TV related products

Virgin Media Store

Improving the Sign Up/Sign In experience

6 Nov 2017

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Overview

Purpose

The goal is to increase sign ups (and subsequently, purchases) through an improved design for the Sign Up/Sign In journeys.

The easier and more pleasent the sign up experience is for customers the more customers will be encouraged to sign up and buy.

Users often abandon an online form if they don't feel the benefits they get afterward are strong enough, if a form is confusing, or if a form doesn't seem trustworthy.

The proposed improved design seeks to address these issues that may be present in the current build.

Design Principles

The following design principles were kept in mind to stimulate more sign ups by customers:

- Forms should look quick, clean, and easy to fill out. Copy guides users through through the difficult bits.

- The user is reminded why they should sign up (what benefits are they about to get?)

- The user is assured their data is safe (will they be spammed? Is their payment info safe?)

And of course striving for sign up forms that are generally more attractive, organised, and consistent inspires more confidence in the customer all round.
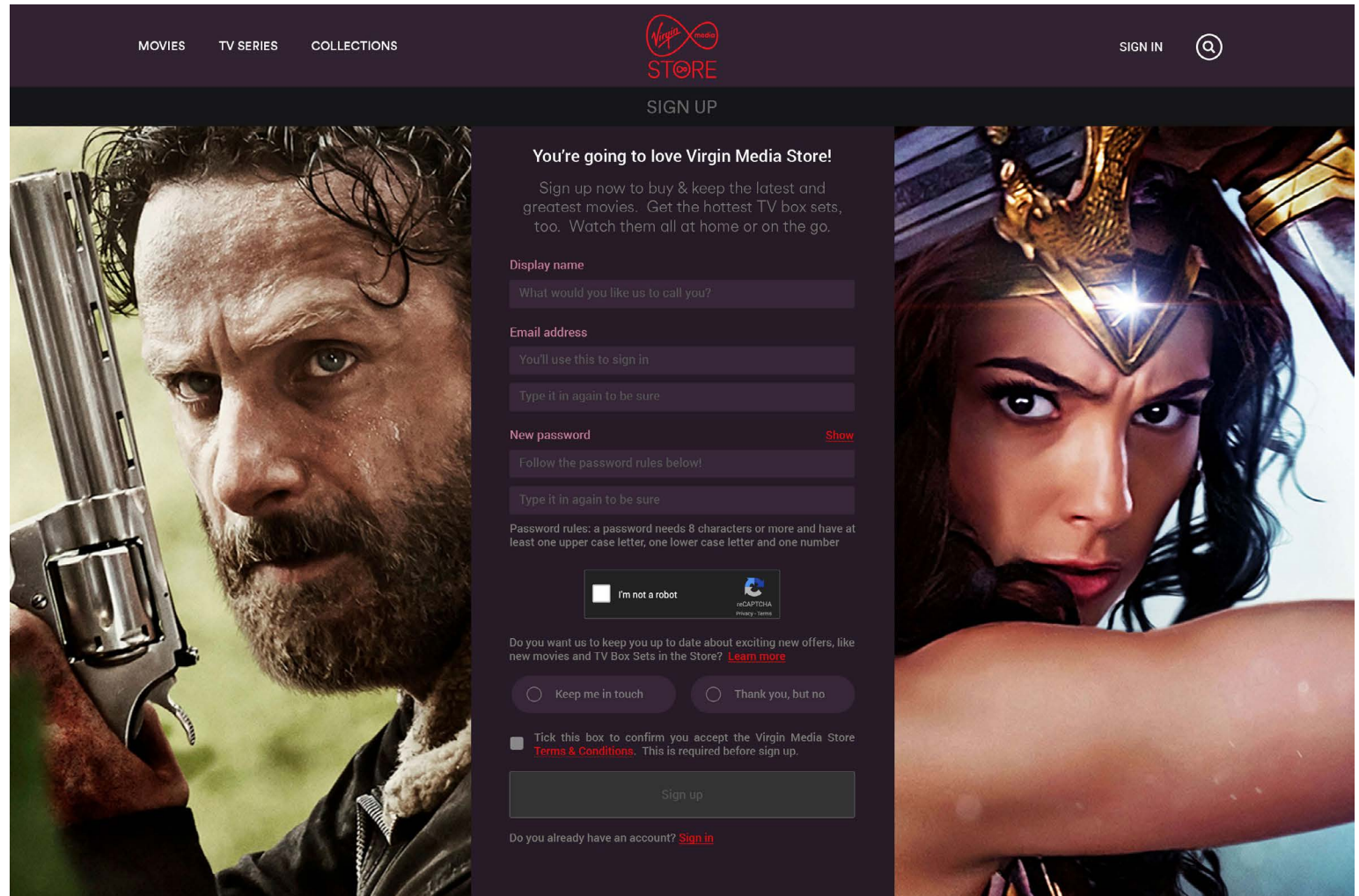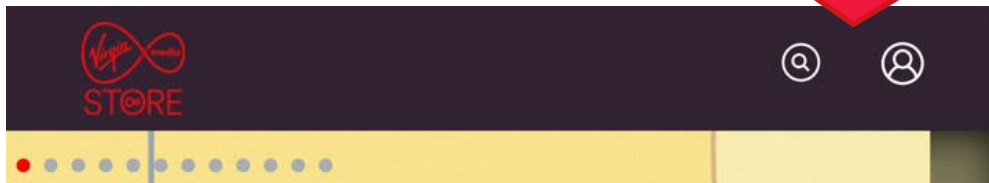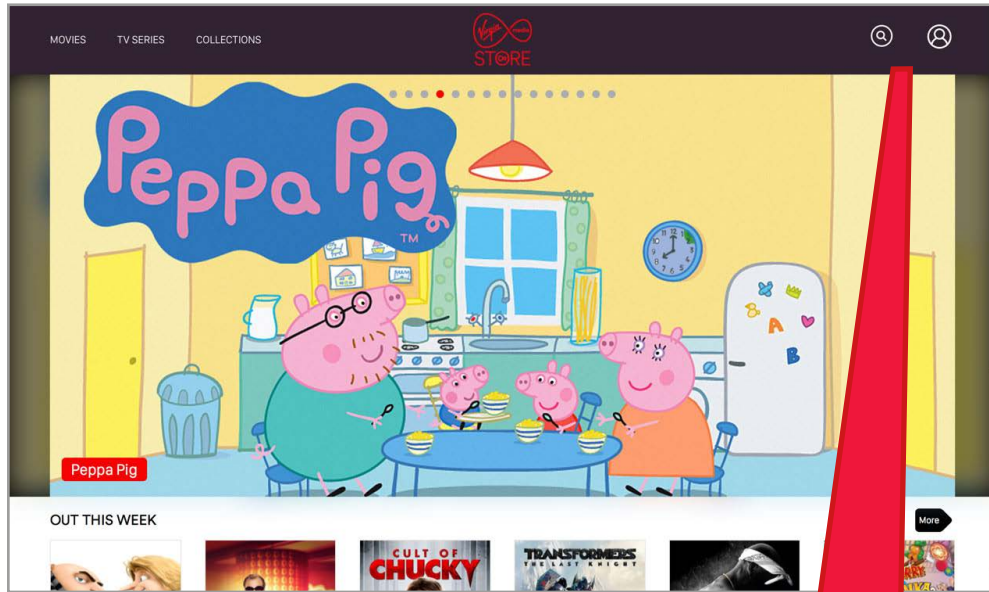

Proposed improvements to Sign Up form. The improved version has friendlier, more concise copy and emphasises the benefits of signing up.

Top Right Header Buttons

Current

The user starts the sign up/sign in journey on the home page.

Currently the user must click on the account icon (far right) to access the sign up/sign in forms. This does not encourage new sign ups because the button is quite hidden.


Whether the user is signed-out or signed in is also not indicated. Unless the user clicks on the account icon and accesses the drop down menu the state looks the same. Also the filter button appears on some of the account pages even though it's not relevant.
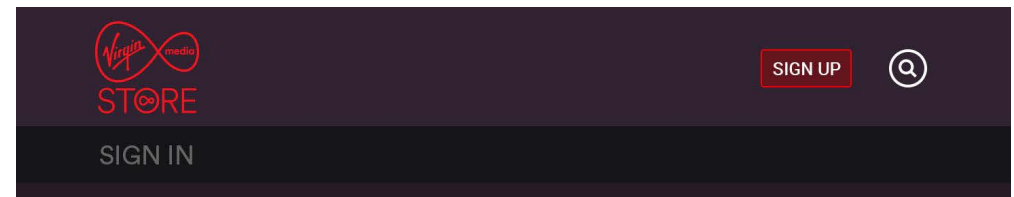
Proposed

Sign Up and Sign In buttons are obvious immediately, which extra emphasis on the Sign Up button to attract new users.
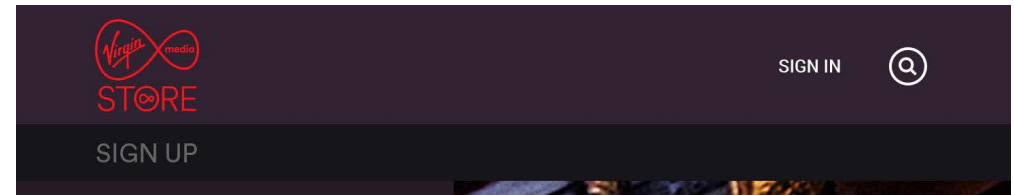
Different buttons appear, depending what content is on the body of the page. When the Sign Up form is on the page the account holder is prompted to sign in.

Conversely if the Sign In form is on the page the new customer is prompted Sign Up.
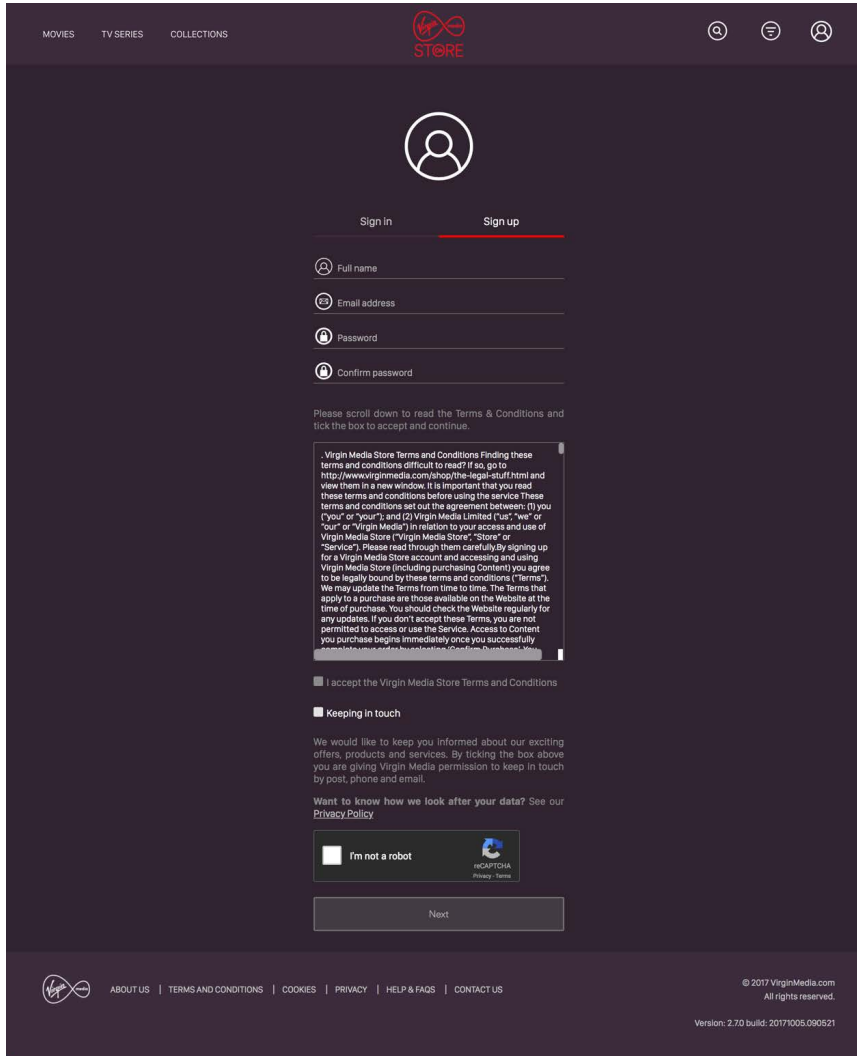

Once signed in the header clearly shows it. When a user returns to the website they can clearly see at a glance they are still signed in (or if another person in a household needs to sign out and sign in with their own account)
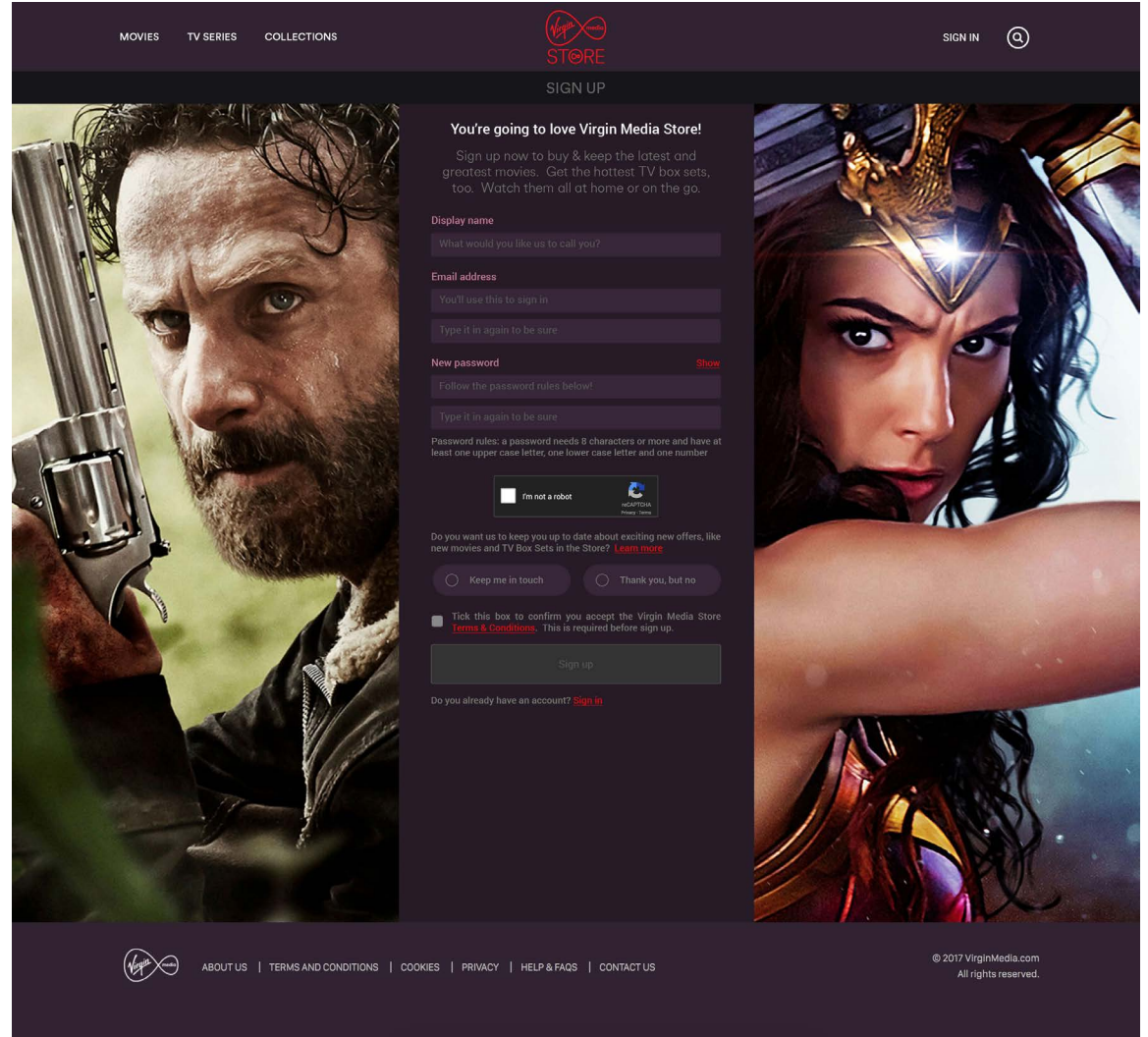

On the pages where the filter is used the header would appear like this.

Sign Up Form

Current

Proposed

Sign Up Form **Issues with current form**

Filter button does not function on this page, so shouldn't be here

This pushes the form down, taking up a lot of screen space on mobile. Is it needed?
Also, why should the user take the time to sign up? What do they gain? Better to put that here.

These are more accessible on the header (see page 3).

There's an icon on every line; they don't really add to the communication and it's a pattern that's abandoned on subsequent pages. Better to be simple and consistant.

What is this for? Why should the user fill this in? Is it optional?

There should be a email confirmation field (we're not using email verification).

Password rules should be clear. It's frustrating to have to fill the form in multiple times because this isn't stated.

Language could be friendlier and provide better guidance.

Such a large block of copy makes the form look long and complex. Not a good first impression.

Why should the user opt in to marketting messages? This doesn't really encourage it and explain the benefits.

Also the checkbox label isn't clear. Is the user opting in or not? User is not answering an explicit 'yes' or 'no'.

Copy also seems longer than necessary; another big block of text that gives the impression the user has a lot to read (see next page)

Point of view keeps shifting in the copy (switches to first person here). Disorienting and not professional. Who's speaking throughout?

Form contents (screenshot)

MOVIES   TV SERIES   COLLECTIONS

Virgin STORE

Sign in   Sign up

Full name

Email address

Password

Confirm password

Please scroll down to read the Terms & Conditions and tick the box to accept and continue.

. Virgin Media Store Terms and Conditions Finding these terms and conditions difficult to read? If so, go to http://www.virginmedia.com/shop/the-legal-stuff.html and view them in a new window. It is important that you read these terms and conditions before using the service These terms and conditions set out the agreement between: (1) you ("you" or "your"); and (2) Virgin Media Limited ("us", "we" or "our" or "Virgin Media") in relation to your access and use of Virgin Media Store ("Virgin Media Store", "Store" or "Service"). Please read through them carefully.By signing up for a Virgin Media Store account and accessing and using Virgin Media Store (including purchasing Content) you agree to be legally bound by these terms and conditions ("Terms"). We may update the Terms from time to time. The Terms that apply to a purchase are those available on the Website at the time of purchase. You should check the Website regularly for any updates. If you don't accept these Terms, you are not permitted to access or use the Service. Access to Content you purchase begins immediately once you successfully complete your order by selecting 'Confirm Purchase'. You

☐ I accept the Virgin Media Store Terms and Conditions

☐ Keeping in touch

We would like to keep you informed about our exciting offers, products and services. By ticking the box above you are giving Virgin Media permission to keep in touch by post, phone and email.

Want to know how we look after your data? See our Privacy Policy

☐ I'm not a robot   reCAPTCHA
Privacy - Terms

Next

Sign Up Form **Issues with current form**   *Fine print comparison*

The copy concerning the Terms, Conditions, and privacy seem unnecessarily long compared to the competition. Big blocks of text that gives the impression the user has a lot to read and that the form is going to take a long time.

Current VM Store

Sky Store

BBC

Now TV

Sign Up Form **Proposed improvments**

If an account holder is here by mistake the sign in path is still clearly accessable (also at bottom)

With prominent images and copy the user is told why they should sign up. Building excitement will motivate the user to slog through the form.

Display name. Onsite and email moniker. More accurate than 'first name' and better explained.

Text field labels in a unique style. This helps the user to scan the relevant parts quickly.

"New password" encourages user to come up with a unique password. More secure.

Clear explanation of password rules.

T&Cs accessable in a pop-up to cut down on text on the form.

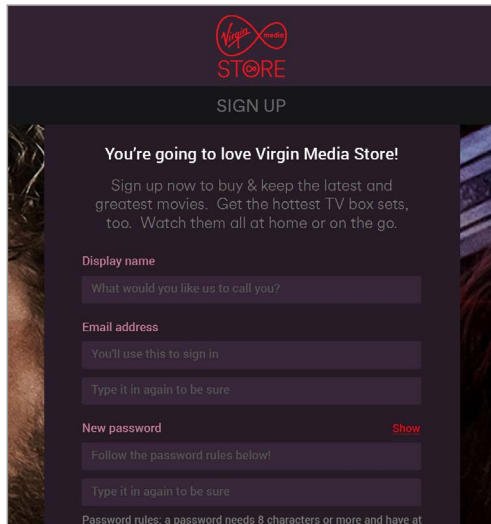Subheader clearly and consistently at the top, under the header.

Copy is friendly with clear explanations that guide the user, and the POV is consistent throughout.

Option to show or hide (mask) the password. Masked by default.aaa

Marketting emails have a clear 'yes' or 'no' opt in with two large radio buttons. Copy explains clearly the benefits of opting in, and the privacy policy is accessable in a pop-up to cut down on text on the form.

MOVIES   TV SERIES   COLLECTIONS   SIGN IN

STORE

SIGN UP

You're going to love Virgin Media Store!

Sign up now to buy & keep the latest and greatest movies. Get the hottest TV box sets, too. Watch them all at home or on the go.

Display name
What would you like us to call you?

Email address
You'll use this to sign in

Type it in again to be sure

New password   Show
Follow the password rules below!

Type it in again to be sure

Password rules: a password needs 8 characters or more and have at least one upper case letter, one lower case letter and one number

I'm not a robot   reCAPTCHA
                    Privacy - Terms

Do you want us to keep you up to date about exciting new offers, like new movies and TV Box Sets in the Store? Learn more

○ Keep me in touch   ○ Thank you, but no

☐ Tick this box to confirm you accept the Virgin Media Store Terms & Conditions. This is required before sign up.

Sign up

Do you already have an account? Sign in

ABOUT US | TERMS AND CONDITIONS | COOKIES | PRIVACY | HELP & FAQS | CONTACT US

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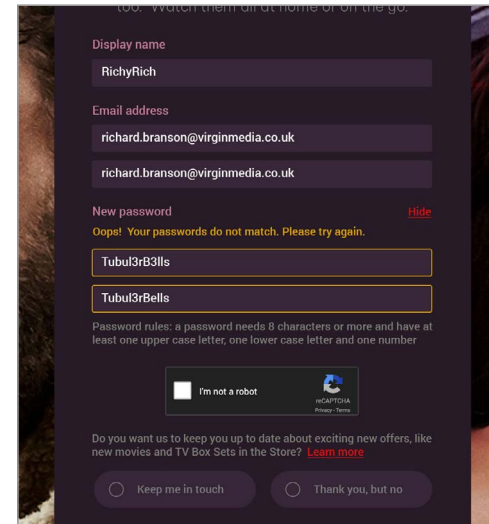# Sign Up Form **Proposed improvments**

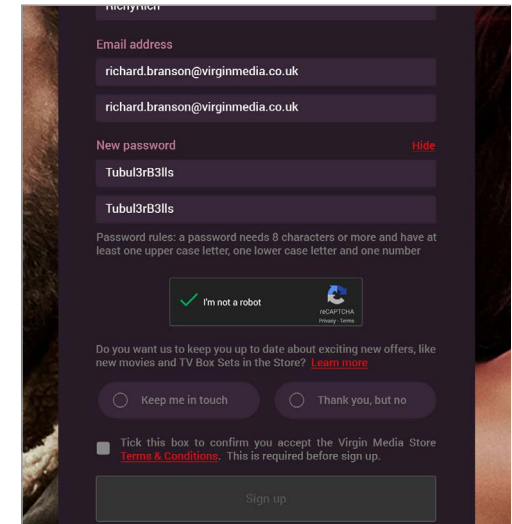*User Journey: filling in the Sign In form*
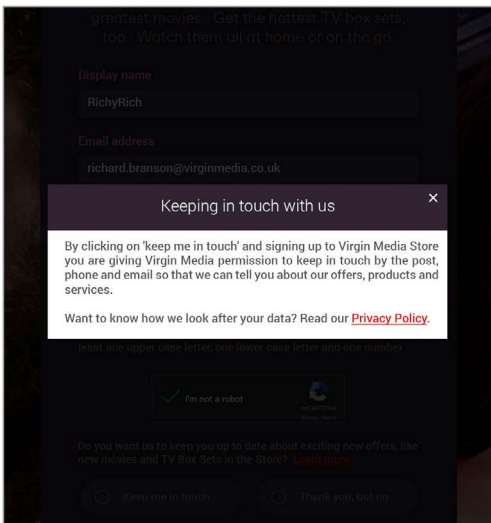

1. "Sign Up" clicked on header clicked.
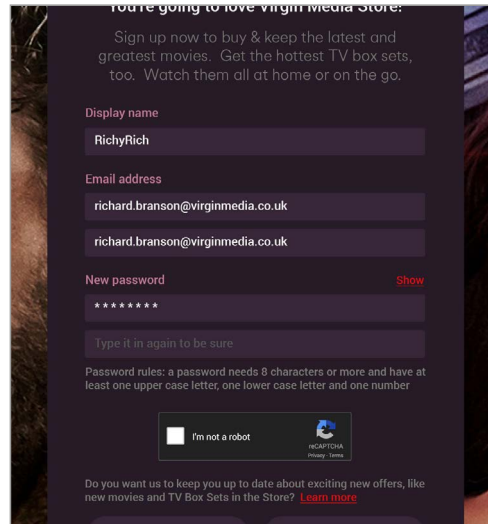
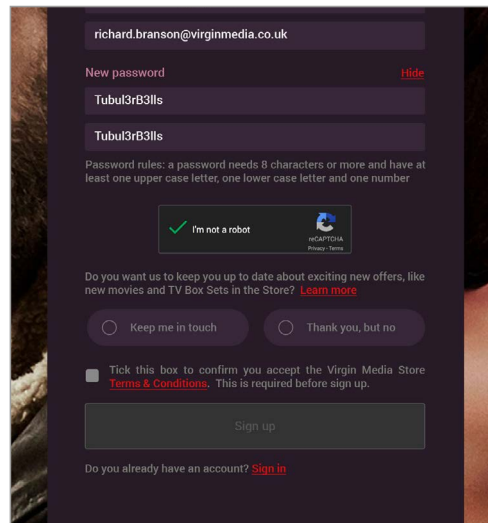2. The user begins to fill in the form. The filled in fields stand out.

3. Fields are validated before submission where possible. The error is clearly shown as above in a unique colour exactly where the invalid data is.
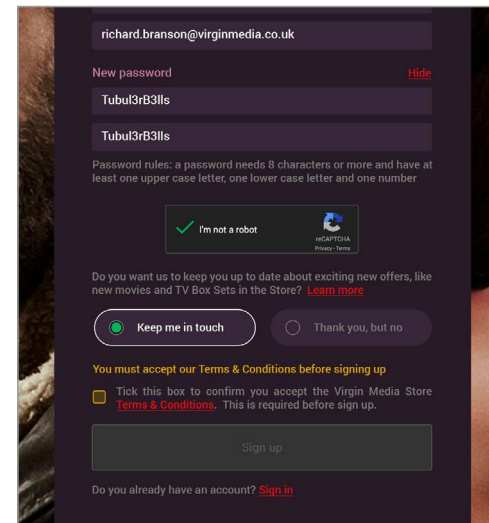

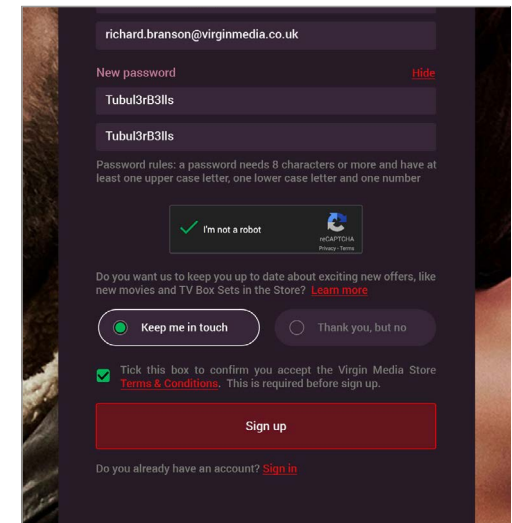4. The user corrects their error and continues on.

5. User clicks on "Learn more".

6. User dismisses pop-up.

7. User clicks on "Keep me in touch" and then "Sign up". But they have neglected to click on the checkbox, so an error shows.

8. User clicks on the checkbox, and the form is filled in correctly (indicated when the submit button turns red).

Payment Card Form

Current

Proposed

Payment Card Form   **Issues with current form**

Filter button does not function on this page, so shouldn't be here

Icon might be interpreted as 'greed', giving a bad impression, especially when some users at this point are thinking about security when sharing their payment info. There's also a general lack of guidance and assurance of security on this page.

Subheader not the same place as the last form. Inconsistent placement. Also, it's not labelled as part of the Sign Up journey anymore.

MOVIES   TV SERIES   COLLECTIONS

STORE

DEBIT/CREDIT CARD DETAILS

£

Full Name

Card Number

Expires On   October   2017

CVV Number

What is CVV?

Address

Town

Postcode

Country   United Kingdom

By selecting 'Next' I agree that this card will be charged for purchases from Virgin Media Store

Next

Is this the name as it appears on the card?

The form does not give any clues about the length of the data asked for. First impression is that the CVV number is very long.

Not obviously a hyperlink. Links aren't styled consistently.

One address line doesn't seem enough

An address lookup through the UK postcode would certainly speed up this form for most users.

Is a greyed out field that's never used necessary? This can be communicated in another way

The previous form used a checkbox for a similar confirmation. Why the difference?

How come the button isn't greyed out like the previous form, letting the user know when the form is filled in correctly? Also, why doesn't this button span the width of the form like the previous form?

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Version: 2.7.0 build: 20171005.090521

The version number is not something customers should see on a non-technical website; it makes this look like a beta version. If absolutely necessary for internal staff it should be much more discreet.

Payment Card Form   **Proposed improvments**

Some users aren't comfortable giving their payment before deciding on a specific purchase, so they should be given the option straight away to skip this step (also at bottom).

"Name on card" is a clear label for this field.

Acceptable cards are clearly called out on the form.

A very important detail missing from the current form that caused customers not to receive their DVDs: it's clearly explained there that the billing and delivery address must be the same.

extra optional address lines should be enough for most addresses.

check box consistent with previous page.

Subheader clearly and consistently at the top, under the header. It's still clearly labelled as part of Sign Up.

If users do decide to proceed they should be assured their data is safe.

Size of the fields and placeholder text instantly tell the user how long the strings are.

Hyperlinks are styled consistently. Easy to spot at a glance which text is 'hot'.

Address lookup is faster for most users. Users are free to skip it and enter the address in manually as well.

Button label more explicit. Also, it's greyed out until the required fields are filled in correctly, preventing the user from submitting an incomplete form.

Screen content

MOVIES   TV SERIES   COLLECTIONS

SIGN IN

SIGN UP

Payment card details

You can start buying straight away if you enter your payment details now, or you can skip this step if you want to browse first

As you'd expect, we comply with Payment Card Industry Data Security Standards. Learn more

Name on card
e.g. Mr John Smith

Card number
1234   5678   9012   3456
We accept Visa, Debit, Credit, Mastercard and American Express

Expires on   CVV number
01   2017   e.g. 123
What's CVV?

Billing address
UK addresses only. This is also the address your movie DVDs will be sent to.

Address lookup
Type in your postcode (optional)   Find address

Street address
Address line 1
Address line 2 (optional)
Address line 3 (optional)

City / Town   Postcode
e.g. London   e.g. LD1 1DL

Tick this box to confirm you agree the card above will be charged for purchases in the Virgin Media Store

Add payment details

Don't want to fill this in now? Skip it

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Payment Card Form   **Proposed improvments**   *User Journey: filling in the Payment Card form*
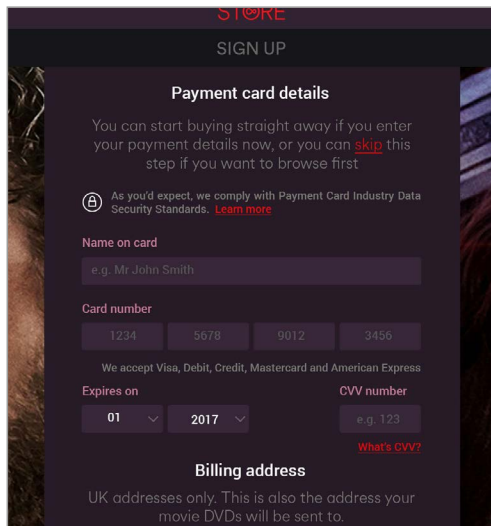
1. "Sign Up" button on previous page clicked.
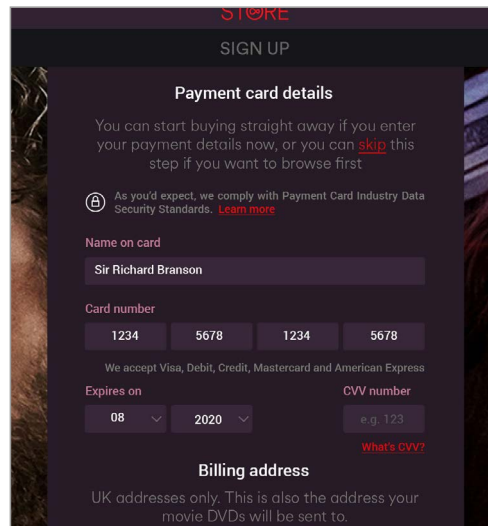
2. The user begins to fill in the form. The filled in fields stand out.

3. User clicks on "What's CVV?" and a pop-up appears.
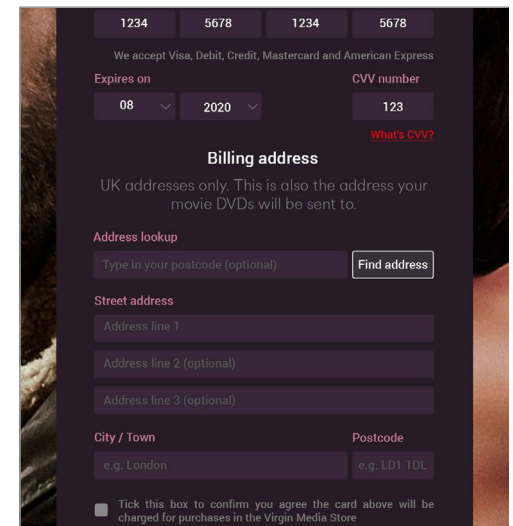
4. The user fills in the CVV number. Now for the address: the user could enter it in manually, but they decide to use the address lookup feature.
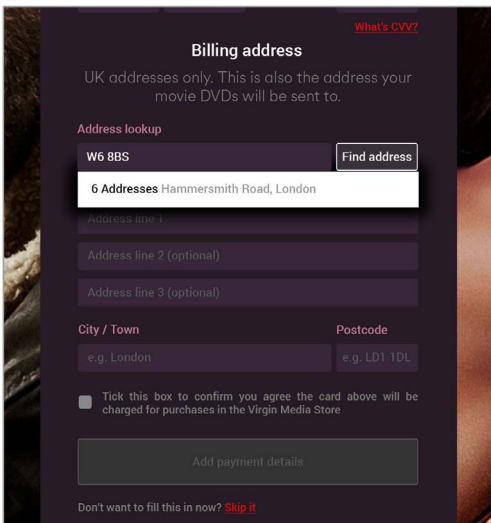
5. Post code entered. Initially the drop down lists the street only.

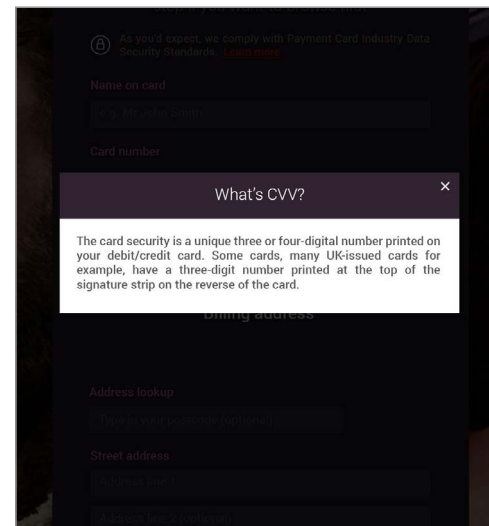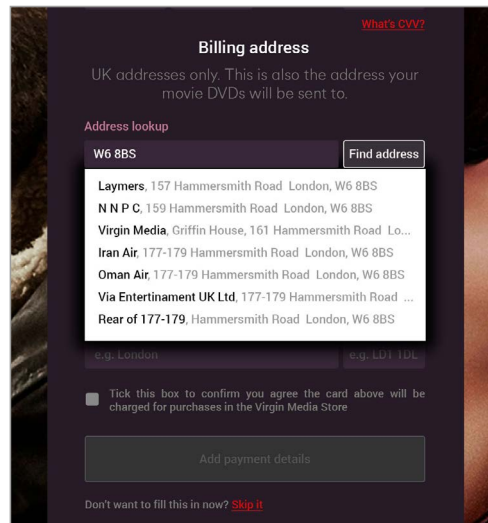6. User clicks on the drop down to see the specific addresses.
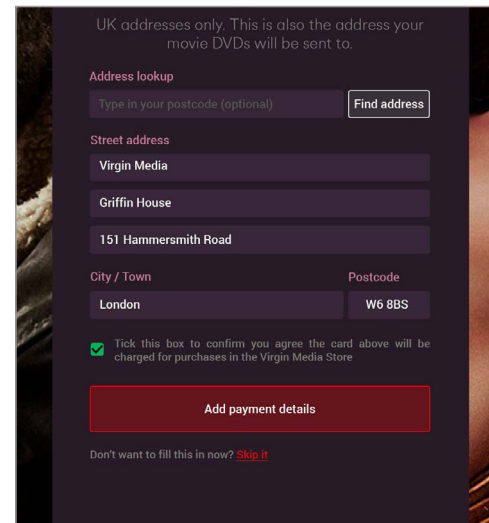
7. User clicks on the address on the drop down, the drop down is dismissed and the fields are filled in. Once the last checkbox is ticked the form is filled, and the submit button becomes active.
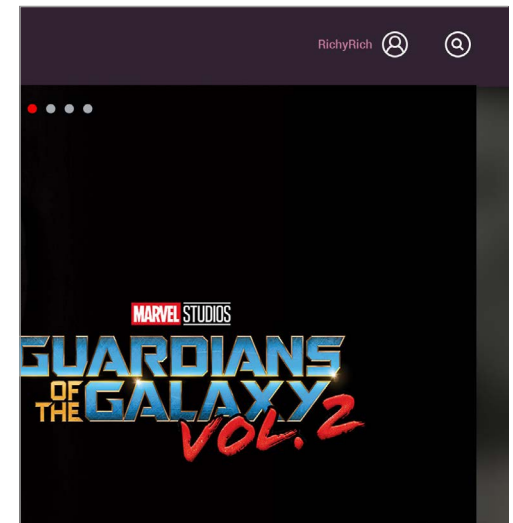
8. User clicks on 'Add payment details' and they are signed in and returned to the home page. Their display name appears on header to show they are now signed in.

My Account Page

Current

Proposed

MOVIES   TV SERIES   COLLECTIONS

STORE

MY SIGN IN DETAILS

ryan.gilmore@virginmedia.co.uk

Ryan Gilmore

••••••••••

New password

Confirm new password

Your billing receipts will be sent to the above email.

Edit details

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MOVIES   TV SERIES   COLLECTIONS

STORE

RichyRich

MY ACCOUNT

My sign in details

Display name   RichyRich
Email address   richard.branson@virginmedia.co.uk
Password   **********

Edit

My payment card details

Name on card   Sir Richard Branson
Card Number   **** **** **** 8732
Expires   04/2019
Billing address   Virgin Media
                   Griffin House
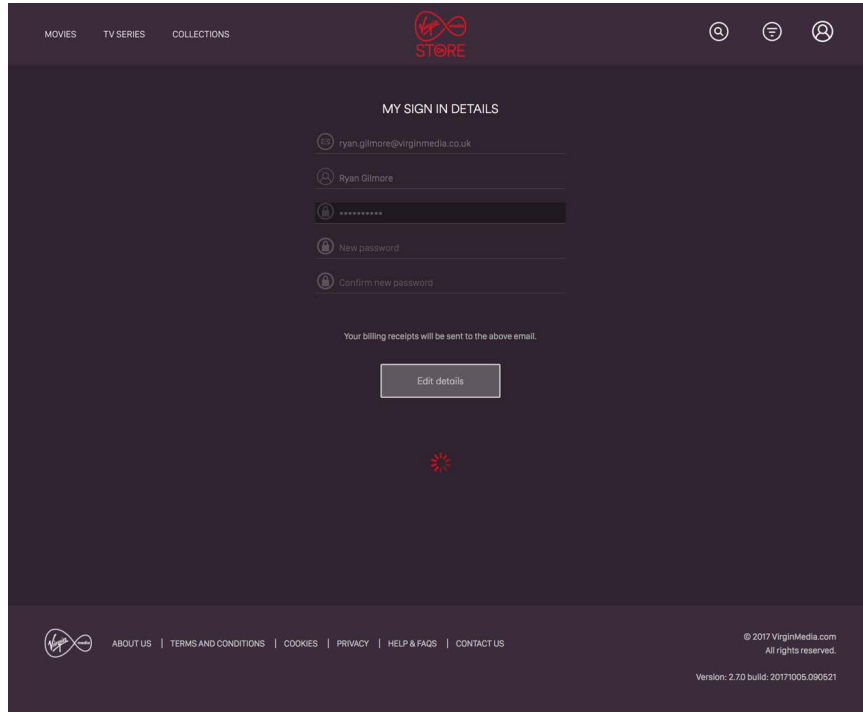   161 Hammersmith Road
                   London
                   W6 8BS

Edit

My communication preferences

Emails   I'm receiving marketing emails about
                   Virgin Media Store

Edit

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My Account Page   **Issues with current form**

The is no subheader showing the name of the page (My Account).

This is not interactive, but it still looks like a form to be filled out. A bit confusing for the user whose first instinct might be to click on it. Also, all the information is not labelled clearly.

A greyed-out button here means something different than the other forms. On previous pages a greyed out button was inactive, here it's the opposite. Confusing and inconsistent; the user may avoid clicking on it at first.
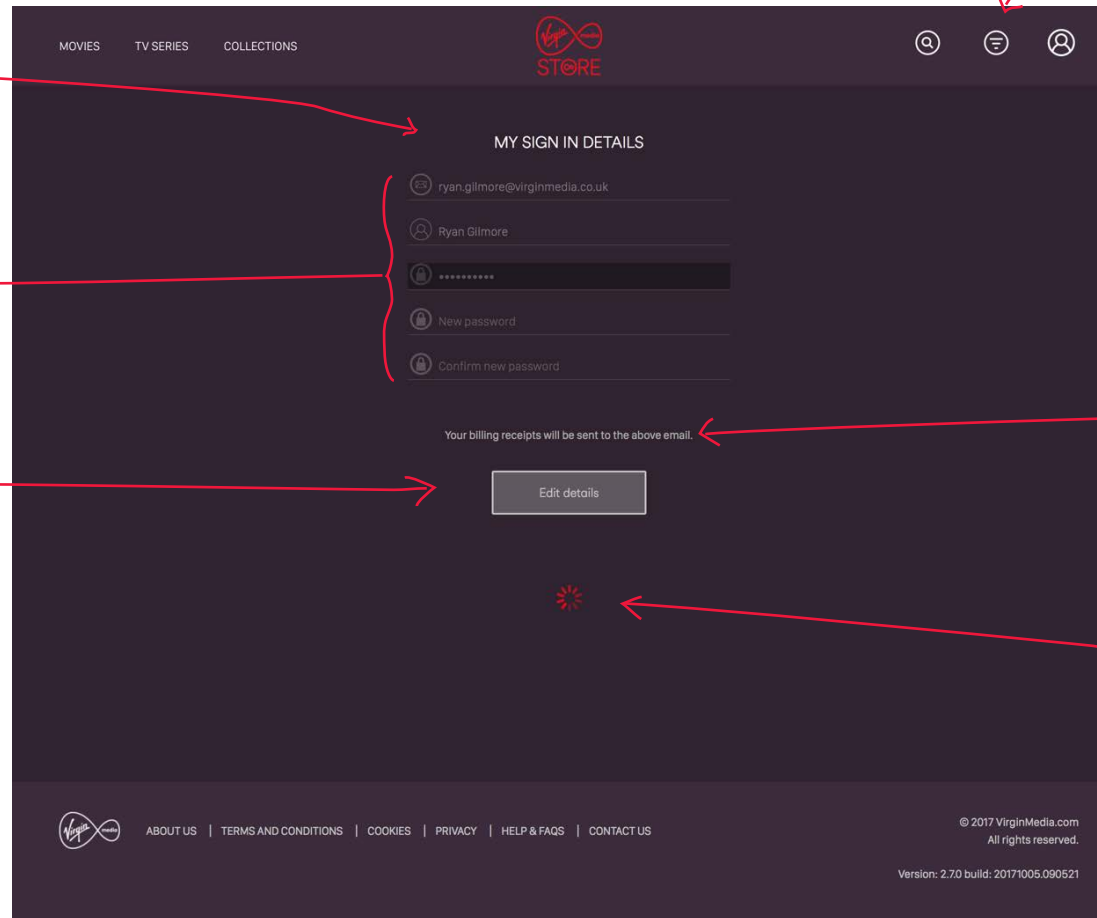
Filter button does not function on this page, so shouldn't be here

POV change from 1st person to 2nd person. Gives the impression of lack of focus, lack of attention to detail.
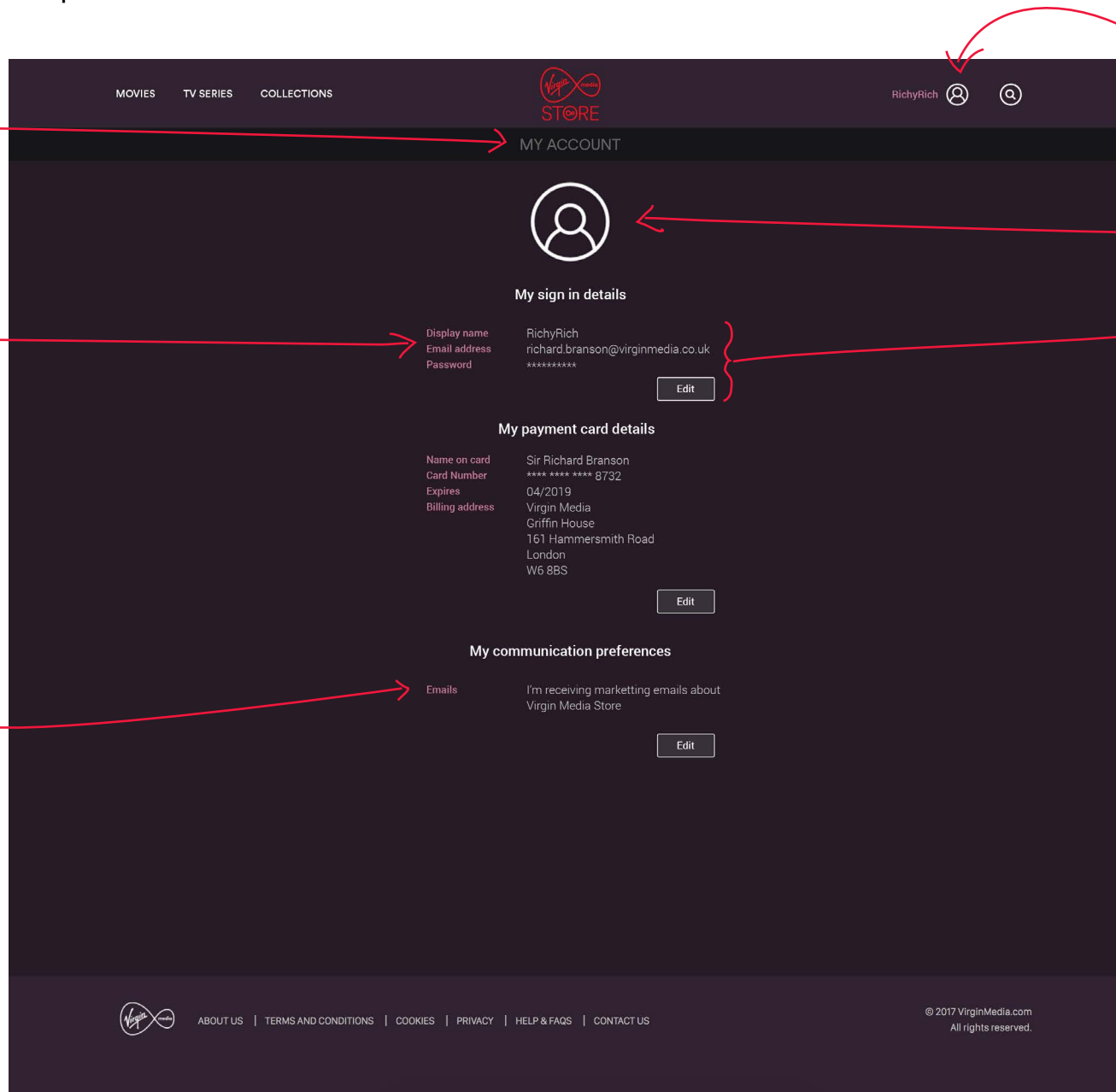
Seldom got this part to load in Safari on a Mac.

MOVIES   TV SERIES   COLLECTIONS

STORE

MY SIGN IN DETAILS

ryan.gilmore@virginmedia.co.uk

Ryan Gilmore

••••••••••

New password

Confirm new password

Your billing receipts will be sent to the above email.

Edit details

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My Account Page **Proposed improvments**

Subheader clearly and consistently at the top.

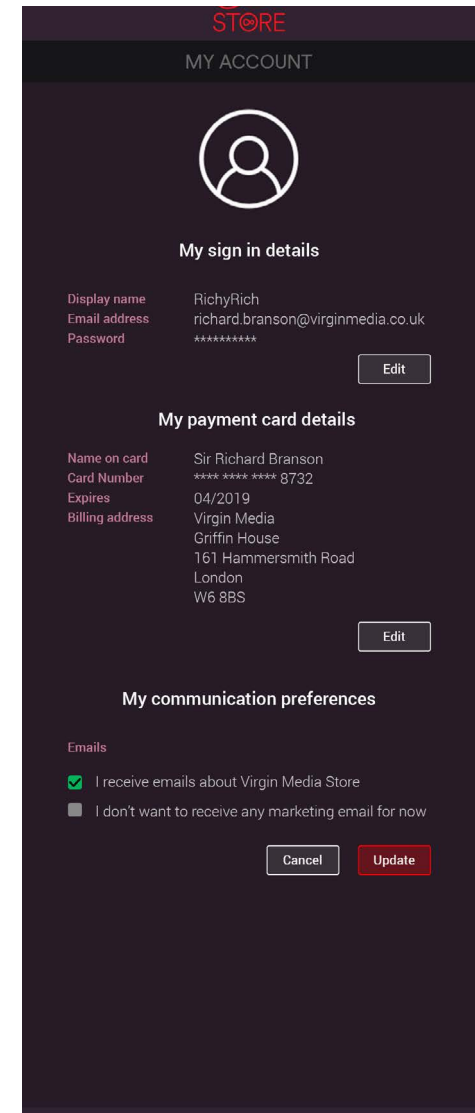MOVIES   TV SERIES   COLLECTIONS

Virgin media STORE

RichyRich

MY ACCOUNT

Account icon is only used on page when account icon is used on the header.

My sign in details

Labels are now very clear.

Display name	RichyRich
Email address	richard.branson@virginmedia.co.uk
Password	**********

Edit

What is and isn't interactive is very clear now. Account data doesn't look like an interactive form anymore.

My payment card details

Name on card	Sir Richard Branson
Card Number	**** **** **** 8732
Expires	04/2019
Billing address	Virgin Media
	Griffin House
	161 Hammersmith Road
	London
	W6 8BS

Edit

My communication preferences

The Sign Up form had an opt in form for marketting...so the user should have the option later to change their mind about those marketting messages and control them in the Account settings.
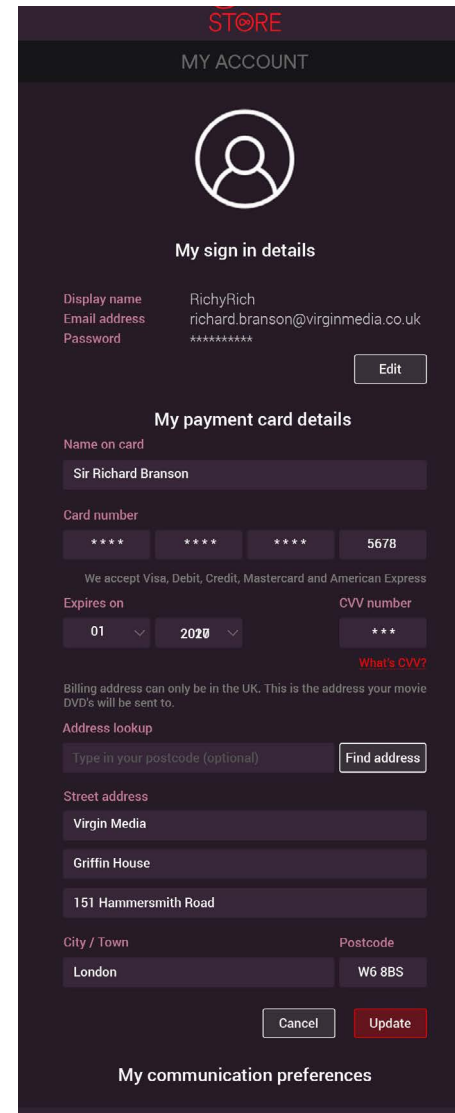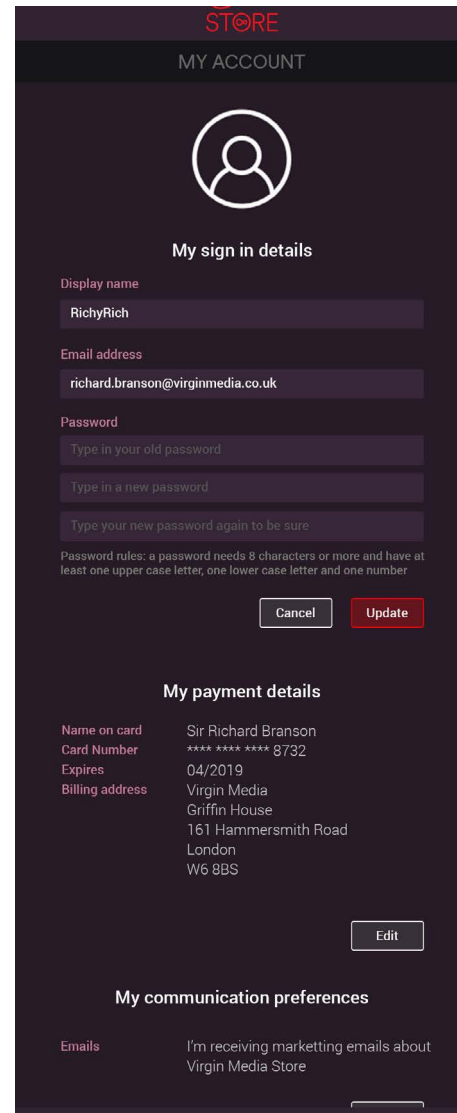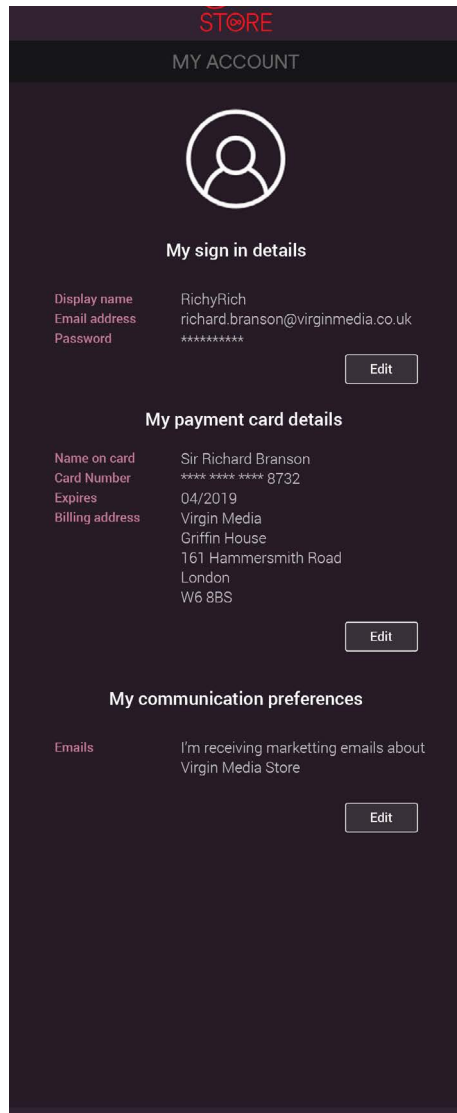
| Emails | I'm receiving marketting emails about Virgin Media Store |

Edit

Virgin media

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My Account Page   **Proposed improvments**   *changing My Account settings*
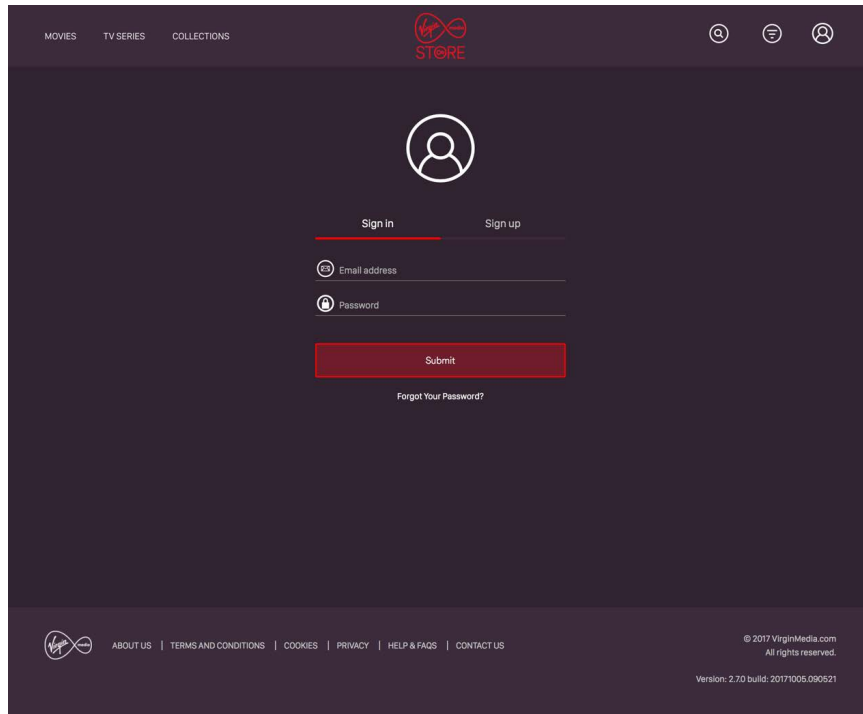

Account page with forms collapsed.

"My sign in details" form expanded (by clicking on the Edit button). Note the email address can be edited (i.e. emails can't be used for user IDs in that case)

Payment card form expanded. Note only one form is expanded at a time.
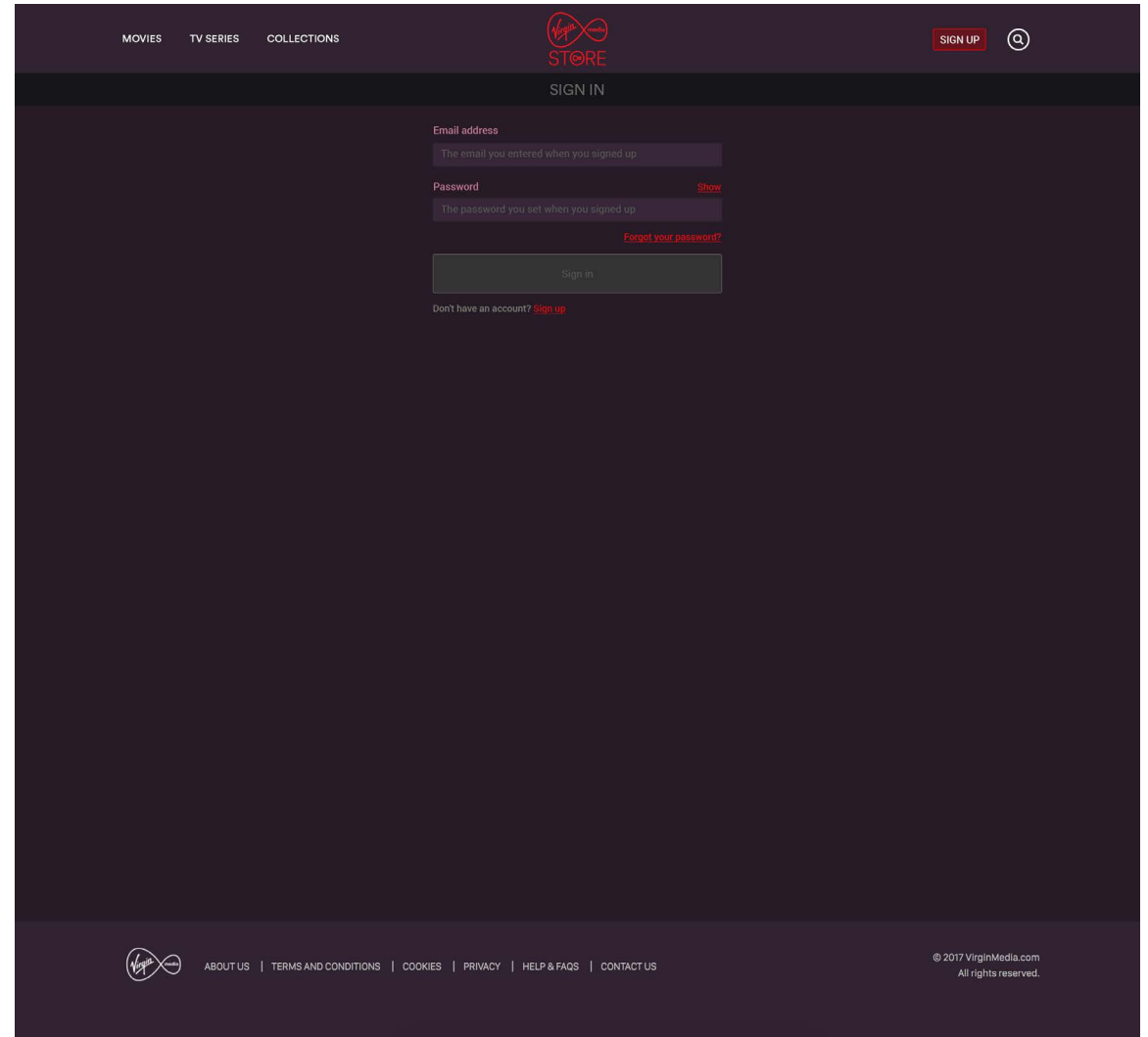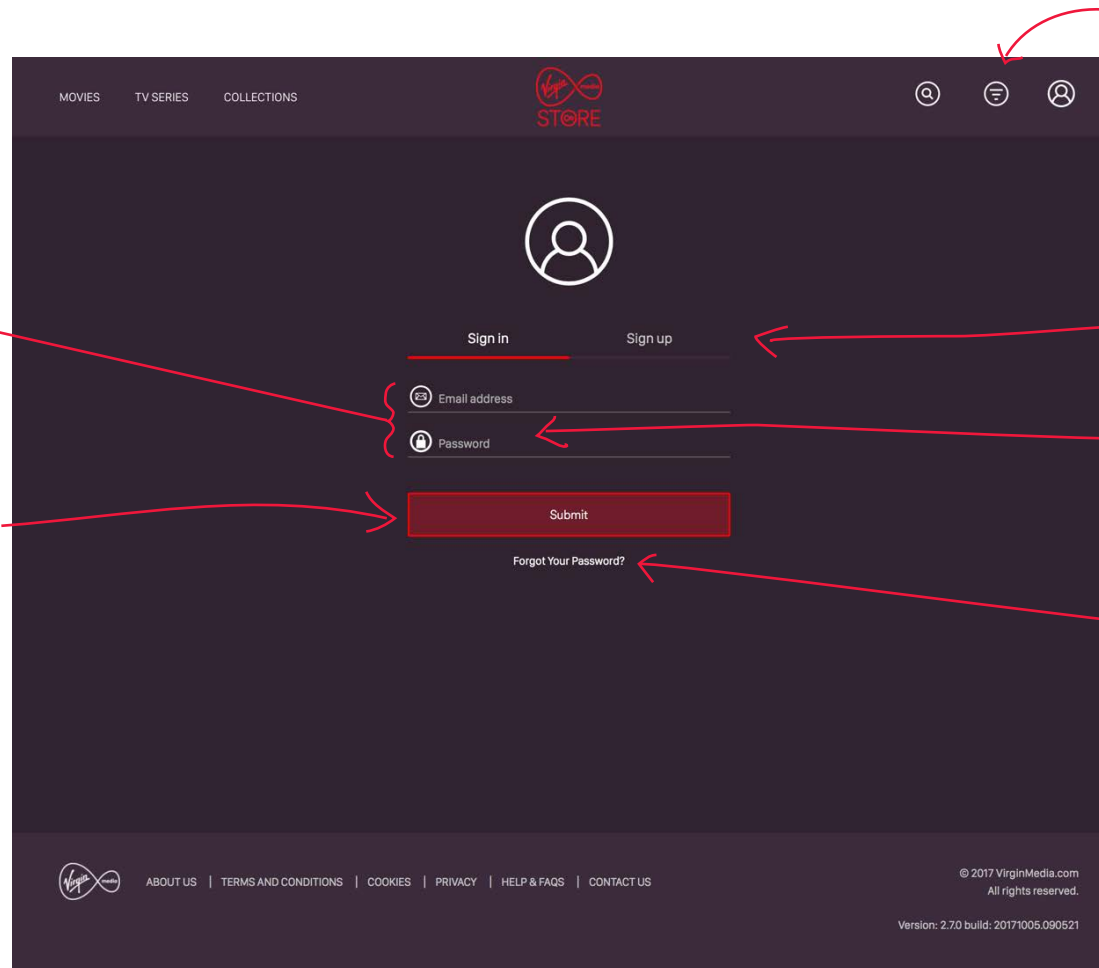
Communication preferences expanded.

Sign In Form

Current

Proposed

Sign In Form   **Issues with current form**

Filter button does not function on this page, so shouldn't be here

Are these icons needed?

These are more accessable on the header (see page 3).

Which email and password is it? Could be mistaken for MyVM credentials.

Button isn't greyed out like the Sign Up form, letting the user know when the form is filled in correctly.

Not obviously a hyperlink.

MOVIES   TV SERIES   COLLECTIONS

STORE

Sign in   Sign up

Email address

Password

Submit

Forgot Your Password?

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Sign In Form   **Proposed improvments**

If an new user is here by mistake the sign up path is still clearly accessable (also at bottom)

Subheader clearly and consistently at the top.

Which credentials the user puts in is explained.

Option to show password while typing (by default the password is masked)

Submit button is greyed out until the form is filled out correctly. Also, the label "Sign in" is friendlier and more descriptive.

Which text is hyperlinked is obvious at a glance.

MOVIES   TV SERIES   COLLECTIONS

Virgin media STORE

SIGN UP

SIGN IN

Email address

The email you entered when you signed up

Password   Show

The password you set when you signed up

Forgot your password?

Sign in

Don't have an account? Sign up

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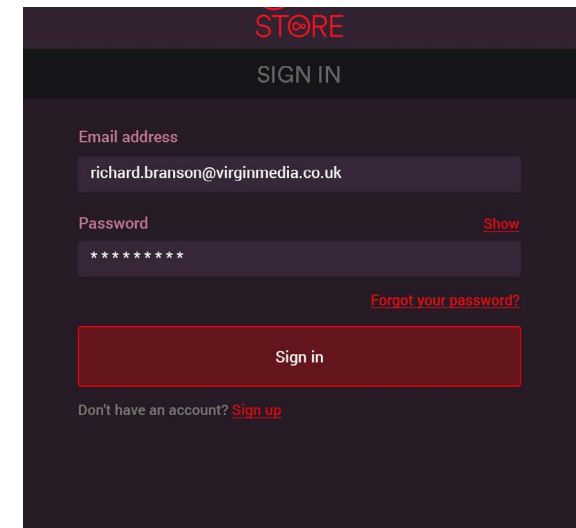
Sign In Form   **Proposed improvments**   *User Journey: Signing in*
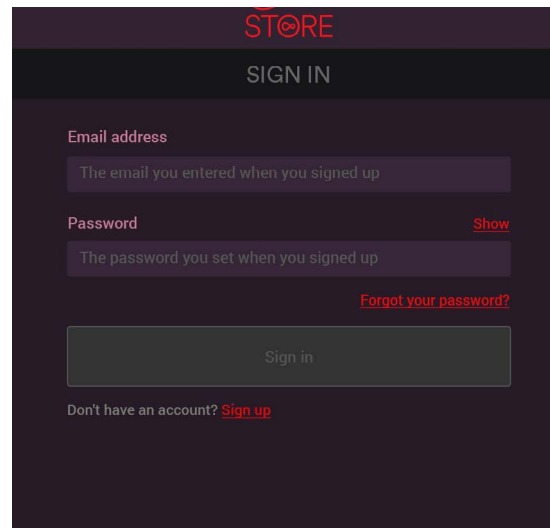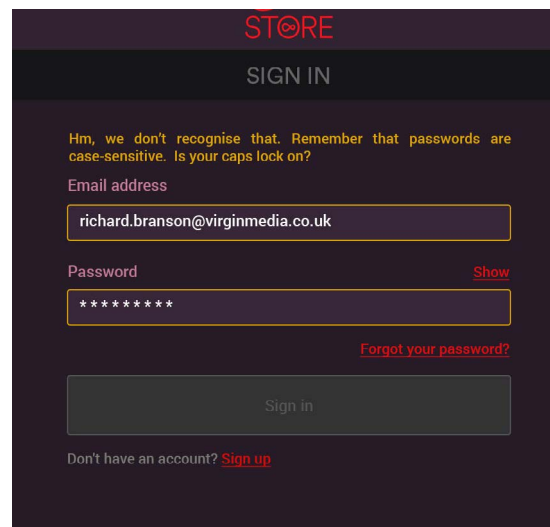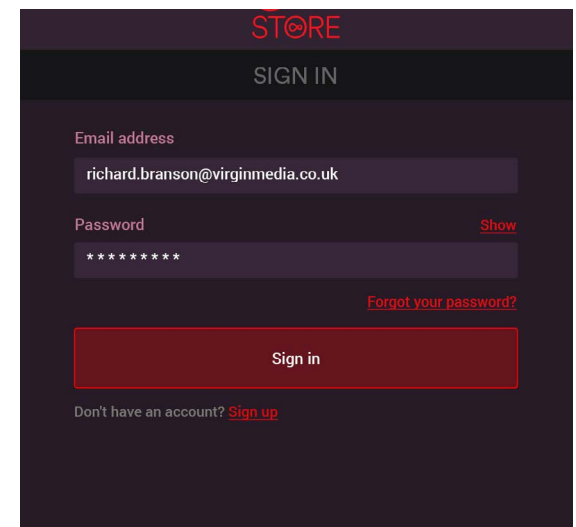

1. "Sign in" button pressed on header (see page 3).

2. User fills in the form, and submit button becomes active.

3. User clicks on "Sign in". User misspelled their password. The form indicates the error and the submit button becomes non-interactive again.

4. The error hides when the user changes the form and the submit button becomes active when both fields are filled (and no obvious are problems are detected, like the user putting in a password that's too short, or an email without an '@').