

# How to help new user perceive value of anomify product during onboarding process ?

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## Abstract

project info

**When was this**  
May 2023- Sep 2023

**Research question**  
How to help new user perceive value of anomify product during onboarding process ?

**Business object**  
To increase the activation rate and usage intention of new user.

## Overview

Anomify is a real-time anomaly detection platform for metrics, it offer data monitor dashboard and auto alert for anomaly. As a start-up company, the biggest challenge is expanding the number of new users. Our role was to help new user perceive the value of anomify product during onboarding process to increase the activation rate and using intention of they.

**My role**

This project is my graduation project in Goldsmith, London University  
Project Type: Field project  
External Organization: Anomify

**Results**

- Increasing in user usage intention
- Increasing in score of value perception of product
- Build 3 feature: onboarding learn, scenario drive task and compare metric.
- Re-design the churn points in the anomaly cause analysis process.
- Low development effort, fast implementation and high impact

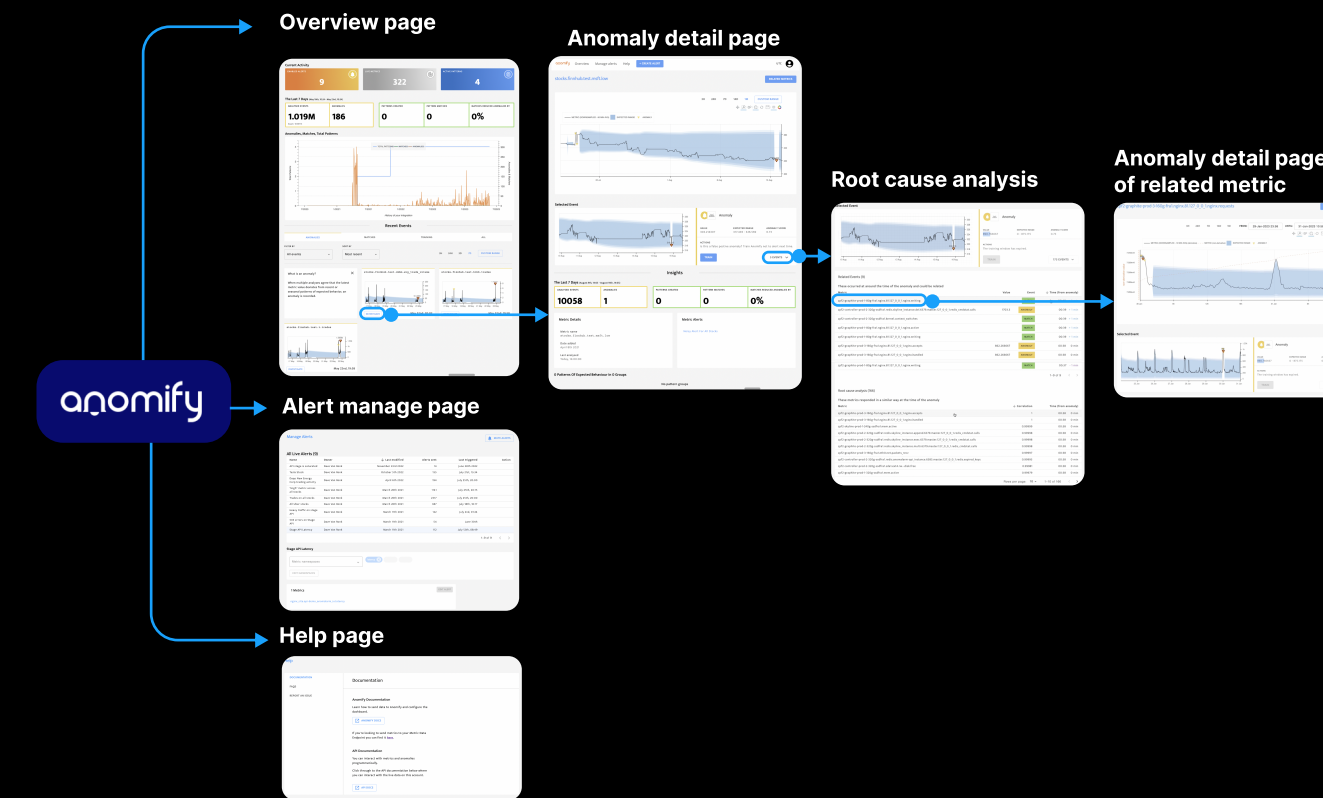
## Background

**Problem for the company**  
Anomify provide a demo for user to understand the function of user ,however user don't perceive the value of Anomify and have the wrong expectations of the service, they found user don't willing to upload metric to Anomify to use it.

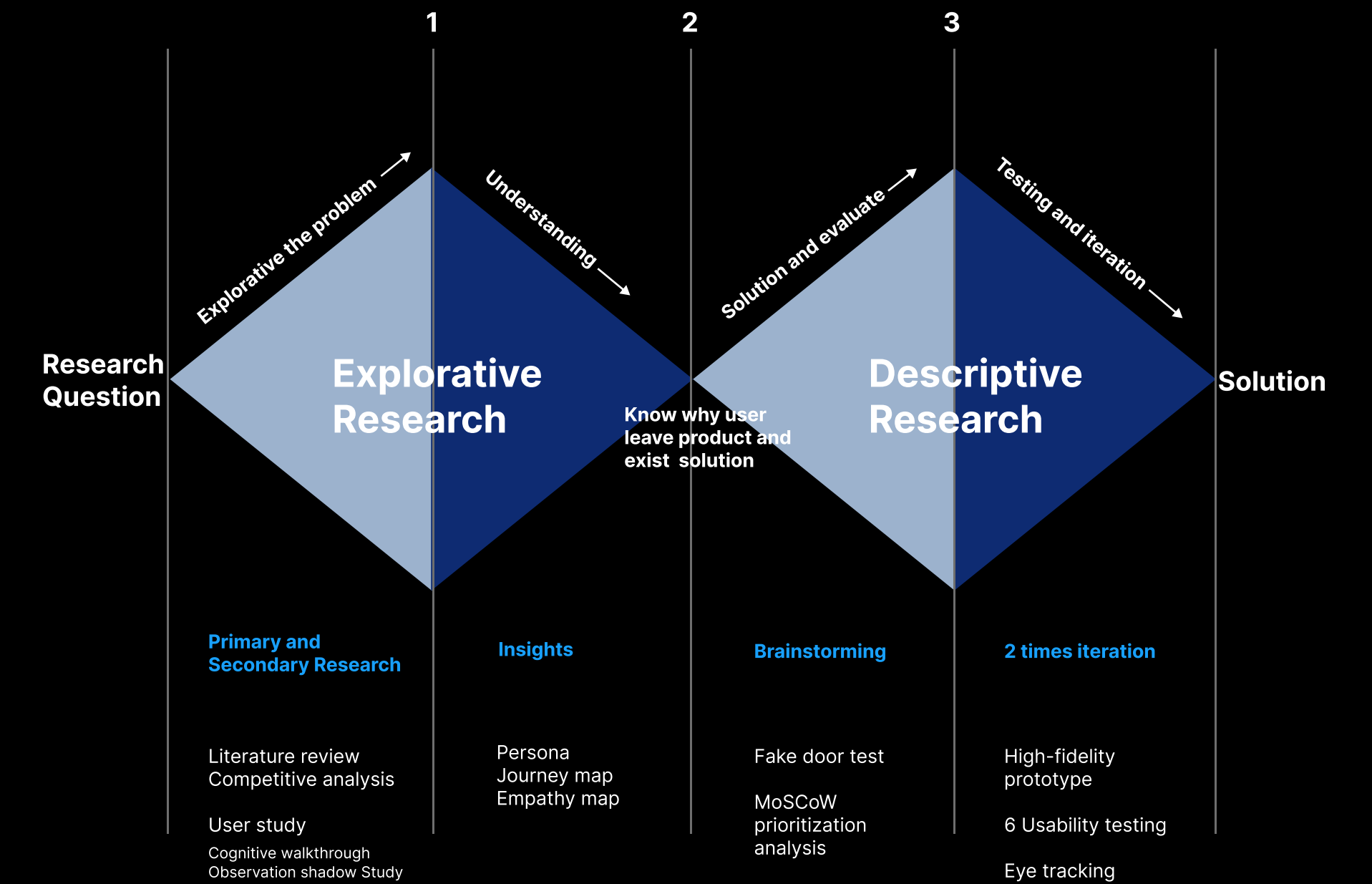
**What the company want**  
An scenario driven demo environment. User gets take through the process of investigating an issue

**How to help the new user perceive the value of product during onboarding process on demo, so that they willing to use Anomify?**

**Core value of anomify**  
Auto anomaly detection  
Anomify use semi machine learning to pick out anomaly.  
Increase the productive of anomaly detection  
Anomify also offer you 'related event and cause a nalysis' part  
For user who don't have background of machine learning, there are many new concept need to be interpretation  
pattern, train, process of cause analysis

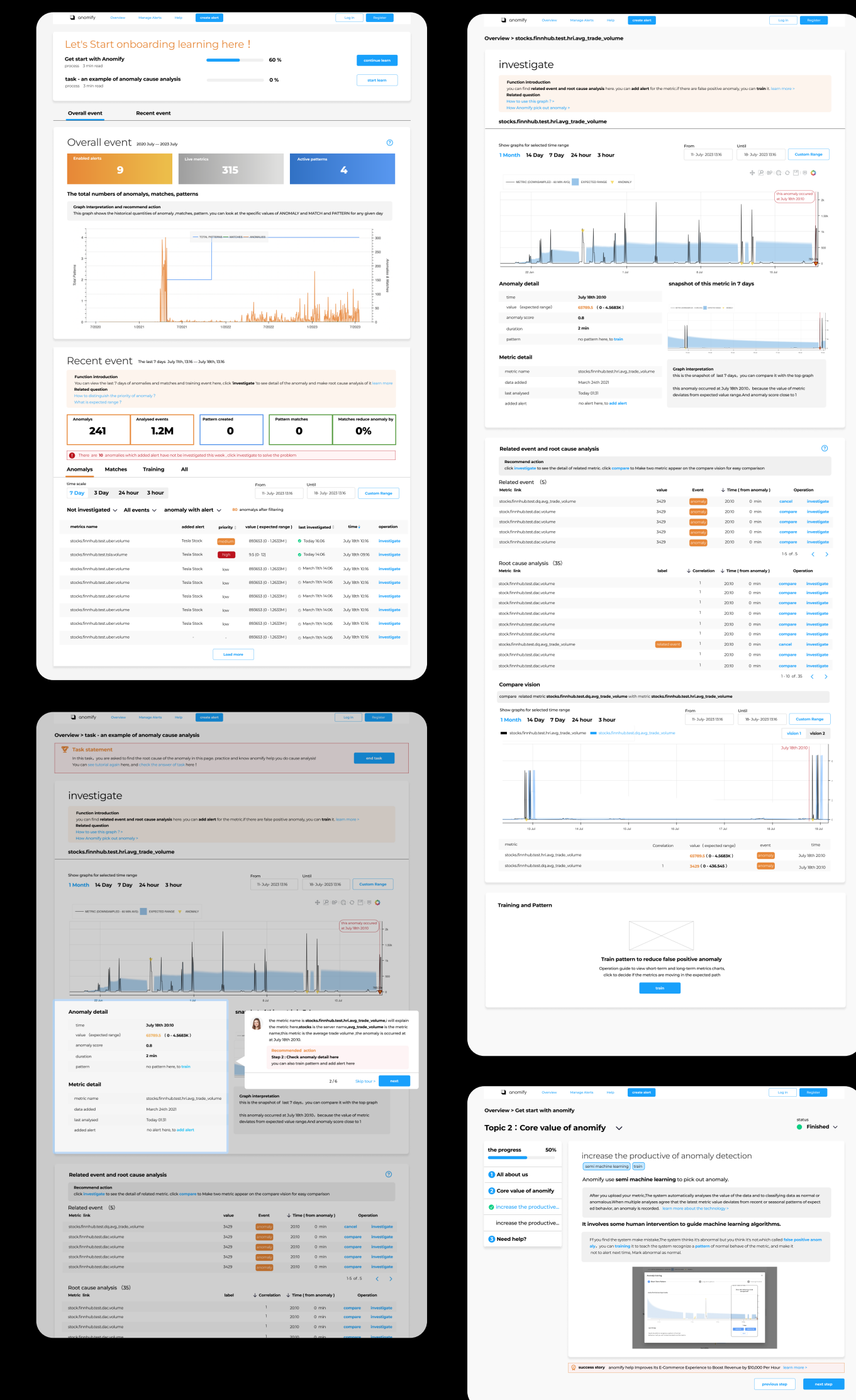
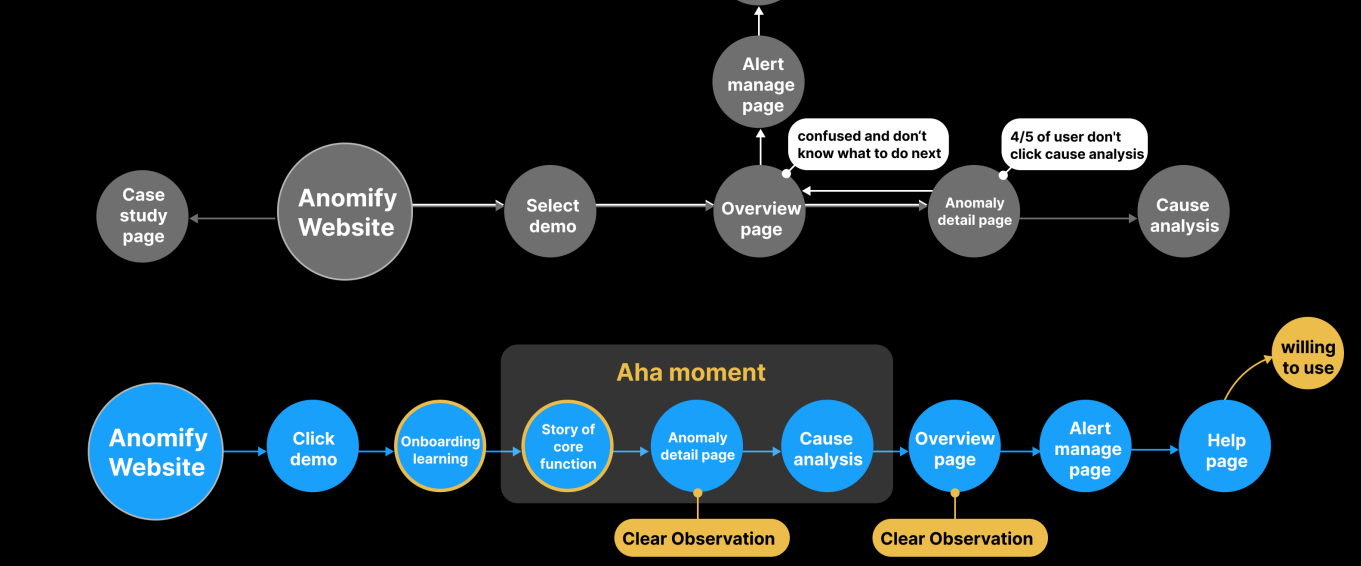


## Methodology



## Design

**Before and after comparison**



## Research Result

**User study**

**Methodology**

- cognitive walkthrough
- observational shadow study
- thinking aloud method
- in-depth interviews

**Participants**

5 participants  
Developers : infrastructure engineer, Business intelligence analyst  
have used data monitor platform before

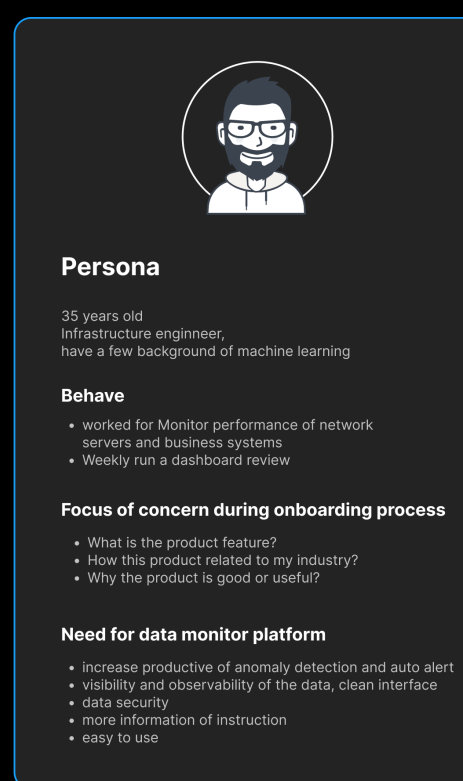
- Task 1**  
As a new user who want to use a data monitor platform, explore the anomify website and decide whether to use it
- Task 2**  
Ask user to use the core function of anomify, analysis root cause of one anomaly

**Observations** themed in 3 parts

- the user workflow
- Usability barriers during the process
- Aha moment

**Interview questions**

- Topic 1: User profile based question
- Topic 2: User perception and behavior intention based question
- Topic 3: Usability barriers based question
- Topic 4: Utilization based question

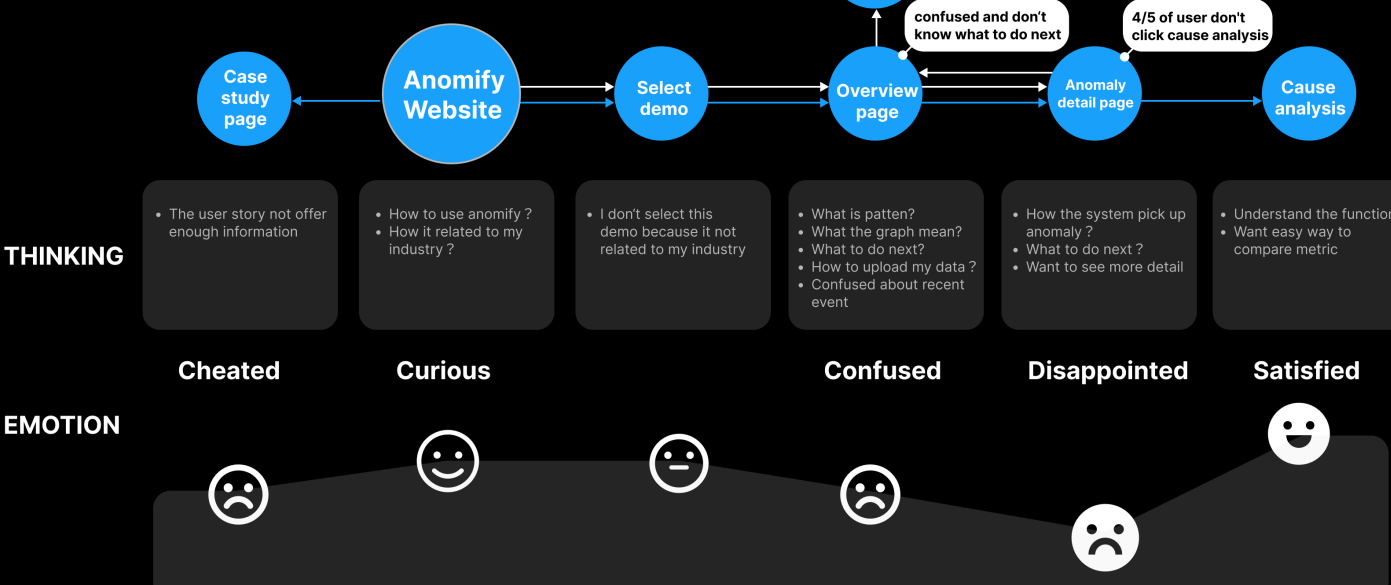


**Why user leave the anomify?**

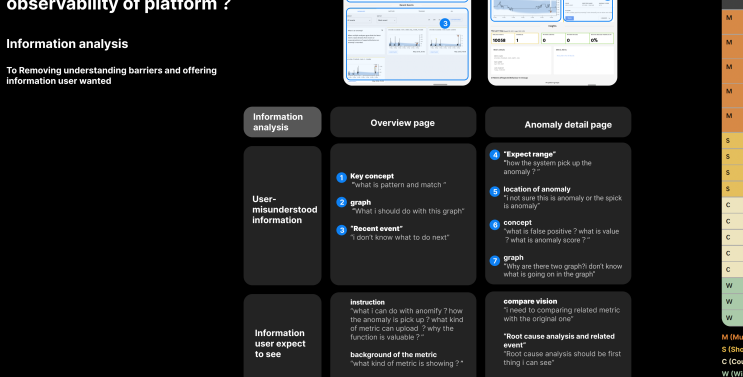
- There are high churn rate at the critical step of reaching the aha moment, like not click the investigate and ignore the next action
- low observability, including low readable of images and low comprehensibility of concepts and principal, like what is pattern
- miss onboarding service, The first landing page lack of core function interpretation and clear action guidance
- Low reputation, lack clear example to let user how anomaly related to their industry

**When is Aha moment** user feel the value of product?

- when user click the related metric of cause analysis



**How to increase readable and observability of platform ?**



## Testing and Evaluation

Overall, there are three themes of testing, firstly, whether it improves the perception of value, secondly, whether it improves the readability and comprehensibility of the product, and thirdly, USABILITY OF function cause analysis (aha moment)

In addition to this, I conducted five other tests on localised features, firstly, click-through rates for Investigate, secondly, click-through rates for Cause Analysis, thirdly, the learning experience for onboarding learn, fourthly, whether the associated features improved REPUTATION and fifthly, whether the associated features improved problem solving flexibility.

**Usability test 6**

**Does the new design of demo increase user value perception?**

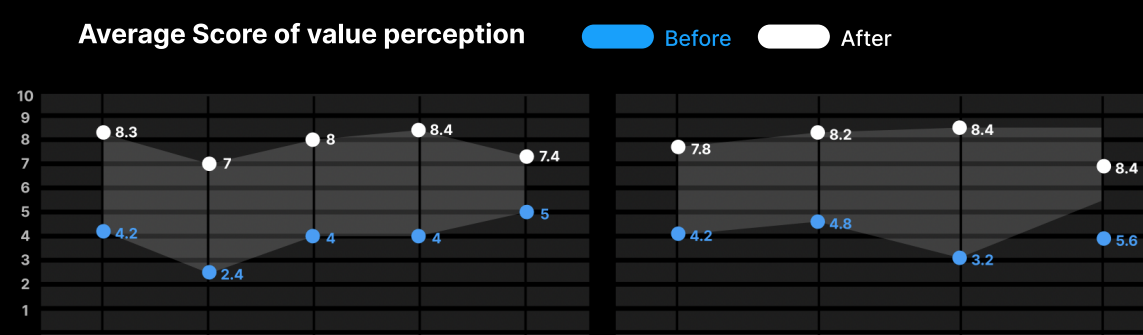
**How to evaluate value perception?**

The most important factor is Usage intention and WOM

- Whether it meets the needs of users exploring the site? **YES**  
understand core function of anomify | understand why anomify is useful | understand how anomify related to your industry
- Is it a good metrics monitoring platform for users? **YES**  
auto alert and anomaly detection | observability of the data | clear instruction | easy to use

**Task**

Ask user to explore the anomify website and prototype and decide if he will use it  
Ask user to rate according to the factor above



"it increase my willing to use especially in onboarding learning and small change like recent event and compare metric"

## Conclusion and Future work

**Conclusion**

**How to help new user perceive value of anomify product during onboarding process ?**

- shorten the time to reach Aha moment, calculate the churn rate for each step to reach Aha moment, redesign the point with high churn rate
- improve the user experience of these process, make the first landing page conveying product value and a clear call to action
- Observability is key factor to increase the productive of cause analysis for a metric monitor platform
- There are other factor that can also increase value perception which should be concerned, like reputation and interaction with customer
- offer onboarding service to introduce function is Necessary for complex B2B products
- it is important to tell user the relevant between product and their industry. A scenario driven task (story) is what user want to see.

**Future work**

- there are still many solution proposed could be done if effort time and cost permit, like develop a feature of heat map, for compare metrics to continue increase the productive of anomaly analysis.
- It is important to build the case study material, offer information user want to see
- It is important to test and track metric in the future, setting North Star Metric to Verify if the solution works, like Growth of new users = completion rate of onboarding learning X click-through rate of cause analysis area X click-through rate of investigate button X conversion rate of user registration X success rate of user upload metrics X click-through rate of contact button
- In addition to the experience of using the product the approach to acquiring new users includes pre-using marketing, post-using word-of-mouth processes and the user experience in the slack community can be optimised.
- anomify needs to consider ways to retain users in the medium and long term, including optimising existing features, introducing incentives, and rolling out new features on a regular basis