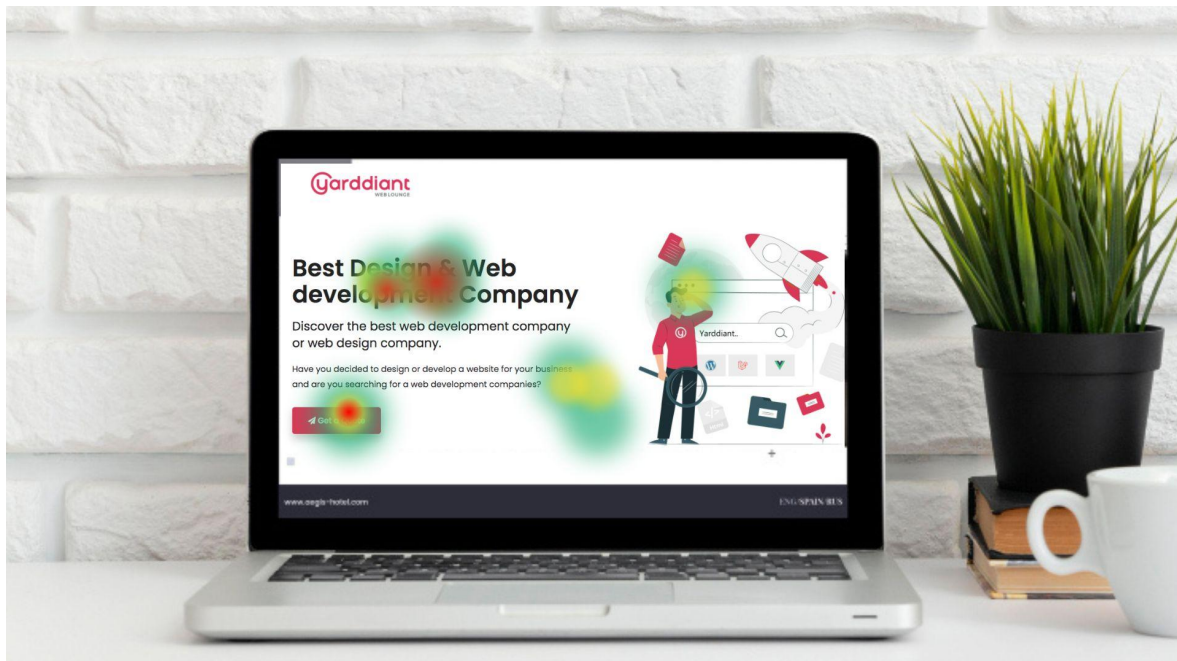


**Hotspot Guide to understand the user
experience in a website during web
development**

Introduction

Users are likely to spend more time on a website that effectively use visualizations and contents to pass the information. The area where the users get engaged the most are hotspots. These areas on a website receive more engagement and increases traffic. A visually appealing website has a possibility to increase the level of clicks and scrolls done by the user.

Finding these high traffic areas helps the designers to optimize the website during web development with right placement of content to increase the engagement and reduce bounce rates.



Importance of Hot Spots in Understanding User Interaction

Hotspot is certain areas the users engage the most. Those areas in the website can be optimized to improve the user experience. By analysing the hotspots, designers could focus on improving these areas and make sure if the call buttons and other important visual elements can be accessed by the users.

Tips to improve user engagement with hotspot

- Adjust the hotspots and improve the page using heatmaps
- Keep the hotspots attractive using motion effects, images and videos.
- Design the elements in hotspot with contrast colours to stick out.
- Track the user engagement of hotspots.

Use of Heatmaps

Heatmaps helps in finding the hotspot in a website where the users spend the most using various heatmap software tools. It shows the areas by pointing out in visual colours. Areas having high user engagement is shown in warmer colours and low user engagement is shown in cooler colours. Thus you can improve your website based on the interests of users. Decisions for changes in web development can be made easier through heatmap.

Different types of heatmap tools are available for tracking various user behaviour. They are:

- **Hover maps** : The areas visitors hovered the most are shown here.

- **Scroll maps** : It shows the scroll depth and the percentage of users scrolling it to the bottom of the page
- **Click maps** : It shows which element the users click on the website and how many clicks are made on the elements.