

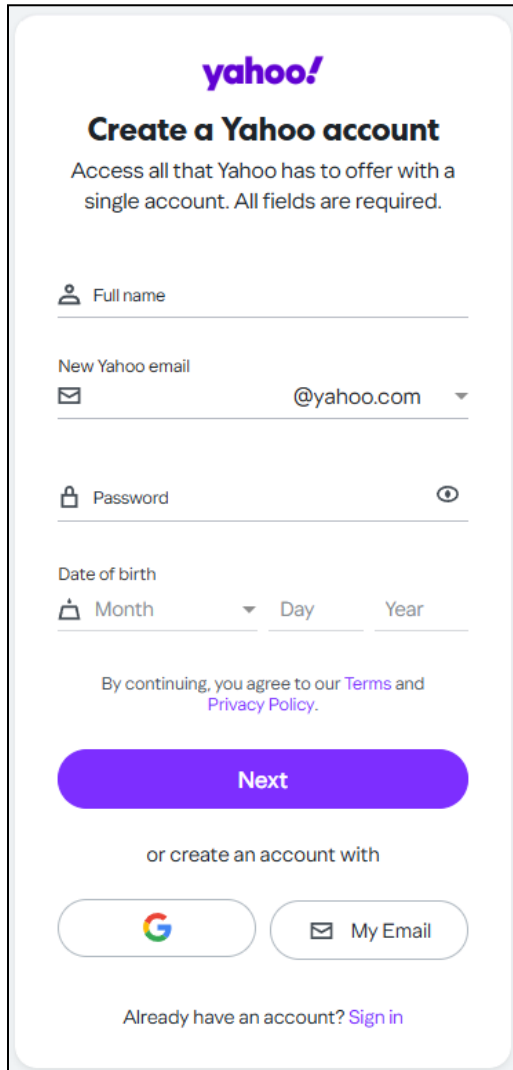
Yahoo Account Creation

Issue:

- When creating a new Yahoo account, their user experience leaves room for improvement and clarity. (Figure 1.1)

Possible User Questions:

- Why are all fields required?
- Do you need my first, middle, and last name? Or just my first and last name?
- Why do you need my birthday?
- Does the “Next” button mean there is more than one step? I don’t have time for this.



The screenshot shows the Yahoo account creation interface. At the top is the Yahoo logo. Below it is the heading "Create a Yahoo account" followed by the text "Access all that Yahoo has to offer with a single account. All fields are required." The form contains several input fields: "Full name" with a person icon, "New Yahoo email" with an email icon and a dropdown menu currently showing "@yahoo.com", "Password" with a lock icon and a toggle for visibility, and "Date of birth" with separate dropdowns for "Month", "Day", and "Year". Below these fields is a line of text: "By continuing, you agree to our [Terms](#) and [Privacy Policy](#)." A large blue "Next" button is positioned below this text. Underneath the button is the text "or create an account with". At the bottom of this section are two buttons: one with the Google logo and another with an email icon and the text "My Email". At the very bottom of the form is the text "Already have an account? [Sign in](#)".

Figure 1.1

Best Solution:

- The best solution requires multiple minor changes with a larger impact overall.
 - Rather than demand that “all fields are required,” the user is shown a welcoming message that gives a clear time expectation. (Figure 1.2)
 - “Full name” now immediately clarifies that the user only needs their first and last names. (Figure 1.3)
 - “Date of Birth” now offers a small “Why?” link that, when clicked, explains why their DOB is needed. (Figure 1.4)
 - The “Next” button is changed to “Sign Up.” A subtle indicator of the single-step process (Figure 1.5)
 - Note that this is also more accessible for users with screen readers.
 - The terms and conditions blurb now reflects the new button text.
 - “Or create an account with” has been changed to “sign in with” to match industry standards for MSO operations. (Figure 1.6)
 - “Already have an account? Sign in” is now a single, more noticeable link stating “Already have an account?” (Figure 1.6)

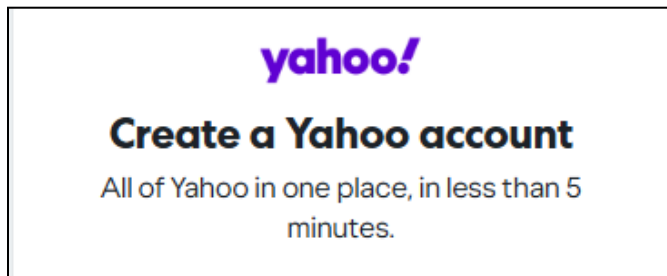


Figure 1.2

A screenshot of a single-line text input field. To the left of the text is a small grey icon of a person. The placeholder text 'First and Last name' is displayed in a light grey font. The input field has a thin grey border and a subtle drop shadow.

Figure 1.3

A screenshot of a date of birth input section. At the top, the text 'Date of birth' is followed by a purple 'Why?' link. Below this, there are three input fields: 'Month' with a calendar icon, 'Day' with a dropdown arrow, and 'Year'. All three fields have thin grey borders and are part of a larger white container with a subtle drop shadow.

Figure 1.4

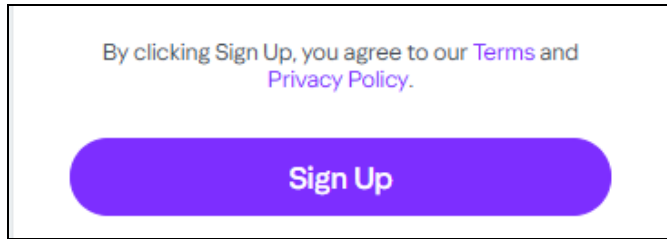


Figure 1.5

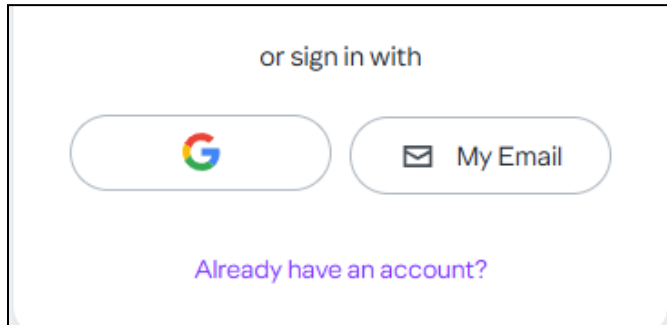


Figure 1.6

Google Gmail Sign-In

Issue:

- When signing into a Google Gmail account, the website redirects the user to a Google Account login portal that is unclear about which email domain is required. (Figure 2.1)

Possible User Questions:

- Do I need a Gmail address to sign in?
- Can I use other domains to sign in? (Yahoo, AOL, Outlook)

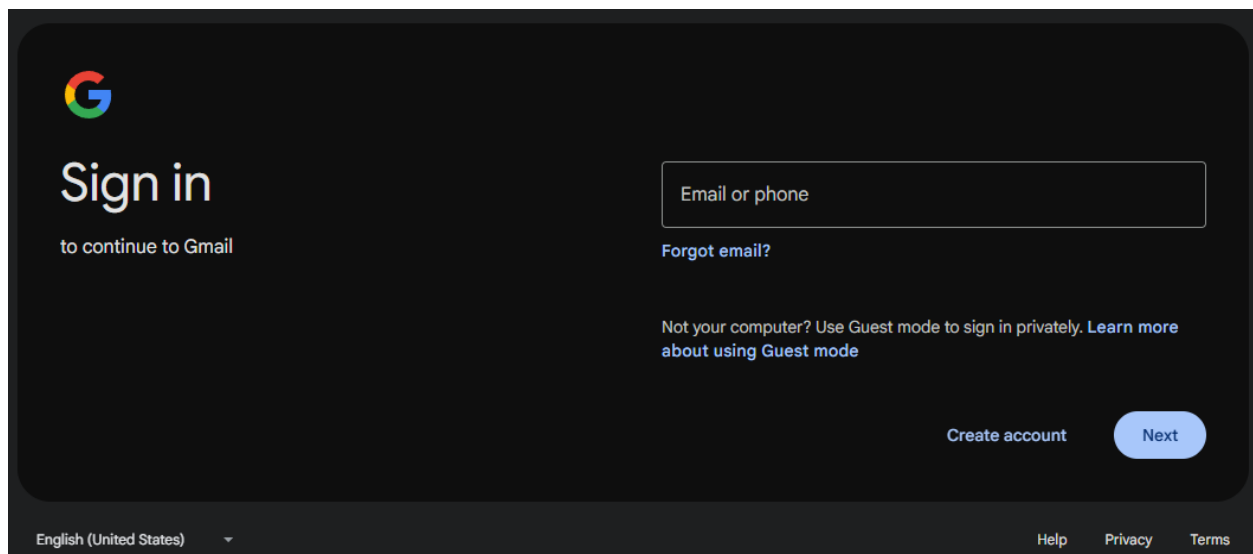
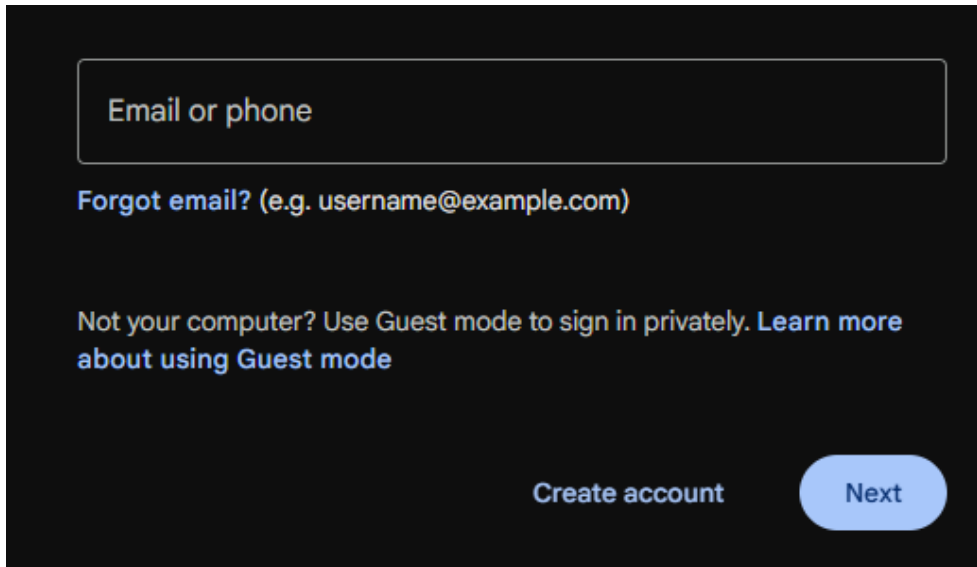


Figure 2.1

Best Solution:

- The best solution is to have a proactive reminder that allows users to use any email domain, thereby minimizing frustrations. (Figure 2.2)
 - Note that this is done without mentioning any competitor brands. (@yahoo.com, @aol.com)



Email or phone

[Forgot email? \(e.g. username@example.com\)](#)

[Not your computer? Use Guest mode to sign in privately. Learn more about using Guest mode](#)

[Create account](#) [Next](#)

Figure 2.2

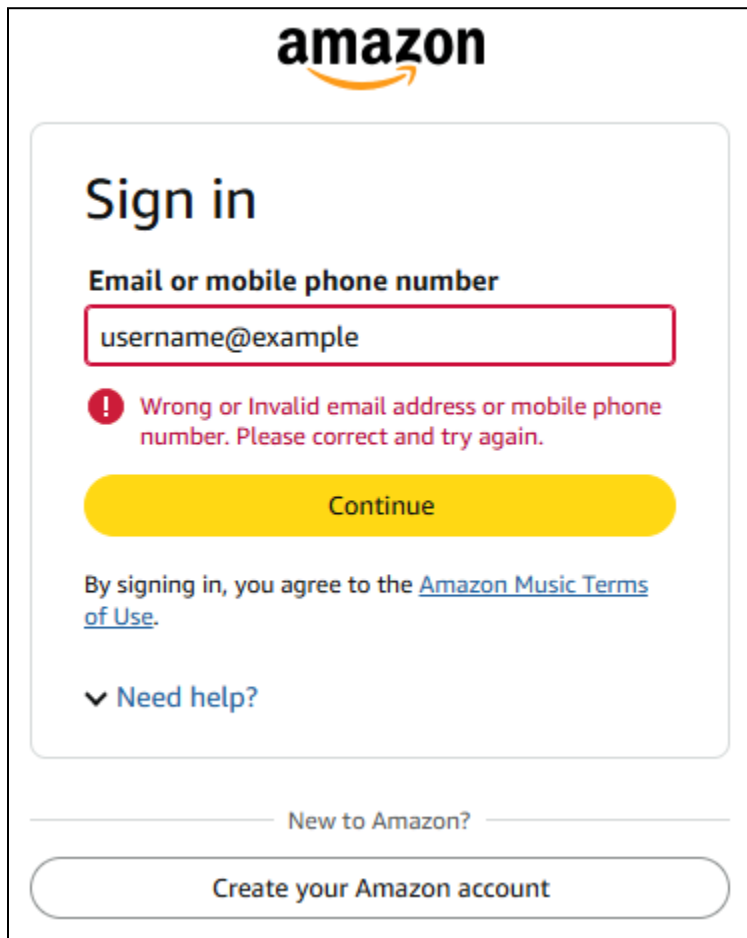
Amazon Music Sign-in Error

Issue:

- When an email is incorrectly entered to sign into an Amazon Music account, it displays a generic, overly wordy technical error message. (Figure 3.1)
- To the average technical user, the issue is obvious. For non-technical users, who arguably make up a large part of Amazon's customer base, this error is confusing and wordy.

Possible User Questions:

- Why is my email wrong or invalid?
- What does invalid mean?
- Does my email [domain] not work with Amazon?
- Why is it talking about a phone number? I typed an email in.

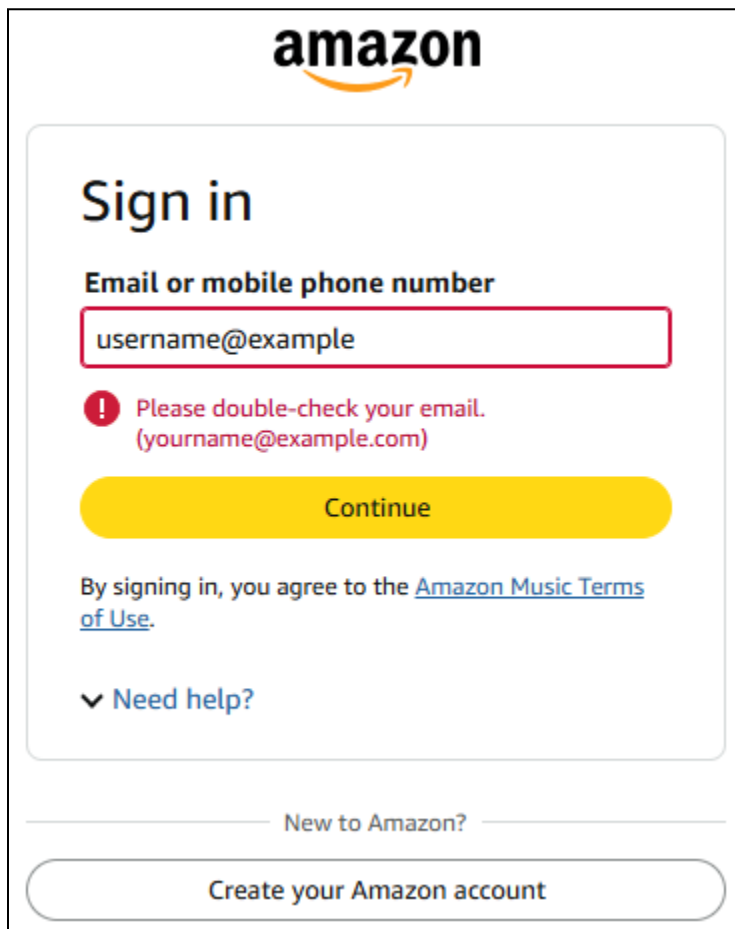


The screenshot shows the Amazon Music sign-in interface. At the top is the Amazon logo. Below it is a 'Sign in' section. Under the heading 'Email or mobile phone number', there is a text input field containing 'username@example'. Below the input field is a red error message: 'Wrong or Invalid email address or mobile phone number. Please correct and try again.' Below the error message is a yellow 'Continue' button. At the bottom of the sign-in section, there is a link to 'Amazon Music Terms of Use' and a link for 'Need help?'. Below the sign-in section is a horizontal line with the text 'New to Amazon?' and a button labeled 'Create your Amazon account'.

Figure 3.1

Possible Solution:

- A possible solution for this issue is both simple and easily implemented. They must eliminate wordy technical jargon, replace it with a friendly alternative, and provide an example of what a valid email looks like. (Figure 3.2)
- Notice that the microcopy maintains a level of politeness while also showcasing a non-branded example of the proper email format.

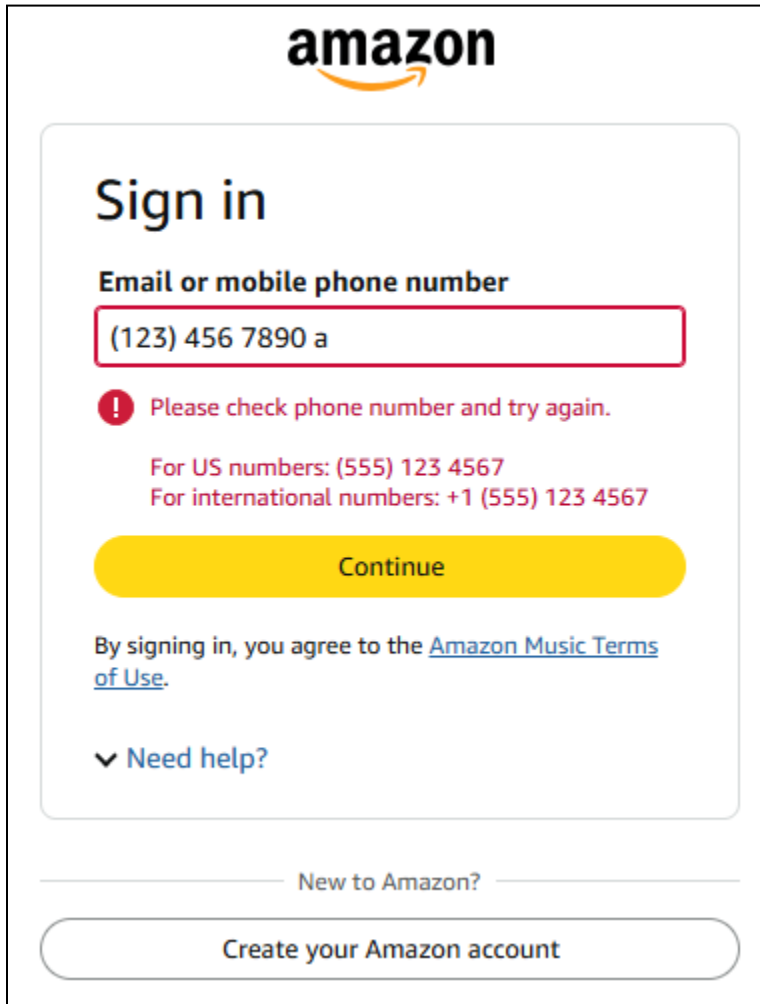


The image shows the Amazon sign-in interface. At the top is the Amazon logo. Below it is the heading "Sign in". Underneath is the label "Email or mobile phone number". A text input field contains the placeholder text "username@example". Below the input field is a red error message: "Please double-check your email. (yourname@example.com)". A yellow "Continue" button is positioned below the error message. Further down, there is a line of text: "By signing in, you agree to the [Amazon Music Terms of Use](#)." Below that is a link that says "Need help?" with a downward arrow icon. At the bottom of the sign-in box, there is a horizontal line and the text "New to Amazon?". Below this line is a button that says "Create your Amazon account".

Figure 3.2

Best Solution:

- Although requiring more work, the best solution would be first to use logic to check if the user has attempted to enter an email or phone number.
- The above email error prompt (Figure 3.2) could then be intelligently swapped for a phone number error message (Figure 3.3) as needed.
- As an additional layer of courtesy, the error text would be customized for the user's locale. (For UK numbers: +44 20 1234 5678)



The image shows the Amazon sign-in interface. At the top is the Amazon logo. Below it is the heading "Sign in". Underneath is the label "Email or mobile phone number". A text input field contains the value "(123) 456 7890 a". Below the input field is a red error message: "Please check phone number and try again." followed by examples: "For US numbers: (555) 123 4567" and "For international numbers: +1 (555) 123 4567". A yellow "Continue" button is positioned below the error message. Further down, there is a link to the "Amazon Music Terms of Use" and a "Need help?" link. At the bottom, there is a "New to Amazon?" section with a "Create your Amazon account" button.

amazon

Sign in

Email or mobile phone number

(123) 456 7890 a

! Please check phone number and try again.

For US numbers: (555) 123 4567
For international numbers: +1 (555) 123 4567

Continue

By signing in, you agree to the [Amazon Music Terms of Use](#).

✓ Need help?

New to Amazon?

Create your Amazon account

Figure 3.3

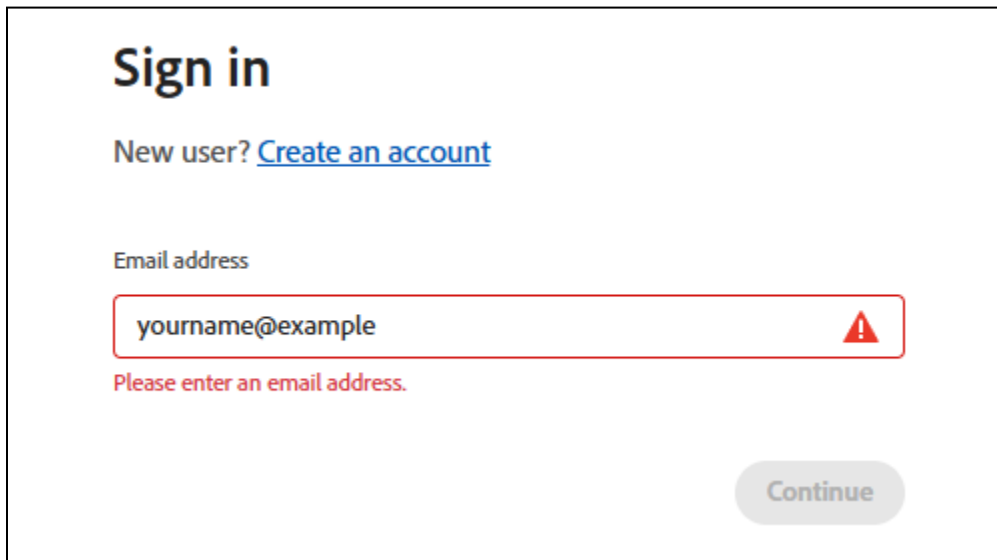
Adobe Sign-in Error

Issue:

- When signing in to an Adobe account, you are presented with an ambiguous error that is misleading at best and incorrect at worst. (Figure 4.1)
- To the average technical user, the error is obvious, but it remains a poor example of practical microcopy work.

Possible User Questions:

- Why is it telling me to enter an email address? I already did!
- Is their website broken? I've entered an email address.
- What's wrong with my email?

The screenshot shows the Adobe Sign-in interface. At the top, it says "Sign in" in a large, bold font. Below that, it asks "New user?" followed by a blue link "Create an account". Underneath is the label "Email address" above a text input field. The input field contains the text "yourname@example" and has a red border with a red warning triangle icon on the right side. Below the input field, there is a red error message: "Please enter an email address." At the bottom right of the form, there is a grey "Continue" button.

Sign in

New user? [Create an account](#)

Email address

yourname@example

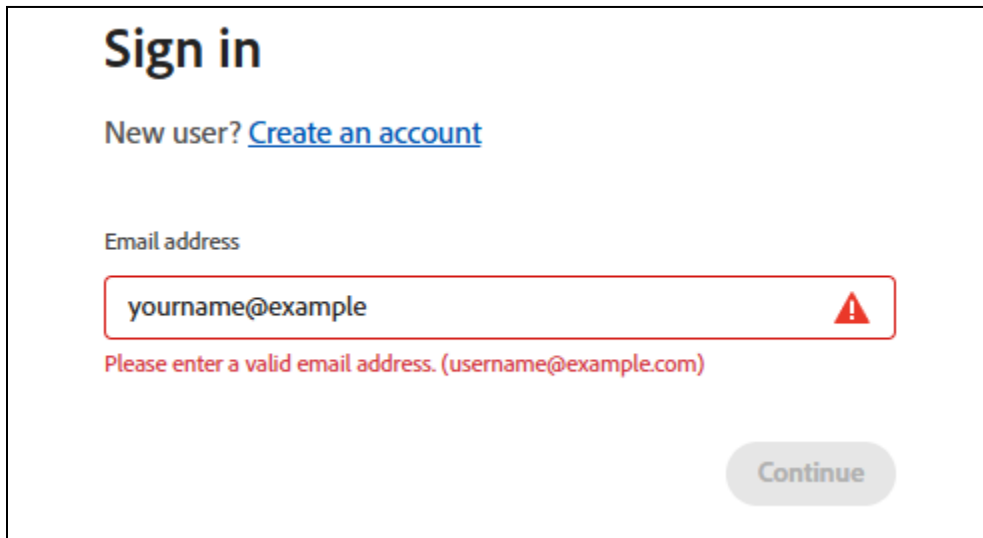
Please enter an email address.

Continue

Figure 4.1

Best Solution:

- The best solution for this issue is to update the terminology to be more descriptive and offer an example of a properly formatted response. (Figure 4.2)
- Note that in this example, it's assumed that the majority of Adobe Suite users are somewhat technical, so the term “valid” is used in place of more inviting words.



Sign in

New user? [Create an account](#)

Email address



Please enter a valid email address. (username@example.com)

[Continue](#)

Figure 4.2