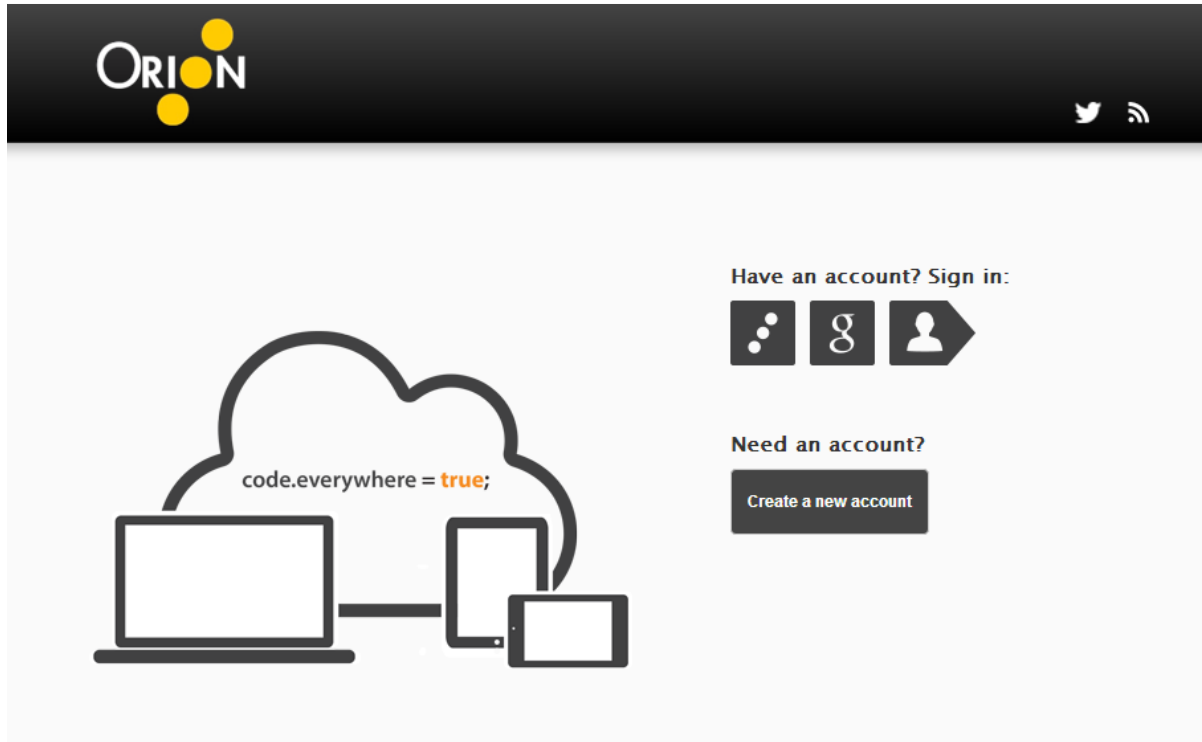


Login Page analysis

The following notes offer a quick analysis of login pages for a few popular websites for comparison with the login/landing page experience of Orion.

Orion recently changed to offer a strip of three icons that when pressed allow the user to login by either typing in an existing Orion account, or by using a linked Persona or Google account.



This experience differs from other experiences as we'll see.

It differs in that Orion's landing page offers no immediate place to type in a username and password - instead the user is required to understand that the orion dot logo will allow them to sign in that way.

It differs in that it presents an orion logo as a means of logging in similar to Google or Persona.

[At first this seemed wrong to me, but having used it for a couple of days it is growing on me - it is very clean looking compared with some of the other screens I've snapped - most of which are clean too in their presentations].

Pinterest



The Pinterest login form features the brand's red script logo at the top. Below it are two social login buttons: a dark blue 'Login with Facebook' button with a white 'f' icon, and a light blue 'Login with Twitter' button with a white bird icon. A thin horizontal line with a small Pinterest icon in the center separates these from the main login section. This section contains a white 'Email' input field, a white 'Password' input field, a 'Login' button, and a 'Forgot your password?' link.

Note the dividing line separating FB and Twitter from Pinterest's login - also the FB and Twitter buttons provide text guidance too.


Dribbble



The Dribbble sign-in form is set against a dark grey background with the white 'dribbble' logo and 'Sign in' text. On the left, there are two white input fields for 'Username or Email' and 'Password', with a 'Forgot?' link next to the password field. A pink 'Sign In' button is positioned below the password field. On the right, a blue 'Sign in with Twitter' button is shown, followed by explanatory text: 'One-click sign in to Dribbble if your account is connected to Twitter. We'll walk you through connecting it if it isn't.' At the bottom, a link reads 'Not a member? [Sign up now](#)'.

This one is very human friendly - clear separation and a text explanation for the Twitter part

Quora



Quora connects you to everything you want to know about.

Returning Users

Email Address

Password

☒ Let me login without a password on this browser

Sign Up For Quora

[f Connect to Facebook](#) [t Connect to Twitter](#)


Connecting helps us surface content that is relevant to you. We'll never post without your permission.

[I don't have a Facebook or Twitter account.](#)

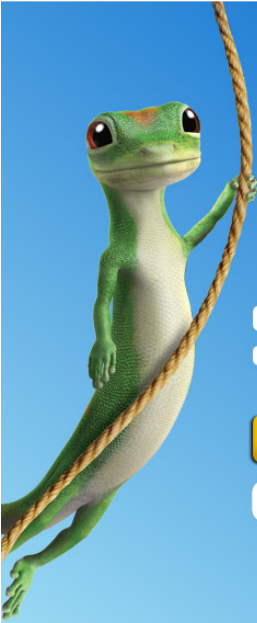
[About](#) [Jobs](#) [Privacy](#) [Terms](#) • [Help](#) • [Login](#) [Sign Up](#) • [Directory](#)Mobile Site

I like the 'Returning Users' - not totally clear what to do for a new account here though

Ymail

Yahoo! | Help

[AdChoices](#) | [Ad Feedback](#)



Get into the swing of saving money.

[Start a quote](#)

GEICO

Don't have a Yahoo! ID?

[Create New Account](#)

OR

Sign in with:

[f Facebook](#) [g Google](#)

Sign in to Yahoo!

Yahoo! ID

(e.g. free2rhyme@yahoo.com)

Password

☐ Keep me signed in (Uncheck if on a shared computer)

[Sign In](#)

[I can't access my account](#) | [Help](#)

Yahoo mail's is a bit of a mess in my opinion - I wouldn't get lost, but this is very unappealing

Hunch

hunch

Sign in



Email or username:

Password:

☒ Remember me

Sign in

[Create account](#)

[Forgot your password?](#)

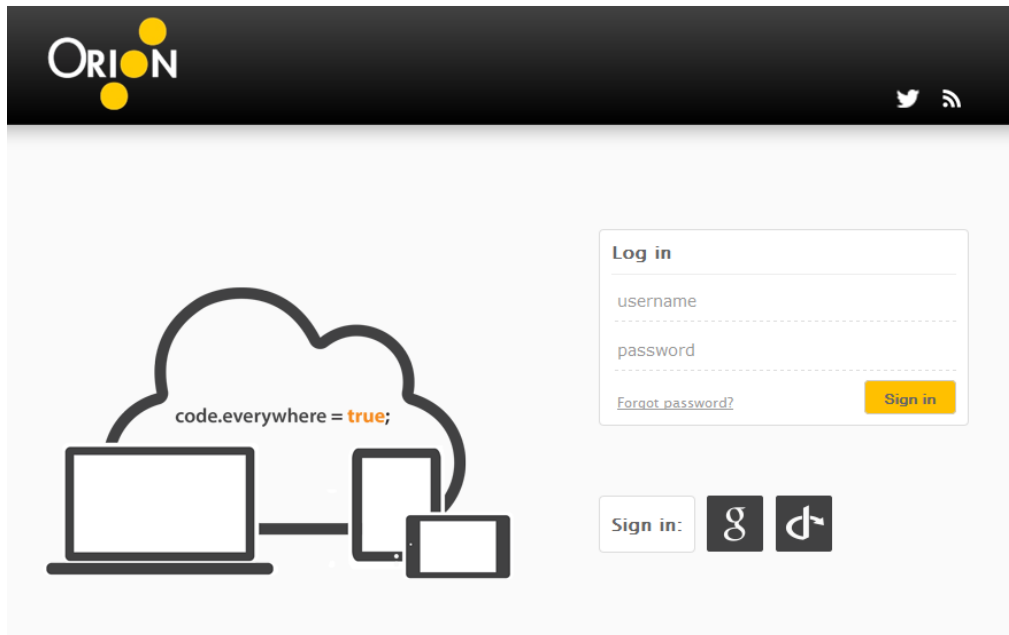
This one is clean and compact

Observations

All of these sites offer a username and password. The funny thing is clicking on a service will typically show a new screen asking for name and password (unless the user is logged in already) - so there is a case to be made for only revealing those fields when they're needed.

None of them present their logos as a means of logging into their site.

We could either take a similar approach for Orion:



Or stick to this new approach. There is no conclusion in this document - just a couple of alternatives to think about.