



Google+ Sign in

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Executive Summary

Objective

The objective of this project is to implement Google+ Sign in for Slacker Radio Users on iOS, Android and the Slacker.com website. Slacker hopes to increase our user base while also making it easier for new users to start using Slacker Radio products. By doing so Slacker will have the opportunity to be included in Google's new search results page which will surface Slacker Radio play events to Google users when they search for music related items.

Goals

The goal of this project is to complete Slacker Radio's implementation of the G+ Sign-in, over-the-air installs and allow users to connect their existing slacker accounts to a new or existing G+ account for the specified platforms before Google I/O on May 15th 2013. In doing so, Slacker will be considered by Google to be a launch partner and will have the opportunity to demo our offering during the Google Sandbox event. Slacker will also enable scrobbling for user listening data to be leveraged by other Google services as well as our own. Given the time constraints Slacker is not committing to implementing the scrobbling feature before 5/15/2013 although it is still a possibility.

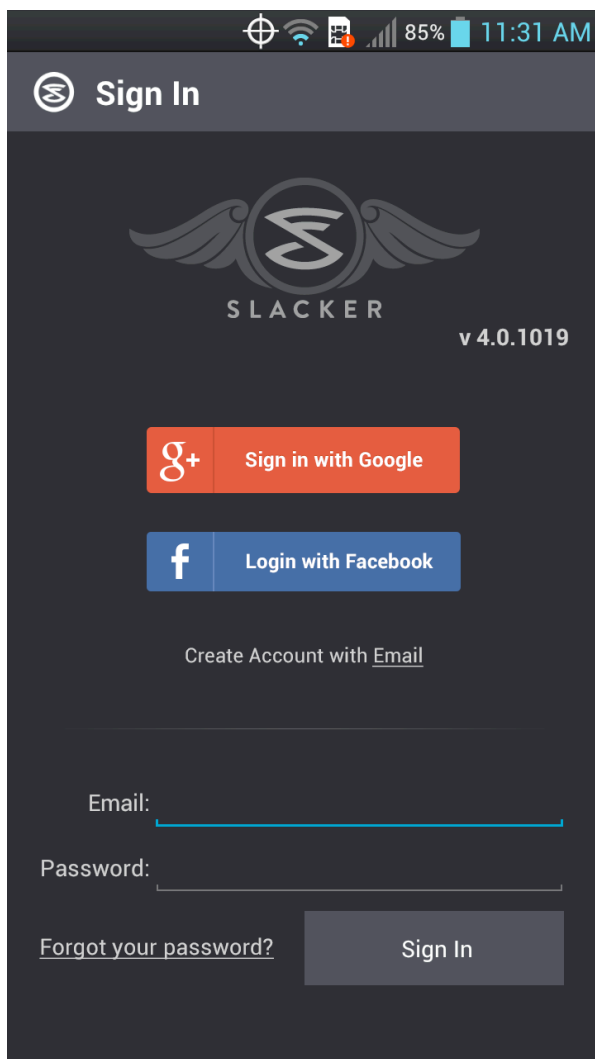
Solution

The solution is to place the G+ Sign in button into Slacker Radio's registration flow along with Facebook and our normal account creation buttons. Slacker will make every effort to ensure G+ is given equal representation on the mentioned screens. We will also implement OTA installs of our Android app from the website. Lastly we will implement the "disconnect" feature into the user settings on each platform.

Implementation Examples

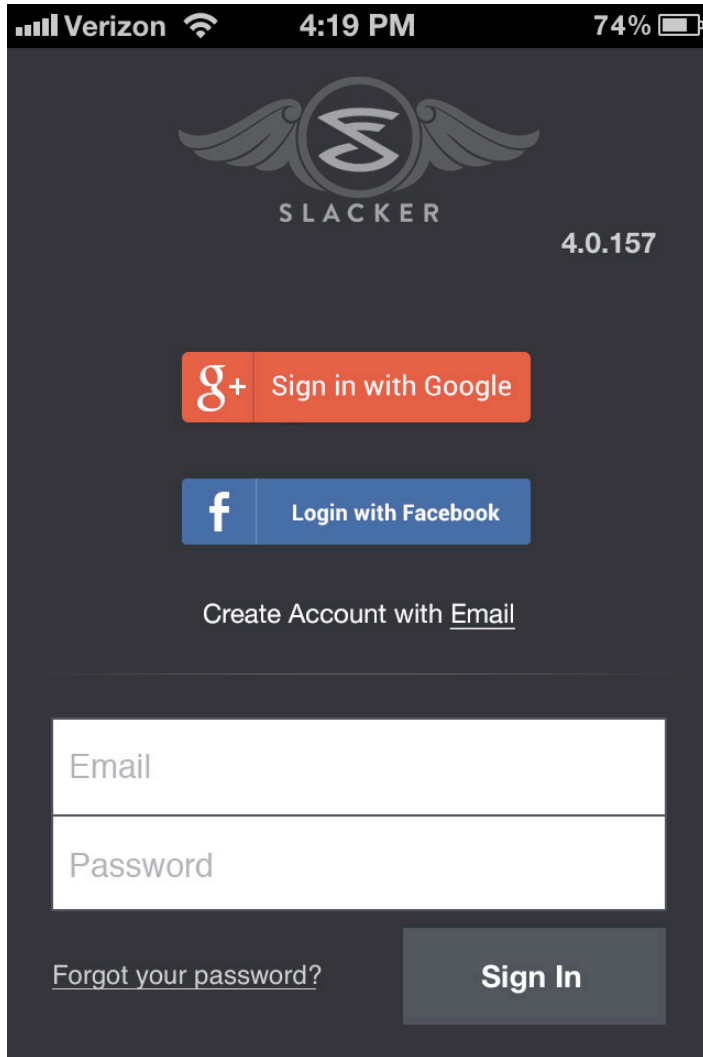
Android implementation

The Google+ Sign-in feature on Android has the chance to be the most impactful for Slacker as every Android user has a Google account. This will make it much easier for users to create a Slacker account, reducing the fallout normally seen when a user is asked to enter in personal information during account creation.

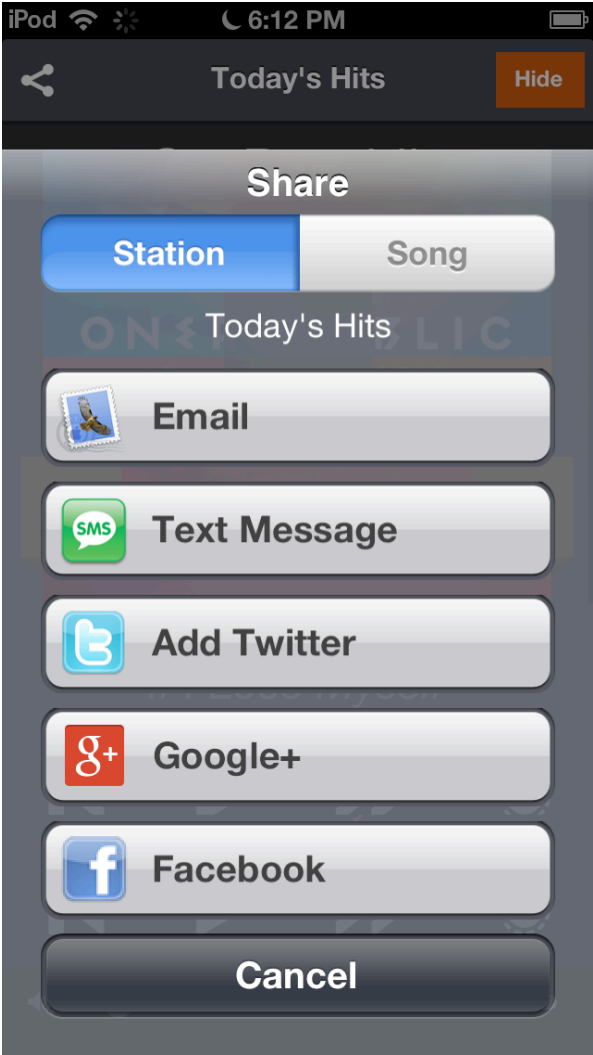


iOS implementation

The iOS implementation is very similar to the Android implementation. Notice G+ has equal if not more prominent placement compared to Facebook.



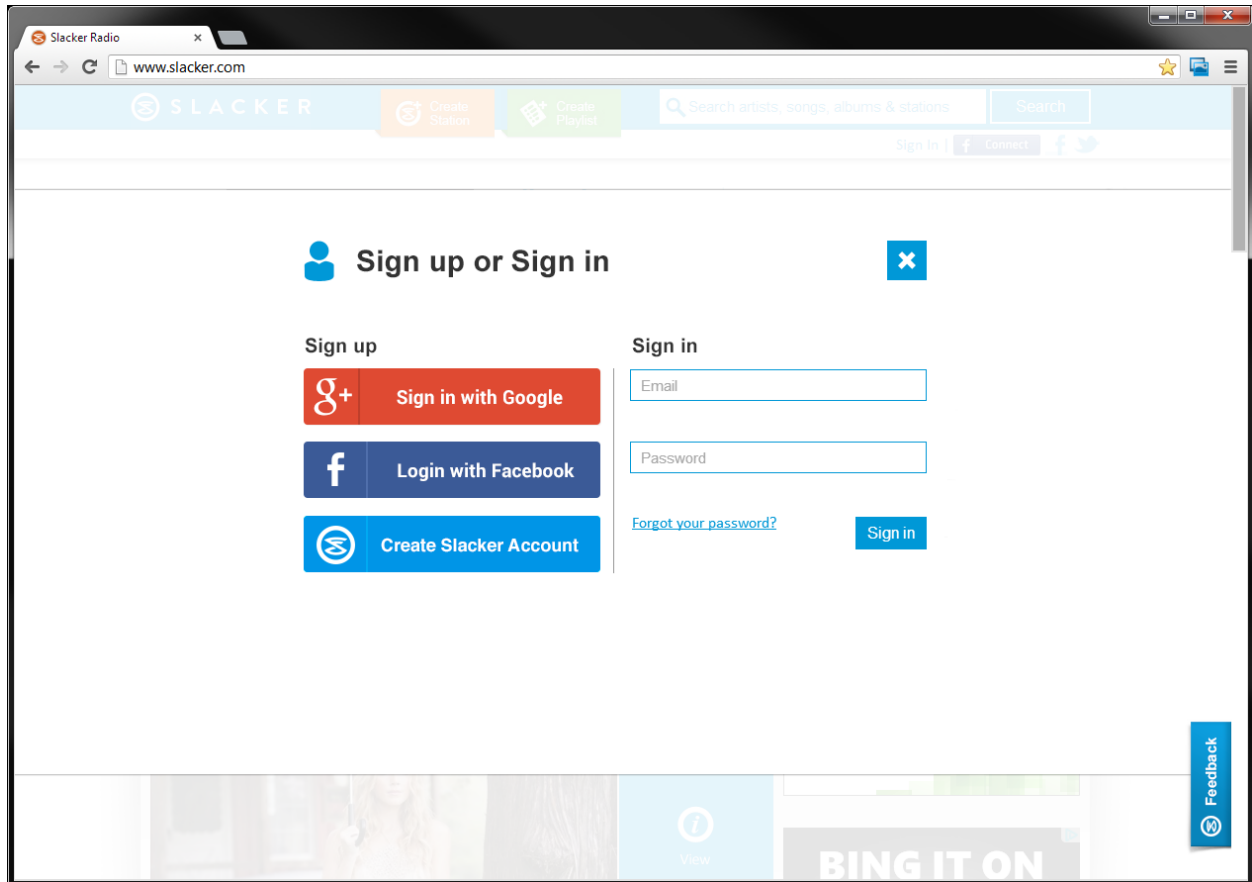
Here we show the share dialog on iOS including G+. Again, we can share all different types of content here as well.



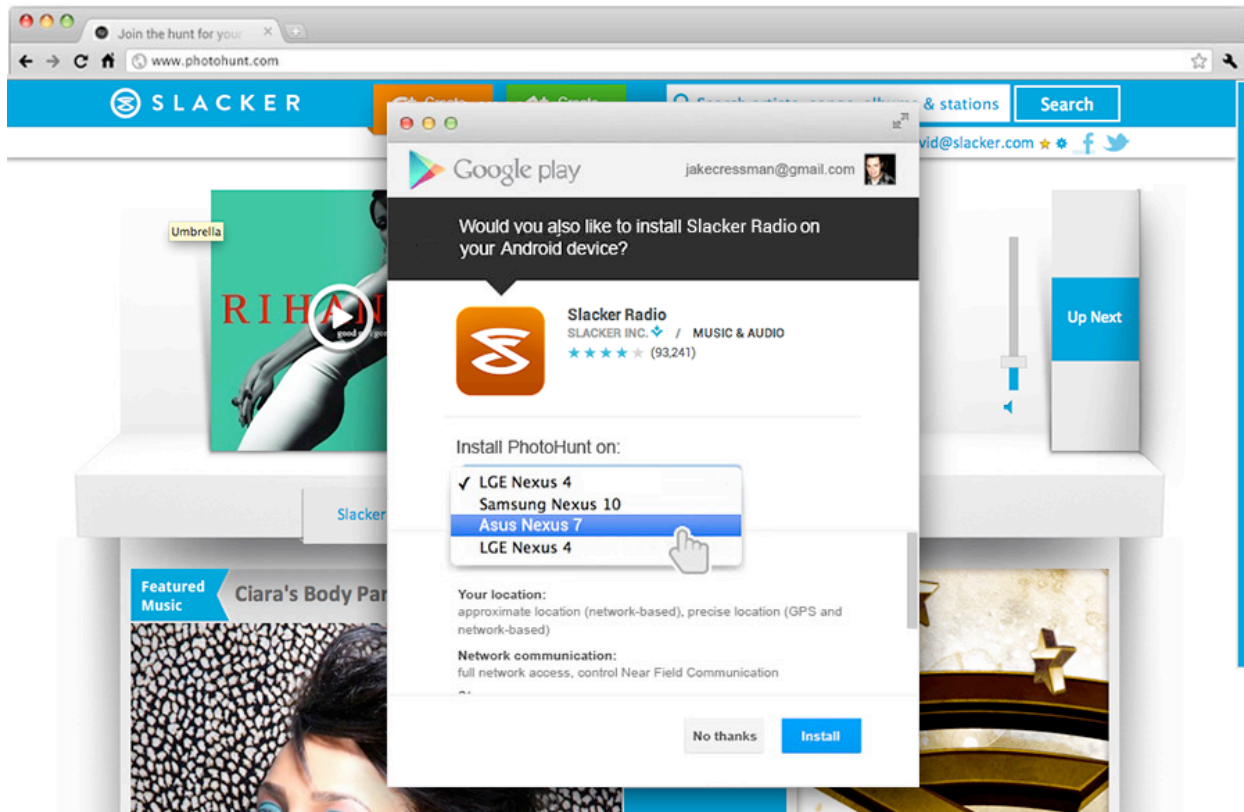
Slacker website implementation

There are more touch points on the website such as the modal login, the user account drop down, the connect button and the settings screen allowing users to disconnect from G+.

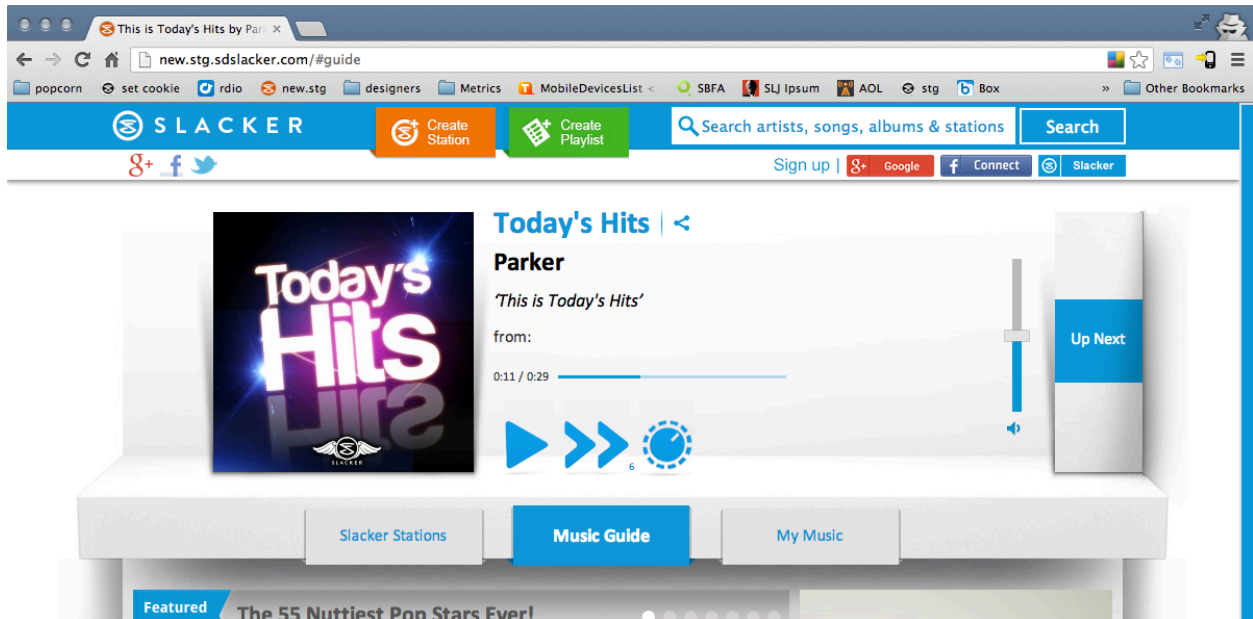
Here the G+ Sign in button is shown to users to sign-in using their G+ credentials on the login/create account modal screen.



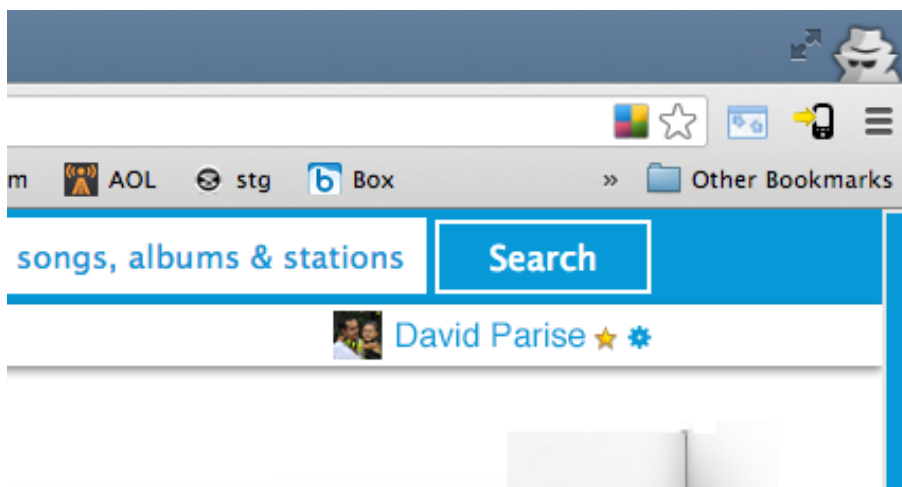
If a user does sign-in with G+ and they have an Android phone we will prompt them to install our Android app.



Here we show how the site looks during the limited anonymous user period. Notice the connect button on the top right which would sing a user in with G+ and the G+ icon on the top left would take users to our Google+ page. Once the anonymous usage period is over a user is shown the login screen (above).



Here we show a G+ user signed into slacker. We will show the user profile picture and the users real name. Something to note here is that we also let users sing in with Facebook. The way we decide who owns the account display is “Last Login Wins”.



Here we see the Slacker Share widget. Where ever you are able to share content from slacker this widget is used. Users can share Stations / Artists / Songs / Albums and Playlists.

