DESIGN EVOLUTION

3 Rounds of Iteration

The design went through 3 major iterations - each driven by user research and stakeholder feedback.
Here's how the consent flow evolved from the original to the final version.

VERSION 1 - Original

The Existing Experience

High drop-off rates (67%). Users felt anxious seeing all account details suddenly. Sudden interface change mid-flow shocked users into abandoning the process.

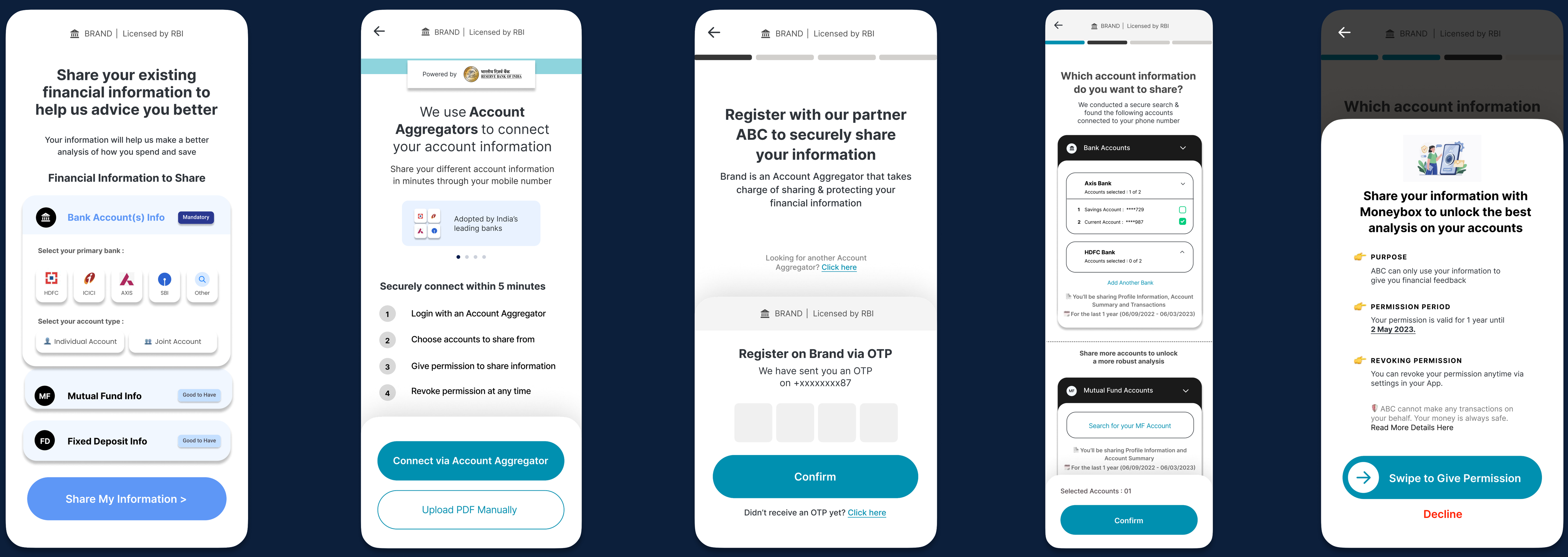
Issues identified:

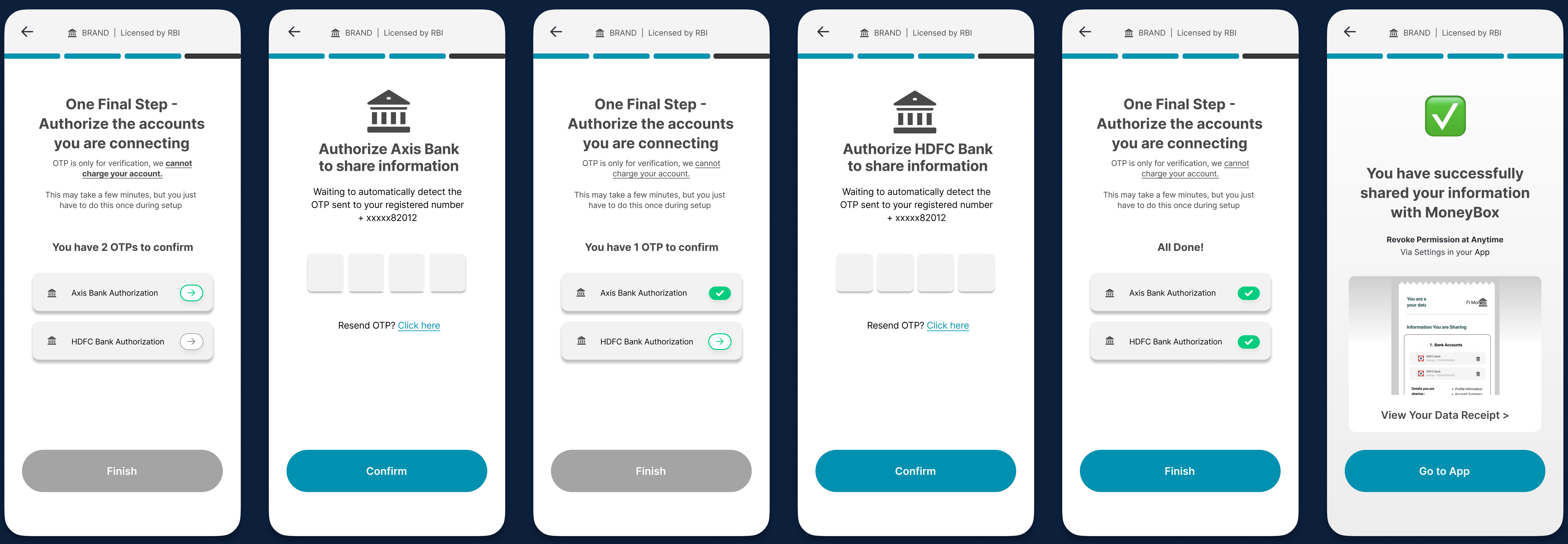
- Sudden interface change mid-flow caused user shock
- All account details exposed at once → anxiety
- No B2B customization capability
- Outdated visual design, not mobile-optimized

VERSION 2 - My Proposal

Proposed Redesign

Clearer UI, progressive steps, better visual hierarchy. Users loved it - but stakeholders raised regulatory concerns.





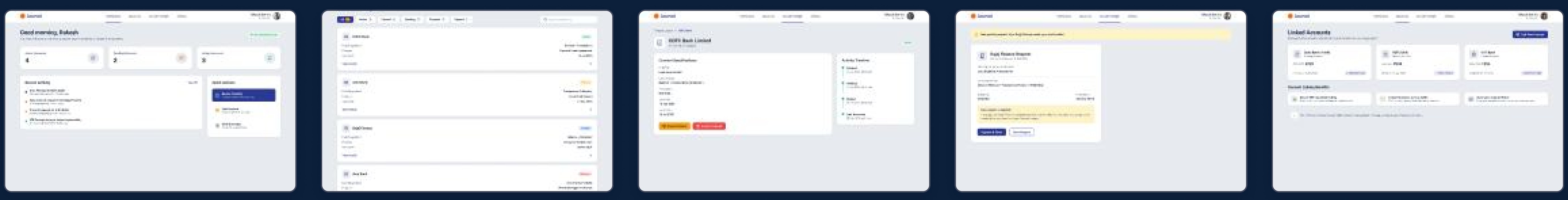
User Research Results:

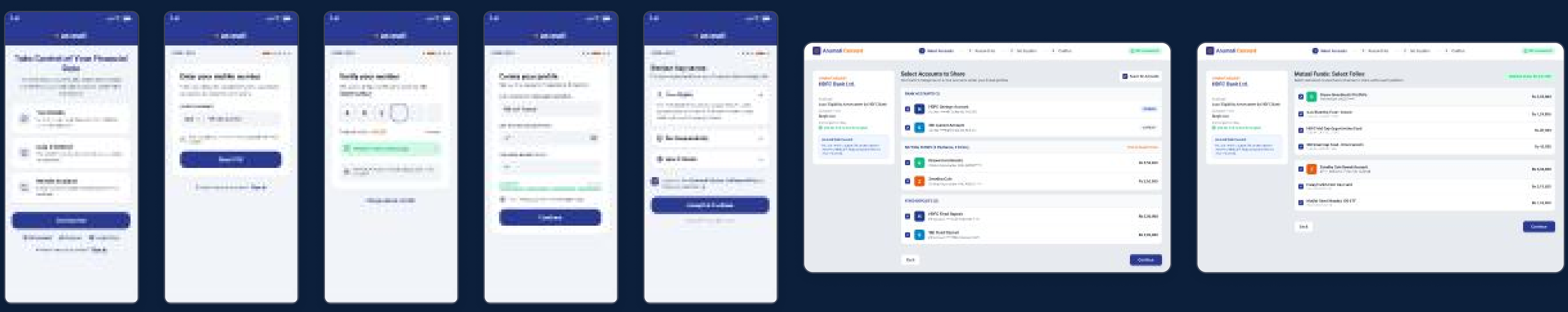
- ✓ Users found it clearer and easier to understand
- ✓ Better visual hierarchy reduced cognitive load
- ✕ RBI Governance team objected to regulatory naming
- ✕ Sahamati team flagged compliance issues
- ✕ Stakeholders wanted more B2B flexibility

VERSION 3 - Final Design

The Final Solution

Addressed all user concerns AND regulatory requirements. Progressive disclosure, no compliance issues, B2B enabled, modern design language.





What changed:

- Removed all regulatory naming issues (no direct RBI references)
- Progressive disclosure - one action per screen, trust signals first
- B2B admin dashboard built from scratch for FIU managers
- Modern design system with 40+ reusable components
- 61 screens across desktop, mobile, and admin panel