My role at OneID was to transform a rough tech demo into a smooth consumer security product.

Cale Peeples

OneID Transformation Portfolio
cale@calepeeplesdesign
@calepeeples

OneID before

a simple (homegrown) technology reference app

OneID Control Panel | My Mac | Hello, elissa everett | Sign Out

- Devices
- Remotes
- Account
- Sites
- Activity
- Settings
- Help

Overview

Welcome to your Control Panel, elissa.

This is where you manage your OneID, the devices that access it, your personal information and track your activity.

Here's what's next...

Set up additional security.
Although your information is encrypted at NSA-levels, some people feel better with a password also standing guard. You can set it up here, but it's certainly not required.

Let's tell some friends.

OneID Control Panel | My Mac | Hello, elissa everett | Sign Out

- Devices
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- Help

Devices

You've added OneID to the devices below.

Click any device to personalize its name and icon, see activity including logins and transactions, adjust the security level, or remove your OneID from it.

My iPhone
UNLOCKED

My Mac
UNLOCKED

OneID Control Panel | My Mac | Hello, elissa everett | Sign Out

- Devices
- Remotes
- Account
- Sites
- Activity
- Settings
- Help

Sites

These sites are connected to your OneID. Adjust their security level or disconnect them below.

weightwatchers.com	UNLOCKED	1w ago	Disconnect
democracyinaction.org	UNLOCKED	2months ago	Disconnect
anthropologie.com	UNLOCKED	1months ago	Disconnect
shopperschoice.com	UNLOCKED	2months ago	Disconnect
oneid.com	UNLOCKED	1m ago	
llbean.com	UNLOCKED	1months ago	Disconnect
overstock.com	UNLOCKED	5d ago	Disconnect
grainger.com	UNLOCKED	1w ago	Disconnect
kohls.com	UNLOCKED	1w ago	Disconnect
montessoriprintshop.com	UNLOCKED	1months ago	Disconnect
nike.com	UNLOCKED	1months ago	Disconnect
blair.com	UNLOCKED	1w ago	Disconnect
bedfordfair.com	UNLOCKED	1w ago	Disconnect

OneID Control Panel | My Mac | Hello, elissa everett | Sign Out

- Devices
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- Sites
- Activity
- Settings
- Help

Activity

Stay on top of your OneID. This handy log shows when you've added OneID to a device or signed in, as well as the sites you've shared your data with.

all | critical

Shared Personal Data My Mac	OneID.com	36s ago
Authenticated My Mac	OneID.com	1m ago
Authenticated My Mac	OneID.com	2d ago
Shared Personal Data My Mac	armanieexchange.com	3d ago
Shared Personal Data My Mac	armanieexchange.com	3d ago
Shared Personal Data My Mac	toryburch.com	3d ago
Shared Personal Data My Mac	toryburch.com	3d ago
Shared Personal Data My Mac	belk.com	3d ago
Shared Personal Data My Mac	belk.com	3d ago
Shared Personal Data My Mac	belk.com	3d ago
Shared Personal Data My Mac	belk.com	3d ago

OneID Control Panel — My Mac — Hello, elisse everett — Sign Out

- Devices
- Remotes
- Account
- Sites
- Activity
- Settings
- Help

Devices

You've added OneID to the devices below.

Click any device to personalize its name and icon, see activity including logins and transactions, adjust the security level, or remove your OneID from it.

My iPhone
UNLOCKED
UNLOCKED
REMOTE

My Mac
UNLOCKED

OneID Control Panel — My Mac — Hello, elisse everett — Sign Out

- Devices
- Remotes
- Account
- Sites
- Activity
- Settings
- Help

Settings

Adjust OneID to match the way you live, shop, and think about security.

If you share your computer or would like the option to use a password with certain security settings below, feel free to set one. Remember, OneID doesn't require a password so it's entirely up to you.

Add a password

Account Settings

Account Name
Click your account name to change.
elisse everett

Account Email
Which email is used for OneID notifications.
elisse.everett@gmail.

Sign In

Sign me in for:
1 week

Email Notifications

Notify me:
☑ When important transactions happen (i.e. password change, settings change)
☑ When a new OneID device is created

Notify me of low- or moderate-risk situations:
Send immediately

Password and PIN

Ask me for my PIN every:

OneID Control Panel — My Mac — Hello, elisse everett — Sign Out

- Devices
- Remotes
- Account
- Sites
- Activity
- Settings
- Help

Account

Fill in your information just once, and you'll never have to do it again on any OneID site — even if you're new. Think of the time and hassle you'll save. Your information is so well-protected, no one can read it until you click "OneID Checkout" — not even us.

View other accounts associated with this device

Personal Information | Credit Card Information | Billing Information | Shipping Information

Select Profile: My profile(*)

Rename profile · Add profile · Delete · Set profile as default

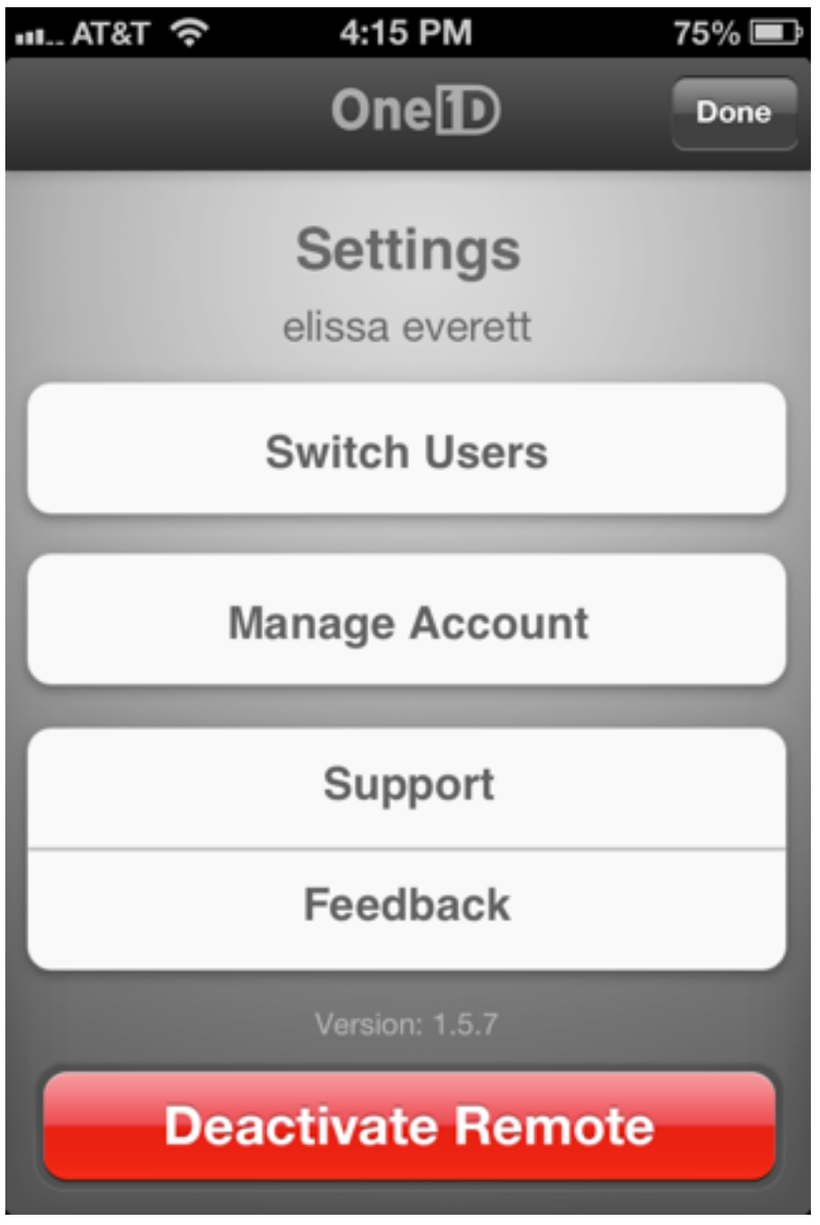
Identification

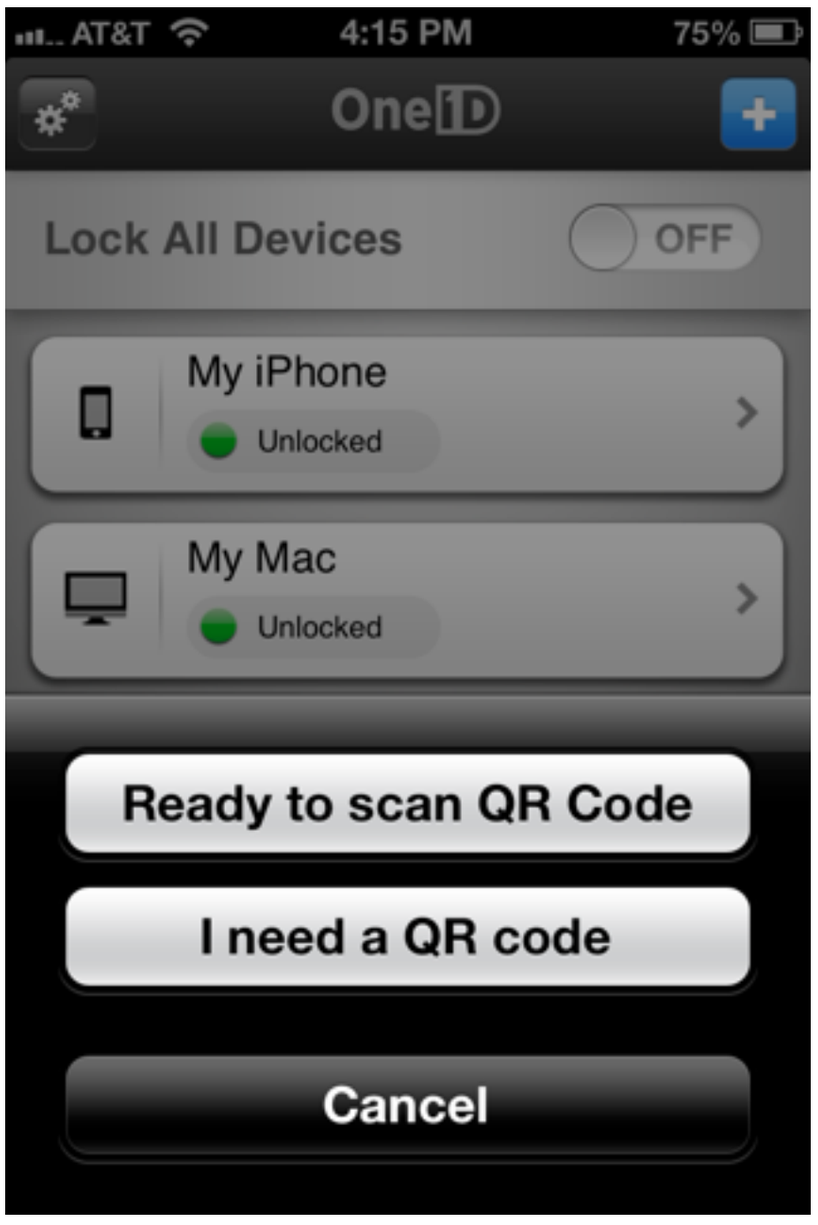
Title: -- Please Select --
First Name: Joe
Last Name: Everyone
Occupation:
Employer:

Contact

Primary Phone: xxxxxxxx

AT&T
4:15 PM
75%
OneID
Lock All Devices
OFF
My iPhone
Unlocked
My Mac
Unlocked
Devices
Activity


AT&T
4:15 PM
75%
OneID
Done
Settings
elissa everett
Switch Users
Manage Account
Support
Feedback
Version: 1.5.7
Deactivate Remote


AT&T
4:15 PM
75%
OneID
Lock All Devices
OFF
My iPhone
Unlocked
My Mac
Unlocked
Ready to scan QR Code
I need a QR code
Cancel

Goals

- Re-architect
- Re-design
- Re-build
- Re-explain

Goals

- Re-architect

  user-centered flows, remove friction, simplify

- Re-design

  modern, expressive, cohesive

- Re-build

  modern & modular framework (backbone & foundation)

- Re-peat

  modular patterns, style guides, analytics, lean UX

Subtle animations (outbox sign in)

Expand colors (2nd, 3rd, 4th...)

Video in the background (flipboard) to show a concept

Infographic to explain concepts

~~outbox~~ Sound library

more white space

look at consumer-oriented apps

jolidrive
- animation
- video

pinterest/~~bank~~ bone.js style
↓
~~Partner~~ Partners list

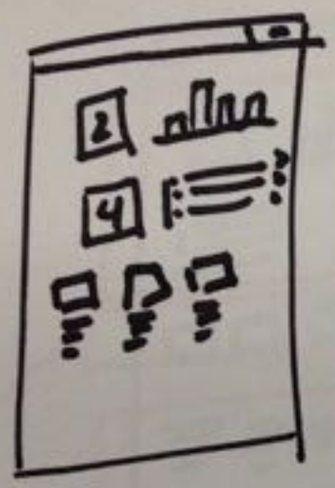
IFTTT
- large type
- large buttons

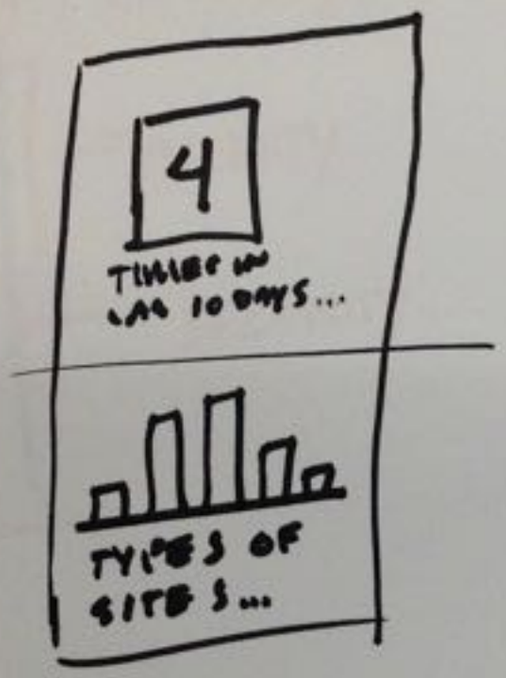
Explain the lifestyle of using OneID

ank you. say it forward.
3/19/2013 (2.0)
EDITORIAL DATA
USED
WHERE
HOW
NEW PARTNERS
GETTING STARTED CHECKLIST
ACCOUNTS
CONTACTS
NOTES
MEMBERSHIPS
WHO WHAT WHERE WHEN WHY HOW
ALERTS/MESSAGES
4
Home()
Visa(1217)
Note1
Work()
Amex(4200)
ADD INFO...
FOOTER
- support/help
- developer site
- extensions
1
2
IF more than X amt, change VI
ADDRESS
125 Mtns
901 5TH
47 10TH
USED MEID
2
GET THE MOST...
2. ADD INFO
3. GET ALP
4. GET EXTENSIONS
5. Tell everyone
RP.com
INFO
C/O

03/19/2013

2.0





YOU'VE USED YOUR ONEID ____ times

IN THE LAST ____ ____ AT THESE

TYPES OF SITES _____

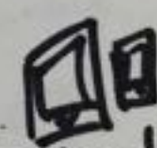
- - - - - - - - - - - - -

~~YOUR~~ ACTIVE DEVICES _____

MY WALLET

ACCOUNTS

SECURITY

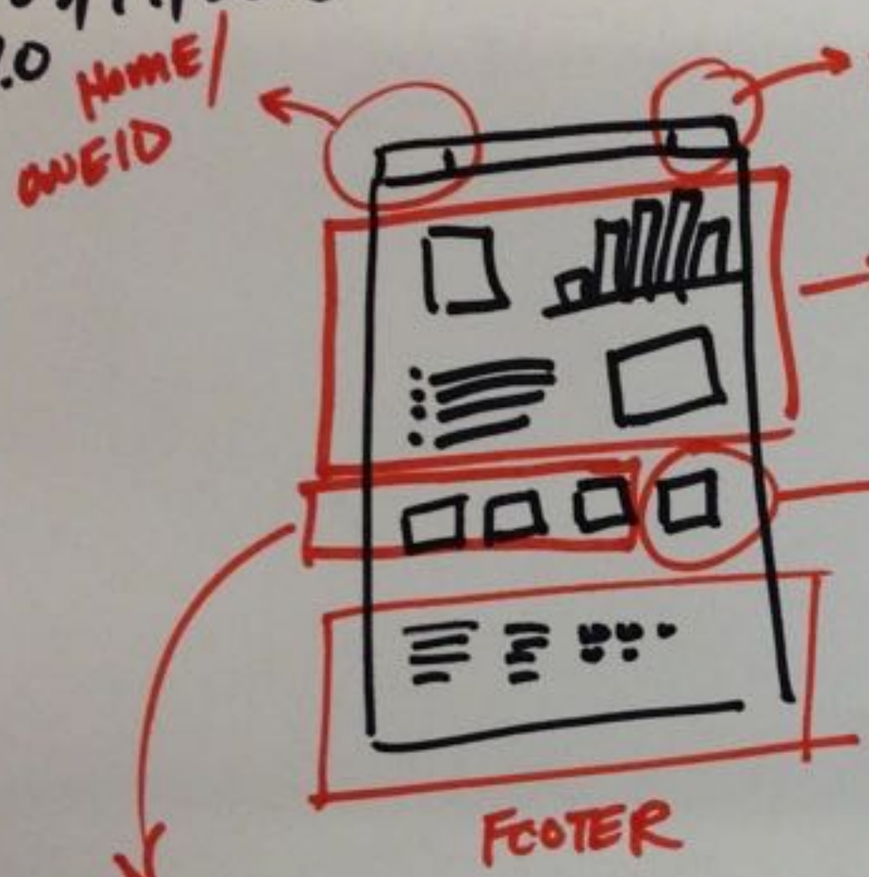


SETTINGS & DEVICES

· NEW PARTNERS

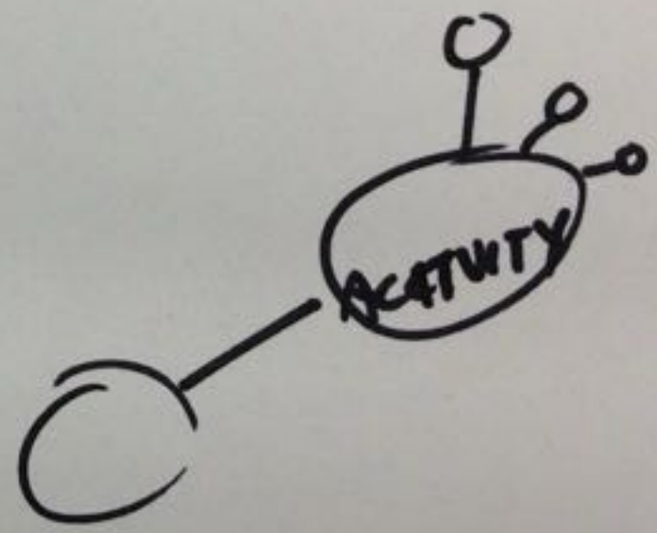
03/19/2013

2.0

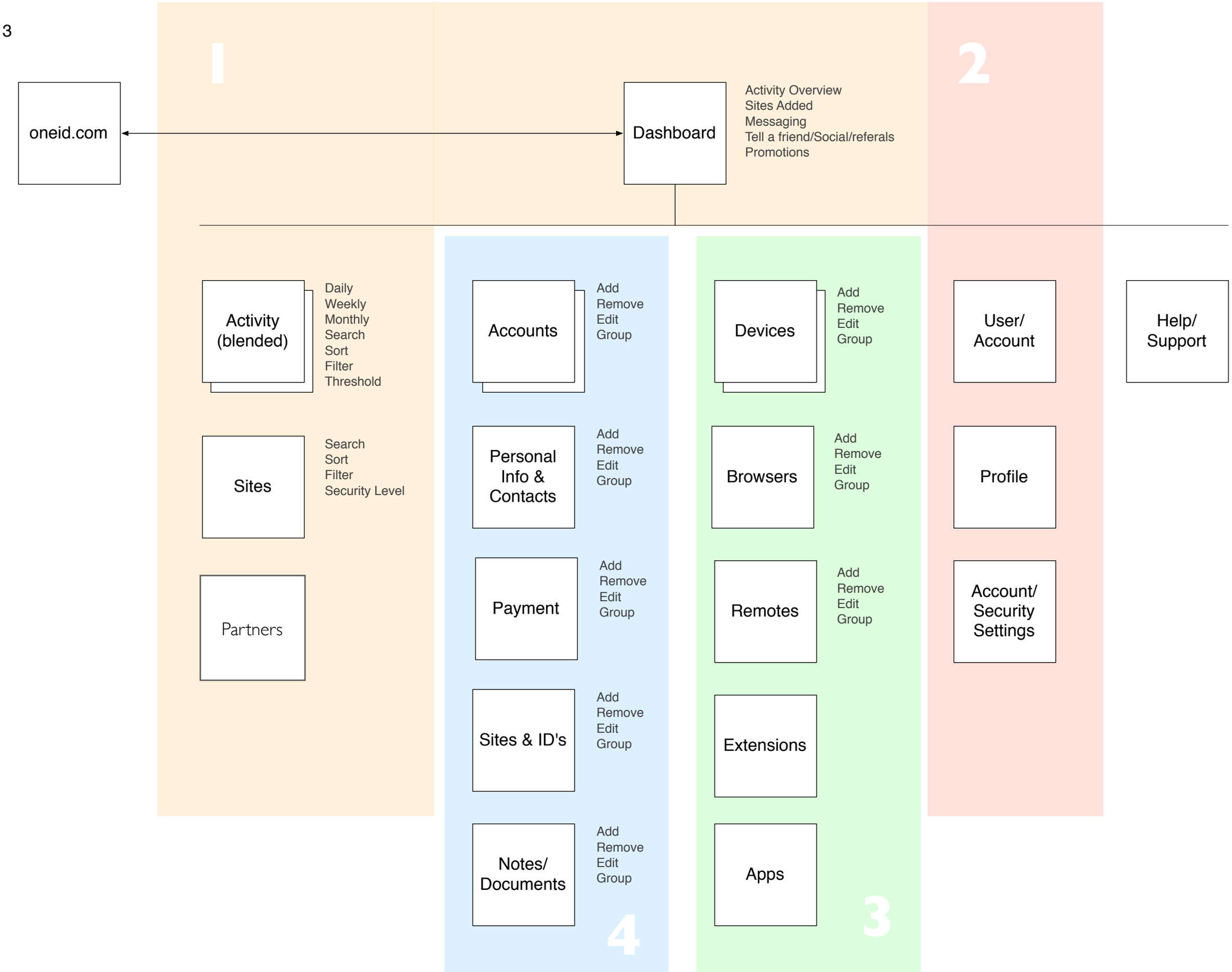


- WALLET
- ACCOUNTS
- NOTES

HUB SPIKE



OneID 2.0 Dashboard
Site Architecture
version 1.2
Tue Mar 05 2013



Scenario 1

First Time User Experience

User on device "a" receives "request for donation email"

a

$5

Request for donation email

step 1

User clicks "donate" link in an email and goes to a form in a browser.

Form fill personal information

step 2

User fills in personal and billing information on form and clicks continue.

Complete

OneID

Confirm and complete donation
+
Remember me with OneID

step 3

Part of the completion process also includes a "Remember me with OneID" option.

Selected by default, the "Remember me with OneID" creates a OneID for the user from the info they added to the form.

Alternately, there are links to learn more about OneID on the page.

Thank you!

Reciept

Thank you!

Thank you for donation email

Welcome to OneID

Welcome to OneID email

Scenario 2

Second+ Experience

User on device "a" receives "request for donation email"

a

$5

Request for donation email

step 1

User clicks "donate" link in an email and goes the "Thank You" page.

Thank you!

Reciept

Thank you!

Thank you for donation email

Scenario 3

User on device "b" or "c" (any new device) receives "request for donation email"

b

c

$5

Request for donation email

step 1

User clicks "donate" link in an email and goes to a form in a browser.

email matching

Invisible to the user, we check to see if their email matches a OneID account.

new user

no

User is directed to Step 2 of Scenario 1

new device

yes

User is instructed to use their "Personal URL" from the OneID Welcome email to add the new device.

Welcome to OneID

Welcome to OneID email

step 2

User clicks their "Personal URL" and adds new device to their OneID account.

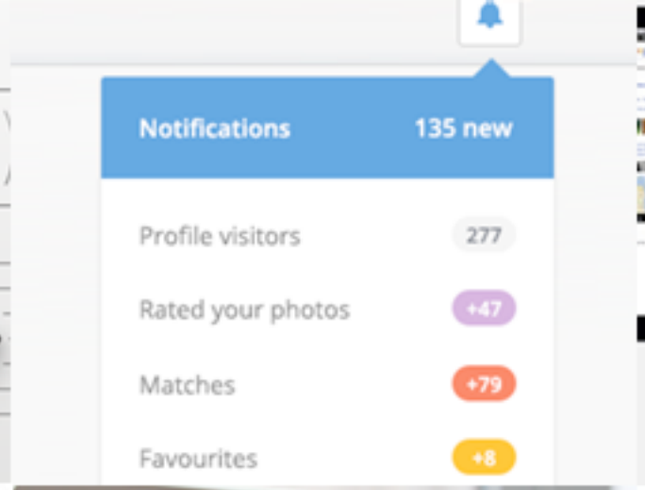
User is directed to "Thank You" page.

Thank you!

Reciept

Thank you!

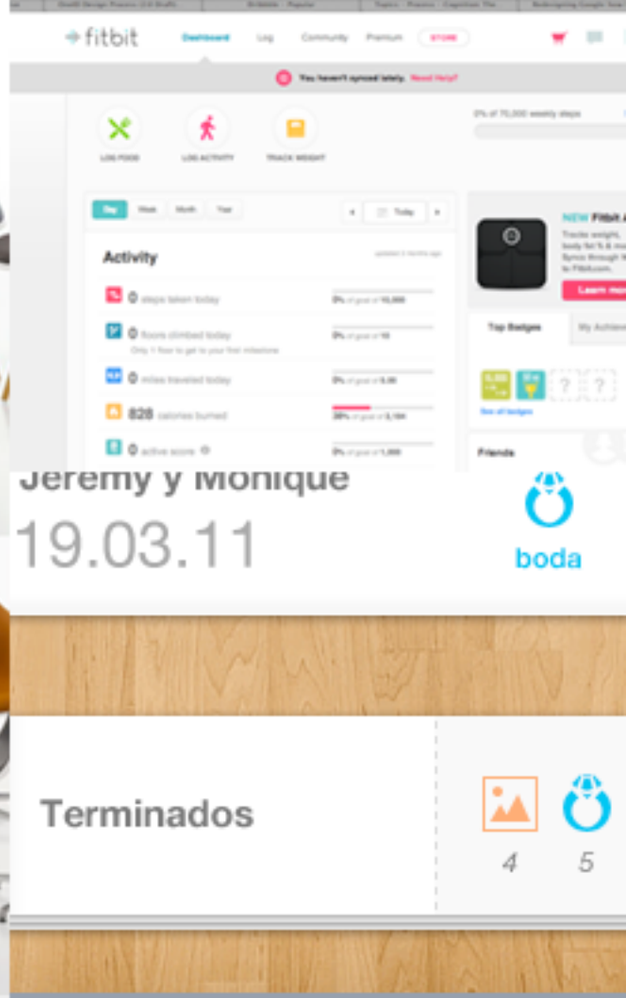
Thank you for donation email

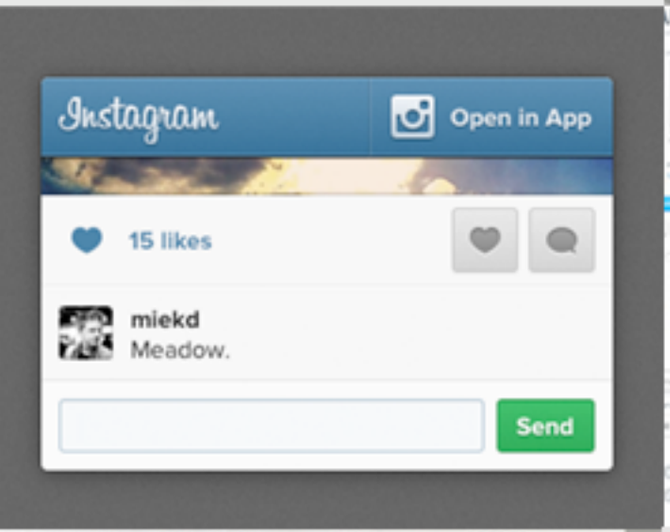

Notifications
135 new
Profile visitors
277
Rated your photos
+47
Matches
+79
Favourites
+8

Shadow & Act
invisible man ralph ellison
Juneteenth by Ralph Ellison

7,433
370 mins
6,233
35th

Andrew Samizhon
Edit
Contact Info

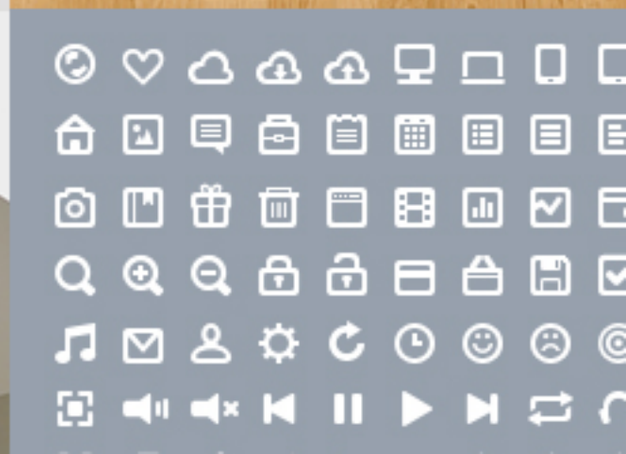

fitbit
Activity
Jeremy y Monique
19.03.11
boda
Terminados


Instagram
Open in App
15 likes
miekd
Meadow.
Send

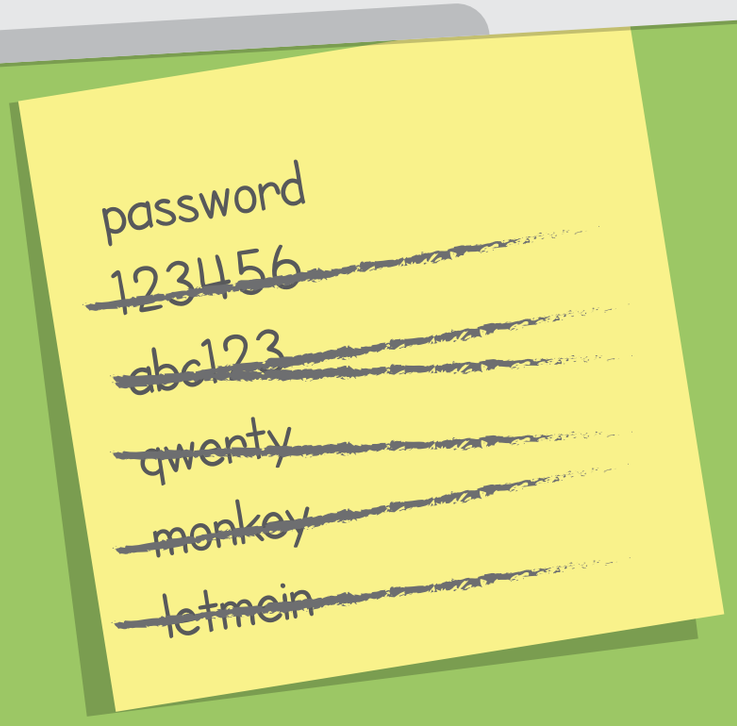
COMPRESSOR
PRODUCTION
FAST
FEEDER
SLOW

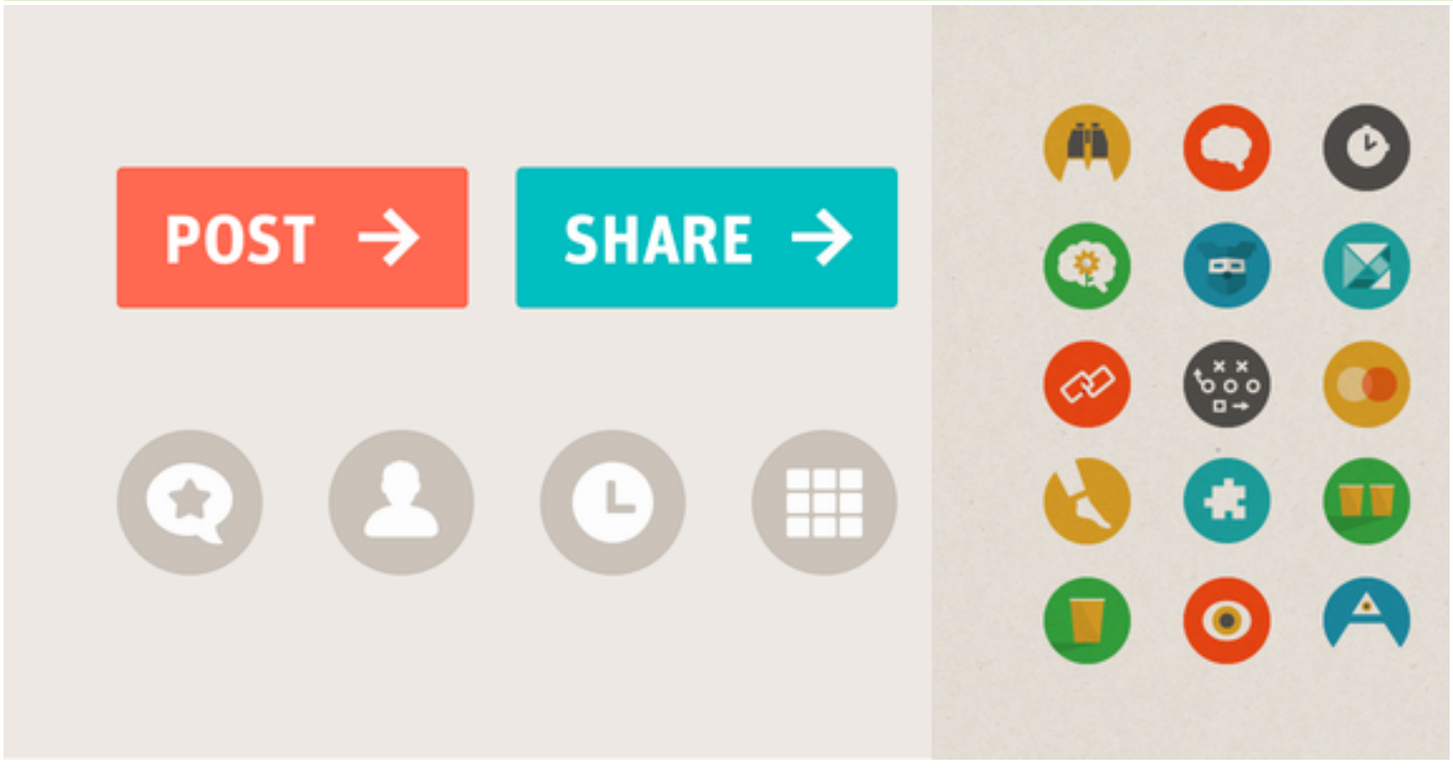
39
135
UNREAD
20
TODO
0
UNCONTACTED
Your Daily Digest for January 30, 2013
How are you, Jim

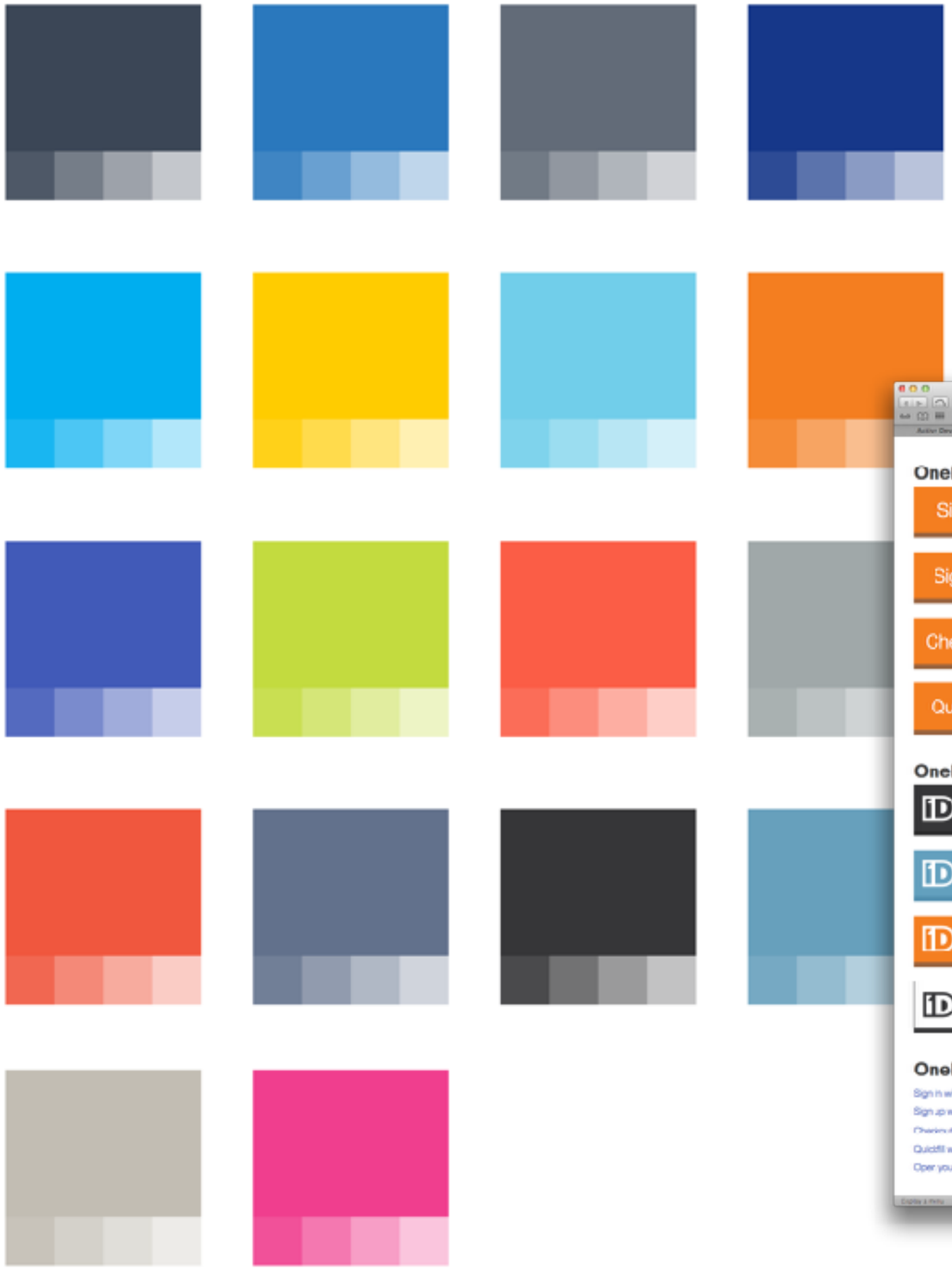
MoMA



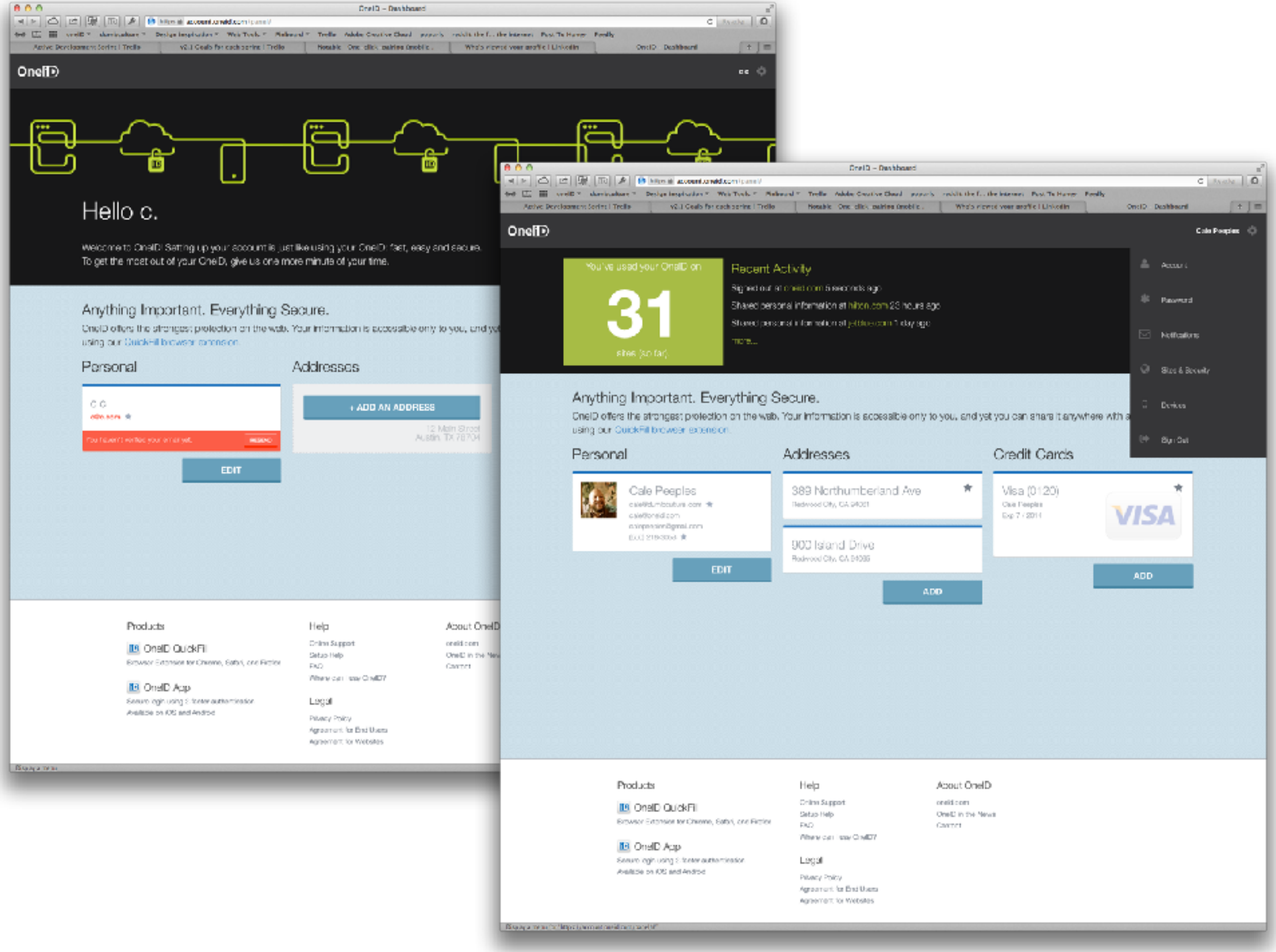
With OneID, there's no more of this.







SAMPLE BUTTON
BUTTON
BUTTON
SAMPLE LINK
SAMPLE LINK
SAMPLE BUTTON
BUTTON
BUTTON
SAMPLE LINK
SAMPLE LINK
OneID buttons
OneID Buttons orange
Sign In with OneID
Sign up with OneID
Checkout with OneID
QuickFill with OneID
OneID Buttons White
Sign In with OneID
Sign up with OneID
Checkout with OneID
QuickFill with OneID
OneID Buttons Small
Sign In
Sign up
Checkout
Quickfill
OneID Buttons Round
Sign In
Sign up
Checkout
Quickfill
Signup
OneID Buttons Links
Sign in with OneID
Sign up with OneID
Checkout with OneID
Quickfill with OneID
Oper your garage door with OneID


Hello c.
Welcome to OneID! Setting up your account is just like using your OneID: fast, easy and secure.
To get the most out of your OneID, give us one more minute of your time.
Anything Important. Everything Secure.
Personal
Addresses
+ ADD AN ADDRESS
EDIT
Products
OneID QuickFill
OneID App
Help
Online Support
Setup Help
FAQ
Legal
Privacy Policy
Agreement for End Users
Agreement for Websites
You've used your OneID on
31
sites (so far)
Recent Activity
Anything Important. Everything Secure.
Personal
Addresses
Credit Cards
Cale Peeples
389 Northumberland Ave
Redwood City, CA 94061
903 Island Drive
Redwood City, CA 94065
Visa (0120)
Exp 7 / 2014
VISA
EDIT
ADD
ADD
Products
OneID QuickFill
OneID App
Help
Online Support
Setup Help
FAQ
Legal
Privacy Policy
Agreement for End Users
Agreement for Websites
About OneID
oneid.com
OneID in the News
Careers

OneID

Account | Password | Notifications | Sites & Security | Devices

Account

Display Name

We'll use this in the sign in screen and within the dashboard.

Remember Me

Keep me signed in to OneID

Where did you get this im

REMOVE

Products

OneID QuickFill

OneID App

Help

Online Support

Legal

Privacy Policy

About OneID

Sites & Security

OneID allows you to set a specific security level on each site where you've shared your information.

Site	Last Access	
oneid.com	just now	EDIT
hilton.com	22 hours ago	EDIT
jetblue.com	22 hours ago	EDIT
tryoneid.com	3 weeks ago	EDIT
bluepapoom.net	3 weeks ago	EDIT
portero.com	1 month ago	EDIT
[illegible]	1 month ago	EDIT
dumbcouture.com	2 months ago	EDIT
exacdia.com	3 months ago	EDIT
harrys.com	3 months ago	EDIT
eventbrite.com	4 months ago	EDIT
[illegible]	4 months ago	EDIT
sonicelectronix.com	4 months ago	EDIT

What is two-step verification?

Two-step verification (sometimes referred to as two-factor authentication) enables you to improve the security of any online transaction by requiring the involvement of a second device.

When a site asks for two-step verification – to transfer money online, for example – we securely send an approval request to the OneID app on your phone. Instantly you will see full details of the request and can approve or reject it right there on your phone.

TRY IT OUT!

OneID – Dashboard

https account.oneid.com/panel/# Reader

oneID dumbculture

OneID

more...

Personal

Cale Peeples

cale@dumbculture.com

cale@oneid.com

calepeeples@gmail.com

(650) 218-3058

Addresses

389 Northumberland Ave

Redwood City, CA 94061

900 Island Drive

Redwood City, CA 94065

Display a menu

OneID – Dashboard

https account.oneid.com/panel/#settin Reader

oneID dumbculture

OneID

Account

Display Name

Cale Peeples

Remember Me

Keep me signed in to OneID

Profile Photo

You added this picture from your Gravatar account. If you'd like to change the picture, please go to Gravatar.com.

If you'd rather not use a picture on our site, you can remove it

Display a menu

OneID – Dashboard

https account.oneid.com/panel/#settin Reader

oneID dumbculture

OneID

Devices

All computers, phones, tablets, and browsers that can access your OneID account are listed here.

Macbook Pro — just now

current device

EDIT

My Mac — 1 week ago

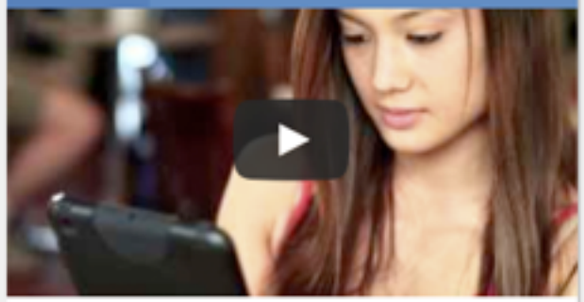
Off

EDIT

MacBook Air — 1 week ago

Display a menu

Create your **OneID**



First name

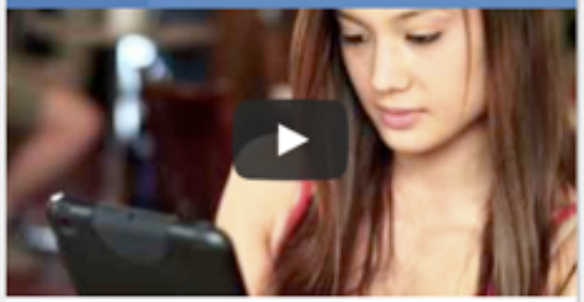
Last name

Email address

CREATE

I ALREADY HAVE AN ACCOUNT

Create your **OneID**



Email address

Password

Password (again)

CREATE

I ALREADY HAVE AN ACCOUNT

Sign in to **OneID**

Email address

Password

SIGN IN

I NEED AN ACCOUNT

Email address

Password

SIGN IN

I NEED AN ACCOUNT

Sign in to **OneID**

Verify your **OneID** email

Email address

VERIFY

I NEED AN ACCOUNT

Choose your **OneID** accou

Cale Peeples

I NEED AN ACCOUNT

Create your **OneID**

First name

Last name

Email address

CREATE

I ALREADY HAVE AN ACCOUNT

Create your **OneID**

Email address

Password

Password (again)

CREATE

I ALREADY HAVE AN ACCOUNT

passwords do not match

email already exists

password not valid

I forgot my password

Choose your **OneID** accou

Cale Peeples

Adil Dhanani

Paul Marbach

Godzilla

I NEED AN ACCOUNT

Enter your **OneID** password ×

sword

ENTER

Scan your **OneID** code ×

our OneID app to scan this code.

I NEED THE APP

Use your **OneID** Private URL ×

ailed you a **Private OneID**
when you created your account,
n use that URL to add this (or
her) browser to your account.

o you find it, the email has the
t line "**Welcome to OneID (do**
elete)".

I CAN'T FIND THE EMAIL

Enter your **OneID** password ×

Temporary password

We emailed you a temporary password when you created your OneID account, copy and paste that password here.

ENTER

I NEED A NEW PASSWORD

Create your **OneID** password ×

Password

Password (again)

Password Strength

SIGN IN

Use your **OneID** Key ×

We emailed you a **OneID Key** when you created your account, you can use that key to add this (or any other) browser to your account.

To help you find it, the email has the subject line "**Welcome to OneID (do not delete)**". And was sent on **June 24th, 2013**.

I CAN'T FIND THE EMAIL

Get the **OneID** app ×

Mobile phone number

GET THE APP

TAKE ME TO THE APP STORE

Try **OneID** connect ×

Mobile phone number

TRY IT

I NEED AN ACCOUNT

Waiting for **OneID** approval ×

CANCEL

Enter your **OneID** key ×

OneID key

ENTER

I NEED A NEW KEY

Enter your **OneID** key ×

OneID key

Import a OneID key file

ENTER

I NEED A NEW KEY

Connect your **OneID** app ×

Email address

CONNECT

I NEED THE APP

lots... lots more

available on request.

thanks

cale@calepeeplesdesign
@calepeeples