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## **Improving UX of the Account Linking Process**

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The number of digital identities possessed by a single user significantly increased over the past years. The problem is that users want to access services regardless of the identity they use. Account linking is a process of joining users' identities that comes forward as a solution to the problem.

However, even today, the whole process is often handled either manually by an administrator or using a user-driven approach that is typically too complicated for users to navigate through smoothly. Users need a straightforward interface that will guide them step-by-step through the whole process. This is especially important when you need to support less technically skilled users, as we discovered during onboarding research communities to Life Science AAI.

Fortunately, using the OIDC protocol, we can easily integrate the account linking directly to existing web applications. This design leads to a secure self-service solution with the desired improvement of the overall user experience (UX).

This demonstration introduces challenges in the account linking process addressed in the Life Science AAI. Moreover, it describes how they can be addressed using the OIDC protocol and demonstrates the integration with other applications. Most of the experience and the solution itself are generic and can be used even outside the Life Science domain.

## Other key topic

## **Key Topic**

Security, Trust and Identity

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Session Classification: Demonstrations