

Agenda

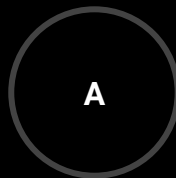
● Overview

Overview

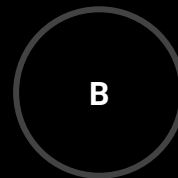
● Team at Twilio



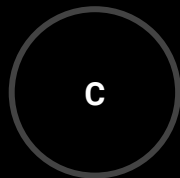
Product
Designer II



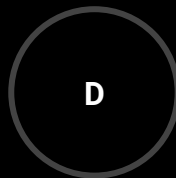
PM



Front SWE



Back SWE



UX Researcher

Overview

● Project

Problem Scope

Enterprises, small businesses, marketers and developers who don't have technical know how or don't have access to DNS providers can't efficiently validate their domains with Twilio's email platform.

Success Metric

Increase sign up completion rate by 1% and onboarding success rate by 2% designing new feature leveraging Domain Connect API for users to automatically validate domains.

Agenda

- **Prototype**

ch id

Dashboard

Email API

Marketing ^{NEW}

Design Library

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IP Access Management

IP Addresses

Mail Settings

Sender Authentication

Subuser Management

Teammates

Tracking

Two-Factor

Authentication

Sender Authentication

Authenticate Your Domain

Enter your domain and edit any additional settings.

Domain You Send From

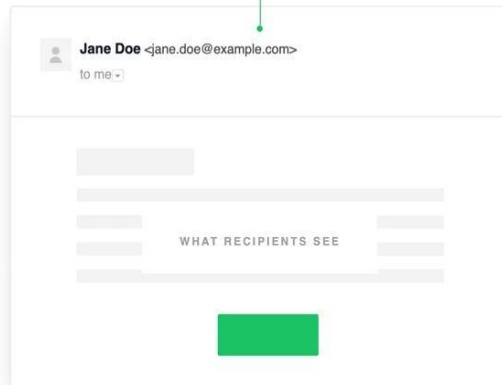
From Domain

Advanced Settings

Back

Next

Domain authentication removes the "via sendgrid.net" text that some inbox providers append to your from address.



Agenda

- **User
Research**

User Research

100,000+ customers

42%

of users opted to use Send
To a Coworker option to
install DNS records



User Research

- **Usability Findings**

Old User Experience

Difficult and time consuming for non-technical users to authenticate their domains.

New User Experience

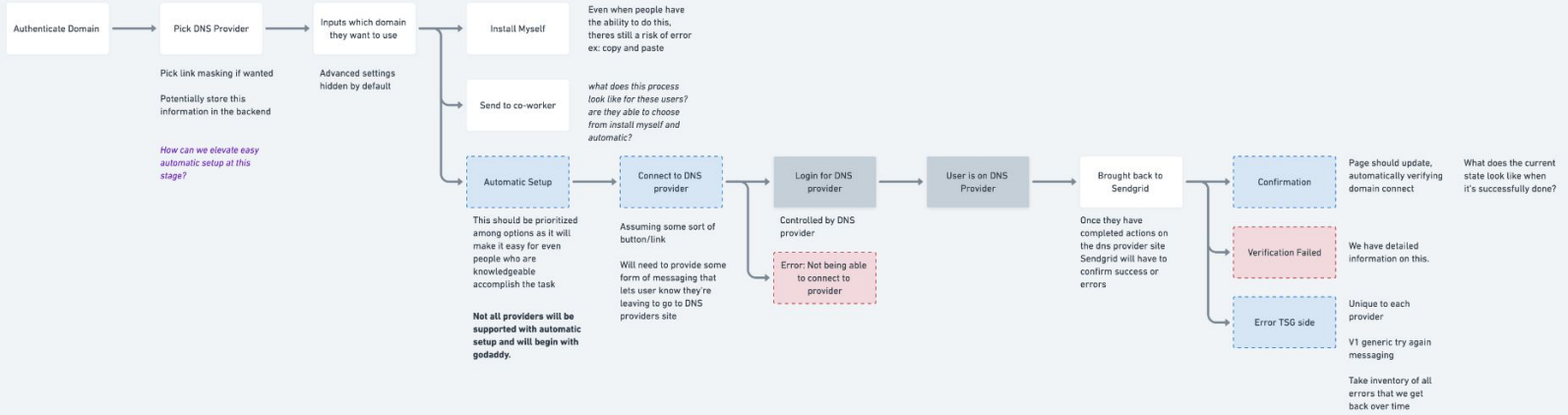
Streamlined onboarding process and enabled users to efficiently authenticate their domains.

Agenda

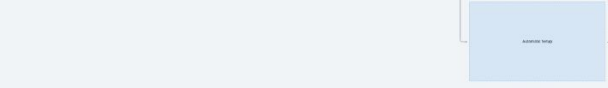
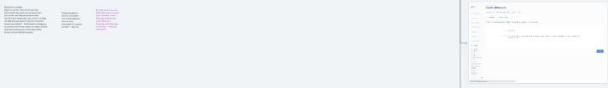
- **Wireframes**



Key



- 1. Can this be added based on dns provider they select in earlier stages?
- 2. do we have any grasp on % of godaddy vs others providers?
- 3. engineer we can talk to start thinking about edge cases/error states we need to account for?



Automatic Setup
This page is used to configure the automatic setup process. It includes fields for domain name, DNS provider, and other relevant settings. A detailed error message is displayed below the form, indicating a failure in the connection process.



Connect to DNS provider
This dialog box prompts the user to connect to a DNS provider. It includes a list of supported providers and a 'Connect' button. A detailed error message is displayed below the dialog, indicating a failure in the connection process.

Login for DNS provider



User is on DNS Provider



Automatic Setup
This page is used to configure the automatic setup process. It includes fields for domain name, DNS provider, and other relevant settings. A detailed error message is displayed below the form, indicating a failure in the connection process.

Error TSG Side
This dialog box displays an error message related to the TSG side of the setup process. It includes a 'Close' button and a detailed error message.

Mocks

● Explorations



SendGrid is validating your domain



INSTALLING DNS RECORDS 13%





Validating your domain

INSTALLING DNS RECORDS 13%





Validating Your Domain

Validating DNS records takes time to update across the globe.
We'll try 3 attempts and update the status afterwards.

- ✓ Validation Did Not Work
- ✓ Validation Did Not Work
- Validation Attempt 3



Validating Your Domain

- Connecting DNS Host to Twilio SendGrid
- |
- Installing DNS Records
- Updating Installation Status



Validating Your Domain

Validating DNS records takes time to update across the globe.
We'll try 3 attempts and update the status afterwards.

✓ Validation Did Not Work



✓ Validation Did Not Work

✓ Successful Validation



Validating Your Domain

Validating DNS records takes time to update across the globe.
We'll try 3 attempts and update the status on completion.

✘ Validation Did Not Work



✘ Validation Did Not Work

✔ Successful Validation



Validating Your Domain

We'll try 3 attempts and update the status on completion.



Validating Your Domain

We'll try 3 attempts and update the status on completion.

ch id

Sender Authentication

Install DNS Records

You will need to install the following records to complete the process.

Automatic Setup

Manual Setup

Press Connect to add your DNS host to Twilio SendGrid

STATUS

● Pending



Unfortunately, your domain could not be validated. You can try again in less than 48 hours as we fix this error 😞

You will be automatically re-directed to Twilio SendGrid's site.

Connect

Account Details

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IP Addresses

Mail Settings

Sender Authentication

Subuser Management

Teammates

Tracking

Two-Factor Authentication

REPUTATION 0%

VIEW ACCOUNT USAGE

ch id

Sender Authentication

Install DNS Records

You will need to install the following records to complete the process.

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOM

● Pending



Domain authentication failed. DNS propagation can take up to 48 hours or more, preventing us from validating your domain. Please try again in the next two days.

You will be automatically re-directed to Sender Authentication.

Connect

Account Details

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IP Addresses

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Two-Factor Authentication

REPUTATION 0%

VIEW ACCOUNT USAGE

ch id

Sender Authentication

Install DNS Records

You will need to install the following records to complete the process.

Automatic Setup

Manual Setup

Send To A Coworker

Press Connect to add your DNS host to Twilio Sendgrid.

STATUS

● Pending



Failed Domain Authentication due to DNS host outage.

You can re-authenticate your domain or return to Sender Authentication.

Return to Sender Authentication

Re-Authenticate Domain

Connect

Account Details

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Two-Factor
Authentication

REPUTATION 0%

VIEW ACCOUNT USAGE

ch id

Sender Authentication

Install DNS Records

You will need to install the following records to complete the process.

Automatic Setup

Manual Setup

Press Connect to add your DNS host to Twilio SendGrid

STATUS

● Pending



Congratulations!
Your domain has been
successfully validated 🎉

You will be automatically re-directed to Twilio SendGrid's site.

Connect

Dashboard

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Agenda

- **New User Experience**

New User Experience

- **Selecting DNS Host
& Domain Name**

ch id

SANDBOX MODE

Dashboard

Email API

Marketing

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REPUTATION 100%

VIEW ACCOUNT USAGE

Welcome, ch id

▶ Steps to send your first test emails ✓

3 of 3 steps completed

▼ Finish account setup

0 of 3 steps completed

Sandbox mode helps Twilio SendGrid guard against spam. In [sandbox mode](#) you can send test email to a maximum of five [test recipients](#). Complete all steps in account setup to remove sandbox sending limits.

1 Confirm your account email address ✓

You can always change your account email address in [account details](#).

2 Domain authentication

Authenticating your domain proves to Twilio SendGrid and mailbox providers (like gmail or yahoo) you own the domain you're sending from. [Learn more about domain authentication](#).

Authenticate Domain

3 Speak with a consumer trust representative

After completing both prior steps, you'll be contacted via email, phone, or video conference to confirm the identity of your account and gather more information about your intended usage.

Sender Authentication

- Account Details
- Alert Settings
- API Keys
- Inbound Parse
- IP Access Management
- IP Addresses
- Mail Settings
- Sender Authentication**
- Subuser Management
- Teammates
- Tracking
- Two-Factor Authentication

REPUTATION 0%

[VIEW ACCOUNT USAGE](#)

Sender Identity

The type of Sender Identity you use to send email can impact your deliverability and what your recipients see in their inbox.

[Learn more about the differences](#) between Domain Authentication and Single Sender Verification.

Domain Authentication RECOMMENDED

Improve deliverability by proving to inbox providers that you own the domain you're sending from. [Learn more](#)

Single Sender Verification

Verify ownership of a single email address to use as a sender. [Learn more](#)

[Validate A Single Sender](#)

Authenticate Your Domain

You (or a coworker) will need access to your DNS host to complete this.

[Get Started](#)

STATUS	DOMAIN
✓ Validated	cidi@twilio.com

Link Branding

Rewrite all tracking links to use the domain you choose - not sendgrid.net.

[Learn more](#)

[Brand Your Links](#)

STATUS	DOMAIN
✗ Failed	url1209.twilio.com

ch id

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Sender Authentication

Authenticate Your Domain

To make this easier, please answer the following questions.

1 Which Domain Name Server (DNS) host do you use?

Your DNS host is often — but not always — the same place you host your website.

DNS host

Select...

2 Would you also like to brand the links for this domain?

This will rewrite all tracking links to use the domain you choose — not sendgrid.net [Learn more](#)

Yes

No

Next

ch id

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Sender Authentication

Authenticate Your Domain

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DNS host

Select...

DNS Made Easy

DNSimple

DNSPod

Dyn

easyDNS

GoDaddy

Google Cloud

Jimdo

[.net Learn more](#)

2

Next

ch id

Dashboard

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Authentication

REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Sender Authentication

Authenticate Your Domain

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DNS host

GoDaddy

2 Would you also like to brand the links for this domain?

This will rewrite all tracking links to use the domain you choose — not sendgrid.net [Learn more](#)

Yes

No

Next

ch id

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Authentication

REPUTATION **100%**

[VIEW ACCOUNT USAGE](#)

Sender Authentication

Authenticate Your Domain

Enter your domain and edit any additional settings.

Domain You Send From

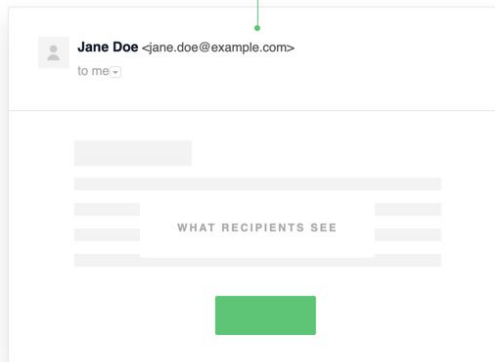
From Domain

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Domain authentication removes the "via sendgrid.net" text that some inbox providers append to your from address.



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REPUTATION **100%**

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Sender Authentication

Authenticate Your Domain

Enter your domain and edit any additional settings.

Domain You Send From

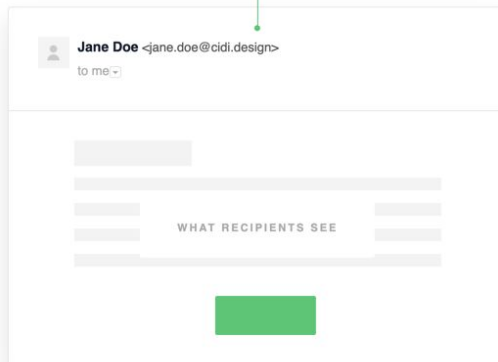
From Domain •
cidi.design

Advanced Settings ▾

Back

Next

Domain authentication removes the "via sendgrid.net" text that some inbox providers append to your from address.



New User Experience

- **Connecting DNS
Host to Twilio**

ch id

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REPUTATION **0%**

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Sender Authentication

Install DNS Records

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS	DOMAIN	HOST
Pending	cidi.design	GoDaddy

Connect

ch id

Sender Authentication

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOMAIN

HOST

● Pending

Connecting to DNS Host

You will be taken to your DNS Host site to connect your domain to Twilio SendGrid for installation of DNS Records.

Connect

ch id

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REPUTATION 0%

[VIEW ACCOUNT USAGE](#)


Automatic Setup

Manual Setup

Connect your DNS host to Twilio Sendgrid to finish au

STATUS

● Pending



Sign in.

New to GoDaddy? [Create an Account](#)

Username or Customer #

Password

Keep me signed in on this device

Sign In

Connect

ch id

Sender Authentication

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REPUTATION 0%

[VIEW ACCOUNT USAGE](#)


Automatic Setup

Manual Setup

Connect your DNS host to Twilio Sendgrid to finish au

STATUS

● Pending



Sign in.

New to GoDaddy? [Create an Account](#)

Username or Customer #

Password

Keep me signed in on this device

Sign In

Connect

ch id

Sender Authentication

Install DNS Records

Automatic Setup

Manual Setup

Connect your DNS host to Twilio Sendgrid to finish au

STATUS

Pending



Put your domain to work.

Click connect to enable the service Stateless Hosting Primary from Example Domain
Connect Service for chrisidi.design.

Connect

Cancel

Connect

Account Details

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REPUTATION 0%

VIEW ACCOUNT USAGE

New User Experience

● Validating States

ch.id

Sender Authentication

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOMAIN

HOST

● Pending



Validating your domain

This can take a moment. (Attempt 1 of 3).

Connect

ch id

Sender Authentication

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Authentication

REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOMAIN

HOST

Pending



Validating your domain

This can take a moment. (Attempt 2 of 3).

Connect

ch.id

Sender Authentication

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REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOMAIN

HOST

● Pending



Validating your domain

This can take a moment. (Attempt 3 of 3).

Connect

New User Experience

● Success States

ch id

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Mail Settings

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Tracking

Two-Factor Authentication

REPUTATION **0%**

[VIEW ACCOUNT USAGE](#)

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

DOM

Validated



Congratulations! Your domain was successfully validated.

[View Domain's Status](#)

[Authenticate Another Domain](#)

Connect

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AuthenticationREPUTATION 0%[VIEW ACCOUNT USAGE](#)

Sender Identity

The type of Sender Identity you use to send email can impact your deliverability and what your recipients see in their inbox.

[Learn more about the differences between Domain Authentication and Single Sender Verification.](#)

Domain Authentication RECOMMENDED

Improve deliverability by proving to inbox providers that you own the domain you're sending from. [Learn more](#)

[Authenticate Your Domain](#)

STATUS

DOMAIN

✔ Validated[cidl.design](#)

Single Sender Verification

Verify ownership of a single email address to use as a sender. [Learn more](#)

[Validate A Single Sender](#)

STATUS

DOMAIN

✔ Validated[cidl@twilio.com](#)

Link Branding

Rewrite all tracking links to use the domain you choose - not sendgrid.net.

[Learn more](#)

[Brand Your Links](#)

STATUS

DOMAIN

✘ Failed[url1209.twilio.com](#)

New User Experience

● Error States

ch id

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Marketing ^{NEW}

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Sender Authentication

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Sender Authentication

Install DNS Records

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS	DOMAIN	HOST
 Failed	cidi.design	GoDaddy

Connect

Install DNS Records

Automatic Setup

Manual Setup

Send To A Coworker

Connect your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS

● Pending



Domain authentication failed. DNS propagation can take up to 48 hours, preventing us from validating your domain. Please try again in the next two days.

[Return to Sender Authentication](#)

[Authenticate Another Domain](#)

Connect

ch id ▾

Dashboard

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Marketing ^{NEW} ▾

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IP Addresses

Mail Settings

Sender Authentication

Subuser Management

Teammates

Tracking

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Authentication

Sender Authentication / Domain Authentication

em4751.chrisidi.design

Verify

DNS Records

You will need to install the following records to complete the process.

Automatic Setup

Manual Setup

Send To A Coworker

Verify your DNS host to Twilio Sendgrid to finish authenticating your domain.

STATUS	DOMAIN	HOST
❌ Failed	cidi.design	GoDaddy

ⓘ Not sure how to do this? [Consult the documentation](#)

Settings

Default Domain ⓘ

Use as default domain

Delete