Digy4 - Exploring the onboarding of SAAS websites

Jiayu Zhou

Abstract

I focus on the design of onboarding, many first-time users will use the DIGYKUBE with little knowledge of it and how to use it. It is my responsibility to ensure that they can easily discover the features they need to justify using the DIGYKUBE and that they enjoy the learning process within the DIGYKUBE.

The website version was the latest version of the demo and when Chen showed the webpage in use, he was using it for the first time and it fitted in well with my research question, as a senior software test engineer he spent about 15 minutes trying to understand how to use the website. This was because there was no instruction on the new webpage.

Interduction&Backgroud

In the software engineering and development process, Digy4 provides help and tools for software testing. Digy 4 is more concerned with the dashboard's immediate utility and usability. The most effective and practical guide to action or basis for decision-making is to present varied information and data in the most intuitive and concise way possible. Run multiple cross-browser cloud tests.
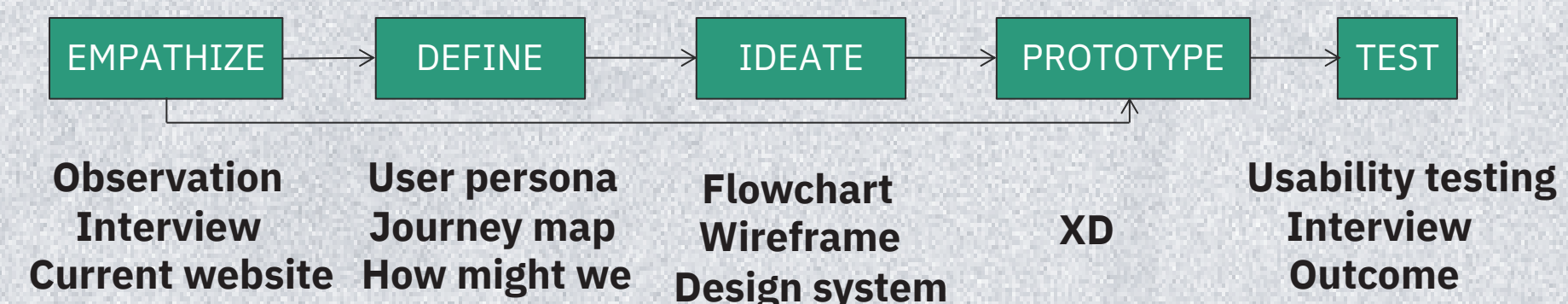
USER CONTENT

-The user has already installed the app and doesn't need to see more marketing for it
-The user may be eager to try the app without reading an instruction manual
-The user is not yet familiar with the website's UI or ready to learn about it

ONBOARDING GOAL
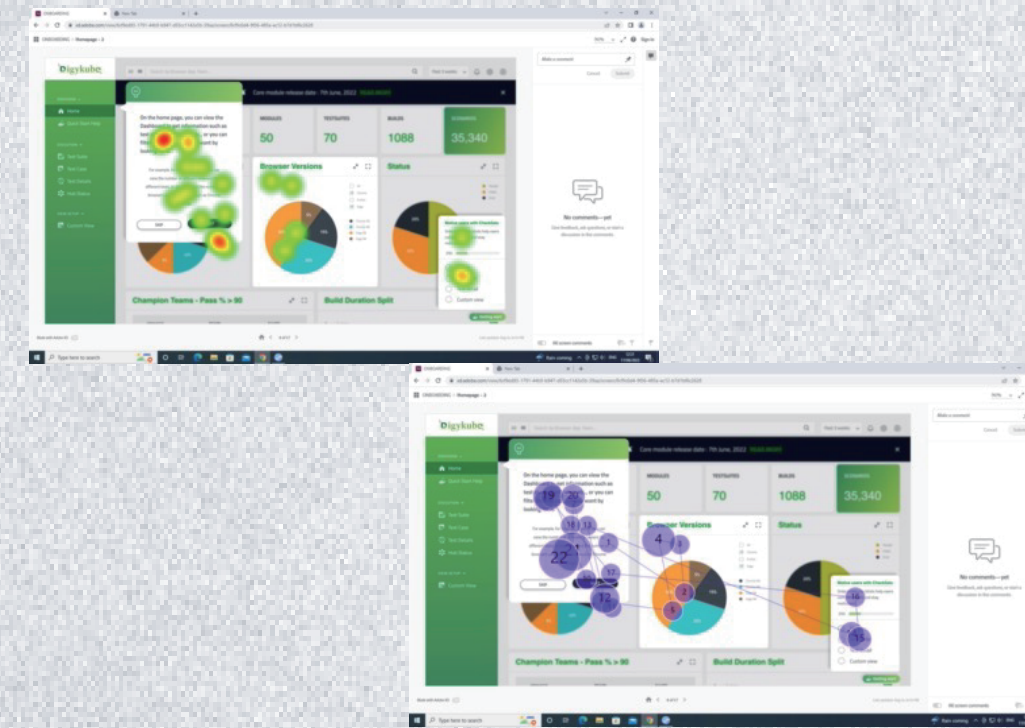
-Welcome users and excite them about the experience ahead
-Help users implicitly or explicitly understand how the app can be used in their lives
-Increase engagement and retention

Study Methodology

EMPATHIZE → DEFINE → IDEATE → PROTOTYPE → TEST

Observation	User persona	Flowchart		Usability testing
Interview	Journey map	Wireframe	XD	Interview
Current website	How might we	Design system		Outcome

Design

Brainstorm

tooltips
a modal window — Product tours — onboarding
UX copy
Progress bars — Checklists

Welcome Information — animated Modal

Sign up — Username — Password — Email

Sign in chart

Open Digykube → Sign in → Input usename and password → Homescreen

Not register → Sign Up → Onboarding

Register → Verification

Onboarding design

Testing&Evaluation

Eye tracking testing

Number of participants: 5 (3 with computer background)

Test goal

Do users see the product tour, can the features be understood and does the page layout and design help users to understand its meaning?
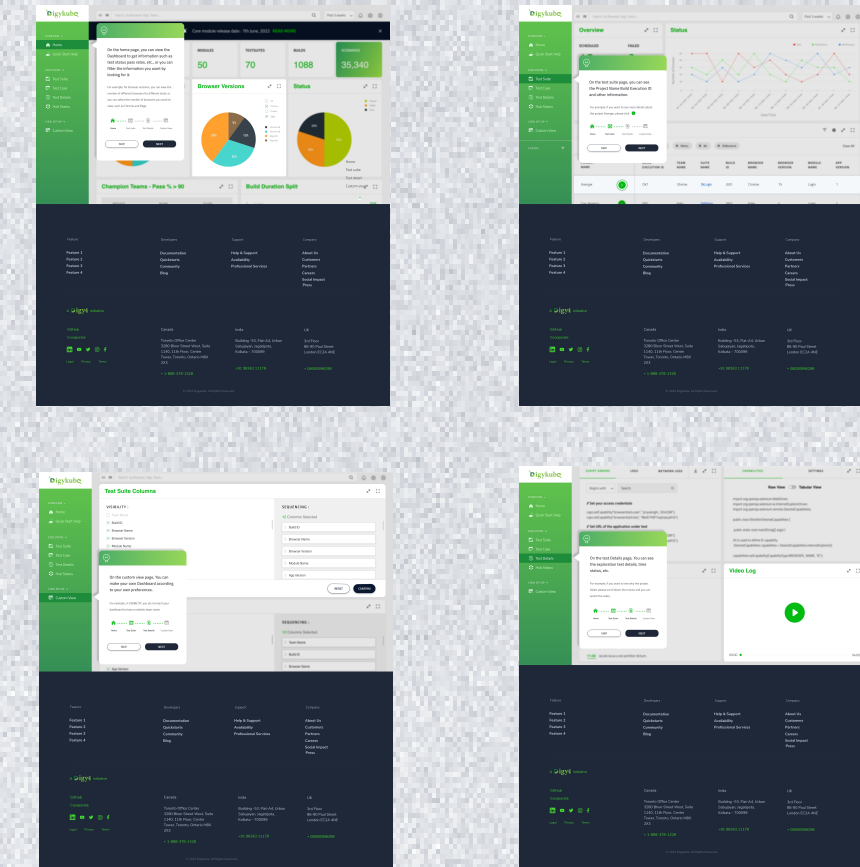
Heat map and Gaze map

Observe people's onboarding behaviour (line-by-line sweep, F-shaped browsing mode, pinball browsing mode), the order in which they process information, and the length of time it takes to process information.
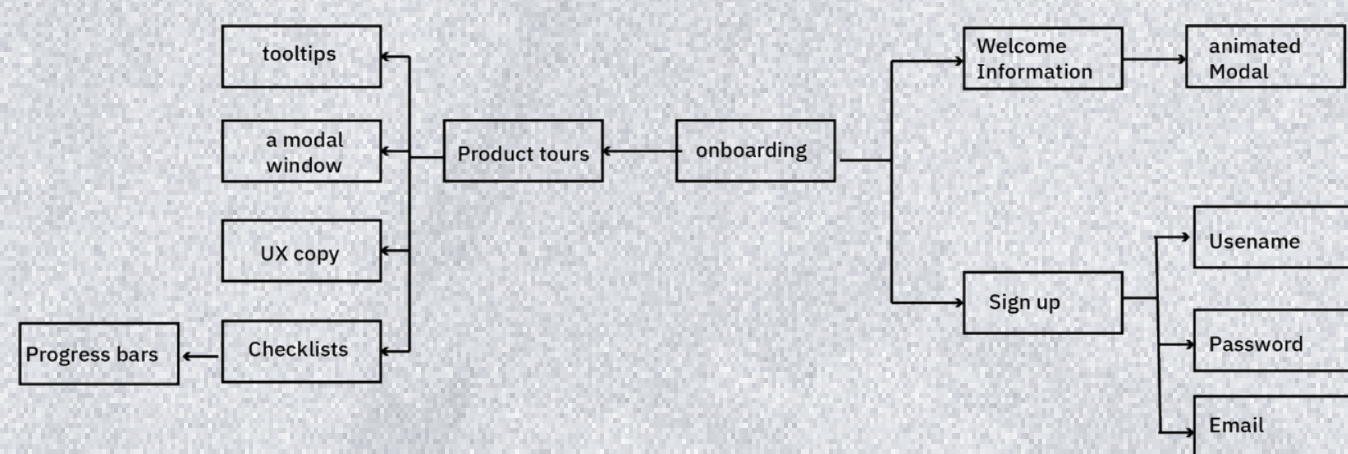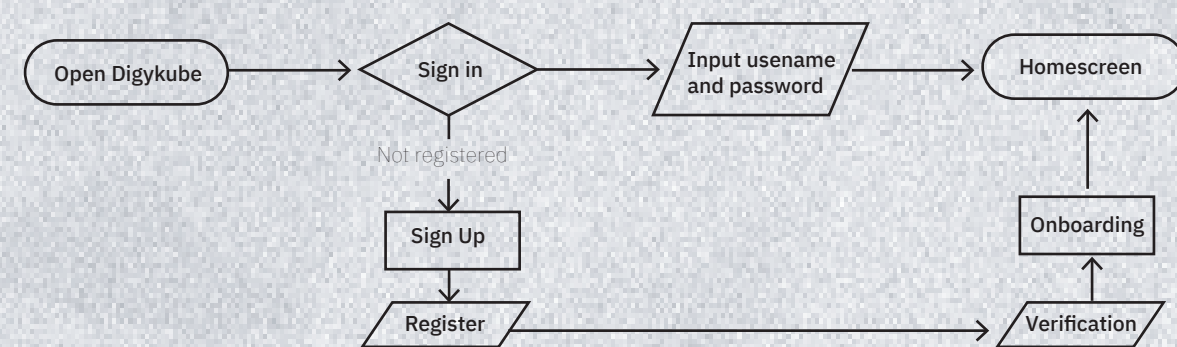
Evaluation:

The SUPR-Q (Standardized User Experience Percentile Rank Questionnaire) is a set of 6 standardized questions that measure users' perceptions around several components of a website including, usability, trust and credibility, appearance, and loyalty.

	Questions	Grades
1	This onboarding is easy to use	1 2 3 [4] 5 6 7
2	The information on this onboarding is valuable	1 2 3 [4] 5 6 7
3	I would use this website again	1 2 3 4 [5] 6 7
5	This onboarding is very attractive	1 2 3 4 [5] 6 7
6	This onboarding has a simple and clear interface	1 2 [3] 4 5 6 7

Analysis of results:

Statistical representation through heat map and gaze map and data participants can access information and use the function keys correctly, and the overall rating is relatively stable. However, the layout and design of the website showed problems, as the complex design of the website pages prevented users from focusing on the most useful information at first glance, and the gaze map showed that testers did not view the website in the order I predicted.

(Bar chart, x-axis labels: This onboarding is easy to use | This onboarding is easy to navigate | The information on this onboard-ing is valuable | I would use this website again | This onboarding is easy to use | This onboarding has a simple and clear interface)
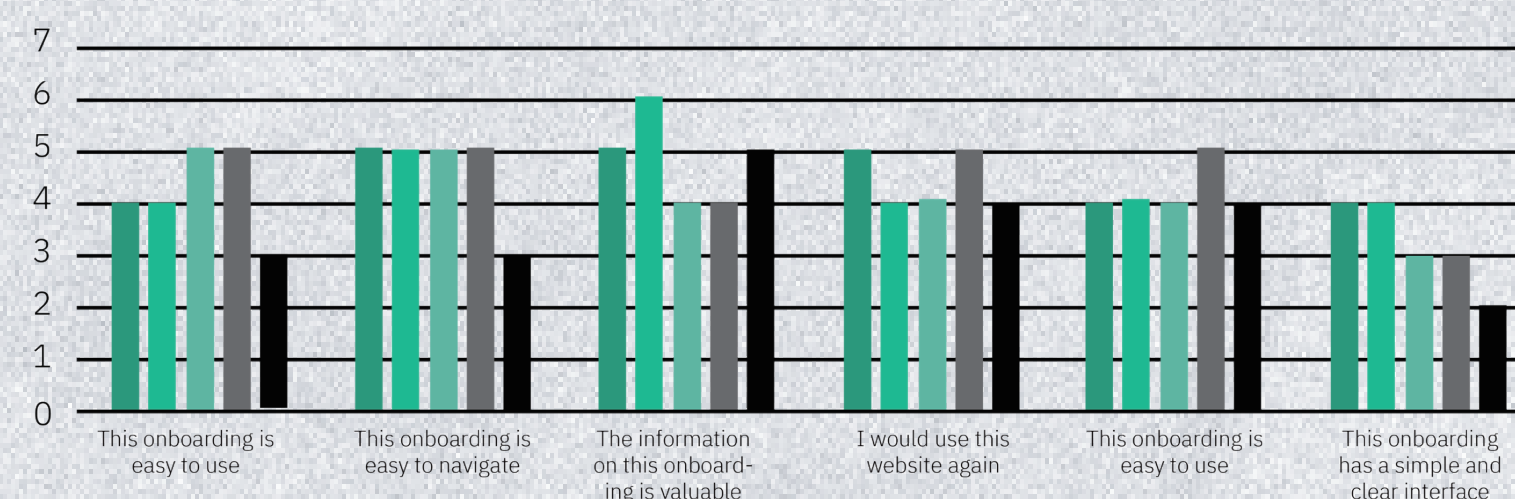
Conclusion& Feture work

By summarising the user onboarding is can help ease the user into the product experience. This contains short, friendly phrases to explain the purpose of the Saas site, teaching step by step This is a relatively effortless method for guiding users from the outset and throughout the product experience. The best way to get users to remember something is to get them to actually do it. Guided task completion is a method of prompting the user through a series of steps to interact with the product. If I had more time I would like to research UX text and what text roots motivate users.