

2027 DIGITAL EXPERIENCE PLAYBOOK · SOFTWARE

What software needs to know to plan for 2027

The role software plays is changing, along with how people use it. Here's what behavioral data reveals about product experience heading into 2027.

18.7 billion sessions · 1.6 trillion behavioral signals

For the most part, breakage and frustration climbed together — with some critical exceptions

Errors climbed 16%, and rage clicks climbed 10%. Dead clicks fell 28%, the largest single friction improvement in the whole benchmark. Only one of these three shows up on a standard dashboard.

BASE-LEVEL DATA

↑16%

Error clicks

↑8%

Post-error exits
10% below average

🔍

If your 2027 plan is built on these signals, it's missing the story that matters.

BEHAVIORAL INSIGHTS

↑10%

Rage clicks

↓4%

Session duration
engagement fell too

52.0 per 100k

Suspicious activity
up from 27.9

🔍

Rage clicks rose 10%, dead clicks fell 28%, sessions got 4% shorter, and suspicious activity rose to 52.0 per 100k.

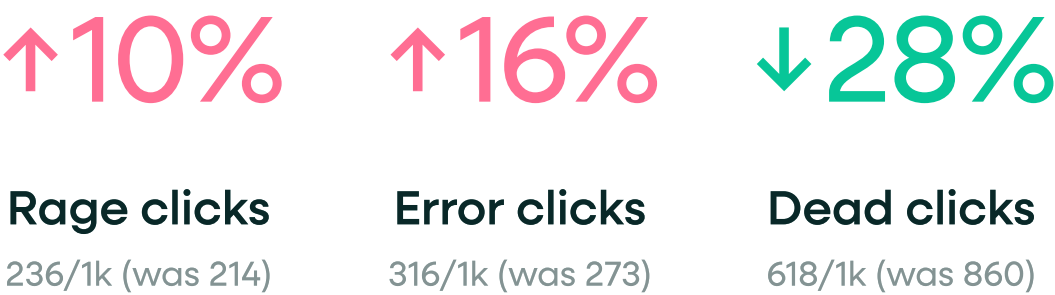
Your dashboards flagged some of it, while users felt all of it

This is the data shaping most software plans for 2027.
Here's what it's missing.

THE PILE-UP

Breakage and frustration climbed together — dead clicks didn't

Error clicks rose 16%, and rage clicks rose 10% — both below the field's +77%, but both are still moving the wrong way. Dead clicks tell a different story: down 28%, a rare bright spot in an otherwise worsening picture.



💡 Don't manage every friction signal as the same problem.

ENGAGEMENT

Sessions got shorter and shallower

Software sessions ran 4% shorter, while active time fell 20%. Active time fell faster than duration, so depth dropped even as session length barely moved.

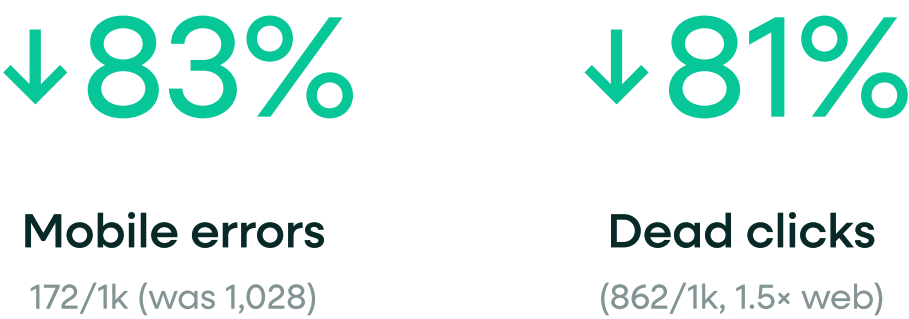


💡 Measure depth, not duration.

THE DEVICE GAP

Mobile friction fell on both fronts

Mobile errors fell 83%, and dead clicks fell 81%. That's real progress—but the remaining dead-click rate shows why technical stability and usability still need to be measured separately.



💡 Redesign the tap, don't just monitor it.

A NEW KIND OF NOISE

Agents are becoming users, too

Software already had the highest rate of suspicious activity in the benchmark. It nearly doubled this year, while pinch events rose 90% — a usability signal from dense tables and consoles, not a bot signal. The line between 'user' and 'agent' is getting harder to draw from behavioral signals alone.



💡 Design your product for two users: humans and agents.