

LoopyAI

We've seen the impact that user experiences can have on a product. It unveils deep insights. A solution to see how users spend time with products leads to tools such as session replays. Session replays are video-like recordings generated for every user interaction with your website or app, capturing every click, scroll, and action for analysis and troubleshooting. These capture the whole user experience and can even allow companies to find bugs. The problem is, there's too many session replays and sorting through all of the replays can take time, especially as the web app scales. Thus, we built LoopyAI. We integrate with companies to analyze their session replays using AI. LoopyAI looks at all of the session replays and finds which ones are particularly important. It generates insights and issues based on the data to allow companies to have a nice area where they can see the main issues and AI-powered solutions. The AI is the magic behind this. The AI agent that's really good at understanding DOM snapshots of session replays, it only cares about relevant experiences: a user dropping off from onboarding, bugs, and API call failing for example. It will write up descriptions to these issues with the corresponding session replay and display it for you to evaluate on our platform. Our platform will nicely have a video of the bug occurring, along with AI feedback and the error message. The biggest challenge was understanding the structure of session replay data. Since it's a sequence of DOM states rather than a simple video file, it required a custom approach to parse, analyze, and draw conclusions from this non-traditional data format. Overall, with time and improvement, we look forward to creating various automations such as having a button to create an issue automatically on Github with AI analysis. We're also focused on integrating Loopy with Slack, so it can act as a virtual product teammate. We are keen on expanding this and with the proper funding we hope to break into a really exciting market.