

Abstract

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



Introduction&Background

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.

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.

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.



Design guidelines for digital customer onboarding system for complex technical applications: Improving usability and customer perceived value.

Onboarding system

Research question

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





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



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	que	stions	33	problem	IS
1. De wi	Visibility of system status esigns should keep users informed about hat is going on, through appropriate, timely eedback.	3		6. Recognition rather than recall Minimize the user's memory load by making elements, actions, and options visible. Avoid making users remember information.		3	
2. re Th Us th	. Match between system and the eal world ne design should speak the users' language. se words, phrases, and concepts familiar to ne user, rather than internal jargon.	2		7. Flexibility and efficiency of use Shortcuts — hidden from novice users — may speed up the interaction for the expert user.		2	
z	User control and freedom			8. Aesthetic and minimalist design Interfaces should not contain information which is irrelevant. Every extra unit of		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.

<mark>Bio</mark> Gray works as a data analyst, he works in one team, often the	user information	user expectation
first person to spot the problem and enjoys the kudos this brings. Enjoys firefighting and varied days at work. Wants to understand the root cause of everything. He is experiened and responsible for matricised system	• Data Science Expert	Quick start with the product

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.

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

Lack of motivation :

At the early stage of onboarding, the

Cognitive Overload:

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

Timely feedback:

When users find problems, they need to