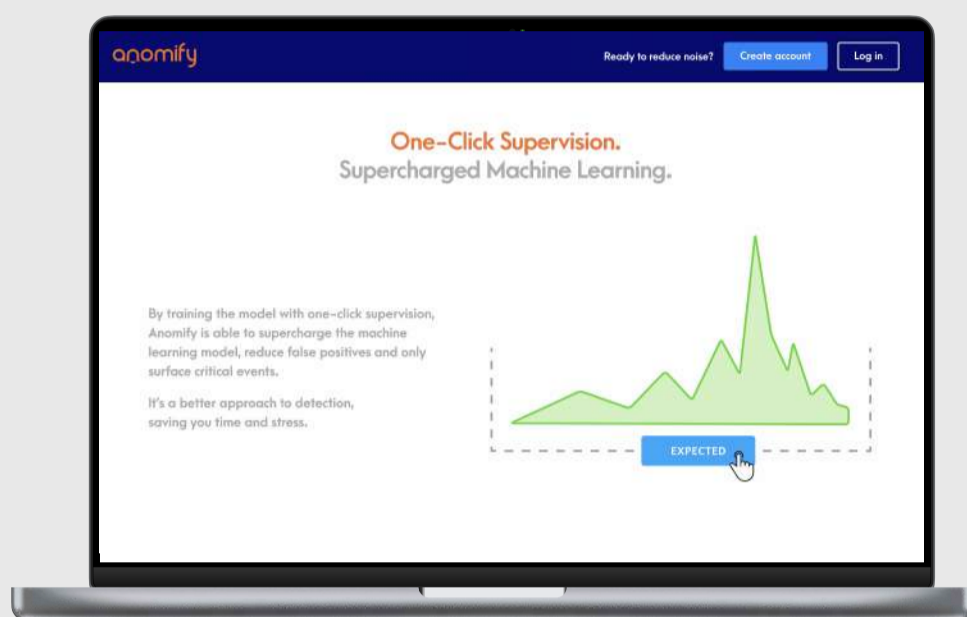


Abstract

Digital Onboarding is a user-centred design project in collaboration with Anomify, an artificial intelligence-based anomaly detection solution that helps organisations keep their data healthy, monitor anomalous data and respond to anomalies in a timely manner.



Introduction&Background

Onboarding system

Anyone interacting with a platform or online programme for the first time should have a great suggestion of how to join it, how it operates, and the primary features and benefits. It is significant because it allows the user to receive rapid training on how to use the platform, allowing them to see its value and remain engaged with the material. Onboarding is the term used by user experience designers to describe this procedure.

Research question

The critical question is how to build up the onboarding process and increase its efficiency by training users to understand how to set up and monitor data using Anomify.

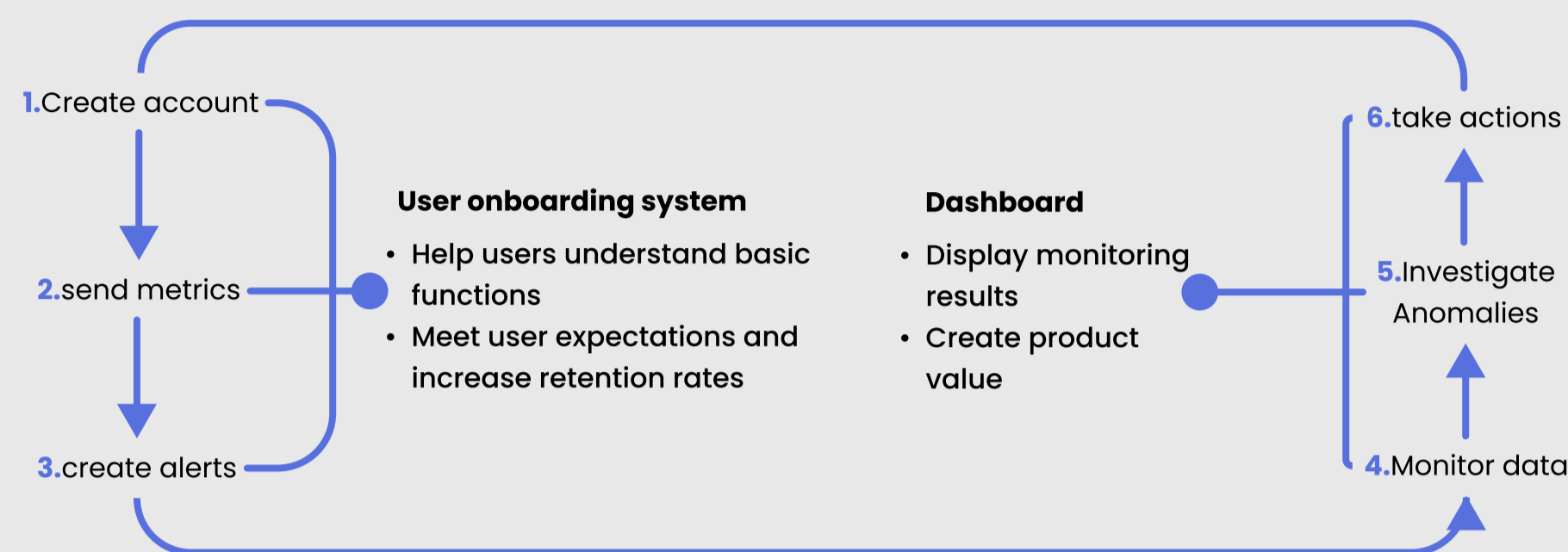
Purpose

Improving usability and customer perceived value.

Anomify service flow

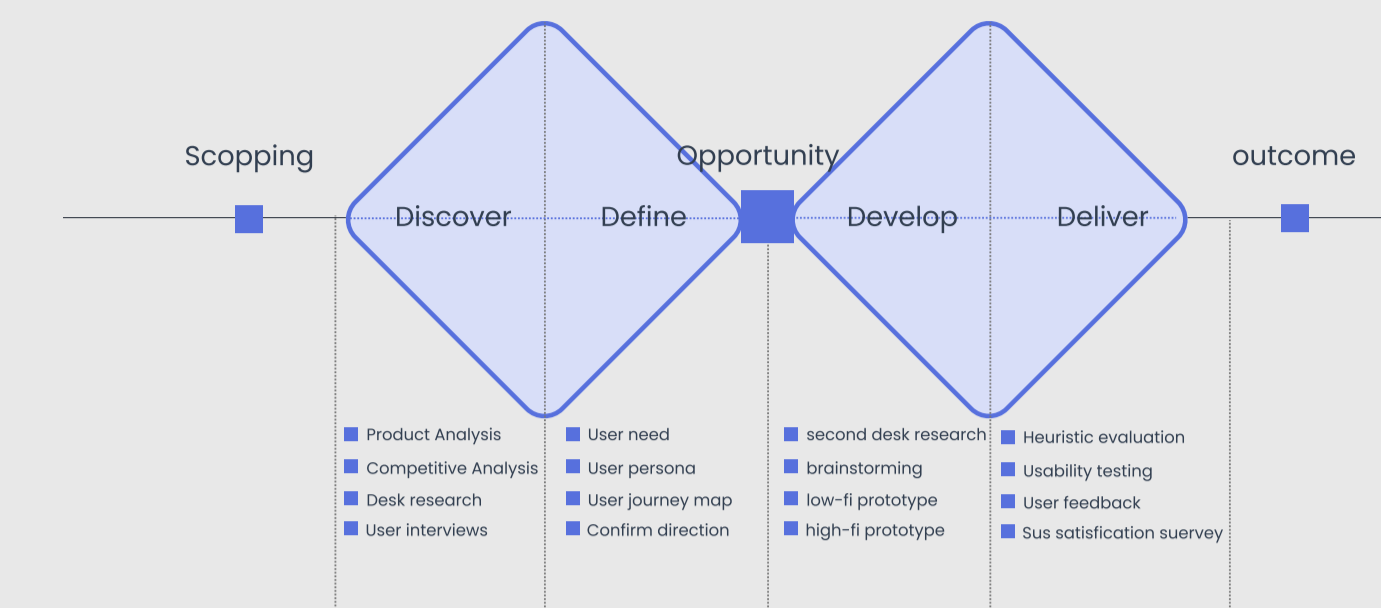
Onboard&Dashboard

To better understand the product, build a workflow of the current onboarding process to understand how customers will use Anomify, how to connect data to the product, and how to find anomalies in the data.



The main functions of the onboarding system are: to assist users in understanding how to send alerts, create alerts, monitor anomalies and understand how to react

Methodology



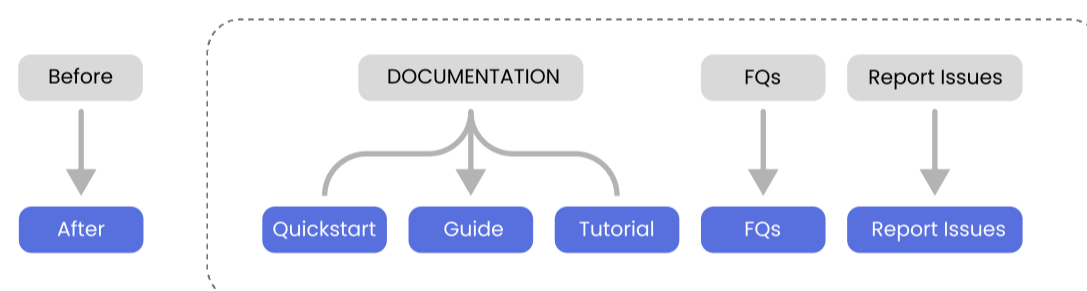
We use a variety of research methods to explore how to improve system usability and enhance customer perceived value.

Literature review & competitive analysis: By investigating the onboarding literature, analysing the factors that influence the onboarding process, exploring user experience issues in the design and development process, and the current state of the art and solutions.

Prototype: Create prototypes, facilitate communication with the company, quickly screen and select solutions, and facilitate further improvements to high-fidelity prototypes. The role of the prototype is to represent the page relationships involved in the product's most critical user flows and functions.



Information architecture: The functionality of the pages was integrated and rearranged, consolidating redundant information and arranging them in order of interaction.

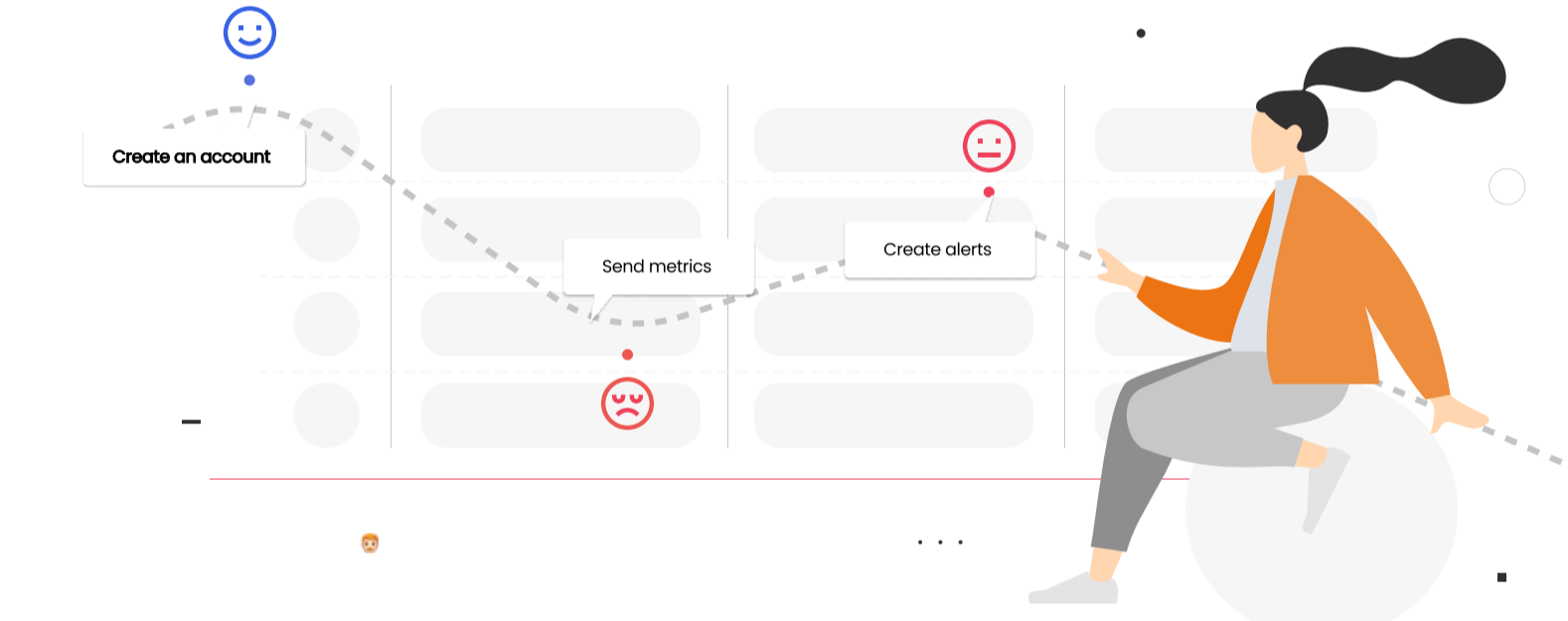


Heuristic Evaluation: To identify problems quickly, we recruit usability experts who use rules of thumb to measure the usability of user interfaces in independent walkthroughs and report issues.

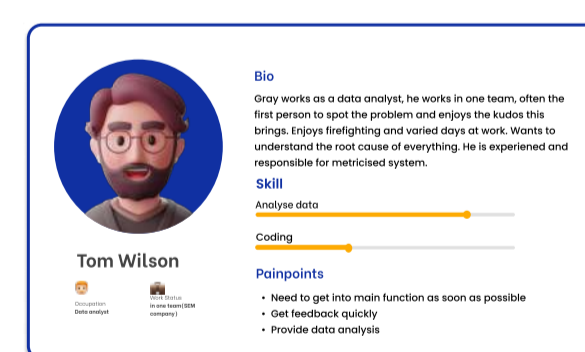
6 participants 10 questions 33 problems

1. Visibility of system status	1	6. Recognition other than visual	1
2. Match between system and the real world	2	7. Flexibility and efficiency of use	2
3. User control and freedom	2	8. Aesthetic and minimalist design	2
4. Consistency and standards	2	9. Help users recognize, diagnose, and recover from errors	2
5. Error prevention	3	10. Help and documentation	2

Journey map: The journey map illustrates the critical interaction points between the customer and the product. It helps optimise the production process and address pain points by observing and analysing the user's behaviour, thoughts and emotions at each stage.



Persona: In-depth knowledge of users : create user personas to define who the product is designed for clearly. It provides invaluable information when designing the user onboarding experience.



user information

- Data Science Expert
- Have code base
- Work in a team

user expectation

- Quick start with the product
- Get feedback quickly
- Provide data analysis

Interview: The interviews were conducted to understand the goals and needs of users in monitoring data from a user experience perspective. And aim to diagnose and analyse possible risk points in the onboarding process, provide design data, and offer design data recommendations for optimising the human-machine interface design.

Onboard is a stage task:

Data detection and feedback takes time, the training process is not an immediate task and users need to complete the training in stages

Cognitive Overload:

Users are directly exposed to all documents for the first time, and the complexity of the content may create a cognitive load

Lack of motivation :

At the early stage of onboarding, the identification with the product has not been fully established, it is generally in an unstable state

Timely feedback :

When users find problems, they need to give feedback and solve them quickly

Usability Testing: Based on heuristic test evaluation, modify the usability issues of the product, iterate the prototype, and conduct usability testing

4 participants 3 tasks 10 questions 8 feedbacks

More accurate description	Complete interaction	Easier to read	Quick view of what was done
Providing more accurate and distinct descriptions of the guide descriptions	Make button clickable in your prototype and it should go to the same place as the 'Create an alert' link below	Bowed text, which makes them easier to read and allows users to quickly learn the basic function, improving the usability.	Giving users timely feedback on what Anomify has done and what users have done to quickly realize the value of the product

Conclusion

Simple and efficient design

The onboarding experience should relate to the insights from user research and the complexity of the product. However, users do not want to be bored or intimidated by lengthy introductions, even with new, innovative technology. A quick introduction and handshake may be enough if the application or product is simple.

Linking onboarding to user value

The user experience focuses on making onboarding as seamless and amazingly satisfying as possible for users. Pick out a core value proposition for users and find a way to communicate it first. Use onboarding benefit presentations to remind users why Anomify's service best meets a specific need.