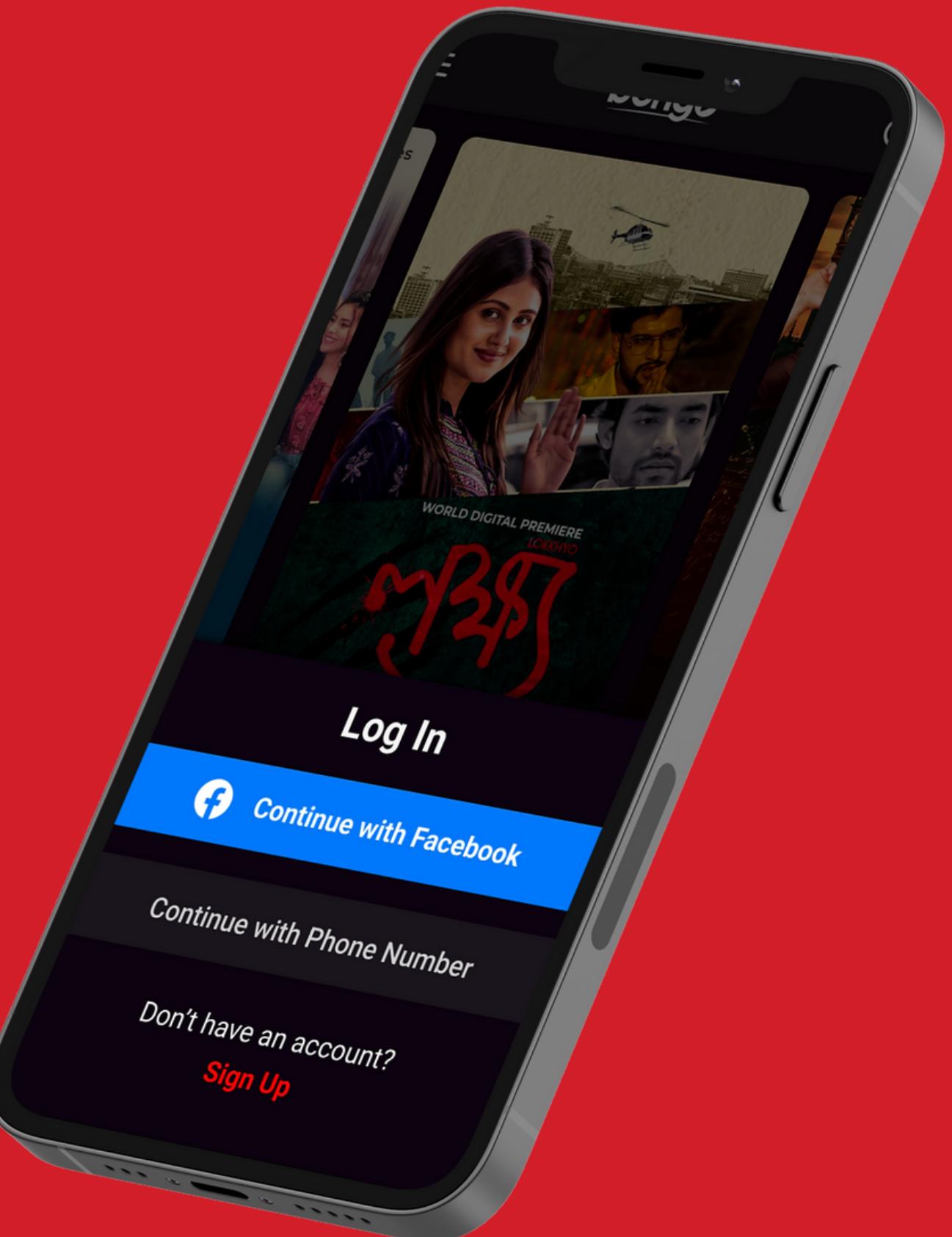


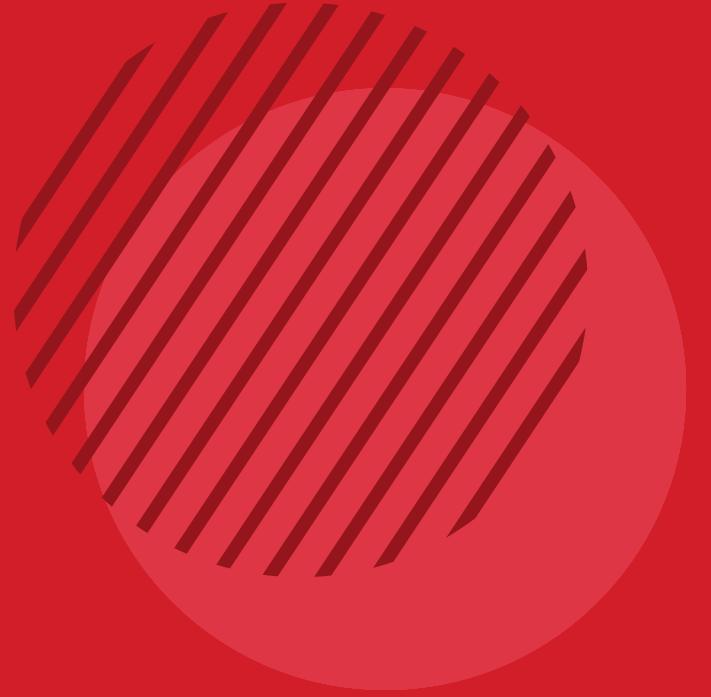


Login Journey Optimisation

Anik Roy
Melody Soptaka



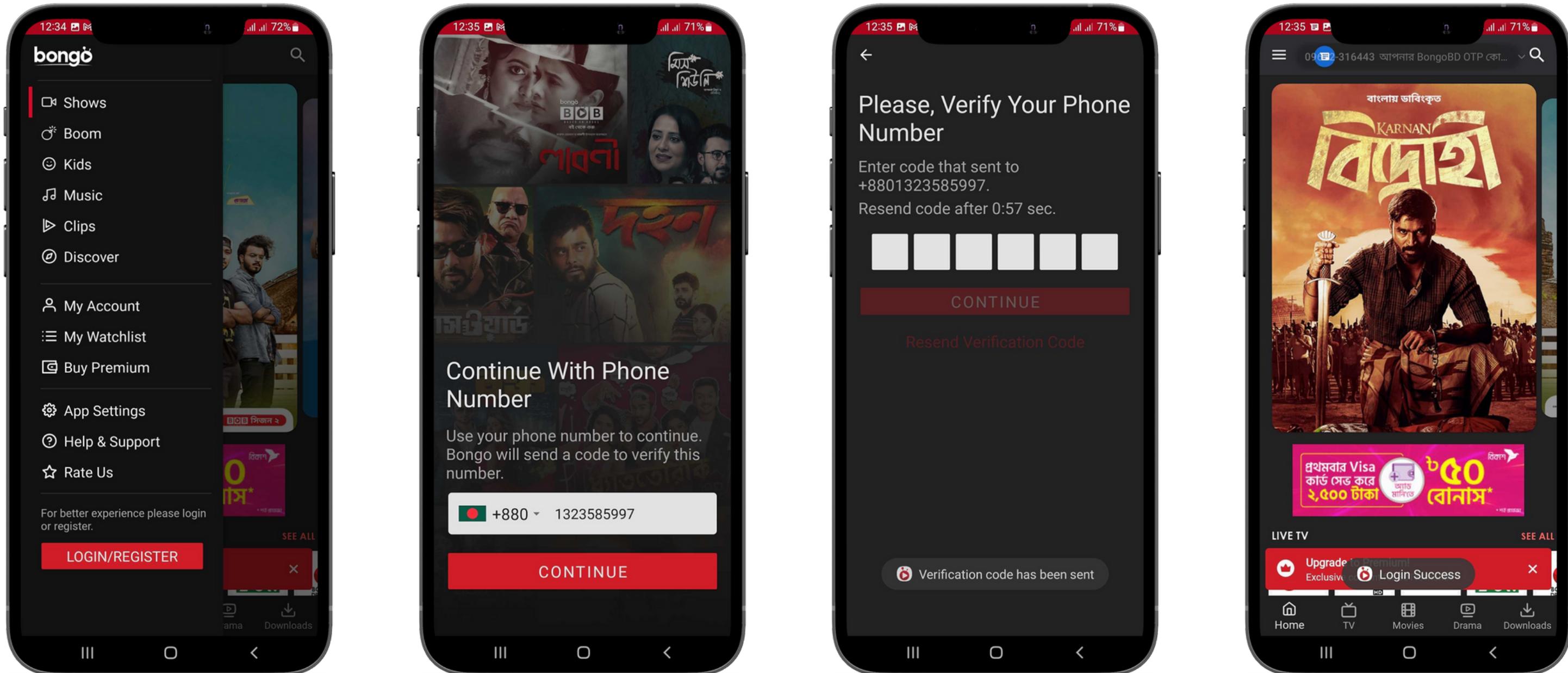
Objectives



- **Reduce OTP cost**
- **Include Social Login**
- **Faster Login for users** (across platforms) - 2 clicks, 5-8s
- **User friendly Onboarding** (WIP)
- **Improve look and feel** (UI)

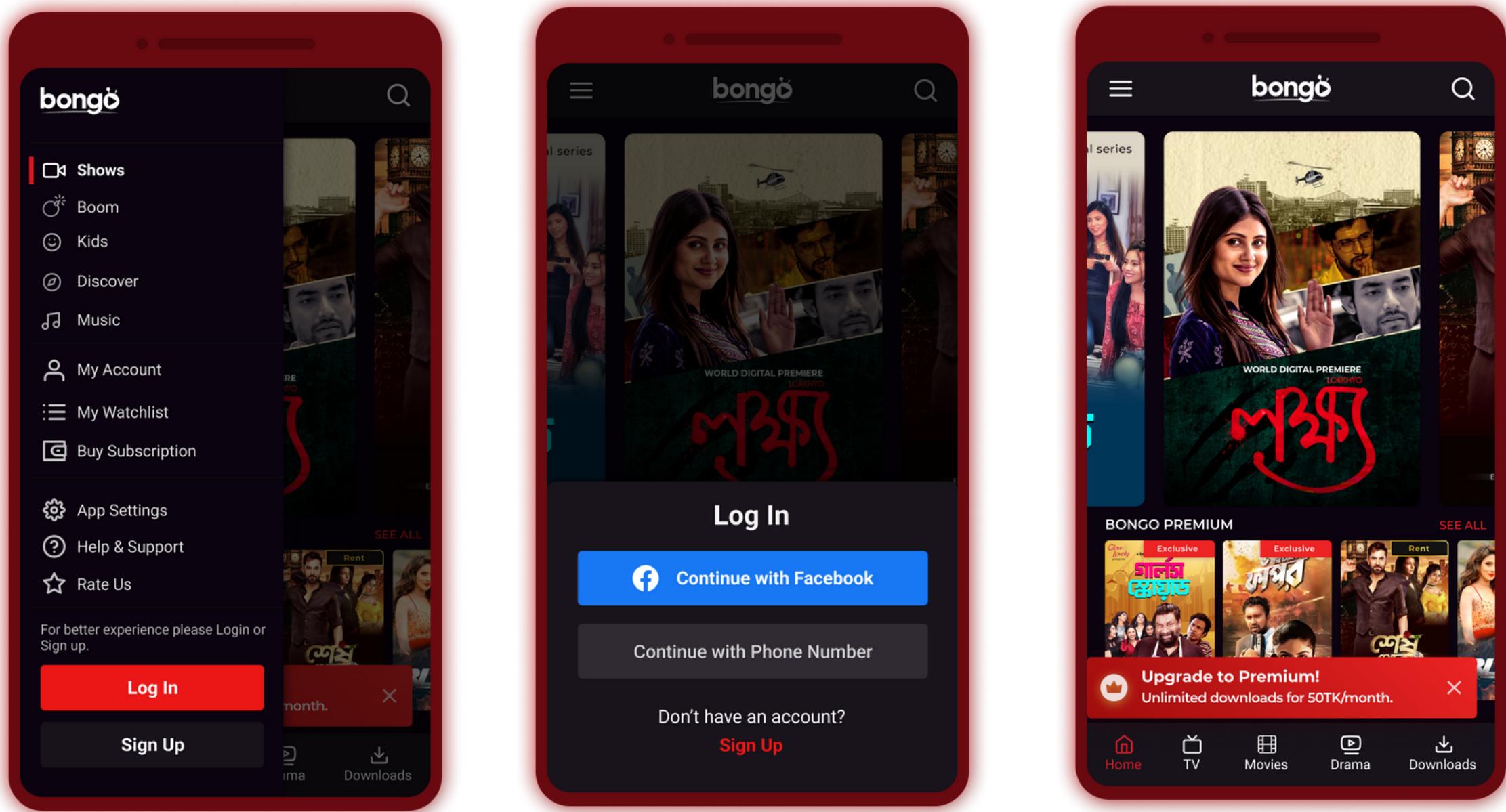


Current User Login Journey (Android App)



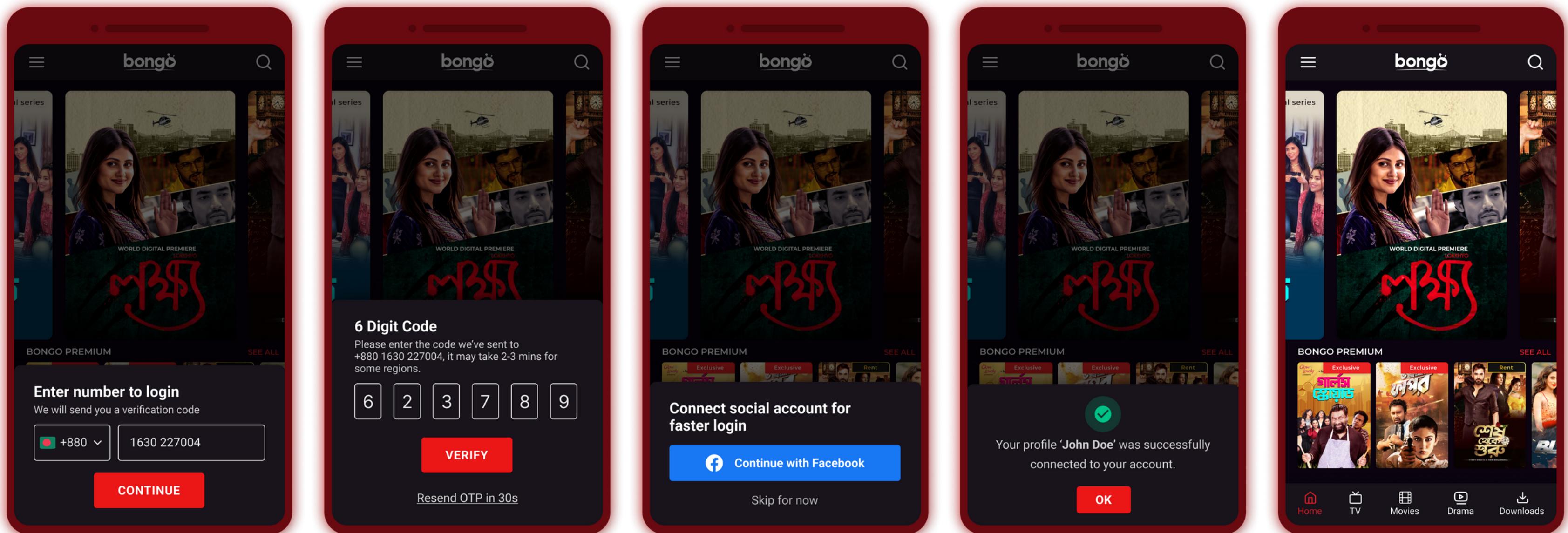
Proposed Login Journey (Android App)

Log In with Facebook

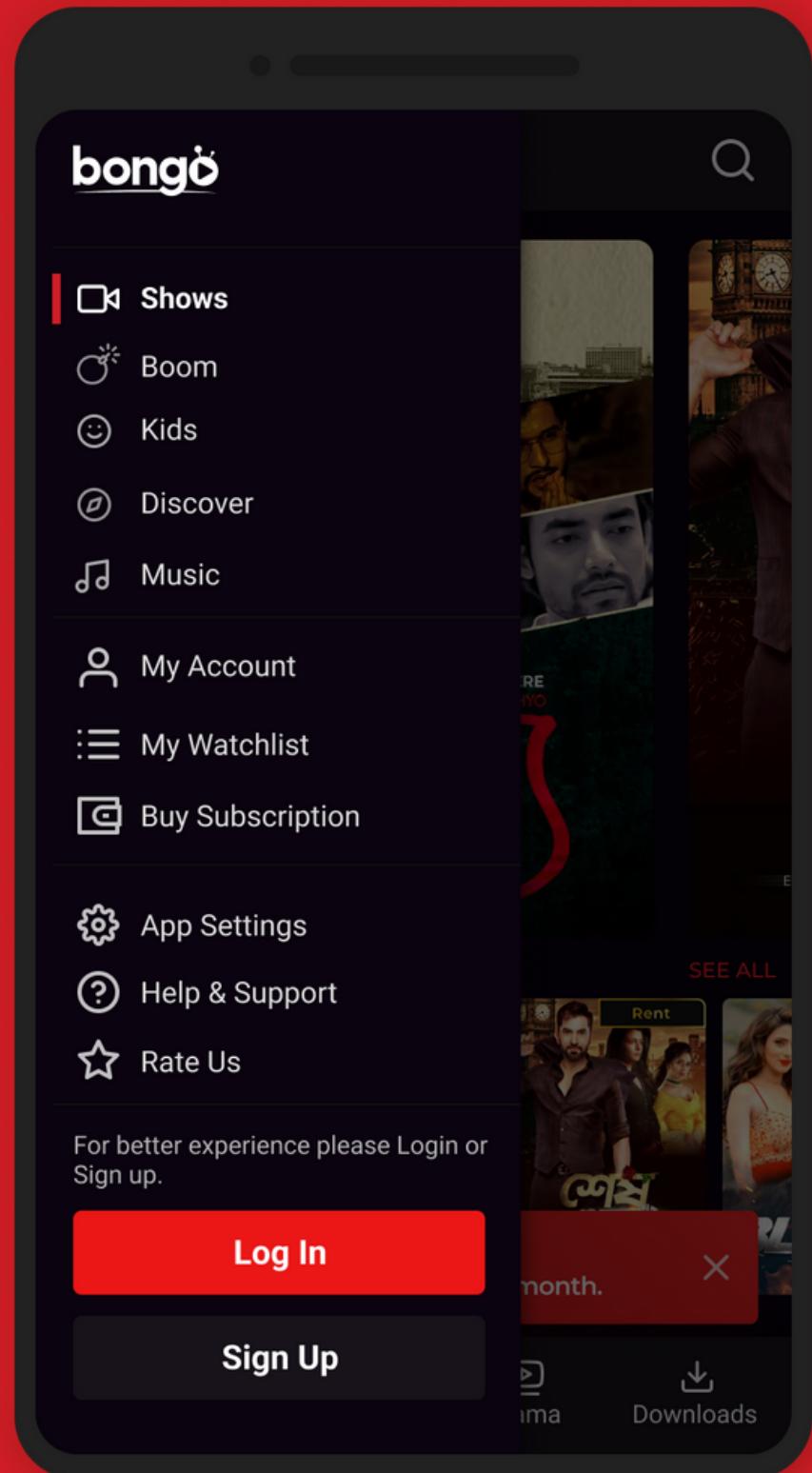


Proposed Login Journey (Android App)

Log In or Sign Up with Phone

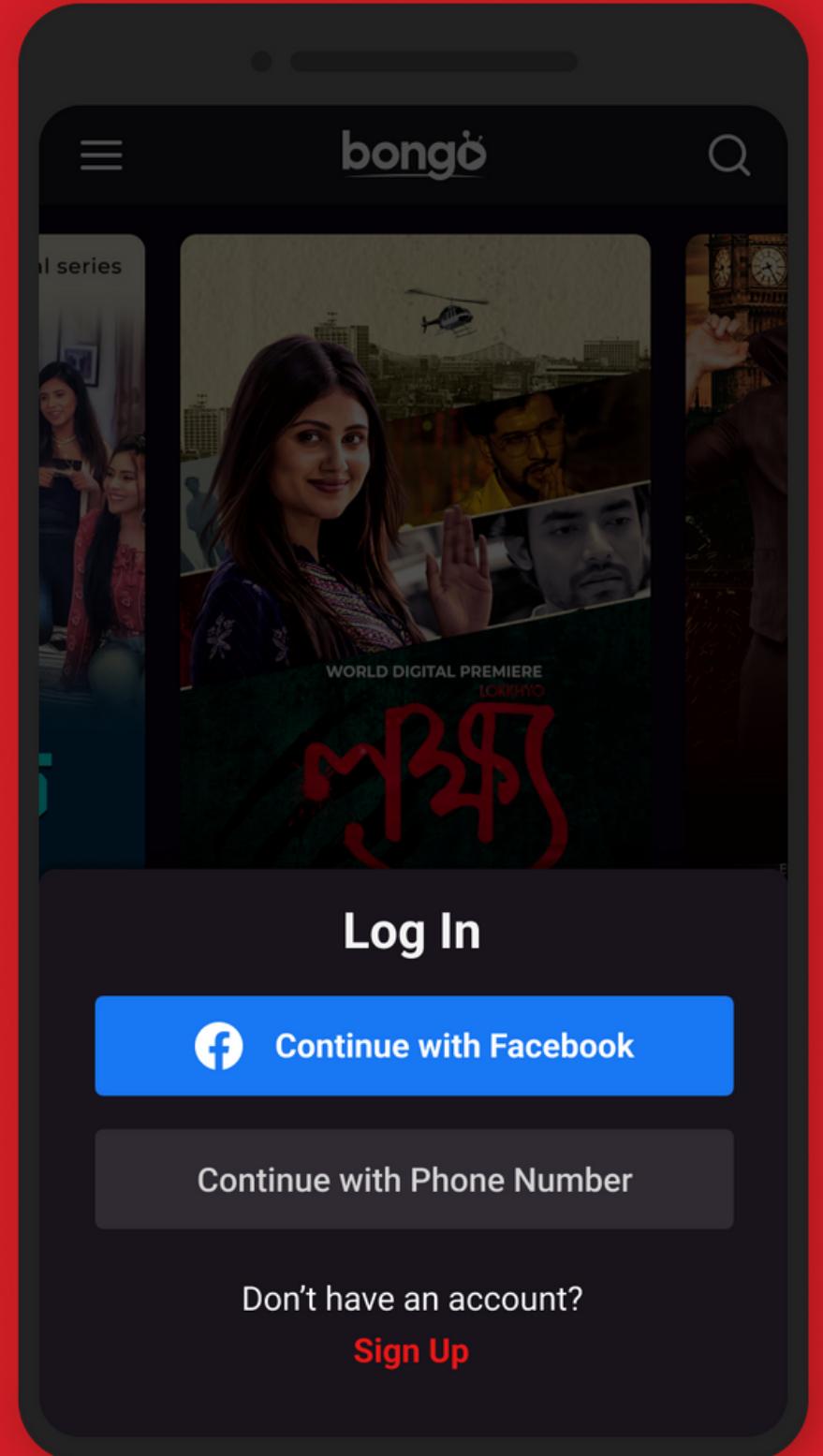


What's New?



Separate CTAs for
Login & Sign Up

What's New?



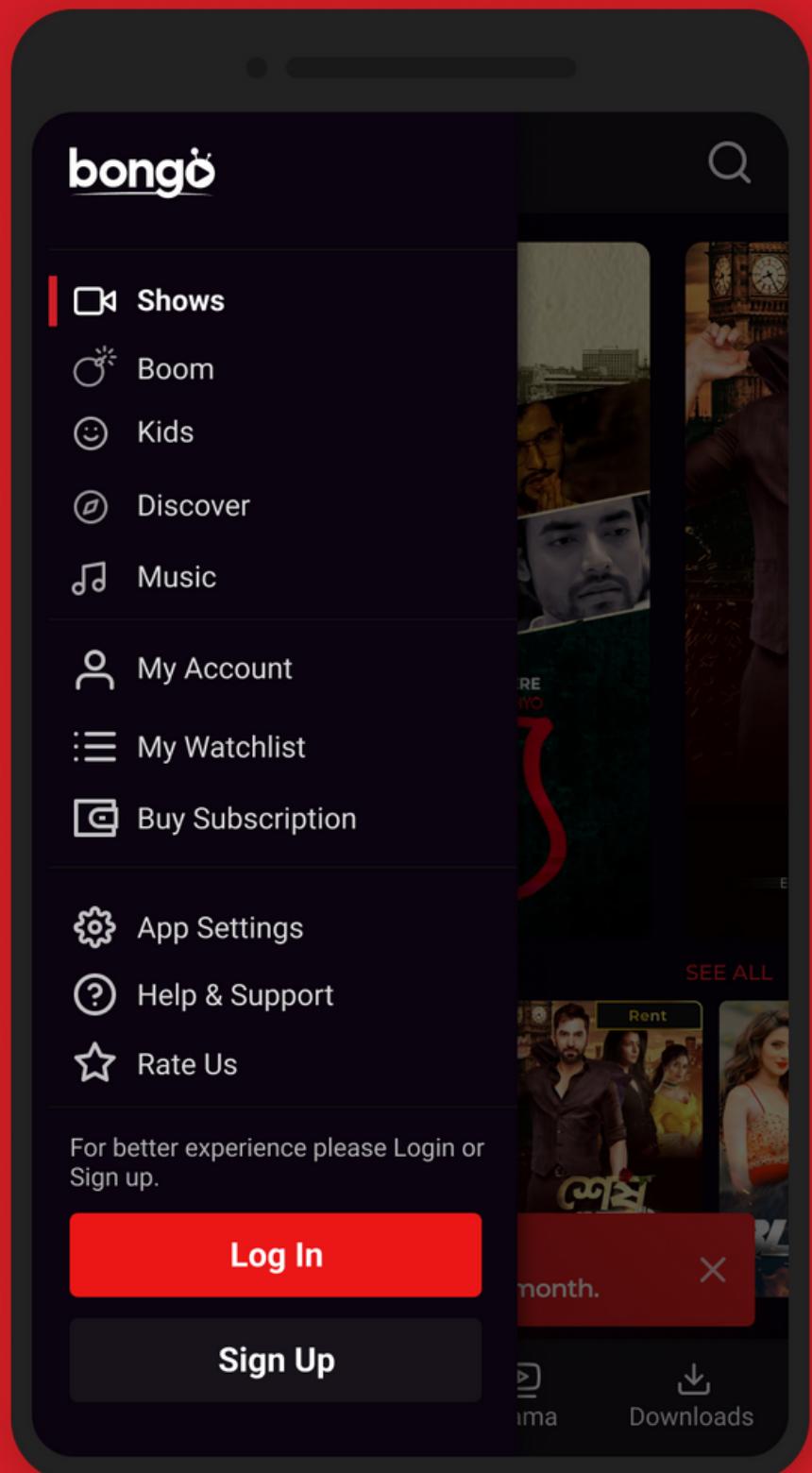
Non-invasive prompt

What's New?



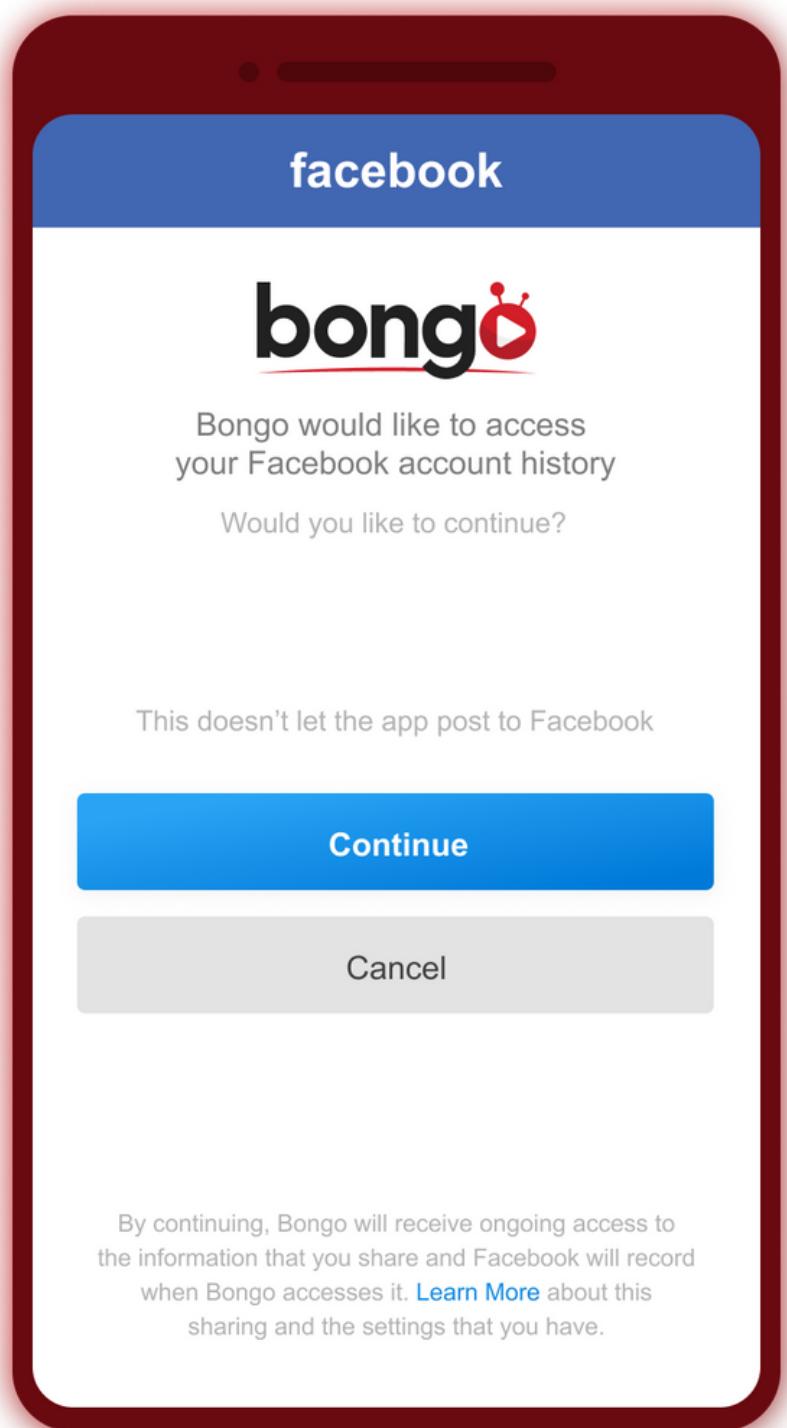
Faster access to Homepage

What's New?



Connect once and enjoy
super fast login everytime

Connecting for the first time



Allowing Bongo to access
only necessary data

Notes



- There are some concerns regarding Analytics, how connecting accounts will reflect on data (Matt to elaborate)
- Designs will be consistent across platforms, only web designs will have some minor changes
- Even though we will not show users any data associated with discarded accounts, admin/CS needs to have visibility on both the accounts.
- Onboarding screen needs some more thoughts and variations. It's in progress

Thank You!

