

OBJECTIVE

A unified login experience & account chooser.

Logging-in is the same, everywhere. No matter where customers are within their application ecosystem, when they login it'll be the same familiar experience. Users can also add multiple accounts, and choose their pathway in for a frictionless entry to start collaborating.



MURAL

Choose an account



Nick—work
nboulton@mural.co



Nick—personal
nickb@pier34.co.uk



Nick—freelance
nick@nickboulton.co.uk

Continue as a visitor

Sign in with a different MURAL account

Terms of service

Privacy policy



PROBLEM

Infinite loops, and dead ends—users will abandon.

Our users were getting stuck at a dead end, outside of the application they started in. This journey needed re-architecting to make sure users' aren't displaced from where they are collaborating.

Using persona's and job stories, the problem was framed and the goals/OKR's were set.

Reusable patterns OAuth flow

Problem

Within integrations, signing up to MURAL is problematic

Most integrations will require users to be authenticated by MURAL. Users will have to register with MURAL if they haven't done so already. We need a simplified flow to allow them to register with MURAL without the need to go through the current onboarding flow.

Right now there's no account creation flow in the OAuth. If the user doesn't have an account when signing in from Jira (for example), they'd need to go to the web app to create an account first, and go through the whole onboarding flow (which is reaaaally long, and doesn't let you skip anything).

Goal

The goal of this is to:

1. Register users so that they can be authenticated.
2. Minimise the steps so that it doesn't create too many interruptions in the integration workflow.
3. Provide seamless transitions in and out the registration flow.

Where are we?

Long term



Job Stories

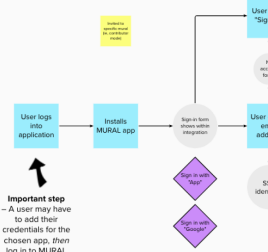
Mark
FACILITATOR / CONSULTANT

Sofia
FACILITATOR / DESIGNER

WHEN	I WANT TO	SO I CAN
I install MURAL in an integration	Sign up within the integration	stay on my workflow path
I sign up to MURAL	See the workspaces I can join	Be in the same place as my team
I don't have a team to join	Be able to create a workspace	Get into a mural and start creating

Account creation flow (O

User flow

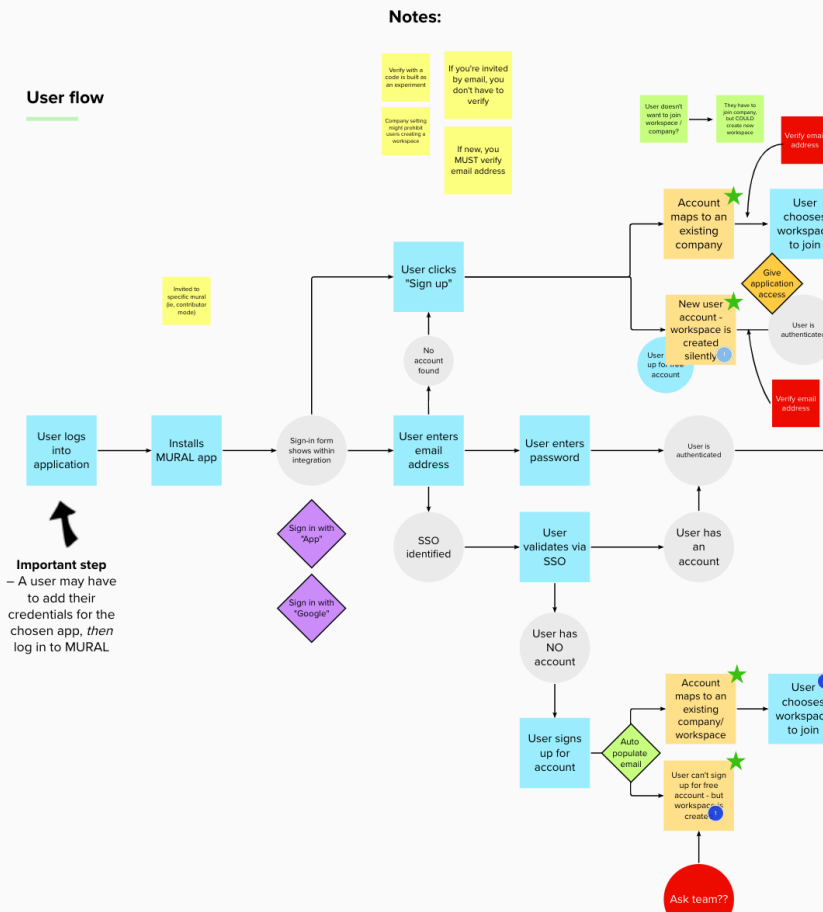


Content strategy



Complexity requires a simple approach.

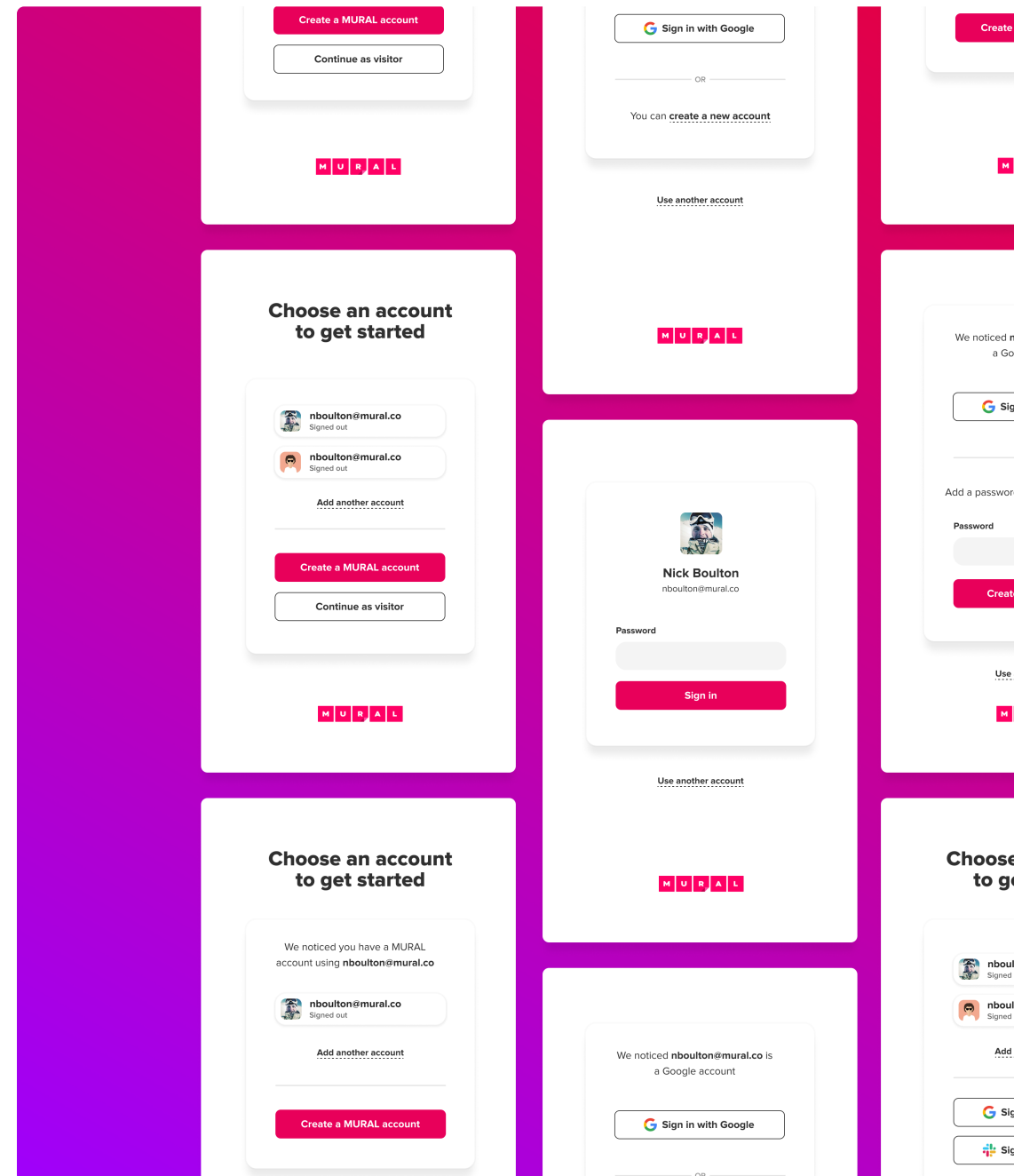
I find it very important to really understand what my users are feeling in any given scenario.



IDEATE

Collaborate, ideate and iterate.

The first application to consume the account chooser was Microsoft Teams. I partnered up with the PM, EM and tech lead who managed the Microsoft integration to ideate solutions based on the definitions done prior.

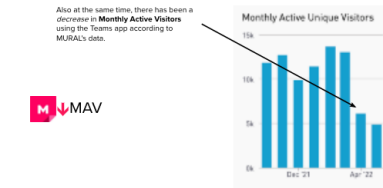


TEST

Test, learn and hypothesize.

Early data tracking shows approx. 45% of users who see the account chooser bounce. Meaning, they do nothing. This could explain the decrease in visitor activity. These are users that would've been visitors automatically before.

Problem Statement



Hypothesis of impact

The account chooser has decreased visitor activity more than it has increased member activity, resulting in an overall decrease in activity in the Teams app.

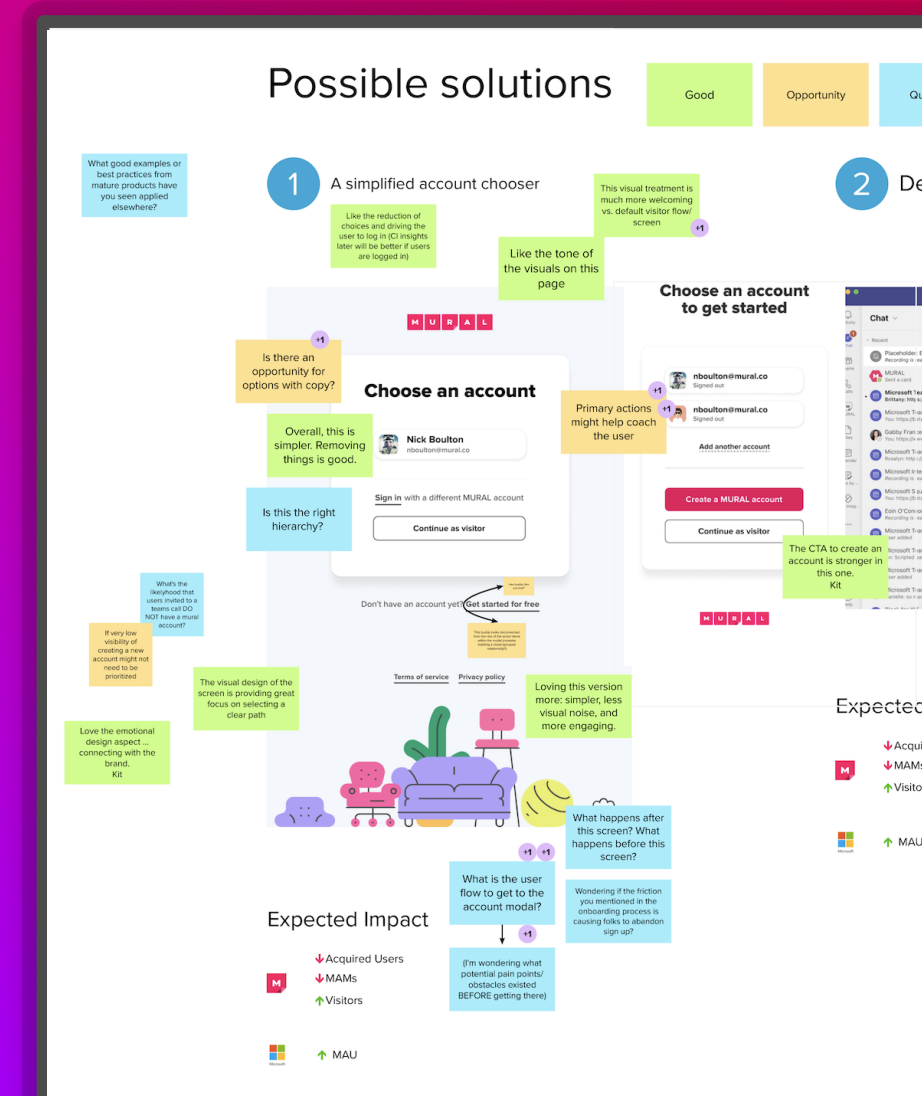
What we know:

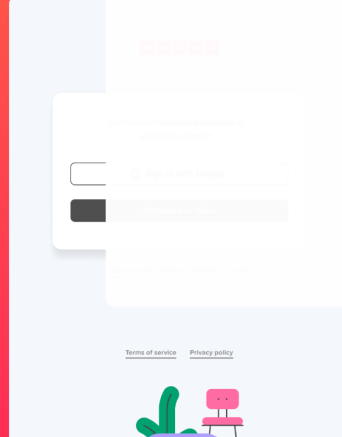
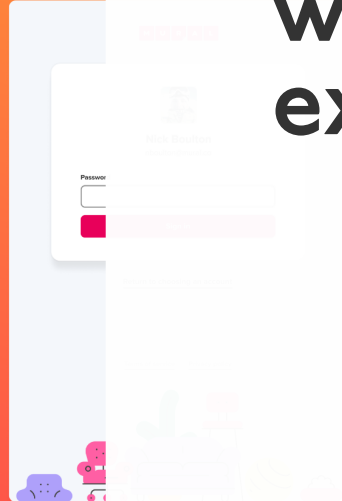
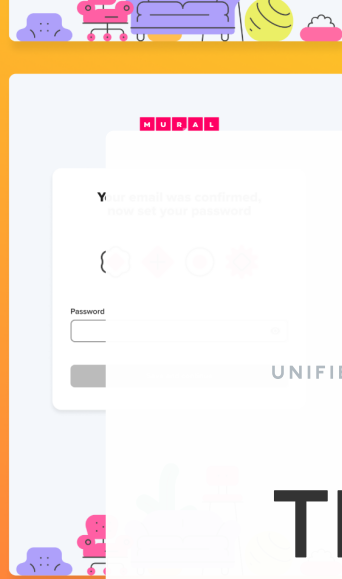
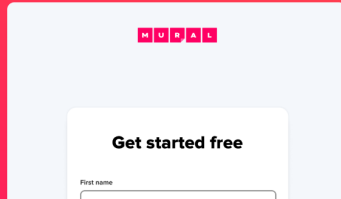
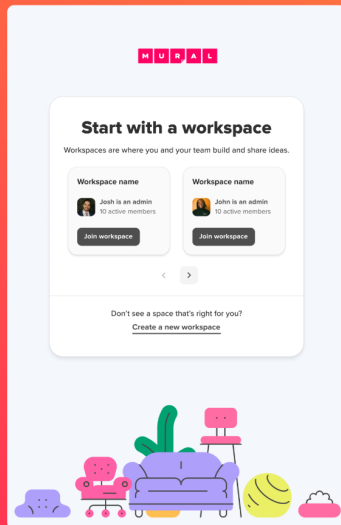
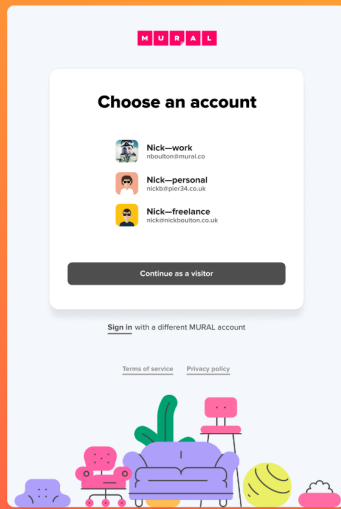
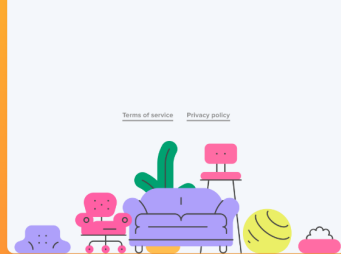
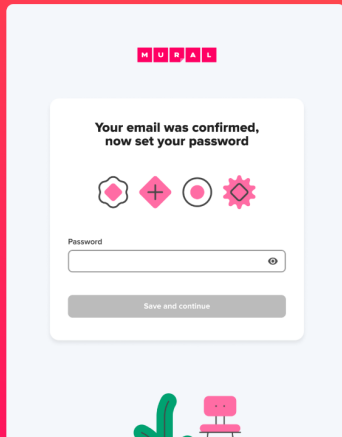
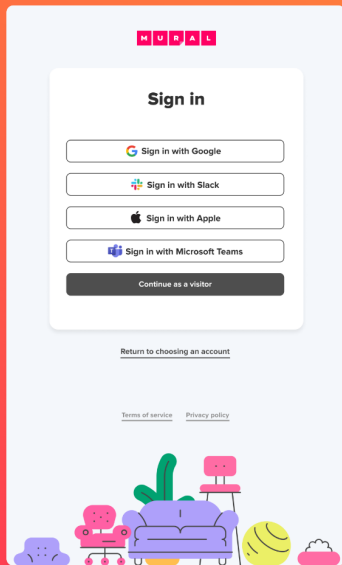
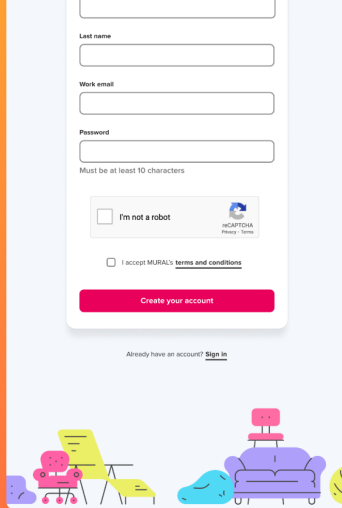
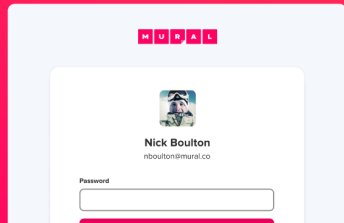
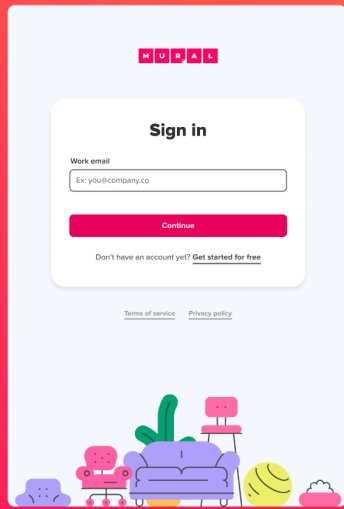
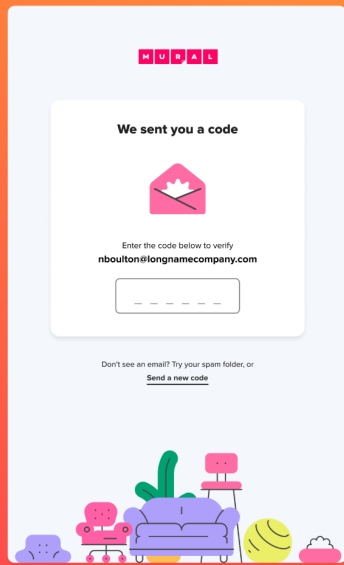
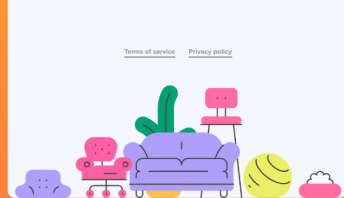
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CRITIQUE

Product shareout & feedback.

Armed with a proposed second iteration, a design shareout was organised with key stakeholders and product design leadership to validate the proposed iteration will solve the problems we found in the data.





UNIFIED EXPERIENCE

The end result was a unified experience.

We can't always control where our product is integrated, so having a unified experience across different applications is crucial to keep users grounded in their journey.