Beautiful authentication
Tear down the barbed wire

SOUNDCLOUD

Hi, I'm Tiffany
@theophani

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Engagement
Engagement
Engagement

User value

The act of signing in has no inherent value

Some user experiences are best when they are never "experienced"

Authenticated experiences have a high value

Signing in is a pain

Your product on the other side is the prize

Aim:
Pain < Prize

A lot of pain
= Barbed wire

The case study: our old auth flow

How did we know our authentication was painful?

1. Analyzing support tickets

2. Detailed monitoring of authentication endpoints

3. Usability tests

4. Tracking the conversion funnel

What was the nature of the pain we found?

Traps:

A punishment for entering an expected situation that is not ideal

Example Trap:

Forgetting your password

Forgetting your password is normal

Avoid traps:

Expect common non-ideal situations

Doubled-edged sword:

A feature that is meant to protect you, but can also hinder you

Example doubled-edged sword:

Confirmation modals

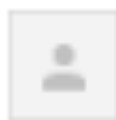# Example doubled-edged sword:
Passwords

Sign In
wwwtf.slack.com

Password long? Hard to type?

Get a magic link sent to your email
that'll sign you in instantly!

Send Magic Link

Type password →

Slack <no-reply@slack.com>

to me

Jul 27

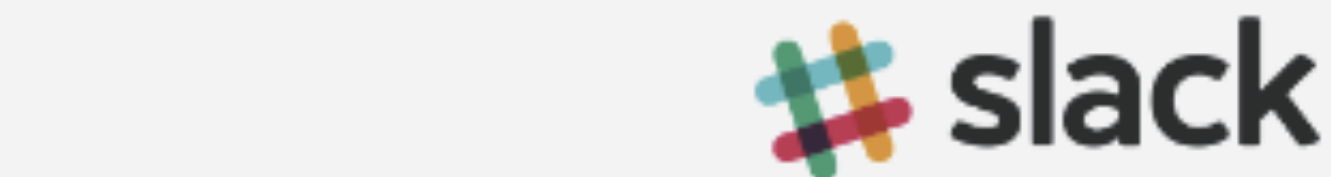# slack

Hello!

You asked us to send you a magic link for quickly signing in to your **wwwtf** Slack team, using the app. Your wish is our command! ✨

Sign in to Slack

Enter your email address to sign in or create an account on Medium

Email address

yourname@example.com

Or sign in with Facebook, Twitter, or Google

✉ Email me a link to sign in

Medium

We sent you a link to create an account. Please check your inbox.

OK

Having trouble signing in?

Passwordless sign-in is as secure as password reset

Avoid doubled-edged sword:

Keep the protection, remove the hinderance

Russian roulette:

Forcing someone to make a choice that might be wrong ... or not

Example of Russian roulette:

Making people choose whether they want to sign in or create an account

We prompt the user to identify themselves first

Continue with Facebook

Continue with Google

or

Your email address

Continue with email

Need help?

We may use your email for updates and tips on SoundCloud's products and services. You can unsubscribe for free at any time in your notification preferences.

By signing in, you agree to our Terms of Use.

◄ testing-soundcloud@tif.ca

Your Password

Sign in

Don't know your password?

Create your SoundCloud account

◄ testing-soundcloud@tif.ca

Choose a password *

Tell us your age *

☐ I agree to the Terms of use and Privacy policy.

Continue

Example Russian roulette:

Making people pick a unique display name during account creation

Avoid Russian roulette:

Remove risky decisions

Friendly fire:

When your systems cause errors for the user that are no fault of their own

Example of friendly fire:

Wrong assumptions about names

Example of friendly fire:

Wrong assumptions about email addresses

Avoid friendly fire:

Look at error logs and fix bugs

Crossed wires:

When users misunderstand what they are doing

Example of crossed wires:

People started to create an account, but ended up signing in

Confusing language:
sign in / sign up

We changed to:
sign in / create account

Avoid crossed wires:

Make choices distinct

What do you measure to see if you reduced the pain?

What do you measure to see the pain?

Task-completion rate

Drop-off points

Time to complete

Usability tests

Volume of support tickets

Thank you!

Tiffany Conroy – @theophani

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