

PORTFOLIO

Analytics Web App Design *for Squeaky*

From a blank canvas to a fully realised analytics application, I set the vision, strategy and goals for the project along with researching, designing, validating, project managing, QA'ing and delivering every element of Squeaky's web application.



Chris Pattison

chrispattison.net

Visitor database and profile design

Squeaky

Dashboard

DATA CAPTURE

Visitors

Recordings

Events

ANALYSIS

Analytics

Funnels

Journeys

Heatmaps

ENGAGEMENT

Feedback

Live Chat

SETTINGS

Site

Team

Privacy

Subscription

Get in touch:

hello@squeaky.ai

All Sites / Squeaky_Website / Visitors / 23fks4y

Visitor: 23fks4y2xw

Linked Data

User ID

00352523

Name

Holly Smith

Email

holly.smith@acme.com

Visitor ID

23fks4y

First visited

21st June 2021

Last activity

21st June 2021, 11:04pm

Language

English (US)

Device & Viewport (px)

1440 by 1080 pixels

Browser

Chrome Version 43.78

Export .JSON

Delete Visitor

Recordings

41

New

Avg. Session Duration

7m 26s

Page Views

175

34 Unique

Pages Per Session

9.54

Recordings

Status	Recording ID	Date & Time	Duration	Pages	Start & Exit URL	Device & Viewport (px)
New	23fks4y	22nd June 2021, 2:30pm	00:23	2	START URL /home EXIT URL /pricing	1440 x 1080
New	9fks033	22nd June 2021, 1:53pm	17:01	13	START URL /products EXIT URL /products/insights	720 x 960
New	qj83pe	22nd June 2021, 1:47pm	06:19	7	START URL /home EXIT URL /contact-us	375 x 812
New	q53ddt	21st June 2021, 11:04pm	14:57	24	START URL /home EXIT URL /we&l-be-in-touch	720 x 960
Viewed	78gh39k	21st June 2021, 3:26pm	02:45	5	START URL /products/recording EXIT URL /pricing	720 x 960
Viewed	j6pl3rs	21st June 2021, 9:53am	03:04	6	START URL /products EXIT URL /products/insights	720 x 960
New	7j93kpj	20th June 2021, 7:38pm	7:26	11	START URL /home EXIT URL /contact-us	411 x 823

All Sites / Squeaky_Website / Visitors

Visitors

Status	Visitor ID	Recordings	First visited	Last activity	Language	Device & Viewport (px)	Browser
New	q3fdr5Q	1	22nd June 2021	22nd June 2021, 2:30pm	English (GB)	1440 x 1080	Chrome
New	b5j5P3d	1	22nd June 2021	22nd June 2021, 1:53pm	English (GB)	720 x 960	Firefox
New	8loefn	3	22nd June 2021	22nd June 2021, 1:47pm	English (US)	375 x 812	Chrome
	3d	2	21st June 2021	21st June 2021, 11:04pm	Dutch (NL)	720 x 960	Chrome
	2L	5	21st June 2021	21st June 2021, 3:26pm	English (US)	720 x 960	Chrome
	5q	6	21st June 2021	21st June 2021, 9:53am	Dutch (NL)	720 x 960	Chrome
	3d	11	20th June 2021	20th June 2021, 7:38pm	French (FR)	411 x 823	Chrome
	nf	2	20th June 2021	20th June 2021, 4:53pm	German (DE)	720 x 960	Firefox
	3d	1	20th June 2021	20th June 2021, 11:04am	Italian (IT)	411 x 823	Chrome
	nf	9	19th June 2021	19th June 2021, 11:56pm	English (GB)	720 x 960	Chrome
	3d	1	19th June 2021	19th June 2021, 11:56pm	English (GB)	1440 x 1080	Chrome
	3d	1	11th June 2021	19th June 2021, 11:56pm	English (GB)	720 x 960	Firefox
	3d	6	19th June 2021	19th June 2021, 11:56pm	English (US)	375 x 812	Chrome
	nf	2	6th June 2021	19th June 2021, 11:56pm	Dutch (NL)	411 x 823	Chrome
	nf	5	19th June 2021	19th June 2021, 11:56pm	English (US)	1920 x 1080	Chrome

Items per page: 25

Recordings database and session playback design

Squeaky

Dashboard

Data Capture

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Journeys

Heatmaps

Engagement

Feedback

Live Chat

Settings

Site

Team

Privacy

Subscription

All Sites / Squeaky Website / Recordings

Recordings

Period: Post 7 days Bulk Actions Columns Filter

Status	Recording ID	Visitor ID	Date & Time	Duration	Pages	Start & Exit URL	Device & Viewport (px)	Browser
New	22f84y	q3f9d5Q	22nd June 2021, 2:30pm	00:23	2	START URL: /home EXIT URL: /pricing	1440 x 1080	Chrome
New	9f8d33	tdfj9d3d	22nd June 2021, 1:53pm	17:01	13	START URL: /products EXIT URL: /products/insights	720 x 960	Chrome
New	q383pe	3fcedf	22nd June 2021, 1:47pm	06:19	7	START URL: /home EXIT URL: /contact-us	375 x 812	Chrome
New	q53ddt	dtpd32d	21st June 2021, 11:04pm	14:57	24	START URL: /home EXIT URL: /products/recording	720 x 960	Chrome
Viewed	78gd38k	altm32d	21st June 2021, 3:26pm	02:45	5	START URL: /products/recording EXIT URL: /pricing	720 x 960	Chrome
Viewed	gpg3m	q3f9d5q	21st June 2021, 9:53am	03:04	6	START URL: /products EXIT URL: /products/insights	720 x 960	Chrome
New	7g3gpi	tdfj9d3d	20th June 2021, 7:38pm	7:26	11	START URL: /home EXIT URL: /contact-us	411 x 823	Chrome
New	q383pe	8fagew4	20th June 2021, 4:53pm	01:09	2	START URL: /home EXIT URL: /products/recording	720 x 960	Chrome
New	9f8d33	gpf8dg	20th June 2021, 11:04am	06:04	1	START URL: /products/recording EXIT URL: /pricing	411 x 823	Chrome
New	5kdd3	hk54d86	19th June 2021, 11:56pm	01:14	9	START URL: /products EXIT URL: /products/insights	720 x 960	Chrome

Visitor

Visitor ID: d86mp4nab

First visited: 7th July 2021, 8:54am

Last activity: 21st June 2022, 10:06am

Recordings: 1

Linked Data: 3839

User ID: Jess Smith

Email: jess.smith@acme.com

Recording info

Recording ID: d86mp4nab

Date: 21st June 2021, 10:06am

Duration: 06:19

Duration: 02:25 (25%)

Pages: 8

Events: 57

Traffic Source: https://linkhackers.com...

Start URL: /home

Exit URL: /store

Device: Computer

Viewport: 1440px by 1080px

Browser: Chrome 92

Language: English (US)

Linked Data: Yes

Voucher: Completed

Survey status: Completed

Product analytics for customer-obsessed companies

Squeaky's future-proof analytics lets you capture up to 60% more data than legacy tools by putting customer privacy first.

Get Started Book Demo

No credit card required GDPR & CCPA compliant No tech expertise needed

Analytics

Events Display

Page view 00:00

https://google.com/

Scrolled 00:02-00:11

Clicked 00:16

div#naucbar-collapsed-div

Clicked 00:19

href=https://squeaky.ai/product/re...

Page view 00:19

/product/recordings

Scrolled 00:21-00:25

JavaScript error 00:25

Failed to load resource: the...

Focus 00:26

Input Type: Text

Hover 00:45

href=https://squeaky.ai/book-demo

Scrolled 00:45-00:50

Test click Tracked 00:59

https://squeaky.ai/product/book-demo

Event history

Clicked 00:51

href=https://squeaky.ai/pricing/

Page view Tracked 00:28

https://squeaky.ai/pricing

Event history

Pages

/home 4

00:00 -> 00:06

00:16 -> 00:32

01:27 -> 01:44

05:48 -> 06:01

/products/recording 3

/products/insights 3

/store 3

/pricing 2

/products 2

/contact-us 1

/we&i=be-in-touch 1

Notes Add Note

00:23

I wonder if the user was expecting to find the VAT number when they paused?

Lewis Montalith

No timestamps

What just happened? 🧐

Chris Pattison

01:44

You can tell they're feeling frustrated here, let's make that.

Unknown user

Tags

Type in the input below to create a new tag or choose from your existing tags.

Add tag ...

Account creation

Billing

New user

Pricing Bounce

Heatmaps design

(click, mouse and scroll maps)

Squeaky

Dashboard

DATA CAPTURE

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Helping you grow your business

All Sites / Squeaky Website / Heatmaps

Heatmaps

Page / Width 1920px (312) X

Period: Past 7 days Click Mouse Scroll

Squeaky

See cases · Product · Pricing · Store · Get Started Free · Log In

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Dashboard

Visitors 964

Recordings 2,741

Page Views 11,756

Analytics

Latest Recording

Latest Notes

Squeaky

Dashboard

DATA CAPTURE

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Recordings

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ANALYTICS

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All Sites / Squeaky Website / Heatmaps

Heatmaps

Page / Width 1920px (312) X

Period: Past 7 days Click Mouse Scroll

Squeaky

Use cases · Product · Pricing · Store · Get Started Free · Log In

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Recordings 2,741

Page Views 11,756

Analytics

Element	Clicks
... > div > div > menu > a > span	101 (10.01%)
... > div > div > menu > a > span	100 (9.00%)
...-type(5) > div > div:nth-of-type(2)	102 (8.53%)
... > div > div > menu > a > span	98 (7.94%)
..._next > div > section > div > a	96 (7.87%)
... > div > div > menu > a > span	96 (6.91%)
... > div > div > menu > a > span	90 (6.45%)
... > div > section:nth-of-type(2) > div	97 (6.39%)
...-mb:0px;span;text-align:center	99 (6.1%)
...>div;text-align:center;mb:0px	94 (5.99%)
...-type(5) > div > div:nth-of-type(2)	91 (5.99%)
...>div > div > div > a > span > img	71 (5.99%)
... > div > section:nth-of-type(2) > div	74 (5.99%)
...>div > footer > div > div > div > a	11 (0.89%)
...>div > div > div > a > span > img	11 (0.89%)
...>div > div > div > a > span > img	11 (0.89%)

Squeaky

Dashboard

DATA CAPTURE

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Page / Width 1920px (312) X

Period: Past 7 days Click Mouse Scroll

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Dashboard

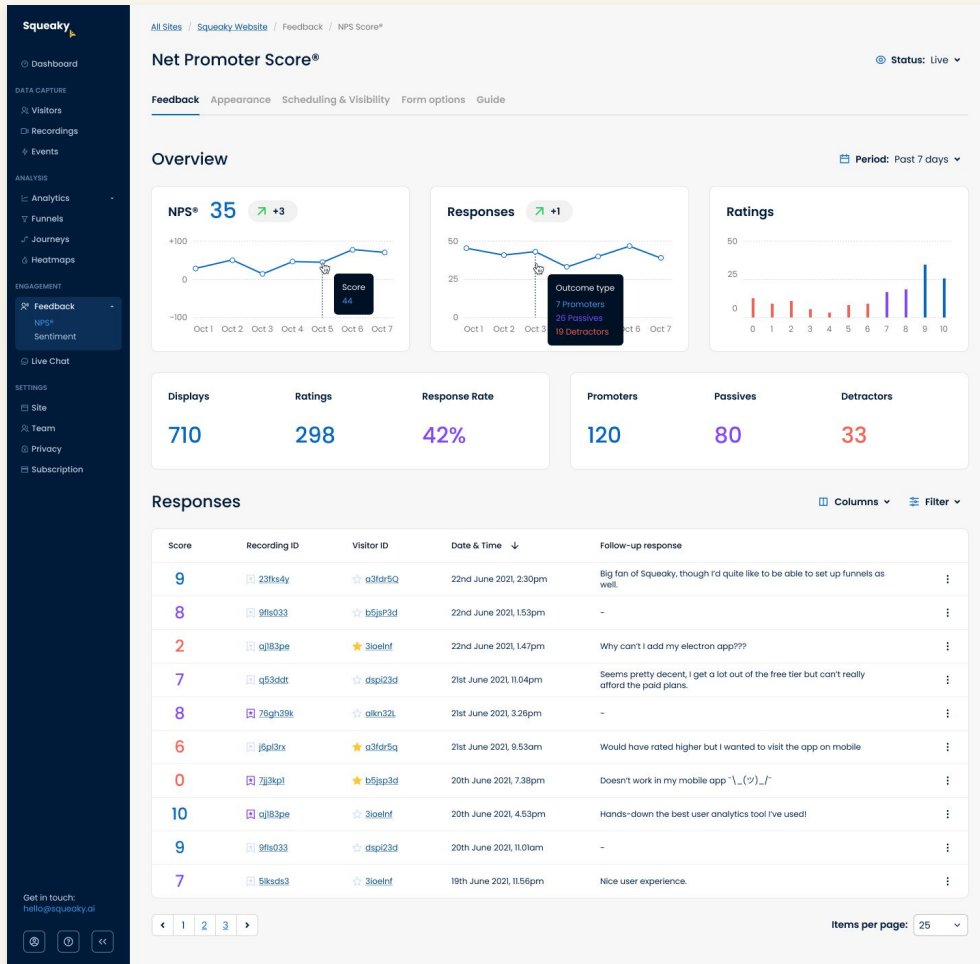
Visitors 964

Recordings 2,741

Page Views 11,756

Analytics

% scrolled	Pixels scrolled	Users
5%	172px	100% (129)
10%	344px	100% (129)
15%	516px	99% (127)
20%	688px	97% (125)
25%	860px	83.1% (103)
30%	1032px	55.6% (76)
35%	1204px	42.8% (53)
40%	1376px	31.8% (41)
45%	1548px	24.3% (30)
50%	1720px	21.4% (26)



NPS® feedback survey design

EN

How likely is it that you would recommend [Site Name] to a friend or colleague?

Not likely

Extremely likely

0 1 2 3 4 5 6 7 8 9 10

EN

0 1 2 3 4 5 6 7 8 9 10

What's the main reason for your score?

I really like Squeaky, can't wait until you add a live chat feature too!

Would you like to hear back from us regarding your feedback?

☒ Yes ☐ No

Email

jess.smith@squeaky.ai

Powered by Squeaky

Submit

Sentiment feedback survey design

How would you rate your experience?

🤔

😞

😐

😊

🥳

Powered by Squeaky

🤔

😞

😐

😊

🥳

Tell us about your experience...

Powered by Squeaky

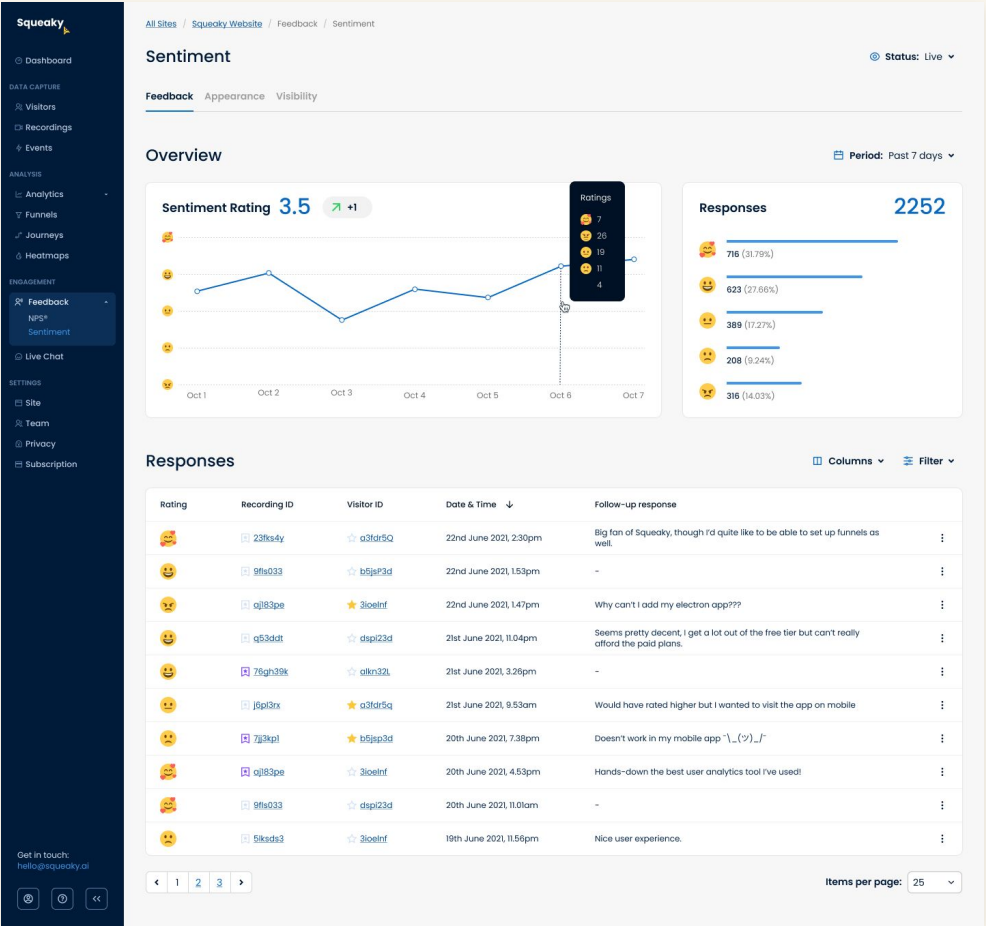
Send

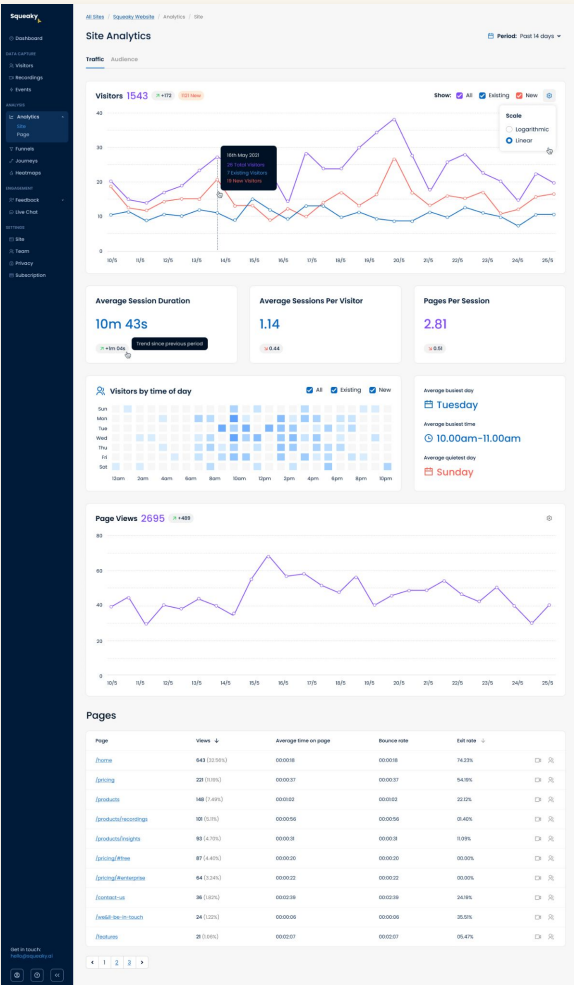
✔️

Feedback sent

Thank you for sharing your feedback and helping to make our service better.

Close





Language

- 1 English (GB)
32.00%
- 2 English (US)
32.00%
- 3 Italian (IT)
32.00%
- 4 German (DE)
32.00%
- 5 Spanish (ES)
32.00%
- 6 Spanish (US)
32.00%

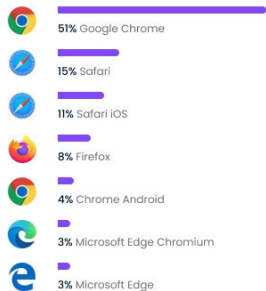
[Show All](#)

Country

-  United Kingdom
29.41%
-  United States
24.78%
-  Netherlands
7.04%
-  Italy
5.59%
-  Germany
1.46%
-  France
32.00%

[Show All](#)

Browser



[Show All](#)

Analytics designs

Screen Widths



Desktop / Laptop

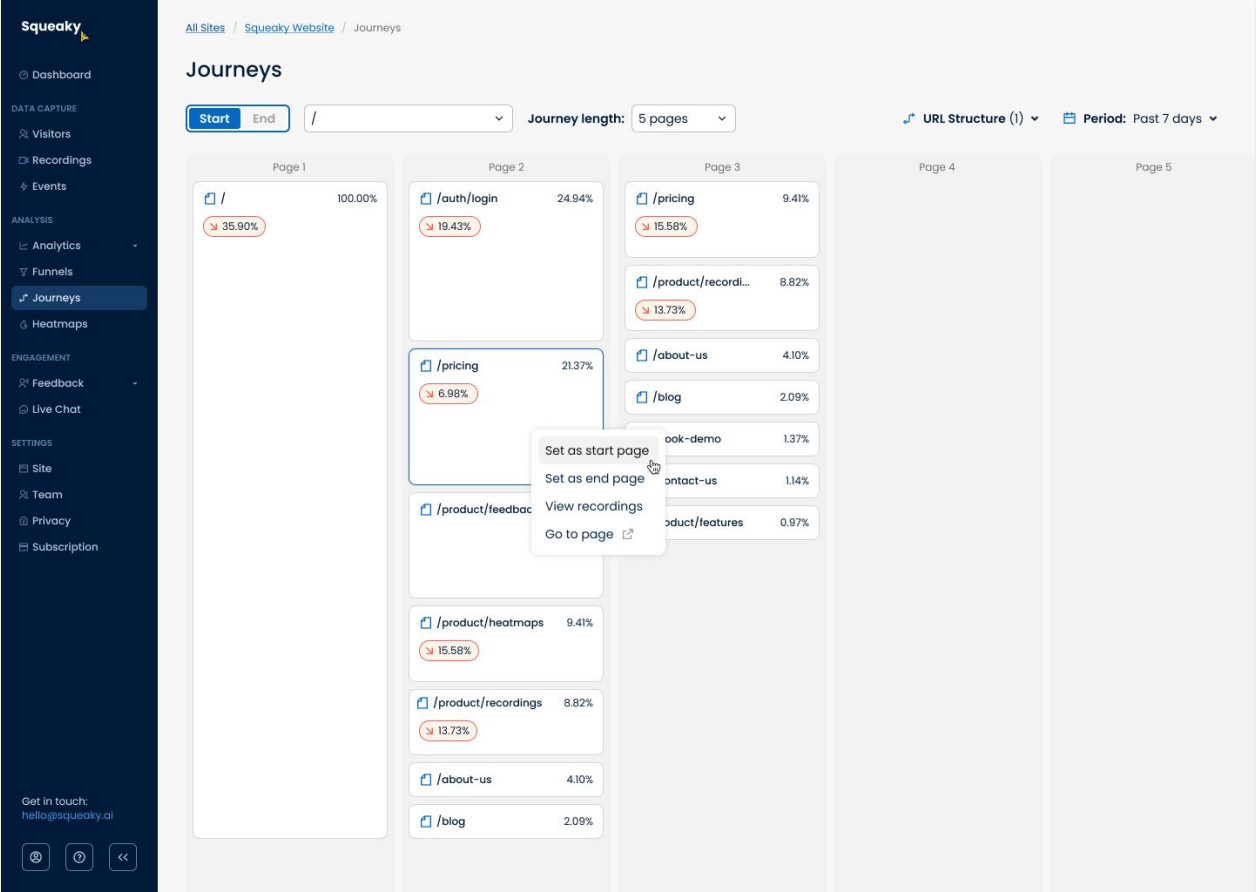
2549 (75.62%)



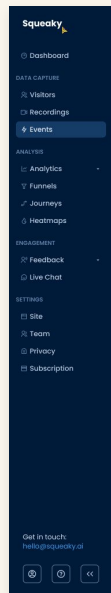
Tablet / Mobile

1177 (24.38%)

Use journeys designs



Event tracking designs



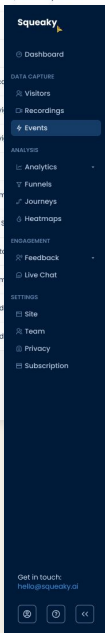
All Sites / Squeaky Website / Events

Events + Add New

Bulk Actions Filter All Groups

<input type="checkbox"/>	Event name	Event type	Event groups	
<input type="checkbox"/>	Home page visit	Page visit	-	
<input type="checkbox"/>	Get Started free clicks	Text click	Buttons, Primary Buttons	987
<input checked="" type="checkbox"/>	Call To Action Button clicks	Text click	Buttons, Secondary Buttons	845
<input checked="" type="checkbox"/>	Pricing page visit	Page visit	-	
<input type="checkbox"/>	Log in button clicks	Javascript error	-	
<input type="checkbox"/>	Account created	Custom event	-	
<input type="checkbox"/>	Nav drawer links clicked	CSS selector click	-	
<input type="checkbox"/>	Nav drawer links hovered	Custom event	-	
<input type="checkbox"/>	About us visit	Page visit	-	
<input type="checkbox"/>	Contact Us visit	Page visit	-	
<input type="checkbox"/>	Exit pop-up triggered	Custom event	-	
<input type="checkbox"/>	Feedback button clicks	CSS selector click	-	
<input type="checkbox"/>	Contact form submitted	Custom event	-	
<input type="checkbox"/>	Recordings page visit	Page visit	-	
<input type="checkbox"/>	Heatmaps page visit	Page visit	-	

1 2 3 >



All Sites / Squeaky Website / Events

Events + Add New

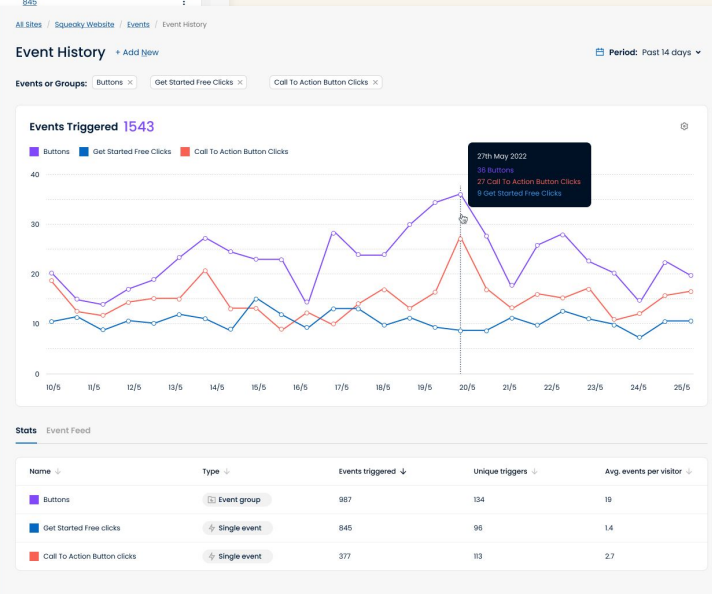
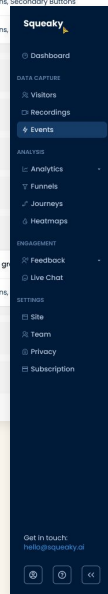
Bulk Actions Filter All Groups

+ Accounts & Authentication (0)

- Buttons (3)

Delete group Compare all

<input type="checkbox"/>	Event name	Event type	Event groups	Events triggered
<input type="checkbox"/>	Get Started free clicks	Text click	Buttons, Primary Buttons	987
<input type="checkbox"/>	Call To Action Button clicks	Text click	Buttons, Secondary Buttons	845
<input type="checkbox"/>	Feedback button clicks	CSS selector click	Buttons,	



Random menu examples

Playback Speed

☐ 0.5 x

☒ Normal

☐ 1.5 x

☐ 2 x

☒ Skip inactivity

Label Text

Alphabetical: A-Z

☐ Select All

☐ /about-us38

☐ /blog12

☐ /blog/development4

☐ /blog/company-news25

☐ /blog/product-updates113

☐ /blog/development/why-we-don't-use17

☐ /blog/product-updates/product-update-316

☐ /blog/company-news/1-year-of-building-14

☐ /book-demo3

☐ /comparisons9

☐ /comparisons/squeaky-alternatives1

☐ /comparisons/squeaky-vs-fathom-analytics0

☐ /comparisons/squeaky-vs-google-analytics12

Apply

Cancel

Recordings

Greater than

e.g. 5

Apply

Cancel

Filter

◀ Status

◀ Recordings

◀ First visited

◀ Last activity

◀ Language

◀ Visited pages

◀ Unvisited pages

◀ Traffic source

◀ Starred

Period: Past 7 days

☐ Today

☐ Yesterday

☒ Past 7 days

☐ Past 14 days

☐ Past 30 days

☐ Past 6 months

☐ Past year

☐ Before

DD/MM/YYYY

Apply

Cancel