HyperScan KYC – Intelligent Digital Verification Flow (Product Case Study)

Overview

HyperScan KYC is a fast, user-friendly identity verification system designed to reduce KYC completion time from 6 minutes to under 2 minutes.
 The solution includes real-time ID feedback, auto-enhancement, optimized OCR + face match, and a complete Figma-based product flow.

Tools used:
 Figma, Notion, Product Thinking, UX Flow Design, OCR Concepts, Analytics Funnels

Prototype Link: ▶ Figma Prototype

PRD Link: 📄 *PRD*

Problem

New users fail KYC due to glare, blur, poor lighting, and unclear capture instructions.
 This causes repeated retries, long KYC duration, and high drop-offs.
 Compliance teams also suffer from inconsistent image quality leading to OCR failures and manual review overhead.

Personas

1. First-Time Digital Onboarding User

- Struggles with glare/blur

- Needs clear guidance

- Wants quick completion (under 2 mins)

2. KYC Compliance Analyst

- Frustrated by inconsistent ID image quality

- Needs reliable OCR

- Wants fewer manual reviews

Pain Points

User Pain Points

- Unclear instructions

- Long KYC time (6+ minutes)

- Selfie failures (lighting, angle)

Compliance Pain Points

- Inconsistent ID image quality

- High false rejects due to OCR failure

Solution Overview

The solution addresses the full KYC journey through four core features:

1. Real-Time Image Quality Scoring

Detects:

- Glare

- Blur

- Shadows

- Poor lighting

- Bad alignment

Shows prompts like:

- "Remove glare"

- "Hold steady"

- "Align your ID"

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2. Auto-Crop & Auto-Enhance Engine

- Detects ID edges

- Crops background

- Enhances brightness & contrast

- Reduces glare automatically

- Outputs OCR-ready image

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3. OCR + Face Match Pipeline

Back-end system verifies:

- ID text fields (Name, DOB, Document ID)

- Selfie vs ID photo match

- Liveness checks

- Fraud + tampering indicators

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4. Funnel Analytics Dashboard

Tracks:

- Drop-off per screen

- Retry counts

- OCR accuracy

- Liveness failure rate

- Median KYC completion time

- Funnel conversion

User Flow

1. Start KYC → S1

2. Read ID instructions → S2

3. Capture ID → S3

4. Real-time feedback → S4

5. Review enhanced ID → S5

6. Selfie instructions → S8

7. Capture selfie → S9

8. Back-end verification

9. KYC Success → S11

Figma Screens

- **S1 – Welcome**

Verify Your Identity to Continue

This will take less than 2 minutes.

Start Verification
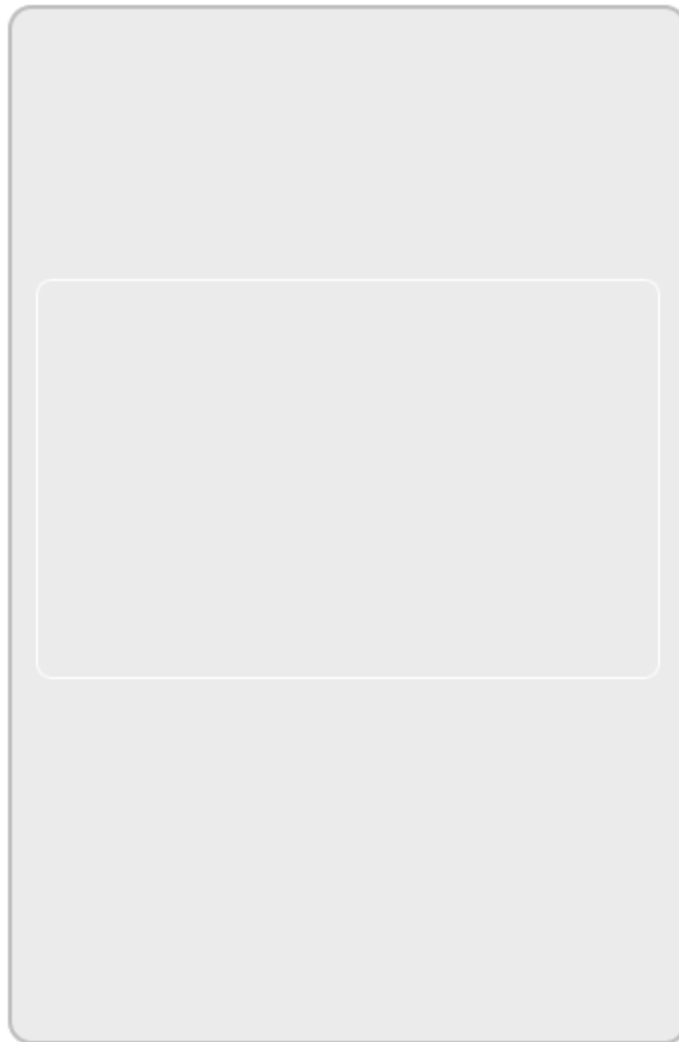
- **S2 – ID Instructions**

ID Instructions

Get your ID ready

- Place your ID on a flat surface
- Use good lighting
- Avoid glare & shadows
- Keep the full ID inside the frame

Continue

- **S3 – ID Capture**

Capture Your ID

Make sure all 4 corners of your ID are visible.

CAPTURE

- **S4 – Quality Feedback**

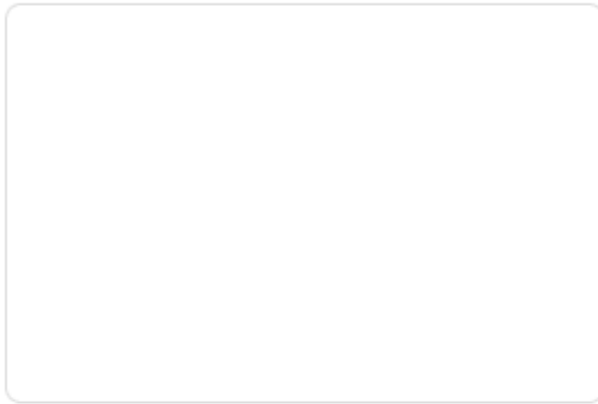## Adjust your ID

Remove glare   Hold steady

Align your ID   Increase brightness

- **S5 – Auto-Crop Preview**

Confirm Your ID

Brightness and Clarity improved
automatically
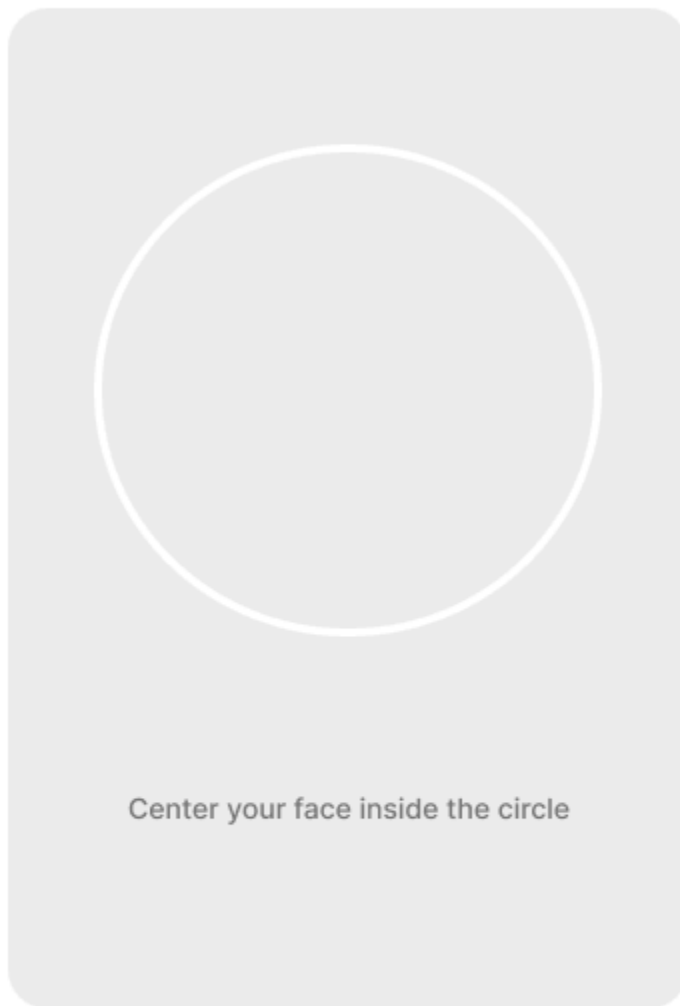
RETAKE   CONFIRM

- **S8 – Selfie Instructions**

Selfie Verification

- Center your face inside the frame
- Avoid backlight
- Remove masks, caps, glasses
- Look directly into the camera

Continue

- **S9 – Selfie Capture**

Take a Selfie

Center your face inside the circle

CAPTURE

- **S11 – Success Page**

Verification Successful

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Your KYC was completed in 1.4 minutes

Continue

Success Metrics

- **KYC Time:** 6 minutes → **under 2 minutes**

- **ID Approval Rate:** +40% improvement

- **Drop-off Reduction:**

    - ID capture: -30%

    - Selfie capture: -25%

- **OCR Accuracy:** +35%

- **Manual Reviews Reduced:** -30%

- **Funnel Conversion:** +20–25% overall

Future Improvements

- Auto-detect document type

- Offline capture mode

- AI-based adaptive guidance

- Forgery/tampering detection

- Multi-language support

- Alternative KYC (video, eKYC OTP)

- Dark mode capture UI