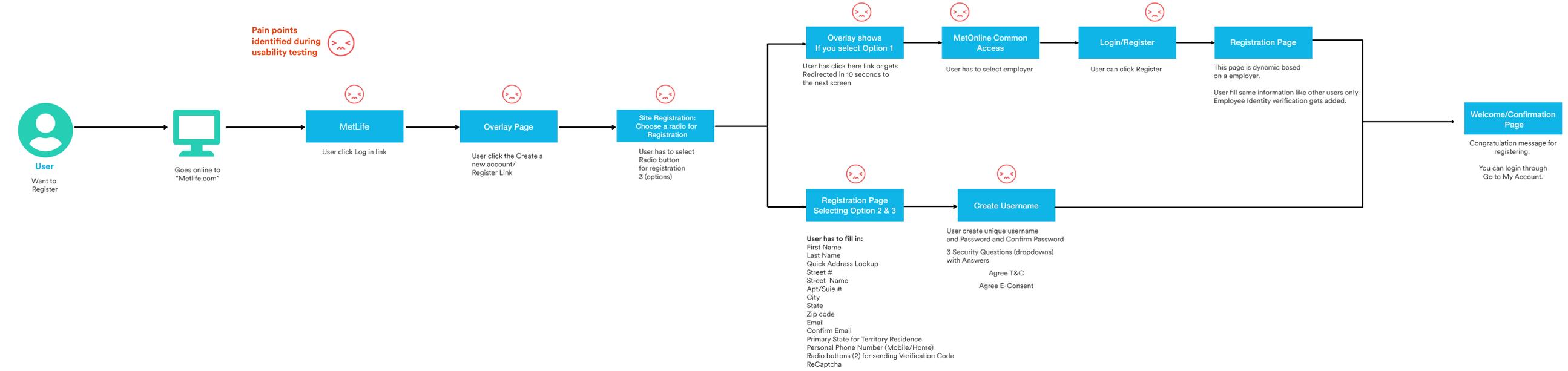


## Current State

**User:** Someone that wants to register (Generic user)

**User Goal:** Wants to view account information

**Steps to achieve Goal:** Six to Eight steps



## Future State

**User:** Someone that wants to register (Generic user)

**User Goal:** Wants to view account information

**Steps to achieve Goal:** Five steps

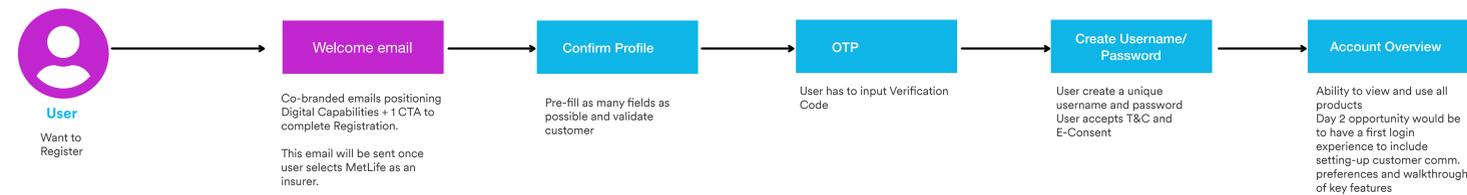


## Future State, Welcome Email

**User:** Someone that wants to register and has a link

**User Goal:** Wants to view account information

**Steps to achieve Goal:** Five steps



# Online Registration Process MetLife.com

An analysis of the current process for registering a new personal account on MetLife.com. Seven usability tests were conducted based on 6 experience evaluation principles. The chart below illustrate the finding of the current state, and gives recommended future states.

## Pain Points:

-  Heuristic violation: Does not follow usability principles
-  Usability testing pain points: difficulty using interface/ confusion
-  Critical pain point, all user experienced these problem
-  Depicts steps that are skipped

	Step 1 MetLife.com	Step 2 Create a New Account	Step 3 Selecting Type of User	Step 4 Select Employer	Step 5 Registration Page	Step 6 Validation Page	Step 7 Create Username	Step 8 Welcome/Confirmation	Time to complete registration
Current State	  User clicks Log in link	  User clicks the Create a new account/Register Link	   User selects radio button for registration (options)	   User selects employer name from a dropdown list	     User inputs: • Name • Quick Address Lookup • Address, Email • Primary State of Residence • Phone Number (Mobile/Home) • Select Verification Code method • ReCaptcha	User enters validation code OTP (one-time password)	     User creates Username and password accepts Terms & Conditions, E-Consent(Not Mandatory)	User sees a Welcome Message/ Confirmation popup.	8-10 mins
Future State	User Click Register button				User inputs: • Name • Email • Phone Number (Mobile/Home) • SSN/DOB or Policy #	User will receive a Verification Code	User creates Username. Accepts T&C and E-Consent (Not Mandatory).	User sees a Welcome Message and will be Logged In to Account Details page.	3 mins
Future State MetLife Initiated Mail <small>(Email is sent to user with a registration link going directly to registration page)</small>					User inputs: Pre-fill as many fields as possible and validate customer	User will receive a Verification Code	User will create an unique Username. Accepts T&C and E-Consent (Not Mandatory).	User sees a Welcome Message and will be Logged In to Account Details page.	