05

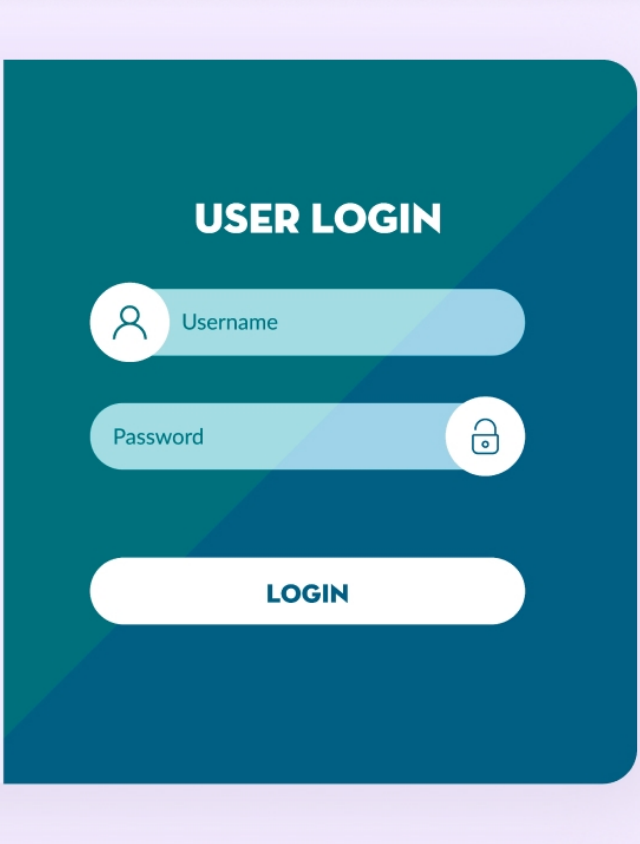
UMANG SINGH
UX DESIGNER

cloudPass
Digital Experience Strategy

Project Brief

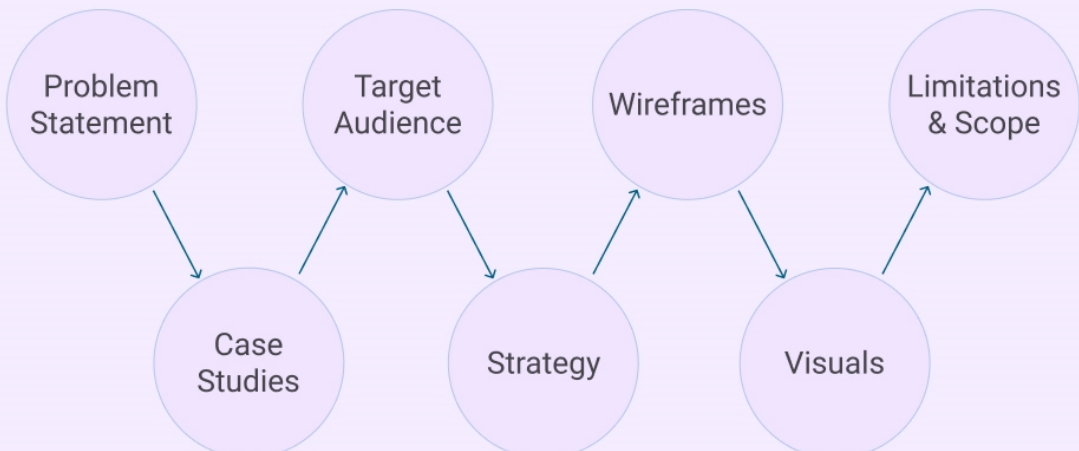
The purpose of this project is to **eliminate the problems with multiple login credentials on different social media platforms**, that a user faces because of multiple platforms having different patterns for these credentials.

As we progress through this project, we will first understand the actual problem that exists with these credentials and eventually will **lead you towards a strategic solution** that could be the future of how we interact with devices in our day to day life.



USER LOGIN
Username
Password
LOGIN

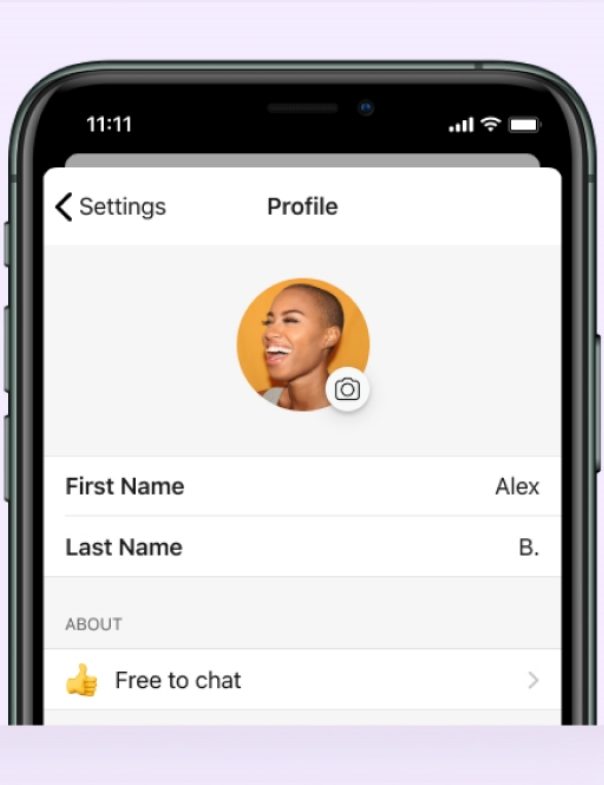
My Approach


Problem Statement
Case Studies
Target Audience
Strategy
Wireframes
Visuals
Limitations & Scope

What is Identity?

The distinguishing character or personality of an individual.

For this project, identity means the **different accounts** that people make **on different online social media platforms** also known as **Digital Identity.**



11:11
Settings
Profile
First Name: Alex
Last Name: B.
ABOUT
Free to chat

Need for Identity Management

Ensure Regulatory compliance

Enable cost savings

Reduce Catfishing:
Frauds by fake online accounts

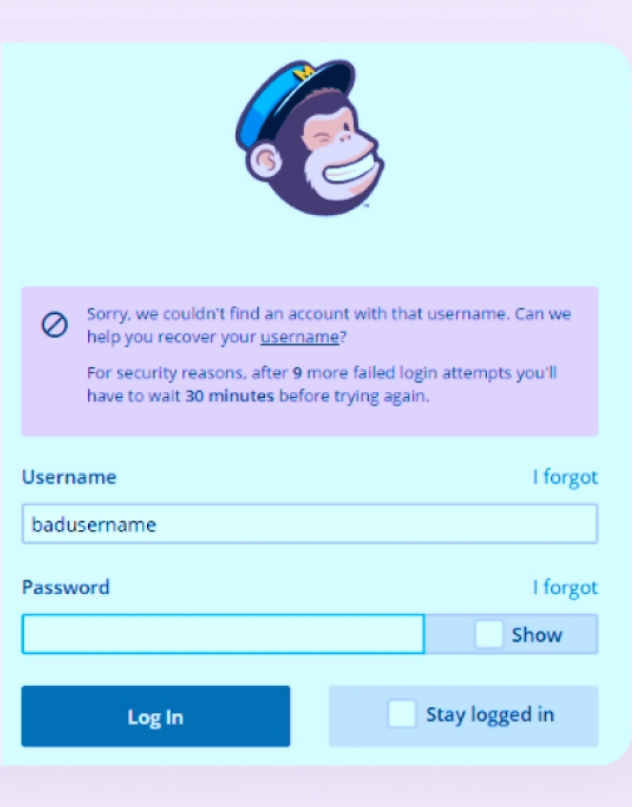
Simplify the lives of the users:
By solving the problem of Remembering Login Credentials

Problem Statement

Different **social media platforms require its own unique account** (identity). Working with multiple login credentials is a **problem** for **users**.

Using the same login credentials is not an option as:

- Each platform has its own set of rules for passwords
- Using the same credentials everywhere is not safe



Sorry, we couldn't find an account with that username. Can we help you recover your username?

For security reasons, after **9** more failed login attempts you'll have to wait **30 minutes** before trying again.

Username: badusername
I forgot
Password
I forgot
Show
Log In
Stay logged in

Case Study
Forgetting Login credentials on Social Media

Case Study 1

A detailed **analysis of** a major e-commerce site, **Amazon India**, found:

45%
of all customers had **multiple registrations**

1,60,000
people **requested** their **password every day**

75%
of people **never completed their purchase**, once they requested their password.

Case Study 2

A detailed **analysis of** a major Cyber Security Company, **KasperSky India**, found:

80%
of **data breaches** are traced to **week or reused** login credentials

61%
of people **use the same password** for multiple online accounts

44%
of users **change** their account **passowrds only once per year**

Target Audience

Age Group
50 & above

CHANDIGARH

Who **use multiple social media accounts** and have **difficulty remembering login credentials.**

Strategy

User Journey

Traditional

- Turn on Device (Your Device)
- Login to device (Password/Pin/Biometrics)
- Open App/Website of Social Media Platform
- Login/Sign Up using Platform Loging credentials
- Use Platform

Strategic

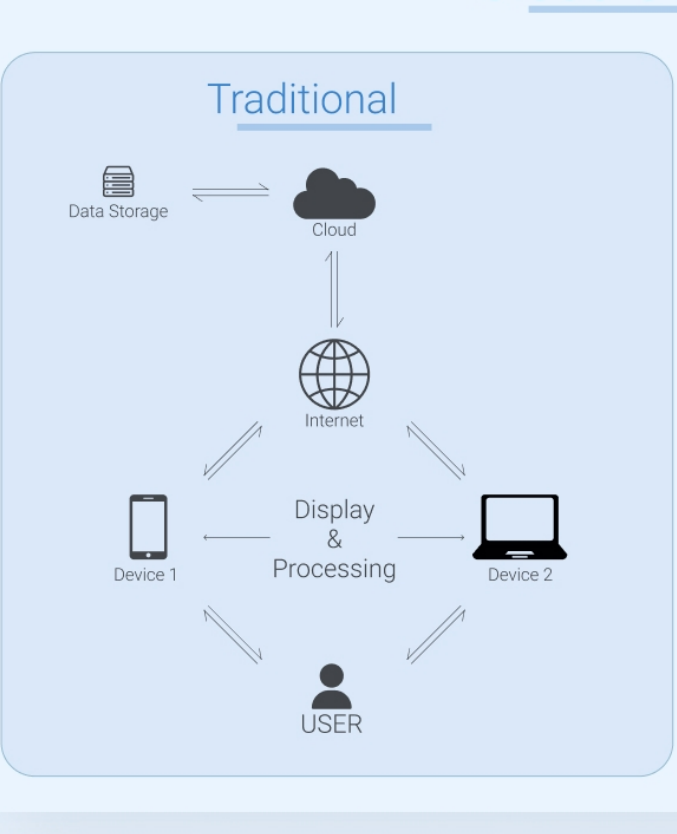
- Turn on Device (Any)
- Login to device (Biometrics)
  Authenticate if not your device
- Open App/Website of Social Media Platform
- ~~Login/Sign Up using Platform Loging credentials~~
- Use Platform

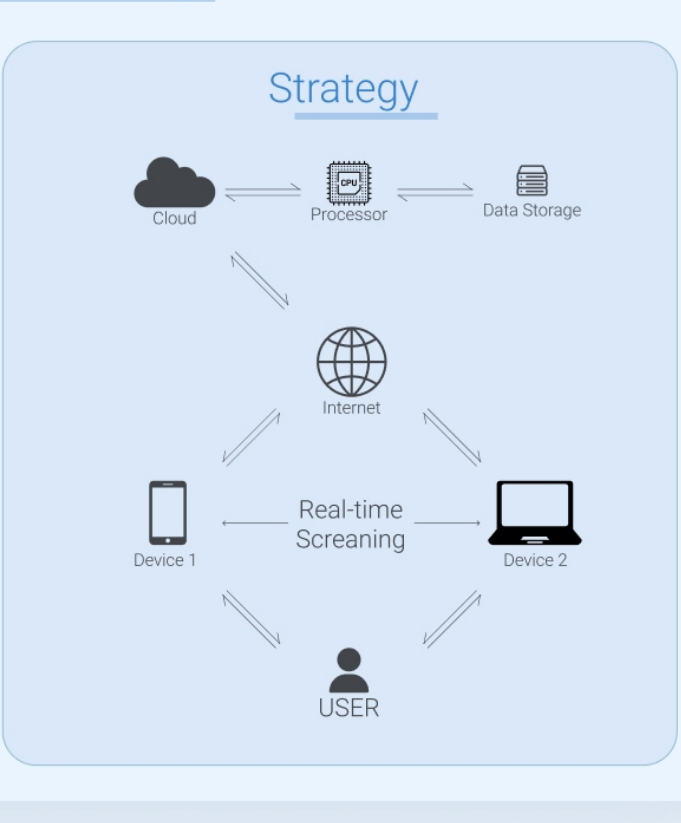
Identity

To improve the experience of the users, we are **creating a Identity linked to all your social media accounts** registered under a **Central Digital Registry** that has the following **features**:

Single
Unique
Universal
Cloud Based
Digital
Omnipresent

Cloud Computing


Traditional
Data Storage
Cloud
Internet
Device 1
Display & Processing
Device 2
USER


Strategy
Cloud
Processor
Data Storage
Internet
Device 1
Real-time Screaning
Device 2
USER

Privacy of Identities

- Cloud Storage with Encrypted Credentials
- The data, even if hacked, would be useless as it cannot be understood without being decrypted.

Security of Identities

- Biometric Authentication
- Aadhar Card KYC for registration

Transactions of Identities

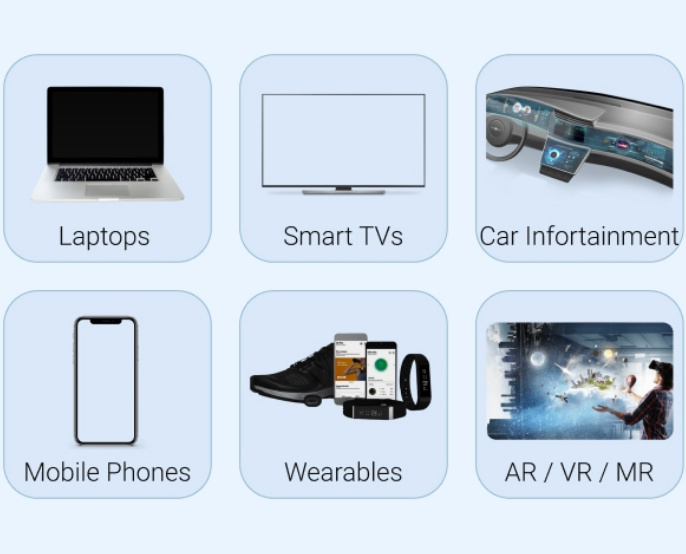
- IP Address & Device Location tracking
- Seamless switch between devices using pre-registered Aadhar Biometrics

Storage of Identities

- Cloud Storage
- Encrypted Data
- Country specific servers

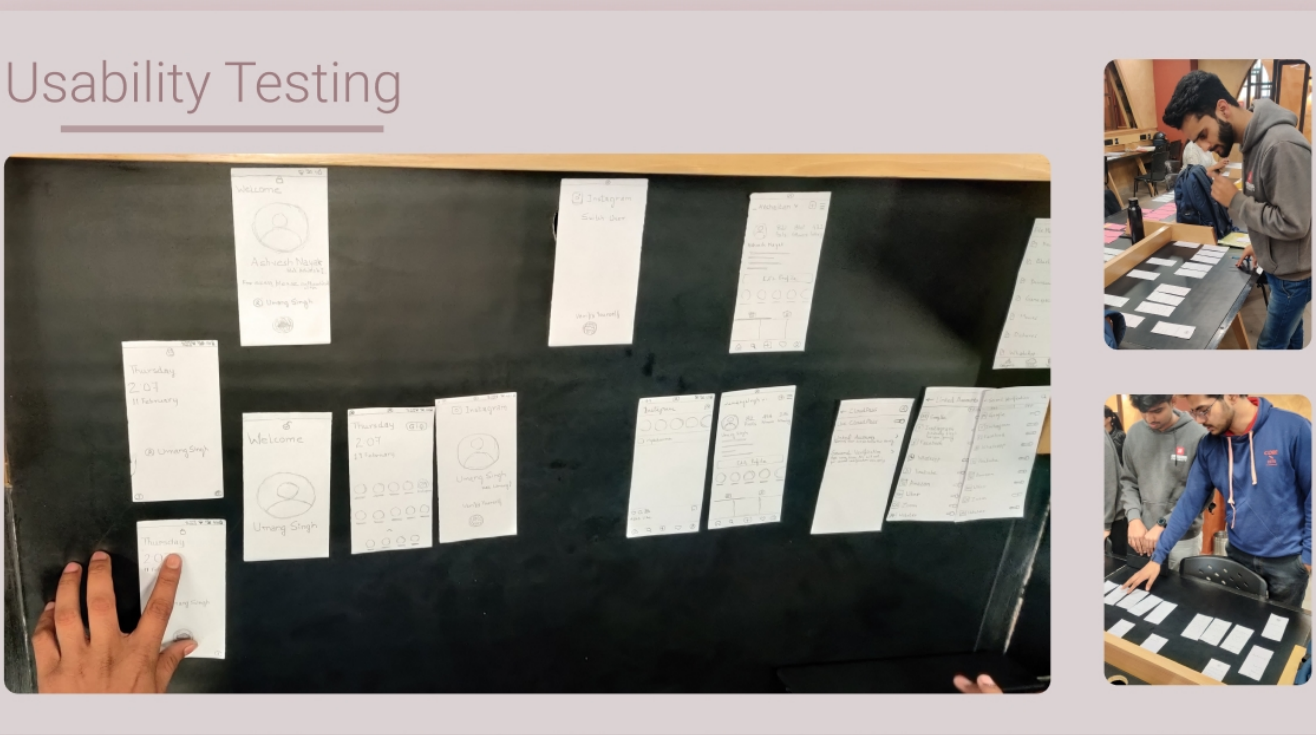
Environment

When a user **logs in to any of the mentioned device using his identity**, everything gets adjusted according to the user's usage pattern.

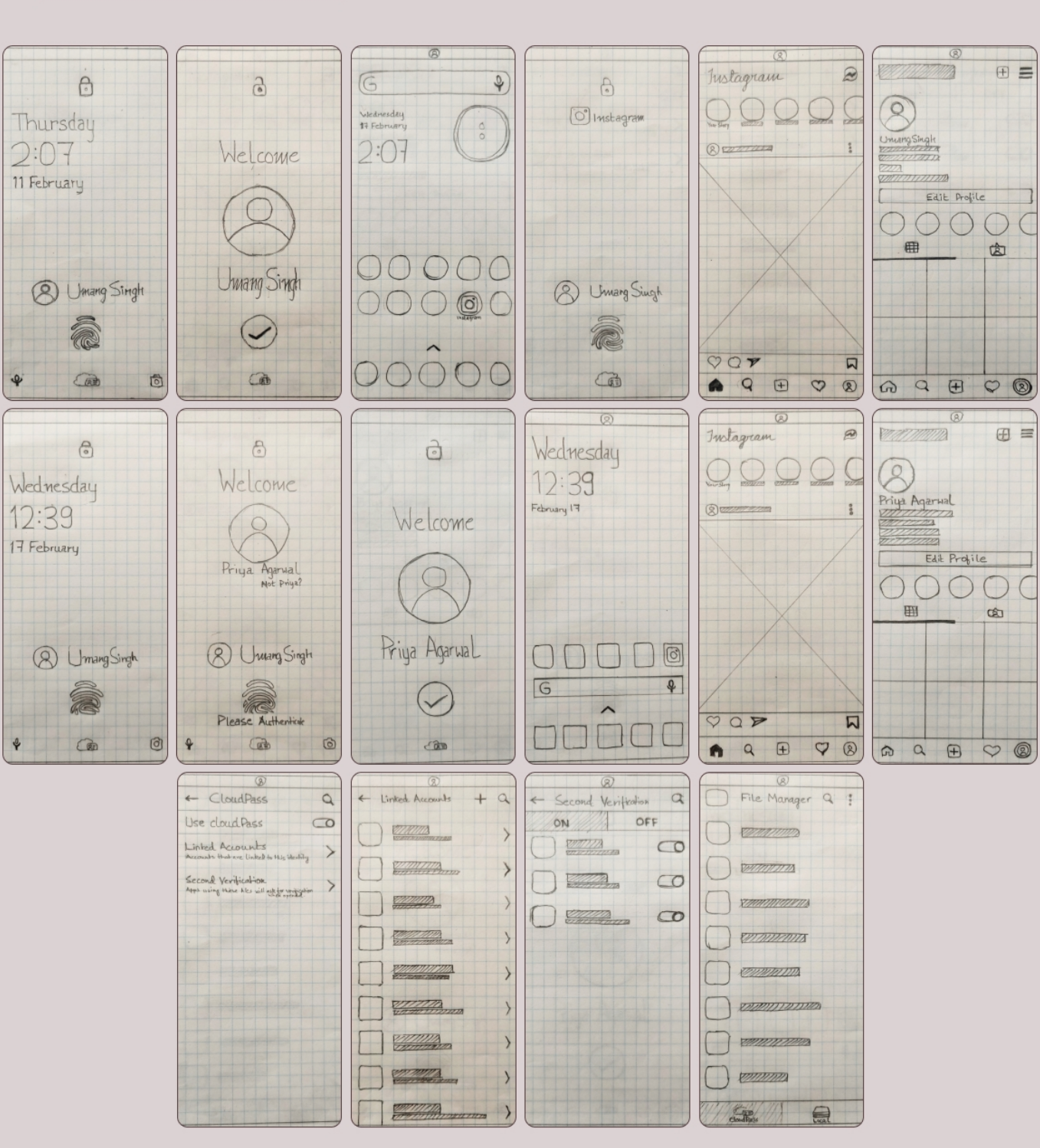

Laptops
Smart TVs
Car Infortainment
Mobile Phones
Wearables
AR / VR / MR

Wireframes & Usability Testing

Usability Testing



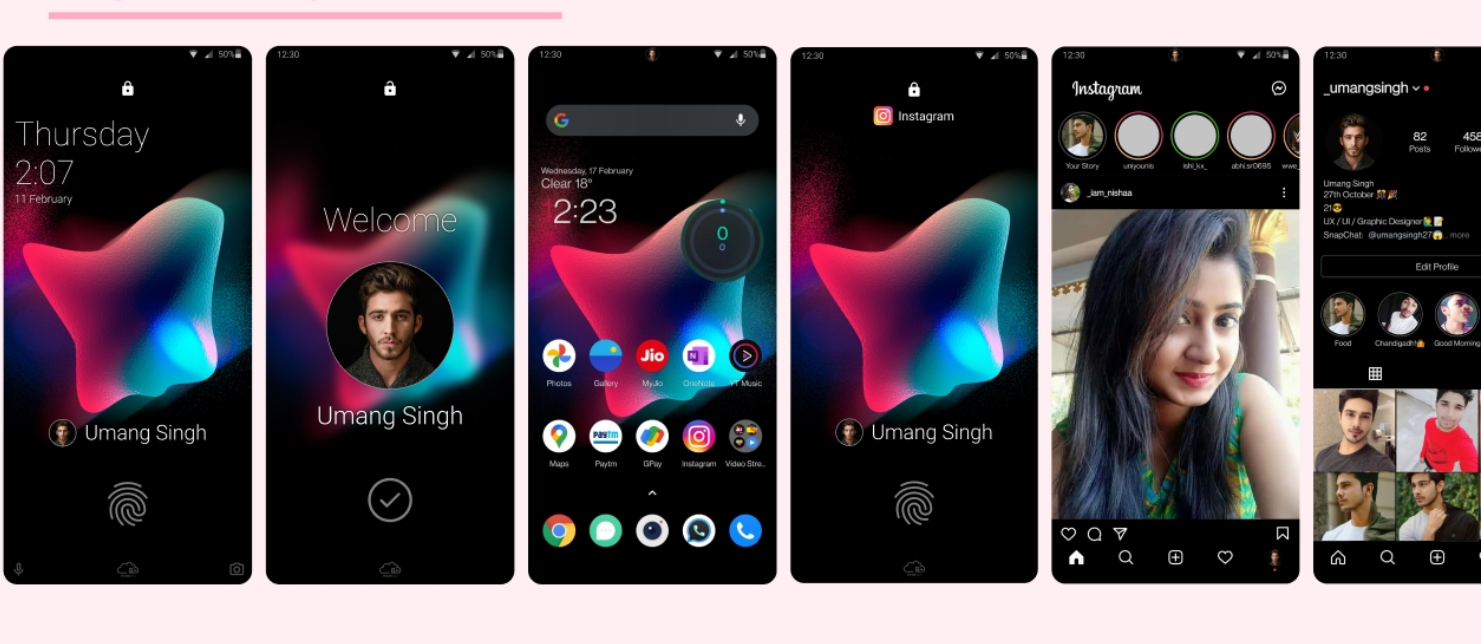
Final Wireframes



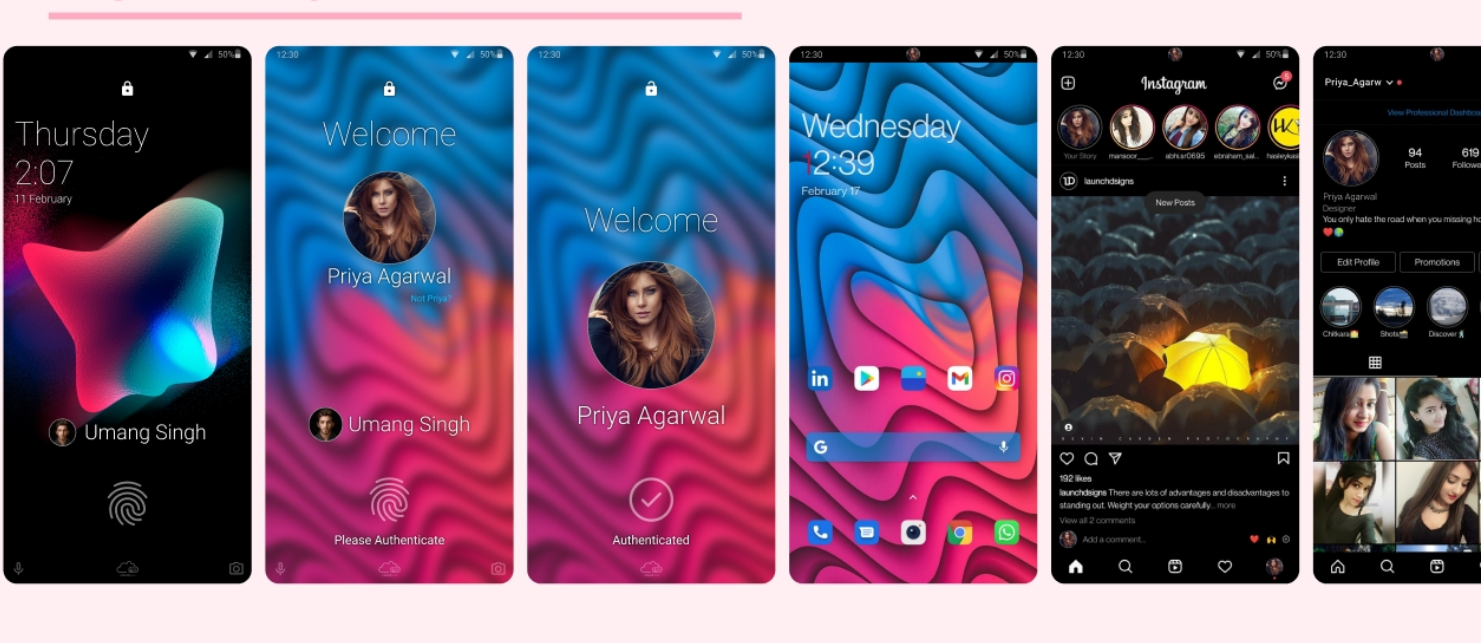
Visuals

Mobile Phone

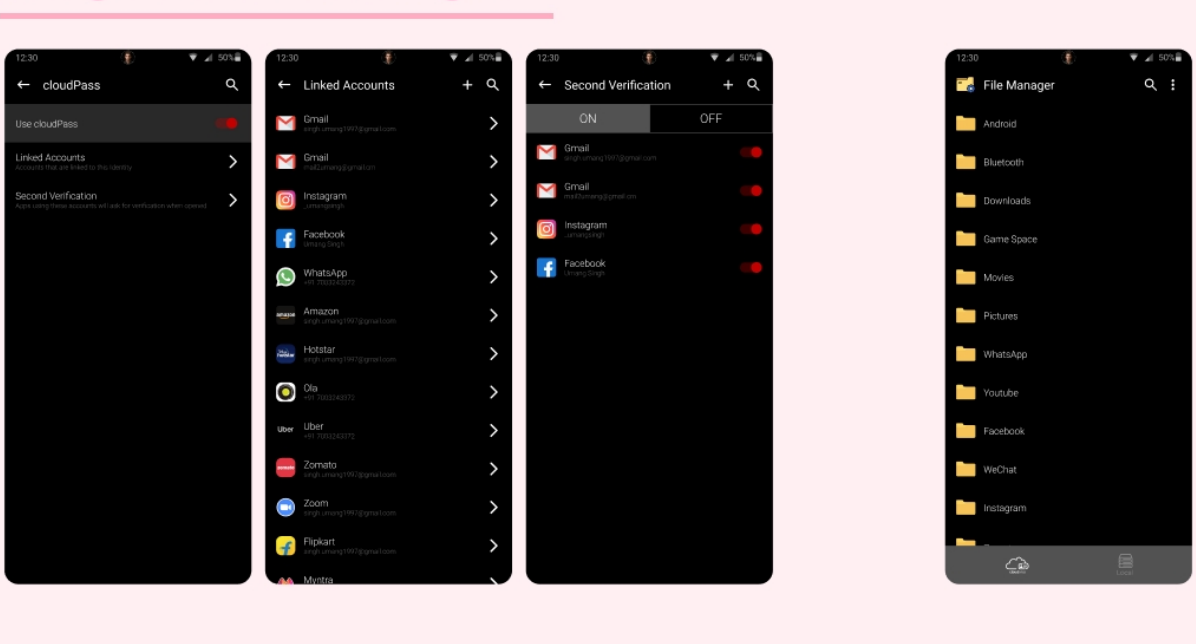
Being used by Owner


Thursday
2:07
Umang Singh
Welcome
Umang Singh
2:23
Instagram
Umang Singh

Being used by Someone Else

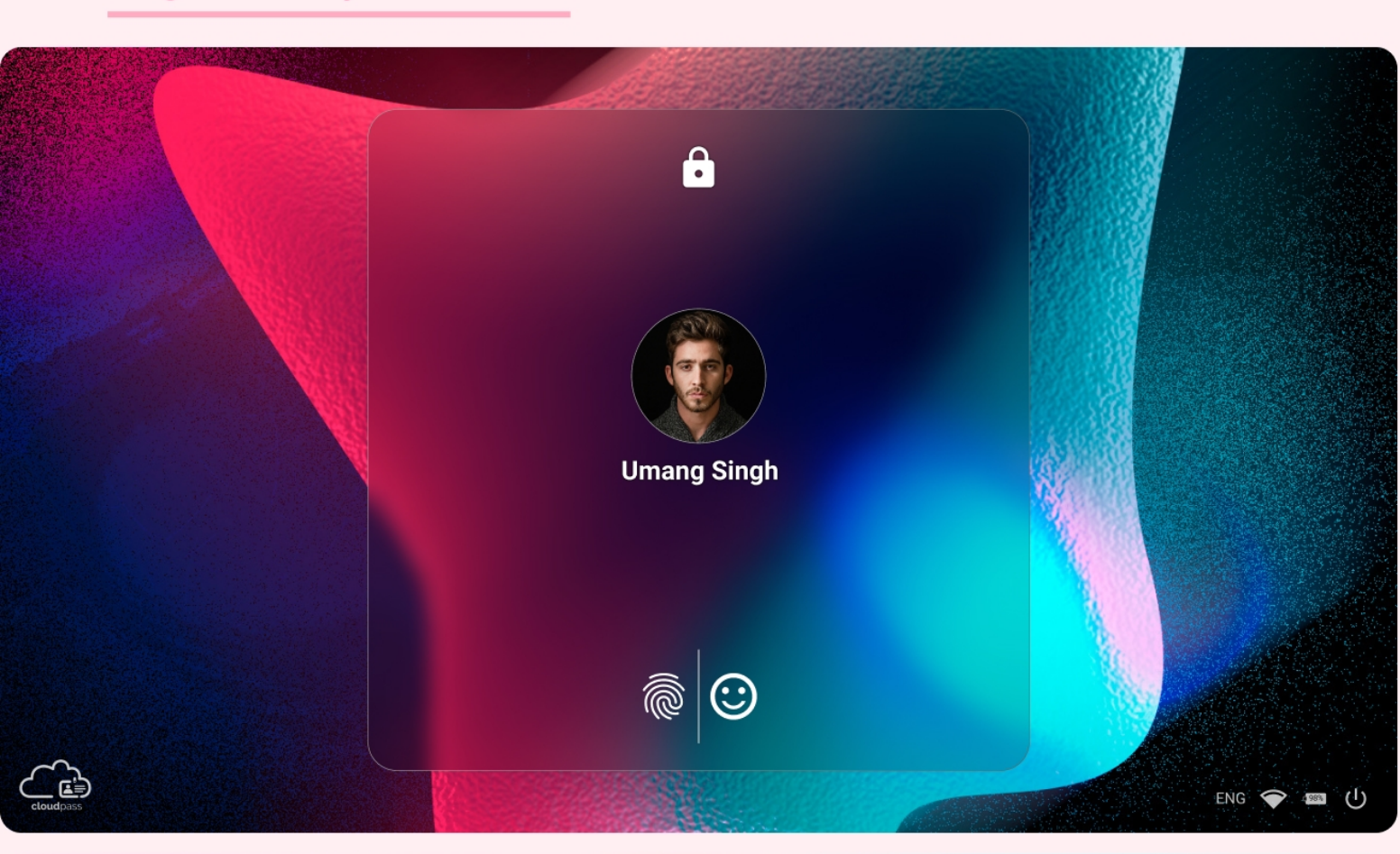

Thursday
2:07
Umang Singh
Welcome
Priya Agarwal
Umang Singh
Please Authenticate
Welcome
Priya Agarwal
Authenticated
Wednesday
2:39

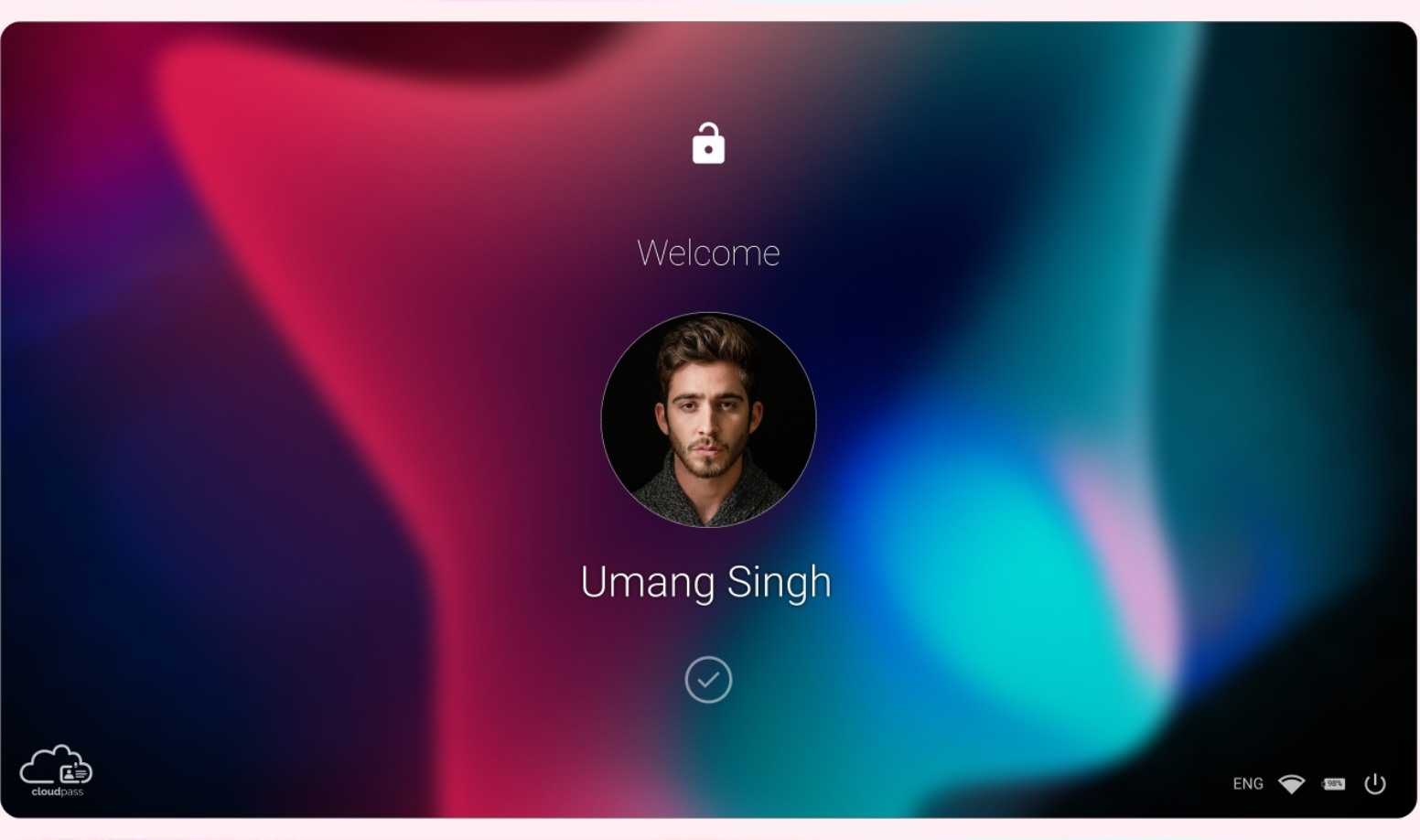
Settings & File Manager

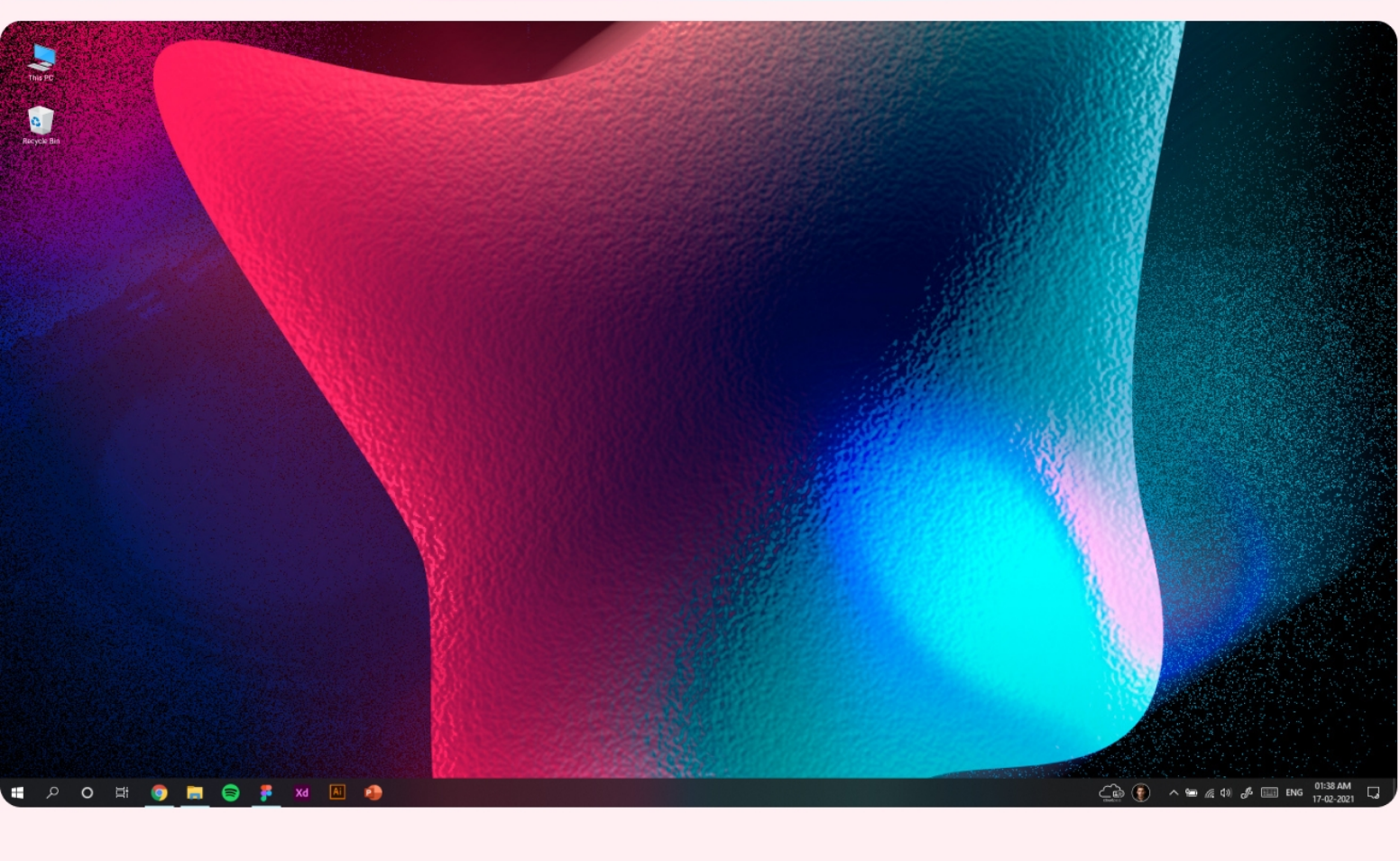

cloudPass
Use cloudPass
Linked Accounts
Second Verification
Linked Accounts
Gmail
Instagram
Facebook
WhatsApp
Amazon
Hotstar
Ola
Uber
Zomato
Zoom
Flipkart
Myntra
Second Verification
ON
OFF
File Manager
Android
Bluetooth
Downloads
Game Space
Movies
Pictures
WhatsApp
Youtube
Facebook
WeChat
Instagram

PC

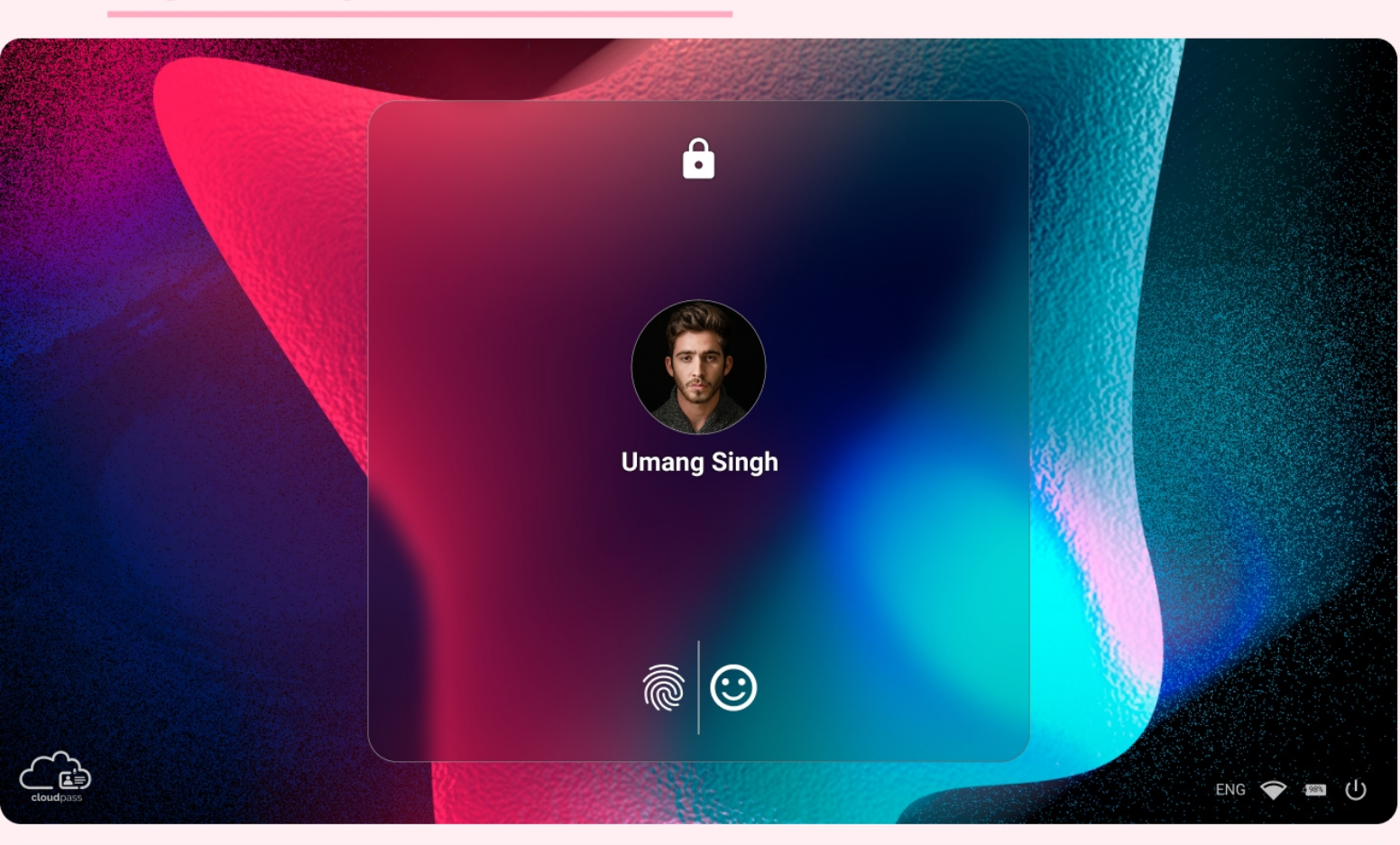
Being used by Owner

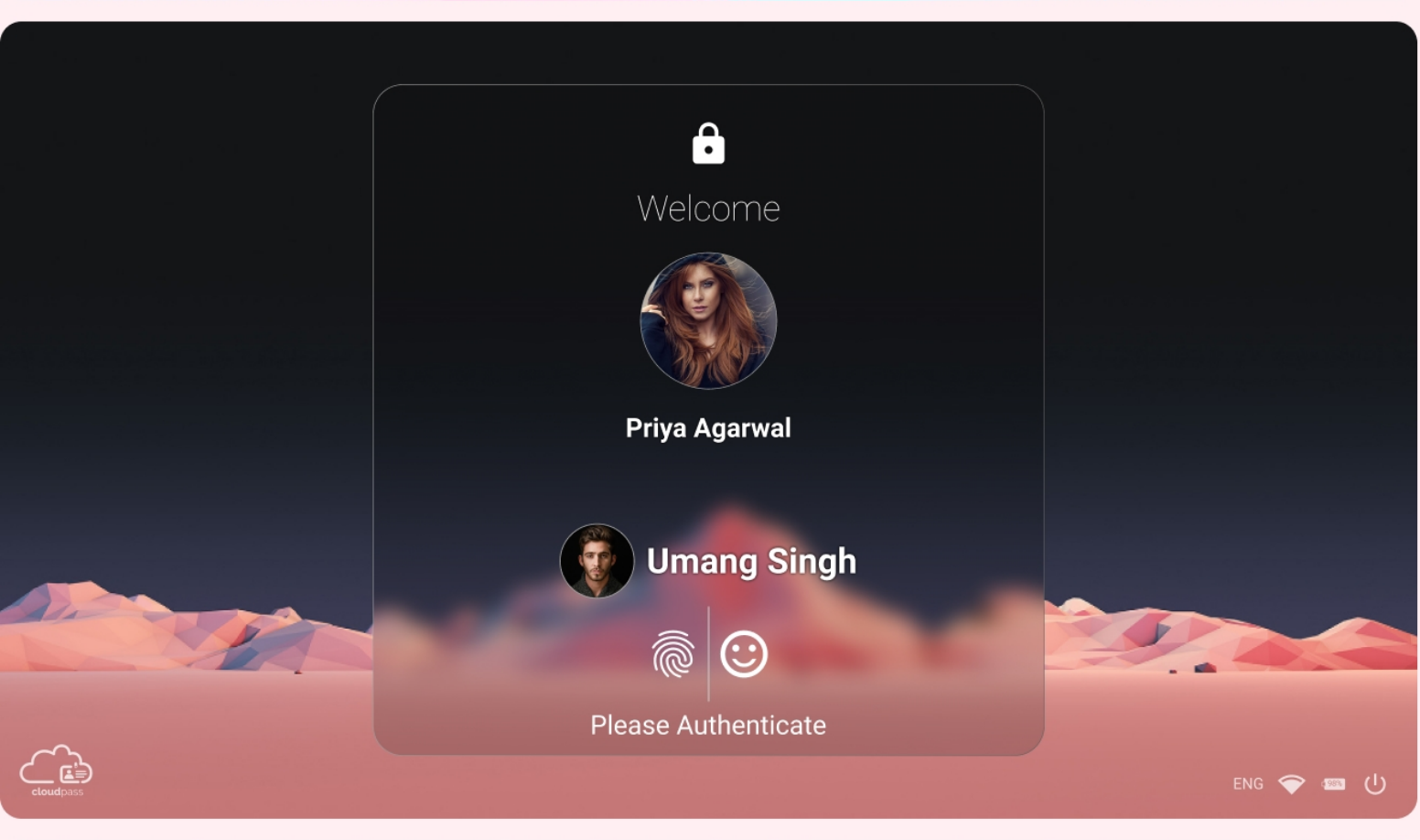

Umang Singh
ENG

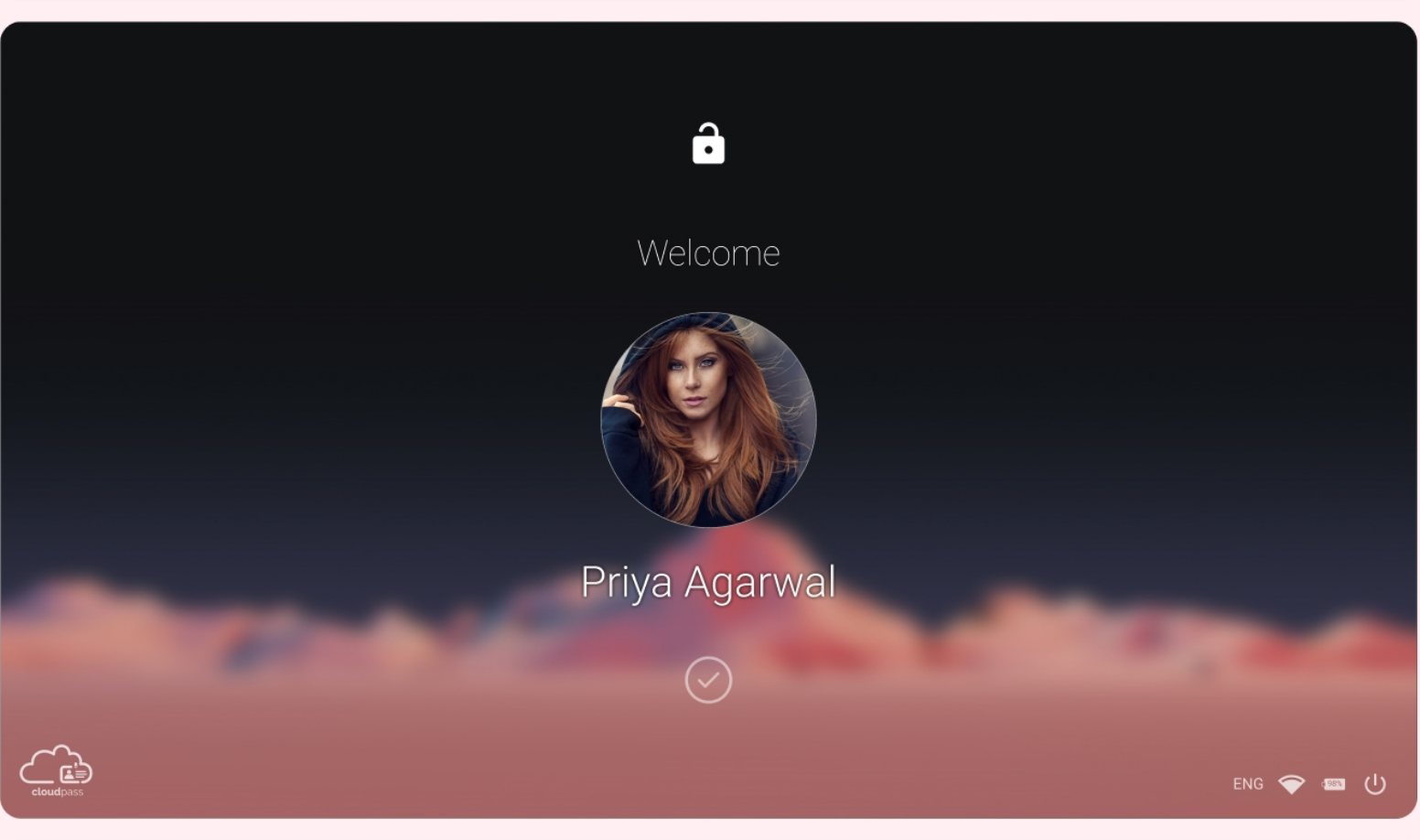

Welcome
Umang Singh
ENG

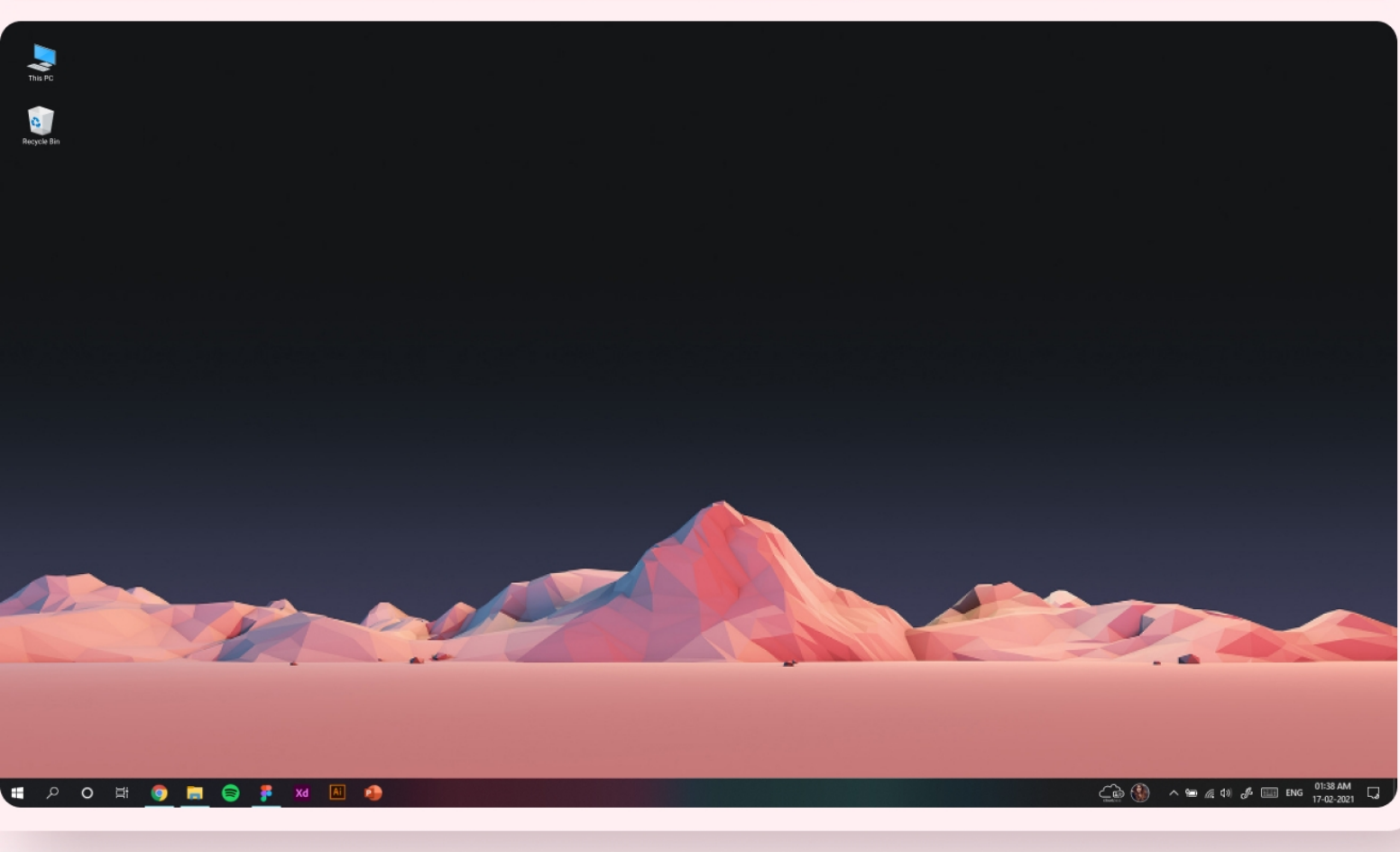


Being used by Someone Else


Umang Singh
ENG


Welcome
Priya Agarwal
Umang Singh
Please Authenticate
ENG


Welcome
Priya Agarwal
ENG



Limitations & Future Scope

Limitations

Consistent and Low Latency Internet

Cost to establish Data Centers/ Server Rooms

Widespread Awareness & Adoption

Future Scope

Financial identities can be **integrated** with extra layers of security

Improvement of Security and Transaction through **Block Chains**

Ready for Next-Gen Devices and Technologies

Vehicles can be linked to this identity, making them keyless

Internet of Things Devices **interconnection** through cloud

Thank You for Scrolling...

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SINGH