

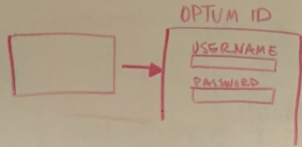
Current optum ID

Clinical      harsh  
bland  
rigid  
unbearable  
unforgiving  
hard  
disappointed  
not seamless  
HOMELESS  
required  
not friendly

future optum ID

friendly      secure  
intuitive      flexible  
integrated      customizable  
meaningful      BRAND RECOGNITION  
recognizable  
positive experience  
value added  
trusted  
seamless  
on partner's magic gradient  
thoughtful

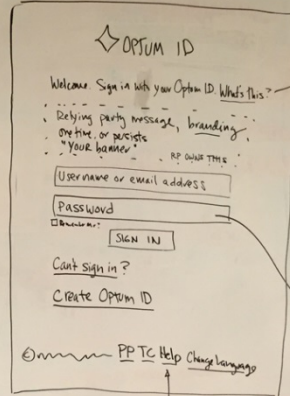
FRIENDLY • TRUSTED • SECURE • BRAND RECOGNITION • CUSTOMIZABLE  
 LOG IN • MANAGE ACCOUNT • SWITCH LANGUAGE



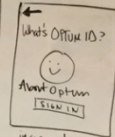
★ why can't i save my username?

- Move "forgot" links - allow taborder to be username → password
- switch language?
- contextual help/ tooltips
- guided tour ~~competitor~~ (for Relying Party)
  - CAPTCHA?
- When site is down, sign in display message only

SIGN IN (MODAL)



SLIDE!



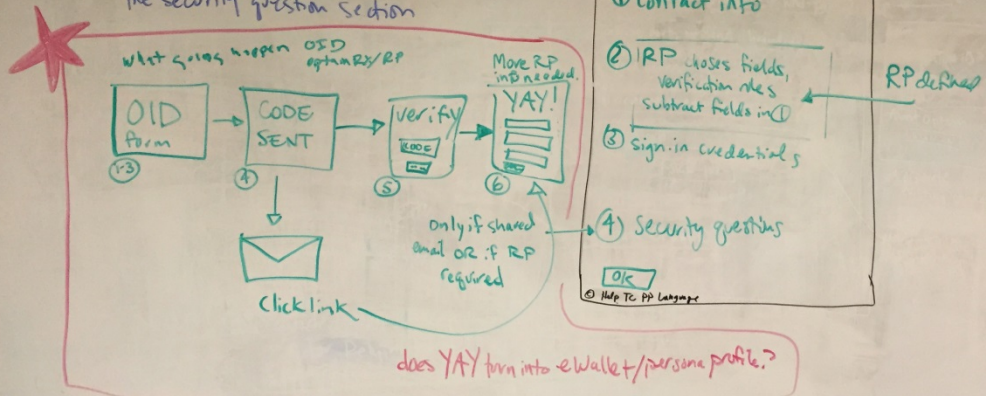
incorporate existing guide?

delay to allow user to see what character is typed

this should be online help

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Can we catch duplicate accts?  
 get rid of "error" statement in  
 the security question section



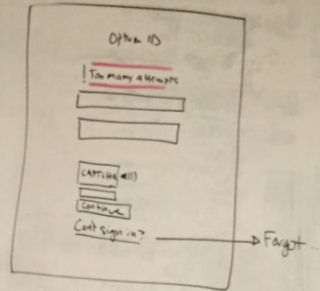
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Unlock account

Can we ask fewer than  
3 questions?

bypass "Thank you for using  
the self service."

Use captcha instead of  
locking the account



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USE  
ACCORDION  
INSTEAD OF  
RADIO  
BUTTONS

Forgot Username

Enter your email address

Use other info to find user

First Last

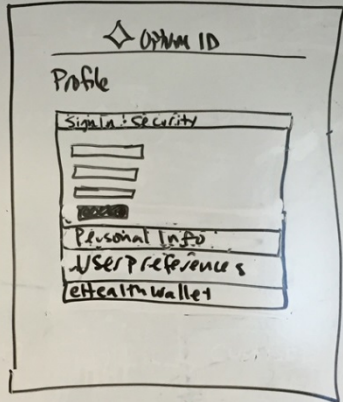
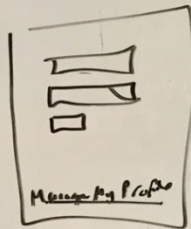
radio OR

OR

Can't Sign In

- o Forgot password
- o Forgot Username
- o Forgot IT ALL (call support)

friendly



Sign In & Security

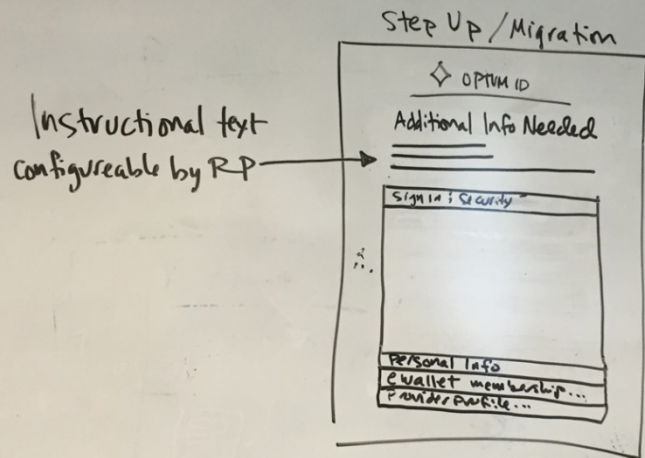
- Email
- Passwd
- Username
- Phone Recovery
- Security Questions
- Multi-Factor Option

User Preferences

- Communication
- Notifications
- eHealthWallet
  - Memberships, Subscriptions, Organizations
  - Business card (contact info)
- Language preferences
- Data Sharing Preferences
- Consent, trust manage

Personal Info

- First, Last Name, Middle Prefix, suffix
- Address (Primary Residence)
- Self-ID (Gender)
- DoB



form is "dynamic" based  
on what info that's missing

### For Your Protection

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Text Me  
☐ -  
☐ -  
☐ -  
Email Me  
☐ -  
☐ -  
☐ -

one time passcode

Show only # and email  
that is verified

### Online Security

◆ OPTIM ID  
\_\_\_\_\_  
\_\_\_\_\_  
Security Question?  
\_\_\_\_\_  
@  
\_\_\_\_\_  
\_\_\_\_\_