

TECH OFFER

Automating Digital Adoption With No-Code User Interface (Ui) Guidance



KEY INFORMATION

TECHNOLOGY CATEGORY:

Infocomm - Human

Infocomm - Enterprise & Productivity

TECHNOLOGY READINESS LEVEL (TRL): **TRL8**

COUNTRY: **SINGAPORE**

ID NUMBER: **TO174654**

OVERVIEW

With the rapid pace of digitalisation, many existing systems and processes are becoming increasingly complex. Many users find themselves struggling to achieve their desired outcomes due to a wide variance in digital proficiencies; what is intuitive to one user may not be intuitive to another. Simply put, it is not possible to build a User Interface (UI) that is completely intuitive for every user profile i.e. no one-size-fits-all interface. Similarly, many Frequently-Asked-Questions (FAQs) and user guides are poorly maintained or are written in a manner that is too generic with little to no consideration of a user's role or level of proficiency.

This technology offer is a no-code solution that can be deployed on websites to provide just-in-time (JIT) tutorial-style overlays which bridge the gap between digital workflows and human usage. These customisable overlays serve as guided walkthroughs to simplify employee onboarding and/or provide external users with a curated customer experience (CX). With this solution, highly re-useable, step-by-step Standard Operating Procedures (SOP), user manuals, and interactive guides can be easily created to provide clear, simple instructions for end-users to receive assistance when needed, this in turn, improves their

understanding of proper software product usage and provide a painless user interface experience.

TECHNOLOGY FEATURES & SPECIFICATIONS

The technology is a no-code walkthrough builder which supports in-application guidance presented in the form of overlays for all types of websites and web applications. End-users can launch on-demand walkthroughs whenever help is needed or walkthrough creators can set prompts and guides to trigger upon navigation to a specific Uniform Resource Locator (URL) address.

The walkthrough builder supports the following types of guided interactive elements:

1. Pop-ups
2. Spotlights
3. Slide-outs
4. Hover tips (mouseover tooltips)

Each interactive element is fully customisable: font type, font size, heading, buttons, background colour and content (supports text, images, videos, URL links)

The platform also tracks user behaviour for additional data-driven insights:

- Tracks completed, incomplete, uninitiated walkthroughs
- Measures time taken for walkthrough completion and for each step to be executed
- Historical usage and patterns for user profiling and segmentation

POTENTIAL APPLICATIONS

- Supplement existing training materials with digitalised user guides
- Create internal onboarding/training guides for the adoption of new software products (e.g. new finance, accounting software)
- Drive usability studies - generate insights on user struggles/difficulties during software use

UNIQUE VALUE PROPOSITION

- Simplifies the new staff onboarding journey; doing away with FAQ documents and User Guides in PDF format
- Enhances the usage experience for all types of web-based user interfaces
- Improves the Net Promoter Score (NPS) of a software product
- Enables data collection for usability studies; to uncover hidden user interface friction during usage
- Promotes a painless learning experience with enhanced user memory retention
- Encourages self-help via on-screen prompts - enabling a leaner technical support team

The technology owner is interested to work with companies to pursue test-bedding opportunities and to collaborate with deep-tech (e.g. Machine Learning) partners for co-development of new products/services.