




Onboarding Teardown

# In This Onboarding Teardown I have Focused on Evaluating

1. User Flow & Experience
2. Messaging across the platform
3. Trust & Credibility Factors
4. Conversion Drivers & Friction Points
5. Cognitive Biases at Play

# Acquisition Stage

**Sponsored**

 Alt DRX  
<https://www.altdrx.com>

**Start Your Property Investment | Alternate Investment Fund**

Experience the power of real estate investment 1 SQFT at a time. Don't miss out. Know More.

**Alt DRX** offers Reduced risks, Convenient and Hassle free process and Long term profits.


[About Us](#)  
Learn about our mission and values Invest Today


[Management Team](#)  
Meet Our Team Members And Get To Know Them Better.

[FAQS](#)  
What is ALT.SQFT? Who can invest through Alt DRX?

[Private Opportunities](#)  
Read Through the Information To Get Valuable Insights.

[Start Investing Today](#)  
Join now and secure your future. .

 **See outside**



**ALT RealTech Private Limited**

4.8 ★★★★★ 57 Google reviews

Property investment company in Bengaluru, Karnataka

[Website](#) [Directions](#) [Save](#)

[Share](#) [Call](#)

**Address:** Third Floor, Chinnaswamy Chambers, 778/A, 10th Main Rd, Stage 3, Indiranagar, Bengaluru, Karnataka 560038

**Hours:** Open · Closes 7 pm

**Phone:** 099864 34404

**Clear & Compelling Headline**

**Value Proposition Highlighted**

**Structured Links in the Ad**

**4.8 Star with 57 Google Reviews**

**What can be better?** - *Call to Action is Weak - Can use better lines like Invest in Real Estate for Just 10000 - Start Now. The business name on GMB ("ALT RealTech Private Limited") differs from "Alt DRX", which might confuse users. Site Links can add more Trust Building Elements.*

# Landing Page Banner

**alt.DRX**

Invest ▾ About us ▾ Contact Us

Sign In Register

## Build Your Wealth Through Digital Real Estate

Buy and sell properties 1 SQFT at a time!  
₹10,000 onwards

**Get started**

**Multiple Clickable Elements**

Users don't have to search for how to sign up.

This is clear, concise, and directly addresses the user's financial goal.

Imagery shows that this is an active Marketplace.

Mentions affordability (₹10,000 entry point), which reduces barriers for first-time investors.

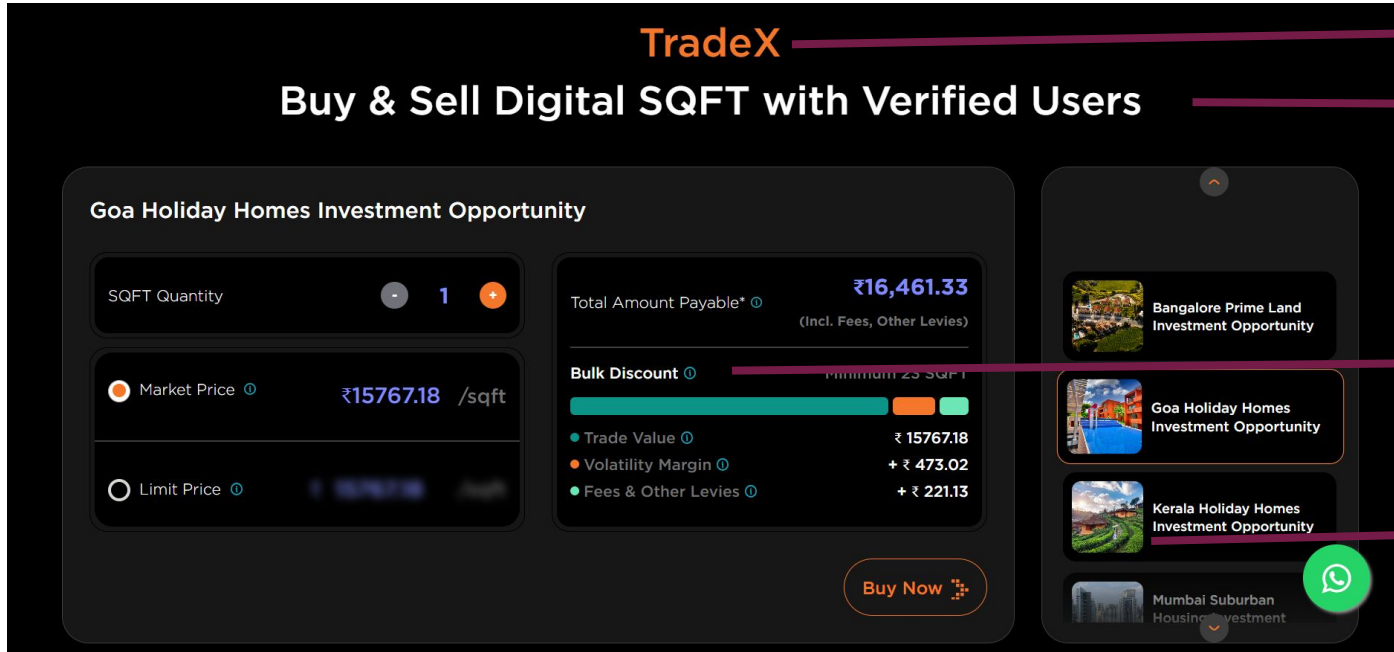
Clear Call to Action

**40K+**  
Satisfied Users

**7 Cities**  
Trading Opportunities

**27K+**  
Digital SQFT's Traded

Highlights Social Proof and Builds Trust.



Clearly Highlights the Platform Name and Type.

Word Verified Users, Combats the fear of scams. reduces risk perception, helping hesitant investors feel safer

Intuitive Trading interface & Charges Transparency. (Anchoring Bias)

Alternate Property Listings for Diversification.

**What can be better?** - *Readability Issue - Some financial details and charges are hard to notice.*

Wealth-building classes, **handpicked for you.**

The Phrase Handpicked suggests expert curation.

Prime Land

Rental Housing

Alternate Housing

GrowthX

Users can toggle between different options. (Supportive Bias)



Plotted developments offer a rare chance to own **prime developed land** in high growth micro market within large cities. Located in growth hubs, they promise flexibility, appreciation, and unmatched investment potential.

Words like Rare Chance, High Growth and unmatched Investment Potential frames the investment as highly valuable.

Don't miss out!

The Phrase Don't miss out makes the user feel they need to act. (Scarcity Bias)



#### 01 Sign up & Complete KYC



##### START INVESTING IN JUST A FEW STEPS

### Sign up & Complete KYC

Get started with a quick **sign-up** and **KYC verification**—it's seamless and secure, ensuring you're set to explore real estate opportunities right away.

#### 01 Sign up & Complete KYC

#### 02 Choose where to invest

#### 03 Track growth and expand



##### START INVESTING IN JUST A FEW STEPS

### Track growth and expand

Relax as your **personalized dashboard** keeps tabs on your investments' growth. As your wealth grows, reinvest to **expand your portfolio**—all at your pace.

#### 01 Sign up & Complete KYC

#### 02 Choose where to invest



##### START INVESTING IN JUST A FEW STEPS

### Choose where to invest

Scroll through high-potential assets and pick an investment that aligns with your goals. With a **minimum of just £10,000**, you're in the game to start building your real estate portfolio.

#### 01 Sign up & Complete KYC

#### 04 Sell anytime, hassle-Free



##### START INVESTING IN JUST A FEW STEPS

### Sell anytime, hassle-Free

Need liquidity? Sell your Digital SQFT with a single click, giving you complete control and flexibility over your investments anytime you choose.

❑ Step by Step flow makes the process feel simple and achievable. (Progression Bias)

❑ Simple and Secure KYC Reassures users about safety. (Trust Bias)

❑ Smart Use of Images to reinforce Key Messages

✗ No Clear CTA at the end of the Flow.



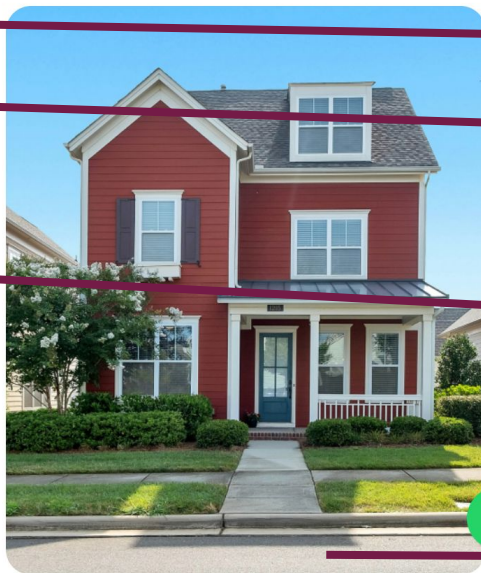
WHY INVEST THROUGH ALT DRX?

## Invest in real estate with just ₹10,000

Take the leap into real estate with a low entry of just ₹10,000 through our **seamless digital platform**. Connect with our **real estate expert** to build growth-driven investment strategies—don't miss your chance to tap into exclusive approaches and professional insights designed to **grow your wealth** confidently.

Get started

01



Good Headline on why one should trust Alt DRX

The Headline is irrelevant as per the question above.

The body content still talks about the value proposition and not about the Brand ALT DRX

The Image looks very random. Can have better alternatives (Something about Brand or that build trust)

Arrows shows that there are multiple screens. Prompting the user the checkout next slide.



• WHY INVEST THROUGH ALT DRX?

## Your money is 100% safe with us

At Alt DRX, we prioritize your peace of mind. Your money is safeguarded through **meticulous due diligence** from **top law firms**, **secure escrow accounts**, and **cutting-edge blockchain technology**. We go the extra mile to ensure the **highest level of transaction security**, because we genuinely care about you and your hard-earned money.

Get started

02



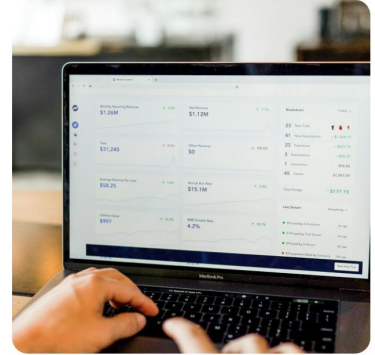
• WHY INVEST THROUGH ALT DRX?

## Unlock long-term growth, invest for the long haul

At Alt DRX, we carefully **hand-pick properties** with a track record of **steady long-term returns**. By embracing fractional ownership (ALT SQFTs), you're not just investing; you're enabling **significant appreciation** over time. Committing to a long-term strategy can lead to **greater returns** and secure your future. Trust in our expertise and watch your investments prosper as the value grows.

Get started

03



• WHY INVEST THROUGH ALT DRX?

## No one else handles the nitty-gritty like we do

When it comes to property management, we set the standard. Our team takes care of everything—**property maintenance**, **rent collection** and **SPV compliance**—with a level of expertise that's unparalleled in the industry. Experience **effortless investing** like never before, because with Alt DRX, you're in the best hands.

Get started

04



When we scroll for next screens, it shows the actual reasons to trust Alt DRX. The copy highlights how it safe, hassle free and stable for long term returns.

But the Imagery for each slide, looks very random.

“

I am writing to commend your organization for providing top-notch service. From start to finish, the process was seamless, and the results exceeded my expectations.



Dotham Chandrashekhar

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TRUSTED STORIES



☐ Presence of Customer testimonials build credibility. (Bandwagon Effect)

☐ The word Trusted stories add legitimacy.

**X** No Clear CTA after testimonials.

Our advisors shaping the future of real estate investing



Mr. Ravi Ananth

Ex-President, Reliance Industries



MR.GANESH  
MR.JITENDER  
MR.REKHY  
MR.ANANTH



□ The Headline Creates a Visionary Appeal

□ Use of Industry experts to build Authority & Trust.

□ With Advisory personnel name, their professional title and LinkedIn icon can prompt user to know more about them.

X The Layout is very uneven and feels disconnected from the overall structure.

We partner with the best, to do our best.

SPV Escrow Agent & Administrator

ORBIS

Financial & Secretarial Governance

KAYESS SQUARE

Micro-Market & Price Due Diligence Partner

Knight Frank



Property Title Due Diligence Partner

ASK ADVOCATES AND ATTORNEYS

Banking Partner

ICICI Bank

□ This section once again builds trust by showing their partnership and association with big brands.

The image shows the footer and contact section of the Alt.DRX website. The background is a dark blue gradient. On the left, there is a white box with the text "Still having second thoughts? Request a call from our team." Below this are input fields for "Name" and "Enter phone number" (with a dropdown for "IN"), and an orange "Submit" button. To the right of this box, the "alt.DRX" logo is displayed. Below the logo, there are two columns of links: "TradeX", "Private Opportunity", "About Us", "Contact Us", and "Resource Center". Further down, the "CONTACT US" section lists a phone number "08045898232", a WhatsApp number "+91 99864 34404", and an email "reachus@altdrx.com". Below this is the physical address: "#778/A, Chinnaaswamy Chambers, 12th Cross, Double Road, Indiranagar 2nd Stage, Bengaluru 560038, Karnataka, India." A "SUBSCRIPTION" section features an "E-mail" input field with a right arrow button. At the bottom, a disclaimer states: "Disclaimer - \*Alt DRX is a platform facilitating access to real estate investment opportunities. We are not a registered broker-dealer or investment advisor. We do not provide personalized investment advice, endorsements, analyses, or recommendations regarding specific investments or securities. Investment decisions are ultimately your responsibility. We encourage you to conduct thorough due diligence, not rely solely on the information presented on this platform, and consider seeking professional advice from a financial advisor, attorney, or other qualified professional to understand and assess the risks associated with any investment opportunity. Alt DRX does not guarantee any specific investment performance, outcome, liquidity or return of capital for any investment opportunity listed on this platform." A WhatsApp icon is located in the bottom right corner of the footer area.

□ Subscription box prompts for passive engagement over email.

✗ The disclaimer can be short and clear. The major content can be put in a collapsible section.

□ The Headlines to reach the team is clear and prompt. It addresses user hesitation directly.

□ Simple and minimalist form ensures quick action.

□ The footer links takes users to different pages to know more about the platform.

□ The contact us section clearly highlights their registered office address with Phone numbers and email address - This builds trust that the platform is genuine and they have a physical office in Bengaluru.

Buy & Sell Digital SQFT with Verified Users

Mumbai Suburban


SQFT Quantity

Market Price

Limit Price

## Welcome to the World of Digital Real Estate.

Break free from limits in real estate



### Hello there, 🙋

Already have an account? [Sign in](#)

☐ By signing up, you authorize Alt DRX to contact you (via email, call, message, or WhatsApp) for sign-up and service information, even if you're on DND.

☐ I Agree to [Terms and Condition](#)


[SIGN UP](#)

Play Homes Investment Opportunity

Holiday Homes Investment Opportunity

Suburban Investment Opportunity

More Rental Housing Investment Opportunity



☐ Welcoming and reassuring Intro.

☐ Phrase Welcome to the world of Digital Real Estate - frames signup as an exciting Journey.

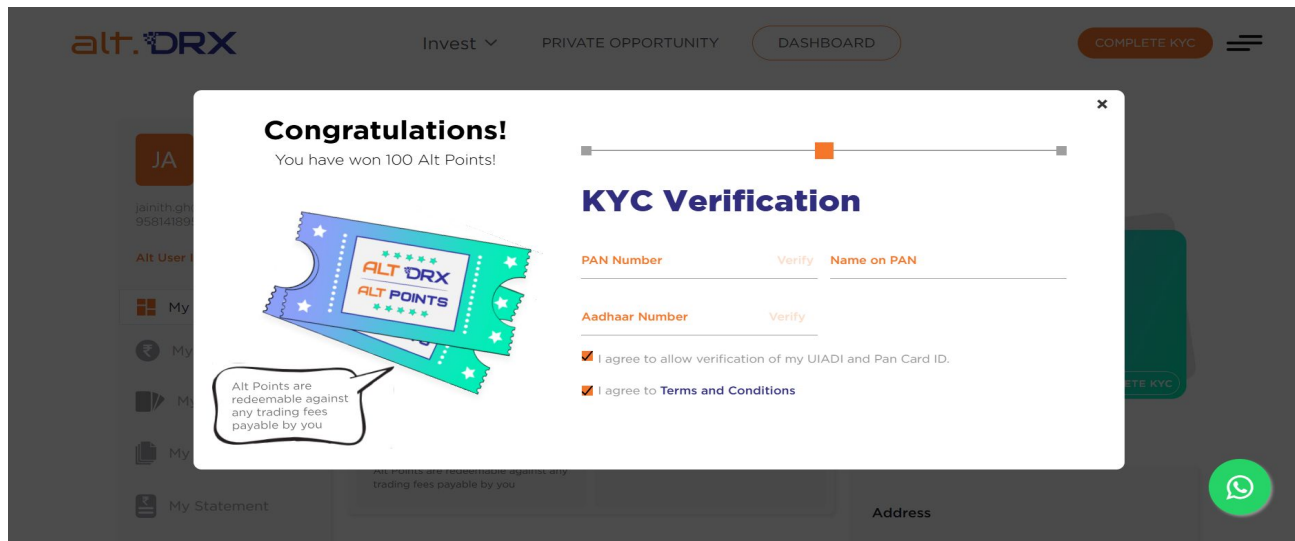
☐ Simple and Sequential form with OTP enures authenticity.

☐ The compliance checkbox indicates Trust.

✗ No Immediate incentive to complete signup

✗ No Social signup options for faster registration.

✗ No Highlight of platforms safety and security measures.



□ Gamification of KYC process with 100 points awarded sub headline.

□ Clear 3 step process indicator on the top.

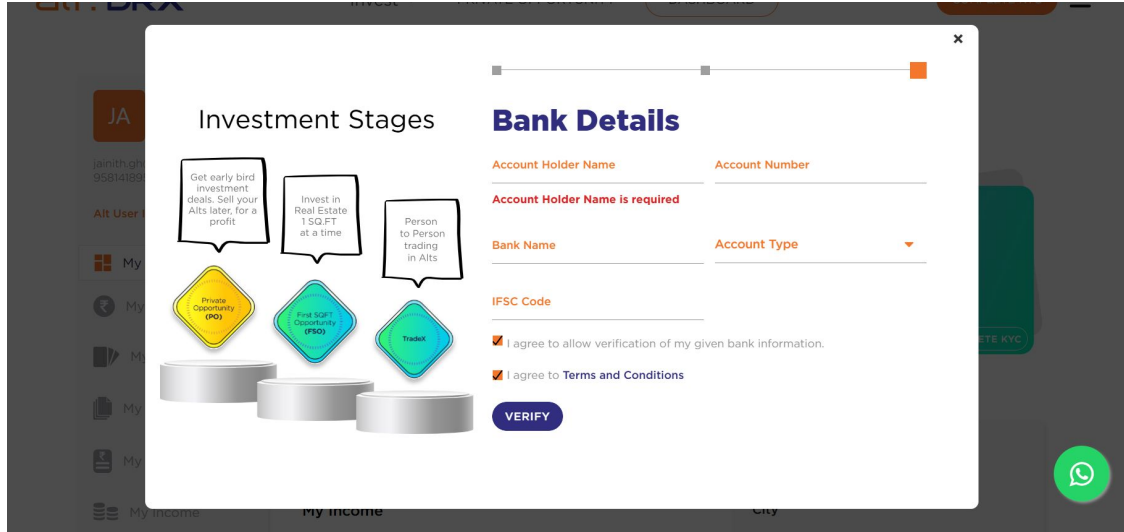
□ Minimal & Clean design to reduce friction.

□ Trust Enforcement through compliance Language (Aadhar & PAN)

✗ No explanation of why KYC is needed.

✗ No Time sensitive element to create urgency.

✗ No Save & Continue option for the hesitant users.



□ The Image showcases different Investment options making users feel they are progressing towards real estate investing.

□ Verification agreement checkbox for Trust and transparency.

✗ No Trust reinforcement for Bank data security.

✗ Users might be hesitant to share Bank details in the Initial stage.



JA

Jainith Jain

jainith.gh@gmail.com  
9581418952

Alt User ID: 0000010883

My Account

My Investments

My Order

My Documents

My Statement

My Income

My Blockchain Ledger

## My Account

Virtual SQFT Wallet ID:

5463

Total ALT.SQFT

0

BUY NOW

Alt POINTS

100

Alt Points are redeemable against any trading fees payable by you

Virtual BANK Wallet ID:

--

Closing Balance:

₹ 0

HOLDING AMOUNT

₹ 0

The Holding Amount shall be held up till the ALT.SQFT is allotted to you

## My Income

There are no rental returns yet.

Shows the Rental incomes generated. Sets future earning expectations.

This section clearly highlights financials

## KYC &amp; Bank Details

PAN: JAINITH JAIN

Bank Name:

Account No:

IFSC:

Account type: Current

COMPLETE KYC

Address

House no 65, Ananthasana Building,  
Raghvendra Colony, 5th Main Road,  
Chamrajpet, Bengaluru, Karnataka,  
560018

City

Bengaluru

State

Karnataka

Country

India

Multiple Prompts to complete the KYC.

Clearly highlights the address of the user.

✗ Virtual bank wallet shows amount Zero - Can add Engagement Nudge.  
✗ My Income can highlight potential earnings.

Clear Navigation to key sections.

# Invest in Real Estate 1 SQFT at a time!



Punch an Order to Buy/Sell ALT.SQFT  
(Real Estate Backed Investment Tokens)  
of your choice



Choose a Market Price or Limit Price for  
your Orders. Market Price is an  
algorithm determined price while Limit  
Price is one of your choice



Wait for the Platform's automatic  
settlement system to match your order  
with another user



Your wallet will be credited with money  
or ALT.SQFT, as applicable

Strong Headline showcases clear  
value proposition.

Step by Step process visualized  
through Icons.

## TradeX Buy

FUNDS IN YOUR  
VIRTUAL BANK WALLET | ₹0

Hyderabad Prime Land Investment Opportunity	Bangalore Prime Land Investment Opportunity	Goa Holiday Homes Investment Opportunity
<p>INDICATIVE MARKET PRICE: ₹ 7055.92</p> <p>ESTIMATED LONG TERM PRICE: ₹ 18,500</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>	<p>INDICATIVE MARKET PRICE: ₹ 7962.16</p> <p>ESTIMATED LONG TERM PRICE: ₹ 17,750</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>	<p>INDICATIVE MARKET PRICE: ₹ 15767.18</p> <p>ESTIMATED LONG TERM PRICE: ₹ 25,500</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>

Clear Pricing breakdown for  
Investment opportunities (Anchoring  
Bias)

## TradeX Buy

FUNDS IN YOUR  
VIRTUAL BANK WALLET | ₹0

Hyderabad Prime Land Investment Opportunity	Bangalore Prime Land Investment Opportunity	Goa Holiday Homes Investment Opportunity
<p>INDICATIVE MARKET PRICE: ₹ 7055.92</p> <p>ESTIMATED LONG TERM PRICE: ₹ 18,500</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>	<p>INDICATIVE MARKET PRICE: ₹ 7962.16</p> <p>ESTIMATED LONG TERM PRICE: ₹ 17,750</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>	<p>INDICATIVE MARKET PRICE: ₹ 15767.18</p> <p>ESTIMATED LONG TERM PRICE: ₹ 25,500</p> <p><a href="#">BUY</a> <a href="#">Know More</a></p>

No explanation on Market vs limit  
price. Users avoid action they do not  
fully understand.

## TradeX Sell

INVESTMENT TOKEN OPPORTUNITY	INDICATIVE MARKET PRICE PER ALT.SQFT	ESTIMATED LONG TERM PRICE	MY ALT. SQFT	TRADEABLE ALT. SQFT	INFORMATION	ACTION
No Available Data						
Showing 1-0 of 0 entries						



Buy now buttons prompts to this popup.

Hyderabad Prime Land Investment Opportunity

Market Price Limit Price

₹ 7062.18 /sqft

SQFT Quantity

- 1 +

Bulk Discount

Order 51 Alt.SQFT to activate

Purchase Consideration  
(Incl. Fees & Other Levies)

₹ 7389.38 /sqft

Virtual Bank Wallet Balance: ₹ 0

Since the DMP differs on a daily basis, a Volatility margin of 3% is included in your trade value. Refund shall be processed after your order's settlement.

\*5% Bulk Discount

CANCEL

□ Clear pricing structure  
Increases transparency.

□ Bulk discount creates an  
upsell opportunity.

□ Intuitive Quantity  
selector encourages  
action.

□ Intuitive Quantity  
selector encourages  
action.

□ Cancel Call to Action can  
be misleading. Proceed to  
Payment is a better  
alternative.

Know more button prompts this screen.

## Hyderabad Prime Land Investment Opportunity

₹1.47 Crs

Target  
Capital Raise

~₹18,500

Potential Long Term  
ALT:SQFT Price

~ 11.0 %

Potential  
Long Term IRR

~2.57x

Potential Long Term  
Capital Gains

□ Strong Financial metrics  
to anchor Investor  
expectations.

Overview

Curated Portfolio

Management Team

How It Works

About ALT:SQFT

### Historic Returns on Alt DRX



Hyderabad Prime Land Investment Opportunity

Market Price: ₹ 7062.18 /alt.sqft

Limit Price: /alt.sqft

Bulk Order Discount: Order 51 Alt:SQFT to activate

Price Consideration: ₹ 7389.38 /alt.sqft

Virtual Bank Wallet Balance: ₹ 0

Since the DMP differs on a daily basis, a volatile margin of 3% is included in your trade value. Refunds shall be made as per your order.

\*5% Bulk Order Discount

BUY NOW

□ Historical price growth  
reinforces performance &  
Stability.

□ Seamless transition to  
buy now.

□ Market buy vs limit buy  
toggle.

✗ No urgency or scarcity  
elements.

✗ No explanation to the numbers and  
why they matter.

✗ No Breakdown of how returns are  
calculated.

Co-Invest into a portfolio of Approved, Developed, Release Order received, Demarcated - Residential prime land (Developed Plots) located within Hyderabad.

- The targeted projects where plots shall be purchased are shortlisted based on a detailed analysis by Experts
- Investments shall be made in plots sequentially for a period of 4 years

#### Investment Benefits:

- **Reduce risk:** By diversifying your investments into a portfolio of real estate assets
- **Convenience:** Easy to buy & sell 1 SQFT at a time
- **Hassle Free:** Professional Property Management Services by Master Property Manager (MPM)
- **Long Term Profits:** Long term capital appreciation

**Opportunity Document**

IM

DOWNLOAD

Knight Frank IO specific Report

DOWNLOAD

#### Curated Portfolio

Management Team

How It Works

About ALT.SQFT

Overview



#### ASSETS CURRENTLY OWNED BY SPV

S.No.	Property Details	Weightage	Base Property Value *	Base SPV Acquisition Price	Real Estate Entry Benefit	Expected Monthly Rental Income	Documents
1	Auro Land	100%			COMING SOON	N/A	Coming Soon

\*As per IIBBI Accredited Valuer

#### Management Team

How It Works

About ALT.SQFT

Overview

Curated Portfolio

Our management team has over 200 years of experience across financial services, real estate and technology to help render superior service to investors and asset owners.



□ Option to download the Industry expert reports

□ Shows the curated portfolio in the specific opportunity (SPV)

□ Once again highlights the Management Team to build Trust.

□ The tabular format for different section works to show more information on a single screen.

# Summary of Onboarding Teardown

1. Clear Value Proposition across the screens and sections
2. SEBI-complaint processes, Knight Frank reports, SPV model, and transparent pricing build investor confidence.
3. Step by Steps process for smooth onboarding
4. Neat UI with modern and User friendly experience
5. Missing urgency and strong CTAs in key sections ( Limited offer, FOMO, etc)

That's All GX Fam ( I didn't Invest any  
money to proceed for further steps  
😁😅)

Thank You for your time 😊