**Project Title: AI-Augmented Redesign of Onboarding Flow for B2B SaaS Platform**

**Objective:**

To reduce user friction in the onboarding process, improve task completion rates, and accelerate product adoption using a hybrid UX approach integrating AI tools, analytics, A/B testing, and qualitative insights.

**Problem Statement:**

User onboarding data revealed a high drop-off rate at the second step of our onboarding funnel, particularly around filter setup. Stakeholder feedback also indicated misalignment in how product value was being communicated to new users.

**Approach:**

**1. Discovery & Analytics:**

* Used **Hotjar heatmaps and session recordings** to identify friction points—especially interaction drop-offs and rage clicks on the filter configuration component.
* **Amplitude** was leveraged to track user engagement and retention over time, confirming that activation rates were significantly lower for users who encountered the current filter UI early in the journey.

**2. Qualitative Research:**

* Conducted **5 remote usability interviews** with target users to explore perceptions and frustrations with the onboarding flow.
* Key findings indicated confusion around language used in CTA buttons and unclear value communicated through visuals.

**3. Ideation with AI Tools:**

* **Firefly** was used to rapidly prototype new visual concepts for onboarding illustrations, aligning tone and style to user personas.
* **Midjourney** generated concept imagery to help stakeholders visualize the emotional tone and value proposition.
* **AI writing tools (e.g., ChatGPT)** helped generate and test variations of microcopy, particularly for CTAs like “Get Started,” “Apply Filter,” and “Continue Setup.”

**4. Design & Experimentation:**

* Prototyped two redesigned onboarding flows with different CTA structures and imagery.
* **Ran A/B tests via Google Optimize**:
  + One variant used AI-generated microcopy.
  + Another combined new copy and updated visuals.
* Results:
  + **9% improvement** in onboarding task completion from microcopy refinement.
  + **12% increase** in activation rate and **15% drop-off reduction** in the combined visual+copy test group.

**5. Validation & Iteration:**

* Re-tested the winning variant with usability participants and gathered feedback to refine the final design.
* Created a **longitudinal tracking plan** in Amplitude to monitor ongoing adoption and retention impact post-launch.

**Outcome:**

* Reduced onboarding drop-off rate by **15%**.
* Improved task completion rate by **9%**.
* Achieved **faster stakeholder alignment** during design phases using AI-generated prototypes and visual assets.
* Created a reusable framework for integrating AI tools into UX ideation while grounding decisions in analytics and user insights.

**Key Tools Used:**

* **Hotjar** – heatmaps, session recordings
* **Amplitude** – feature usage and retention tracking
* **Google Optimize** – A/B testing
* **Firefly / Midjourney** – visual exploration and prototyping
* **AI writing tools** – microcopy iteration
* **Figma, Maze, Notion** – for design, user testing, and documentation

**Reflection:**

This project exemplified the power of combining **data, design, and AI** in a structured UX process. It highlighted how qualitative insights and quantitative metrics can converge to drive meaningful, user-centered outcomes. Most importantly, it validated how AI can **accelerate ideation without compromising usability or quality**, when implemented within a disciplined design framework.