

BUILDING WHAT MATTERS MOST THROUGH MODERN UI

Backed by research and guided by real users, we built a payment experience that balances speed, simplicity, and security.



WHAT CONSUMERS WANT



- Quick readable summaries
- Flexible payment amounts
- Simple layout
- Intuitive input fields
- Convenient option to save payment method
- Chance to review before paying
- Multiple payment options

MUST-HAVES FOR BETTER PAYMENT EXPERIENCES

CLARITY

Amount due, payment dates, and any fees are front and center

SECURITY

Personal info stays safe

EASE

No mental gymnastics, no extra steps

FLEXIBILITY

Switch payment methods without friction

SPEED

Fast, intuitive, and built to get in and out quickly



WHAT CONSUMERS HAD TO SAY ABOUT EZ-PAY+™

QUICK

“ I feel like it is one of those where I can get on the website and just zip through it and pay it in a few seconds and be done with it. ”

“ It’s just they [EZ PAY+ features] were responsive. They were quick. Simple, I like to keep it simple. ”

EASY

“ It is pretty easy. The process isn’t different from other processes that I have been through, so there is that familiarity for me. ”

“ I can’t imagine anyone who has ever used the internet having a hard time with this. ”

MODERN

“ It seemed modern, so that elevates the trust factor for me. ”

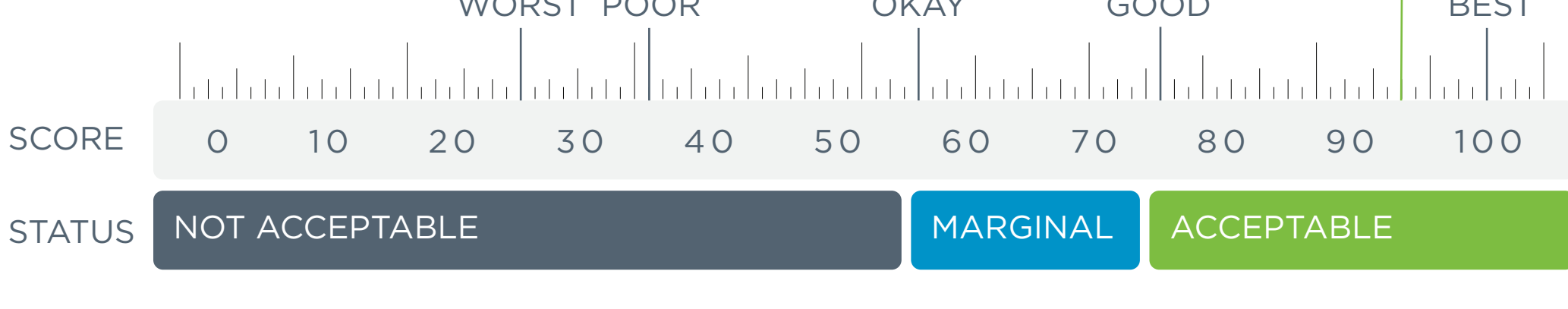
“ I wish some of my bill websites would take a hint from this. ”

WHY WE’RE NOT SURPRISED

When we asked users to rate their experience, the results spoke for themselves.

KUBRA **EZ-PAY+™**

93.5



The System Usability Scale (SUS) is a simple, effective, and reliable tool for measuring usability. It’s recognized as an industry standard and is referenced in usability research and respected publications.

SEE WHAT IT’S MADE OF -
[Take the EZ-PAY+ interactive journey.](#)



KUBRA

www.KUBRA.com