

Providers and approaches:

After analyzing the solutions from the live demo, I decided to perform research for the improvement of the live version.

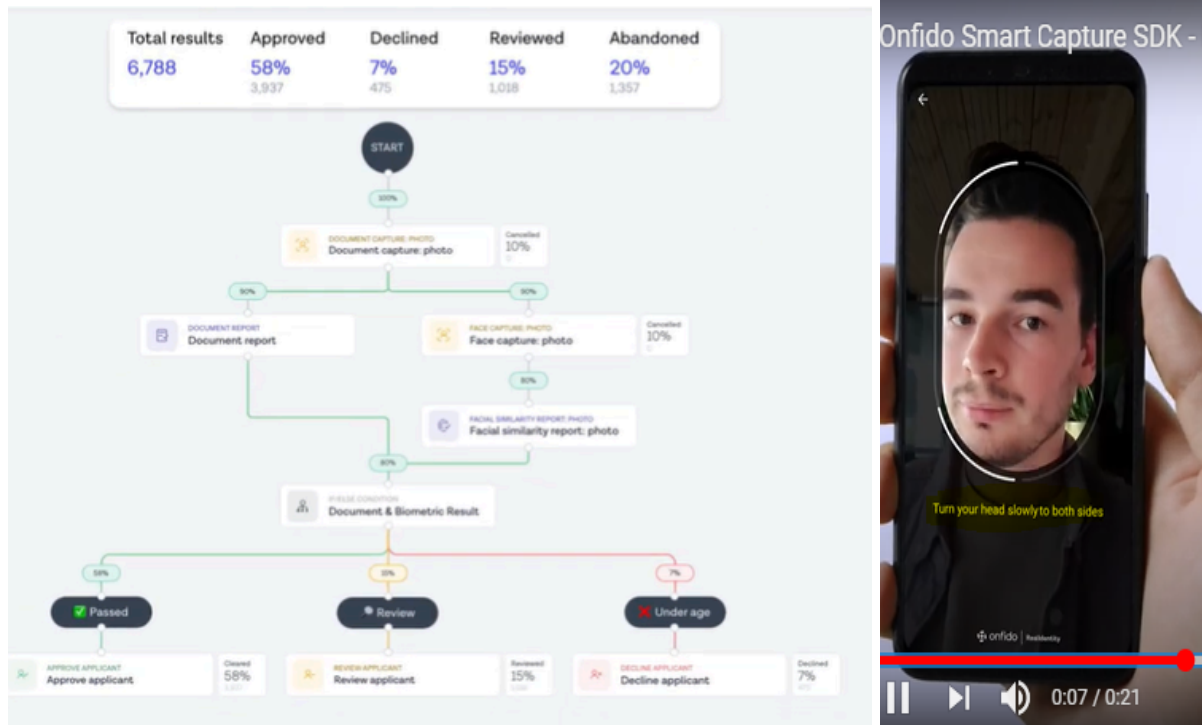
Following providers have been analyzed:

1. Onfido
2. Veriff
3. Trulioo
4. Samsub
5. KYC Hub
6. Advance AI

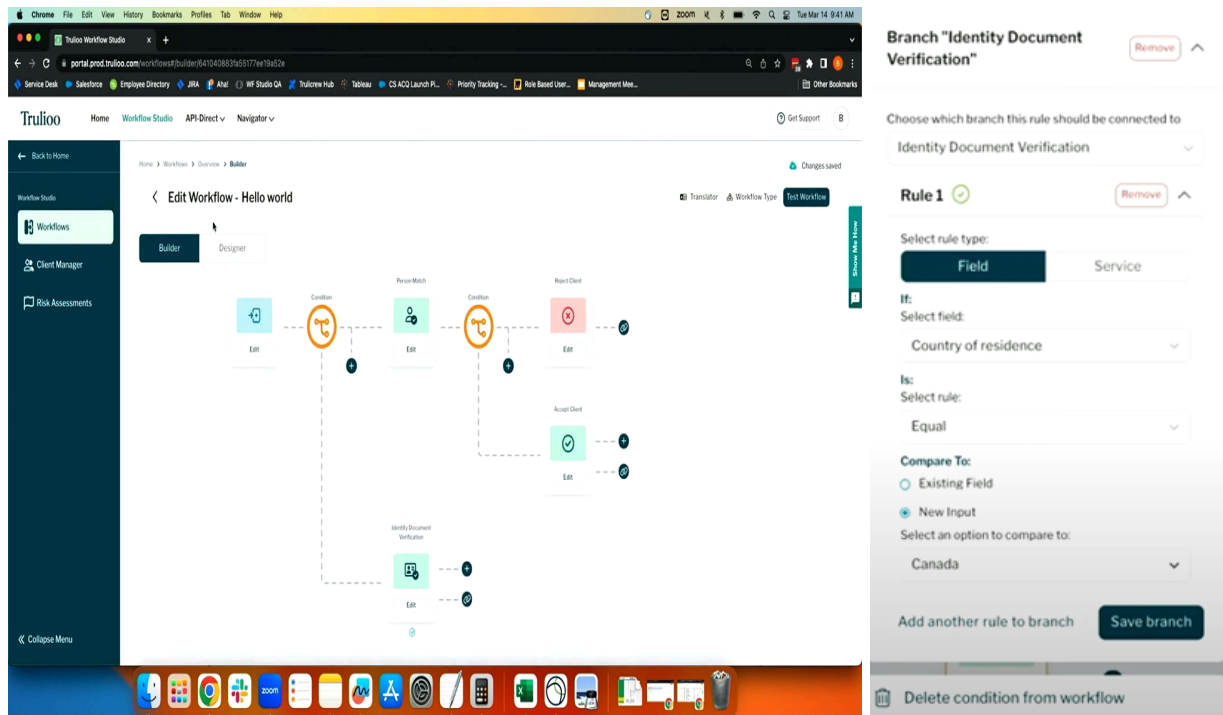
- The existing solution of shufti pro kyc journey builder is very good but there is always room for improvement. Almost all the providers from the above list provide no code flow diagram by drag and drop tools for specific service journeys.
- The current solution of shufti pro kyc builder does not create actual flow into the mind of the journey builder because it only provides check boxes of each service and its specification. The flow diagram will exactly create the map/flow of step by step activities for their users in the mind of a journey builder/merchant.
- There should be flow diagram drag and drop tools for each feature to visualize the journey for specific features then all those flows should be connectable to make the complete kyc builder journey.

Almost all mentioned companies are providing drag and drop flow diagrams for kyc journey builders. Following are some examples:

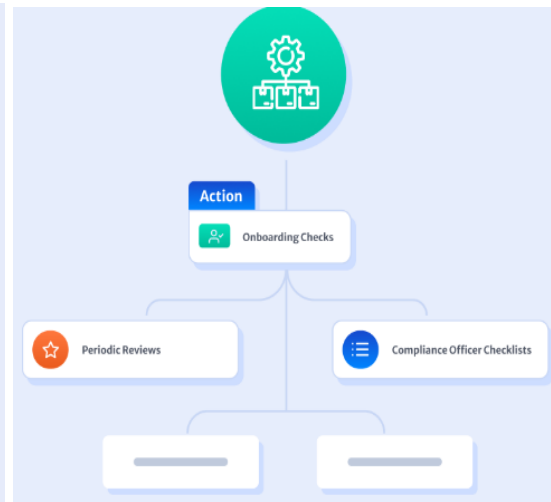
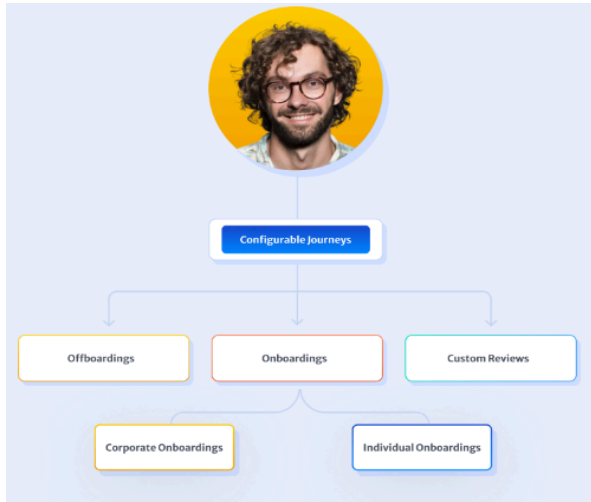
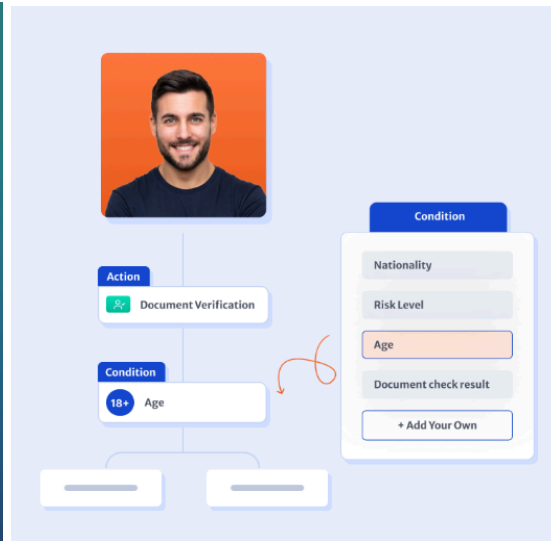
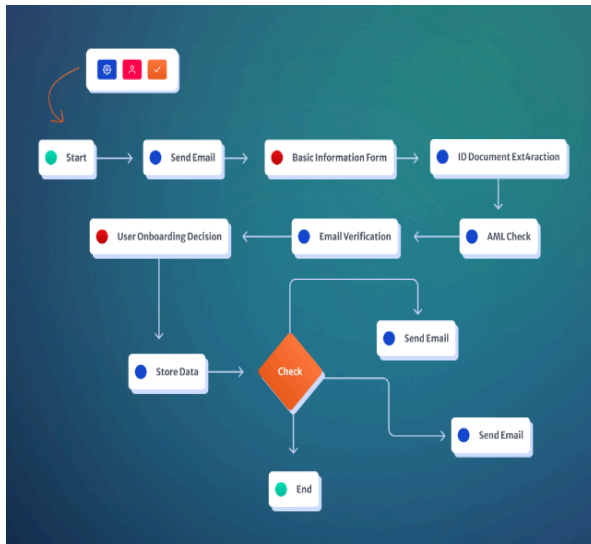
Onfido



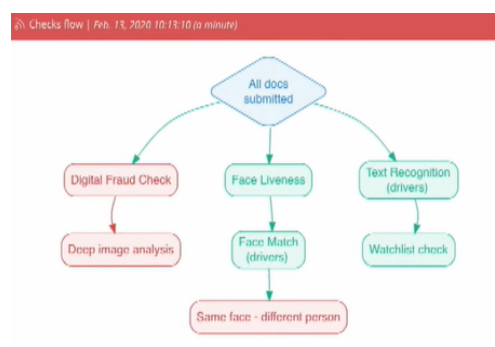
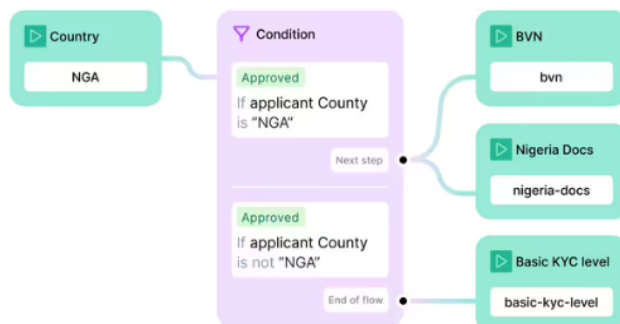
Trulioo



Kyc hub



Samsub



Feature for Shufti Pro: Custom options that may become a unique selling point.

The screenshot shows the Veriff website with a navigation bar at the top containing links for Products, Solutions, Plans, Resources, and About, along with a Sign in button. Below the navigation bar is a horizontal menu with five options: Verify everywhere, Easy for users, Analysis in real time, Expanding your reach, and Completely custom. The 'Completely custom' option is highlighted in yellow. The main content area features three sections: 'Customize end-user flows' with a description of branding customization, 'Optional background video' with a description of background video recording, and 'Manual and automated ID checks' with a description of machine learning and manual review processes. To the right of these sections is a mobile app interface showing a user's profile and a 'Continue' button.

veriff Products Solutions Plans Resources About Sign in

Verify everywhere Easy for users Analysis in real time Expanding your reach **Completely custom**

Customize end-user flows

You can modify the color schemes in Veriff's mobile and web end-user flows to align with your branding, as well as add your logo. From color customization to complete white labeling, our team is here to help you seamlessly integrate into your customer journey.

Optional background video

Our verification flows come with optional background video recording, allowing us to conduct advanced fraud prevention checks with minimal input from your users. Background video is excellent for clients with a low-risk appetite, but it may not be the best idea if you're looking for a lightweight solution.

Manual and automated ID checks

Depending on the degree of automation you prefer, Veriff uses machine learning to compare ID photos with our specimen database. This process can then be followed up with a manual review conducted by our team of in-house specialists.

Onfido Phone view screens: generating QR code for verification

The screenshot displays three mobile app screens for Onfido. The first screen, titled 'Connected to your mobile', shows a tip about keeping the window open and a QR code. The second screen, titled 'Take a selfie', shows instructions for face alignment and a 'Continue' button. The third screen, titled 'Verify your identity', shows a list of document types: Passport, Driver's license, and Identity Card, each with a right arrow. All screens are powered by Onfido.

Connected to your mobile

Once you've finished we'll take you to the next step

Take a selfie

We'll compare it with your document

Face forward and make sure your eyes are clearly visible

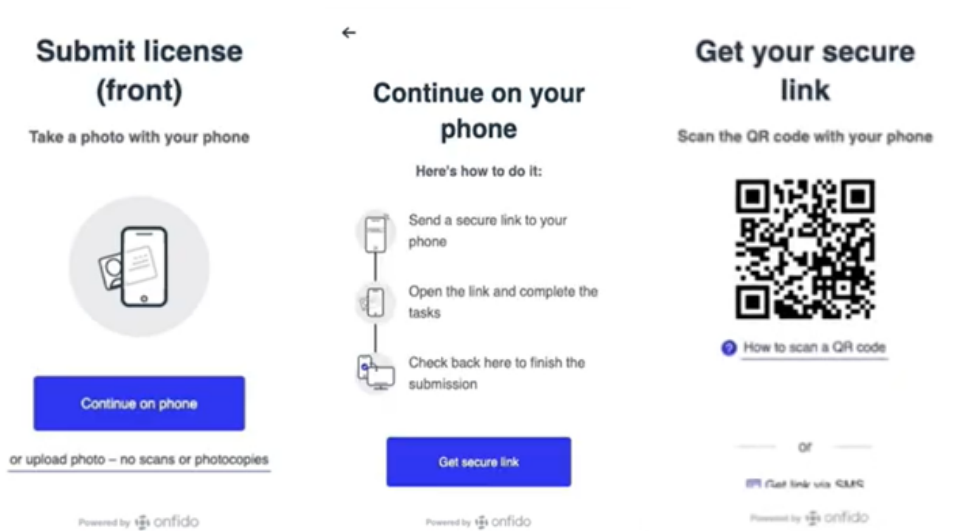
Remove your glasses, if necessary

Verify your identity

Select the type of document you would like to upload

- Passport Face photo page
- Driver's license Front and back
- Identity Card Front and back

Powered by onfido

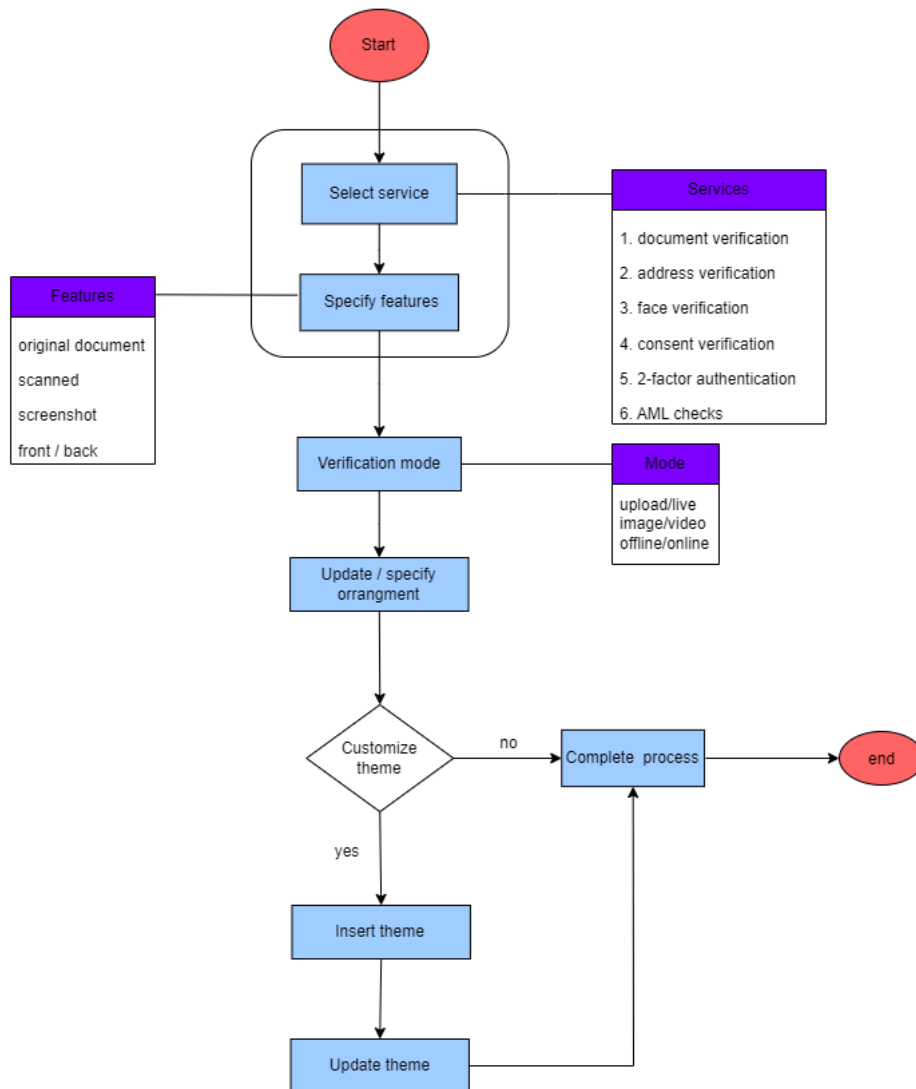


Proposed kyc builder flow

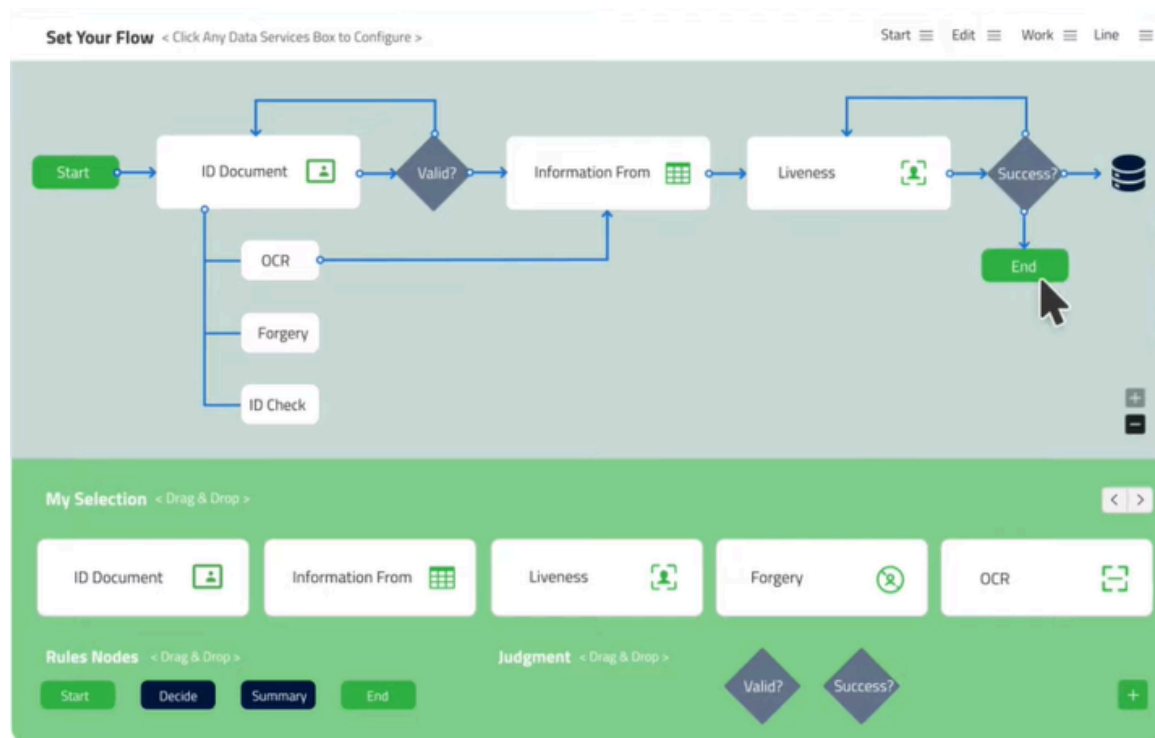
In the beginning of the research, I mentioned the research is conducted based on understanding from a demo video. The problem that I assumed was the step by step flow of how each activity will be performed before the kyc journey becomes live. The core part of my research belongs to drag and drop kyc journey builder but it is better to improve existing solution first then to go for change or new concepts.

Following screen can be implemented in the existing system. This idea is taken from whatsapp and instagram gives a feature to change the order or remove it before a post or status becomes live.

Flow diagram: A simple use case



Change concept

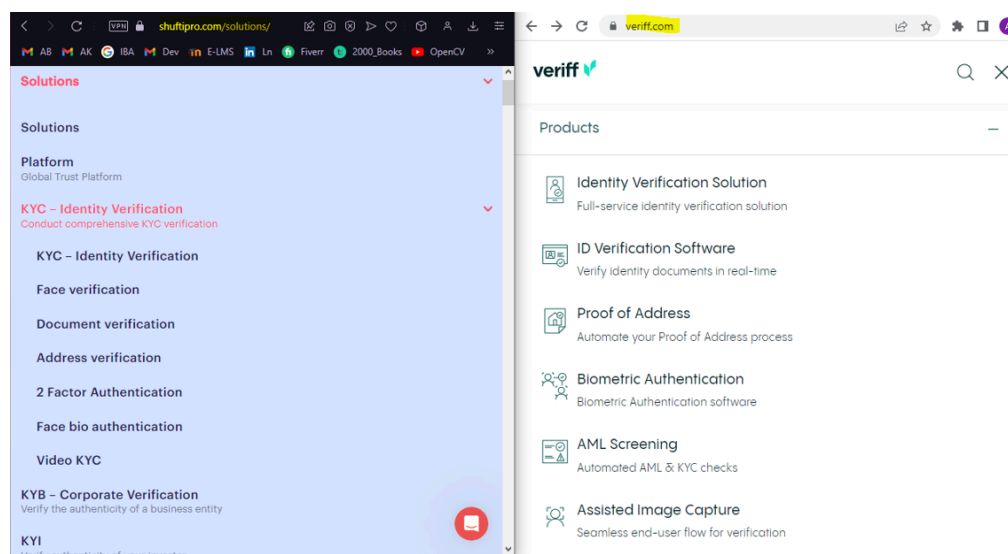


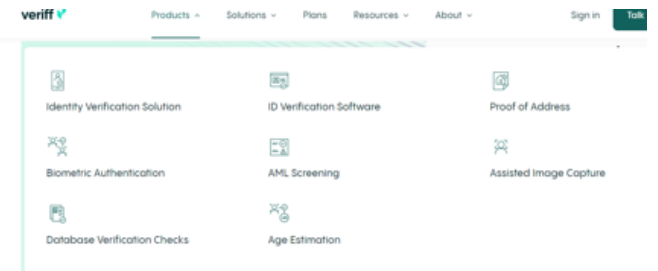
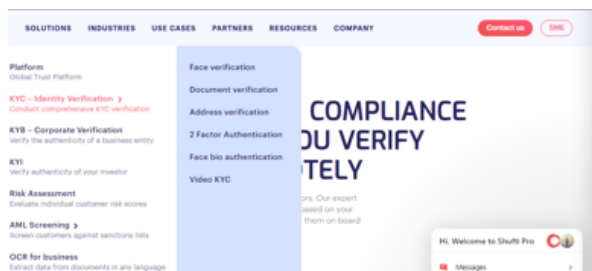
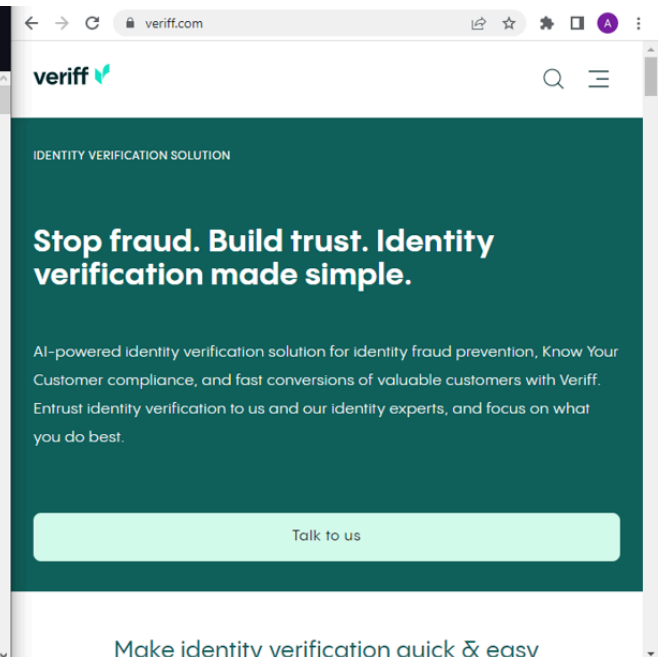
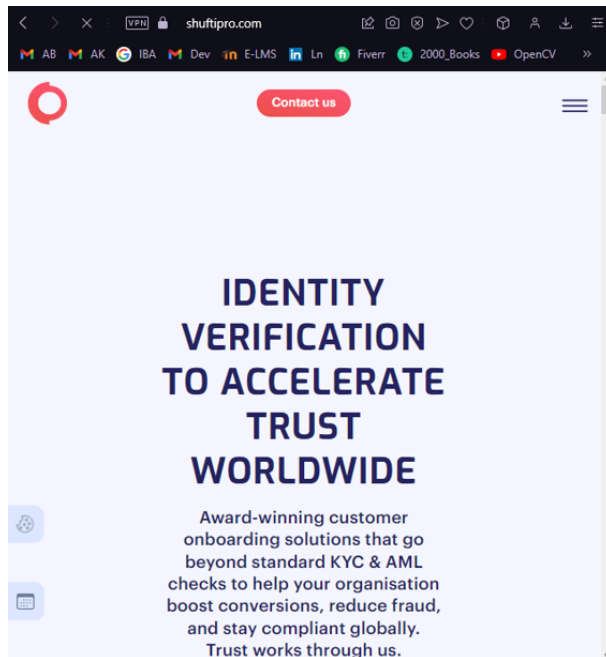
Following is not the requirement for this task but these can be beneficial for the product.

Suggestions for presenting information:

If a client compares both services then more chances are to opt for veriff because it gives a premium feel.

Home Page





Report

