

UX Research Design: Billease Sign-Up & Activation Flow

Background, Problem, Objective

Background: Current onboarding flow

- Download & Register
- Identity Verification (KYC)
- Await Approval

Problem: Common User Issues

- Document verification delays
- Upload failures or unclear requirements
- Occasional app crashes
- Confusing steps during registration or KYC
- Lack of transparency during approval waiting time

Objective: Identifying the following to evaluate user product experience

- Motivations for registering
- Pain points causing friction or drop-off
- Opportunities to improve satisfaction, trust, and activation completion

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Proposed Research & Analytics Methodology

Mixed-Methods Research Design

Combining **quantitative** data with **qualitative** user insights for a complete view.

