

# Optimizing UX for passkeys

# Overview



**Kevin Goldman**  
Chief Experience Officer  
**Trusona**



**Sierre Wolfkostin**  
Senior Product Designer  
**Duo Security at Cisco**

# Panel



**Christiaan Brand**  
Product Manager: Identity and Security  
**Google**



**Cam Champeau**  
Product Manager II  
**Sony PlayStation**



**Niharika Ved**  
Senior Product Designer  
**Intuit**

# Optimizing UX for passkeys



**Increase adoption  
of phishing-  
resistant auth**

**4x**

**First try sign-in  
success**

**2x**

**Twice as fast to  
authenticate**

**Which can increase topline revenue 🤖**

**Get the guidelines.  
Register for webinars.**

**[fidoalliance.org/ux-guidelines](https://fidoalliance.org/ux-guidelines)**



# Team



# **FIDO Alliance UX Working Group**

**... is comprised of 77 people from 32 companies.**

**AgileBits, DBA 1Password, American Express, Apple Inc., Axiad IDS, Inc. , Beyond Identity, Inc. , BlinkUX, Dashlane, Duo Security at Cisco, Google Inc., HYPR, IBM, Idemia, Intuit, JP Morgan Chase Bank, NA, Mercari, Inc., Meta, Microsoft, Nok Nok, Okta, Inc., Onfido Ltd., PayPal, Samsung Electronics Co., Sony Group Corporation, Target Corporation, Telecommunications Technology Association, Trusona, Inc., TrustKey, U.S. Bank, VMware, Wells Fargo, WiSECURE Technologies, Yubico,**

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**1 UX research firm, Blink. 4 financial underwriters: 1Password, Google, Trusona, U.S. Bank**

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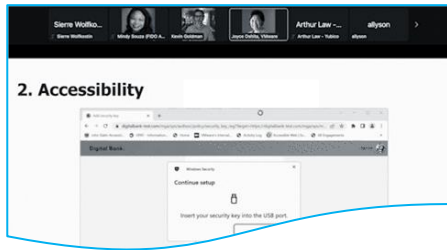
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# Approach

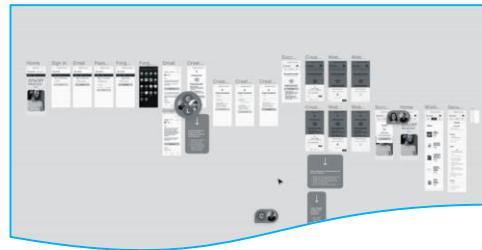
# UXWG's approach

4x



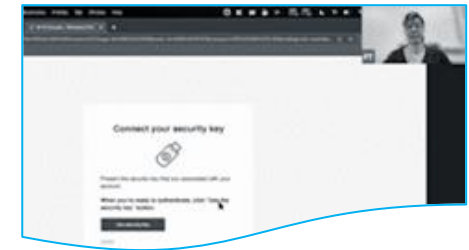
## Empathize

Audited well-known passkey deployments, interviewed brands & platform providers.



## Design

Diverged then converged on hi-fidelity clickable prototypes and a live reference website.



## Test

Recruited target end users, asked to complete tasks, observed friction & delight.

# Testing scope



26 U.S.  
consumers



iOS 16+  
Android 9+



eCommerce  
use case



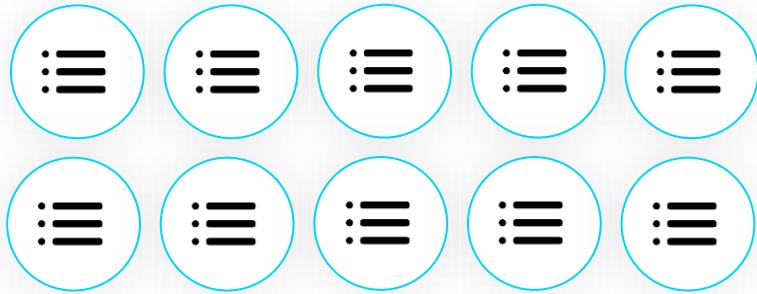
# Real users experiencing passkeys



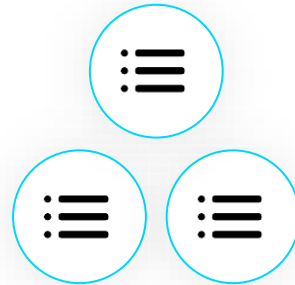


# UX Guidelines

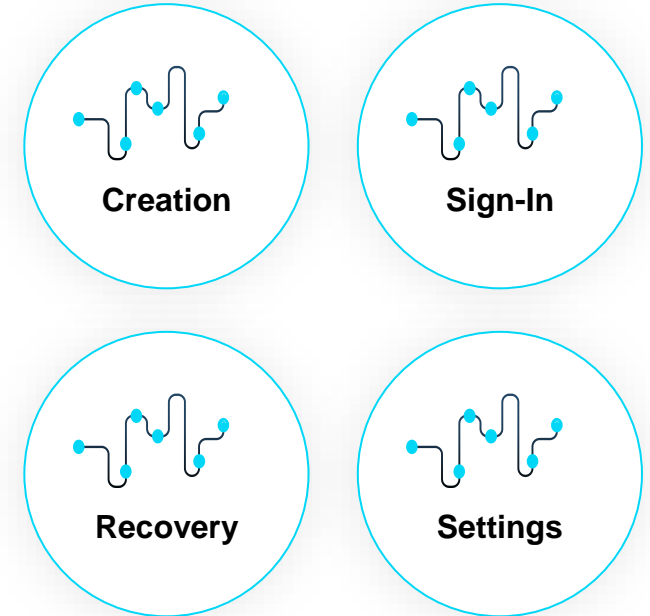
# UX Guidelines



**10 UX principles**

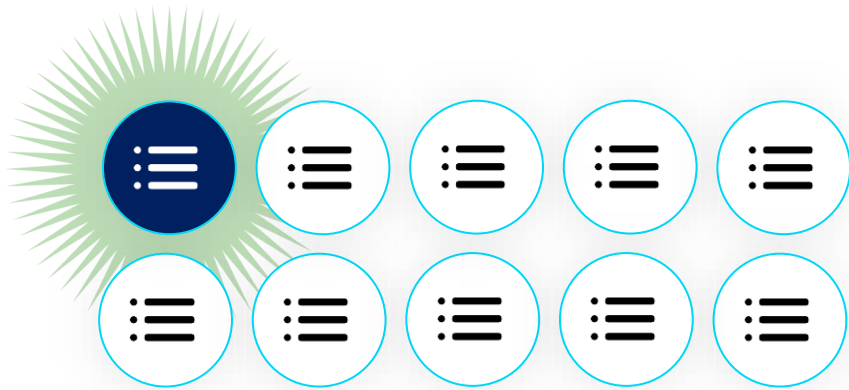


**3 content principles**

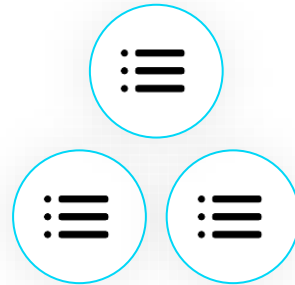


**4 user journeys**

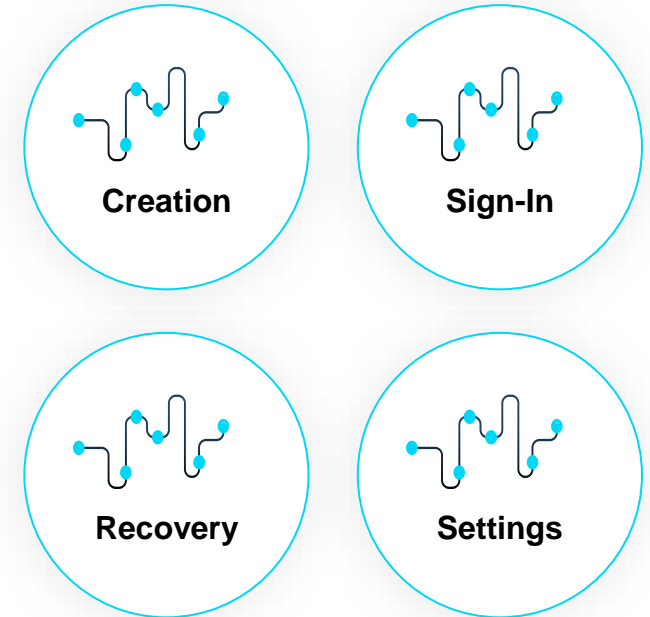
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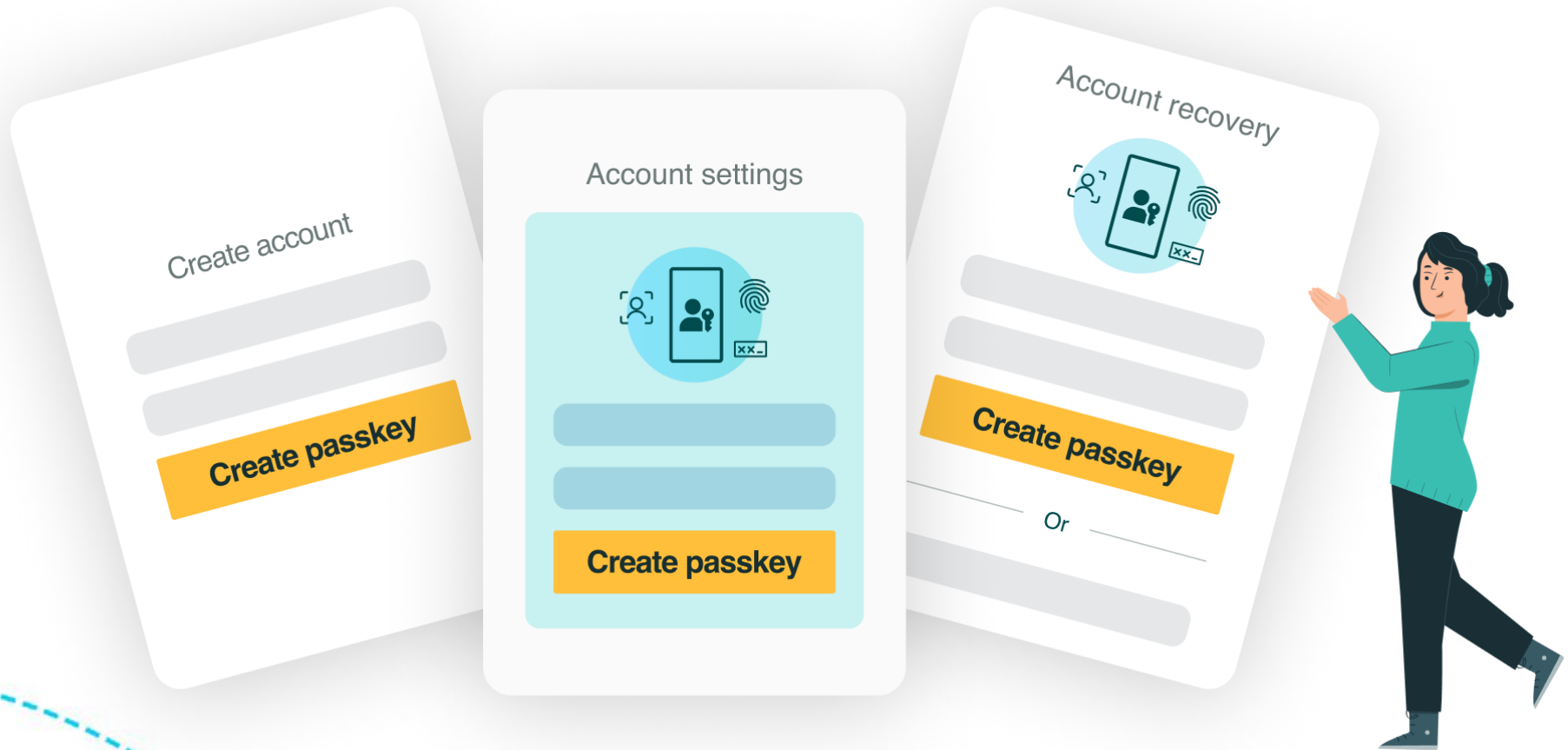


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**4 user journeys**

# Prompt to create passkeys alongside account-related tasks.



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## 1. Account Creation

Enter email



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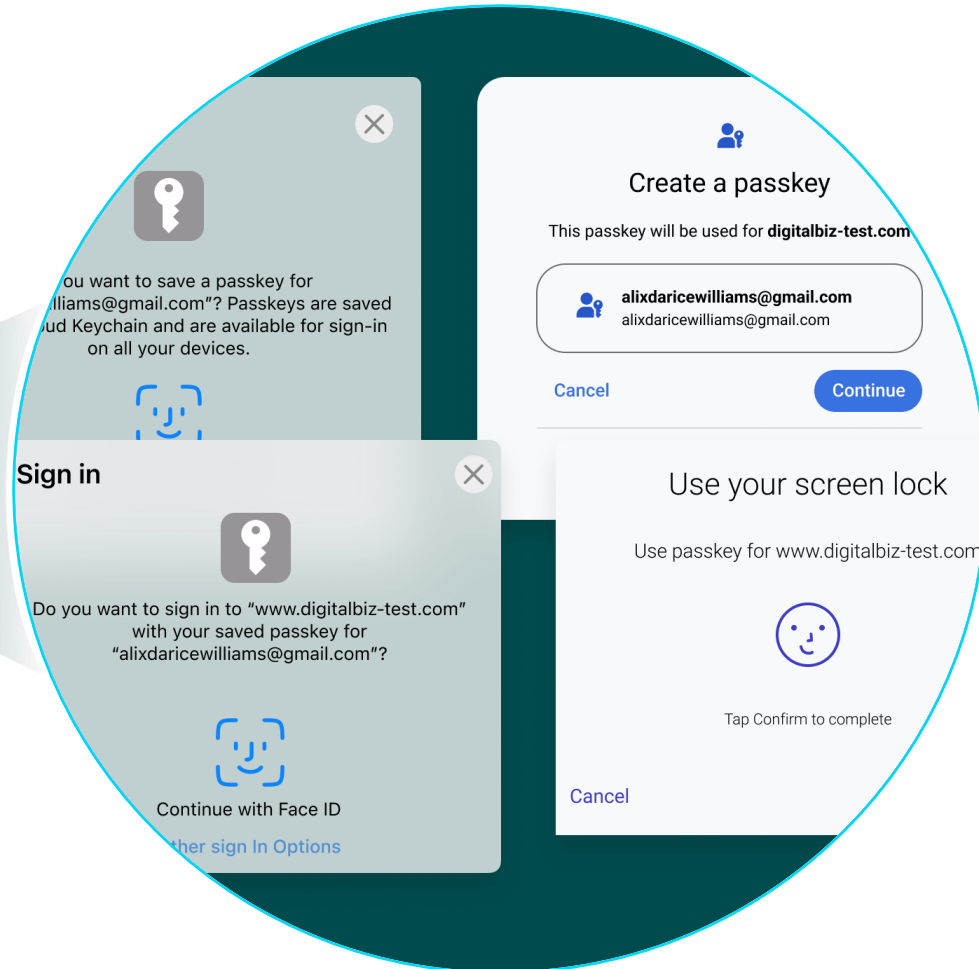
Create account confirmation

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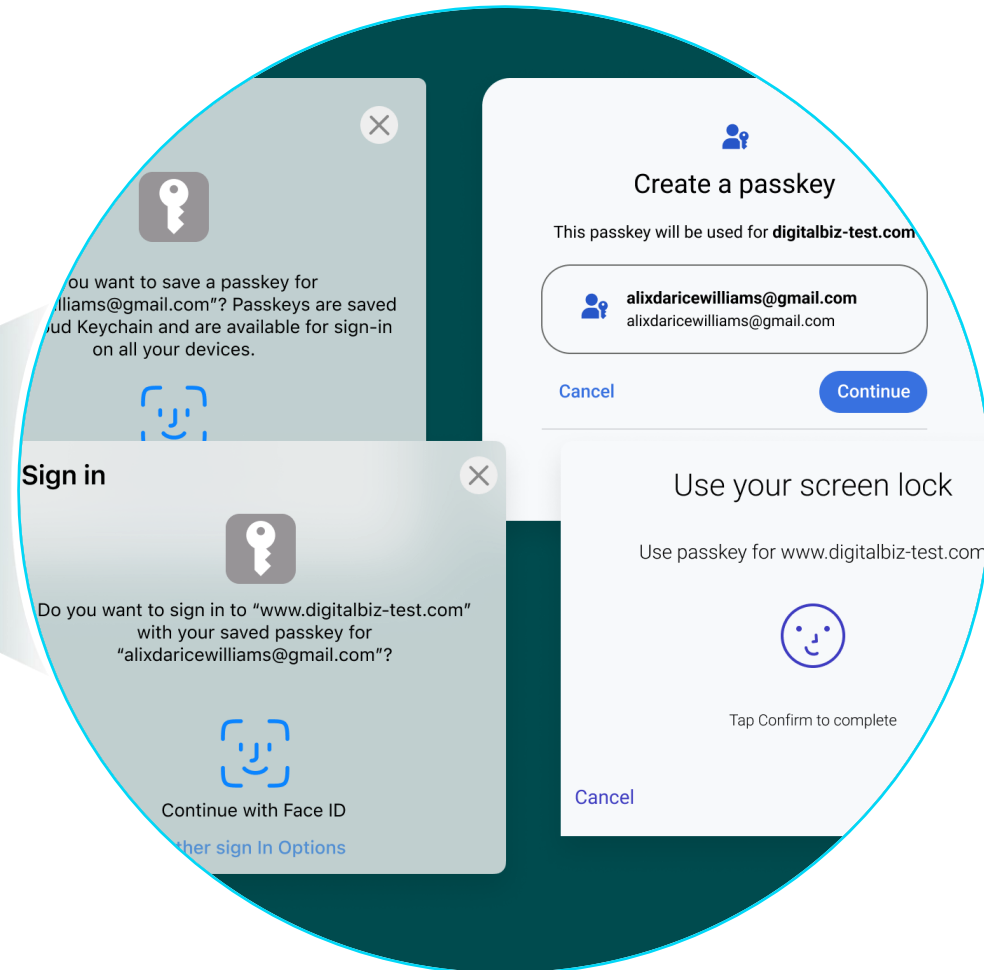
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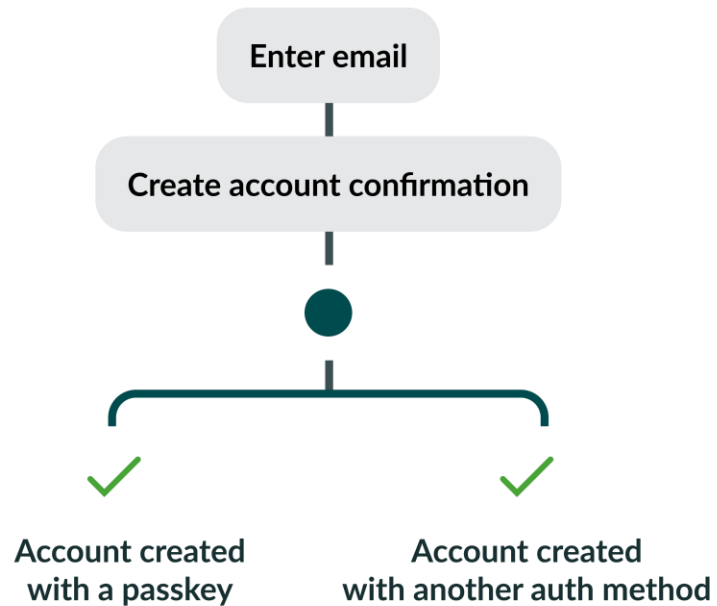


Account created with a passkey



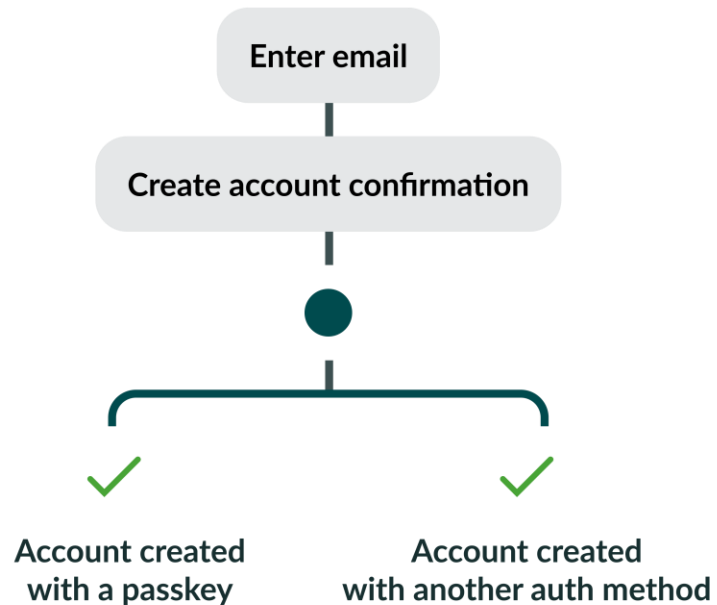
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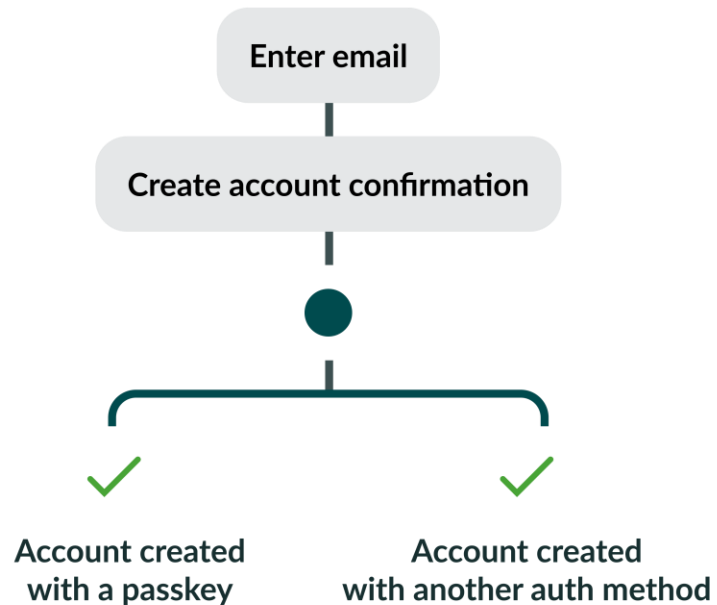


## 2. Account Settings



# Prompt to create passkeys alongside account-related tasks.

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## 2. Account Settings

Account settings

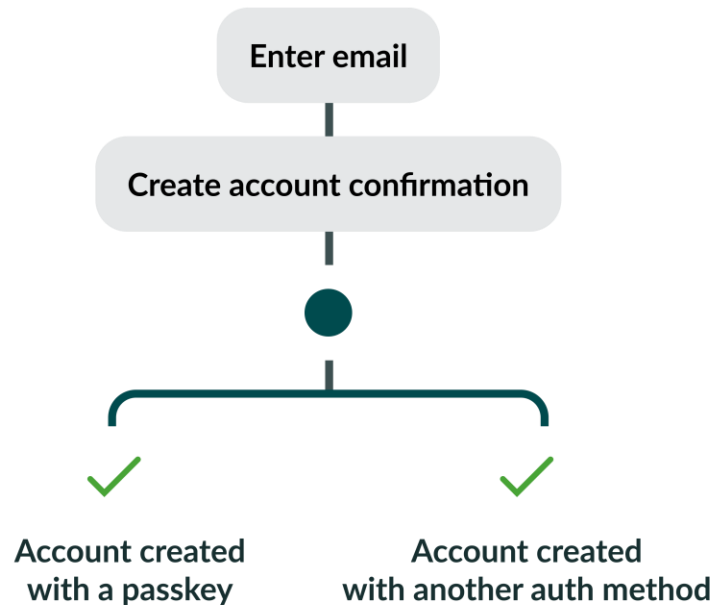
With passkeys, you don't need to remember complex passwords.

- **What are passkeys?**  
Passkeys are encrypted digital keys you create using your fingerprint, face, or screen lock.
- **Where are passkeys saved?**  
Passkeys are saved to your password manager, so you can sign in on other devices.

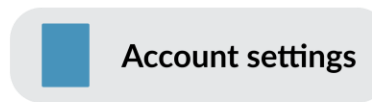
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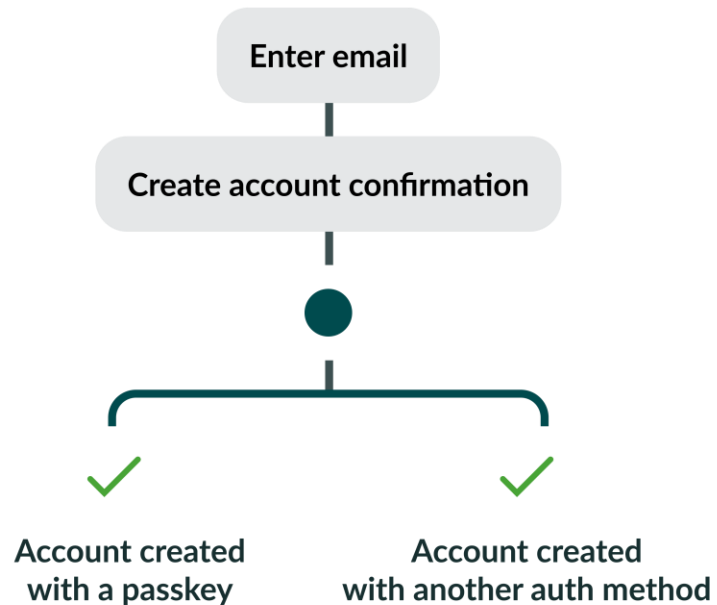
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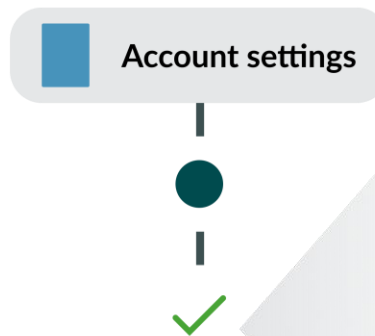
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Account settings

Saved with iOS 16.2 to my password manager on April 11, 2023, 12:01am

Last used

iOS 16.2, April 11, 2023, 3:42pm

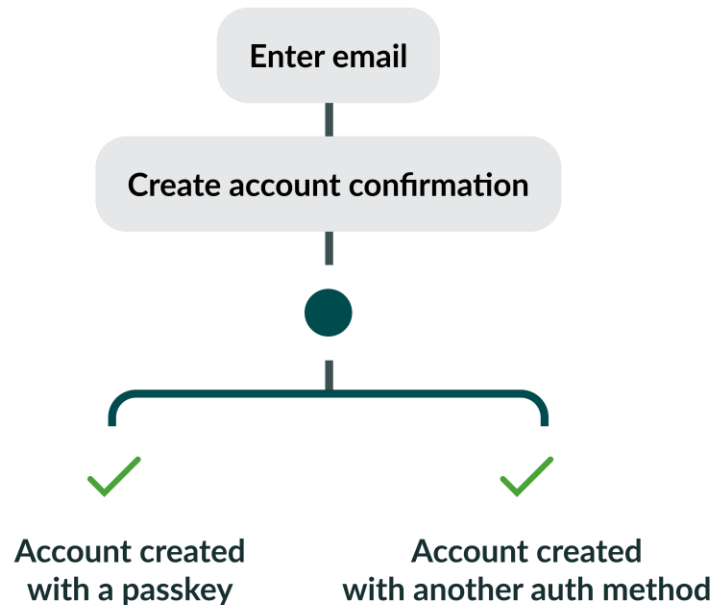
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[Disable passkeys](#)

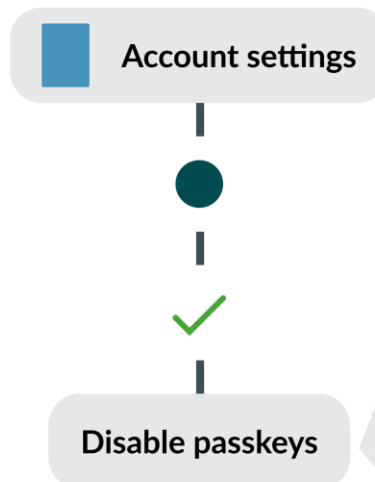
If you disable passkeys you'll sign in with your password or with a code DigitalBiz sends to your email.


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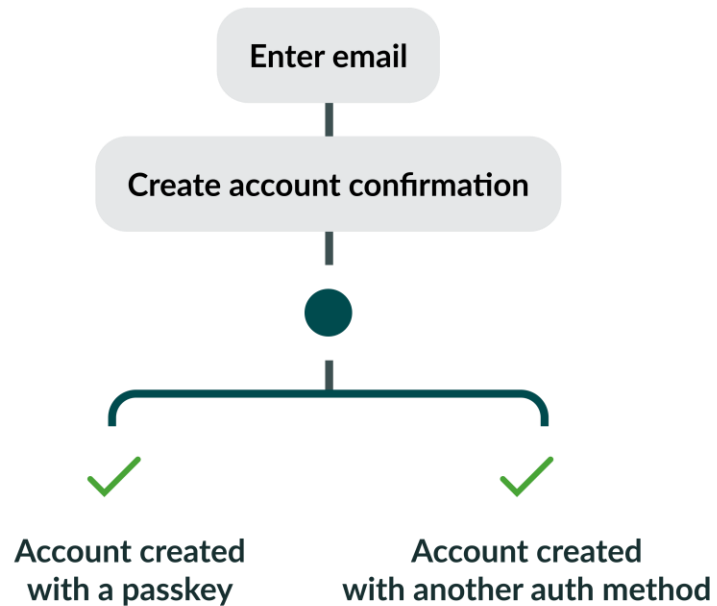
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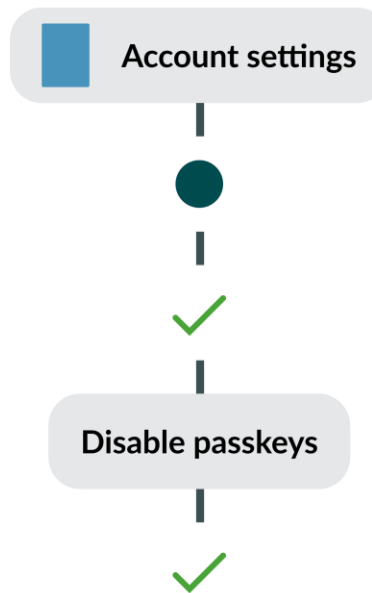
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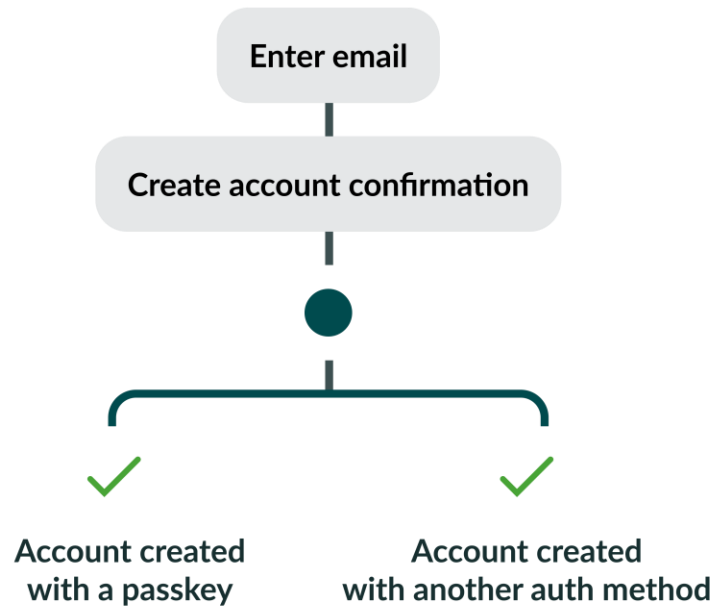


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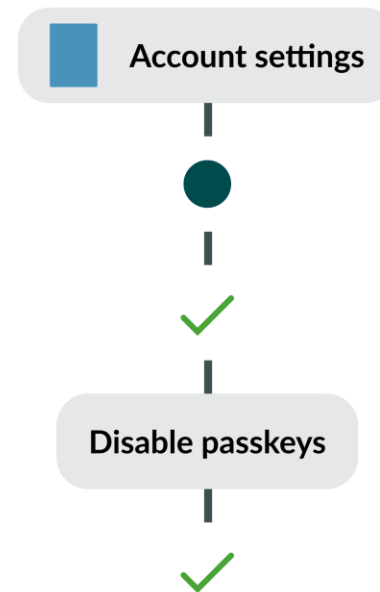


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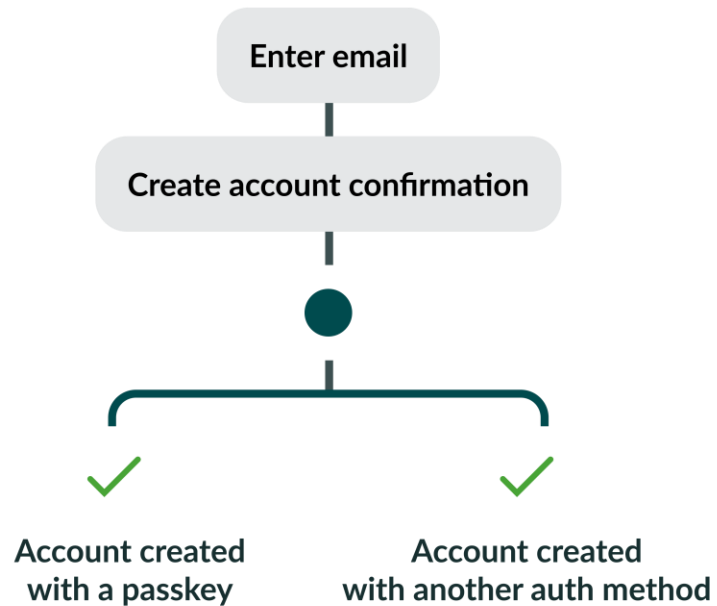
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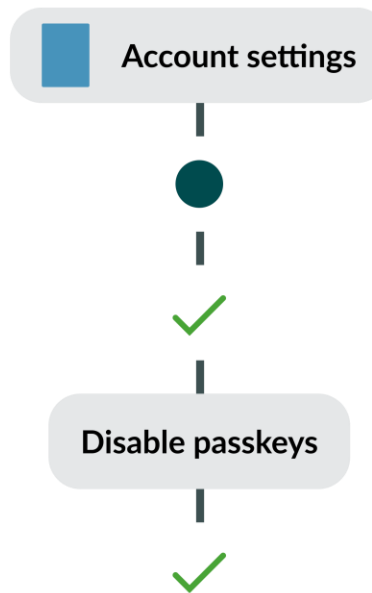
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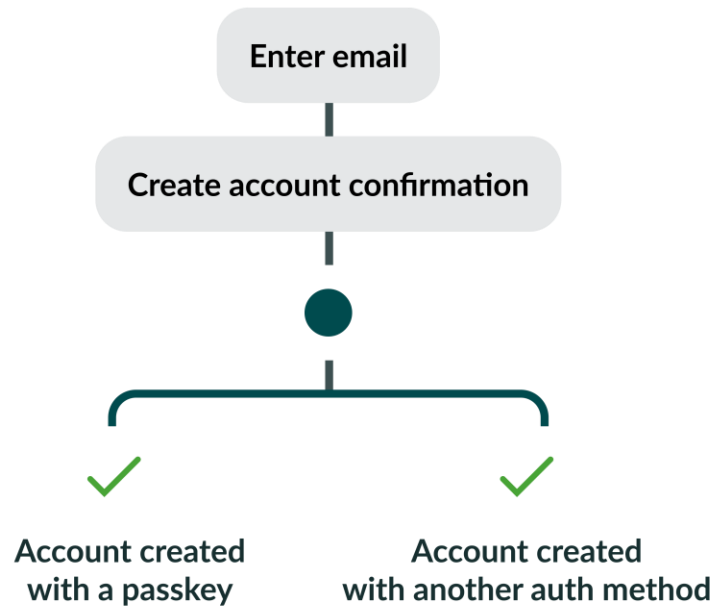
## 3. Account Recovery

Identity proofing

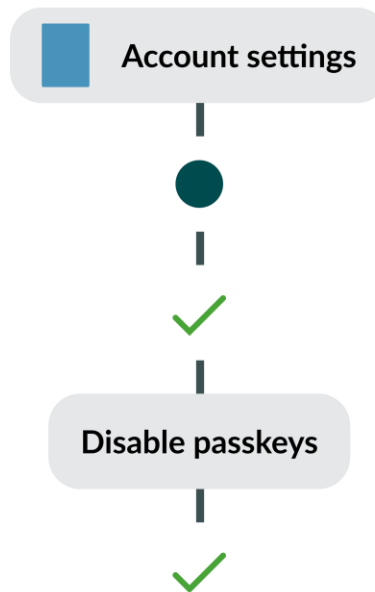


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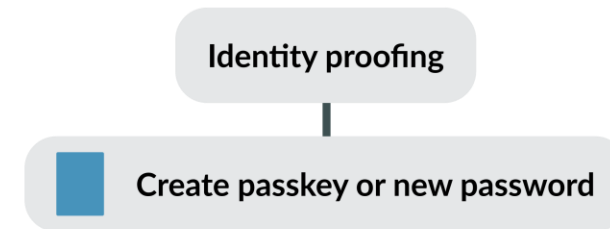
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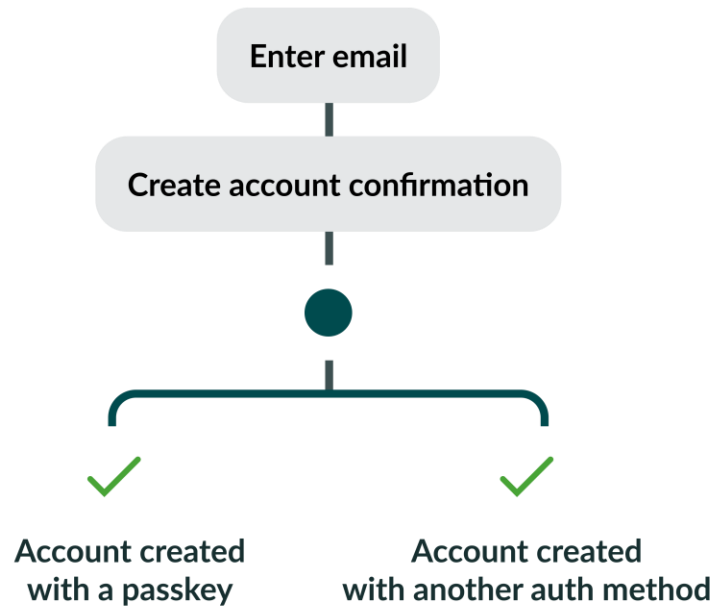


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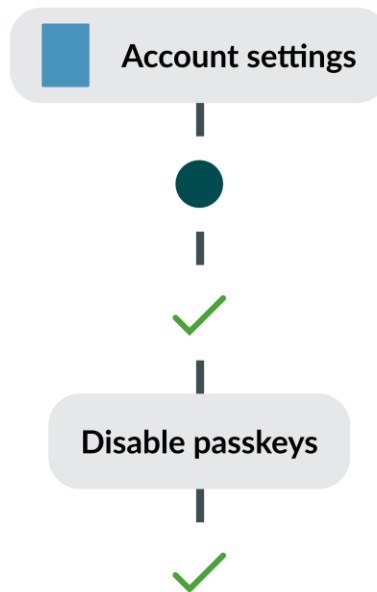


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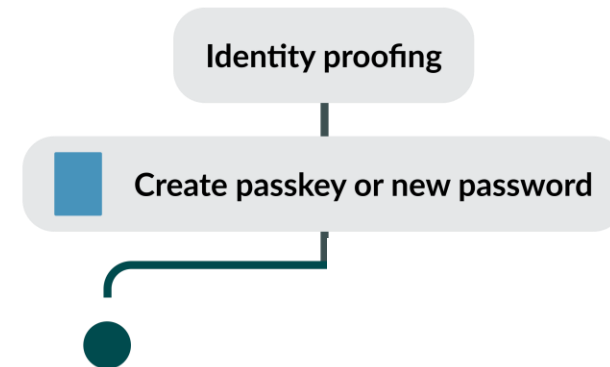
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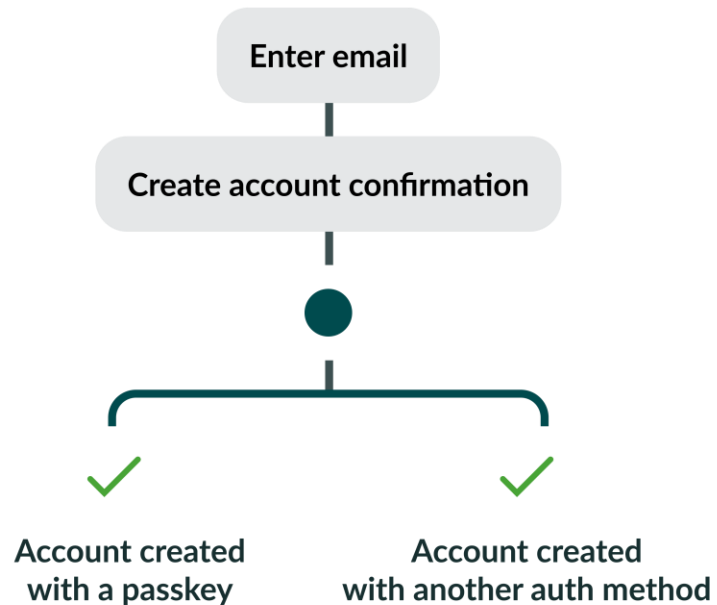


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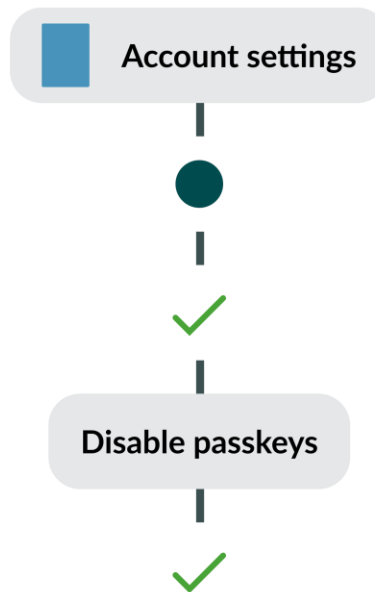


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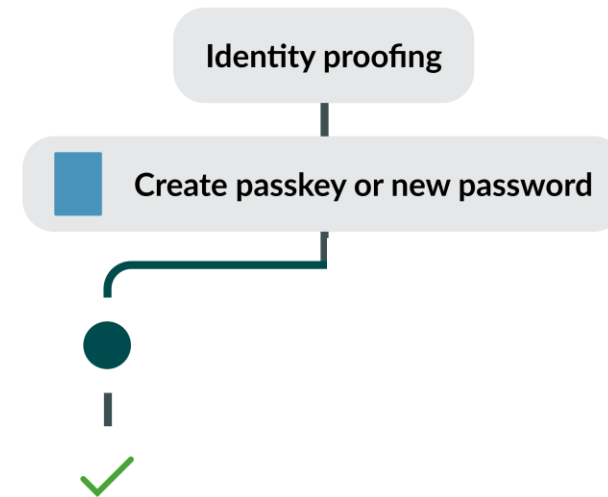
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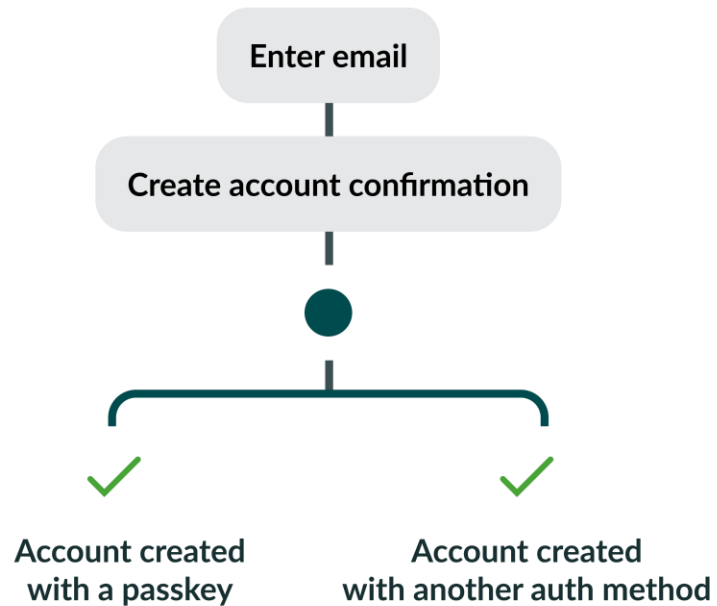


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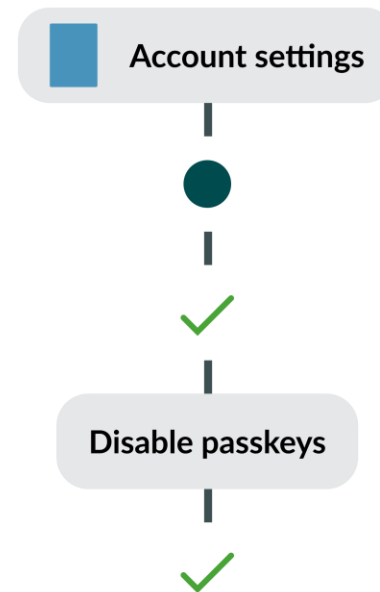


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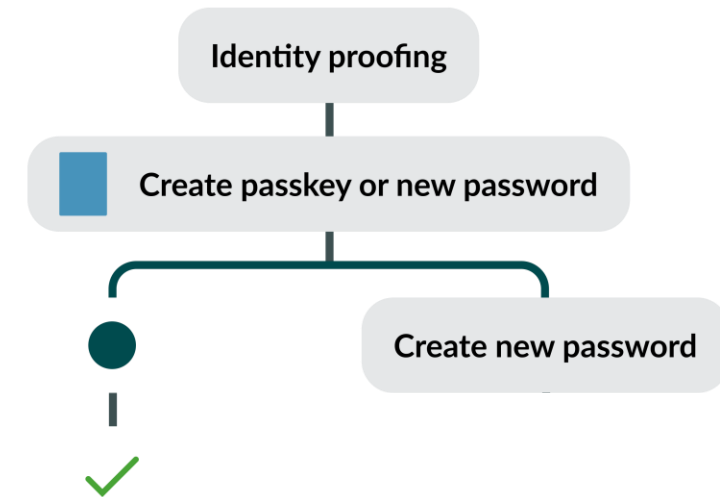
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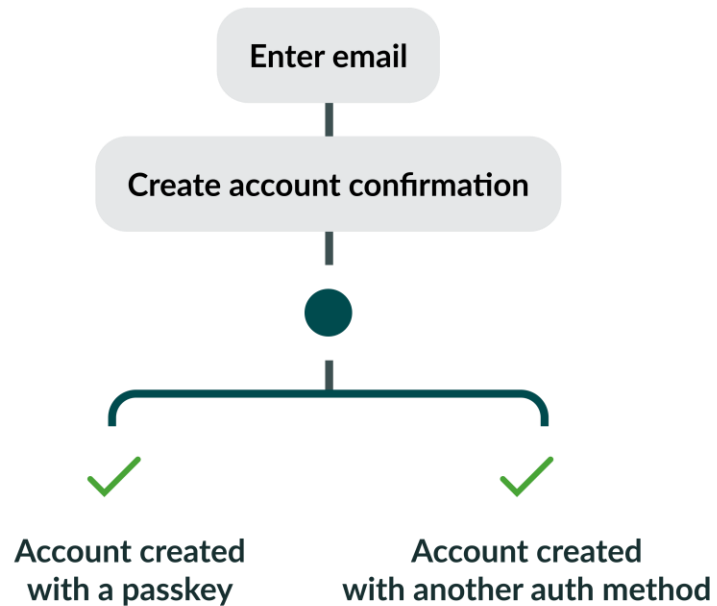


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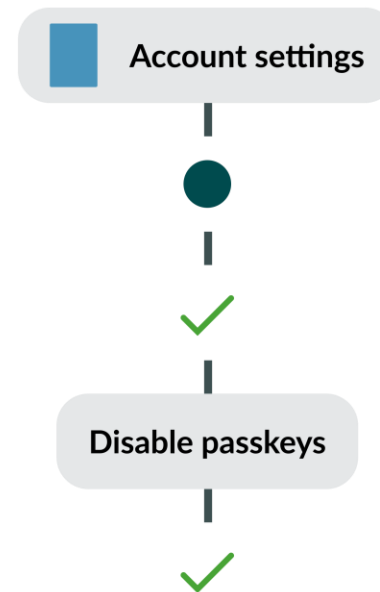


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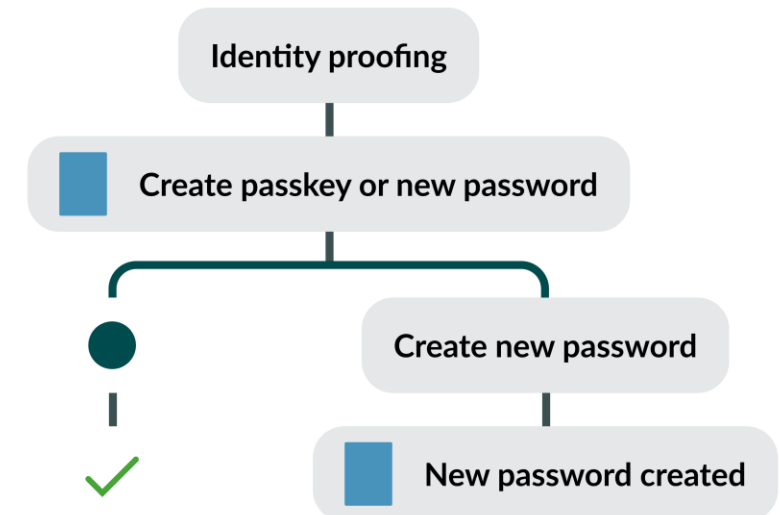
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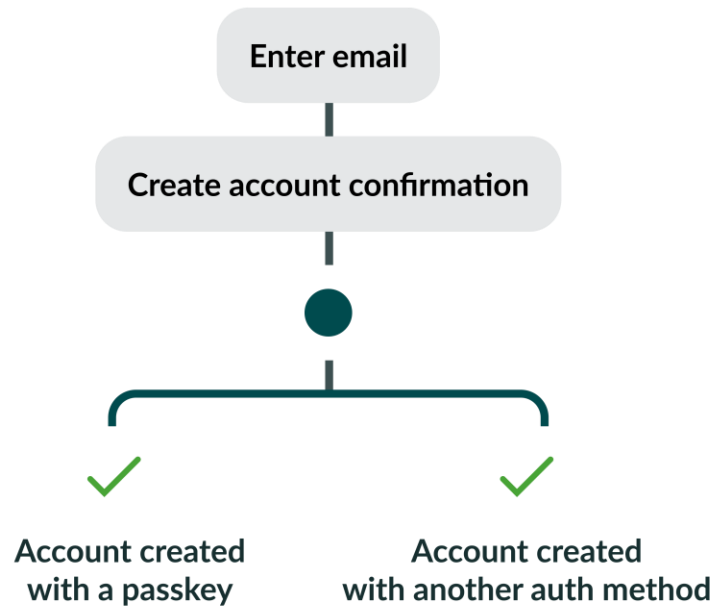


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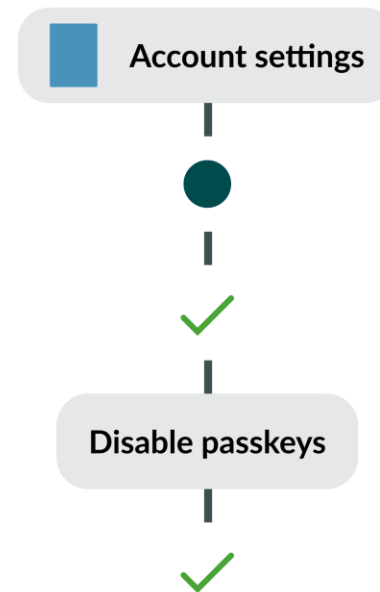


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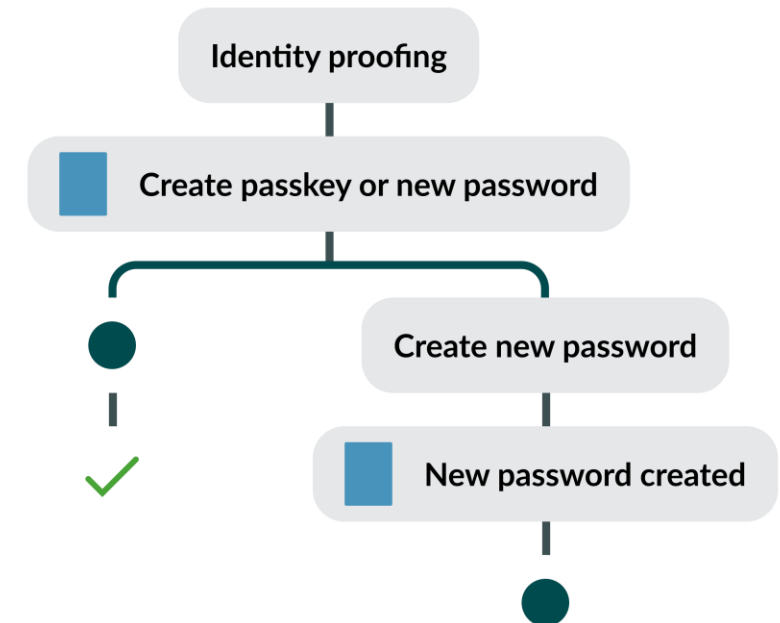
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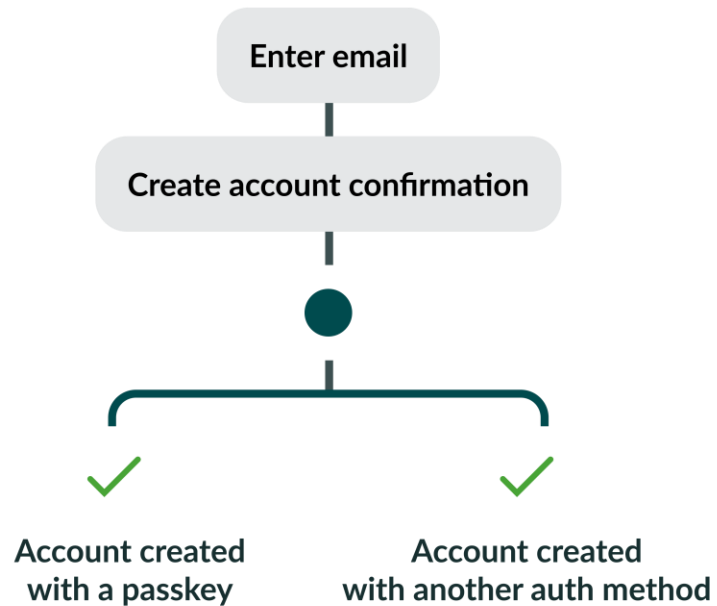


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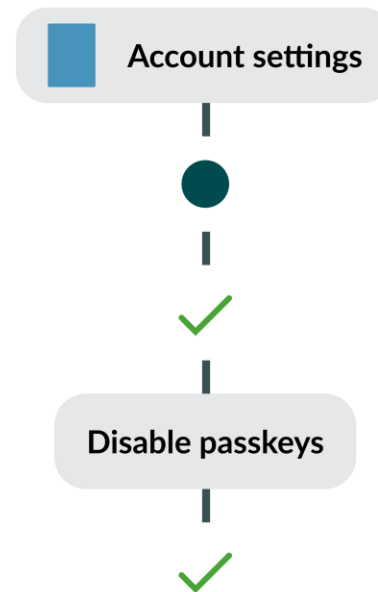


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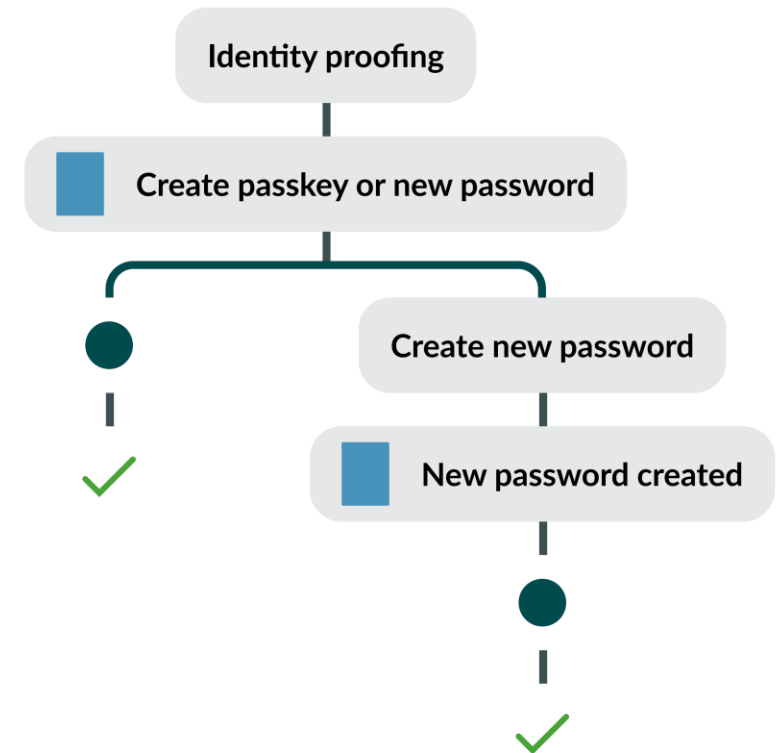
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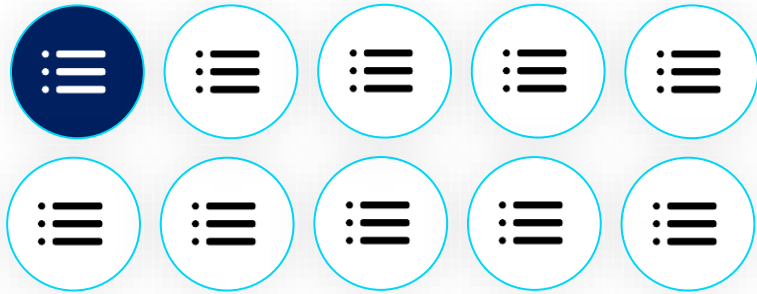


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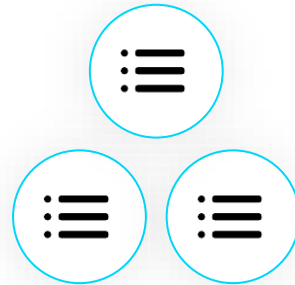




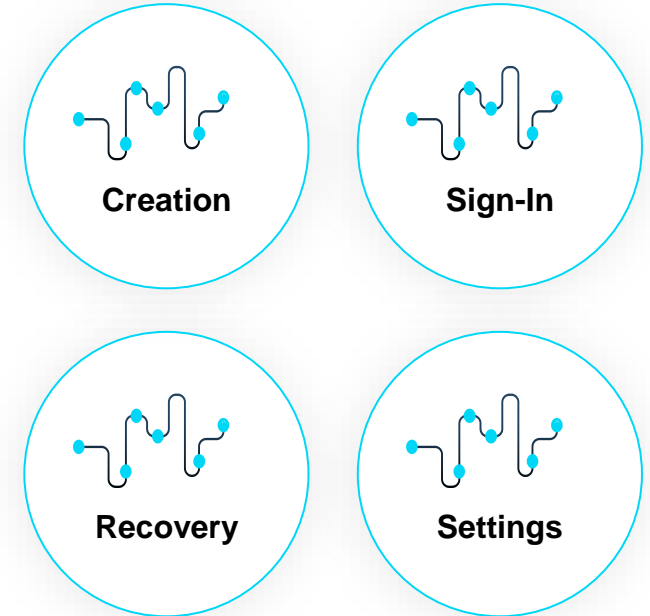
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**10 UX guidelines**

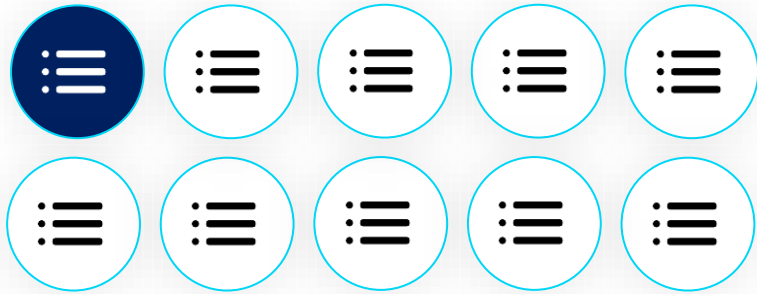


**3 content guidelines**

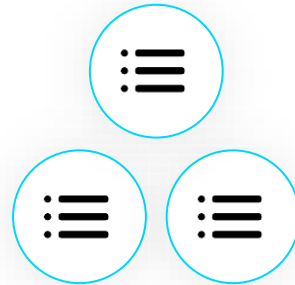


**4 user journeys**

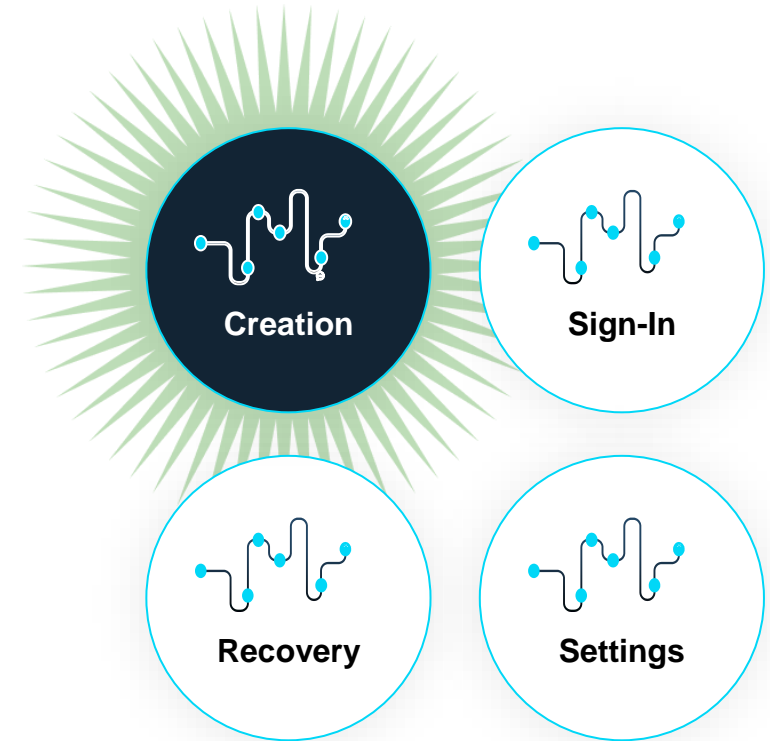
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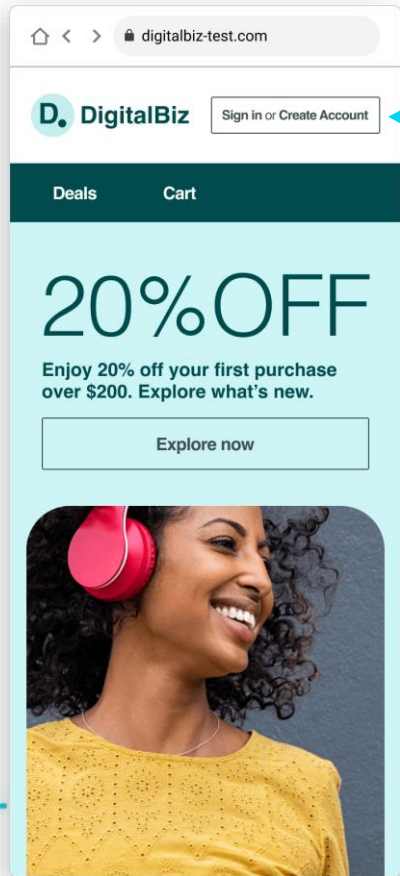


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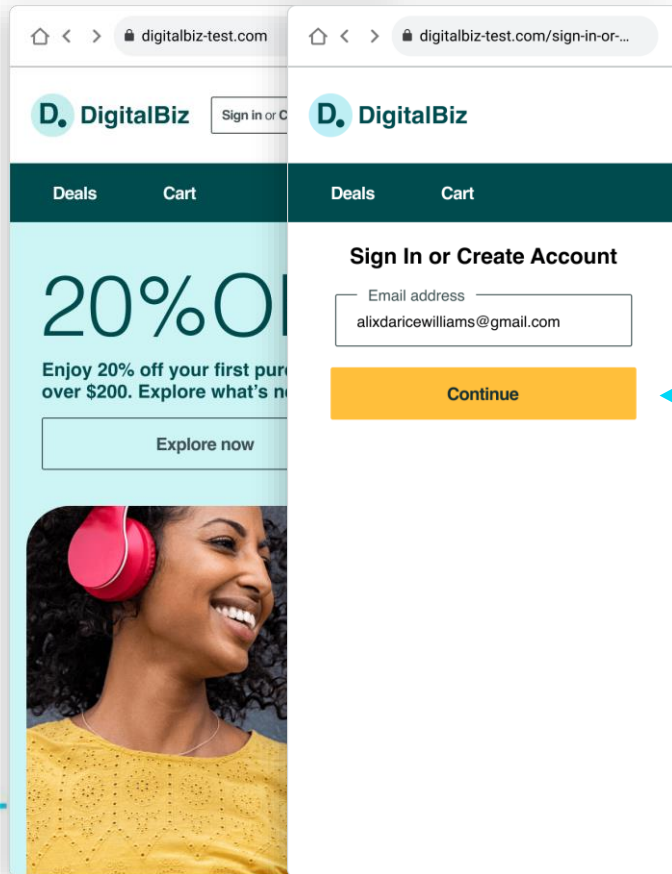
# Account Creation Goals

1. Create new accounts with passkeys (no password)
2. Include fallback authentication methods
3. Decrease account creation time while increasing success

# Account Creation: with a passkey



# Account Creation: with a passkey



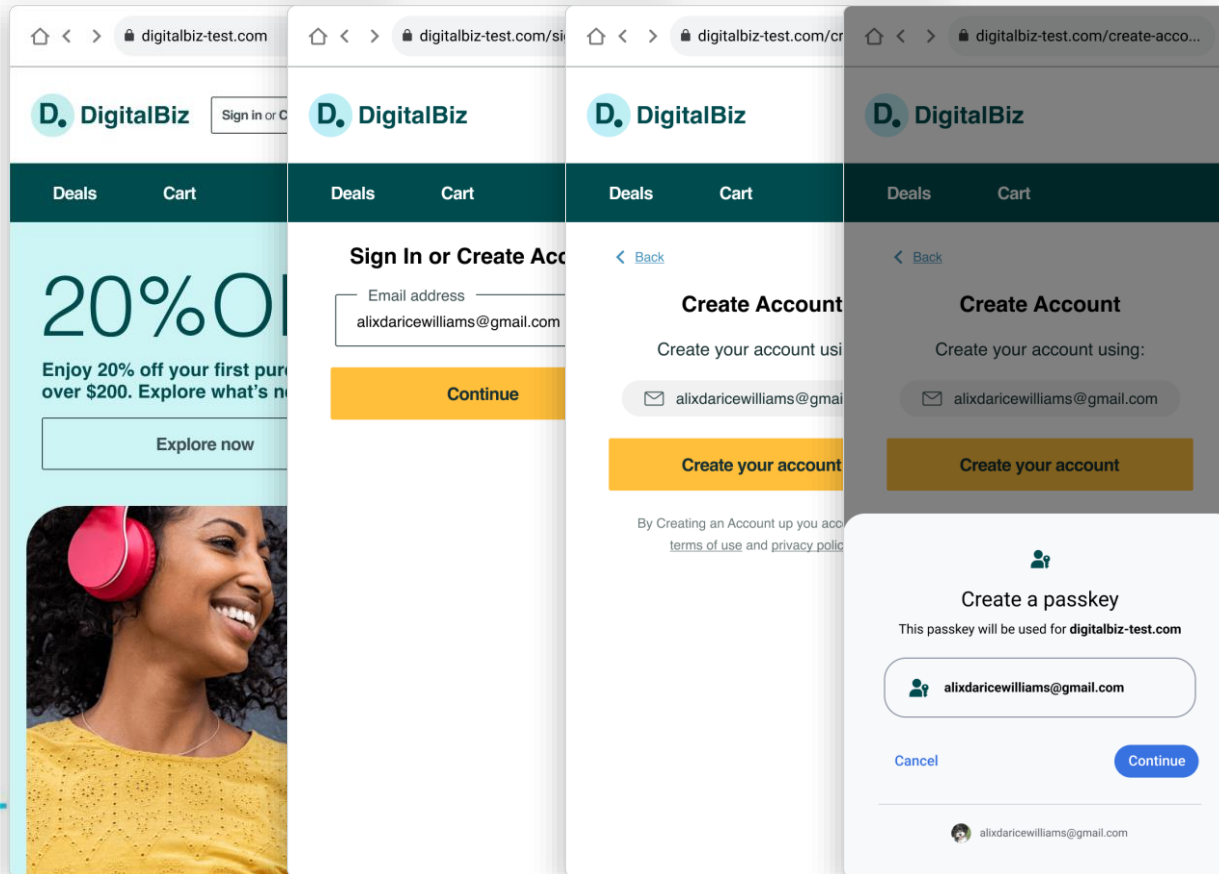
# Account Creation: with a passkey

The image displays three overlapping mobile app screens from 'DigitalBiz'.

- Screen 1 (Left):** Shows a promotional banner for '20% Off' with the text 'Enjoy 20% off your first purchase over \$200. Explore what's new.' and an 'Explore now' button. Below the banner is a photo of a smiling woman wearing red headphones.
- Screen 2 (Middle):** Titled 'Sign In or Create Account', it features an email input field containing 'alixdaricewilliams@gmail.com' and a yellow 'Continue' button.
- Screen 3 (Right):** Titled 'Create Account', it shows the email 'alixdaricewilliams@gmail.com' in a field, a yellow 'Create your account' button, and a link to the 'terms of use and privacy policy'.

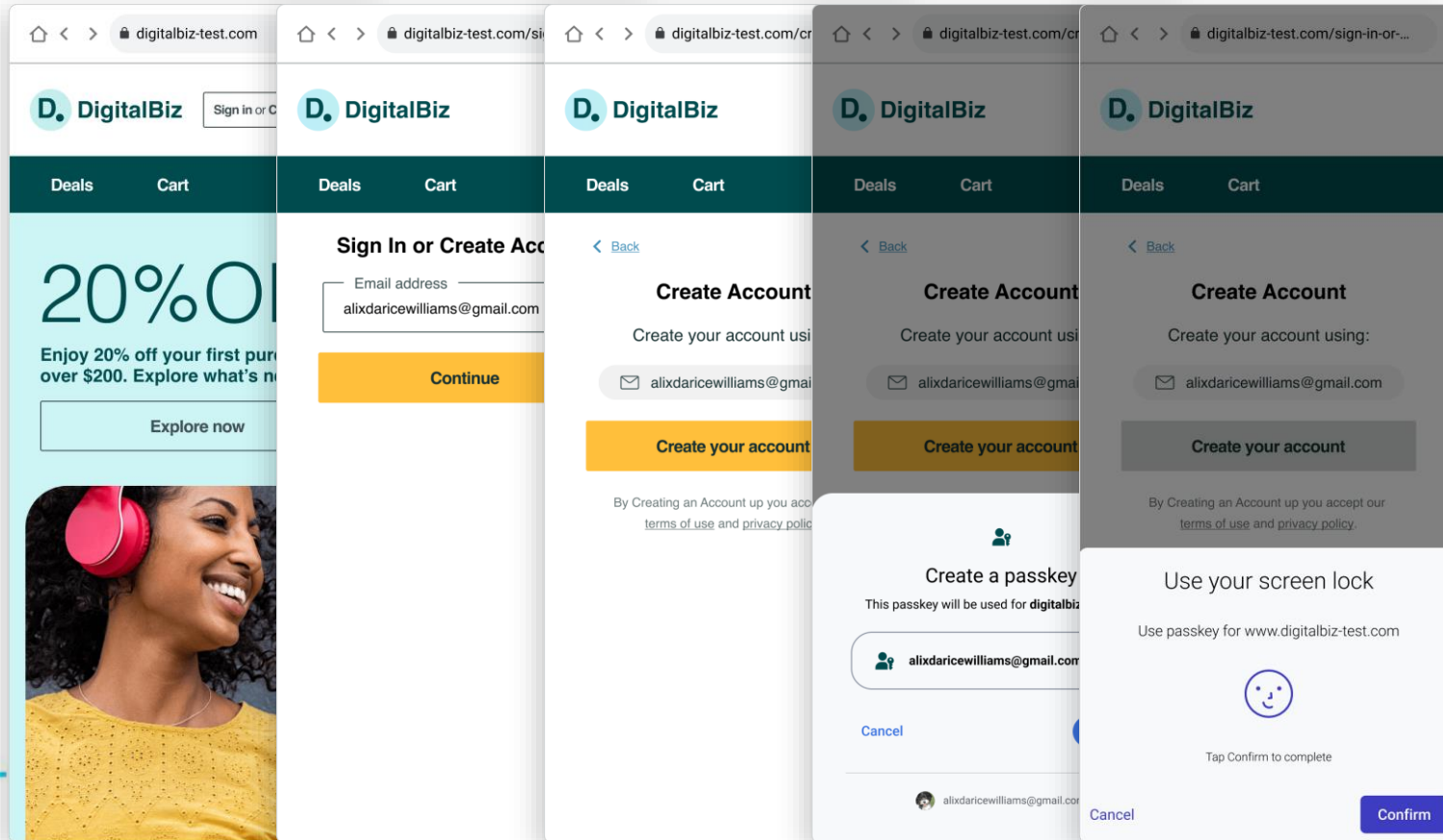
A large blue arrow points from the right towards the 'Create your account' button on the third screen.

# Account Creation: with a passkey

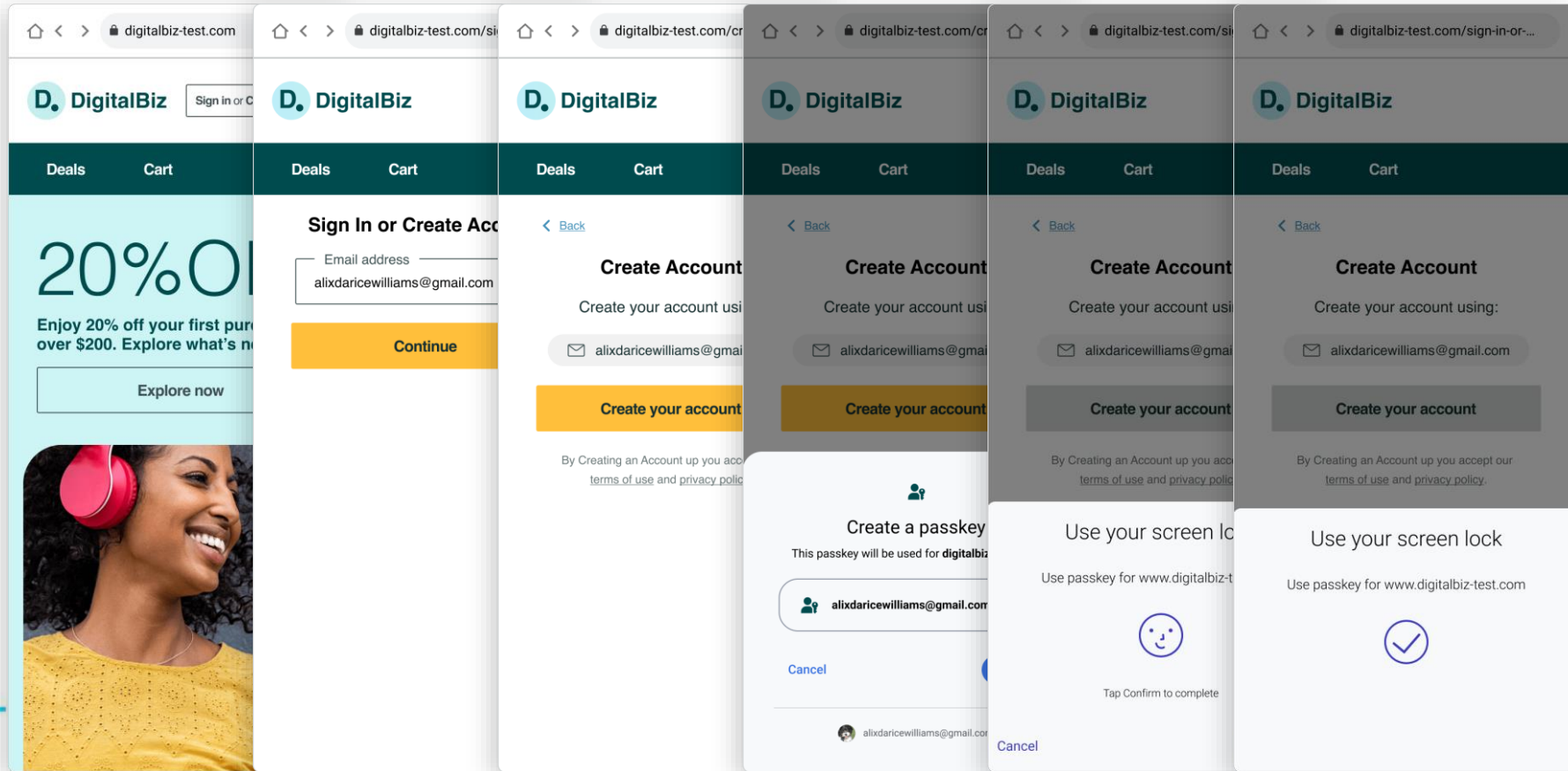




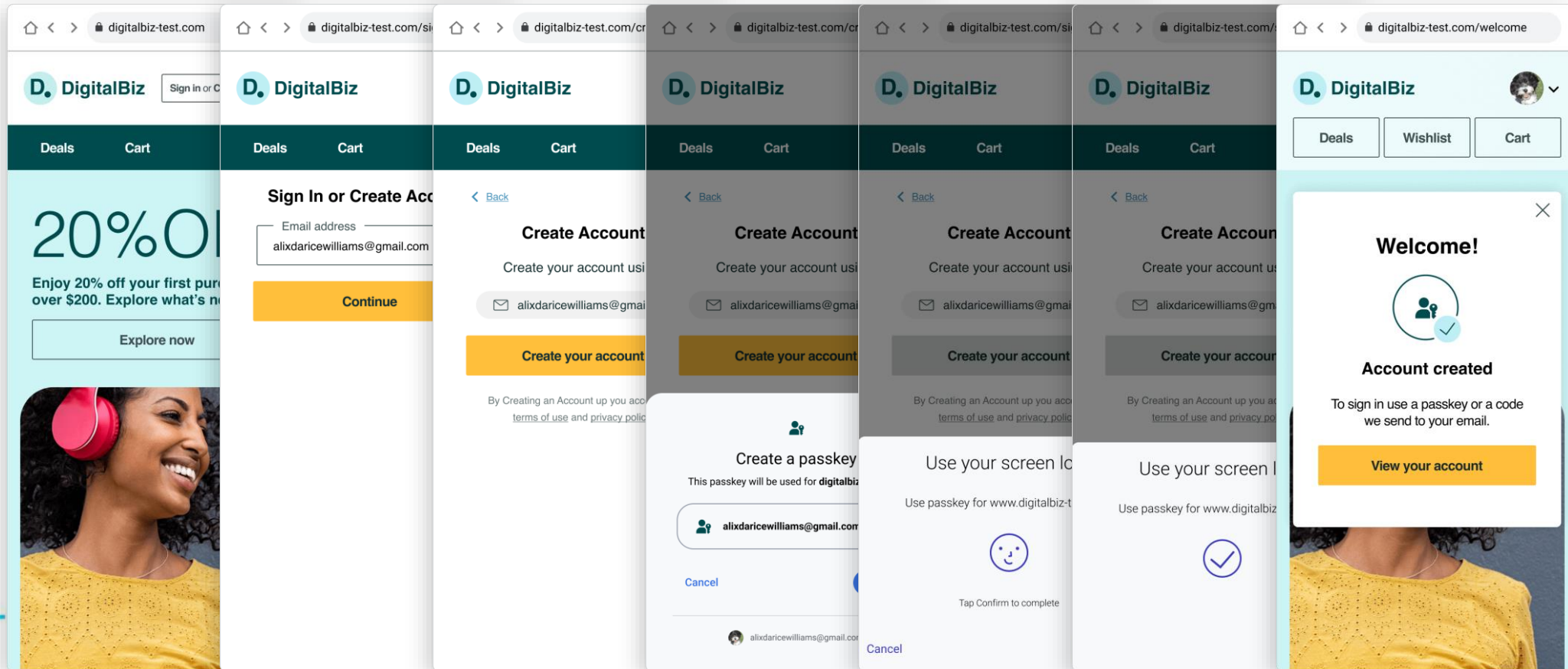
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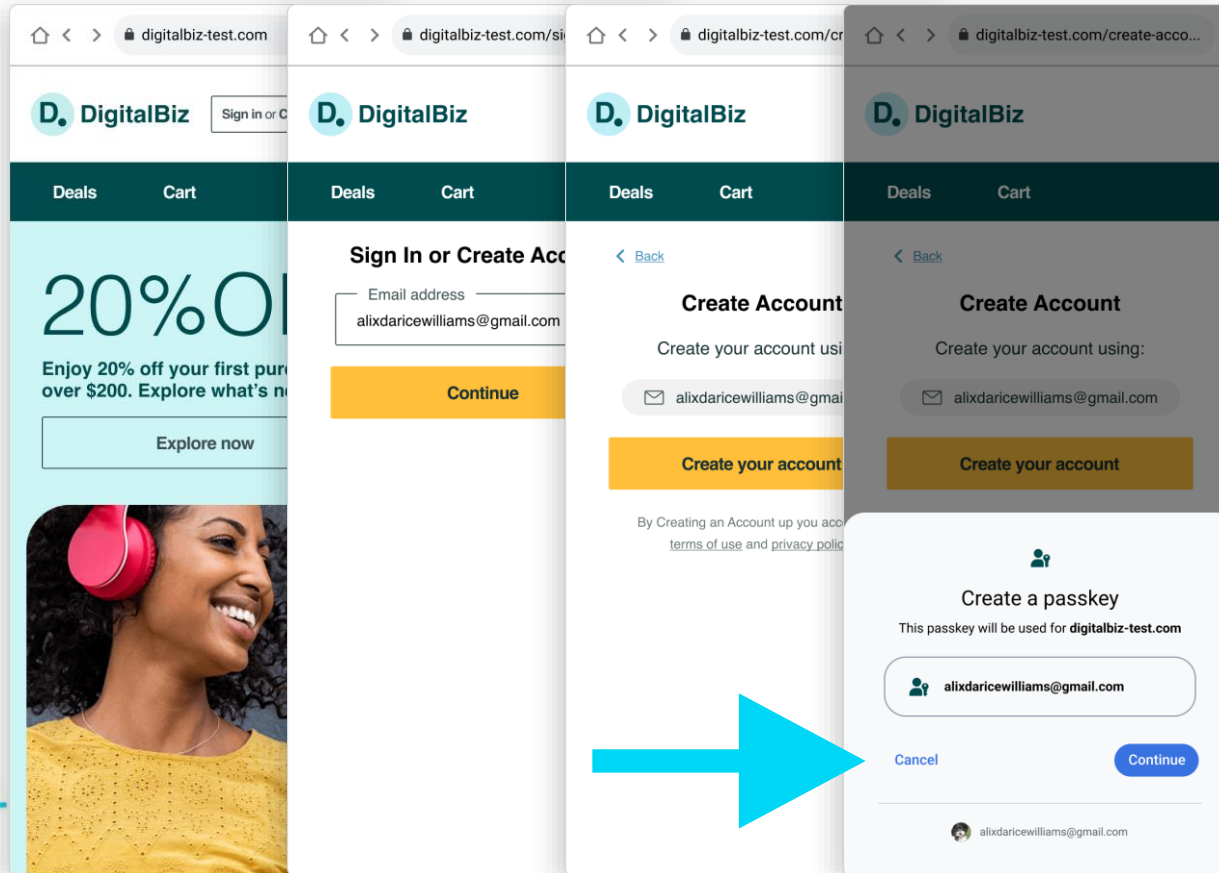
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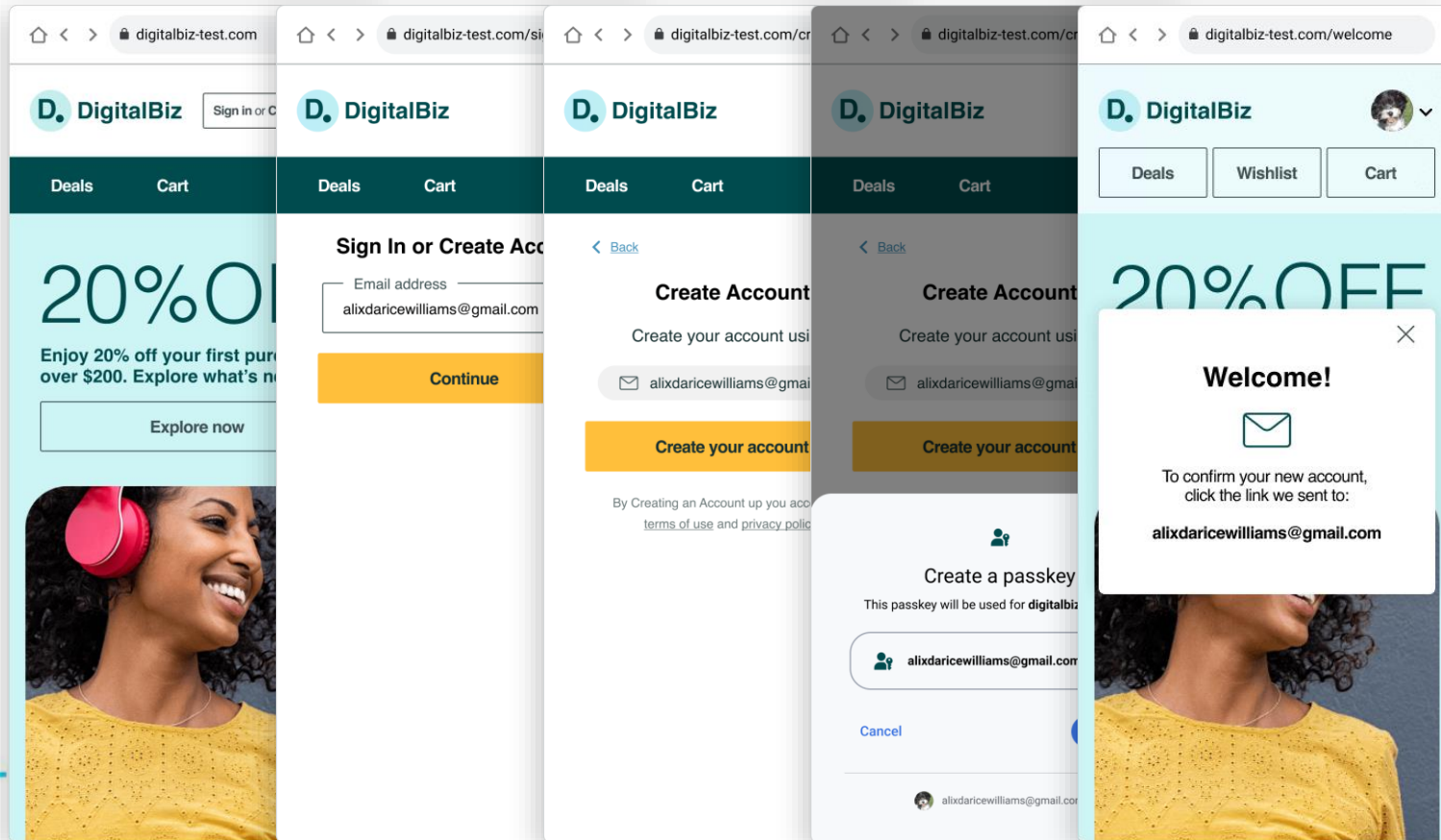


# Account Creation: passkey creation canceled

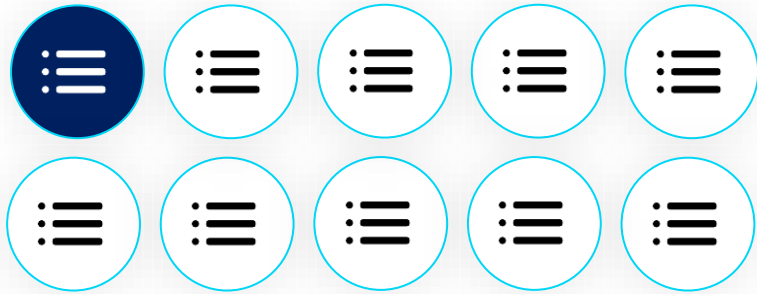




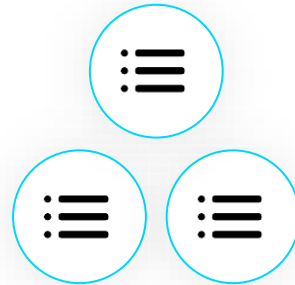
# Account Creation: passkey creation canceled



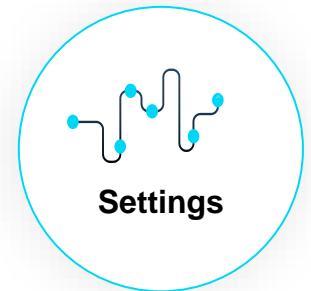
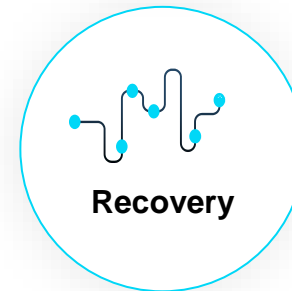
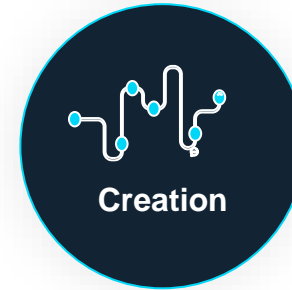
# UX Guidelines



**10 UX guidelines**

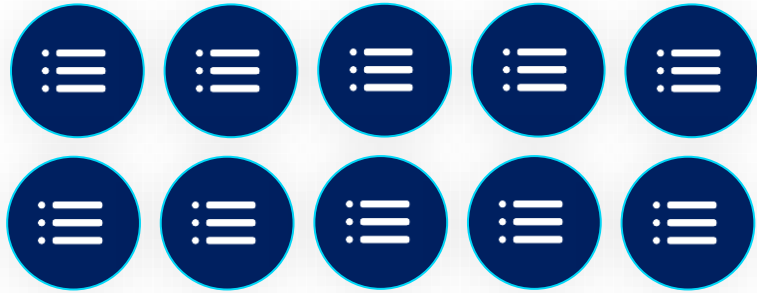


**3 content guidelines**



**4 user journeys**

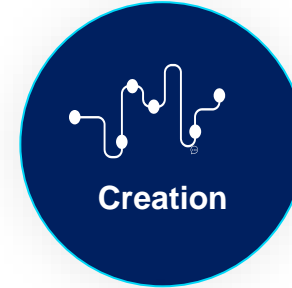
# UX Guidelines



**10 UX guidelines**



**3 content guidelines**



**4 user journeys**



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# Panel



**Christiaan Brand**

Product Manager: Identity and Security

**Google**



**Cam Champeau**

Product Manager II

**Sony PlayStation**



**Niharika Ved**

Senior Product Designer

**Intuit**



Sandra Barnat

# **Accessibility**

Who is responsible for the accessibility of passkeys?





# Autofill

Why or why not use autofill?



Sandra Barnat





# **Authentication options**

Consumers want options for authentication.  
Should passkeys be one of many options?

A woman with long, wavy blonde hair is smiling at the camera. She is sitting on a light-colored, textured couch. In the background, there is a window with horizontal blinds and a framed abstract painting on the wall to the left. The Zoom logo is in the bottom right corner.

zoom

# Change

How will the UX for passkeys change over time?

**Thank you!**



# Optimize UX for passkeys

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