Review of Azure sign-up process

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razorfish

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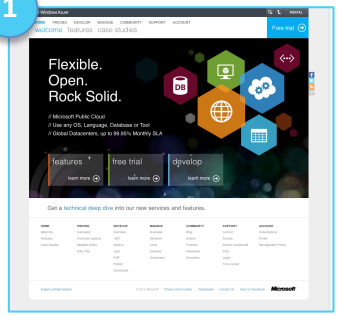
Intent of Document

Review of Azure and Amazon Web Services existing sign-up process for high level comparison.

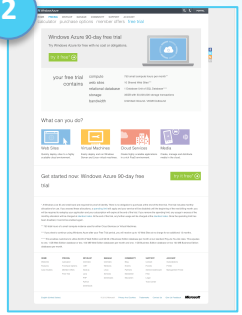
Razorfish to compile and make recommendations for implementation.

Azure sign-up process – user takes nine steps from the home page to account activation.

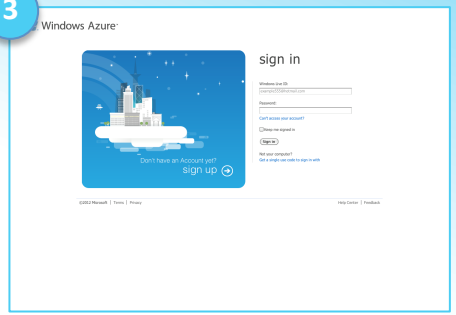
1 Home page



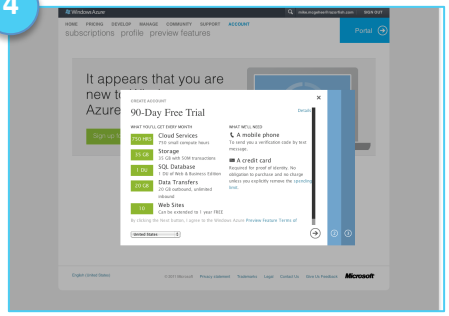
2 Free Trial overview page



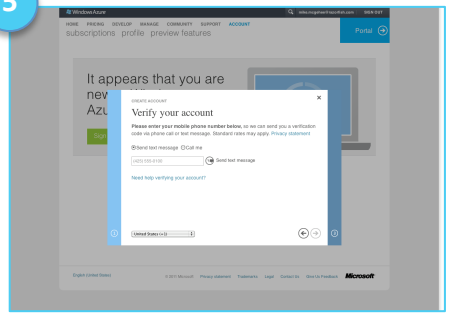
3 Microsoft account Sign in



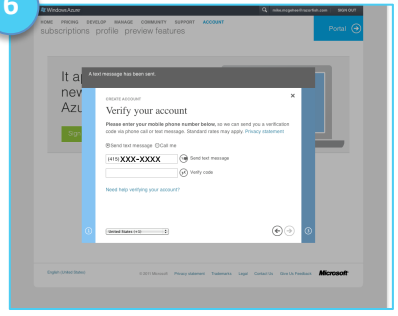
4 Create account



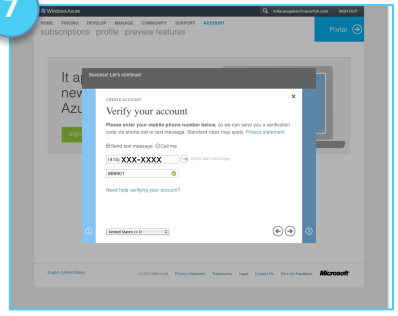
5 Verify account – input Mobile #



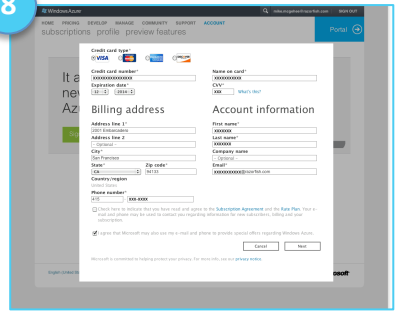
6 Verify account – input code received



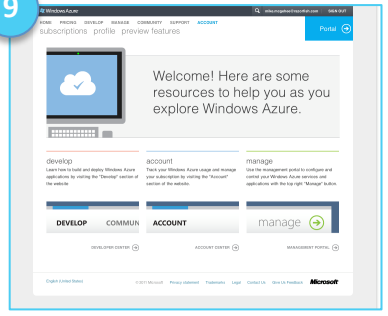
7 Verify account – code verified



8 Billing/Account Information



9 Welcome & Account Page



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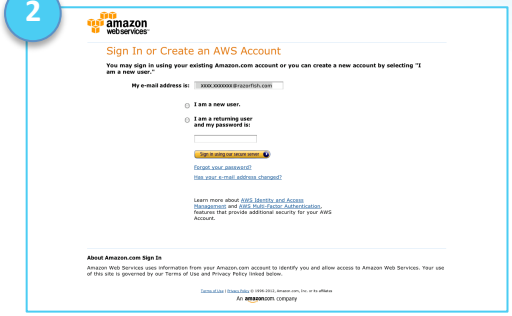
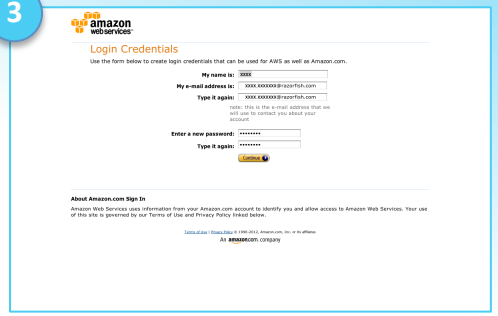
Amazon Web Services sign-up process – user takes nine steps from the home page to account activation.

1 Entry – Free Account

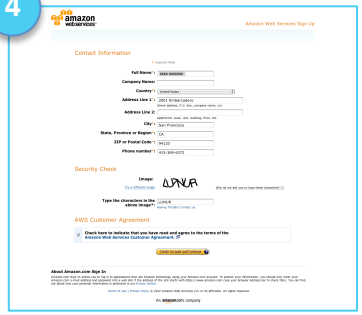
2 Sign in or Create Account



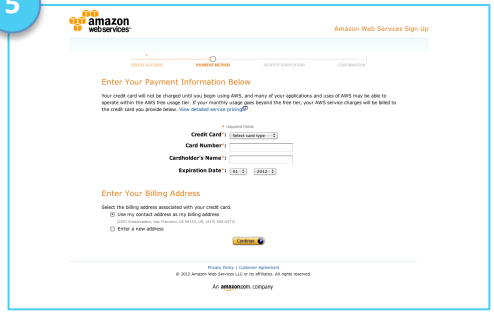
3 Login Credentials



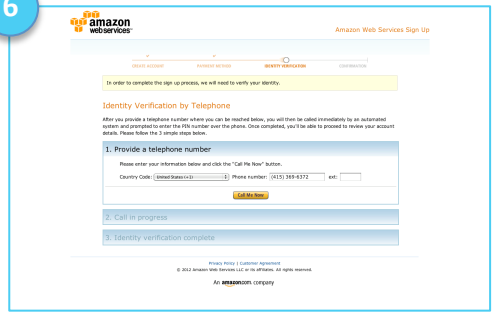
4 Contact Info & Security Check



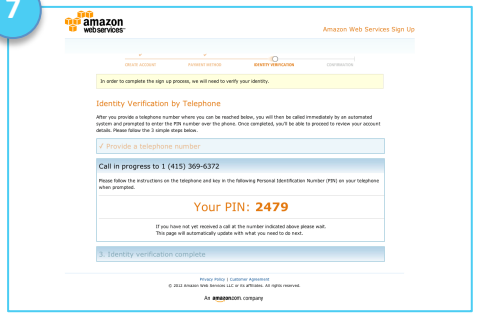
5 Payment info & Billing Address



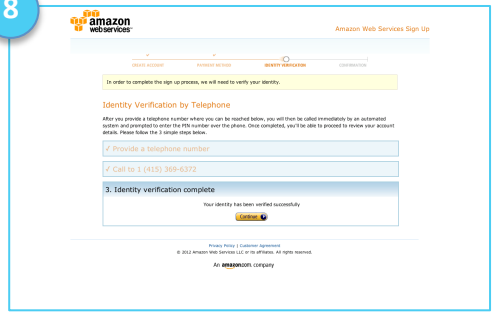
6 Verify ID by Telephone - input #



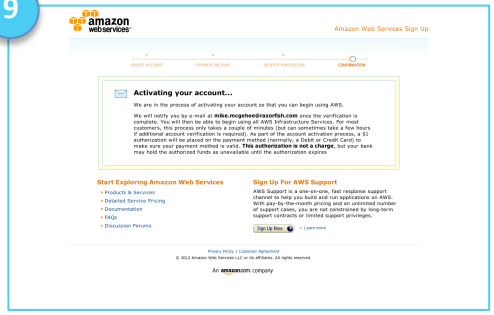
7 Verify PIN by Telephone – speak PIN #



8 Verify Complete



9 Activating Account



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Findings

Azure

Nine steps to account activation

1. Home page
2. Free Trial overview page
3. Microsoft account sign in
4. Create Account
5. Verify Account - input Mobile #
6. Verify Account - input code received
7. Verify Account - code verified
8. Billing & Account information
9. Welcome/Account Page

Amazon Web Services

Nine steps to account activation

1. Entry page
2. Sign in or Create Account
3. Login Credentials
4. Contact Info & Security Check
5. Payment info & Billing Address
6. Verify ID by Telephone - input #
7. Verify PIN by Telephone – speak PIN #
8. Verify by Telephone Complete
9. Activating Account

Notes:
Step 3 Sign in has changed from Windows Live ID to Microsoft account.
The sign up process for Azure and AWS are essentially the same.
Azure uses a vertical accordion while AWS uses a horizontal accordion during the verification.
Security verification is similar with exception AWS requires you to verbally speak the code received.

Assumptions

Azure sign-up process

Microsoft account sign in page (step 3 from page 4) is a stand alone page and can't be rolled into a widget on a page.

Verifying your account (steps 5,6 & 7 from page 4) via phone/text code for security and fraud prevention.

Billing and Account information (step 8 from page 4) via credit card to verify.

Recommendations

Overall we recognize the challenges of the current sign in process and we recommend shortening the experience, providing elements of personalization and a greater sense of orientation throughout the sign in/up process.

Current	Rationale	Change	Benefits
Home page	Azure Home does not explain enough, appears light on information.	Combine the **Home** content with **Free Trial Overview**.	Steps are reduced and surfaces more relevant content needed to start the 90-day Free Trial.
Free Trial overview page	The Free Trial overview provides information for a 90-Day Free Trial, what it contains and what you can do.		
Microsoft account sign in page	No personalization for the user.	Would like to display the user's name and surface targeted ads.	Friendlier sign in and cross selling opportunities.
Create Account modal	The modal vertical accordion does not explain each step, expectations are hidden and not labeled. Not easy to navigate. The modal window size can be increased to accommodate the combined content and layout.	Applying a horizontal accordion in a larger modal window. Combined **Create**, **Verify Account** interactions and **Billing/Account** in one.	Everything on one stage, labeled and in view. Increased room for combined content and suggests easier interaction. The user can view what the next interaction will be and can prepare to input the required information.
Verify Account modal - input Mobile #			
Verify Account modal - input code received			
Verify Account modal - code verified			

Recommendations (continued)

Current	Rationale	Change	Benefits
Billing & Account information modal	Same as above.	Same as above.	Same as above.
Welcome/Account Page	Generic welcome message. Does not provide a thank you confirmation after submitting billing and account information.	Added a Thank you message for billing and account submission, user's name, no charge reminder & reiterating the 90-day Free Trial. Revised Portal CTA to Start Portal. Added Explore now CTA button.	More personalization, confirmation that the account is activated and an opportunity for targeted messaging. Adding the terminology "Start" to the Portal CTA button and Explore now CTA button helps guide the user to the portal.

Recommended Process

New Azure six step sign-up process

1. Home & Free Trial Overview page

Initial entry offering Free Trial and what the features.

2. Microsoft account sign in page

Mandatory sign in page via Microsoft account or Sign up now.

3. Create Account (accept Azure Terms of Use) modal

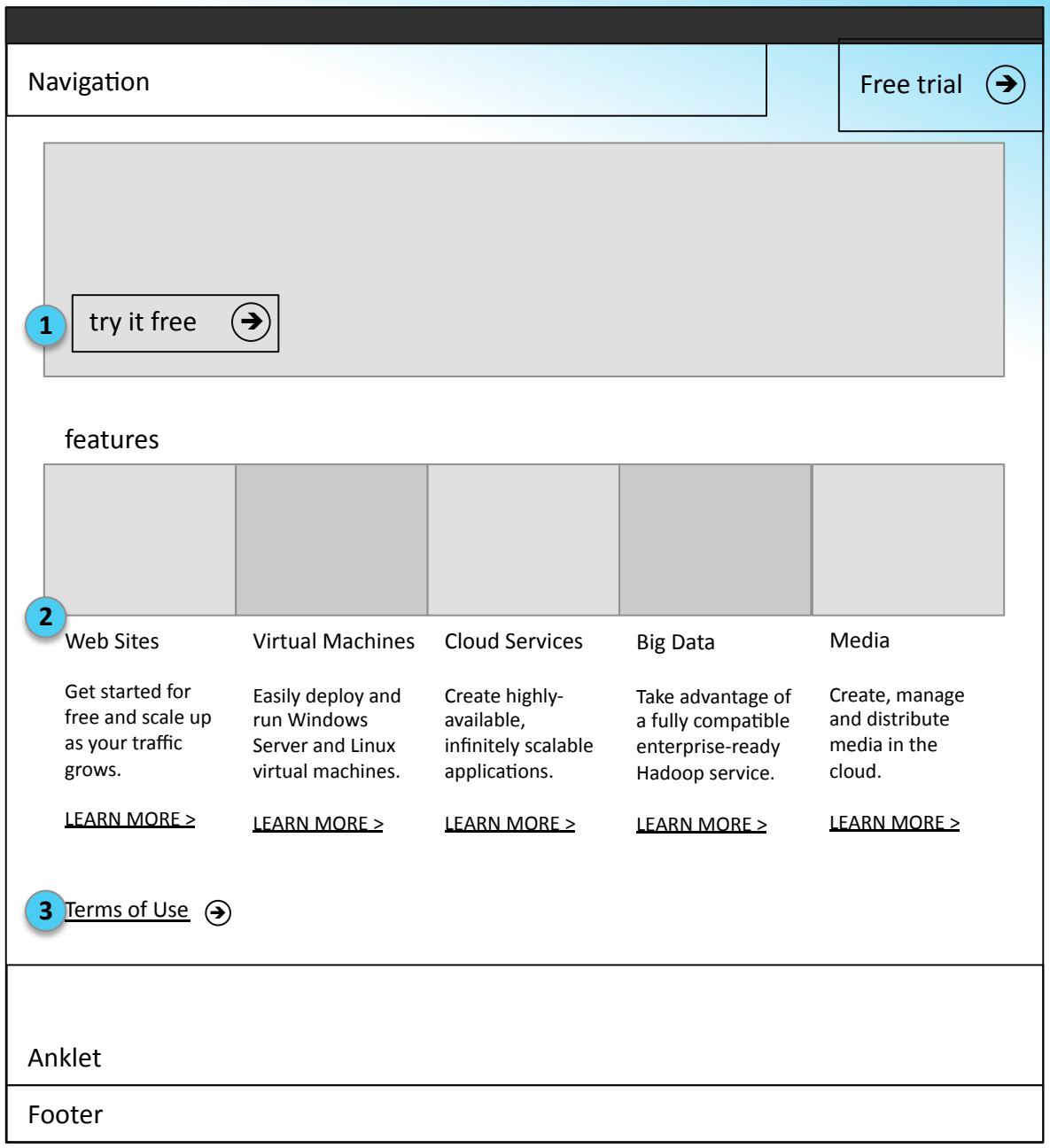
4. Verify Account modal
   – input Mobile #
   – input code received
   – code verified

5. Billing & Account information modal

Horizontal accordion combining Create, Verify Account and Billing & Account in three folds.

6. Welcome/ Account Page

Welcome message thanking the user for providing their credit card/billing info & they can start exploring their account.



Step 1 - Home & Free Trial overview page

Notes:

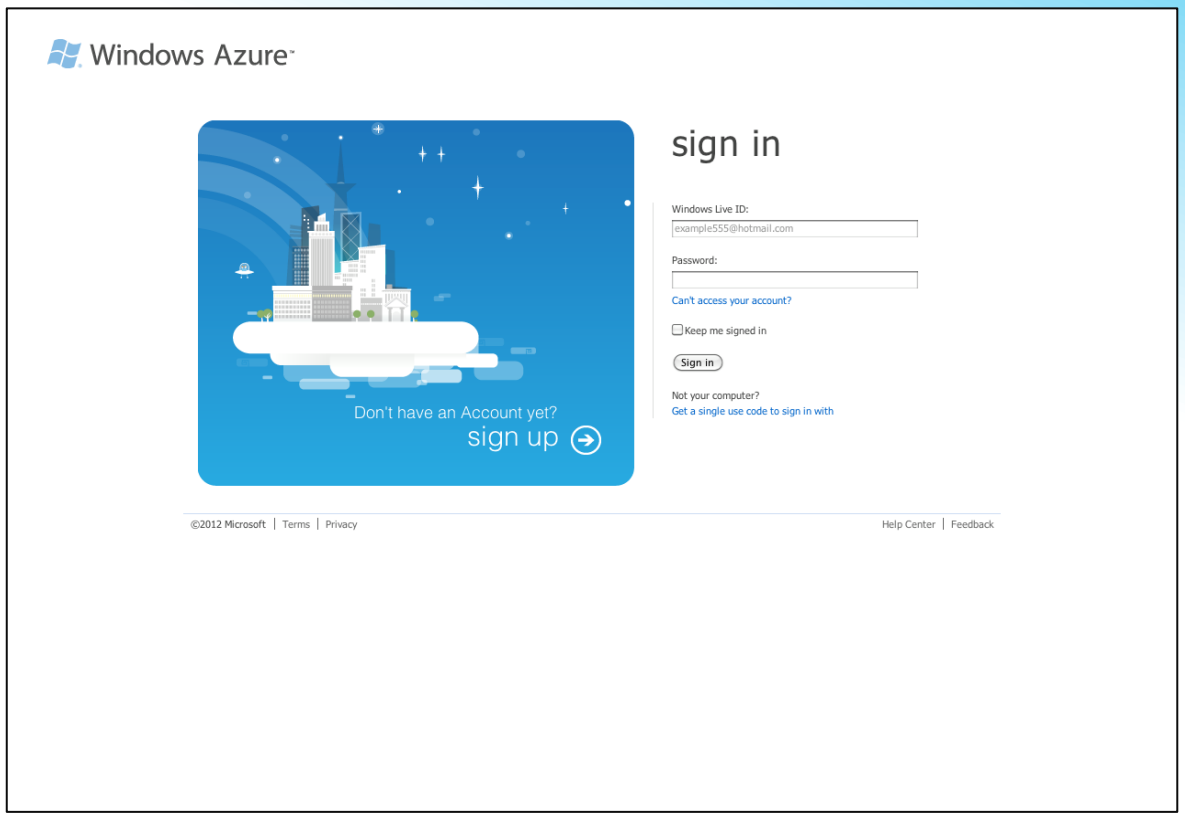
The initial entry page has content combined from the **Home** and **Free Trial** pages.

1. The user lands on the home page and is presented with information for a 90-day free trial.

2. The Value Propositions (Features content) are surfaced here allowing the user opportunities to read a brief description and allowed to learn more by following the links.

3. **Terms of use** is linked and more content expands or collapses when the user clicks (will need legal & compliance review).

Another option is migrating to pg 13 and listing with the Terms of Use check box #3.

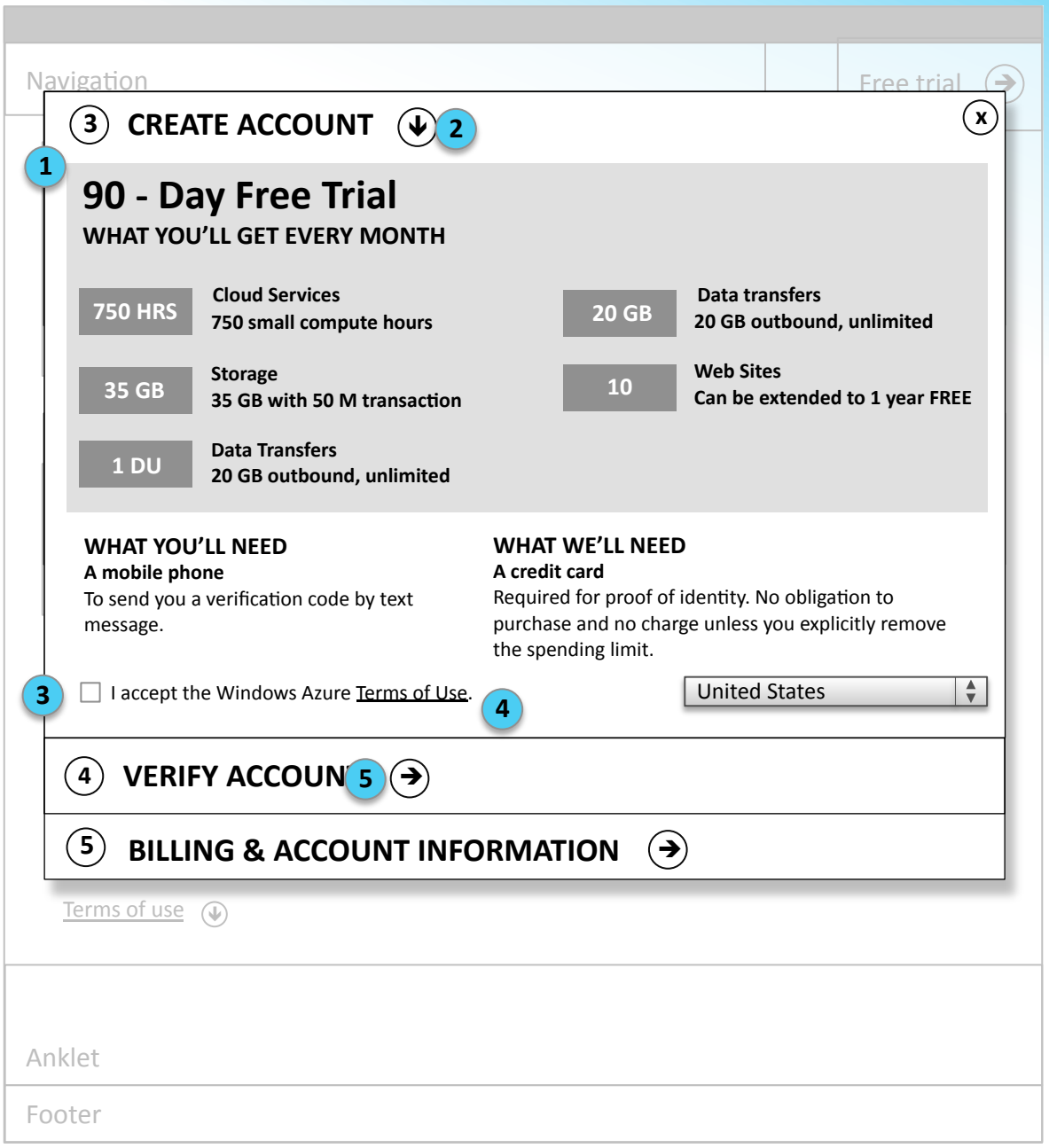


Step 2 - Microsoft Account Sign in page

Notes:

We would recommend personalizing this page by displaying the user's name and be able to surface targeted ads.

Possibly show what step the user is at in the process.

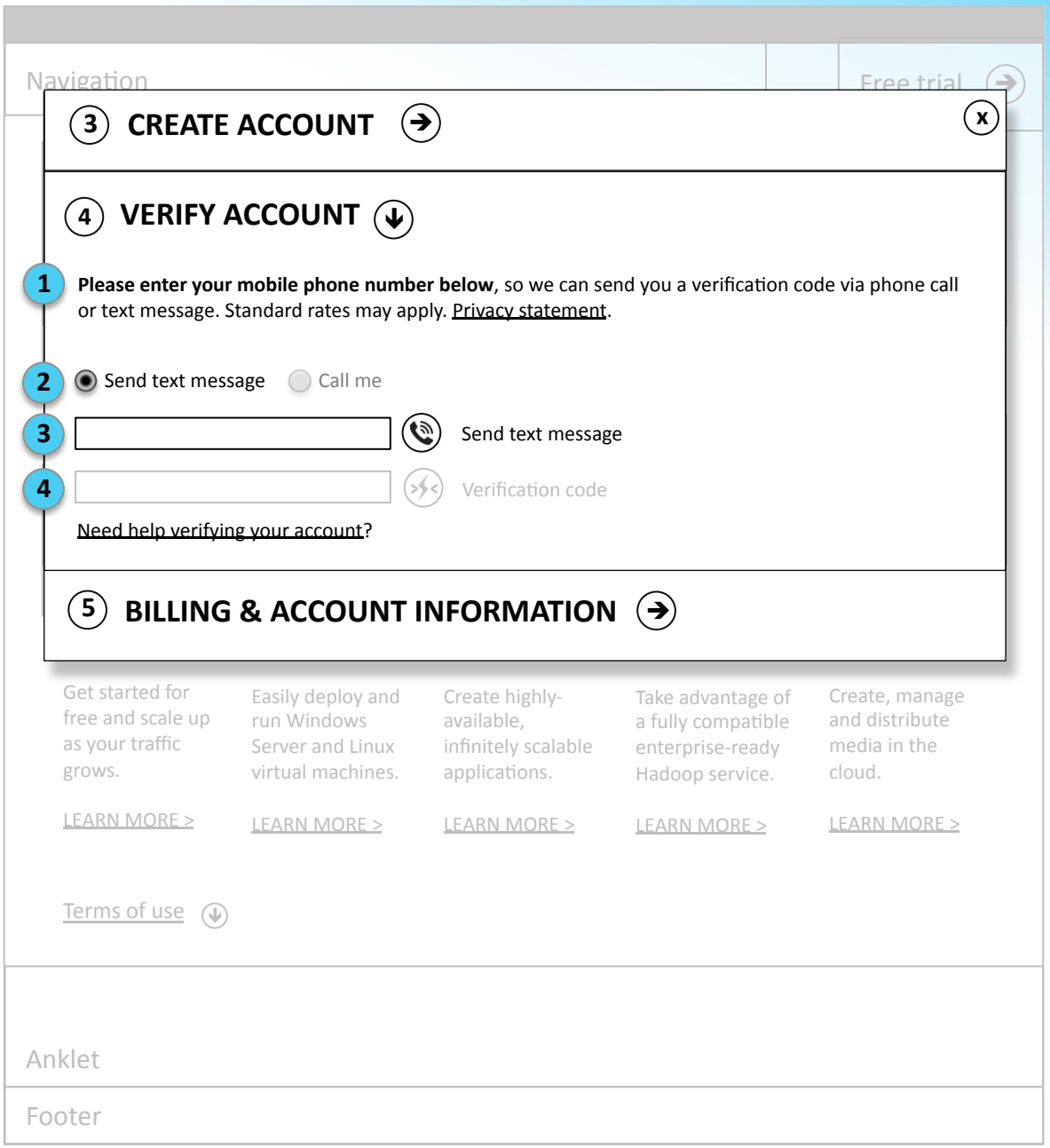


Step 3 – Create Account modal

Notes:

The modal window has combined content from the steps, **Create Account**, **Verify Account, Billing & Account Information**.

1. Step 3 - **Create Account** is viewable in an expanded state within the accordion.
2. There are three interaction steps, all having expand and collapse states when clicking the CTA button.
3. User cannot continue to Step – 4 until the user accepts the **Terms of Use** by checking the box.
4. Alternative view showing the entire Terms of Use here.
5. User selects **Verify Account** and the accordion area for **Create Account** collapses and **Verify Account** expands for the next step.

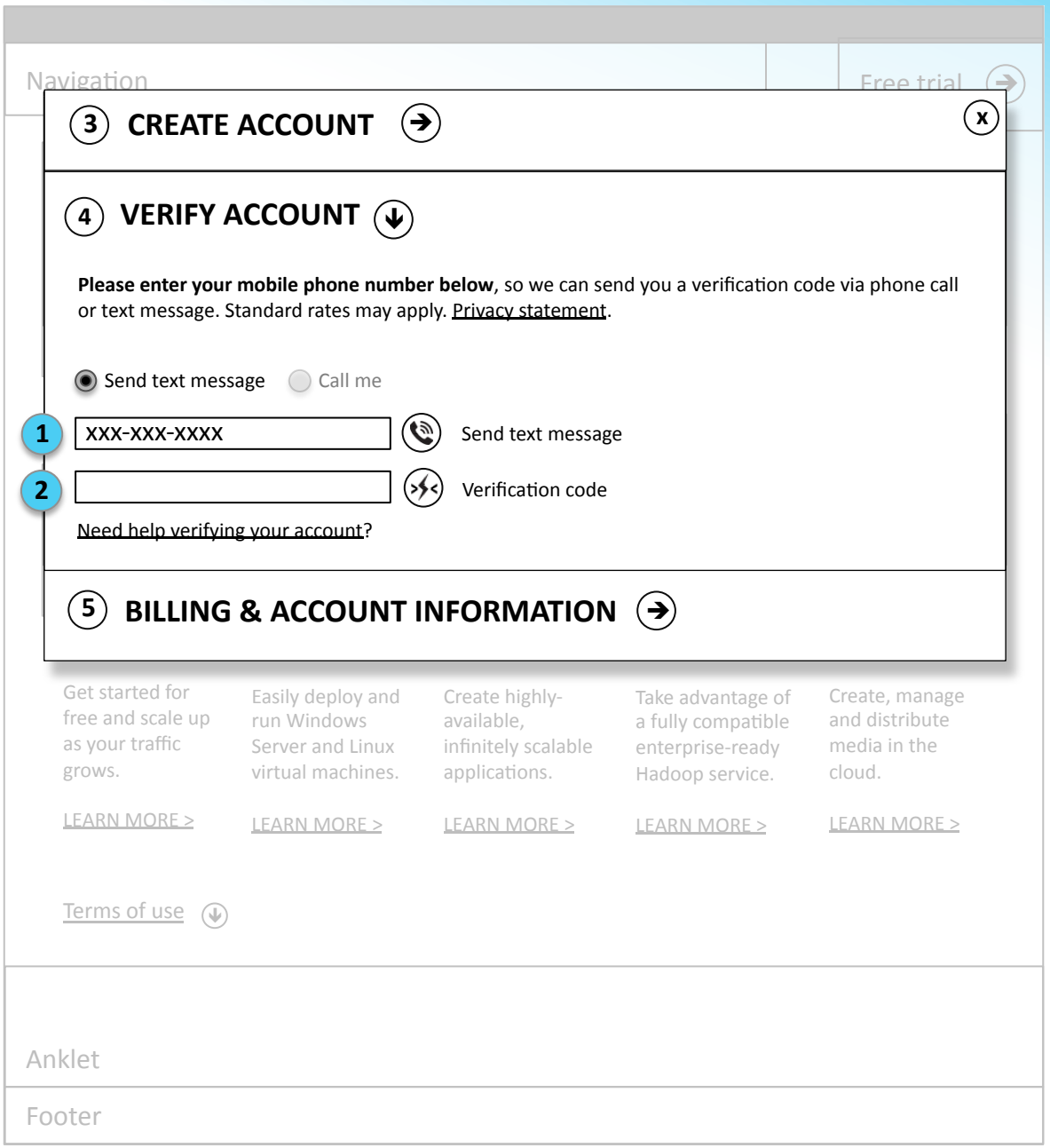


Step 4 – Verify Account modal states

Notes:

The modal window has combined content from the steps, **Create Account**, **Verify Account, Billing & Account Information**.

1. The user has opened Step 4 **Verify Account** and is tasked by submitting their mobile number.
2. Defaults to **Send text message**. **Call me** is disabled. The user can submit to receive a text containing the verification code. If the user can selected **Call me** to receive an automated message containing the verification code. Send text message would be disabled.
3. User submits mobile number.
4. Verification field, icon and label are disabled until the user submits their mobile number.



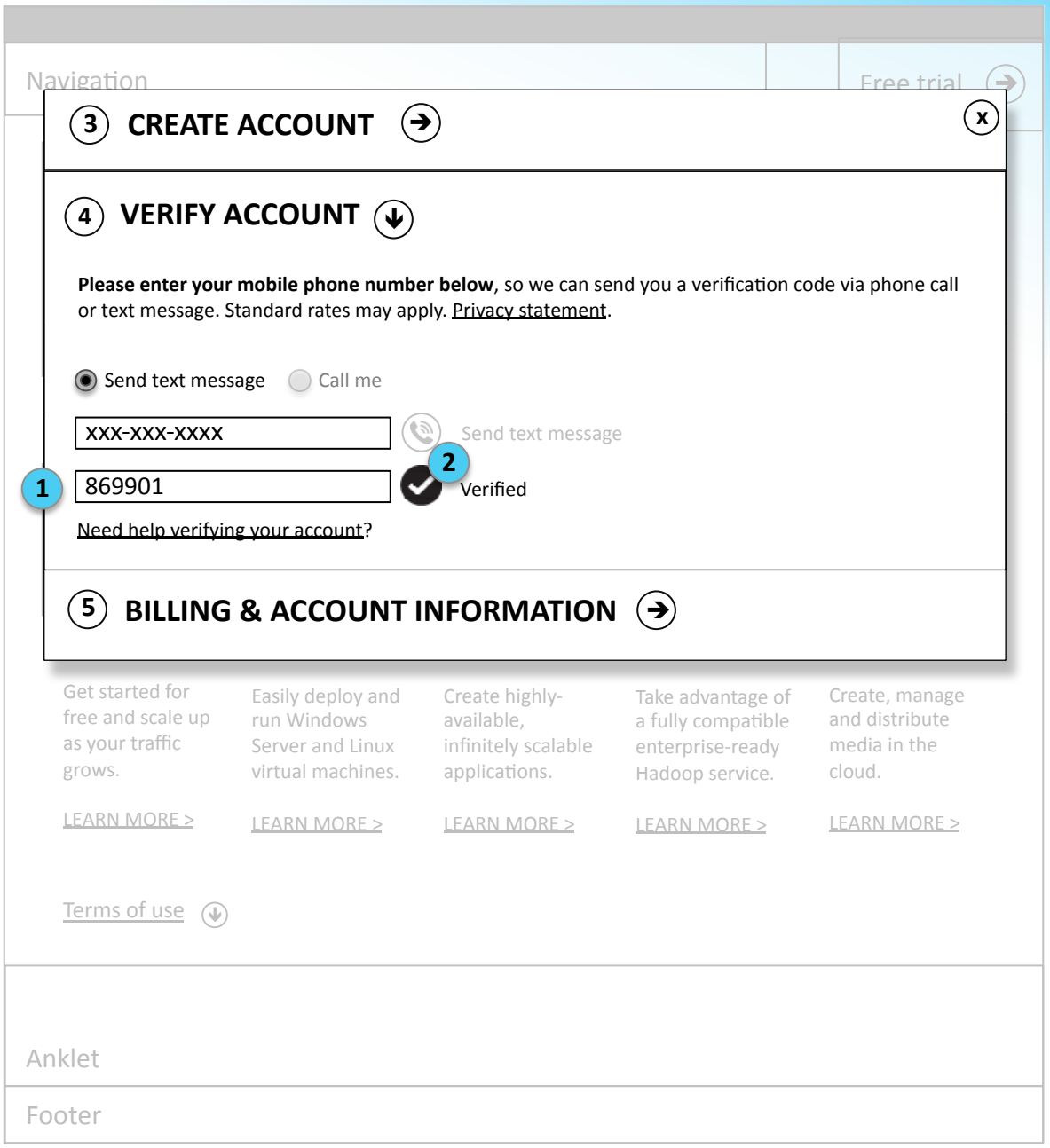
Step 4 – Verify Account modal states

Notes:

The modal window has combined content from the steps, **Create Account**, **Verify Account, Billing & Account Information**.

1. User has submitted their mobile number.

2. Verification field, icon and label are active. Once the user receives a text or phone call with a code and is tasked to input the code for verification.



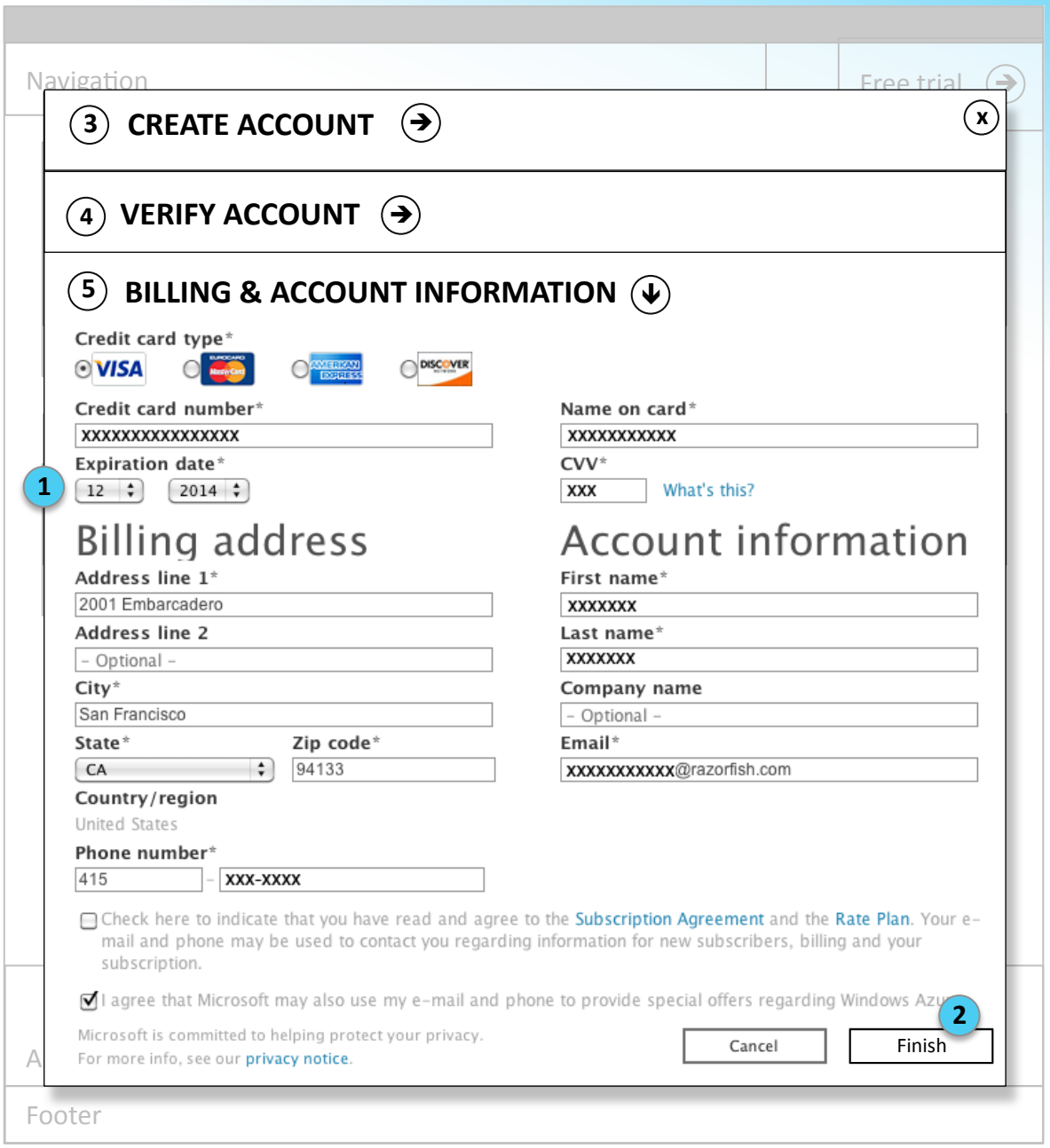
Step 4 – Verify Account modal states

Notes:

The modal window has combined content from the steps, **Create Account**, **Verify Account, Billing & Account Information**.

1. User has input their verification code, verification is completed and the user can continue.

2. The icon and label changes to verified.



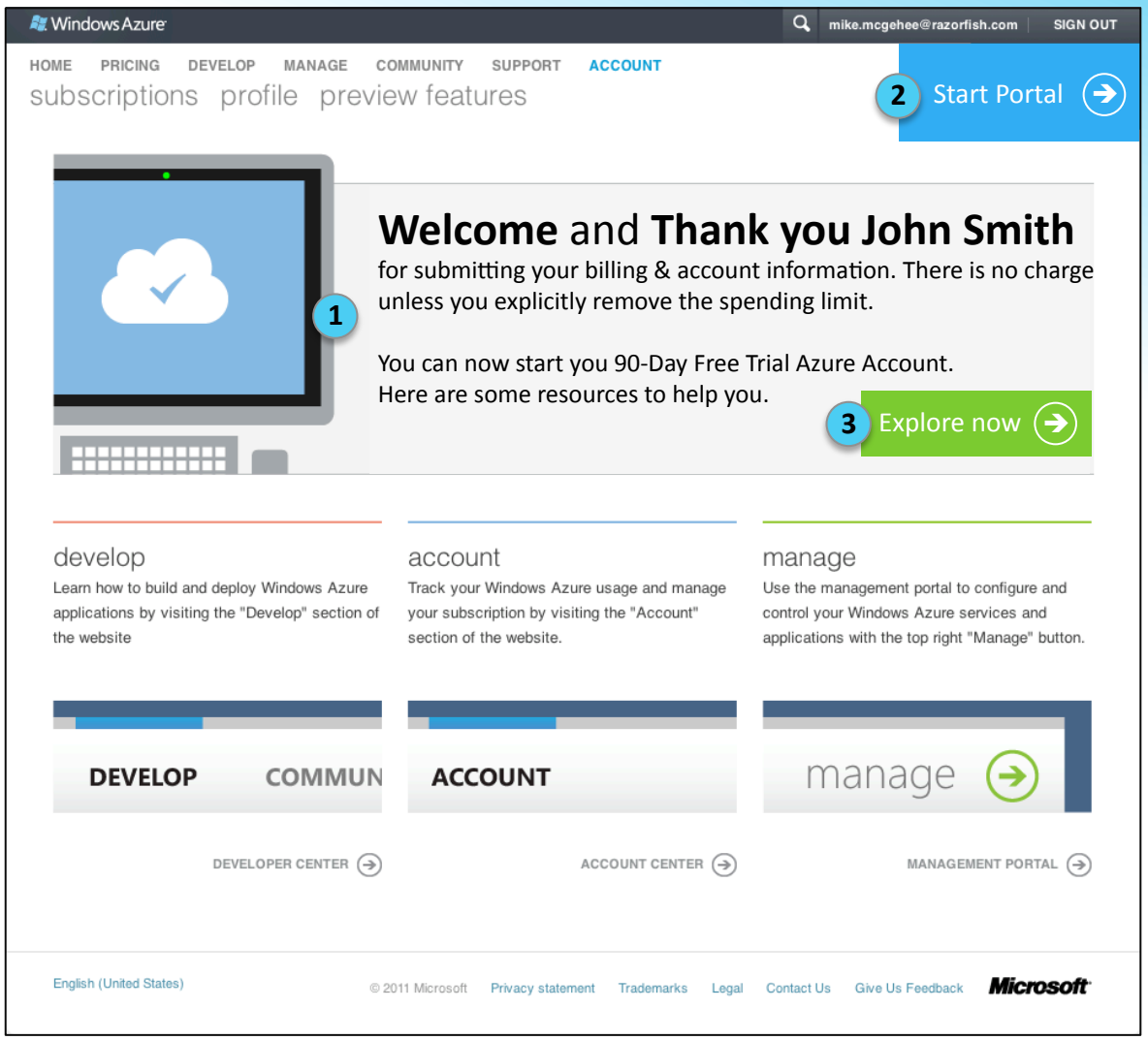
Step 5 – Billing & Account Information modal

Notes:

The modal window has combined content from the steps, **Create Account**, **Verify Account, Billing & Account Information**.

1. The user is tasked with filling in the necessary Credit Card, Billing and Account information.

2. Once all the information is provided the user can select the finish to continue to the **Thank You message** or can decide to cancel the submission.



Step 6 – Welcome Account Page

Notes:

1. After the user has finished the Billing and Account step the Welcome page appears. A personal message appears thanking the user for submitting their information, no charge reminder and about the 90 Day Free Trial.

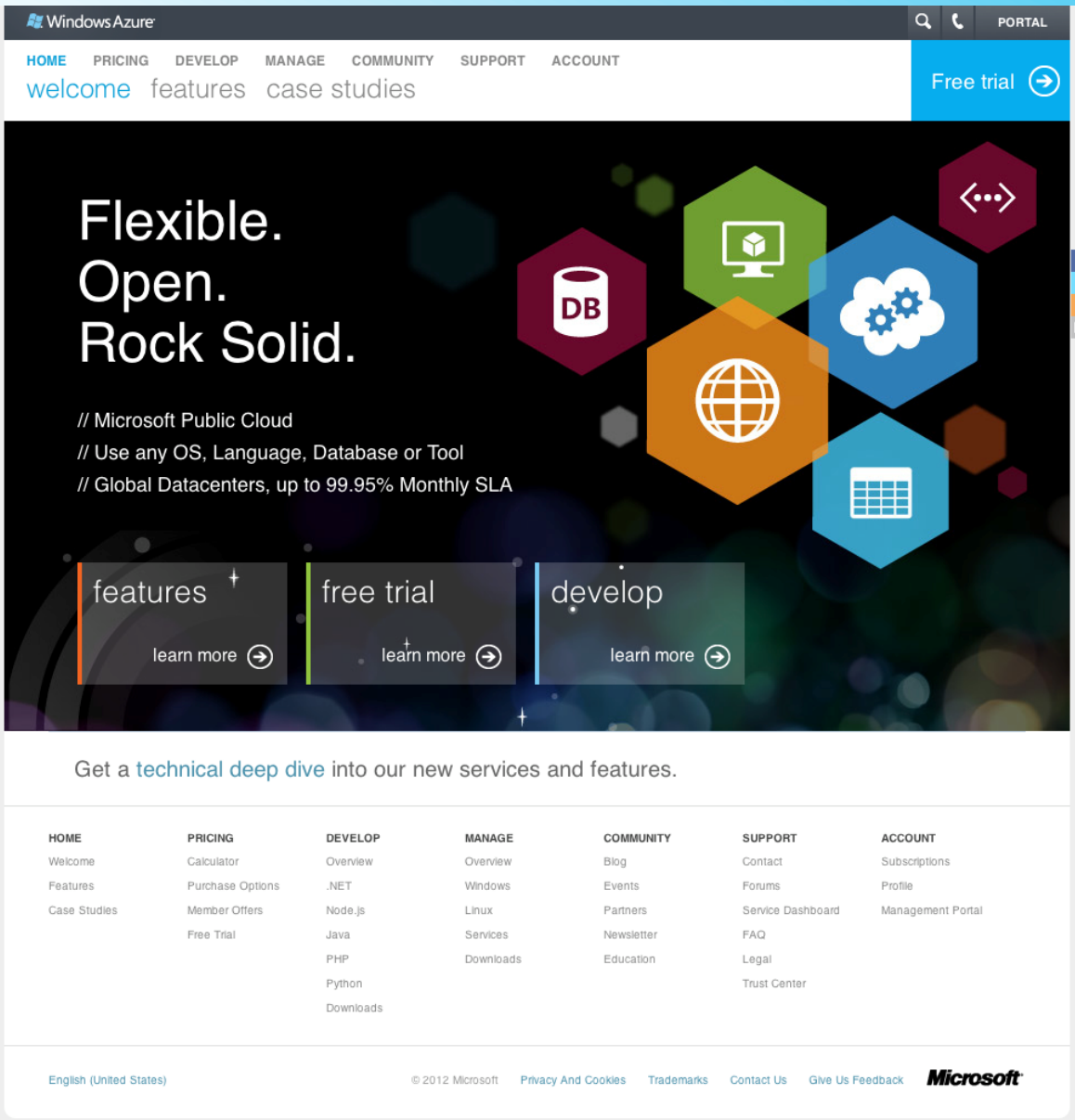
2. Revised the Portal CTA to Start Portal and takes the user to the Portal page.

3. Added Explore now CAT button and takes the user to the Portal page.

Appendix

Azure slides 20-28
AWS slides 29-37

1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Free trial
Flexible.
Open.
Rock Solid.
// Microsoft Public Cloud
// Use any OS, Language, Database or Tool
// Global Datacenters, up to 99.95% Monthly SLA
DB
features
learn more
free trial
learn more
develop
learn more
Get a technical deep dive into our new services and features.
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Welcome
Features
Case Studies
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Calculator
Purchase Options
Member Offers
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DEVELOP
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.NET
Node.js
Java
PHP
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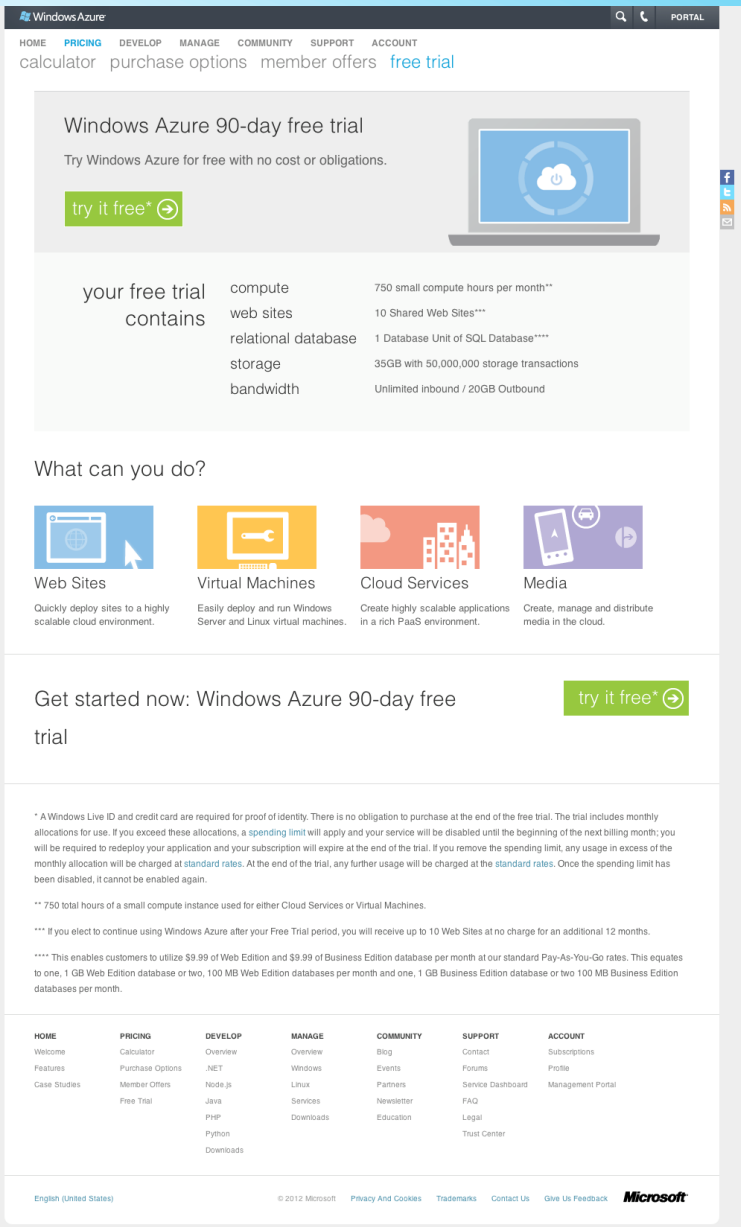
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web sites
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relational database
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Unlimited inbound / 20GB Outbound
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try it free*
* A Windows Live ID and credit card are required for proof of identity. There is no obligation to purchase at the end of the free trial. The trial includes monthly allocations for use. If you exceed these allocations, a spending limit will apply and your service will be disabled until the beginning of the next billing month; you will be required to redeploy your application and your subscription will expire at the end of the trial. If you remove the spending limit, any usage in excess of the monthly allocation will be charged at standard rates. At the end of the trial, any further usage will be charged at the standard rates. Once the spending limit has been disabled, it cannot be enabled again.
** 750 total hours of a small compute instance used for either Cloud Services or Virtual Machines.
*** If you elect to continue using Windows Azure after your Free Trial period, you will receive up to 10 Web Sites at no charge for an additional 12 months.
**** This enables customers to utilize $9.99 of Web Edition and $9.99 of Business Edition database per month at our standard Pay-As-You-Go rates. This equates to one, 1 GB Web Edition database or two, 100 MB Web Edition databases per month and one, 1 GB Business Edition database or two 100 MB Business Edition databases per month.
HOME Welcome Features Case Studies
PRICING Calculator Purchase Options Member Offers Free Trial
DEVELOP Overview .NET Node.js Java PHP Python Downloads
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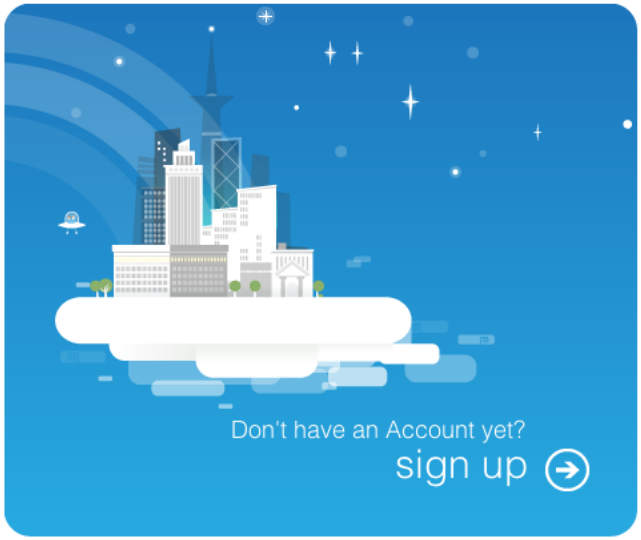
3



sign in

Windows Live ID:
example555@hotmail.com

Password:

Can't access your account?

Keep me signed in

Sign in

Not your computer?
Get a single use code to sign in with

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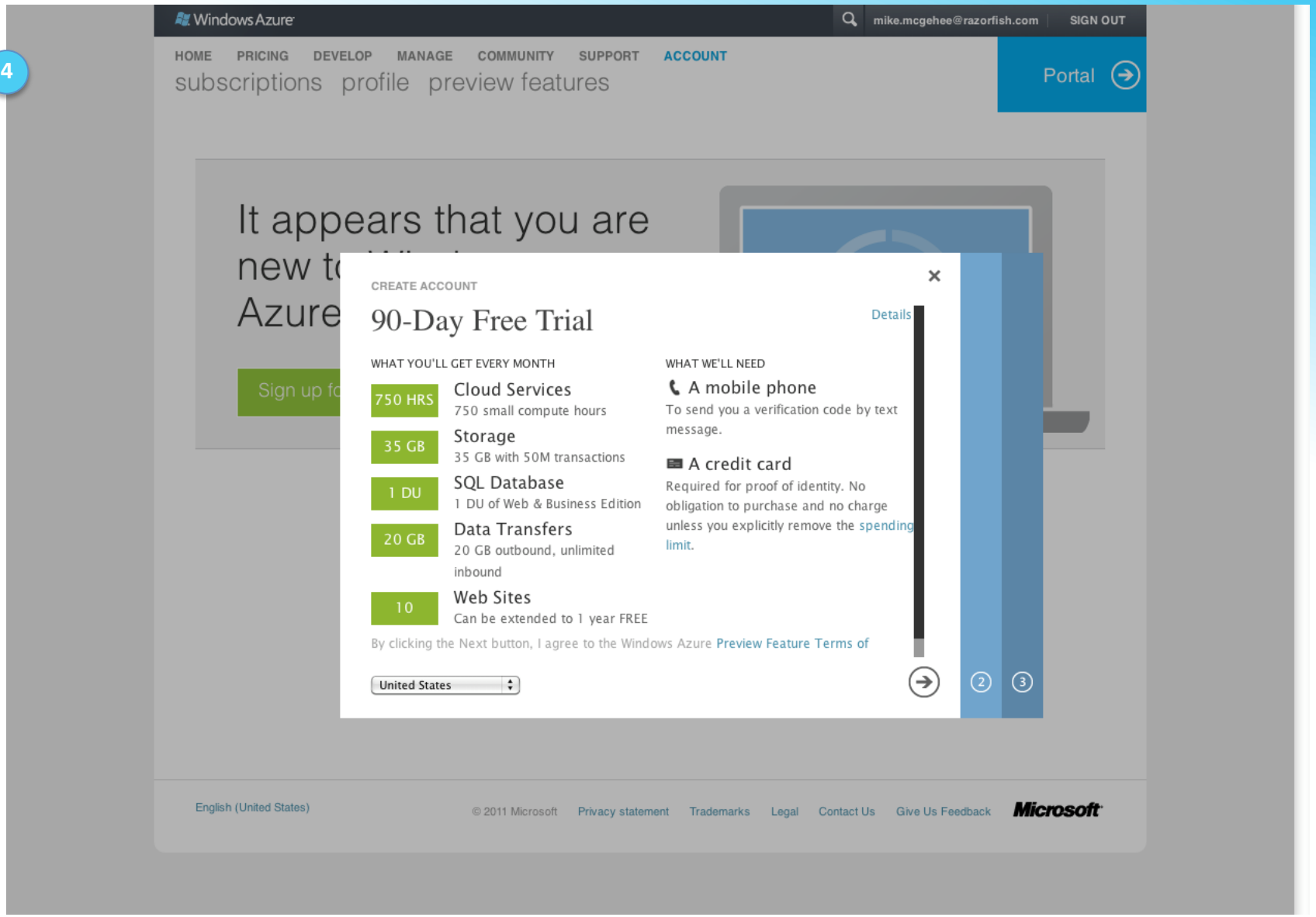
Help Center | Feedback

4


Windows Azure
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SIGN OUT
HOME
PRICING
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profile
preview features
Portal
It appears that you are new t
Azure
Sign up fo
CREATE ACCOUNT
90-Day Free Trial
Details
WHAT YOU'LL GET EVERY MONTH
750 HRS
Cloud Services
750 small compute hours
35 GB
Storage
35 GB with 50M transactions
1 DU
SQL Database
1 DU of Web & Business Edition
20 GB
Data Transfers
20 GB outbound, unlimited inbound
10
Web Sites
Can be extended to 1 year FREE
WHAT WE'LL NEED
A mobile phone
To send you a verification code by text message.
A credit card
Required for proof of identity. No obligation to purchase and no charge unless you explicitly remove the spending limit.
By clicking the Next button, I agree to the Windows Azure Preview Feature Terms of
United States
2
3
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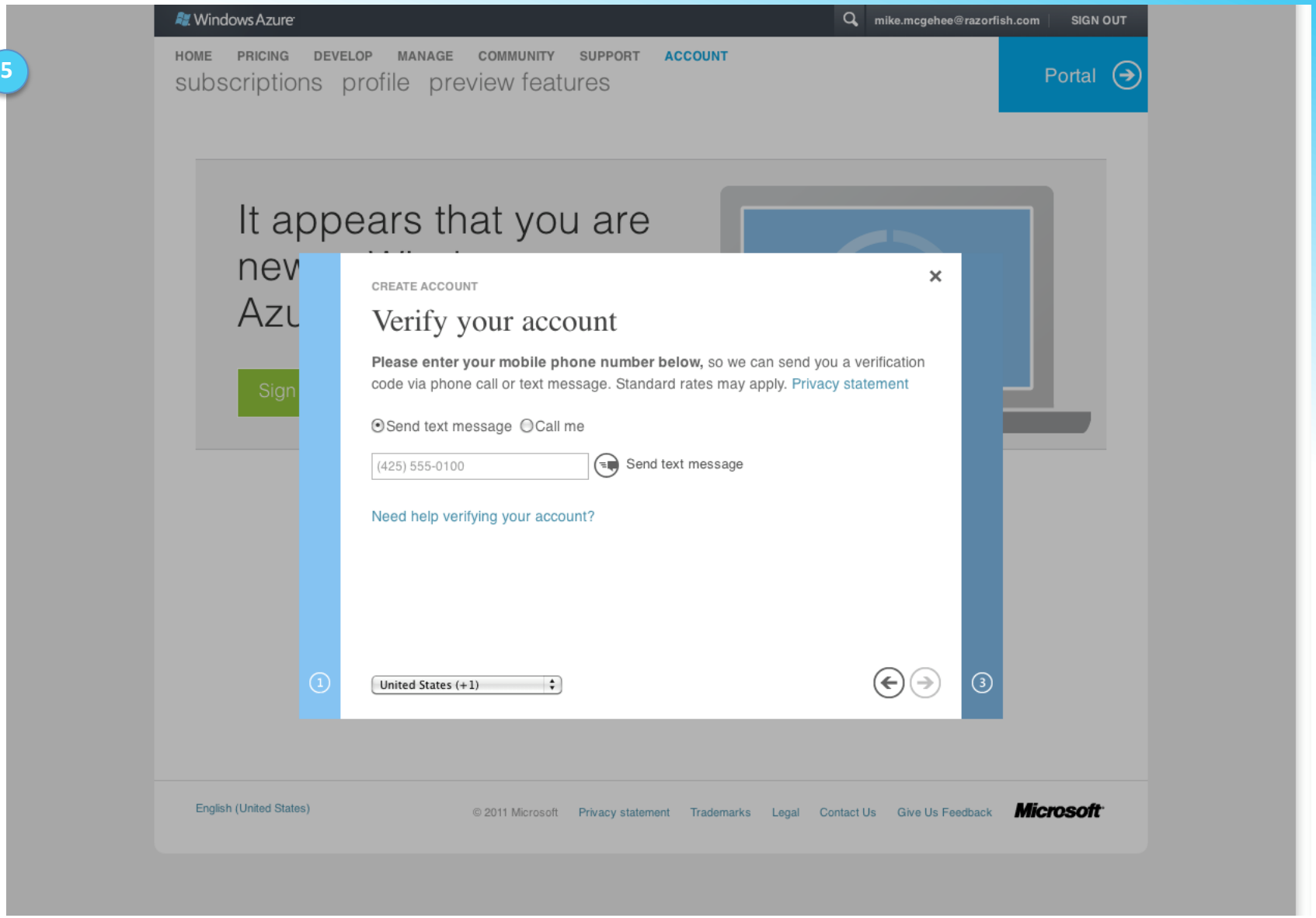
5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preview features
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It appears that you are
Sign
CREATE ACCOUNT
Verify your account
Please enter your mobile phone number below, so we can send you a verification code via phone call or text message. Standard rates may apply. Privacy statement
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Send text message
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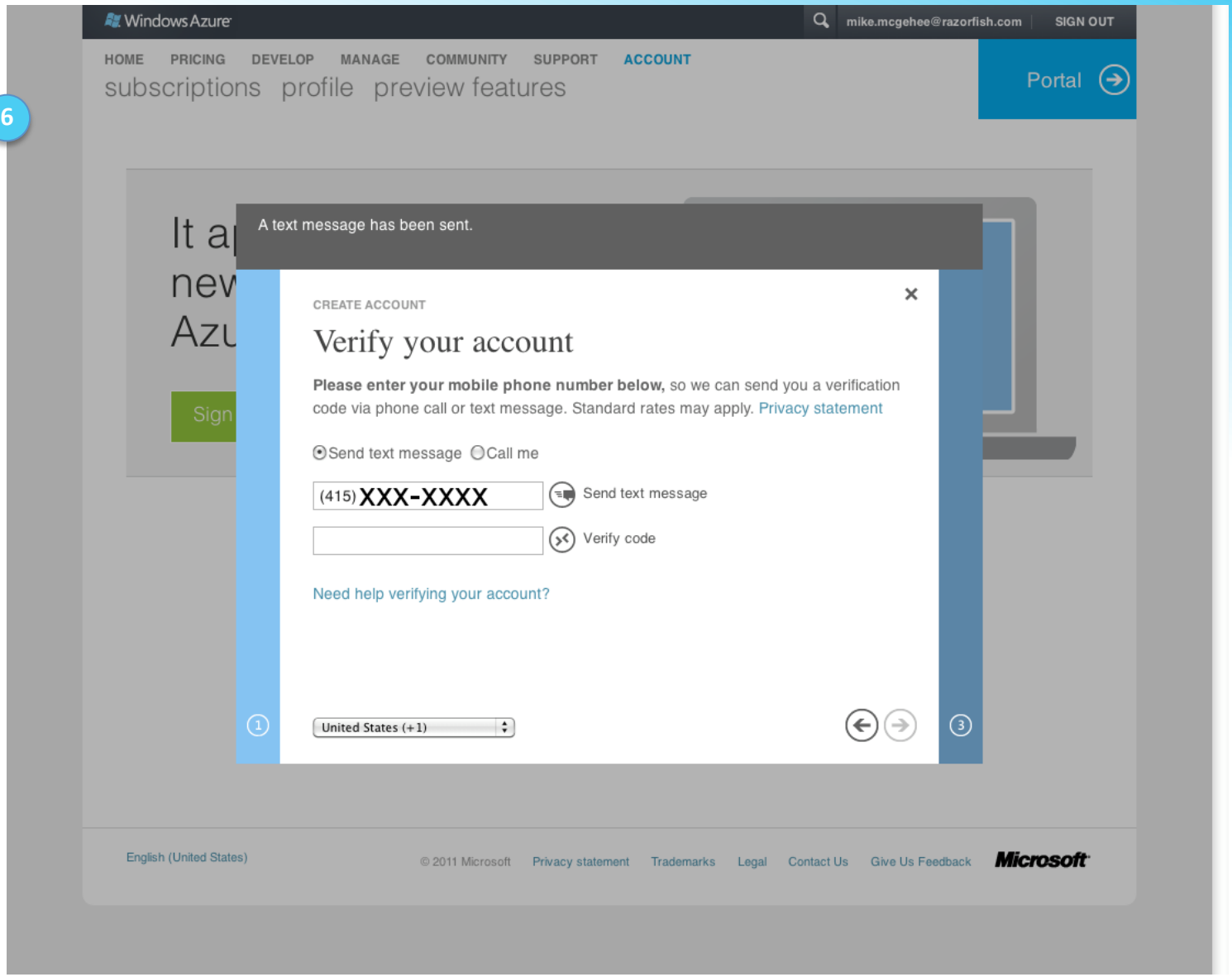
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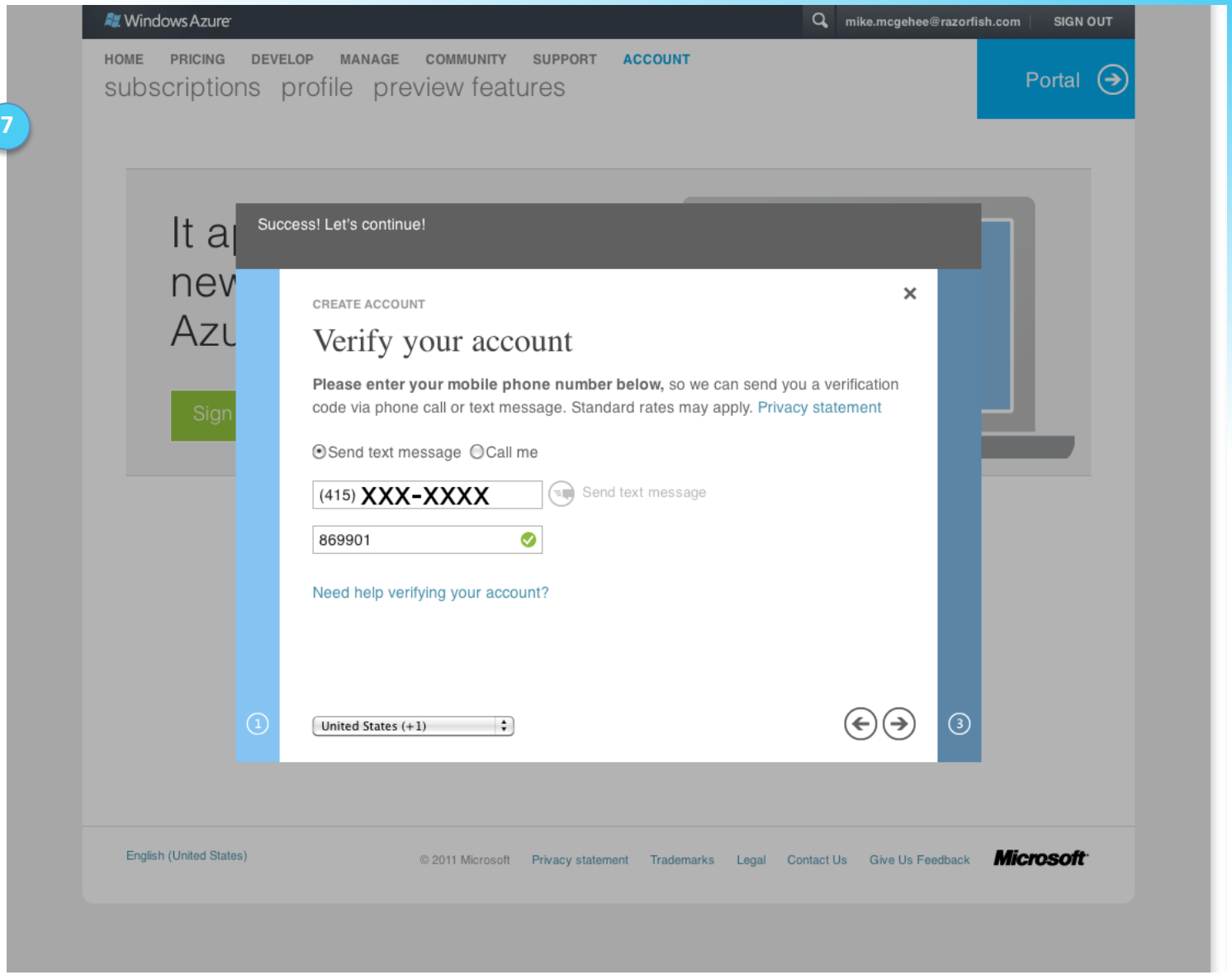
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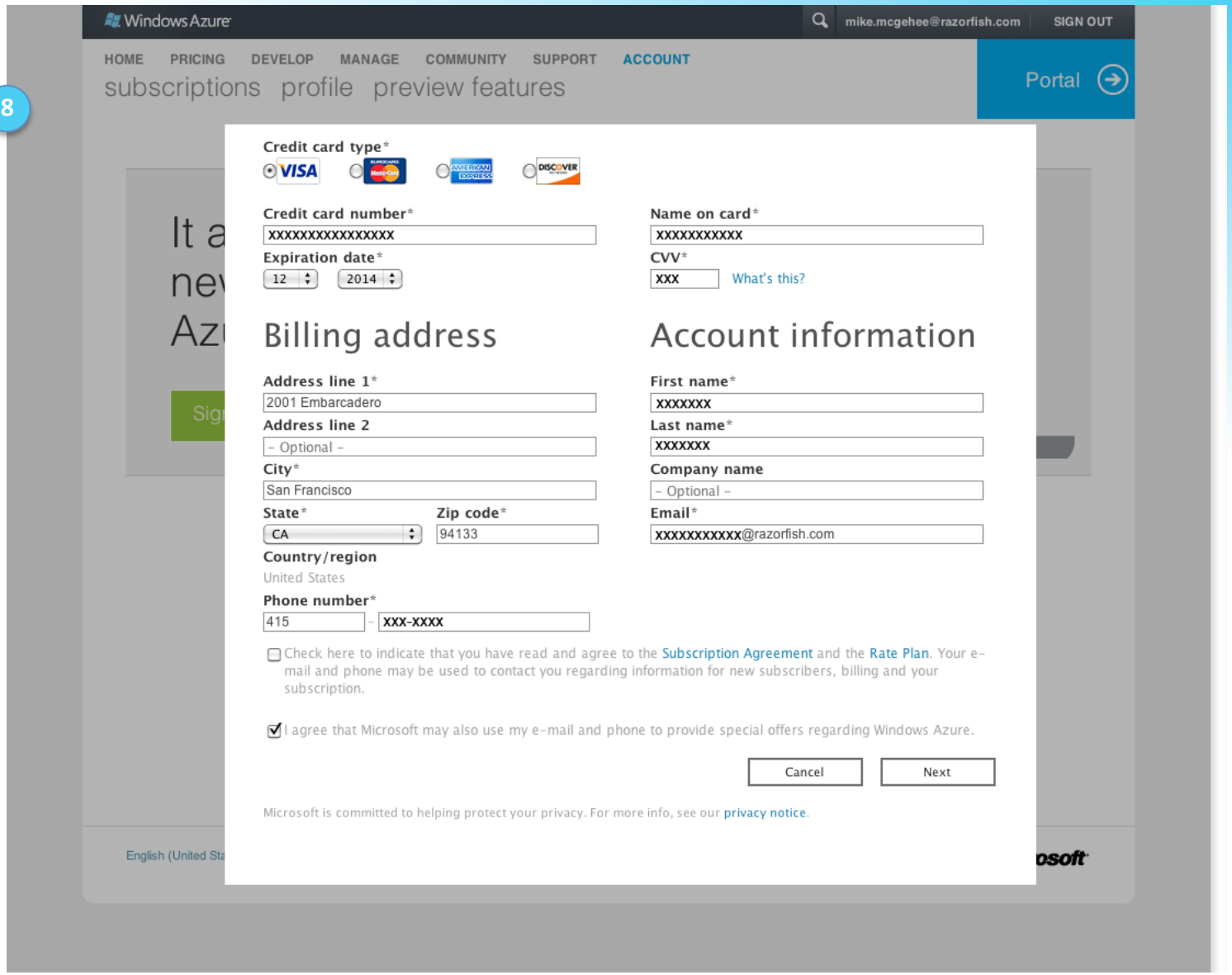
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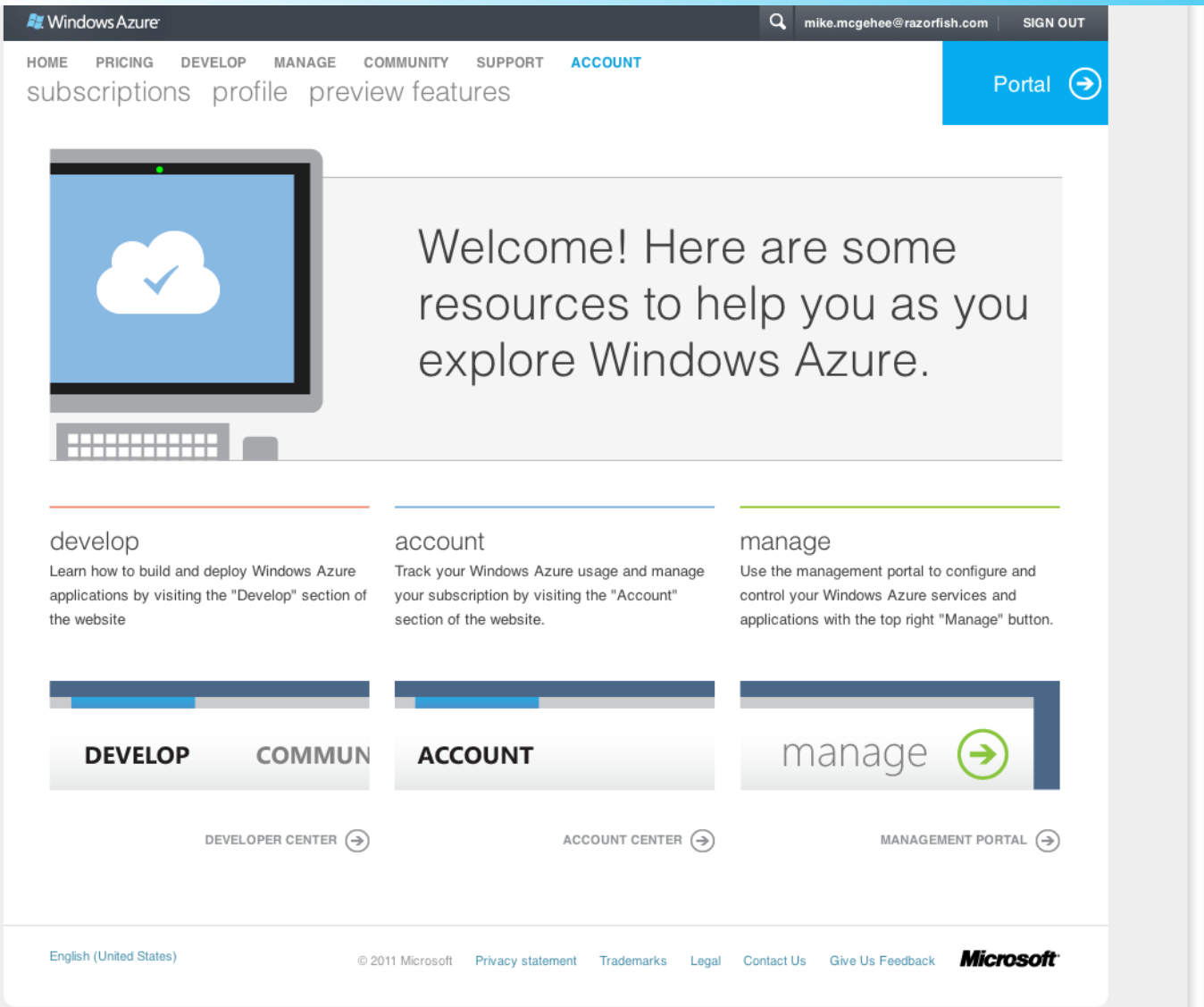
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Track your Windows Azure usage and manage your subscription by visiting the "Account" section of the website.
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Use the management portal to configure and control your Windows Azure services and applications with the top right "Manage" button.
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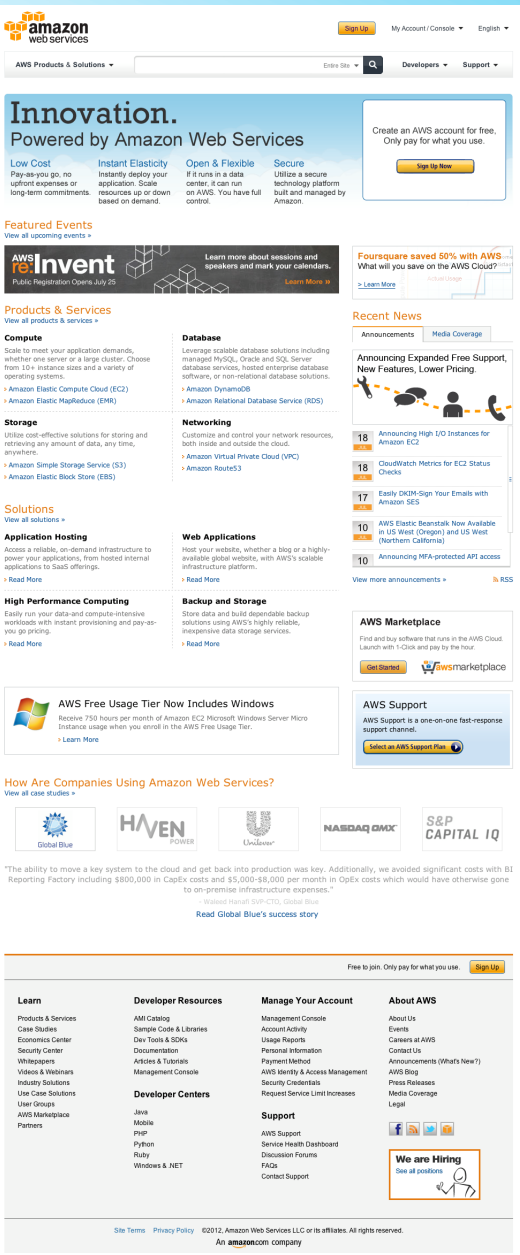
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"The ability to move a key system to the cloud and get back into production was key. Additionally, we avoided significant costs with BI Reporting Factory including $800,000 in CapEx costs and $5,000-$8,000 per month in OpEx costs which would have otherwise gone to on-premise infrastructure expenses."
- Waleed Hanafi SVP-CTO, Global Blue
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Manage Your Account
Management Console
Account Activity
Usage Reports
Personal Information
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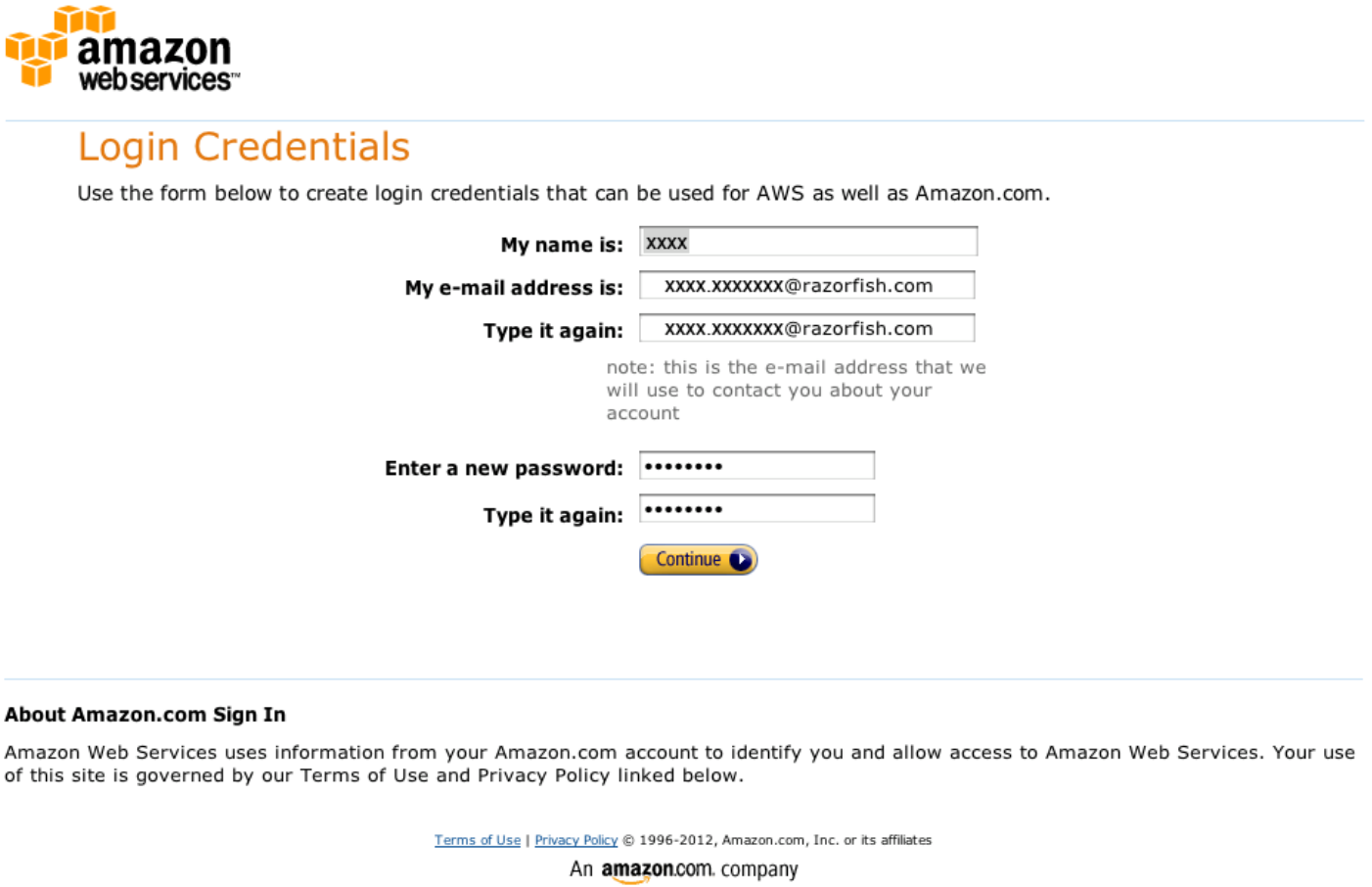
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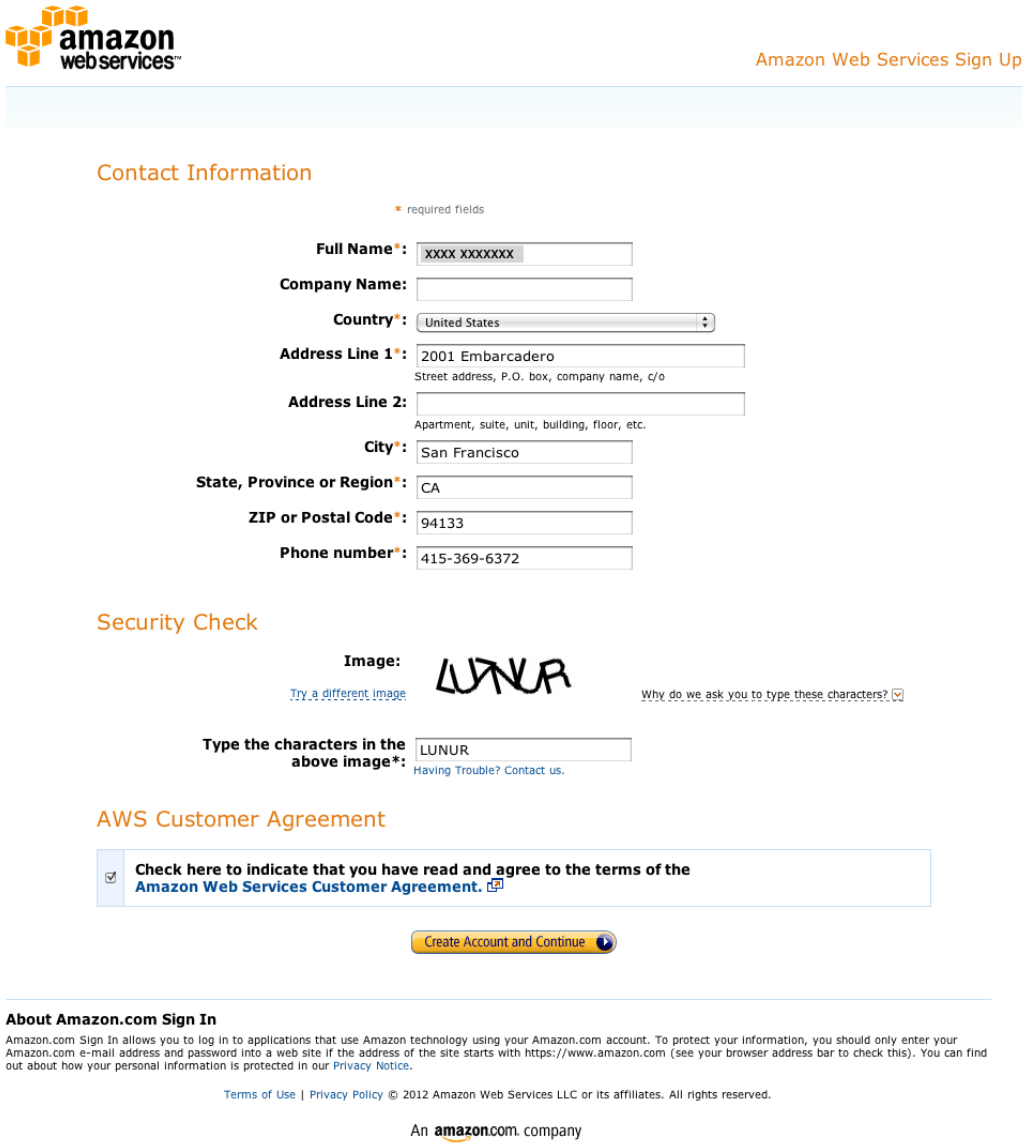
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Address Line 2:
Apartment, suite, unit, building, floor, etc.
City*: San Francisco
State, Province or Region*: CA
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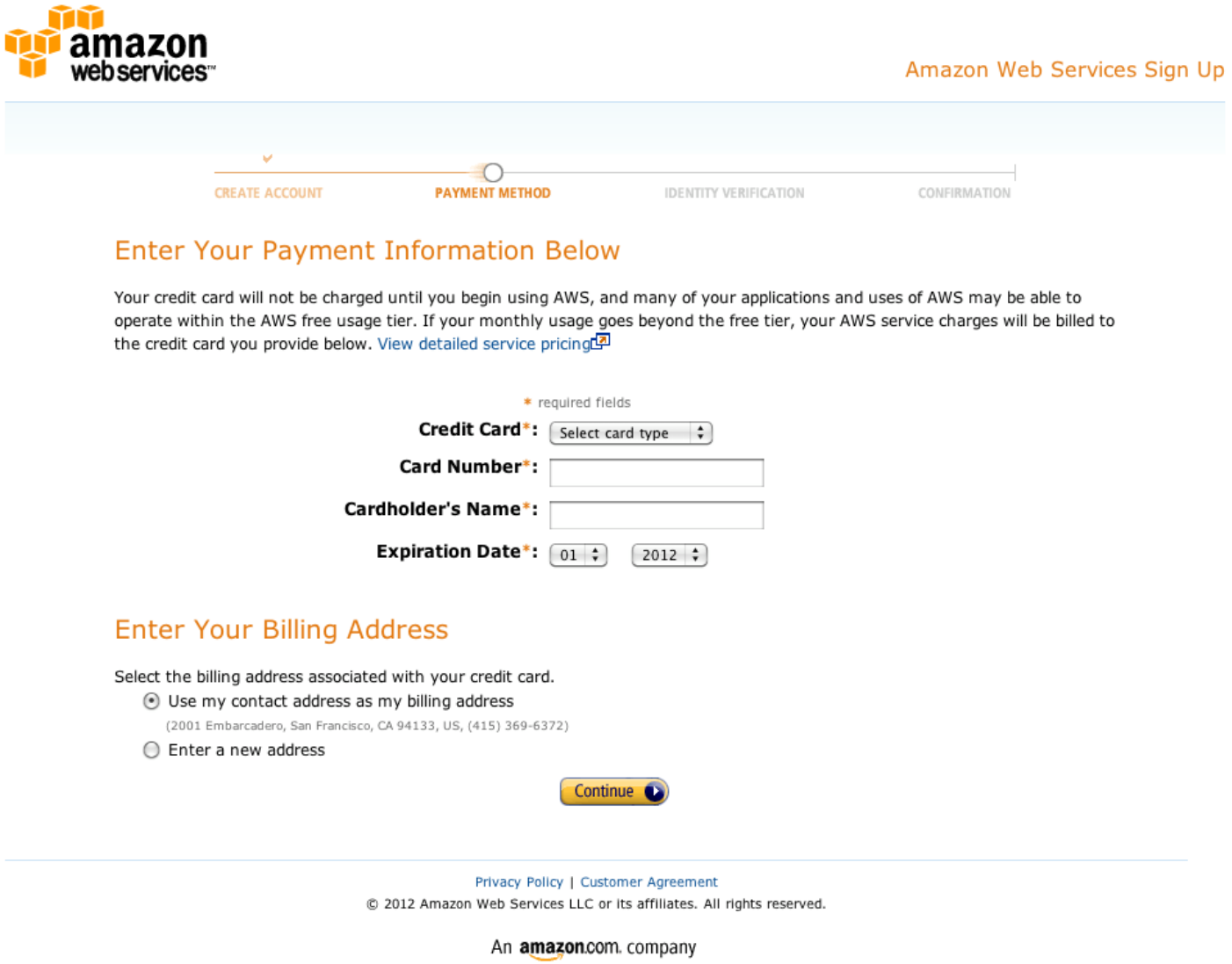
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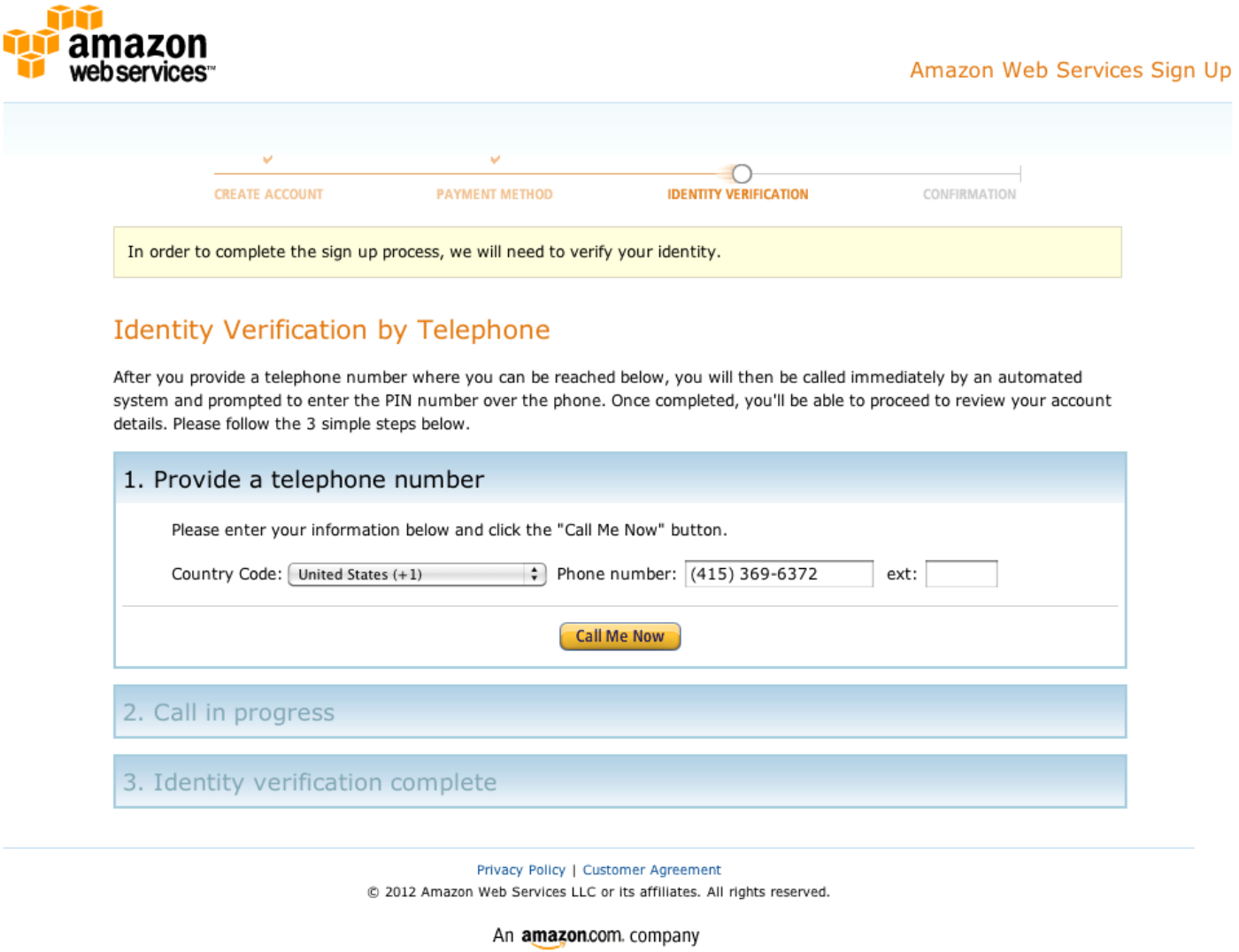
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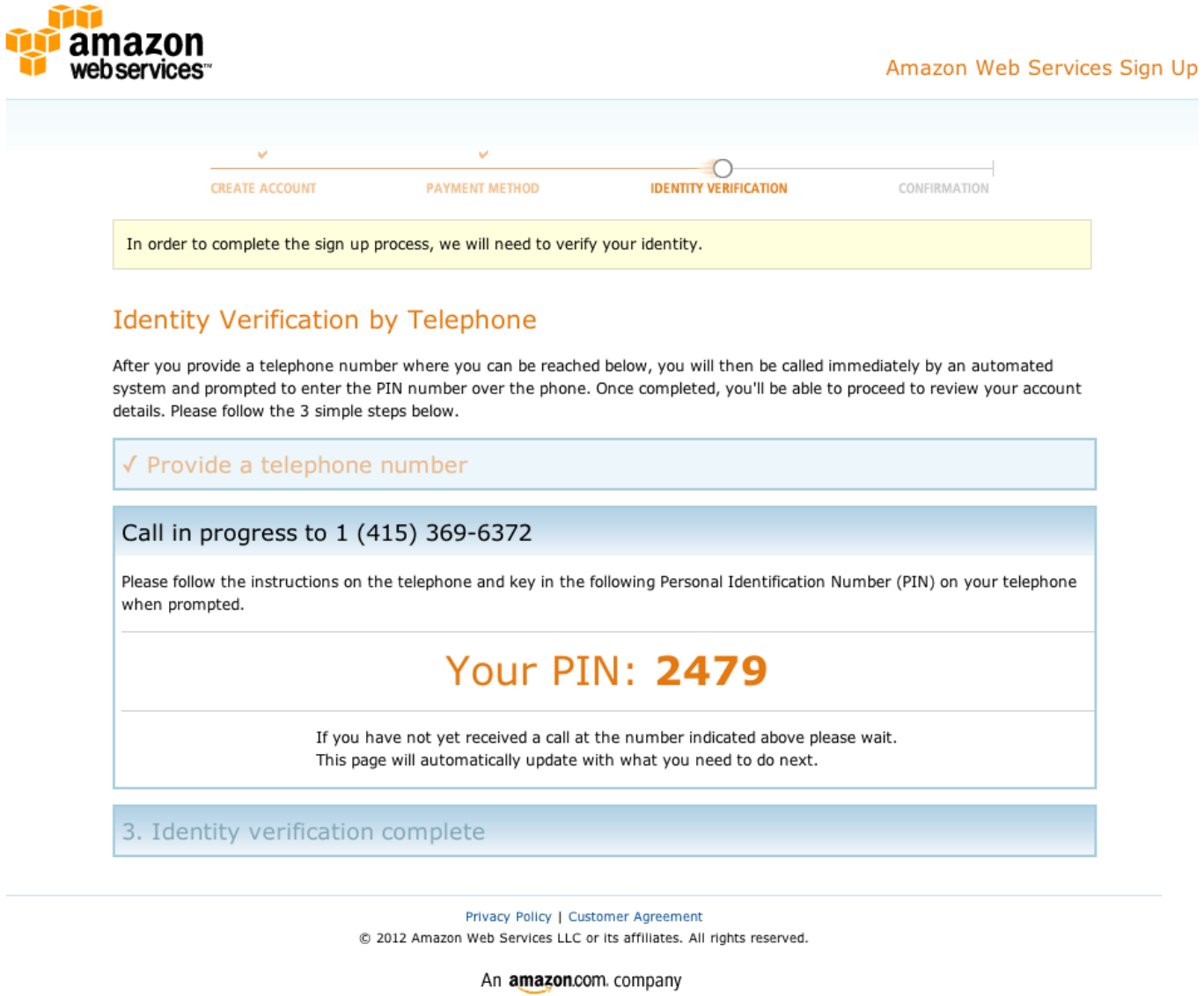
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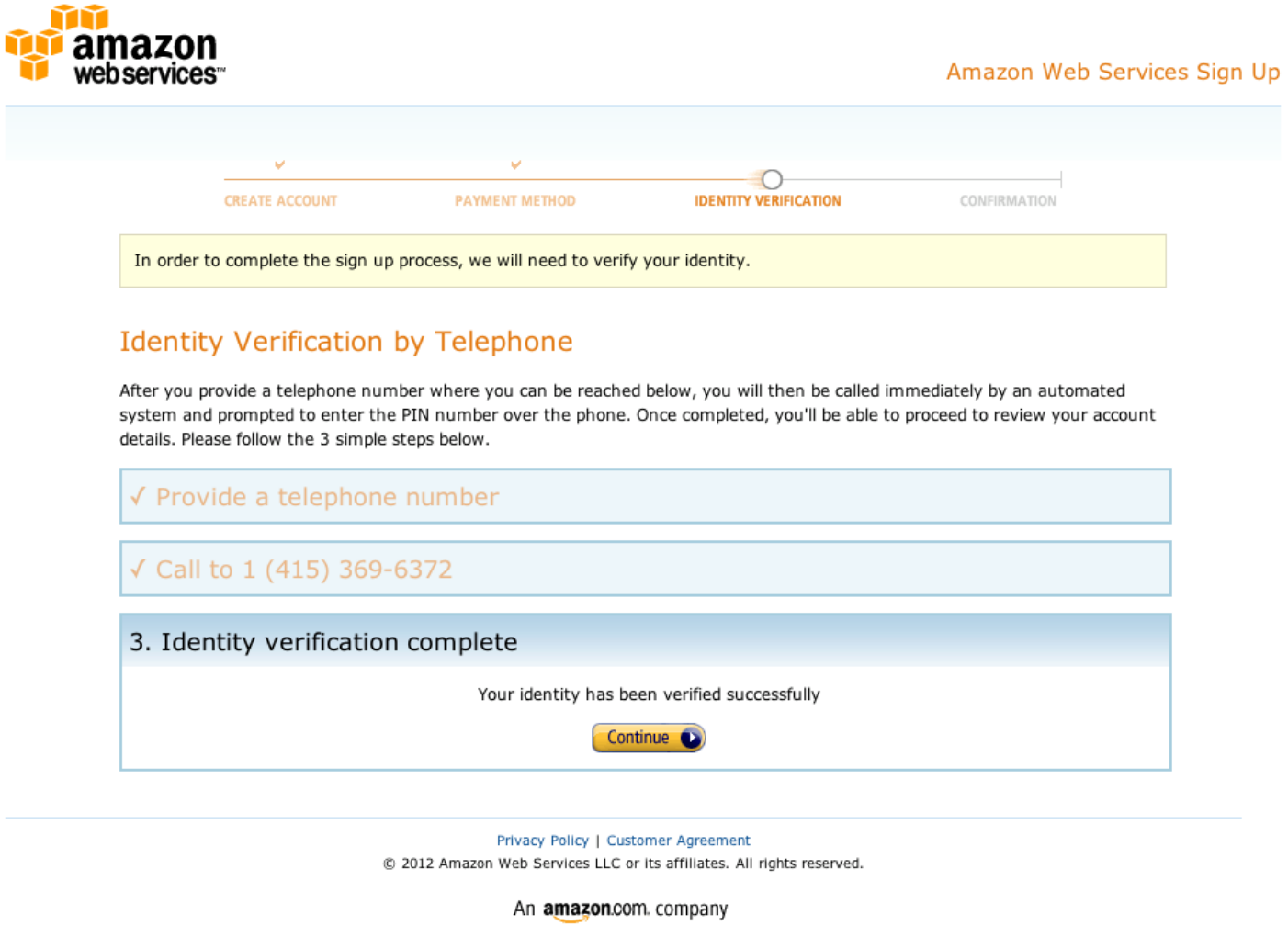
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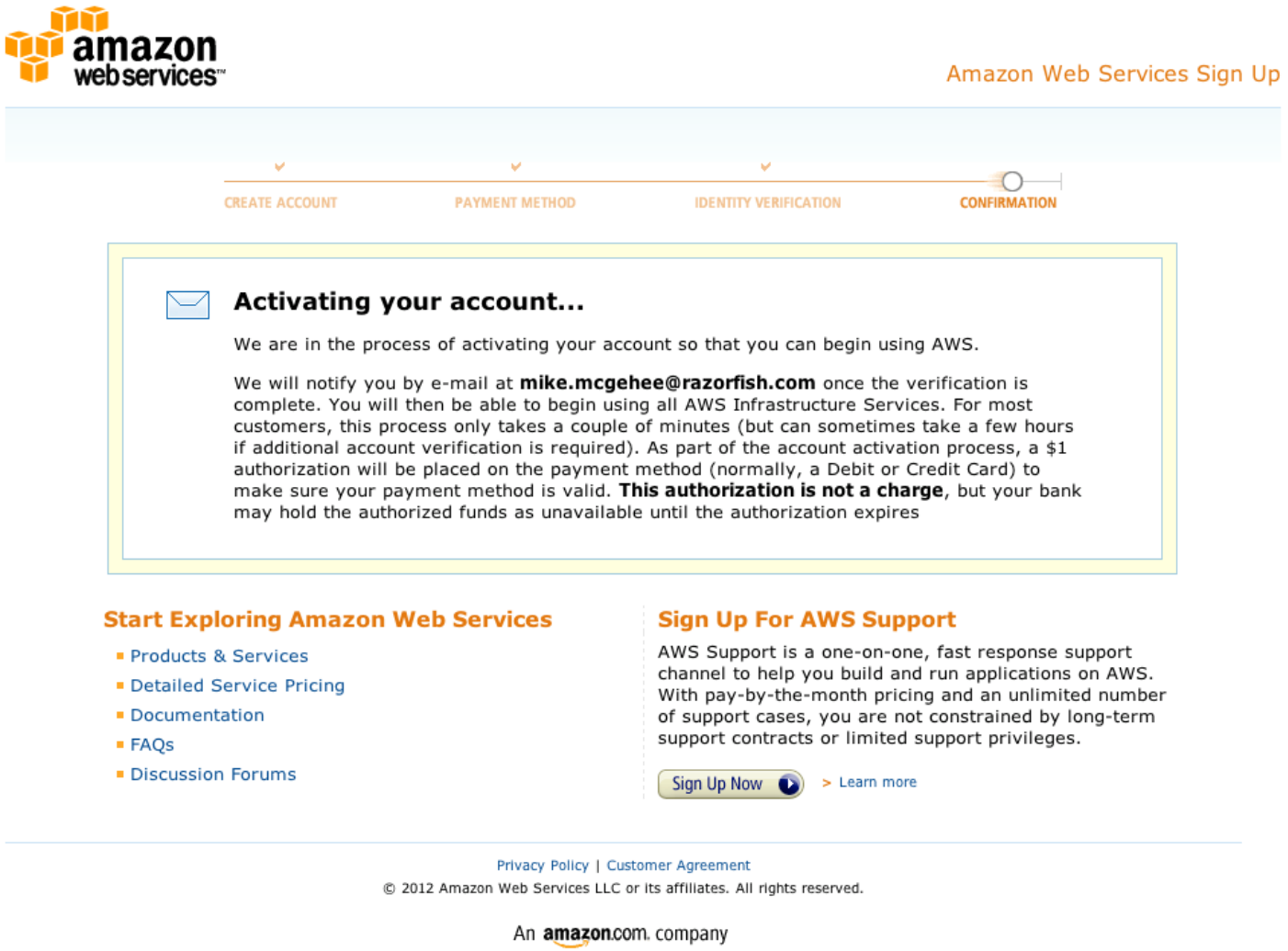
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