



Userlane Technology

Product Description

Software for the delivery / distribution / deployment of interactive step-by-step guides

Version 2020/01

What is Userlane?	3
Features	3
Technical Requirements and Compatibility	8
Further Questions	10

What is Userlane?

The Userlane technology is built around interactive step-by-step guides which can be implemented in browser-based software and lead users through all processes live within the application.

Similar to a navigation system, users are shown what to click and when to do so. This allows users to operate any browser-based software at an expert level without any training. In contrast to video tutorials, Userlane runs directly as an overlay in the software itself. Users receive assistance live while working within the application. As a result, companies can significantly reduce onboarding and training cost and train their end-users more efficiently. Userlane is deployed by customers of all sizes and industries/sectors, particularly for:

Employee enablement	To automate and scale employee training to increase efficiency and reduce cost.
Customer Onboarding & Retention	To help customers and users understand the value of the product faster in order to increase user engagement, feature adoption, and retention, as well as to reduce churn and support tickets.
Change management & Software Adoption	To support employees in adopting new software and to reinforce confidence/trust in structural changes and company leadership.

Features

Intuitive Software Navigation



Lead Users

Userlane shows users which element they need to click next so that they are automatically guided through the application.

Prevents User Error

Userlane is designed to ensure that users cannot operate the software incorrectly. Unintentional or unwanted interactions are blocked to prevent mistakes.

Userlane Assistant

The Userlane Assistant lists all available Userlanes and displays an overview of the user's progress and further learning opportunities.

Lasting Know-How

The Userlane Assistant is always available. Previously completed Userlanes can be repeated anytime. Users have a constant companion that can lead them through any process at any time.

Interactive & Live

Userlane runs in the actual application and therefore allows users to interact live with the software. Processes that are being learned are completed at the same time.

The Right Explanation at the Right Time

With Userlane, important information which otherwise won't fit in the interface can be displayed.

Automation saves time



Automatic User Guidance

Userlane guides every user through the software, regardless of how many users are active in the software.

Automatic Positioning

Userlane automatically calculates the best position for the explanations so that usage remains possible even in extreme cases.

Multi-language Support



Automatic Segmentation

Userlane automatically identifies what user group a user belongs to. This allows a personalized experience for each user group, without additional customer effort.

Automatic Adjustment to Design Changes/Redesign

Userlane can be configured to automatically detect changes in the software. Even if the software constantly changes, Userlane remains flexible and shows users the correct path.

Automatic Language Detection

Userlanes can be displayed in different languages. The language can be set based on the language of the browser or the chosen language in the application.

Easily Add More Languages

New languages can be added and managed directly in the front-end. It is not necessary to create separate Userlanes for different languages. The language to be displayed is selected automatically.

Easy Language Management

Languages can easily be added or edited directly in the front-end.

Easy Set-up



No Modification of the Software Needed

The software to be explained does not need to be painstakingly modified. Userlane automatically recognizes the elements in the application.

No Coding Skills Required

The creation and editing of Userlanes require no coding - everything is handled via a simple interface.

Instant Integration

Userlane is integrated into the software via a line of code or via a browser extension and is up and running within minutes.

Fully Configured

Userlane is fully configured out-of-the-box so there's no long setup process. Customers can immediately get started.

Full Customization



Adapt To Your Brand

The look of the guides can be adapted to reflect your CI, ensuring a unified design.

Responsive

Userlane Guides automatically adapt to any screen resolution so that mobile users can also be guided through the software.

Edit Texts

Texts can be edited directly within the Userlanes, allowing you to change and manage everything within the real context of the application.

A Friendly Interface

Userlane is customizable and can be set up so that users are trained and led through the processes by a real employee.

Powerful Features



Comprehensive Analytics

Userlane offers an extensive overview of usage statistics. Where do users drop off? How many users complete the entire process within the guide?

Segmentation

Using segments, Userlanes can be shown only to a select group of users - for example, users that are logged in, or users that have completed a specific task. **Segmentation is not yet available with the browser extension.*

Proven Design

Userlane is designed based on the results of many user trials and was chosen as the simplest and most relaxing form of user onboarding.

Scalable

Userlane scales up automatically. Regardless of the number of users, Userlane technology runs securely and stable.

No Impact on Loading Times

Userlane loads asynchronously so loading times for the application are unaffected.

Multi-page ready

Userlane can take the user on tours across multiple pages, taking them deeper into the software.

Privacy & Security



Privacy Made in Germany

Userlane complies with EU Data Privacy regulations..

Does Not Collect Any Data

Userlane does not process, collect or store any data or information from the underlying application itself.

Encryption

Userlane supports multiple industry standard privacy levels. Data can be encrypted before being processed by Userlane.

SSL Support

Userlane only uses a secure SSL connection. Traffic cannot be easily read or altered.

Experts always available



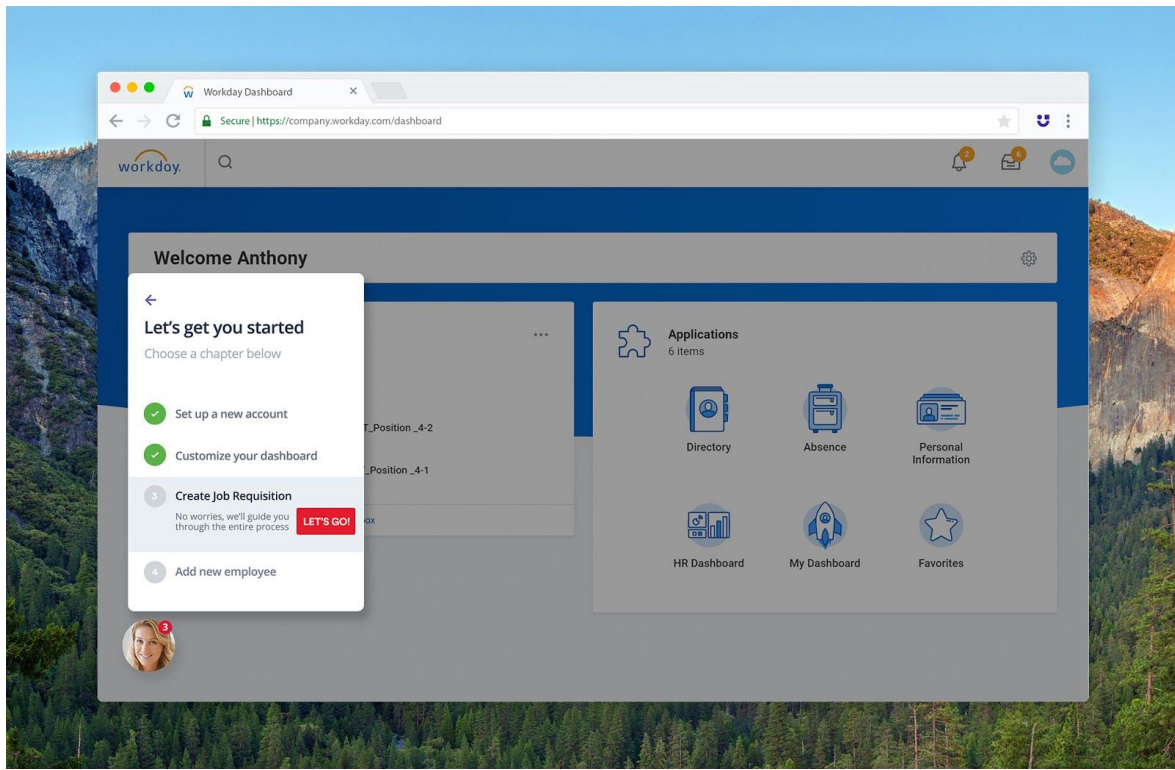
Phone & Email-Support

We offer all customers phone and email support to quickly answer any questions or provide assistance.

UX Experts

Our own User Experience experts advise our customers on employee training, onboarding, and software adoption.

Technical Requirements and Compatibility



Disclaimer

Userlane shall be entitled to modify its services for good cause at any time. One such cause shall exist in particular if the change is necessary because of (i) a need to adapt to new legislation or jurisprudence, (ii) to protect the system security, or (iii) to prevent abuse. Userlane can make reasonable changes to its services within the scope of ongoing further development (e.g. deactivation of old functions which will largely be replaced with new ones), particularly to adapt to technical progress.

Installation

- Userlane is installed by inserting the provided Javascript snippet into the underlying application.
 - The Javascript snippet must be implemented in all pages which are visited within the click paths.
 - The Javascript snippet must be implemented correctly as per the integration manual.
- Alternatively, Userlane can be accessed with a Browser Extension that needs to be installed and configured on each client.
 - The Browser Extension needs to be rolled out correctly as per the manual that will be provided for each customer individually.

- The Browser Extension functions like a piece of desktop software that requires admin privileges to install. This process can be facilitated by IT admins but the specific implementation is outside of Userlane’s scope.
- Each user requires authentication to use the Browser Extension by confirming their email address.

System requirements

- User Interface based on HTML5 with CSS and JS.
- Every client needs access to the internet to communicate with Userlane’s services.
- The underlying app needs to be opened in a web browser. See below for browser support.
- Userlane technology is programmed and delivered in JavaScript. To use Userlane, JavaScript, therefore, needs to be enabled in the browser. In modern browsers, JavaScript is installed and activated by default.
- If a firewall is active, it has to be set to allow communication to Userlane servers. In doubt *.userlane.com has to be whitelisted for all HTTPS traffic.
- If a Content Security Policy is in place, it has to allow *.userlane.com for all types of requests.
- The underlying app needs to run with an encrypted protocol (HTTPS) to ensure a secure and encrypted communication.

Browser support

- Depending on the means of integration, Userlane supports different browsers:

With JS snippet	With browser extension
<ul style="list-style-type: none"> ● Internet Explorer: 11 ● Edge: 40 and above ● Firefox: 60 and above ● Chrome: 70 and above ● Safari: 12 and above 	<ul style="list-style-type: none"> ● Firefox: 60 and above ● Chrome: 70 and above ● Edge: 44 with Windows 10 version 1809 and above

Mobile browser support

- Userlane Technology is delivered in “Responsive Design”. Therefore, Userlanes can be displayed on common mobile devices as long as the OS and browser versions are up to date.
- The Userlane browser extension is not available for mobile browsers.

Speed	<ul style="list-style-type: none"> ● Userlane Technology loads after the underlying interface has loaded completely (depends on the integration). Delivery of Userlane Technology cannot load faster than the underlying app itself.
Service Delivery	<ul style="list-style-type: none"> ● Userlane commits to ensuring 99.5% availability of Cloud services. ● The Userlane branding cannot be removed.
Limitations	<ul style="list-style-type: none"> ● Elements within a closed application which requires a plugin such as Adobe Flash or Microsoft Silverlight cannot be highlighted. ● The underlying app does not register event callbacks in capture mode. ● The underlying app does not remove DOM nodes that it does not recognize, especially DOM nodes added by Userlane need to remain untouched. ● The underlying app does not use canvas elements, or does not expect Userlane to highlight individual elements in a canvas. ● The underlying app does not modify native browser functions, for example with polyfills or XHR overrides. ● The underlying app does not block, delete or tamper with cookies or localStorage items that are set by Userlane. ● The underlying app does not use framesets, or does not expect Userlane to highlight elements in a frameset. ● The underlying app does not use cross-origin iframes, or does not expect Userlane to highlight elements in them. ● The maximum z-index of the underlying app does not exceed 1,000,000. ● Userlane cannot guide the user through system elements such as context menus, system dropdowns, system messages or alerts. ● The highlighted element must be freely accessible and in particular not blocked by any popup. ● Using the browser navigation (back, forward, refresh) might cause conflicts with Userlane. ● Userlane finds and highlights elements solely based on attributes in the DOM (document object model). For example, Userlane cannot know which element was recently added to a list, but instead recognizes the specific position within a list, or a specific unique DOM attribute in the list.

Further Questions

Contact us if you have further questions:



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