



ellen

# SSO Flows & Prototypes

August 27, 2020





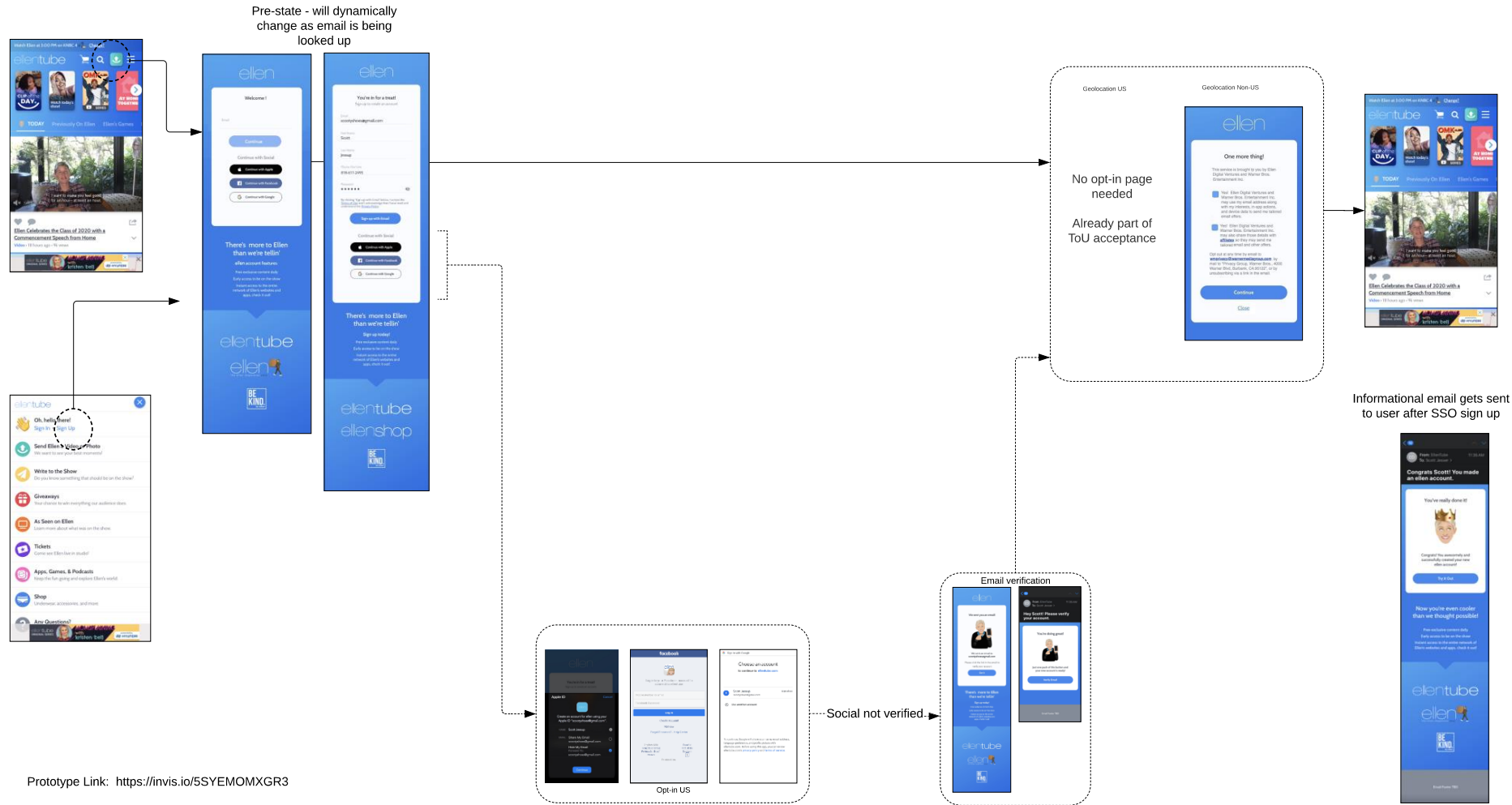
# ellenTUBE Flows



# ellenTUBE – Sign Up

Prototype Link: <https://invis.io/5SYEMOMXGR3>

Sign Up (email lookup - dynamic UI) - Ellentube - not on SSO - no ellentube (not in Cognito) - US or non-US (platform - email verification required)



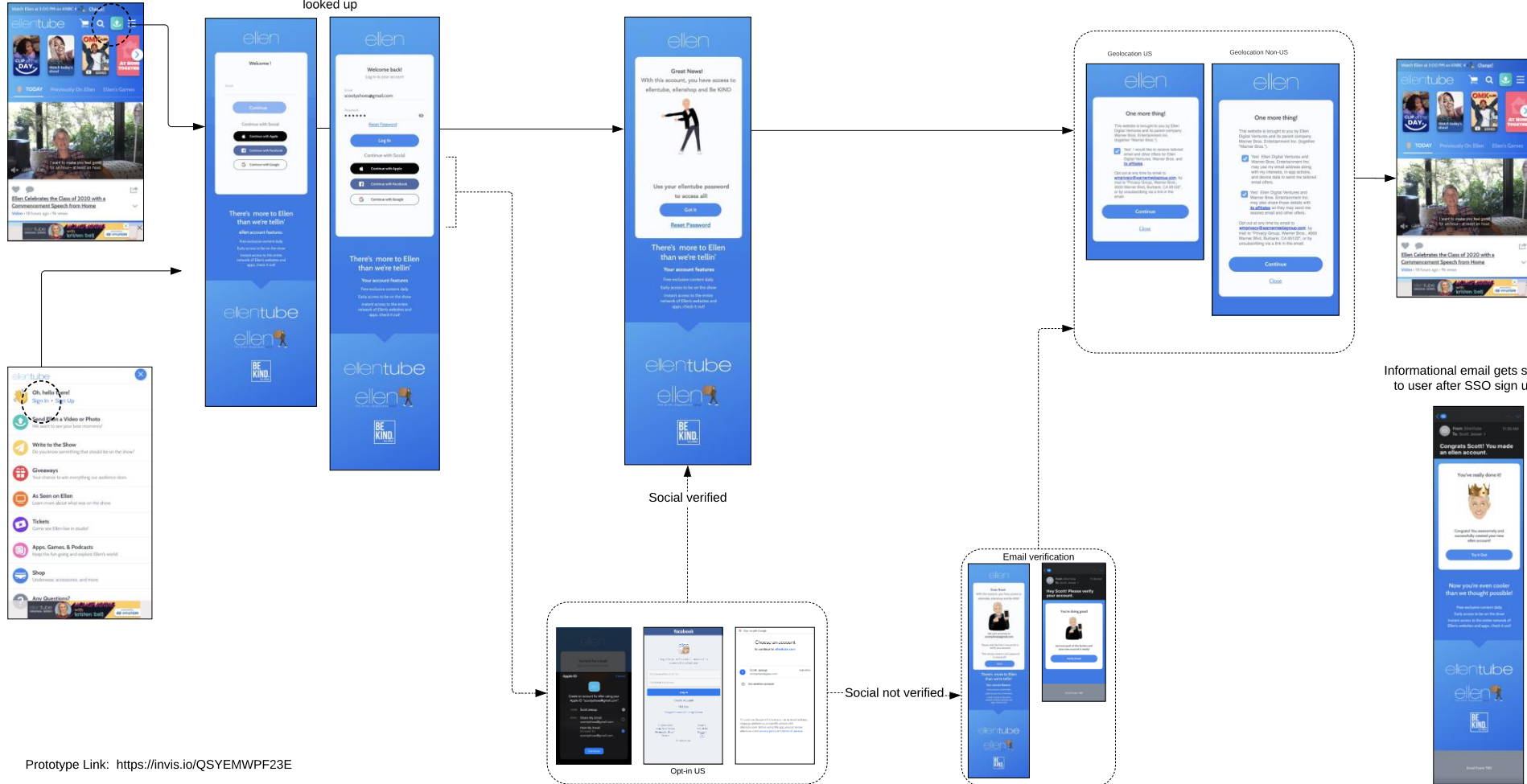
Prototype Link: <https://invis.io/5SYEMOMXGR3>

# ellenTUBE – Log In first time on SSO

Prototype Link: <https://invis.io/QSYEMWPF23E>

Log In (email lookup - dynamic UI) - Ellentube - not on SSO - with pre-existing ellentube account (in Cognito) - US or non-US (platform - email verification required)

Pre-state - will dynamically change as email is being looked up

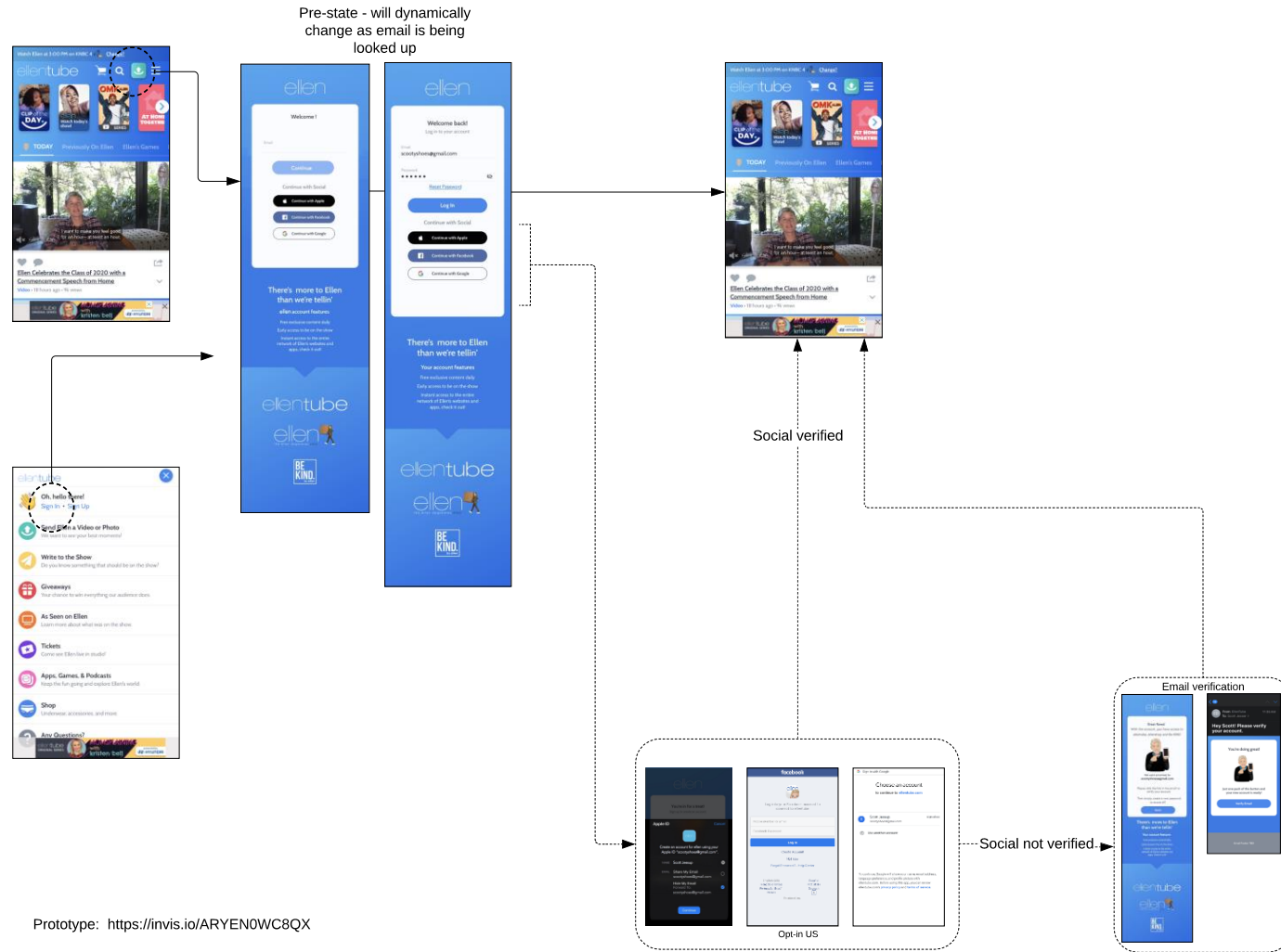


Prototype Link: <https://invis.io/QSYEMWPF23E>

# ellenTUBE – Log In already on SSO

Prototype: <https://invis.io/ARYEN0WC8QX>

Log In (email lookup - dynamic UI) - Ellentube - on SSO - US or non-US (platform - email verification required)

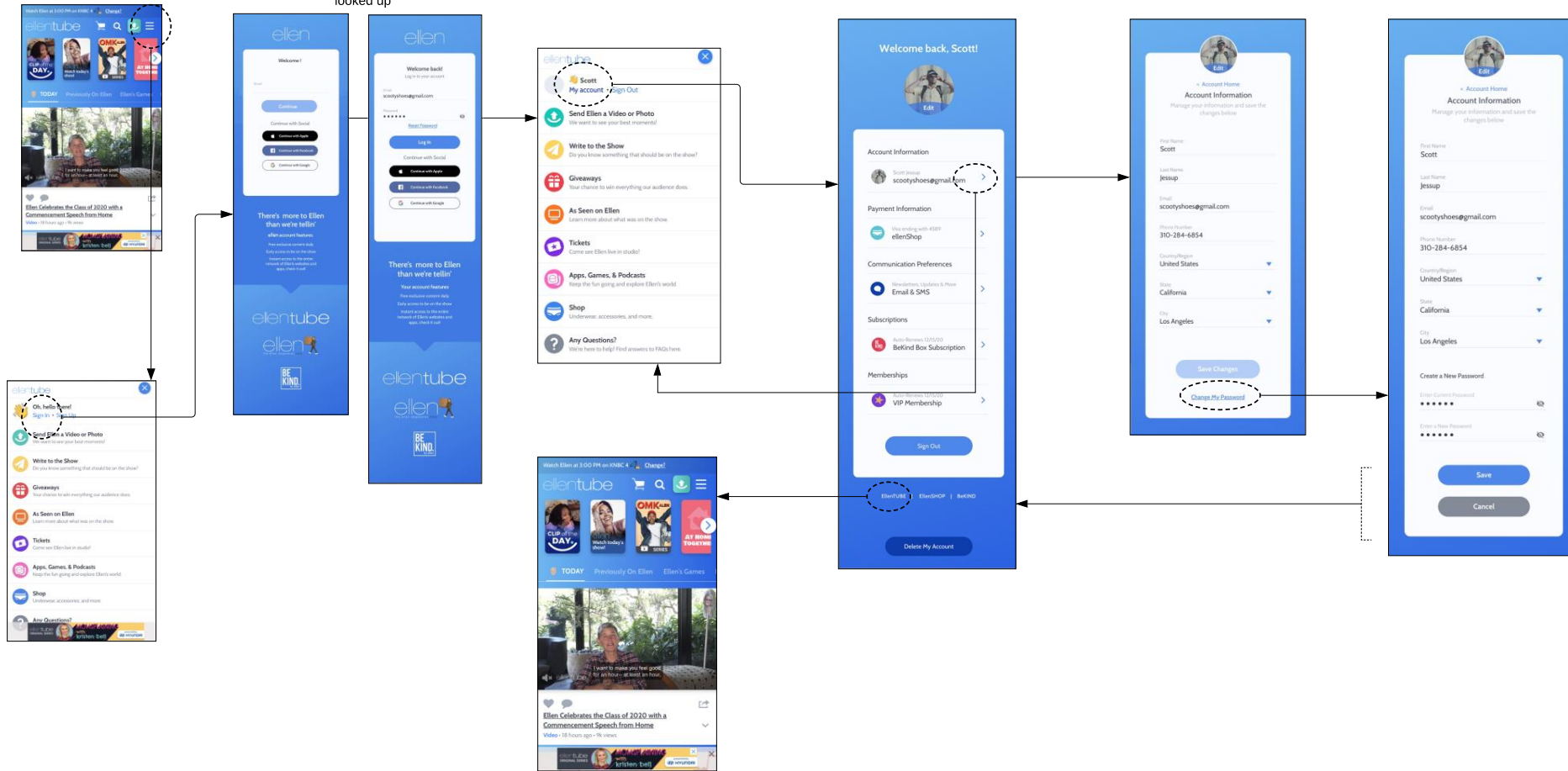


# ellenTUBE – Account Management on SSO

Prototype Link: <https://invis.io/NUYENZXRPS>

Manage Account (classic UI) - Ellentube - on SSO - US or non-US (platform - email verification required)

Pre-state - will dynamically change as email is being looked up



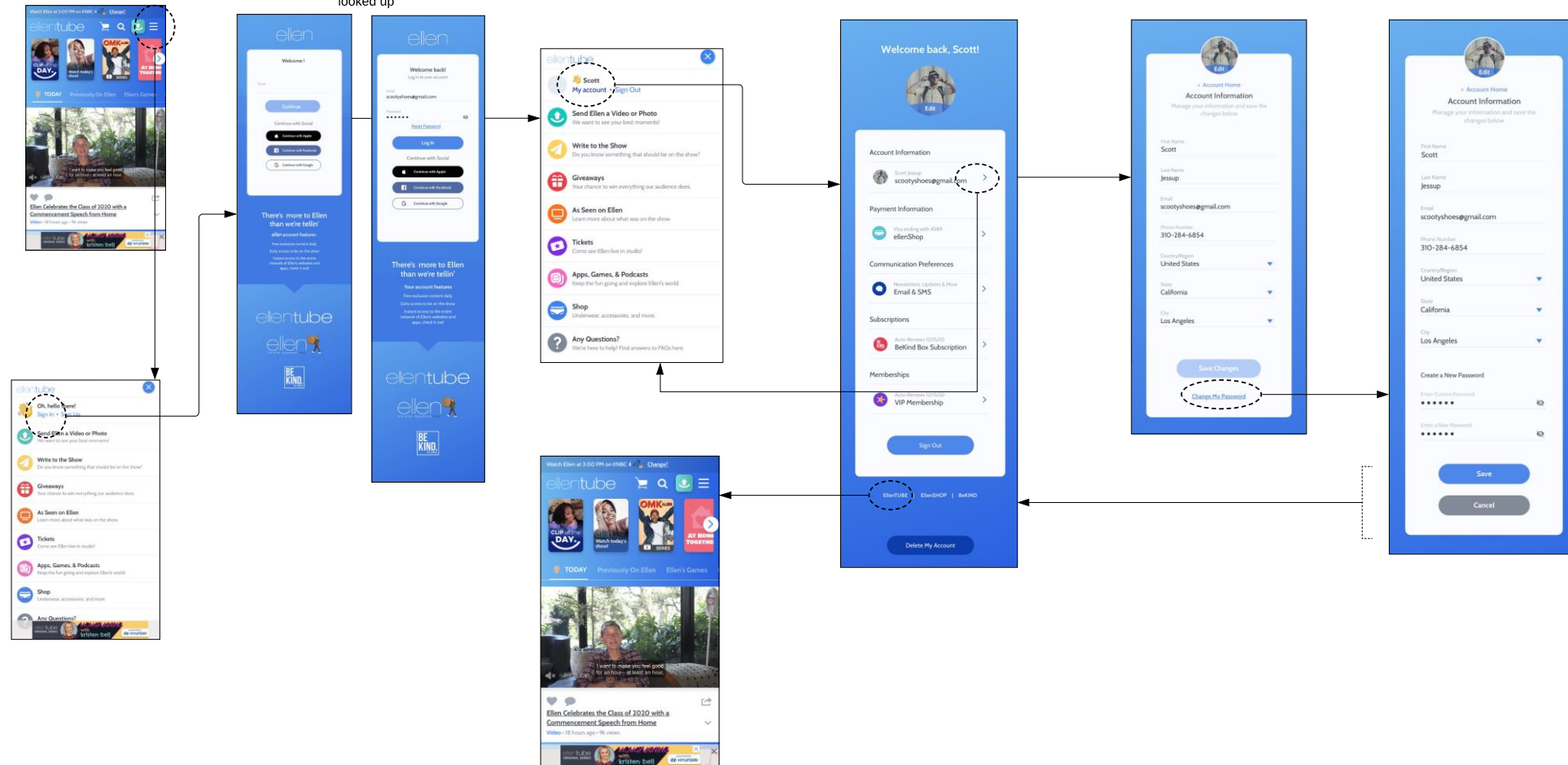
Prototype Link: <https://invis.io/NUYENZXRPS>

# ellenTUBE – Account Management on SSO

Prototype Link: <https://invis.io/NUYENZXRPS>

Manage Account (classic UI) - Ellentube - on SSO - US or non-US (platform - email verification required)

Pre-state - will dynamically change as email is being looked up





# ellenSHOP Flows

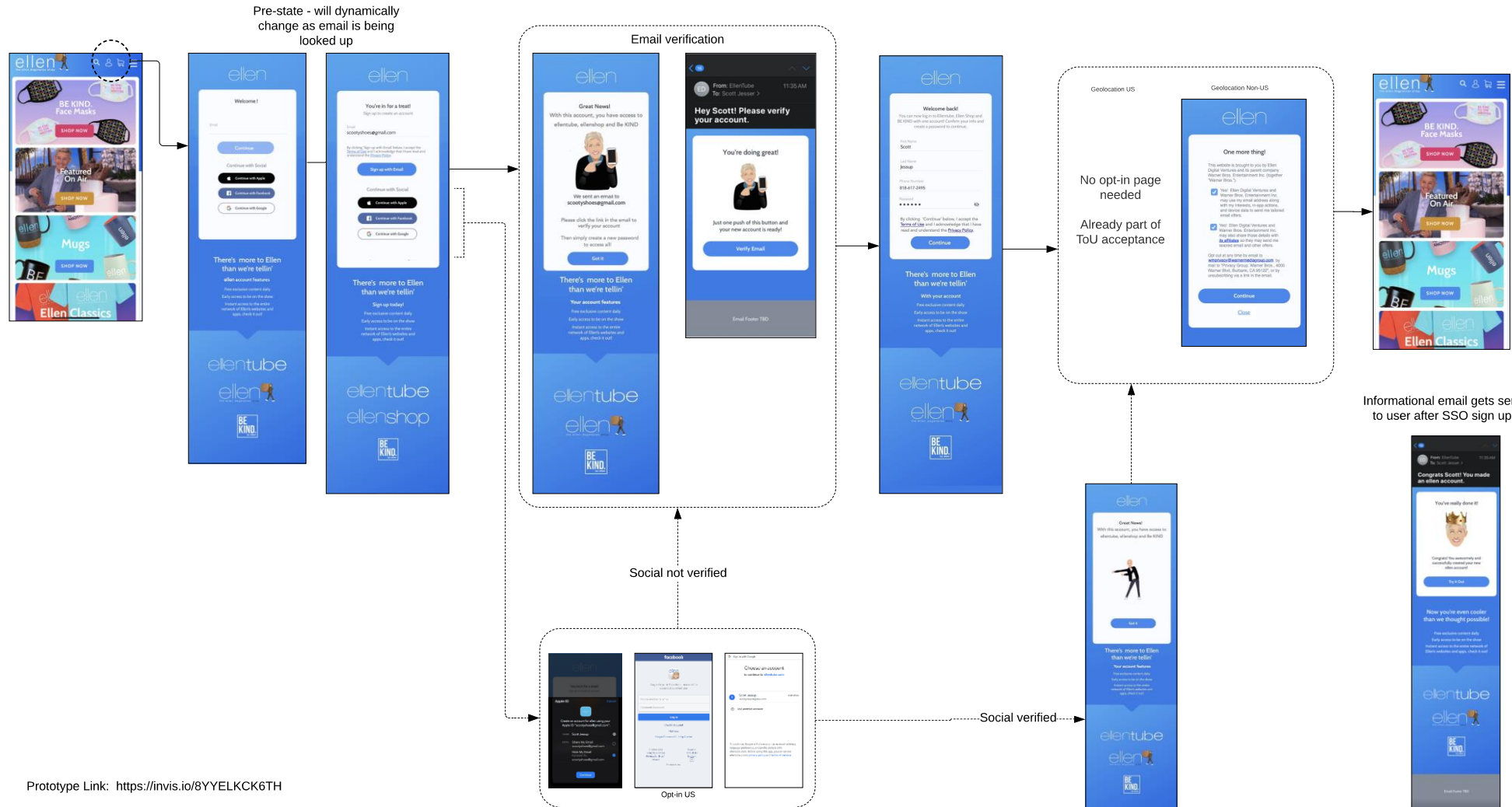




# ellenSHOP – Sign Up or Log In but no pre-existing ellentube account

Prototype Link: <https://invis.io/8YYELKCK6TH>

Sign Up/Log In (email lookup - dynamic UI) - Ellenshop - not on SSO - no ellentube (not in Cognito) - US or non-US (platform - email verification required)



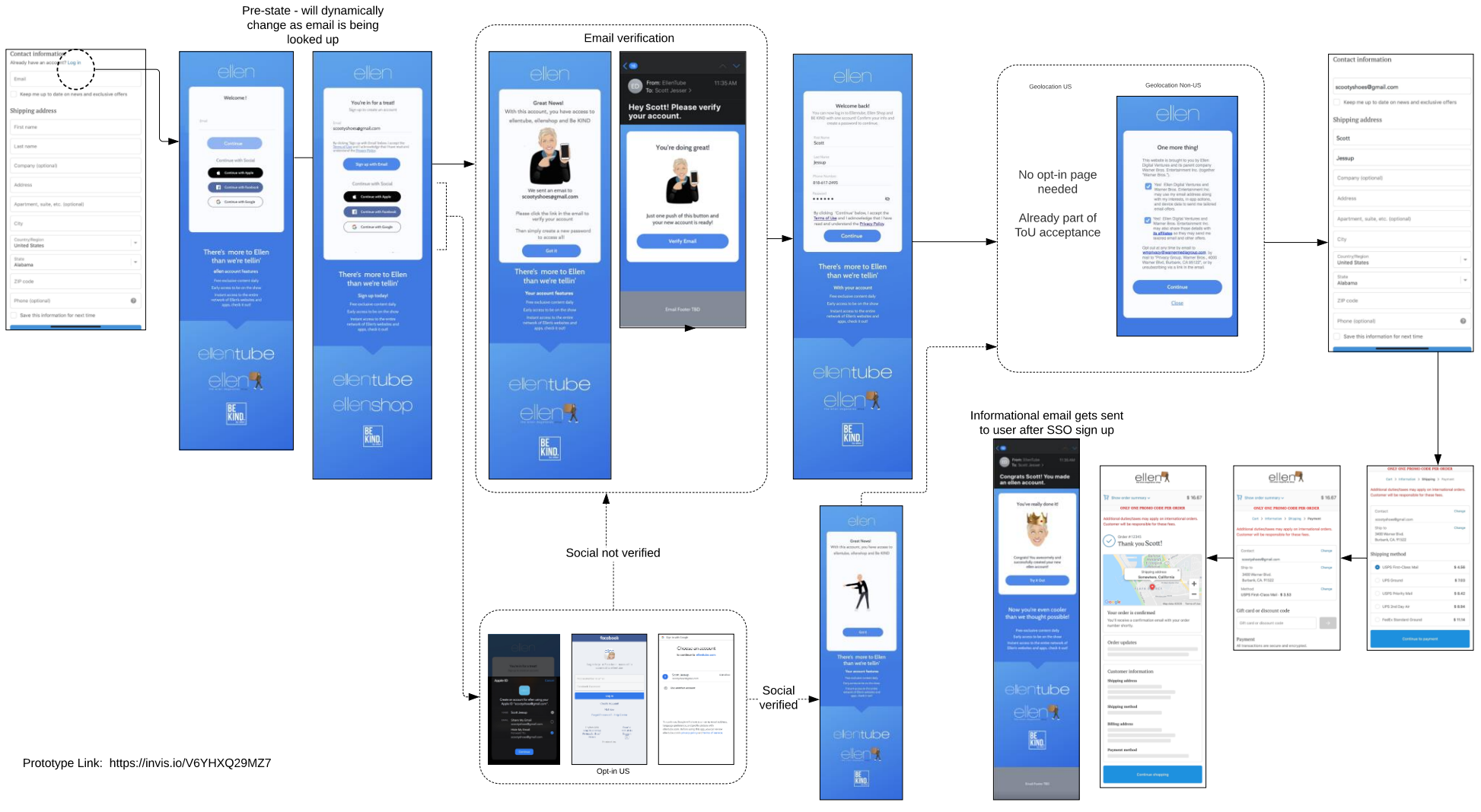
Prototype Link: <https://invis.io/8YYELKCK6TH>

Informational email gets sent to user after SSO sign up

# ellenSHOP – From Cart Sign Up or Log In but no pre-existing ellentube account

Prototype Link: <https://invis.io/V6YHXQ29MZ7>

From Cart Sign Up/Log In (email lookup - dynamic UI) - Ellenshop - not on SSO - no ellentube (not in Cognito) - US or non-US (platform - email verification required)

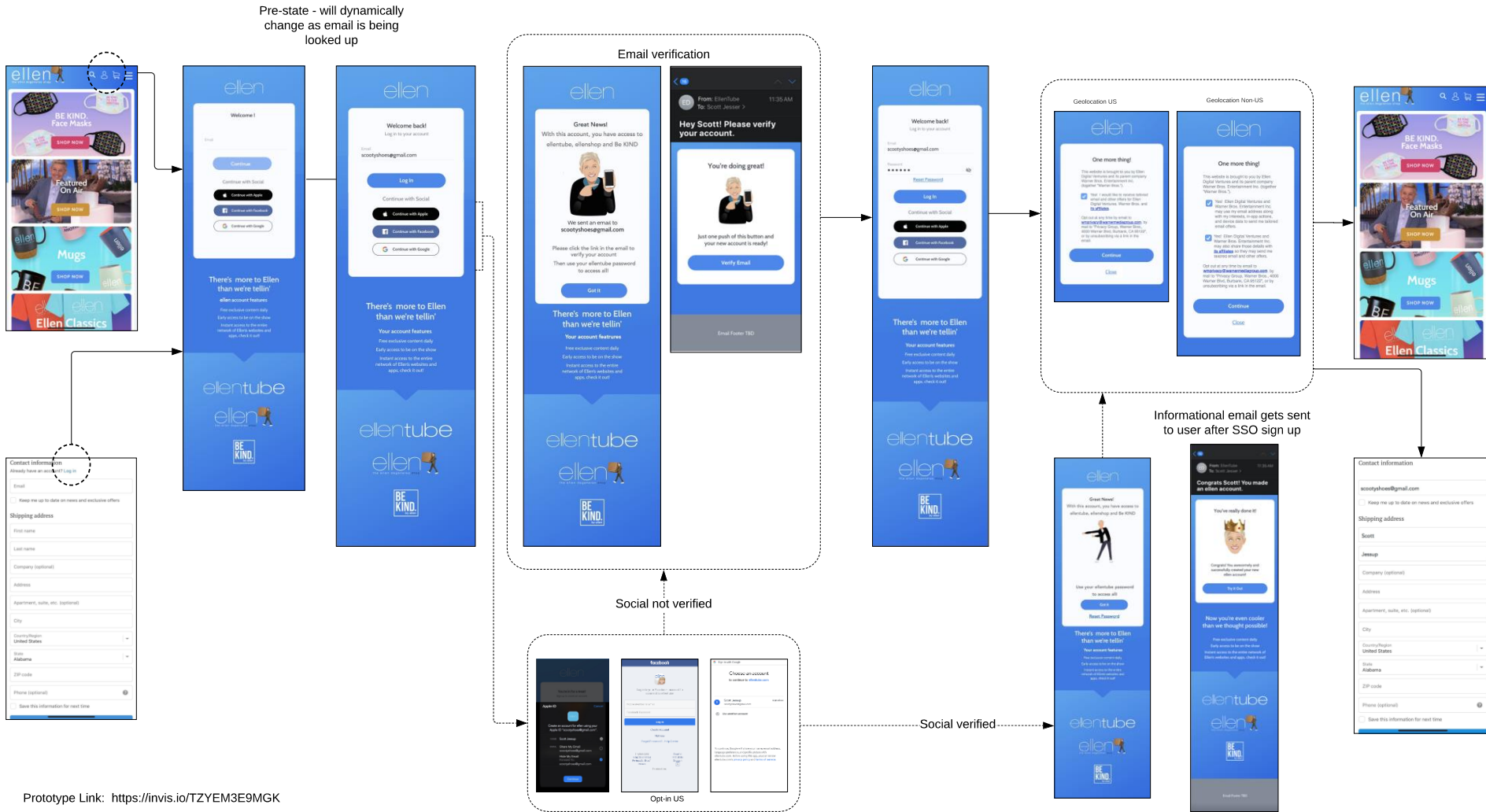


Prototype Link: <https://invis.io/V6YHXQ29MZ7>

# ellenSHOP – Log In for first time on SSO with pre-existing ellentube account

Prototype Link: <https://invis.io/TZYEM3E9MGK>

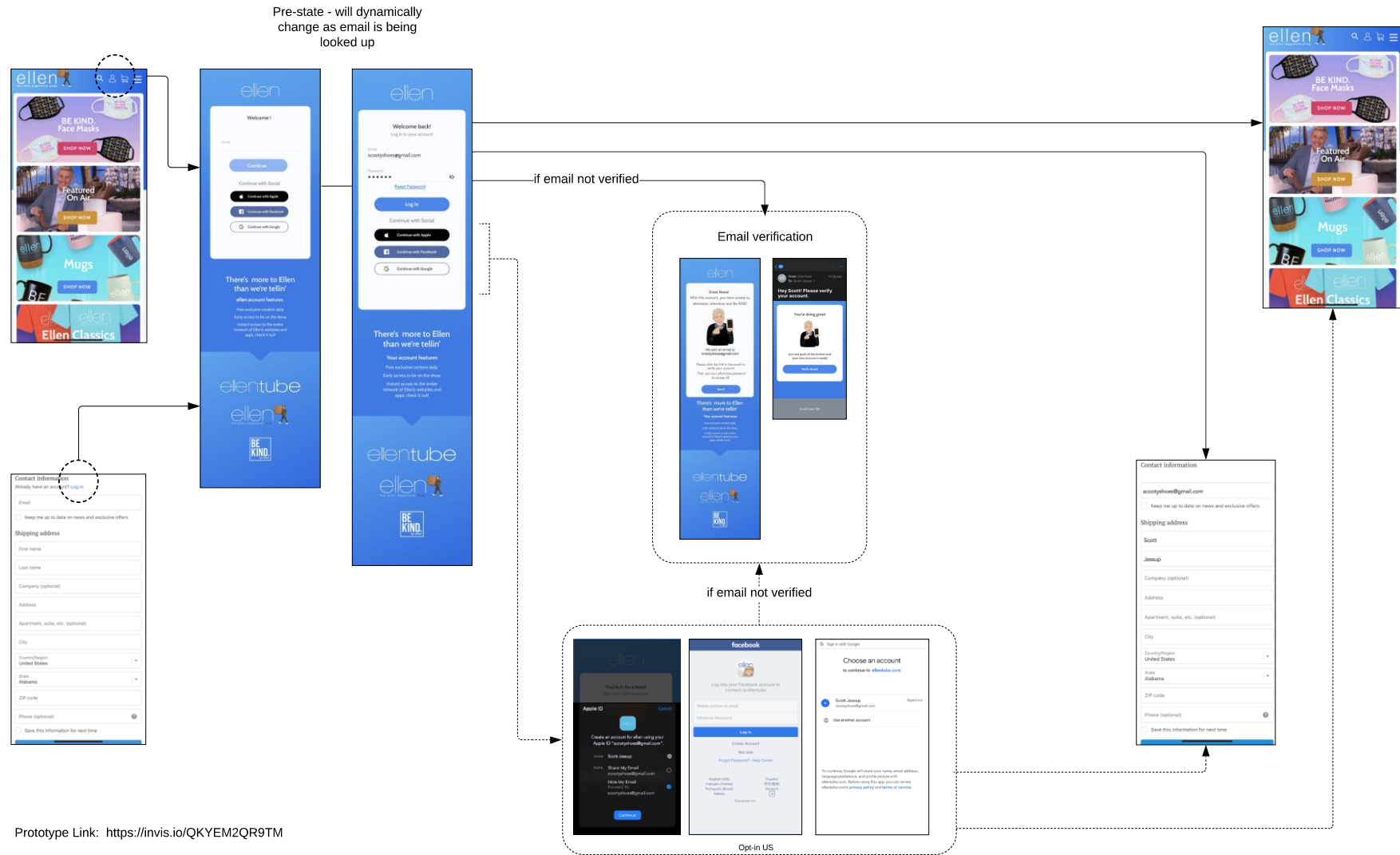
Log In/Migrate (email lookup - dynamic UI) - Ellenshop - not on SSO - with pre-existing ellentube account (in Cognito) - US or non-US (platform - email verification required)



# ellenSHOP – Log In already on SSO

Prototype Link: <https://invis.io/QKYEM2QR9TM>

Log In (email lookup - dynamic UI) - EllenShop - on SSO - US or non-US (platform - email verification required)

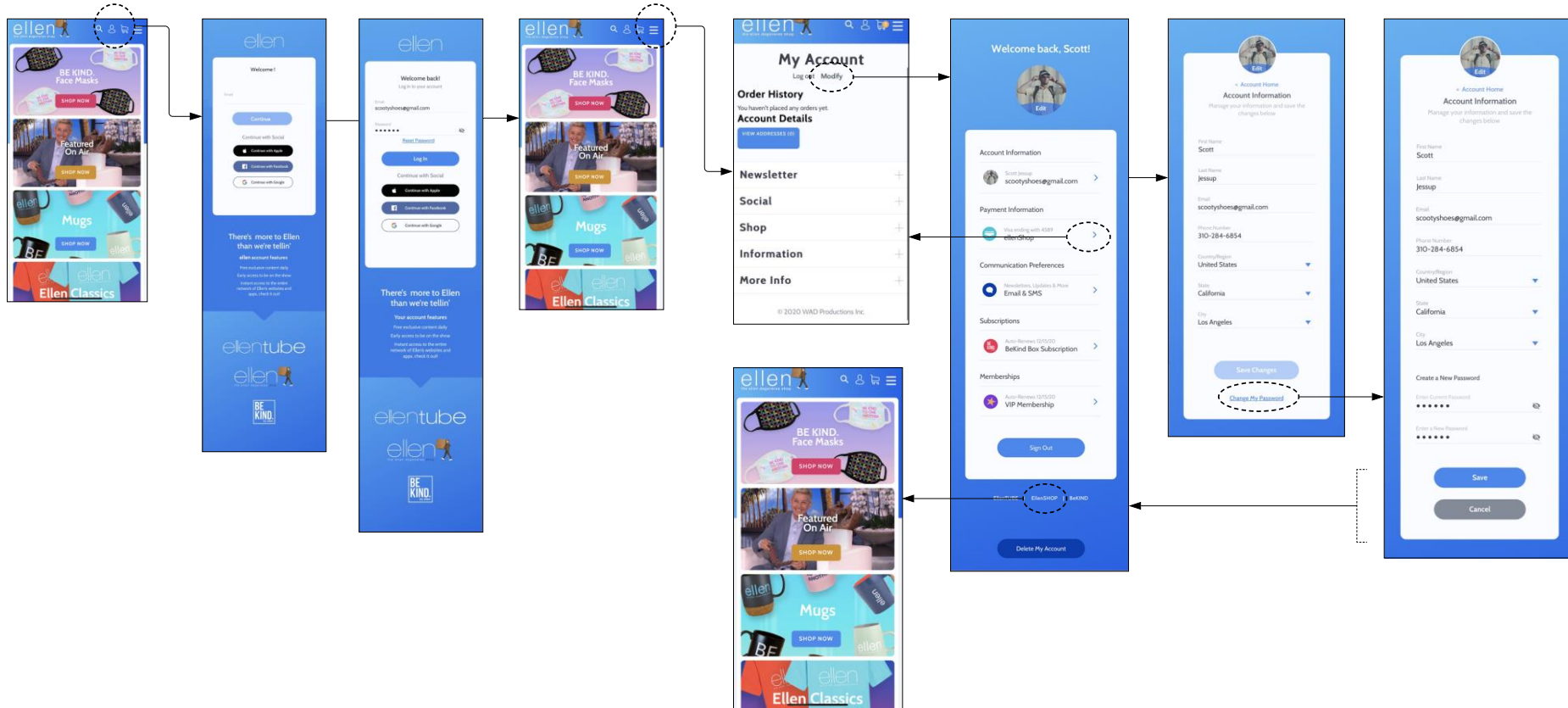


# ellenSHOP – Account Management on SSO

Prototype Link: <https://invis.io/Q6YEMEXGPD5>

Manage Account (classic UI) - EllenShop - on SSO - US or non-US (platform - email verification required)

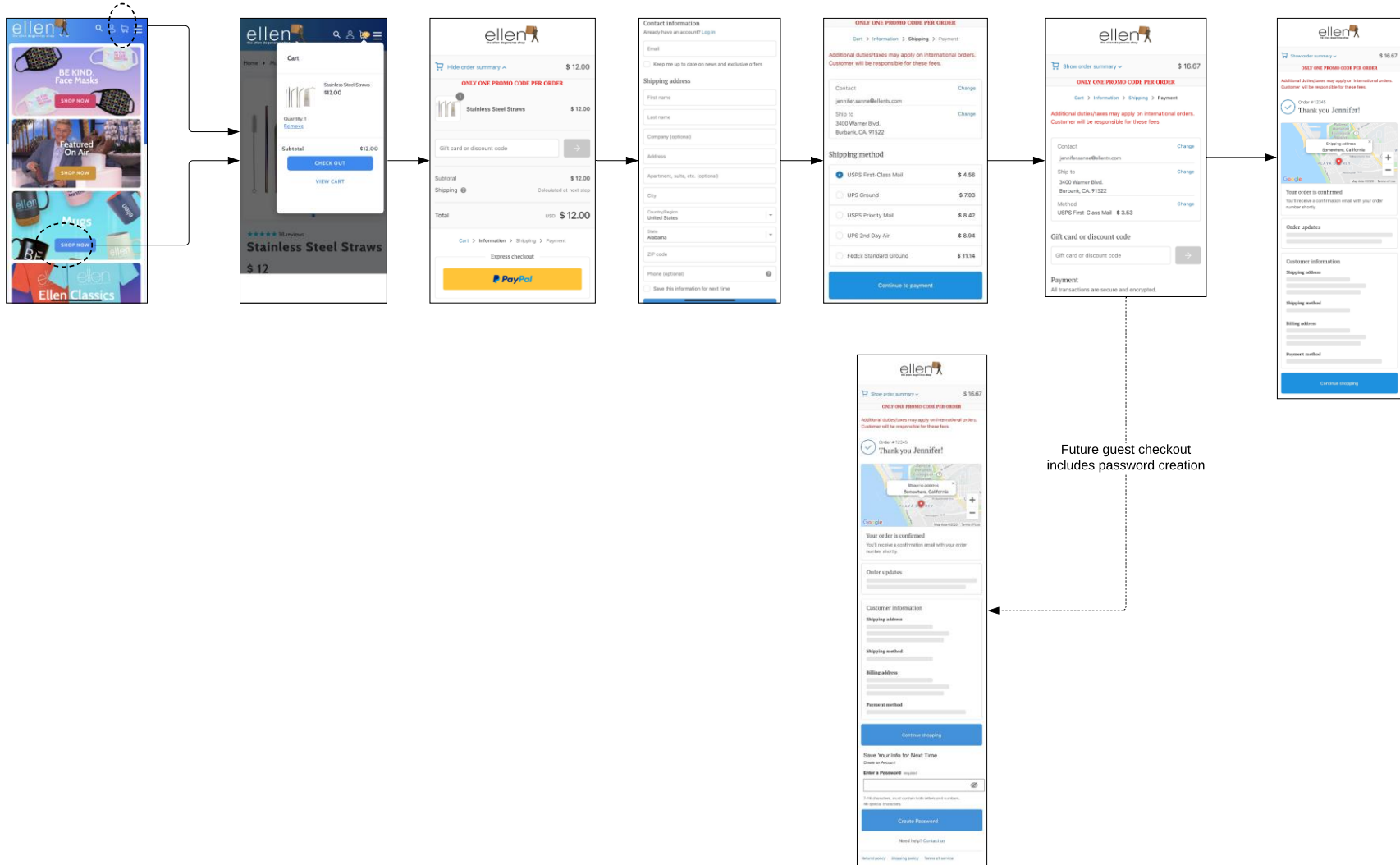
Pre-state - will dynamically change as email is being looked up



Prototype Link: <https://invis.io/Q6YEMEXGPD5>

# ellenSHOP – Guest Checkout

Guest Checkout (classic UI) - Ellenshop - US or non-US  
(platform - email verification required)





Be KIND Flows



# Be KIND – Sign Up/Subscribe

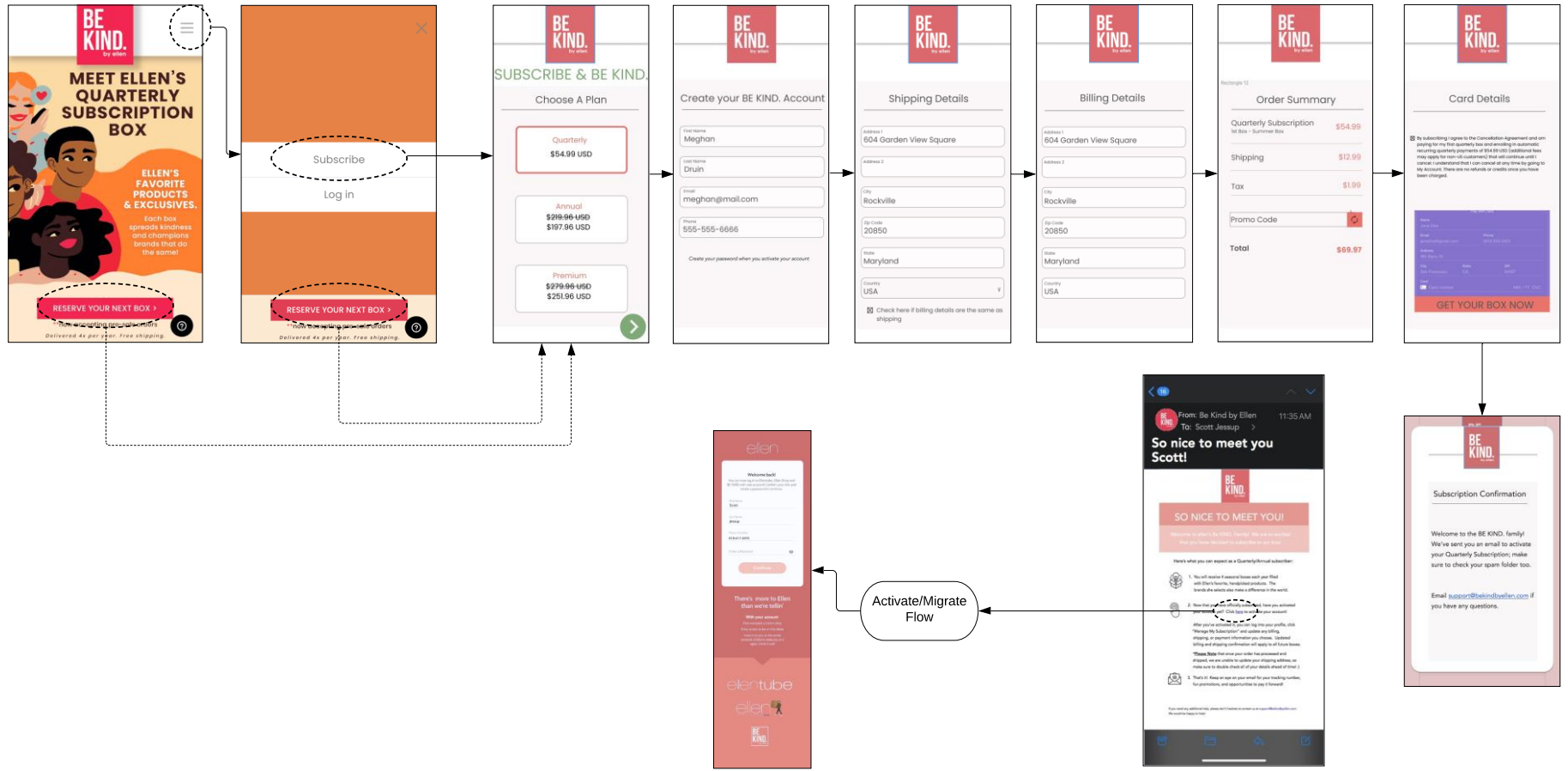
Prototype Link: Sign Up to Activate from email notification - <https://invis.io/NSYCILJGYQK>

Sign Up - Be KIND - US or CA (SSO happens at activate/migrate)  
Commerce (subscription) model - email verification post subscription required

Scenario:

Platform:

- Logic: Platform with commerce? If Y, then email verification required. If N, then still have email verification? If Y, email verify, else if N, no email verify
- Platform with commerce model = Email verification required
  - Commerce type - Subscription or Shop?
  - Verification at sign up or post purchase?



Prototype Link: Sign Up to Activate from email notification: <https://invis.io/NSYCILJGYQK>

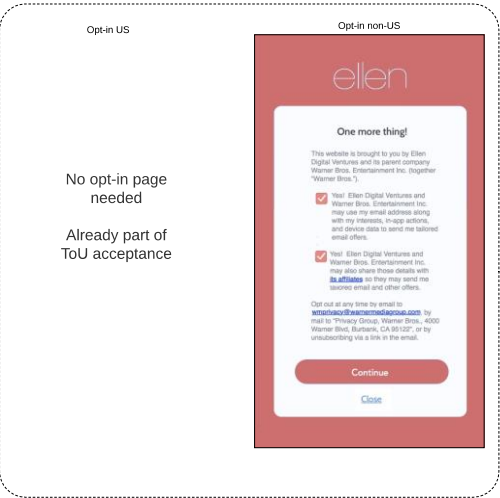
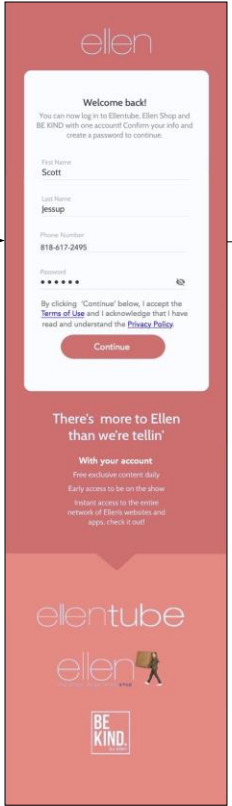
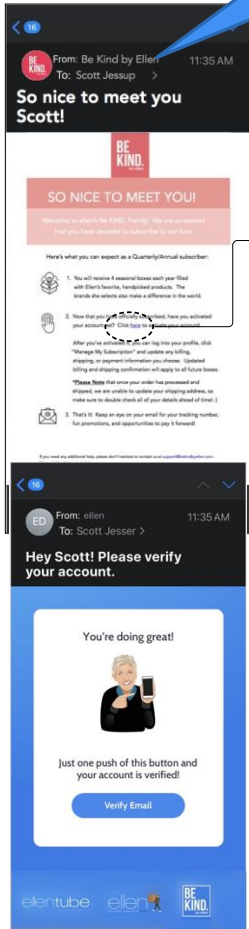


# Be KIND – Activate from email

Prototype Link: Sign Up to Activate from email notification - <https://invis.io/NSYCILJGYQK>

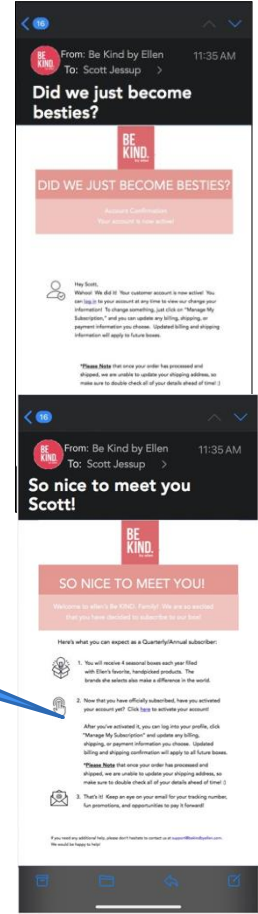
Activate from Be KIND email token (email lookup - dynamic UI) - Be KIND - not on SSO - no ellentube (not in Cognito) - US or CA Commerce (subscription) model - email verification post subscription required

Replace with SSO email verify below

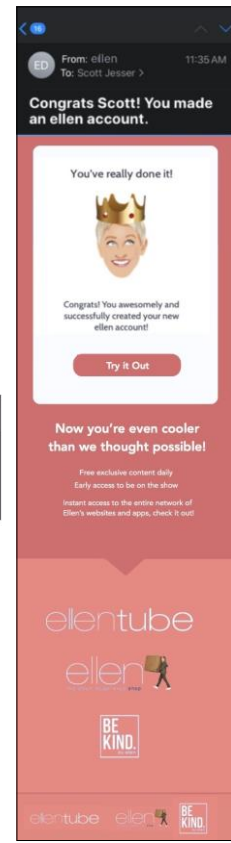


Merge box order confirmation and email activation confirmation

Be KIND Confirmation email



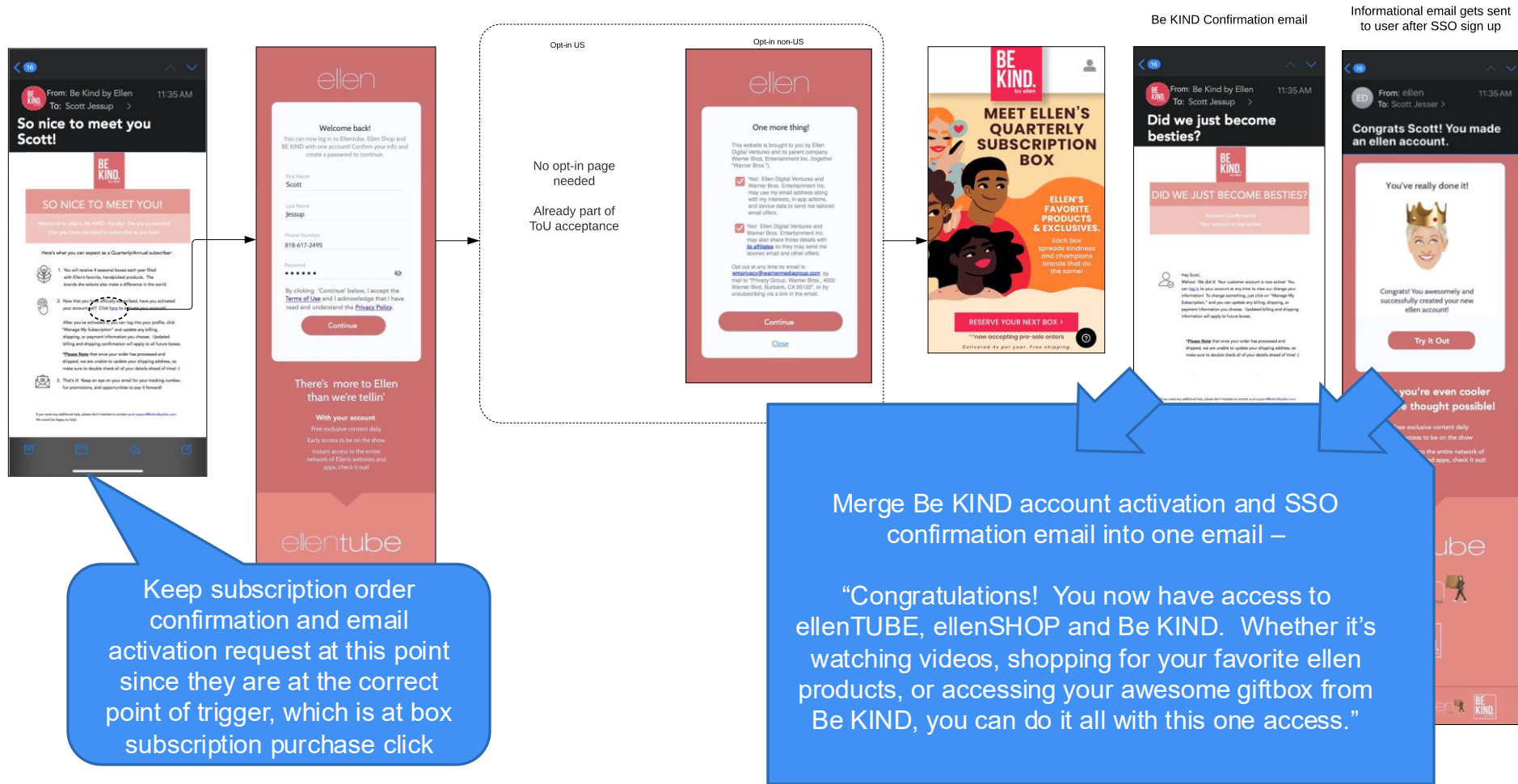
Informational email gets sent to user after SSO sign up



# Be KIND – Activate from email

Prototype Link: Sign Up to Activate from email notification - <https://invis.io/NSYCILJGYQK>

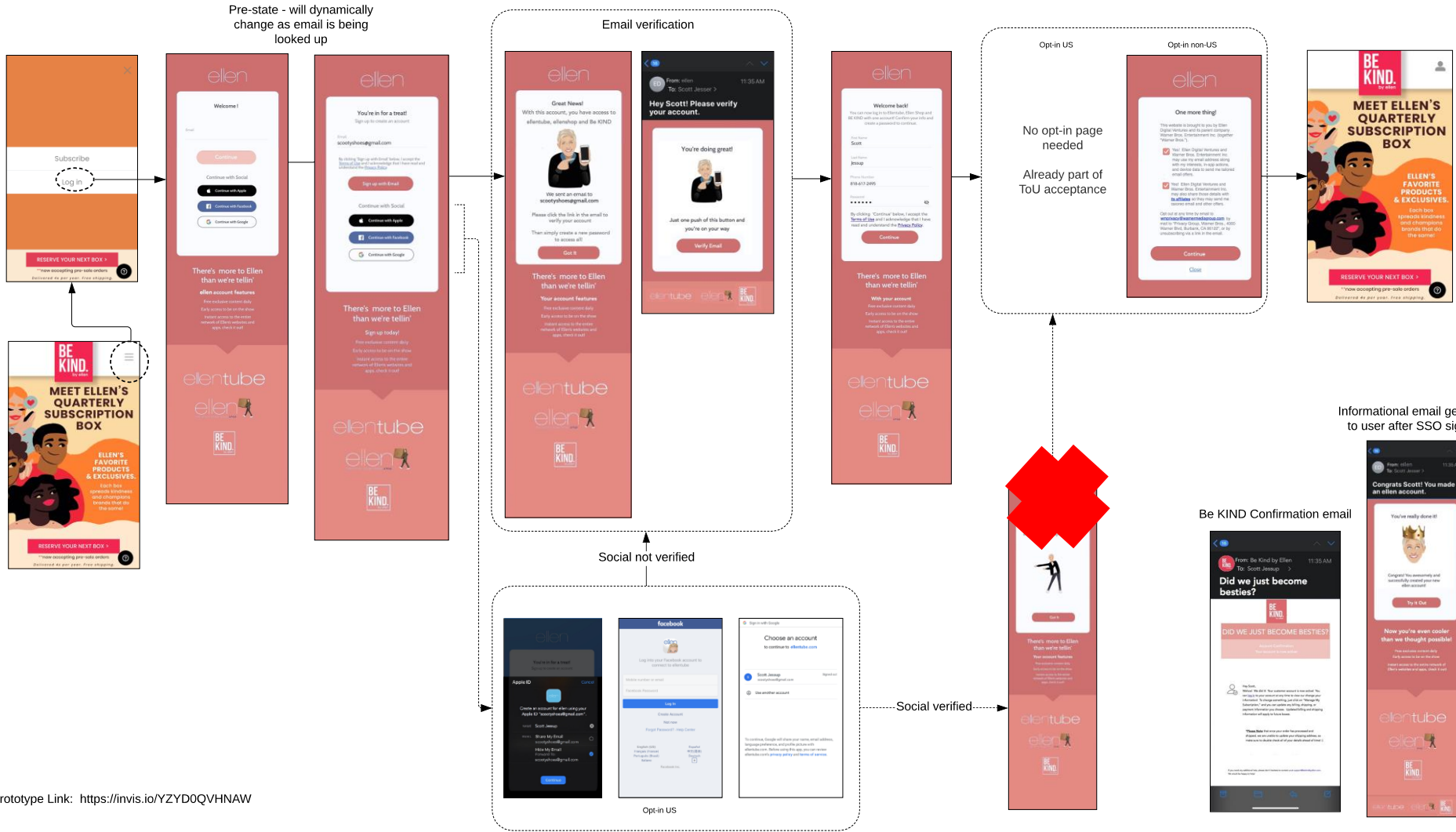
Activate from Be KIND email token (email lookup - dynamic UI) - Be KIND - not on SSO - no ellentube (not in Cognito) - US or CA Commerce (subscription) model - email verification post subscription required



# Be KIND – Activate from Log In or log in for first time on SSO with no pre-existing ellentube account

Prototype Link: <https://invis.io/YZYD0QVHNAW>

Activate from Log In (email lookup - dynamic UI) - Be KIND - not on SSO - no ellentube (not in Cognito) - US or CA  
Commerce (subscription) model - email verification post subscription required

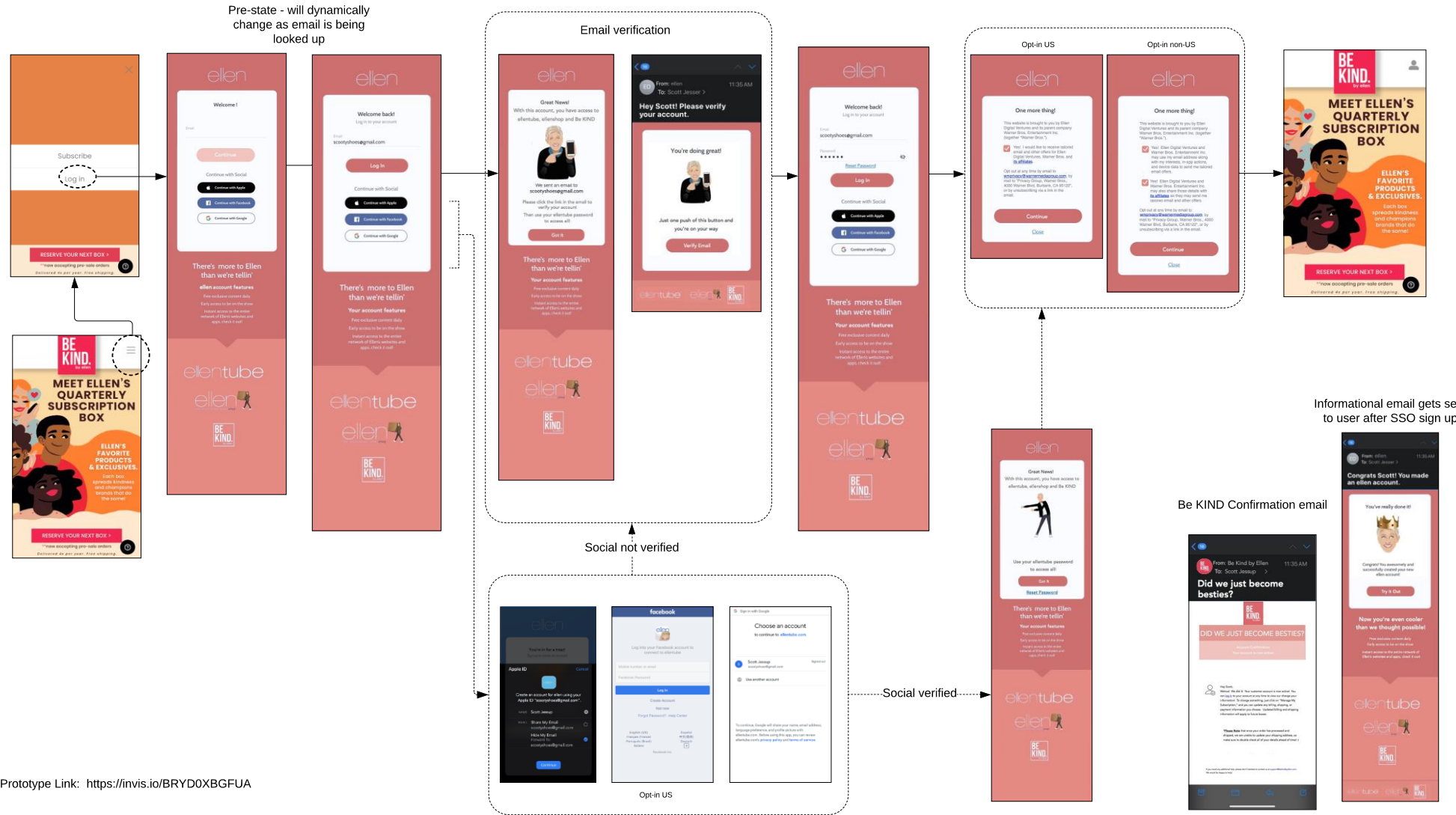


Prototype Link: <https://invis.io/YZYD0QVHNAW>

# Be KIND – Activate from Log In or log in for first time on SSO with pre-existing ellentube account

Prototype Link: <https://invis.io/BRYD0XBGFUA>

Activate/Migrate from Log In (email lookup - dynamic UI) - Be KIND - not on SSO - with pre-existing ellentube account (in Cognito) - US or CA Commerce (subscription) model - email verification post subscription required

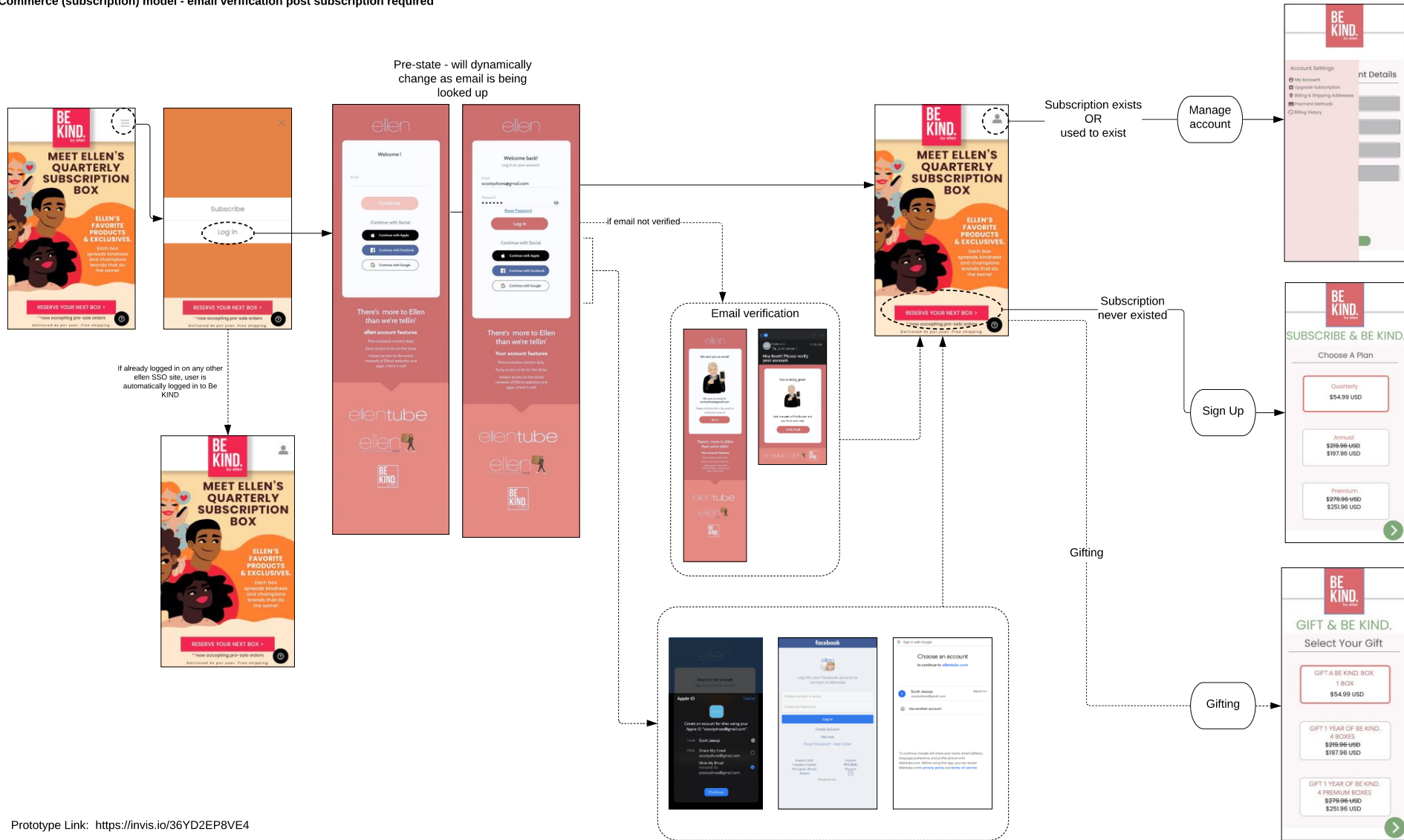


Prototype Link: <https://invis.io/BRYD0XBGFUA>

# Be KIND – Log In already on SSO

Prototype Link: <https://invis.io/36YD2EP8VE4>

Log In (email lookup - dynamic UI) - Be KIND - on SSO - US or CA  
Commerce (subscription) model - email verification post subscription required

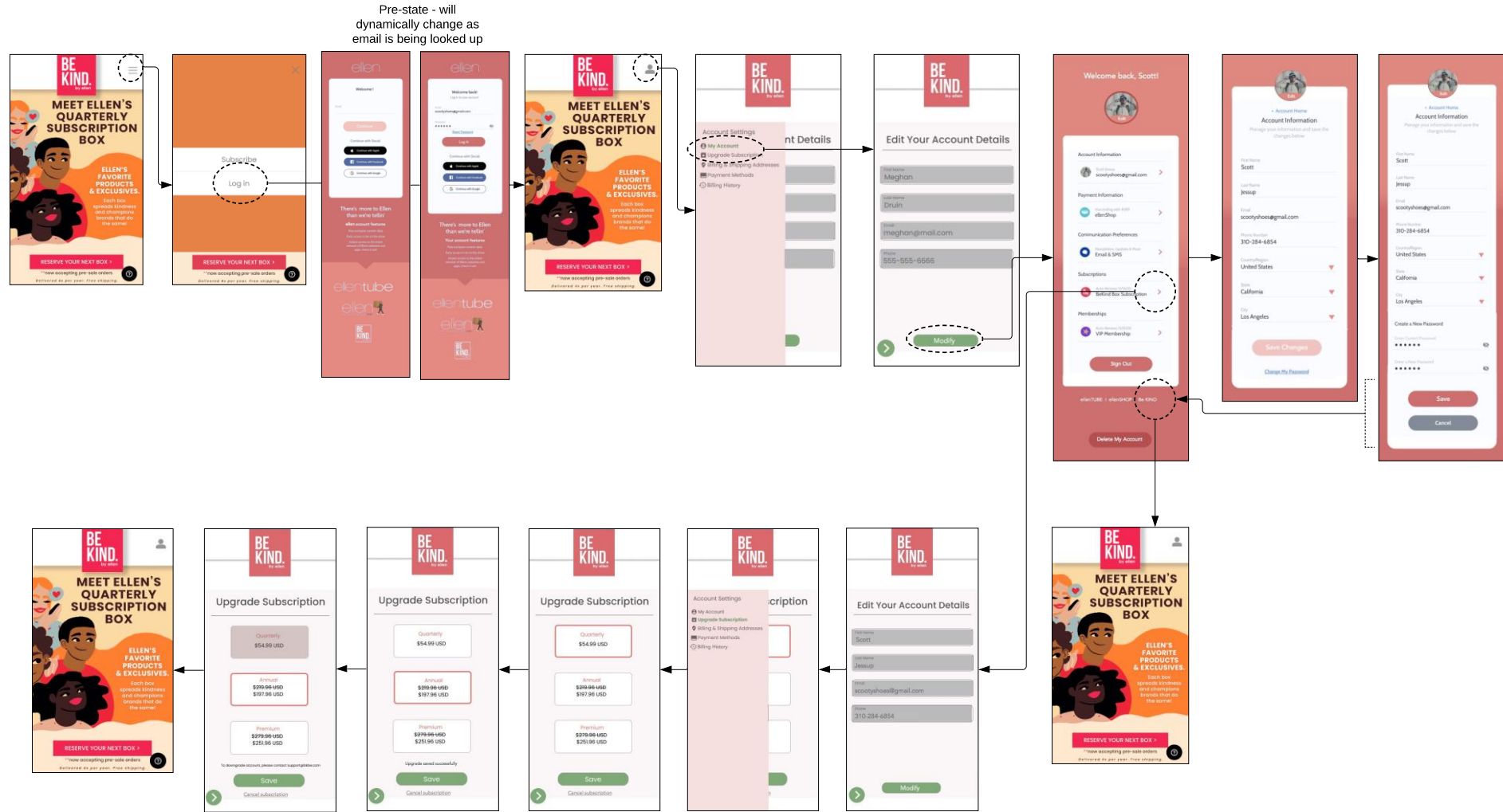


Prototype Link: <https://invis.io/36YD2EP8VE4>

# Be KIND – Account Management on SSO

Prototype Link: <https://invis.io/RUYDQ0HZMCH>

Manage Account/Subscription - Be KIND - on SSO - US or CA  
Commerce (subscription) model - email verification post subscription required



Prototype Link:  
<https://invis.io/RUYDQ0HZMCH>

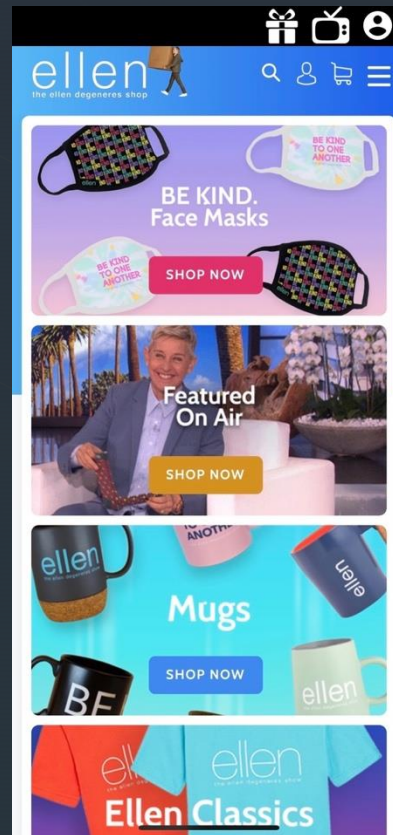
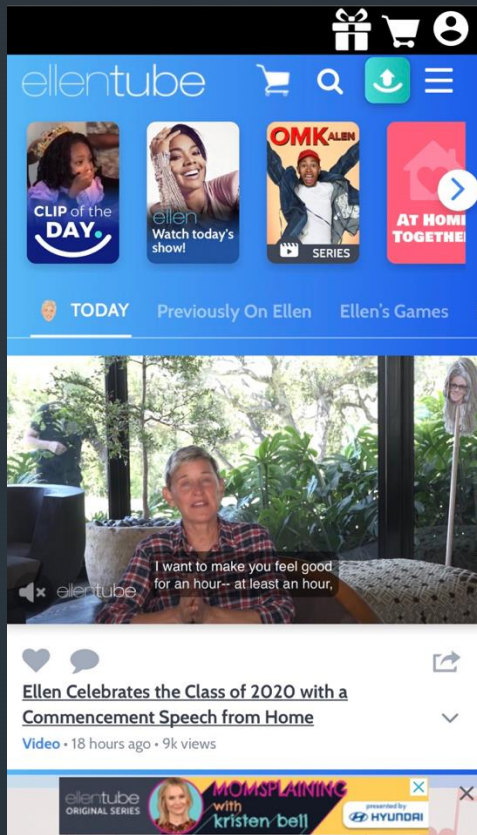


## Future Integrated Navigation Idea



## Ideas on future concept of integrated navigation:

1. Concept behind this is an easy navigation across SSO platforms.
2. Any other 'common' features that anticipate high usage can also be displayed on SSO navigation bar.
3. Specific platform icons (i.e. UGC, shopping) can be at platform-specific menu/navigation.







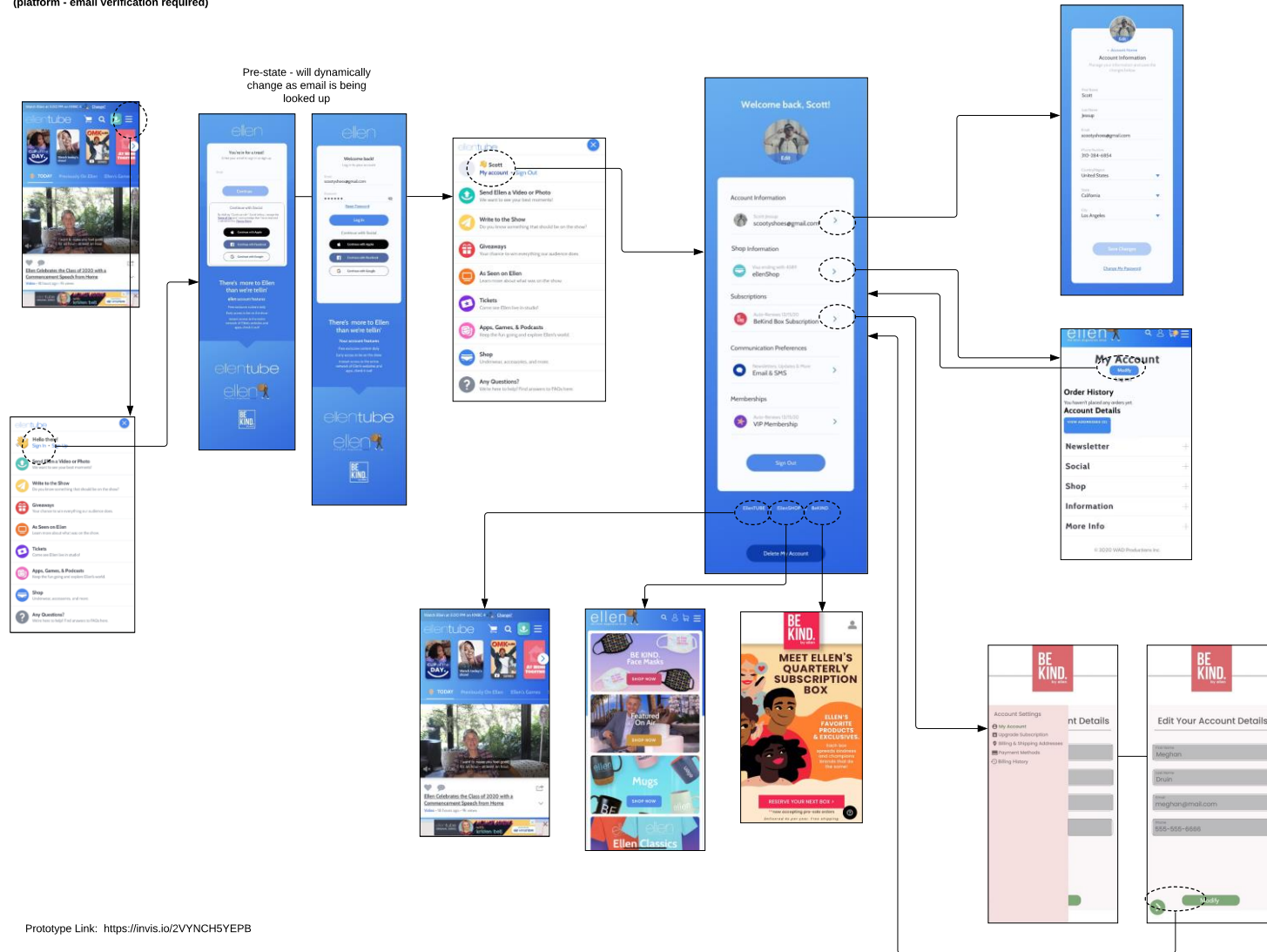
For Now...



# Cross-manage Account Profile

Prototype Link: <https://invis.io/2VYNCH5YEPB>

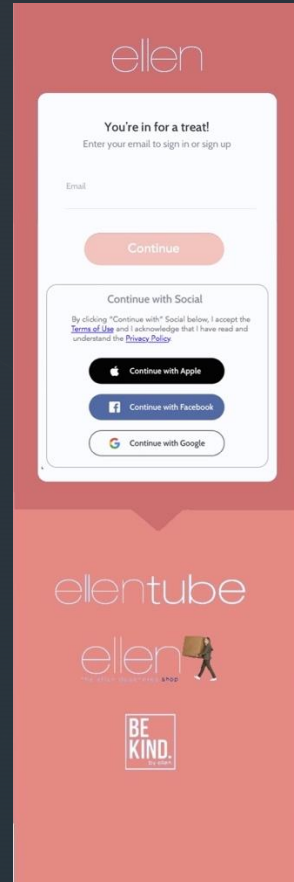
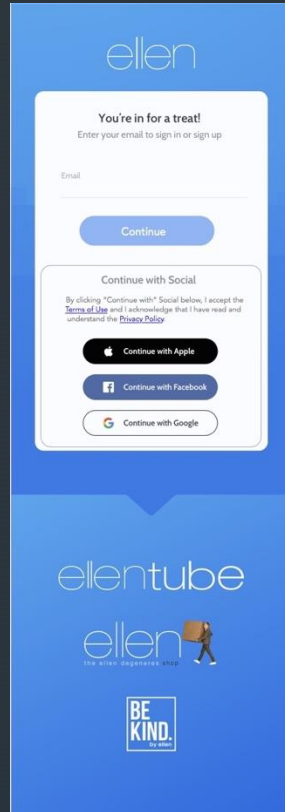
Manage Account (classic UI) - Ellentube - on SSO - US or non-US (platform - email verification required)



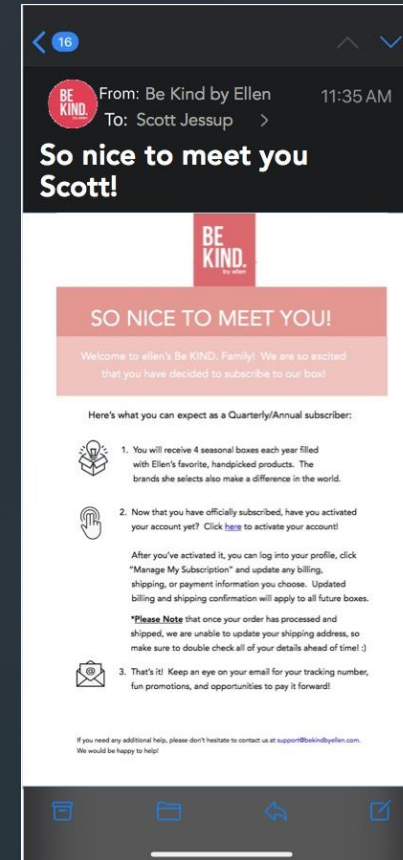
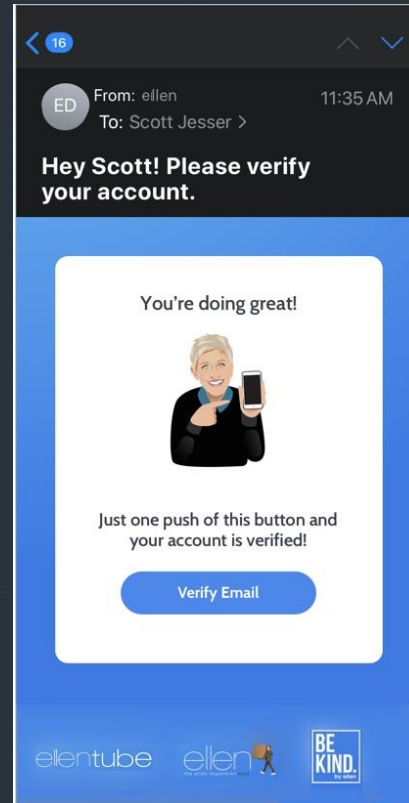
Prototype Link: <https://invis.io/2VYNCH5YEPB>

## Platform Copy

## Color theme



## Email Verify





Future v2 Integrated Navigation Idea

## Ideas on future concept of integrated navigation:

1. Concept behind this is an easy navigation across SSO platforms.
2. Any other 'common' features that anticipate high usage can also be displayed on SSO navigation bar.
3. Specific platform icons (i.e. UGC, shopping) can be at platform-specific menu/navigation.

