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OVERVIEW

# **Illuminate the real user journey through your digital experience.**

Transform your digital experience data into insightful journey maps that uncover opportunities to perfect the user experience with Journeys.

# Get answers to questions you didn't know to ask.

Visualize common paths users take through your product, uncover insightful patterns in behavior, and illuminate hidden friction points so you can make impactful, data-driven changes that create a seamless user experience.

## Easily spot and explore trends

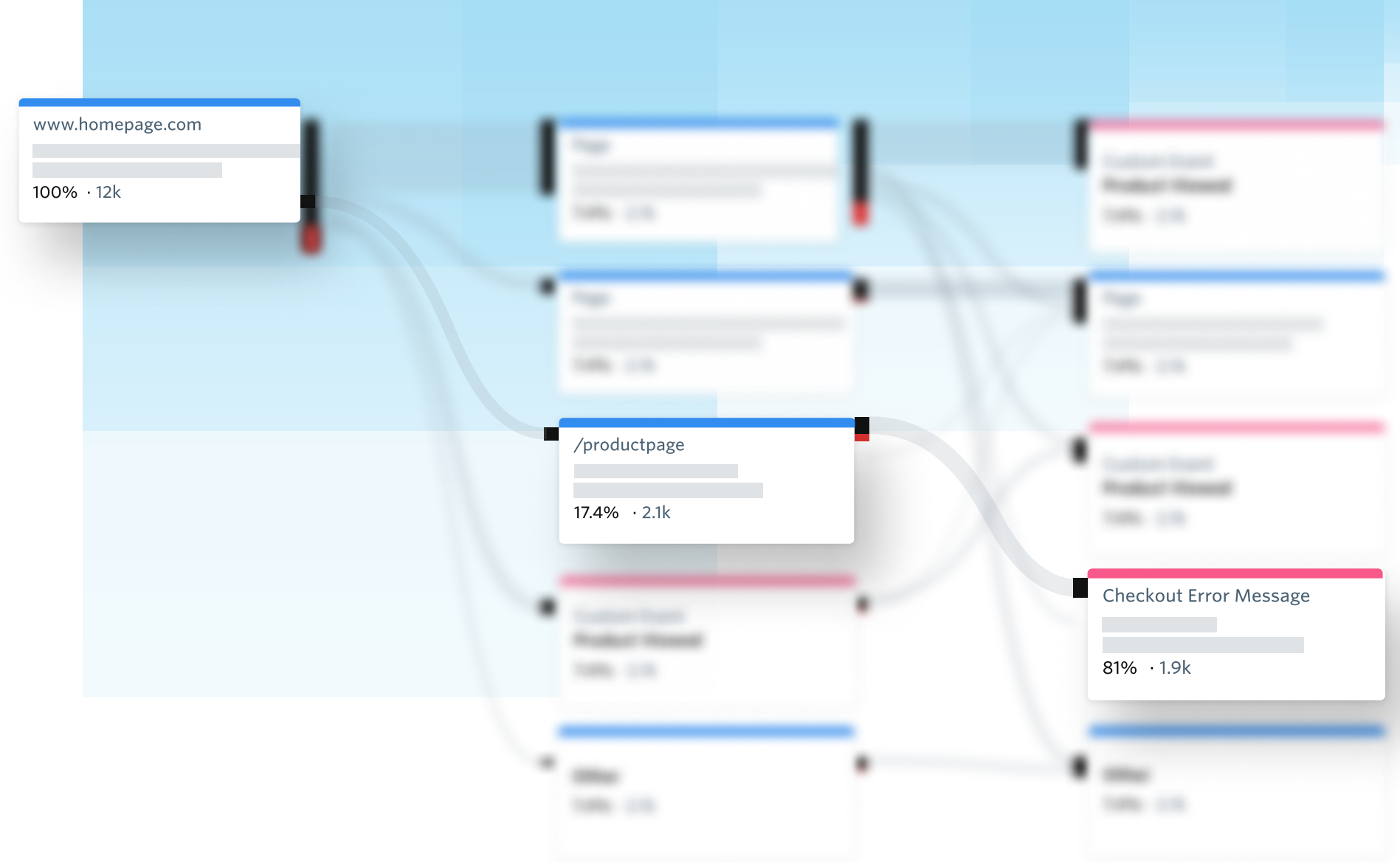
From big picture trends down to the individual user experience, FullStory's powerful Journeys visualizations show you where users go, what they interact with across their sessions, and more. Easily explore hidden friction, compare the behavior of different segments, and better understand user frustrations along common paths through the digital experience.

## Cut through the clutter, without losing context

With Journeys, machine learning simplifies how your users' journeys are visualized, so you can easily extract valuable insights into how your customers interact with your digital experiences. Because FullStory automatically collects every point of a customer's journey through your website or app and makes that data accessible to you, there's no manual instrumentation or maintenance required to analyze that information with Journeys.

## See the complete picture with Session Replay

Use trends visualized in Journeys to form hypotheses about interesting behavior, then explore and validate these findings using Session Replay. Proactively uncover opportunities to perfect the user experience and stay empathetic to what your users go through when moving through your digital experience.



## Eliminate guesswork around what to optimize next

FullStory empowers you to dive deeper into interesting trends of user journeys to better understand how to improve conversions and completion rates of key product or website workflows. Drill into key parts of the journey and analyze how to improve funnel completion rates or conversions across your product or site.

## Drive impactful decisions across teams

Make informed, collaborative decisions across product, UX, and marketing teams that delight customers, using the most complete view of your users' digital journeys available. Then monitor, measure, and analyze how your innovation impacts behavior across your product or website with data-driven insights in FullStory.

See how journey mapping with a DXI platform is relevant for your business.

Request your demo at [fullstory.com/demo](https://fullstory.com/demo).