

Business Operations and Compliance Internship

Reimagining pepago

Onboarding: A Clearer, Kinder, SME-Focused Journey

Team 5



Excelerate



The B2B Growth Engine



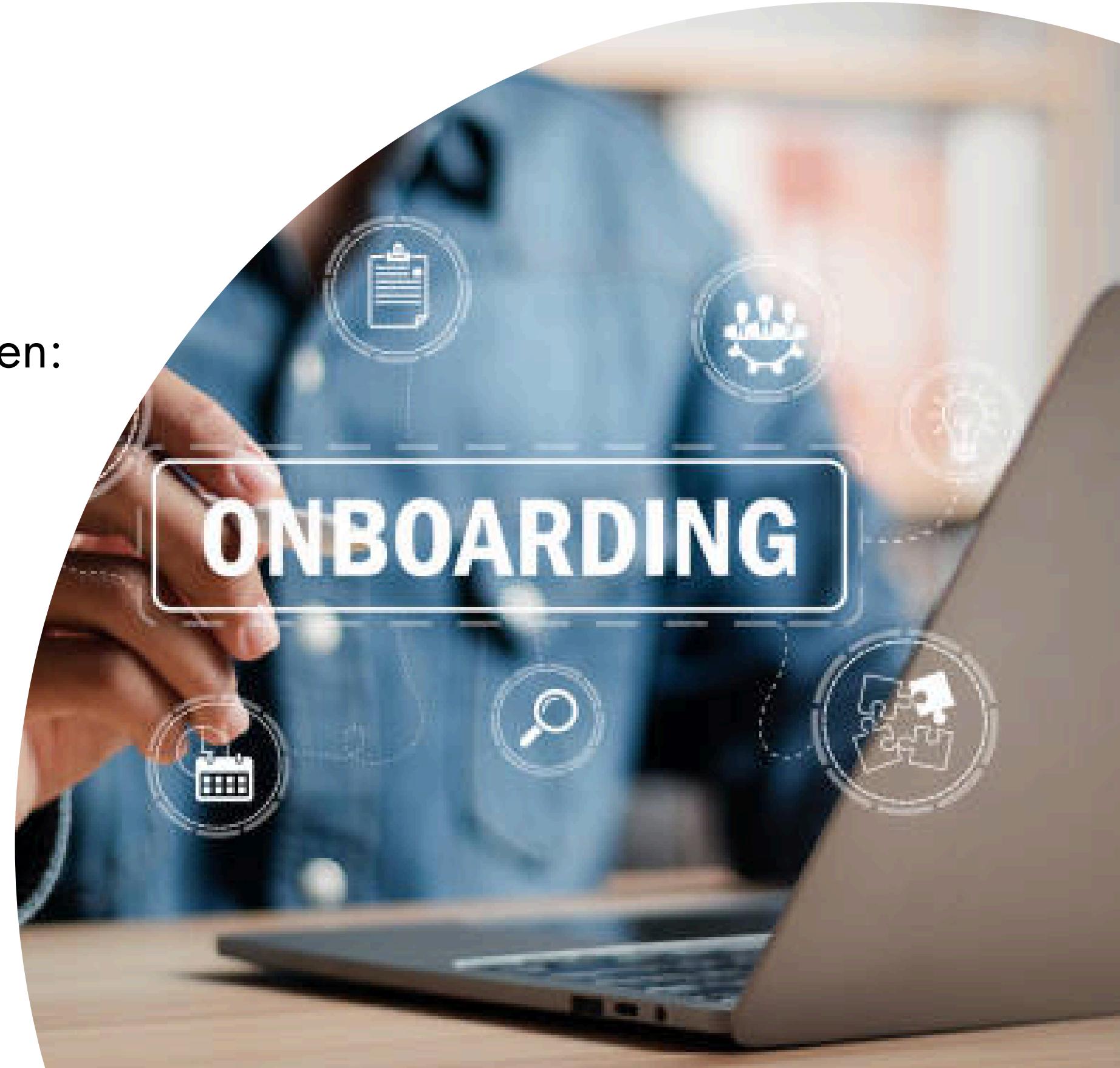
Presented By

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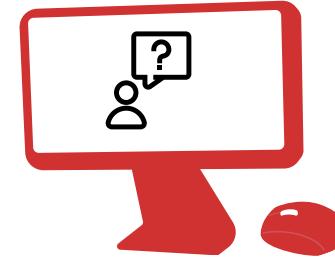
Why Onboarding Matters

SMEs feel overwhelmed, unsure, and hesitant when:

- steps aren't clear
- instructions feel heavy
- verification is confusing
- there is no guidance



User Struggles



Main User Struggles:



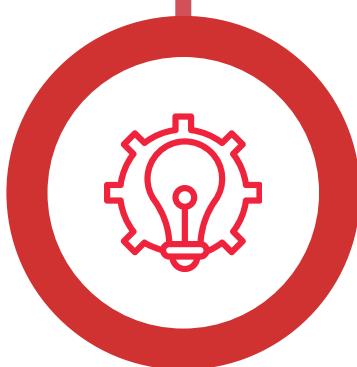
- Unclear onboarding flow
- No guidance on where to start
- Too many fields at once
- Confusing verification steps
- Lack of instant support
- No motivation to continue
- High cognitive load
- Uncertain value ("Why should I use Pepagora?")

Emotional struggles identified:

- Anxiety
- Doubt
- Overwhelm
- Fear of doing it wrong
- Low trust when information is unclear



Insights Gathered



User Personas Reveal

- All users need reassurance and structure
- SMEs prefer guidance over exploration
- First-timers lack confidence
- Each persona wants clarity and trust early



Journey Pain Points

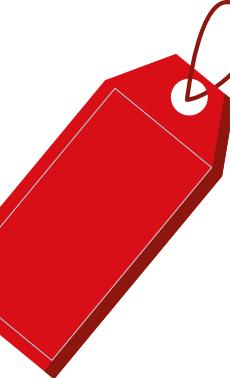
- Step 1 usually feels like a wall, not a door
- “What’s next?” confusion happens at every stage
- Verification feels intimidating
- Product listing feels too technical



Competitor Best Practices

From Alibaba, IndiaMART, and Global Sources:

- Guided onboarding > “explore and figure it out” onboarding
- Checklists keep users anchored
- Progress indicators reduce anxiety
- Instant tips remove confusion
- Clear trust badges increase activation



Design Principles for Pepagora's Onboarding

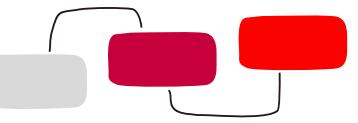
Objectives

- Reduce onboarding friction
- Increase user activation rates
- Improve trust for cross-border users
- Minimize early drop-offs
- Ensure user learns the platform quickly

User Success



Proposed Mock Onboarding Flow – Step-by-Step



1. Welcome & Role Selection

- User lands on a friendly welcome screen
- Chooses: Buyer / Seller / Partner
- Micro-copy explaining why role selection matters

2. Smart Registration

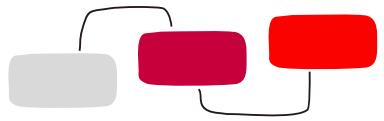
- Auto-fill via mobile/email OTP
- Optional “Continue with Google/LinkedIn”

3. Guided Profile Setup

- Multi-step wizard
- Tooltips & mini examples
- Progress bar to reduce anxiety



Proposed Mock Onboarding Flow – Step-by-Step



4. Instant Verification Badge Preview

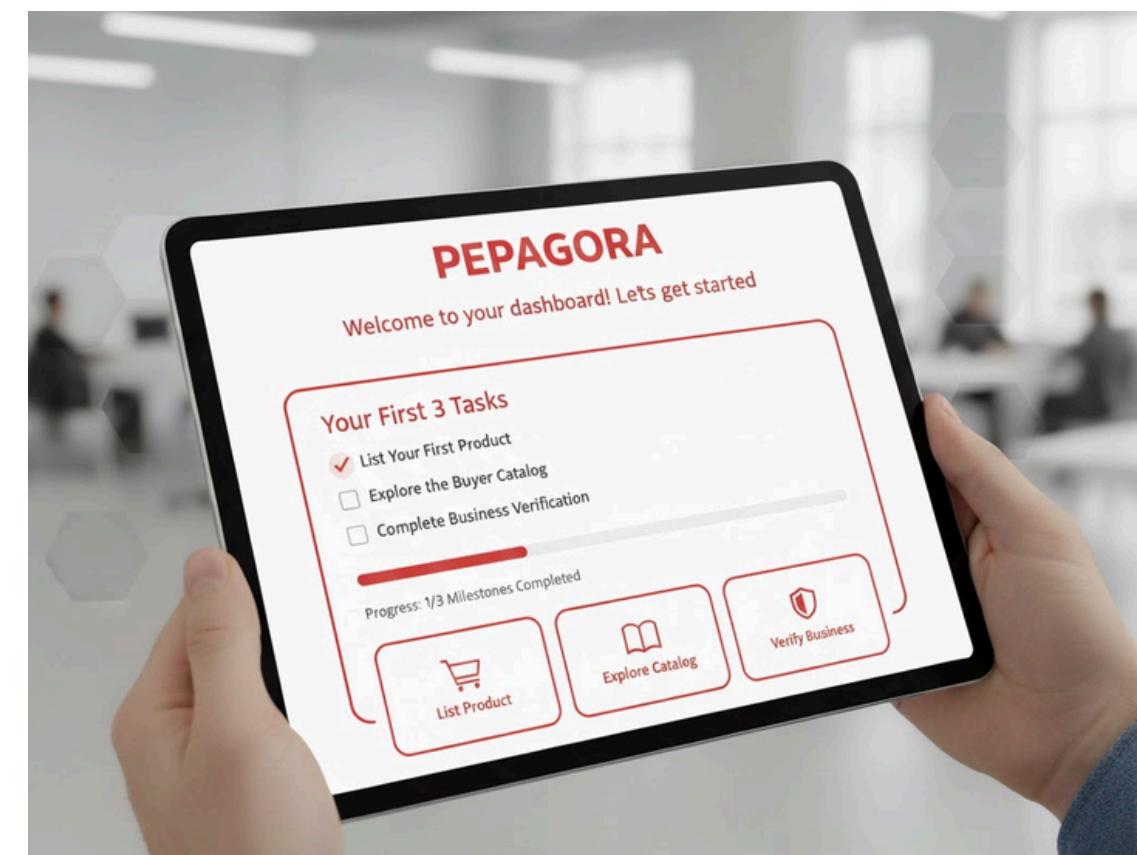
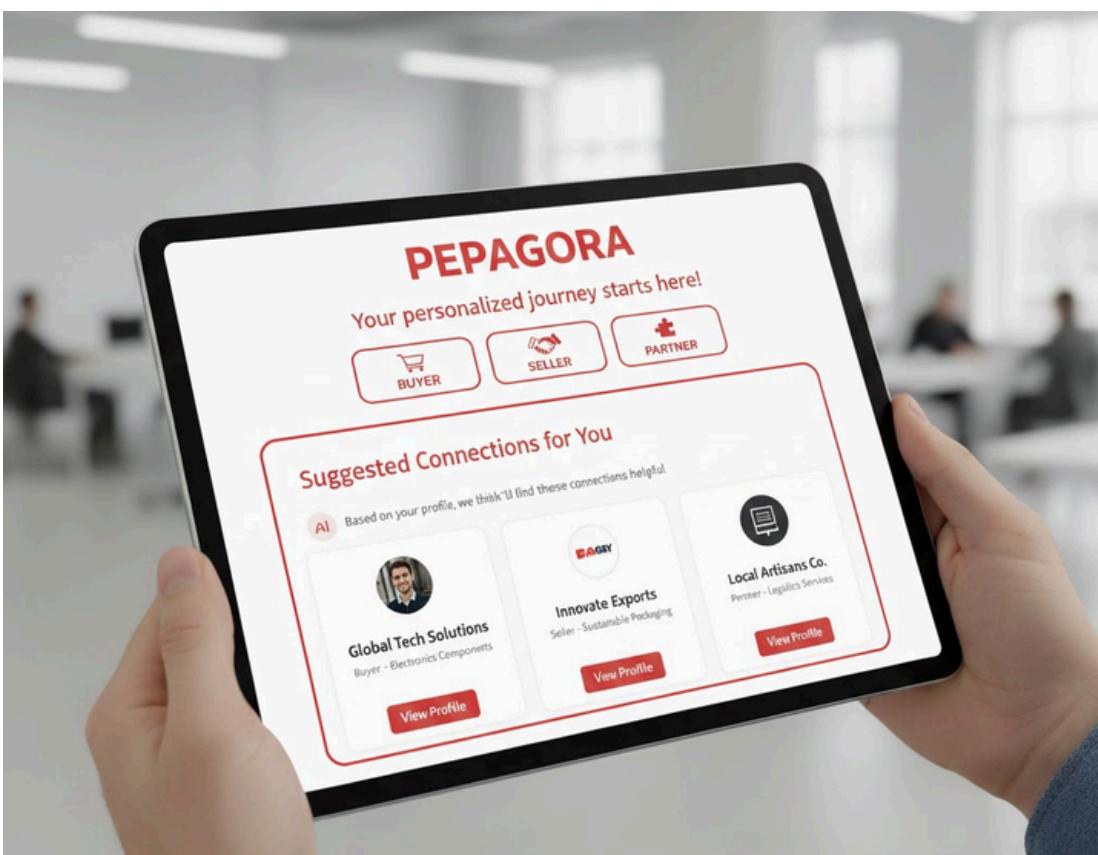
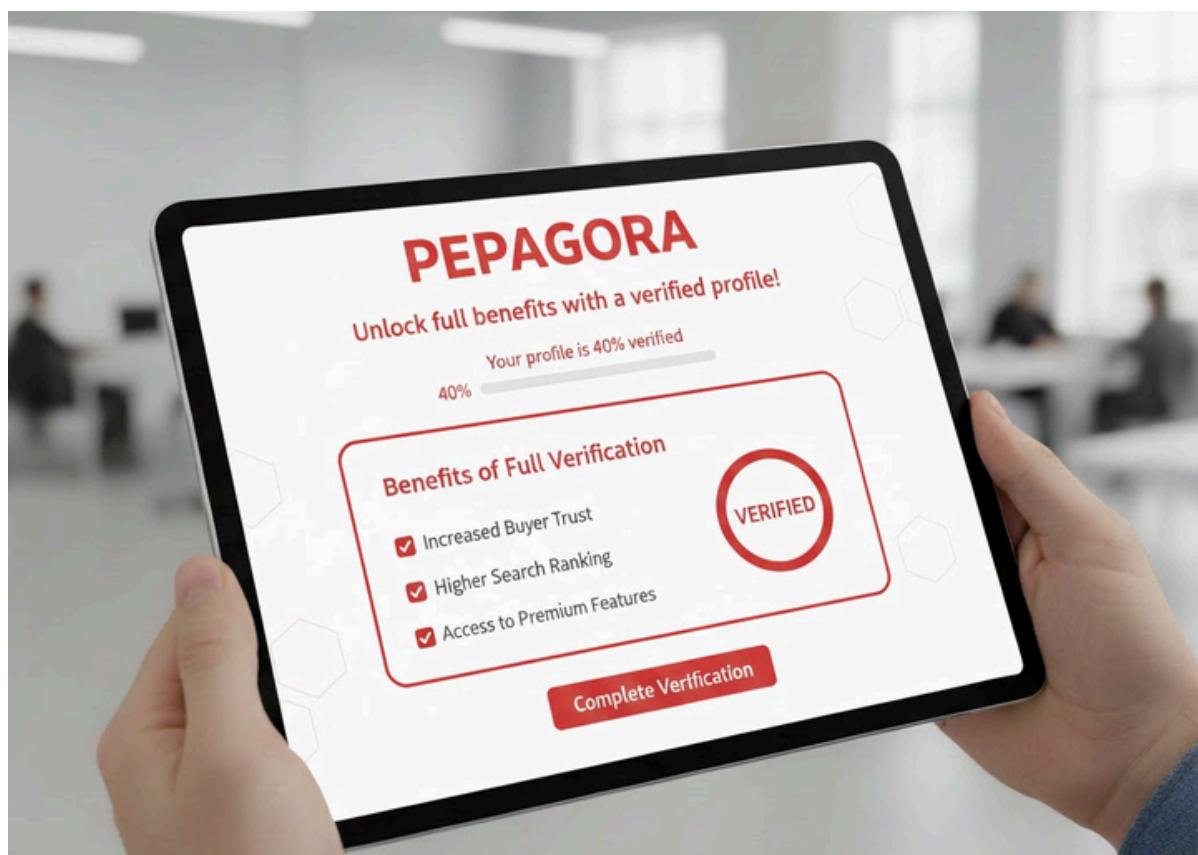
- "Your profile is 40% verified"
- Shows benefits of full verification
- Promotes trust early

5. AI-Guided First Steps

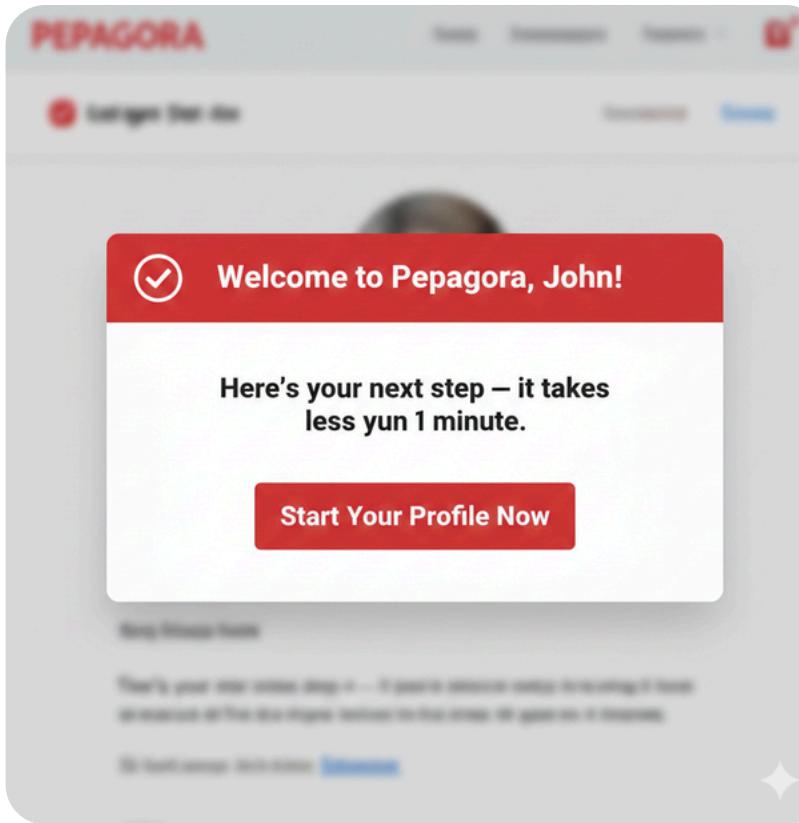
- "Suggested Buyers/Suppliers for You"
- AI explains recommendations in simple language

6. Activation Dashboard

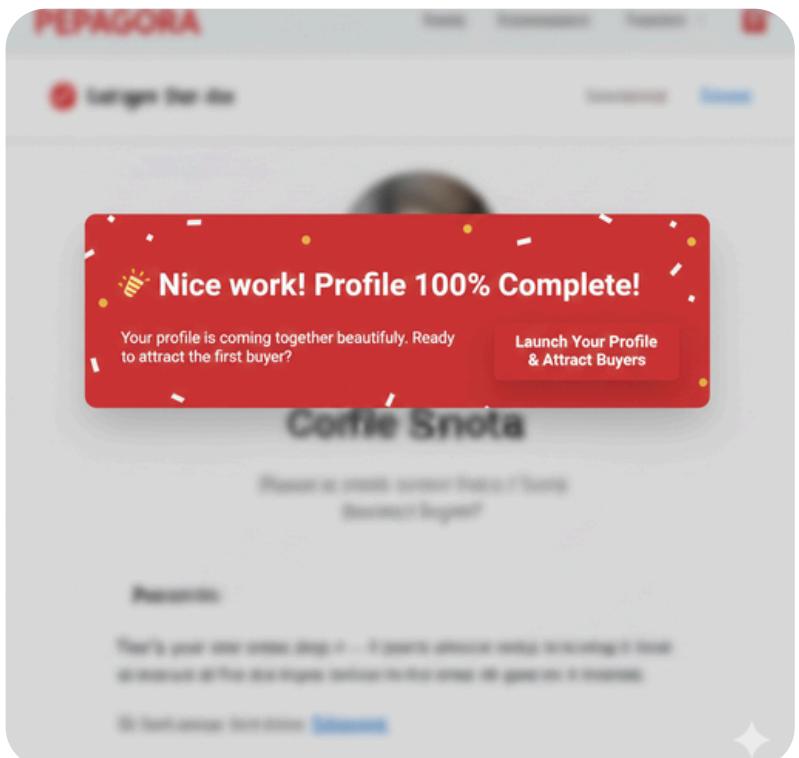
- "Your First 3 Tasks" checklist
- Track progress with milestones
- Quick actions: List product | Explore catalog | Verify business



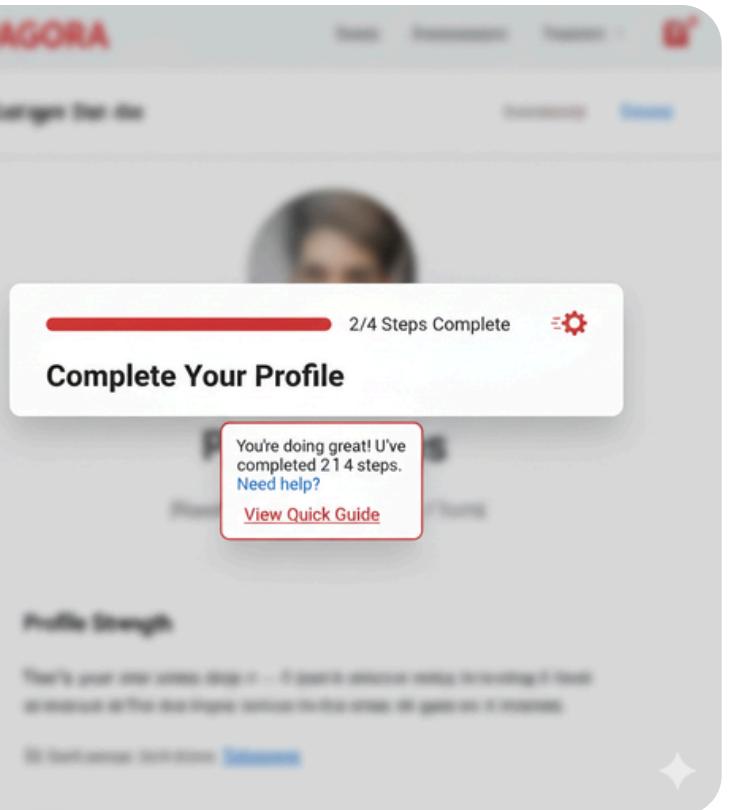
Communication & Engagement Strategies: Our Touchpoints



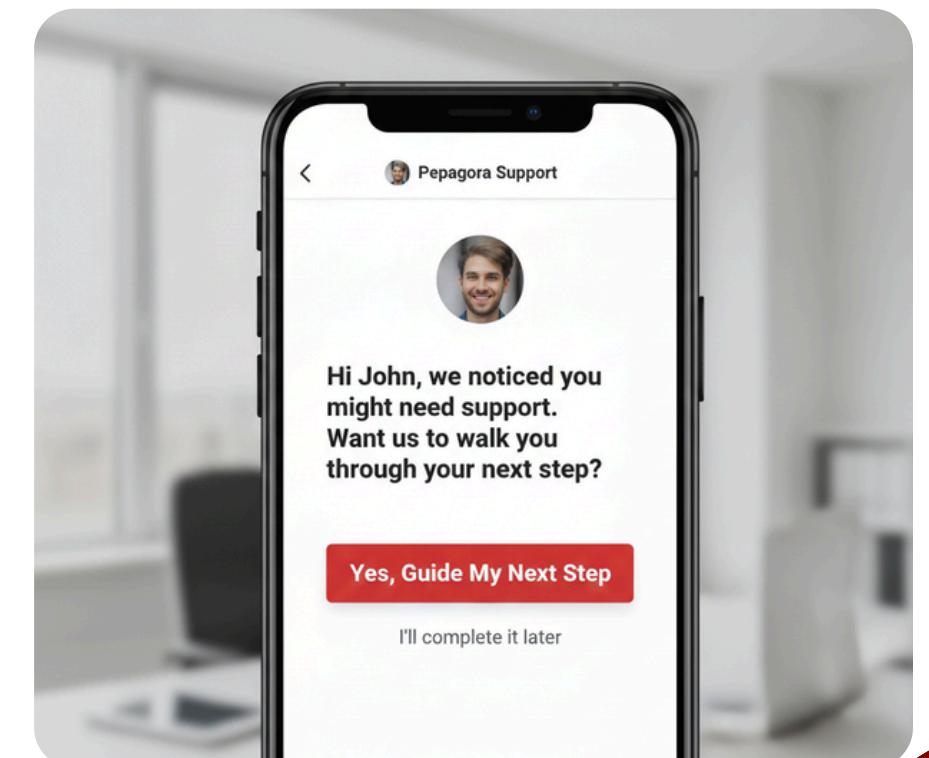
Stage 1: After Sign-Up



Stage 3: First Success Action



Stage 2: Mid Process



Stage 4: If Inactive

Expected Outcomes

- ✓ Reduced drop-offs
- ✓ Faster activation rates
- ✓ Higher trust levels
- ✓ Better product listing
- ✓ More satisfied SMEs

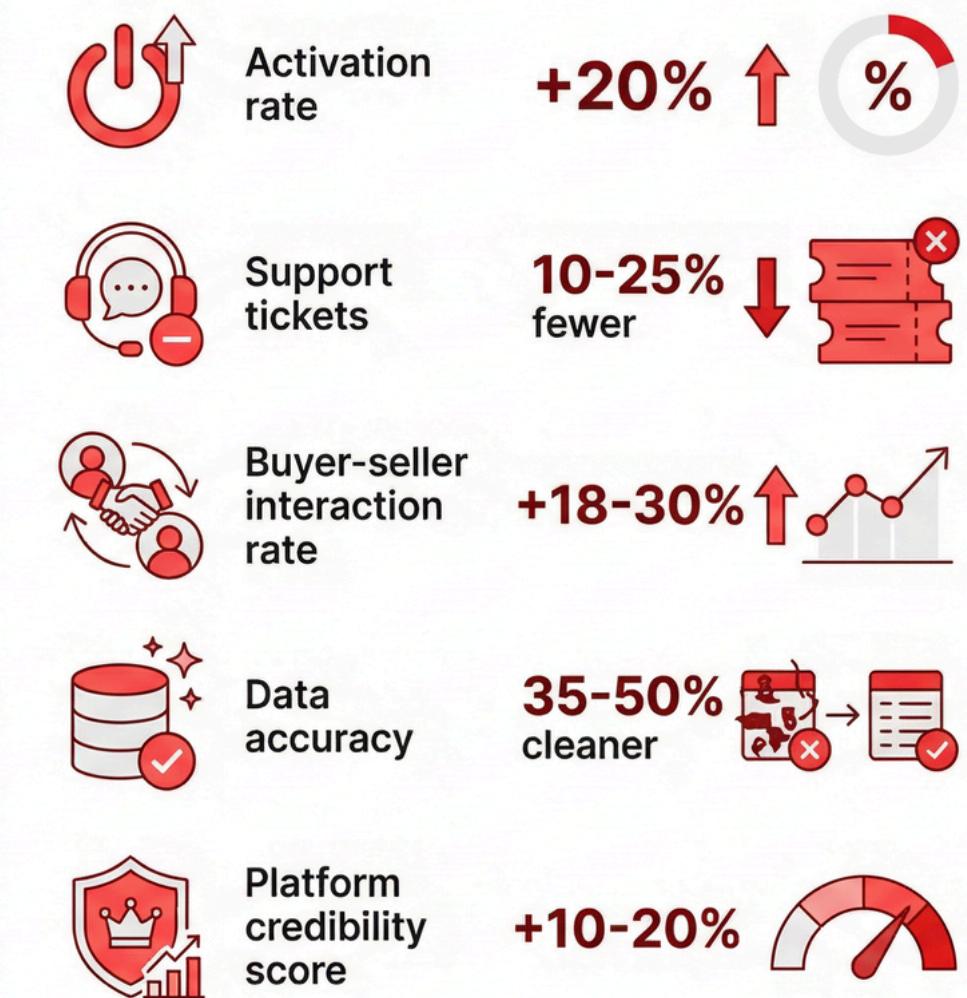


Future Benefits

FOR USERS



FOR PEPAGORA



CONCLUSION

The analysis shows that effective onboarding on Pepagora relies on trust, simplicity, and clear guidance. Users commonly face challenges with verification clarity, product listing complexity, and uncertainty about outcomes, highlighting opportunities to streamline processes, enhance transparency, and provide tailored support. The project also served as a valuable learning experience, deepening the team's understanding of user needs, platform workflows, and strategies for operational improvement.

Thank You

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**Pepagora
Unveils Next-Gen
B2B Platform**

Faster, Smarter, and
Built for SME Growth

