

Seleen AI - Onboarding Screens [High Level Overview]

Below is a comprehensive user flow for the onboarding process, structured to ensure a smooth and personalized setup for each merchant:

1. Welcome & Introduction

- **Welcome Screen:**
 - A warm greeting with a brief overview of the app's capabilities (e.g., "Welcome to Seleen AI – Your Smart Data Analyst").
 - Introduction to the core value proposition (AI-driven insights, proactive recommendations, full-funnel analytics).
 - Options to sign in via Shopify (or another preferred method) so the experience can be auto-populated with store data.
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2. Business Profile & Smart Questions

- **Business Information Input:**
 - Ask for basic store details (name, industry, business size) to set the context.
 - **Smart Questions:**
 - Query what key performance indicators (KPIs) matter most (e.g., profit margin, conversion rates, LTV).
 - Provide examples or hints to help users understand what data points drive their business.
 - This stage personalizes the experience by tailoring the upcoming dashboard and recommendations.
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~~3. Data Integration & Connectivity~~

- **Connect Data Sources:**

- ~~Step-by-step guidance to link Shopify and other marketing/sales platforms~~
 - ~~Display connection progress indicators and confirm when each data source is successfully integrated.~~
 - ~~Provide contextual help if any connection issues occur (e.g., troubleshooting tips or links to support articles).~~
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4. Dashboard Customization & Template Selection

- **Template Selection:**

- Based on the business profile and selected KPIs, offer pre-configured dashboard templates designed for the user's industry.
 - **Preview & Customize:**
 - Allow users to preview dashboard samples.
 - Enable customization options so they can select or deselect specific metrics.
 - This step ensures that the dashboard aligns with their reporting needs from day one.
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5. Personalized Insight Preview & Guided Tour

- **Insight Preview:**

- Display an instant "First Insights" report based on the integrated data and initial preferences.
 - Highlight key metrics and actionable recommendations (e.g., noticing a drop in conversion rate or identifying high-performing channels).
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6. Final Confirmation & Onboarding Completion

- **Summary & Confirmation:**

- Present a final review screen summarizing the information provided, data integrations completed, and dashboard configurations.

- Allow users to make last-minute adjustments if needed.
- **Completion:**
 - Display a confirmation message that onboarding is complete.
 - Provide clear calls-to-action, such as "Go to Dashboard" or "Explore AI Chat."
 - Offer a quick link to support or FAQ for any questions moving forward.

7. Post Onboarding Dashboard Screen

- Data Sync in Progress:
 - It is possible that Shopify won't give analytics data directly from the API, in that case Seleen have to fetch the data from Shopify Store and ingest that data into it's own DB before it can start making recommendations
 - If this is the case - We have to show "Data Sync In Progress. We are training Seleen AI customized to your KPI" - Total amount of data that is being fetched
 - Customers - 3424/23242 (15%)
 - Orders - X/Y (34%)
 - Products - Next in Queue
 - Events - Next in Queue
 - On top of this if the user wants to provide any other context they can drop files, so that Seleen can have more context.