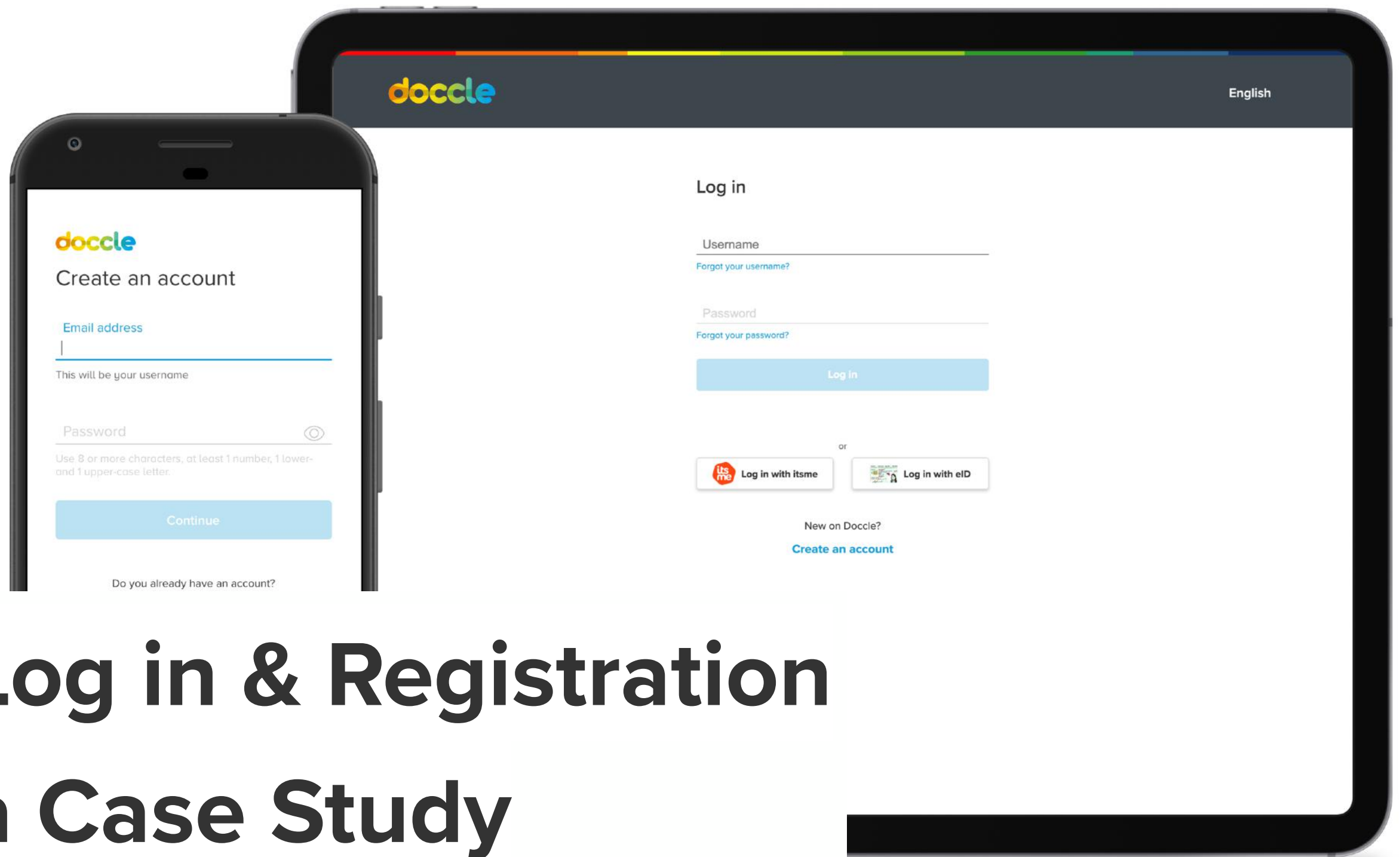


Vera Martins



Log in & Registration a Case Study

UX & UI Design

Date: November 2020

Client: **Doccle**, Belgium's biggest online **administration platform** (2020)

Users: Between **18 to 65+** years old and need to be residents in Belgium

Role: Being the only designer, I worked **end to end** on this project as a **UX and UI Designer and helped with the testing**. This project involved the Customer Support Team, the Product Owner of our web app and the best development team ❤️

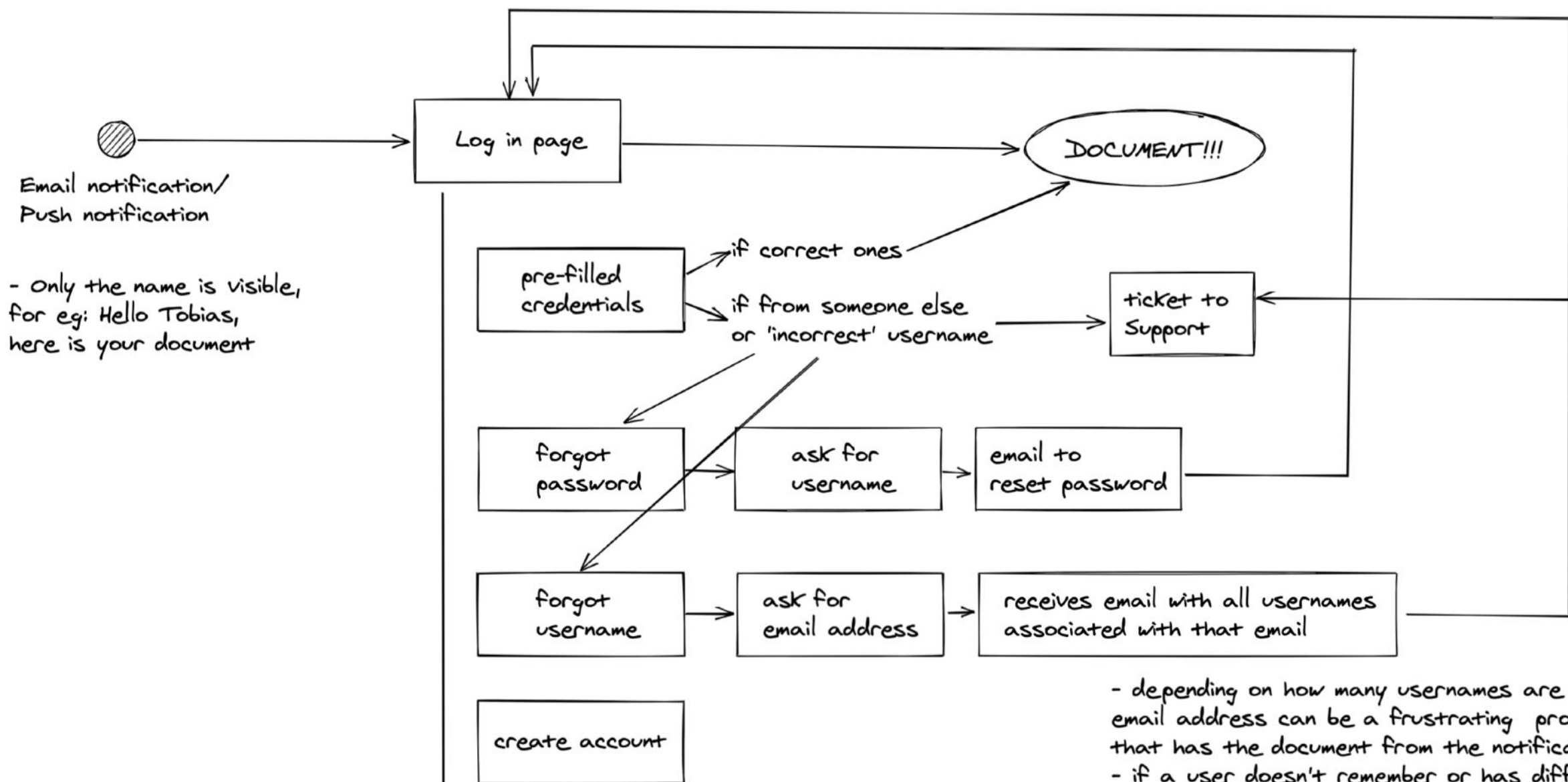
Scope: This project was meant to be more **refactoring of the UI** because space on the roadmap was short. But we decided to tackle some **issues around the Log in flow and Account Creation flow** because they were the ones **creating friction** when users wanted to see their documents after an email or push notification. We managed to get it done thanks to great team effort.

Constrain: By design, upon registration, Doccle asks for a username as a way to identify users. Docclers can use their email as username but that's not clear and only some do it. In the future, we want to change this but for now, it's something that we need to work with.

Surprise!: Things went wrong 😊

Pain Points

- Most users log in once a month or once a year to Doccle, this makes it easier to forget the password and username
- Most users create multiple accounts by mistake or without the need to
- Complains about the auto-fill functionality
- According to direct users feedback, more guidance was needed through out account creation and log in



even though people received an email from Docle, they will still create a new account to look for that document
- we need to prevent this

- depending on how many usernames are associated with that email address can be a frustrating process to find the one that has the document from the notification
- if a user doesn't remember or has different passwords for each usernames then will be a lot of "forget password" flows or tickets...

Log in - UI refactoring



English ▾

Log in

More common placement

Username

[Forgot your username?](#)


Password

[Forgot your password?](#)

Log in

[Forgot your username?](#)

[Forgot your password?](#)

 Log in with eID



Log in with itsme

or come on Doccle?

[Create an account](#)

New on I

[Create an account](#)

- More white space between elements
- Accessibility improvements (bigger clickable areas; more colour contrast)
- Interaction changes: The password input field will only be enabled as soon as the user starts typing on the username input field. The same logic for the CTA
- Mobile-first approach

Differences between the New design and the previous design



Log in

Username

[Forgot your username?](#)

Password

[Forgot your password?](#)

Log in

or



Log in with itsme

New on Doccle?

[Create an account](#)

Creating an account

Moving from one click flow to a more guiding and error proof one

Create an account
CTA



Name: _____

Date of birth: _____

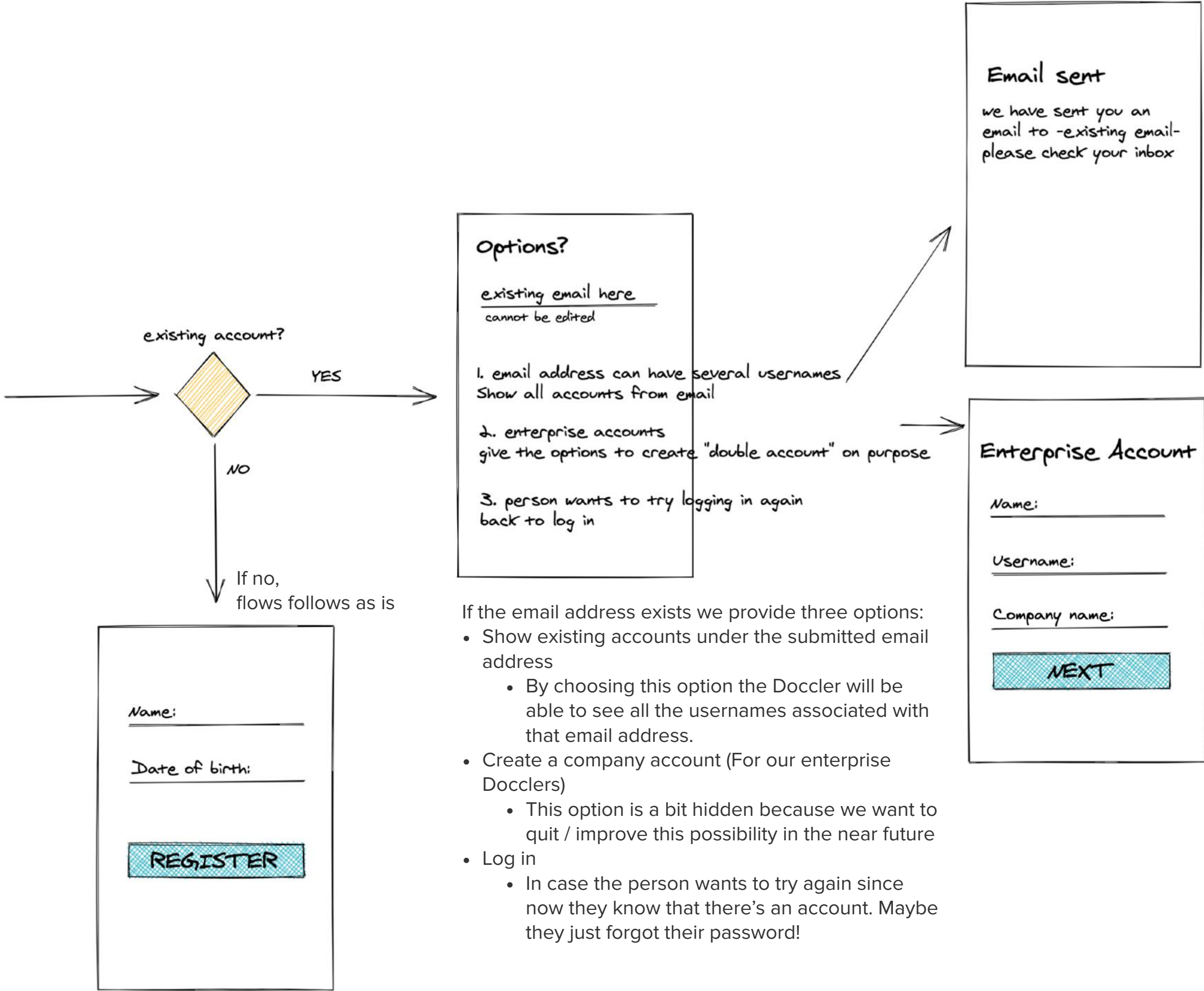
REGISTER

Email: _____

Password: _____

NEXT

Here we can validate if the email address or username (not the same right now) is already in use



If the email address exists we provide three options:

- Show existing accounts under the submitted email address
 - By choosing this option the Doccler will be able to see all the usernames associated with that email address.
- Create a company account (For our enterprise Docclers)
 - This option is a bit hidden because we want to quit / improve this possibility in the near future
- Log in
 - In case the person wants to try again since now they know that there's an account. Maybe they just forgot their password!

What changed and Why?

- What we did was separate the flow into steps, each step then becoming a separate screen, this allows us to make validations along the way that prevent double accounts.
- With this new flow we prevent more mistakes and guide the user better.
- There is also a possibility to the user to go back some steps or just quit the process.
- Customer Support Team has less work to identify their questions.



Create an account

Email address

|

This will be your username

Password



Use 8 or more characters, at least 1 number, 1 lower- and 1 upper-case letter.

Continue

Do you already have an account?

[Log in](#)



There's already a Doccle account with this email address/ as username. ×



Choose one of the options below

Email address

tobias@doccle.be

Show accounts under: tobas@doccle.be

Create a company account

Log in with: tobas@doccle.be



My information

Fisrt name

Tobias

Last name

VanHelsing

Date of birth

14 May 1989

By proceeding you agree to our [Terms and Conditions](#).
Read [more](#) on how Doccle safeguards your data.

Register

Outcomes & Lessons learned

These changes went live on the 2nd of November, 2020. By the 24th we added a hot-fix to the roadmap.

WHAT WENT WRONG?

Each day the Customer Support Team had at least one Doccler complaining about not being able to immediately click log in because the credentials were not pre-filled.

The tickets generated by the accidental autofill were less frequent than the ones generated by the lack of it. This helped put things into perspective, now we know that the **number of people unhappy is residual compared to the amount of silent happy Docclers**.

This is something that I will use to explain the **importance of user testing** to the company. We are not very mature, yet, in this regard but I believe this is a good example of how data influences decisions and how we could have avoided the extra development time by looking at the numbers.

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