

HOTJAR INTRODUCTION



Lecture Summary & Worksheet

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LECTURE SUMMARY

In this lecture, we gave an overview of Hotjar and its role within the analytics world. We differentiated between Hotjar and other analytic tools and reviewed the features of Hotjar. Finally we discussed the steps needed to prepare for the installation of Hotjar and the varying pricing plans available from Hotjar.

CORE COMPETENCIES

You should be able to:

1. Accurately describe what Hotjar is, its core tools and how it differs from other analytics tools e.g. Google Analytics
2. Understand the help and documentation available from Hotjar.
3. Prepare for an installation of Hotjar and map the appropriate steps.
4. Discuss Hotjar pricing plans and their limitations.

PRACTISE ACTIVITIES

1. Review Hotjar.com, the site and its functionality.
2. Map your Hotjar installation journey and determine if your site is ready for Hotjar.
3. Question - *“Hotjar is a paid product and free accounts are not available”*
 - a. **True or False**
4. Question - *“Hotjar should be used when a site is nearing completion and major development work is finished”*
 - a. **True or False**

RECOMMENDED FURTHER STUDY

1. Review the Hotjar Support Documentation @ <http://www.hotjarhero.com/docs>

Answers to Questions

- 3) False. Hotjar allows free account but they have limited functionality in terms of reporting and sampling sizes when compared to paid accounts.
- 4) True. Hotjar should really only be used when major design work is completed and the site has user traffic. Hotjar automatically registers changes on your site for certain tools e.g. Recordings, but when major changes are made, some tools need to be adjusted or restarted e.g. Heatmaps