

Validating with Real Users

Conducted 3 rounds of usability testing with 8 participants, iterating on the consent flow, account selection, and error recovery patterns between rounds.

Round 1

Onboarding & Consent Grant

Users skipped the 'Safe & Regulated' screen — moved trust signals earlier in flow

72%
success

Round 2

Account Selection & Data Categories

Too many choices overwhelmed users — added smart defaults and category grouping

85%
success

Round 3

Error Recovery & Edge Cases

Users didn't notice inline errors — switched to modal confirmations for critical actions

94%
success

RESULTS & IMPACT

Measurable Outcomes



↓ 23%

Drop-off Rate

Before: 67%



↓ 28s

Avg. Completion Time

Before: 45s



↑ 4.6

SUS Score

Before: 2.1



↑ 6

NPS Score

Before: 0

Key Learnings

1

1. Progressive disclosure reduced cognitive load - revealing account details step-by-step eliminated user anxiety.

2

2. Stakeholder alignment is critical early - RBI governance had non-negotiable constraints that invalidated V2.

3

3. B2B customization needs guardrails - white-labeling must preserve trust signals and regulatory compliance.

4

4. Design system investment pays compound interest - consistency across 61 screens accelerated dev handoff by 40%.