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General Design Guidelines

- Allow options for third-party sign in that are appropriate for the target market and the page product.
- Include the option to still sign in with an email & password combination.
- Add a link to a password reset page for users who have forgotten their password.
- Tell users if their capslock is on for efficiency (Tran, 2019).
- Allow users to be able to view the password when they type it (Tran, 2019).
- Ensure that any error message is clear and concise, and that it explains how to correct the mistake (Minhas, 2018).
- Ensure that there are no red confirmation buttons, as the colour is associated with negative feedback online.

Login-Specific Guidelines
- Add the login functionality to the landing page for efficiency, so that users can remain on a page when logging in.

Sign Up-Specific Guidelines
- Allow users to add a recovery cell phone number when they sign up so that they can regain access to their account if they forget their password or lose access to their account.
- Unless required for the product, don't require a date of birth for sign up (Friedman, 2017)
- Include only required fields (Kakodker, 2019).

- Don't require payment information on signup, as it deters users from completing the signup process (it is not a standard requirement for signup pages, and so breaks with Jackob's Law) (Frazier, 2019)

Prototype

Available here: https://tinyurl.com/shoe-shop-login

Figure 1: Landing Page
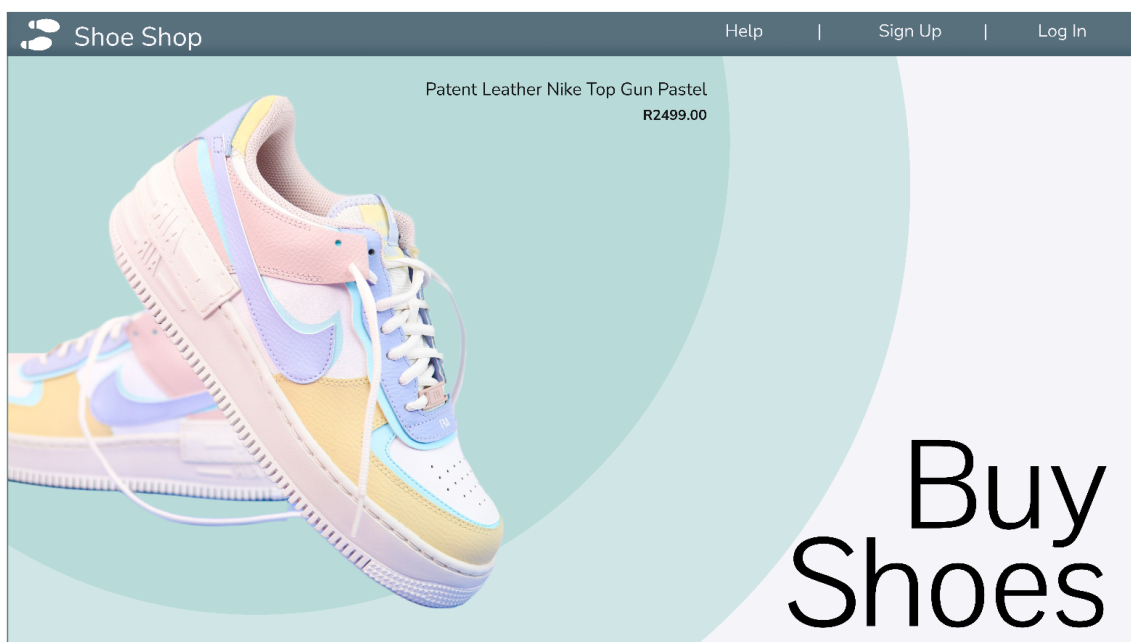
Figure 2: Login Popup

Figure 2: Login Popup

Shoe Shop

Help | Sign Up | Log In

Patent Leather Nike Top Gun Pastel
R2499.00

WELCOME BACK!

Email Address
janedoe@email.com

Password   Forgot Password?→
••••••••••

LOG IN

 Log in with Apple
 Log in with Facebook
 Log in with Google

Shoes

Figure 3: Sign Up Page

Figure 3: Sign Up Page

Shoe Shop

Help | Sign Up | Log In

SIGN UP FOR SHOE SHOP

Email Address
janedoe@email.com

Password
••••••••••

Confirm Password
••••••••••

Recovery Cellphone Number
+27 ⌄ | (80) 123 3456

SIGN UP

OR

 Join with Apple
 Join with Facebook
 Join with Google

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