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Login failures

Current condition:

- The login experience sucks. 27% of new users failed to log in.
- It contributes to 10% of support tickets.
- Root cause #1: A lot of people forget they need to use their company emails instead of personal email.
- Root cause #2: Some users put the wrong password three times and get their accounts locked without any warning.
- What are the other root causes?

Challenges:

- HMW reminds people to use the company's emails?
- HMW help people to log in even if they forget their password?

Success criteria:

- Qualitatively, we need to see people understand that they need to use their company's email and feel delighted when they forget the password. We can observe this through usability testing.
- Quantitatively, we need to reduce the login failures to 10% by the end of this quarter. Also, we want to see fewer support tickets for the login issue.

Proposal:

- We will increase the clarity of the copy and the layout to simplify the cognitive load
- We will consider a magic link approach to make the login error more user-friendly than before.
- We will no longer lock people's accounts since it's the biggest friction and it's unnecessary
- Assumption: People are more likely to forget their password if they enter the wrong password twice.