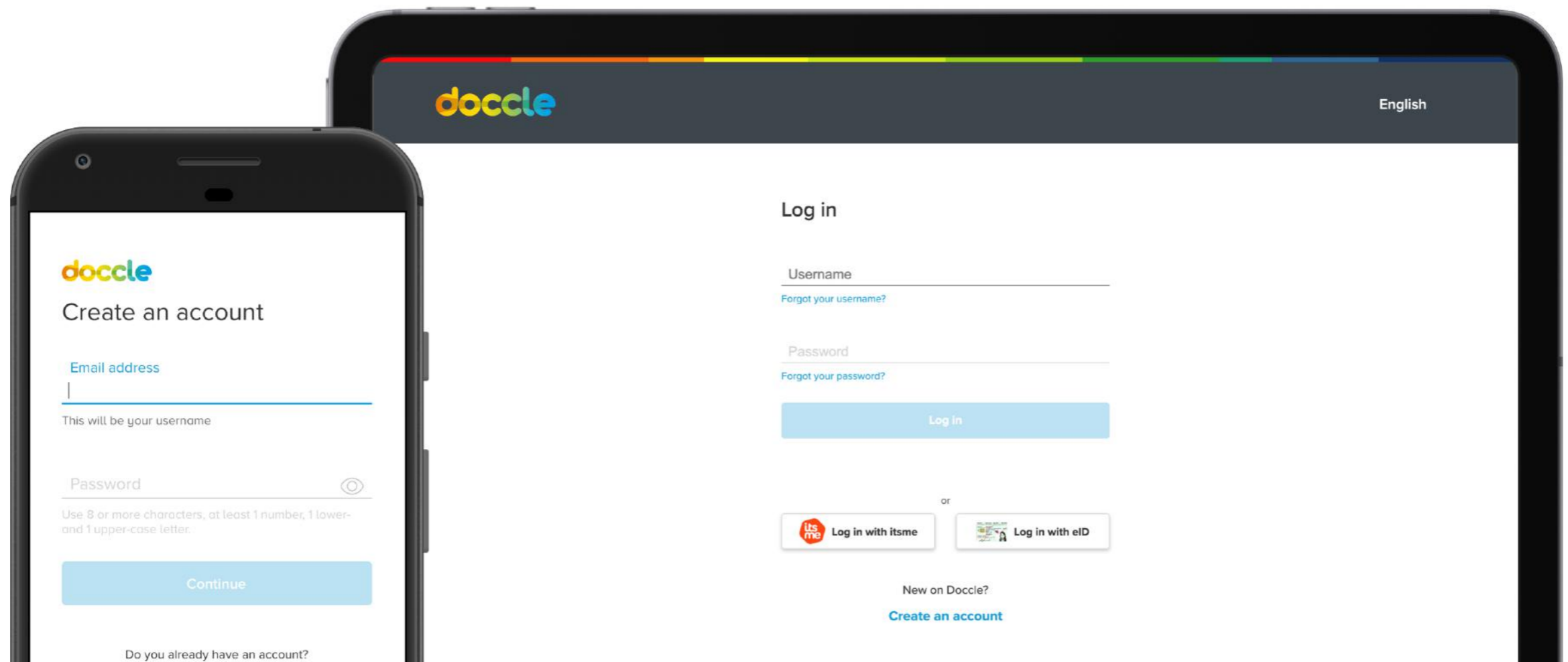


Vera Martins



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.

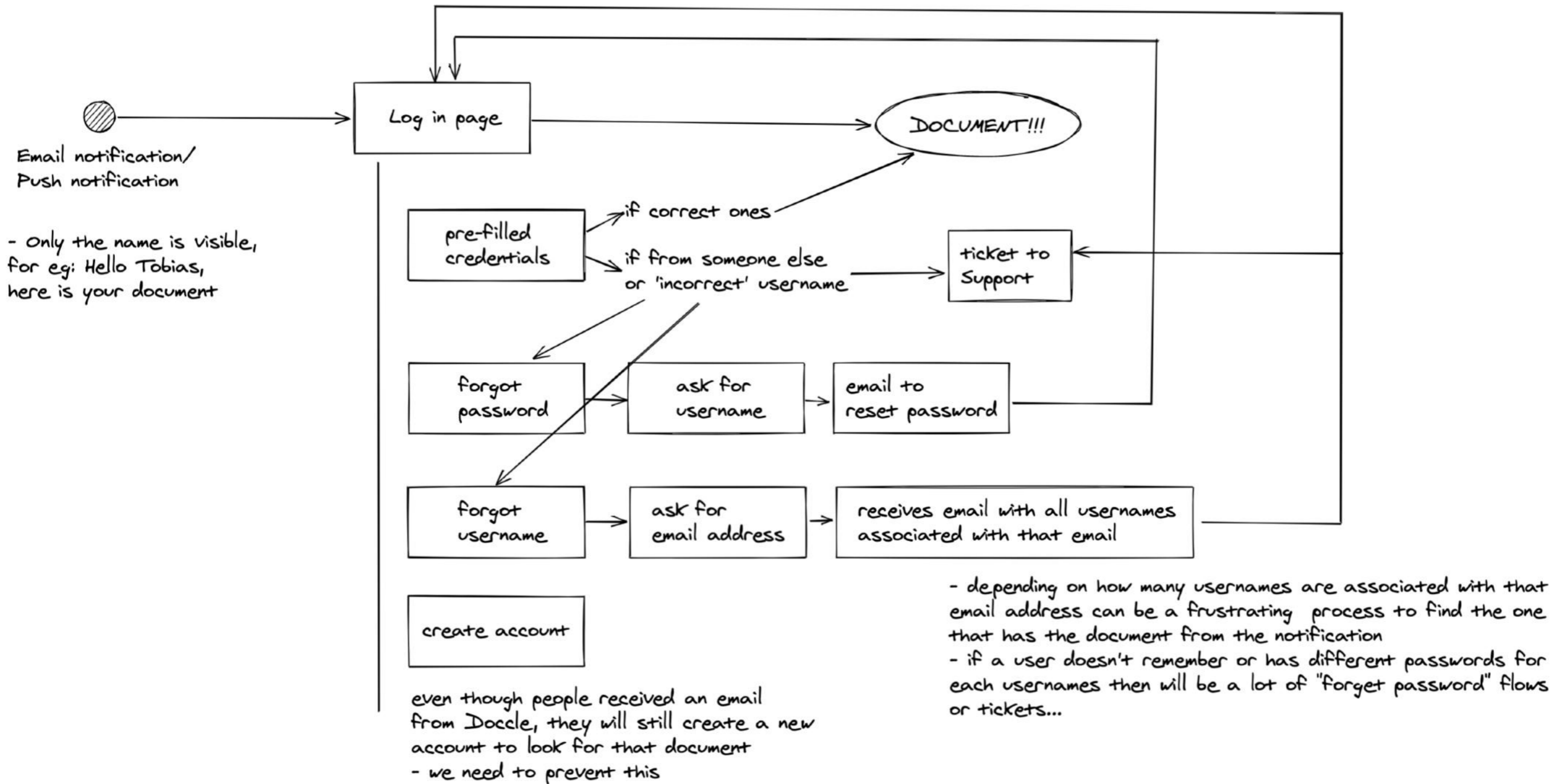
Constrain: By design, upon registration, Doccle asks for a username as a way to identify users. Docclers can use their email as username but that's not clear and only some do it. In the future, we want to change this but for now, it's something that we need to work with.

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

Scanning for issues on the flows



All the possibilities that can occur between a new document notification to the actual visualisation of a document

Scanning for issues on the UI

- Switch “Username” for “Email address”
- On the notifications we use the “First name” field to identify the receiver, but the name can be the same for several usernames...
- When failing to create an account people would just create a “Professional” account

Log in

Username [Forgot your username?](#)

Password [Forgot your password?](#)

Log in

Log in with itsme | Log in with eID

Is this your first time on Doccle?
[Create a new account](#)

Create a new account

Personal Professional ⓘ

Username

Password

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

First name Last name

Date of birth

Day Month Year

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

Register

Register with itsme | Register with eID

Do you already have an account?
[Sign in](#)

Create a new account

Personal Professional ⓘ

Email address

Password

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

First name Last name

Username

Use at least 6 characters.

Company name

Company number (optional)

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

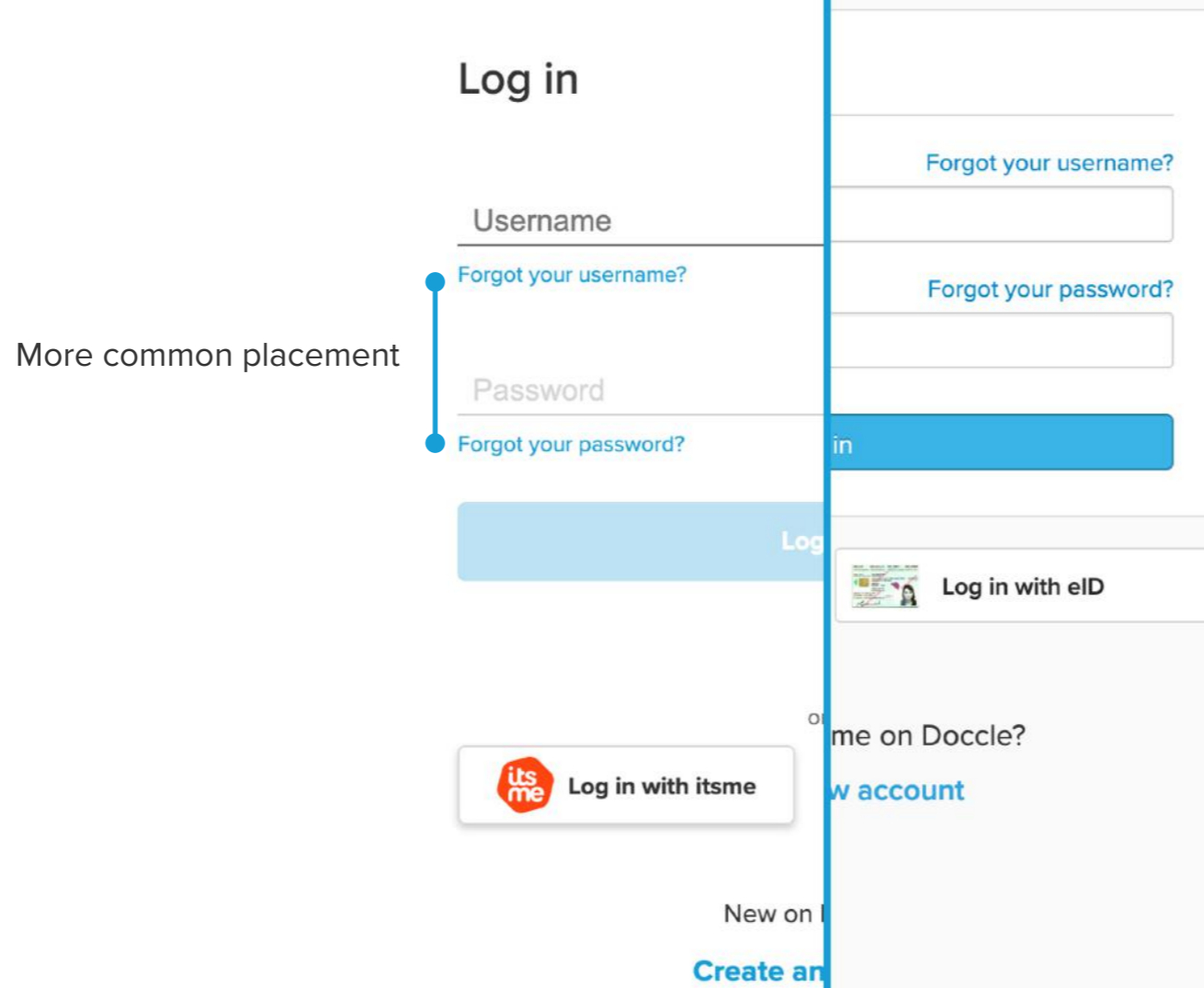
Register

Register with itsme | Register with eID

Do you already have an account?
[Sign in](#)

- On the Log in screen people went straight to “Create a new account” instead of trying “Forgot username” or “Forgot password”
- On the other hand “Forgot password” was more clicked than “Forgot username”
- People would contact Customer Support asking for help regarding their username

- On the “Professional” account we were asking for “Email address” and “Username” which just complicated things for the Customer Support Team



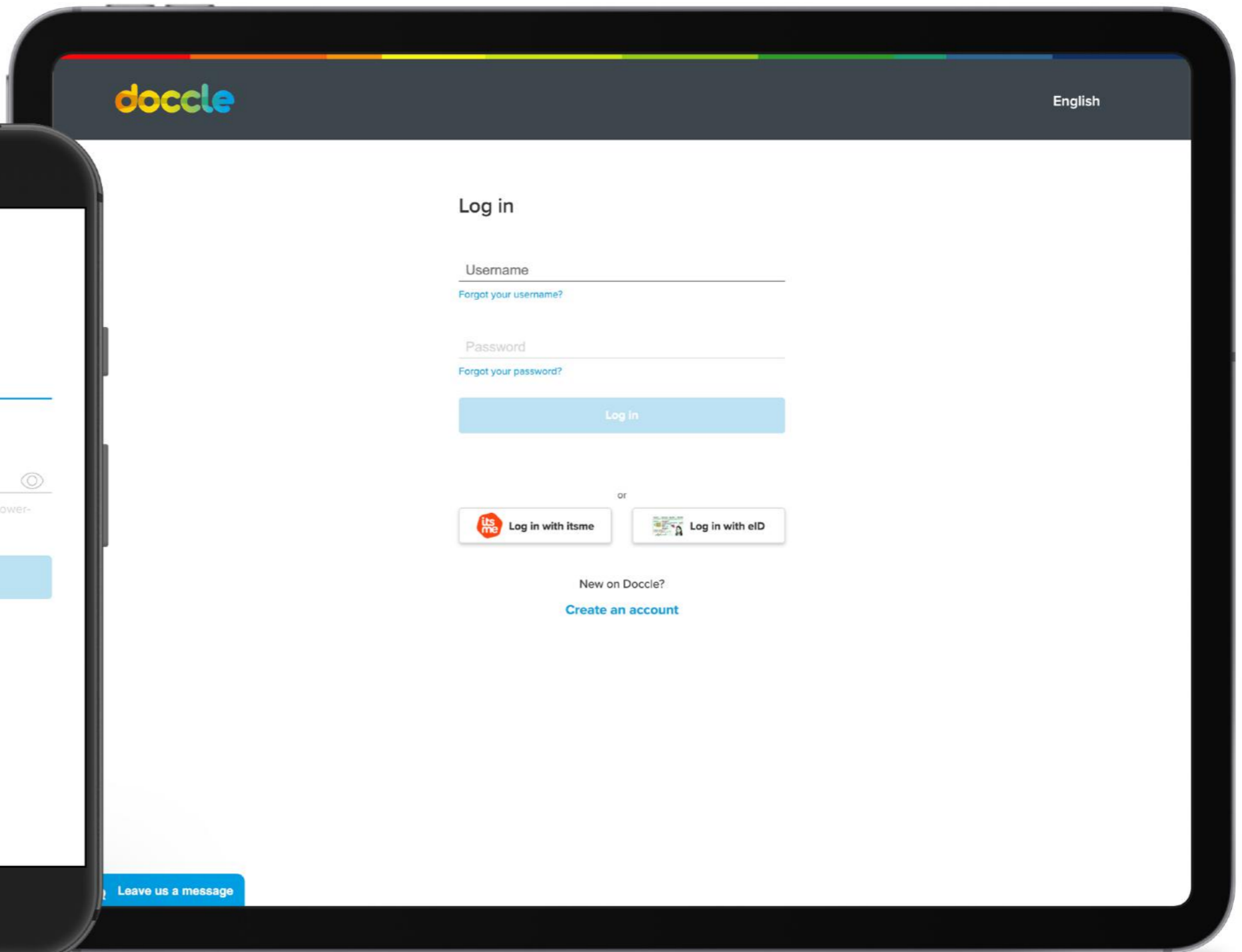
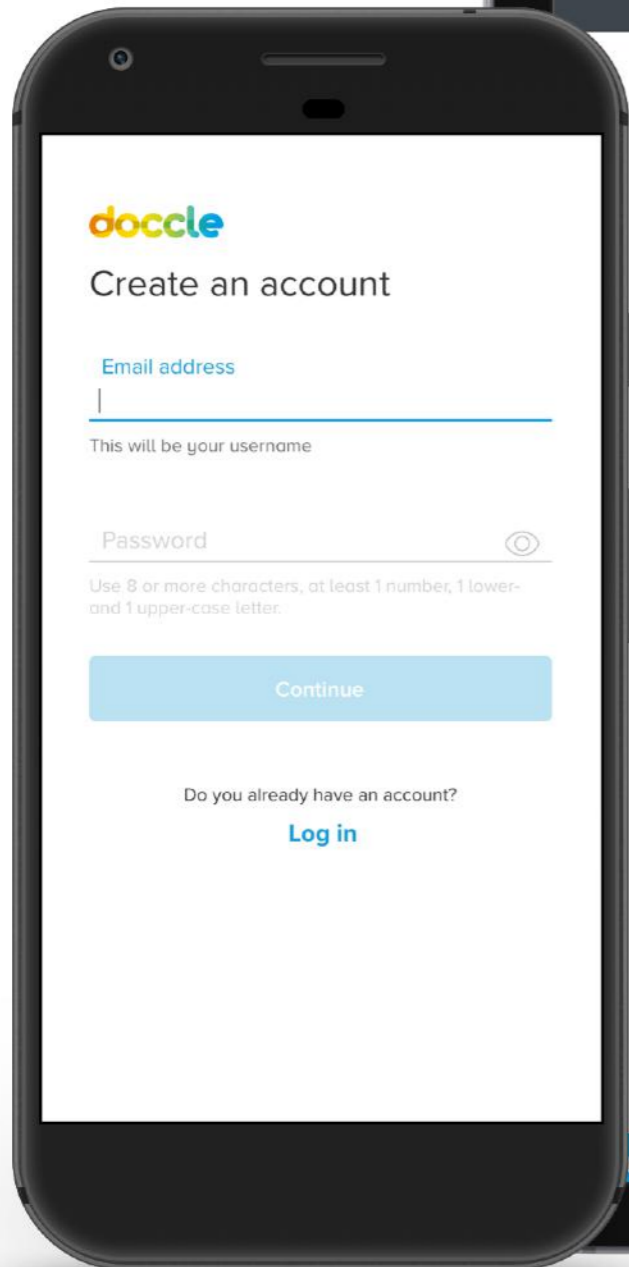
More common placement

- 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



Leave us a message



Creating an account - old flow

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

Create an account
CTA



Name:

Date of birth:

REGISTER

Before

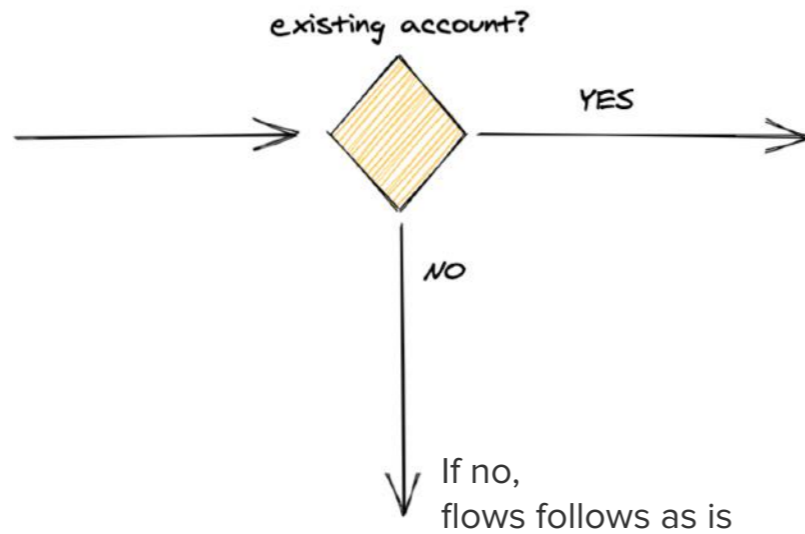
Creating an account - improved flow

Email: _____

Password: _____

NEXT

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



Name: _____

Date of birth: _____

REGISTER

Options?

existing email here
cannot be edited

1. email address can have several usernames
Show all accounts from email
2. enterprise accounts
give the options to create "double account" on purpose
3. person wants to try logging in again
back to log in

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!

Email sent

we have sent you an email to -existing email- please check your inbox

Enterprise Account

Name: _____

Username: _____

Company name: _____

NEXT

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.

When clicking “Continue” we validate the email address

If the email address exists we provide some options

If the email address doesn't exists the account creation flow proceeds

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.

Vera Martins

veraifos@gmail.com

LinkedIn profile