application, viewing data.
- API Transactions  
Authentication, read and interact with an API endpoint.
- Any other bespoke internal or external application journey



# HOW CAN RAPIDSPIKE HELP MONITOR YOUR USER JOURNEYS?



## WHY MONITOR A USER JOURNEY?

**Monitoring User Journeys allows you to take a deeper look into the performance of your website or web application.**

User Journeys help you to create a baseline of performance so you can identify when your app starts to slow down, outlining emerging problems early so that outages can be avoided.

Many on-page errors are hidden from the naked eye and are usually identified by accident or by a user. The User Journey monitor continually identifies these errors providing the web team with a detailed insight into the inner workings of the website or web application.

Most websites and web apps rely on third-party hosted plugins or software, and the slowing down or failure of these elements can have a detrimental effect on user experience. User Journey monitoring will identify performance issues and critical failures in these elements.

## WHY RAPIDSPIKE?

RapidSpike can help monitor your User Journeys by performing the same actions as real users, repeatedly throughout the day and starting from various geographical locations around the world.

These *synthetic users* follow a pre-determined script designed to interact with key processes in

your app - such as searching for products, buying services and completing registration forms.

This script allows for very complex and interactive User Journeys to be configured rather than the same static test every time.

The Journey is then run from one or more location anywhere in the world, and as often as required, helping you to build up a picture of your performance over time.

As the Journey operates you will receive alerts if page elements are missing, your journey takes too long or if the script is unable to complete one of its steps.

## WHAT DATA DO WE COLLECT?

### Screenshots

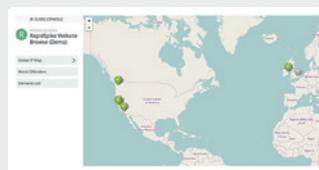


Screenshot each page during the journey, showing you the exact state of your app at each step.

### HAR Files

HTTP Archive (HAR) files in a 'waterfall' view, showing speed, size, request and response headers of every element.

### Geo Tagging



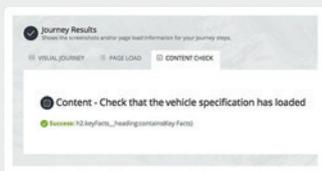
Geo-locate all elements based on IP Address and displayed in an interactive map view.

### Performance Baselines



Track ongoing performance and benchmark your app speed, giving powerful performance data analysis.

### Page Interactions

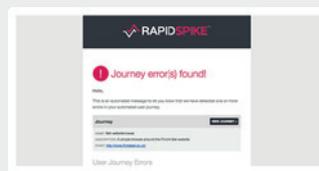


Check for specific content - such as a search result or heading - and automatically alert if it's missing.

### Elements Lists

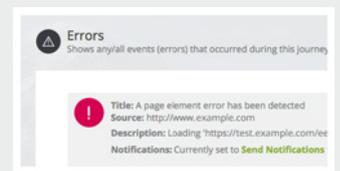
A sortable, filterable list of all elements loaded during a journey so you can identify by location, speed and size.

### Threshold Errors



Set a speed threshold for the journey and get automatic alerts when this is breached.

### Element Errors



Receive alerts when errors occur on any on-site page element or third party plugin loaded during the journey.