

UI Login Form Study Plan

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Background

Despite their ubiquitous use for applications requiring authentication, usability issues are prevalent in login forms. The introduction of OAuth has made social media login options common and more applications are requiring a login for the use of even basic functionality.

Goals

This study seeks to understand users' preferences and frustrations when using login forms. The results of this study will be used to create a template for login form best practices.

Research Questions

- 1) How should login options be presented to users?
- 2) Do social media logins assist or hinder the login process?
- 3) Do users realize or perceive a benefit for being required to login?
- 4) What are users' main concerns around the login process?
- 5) What is the preferred method of login?

Participants

Research participants will include men and women ages 18 to 65.

Methodologies

Observation & Interview

Goals & Objectives	Observe use of login forms in everyday applications, identify trends, gain a better understanding of behaviors, and identify areas of focus for future research methodologies.
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Activity	<p>Observe five participants logging into six different applications. The first four will be chosen by the researcher based on four different login features.</p> <ol style="list-style-type: none"> 1) Availability of social media login 2) Presentation of signup form first 3) Presentation of login form first 4) Login button inconspicuous <p>The last two applications will be chosen by the participant based on like/dislike of the login process.</p> <p>After observations, a 10 question, semi-structured interview will be conducted with each participant.</p>
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Survey

Goals & Objectives	Survey data will be used to solidify or discredit themes and assumptions that surface from the observations and interviews.
Activity	<p>A survey will be conducted electronically for easy distribution, data collection and analysis. Typeforms will be used to create and conduct the survey.</p> <p>The survey will be composed of 15 to 20 questions. Survey questions will be composed based on data gathered in the observations and interviews phase.</p> <p>The survey will be distributed through email and via social networks like Facebook and Twitter. The landing page of the survey will clearly communicate why the survey is being conducted, approximately how long the survey would take, and ensure participants all responses would remain private.</p> <p>Survey sample size target is ~100. The sample size is calculated based on the an application user base of 100,000, a confidence level of 95%, and a 10% margin of error.</p>

Prototype Testing

Goals & Objectives	Interpret data collected into working prototypes and iterate based on feedback.
Activity	Up to five prototypes will be built based on data from the observations, interviews, and survey. The prototypes will be tested in-person and online by five research

	participants. The one or two preferred prototypes will be iterated upon based on participant feedback.
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Schedule

Please note, the schedule below is an approximation and may change.

Method	Prep Time	Start Date	Duration
Observation & Interview	1 week	July 5th	2 weeks
Survey	1 week	July 26th	1 week
Prototyping	2 weeks	August 16th	2 weeks