

# How do you define good customer experience?

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# USER EXPERIENCE

... more than just performance

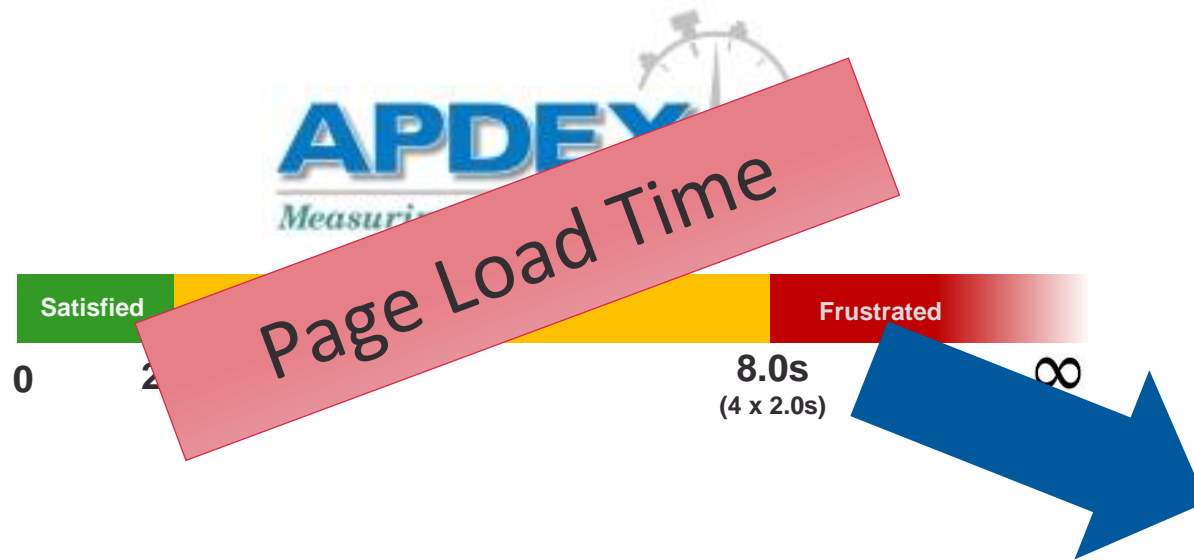
- User environment
- Errors
- User behavior



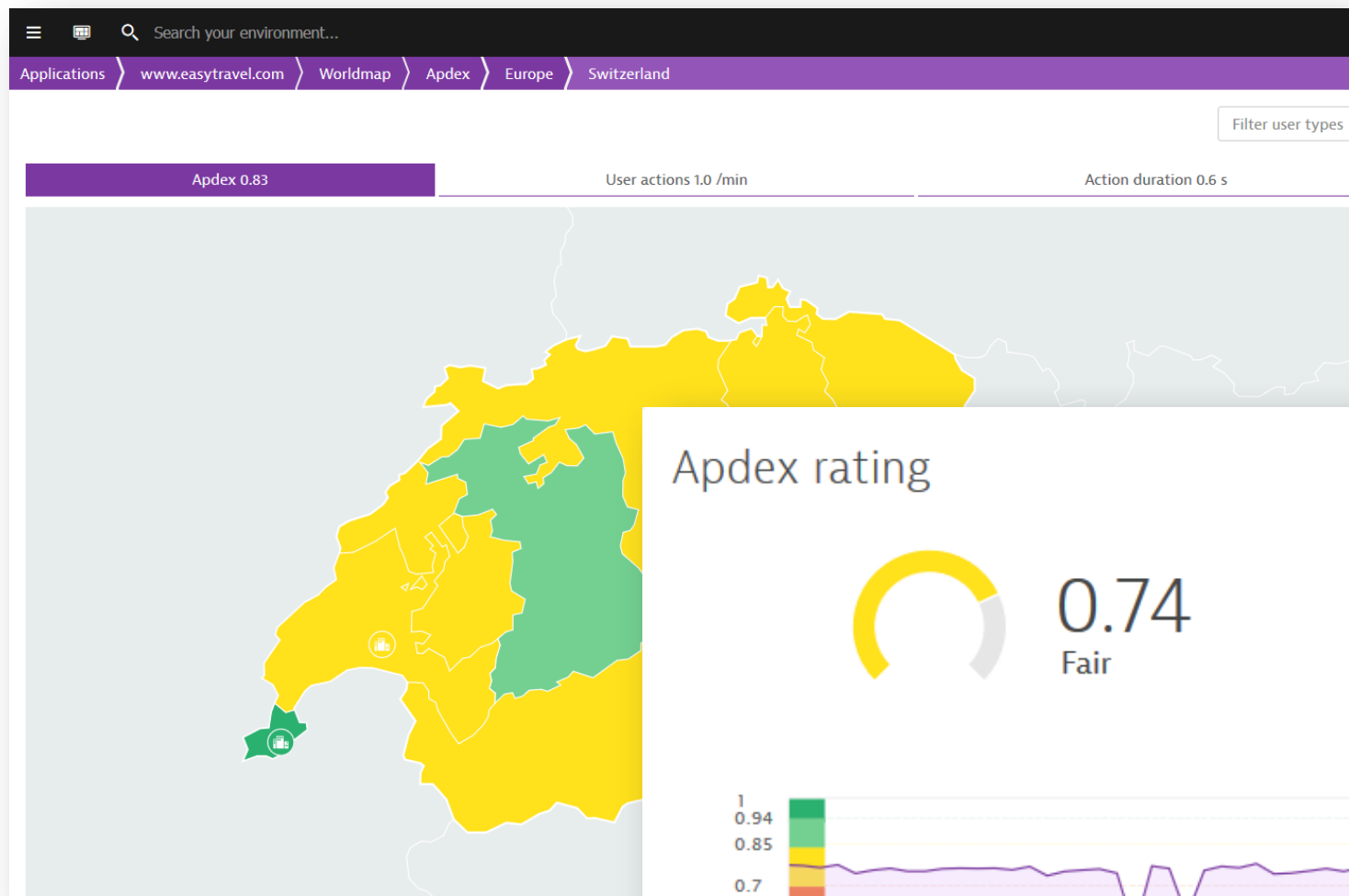
# Measuring Performance



# The Performance Impact



**W3C<sup>®</sup>**  
Navigation Timings



## Apdex rating



0.74  
Fair



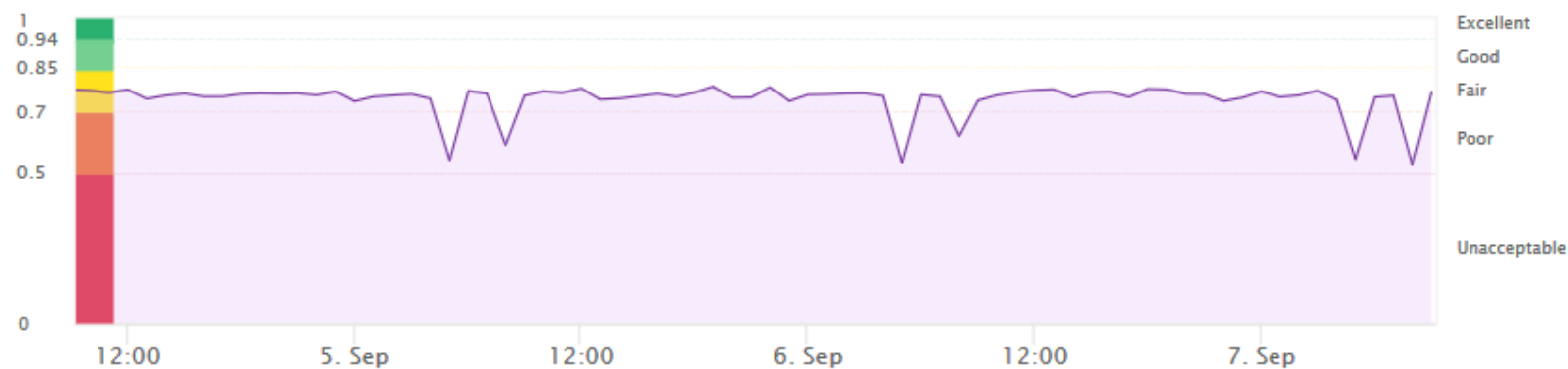
65.37 %



17.98 %

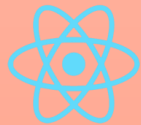


16.65 %



# W3C Timings Blindspots!

## Single Page Load Apps



React



## Omni Channel Market



# User Action Response Time



**R.I.P.**

**2 sec**

**Response  
Time**





 Instant (0,1-0,2s)

 Immediate (0,5-1s)

 User Flow (2-5s)

 Attention Span (5-10s)



# 30 sec Response Time...



## ...and still smiling

### User Action

Click on:

Generate Report

### Users Mind

10 000 Customer files  
Orders from 2010-2015

### Result

**All customers order overview  
from 2010-2015**

2010	2011	2012	2013	2014

# 2 sec Response Time...



# ...and **frustrated!**

## User Action

Typing in:

Search:

## User's mind

Pick product list:

Productname
Shoe
Shoe paste
Shoe shine
Socks
...
...
...

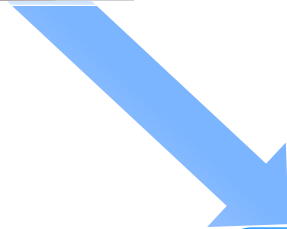
## Result

Search:   

Shoe

Shoe paste

Shoe shine



**User Experience Index**

# Errors – Have the biggest „social“ impact!


Official Website of th... x FIFA - Android Apps on Google Play x +

n/store/apps/details?id=com.fifa.fifaapp.android

## Reviews


Helpfulne

### User reviews




**Anirban Chakraborty** March 28, 2014  
★★★★★

**Useful, but frequent crasher** Come on man, I don't understand. FIFA, one of the largest association in the world, would have such a lousy app? It crashes, like with a guarantee, every time I launch it, it'll crash and force close. Please fix this. The world cup's only two months away, you can imagine how much this app will mean to the football fans!




**Seema Singh** April 13, 2014  
★★★★★

**What's happening....??** I had installed this app since its arrival... it was awesome.. but after the new upload its crashing whenever I try to open the summary of the match! I will Give 5 star again if it start to works normally




**Aldair Torrico Sanjines** April 15, 2014  
★★★★★

**update** need more updates for Cup Libertadores de America,I can't see the future matches For example where's the semifinal and final date???




**Giri Shaan Murugesan** April 22, 2014  
★★★★★

**Issue solved** I reinstalled it. I'm not facing any crash now.




**carlos miguel iannello** April 17, 2014  
★★★★★

**Great except for calendar** The calendar doesn't sync with my phone calendar. It says is done but no game is on the calendar and that is a big deal for me. So far no crashing or other issue. That is why i give 4 and no 5 stars. Fix please!



**Vernon Rockett** April 23, 2014  
★★★★★

**Crash** I want to see what's going on in fits world, but half the time it keeps force closing! Fix and it would be 4 stars ( needs dates for future matches)




**A Google User** April 15, 2014  
★★★★★

**Slow** Tends to be slow and I think fans would appreciate more features (store, team pages, etc.)




**Jagraj Dhillon** April 24, 2014  
★★★★★

**Fifa this app always crashes never ever giving me a chance to catch up to the game scores needs to be fixed** Fix it



**Alejandro Peláez** March 30, 2014  
★★★★★

**Disappointed** I can't belive there wasn't even one article of el clásico of the Mexican league, it's the most anticipated game in North America with two of the most loved and hated teams of the league...uninstalling right now!



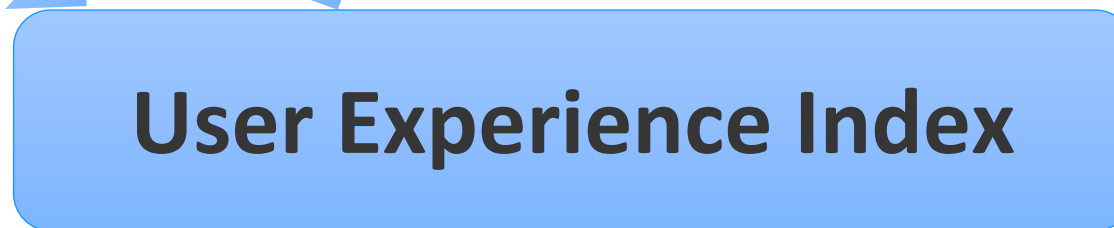
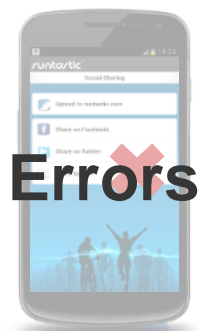
**Sara Perez** March 27, 2014  
★★★★★

**Great but could be better** Many leagues are missing still, i expected more. It should show more clips of recent games at least the goals.

Unfortun stopped

does not exists!

es not exists on this server. of the website of an incorrect

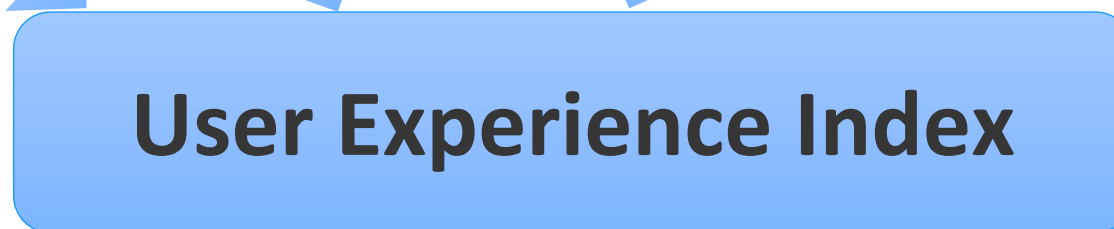
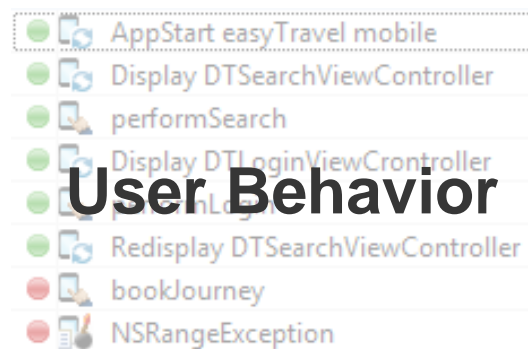
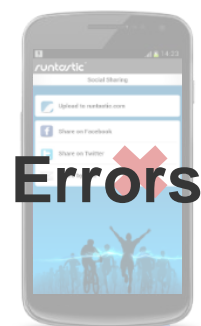


# Learn from a Users Journey

	User Action	User Action Step	Response Time [ms]	Failed Actions	User Experience	Client Errors
●	AppStart easyTravel mobile	1	10.00	0	satisfied	0
●	Display DTSearchViewController	2	8.00	0	satisfied	0
●	performSearch	3	904.00	0	satisfied	0
●	Display DTLoginViewCrontroller	4	8.00	0	satisfied	0
●	performLogin	5	2658.00	0	satisfied	0
●	Redisplay DTSearchViewController	6	8.00	0	satisfied	0

Last Action is the Key Indicator



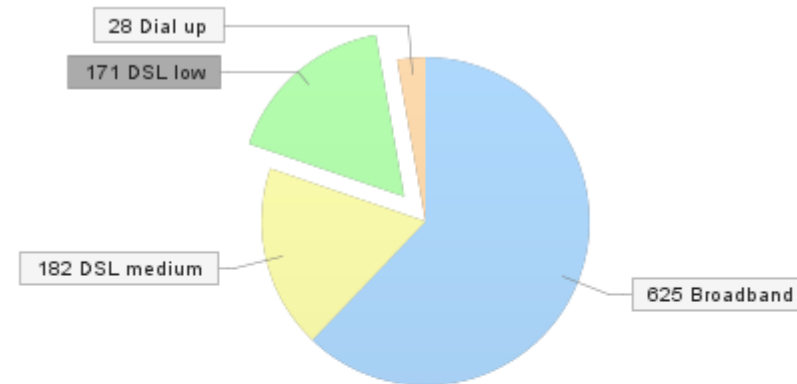




# Is this STILL Enough?

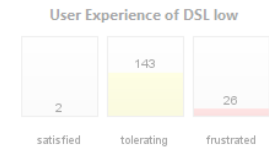
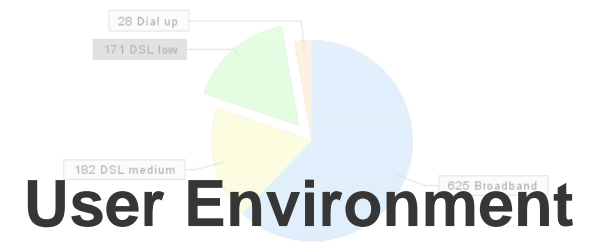
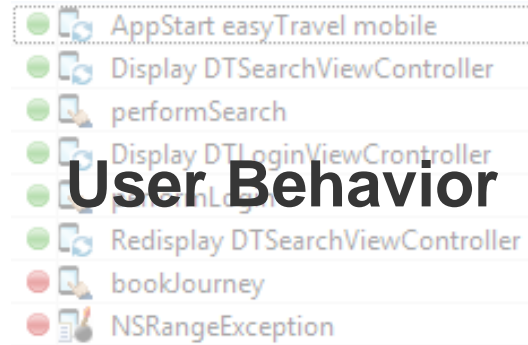
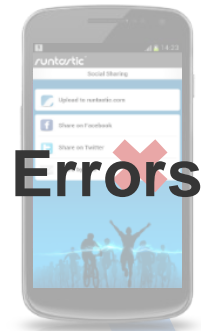


## Bandwidth



User Experience of DSL low





**User Experience Index**



A close-up photograph of a person's hand holding a bright yellow sticky note. The person is wearing a dark pinstriped suit jacket and a patterned tie. The sticky note is held between the thumb and index finger, with the other fingers curled. The text on the note is written in a casual, handwritten style.

DON'T  
FORGET!

Bots & Robots crawling your site



# Impact of Performance

- Part of Google Page Rank since 2010
- Experimenting with a red “slow” label

Which bots are  
crawling my site?

How is the performance  
for those bots?

## Future



Top cop Neeraj Kumar grills Arvind Kejriwal with poem - YouTube

**Slow** [m.youtube.com/watch?v...](https://m.youtube.com/watch?v...)

Corrupts like **Neeraj Kumar** sacred with Arvind, He shows his level, which is below level. Stupid fellow.



Professor Neeraj Kumar - Google Scholar Citations

**Slow** [scholar.google.co.in/citations?...hl...](https://scholar.google.co.in/citations?...hl...)

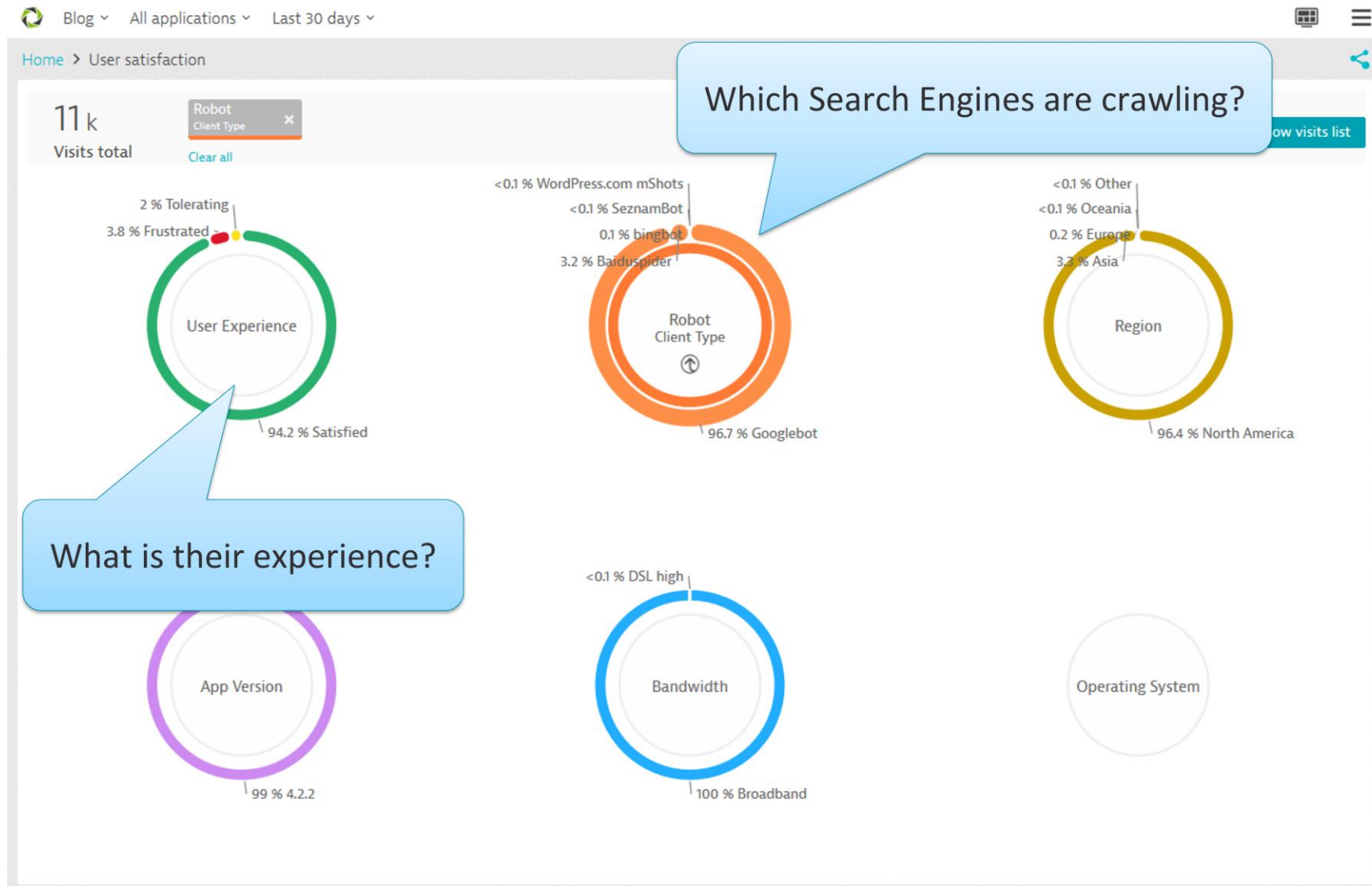
Ferroelectric phase stability studies in potassium nitrate: Polyvinylidene fluoride composite films. N **Kumar**, R Nath.

Download Mobile Videos

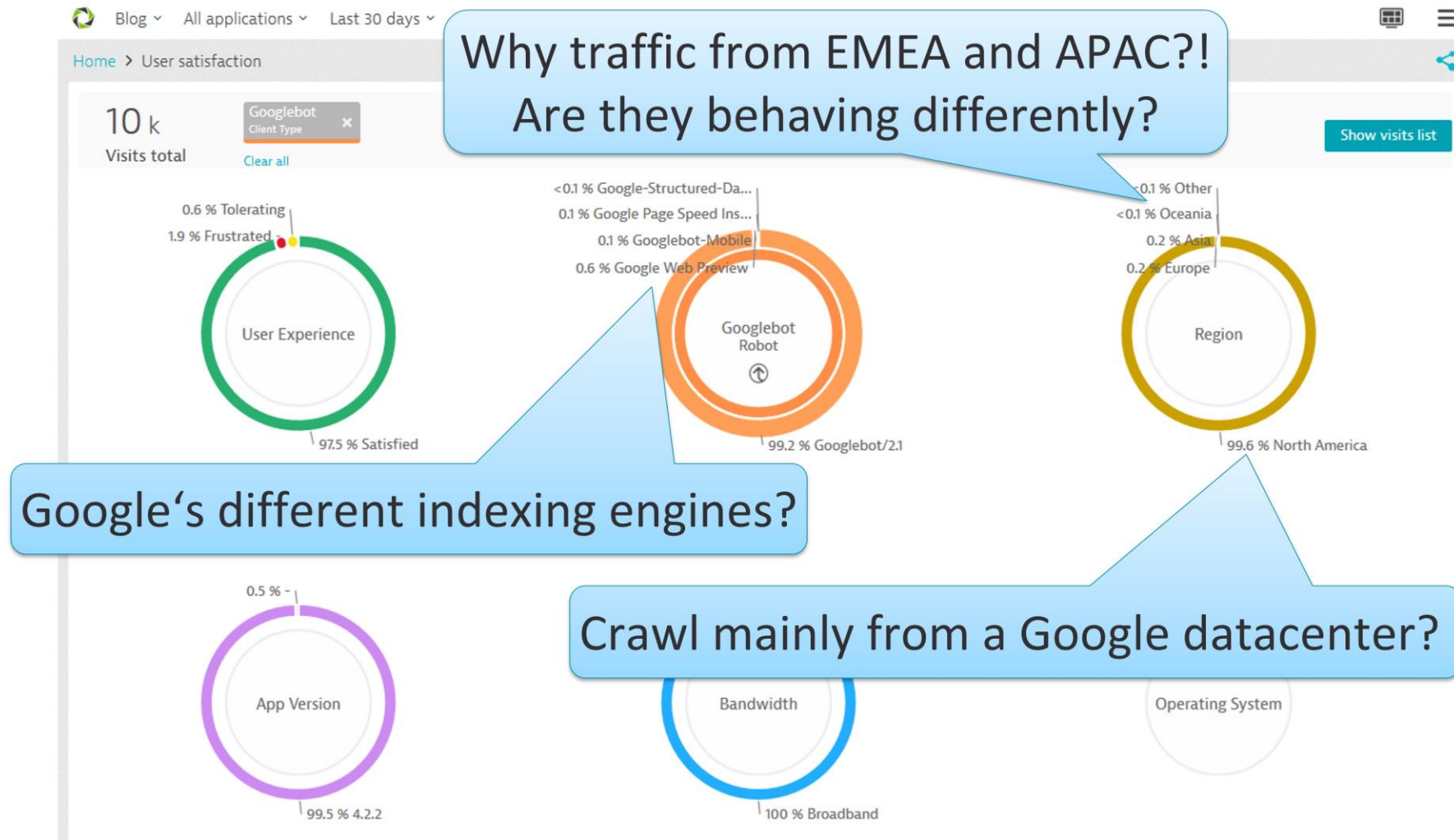
**Ad** [wap.mauj.com/Download](https://wap.mauj.com/Download)

Sizzling Bollywood Hasina@Mauj.com. Also get exciting games @Rs 35/Wk.


# Which bots are crawling?



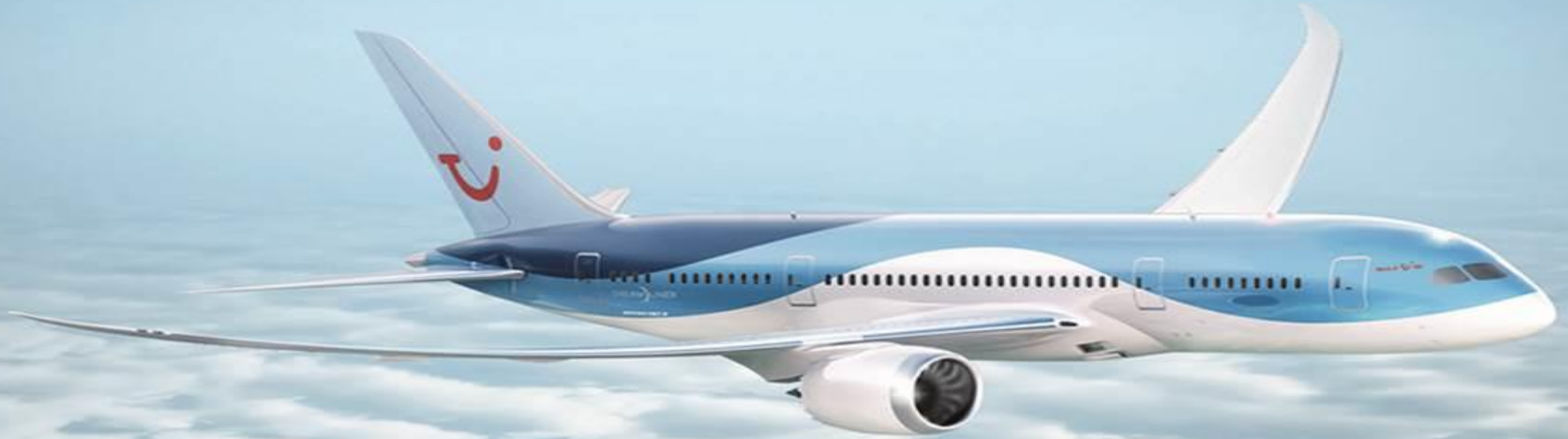
# Which bots are crawling?



# Performance

Business Transaction		Pages crawled by Google Bot				
Name		last 30 days				
		Count	Failed %	User Action Response Time [...]	User Action Response Time [...]	User Action Response Time [max]
 KE_Pages by Client Family and Page Title (split by KE_BT_Target Page Title)		9,933	0.01 %	1148.23 ms	66.00 ms	433963.31 ms
'Dynatrace APM Blog - '		353	0 %	827.02 ms	161.00 ms	19897.21 ms
'Manage subscriptions - Dynatrace APM Blog'		254	0 %	410.55 ms	155.00 ms	15712.21 ms
'Understanding Session Cache in Hibernate'		94	0 %	1152.17 ms	70.00 ms	55175.62 ms
'The Top Java Memory Problems - Part 2 - Dynatrace APM Blog'		91	0 %	2618.73 ms	66.00 ms	54689.65 ms
'How Garbage Collection differs in the three big JVMs - Dynatrace APM Blog'		71	0 %	805.84 ms	347.00 ms	16650.28 ms
'Week 9 - How to Measure Application Performance - Dynatrace APM Blog'		71	0 %	1072.59 ms	70.00 ms	16792.85 ms
'Proper configuration for running PHP on Nginx - Dynatrace Blog'		66	0 %	896.88 ms	70.00 ms	16565.73 ms
'Week 14 - Building Your Own Amazon CloudWatch Monitor in 5 Steps - Dynatrace APM Blog'		60	0 %	1496.35 ms	232.00 ms	40022.39 ms
'The Real Performance Overhead of CSS Expressions - Dynatrace APM Blog'		60	0 %	275.92 ms	262.00 ms	285.00 ms
'Behind the .NET 4.5 Async Scene: The performance impact of Asynchronous programming'		58	0 %	219.26 ms	70.00 ms	236.00 ms
'A Step-by-Step Guide to dynaTrace Ajax Edition, available today for public download'		58	0 %	1185.54 ms	70.00 ms	16471.23 ms
'What you need to know about Node.js 4.0.0 - Dynatrace APM Blog'		57	0 %	1946.29 ms	71.00 ms	21828.20 ms
'Avoid the Top 5 SharePoint Performance Mistakes'		57	0 %	603.46 ms	70.00 ms	17363.07 ms
'Pagination with Cassandra and what we can learn from it - Dynatrace APM Blog'		56	0 %	3961.59 ms	225.00 ms	102197.20 ms







Our vision is to make  
travel experiences  
special and that  
includes delivering a  
best in class digital  
experience.








# Single view of the customer journey across devices









# Customer Journey Across Devices

 **Visits (no grouping)** UE Index: 1.00\* Visits: 4

Selecting a single visit shows a detailed view of its user actions. Grouped visits display average values.

Visit	Count	User Experience	UE Index	User Actions	Application	Client Family	Start Time	Client IP	Continent
 Visit of 'CEF6DA71B0ACE0E49C8B8ABB641B5FB1	-	satisfied	-	172	ThomsonPackages	Mobile Safari 7.0	2015-09-29 17:29:52.089	78.147.1.139	Europe
 Visit from Bristol, Bristol, City of, United Kingdor	-	satisfied	-	1	ThomsonPackages	Mobile Safari 7.0	2015-09-29 18:07:13.057	78.147.1.139	Europe
 Visit from Bristol, Bristol, City of, United Kingdor	-	satisfied	-	1	ThomsonPackages	Mobile Safari 7.0	2015-09-29 18:36:32.426	78.147.1.139	Europe
 Visit of 'CE6283B307EE4064F5DB85C985E1763C...	-	satisfied	-	173	ThomsonPackages	Chrome 37.0	2015-09-29 19:13:24.398	78.147.1.139	Europe


Visits Search - dynaTrace Client

Dashboard Edit Tools Settings Help





Monitoring \*Visits Search \*Visits Dashboard \*User Journey - Performance Ov...

Visits Search shows data of PROD













Visits 23

 **Visits (no grouping)** UE Index: 1.00\* Visits: 4

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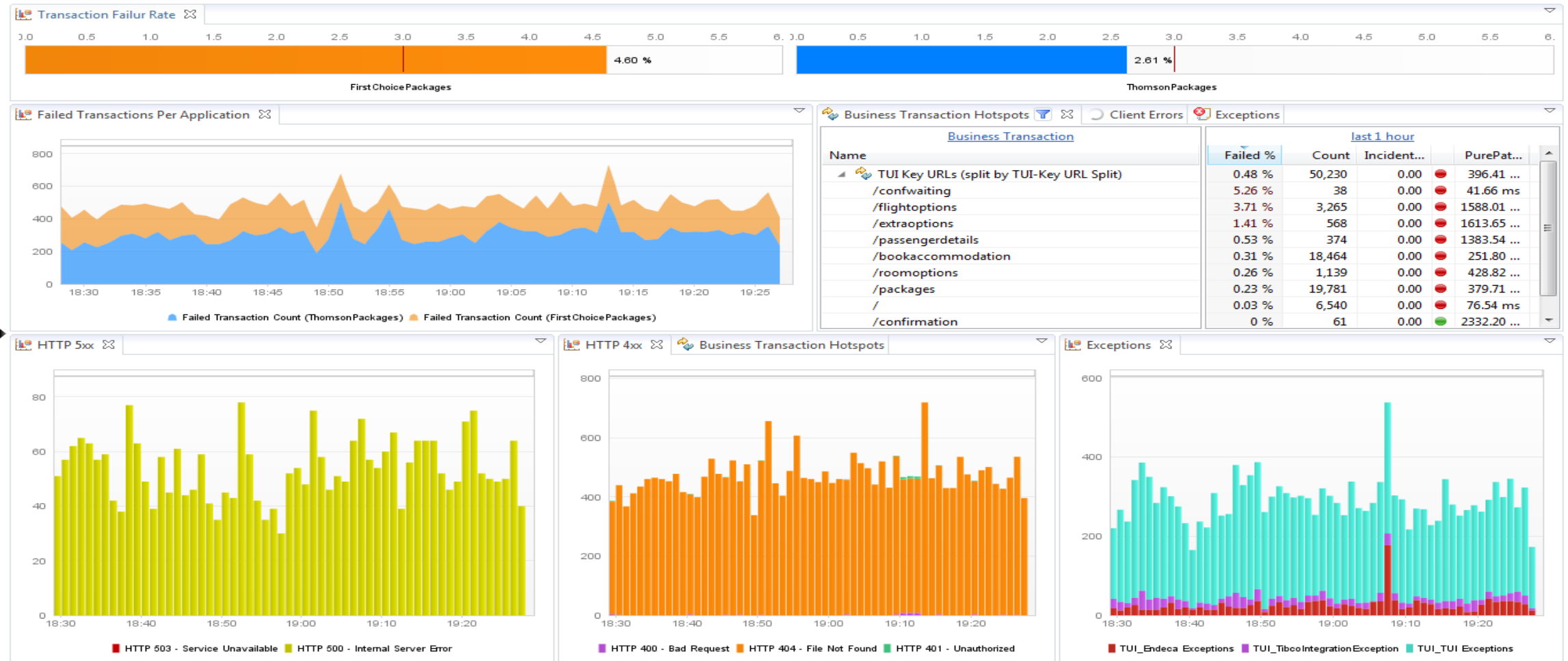
Visit	Count	User Experience	UE Index	User Actions	Application	Client Family	Start Time	Client IP	Continent
 Visit of 'CEF6DA71B0ACE0E49C8B8ABB641B5FB1	-	satisfied	-	172	ThomsonPackages	Mobile Safari 7.0	2015-09-29 17:29:52.089	78.147.1.139	Europe
 Visit from Bristol, Bristol, City of, United Kingdor	-	satisfied	-	1	ThomsonPackages	Mobile Safari 7.0	2015-09-29 18:07:13.057	78.147.1.139	Europe
 Visit from Bristol, Bristol, City of, United Kingdor	-	satisfied	-	1	ThomsonPackages	Mobile Safari 7.0	2015-09-29 18:36:32.426	78.147.1.139	Europe
 Visit of 'CE6283B307EE4064F5DB85C985E1763C...	-	satisfied	-	173	ThomsonPackages	Chrome 37.0	2015-09-29 19:13:24.398	78.147.1.139	Europe

User Action	Response Ti...	Server Contribution [ms]	Network Contribution [ms]	User Experience	Start-Time	Size	User Actio...	Client Errors	Failed Actions
 Loading of Page /	4744.15	482.67		- tolerating	2015-09-29 19:13:24.398	2	1	1	0
 Browser Error on '/'	-			-	2015-09-29 19:13:29.031	-	2	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.035	-	3	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.085	-	4	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.117	-	5	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.182	-	6	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.196	-	7	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.242	-	8	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.251	-	9	1	-
 Browser Error on '/'	-			-	2015-09-29 19:13:29.637	-	10	1	-
 5 Web Requests	4654.44			-	2015-09-29 19:13:35.877	-	-	-	-
 click on "Tue 27 October 2015...	1374.33	1045.58		- satisfied	2015-09-29 19:14:17.300	1	11	0	0

175 rows found

# Error Monitoring



Move to paid App

Ads are displayed

# Where & when do we make money?

Subscription for ...

Money gets transferred

Product sold

In App purchase



# Bookflow Monitoring across Devices



Carrier

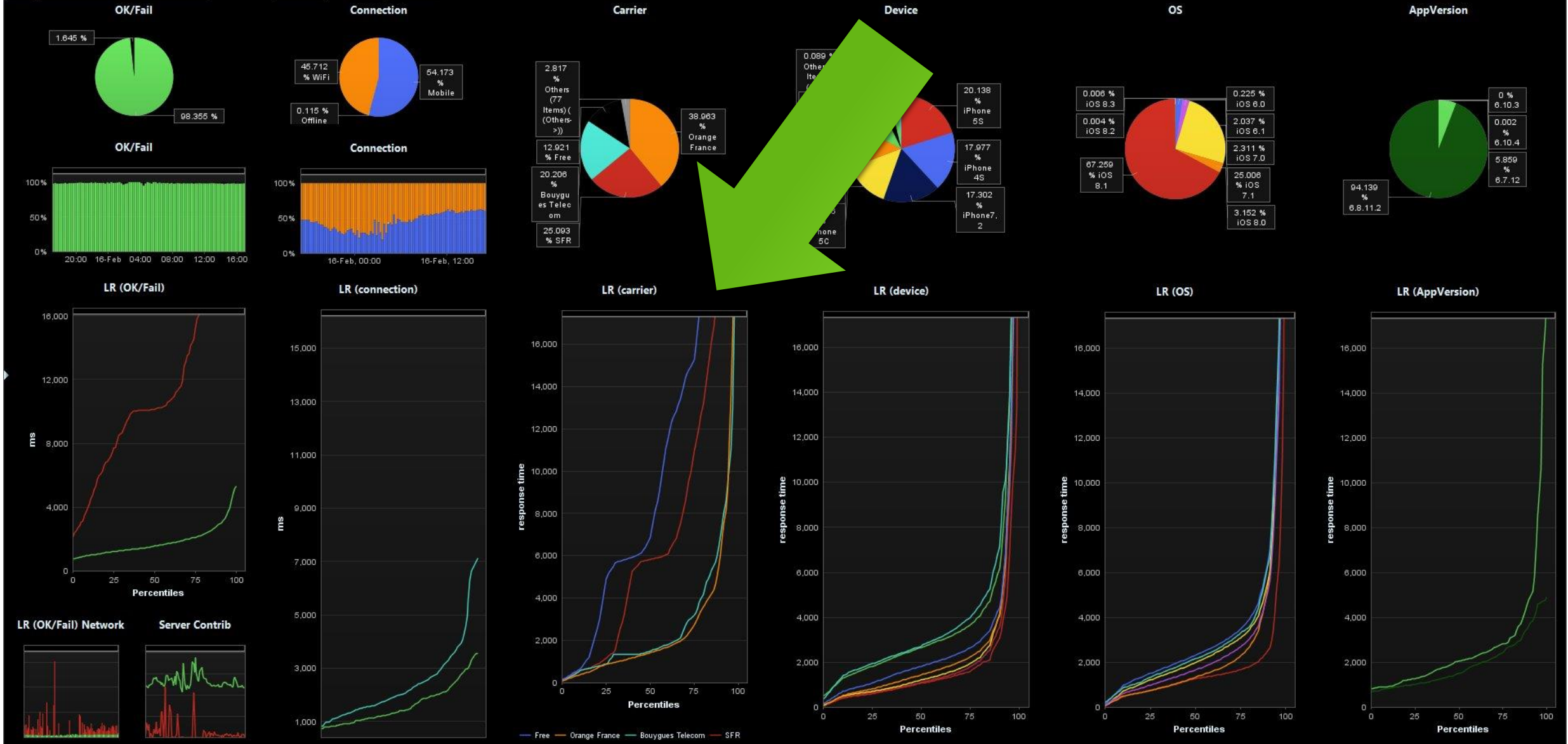
Device

# How do they get to me?

Geo Location

Browser

uem\_psp\_UEM Performance DB3 -HOME-LR.v2a shows data of Production in timeframe: last 24 hours



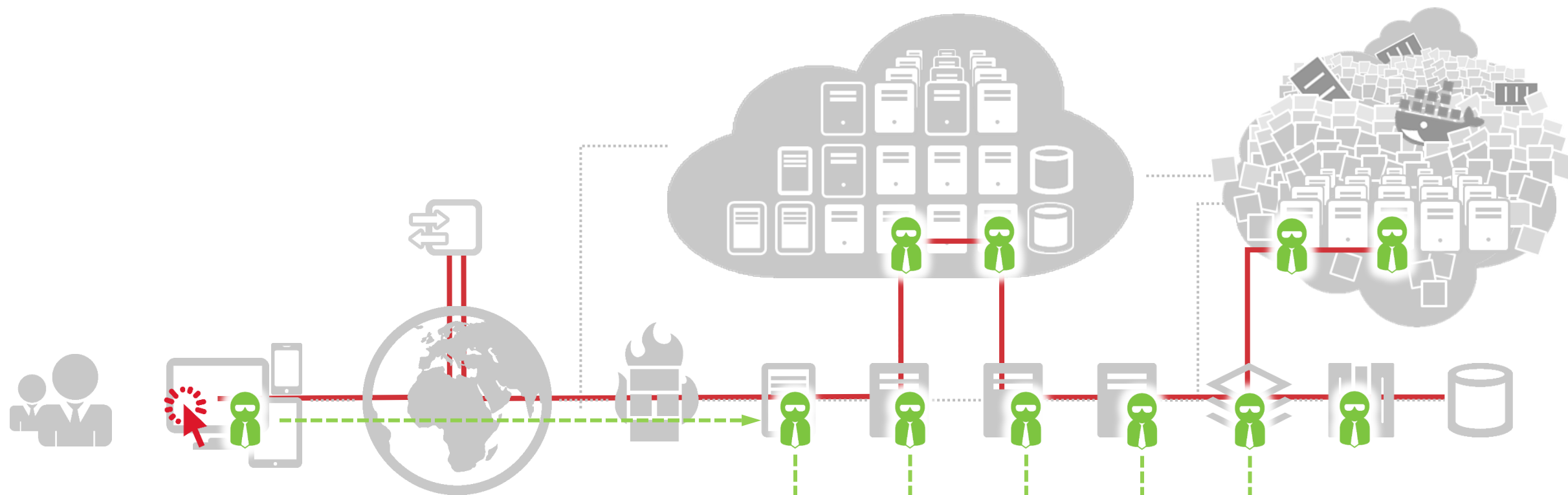


H<sub>4</sub> O<sub>1</sub> W<sub>4</sub>

D<sub>2</sub> O<sub>1</sub> E<sub>1</sub> S<sub>1</sub>

I<sub>1</sub> T<sub>1</sub>

W<sub>4</sub> O<sub>1</sub> R<sub>1</sub> K<sub>5</sub>



100% transactions, 24x7, end-to-end



Auto-discovery and mapping of  
Applications and Infrastructure



User journey for rapid problem resolution



dynatrace