Digital Product Access: The User Experience Problem of Our Time

@ExperienceDean

@ExperienceDean

Technical Support

@ExperienceDean

Valerie Schuster Struggles with...

Signing Up

Signing Up
Logging In

Signing Up
Logging In
Staying Logged In

Signing Up
Logging In
Staying Logged In
Recognizing Log Out

Signing Up
Logging In
Staying Logged In
Recognizing Log Out
Retrieving Passwords

Signing Up
Logging In
Staying Logged In
Recognizing Log Out
Retrieving Passwords
Regaining Access

Signing Up
Logging In
Staying Logged In
Recognizing Log Out
Retrieving Passwords
Regaining Access
Storing Credentials

Valerie struggles with all access points.

She is not alone.
@ExperienceDean

KnowYourDoc.com

~1997

APERTURE

knowyourdoc.com

Find a Doctor > YOUR DOCTOR LIST

START OVER

>View Your List of Doctors (15 Doctors Found)

> Choose Your Preferences.

Board Certification
American Board of Al GO

Provider Language
English GO

Gender
Male GO

Office Hours
Days GO

Hospital Affiliation
Arden Hill Hospital GO

RESET GO >>

Allergy & Immunology doctors in or near zip code 10001

		Board Certification - American Board of Allergy and Immunology	Provider Language - English	Gender - Male	Office Hours - Days	Hospital Affiliation - Arden Hill Hospital - Goshen, NY
David McConnell	VIEW	●	●	●	●	●
Robert Lin	VIEW	●	●	●	●	
Sudhir Parikh	VIEW	●	●	●	●	
Alan Josephson	VIEW	●	●	●	●	
Alan Kaufman	VIEW	●	●	●	●	
David Meriney	VIEW	●	●	●	●	
Roland Ghanem	VIEW	●	●	●	●	
Arthur Lubitz	VIEW	●		●	●	
Debra Lebo	VIEW	●	●		●	
Carolyn Goodstein	VIEW	●	●		●	
John Gavencak	VIEW	●		●	●	
Eric Applebaum	VIEW		●	●	●	
Ruby Reyes	VIEW		●		●	

Page 1 of 2 < 1 2 >

help >>

UNDERSTANDING YOUR LIST

KnowYourDoc has sorted the physicians listed in the List of Doctors area of this page based on the preferences that you just selected using the Preference Selection fields. The order of the physician listing is based on the number of attributes for which there was a match; those physicians with the highest preference matches are listed first. Physicians with the same number of matched attributes are then sorted by distance and alphabetically by last name. Please note that KnowYourDoc is not in the practice of ranking physicians, but merely presenting the physicians in accordance to your preferences. You may alter your preferences and re-sort the listing of physicians by simply changing your selections in the Preference Selection fields displayed at the left of this page and clicking GO. To view a particular physician's detailed profile, click the corresponding View button.

@ExperienceDean

APERTURE

knowyourdoc.com

Find a Doctor > YOUR DOCTOR LIST

START OVER

>View Your List of Doctors (15 Doctors Found)

> Choose ferences.

Board Certificat
American Board of A GO

Provider Language
English

Gender
Male GO

Office Hours
Days GO

Hospital Affiliation
Arden Hill Hospital GO

RESET GO >>

Allergy & Immunology doctors in or near zip code 10001

Board Certification - American y and Immunology

Provider Language - English

Gender - Male

Office Hours - Days

Hospital Affiliation - Arden Hill Hospital - Goshen, NY

David Mc	VIEW	●	●	●	
Robert	VIEW	●	●		
Sudhir Parikh	VIEW				●
Alan Josephson	VIEW			●	●
Alan Kaufman	VIEW		●	●	●
David Meriney		●	●	●	●
Roland Ghanem		●	●	●	●
Arthur Lubitz		●		●	●
Debra Lebo		●	●		●
Carolyn Goodstein		●	●		●
John Gavencak		●		●	●
Eric Applebaum			●	●	●
Ruby Reyes	VIEW		●		●

Page

help >>

UNDERSTANDING YOUR LIST

KnowYourDoc has sorted the physicians listed in the List of Doctors area of this page based on the preferences that you just selected using the Preference Selection fields. The order of the physician listing is based on the number of attributes for which there was a match; those physicians with the highest preference matches are listed first. Physicians with the same number of matched attributes are then sorted by distance and alphabetically by last name. Please note that KnowYourDoc is not in the practice of ranking physicians, but merely presenting the physicians in accordance to your preferences. You may alter your preferences and re-sort the listing of physicians by simply changing your selections in the Preference Selection fields displayed at the left of this page and clicking GO. To view a particular physician's detailed profile, click the corresponding View button.

@Experiene

APERTURE

knowyourdoc.com

Find a Doctor

> Choose Your Preferences.

Board Certification
American Board of Al GO

Provider Language
English GO

Gender
Male GO

Office Hours
Days GO

Hospital Affiliation
Arden Hill Hospital GO

RESET GO >>

Allergy & Immu
doctors in or n
10001

code

Board Certification - American Board of
Immunology

Provider Language - English

Gender - Male

Office Hours - Days

Hospital Affiliation - Arden Hill
Goshen, NY

David McConnell	VIEW	●	●	●	●	●
Robert Lin	VIEW	●	●	●	●	
Sudhir Parikh		●	●	●	●	
Alan Josephson			●	●	●	
	VIEW					
Da	VIEW	●	●			
	VIEW	●	●	●	●	
thur Lubit	VIEW	●		●	●	
Debra Lebo	VIEW	●	●		●	
Carolyn Goodstein	VIEW	●	●		●	
John Gavencak	VIEW	●		●	●	
Eric Applebaum	VIEW		●	●	●	
Ruby Reyes	VIEW		●		●	

Page 1 of 2 < 1 2 >

UNDERSTANDING YO

KnowYo d the
me List of D
based on the
that you just selected
the Preference Selection fields
The order of the physician listing is
based on the number of attributes for
which there was a match; those
icians with the highest preference
es are listed first. Physicians
same number of matched
are then sorted by distance
etically by last name.
that KnowYourDoc is not
of ranking physicians,
enting the physicians
ance to your preferences.
Yo alter your preferences and
re- e listing of physicians by
sim anging your selections in the
Pref Selection fields displayed
at th of this page and clicking
GO. a particular physician's
detail file, click the
corres ng View button.

@ExperienceDean

APERTURE

kno oc.com

Find a Doctor > YOUR DOCTO LIST

START OVER

ew Your List of Doctors (15 Doctors Found)

> Choose Your Preferences.

Board Certification
American Board of Al GO

Provider Language
English GO

Gender
Male GO

Office Hours
Days GO

Hospital Affiliation
Arden Hill Hospital GO

RESET GO >>

Immunology
or near zip code

Board Certification - American Board of Allergy and Immunology

Provider Language - English

Gender - Male

Office Hours - Days

Hospital Affiliation - Arden Hill Hospital - Goshen, NY

David McCo					
Robert Lin	VIEW				●
Sudhir Pa	VIEW	●	●		●
Alan Jo	VIEW	●	●	●	●
Alan	VIEW	●	●	●	●
ney	VIEW	●	●	●	●
d Ghanem	VIEW	●	●	●	●
Arthur Lubitz	VIEW	●		●	●
Debr	VIEW	●	●		●
Carol	VIEW	●	●		●
John G	VIEW	●		●	●
Eric App m	VIEW		●	●	●
Ruby Reyes	VIEW		●		●

Page 1 of 2 < 1 2 >

help >>

UNDERSTANDING YOUR LIST

KnowYourDoc has sorted the physicians listed in the List of Doctors area of this page based on the preferences that you just selected using the Preference Selection fields. The order of the physician listing is based on the number of attributes for which there was a match; those physicians with the highest preference matches are listed first. Physicians with the same number of matched attributes are then sorted by distance and alphabetically by last name. Please note that KnowYourDoc is not in the practice of ranking physicians, but merely presenting the physicians in accordance to your preferences. You may alter your preferences and re-sort the listing of physicians by simply changing your selections in the Preference Selection fields displayed at the left of this page and clicking GO. To view a particular physician's detailed profile, click the corresponding View button.

@ExperienceDean

Choose Zip Code or City/State

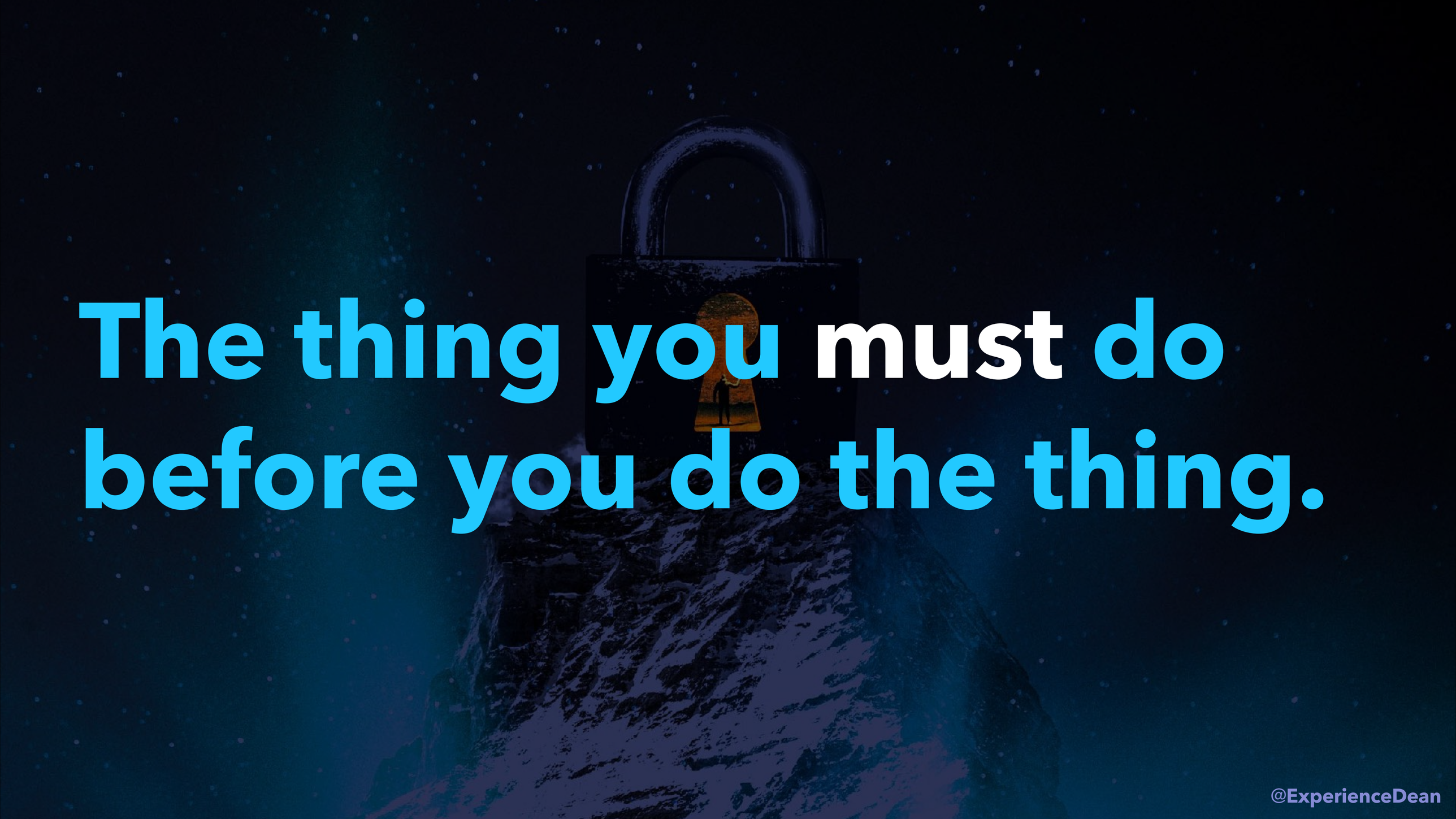
Choose Speciality

Go

@ExperienceDean

Product access...

@ExperienceDean


The thing you must do
before you do the thing.
@ExperienceDean

Why is access such an issue?

Access lives in the nexus
of usability and security.
@ExperienceDean

Catch22

Your product is
hard to use.

Your product is **hard to use.**

So you reduce access barriers.

Your product is **hard to use.**

So you reduce access barriers.

Your product is **less secure.**

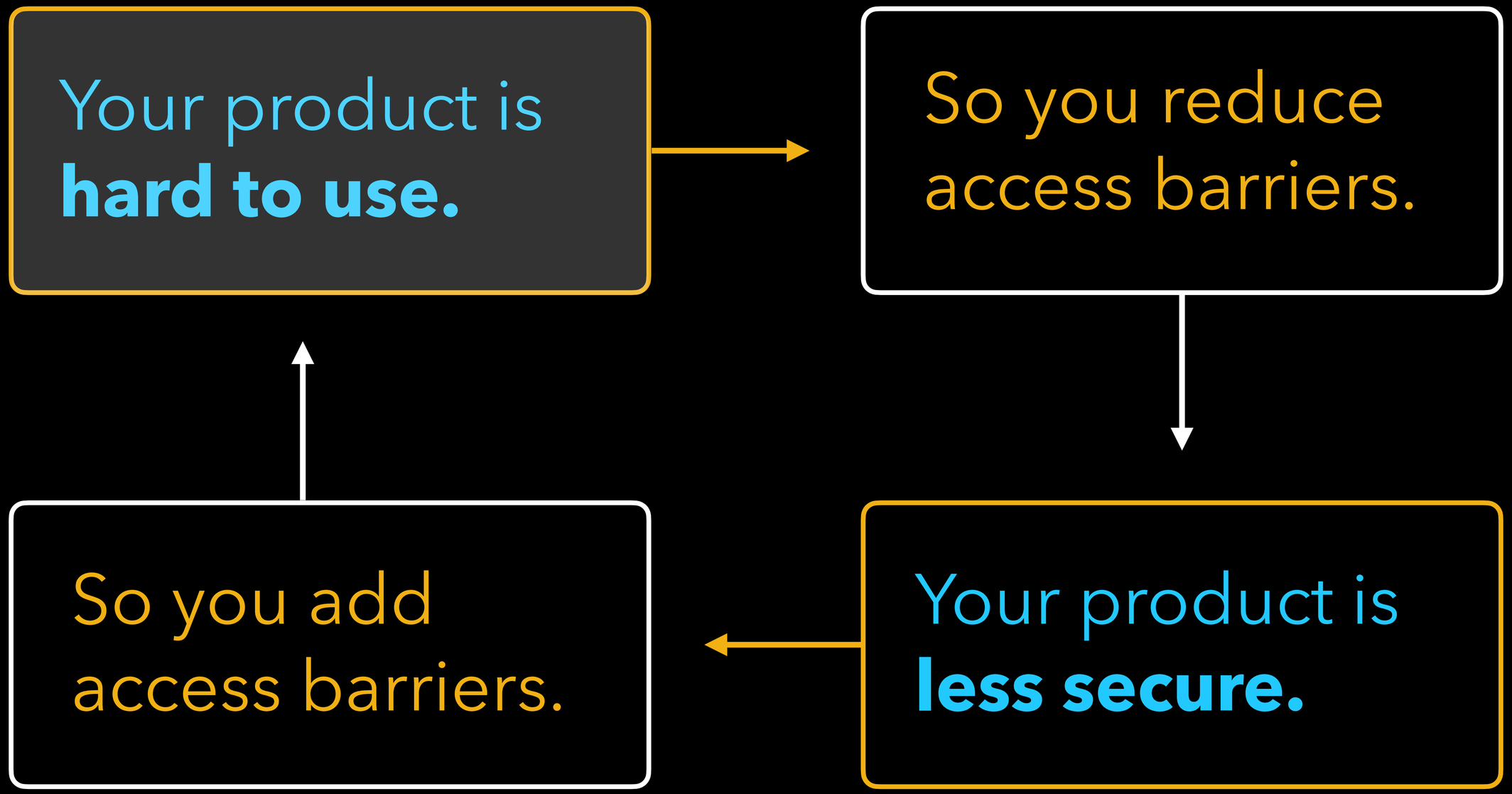
Your product is **hard to use.**

So you reduce access barriers.

Your product is **less secure.**

So you add access barriers.

@ExperienceDean



@ExperienceDean

ID.me + IRS

SECURE YOUR ACCOUNT

1 2 3

Choose a multi-factor authentication (MFA) option

With MFA, even if someone guesses your password, they won't be able to sign in as you.

Text Message or Phone Call

Get a 6-digit code by text message or phone call.

Push Notification

Approve sign-ins via push notifications sent to the **ID.me Authenticator** mobile app.

Code Generator Application

Generate verification codes via code generator apps like **ID.me Authenticator**.

Passkey

Sign in with facial recognition, your fingerprint, or pattern unique to your device.

Security Key

Use a physical security key (insert or tap) with your device.

NFC-Enabled Mobile Security Key

Tap a YubiKey™ security key to your phone using the **ID.me Authenticator** mobile app.

@ExperienceDean

Access frustrates and
flummoxes people.
@ExperienceDean

SIGN UP

FAFSA / Free Application for Federal Student Aid

Start Student's 2019-2020 FAFSA

STUDENT INFORMATION

Form Approved
OMB No. 1845-0001.
App. Exp. 12/31/2020.

Enter your FSA ID and create a Save Key.
The Save Key is for temporary use for you or your parent to return and complete this specific FAFSA.

Student's FSA ID Username, E-mail Address, or Mobile Number

Forgot Username | Create an FSA ID

The student's FSA ID Password

Forgot Password

Create a Save Key

Re-enter Save Key

MY FAFSA NEXT

Site Last Updated: Sunday, June 30, 2019

Download Adobe Reader

©2010 fafsa.gov. All rights reserved.

@ExperienceDean

Introduction – 2019-2020 FAFSA

STUDENT INFORMATION

Expand All

- Important information about renewing your FAFSA
- How can I get help completing my FAFSA?
- How many steps does it take to complete?
- How long will it take to complete?

The FAFSA should take less than one hour to complete depending on your answers and whether or not you have the necessary information available.

- Can I save my FAFSA if I can't finish it?

You don't have to complete the entire FAFSA at one time. You can save the application for up to 45 days

If you start a FAFSA and decide you don't want to submit the FAFSA, you will also have the option to delete the application. But remember that we cannot determine your eligibility for federal student aid without a submitted FAFSA.

- Documents needed to complete the FAFSA

Click this link to view or print a checklist of the documents needed.

- Signing the FAFSA
- *FAFSA on the Web* Security and Privacy

NEXT

Site Last Updated: Sunday, June 30, 2019

Download Adobe Reader

©2010 fafsa.gov. All rights reserved.

@ExperienceDean

Student and Parent Education Completion

Student Demographics | School Selection | Dependency Status | Parent Demographics | Financial Information | Sign & Submit | Confirmation

STUDENT INFORMATION

Are you interested in being considered for work-study?

- ○ Yes
- ○ No
- ○ Don't know

Are you a foster youth or were you at any time in the foster care system?

- ○ Yes
- ◉ No

Highest school completed by Parent 1

College or beyond

Highest school completed by Parent 2

High School

PREVIOUS NEXT

Site Last Updated: Sunday, June 30, 2019

Download Adobe Reader

©2010 fafsa.gov. All rights reserved.

@ExperienceDean

Personal Information for Parent

Student Demographics | School Selection | Dependency Status | Parent Demographics | Financial Information | Sign & Submit | Confirmation

PARENT INFORMATION

Your parent's Social Security Number listed above the input box only shows the last 4 digits. If the full Social Security Number is believed to be incorrect, enter the correct Social Security Number.

Enter information for your first parent (father/mother/stepparent)

Parent's Social Security Number

[redacted]

___-__-____

Parent's last name

SCHUSTER

Parent's first initial

D

Parent's date of birth

[redacted]

PREVIOUS NEXT

Site Last Updated: Sunday, June 30, 2019

Download Adobe Reader

©2010 fafsa.gov. All rights reserved.

@ExperienceDean

Parent Income from Work

Student Demographics | School Selection | Dependency Status | Parent Demographics | Financial Information | Sign & Submit | Confirmation

How much did your Parent 1 (father/mother/stepparent) earn from working (wages, salaries, tips, etc.) in 2017?

$ .00

How much did your Parent 2 (father/mother/stepparent) earn from working (wages, salaries, tips, etc.) in 2017?

$ .00

PREVIOUS NEXT

Site Last Updated: Sunday, June 30, 2019

Download Adobe Reader

©2010 fafsa.gov. All rights reserved.

@ExperienceDean

Highly Complex
Multiple Systems
Document Uploads
Steps Unclear
Help & Instructions Mixed In
Bad Error Messaging

SC / 811

South Carolina 811
Call 811 Before You Dig

HELP HOME SIGN UP LOGIN

Welcome to the South Carolina 811 Portal Sign Up!

To sign up, simply fill in the form on the right.

- [x] Find Tickets
- [x] Enter Tickets

Once you are done, hit the Submit button. You should receive a sign up confirmation email immediately. If you are having issues with the sign up process please call the Help Desk at (800) 290-2783 press 1.

cancel | submit

User Information

Email: dean.schuster@truematter.com
Verify Email: dean.schuster@truematter.com
Password: ••••••••••••••••••••
Name: Dean Schuster
Address: 200 Averill Lane
Cty/St/Zip: Irmo SC 29063
Phone: (803) 318-4900 Extension

Company Information

Name: Dean Schuster
Type: Resident

[ ] **Company information** is the same as the **User information**.

Address:
Cty/St/Zip:
Phone: Just type the numbers, we'll format them. Extension
Comment: You can enter any information you wish to convey to the center about your account here.

Ticket Contact Information

[x] **Ticket Contact** is the sam

Name: First Name
Phone: Just type the Extension
Email: n alternate phone number.

Signup Form Invalid

One or more values are not valid on the sign up form. Please check all fields and try again.

The invalid fields are:

Company Address: This field is required
Company City: This field is required
Company State: This field is required
Company Zip: This field is required
Company Phone: This field is required

OK

@ExperienceDean

Designed by Developers
Not Accessible
Horrible Error Handling
Confusing Layout
Odd Button Placement
Terrible Content

IRS / Internal Revenue Service

[...Long sign-up process]

IRS

Activation Needed

Your user profile isn't active yet.

We're sending an activation code to your address of record via US Mail. You need the activation code to complete the registration process and access this application. The letter should arrive within 5-10 business days and explains how to activate your IRS user profile.

If you don't receive the letter within 15 days, log in with your username and password to request we resend a new activation code.

RETURN TO IRS.GOV >

Help | IRS Privacy Policy | Security Code Terms and Conditions | Accessibility

@ExperienceDean

IRS

Activation Needed

Your user profile isn't active yet.

We're sending an activation code to your address of record via US Mail. You need the activation code to complete the registration process and access this application. The letter should arrive within 5-10 business days and explains how to activate your IRS user profile.

If you don't receive the letter within 15 days, log in with your username and password to request we resend a new activation code.

RETURN TO IRS.GOV >

Help | IRS Privacy Policy | Security Code Terms and Conditions | Accessibility

@ExperienceDean

IRS

Activation Needed

Your user profile isn't active yet.

We're sending an activation code to your address of record via US Mail. You need the activation code to complete the registration process and access this application. The letter should arrive within 5-10 business days and explains how to activate your IRS user profile.

If you don't receive the letter within 15 days, log in with your username and password to request we resend a new activation code.

RETURN TO IRS.GOV >

Help | IRS Privacy Policy | Security Code Terms and Conditions | Accessibility

@ExperienceDean

We're sending an activation code to your address of record via US mail. You need the activation code to complete the registration process and access this application. The letter should arrive in 5-10 business days and explains how to activate your IRS user profile.

We're sending an activation code to your address of record via **US mail**. You need the activation code to complete the registration process and access this application. The letter should arrive in 5-10 business days and explains how to activate your IRS user profile.

We're sending an activation code to your address of record via US mail. You **need** the activation code to complete the registration process and access this application. The letter should arrive in 5-10 business days and explains how to activate your IRS user profile.

We're sending an activation code to your address of record via US mail. You need the activation code to complete the registration process and access this application. The letter should arrive in **5-10 business days** and explains how to activate your IRS user profile.

If you don’t receive the letter within 15 days, log in with your user name and password to request we **resend** a new activation code.

By mail.

By mail. In 5-10 more business days.

Delayed Gratification
Puts Responsibility on User
Requires Memory
Poor Communication
Vague Process
Poor User Preparation

LOG IN

Microsoft / Password Change

Microsoft

Sign in

Email, phone, or Skype

Can't access your account?

Next

Sign-in options

@ExperienceDean

Phone

Desktop App

Web

Teams (Desktop app)

Teams (Mobile app)

Teams (Recordings)

Must Be Discovered
Poor Platform Support
Poor Communication
Poor User Preparation
Best w/ Extra App
Poor Explanation

Tools and passwords are out of control.

The average person has 100 passwords.

100

I have a whole lot more.

355+

12345

Password1

My-Dog’s-Name

MyBirthday!

Dean-Is-SO-Great-1

Technology & security
evolve slowly.
@ExperienceDean

@ExperienceDean

Image – Apple, Inc.

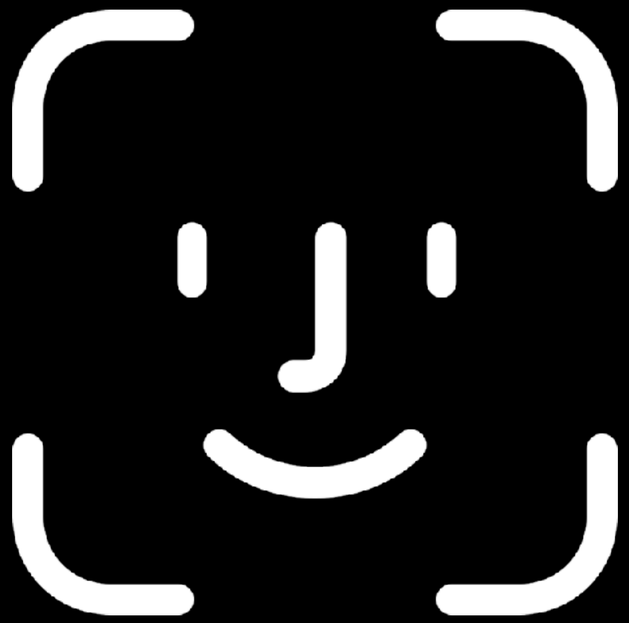
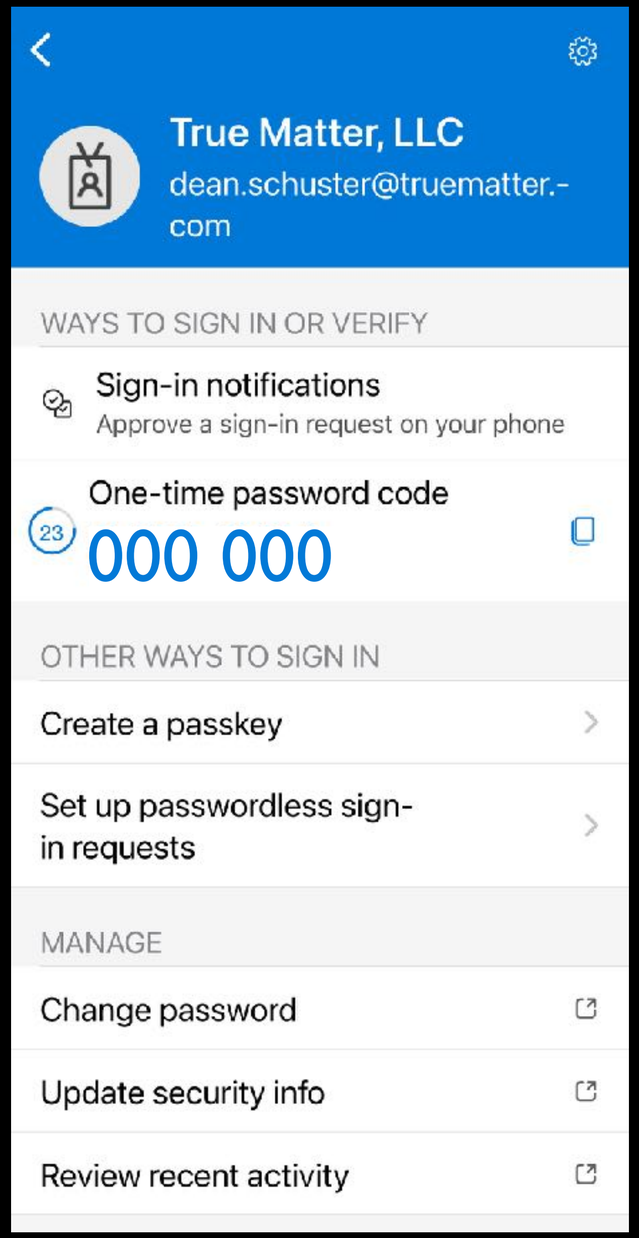


Image – Apple, Inc.

OTP



@ExperienceDean

Image – Adobe Stock

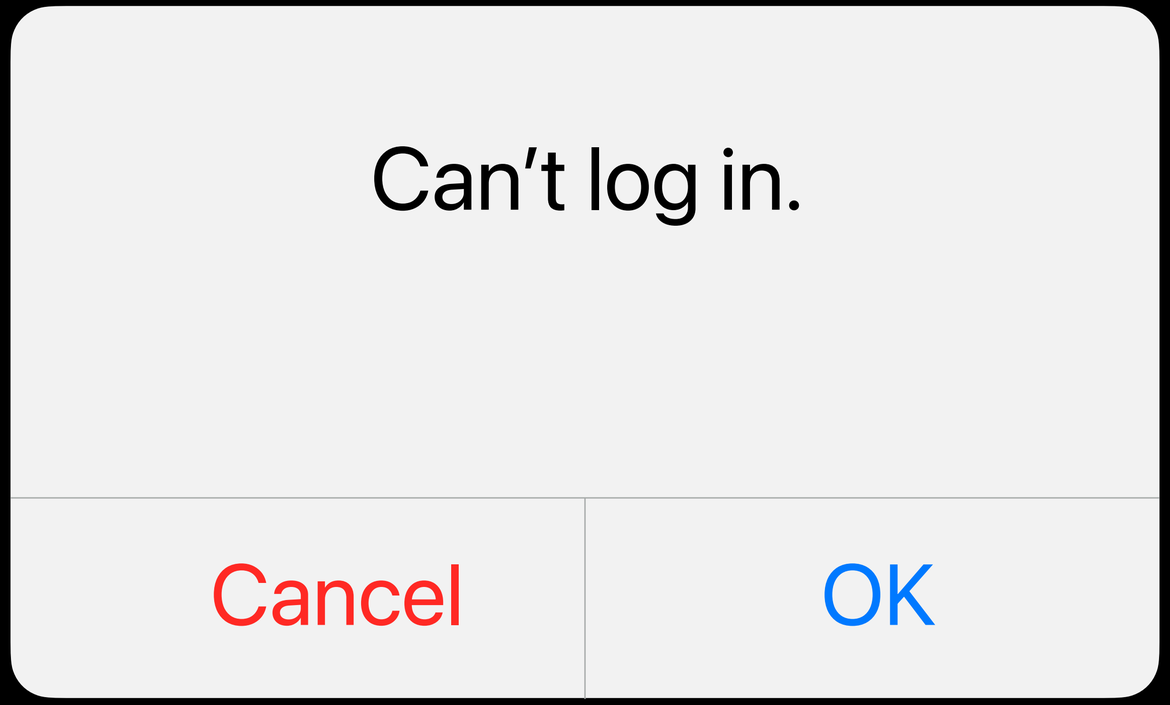
BY MATT BURGESS SECURITY FEB 8, 2024 7:00 AM

I Stopped Using Passwords. It's Great—and a Total Mess

Passkeys are here to replace passwords. When they work, it's a seamless vision of the future. But don't ditch your old logins just yet.

@ExperienceDean

Credentials recovery is often brutal.


Can’t log in.
Cancel
OK

Can’t log in.
DNA sample required.

Cancel | OK

Two-Factor Authentication

©2017 Google

Inconsistency...

Two-Factor Authentication

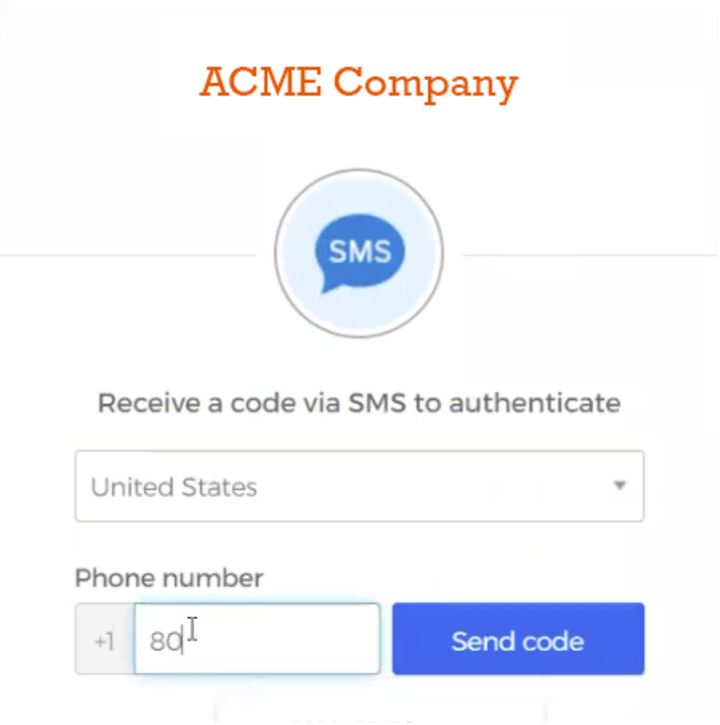
Enter the code generated by your authenticator app

Verify

Trust this device for 30 days

Use a recovery code

@ExperienceDean



@ExperienceDean

Welcome to Content Editor

Email address

Password

One-time password (optional)

Log in

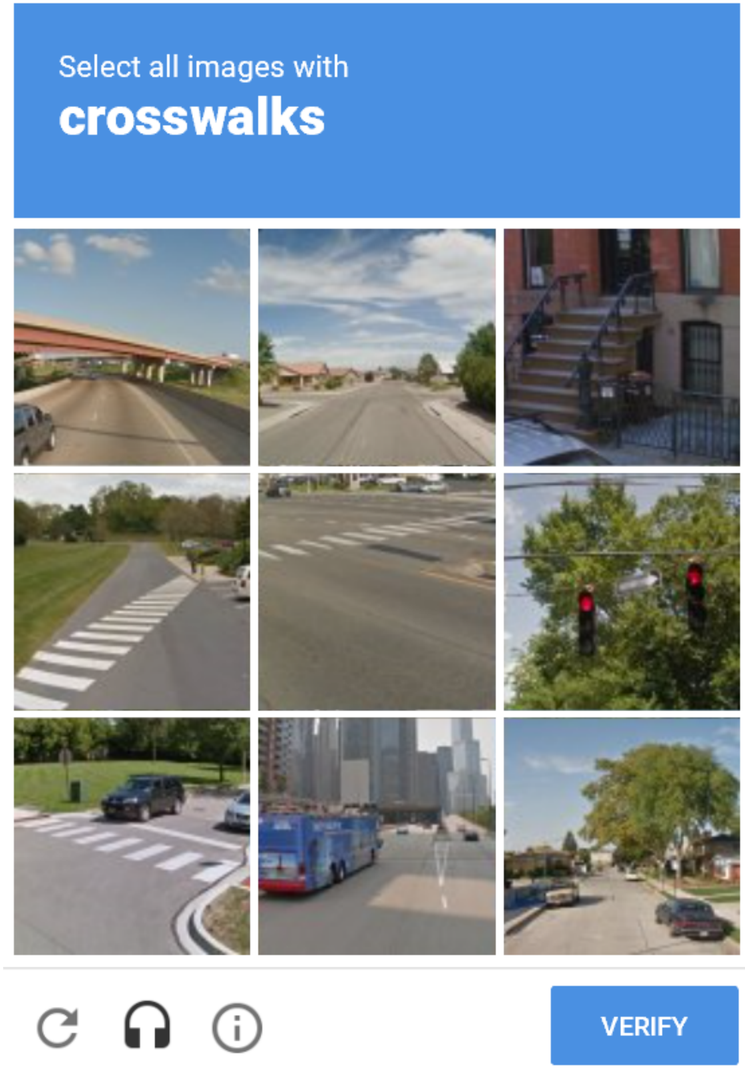
Or

Log in with SSO

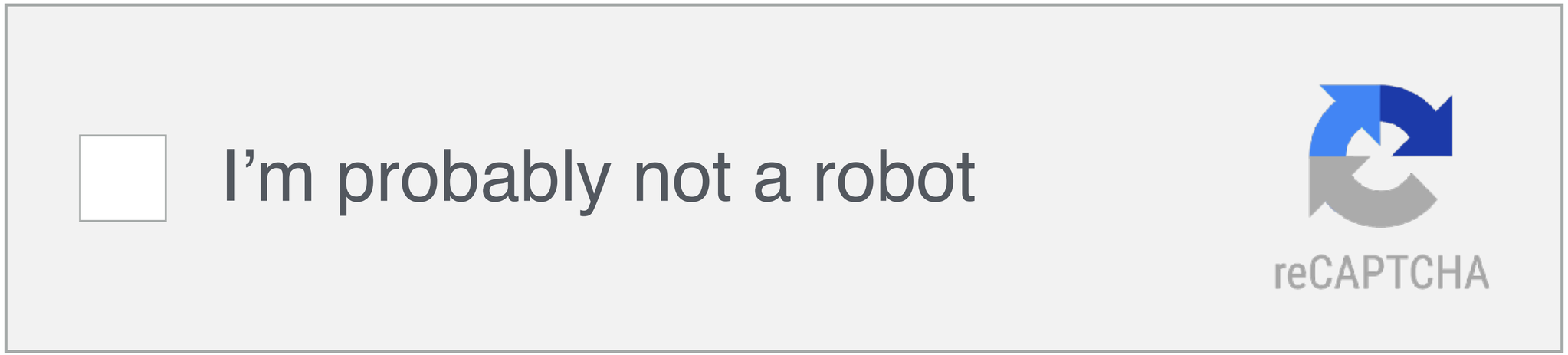
Don't have an account? Sign up

Forgot password?

@ExperienceDean



@ExperienceDean


I’m probably not a robot
reCAPTCHA

@ExperienceDean

Multiple, Repeat Requests

Poor Instructions

Phone on Phone

Extra Apps

Time Limits

Interruption

Things are not better
inside large companies.
@ExperienceDean

SSO

What we spend time on when defining complex digital products.

Security
Authentication
Roles
Permissions
Single Sign-on
Edge Cases
Admin

What happens when people at big companies have access problems…

Help Desk
Support Tickets
Work-Arounds
Access Requests

81 Minutes

International Video Call

Identification Upload

Two-Factor / Authenticator

Multi-Step Log-in

Human-Guided

PW Retrieval is Brutal

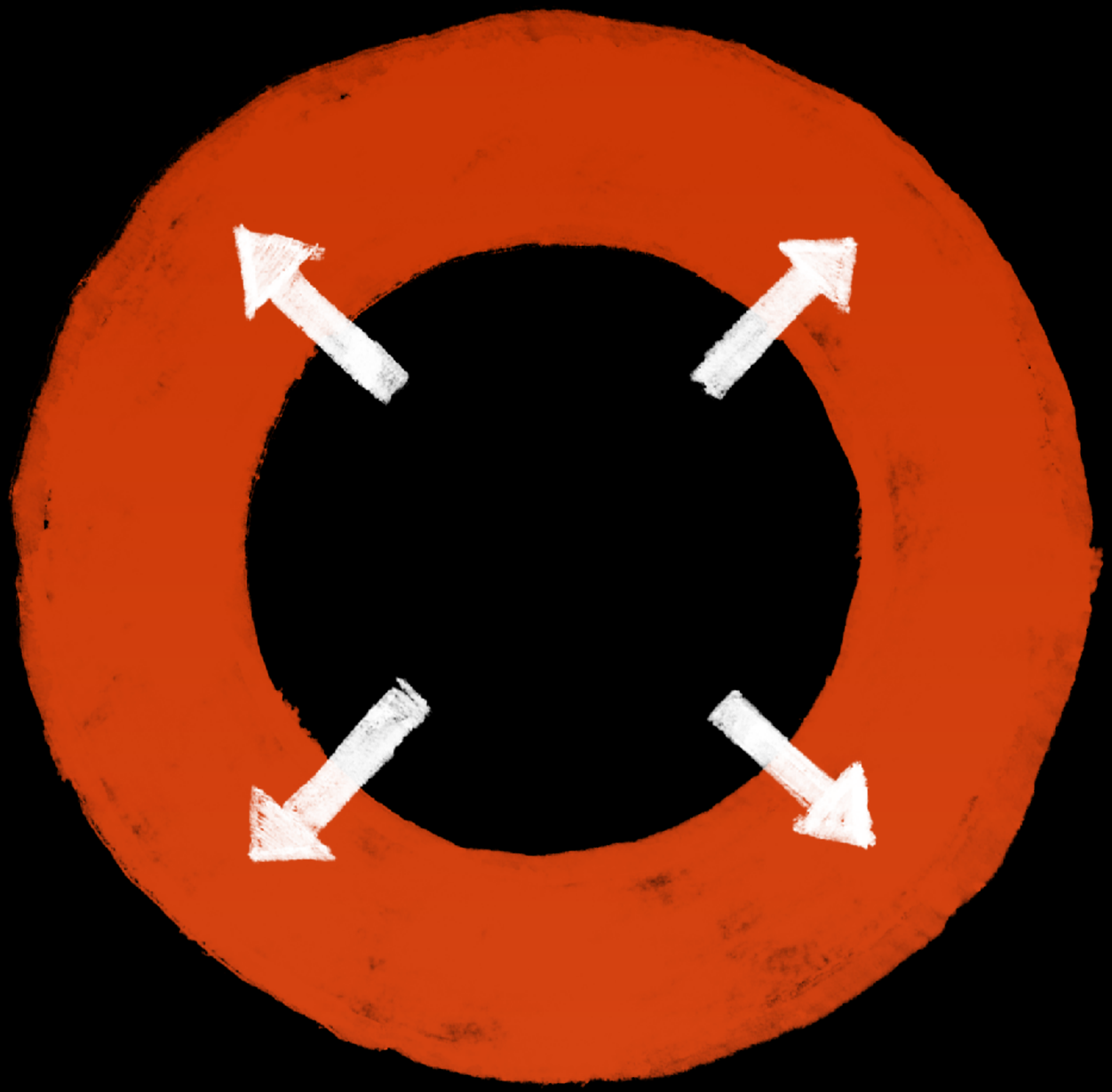
Why is it so hard to do this well?

Dev teams do not focus on access experience.

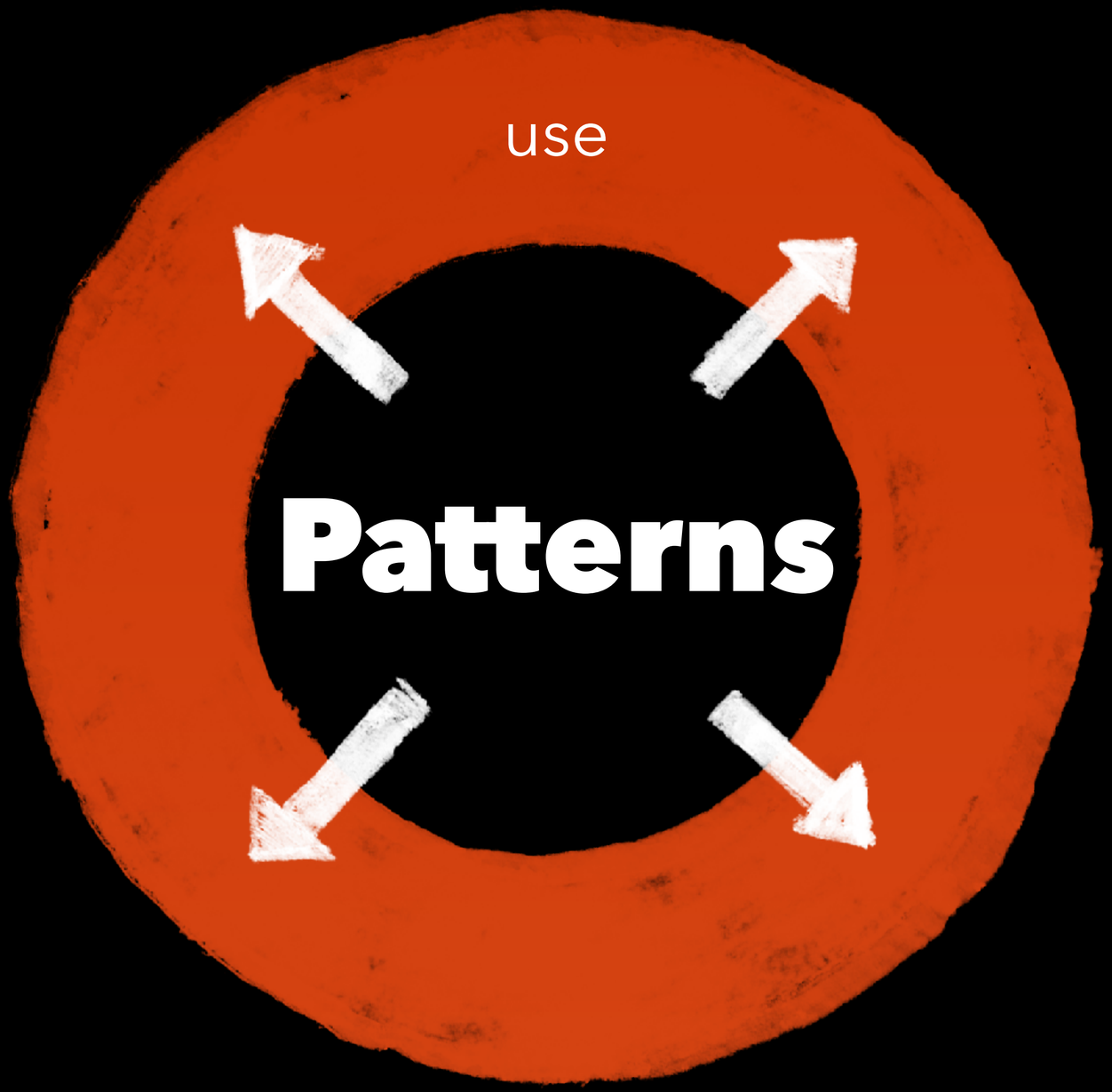
What dev teams say…

“We have already solved this.”

“We have patterns for this.”



@ExperienceDean


use
Patterns

"Let's get on to the real work of the app."

"Dean, we have to
expect something
from users, don't we?"
@ExperienceDean

“It’s a generational thing.”

“Users need to read directions and documentation.”

“They should pay attention to training.”

"All apps and software are like this."

“Passkeys will solve everything.”

“This is the price you pay for security.”

@ExperienceDean

Access is a problem for everyone.

Novice /
Intermediate /
Power /
Expert /

Novice / Can't

Intermediate / Struggles

Power / Angered

Expert / Inefficient

@ExperienceDean

Solving the Problem

@ExperienceDean

What can we do?

Audit your digital products.

Accessibility
Analytics
Content
Technology
Security
UX

Accessibility – Is it a barrier?
Analytics – How are users acting?
Content – Is it harming experience?
Technology – Can you push?
Security – Are there options?
UX – Expert Review, User Testing

Identify areas where users have the most problems.

@ExperienceDean

Adjust your approach
based on user type.
@ExperienceDean

B2C

Focus on novice users, like my mom.

B2C

Focus on novice users, like my mom.

(Social, OTP, Passkeys)

B2B / Internal

Focus on intermediate users, even if most are power users.

B2B / Internal

Focus on intermediate users,
even if most are power users.
(Improve usability for current methods.)

@ExperienceDean

Align your team to the problem.

The roles you are probably missing.

Accessibility Specialist
Analytics Specialist
Content Strategy
UX Professional

Make friends with a UX Pro who cares about access.

@ExperienceDean

Think multiple
touch points.
@ExperienceDean

Forms / Error Messages / Tool Tips / Instructions / Help / Email / Text / Support Call / Chat / Letters / In-person Visit / Search /

Digital Product
Digital (Other)
Offline

Digital Product – Log-in Form
Digital (Other) – Text, Email
Offline

Digital Product – Log-in Form
Digital (Other) – Text, Email
Offline – Ask Your Son

Identify touch points. Categorize, prioritize, then brainstorm solutions.

Digital / Product

- I use a login form on the web
- Apply UX best practice to form design
- Test with end users
- Break the form
- Password reset
- pop up notification
- Browser/Device CAPTCHA Connect with Google / Facebook / etc.
- Alt text for images
- link via sms
- make sure you have your phone with you
- Ask where to send the link
- I get a link from an email
- rewrite that email from UX perspective
- Device Facial Recognition
- Photo
- Provide alternative ways for access
- Make sure users will be willing to provide photos
- Make sure customers can see/recognise photos (if captcha)
- Provide alt text for images
- Chat bot
- Content audit
- QR/barcode scan
- Provide alternative (in case user doesn't have QR scanner)

Digital / *Not* Product

- I get a link from an email
- Copy to clipboard functionality
- I get a prompt from a third party app - FB, Google etc
- Test if they work and if take relevant digital connection with these apps (apps you, notify the user and what follows)
- Device Facial Recognition
- Democratic & Digestible Privacy Policy - Opt-out
- Biometrics - face scan, fingerprint
- Democratic & Digestible Privacy Policy - Opt-out
- Provide alternative in case biometrics fail - wet fingers, broken nose, etc.
- Device SMS SMS magic link with personalised access token
- Clear comms the text is being sent when, to what number and what would happen if the phone is missing or changed.
- Clear message in the text received
- Ask where to send the link
- link via sms
- Sign in link via email
- I receive a code on my email and send it to my colleague so she can access a work related account
- I enter my [illegible] open in app on my phone to [illegible] that my co[illegible]
- Ask where to open the link
- Device Authenticator App Use 3rd party apps for authentication and authorisation
- Allow users to pick the app
- Provide alternative ways for authenticating - users may not want to install an app
- Browser SSO Single sign-on with corporate credentials
- Engaging loading experience
- Device AR/Image Recognition
- Secret question answer
- Be sure you will remember the question and the answer
- provide alternative that will be easier for the users to remember/access
- allow users to pick the questions so they are relevant to them
- Browser/Device Scan & Send Proof of ID Personal information being shared for verification
- Make sure users have easy access the required information
- Make sure users will be willing to share that type of info
- Google search
- Good SEO and content strategy
- tech support
- Humanise interaction with Tech Support
- device restart
- I get a link from Comms app - Teams, Slack other
- Chat bot
- Mobile Phone I get a two factor code tacked to my phone.
- Browser/Device Social Sign-in Connect with Google / Facebook / etc.
- Provide alternative ways for authenticating
- check if users will be willing to use such type of authentication
- Photo
- I receive a code on my phone and send it to my colleague so she can access a work related account
- I enter user name on web then open an app on my phone, scan a code which generate a code that I enter on web
- I download an app and open it for the first time from my phone
- assess and rewrite messaging and flow around the use of an extra app.
- Ensure messages are clear in the context in the OS of the phone - iPhone vs Android.
- Browser/Device Multi-Factor Auth Connect with Google / Facebook / etc.
- QR/barcode scan
- Browser/Device Scan & Send Proof of ID Personal information being shared for verification

Non–Digital or Offline

- Access card
- Provide a means for the users to carry the card with them
- Allow alternative - what if they forget their card?
- Call helpline
- Provide alternative way to contact
- Check if users will be able to talk (or will go - can they talk why trying to get access?
- letter
- Provide information upfront
- internet connection
- Offline engaging experience: Google Chrome Offline Game
- Biometrics - face scan, fingerprint
- Democratic & Digestible Privacy Policy - Opt-out
- Browser/Device Scan & Send Proof of ID Personal information being shared for verification

@ExperienceDean

Follow user experience best practices.

Design for failure.

⚠ **Please check the fields below.**

Personal Information

First Name

Enter your first name.

Last Name

Enter your last name.

Email Address

Enter your email address.

@ExperienceDean

It looks like you already have an account.

An existing account is already associated with the email address jane.doe@gmail.com.

If this email is correct, try logging in or call us at (800) 555-1234.

Log In

Always be accessible.

WCAG AA Standard

(and test with real users)

Provide fallbacks.

Give users log-in options.

Allow users to see what they type.

@ExperienceDean

Password

Canada25-Rulz! Hide

Log In

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)

•••••••••••••• Show

Log In

Offer real-time feedback.

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)

••••

Very Weak

Log In

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)

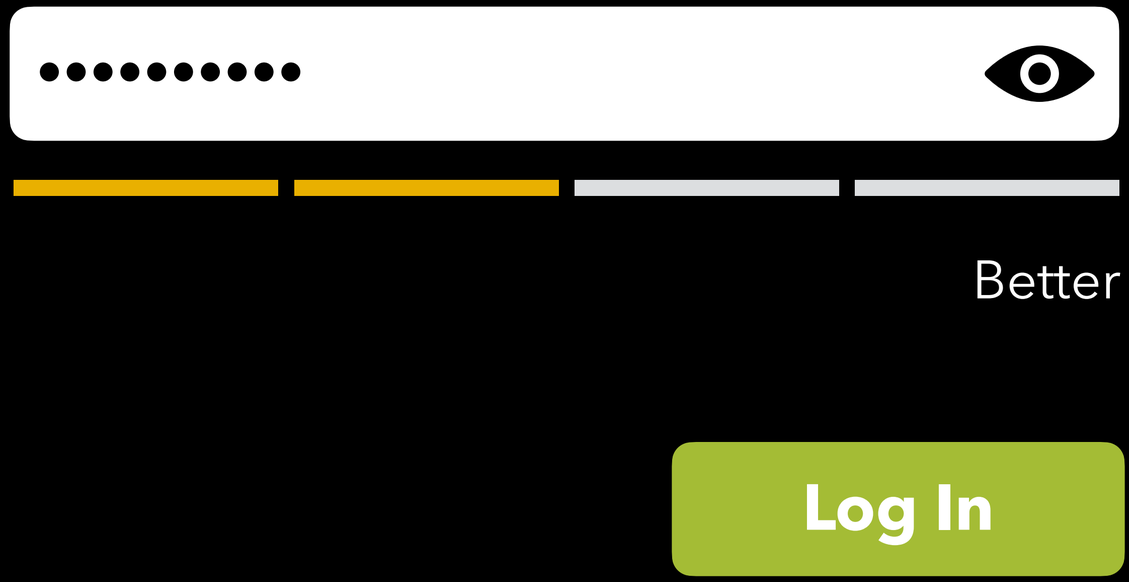
••••••

Weak

Log In

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)



@ExperienceDean

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)

••••••••••••

Strong

Log In

Password

Your password must contain 8-12 characters, including at least one capital, one number, and one symbol ($#%@!-)

Very Strong

Log In

@ExperienceDean

Prototype & Stress Test

@ExperienceDean

You can make access better.

Further Reading

Image – Rosenfeld

@ExperienceDean

Web Form Design

Luke Wroblewski

truematter.com/ideas

Digital Product Access: The User Experience Problem of Our Time

truematter.com/ideas/post/digital-product-access-the-user-experience-problem-of-our-time

Tackling the Maddening Problem of Digital Product Access

truematter.com/ideas/post/tackling-the-maddening-problem-of-digital-product-access

truematter

truematter.com/**ideas**

dean.schuster@truematter.com

@**ExperienceDean**

truematter.com/**DeanSchuster**