2025-10 - US - Change Password From Profile Screen

✅ Quick Analysis Sharing Checklist

This is a checklist to check before sharing any analysis

- ☑ Business question is clear and directly answers the stakeholder's ask
- ☑ Context and approach is aligned and agreed with stakeholder in Jira
- ☑ Data is accurate and clearly linked to the insight
- ☑ Visuals/charts (if used) are clearly and accurately labelled, easy to view
- ☑ Recommendation or key takeaway is included
- ☑ Challenges, blockers, or limitations are flagged (if any)
- ☑ Someone else has reviewed the analysis before sharing

1. Business Context & Question

Business Context	Business Question
• The migration from Janrain to OKTA removed the in-app Change Password path (Profile → Settings → Change Password), breaking a familiar workflow and adding friction to a routine security task. • Reintroduce a native, OKTA-integrated Change Password in the app to restore continuity, reduce support burden, improve security posture, and enable reliable funnel tracking and alerts.	• What is the success rate for users changing their passwords? • Did password-related support requests go down after the feature launched?

2. Approach (To Be Signed Off Before Analysis)

- Gather events for the complete change password journey
- Create a dashboard for this feature for analysis.
- Report total conversions, drop offs and errors related to password change.

3. Data Challenges (if applicable)

Flag known or suspected issues that may affect analysis.

Challenge	Impact	Resolution / Status
Event not available for the reset password email link delivery to the user	Journey analysis for users who did not receive email cannot be determined	`IN PROGRESS` Event to be implemented in OND 25.1 - Awaiting spyglass access
GCR Support Request monitoring	GCR team needs to be asked for exact info on change password impact	`IN PROGRESS`

4. Summary of Insights and Recommendation

Insight

PRE ANALYSIS (Feb 25 - US Market):
1. 0.62% DAUs view the profile screen, 10% from this view change password popup.
2. 98% users click on reset password CTA after viewing the change password popup.
3. Overall DAU conversion for change password journey = 0.06%
 	
POST ANALYSIS:
1. 245 users clicked to reset password (0.04% of DAUs) in the last 4 weeks
  a. 50% successfully changed
  b. 10% failed and not returned
  c. 40% dropped off
2. 95% of the reset link is generated from CTA Clicked and sent to the user via email. Nearly 60% attempted change request. Suggests a disconnect between app and email flow.
3. We have no email engagement events to confirm if users have received the email.

4. Reset link taken to web browser for password change. Only 70% come back to the app.
Recommendation
1. Change CTA from "all right" to "go to mailbox" so that users are directed to complete their password change.
2. Get email events to see how many emails delivered and users end up clicking on the link to reset password
3. Link to launch in-app web view for password reset to improve user stickiness to the app.

---

5. Detail of Analysis

Link to the feature dashboard: ⋈ Request Access - Mixpanel