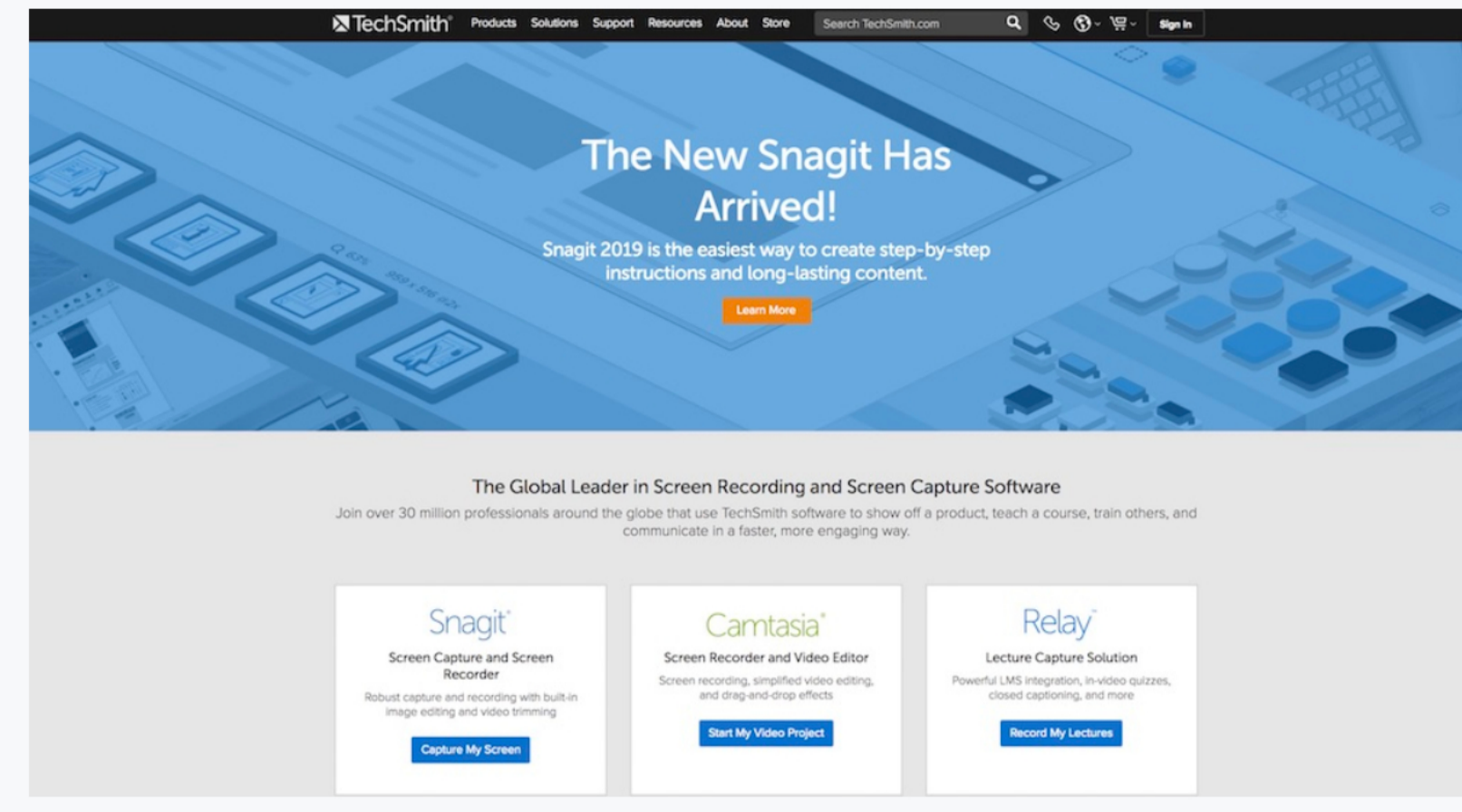


“It takes me 10 or 15 minutes to put a Poll together, then it goes live and, by the next day, I've got at least some data to answer my questions. This was the big surprise for me—polls alone make the subscription worth it.”



Here is a sure-fire recipe for building bad software: using guesswork, assumptions, and gut feels about what people need, and developing and releasing products and features based on nothing else.

The further you go without concrete data, the more leaps you're making. That's why the other (better) way to build a product is use *actual* feedback from customers and behavioral data points to guide product development, User Experience (UX) design, and marketing efforts—like the teams at Techsmith are doing.

## Using customer feedback to create successful software

Software company Techsmith has fewer than 300 employees, but there's a good chance you know some of their products: they make Snagit (used for screen capture and recordings), Camtasia (used for explainer videos), and Relay (lecture recording software).

One of their UX designers, Conan Heiselt, introduced Techsmith to Hotjar, which the company now uses to understand their customers and build better products.



“The further you go without concrete data, the more leaps you're making. That's why we come back to the data very regularly—to validate it and make sure we're on track. That means we're making fewer assumptions, which also means we're making fewer mistakes in the end.”

Conan Heiselt  
UX Designer at TechSmith



## Would Hotjar be difficult to use and integrate across departments?

Techsmith needed a set of tools that different departments could use across the company, so they looked for something that was simple and easy to integrate.



The UX team at TechSmith



“We use Hotjar all over the company—in Marketing to test and validate our website, in UX on all of our web-based applications and sites, in Technical Support within our knowledge base, and in User Assistance to gather info on the effectiveness of our help content. **If it had been difficult to use or complicated to integrate, we would have canceled after a few months.**”

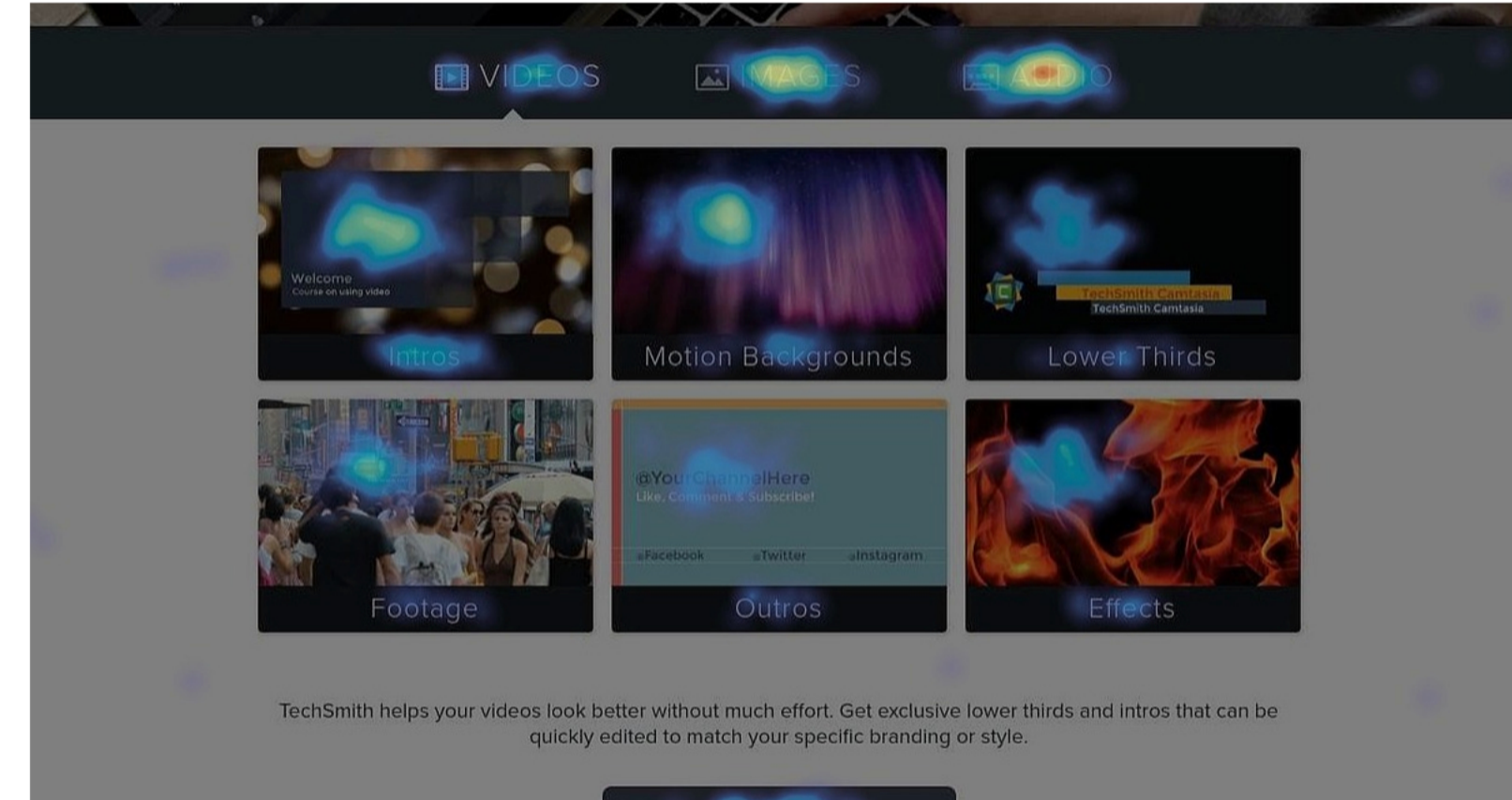
Conan Heiselt  
UX Designer at TechSmith



## Challenge #1: identifying broad opportunities for improvement

To figure out where to begin when it comes to product improvement, Techsmith combines Hotjar with traditional [web analytics tools](#) like Google Analytics. After identifying the most important pages, Conan uses [heatmaps](#) to get a visual sense of where visitors click and how far they scroll, which in turn tells him which buttons and features people use (or don't), and how they engage with the content.

Here is one of the early successes he recalls: “seeing how many, many visitors to our website were clicking on our product icons instead of the CTA buttons. Perhaps there was no monetary impact to making the whole area clickable, but it definitely provided a better experience to each of our potential customers.”



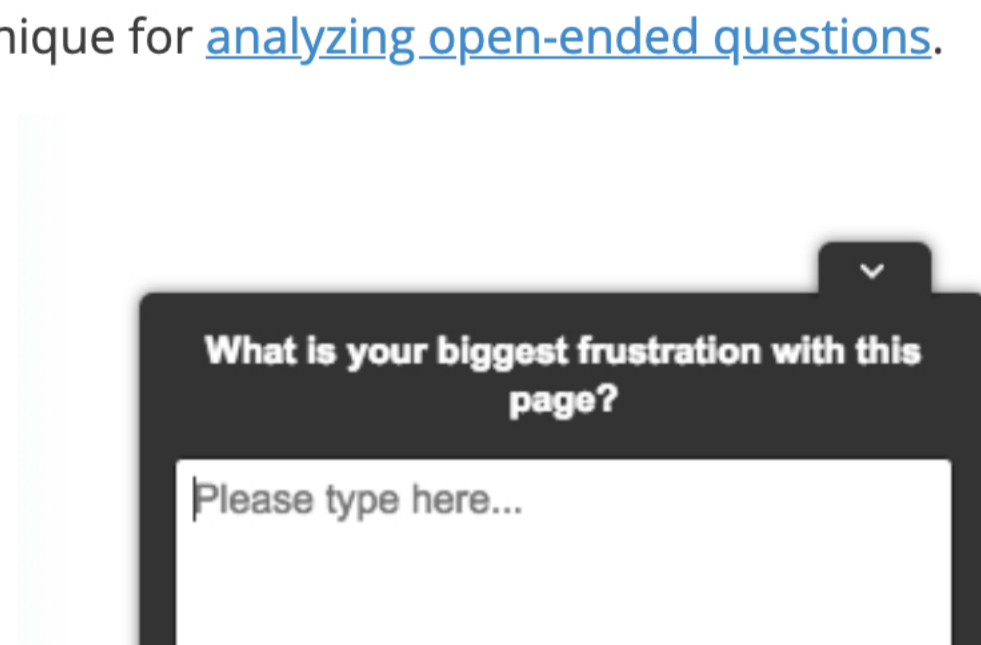
A RECENT SERVICE PAGE HEATMAP THAT SHOWS HOW LIKELY VISITORS ARE TO CLICK ON THE CATEGORY IMAGE INSTEAD OF THE PRODUCT NAME.

Heatmaps have also helped validate a redesign of one of Techsmith's main product feature pages: “The layout was different than what we've done before, requiring direct visitor interaction. Many of us were concerned that too much of the content was initially hidden, but the click and scroll maps definitely showed that visitors to that page `_do_` interact heavily with all of the information.”

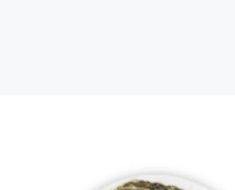
## Challenge #2: understanding what users think

Using [javascript triggers](#), Conan can make an [on-page survey](#) appear *only* when certain criteria are met—for example, when a visitor clicks on specific elements or scrolls beyond a certain point. This allows him to segment users based on their activity and to focus on their feedback.

He recently asked visitors: “What's your biggest frustration with this page?” The answers varied quite a bit, but they roughly fell into 15 general themes—so he categorized the data by using a standard technique for [analyzing open-ended questions](#).

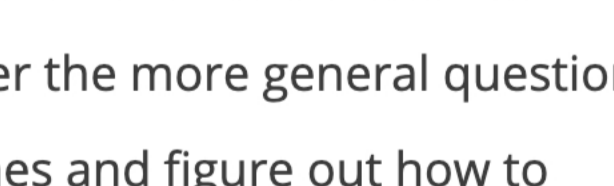


Number	Country	What is your biggest frustration with this page?	Category
2	Ireland	Adjusted that every time I click the image, one suggestion is to add filters, for example, without (price, month, etc) and it's not really helpful.	Need Filters
3	United States	Can't figure out how to filter by video length/download. It's too difficult to do.	Need Filters
4	United States	Not being able to filter by length/duration.	Need Filters
5	United States	I'd like to filter a search by length of audio track.	Need Filters
6	Canada	Can't without popping up at you.	The survey
7	United States	That I cannot see a general filter of all requires a subscription.	What is free
8	United States	we'd want that page to be more organized by type of images. No need to have multiple tabs. No right-click. Check out screenshots and see how much better that is to use.	Need Filters
9	United States	Would love more tags. So I can look for "success" or "failure".	Need Filters
10	Netherlands	Please show all all items in subscription, subscribe with me.	Tags
11	United States	It's done, not interested!	What is free
12	United States	Can't see all items, lots of scrolling. Adding more items to narrow search would be very helpful.	Need Filters
13	United States	Can't filter on video length or content better without a lot.	Need Filters
14	United States	Lack of filtering, and almost complete discrimination from most keywords. This is especially true for images. For example, if I search for "happy business people", I get a page full of happy business people.	What I get with my license
15	United States	It's not working on the download button. It's not recognizing that it's a zip file.	Need Filters
16	United States	get a page full of happy business people.	Search results not great
17	Germany	No further filtering of results.	Opening in Camtasia
18	United States	Has to be able to see what I already have versus new.	Need Filters
19	Canada	not free.	Cost/Not free
20	United States	sometimes it freezes the download.	Technical issue with site
21	Sweden	not all materials are available at all.	Not work with version of Camtasia
22	Sweden	report.	Not work with version of Camtasia
23	United States	limited selection. Otherwise it seems great for my first edit.	Need specific type of content
24	United States	I can't download what for camtasia studio 8.	Need more content
25	France	Not able to play a video before I decide if I want it. I don't want to buy a subscription upfront.	Not work with version of Camtasia
26	Australia		Want to play video to preview



“Sometimes I run exploratory surveys, asking questions like “What do you find most valuable about this page?” or “What's your biggest frustration with this service?” Based on how they answer the more general questions, I can ask more specific ones and figure out how to improve the experience.”

Conan Heiselt  
UX Designer at TechSmith



## Challenge #3: taking a flexible approach to UX/product design

After identifying opportunities for improvement, Conan can go in a number of different directions. He can...

- Dig deeper by asking specific questions about the topics users addressed
- Observe specific behaviors related to those topics
- Make changes and see how users respond
- Make changes and A/B test them
- Any combination of the above

Hotjar empowers Techsmith to take a flexible approach to UX and product development, so the team can go where the data leads them and continually work toward creating better products.

Want to see how Hotjar can help you optimize your website for growth?

Sign in to Hotjar and start making crucial changes today.

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