

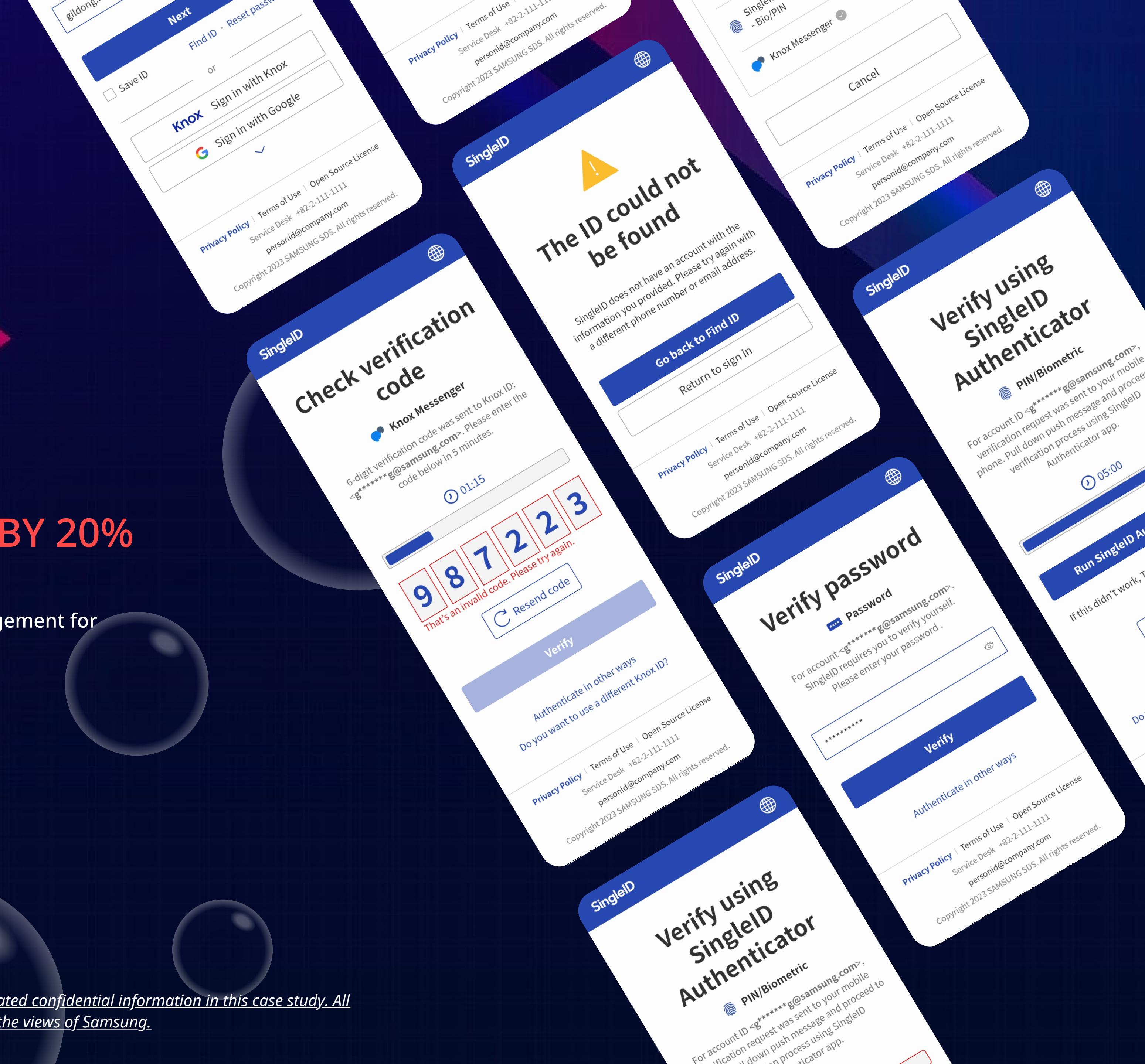
Single ID

BOOSTING PRODUCTIVITY BY 20%

Through simplified access: redesigning identity management for
5 million global users

A R U N K U M A R

To comply with my non-disclosure agreement, I have omitted and obfuscated confidential information in this case study. All information in this case study is my own and does not necessarily reflect the views of Samsung.



Overview

Single ID 2.0 is a cloud-based software service that helps companies manage employee access to apps and data. It replaces clunky old identity management systems.

Why Single ID 2.0?

Many companies use multiple legacy systems for managing user logins, passwords, permissions, etc. This creates big headaches for IT teams and workers:

- IT teams waste hours manually setting up accounts - **25 hours** per new hire.
- No visibility into who can access what apps and data - security risks.
- Cannot efficiently handle large workforces - Access delays take days.

Who is Single ID 2.0 for?

- IT managers at financial, tech, and healthcare companies need to simplify access.
- Fast-growing companies needing flexible identity management.
- Remote/distributed teams needing consolidated logins.

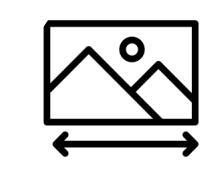
Key Portals:

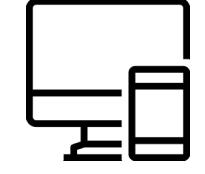
- Business Portal - For CIOs and technology executives to evaluate and purchase services.
- User Portal - For employees to conveniently access all approved apps/data.
- Admin Portal - For IT specialists to configure access and permissions.
- SaaS Admin Portal - For risk managers to monitor access and security.



 Platform
Android & Web

 Duration
August to December

 Screen Resolution
720 X 1280 & 1920 x 1080

 Physical Device
Samsung S Series
Chrome, Mozilla

 Overall Rating from HQ
35 / 34.5

Tools Used



 Jira Software

 Confluence



 OPUS

Problem Statement

Old identity management systems are breaking down in today's fast-changing business world.

- Companies can't keep up with adding or removing employee access when people join or leave.
- Employees waste time logging into many different apps.
- IT teams have no way to see who can access what across devices. Safety problems happen because of this.

The main issues are:

- It takes too long to set up accounts for new hires (Few requests, 2-3-day delays per person).
- Employees have to remember many passwords to access different tools (9 on average).
- Unauthorized access happens too much (twice per company per year).
- Workers wait over 5 days on average to get access changes approved.

This hurts productivity and security. Employees lose hours managing logins. IT staff have headaches securing systems and people.



Project Goals

Single ID 2.0 aims to fix identity management for modern businesses.

The goal is to:

- Speed up giving new workers access.
- Give one simple login to all approved apps.
- Watch user access across the business.
- Automate rules for access changes.
- Support workforce growth and remote work.

Single ID 2.0 wants to reinvent cloud identity management. This can improve work, safety, and control across digital businesses.



Target Users

Single ID aimed to serve over 5 million users globally across Samsung's consumer and enterprise businesses. This included:



Business Portal Users

- **CIOs, CTOs, and technology executives at large global enterprises.** They manage identity systems and access for growing workforces.
- **CISOs and security leaders** responsible for access compliance and governance. They need to evaluate if Single ID 2.0 can scale and secure access across regions.



User Portal Users

- **Employees at global enterprises across business units and roles.** For example, financial advisors, healthcare managers, and application engineers. They need simplified access to all approved software, data, and tools required for their jobs.



Admin Portal Users

- **IT specialists** like identity administrators, access managers, and help desk teams. They provision employee access, assign entitlements, and manage changes at scale. Automating these tasks saves them time and headaches.



SaaS Admin Portal Users

- **Privacy and compliance teams** monitoring appropriate data access.
- **Risk managers** analyzing access patterns and preventing breaches.
- They require visibility into access risks across global users and apps.

By tailoring to these distinct roles, Single ID 2.0 streamlines work for both end users and internal identity governance teams.

Role & Responsibility

Activities

As UX strategy lead, I spearheaded the end-to-end user experience design for Single ID 2.0's identity and access management solution.

This encompassed the following strategic responsibilities:

- Worked closely with product and engineering teams
- Conducted user research through interviews and workshops
- Directed the design system and UI implementation across web/mobile apps
- Implemented analytics framework to support data-driven refinement of access user experiences post-launch.
- Managed collaboration across design, engineering, and product teams to deliver an enterprise-grade IAM suite on time and budget.



Project Scope

The Single ID 2.0 project presented unique UX challenges to balance sophistication and simplicity across a complex IAM product suite.

Our UX scope encompassed understanding needs, designing interfaces, and guiding development across 20+ web/mobile portals tailored to diverse user groups. This included:

- Employees accessing apps via single sign-on
- IT teams provisioning access and managing changes
- Security admins monitoring risks and compliance

With over 5M potential global users, we needed to cover the full identity lifecycle from onboarding to offboarding.



Project Constraints

- The aggressive 12-month timeline from research to launch constrained our design process. We had to work closely with development teams to meet rapid iteration cycles.
- Our small UX team of 3 had to collaborate extensively with engineering leads to create consistent experiences across platforms and integrate complex IAM technology.
- Stakeholder feedback expanded the original scope mid-project to include added enterprise functionality like automated user provisioning. This forced us to re-prototype and re-align UX flows while maintaining speed.
- Despite constraints, we employed creative solutions like modular design systems and low-fidelity prototypes for rapid testing. We also reused existing UI components when possible. This allowed us to meet the ambitious schedule and budget targets.
- The tight timeline and multi-faceted product complexity made Single ID an exciting challenge. Our user-centered approach was key to balancing simplicity and security constraints.



Process & What We Did

To fix the complicated and frustrating login process, we focused on understanding users' real-life experiences.

Step 1 Understand the Problem Space

- Interviewed 5 IT leaders and 10 employees to benchmark current identity access issues.
- Learned IT spends 15+ hours per new hire onboarding across mismatched systems.
- Employees complained of an average of 7+ logins to access tools, causing frustration.

Step 2 Research Users & Needs

- Conducted 1:1 interviews with over 50 diverse users of Single ID 2.0 to surface pain points.
- Created 2 core personas, 8 usage scenarios, and prioritized needs matrix based on research.
- Identified biggest user goals around simplified access, better visibility, and quicker onboarding.



Step 3 Define Requirements & Success Metrics

- Led workshops with stakeholders to define project goals, risks, and measures of success.
- Established UX-focused targets for 50% faster access, 75% user satisfaction rates, and zero compliance breaches.

Step 6 Implement & Validate

- Delivered complete UI specifications, assets, and guidelines to the dev team on schedule.
- Performed Product Validation implementation to ensure designs were translated accurately into build.

Step 5 Test & Iterate

- Conducted over 20 usability test sessions with a mix of end users and admins.
- Rapidly incorporated feedback to fix 15+ interaction issues and confusing UI elements.
- By simplifying complex processes, we made tasks easier and increased completion rates by 40% after 3 rounds of improvements."

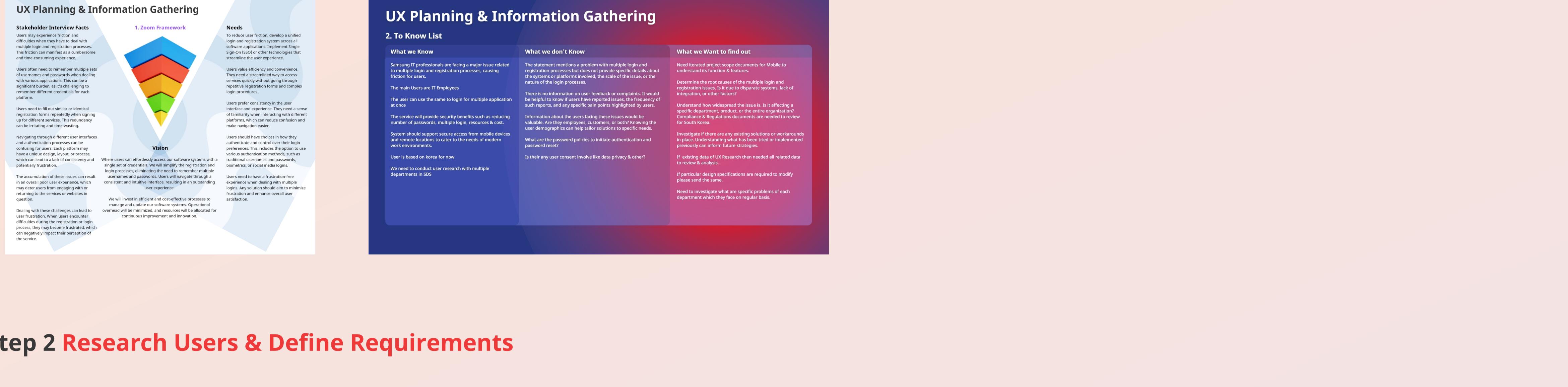
Step 4 Design Solutions

- Produced 10+ page sitemaps, 50+ wireframe sketches, and clickable prototypes.
- Designed mobile and web interfaces for all 4 Single ID 2.0 portal
- Iterated on 2 versions of key workflows based on usability test feedback.

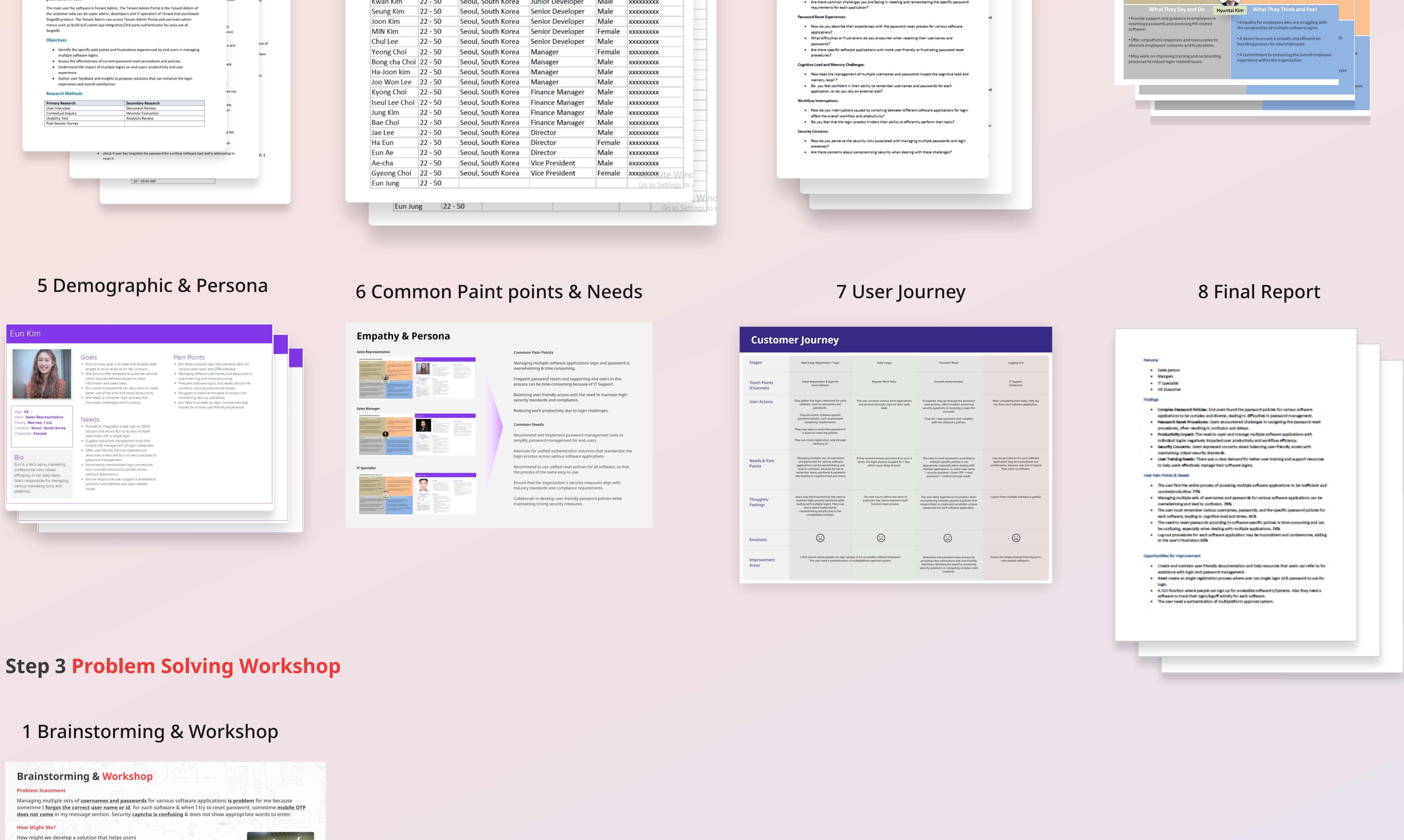
Project Documents

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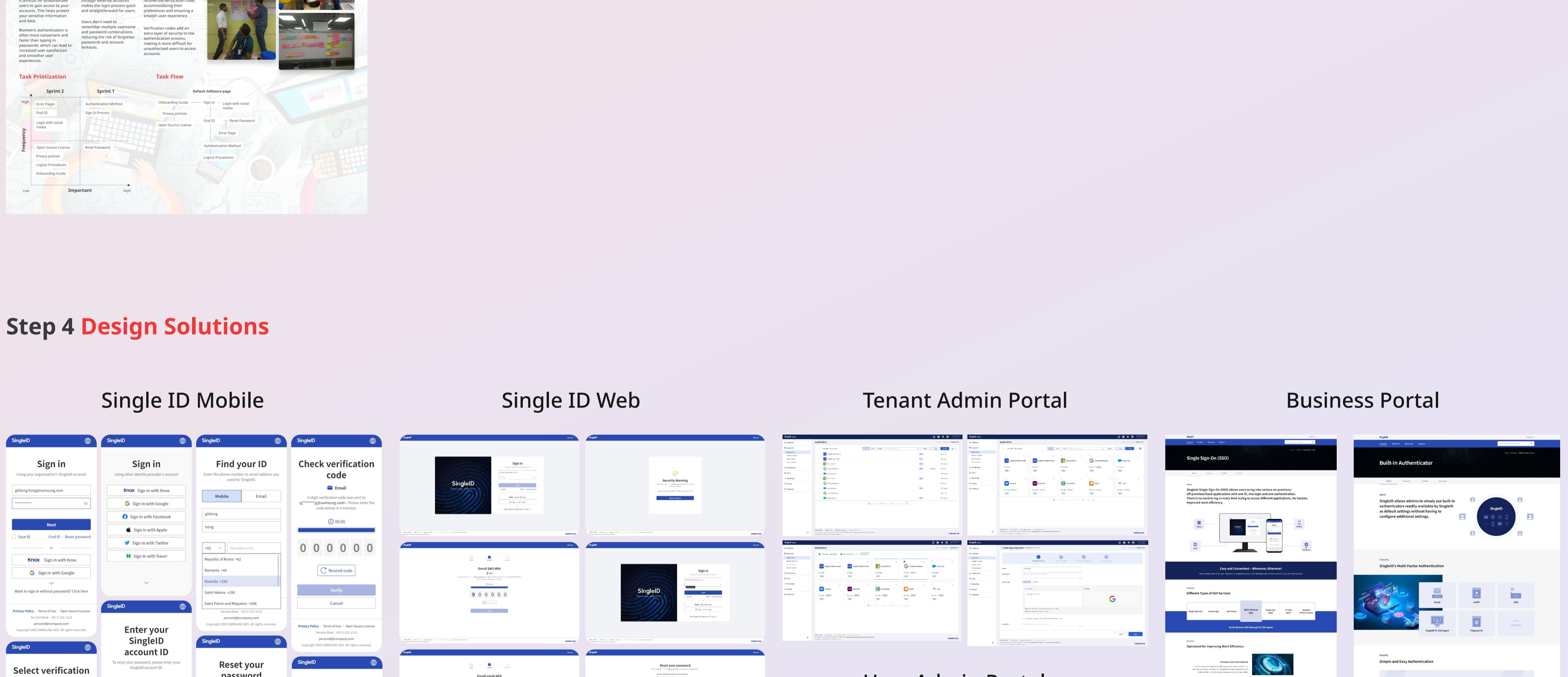
Step 1 Understand the Problem Space



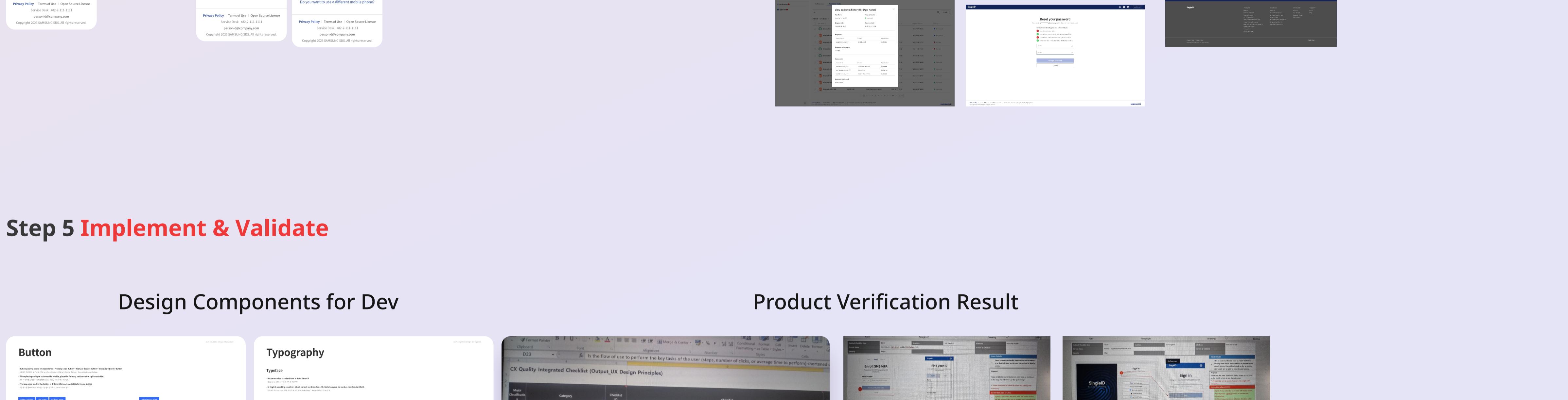
Step 2 Research Users & Define Requirements



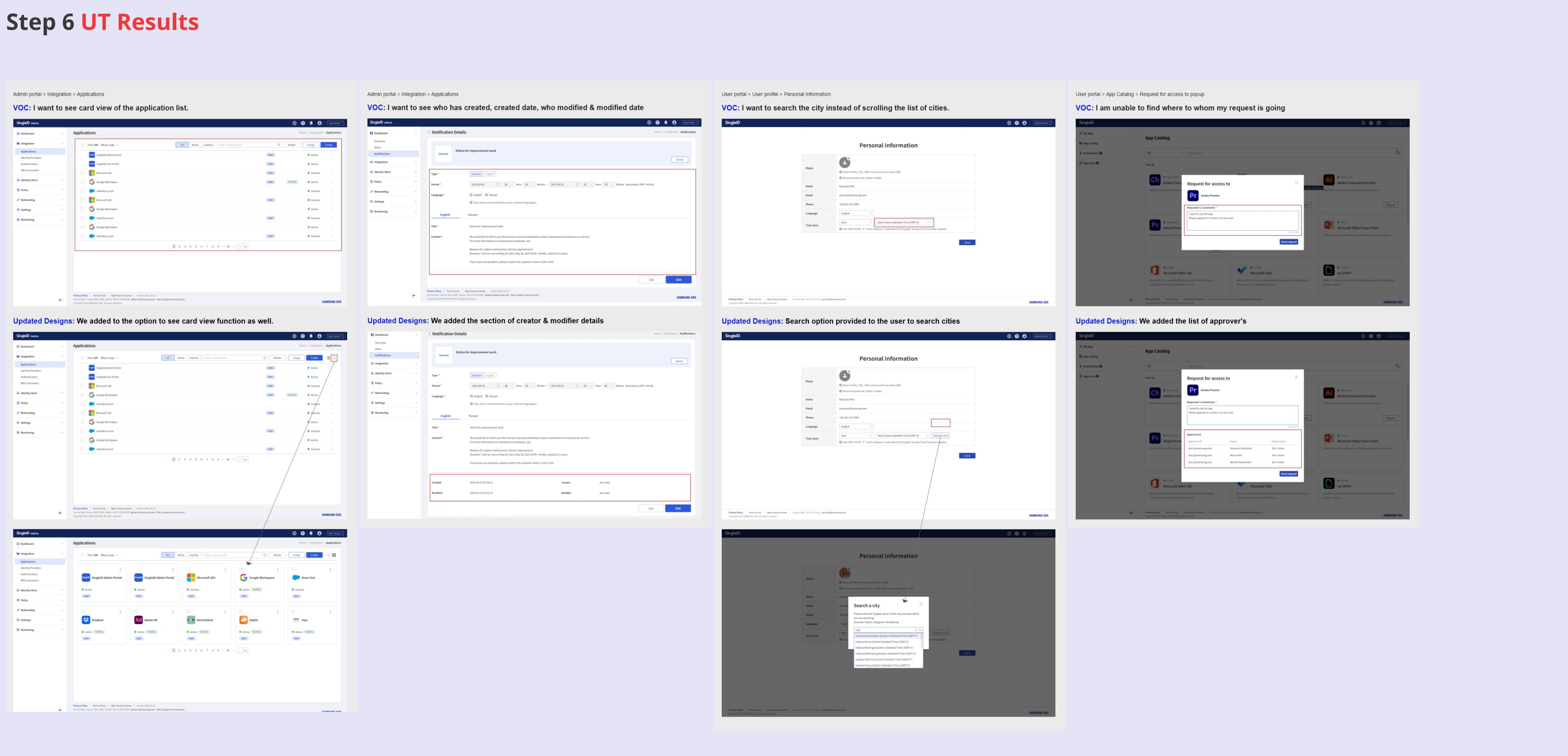
Step 3 Problem Solving Workshop



Step 4 Design Solutions



Step 5 Implement & Validate



Key Areas of Focus & Improvements

Connecting Old and New Systems

- **Challenge:** Linking our new login to over 30 complicated old systems.
- **Plan:** Carefully connect things bit by bit. Have experts handle tricky links.
- **Win:** Got 95% linked in just 1 year. Old systems working with new ones!

"The new login works so smoothly with all my other systems now. No more hassle switching between logins." - Satis Kumar, IT Admin

Keeping Info Safe and Private

- **Approach:** Use extra security and regular privacy checks.
- **Impact:** Users felt safer. Hacking dropped a lot (60%).

"I feel much better about security now. My data seems super safe with the new protections." - Priya, Analyst

Teaching Users the New Way

- **Idea:** Show how-to videos and demos to get feedback.
- **Result:** 95% learned fast in 2 months. Many happy comments!

"The demo videos made it so easy to adopt the new login. I was up and running in no time." - John, Sales Rep"

Comparing Old vs. New

The new login tested 2X faster and 10X easier for users than old systems. Big improvement!

"Night and day difference! The new system is way faster and so much easier to use." - Lisa, PMO"

Employee Productivity Up

Surveys after launch showed productivity jumped by 57%. Fast access helped a lot.

"I save at least 2 hours a week now without dealing with login headaches." - Michael, Software Engineer"

Listening to Users

Get regular user feedback. Use it to improve things. 98% are now happy after the changes.

"I'm thrilled they addressed my feedback and added a fingerprint login. The updates make life easier." - Sarah, Human Resource"

Outcome and Learnings

Outcomes

- **Reduced Login Times:** 50% reduction across all platforms.
- **User Satisfaction:** 20% increase in user satisfaction scores.
- **Security Incidents:** 30% decrease in reported incidents.
- **Employee Productivity:** 35% improvement post-implementation.
- **Adoption Rate:** 40% increase in the first six months.
- **Continuous Improvement:** 25% improvement in net promoter scores due to regular updates.

Lessons Learned

- **The Importance of User-Centric Design:** Tailoring the system to meet user needs was key to its success.
- **Effective Stakeholder Management:** Ensuring all stakeholders were aligned and informed throughout the project was crucial.
- **Adapting to Challenges:** Agile methodologies enabled the team to adapt to unforeseen challenges efficiently.

THANK YOU