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.

Infinate 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.

Complexity requires a simple approach.

It was a complex project, involving many moving parts and stakeholders. To really get to grips with the problem, and potential solution, I always start with user journey mapping, business value and end customer value propositions.

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

Account creation flow (Oauth) solution
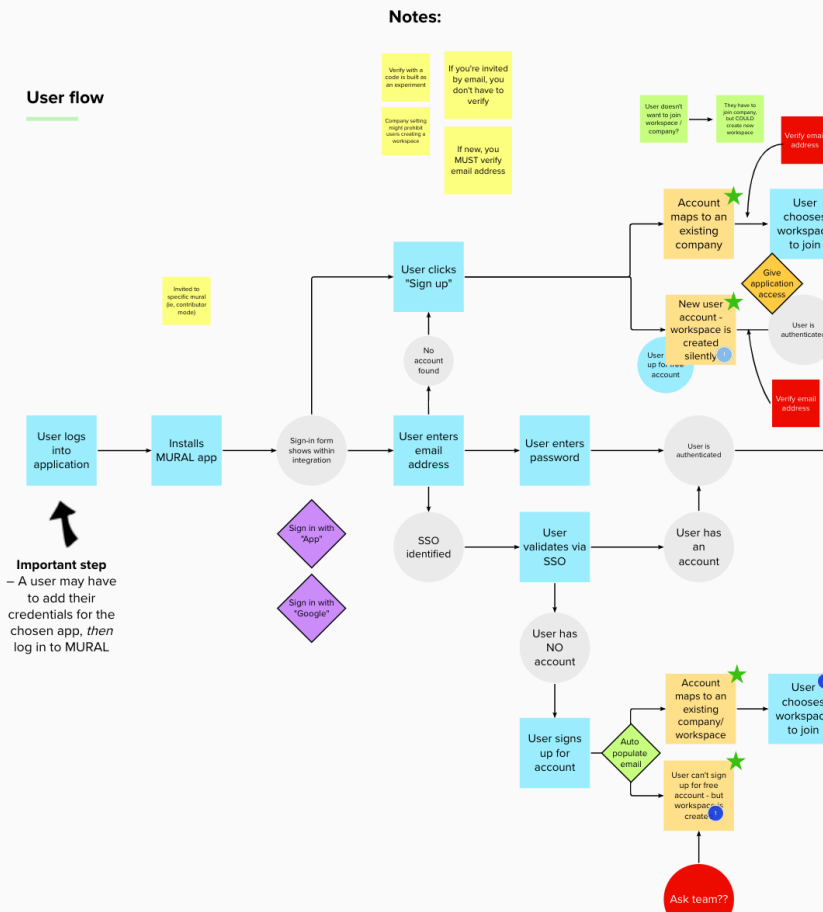
IDEATE

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.
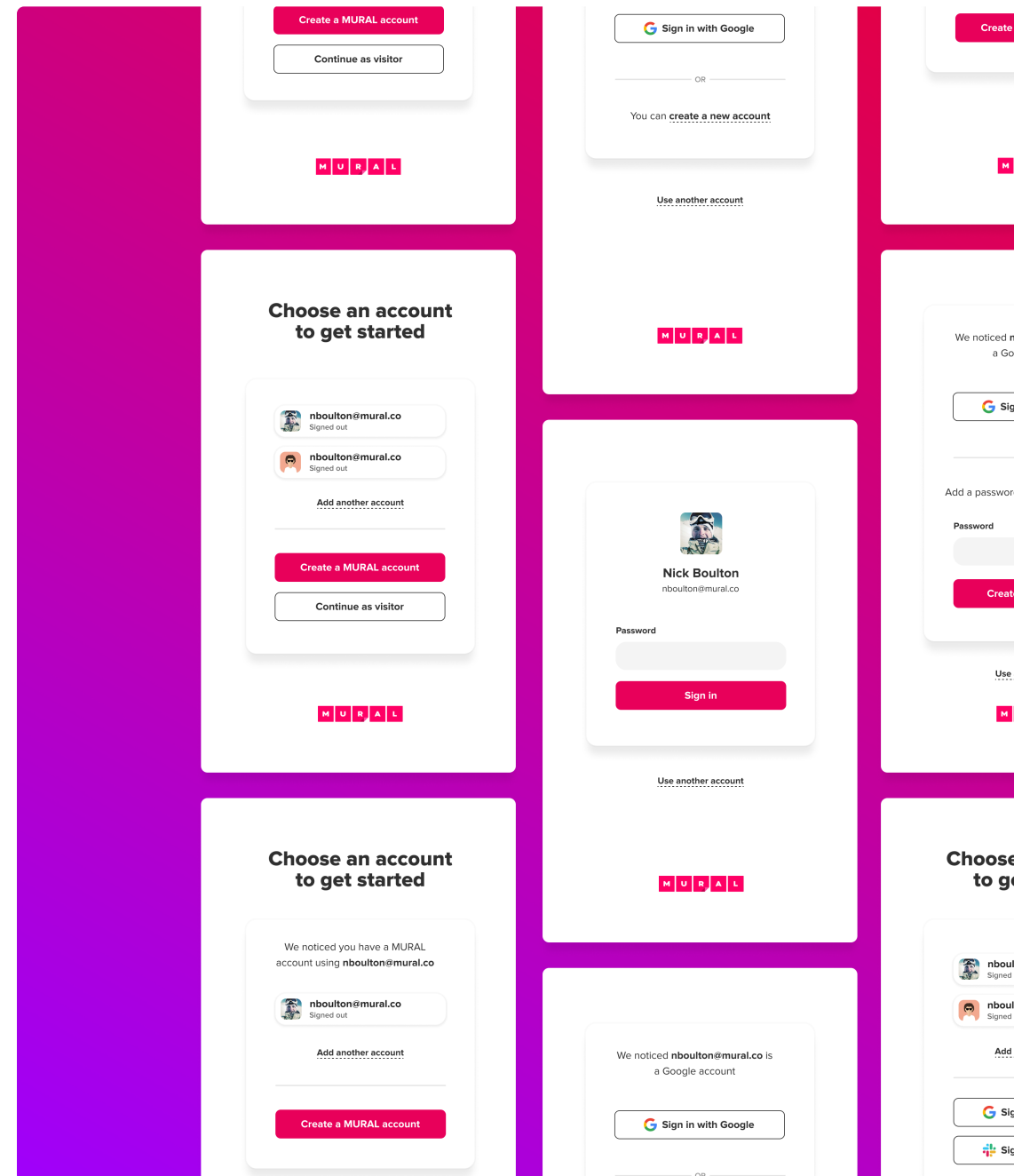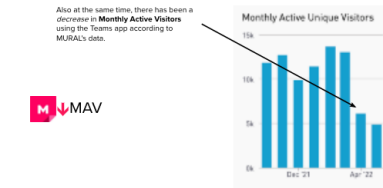
Test, learn and hypothisize.

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.

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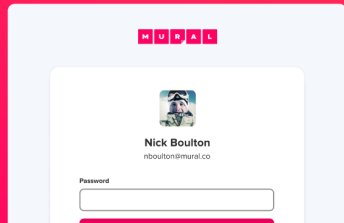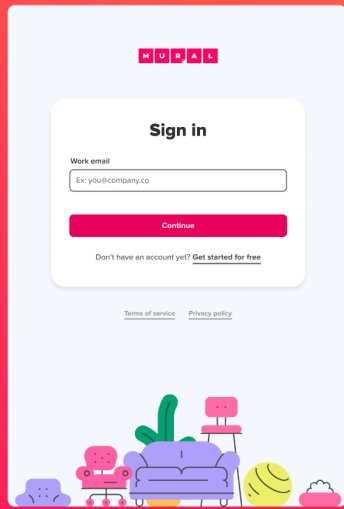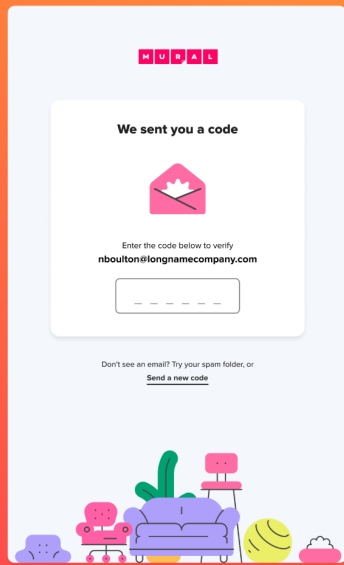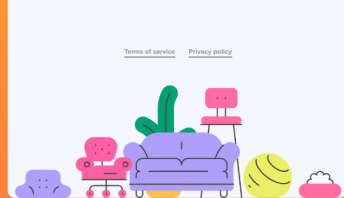
Armed with a proposed second iteration, a design shareout was organised with key stakeholders and product design leadership to validate the proposed iteration will solve the problems we found in the data.
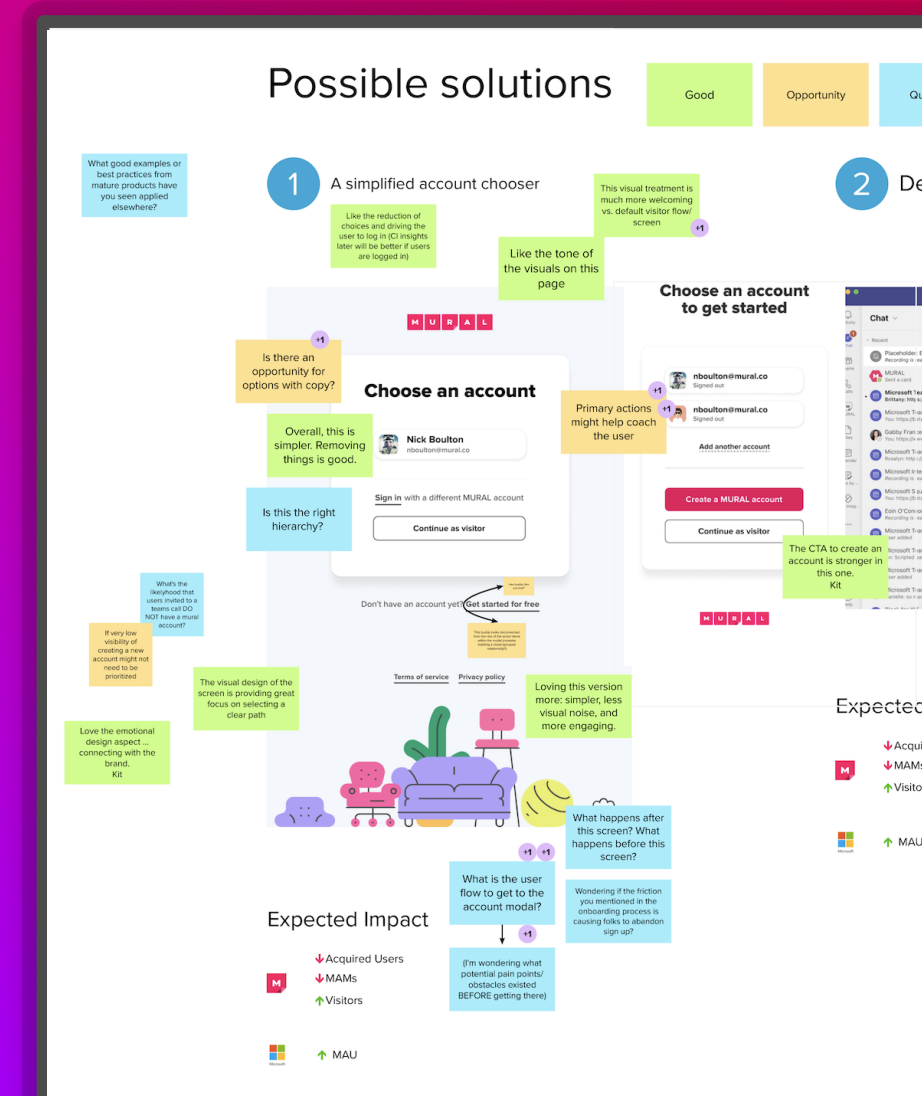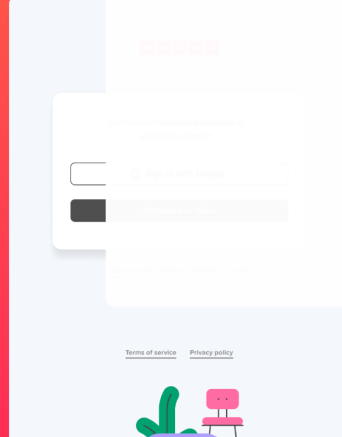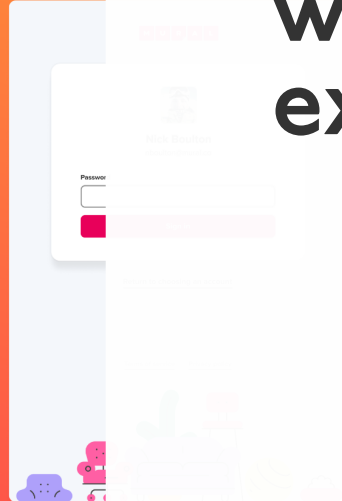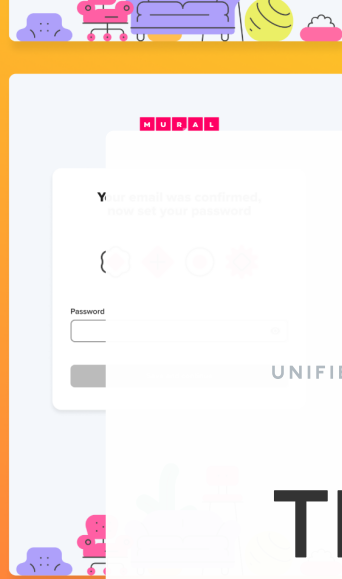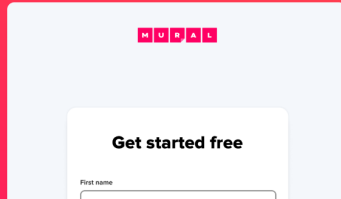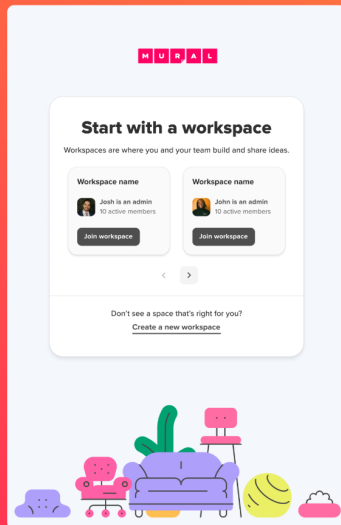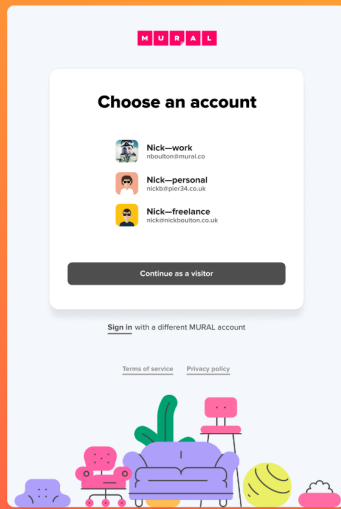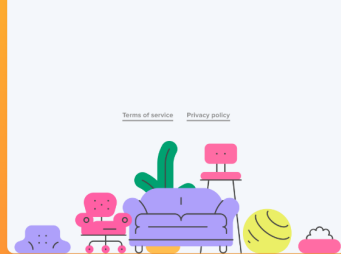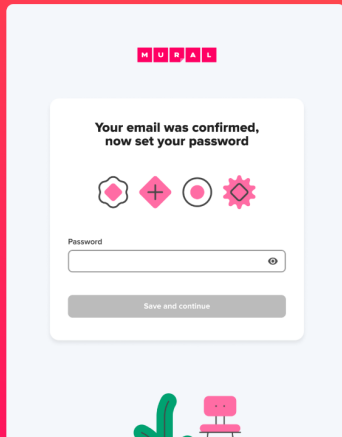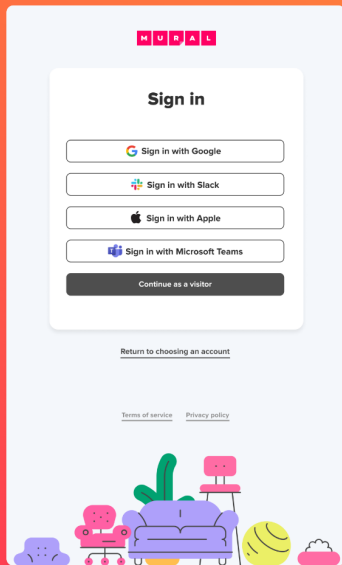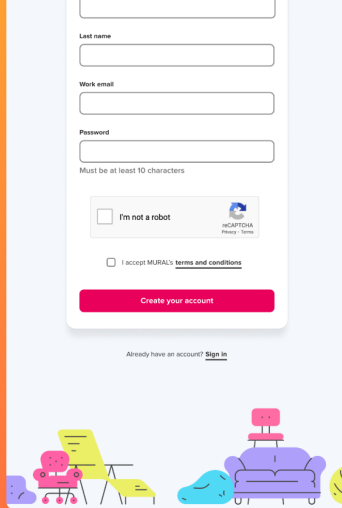
UNIFIED EXPERIENCE

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.