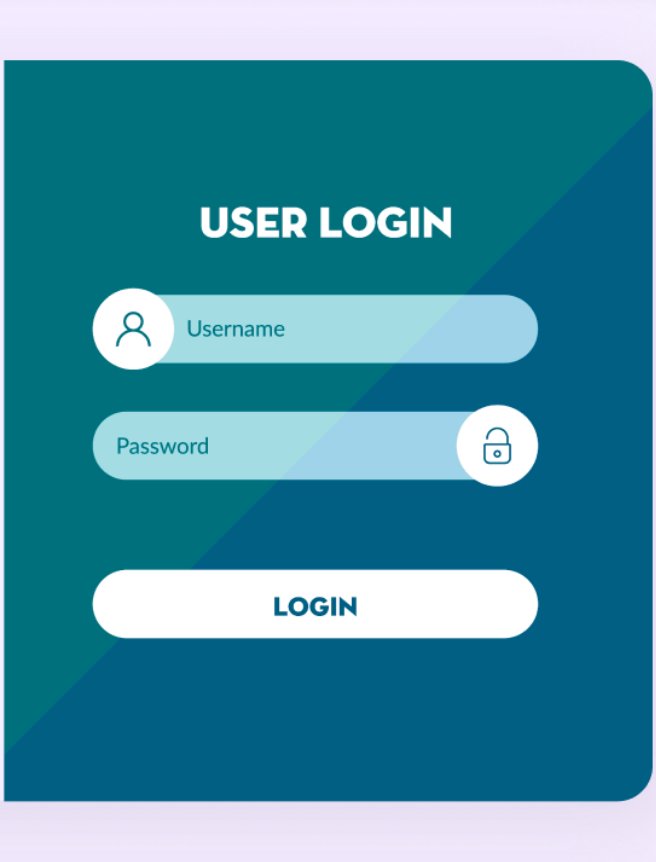
05

cloudPass

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

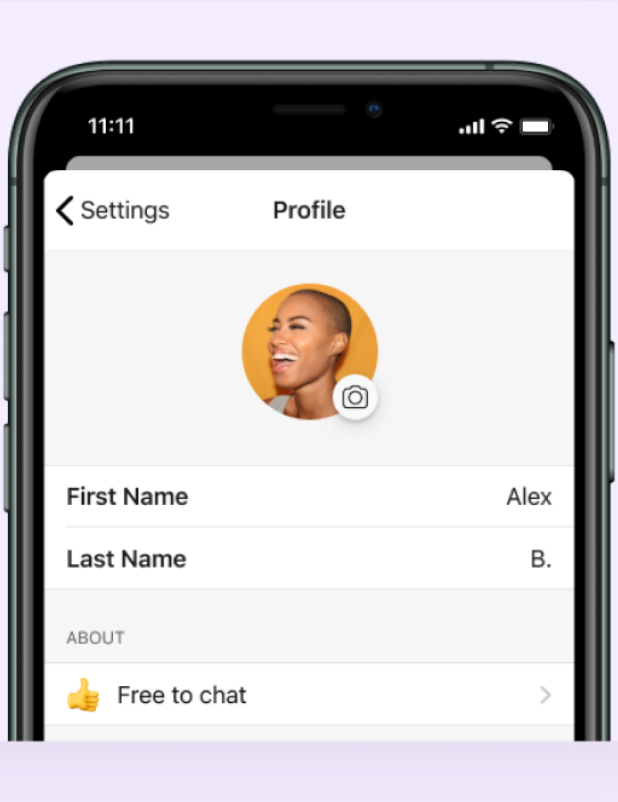
My Approach

- 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

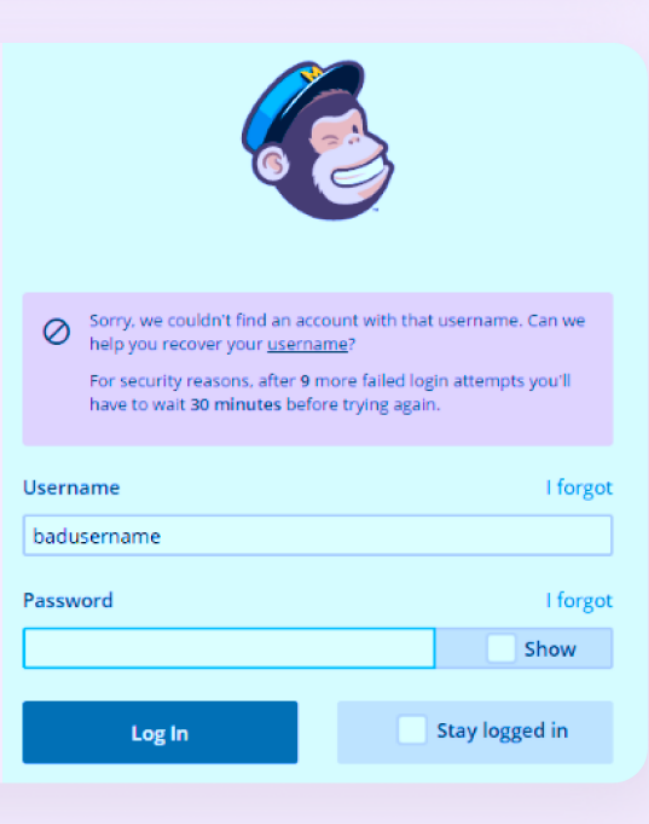
Simplify the lives of the users:
By solving the problem of Remembering Login Credentials

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

Password

I forgot
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

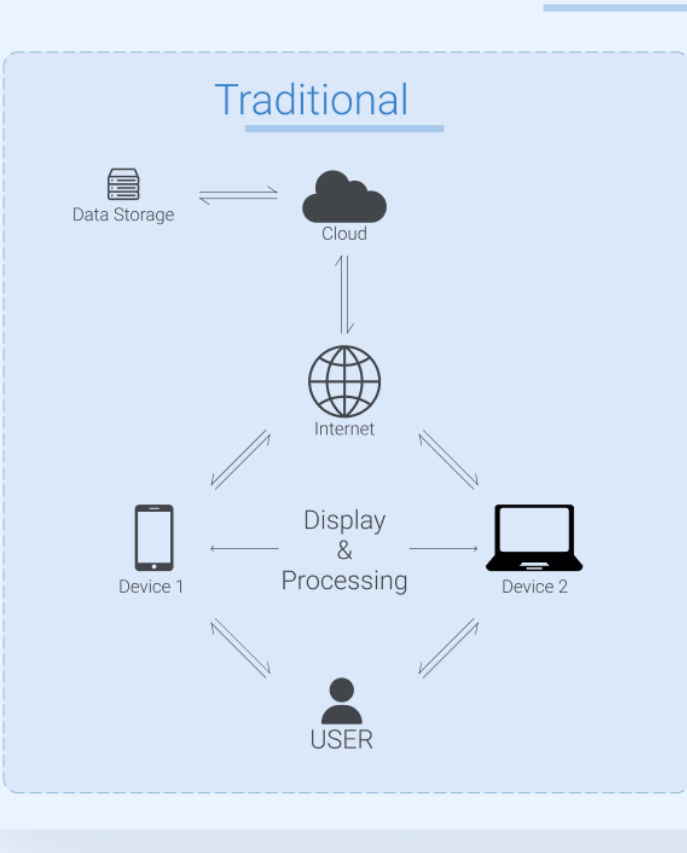
- Turn on Device (Any)
- Login to device (Biometrics)
  Authenticate if not your device
- Open App/Website of Social Media Platform
- ~~Login/Sign Up using Platform Loging credentials~~
- Use Platform

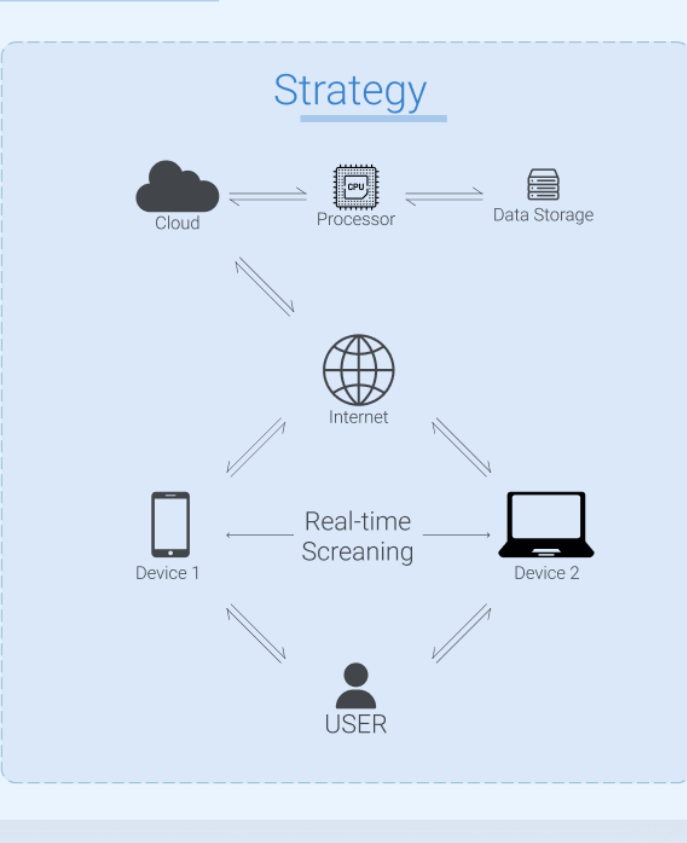
Identity

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

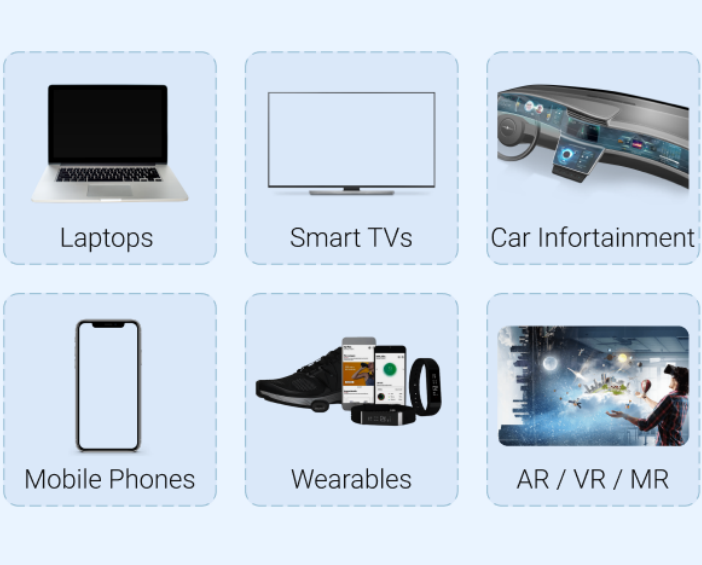
- IP Address & Device Location tracking
- Seamless switch between devices using pre-registered Aadhar Biometrics

Storage of Identities

- Cloud Storage
- Encrypted Data
- Country specific servers

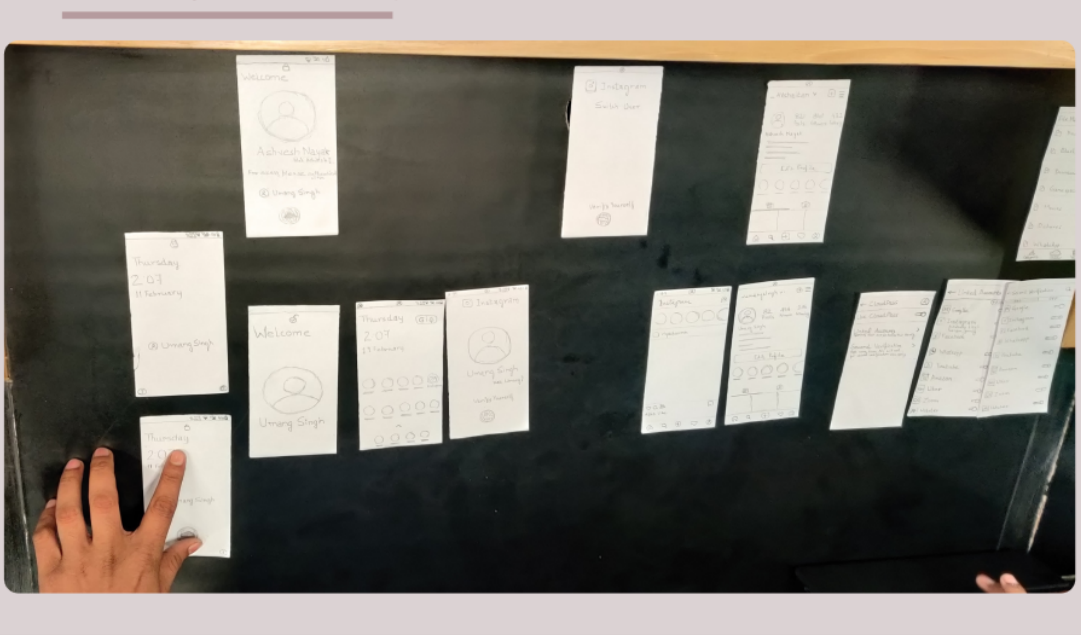
Environment

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

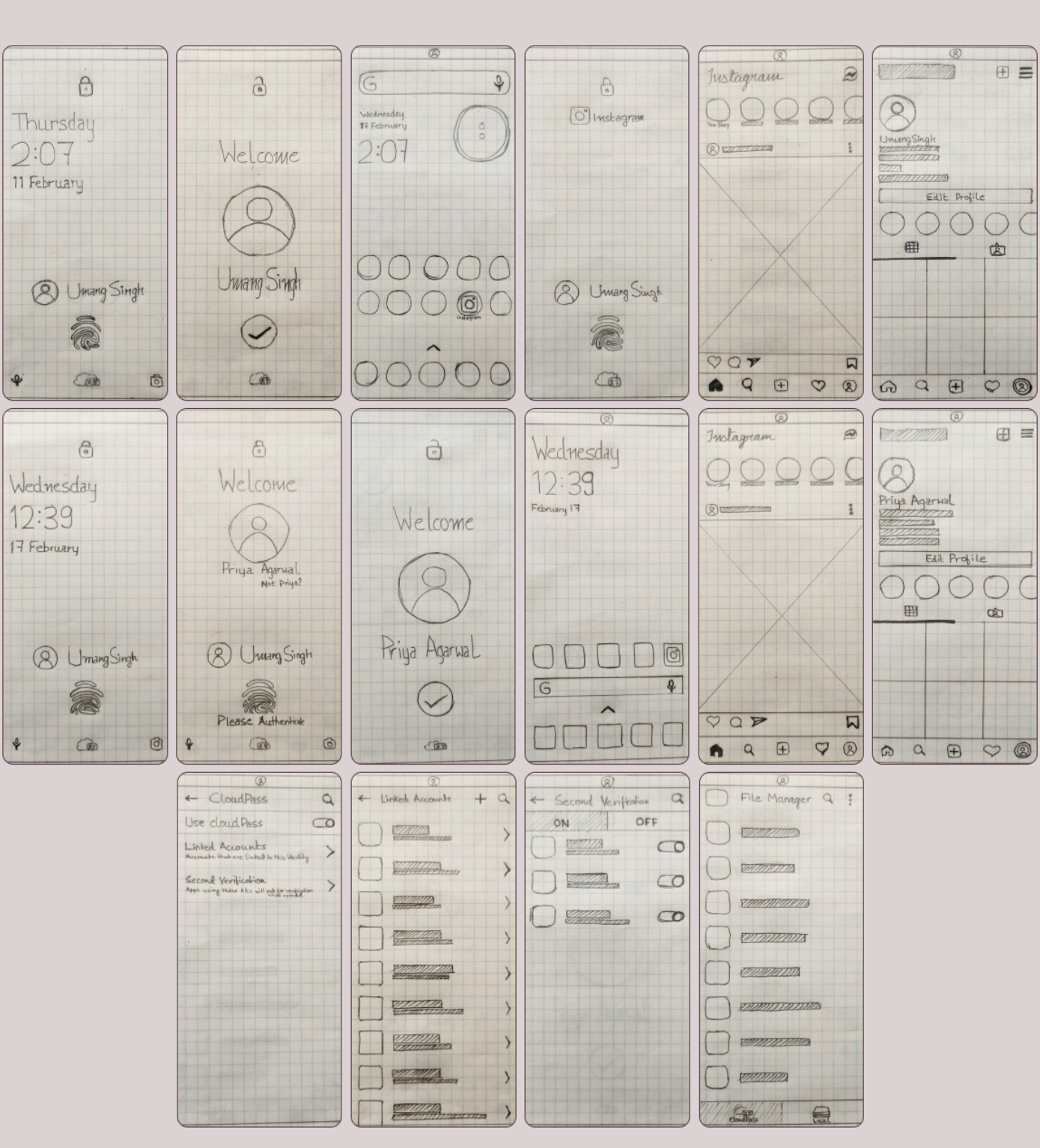

Laptops
Smart TVs
Car Infortainment
Mobile Phones
Wearables
AR / VR / MR

Wireframes & Usability Testing

Usability Testing



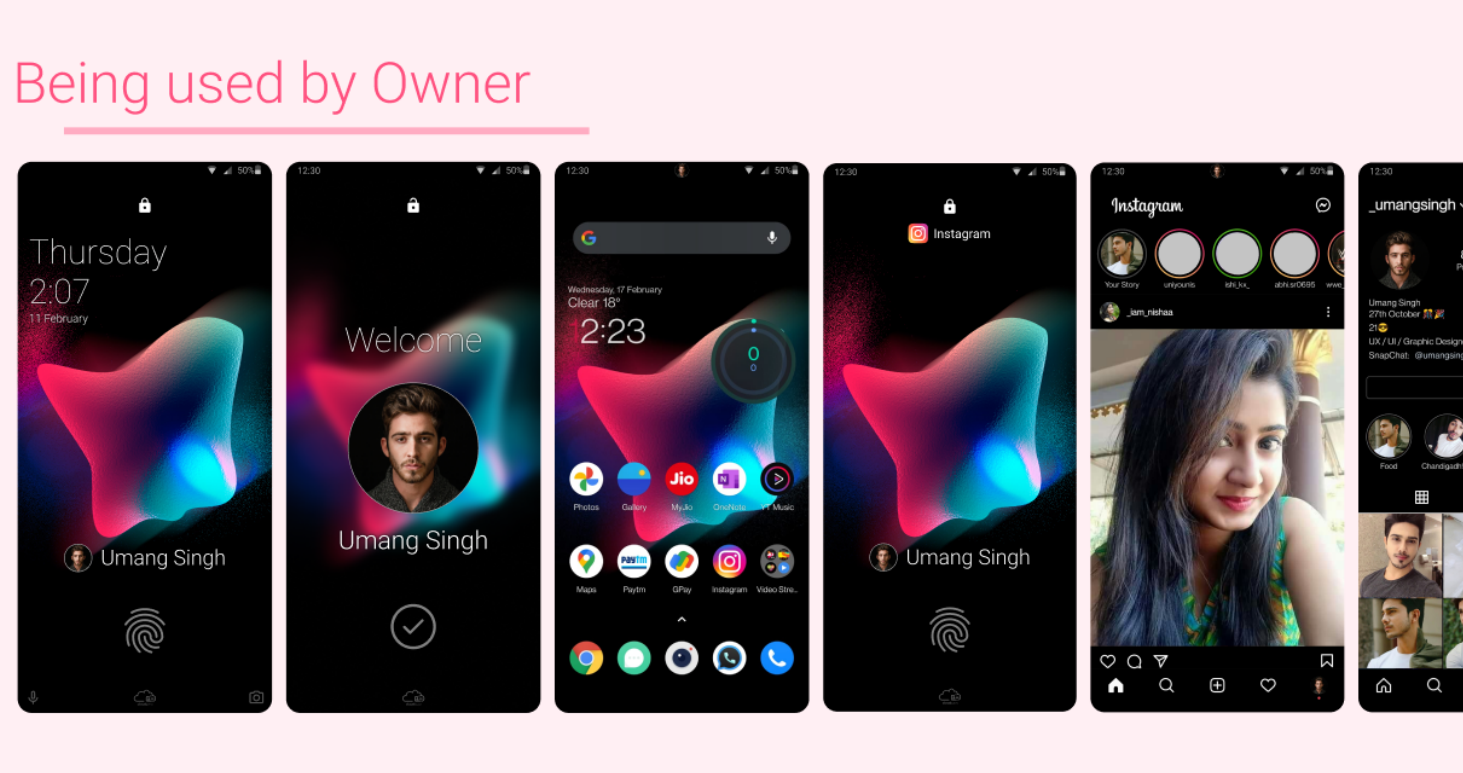
Final Wireframes


Thursday
2:07
11 February
Umang Singh
Welcome
Umang Singh
Wednesday
2:07
Instagram
Umang Singh
Edit Profile
Wednesday
12:39
17 February
Welcome
Priya Agarwal
Not Priya?
Please Authenticate
Welcome
Priya Agarwal
Wednesday
12:39
February 17
Priya Agarwal
Edit Profile
CloudPass
Use cloud Pass
Linked Accounts
Second Verification
Linked Accounts
Second Verification
ON
OFF
File Manager

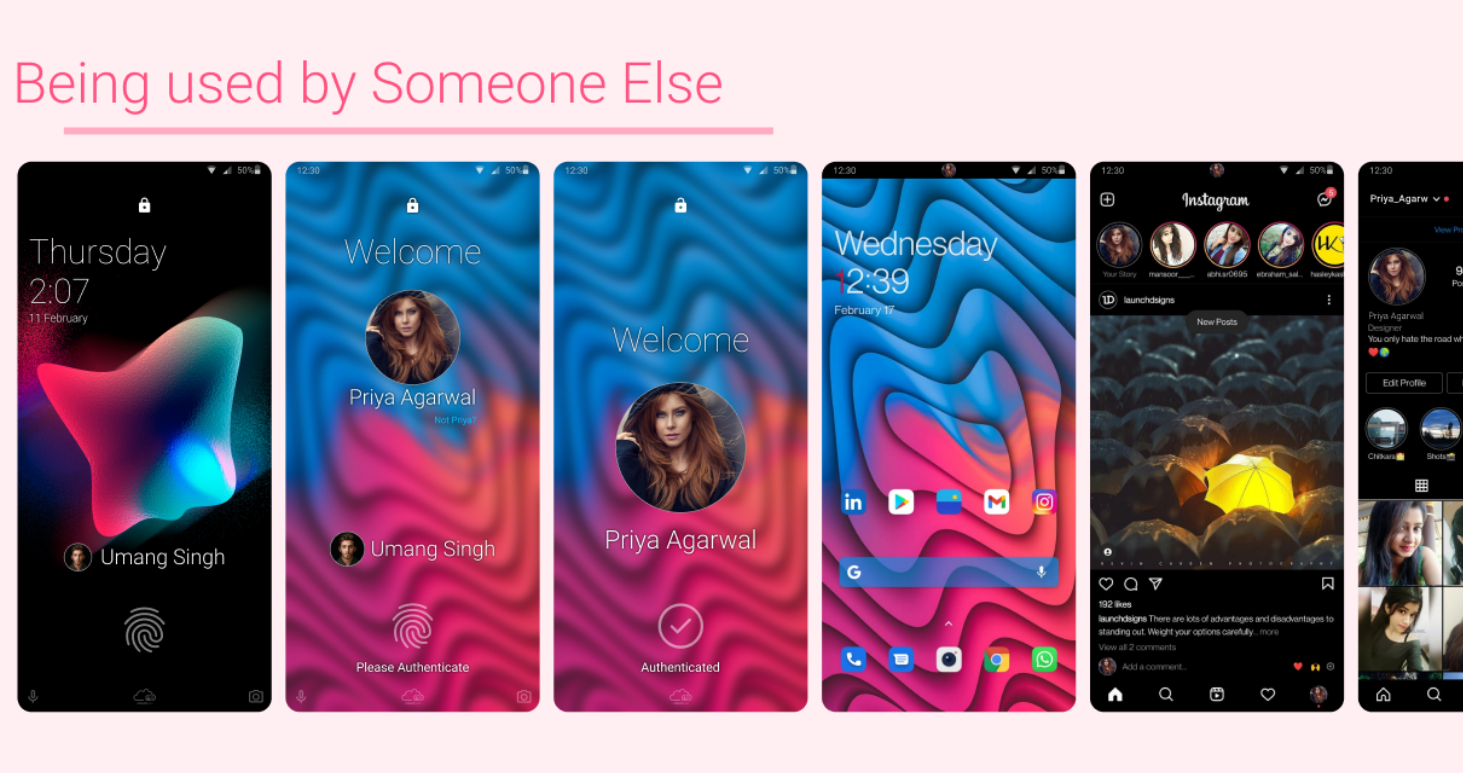
Visuals

Mobile Phone

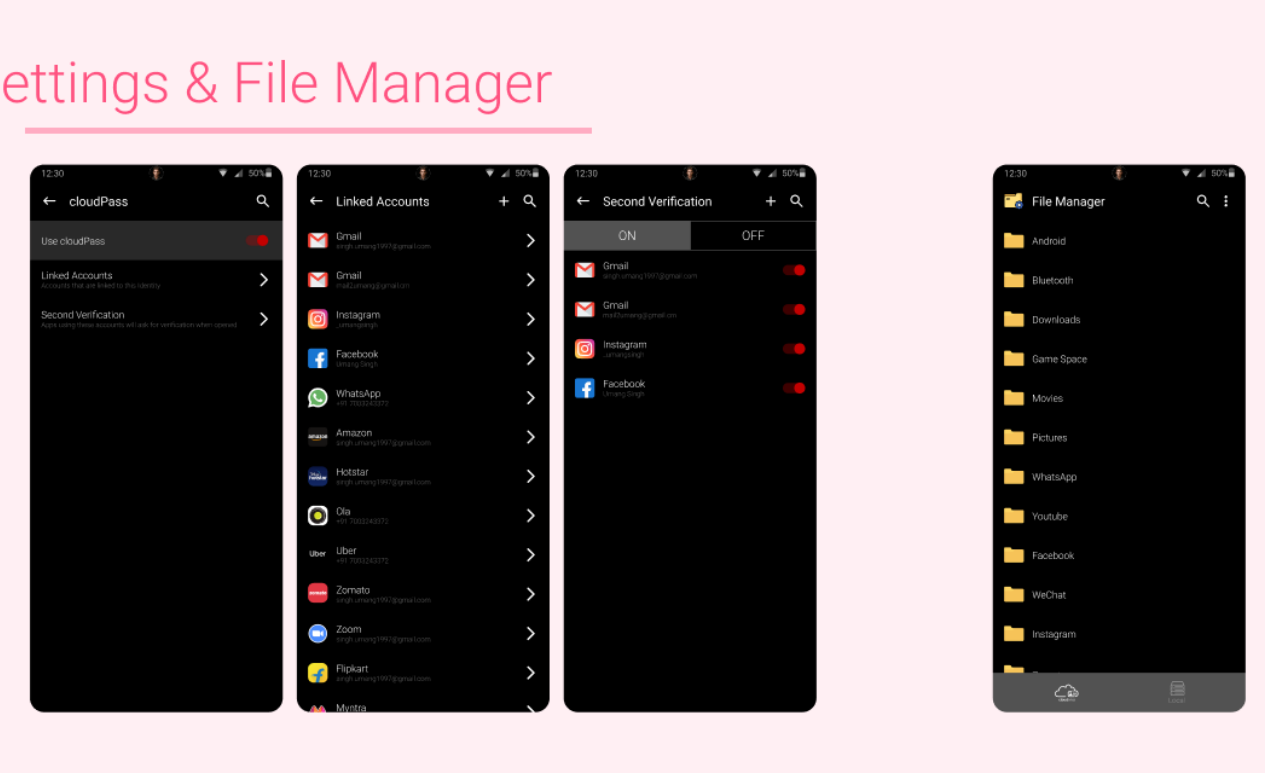
Being used by Owner


Thursday
2:07
Umang Singh
Welcome
Umang Singh
Instagram

Being used by Someone Else

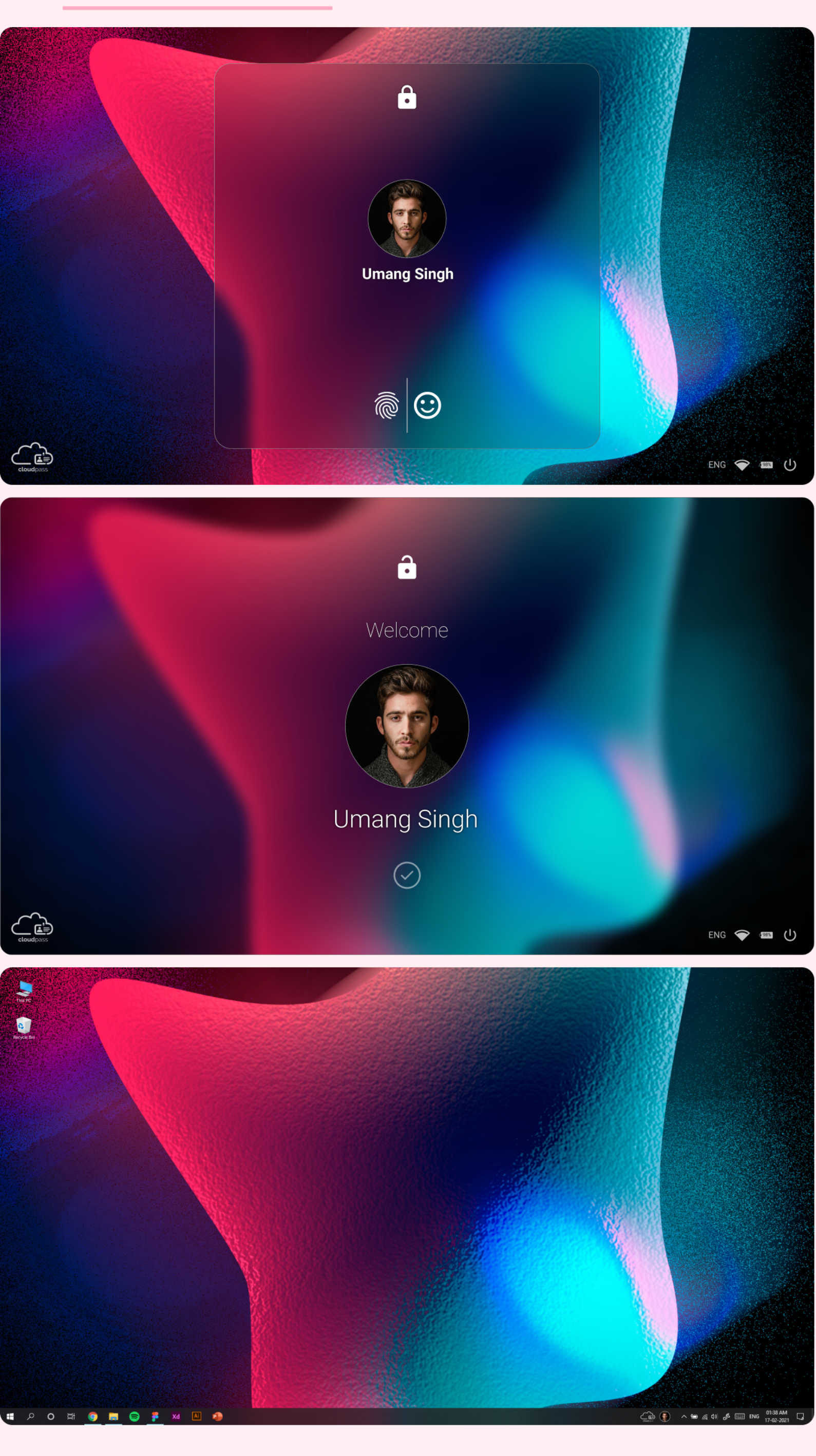

Thursday
2:07
Umang Singh
Welcome
Priya Agarwal
Wednesday
12:39
Instagram
Priya Agarwal

Settings & File Manager

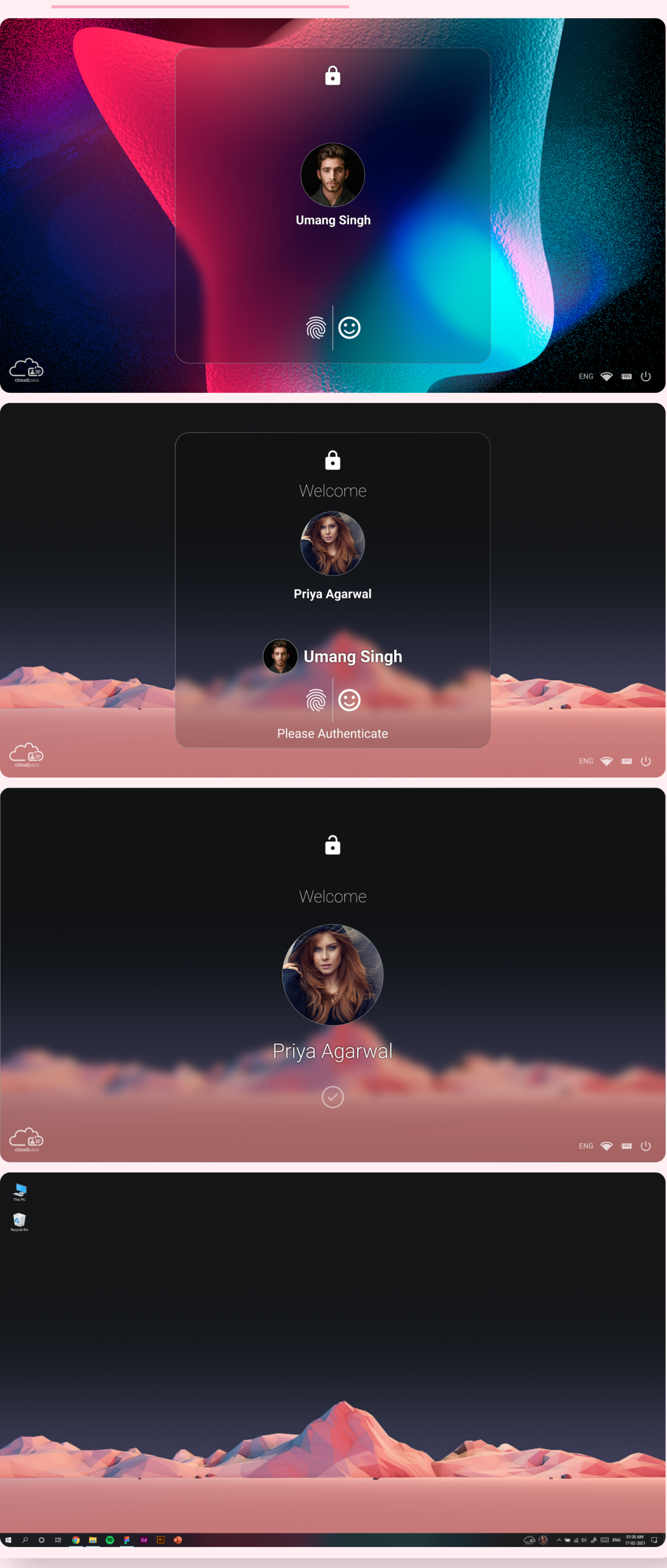

cloudPass
Linked Accounts
Second Verification
File Manager

PC

Being used by Owner


Umang Singh
Welcome
Umang Singh
ENG

Being used by Someone Else


Umang Singh
Welcome
Priya Agarwal
Umang Singh
Please Authenticate
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...