



 **ORY / summit-22**

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**Delightful auth  
experience for  
social  
e-commerce Apps**

**October 20th 2022**

# Why do authentication in the first place?

Does auth assist your business drivers?

- Acquisition vs Retention
- Interchange of sensitive information
- Nominal vs extended consumer decision making

# The Consumer of One

Auth is (portable) identity

Here are some wines you may like  
Based on purchases of other users



Sundial Chardonnay  
Fetzer Vineyards  
2021 | Standard (0,75L)



Amarone Classico  
Cantina  
2016 | Standard (0,75L)



Sofia, here are some wines you may like  
Based on your last order on Aug. 12, 2022



Sundial Chardonnay  
Fetzer Vineyards  
2021 | Standard (0,75L)

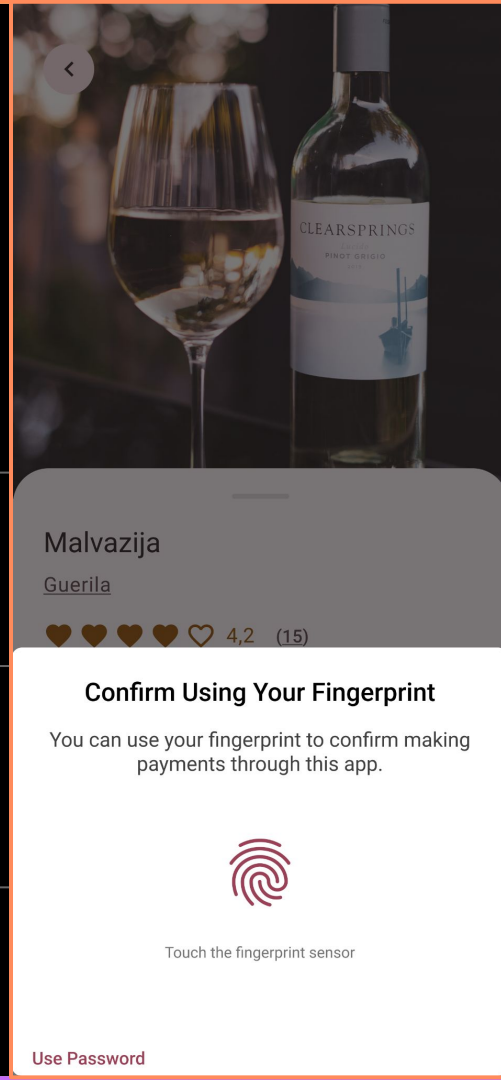


Amarone Classico  
Cantina  
2016 | Standard (0,75L)



# Add the right friction to remove the bad friction

	Consume	Create	Engage
DO	set up credentials	verify credentials	add second factor
GET	access to the app and content	create content	follow and DM other users



# What are delightful auth experiences (for us)?

- Minimal
- Purposeful
- Ergonomic