



TRIBE

Top mobile performance issues uncovered by real browser monitoring

The biggest website problems impacting
mobile visitors & damaging conversions



Introduction

This eBook outlines the top mobile problems that your website could be suffering from, without monitoring with 100% real iPhone and Android browser software.

Find out how these issues impact your visitors, their root causes and the substantial improvement in CX possible by taking small but vital steps to monitor 24/7 with real iOS/Android browsers.

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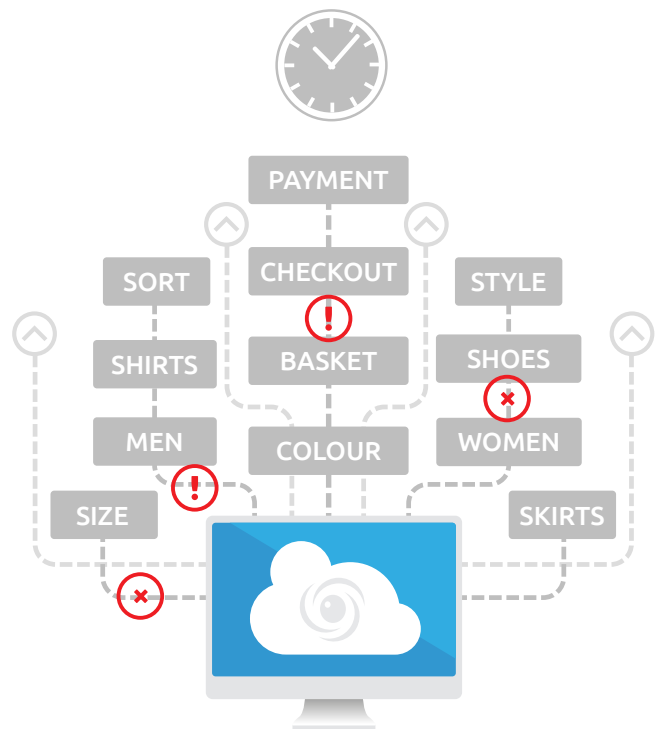


Overview

Without synthetic monitoring on real iOS and Android browsers business are blind to mobile CX

Business that continue to use less-than-real emulated user-agent approaches to mobile monitoring are blind to true CX and performance of all page elements 24/7. Leading to abandonment and reduced conversions – if customers can't complete transactions due to slow page rendering, or partly broken 'Buy' buttons.

In addition problems that impact mobile experience can prove hard to pinpoint and are easily missed, often arising on only a subset of devices, browsers, products or product categories – making it difficult to identify, replicate and troubleshoot.



A fresh approach that has the user experience at its core

The key to returning accurate, actionable data you can trust is simple: walk in your customer's footsteps.

For a true picture of your customer experience and the problems they encounter, you need to:

1.

Utilise monitoring that runs on the same iOS/Android software & browsers that your customers use



2.

Follow end-to-end journeys with dynamic intelligence making choices from page content at every step



3.

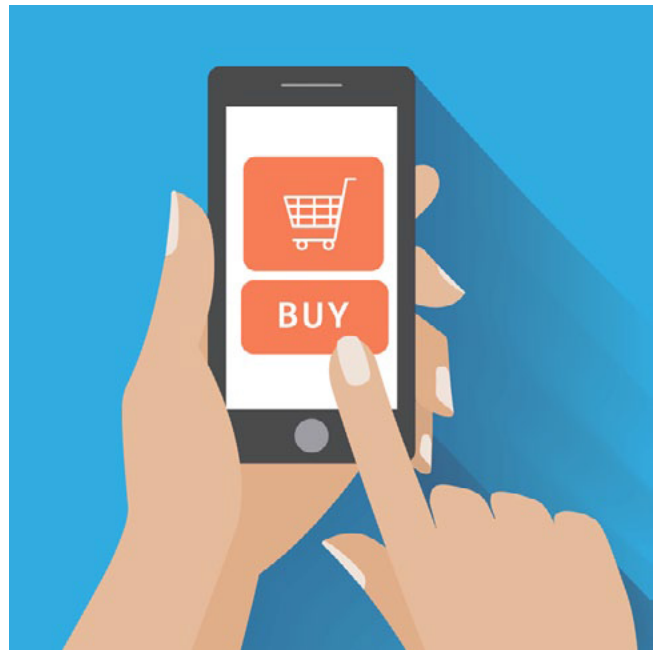
See what your customer saw in the run up to & when an error occurred with video replay of errors



If you're basing mobile optimisation decisions on anything less realistic, you're missing a trick and could be lulled into a false sense of security.

Top mobile issues uncovered with real Android/iOS browser monitoring

1. 'Buy' buttons that are visible but not actionable – possibly only for specific areas of the site and often not in all product categories.
2. Page objects covering up other key elements, making it impossible for the user to see or complete their transaction.
3. Broken or missing menu navigation – such as where the last item on the menu has 'dropped off'.
4. 'Checkout' buttons failing, causing the 'refresh' icon to spin indefinitely (and frustratingly) for certain product types.
5. Slow page actions controlled by Javascript, for example when expanding a product description.





Understanding the root causes of mobile issues

Many performance issues occur as a result of coding problems due to the nuances between devices, browsers and libraries. The only way to resolve these issues is to monitor with dynamic intelligence on real mobile browser software to pick issues up, drill down to the root cause and resolve them swiftly.

Some common causes are:

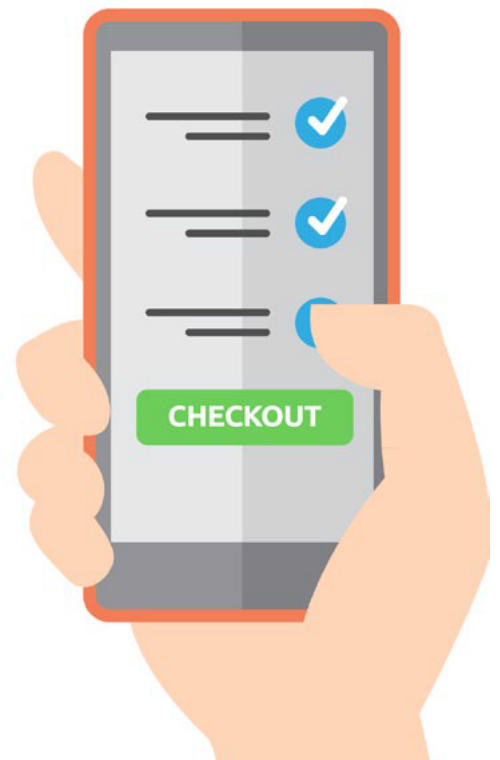
1. **Javascript library interactions.** Often sites use different Javascript libraries for Android and Apple iOS which can get 'out of sync', added to which, developers may forget to code for the nuances between the libraries. The result is Javascript on a page that is no longer compatible in all page-types.
2. **Failure to incorporate the small rendering/DOM quirks** between browsers on Android and iOS, versus desktops.
3. **Incompatibility between third party library interactions** (aside from Javascript). All websites are dependent on third-party page libraries, fonts et al; when those components get updated they don't always remain 100% compatible.

How does dynamic monitoring on real browsers uncover more performance issues?

Many performance issues occur as a result of coding problems due to the nuances between devices, browsers and libraries. The only way to resolve these issues is to monitor with dynamic intelligence on real mobile browser software to pick issues up, drill down to the root cause and resolve them swiftly.

Some common causes are:

1. Ensures you don't miss any end-user performance issues specific to devices or browsers by using exactly the same iOS/Android software & browsers as your users. All page content is experienced and assessed in the same way it would be by a real user.
2. Takes you straight to all the issues impacting end users; covering all of your site by following end-to-end customer journeys and interacting as real users would making dynamic choices from page content.
3. Gives you genuine evidence on which to base decisions about optimising mobile performance and customer experience.



4. **Saves you time and reduces friction between teams** with hard evidence on performance and CX – so no debate over the symptoms, impact and responsibility.
5. **Saves your team time investigating false positives.** No need to waste time looking into errors that don't actually impact your end users because it only tests what visitors can really interact with rather than a predefined list of URLs.



**Increase
iPhone/Android
conversions**
reduced errors & faster
page rendering



**Make better
decisions
to optimise CX**
fixing problems versus
adding new features



**Save time &
reduce friction
between teams**
with hard evidence
of mobile CX



Increase conversions with visibility of mobile experience on real browsers

Tribe provides mobile web and mobile app monitoring services on real iPhone and Android browsers for visibility of real users' mobile experience to maximise mobile performance and conversions.

If you'd like more information about how monitoring mobile performance can increase your conversions **visit our mobile monitoring service page [here](#)**



Improve CX and increase conversions with real mobile visibility

Measures realistic journeys on real iOS & Android browsers. Follows end-to-end journeys with dynamic intelligence, performs tasks, checking page content & making choices just like real users



Make decisions based on realistic, accurate & reliable data

Provides the most accurate results on which to base mobile performance optimisation decisions.



Save time & resource with an extension of your tech team

Manage the complexities of web performance whilst freeing up resources. Our high-touch service means we find problems before you do



Bridge the gap and reduce friction between tech & business teams

Hard evidence and actionable data easily shared and understood by customer service, operations and business teams for swift resolution of issues

[Read more on our website](#)

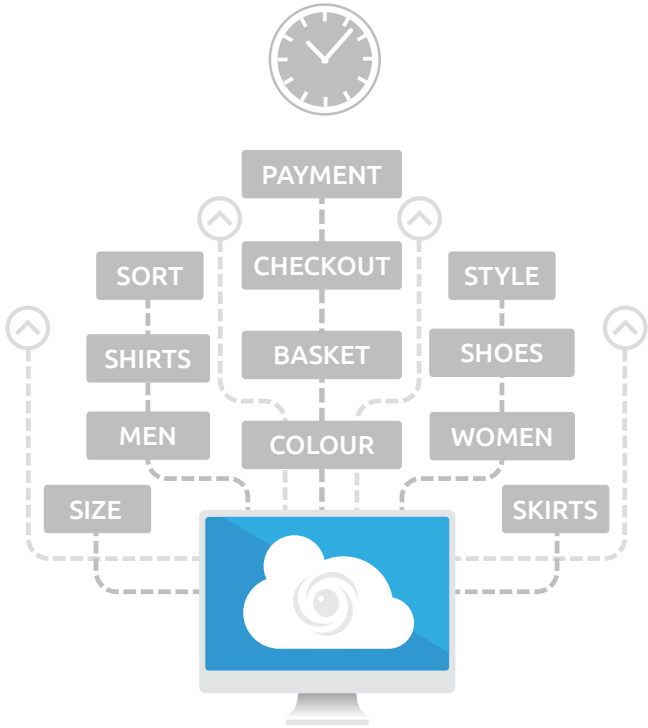


About Tribe

Our portfolio of “dynamic user journey” based synthetic monitoring and load testing services enable business wide understanding of the impact of online performance on user experience and the bottom line.

With over 10 years performance testing experience, helping clients such as Debenhams, Boden, Joules and Dixons to maximise user experience and protect their brand, our highly experienced team of test professionals help clients implement monitoring programmes and proactively oversee testing; automatically updating journeys as a website changes, highlighting performance issues and helping clients quickly pinpoint root causes - saving time and money.

To find out how Tribe can help you implement the best monitoring or load testing programme to suit your organisation please contact us on 01227 768276 or visit our website at www.thinktribe.com



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Together for better digital journeys

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