



Keeping the user in perspective, what care is to be taken while developing My account page of a website?



Enter Y / N after checking the content under description

Description	(Y/N)
<b>Users &amp; tasks</b>	
Inquiring about current status	
Changing their passwords	
Notifying you of changes in their address details	
Subscribing to new services	
Changing subscription settings	
Closing their accounts	
<b>Best practices</b>	
Indicating login status	
Allowing users to change their details	
Providing appropriate personal, financial & other details	
Guaranteeing security	
Providing "Remember Me" capability	
Listing subscribed services	
Showing recent transactions	
Providing quick access to common functions	
Displaying the benefits of registration	
Allowing the management of content delivery channels	
Using the my account section for promotion	
<b>Pitfalls</b>	
Failing to provide ready access to the My account page especially from the homepage	
Failing to communicate the benefit of setting up an account	



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Failing to allow users to close their accounts	
Failing to provide links to new service offering & promotions	
Automatically subscribing users to newsletters without their specific content	
Failing to provide users with the ability to print a report or bill	