

STRIVACITY ADMIN CONSOLE REFACTOR AND VISUAL JOURNEY BUILDER

Designing for Identity at Scale

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Case Study

About



Product Designer (UX/UI)

- 8+ years designing enterprise and web-based products
- Designing complex B2B experiences for identity management products
- Background in frontend development and WordPress / Webflow site building
- Strong focus on usability, accessibility, and scalable systems

What drives my work

- Turning complex technical workflows into clear experiences
- Designing for admin and security-focused users
- Building systems, not just screens

Admin Console Refactor and Visual Journey Builder in Strivacity

CASE STUDY

PRODUCT CONTEXT

What is Strivacity?

Strivacity is a Customer Identity & Access Management (CIAM) platform.

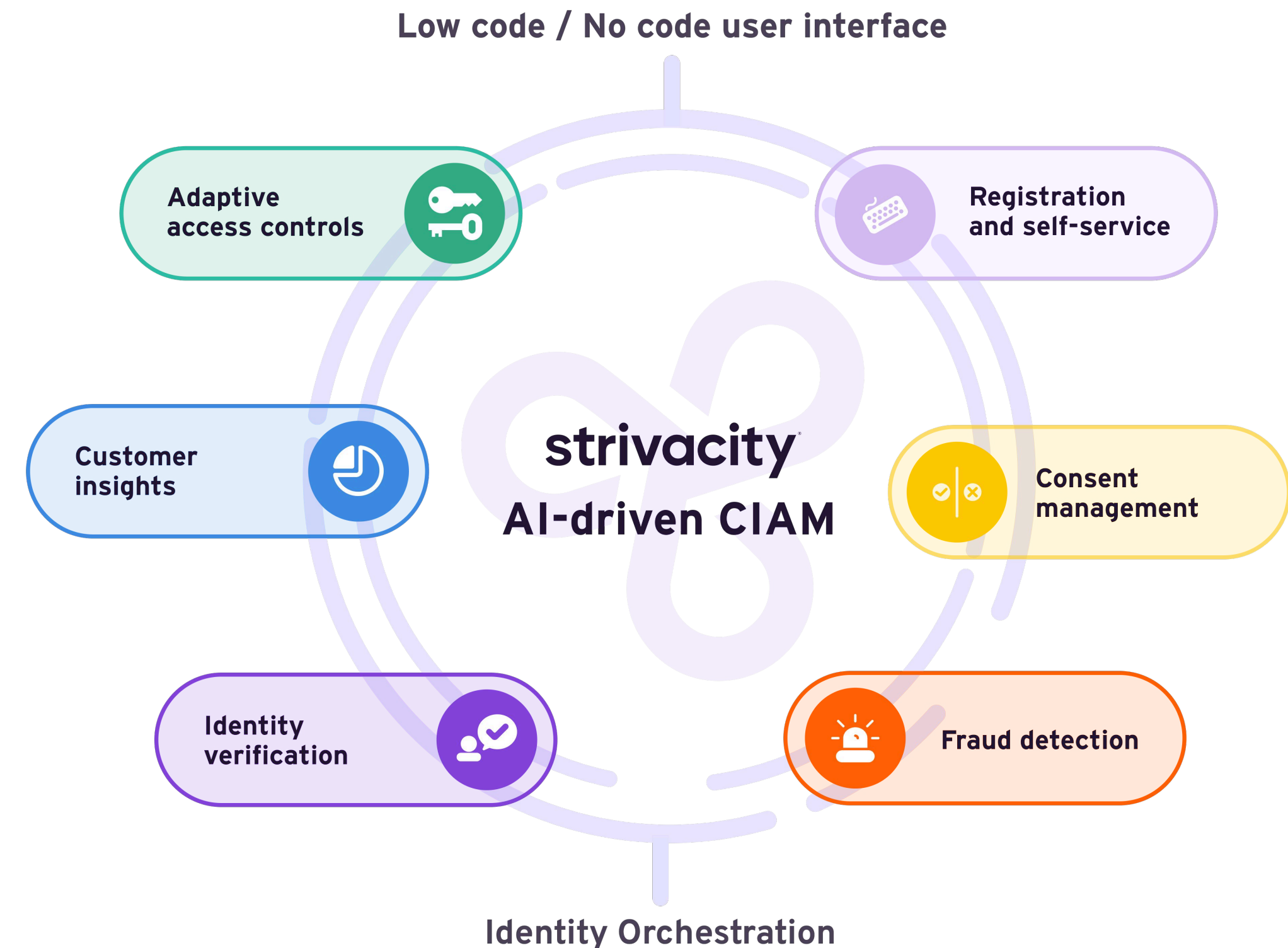


It enables organizations to

- Build configurable login and registration experiences
- Enforce authentication and verification policies
- Manage identity workflows without heavy custom code
- Balance usability with strong security controls

Primary users

- Identity administrators
- Security & IT teams
- Technical implementers



PRODUCT CONTEXT

What is Journey?

A Journey defines the step-by-step workflow a user follows during identity interactions.

Examples

- Login flows
- Registration flows
- MFA and verification flows
- Self-service recovery flows

Journeys

- Are configurable
- Support conditional branching
- Enforce policies
- Persist user data

Identifier screen



Sign in

natalie.estevez@saasii.io [Not you?](#)

Identifier top text

☐ Remember me

Identifier bottom text

Continue

[Forgot your username?](#)

OR

External login provider top text

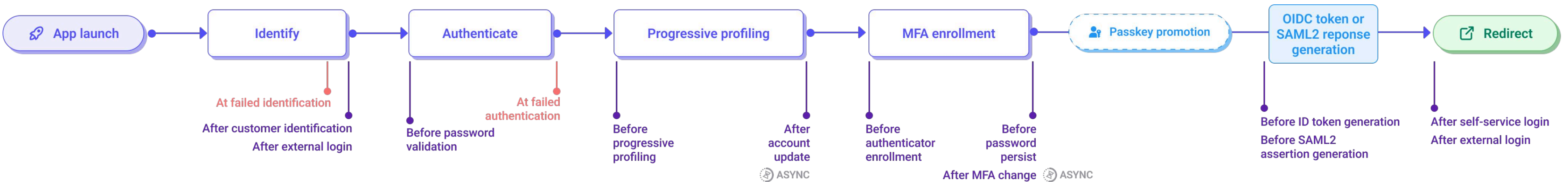
 Sign in with passkey

 Sign in to an organization

External login provider bottom text

Don't have an account? [Sign up](#)

STRIVACITY LOGIN JOURNEY



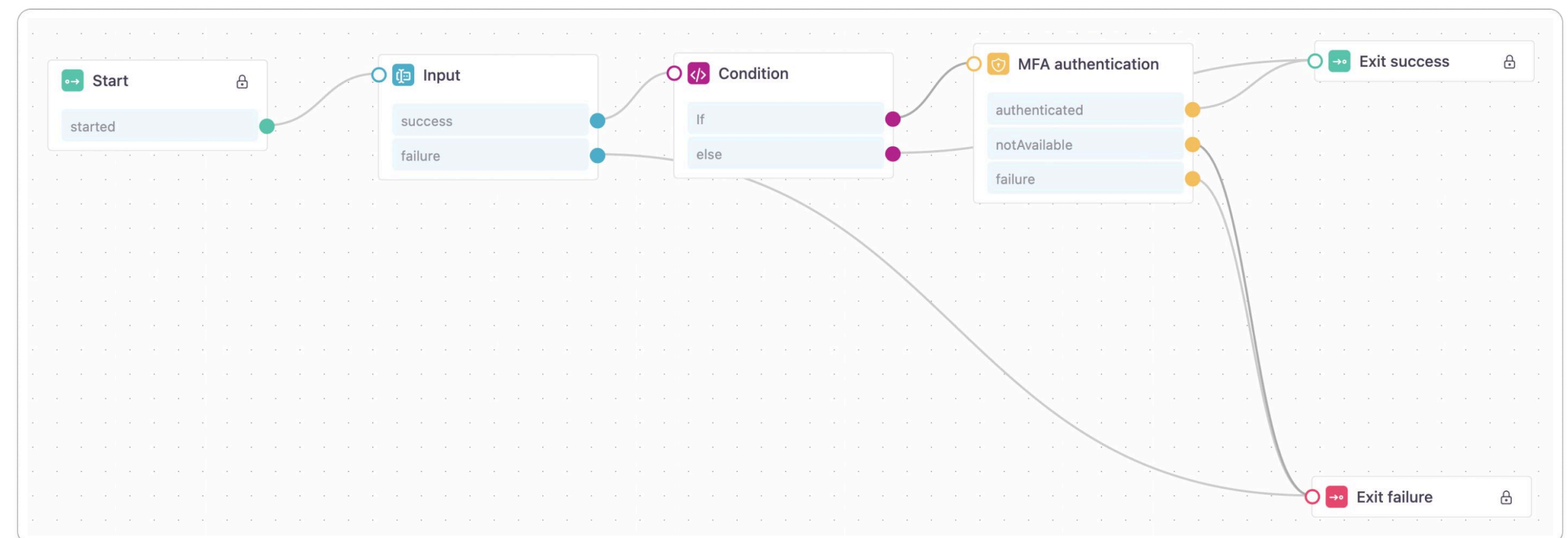
What is Journey Builder?

Journey Builder is a visual workflow editor for configuring identity journeys.

Admins can

- Compose multi-step authentication flows
- Add conditional logic
- Insert MFA or verification steps
- Define success and failure exits
- Manage flows without backend code

It moves complex identity logic into a configurable admin interface.



My Role and Scope

I led UX/UI for the Admin Console.

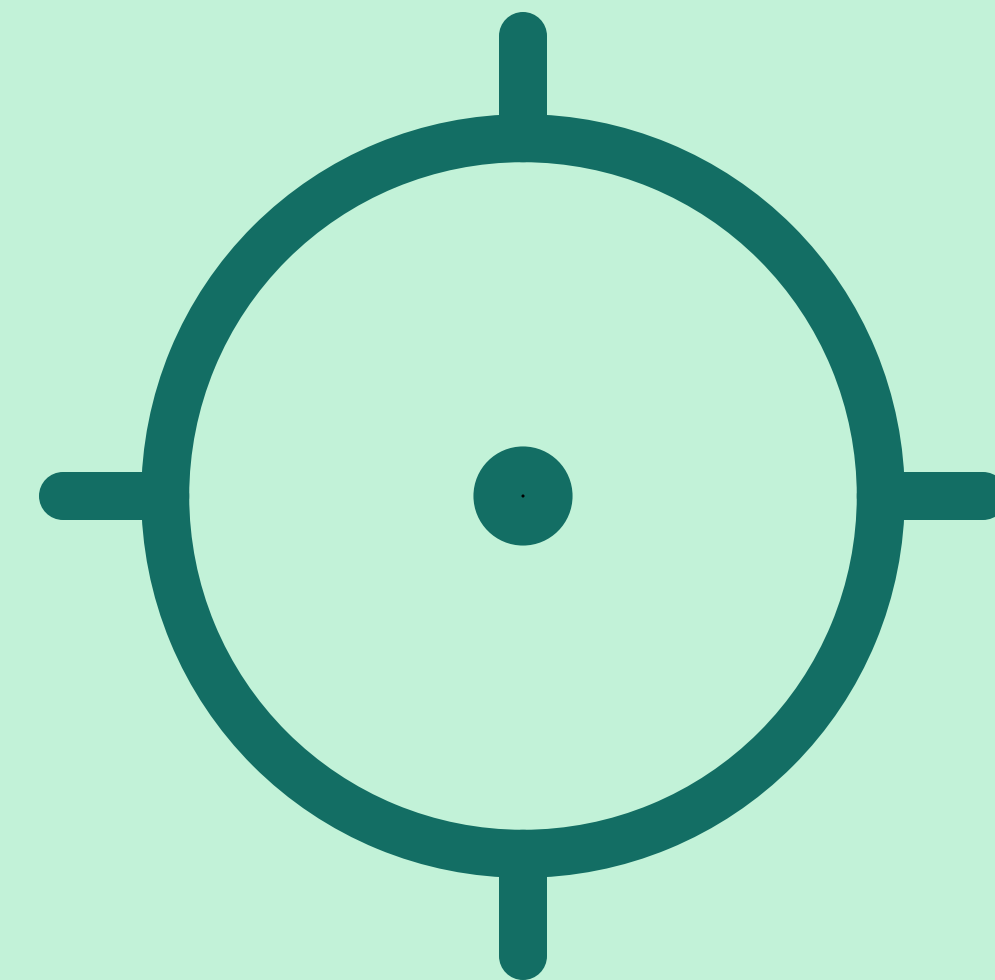
Responsibilities:

End-to-end ownership (discovery → delivery)

1. Admin Console structural refactor
2. Journey Builder UX design

- Close collaboration with PM & Engineering
- Ensuring scalable and accessible design

This project involved both feature development and architectural restructuring.

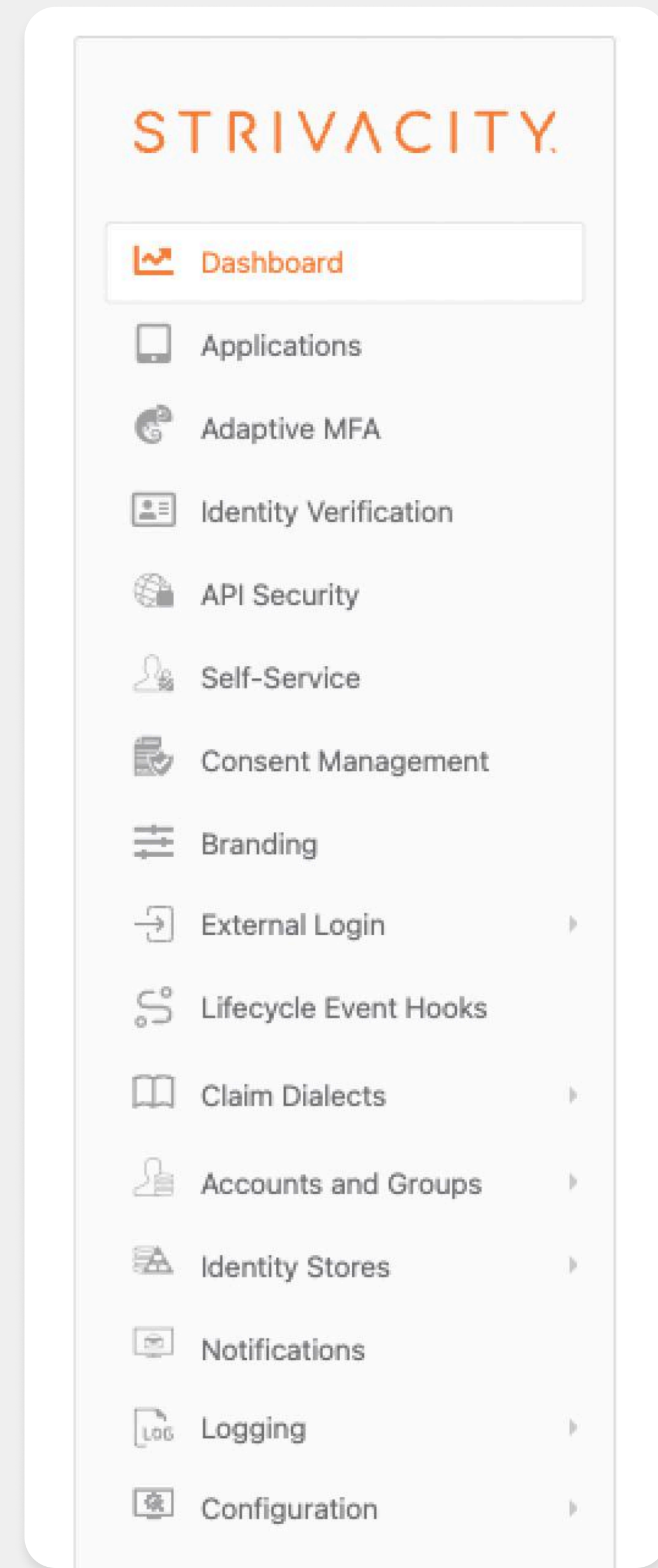


The Core Challenge

The Admin Console had evolved incrementally over several years.

- Inconsistent navigation and patterns
- High cognitive load for administrators
- Hard-to-visualize identity workflows
- Increasing feature complexity
- No clear mental model for journeys

This was a structural design challenge, not just a UI refresh.



PROJECT START

Leading Through **Ambiguity**

At project start

- Journey Builder scope was unclear
- The technical requirements were still evolving
- Stakeholder expectations were still forming

My approach

- Looked at current processes and identified issues
- Actively coordinated alignment discussions

Reframed the problem from:

“Add a new feature”

to

“How do we make identity logic understandable and safe to configure?”

Discovery & Validation

Inputs:

- Internal stakeholder interviews
- Support feedback & friction analysis
- Flow mapping workshops

Approach:

- Designed low-fidelity flows first
- Validated design concepts early
- Iterated closely with Engineering
- Avoided premature high-fidelity investment

Goal:

- Reduce configuration errors
- Improve clarity
- Create scalable foundations



ADMIN CONSOLE REFACTOR

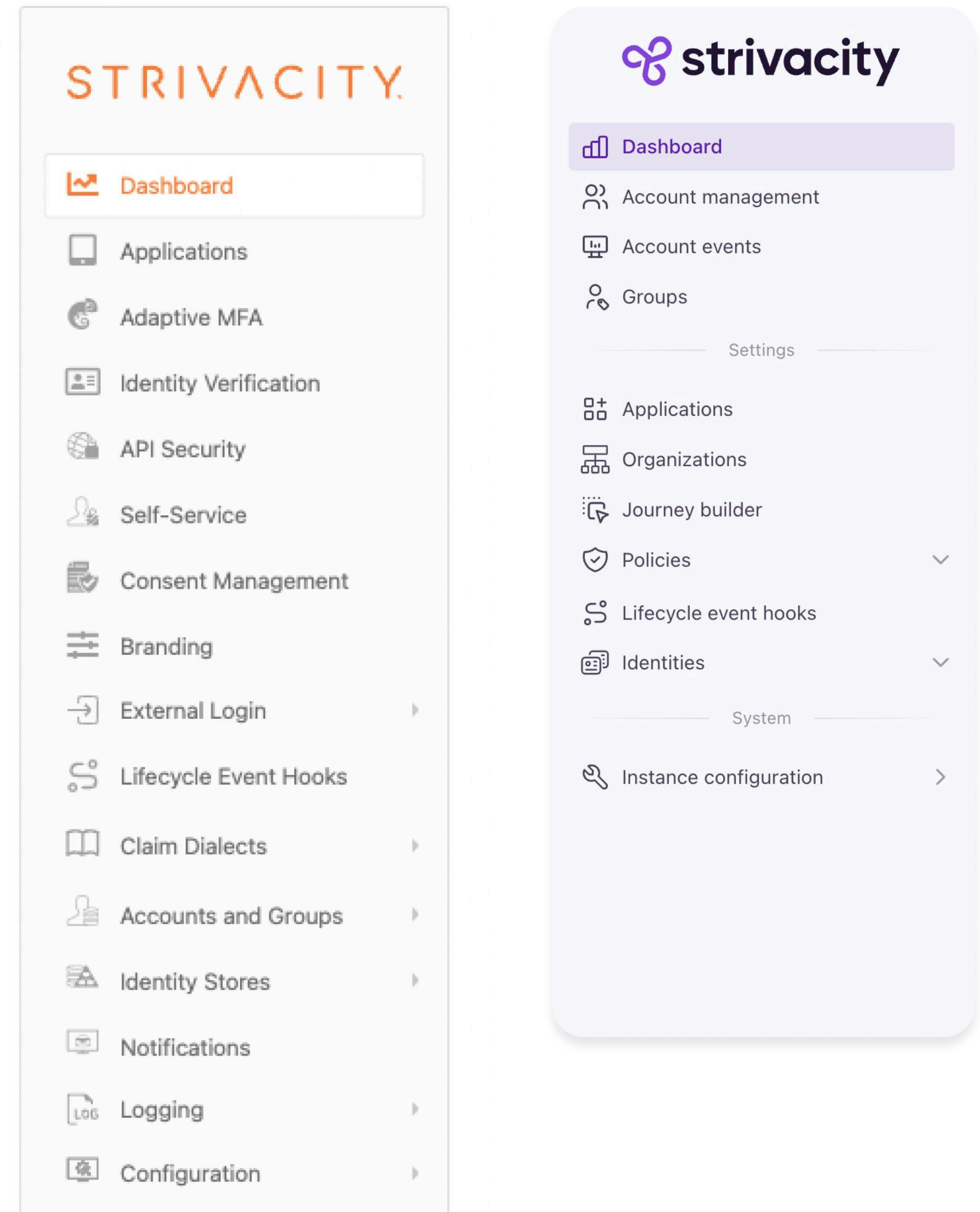
Information Architecture

Goals

- Simplified navigation hierarchy
- Standardized interaction patterns
- Reduced inconsistency across modules

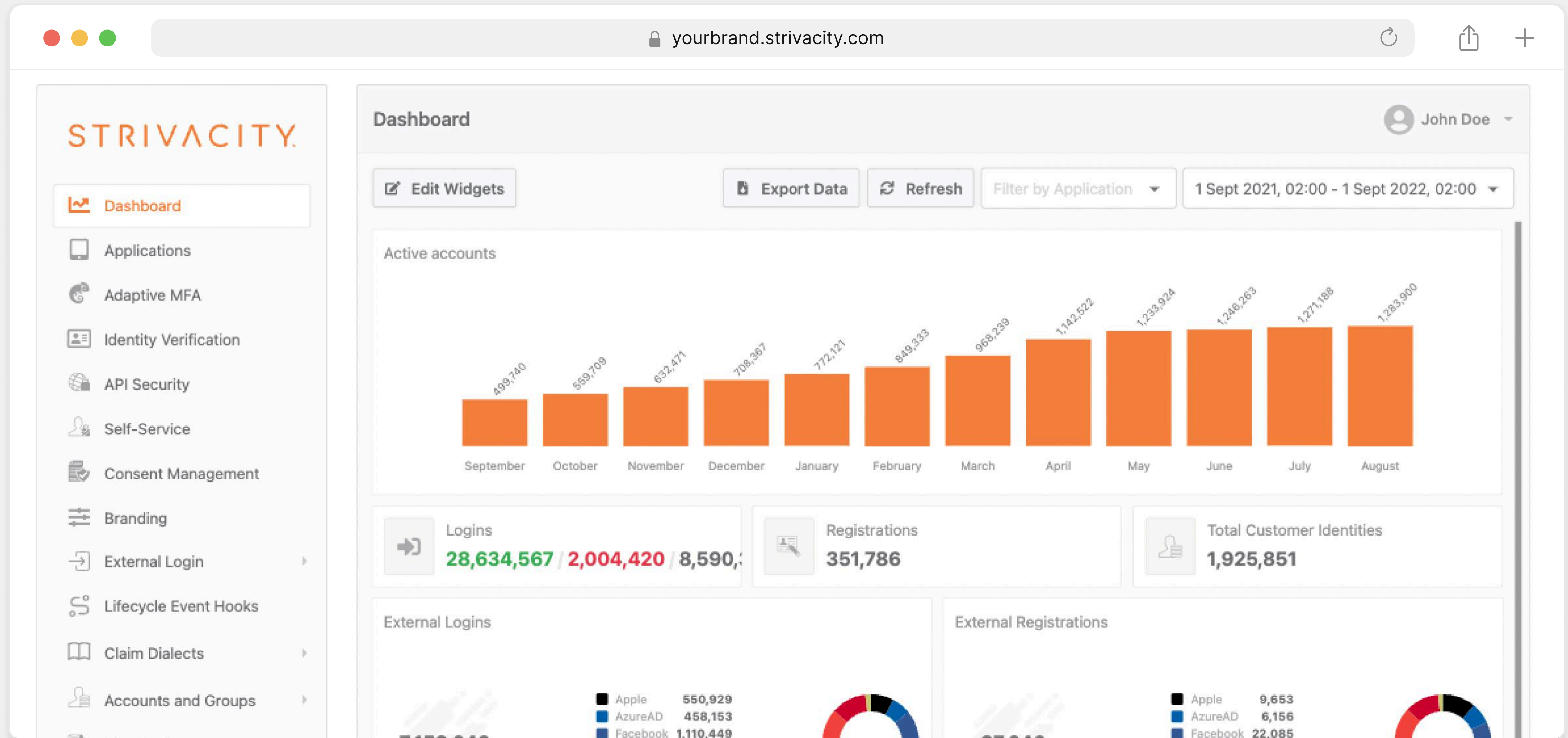
Design principles:

- Prioritizing clarity over complexity
- Aiming for a predictable behavior
- Scalable UI frameworks and components



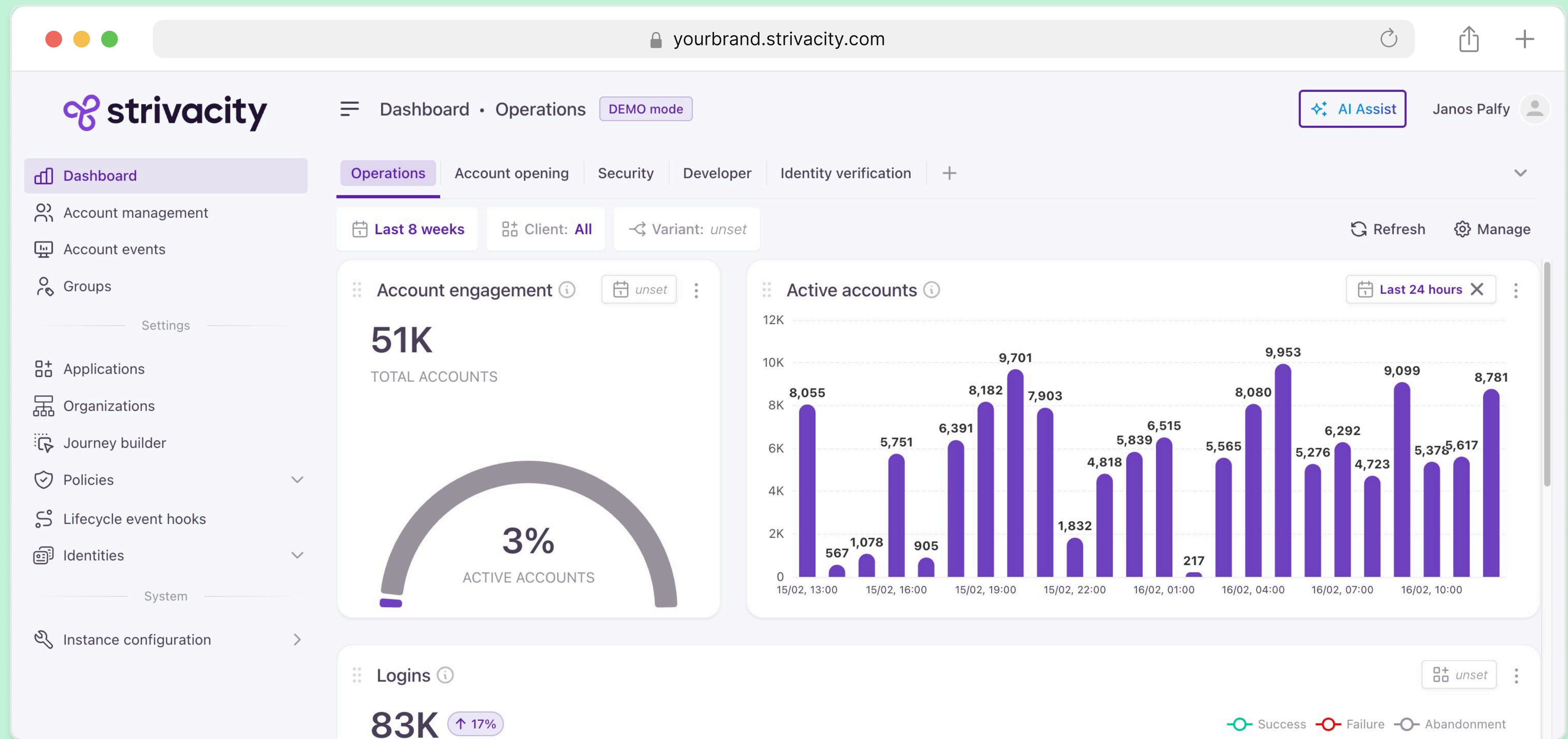
Admin Console Refactor

BEFORE



Admin Console Refactor

AFTER



ACCOUNT MANAGEMENT - TABLE VIEW WITH FILTERING



Dashboard

Account management

Account events

Groups

Settings

Applications

Organizations

Journey builder

Policies

Lifecycle event hooks

Identities

System

Instance configuration

Account management

AI Assist

Janos Palfy

Accounts

Invitations

Identity store: SaaSii

Updated: unset

Email: search...

Login identifier: search...

Role: unset

Status: unset

First name: nata

Created: unset

Clear all

Refresh

Items per page: 25

Account	Status	Last login
<div><div></div><div><div>Natalie Estévez</div><div>Natalie</div><div>natalie.estevez@saasii.io</div></div></div>	<div>Enabled</div>	3 évvel ezelőtt
<div><div></div><div><div>Natalie Estévez</div><div>Natalie</div><div>natalie.estevez@saasii.io</div></div></div>	<div>Enabled</div>	2 évvel ezelőtt

ACCOUNT MANAGEMENT - SIDEPANEL

Account management > Accounts > Edit account

Natalie Estévez • Natalie • natalie.estevez@saasii.io

AI Assist

Janos Palfy



Natalie Estévez

Email has been verified

Enabled

Natalie

natalie.estevez@saasii.io

Organization

SaaSii support

routes

Last login

May 12, 2023, 7:06:17 PM

Last updated

Feb 5, 2026, 2:15:02 PM

Created at

Feb 6, 2023, 12:33:20 PM

AI Assist

Update password

Download account information

Impersonate account

Disable account

Delete sessions

Delete account

Account attributes

Activity

Notifications

Groups

Roles

Authenticators

Identity verification

Consents

First name

Natalie

Middle name

Middle name

Last name

Estévez

Email

natalie.estevez@saasii.io

Phone number

+36

Street address

4775 Tibbs Avenue

City

Butte

Journey Builder: The Design Problem

Admins needed to:

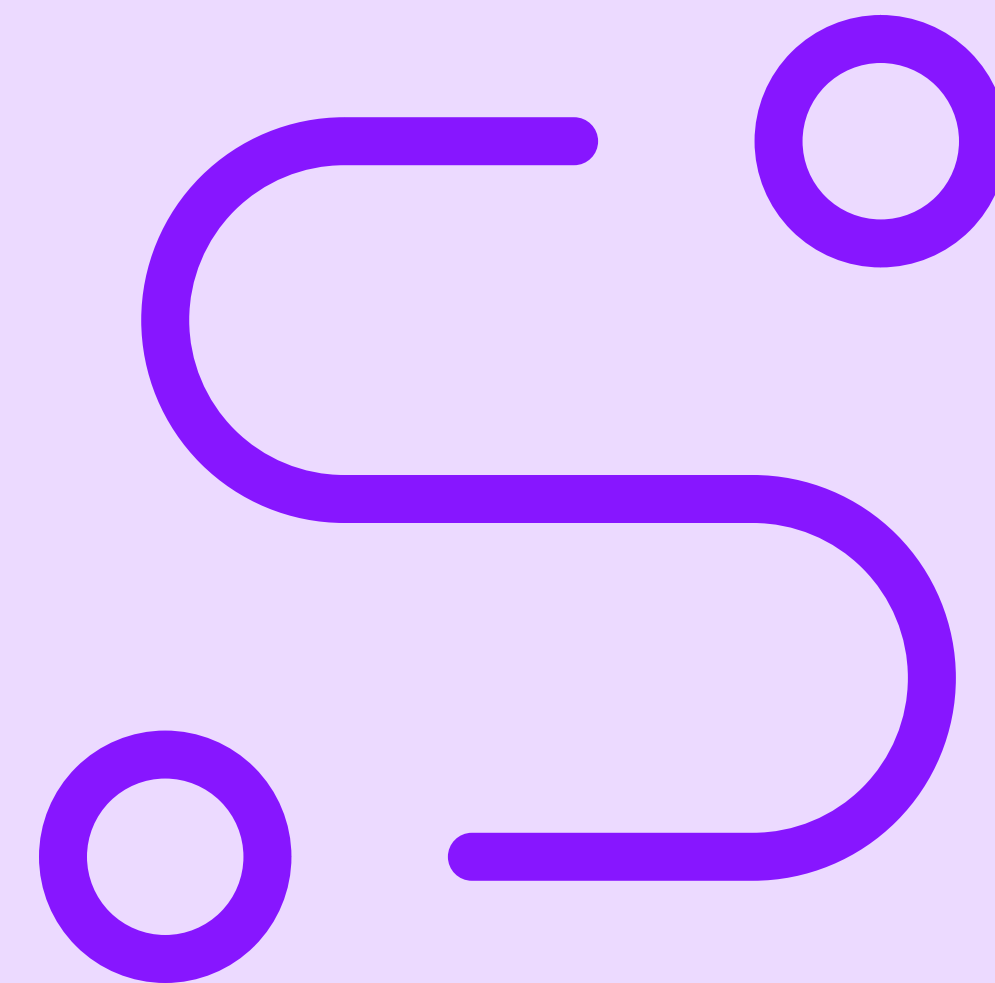
- Build complex authentication flows
- Configure branching logic
- Manage security-critical conditions
- Avoid misconfiguration

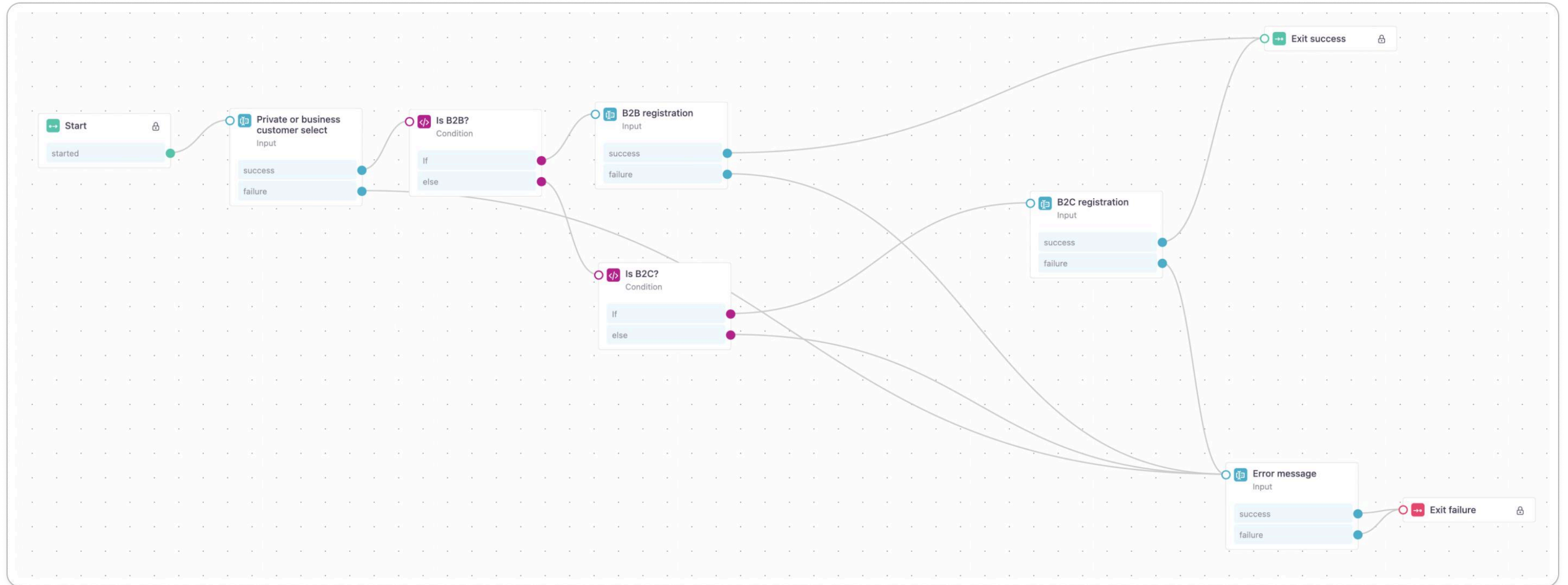
Pain points in earlier setup:

- Form-heavy configuration
- Hard to visualize logic
- High cognitive load

The UX challenge:

Make logic visible, understandable, and safe.





Journey Builder: Design Solution

A VISUAL WORKFLOW BUILDER

JOURNEY BUILDER

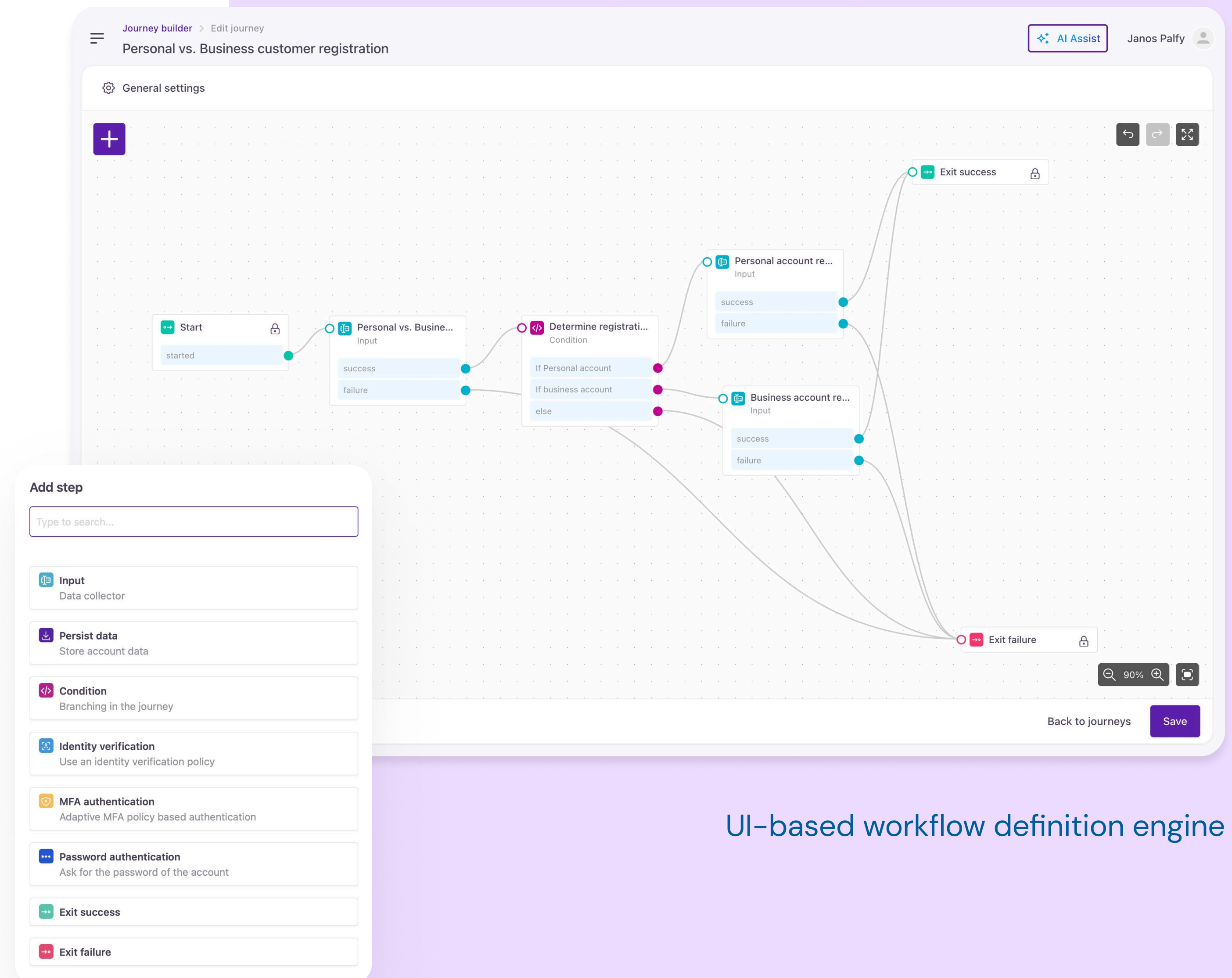
Design Solution

Explored directions

- Pure form-based configuration
- Fully visual drag-and-drop builder
- Hybrid approach

✓ Hybrid visual builder

- Visual flow canvas for overview
- Structured side panels for configuration
- Limits to prevent invalid configurations
- Clear state and outcome visibility



UI-based workflow definition engine

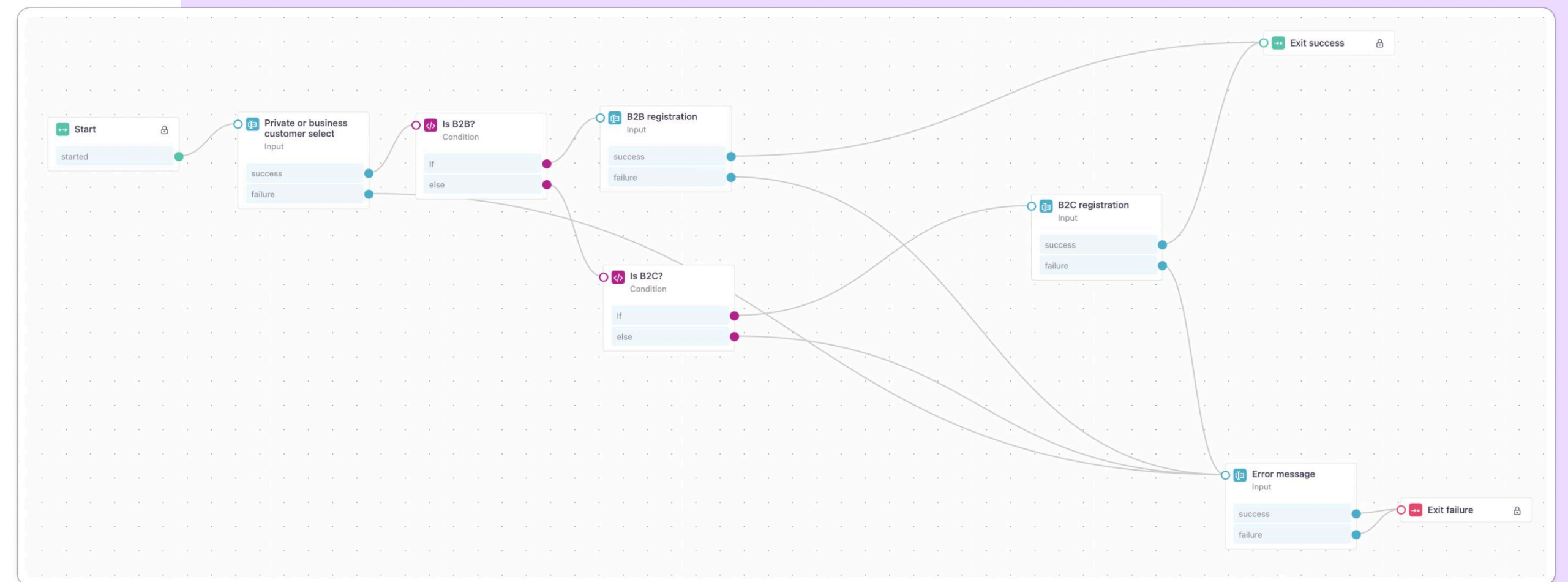
Example: Condition Step

What is a Condition Step?

- A Condition Step evaluates a rule and determines which path the journey should follow based on defined criteria.
- It allows journeys to branch dynamically, providing different flows.

How It Works?

- Admin defines a condition rule
- Journey evaluates the rule at runtime
 - Depending on the outcome:
 - **True path** → specific flow branch
 - **False path** → alternative flow or exit



A sample use case for providing different registration flows for private vs. business customers.

Edit condition settings

Outcome

If

Collective name of the following rule

AND

Native claim Country Operator equals Static value Value United States

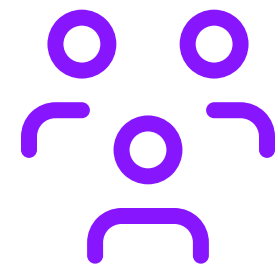
Native claim Country Operator equals Static value Value Canada

Cancel Apply

Condition Builder UI: In this example, the condition is fulfilled if the customer enters the 'US' or 'Canada' values for the native claim 'Country'.

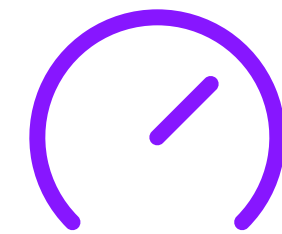
Collaboration, Constraints & Trade-offs

A Journey defines the step-by-step workflow a user follows during identity interactions.



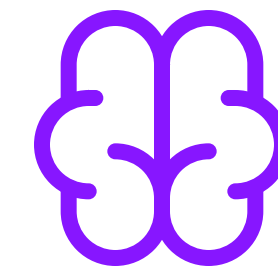
Teamwork

- **Leadership & PM:** defined scope & success metrics
- **Engineering:** feasibility, architecture, performance
- Frequent iteration cycles



Limitations

- Backend structure limitations
- Timeline pressure
- Performance considerations



Mindset

- Clarity over flexibility when needed
 - Safe defaults over full customization
 - Focus on long-lasting, scalable solutions
-

Risks & What I'd Improve

Challenge

Onboarding for New Admins

First-time admins facing “blank canvas anxiety”

Solution

- Introduce guided onboarding flows
- Provide pre-built journey templates (e.g., “Standard Login with MFA”)
- Add simulation mode to safely test flows

Challenge

Canvas can become cognitively heavy

Big enterprise customers build long, multi-branch flows

Solution

- Collapsible sections or grouping
- Better zoom and automatic layout alignment



Outcomes & Impact

Impact

- Clearer mental model for administrators
- Improved internal demos and onboarding
- More intuitive workflow configuration
- Reduced complexity in journey configuration
- More consistent interaction patterns
- **Foundation for future roadmap features** ✓

Market Validation

- Strivacity was recognized as a Leader in CIAM by Forrester Research during the period of ongoing platform development.



Strivacity Named a Leader
in Customer Identity and
Access Management by
Independent
Research Firm

Received 5 out of 5 scores in
12 criteria - the most of any
vendor evaluated



"Strivacity's simplicity allows us to manage the solution without adding staff, and their continued partnership has helped us improve our customer experience."

- Mark Rosa, CIO at Mohegan



Thank you!