

DEMONSTRATION SAMPLE

Mobile service onboarding UX audit

An example of how Narrata turns interface observations into prioritised, decision-ready recommendations.

IMPORTANT CONTEXT

This is a fictional service with illustrative findings. It contains no client data and no claims about real users. A real engagement would use the actual product, analytics and/or participant evidence agreed in the project scope.

01

Scope and method

THE SAMPLE QUESTION

Can a first-time customer understand and complete a fictional mobile-service onboarding flow with confidence?

Illustrative scope

A five-step mobile onboarding flow: eligibility, account details, phone verification, identity details and final review. The interface shown later in this report is intentionally simplified and fictional.

Review lenses

Usability heuristics, content clarity, error prevention, trust cues, mobile interaction patterns and an accessibility fundamentals screen. This is not a formal accessibility compliance audit.

Evidence used

Illustrative expert observations only. No customer interviews, usability sessions, analytics, technical inspection or production data were used in this demonstration.

What a real audit adds

The actual journeys, audience, business goals, screenshots and issue evidence. User testing can be added when observed behaviour is needed to validate the expert review.

Severity used in this sample

HIGH

Likely to block completion, trust or recovery

MEDIUM

Creates friction or avoidable uncertainty

02

Executive summary

The fictional flow is short, but it asks for personal information before it has earned enough trust or made recovery easy. The most valuable improvements are not visual polish: they are clearer expectations, earlier eligibility guidance and stronger error recovery.

01

Earn trust earlier

Explain purpose and data use before requesting sensitive information.

02

Design for recovery

Let people verify, correct and resend without reaching a dead end.

03

Reduce wasted effort

Move basic eligibility information before the longer data-entry steps.

Finding overview

ID	SEVERITY	FINDING	SUGGESTED OWNER
F01	High	Consent context appears after the data request	Product + legal/privacy
F02	High	Phone verification recovery is a dead end	Product + engineering
F03	Medium	Basic eligibility guidance arrives too late	Product + content
F04	Medium	Final review does not support confident correction	Design + engineering

DECISION AT A GLANCE

Fix F01 and F02 before increasing acquisition traffic. Validate the revised journey with 5-8 representative participants before wider release.

03

Detailed findings

Create your account

Full name

Asha M.

Mobile number

+255 7xx xxx xxx

National ID

Continue

By continuing, you agree to our terms.

F01

HIGH

Consent context appears after the data request

WHAT WE OBSERVED

The flow requests a mobile number and national ID before explaining why each item is needed or how it will be used.

WHY IT MATTERS

People may hesitate or abandon the flow when a new service asks for sensitive information without enough context.

RECOMMENDATION

Place a concise purpose statement before the first sensitive field. Link to plain-language detail and request only what is necessary at that step.

Verify your number

Verification code

Code expires in 01:24. Resend unavailable.

Verify

F02

HIGH

Phone verification recovery is a dead end

WHAT WE OBSERVED

The screen hides the number being verified, offers no way to correct it and disables resend without explaining what happens next.

WHY IT MATTERS

A typo or delayed message can stop completion entirely and increase avoidable support requests.

RECOMMENDATION

Show the destination number, add a Change number action, explain the resend timer and provide specific error messages with a recovery path.

04

Detailed findings

F03

MEDIUM

Basic eligibility guidance arrives too late

WHAT WE OBSERVED

Key eligibility conditions are introduced after several account fields have already been completed.

WHY IT MATTERS

People who cannot proceed discover this only after investing time and sharing information, which can feel unfair or careless.

RECOMMENDATION

Summarise the core eligibility requirements before data entry. Keep edge cases available through progressive disclosure rather than a long wall of text.

F04

MEDIUM

Final review does not support confident correction

WHAT WE OBSERVED

Information is compressed into summary rows with no visible edit action or explanation of what can be changed after submission.

WHY IT MATTERS

People may submit uncertain information, go backwards repeatedly or stop because the consequences of a mistake are unclear.

RECOMMENDATION

Group information by topic, expose Edit actions, preserve entered data and explain which details can be changed later.

05

Prioritised action plan

The aim is not to redesign everything. Sequence the smallest changes that reduce abandonment risk, then validate whether they work with representative users.

NOW

Before release

- Explain sensitive data requests
- Repair OTP recovery paths
- State core eligibility early

NEXT

Validate

- Test revised flow with 5-8 people
- Check comprehension and trust
- Observe error recovery

LATER

Optimise

- Review completion analytics
- Refine microcopy from evidence
- Expand accessibility checks

Suggested validation plan

Moderated usability testing

Recruit 5-8 people who resemble the intended audience. Ask them to complete realistic onboarding tasks on a revised prototype while explaining expectations, concerns and points of confusion.

Measures to watch

Task completion, critical errors, recovery success, comprehension of data use, confidence before submission and the questions participants ask without prompting.

Need this level of clarity for your product?

Narrata can run a focused UX audit, validate the priority issues with users, or combine both into one research sprint.

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