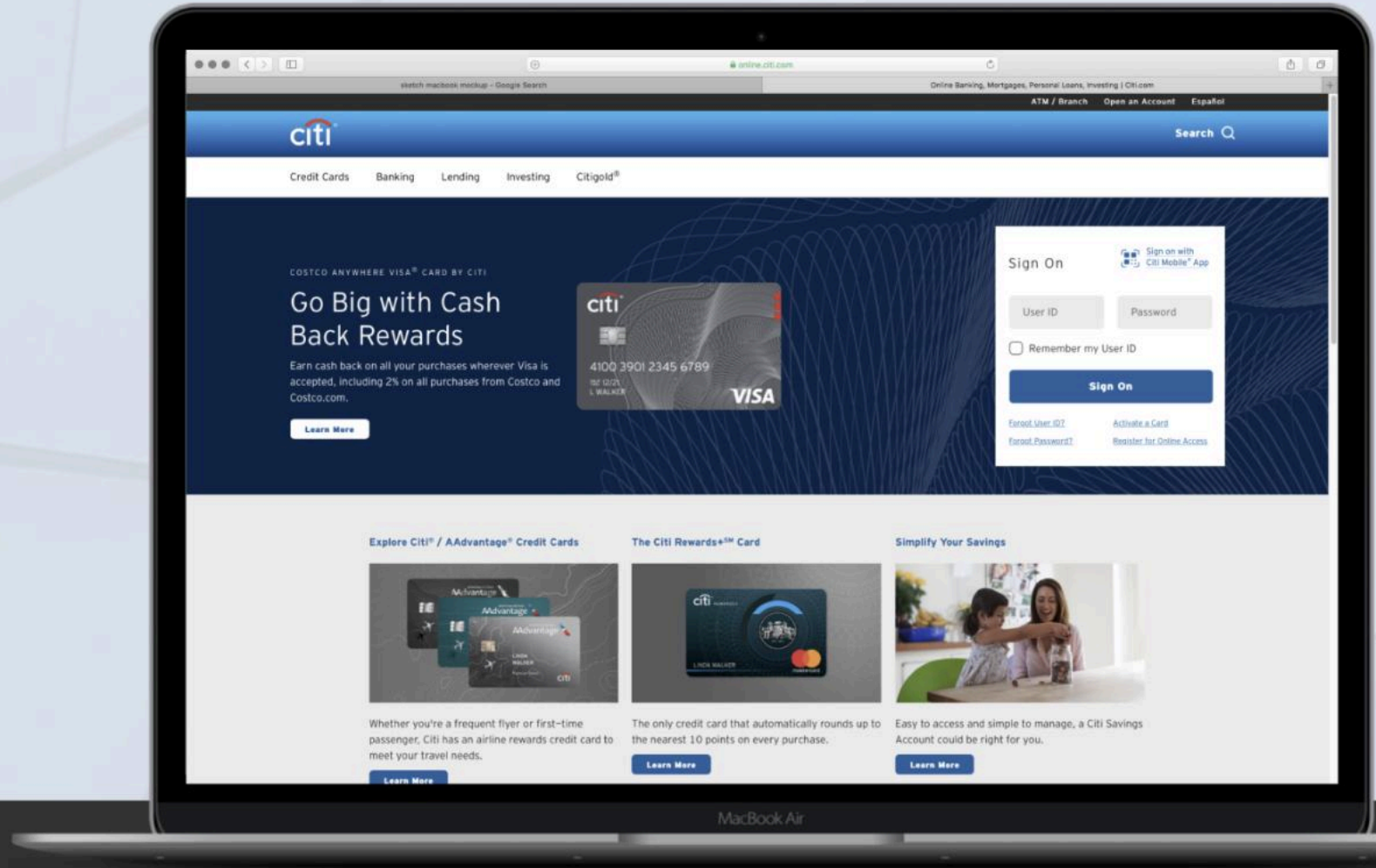


# FORGOT USER NAME & PASSWORD

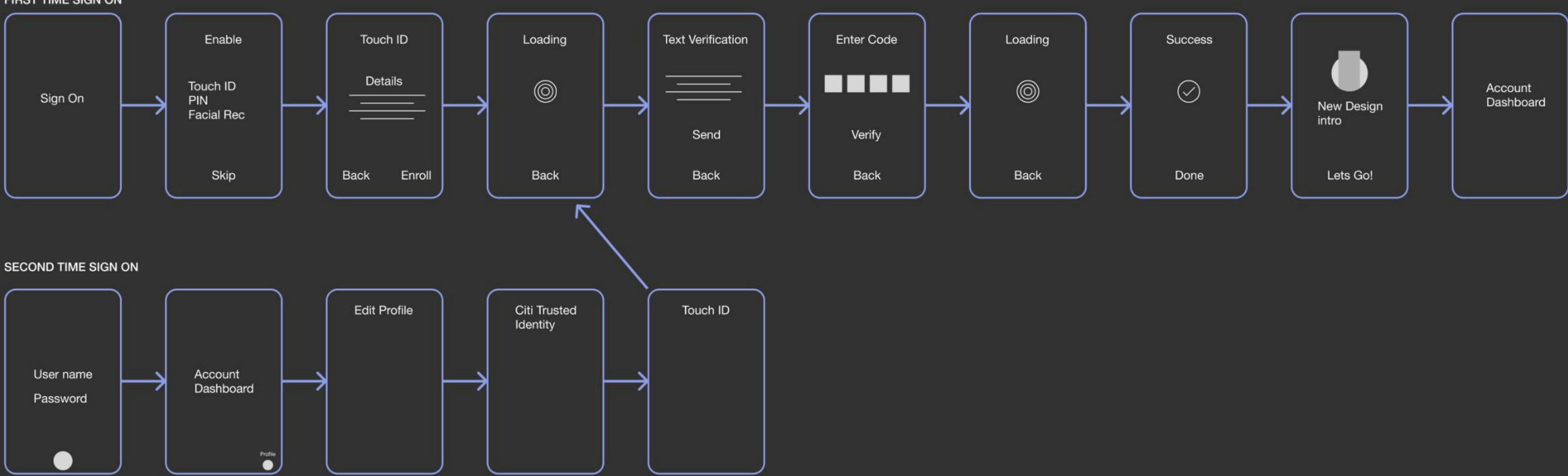
## PROJECT OBJECTIVE

Today, the FUIP (Forgot User ID/Password) flow is one of the biggest customer pain points. We have seen a 50% customer drop off rate in FUIP flow due to attributes asked like SSN, account number, DOB, etc. We want to eliminate these attributes to make a simpler and safer way to allow customers to reset their passwords without having the customer call in to the customer service line.



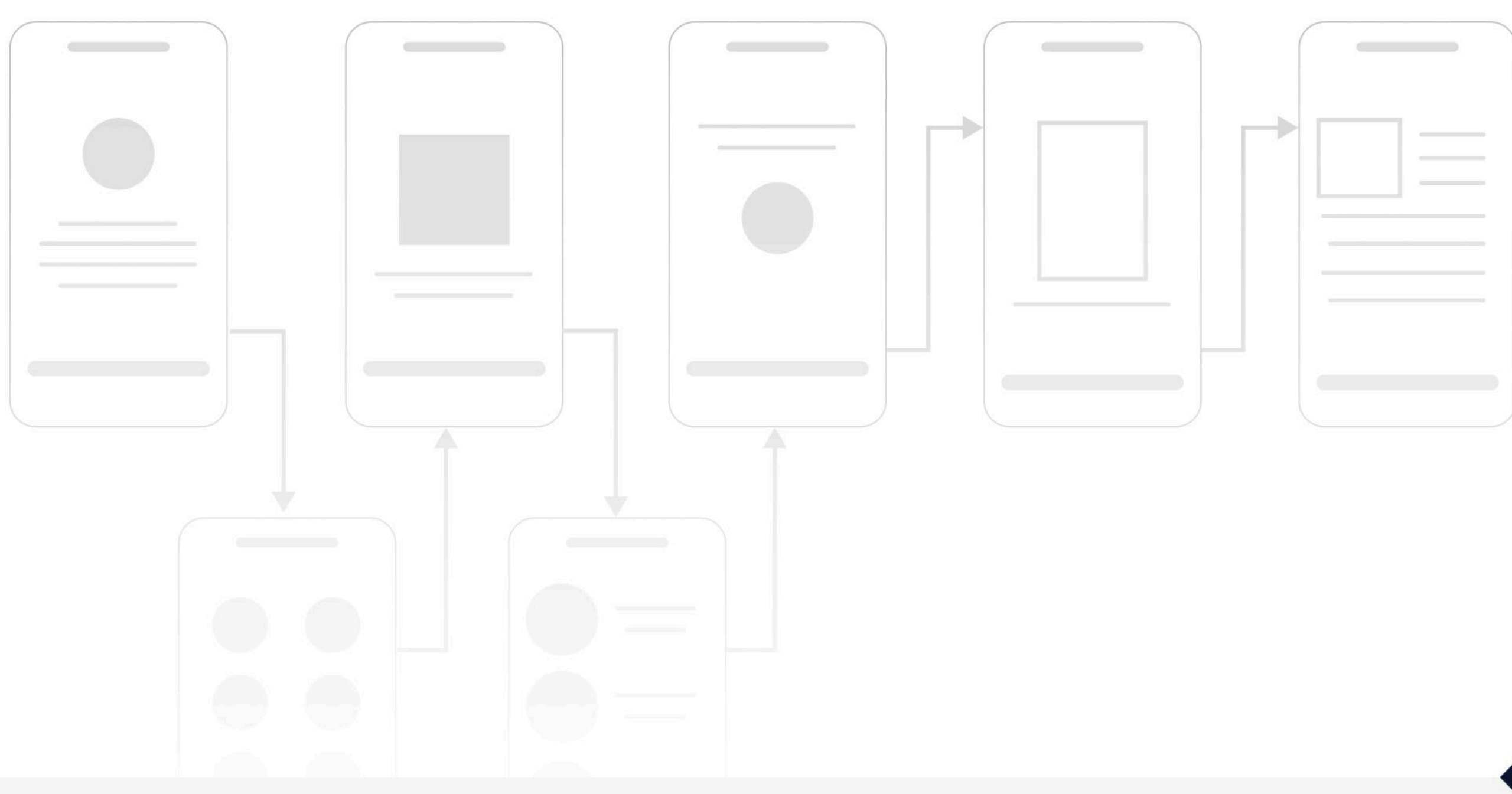
## THE AUDIENCE

Our target market are the 50% of users that would rather call customer service. At this step, we will conduct user research to understand where customers drop off the FUIP flow. This will help us understand where we can clarify or simplify specific steps that cause headaches for our users.



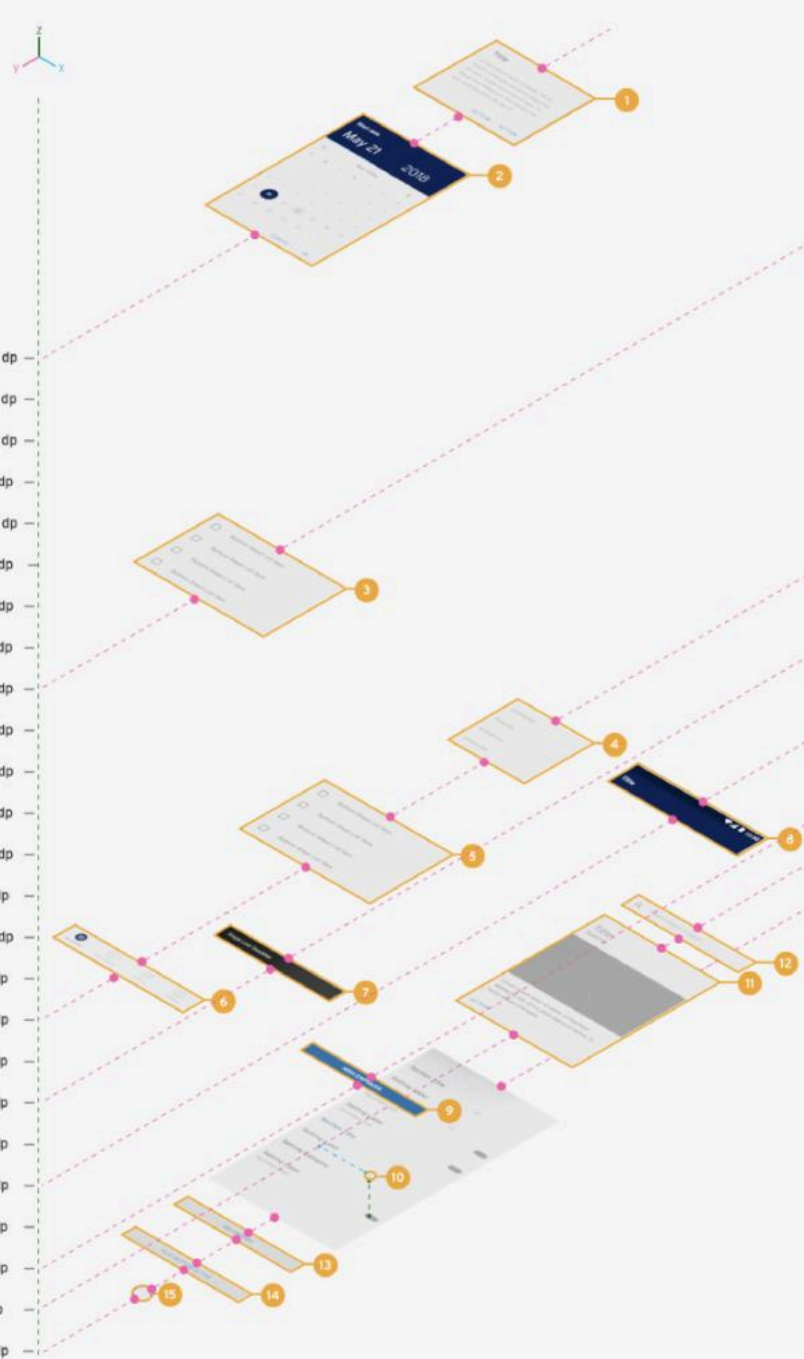
## THE UNDERSTANDING

Customers typically forget their password within 2-3 weeks of not signing into the application on a desktop browser. The four main drop off issues are: the users forget which email they used, they forget the answers to their security questions, they don't access to an account or credit card number, or they might not receive the reset password link.

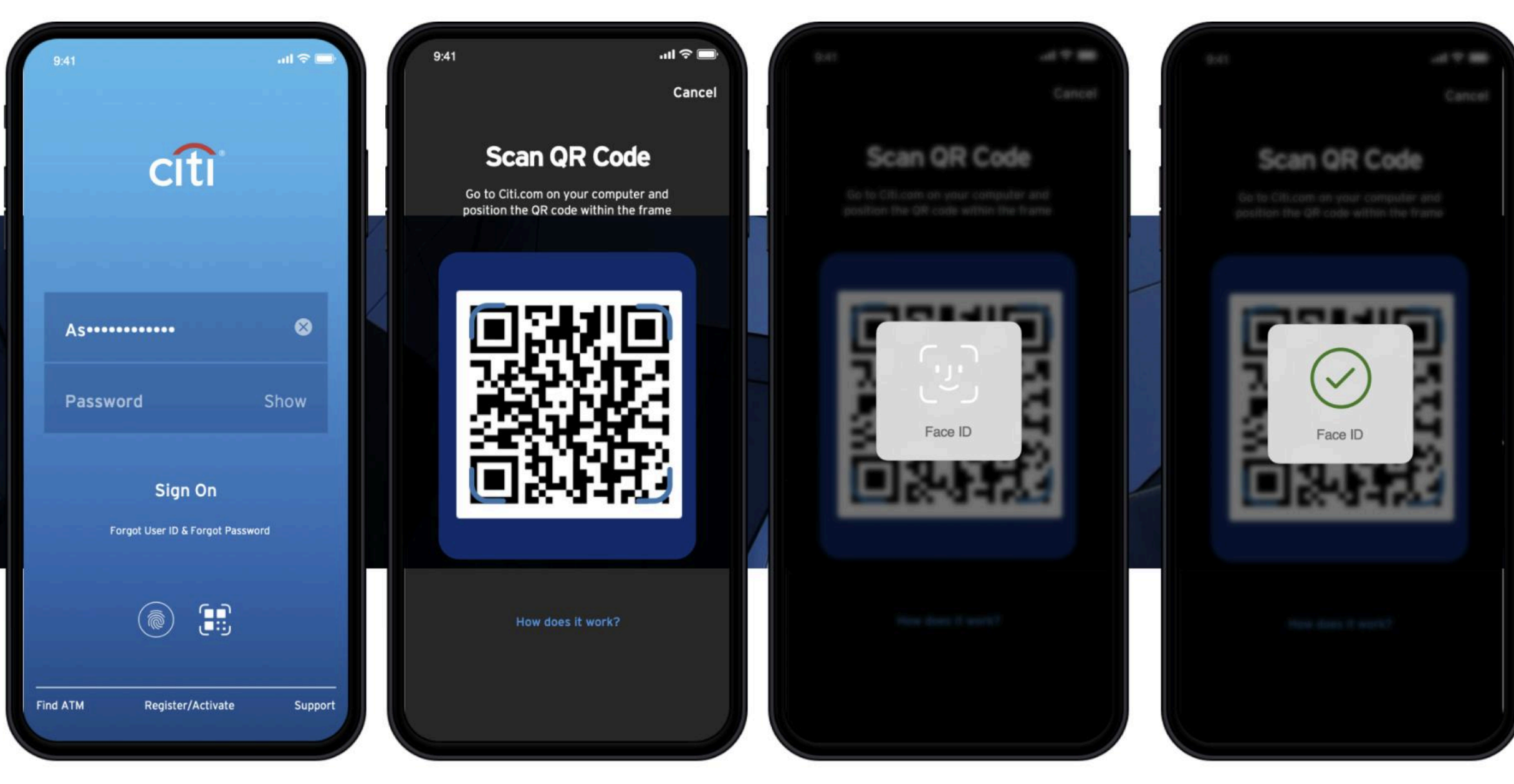
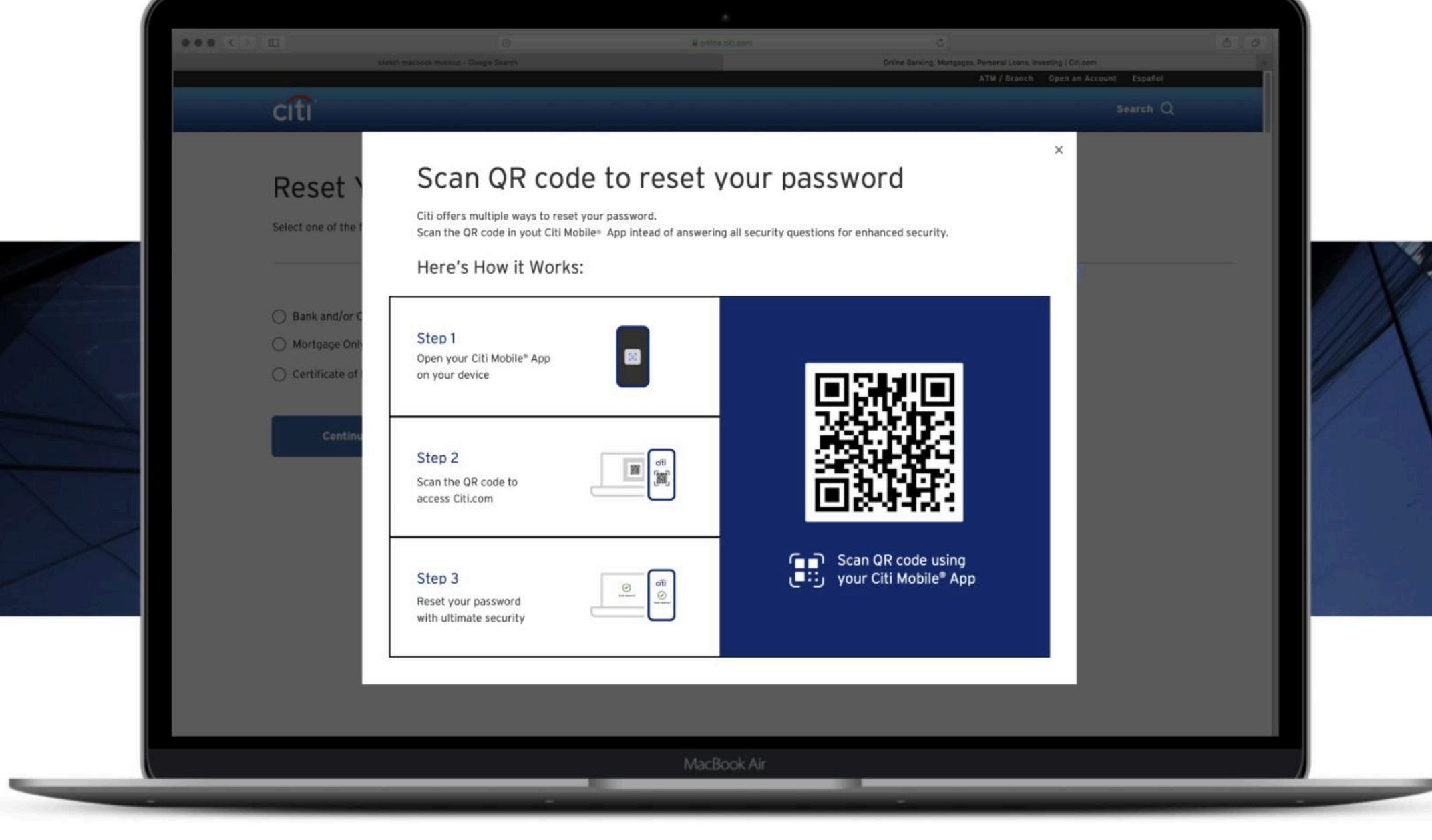
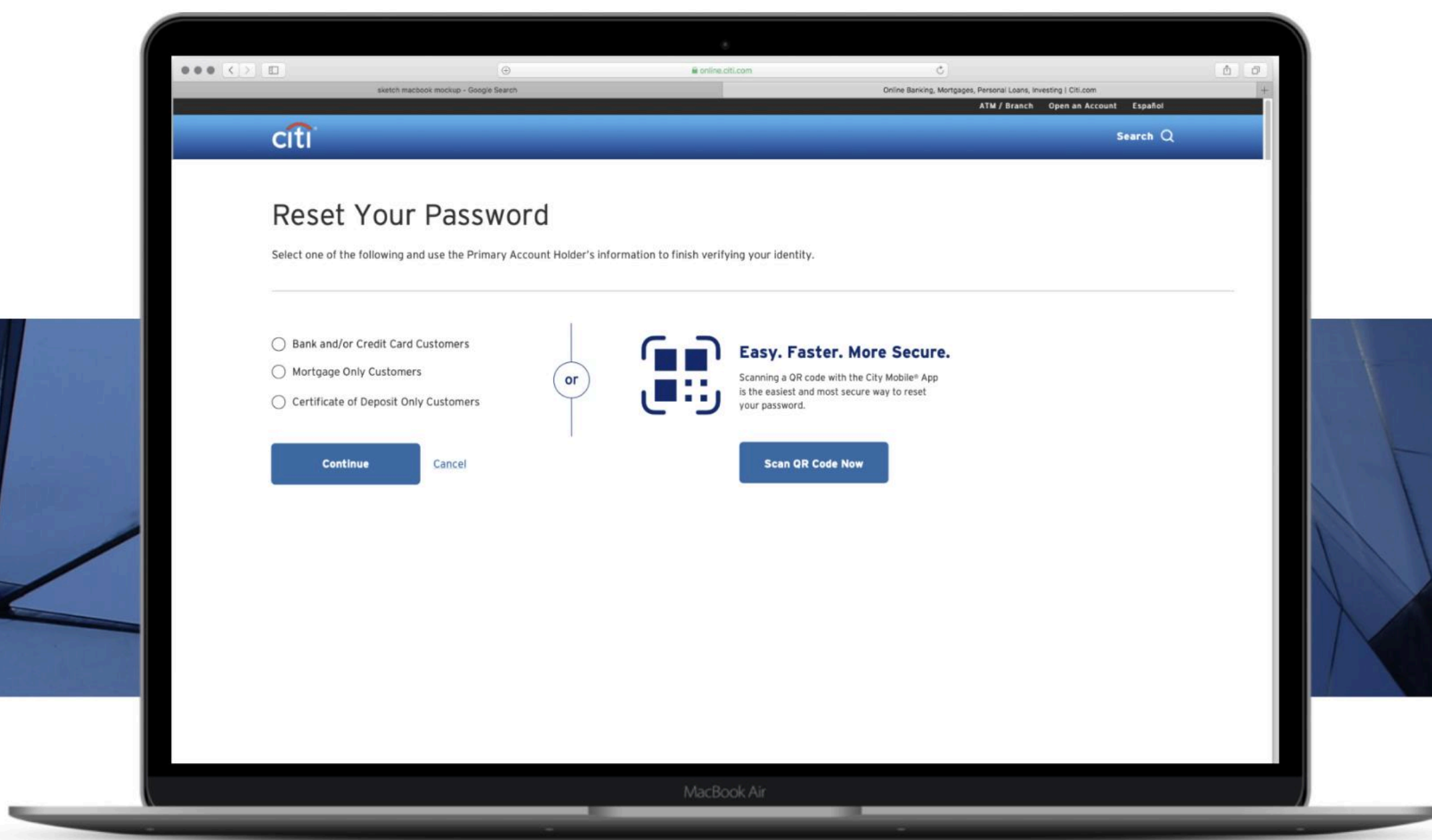
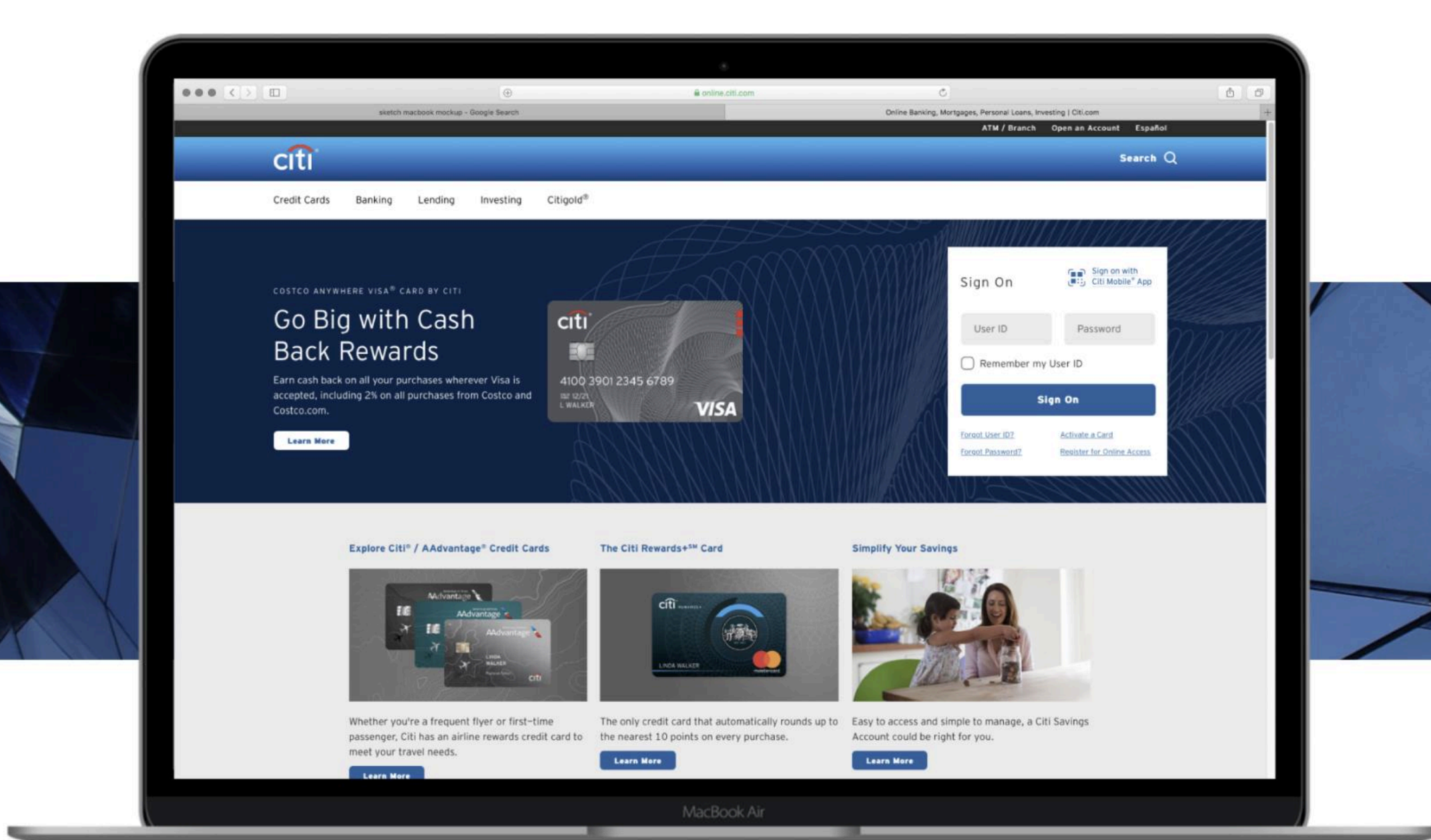


## DESIGN SOLUTION

We are providing an alternative, simple flow to the customer where instead of inputting their details and being interrupted with a one time passcode, we are simply using the users L3 biometrics on their mobile device to authenticate the customer and reset their password on browser.



## THE RESULT



THANK YOU!

