

Norton + LifeLock Merge Flow

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Objective

Create flow that allows users with separate Norton and LifeLock accounts to merge them into one. This only applied to users in a specific cohort, so only those users would be directed to this flow.

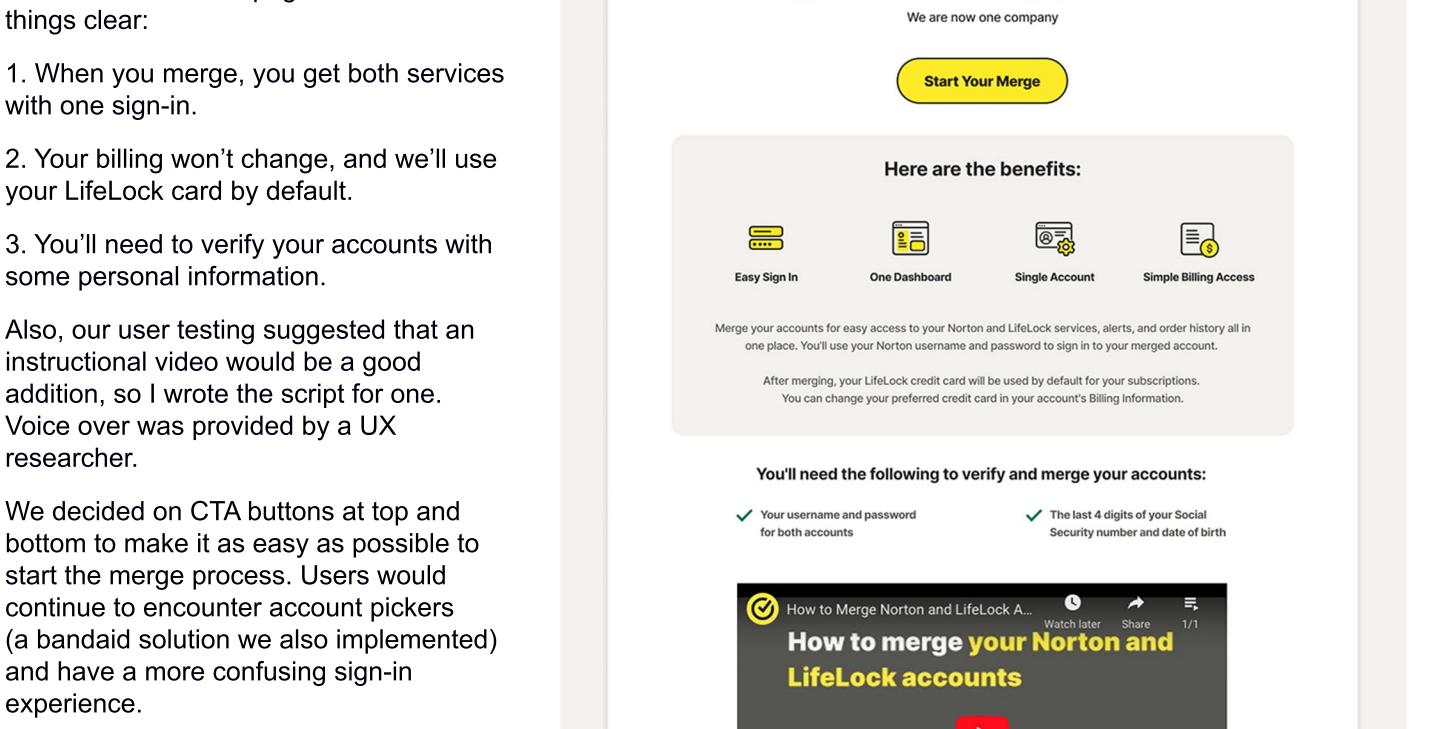
This is a good example of the kind of work I did at Norton. This project was particularly complicated, however, mainly because of the interactions between merged accounts, verified accounts, third-party sign-in systems, and security.

I completed this project with support from visual designers, UX researchers, software engineers, and legal counsel.

The Flow

Eligible users see this prompt when they successfully enter their username and password. This interrupts their expectations, so it was important to tell users **why** we are doing that. We also gave them opportunities to skip it.

If they select "Remind me later," they continue to their dashboard. If they selected "Not interested," they'd be shown the second screen.



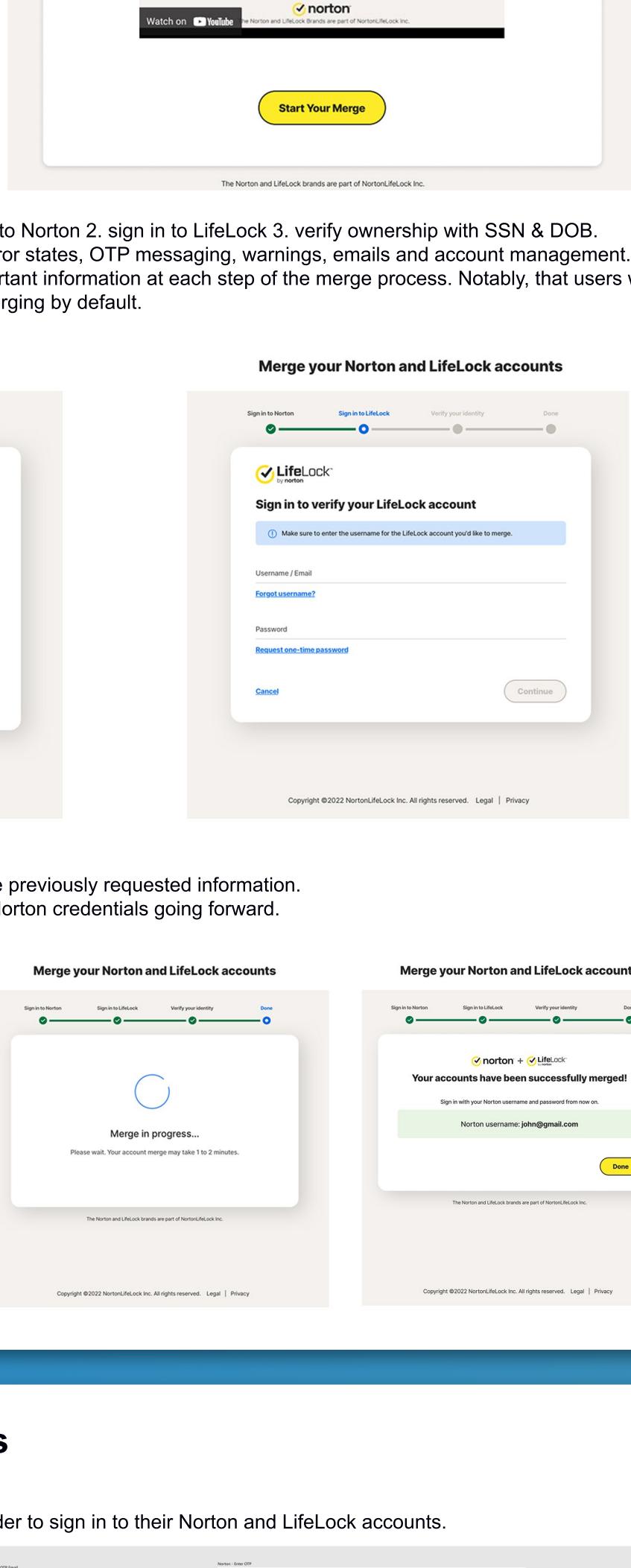
Users that continue were brought to this landing page. There was also an algorithm that would send eligible users an email with a link to this page.

It was critical for this page to make 3 things clear:

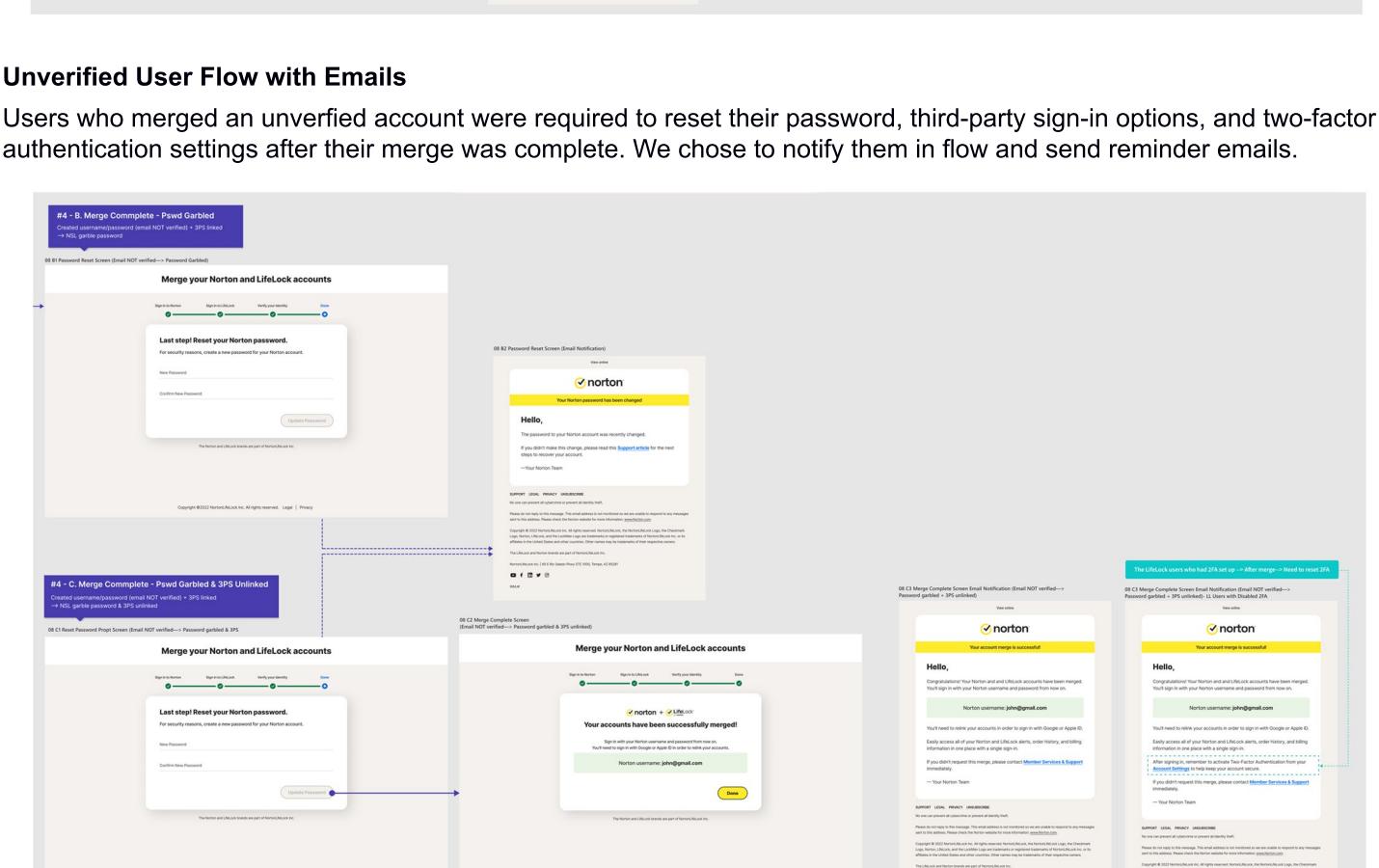
1. When you merge, you get both services with one sign-in.
2. Your billing won't change, and we'll use your LifeLock card by default.
3. You'll need to verify your accounts with some personal information.

Also, our user testing suggested that an instructional video would be a good addition, so I wrote the script for one. Voice over was provided by a UX researcher.

We decided on CTA buttons at top and bottom to make it as easy as possible to start the merge process. Users would continue to encounter account pickers (a bandaid solution we also implemented) and have a more confusing sign-in experience.



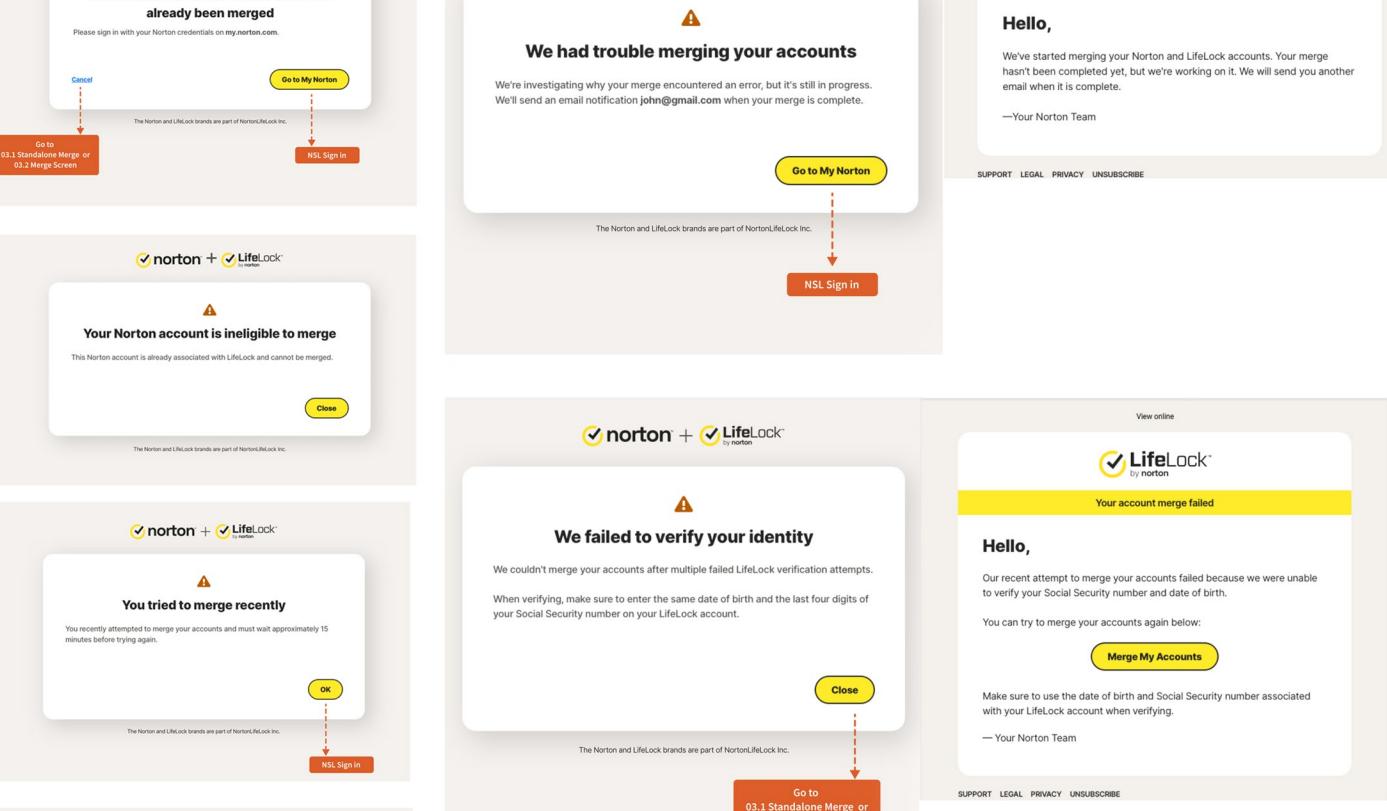
Users then take the following steps: 1. sign in to Norton 2. sign in to LifeLock 3. verify ownership with SSN & DOB. I wrote the copy for every screen, including error states, OTP messaging, warnings, emails and account management. The blue info boxes were intended to deliver important information at each step of the merge process. Notably, that users would use their Norton credentials to sign in after merging by default.



Special Cases & Outliers

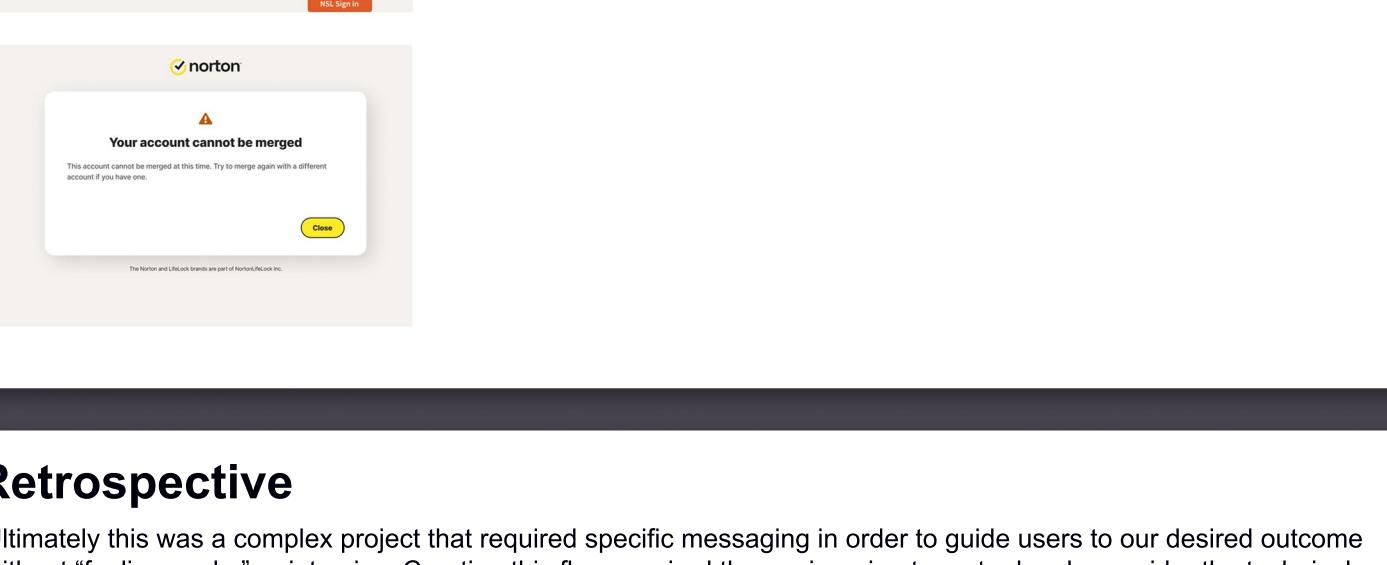
One-Time Password Flow with Emails

Users may request a one-time password in order to sign in to their Norton and LifeLock accounts.



Unverified User Flow with Emails

Users who merged an unverified account were required to reset their password, third-party sign-in options, and two-factor authentication settings after their merge was complete. We chose to notify them in flow and send reminder emails.



Error UX Gallery

Ultimately this was a complex project that required specific messaging in order to guide users to our desired outcome without "feeling pushy" or intrusive. Creating this flow required the engineering team to deeply consider the technical requirements for merging user accounts and significant consideration of their account security.

I wrote with the input of engineers, UX researchers, and legal support to deliver a comprehensive journey that (hopefully) encourages users to merge their accounts.