

UX Onboarding Report

User flow analysis, friction points, and optimization recommendations

Report Period: Q1 2026 | Confidential

68%

Completion Rate

4m 32s

Avg Time

3

Friction Points

127

Testers

Executive Summary

127 testers across iOS and Android completed the onboarding flow. The overall completion rate of 68% is below the 80% industry benchmark. Three critical friction points were identified: email verification step (22% drop-off), payment method entry (15% drop-off), and profile setup (8% drop-off).

Funnel Analysis

Step	Users Reached	Completion	Drop-off	Avg Time
1. App Download	127 (100%)	100%	0%	—
2. Account Creation	124 (97.6%)	97.6%	2.4%	45s
3. Email Verification	97 (76.4%)	78.2%	21.8%	2m 10s
4. Profile Setup	89 (70.1%)	91.8%	8.2%	1m 15s
5. Payment Method	76 (59.8%)	85.4%	14.6%	1m 50s
6. First Action	68 (53.5%)	89.5%	10.5%	32s
7. Onboarding Complete	86 (67.7%)	—	—	4m 32s total

Platform Comparison

Metric	iOS	Android	Delta
Completion Rate	73%	62%	+11% iOS
Avg Completion Time	3m 58s	5m 12s	iOS 24% faster
Email Verification Drop	18%	26%	Android worse
Payment Entry Drop	12%	19%	Android worse

Metric	iOS	Android	Delta
Crash During Onboarding	0.8%	3.1%	Android worse

Key Friction Points

Email Verification (22% drop-off)

Users leave the app to check email and don't return. The verification email takes 30-90 seconds to arrive, creating uncertainty. Recommendation: implement in-app OTP or magic link with auto-detection.

Payment Method (15% drop-off)

Users are reluctant to enter payment details during onboarding. Card scanning via camera fails 30% of the time. Recommendation: allow skipping this step and prompt later, improve OCR accuracy.

Profile Setup (8% drop-off)

Too many required fields (8 fields). Users find the photo upload slow on mobile data. Recommendation: reduce to 3 essential fields, make photo optional, compress images client-side.

Recommendations

1. Replace email verification with in-app OTP to reduce the largest drop-off point.
2. Make payment method entry optional during onboarding — prompt after first value moment.
3. Reduce profile fields from 8 to 3 (name, country, language).
4. Fix Android-specific crashes in the WebView component used for terms acceptance.
5. Add progress indicator showing steps remaining to set expectations.