OpenID at Digg

Lessons learned so far

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4/5/2010 - OpenID Technology Summit West

Lessons

- Motivation
- Implementation
- UI/UX

Motivation

(what's taken us so long?)

- Difficulty getting it prioritized over other initiatives
- Initially, a negative perception of the technology ("shitty" UX, security concerns, no single sign out, dislike of auto-login)
- Easier sell now with FBC, RPX, and Twitter proliferation

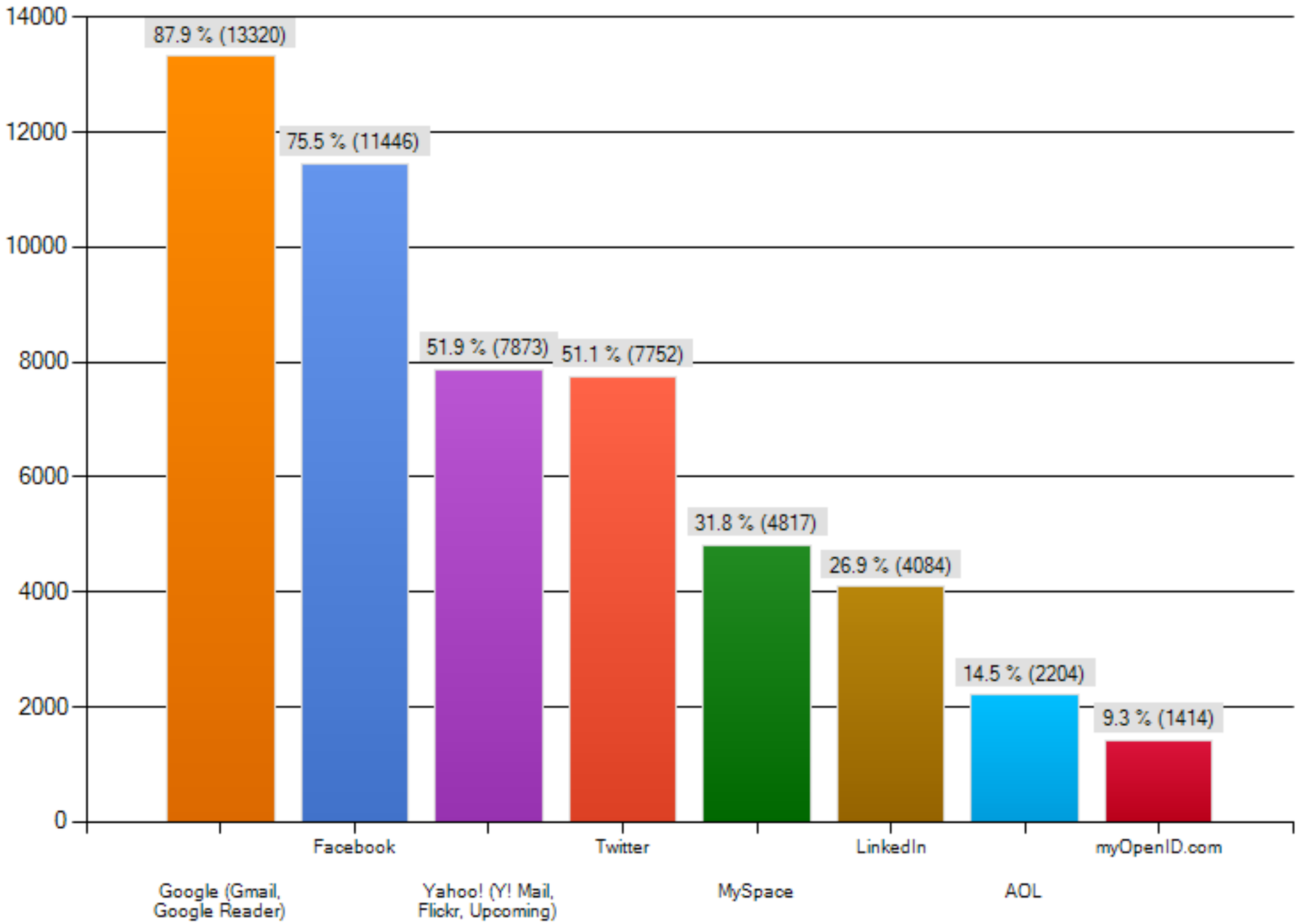
Implementation

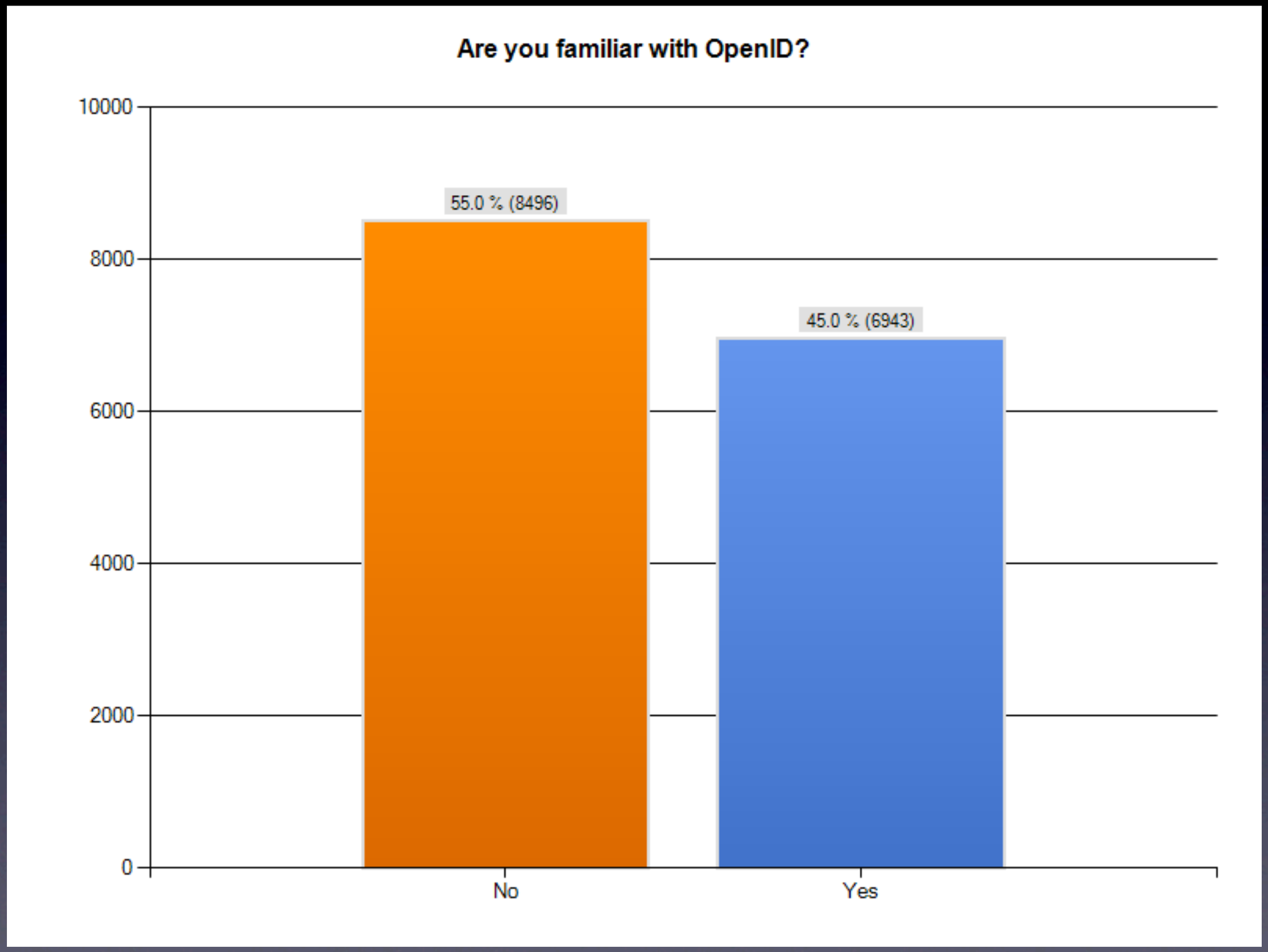
- Better libraries needed
- We need a clearer spec for vNext
- Better test tools (continuous integration)

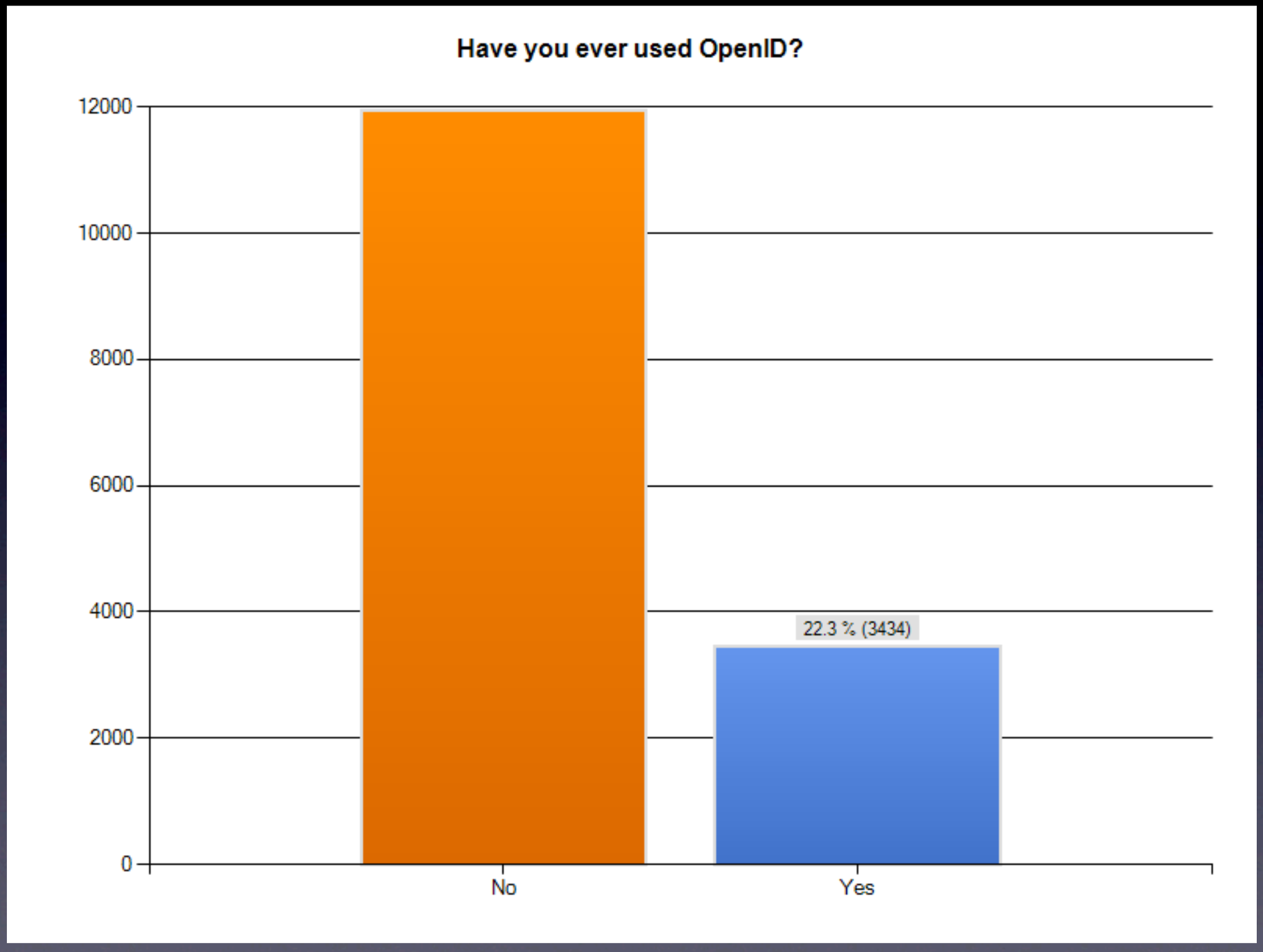
UI/UX

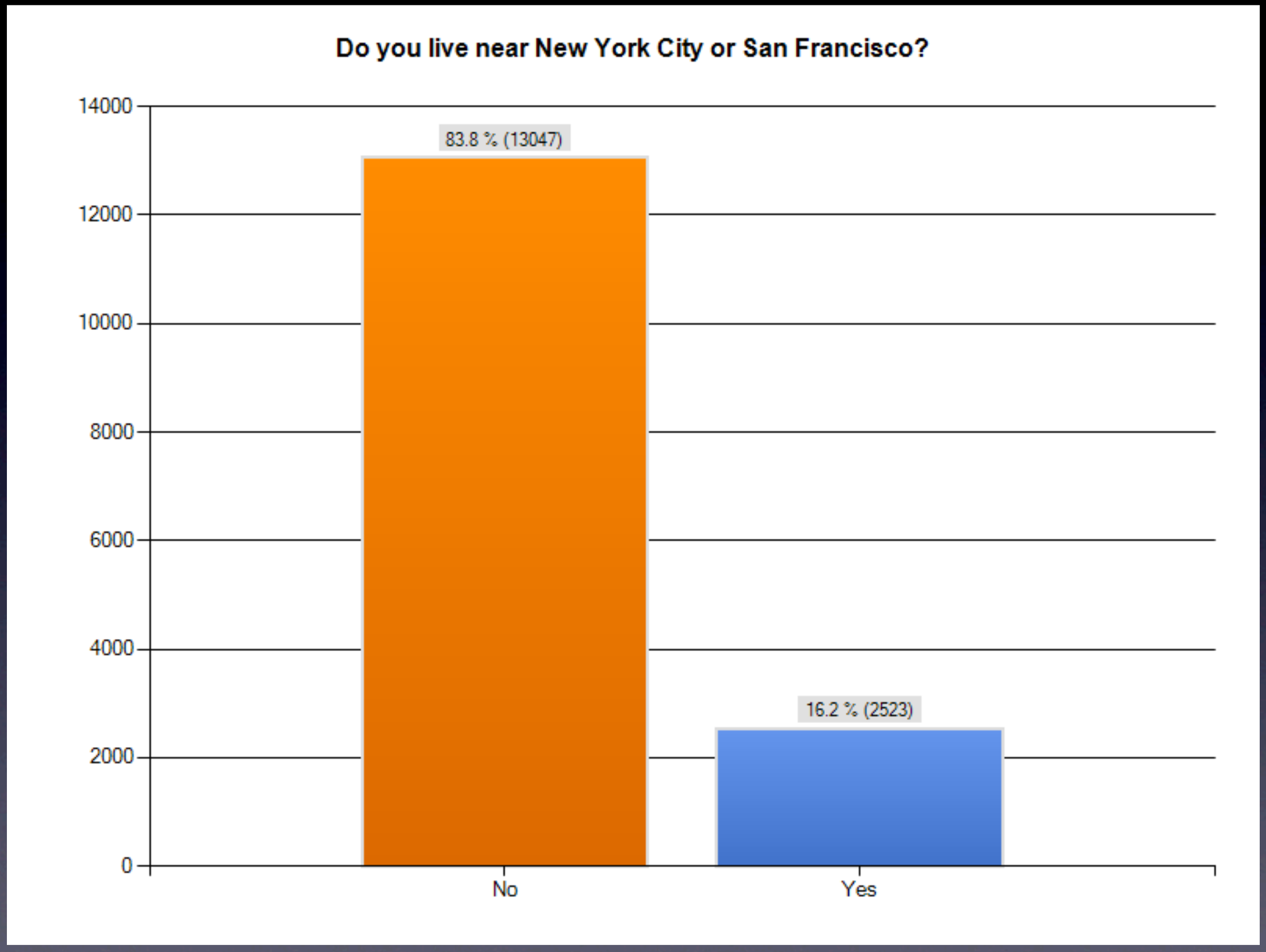
- What providers (OpenID and otherwise) do we feature? (user poll)

Which of these sites do you have an account with? (Choose all that apply)




Are you familiar with OpenID?
10000
8000
6000
4000
2000
0
55.0 % (8496)
45.0 % (6943)
No
Yes

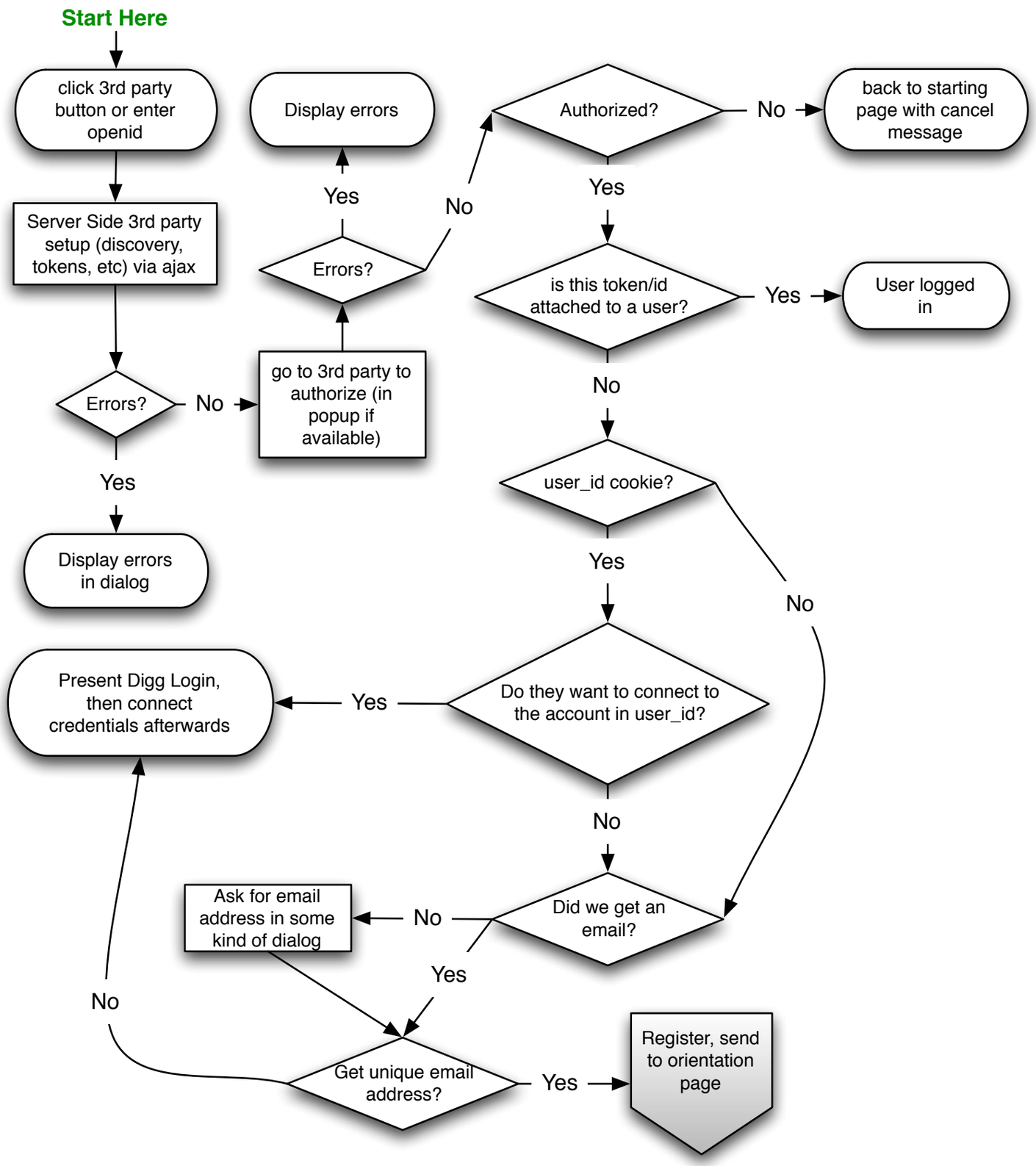

Have you ever used OpenID?
12000
10000
8000
6000
4000
2000
0
22.3 % (3434)
No
Yes

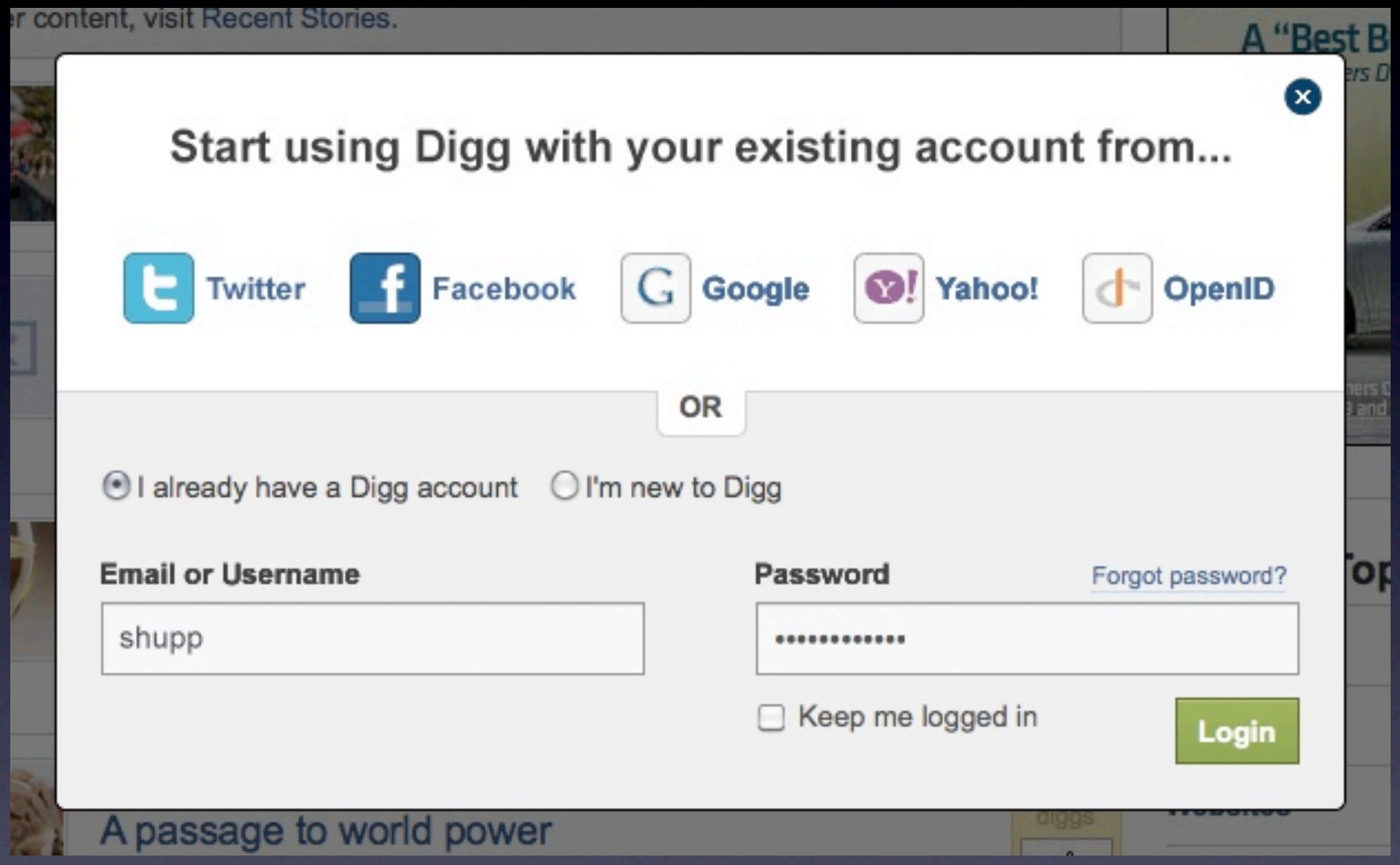

Do you live near New York City or San Francisco?
14000
12000
10000
8000
6000
4000
2000
0
83.8 % (13047)
16.2 % (2523)
No
Yes

UI/UX

- Can we have streamlined registration process? (amazon + nascar)

DIGG 3rd PARTY LOGIN FLOWS




r content, visit Recent Stories.
A "Best B
Start using Digg with your existing account from...
Twitter
Facebook
Google
Yahoo!
OpenID
OR
I already have a Digg account
I'm new to Digg
Email or Username
shupp
Password
Forgot password?
Keep me logged in
Login
A passage to world power

UI/UX

- Many different experiences (FBC, Sign in with Twitter, OpenID UI extension), harder for developers
- Need for UI libraries

Questions?

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