

Log In Page: Sudden Jump in Bounce Rate

Background:

In March 2020, Genworth began to face high call volume due to the pandemic and began encouraging customers to use their online account to handle routine transactions. In April 2020, Google Analytics showed twice the number of Log In page visits than in March, but the Bounce Rate on the page was up sharply to over 40%. We needed to resolve this issue to prevent more calls and customer dissatisfaction.

Project Duration: 1 month

My Role:

- User Research
- Wireframing & Prototyping

Team:

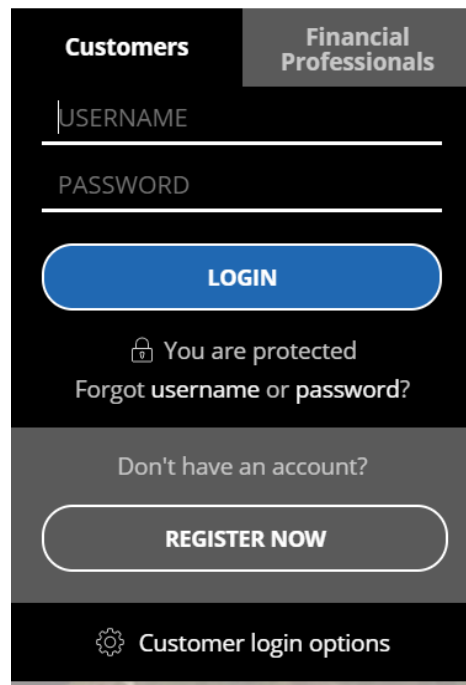
- Data Analyst
- Sr. Brand Manager
- Product Owner

Problem Statement: Why were large numbers of visitors bouncing from the Log In Page?

Log In Page: Usability Issue Discovered

I reviewed Hotjar recordings of Log In page visits and observed users scrolling past the Error Message without noticing it.

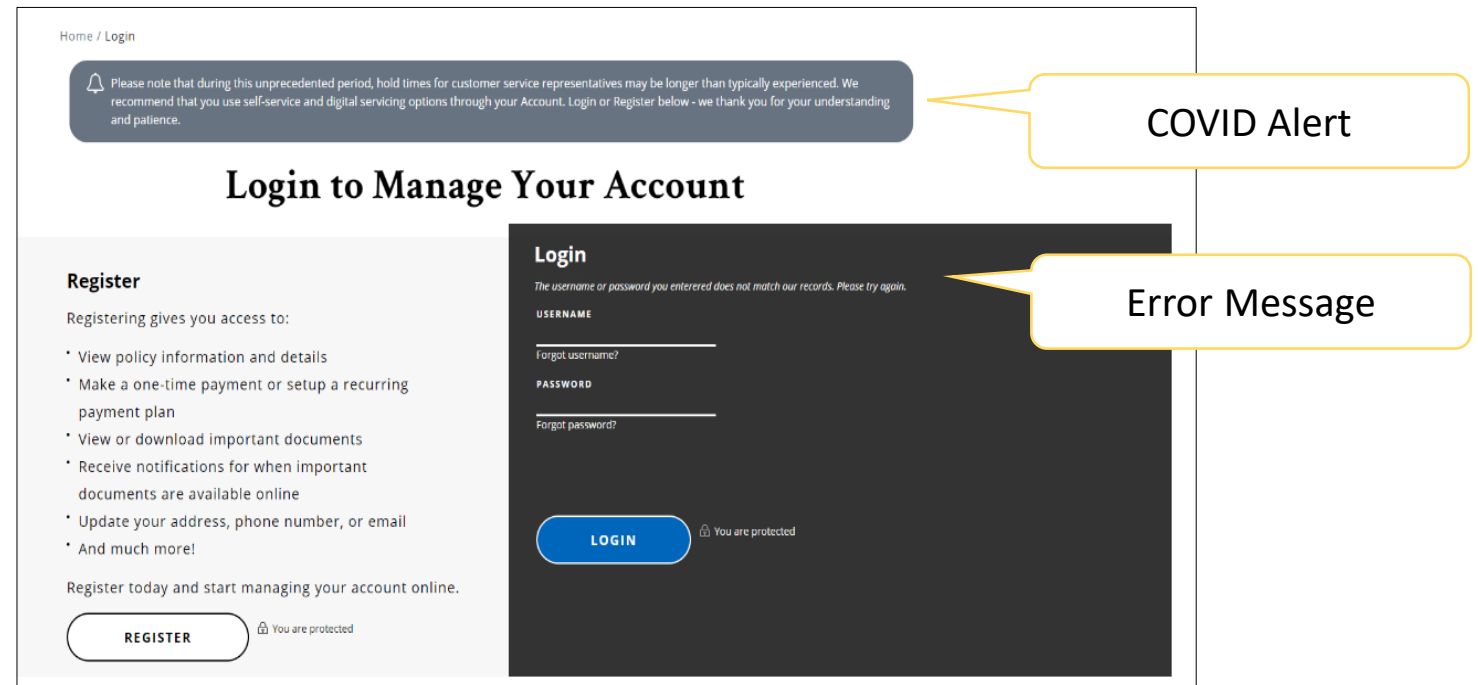
Log In: Customer triggers Log In Badge dropdown from the main menu on any page.



The mobile app login screen features a dark theme. At the top, there are two tabs: 'Customers' (active) and 'Financial Professionals'. Below the tabs are input fields for 'USERNAME' and 'PASSWORD'. A prominent blue 'LOGIN' button is centered below the password field. Underneath the button, a lock icon is followed by the text 'You are protected' and a link 'Forgot username or password?'. Further down, the text 'Don't have an account?' is displayed above a 'REGISTER NOW' button. At the very bottom, there is a gear icon and the text 'Customer login options'.



Username or Password Errors: Customers are taken to the Log In Page where an error message tells them to try again.



The web login page has a light background. At the top left, it says 'Home / Login'. A blue banner at the top contains a bell icon and a 'COVID Alert' message. The main heading is 'Login to Manage Your Account'. On the left, there is a 'Register' section with a list of benefits and a 'REGISTER' button. On the right, there is a 'Login' section. It displays an error message: 'The username or password you entered does not match our records. Please try again.' Below this are input fields for 'USERNAME' and 'PASSWORD', each with a 'Forgot' link. A blue 'LOGIN' button is at the bottom of the login section. A yellow callout box points to the error message with the text 'Error Message'.

Hypothesis: The Error Message does not stand out because of its proximity and similarity to the new COVID Alert.

Log In Page: Bounce Rates Plunges

I recommended the following changes to the Log In Page and saw a dramatic reduction in the Bounce Rate.

Change #1: Visitors who make Username and/or Password errors on the Log In Badge are taken to the Log In page now see an Error Message is in Red text.

Change #2: Visitors who make Username and/or Password errors on the Log In Page, see the Label, Text Field, and specific Error Alert in Red Text.

Home / Login

Please note that during this unprecedented period, hold times for customer service representatives may be longer than typically experienced. We recommend that you use self-service and digital servicing options through your Account. Login or Register below - we thank you for your understanding and patience.

Login to Manage Your Account

Register

Register today and start managing your account online:

- View policy information and details
- Make a one-time payment or setup a recurring payment plan
- View or download important documents
- Receive notifications when important documents are available online
- Update your address, phone number, or email
- And much more!

REGISTER You are protected

Login

The username or password you entered does not match our records. Please try again.

USERNAME

PASSWORD

Forgot username or password?

LOGIN You are protected

Error Message

Home / Login

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- View or download important documents
- Receive notifications when important documents are available online
- Update your address, phone number, or email
- And much more!

REGISTER You are protected

Login

USERNAME

Please enter a valid Username

PASSWORD

Please enter a valid Password

Forgot username or password?

LOGIN You are protected

Labels, Text Field & Error Alert.

Results: After these changes were introduced in May 2020, the Log In Page Bounces Rates plunged from **40% to 10%**.