

– Increase your E-mail verification rates!



Paul Trubas
UX/UI Designer

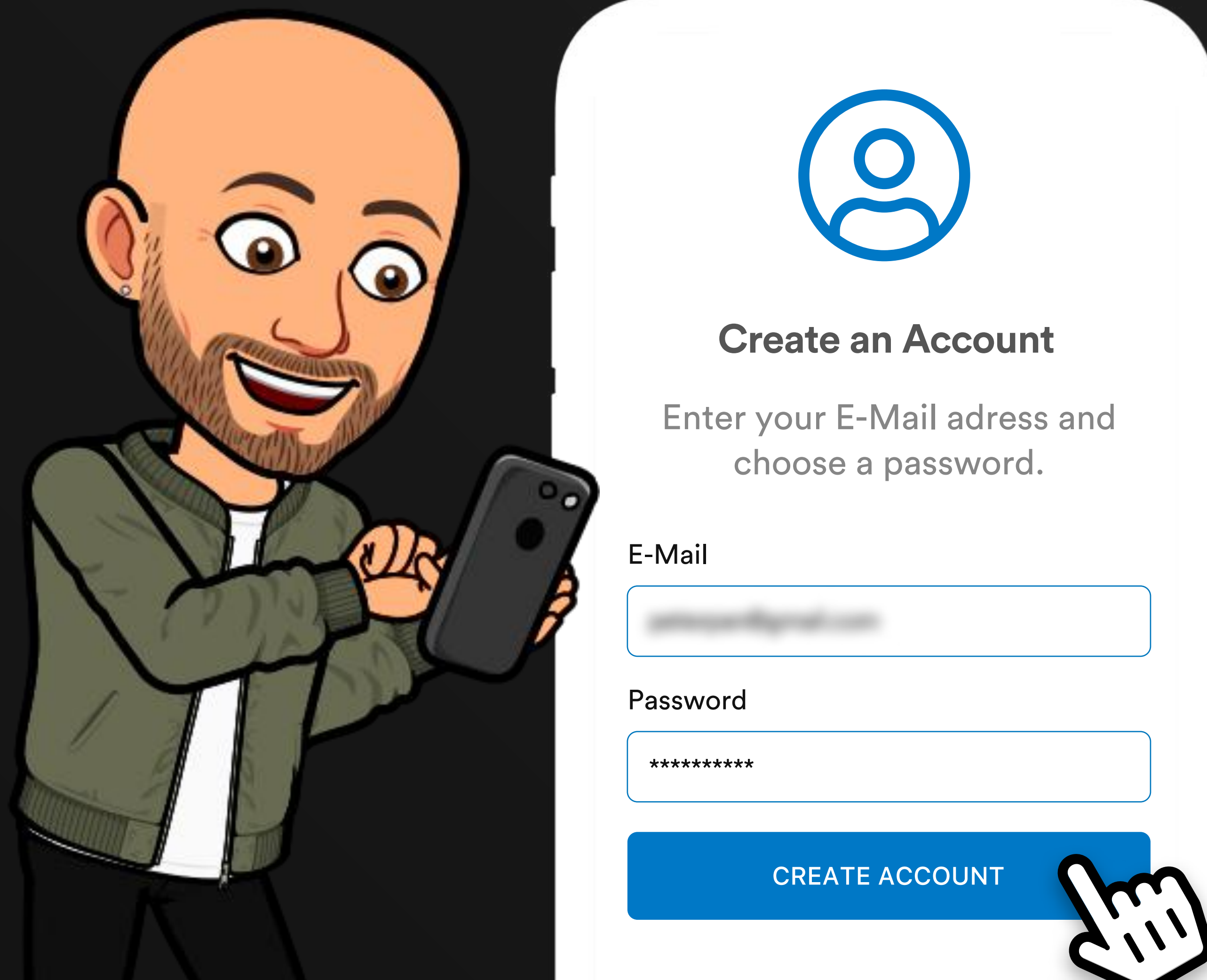
— Recently...

...I wanted to try out a new service on my iPhone. But like in many other products, in order to get access I had to create a new account first.

A white rounded rectangle representing a mobile app screen. At the top center is a blue circular icon containing a white silhouette of a person. Below the icon is the text 'Create an Account' in bold. Underneath is the instruction 'Enter your E-Mail adress and choose a password.' in a smaller font. There are two input fields: the first is labeled 'E-Mail' and the second is labeled 'Password'. At the bottom is a solid blue button with the text 'CREATE ACCOUNT' in white capital letters.

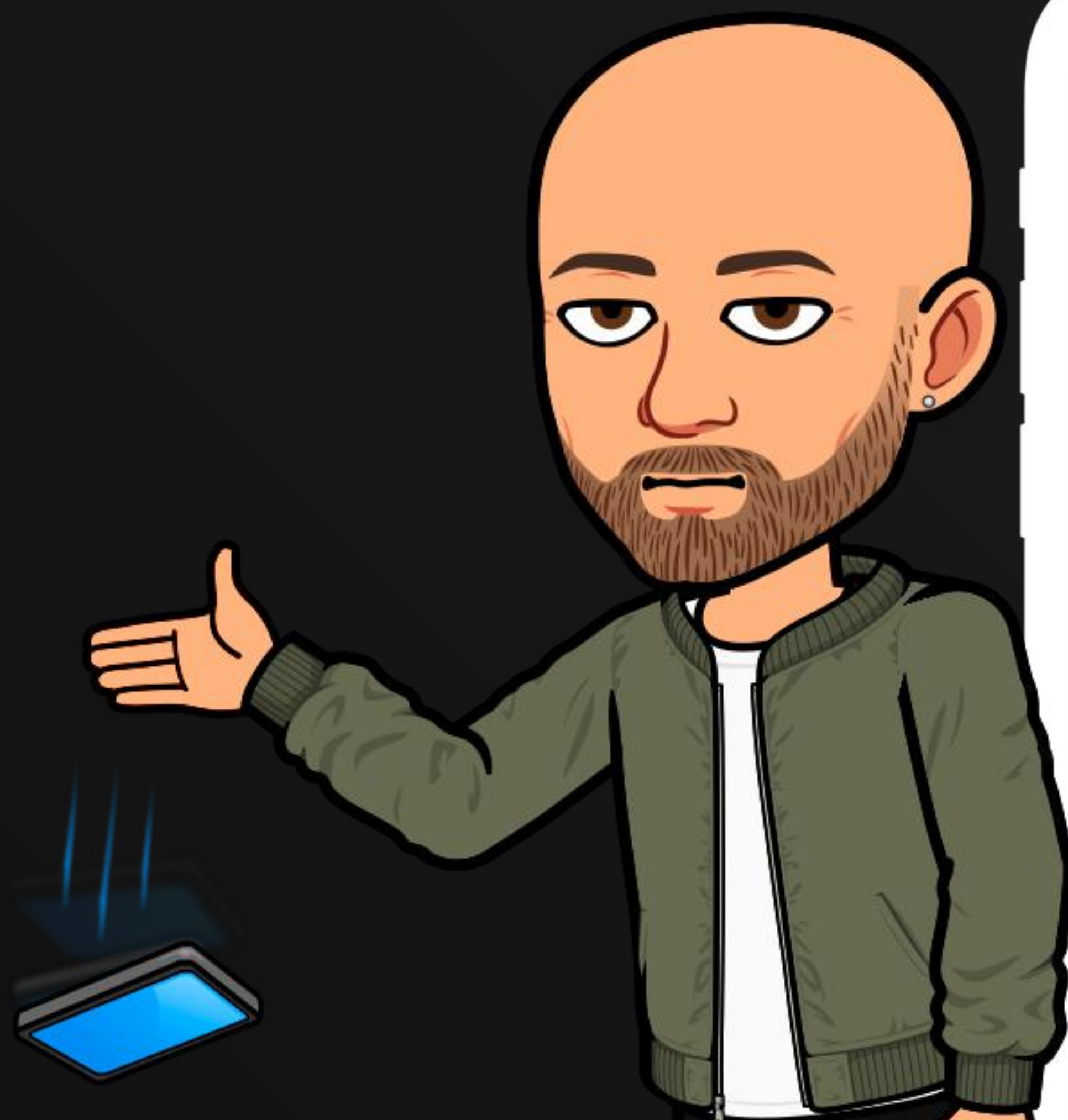
– To create a...

...new account, I just had to enter my e-mail adress and set a password. So far so good. But then...



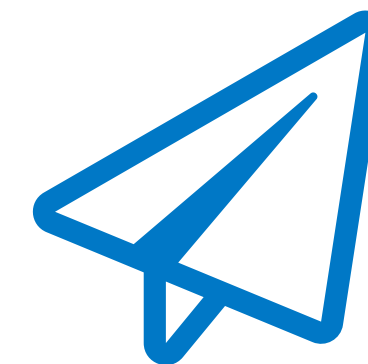
— A friction point.

I am now forced to **close the app**, look up my e-mails, copy a verification code and re-open the app again.

A white smartphone screen with rounded corners. At the top is a blue Telegram paper plane icon. Below it, the text "An email has been sent to you." is displayed in bold. Underneath, a smaller line of text says "Check the email that's associated with your account for the verification code." Below this is a label "Verification code" followed by six empty square input boxes. At the bottom of the screen is a large blue button with the word "VERIFY" in white capital letters. Below the button is a smaller, blue, underlined link that says "Send again".

— It almost feels like...

...you're trying to **keep me away** from using your product.



An email has been
sent to you.


Check the email that's
associated with your account for
the verification code.

Verification code

VERIFY

[Send again](#)

— This verification creates 3 problems...



An email has been sent to you.

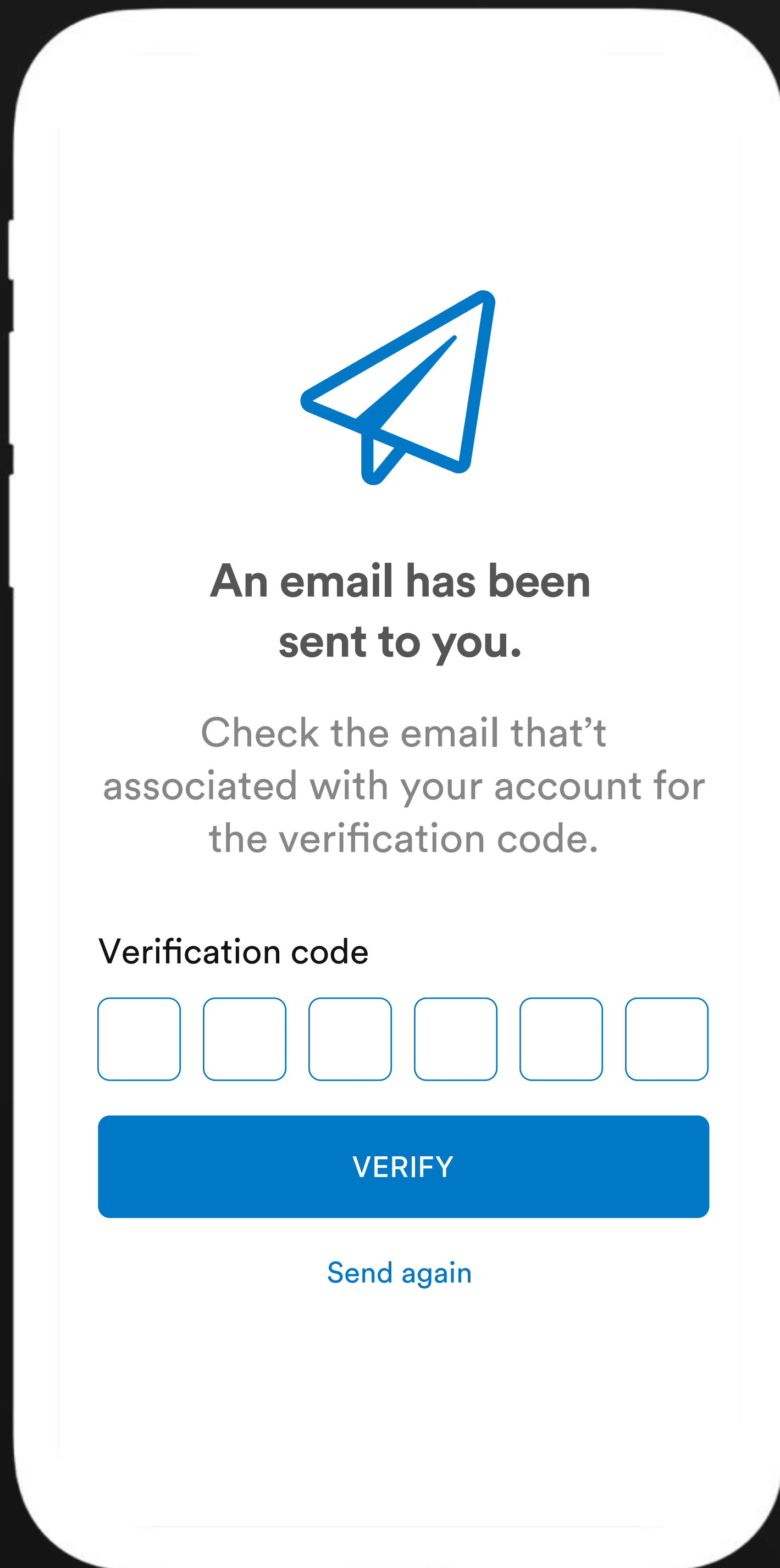
Check the email that's associated with your account for the verification code.

Verification code

VERIFY

[Send again](#)





The illustration shows a white smartphone screen with a blue paper plane icon at the top. Below the icon, the text reads: "An email has been sent to you." followed by "Check the email that's associated with your account for the verification code." Below this is a "Verification code" section with six empty input boxes. A blue "VERIFY" button is positioned below the boxes, and a "Send again" link is at the bottom.

An email has been sent to you.

Check the email that's associated with your account for the verification code.

Verification code

VERIFY

[Send again](#)


- ❌ It forces users to **leave** the service.
- ❌ It creates **mental effort**.
- ❌ It creates **friction** within the user journey.

— So, how can we make the flow **user friendly**?

Let optimize the screen with a few tweaks.


Here we go:






One last step!


Verify your E-Mail adress.



Choose your service



Create an Account



Verify E-Mail adress

Verification code

VERIFY

[Send again](#)

IMPROVEMENTS

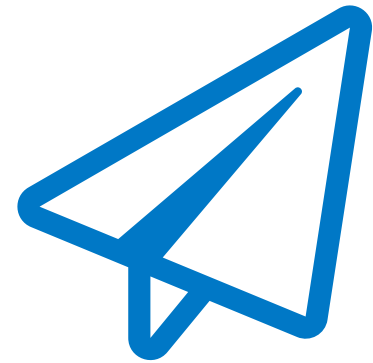


Show progress.

— The importance of progress.

As humans, we are driven to have goals and then accomplish them. Users are **more likely to finish** tasks when they can **see progress** is being made.





One last step!

Verify your E-Mail adress.



Choose your service



Create an Account



Verify E-Mail adress



OPEN MAILS

[Send again](#)

IMPROVEMENTS



Show progress.

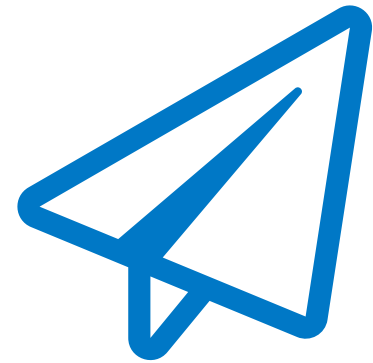


Replace the code with
a one-click solution!

— One-Click Solution.

You can improve accessibility and reduce mental effort by offering help in form of a button that **make it easy for your user to complete** their task.





One last step!

Verify your E-Mail adress.



Choose your service



Create an Account



Verify E-Mail adress

We noticed you have a
Gmail adress and use an
iPhone...



OPEN MAILS



OPEN GMAIL

[Send again](#)

IMPROVEMENTS



Show progress.



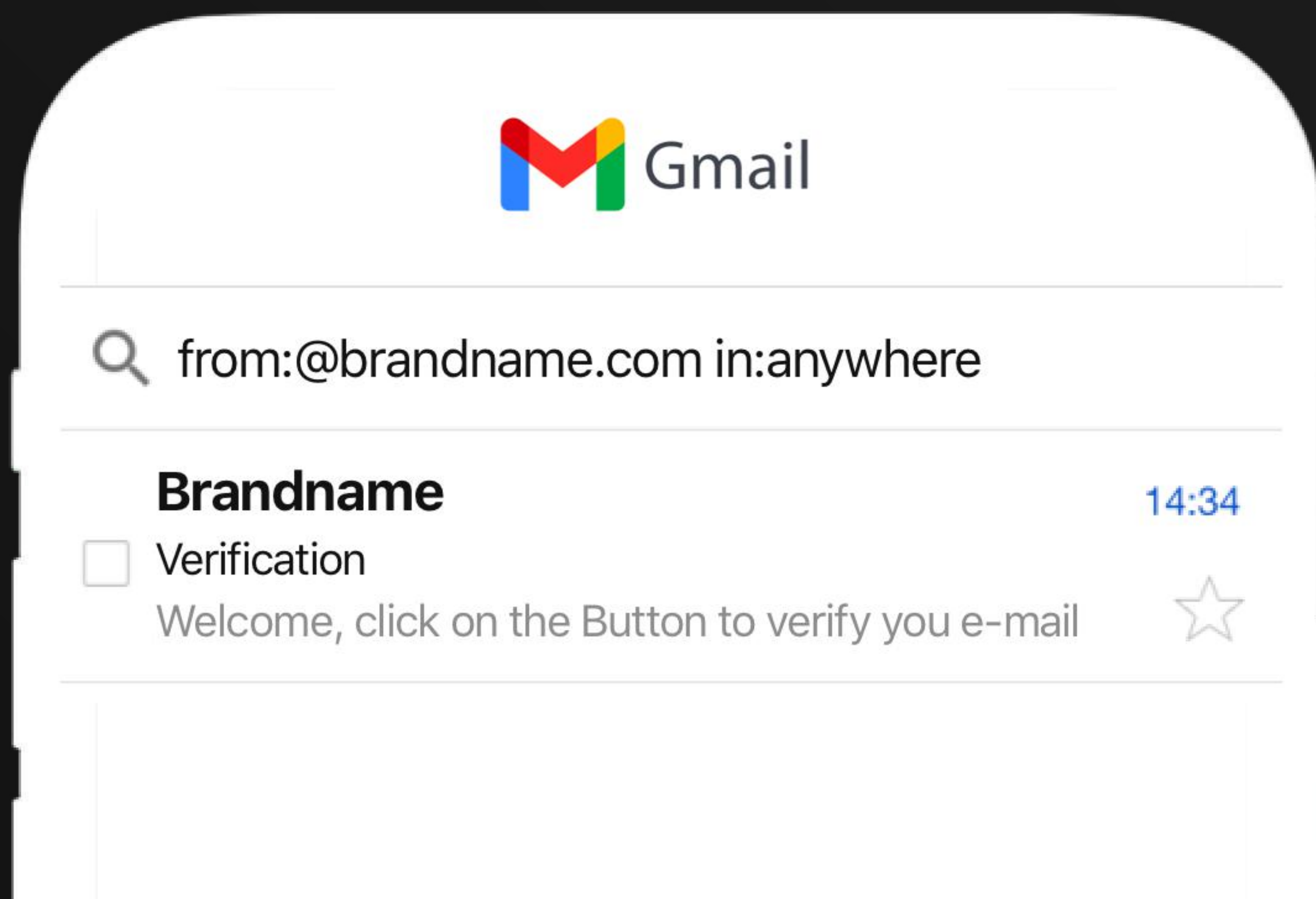
Replace the code with
a one-click solution!



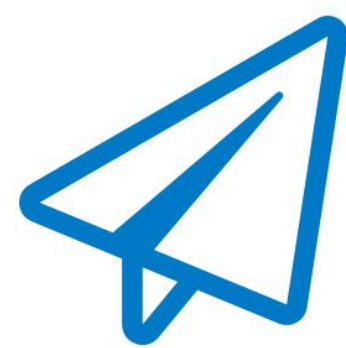
Detect users device
and mail provider.

— Detect mail provider.

For example: If a user enters his Gmail adress, provide a Gmail button **linked directly** to the user's webmail account, searching for your verification mail.



— Which verification looks **accessible** now?



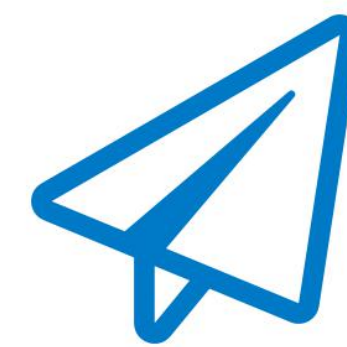
An email has been sent to you.

Check the email that's associated with your account for the verification code.

Verification code

VERIFY

[Send again](#)



One last step!

Verify your E-Mail adress.



Choose your service



Create an Account



Verify E-Mail adress

We noticed you have a Gmail adress and use an iPhone...



OPEN MAILS



OPEN GMAIL

— Remember...

Accessibility and a **friction free** user flow are key elements for a solid user journey. Even for tasks that seem simple to you...



— Takeaways...

- ✓ Show progress.
- ✓ Reduce friction & mental effort.
- ✓ Provide simple and self-explaining interactions to complete a task.
(Don't let me think!)





The Psychology of Product Design

Build Better Products!



www.paultrubas.de

