Experience Journey Map

Experience Journey Map visualizes:

- Performance metrics for each step in a user journey
- Performance metrics from one step to the next
- Top incoming and outgoing traffic data for each step
- Drop-off rates
- Refresh traffic and performance data

Requirements

To use Experience Journey Map, the following requirements must be met:

- For SaaS: Controller 20.6.0 and later
- For On-premise: Controller 20.7.0 and later
- EUM PEAK license
- Instrumented browser or mobile application

Get Started with Experience Journey Map
To access Experience Journey Map in the Controller UI:

1. Under the **User Experience** tab, go to a browser or mobile application.
2. In the left application panel, click **Experience Journey Map**.

### Overview of the Experience Journey Map UI

The sections below provide an overview of the Experience Journey Map UI.

**Experience Journey Map Dashboard**

The Experience Journey Map dashboard displays the top user journeys, or the most trafficked parts of an application. The default time frame is set to one hour, but you can adjust the time and the dashboard automatically updates the user journeys and data for that time frame.
End User Events

Each step in a user journey is visualized with an end user event. An end user event is a browser page or mobile view/activity. Experience Journey Map displays the most trafficked end user events.

Click an end user event to see:

- total user visits from all sources
- incoming and outgoing traffic sources
- performance breakdowns for each traffic source
- drop-off rate
Total User Visits (all sources)

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>.../store/viewcartaddtocart.action</td>
<td>1019</td>
</tr>
<tr>
<td>Top Traffic Source</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ecommerce.com/store/viewitems.action">www.ecommerce.com/store/viewitems.action</a></td>
<td>1019</td>
</tr>
</tbody>
</table>

Drop-Off Rate

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>angular#</td>
<td>4163</td>
</tr>
<tr>
<td>↓ 4%</td>
<td></td>
</tr>
</tbody>
</table>

Incoming Traffic (all)

<table>
<thead>
<tr>
<th>Traffic Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>.../store/viewcartaddtocart.action</td>
<td>100.00%</td>
</tr>
<tr>
<td>AJAX Errors: 0</td>
<td>0%</td>
</tr>
<tr>
<td>JavaScript Errors: 0</td>
<td>0%</td>
</tr>
<tr>
<td>Stall: 6346 ms</td>
<td>7.75%</td>
</tr>
<tr>
<td>Very Slow: 3663 ms</td>
<td>4.61%</td>
</tr>
<tr>
<td>Slow: 3525 ms</td>
<td>1.08%</td>
</tr>
<tr>
<td>Normal: 465 ms</td>
<td>86.56%</td>
</tr>
</tbody>
</table>
CheckoutView

Total User Visits (all sources)

2687

Top Traffic Source
CartView

2424

Drop-Off Rate

↓ 92%

Incoming Traffic (all)

CartView 90.21%
ChangeAddressView 9.64%
LoginView 0.07%
CheckoutView 0.04%
ListView 0.04%

Outgoing Traffic (all)

EXIT 92.85%

- Crash Errors: 0 37.9%
- ANR Errors: 0 0%
- Stall: 0 ms 6.09%
- Very Slow: 0 ms 2.03%
- Slow: 0 ms 1.02%
- Normal: 1023 ms 90.86%

LoginView 7.03%
CheckoutView 0.04%
Traffic Segments

A traffic segment connects two end user events and contains data about users who journeyed from one end user event to the next. Traffic segments display a health status icon for errors and exceeded performance thresholds. To edit performance thresholds, see Configure Experience Journey Map.

Click a traffic segment to see:

- number of users who came from the previously mapped end user event
- performance metrics for those users
- option to analyze individual browser or mobile sessions for that end user event
Refresh Loops

A refresh loop is a type of traffic segment and contains data for users who refresh an end user event.

Click a refresh loop to see:

- number of users who refreshed the end user event
- performance metrics for those users
- option to analyze browser or mobile sessions for that end user event
Analyze Traffic Segments

On traffic segments, the Analyze functionality allows you to drill down on individual browser or mobile sessions for that traffic segment. When you click Analyze, you are redirected to Browser RUM Analyze or Mobile Sessions with applied filters for the users who navigated from the previous end user event to the next.
items.action experienced Normal median End User Response Time of 482 ms. Users spent an average of 5.025 seconds on www.ecommerce.com/store/viewitems.action

Performance Edit thresholds

- AJAX Errors: 0 0%
- JavaScript Errors: 0 0%
- Stall: 0 ms 0%
- Very Slow: 6565 ms 3.32%
- Slow: 5985 ms 3.62%
- Normal: 462 ms 93.06%

Drill down here for more details

Analyze
Experience Journey Map for Different EUM Applications

Experience Journey Map is available for instrumented browser and mobile applications. The sections below describe the differences in Experience Journey Map data for browser and mobile applications.

**Browser Applications**

For browser applications, an end user event is a browser page. Performance thresholds (Slow, Very Slow, Stall, and Normal) are set to page load time, or End User Response Time (EURT). For browser errors, Experience Journey Map captures JavaScript and AJAX errors. When you analyze performance from a traffic segment, you are redirected to Browser RUM Analyze with filters applied for that mapped browser page.

**Mobile Applications**
For mobile applications, an end user event is a mobile view (iOS) or activity (Android, other). Performance thresholds (Slow, Very Slow, Stall, and Normal) are set to an average time of mobile network requests. For mobile errors, Experience Journey Map captures crashes and Application Not Responding (ANRs). When you analyze performance from a traffic segment, you are redirected to Mobile Sessions with filters applied for that mapped mobile view/activity.

You may notice that sometimes the metric breakdowns of performance thresholds do not add up to 100%. See Analyze Traffic Segments for an example. This is because for mobile applications, performance thresholds are set to an average of only the network request(s) triggered from a view/activity. If the number of triggered network requests is less than the number of total network requests, the performance threshold breakdown does not add up to 100%.