userlane

Userlane Acts as an Overlay over Enterprise Software

Three parts of the Userlane Platform
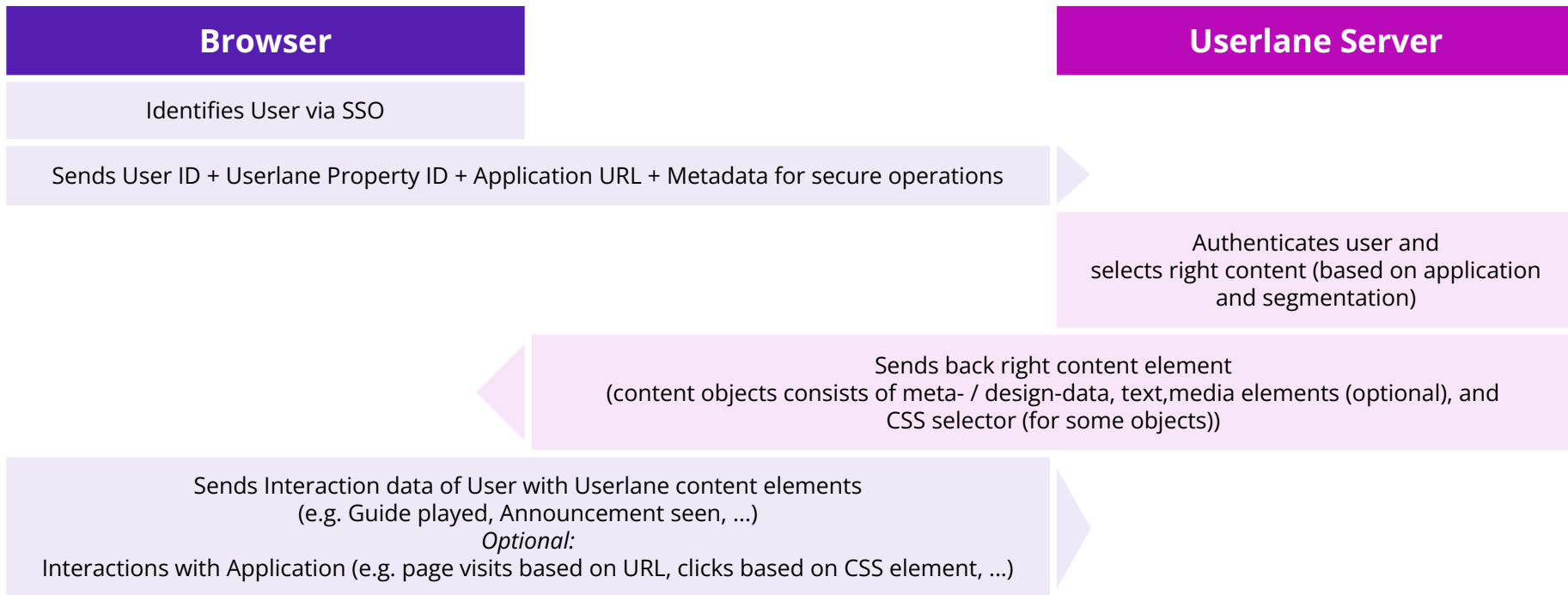
Assistant	Interactive in-app guidance	End Users
Editor	Agile content creation
Portal	Management and analytics	Admin Users

Three ways for technical implementation

A. **JavaScript Code Snippet**
   requires code access + HTML frontend

B. **Browser Extension**
   Chrome, Edge, and Firefox

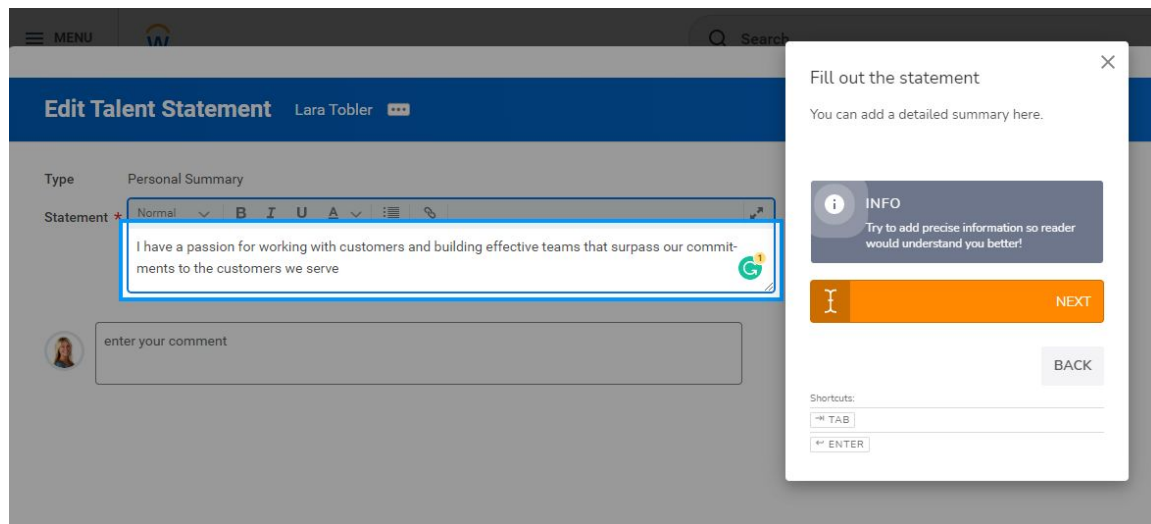C. **Desktop Assistant**
   Available from Q4 2022 on Windows

Interactive step-by-step guides

Step 1 Step 2 Step 3

Announcements

Tooltips

Simplified Interactions Between Browser & Userlane Server

Browser	Userlane Server

Browser

Identifies User via SSO

Sends User ID + Userlane Property ID + Application URL + Metadata for secure operations

Userlane Server

Authenticates user and
selects right content (based on application
and segmentation)

Sends back right content element
(content objects consists of meta- / design-data, text,media elements (optional), and
CSS selector (for some objects))

Sends Interaction data of User with Userlane content elements
(e.g. Guide played, Announcement seen, ...)
Optional:
Interactions with Application (e.g. page visits based on URL, clicks based on CSS element, ...)

For more detailed view on the data flow See Technology - Data Privacy & Security: https://userlane.com/technology

For Scope, Type, and Purpose of Data Processing See Data Processing Addendum (DPA): https://userlane.com/dpa
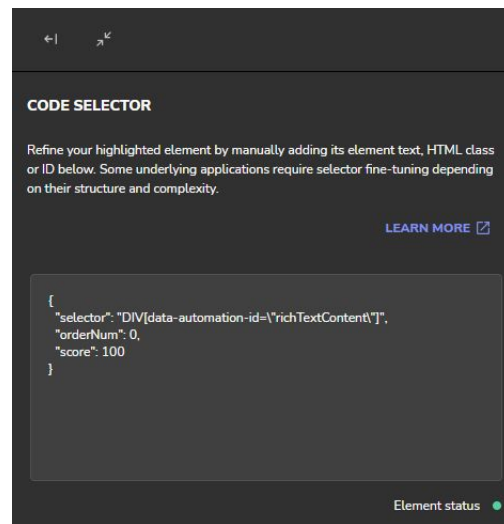
Attaching Content to the Right HTML Element with the Userlane Selector
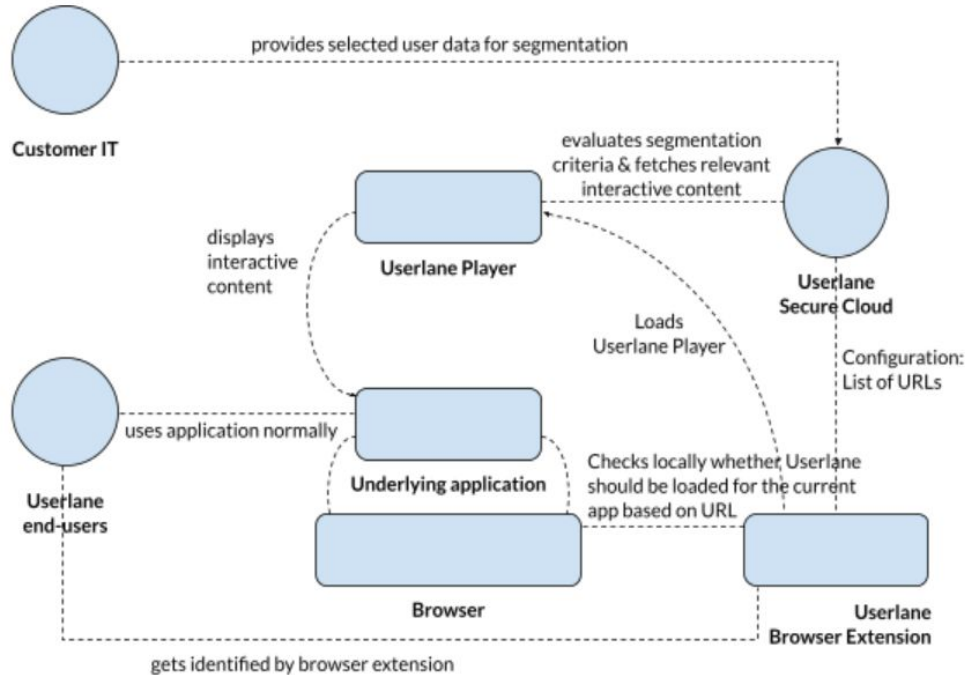
View of the End User with Userlane on Workday

Code Selector for this Particular Step

Data flow when Userlane is implemented via Userlane Browser Extension

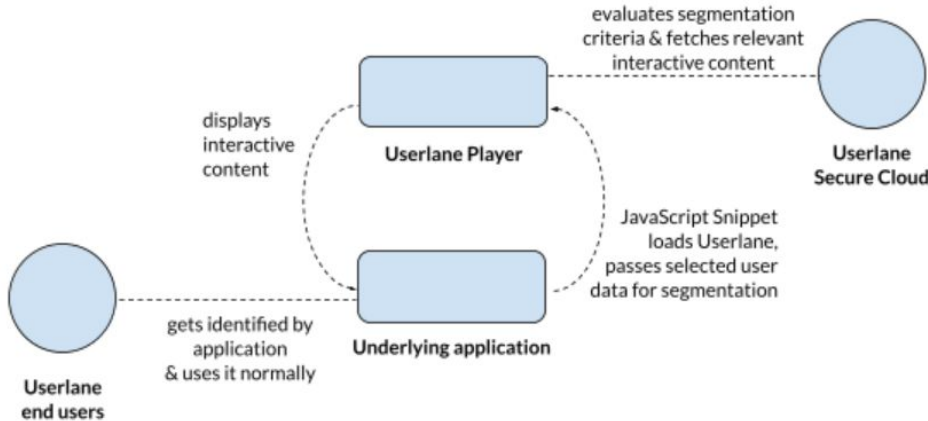**Further Information**

Technology - Data Privacy & Security
https://userlane.com/technology

Userlane Trustcenter
https://www.userlane.com/trustcenter/trust-center

Data flow when Userlane is implemented via Userlane JavaScript Code Snippet

Further Information

Technology - Data Privacy & Security
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Userlane Trustcenter
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How to implement our Snippet
https://docs.userlane.com/docs/implement-the-userlane-snippet

Scope, Type, and Purpose of Data Processing (DPA view)

Function of processed data category	Data categories processed by Processor if data subject is an **Admin User**	Data categories processed by Processor if data subject is an **End User**
Identifier	Email address	ID *Optional*: email address*
Metadata for secure operation of systems	IP address, URL, browser type and version, time zone and language settings of users.	
Custom attributes	Roles & Permissions, Login information	*Optional*: Attributes that are defined by Customer*
Interaction data of User with Userlane	Audit log of changes made to configuration and content elements	Usage of Userlane content elements (e.g. Guide played, Announcement seen, …)
Interaction data of User with Customer Application		*Optional*: Usage of specifically defined features in Customer Application* *Optional*: Interactions (e.g. page visits, clicks) in Customer Application*

* Optional features and data fields can be enabled or configured by the Customer