



REIMAGINING Google Pay

A UX Case Study

G Presented By:
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About the Project



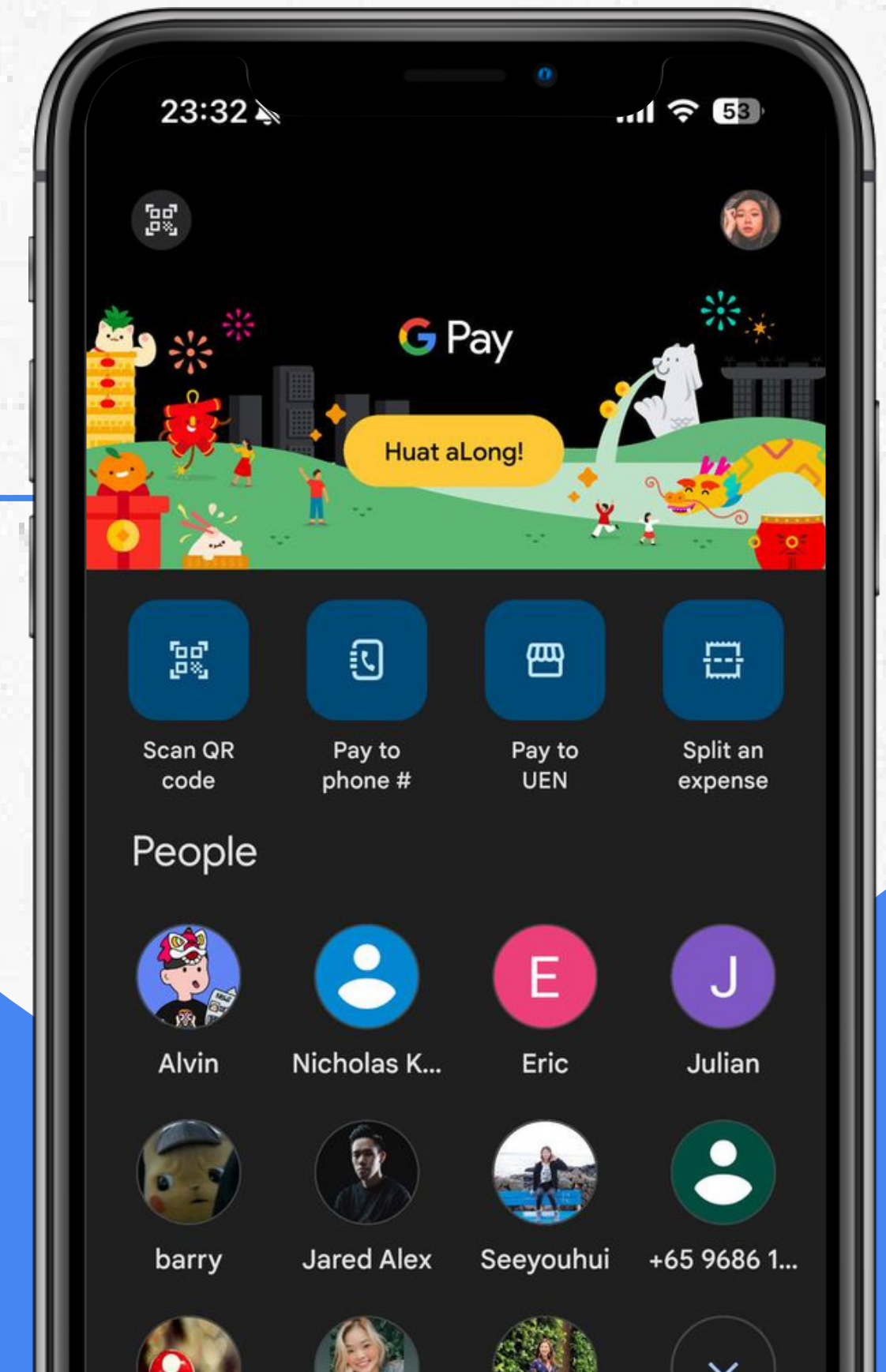
This is a comprehensive case study that outlines **enhancements to the user experience and interface** of the GooglePay app.

By introducing upgrades to the features, the aim is to **streamline payment processes** for current users while also captivating potential new users to embrace the platform.

What is Google Pay?

Google Pay is a dynamic **mobile payment service** designed to revolutionize how users make purchases.

With seamless integration across in-app, online, and in-person transactions, this platform empowers individuals to use their Android phones, tablets, or watches to conduct **swift and secure** contactless payments.



PROBLEM

GooglePay users often encounter challenges and frustration when navigating the app to **access rewards**.

Additionally, the interface can be perplexing for users seeking their **transaction history**.

GOAL






To enhance the user experience on GooglePay by optimizing the **discovery process for rewards and transaction history**, thereby creating a more seamless and user-friendly payment experience.

This would not only **retain** existing users and also **entice** new users to GooglePay.



Competitor Analysis

By understanding what other platforms offer and how they meet user needs, GooglePay can refine its strategies to attract and retain users, ultimately enhancing its market share and user satisfaction.

Competitor	Strengths	Weaknesses
	<ul style="list-style-type: none">• Great rewards system• Auto Top-Up Function• Intuitive UI	<ul style="list-style-type: none">• Hard to find customer support
	<ul style="list-style-type: none">• Payment function is straightforward• Cashback rewards system	<ul style="list-style-type: none">• Cashback info & eCard feature are unclear
	<ul style="list-style-type: none">• Convenient payment function	<ul style="list-style-type: none">• Troublesome to get to back to home page



USER RESEARCH

Interviews were conducted with **6 users of different age group between aged 18 to 50**, occupation and living in Singapore.

These interviews provided a better understanding of the experiences and learn the issues which users are facing while using GooglePay as their digital payment app.

INTERVIEW QNS

- 1.What are some of your pros and cons using GooglePay?
- 2.How satisfied are you with the current rewards system on GooglePay? What aspects do you find most appealing, and what could be improved?
- 3.Have you ever missed out on any rewards or transactions due to challenges with the GooglePay app? If yes, what were they, and how did you handle them?
- 4.How easy or difficult do you find it to locate and review your transaction history within the GooglePay app?
- 5.How important are rewards and transaction history features to you when choosing and using a payment platform like GooglePay?
- 6.What other payment or reward platforms have you used, and how does your experience with GooglePay compare?
- 7.Are there any specific features or functionalities related to rewards and transaction history that you wish GooglePay offered or improved?



USER INSIGHTS



It can be quite confusing and is not intuitive. You need to find your way around the app and so it may be difficult to use for those who aren't tech savvy.



I can only see my transaction history all the way at the bottom. Would be good to have that tab more obvious so I can track my expenses easily.

I only use GooglePay over other PayNow options because of its cashback and other brands' rewards but I can't find the rewards easily, it's frustrating!



USER PERSONAS



Natasha Tan, 28
Marketing Executive

Young professionals between the ages of 20 and 40, adept in both finance and technology, who rely on Google Pay as one of their primary methods for conducting transactions.

GOALS

- To make payments quickly & easily
- To track monthly expenses
- To adopt cost saving habits

MOTIVATIONS

- Cashback rewards incentivise her
- Other discounts to give more cost savings

FRUSTRATIONS

- Doesn't want to waste time navigating a payment app



Ravi Chopra, 19
Student

Young adults between the ages of 16 and 20, who frequently use GooglePay as a convenient tool for paying, transferring and splitting bills among friends.

GOALS

- To conveniently manage finances
- To make the most of out of his spending
- To easily split bills with friends

MOTIVATIONS

- Easily split bills and track remaining debt
- Fun games like Google's Huat Pals

FRUSTRATIONS

- Doesn't want a complicated route to get rewards and split bills



Siti Nordiana, 47
Senior Accountant

Mature professionals between the ages of 40 and 50, who are not as tech savvy but want to stay abreast with tech advancements like digital payment apps.

GOALS

- To explore new technologies
- To incorporate digital tools to make payments

MOTIVATIONS

- Values user-friendly interfaces to facilitate her navigation and usage

FRUSTRATIONS

- Has limited tech literacy, lower level of confidence to use such services



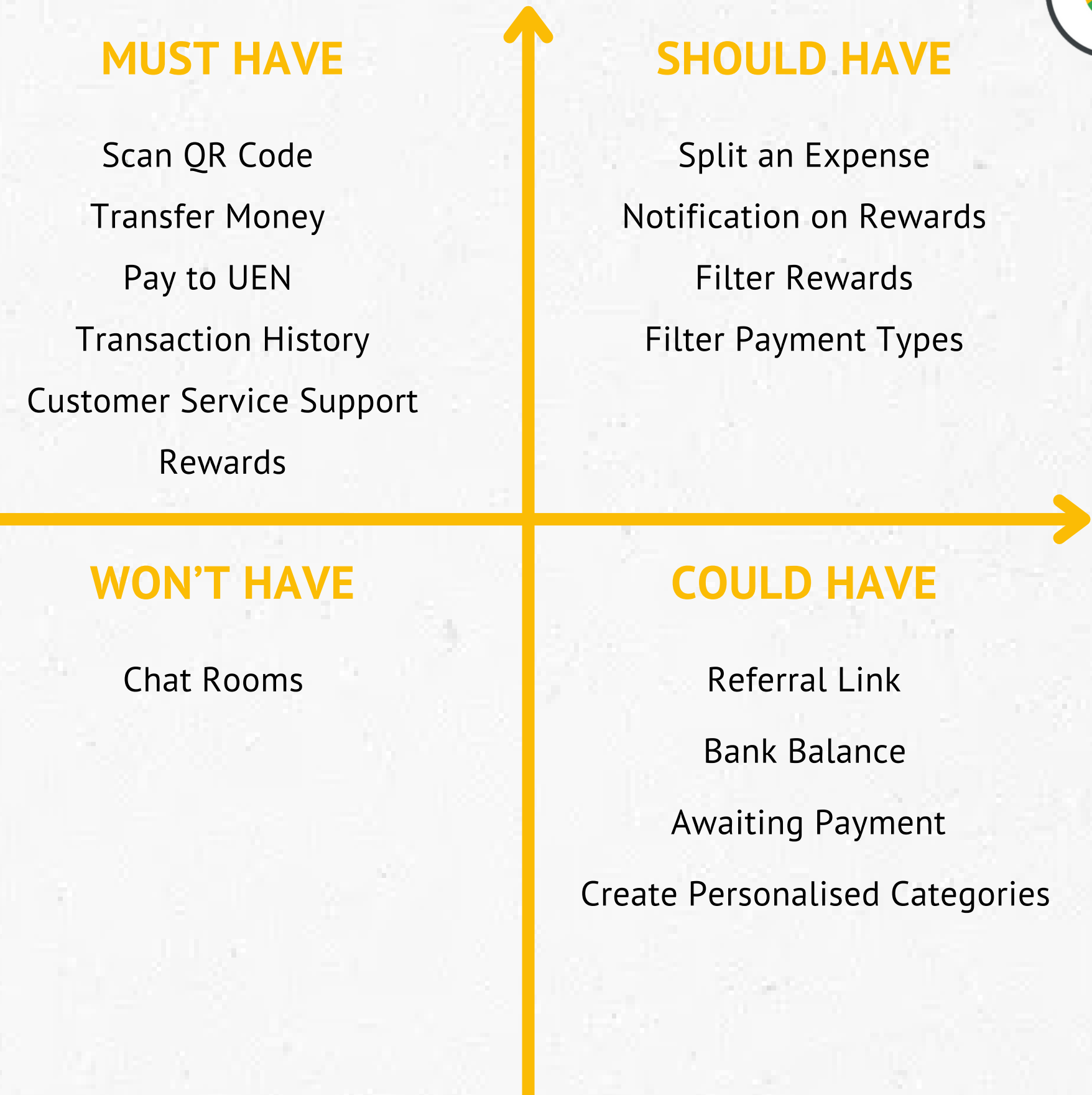
Problem Statement

How might we improve rewards discovery and transaction history experience for users to improve satisfaction using GooglePay app and promote adoption.



FEATURE PRIORITISATION

Now that we've data on the users' pain points of the app, this project employs the **MoSCow conceptual tool** to analyze and prioritise certain features for a pleasant user experience.



POSSIBLE FEATURES



MUST HAVE

Scan QR Code
Transfer Money
Pay to UEN
Transaction History
Customer Service Support
Rewards

SHOULD HAVE

Split an Expense
Notification on Rewards
Filter Rewards
Filter Payment Types

A more prominent 'scan' button

One 'pay' button for both payment to UEN and phone number

Streamlined rewards tab + filter

Split expense + request for payment button

Split expense + request for payment button

Customer service chatbot

Clearer transaction history tab

Notification on rewards option toggle

USER JOURNEY



Scenario: Tasha just had dinner at her usual Hokkien Mee stall. She wants pay for her meal using GooglePay so she could potentially get rewards.

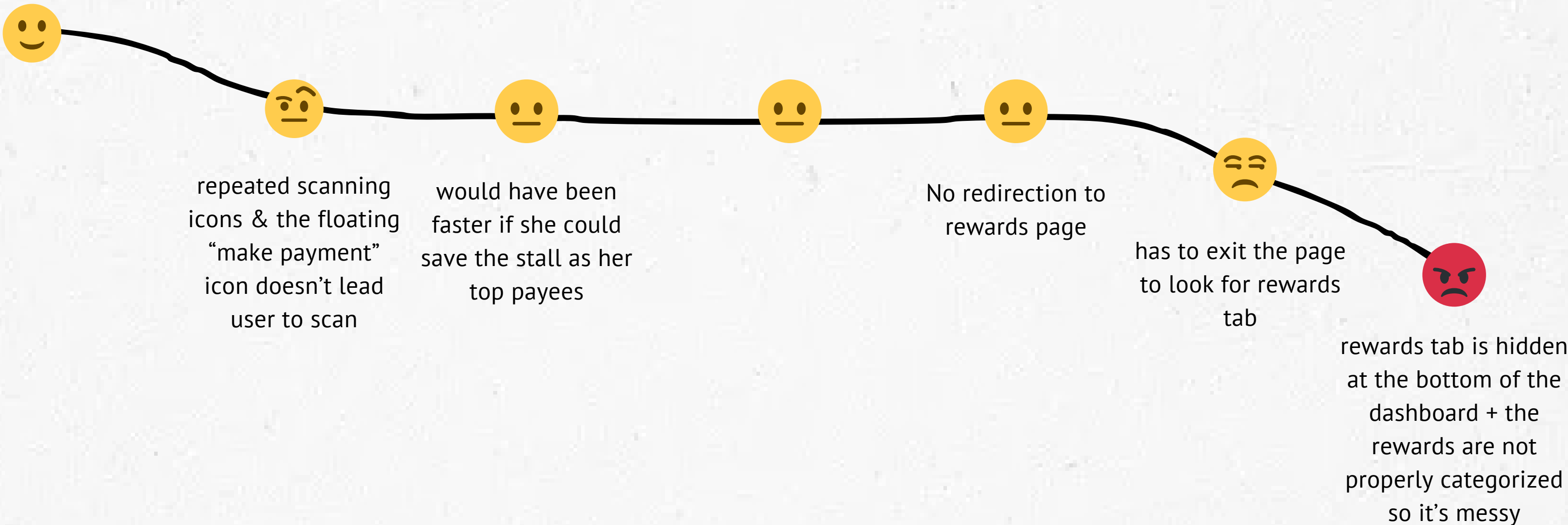
STAGE	Identify Need		Begin Task		Process Disruptions			
ACTIVITY	Wants to pay for the meal with GPay & access rewards		Dashboard	Click on “scan QR code”	Enter amount	Receive a reward	Exit payment page	Scroll down on dashboard to rewards page
TOUCH POINTS	Open app		Tap on “scan QR Code”		Type amount in Tap on “pay”	Tap on reward received Tap on open reward	Tap on back button	Scroll down & tap on rewards page
OPPORTUNITIES	One clear scan button Customizable list of payees so user may skip the scan & pay the specific store directly					Include a link back to the rewards page	Filtering and categorizin of rewards	

USER JOURNEY

EMOTIONAL JOURNEY



ACTIVITY	Wants to pay for the meal with GPay & access rewards	Dashboard	Click on “scan QR code”	Enter amount	Receive a reward	Exit payment page	Scroll down on dashboard to rewards page
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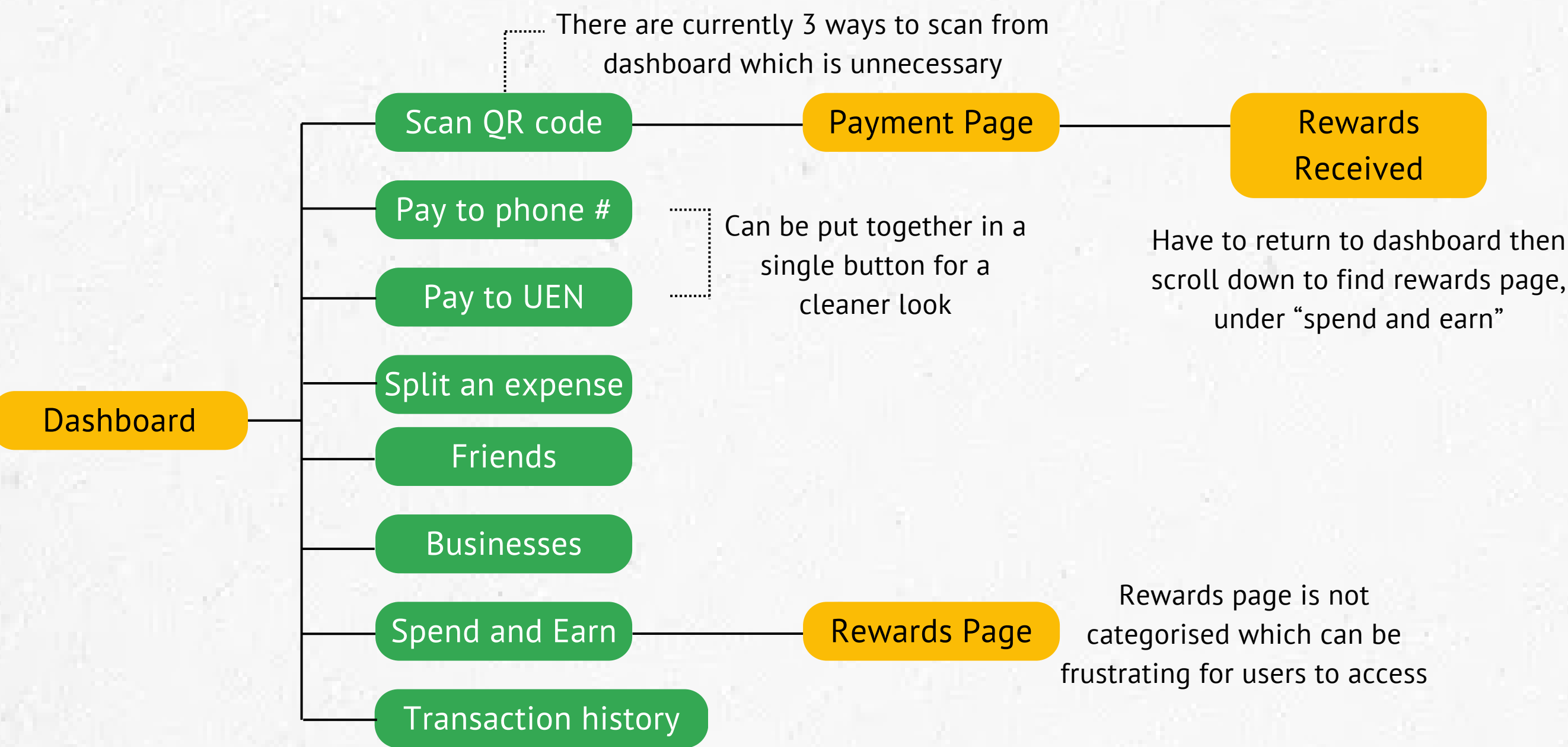




CURRENT USER FLOW



Scenario: Tasha just had dinner at her usual Hokkien Mee stall. She wants pay for her meal using GooglePay so she could potentially get rewards.

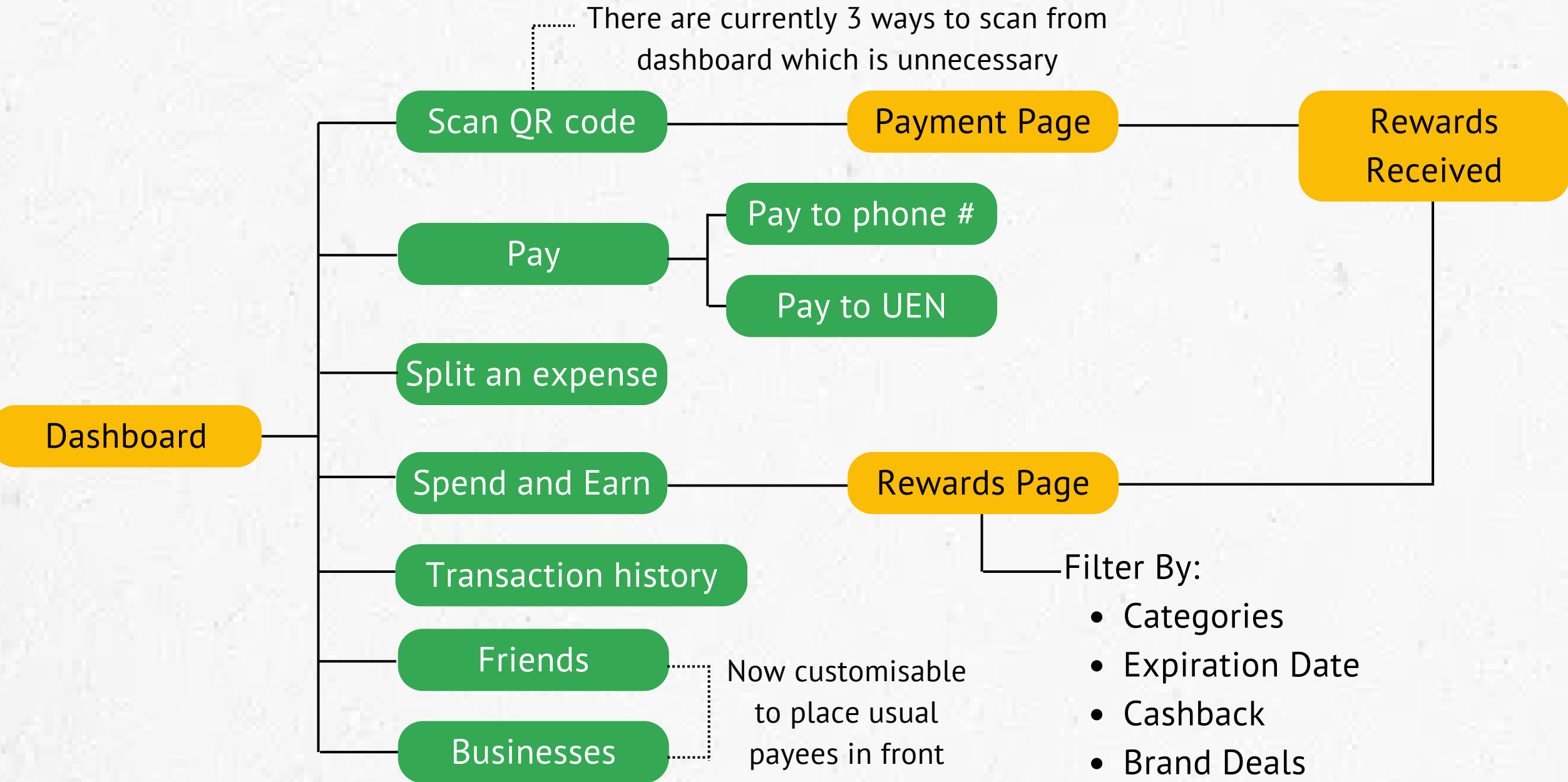




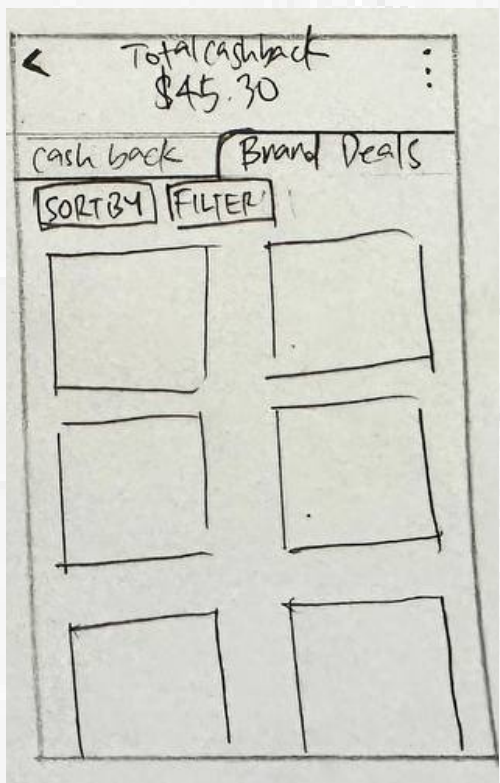
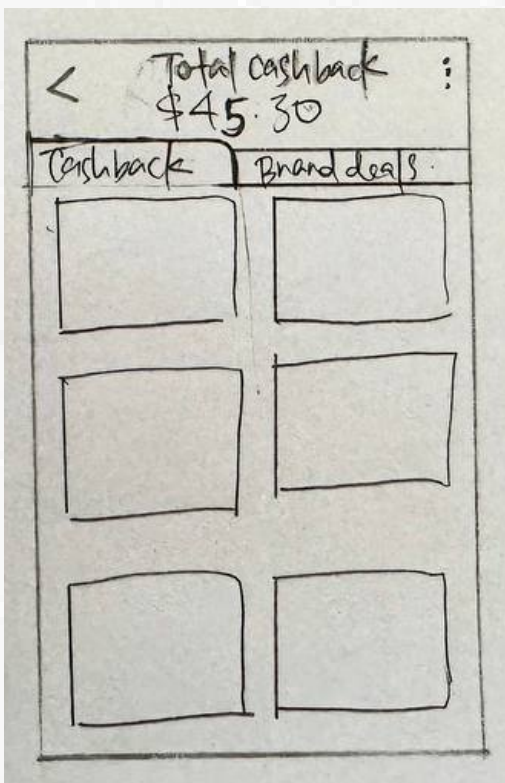
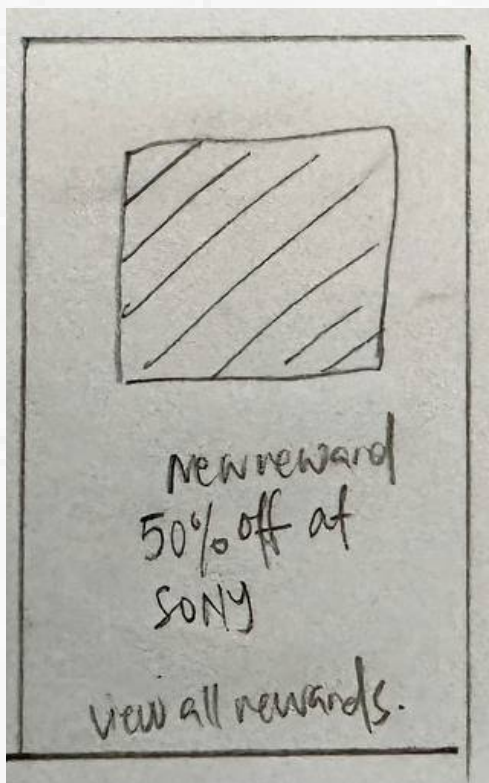
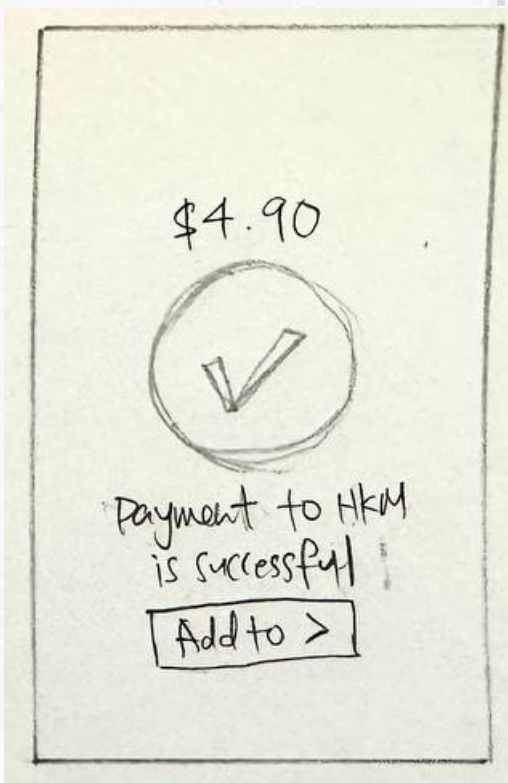
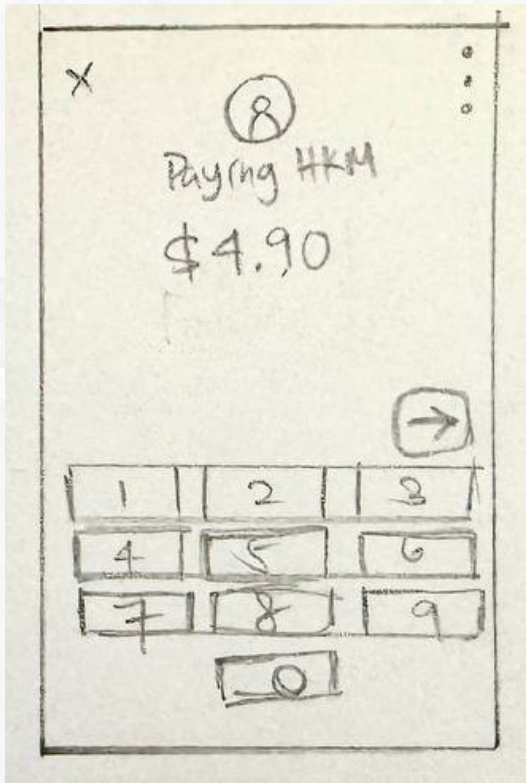
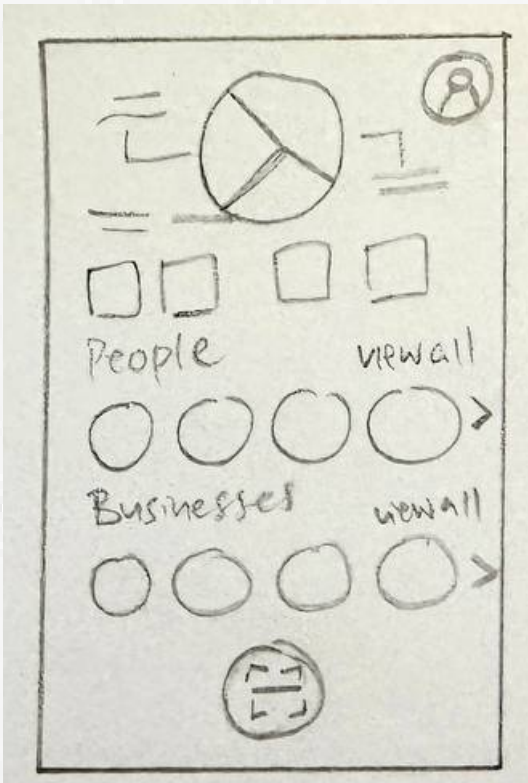
PROPOSED USER FLOW



Scenario: Tasha just had dinner at her usual Hokkien Mee stall. She wants pay for her meal using GooglePay so she could potentially get rewards.



LOW FIDELITY WIREFRAME



GOOGLEPAY STYLE GUIDE



FONT

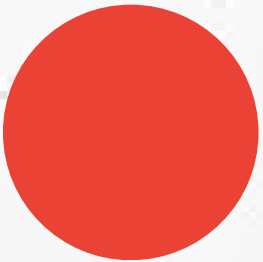
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GooglePay

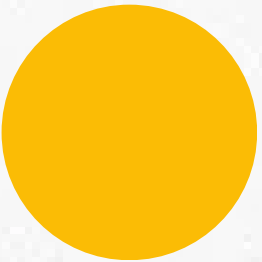
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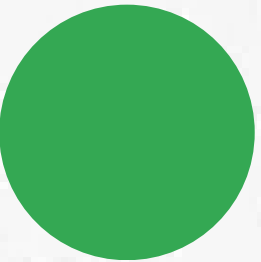
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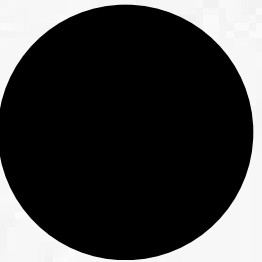
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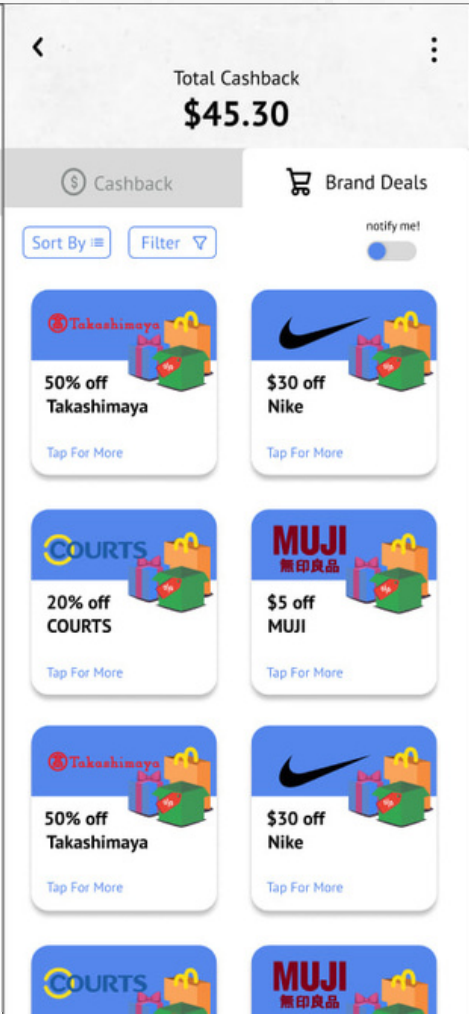
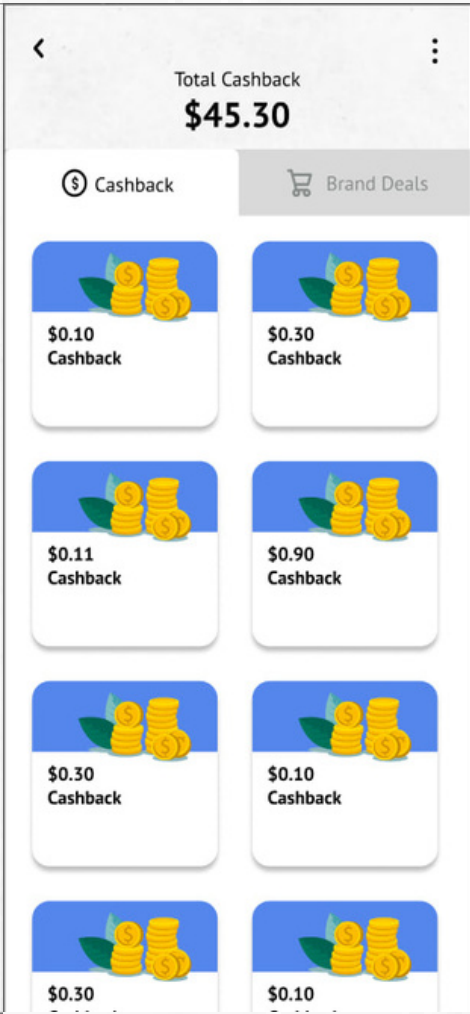
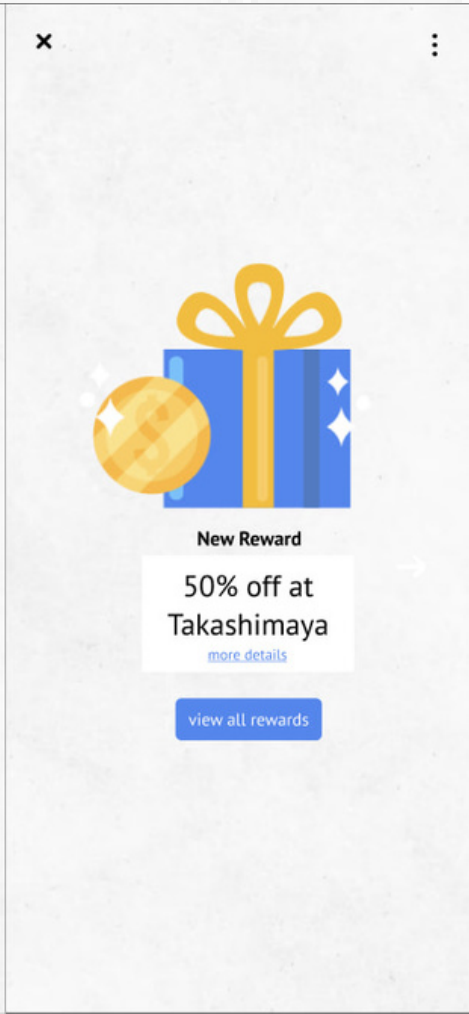
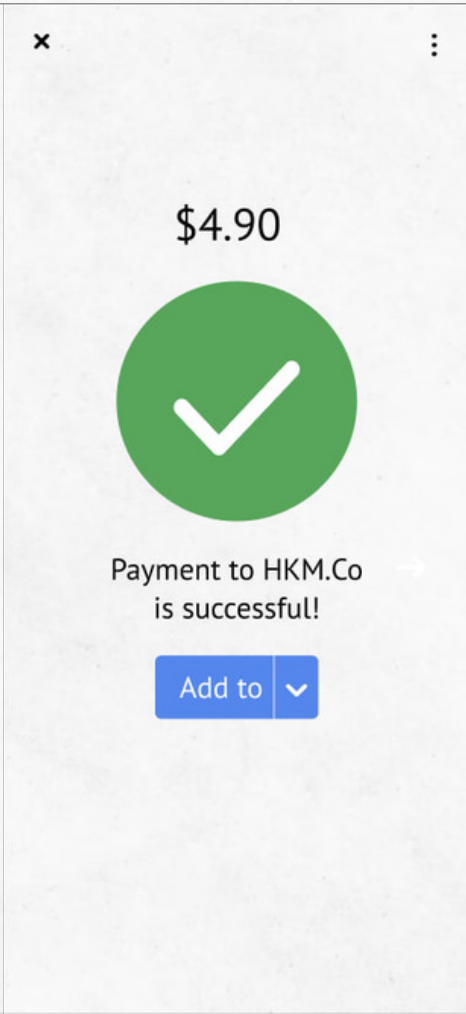
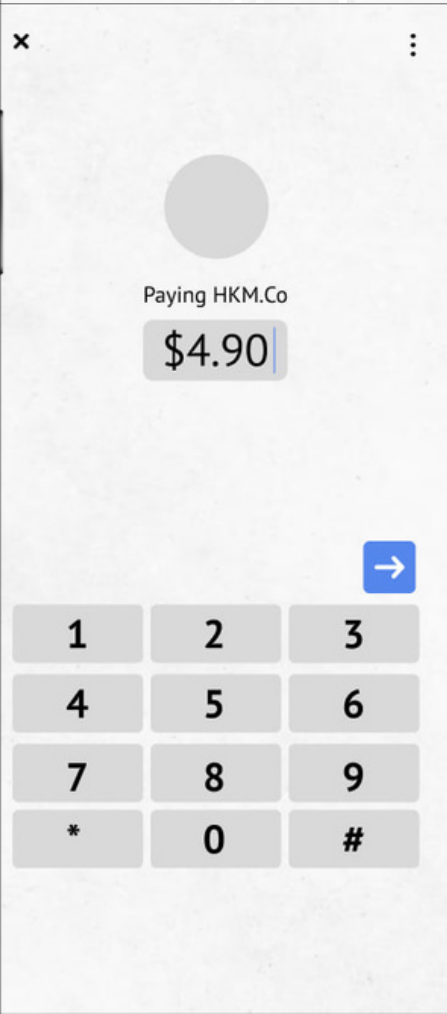
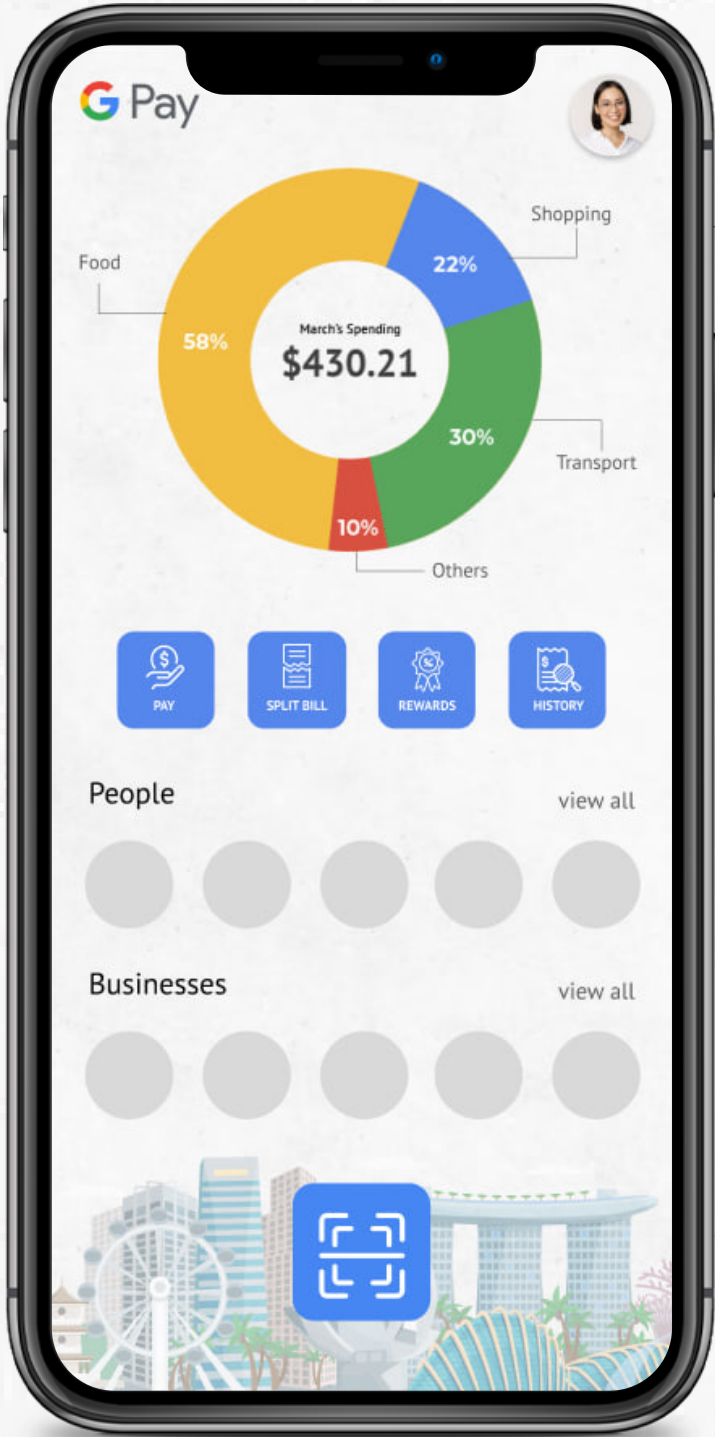


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HIGH FIDELITY WIREFRAME



[View Prototype Here](#)

[Figma Working File](#)

HIGH FIDELITY WIREFRAME

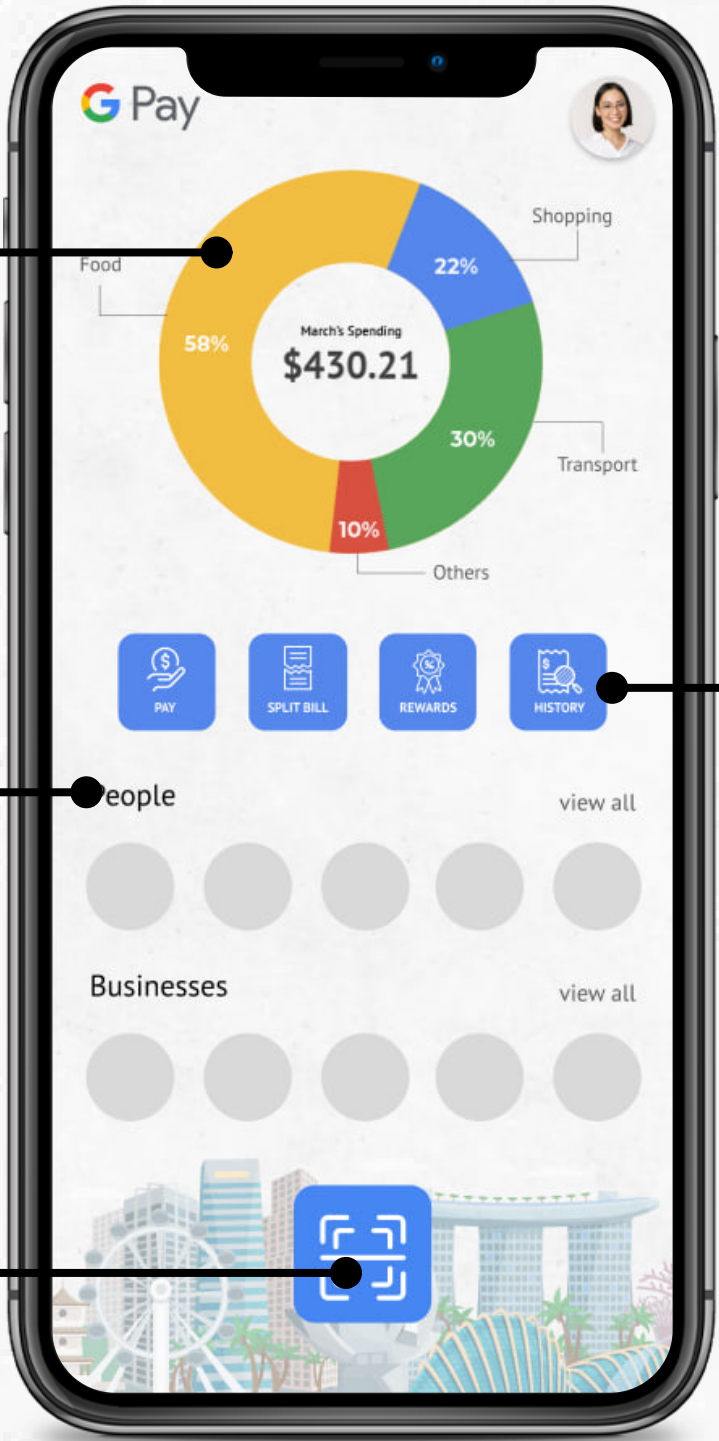
Dashboard



Pie chart added to access monthly spending at a glance and this can help users to track and manage their finances better

The "People" and "Businesses" sections are now condensed to a single line each. Users can also personalize the accounts displayed upfront for smoother payment processing.

The scan button now occupies a prominent central position, ensuring clear visibility and accessibility for enhanced usability.



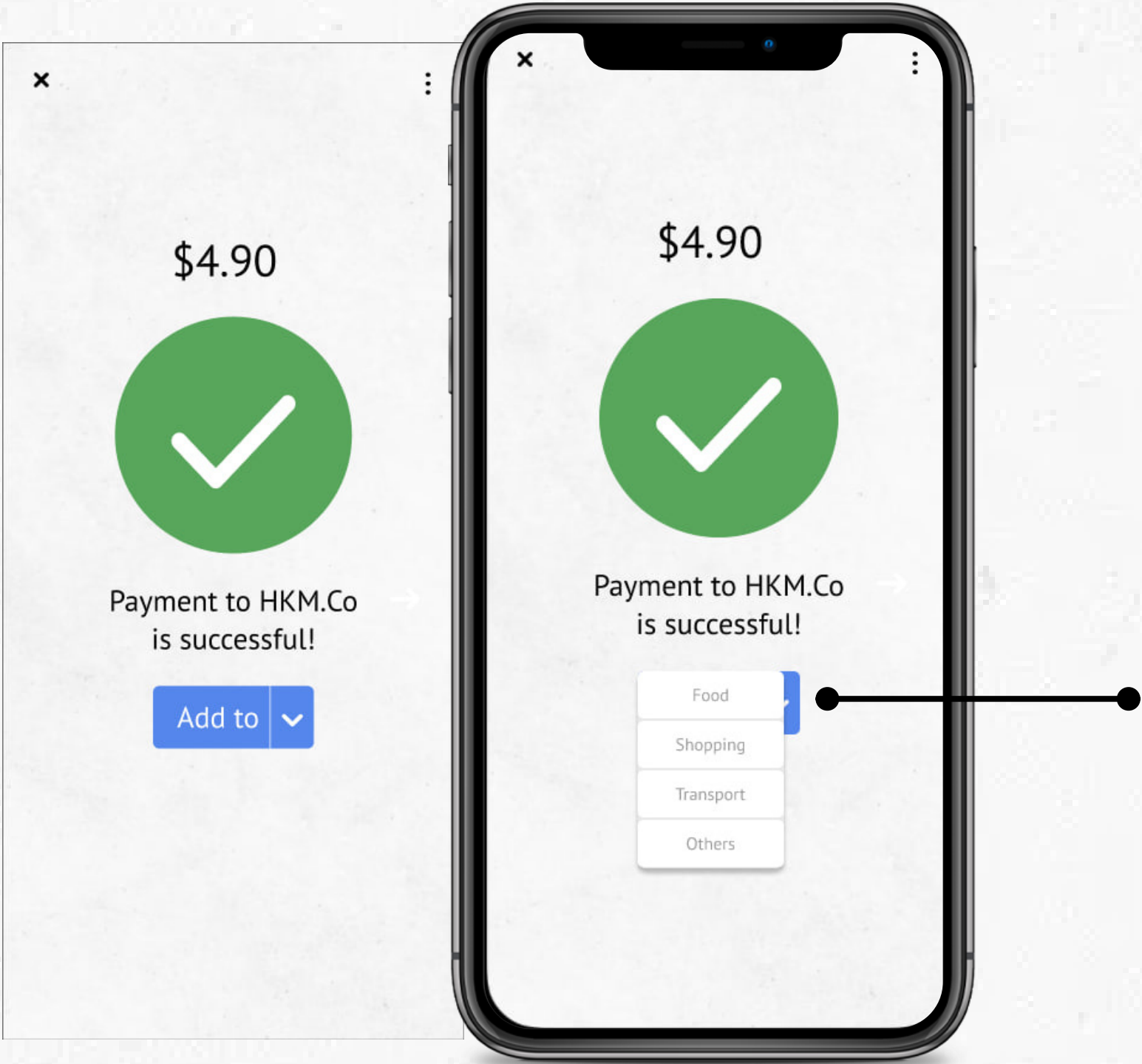
Streamline user navigation with simplified buttons featuring 'rewards' and 'transaction history' for effortless access.

Eliminating the need to scroll extensively, this enhancement alleviates initial frustrations and ensures swift access to essential features.

[View Prototype Here](#)

HIGH FIDELITY WIREFRAME

Payment Page



Users are empowered to categorize their expenses according to their preferences, enabling more effective tracking and management of their spending.

[View Prototype Here](#)

HIGH FIDELITY WIREFRAME

Single Reward Page



Users can now view all rewards directly upon receiving the single reward from the transaction.

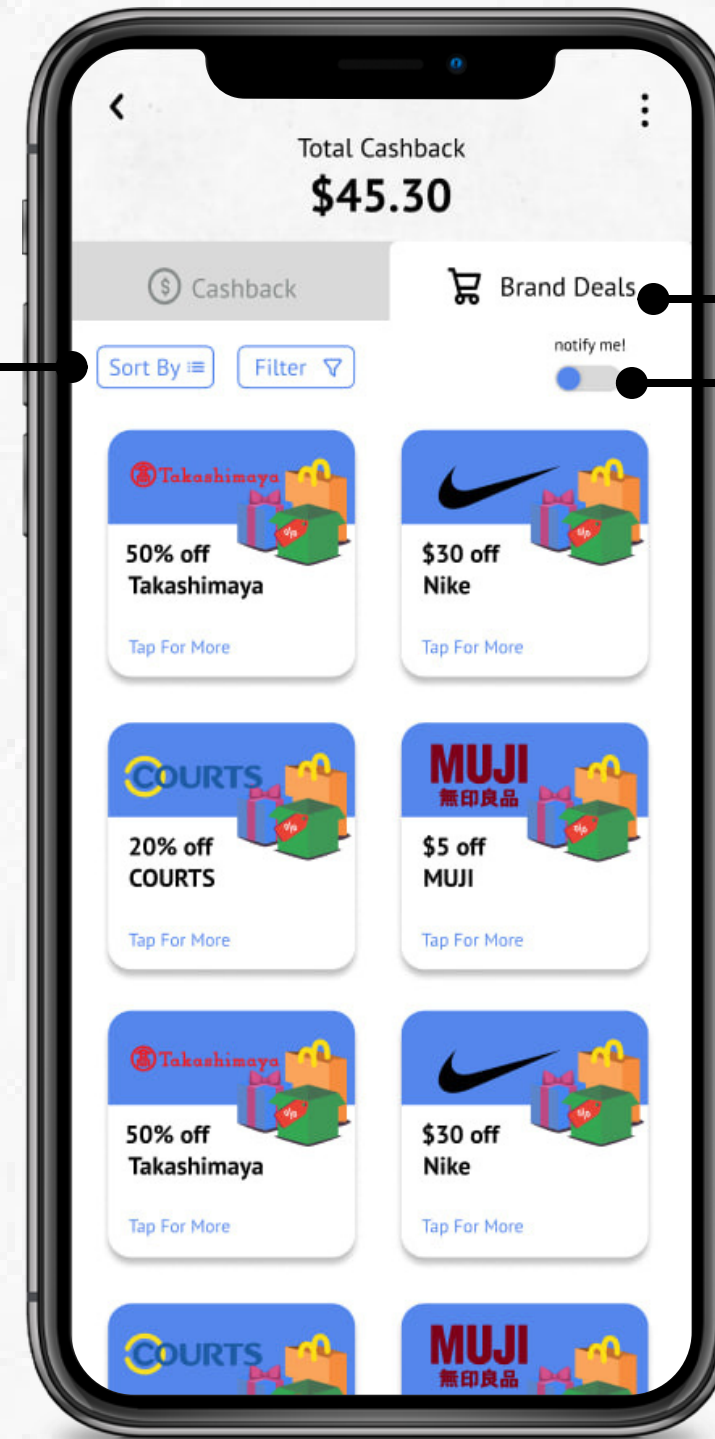
[View Prototype Here](#)

HIGH FIDELITY WIREFRAME

All Reward Page



Users may sort and filter their rewards for easy viewing. E.g. A user may choose to sort according to expiration date so they will be able to utilise the expiring vouchers first.



Rewards are now split into 2 main categories that GooglePay offers e.g. Cashback and Brand deals.

Users now have the option to toggle notifications, ensuring they receive timely alerts for expiring vouchers. This feature empowers users to stay informed and never miss out on valuable deals again.

[View Prototype Here](#)



USABILITY TESTING

The primary objective was to improve rewards discovery and transaction history experience for users to improve satisfaction using GooglePay app and promote adoption.

The implementation of these enhancements resulted in significant improvements to the GooglePay dashboard's user experience.

Users were able to:

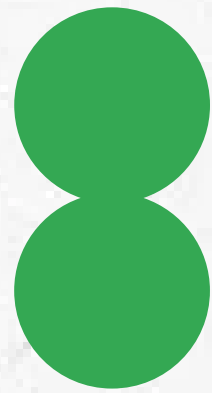
- **Navigate the platform more efficiently**
- **Access key features with ease**
- **Gain valuable insights into their financial activities.**

The redesigned dashboard promotes user engagement and satisfaction, ultimately contributing to a more seamless and rewarding user experience.



CONCLUDING STATEMENT

Through strategic redesign and optimization, this case study successfully improved the efficiency and usability of GooglePay's dashboard, providing users with a more intuitive and rewarding experience. By prioritizing key functionalities, enhancing visibility, and integrating valuable insights, this project has effectively enhanced its platform to better meet the needs of its users.



THANK YOU



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