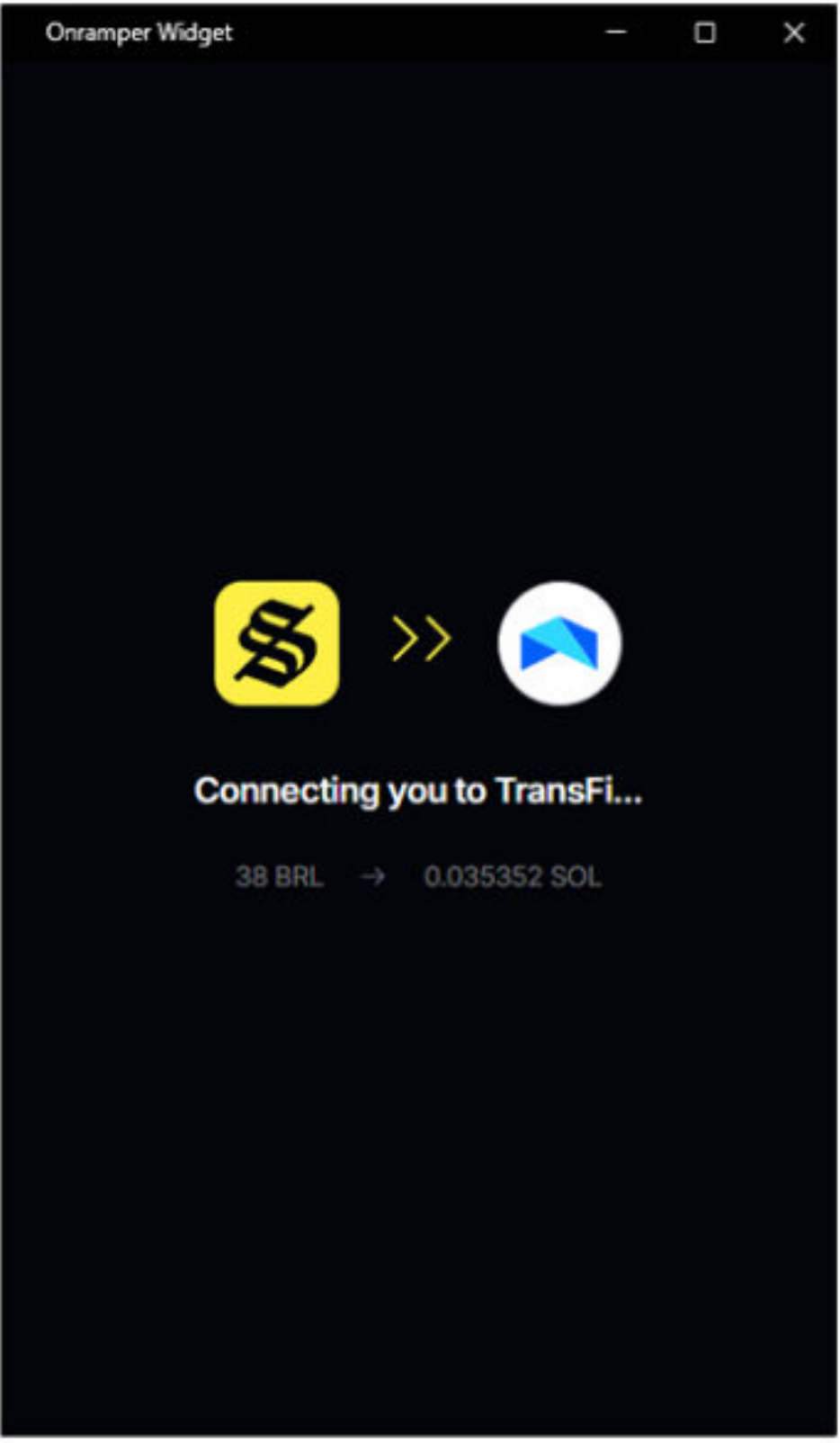
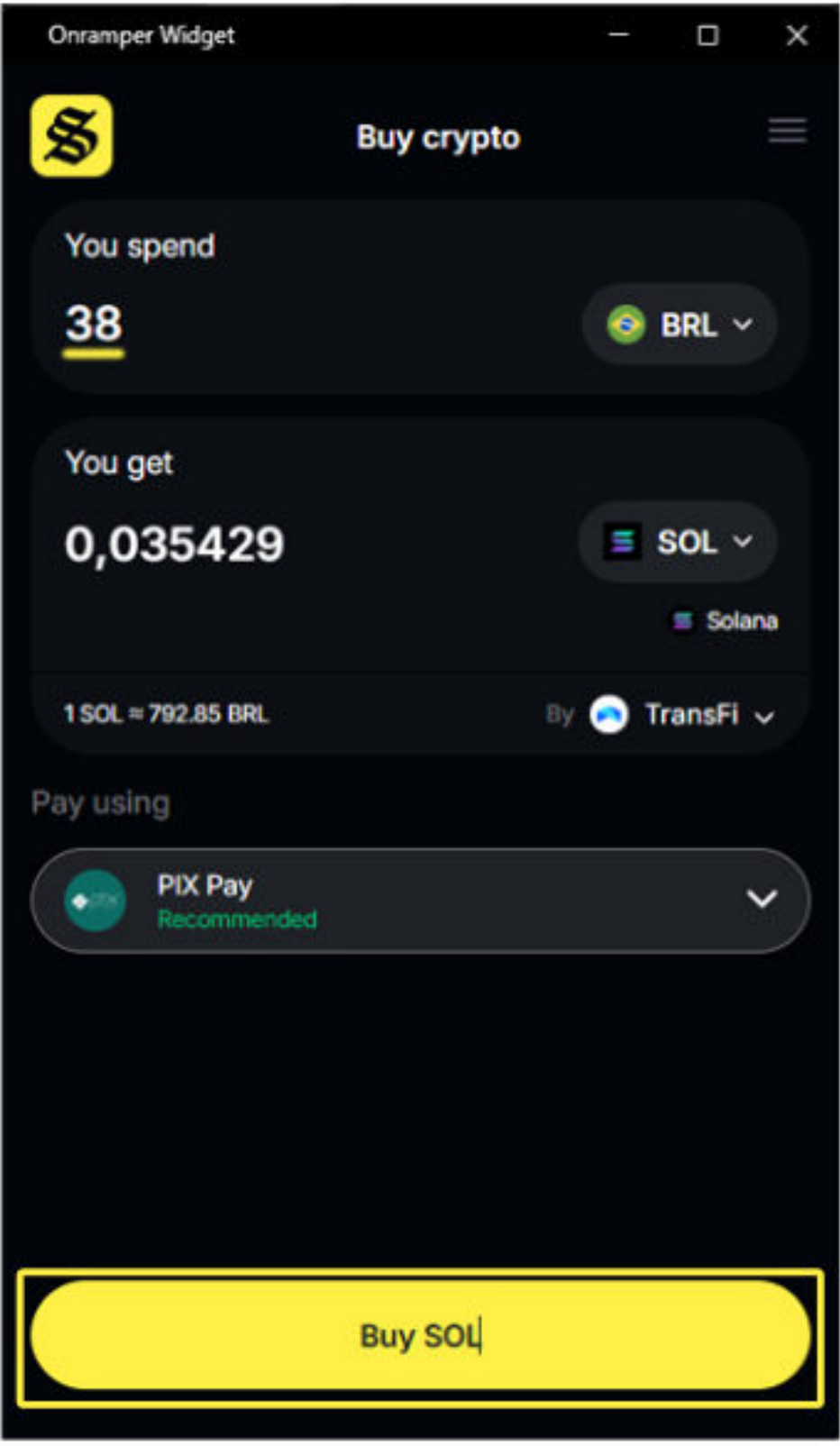
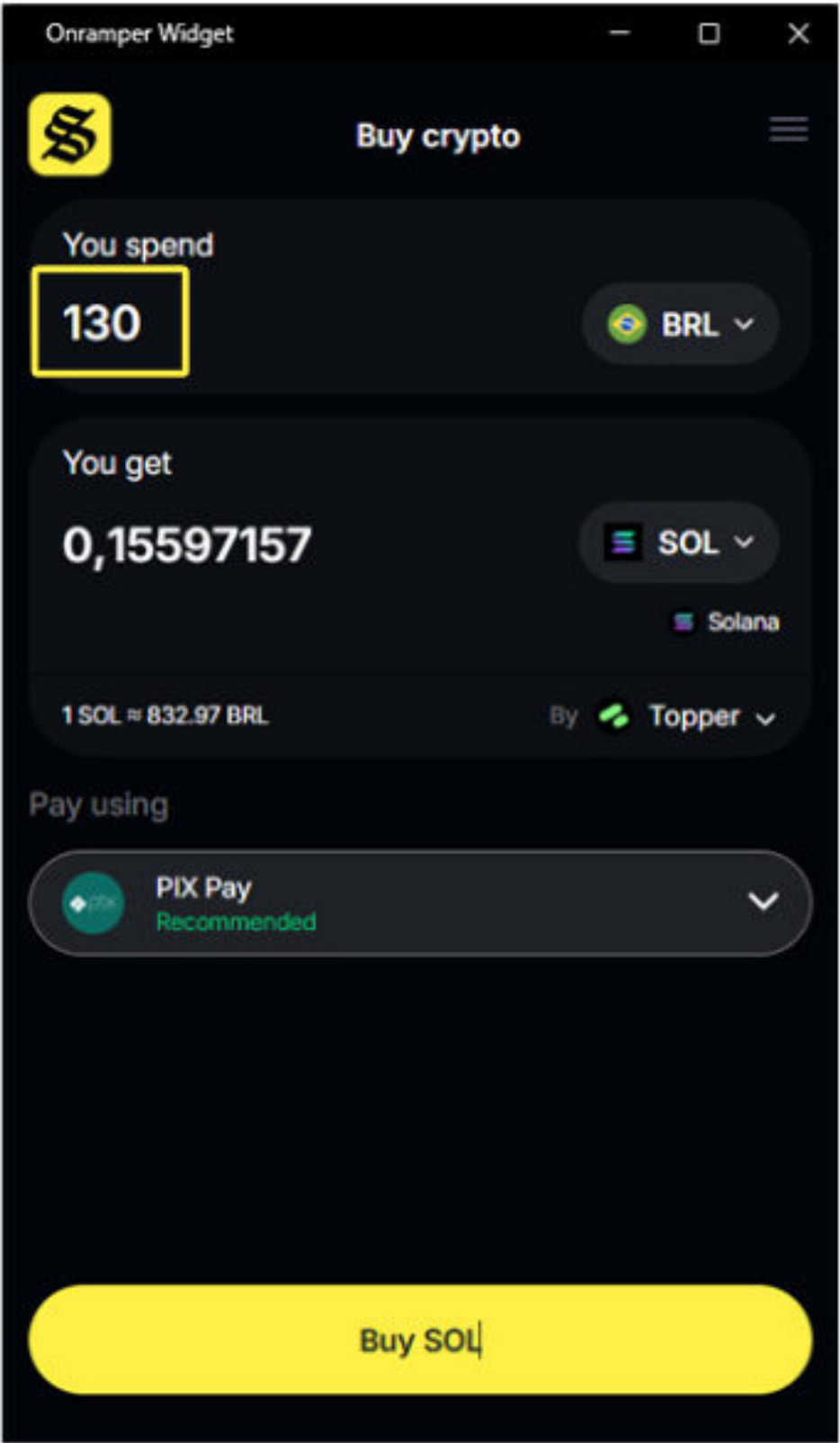
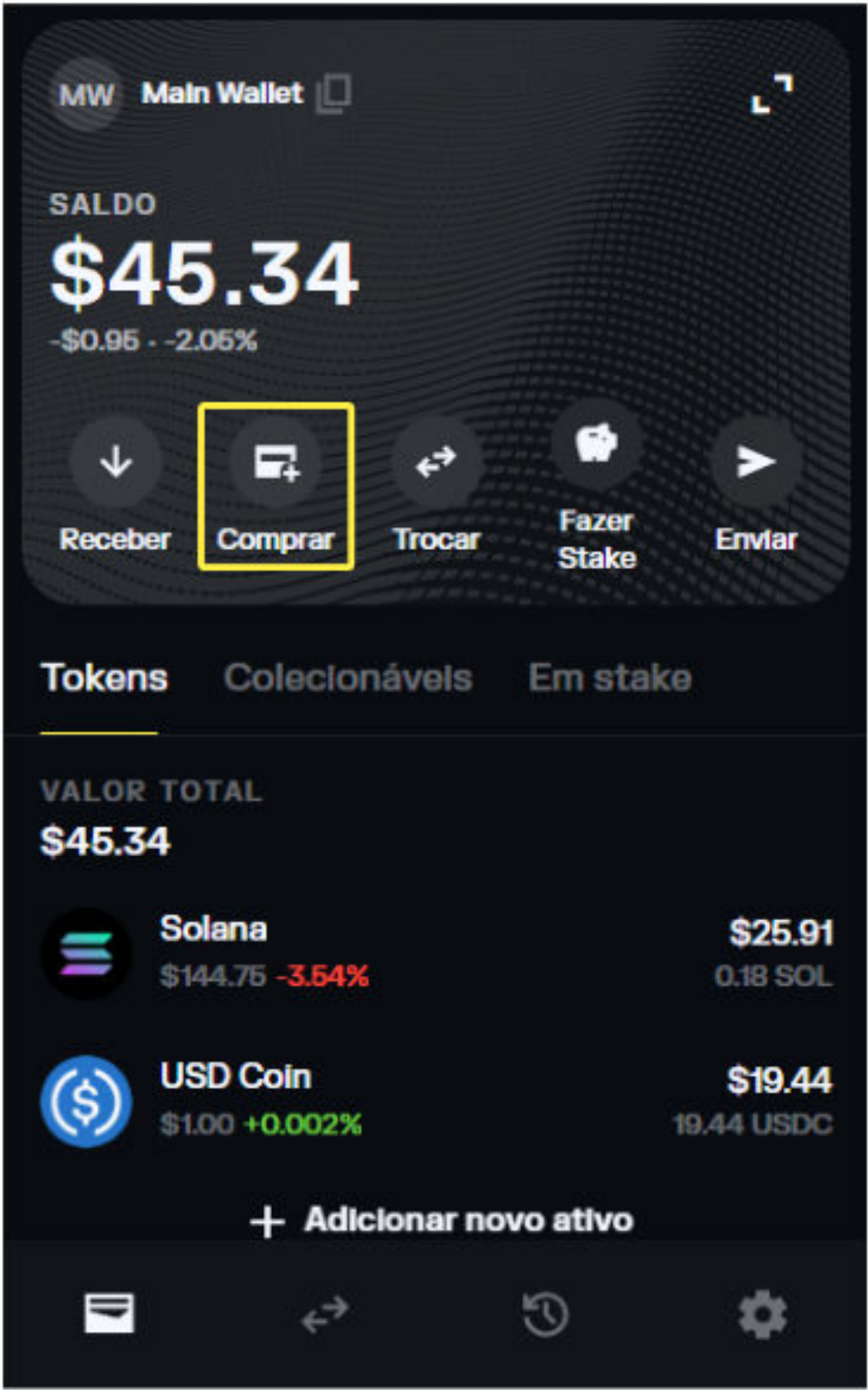
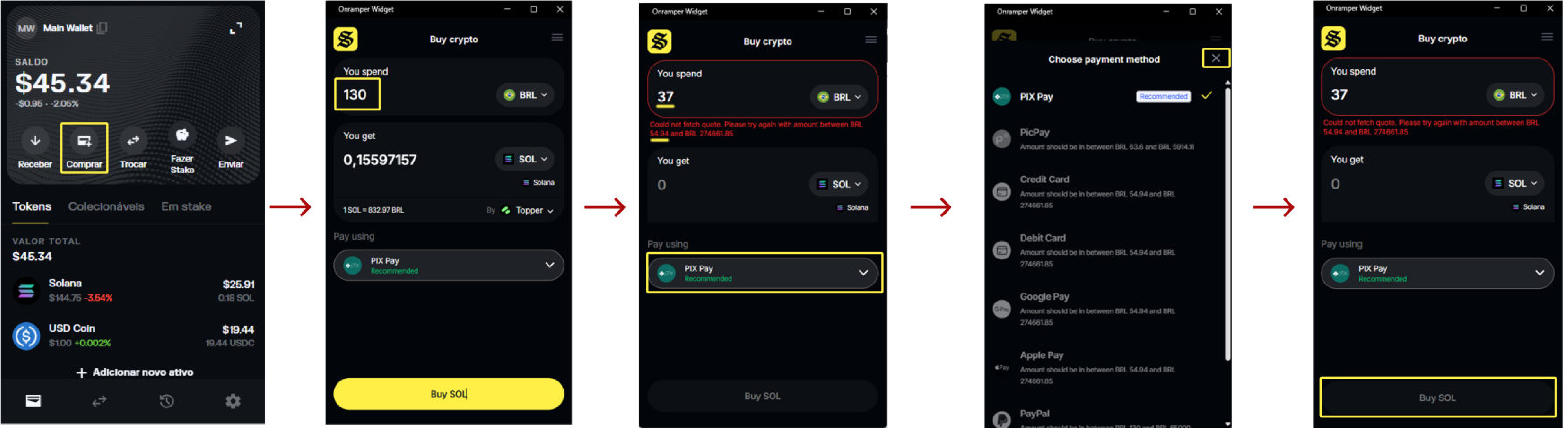


FLOW IF THE AMOUNT SPENT IS UP TO 38 BRL

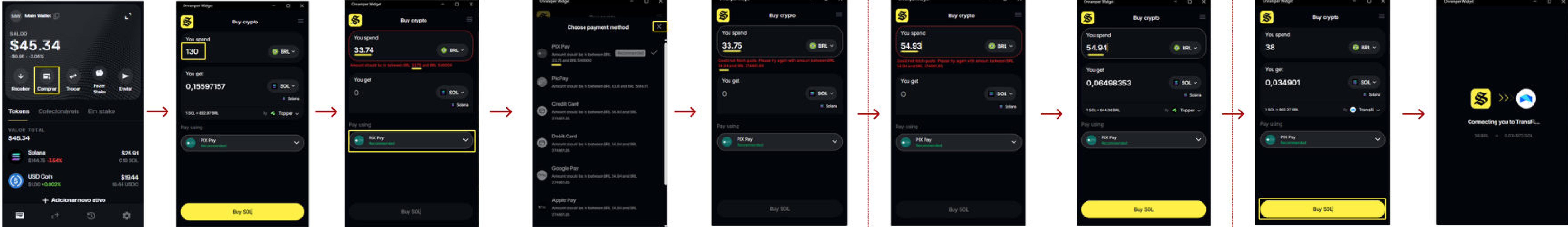


FLOW IF THE AMOUNT SPENT IS LESS THAN 38 BRL



*The PIX Pay option remains highlighted as possible, but the purchase button remains inactive

FLOW IF THE AMOUNT SPENT IS LESS THAN 33,75 BRL



The average user might get frustrated here and get out of the flow, but I'm a designer

Let's go to the limit, test the new range

Now we can buy

Addendum, from this point on: from 33.75 to 37 it continues to give feedback of at least 54.94

But what if we test the invisible range of 38+ again?

CURRENT FLOW ISSUE

The **PIX deposit method** is a major differentiator for Brazilian users, offering a payment experience that is **widely adopted, instant, and culturally embedded**.

However, the current flow presents a **lack of feedback on minimum deposit values**.

- The PIX Pay option remains active.
- The purchase button stays inactive without explaining why.

→ **This creates confusion, erodes trust, and introduces friction in a flow that should be fast and transparent.**

WHY THIS MATTERS

PIX is not just a payment method in Brazil. It is the core financial infrastructure for instant transactions.

- 37B transactions in 2023.
- R\$17T processed in one year.
- 35% of all payments in Brazil, surpassing cards and transfers.
- 65% of crypto users prefer PIX for deposits.

Data Sources:

Banco Central do Brasil – Relatório PIX 2023 | ABECS 2023 – Cartões no Brasil | ABcripto 2023 | Chainalysis 2023 | Pesquisa Datafolha 2023 | Public Statements from Binance Brasil, Mercado Bitcoin, Novadax, Foxbit.

→ **For Brazilian users, instant confirmation and absolute clarity are non-negotiable.**

Any friction in the PIX experience **directly impacts conversion and growth.**

SIMPLE UX FIX WITH HIGH IMPACT

The true minimum for PIX deposits is currently R\$38.00.

→ **To reduce doubt and align expectations:**

- Display the correct minimum deposit amount in real time.
- Either set it clearly at R\$38.00, or implement a dynamic value that adjusts to exchange rates and operator fees.

This UX fix can directly increase adoption, satisfaction, and trust for Brazilian users.

NOTE

After connecting to TransFi, I did not complete the purchase flow due to a lack of available assets. Upon reaching the "Connecting you to TransFi..." screen, I considered the flow as complete. However, the ideal approach would be to test the process all the way until the wallet balance is updated, ensuring full validation.

Friction in PIX = Barrier to adoption in Brazil.

Fixing this = **Improved growth, retention, and user satisfaction in one of the most important emerging crypto markets.**

Solflare