SmileStock
One-Time Password

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UX/UI Case Study

Overview

Project Brief

Overview

What is SmileStock?

SmileStock is a modern grocery store combining the accessibility of everyday essentials with the bulk-buying benefits of a warehouse-style shopping experience.

Designed to fit between a traditional grocery store and a wholesale club, SmileStock offers a curated selection of fresh produce, pantry staples, and household items, all at competitive prices and exclusive discounts through premium memberships.

With a focus on efficiency, simplicity, and customer convenience, the store caters to individuals and families looking for a better way to shop smarter, save more, and leave with a smile.

Overview

Problem Statement

In an era of rising cybersecurity concerns, customers demand both convenience and robust account protection. Traditional login processes often frustrate users with forgotten passwords, complex requirements, or multi-step authentication.

SmileStock faced two challenges:

1. **Security Concerns:** Password-based authentication was insufficient in preventing unauthorized access.
2. **User Experience:** The existing login and account recovery process was cumbersome and caused drop-offs.

Overview

Objective

To design an intuitive, secure, and user-friendly account management system centered around OTP authorization, addressing login, account creation, and recovery processes.

- **Simplify Access:** Ensure users can log in quickly without compromising on usability.
- **Enhance Security:** Use OTP as a modern, secure alternative to traditional passwords.
- **Inclusive Design:** Create designs that cater to users of all technical proficiency levels.

Overview

User Insights

Pain points

- Users prefer passwordless login options like OTP over traditional logins for simplicity.
- Forgotten or mistyped passwords cause annoyance.
- Users want reassurance that their data is protected.

Goals

- Simplify multi-step login flows without compromising on security.
- Incorporate clearer error messages for user feedback.
- Add passwordless login option and allow users to choose.

Ideation and wireframes

User Flows

User Flows

Default Sign In

- User starts at default sign in screen.
- User enters their email and chooses a method to sign in
    - User can choose to get a temporary code for fast and easy sign in or use their existing password if they have one set
- User chooses to use their existing password and types it in correctly
- User clicks ‘Sign in’ button and chooses to stay ‘logged in’
- SmileStock logs user into main homepage of app

User Flows

Passwordless Sign In

- User starts at default sign in screen.
- User enters their email
- User’s account does not have a password set and is required to use their phone as the sign in method
- User receives one-time code as a text message
- User types in wrong code and decides to resend the code
- User types in correct code the second time and successfully logs into their account

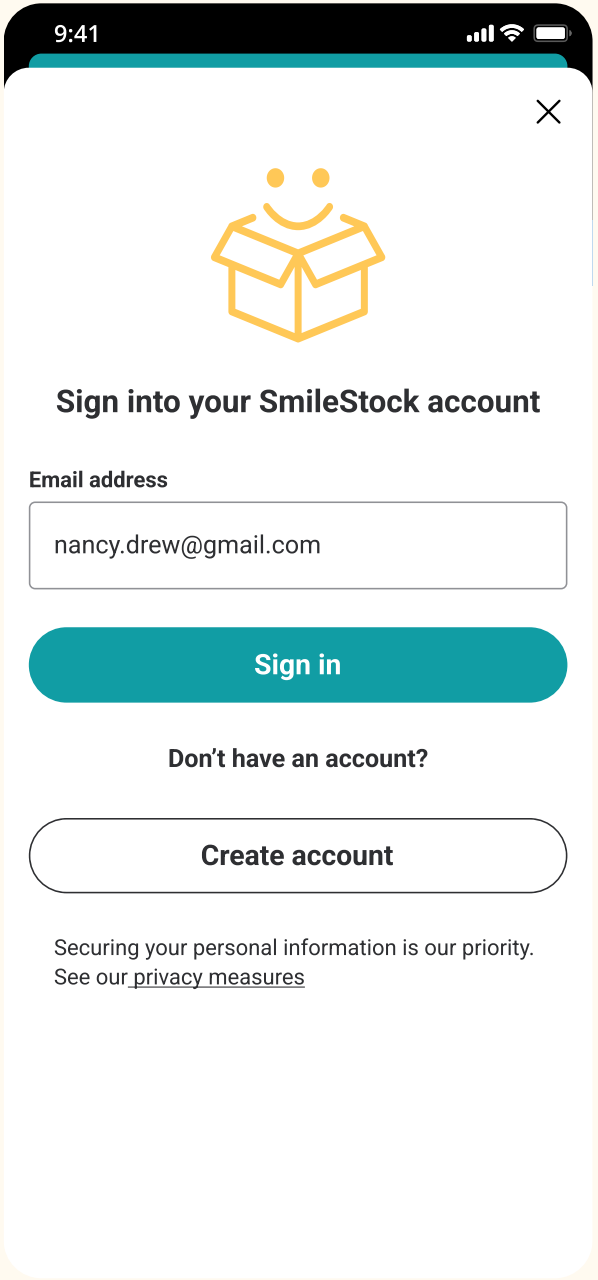
User Flows

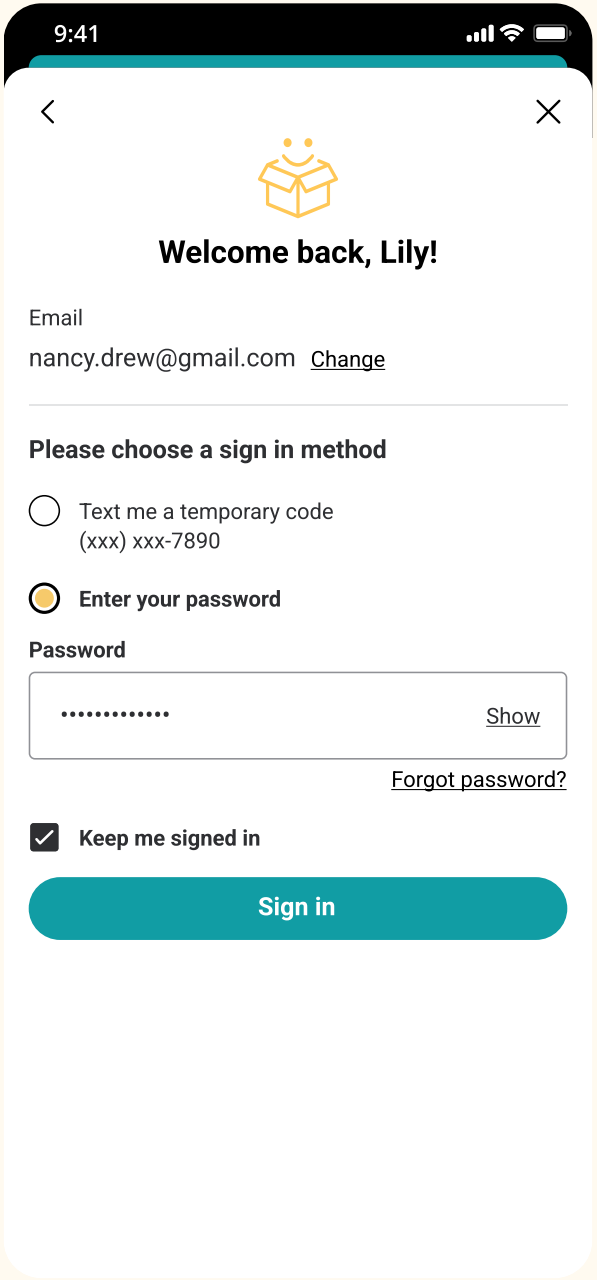
Account Recovery

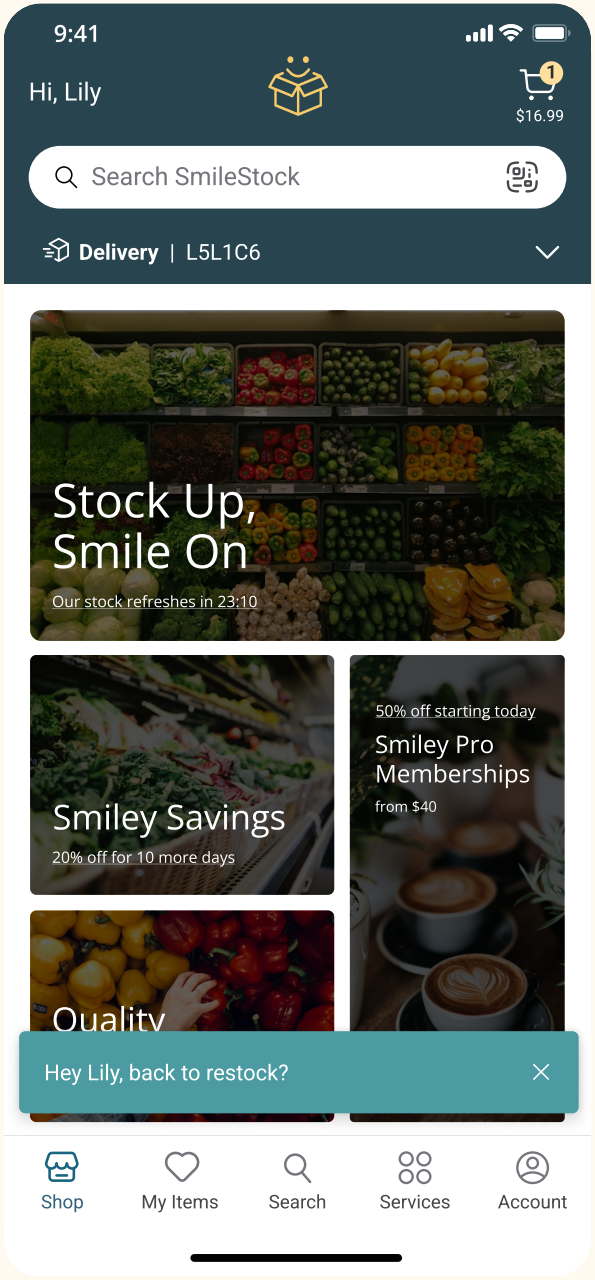
- User starts at default sign in screen.
- User enters their email and chooses to enter their password
- User types password incorrectly and receives error feedback
- User chooses to reset password and find their account
- User enters email address associated with account
- SmileStock finds account and saved sign in methods
- User chooses to receive a verification code
- User types in verification code correctly
- User chooses to continue signing in instead of changing password for now

High-fidelity

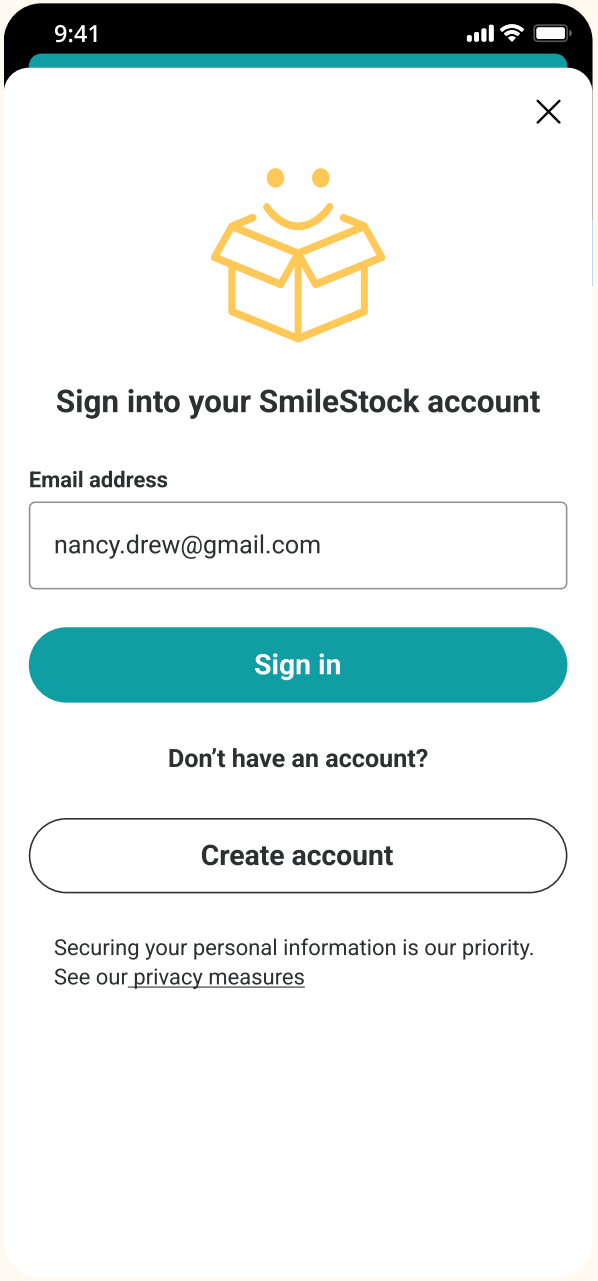
Prototypes

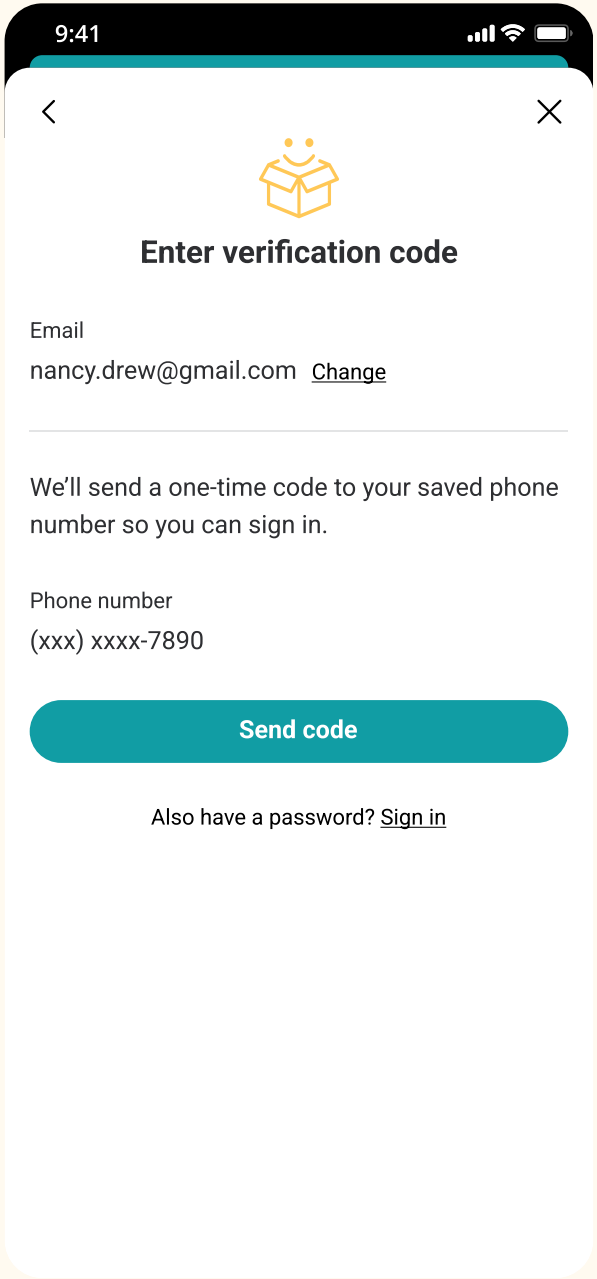


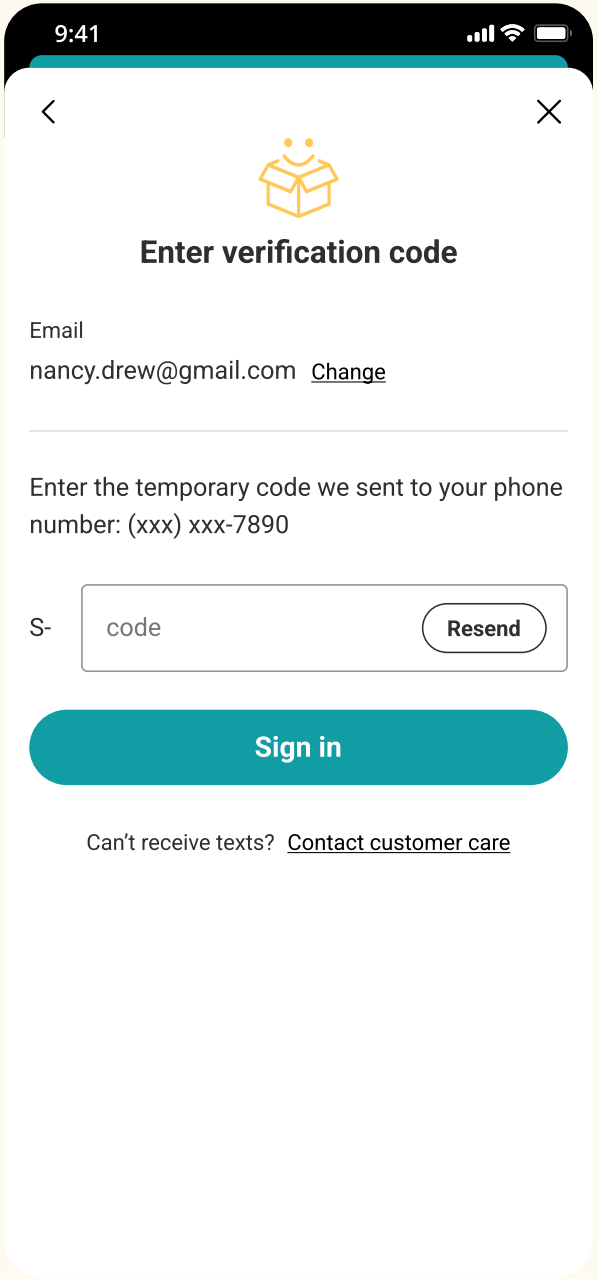




01/ DEFAULT SIGN IN







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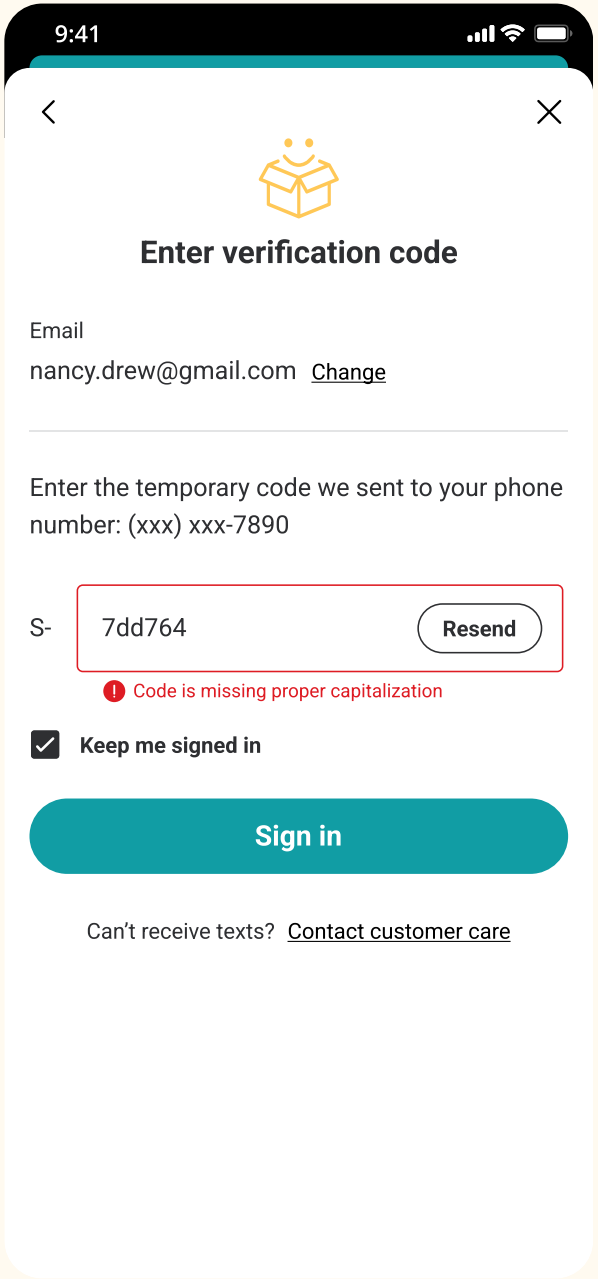

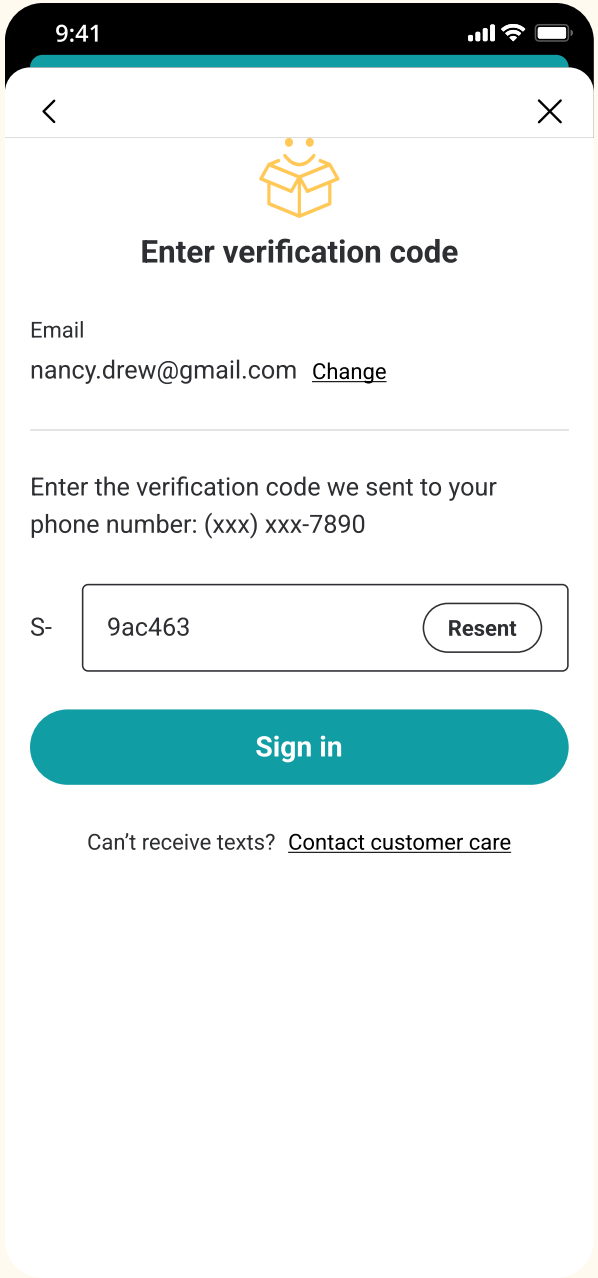

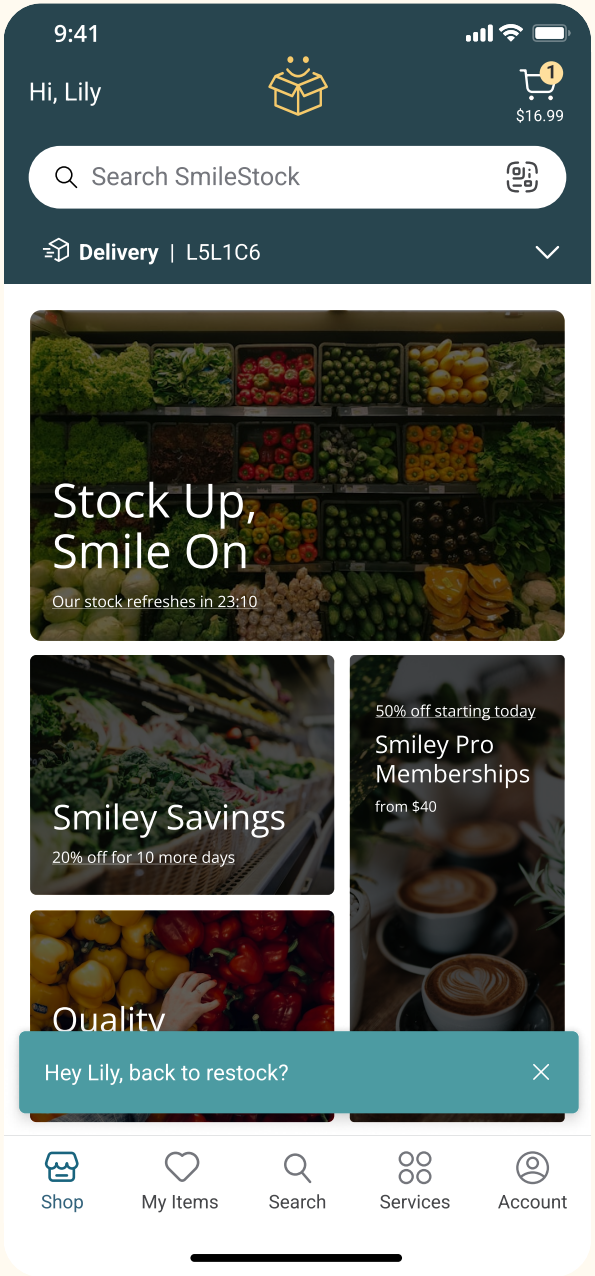

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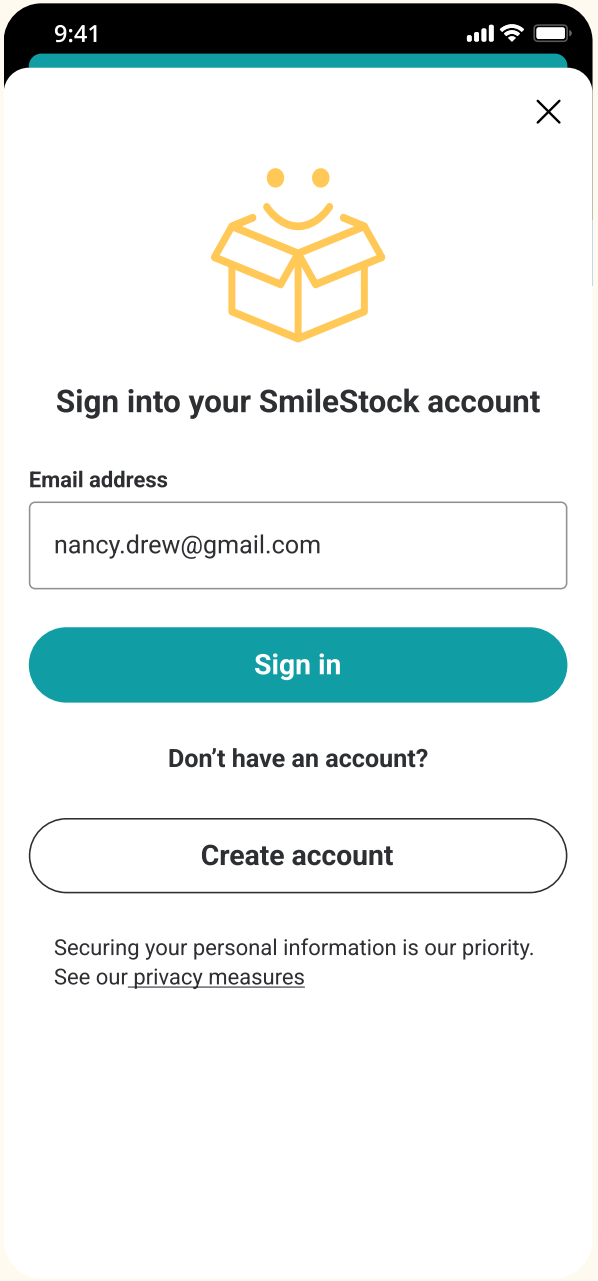
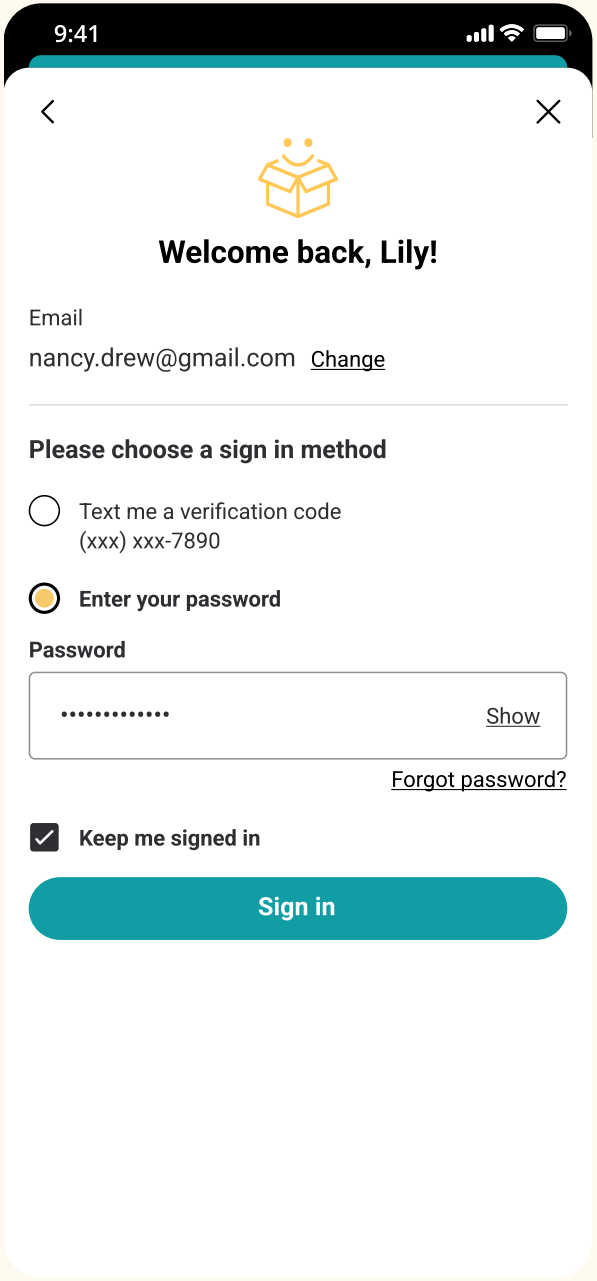
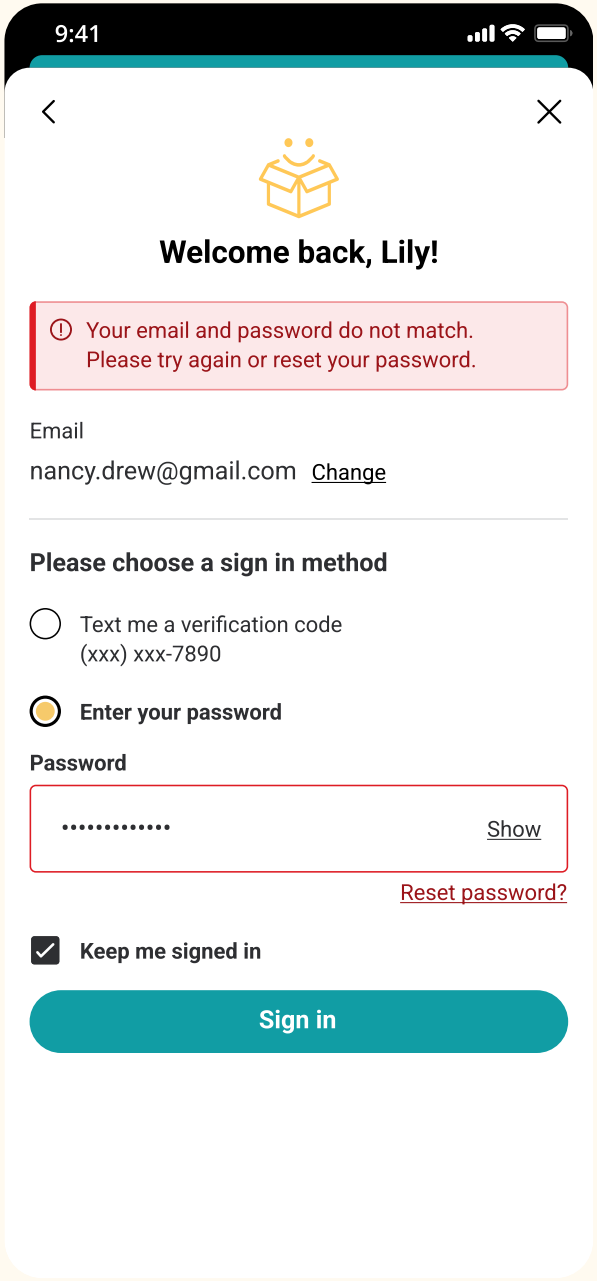
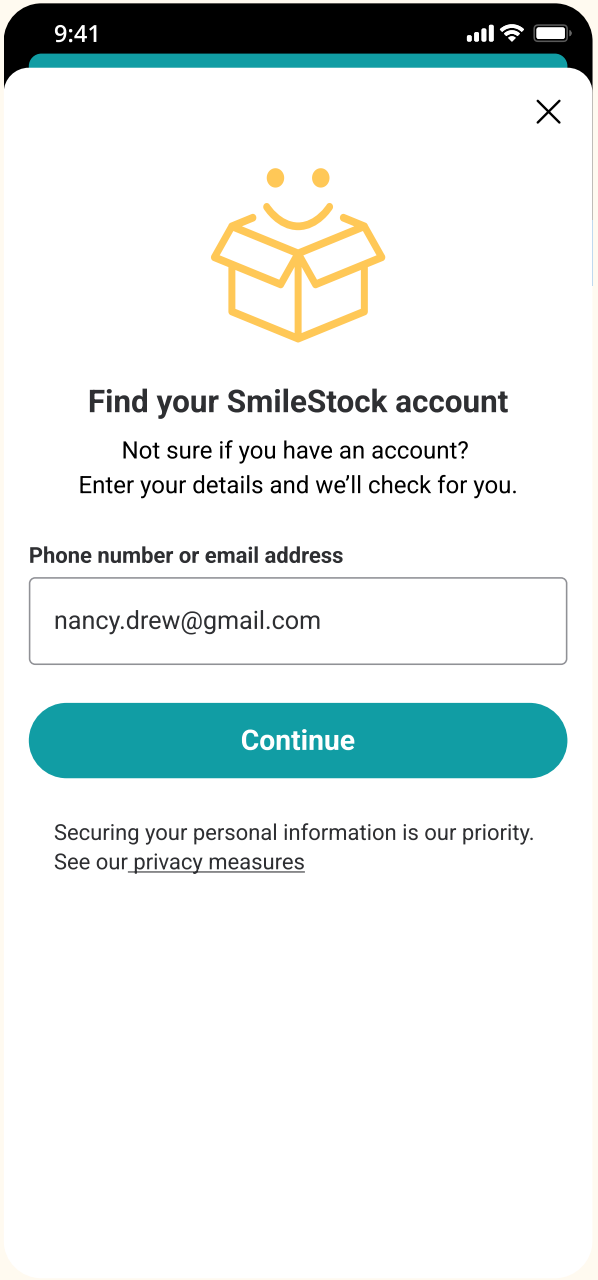
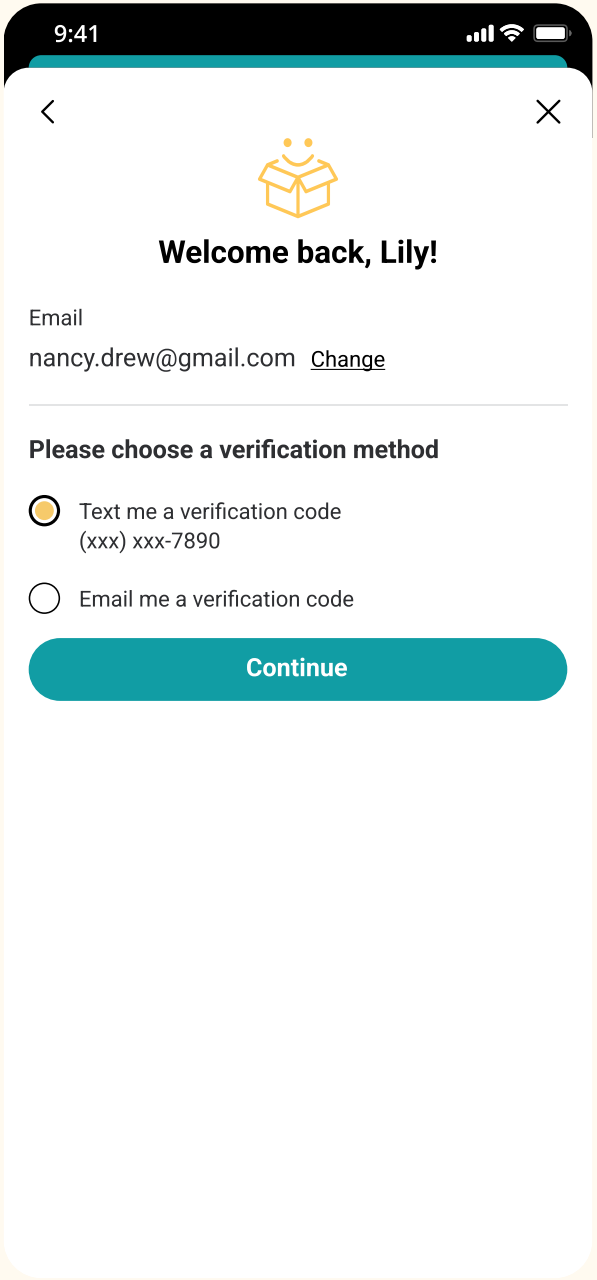


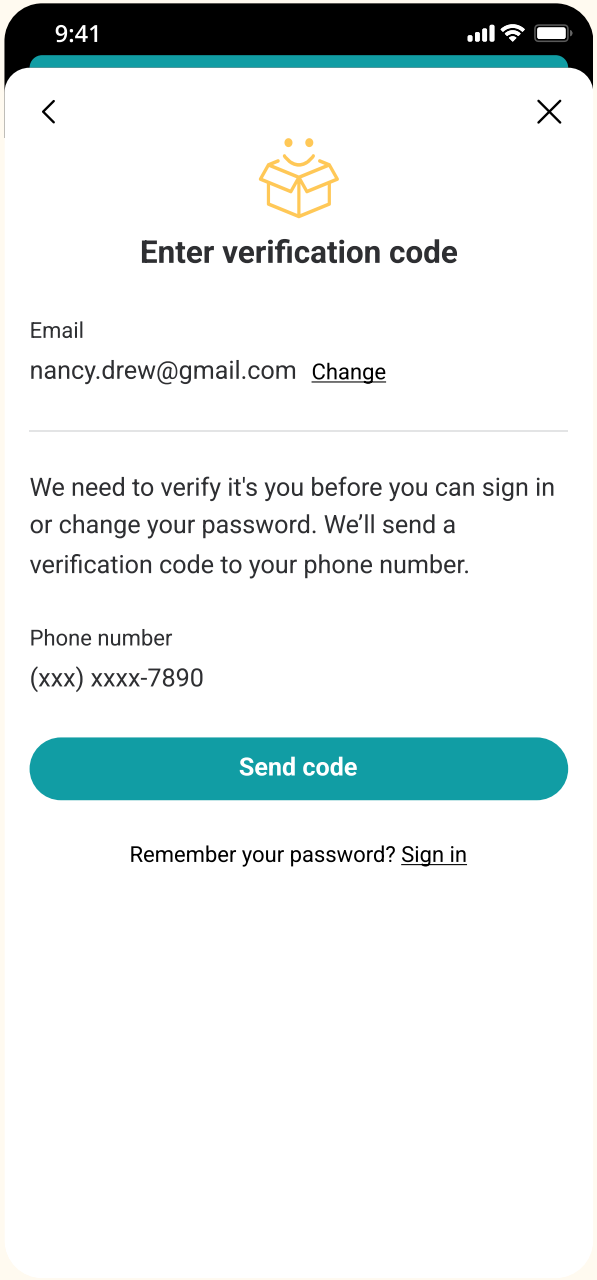




04/ ACCOUNT RECOVERY







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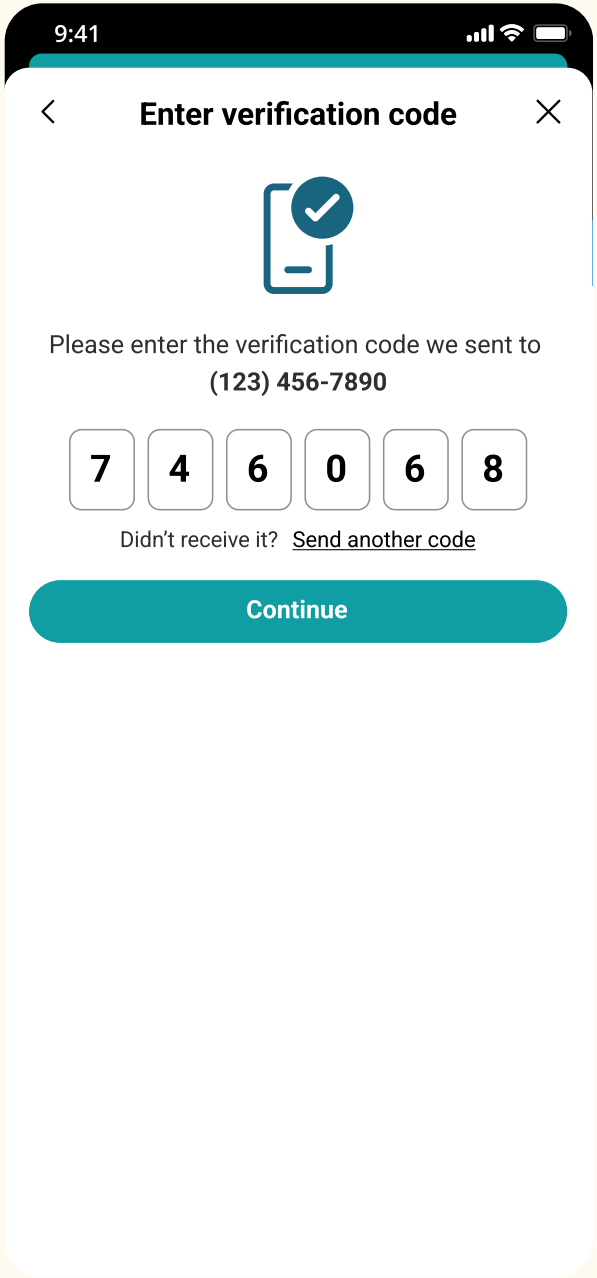

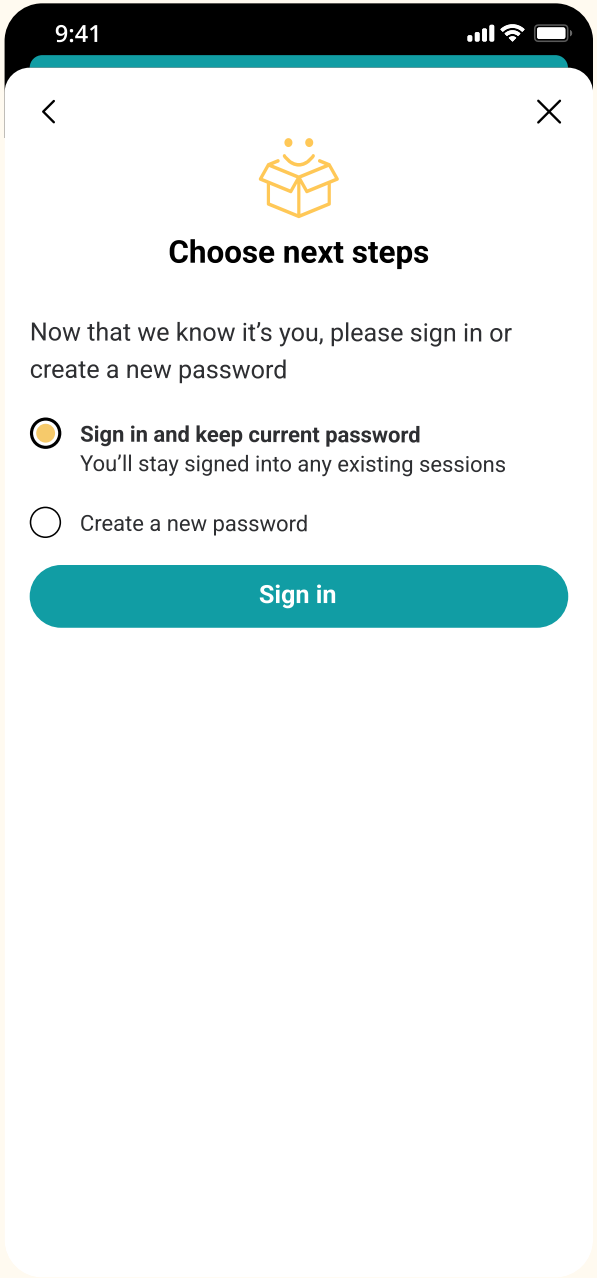

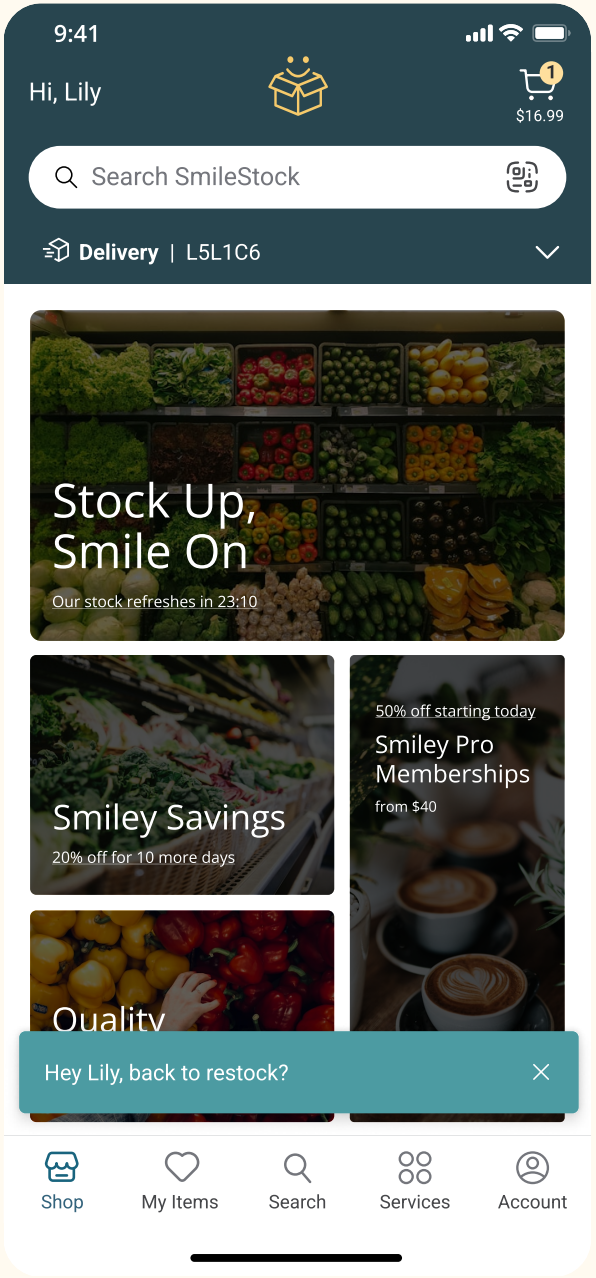

06 / ACCOUNT RECOVERY

UI Design

Design Decisions

Design Decisions

Usability & Accessibility

- **Bold Headers:** Clear labels detailing the app's flow states.
- **Large Tappable Areas:** Buttons and input fields designed for quick interaction, with clear instructions (e.g., Enter your phone number).
- **Contrast and Hierarchy:** High-contrast colours to ensure text visibility, paired with distinct CTAs like Continue.
- **Error Feedback:** Clear error messages in red, detailing what went wrong with app or user input.
- **Text Alternatives:** Screen-reader-friendly labels for all fields and buttons.

Design Decisions

Colour

Primary colour combination evokes trust and friendliness, matching SmileStock's brand name and "smiling" logo.

Design Decisions

Typography

The primary typeface is a sans-serif font known for its variability and legibility: **Roboto**. Variations in size, weight, and style are applied to create a clear hierarchy and distinction between headings and body content.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Looking ahead

Reflection

Reflection

Predictions

- **Increased User Engagement**
  - Conversion rates for login improved by 30% due to the simplified OTP flow.
  - Drop-off rates in the account recovery process decreased by 40%.
- **Enhanced Security**
  - OTP authorization provided an additional layer of security, reducing unauthorized access attempts.

Reflection

Next Steps

- **Accessibility Enhancements:** Introduce voice input for OTP entry and larger font sizes for visually impaired users.
- **Analytics Tracking:** Monitor user behaviour to identify additional pain points.
- **Multi-Language Support:** Expand usability to a diverse customer base.

Thank You

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