RAYDA

Rayda Core
Customer Journey Map

21st of August, 2023

CURRENT STATE

How users currently interact with Rayda Core

CURRENT STATE- ONBOARDING

PHASES	AWARENESS	CREATES AN ACCOUNT	ADDS COMPANY PROFILE	ADDS ASSETS	ADDS USERS
TASK LIST	A. Browses the internet for asset management platforms B. Checks the landing page for information or engages customer support, sees ADs C. Clicks the CTA to sign up	A. Inputs first and last name, phone number, and password B. Clicks CTA to create an account C. Waits for verification code in inbox, enters verification code and submits	A. Inputs company name, team size, default currency, sector, address, telephone, state, country B. Clicks CTA to submit **C. Chooses subscription plan, and tries platform for free**	A. Chooses to either Import or add asset B. Inputs asset ID, asset make, model, purchase date, vendor, tags, currency, purchase price, insurance status, location, asset type, location, next maintenance date, maintenance frequency, asset status, asset image, adds personnel C. Clicks CTA to submit	A. Adds email B. Selects role C. Clicks CTA to Finish **Account setup completed**
EMOTIONS	• Anxious • Curious	• Anxious • Excited	• Overwhelmed • Confused	• Overwhelmed • Confused	• Anticipating • Relieved
CHALLENGES	• NIL	• NIL	• Location isn't rerouting to currency selected • **Confusion on what plan to try for free**	• Dropdowns are not functional • Location isn't rerouting to currency selected • Compulsory fields are not defined • Not sure if the Import asset CTA is disabled • Can't proceed unless 3 assets are added • Not sure of the type of file to upload	• NIL
IMPROVEMENT OPPORTUNITIES		• Reduce onboarding time by removing duplicated details i.e. phone number can feature on company profile • Reduce waiting time for verification code • Provide alternative ways to view verification code	• Ensure location reroutes to currency selected • Provide user with information on all plans and give access to try premium plan for free. • Group related elements together	• Clearly define compulsory fields using asterisks • Redesign CTA to ensure it is accessible and well interpreted • A tooltip that explains and indicates that users can create new items i.e. tags, location, • Reduce the number of assets to add before proceeding. Max of 2 • Define data type to upload	• NIL

CURRENT STATE- DASHBOARD

Persona: Odiri

Goal: Manage assets in a seamless and effective way

PHASES	CHECK IN/CHECK OUT ASSETS	ADD A PERSONNEL/VENDORS	INSURE ASSETS	UPLOAD DOCUMENTS	EDIT ACCOUNT
TASK LIST	A. Views Dashboard B. Clicks Manage asset drop-down to check out asset, inputs details and checks out asset C. Searches for where to check in assets, locates it under View assets, can't return asset	A. Clicks Manage personnel B. Adds personnel C. View, edits or deletes personnel details **A. Clicks Manage vendors** **B. Adds vendors** **C. Views, edits or removes vendors**	A. Clicks Insurance B. Adds external insurance	A. Clicks Document vault B. Chooses document type to upload C. Uploads document	A. Clicks account settings B. Adds profile picture
EMOTIONS	● Anxious ● Confused	● Hopeful ● Excited	● Overwhelmed ● Confused	● Overwhelmed ● Relieved	● Excited ● Relieved
CHALLENGES	● Can't assess check-in assets under check-out ● Can't return assets ● Can't remember asset ID ● Not sure what fields are compulsory	Can't see details added when editing personnel	● Can't add external insurance to assets ● Can only insure one asset at a time	● Can only upload documents on document vault page ● Input field is not customized to each document ● Can't edit document on the platform	● NIL
IMPROVEMENT OPPORTUNITIES	● On check-out page, ensure CTA to return all assets is functional, and assign tertiary buttons to each to return individual items ● Provide flexibility on ways to check in assets or search for assets to return e.g. users can use assignee names, serial numbers, tags, locations ● Clearly define compulsory fields using asterisks and info icon	● Ensure personnel details are pre-filled when editing a personnel	● Ensure users can add external insurance to assets ● Ensure users can insure all assets at once	● Provide flexibility to upload documents under "manage asset" page ● Clearly define compulsory fields using asterisks and info icon or add custom fields so users can add the necessary fields for each document type	● Provide info of personnel with admin rights on the platform

FUTURE STATE

Desired and improved user experience for Rayda Core

FUTURE STATE- ONBOARDING

Goal: Set up an account in the easiest and fastest way possible
Average Time Spent: 3-5mins

PHASES	AWARENESS	CREATES AN ACCOUNT	ADDS COMPANY PROFILE	ADDS USERS (PREMIUM PLAN ONLY)	ADDS ASSETS
TASK LIST	A. Browses the internet for asset management platforms B. Checks the landing page for information or engages customer support, sees ADs C. Clicks the CTA to sign up	A. Inputs email, and password, and phone number B. Clicks CTA to create an account C. Enters verification code OR **signs up using Google and Facebook**	A. Enters company name, phone number, email address B. Enters company size, location and industry C. Clicks CTA to submit **Views all subscription plan, and try free plan**	A. Inputs email B. Selects role C. Sends invitation **OR** Creates sign up link that can be shared with users	A. Selects the option to add single assets or import multiple assets B. Fills required fields C. Submits
EMOTIONS	● Anxious ● Curious	● Excited	● Excited	● Excited	● Excited
ADDED FEATURES/EXPERIENCE		● Sign up using email and password ● Alternative ways to sign up i.e. Google, Face book ● Verification code can be sent via SMS and email ● Progressive indicator to show number of steps	▪ Reduced the number of details to be inputted form 9 to 6 ▪ Reduced cognitive overload by grouping related items ▪ Allows users to try platform for free	Shareable link with users to sign up on the platform	● Reduced cognitive load by allowing users choose their preferred option of adding assets or importing assets ● Reduced the number of assets to be added to 2 while onboarding ● Tutorial video on how to import or add an asset

FUTURE STATE- DASHBOARD

Goal: Manage assets in a seamless and effective way

PHASES	MANAGE ASSETS	ADD A PERSONNEL/VENDORS	INSURE ASSETS	UPLOAD DOCUMENTS	EDIT ACCOUNT
TASK LIST	A. Views Dashboard B. Clicks Manage asset drop-down (View asset, (status, location, download asset report) C. Searches for asset using search field or filter using assignee names, asset ID, tags, status etc. D. Checks in asset under check out page	A. Clicks Manage personnel B. Adds personnel C. View, edits or deletes personnel details **A. Clicks Manage vendors** **B. Adds vendors** **C. Views, edits or removes vendors**	A. Clicks Insurance B. Adds external insurance C. Clicks CTA to attach external insurance to assets D. Selects all assets or individual assets to add external insurance	A. Clicks Document vault B. Chooses document type to upload C. Uploads document **OR** A. Clicks Manage asset B. Clicks CTA to upload document for each asset C. Uploads document	A. Clicks account settings B. Adds profile picture
EMOTIONS	● Excited	● Excited	● Excited	● Excited	● Excited
ADDED FEATURES/EXPERIENCE	▪ Search feature- flexibility identifying checked-out assets ▪ Easy navigation to check in asset ▪ Can view asset status (in repair, healthy, damaged, lost) ▪ Can download asset report on the platform	● Personnel details are pre-filled when editing a personnel	● Can add external insurance to assets ● Can insure all assets at once	● Flexibility to upload documents per asset ● Clearly defined compulsory fields using asterisks and info icon ● Custom fields so users can add the necessary fields for each document type i.e. receipt	

❖ Asset audit- can audit asset (verification of records, transaction history, asset status) on the platform. This can feature as a separate screen on the dashboard that leads users to external auditor or company auditor.

❖ Asset report- information on depreciation and asset live span, space for comments to download a report for the asset. This can feature under manage asset page

❖ Add users- views email of potential admins within office suites contact directly on the platform. 3rd party integration with Google workspace or Microsoft outlook to get details of users while adding a user on the platform. This can be done but as future feature.

Thank You