Doodle requires users to sign-in to give a ubiquitous experience across all platforms. It enables Doodle to show all created content upon log-in. Historically, the sign-up process has been a hurdle for users; therefore, Doodle wanted to make it as seamless as possible. It’s also critical for users to easily switch between personal and business accounts and for Doodle to automatically connect to the user’s calendar and contact system to improve functionality.

Solution
Doodle implemented Google Sign-in on both its iOS and Android apps. The implementation was simple, taking only an hour to implement on the Android app. Thus far, Doodle has seen several benefits from using Google Sign-in.

Firstly, it’s secure; Google Sign-in uses a serverAuthcode which sent over HTTPS. Secondly, it allows for desktop and Android users to sign in once and then continue to reuse the credentials for seamless return. Before using Google Sign-in, only 35% of users signed in to the app; now it has increased by over 50%, so that more than 50% of users are signed in. It’s even better for new users; Doodle is seeing over 75% of new app installs complete registration. Thirdly, Google Sign-in allows for one-tap switching between personal, business and test accounts for developers and also secure connection to Google services, like calendar and contacts. Lastly, Doodle also implemented Google Smart Lock to remember credentials, even if the user switches devices. It’s seeing 12% higher retention, increasing the likelihood of users returning in a few days.

“Doodle has been able to secure its sign in process by implementing Google Sign-in with just a few lines of code. It improves not only the security but also the login stability and login experience.”

Alexander Thiele
Senior Android Engineer, Doodle

Learn more about Google Sign-in
Sign-in with your Google account across the web and apps

Find out more at: https://developers.google.com/identity/