



MFA REDESIGN

MFA redesign, Channel Switcher, and MFA interstitial

February 2024



USER RESEARCH

MFA Key Insights

Partnered with the User Research team for moderated Customer panel meetings and Userzoom surveys

- *Users are mostly familiar with MFA process from other web applications and feel it is standard practice*
- *They understand that it is a security measure*
- *Users actually welcome the MFA process to keep their information secure*
- *They expect MFA to be set up automatically at registration. Only a minority find it a hassle*
- *Reducing the steps and making the process simple will provide a positive experience, especially for users who find the process a hassle*



MFA REDESIGN




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SIMPLIFIED TWO-FACTOR VERIFICATION

- *Reduced to one screen*
- *Removed the introductory explainer text screen*
- *Removed ON/OFF process now that it's mandatory*
- *Contact Us link tracks when users are having trouble*
- *Trust this device option still available*
- *Final illustration was selected by users*

See prototype:

<https://www.figma.com/proto/J87DD4FOBUOUqWu1Fa6OMs/WAV---Registration-%2F-Log-In-%2F-MFA?type=design&node-id=140-7748&t=c6ZKk6Irk32G6doi-0&scaling=min-zoom&page-id=1%3A3&starting-point-node-id=140%3A7961&show-proto-sidebar=1&hide-ui=1>



Safeguard your account

A verification number was sent to:

Mobile (***) ***-***81

Verification code

Trust this device [?](#)

This code expires in 10 minutes.
Didn't get a code? [Resend](#)
Need help? [Contact Us](#)

[Change how I receive the code](#) [Next →](#)



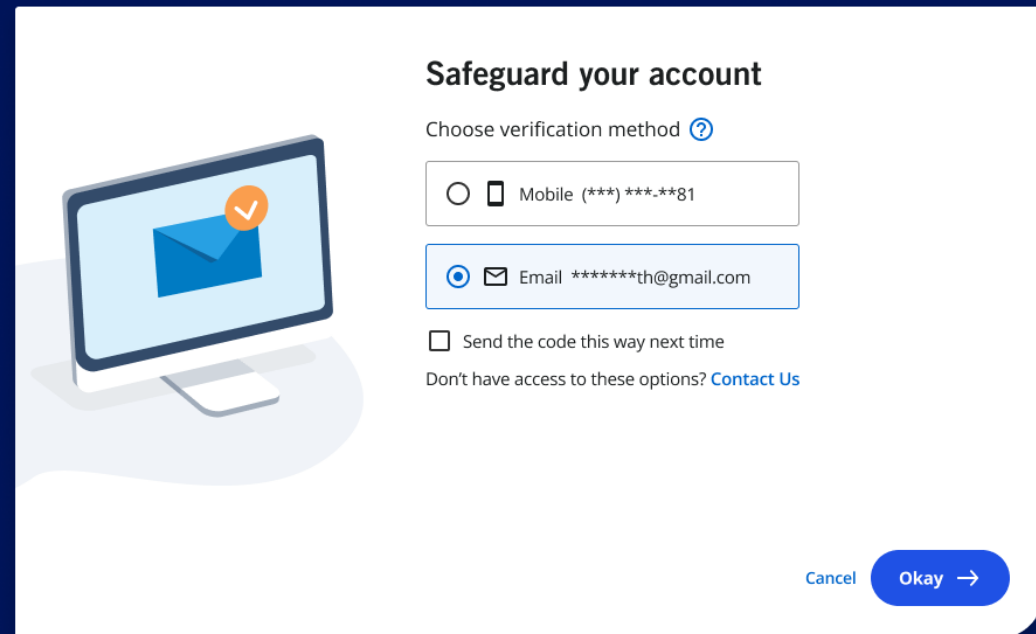
MFA REDESIGN

CHANNEL SWITCHER

- *New feature that allows users to choose how the code will be sent.*
- *The user can choose mobile or email, possibly more in the future*
- *Illustration changes according to the option chosen*

See Prototype:

<https://www.figma.com/proto/J87DD4FOBUOUqWu1Fa6OMs/WAV---Registration-%2F-Log-In-%2F-MFA?type=design&node-id=140-9038&t=0QXLS49YUzjNhhEy-8&scaling=min-zoom&page-id=1%3A3&starting-point-node-id=140%3A10555&show-proto-sidebar=1&hide-ui=1>





MFA INTERSTITIAL

*Collecting up-to-date contact
details for seamless MFA
integration*



MFA INTERSTITIAL

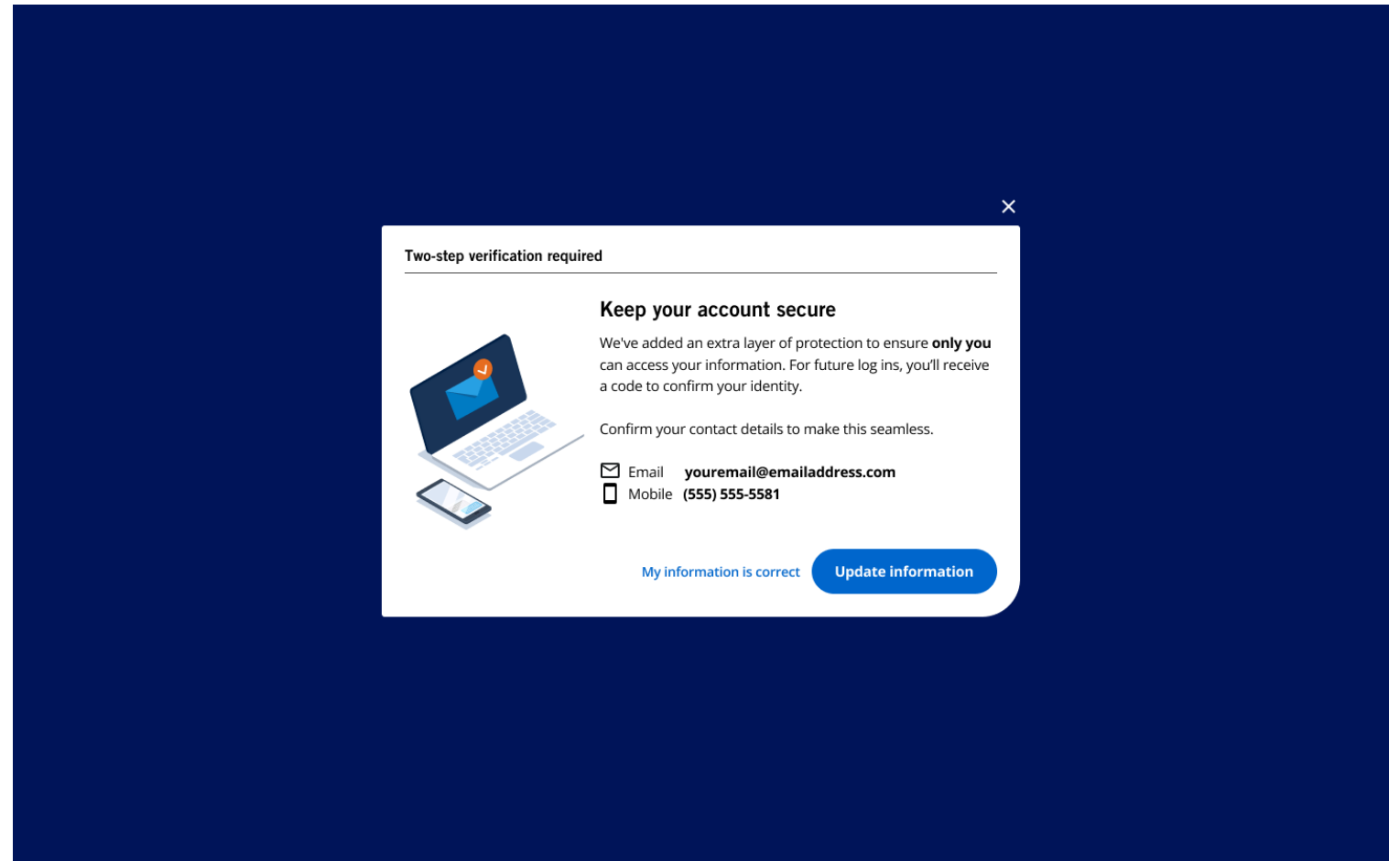
GATHERING CONTACT DETAILS

In order for MFA to work, we'll need the correct contact details from our users

This is a modal that pops over MyPru after the user logs in.

See Prototype:

<https://www.figma.com/proto/3mMbQnOZ6SvPwM5CcWHEt5/MFA-Messaging?type=design&node-id=299-1189&t=aXiZo2XT2GeiBKx4-0&scaling=contain&page-id=299%3A1188&starting-point-node-id=299%3A1189&show-proto-sidebar=1&hide-ui=1>



MFA INTERSTITIAL RESULTS

Latest Results

Results post 9/21/2023 launch:

- Increased login success
- Updated contact information
- Enabled Multi-factor Authentication
- Added a Mobile Number

Total presented w pop-up		766,530		
My information is correct	-	463,330	60%	
Update information button	-	104,638	23%	
Enable Two Step Verification		56,808	54%	
Add a mobile number		59,003	56%	7%
Add an email	-	334	.32%	



MFA INTERSTITIAL RESULTS

Users responded by updating their contact details and signing up for MFA before it was mandatory

We launched the Confirm Contact Information Interstitial September 21, 2023. During November, 66% of those presented with the Confirm Contact Information interstitial (173,108) engaged. In the two months between the 9/21 launch and 11/30, we've gained:

21,432 confirmed Mobile Numbers

223 confirmed Email Addresses

22,404 2fa enablements

Confirm Contact Information

November 2023

Goal: collect up-to-date contact information, so multi-factor authentication and login are successful

PRESENTED WITH POP-UP

173,108



MEDALLIA CUSTOMER SURVEY FEEDBACK

Records: 2,881
EODB: 45 ↑
Accomplish Task: 66% ↑

PRESENTED WITH POP-UP

173,108

MFA CTAs	9/1 – 9/20	9/21 – 9/30	9/1 – 9/30	10/1 – 10/31	11/1 – 11/30	% Engaged w Pop-up
My Information is correct	-	33,748	33,748	98,782	76,292	44%
Update information button	-	24,049	24,049	41,237	21,601	12%
Enable Two Step Verification	118	2,734	2,867	10,012	9,525	5.5%
Add a mobile number	-	704	704	11,211	9,517	5%
Add an email	-	4	4	162	57	.03%



* Pop-up displays to all non-Empower only customers



THANK YOU

Kristine Perry