Sign up & Log in - Interaction & Visual Design

Process & Tools:

Data analysis

Task analysis/Use case/Entry point and Error documentation

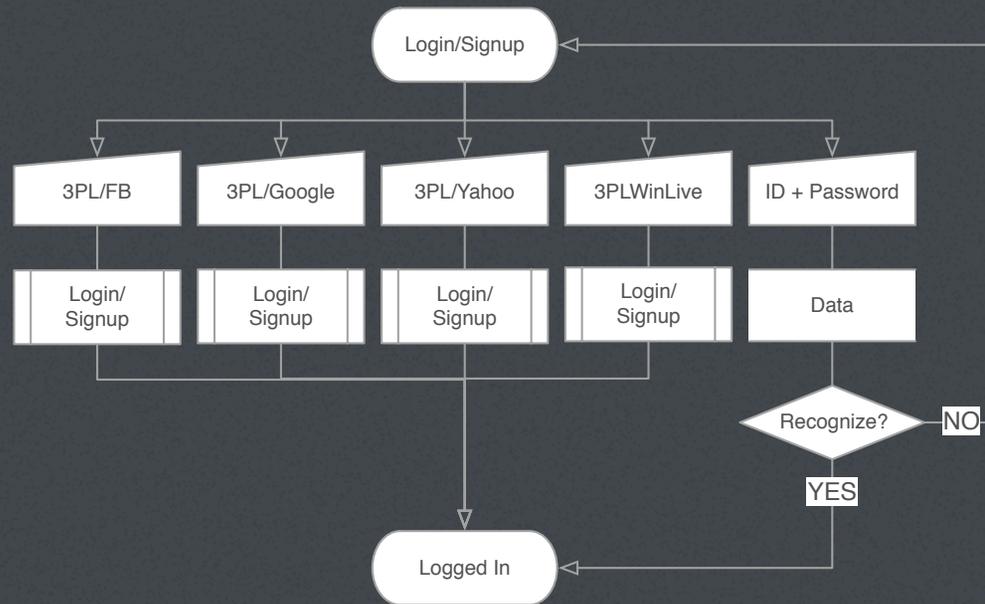Interaction Wireframes

Simple prototypes

Usability preparation

Visual design

Welcome! Please enter your email address to log in.

me@mydomain.com | OK

Sabine McLain

Sign up & Log in - Interaction & Visual Design

Problem: Data showed that users were often unable to remember if they had an account or not, and what method they had used last time because their visits were so infrequent. This caused double creation of accounts.

Analysis of traffic data, showed abandonment, accounts in limbo and many duplicates. Data also showed that Facebook was the preferred sign-up/log in method of the third party options provided.
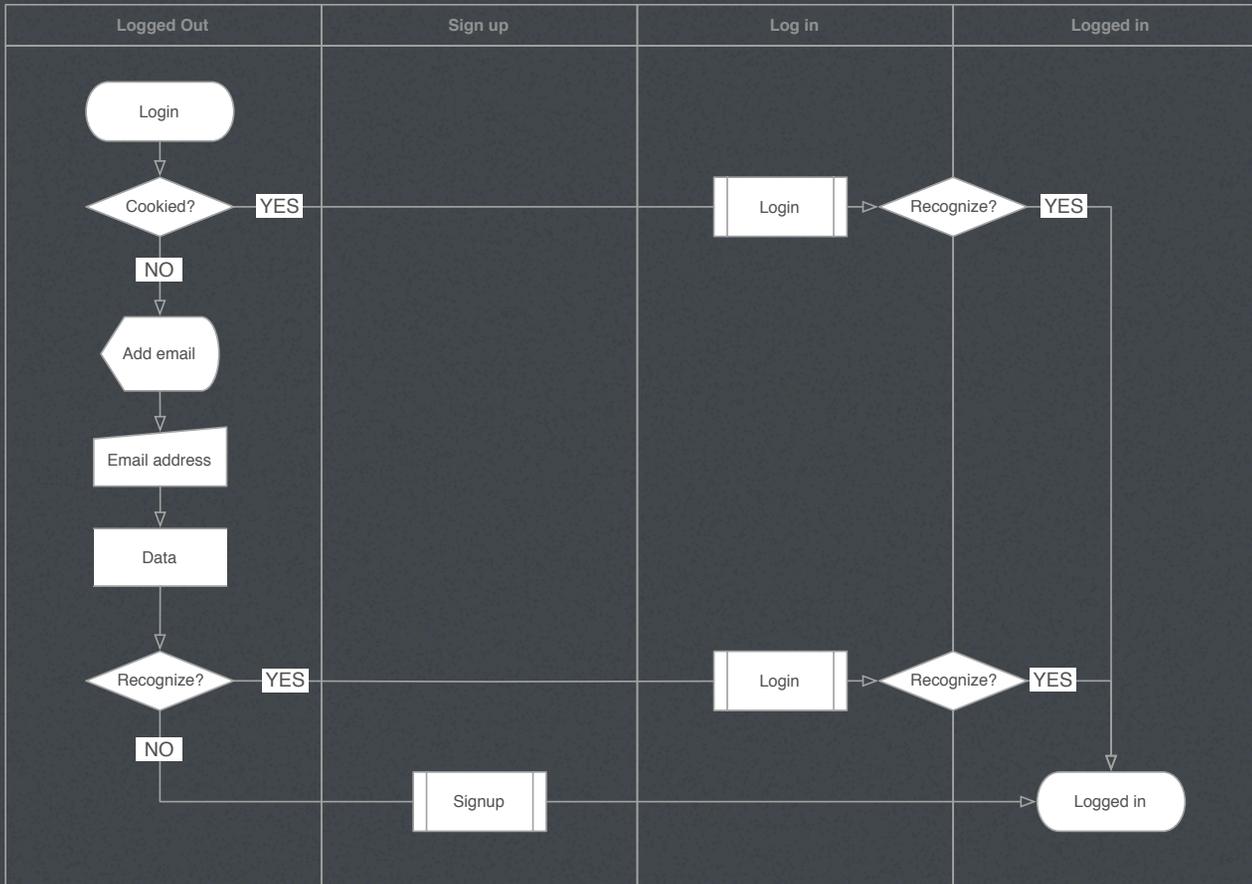
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Sign up & Log in - Interaction & Visual Design

Logged Out	Sign up	Log in	Logged in

Login

Cookied? — YES

NO

Add email

Email address

Data

Recognize? — YES

NO

Signup

Login ▷ Recognize? — YES

Login ▷ Recognize? — YES

Logged in

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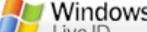Usability preparation

Visual design

Sabine McLain

Solution: With email addresses as user IDs, the system could recognize a user and serve up the right login option.

If a user was not recognized, they were served two sign-up options instead of five earlier. One third party, and one password option.

Facebook was made the primary option, and a simple password was made available as "a way out" for users who do not trust Facebook. Cookies where also used to route directly.

Problem: Users were often unable to remember if they had an account or not, and what method they had used last time. This lead to double creation of accounts.

Welcome!
Please enter your email address:

| johndoe@example.com | OK |

Solution: With email addresses as user IDs, the system could recognize a user and serve up the right login option.

Welcome back!
Please use Facebook to login.

johndoe@example.com ✓

Log in with **facebook**

Solution: With email addresses as user IDs, the system could recognize a user and serve up the right login option.

Welcome back!
Please use Facebook to login.

johndoe@example.com ✔

Sign up with **facebook**

OR, create a free Whitepages account.

Solution: If a user is not recognized, she is served two sign-up options instead of five earlier. One third party, and one password option.