**Design Requirements Document**

**Project**: VWO Application – Authentication Module  
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**Prepared on**: 02-Aug-2023

**Application:** [**https://app.vwo.com**](https://app.vwo.com)

**Purpose: UI Design Reference for Manual Testing (Login-related pages)**

**Page 1: Sign in to VWO Platform**

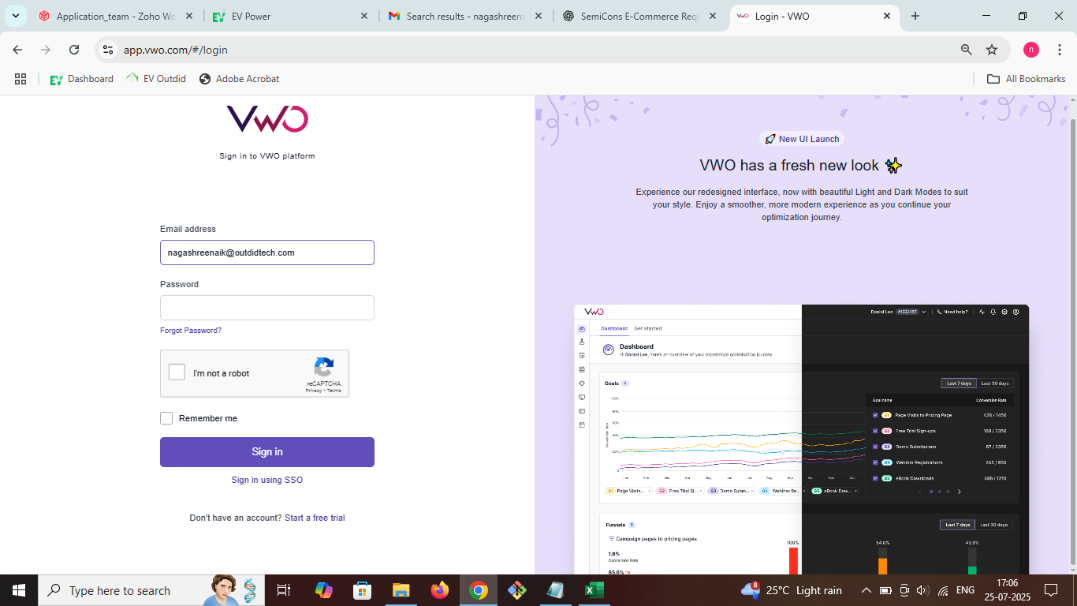
*Image Reference:* app.vwo.com/#/login

**UI Components:**

* **Email Address** input field (single-line)
* **Password** input field (masked)
* **Forgot Password?** link below password
* **Captcha widget** (I'm not a robot)
* **Remember me** checkbox
* **Sign in** button (primary action – purple)
* **Sign in using SSO** link (secondary login method)
* **Start a free trial** link (below login form)

**Functional Behaviour:**

* User must fill both fields for form to activate
* Password masking toggle not present
* Login blocked without solving captcha
* "Remember me" option allows session persistence
* "Forgot Password" and "SSO" redirect to separate flows



**Page 2: Forgot Password?**

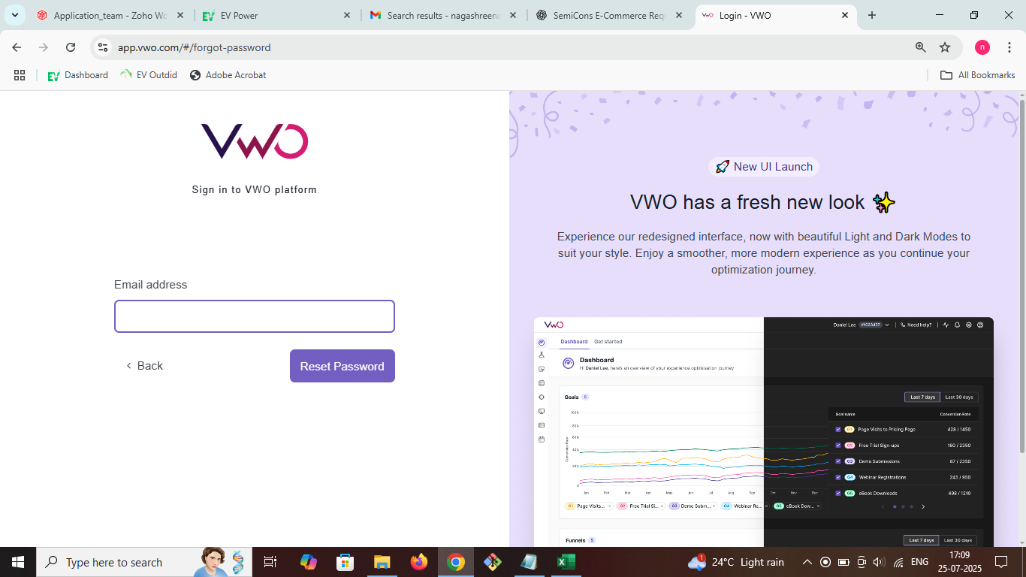
*Image Reference:* app.vwo.com/#/forgot-password

**UI Components:**

* **Email Address** input field
* **Back** link (← Back to login)
* **Reset Password** button (primary – purple)

**Functional Behaviour:**

* Field accepts only valid email format
* On success: triggers password reset instructions via email
* Edge cases: Invalid email / blank input shows error
* On click "Back" – navigates to Login page



**Page 3: Sign in using SSO**

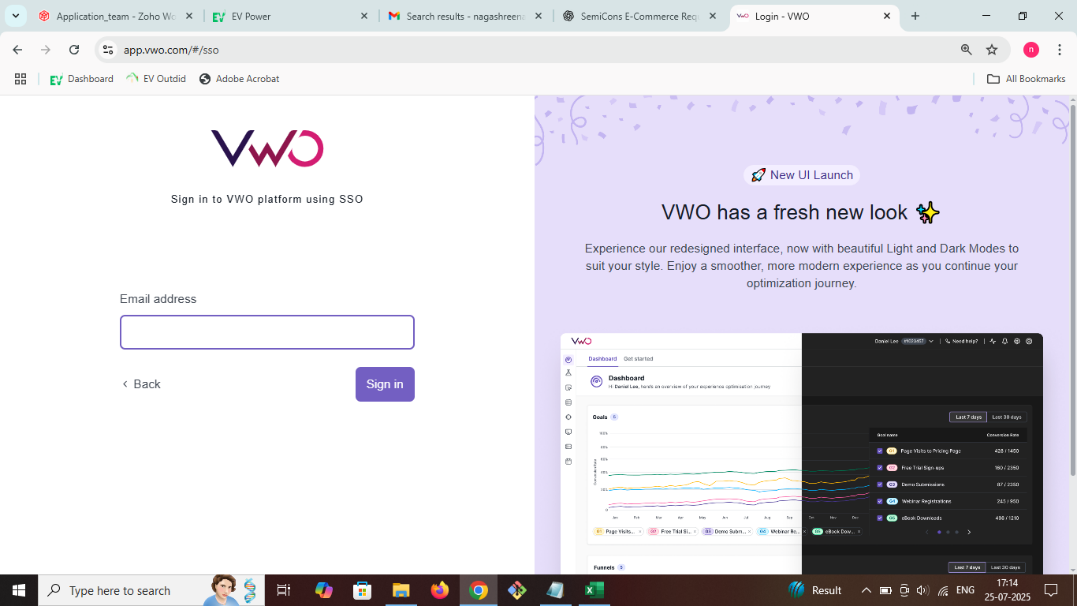
*Image Reference:* app.vwo.com/#/sso

**UI Components:**

* **Email Address** input field
* **Back** link (← Back to login)
* **Sign in** button (primary – purple)
* **Illustration banner** on right: “VWO has a fresh new look”

**Functional Behaviour:**

* Accepts only valid domain email addresses
* Clicking “Sign in” redirects user to company-specific SSO flow
* On invalid entry: error displayed without page reload
* Left panel form, right panel UI marketing content



**Page 4: Start a Free Trial**

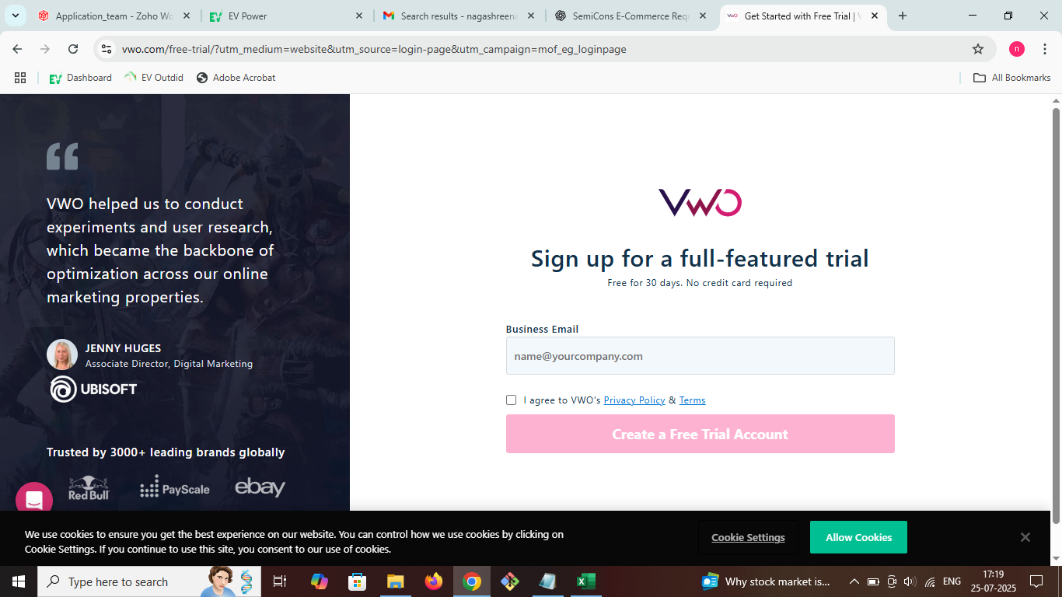
*Image Reference:* vwo.com/free-trial

**UI Components:**

* **Business Email** input field
* **Terms & Privacy** checkbox
* **Create a Free Trial Account** button (disabled until checkbox ticked)
* Sidebar with testimonials and brand logos (Redbull, Ubisoft, eBay)
* Footer: Cookie consent banner (Allow Cookies, Cookie Settings)

**Functional Behaviour:**

* Email must be business domain (e.g. no Gmail/Yahoo)
* Terms checkbox is mandatory
* Auto-redirection to onboarding post sign-up
* No password field shown initially
* No credit card required text as trust element



**General Design Guidelines**

| **Element Type** | **Style/Behaviour** |
| --- | --- |
| Fonts | Clean sans-serif, modern |
| Colour Theme | Purple (CTA), White background |
| Buttons | Rounded, filled purple for CTAs |
| Errors/Alerts | Inline messages near fields |
| Responsiveness | Form content center-aligned |
| Consistency | All pages follow same structure with two-column layout (left form, right visual/content) |

**Observations / Improvement Suggestions**

* Add **password visibility toggle** in login
* Enable **tab-based navigation** for accessibility
* Make **error messages** more descriptive (e.g. "Invalid email" vs. "Something went wrong")
* Consider **progress indicator** or visual feedback during submission

Bottom of Form