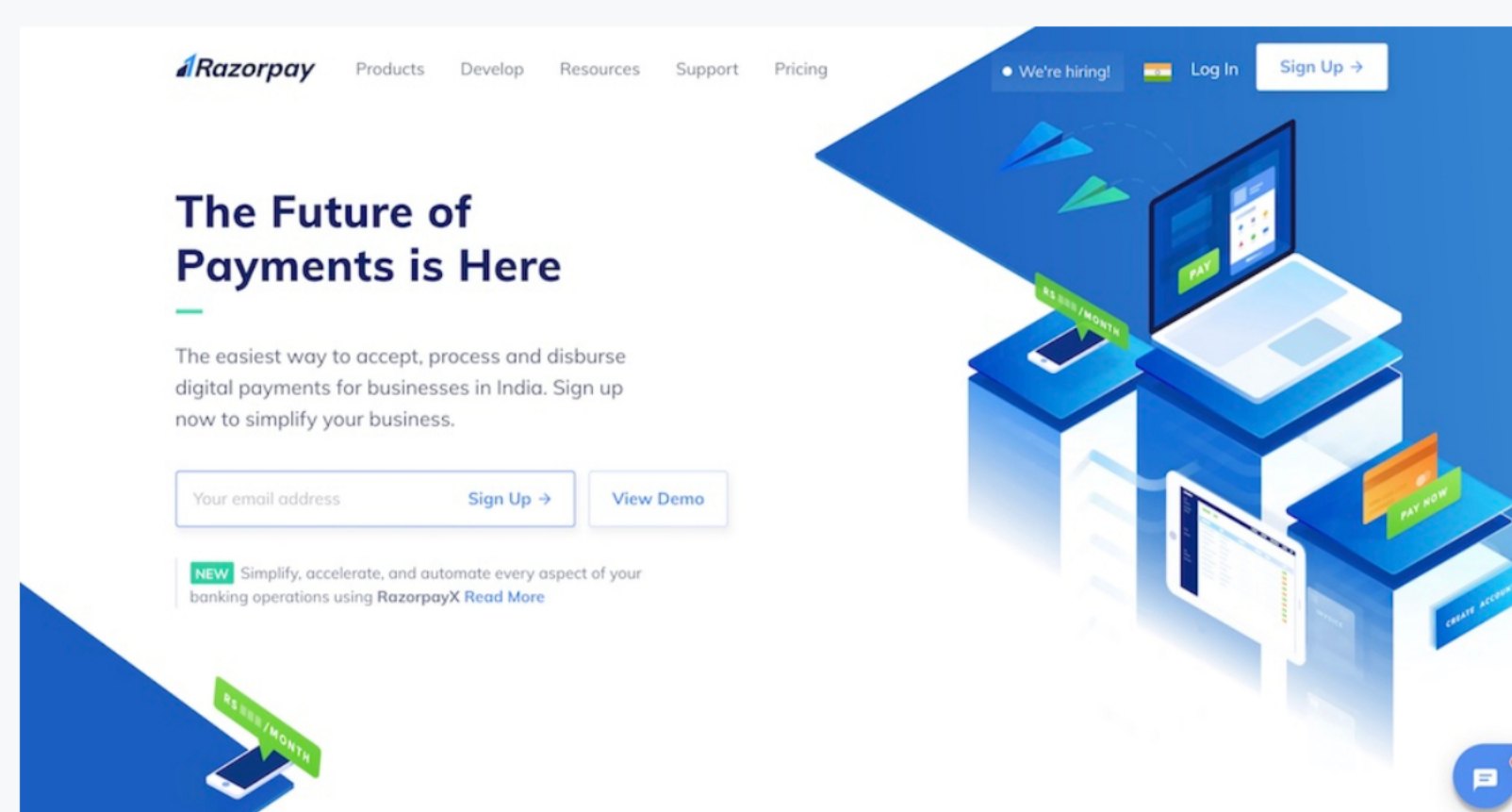




“We started using Hotjar a while back. We tried it for free and liked it, so we purchased it. Today, we find that onboarding new employees with Hotjar is easier than any of the other analytics tools we use.”



Traditional [web analytics tools](#) like Google Analytics will show you hard numbers—where your traffic comes from, which pages users visit in aggregate, where they drop off, etc. It's all valuable information, but designing a seamless user experience requires you to go beyond the numbers.

Gathering user feedback and watching how users interact with your products can help you design usable pages and superior products, which is exactly how [Razorpay](#) uses Hotjar.

How a 350-person payment platform company continuously improves UX

Razorpay provides end-to-end payment solutions for businesses in India. The product suite includes payment links, payment pages, subscriptions, and more.

Like any online business, much of this company's success depends on providing a clear, seamless experience for its users. That's why Razorpay's Design Team uses Hotjar to improve the Razorpay platform and its products.



“Very often, Hotjar shows us things that the numbers themselves [from Google Analytics] can't tell us. For example, if we watch a Session Recording and see that people are stuck somewhere and they're hovering their mouse, we know something could be wrong and we can take a closer look.”

Saurabh Soni
Product Designer at Razorpay



Would Hotjar be difficult to use?

Razorpay has a small Product Design team of 12 people (soon to be 15), and they needed a set of feedback and behavioral analytics tools that was easy to adopt. They tried the free version of Hotjar and found it to be simple and intuitive, so they switched to the paid version.



“We tried it for free and liked it, so we purchased it. Today, we find that onboarding new employees with Hotjar is easier than any of the other analytics tools we use. The best thing about it is the ease of use: we don't need to keep bugging the front-end team, and we can do most of the things directly from the dashboard.”

Saurabh Soni
Product Designer at Razorpay



Challenge #1: creating a more usable dashboard

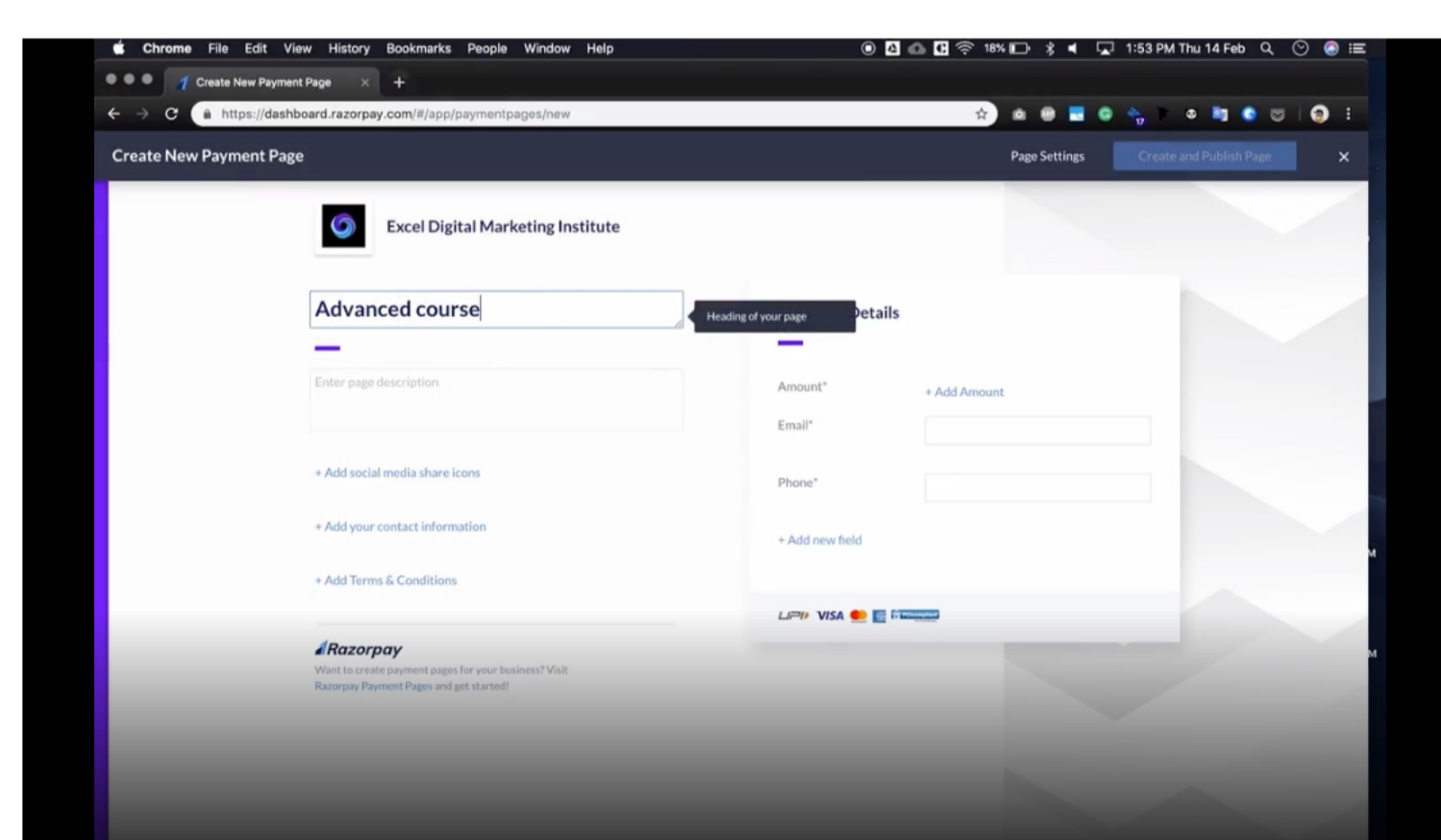
When Razorpay redesigned the dashboard for their users, they started small, releasing it to only 10% of their users and asking them to rate their experience on a scale of 1-10 (using Hotjar Polls). If users picked a low score, Saurabh also gave them the opportunity to explain their rating through [open-ended feedback questions](#).

The ratings weren't great at first, but the team incorporated the feedback with each iteration, and they eventually raised their average rating from 6.2 to 8.7.

Had they relied solely on web analytics tools to assess the impact of their new design, they probably would have watched engagement on the dashboard decline without knowing why it was happening. Analytics can alert a team to the fact that something is wrong—but without direct user feedback, it would be impossible to figure out *why* it's happening or *how* to fix it.

Challenge #2: building a better product

Recently, Razorpay released a new product, [Payment pages](#), with an unconventional WYSIWYG flow for a user to create a page for themselves. The user testing they conducted before launching the new product gave them some valuable insights, but that was nothing compared to the breadth of information they learned by watching actual users interact with the live product through Session Recordings.



“Session Recordings helped us understand so many different ways that people used the product. We also identified the points on the page where we could further optimize the design.”

Saurabh Soni
Product Designer at Razorpay



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

Sign in to Hotjar and start making crucial changes today.

TRY IT FOR FREE

HOTJAR

Product Tour
Pricing
Founding Members
Case Studies
Product Updates
Website Heatmap Tool
Contact Us

COMPANY

Blog
Careers
Privacy by Design
What is Hotjar?

SUPPORT

Documentation
Data Security
Site Performance
CRO Guide
Heat map Guide
Website Feedback 101
Usability Testing
CX Guide

LEGAL

Legal Overview
Terms of Service
Privacy Policy
Cookie Information
Opt-out
GDPR Commitment