


Experience Journey Map

Related pages:

- [Use Cases for Experience Journey Map](#)
- [Configure Experience Journey Map](#)
- [Browser RUM Analyze](#)
- [Mobile Sessions](#)



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Experience Journey Map is a Controller functionality for browser and mobile applications. Experience Journey Map provides real-time insights into application and business performance, visualizing key user journeys and the correlation between performance and traffic. This perspective unifies all application stakeholders: application owners, developers, and IT operations.

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**.

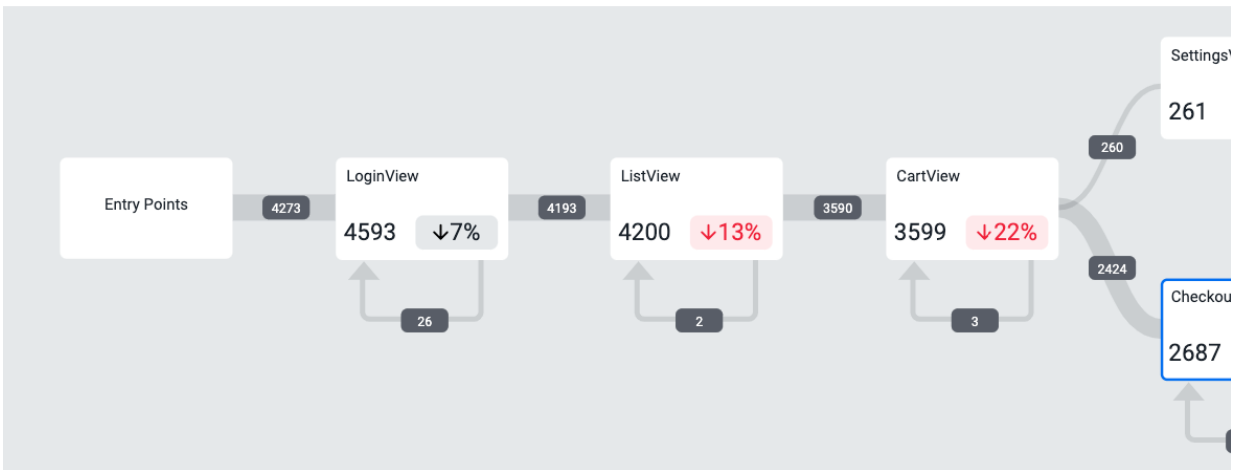
Overview of the Experience Journey Map UI

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.



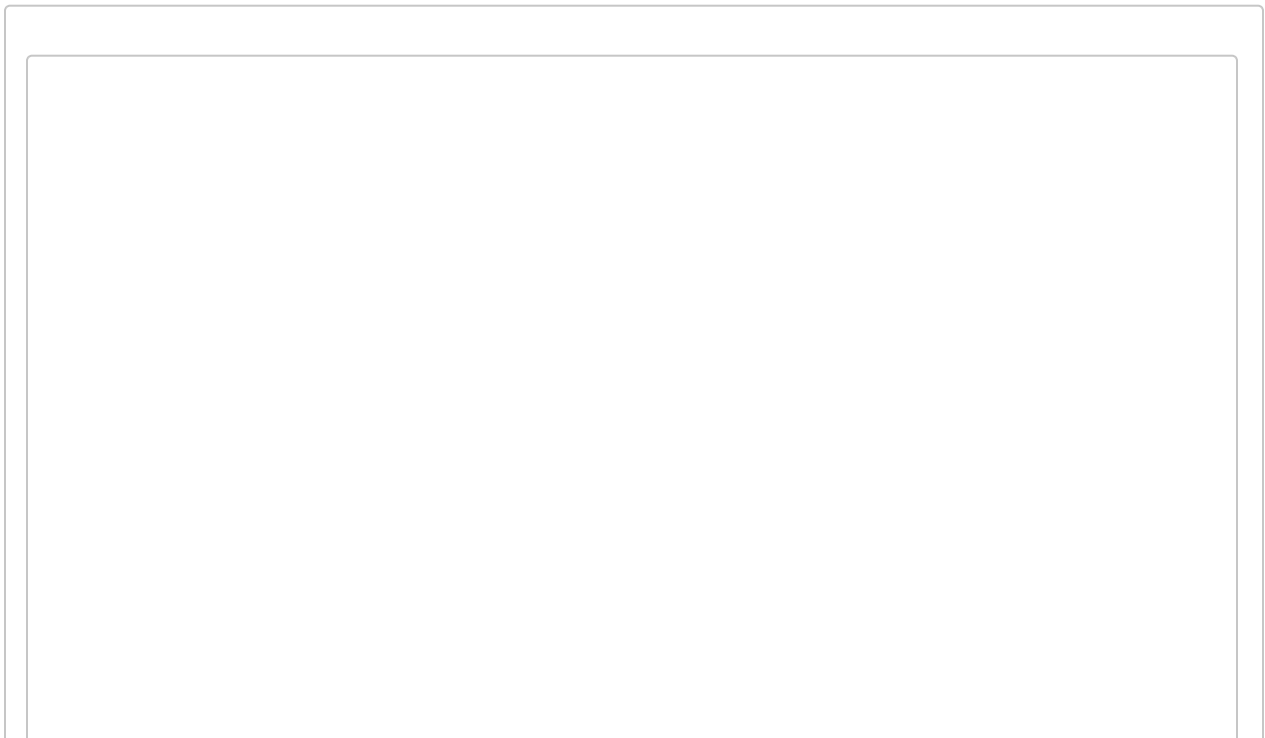


End User Events

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



.../store/viewcart!addtocart.action X

Total User Visits (all sources)

1019

Top Traffic Source

www.ecommerce.com/store/viewitems.action

1019

Drop-Off Rate

↓ 4%

angular#

4163 ↓0%

→ Incoming Traffic (all) ⓘ

▼ ...om/store/viewitems.action 100.00%

AJAX Errors: 0 0%

JavaScript Errors: 0 0%

Stall: 6346 ms 7.75%

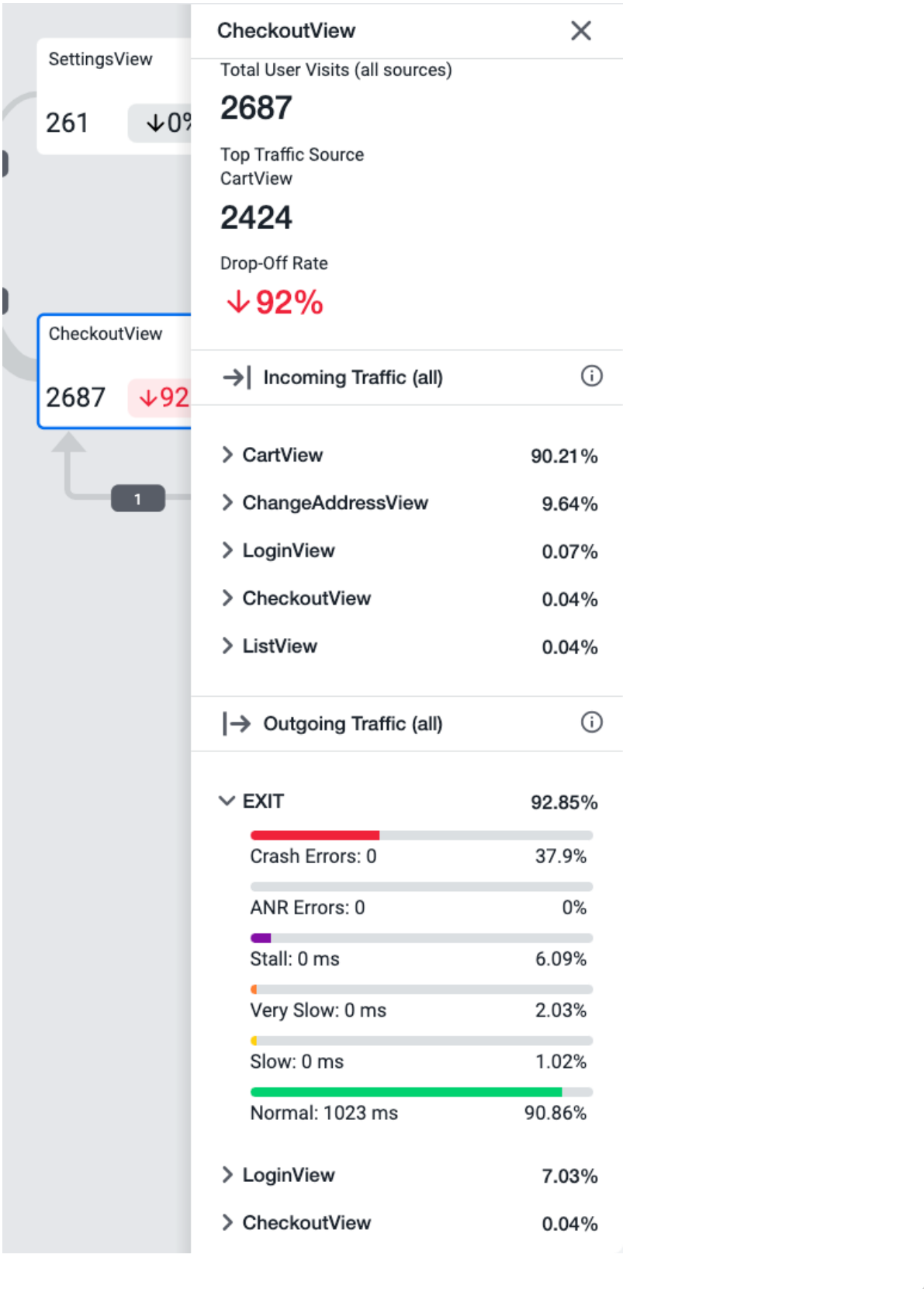
Very Slow: 3663 ms 4.61%

Slow: 3525 ms 1.08%

Normal: 465 ms 86.56%

.../store/viewcart!add
tocart.action

1019 ↓4%



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

The screenshot shows a traffic segment titled "Slowness Experienced" with a close button (X). The segment description states: "7.75% of traffic from www.ecommerce.com/store/viewitems.action experienced Slowness median End User Response Time of 509 ms. Users spent an average of 5.084 seconds on www.ecommerce.com/store/viewitems.action".

Performance metrics are shown below:

Metric	Value
AJAX Errors	0 (0%)
JavaScript Errors	0 (0%)
Stall	6346 ms (7.75%)

A browser breakdown table is also provided:

Browser	Count	Percentage
Chrome	26	32.91%
Firefox	21	26.58%
Internet Explorer	13	16.46%
Other	10	12.66%
iOS Mobile	9	11.39%

Additional details visible in the interface include a "Performance" section with an "Edit thresholds" link, and a "Device" section. On the left, a traffic segment is highlighted with a count of 4163, and another segment below it has a count of 1019.

Slowness Experienced
✕

566K

2.74% of traffic from CartView experienced Slowness median End User Response Time of 1017 ms. Users spent an average of 3.842 seconds on CartView

Performance ⓘ
[Edit thresholds](#)

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Crash Errors: 11

0%

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ANR Errors: 0

0%

∨

Stall: 1021 ms

2.74%

Device Model

Galaxy Nexus	3960	25.50%
Nexus	3890	25.05%
Moto X	3860	24.86%
Kindle Fire	3817	24.58%

OS Version

Android 2.3	5194	33.45%
Android 4.1	5177	33.34%
Android 4.2	5156	33.21%

Country

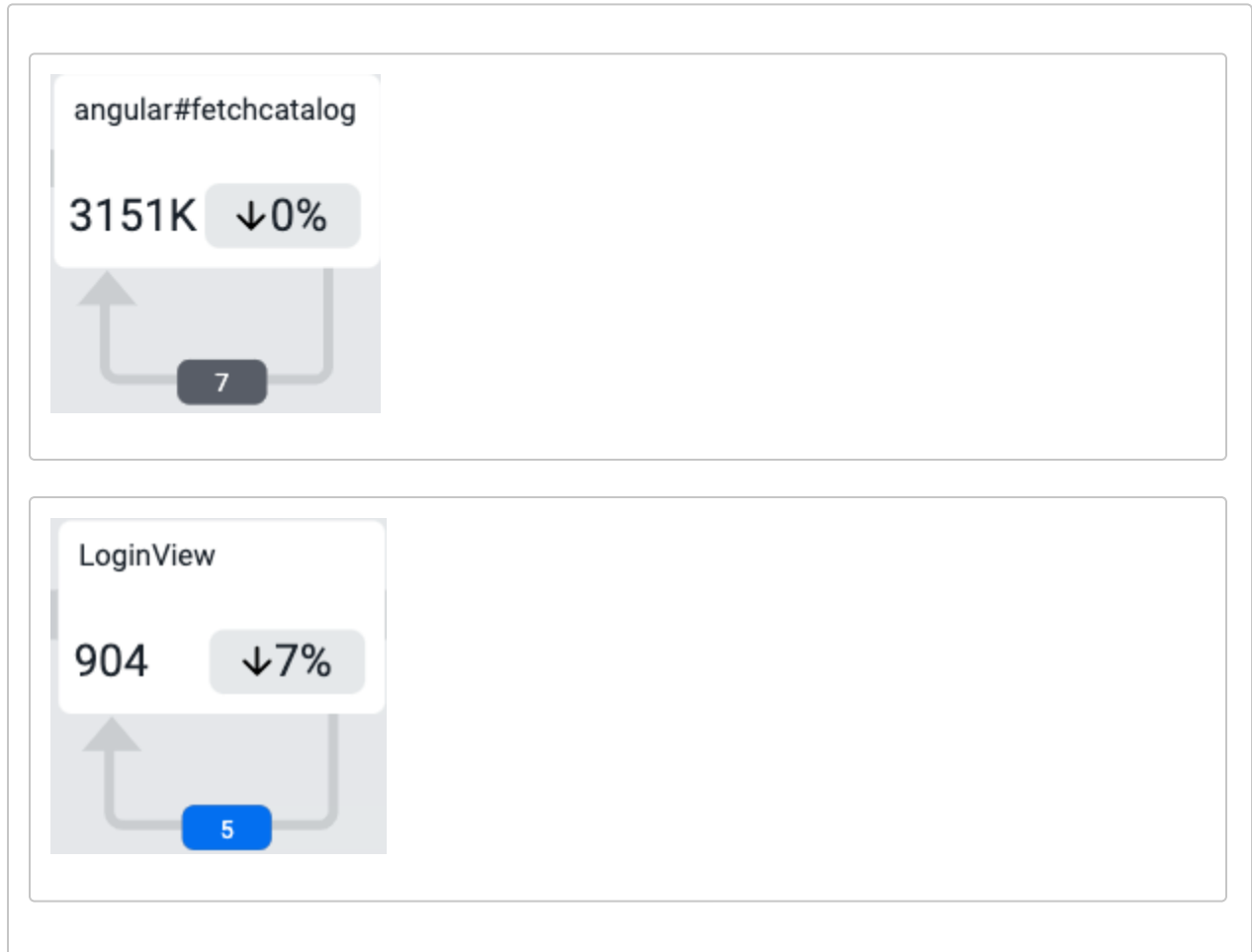
United States	2215	14.27%
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Refresh Loops

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



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%.

