

DNA Oyj

Journey for realtime user
experience centricity



Markus Leiman

Company: DNA Oyj

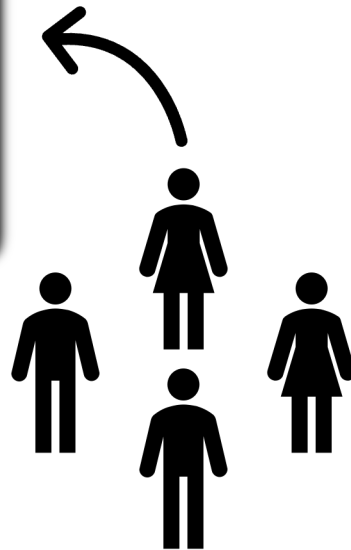
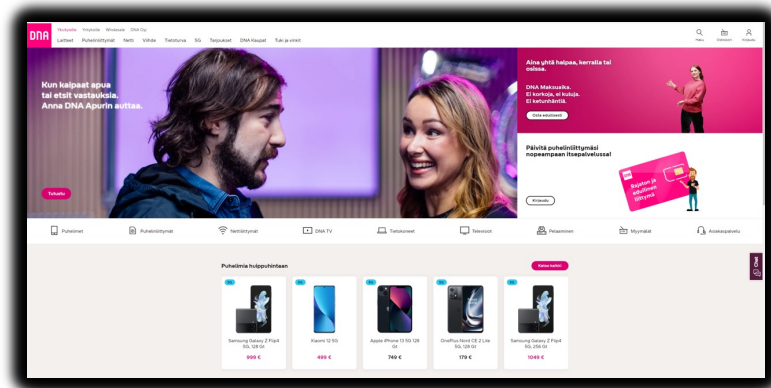
Role: Development manager

Responsibilities: Dynatrace development, AIOps driver

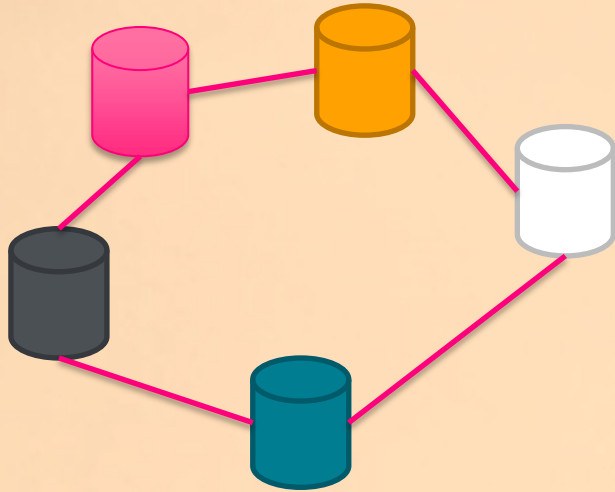


What to believe and why?





Infrastructure | Digital experience



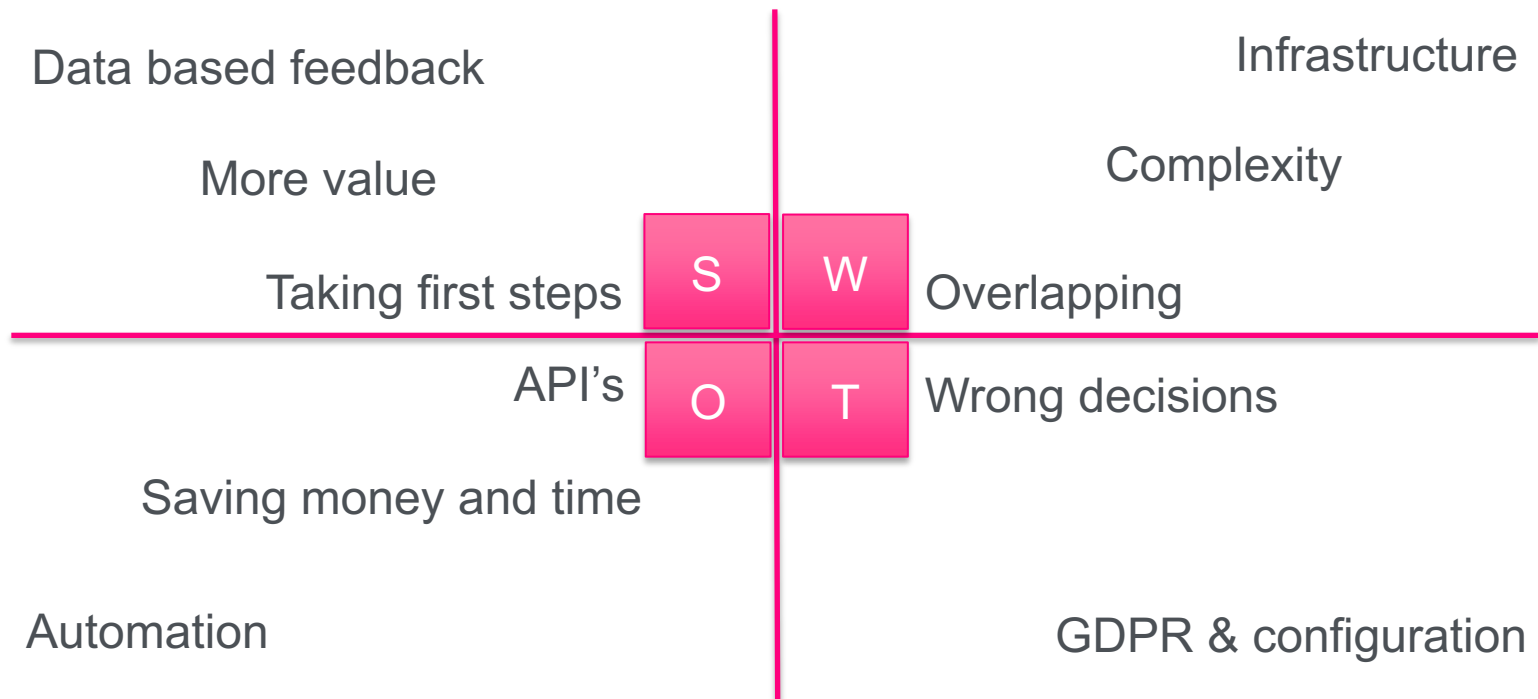
VS



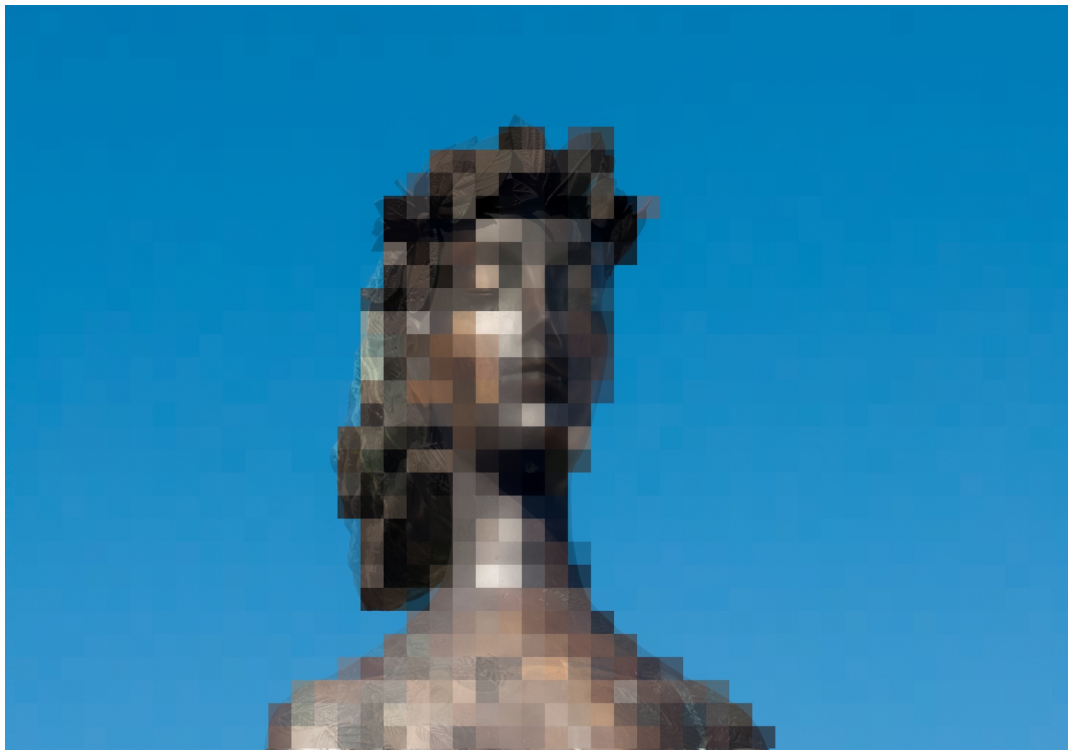
End-user experience centricity in DNA

Realtime user experience centrality

SWOT



Do you get the picture?



Numbers from USER perspective

- **Dna.fi** 1,5Milj sessions with error rate 17% avg user dx score 😊
- **Minunpalveluni.dna.fi** 200k sessions with error rate 15% avg user dx score 😐
- **SSO/IDM** 800k sessions with error rate 310% avg user dx score 😐

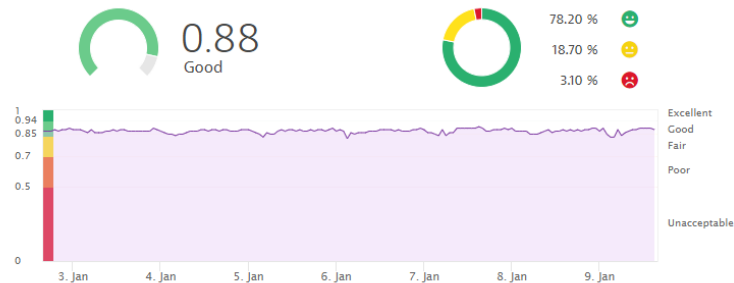
Numbers from APP perspective

- **Dna.fi** Speed index 1.37s, errors 7,8/min with apdex rate 0,87 😊
- **Minunpalveluni.dna.fi** Speed index 1.39s, errors 1,4/min with apdex rate 0,69 😐
- **SSO/IDM** Speed index 0,47s, errors 68,9/min with apdex rate 0,76 😐

Where we succeeded

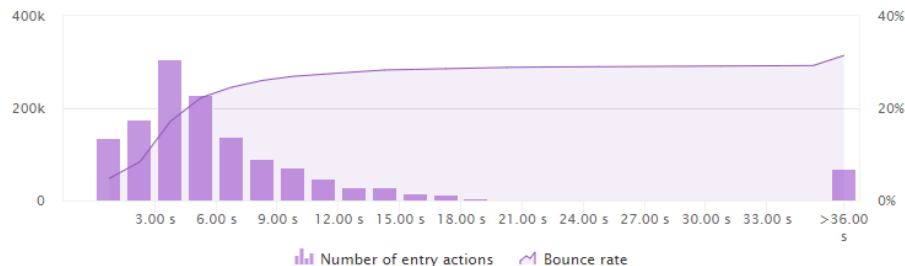
1. All important Web Frontend's are monitored
2. Realistic understanding whats going on
3. Clear roles to handle issues and make improvements

Apdex rating



Bounce rate analysis

Analyze if long lasting entry actions have an impact on your bounce rate.



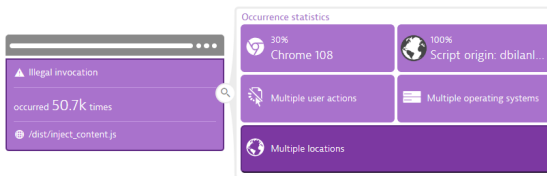
Where we failed

1. Still working in to get into predictive mode
2. False positive events
3. Share understanding of digital experience

Illegal invocation

Have a detailed look under which conditions the JavaScript error has occurred by clicking on the occurrence statistics findings.

Ignore this JavaScript error



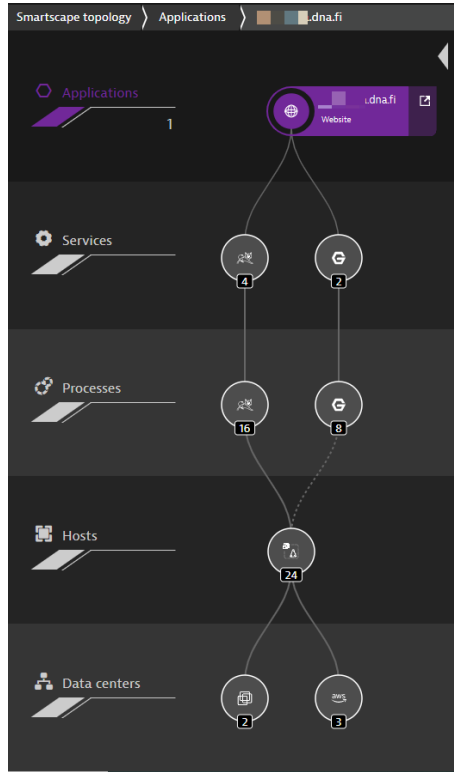
Sentry Chrome extension cause

Breakdown by geographical locations

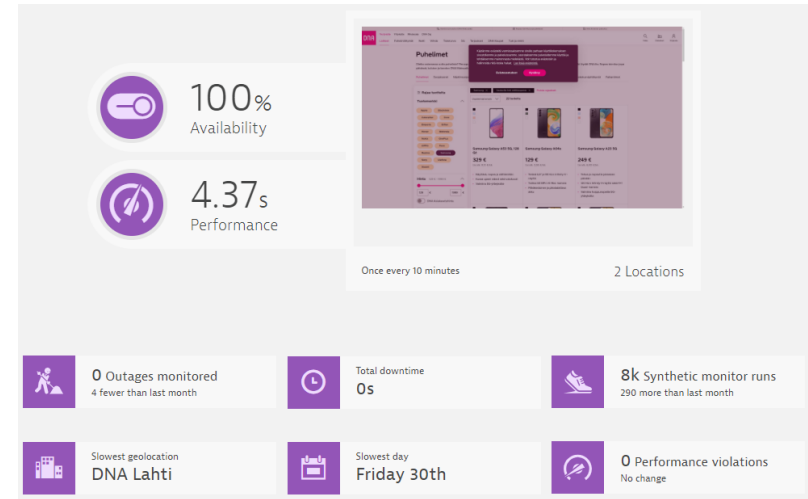
	Occurrence	Error rate
Ireland (Europe)		38 % 4.46 /min
Oregon (North America > United States)		20.8 % 2.44 /min
Virginia (North America > United States)		17.1 % 2.00 /min
North Carolina (North America > United States)		9.8 % 1.15 /min
Sweden (Europe)		7.4 % 0.87 /min
Texas (North America > United States)		2.7 % 0.31 /min
Iowa (North America > United States)		1.9 % 0.22 /min

End-to-End

Frontend + Digital Experience



- Services
- Processes
- Hosts
- Data Centers



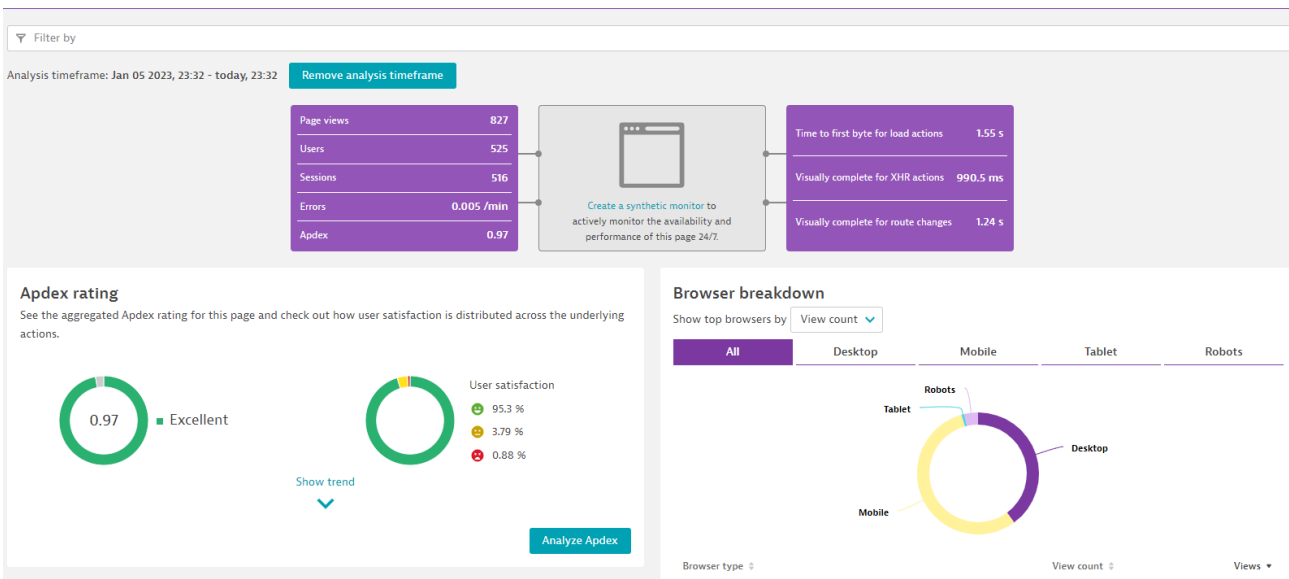
Case 1. iPhone 14 launch in September '22

Lesson learn.
3rd party API
malfunction
causes 360k€
damage
in 49min.

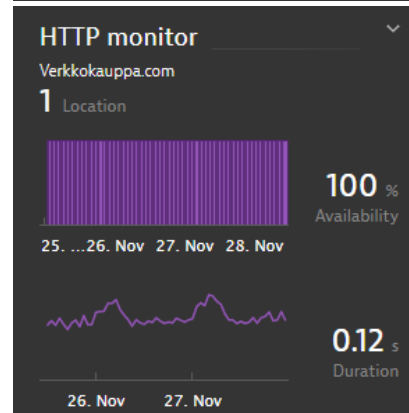
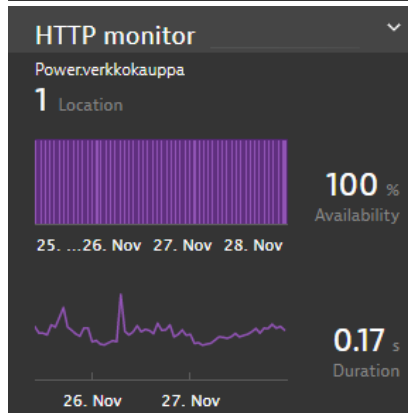
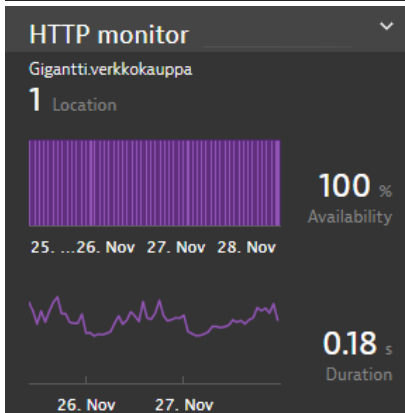
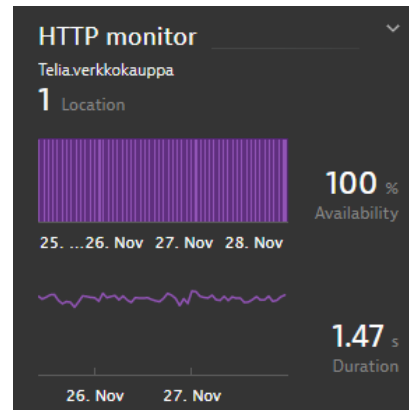
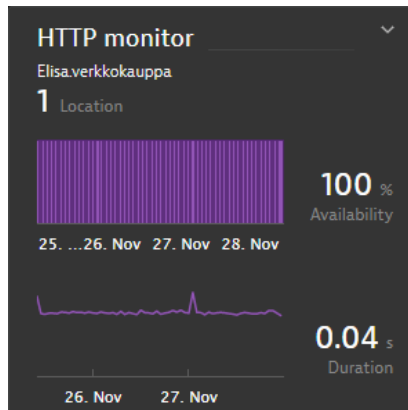
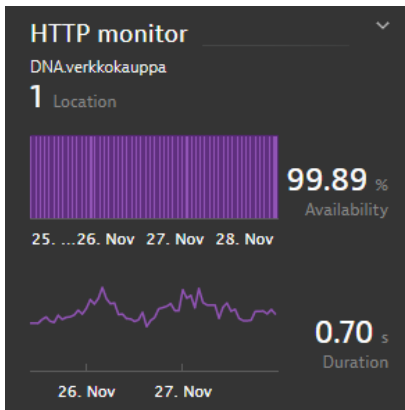
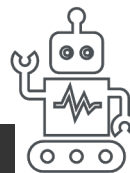


 **Page /tuote/apple-iphone-14-5g/p/QP00550-256gt-black** NEW
Analyze the performance of this page, see the user experience score and underlying actions, or find errors in order to troubleshoot them. [View more details](#)

Page group Performance Errors User sessions



Case 2. BlackFriday are we doing fine?



Questions?

