

Userlane Content Types

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With Userlane users can learn and complete a specific task or process without requiring previous training.

Userlane overlays the application, guiding the user through an end to end process.

	Content Type	Why use it
Process	Tasks	Track multi-step workflows and user actions inside your application
Tracking	Tags	Track simple or single-interactions, e.g. did a user click a button, visit a page
Validation	Validators	Checks if an input is done correctly
Guidance	Guides	Step-by-step walkthroughs through processes in the application
	Tooltips	Explain an element to help users complete a process, can also be linked with a Guide
	Beacons	Highlight an element by drawing the user's attention with the help of a pulsating icon
Messages	Announcements	update Users on important update, process changes or reminders
	Standard Surveys	Gather feedback with customizable questions about application functionality or specific processes
	NPS Survey	Track your user's loyalty and opinion based on how likely they are to recommend your app
	Welcome Slide	Welcome new users to the Userlane Suite within your application

When to use which Userlane content type

1. What's the User's Goal?

Goal	Example Use Case	Suggested Pattern(s)
Teach users how to perform a task or process	"How to create a report" or "How to configure account settings."	Guide
Explain or clarify an element on-screen	"What this field means" or "Why this checkbox is important."	Tooltip
Inform users about an update or change	"New dashboard design released!" or "Feature X moved to Settings."	Announcement
Track completion of a multi-step workflow	"User finished setup process" or "Completed training module."	Task

Track a single user interaction or visit	"User clicked 'Export' button" or "Visited Billing page."	Tag
Collect feedback or data from users	"How satisfied are you with this feature?" or "Was this guide helpful?"	Survey

2. Decision Criteria & Pattern Mapping

Criteria	User Action/Context	Complexity	Attention Required	Suggested Pattern
Purpose: Educate or onboard	User-triggered or on-demand	Few or many steps (one or multiple pages)	Moderate (walkthrough)	Guide
Purpose: Clarify or explain	User-triggered or on-demand	Simple or single-step explanation	Low (inline help)	Tooltip
Purpose: Announce or inform	Automatic or update-based	N/A	High (banner or modal)	Announcement
Purpose: Measure completion	Triggered by user actions or milestones	Multi-step workflow tracking	None (background tracking)	Task
Purpose: Track engagement	Triggered by user actions or milestones	Single interaction tracking	None (background tracking)	Tag
Purpose: Gather feedback or insights	Triggered after key interactions or at session end	Questionnaire or feedback form	Active input required	Survey

3. Quick Reference

Pattern	Desired Outcome	Trigger/Timing	Complexity	User Attention
Guide	Educate or onboard	User-triggered/On-demand	Few or many steps	Moderate
Tooltip	Clarify or explain	User-triggered/On-demand	Simple/Single-step	Low

Announcement	Announce or inform	Automatic/Update-based	N/A	High
Task	Measure completion	User actions/Milestones	Multi-step tracking	None
Tag	Track engagement	User actions/Milestones	Single interaction tracking	None
Survey	Gather feedback/insights	Key interactions/Session end	Questionnaire	Active Input
