

PhonePe Redesign

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Analysing and redesigning
PhonePe Mobile Application

Case Study

The Challenge

E-Wallet is a new trend and has successfully made its way into our daily lives even before it took a complete shape. I have seen many people use different E-Wallets. Everybody has a different favorite for different reasons. I once heard a commentary conversation saying “PhonePe works well all the time but it’s hard to use”

It was nothing but “*Good Functionality with less usability*”. So I took it as a challenge to study the UX of the App and analyse how its usability could be fixed.

My main goal for the user is, he should be using the App subconsciously and shouldn't waste time memorising the whereabouts of the features.

Note This project was conducted in Sep ‘19 with version before 4.0.01.

Analysis & Testing

Primary and secondary features, Information Architecture, User flow of the existing App will be Analysed in detail

After conducting Usability tests with 8 people, I found some interesting facts. The tests conducted were around paying a friend, paying a new number, bill payment, and Bookings.

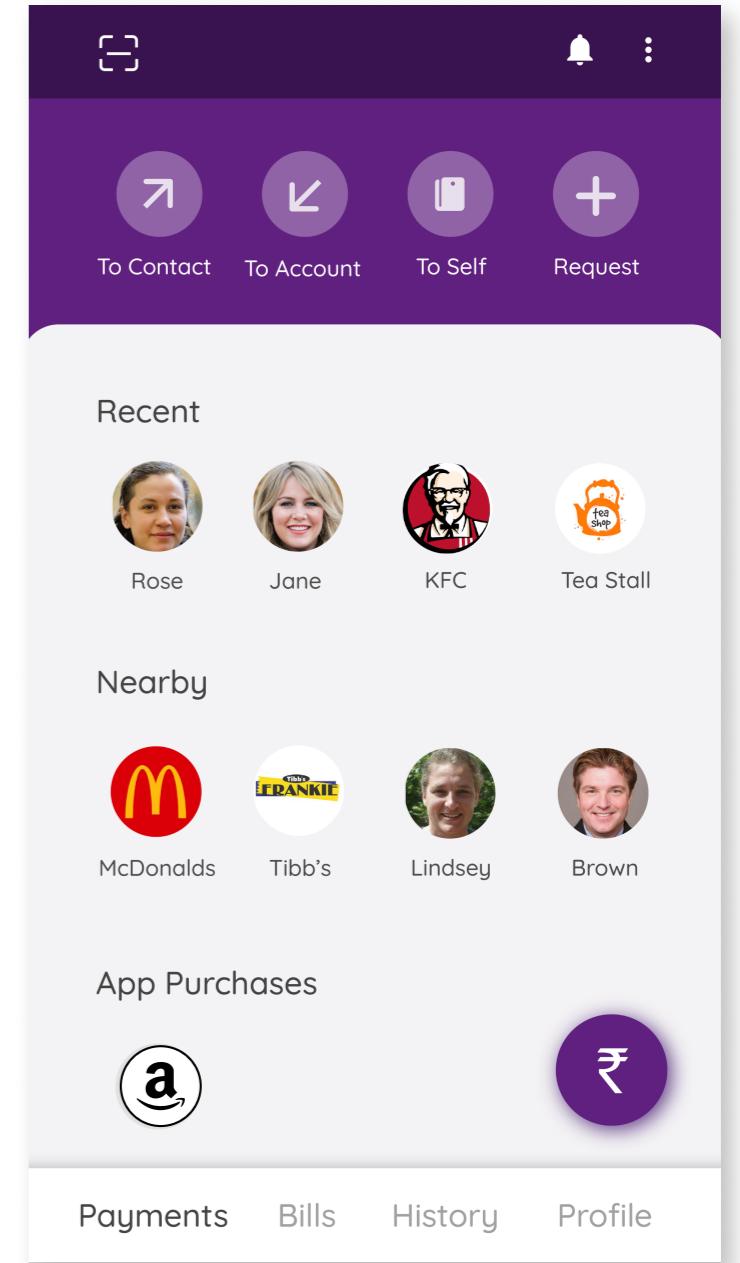
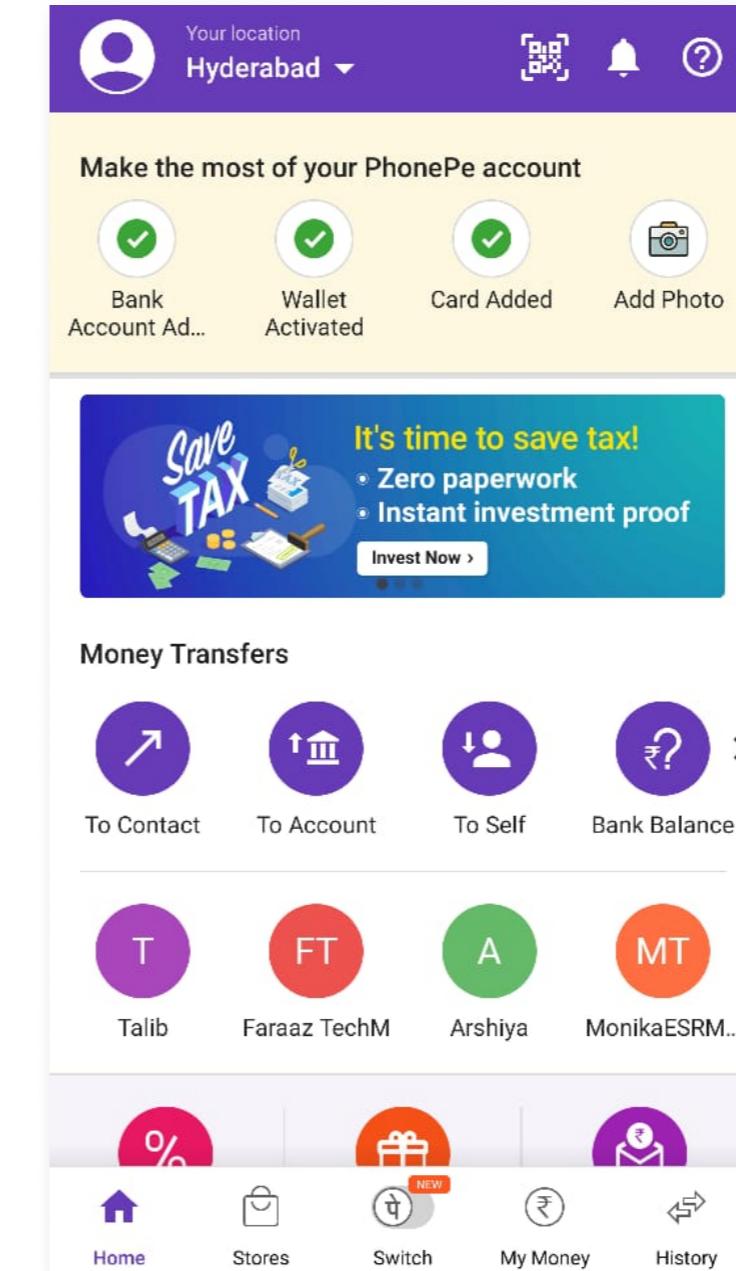
#Problem 1

Difference between Primary and Secondary features.

There were a lot of features placed on the Home. These were also the features users used and needed the most. *But* there was little hierarchy displayed. It draws equal attention to all the items placed.

Solution

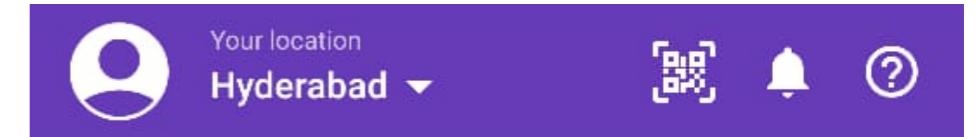
The task is to retain the importance of the features and decrease the confusion among users at the same time. So I distinguished the primary and secondary features, Home screen is now two separate wholes - Payments and Bills.



#Problem 2

Content Placement

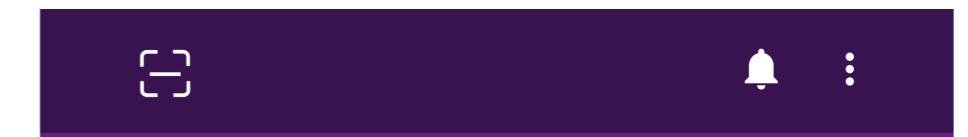
The QR Code, which is mostly used when the user is paying a new person (nobody wants to type or spell out their phone number). This feature is placed on the top right of the screen, way out of Fitt's league.



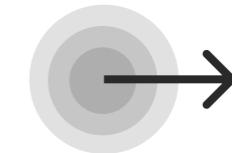
QR code on
existing design

Solution

Gestures! To make the task as easy as possible, I made use of gestures. And here comes the problem, I need a gesture for opening a camera. There are many apps which use cameras. I need to use the same gesture as these apps so that it doesn't mess up with user's existing mental model of opening a camera.



SWIPE Right to Scan QR Code



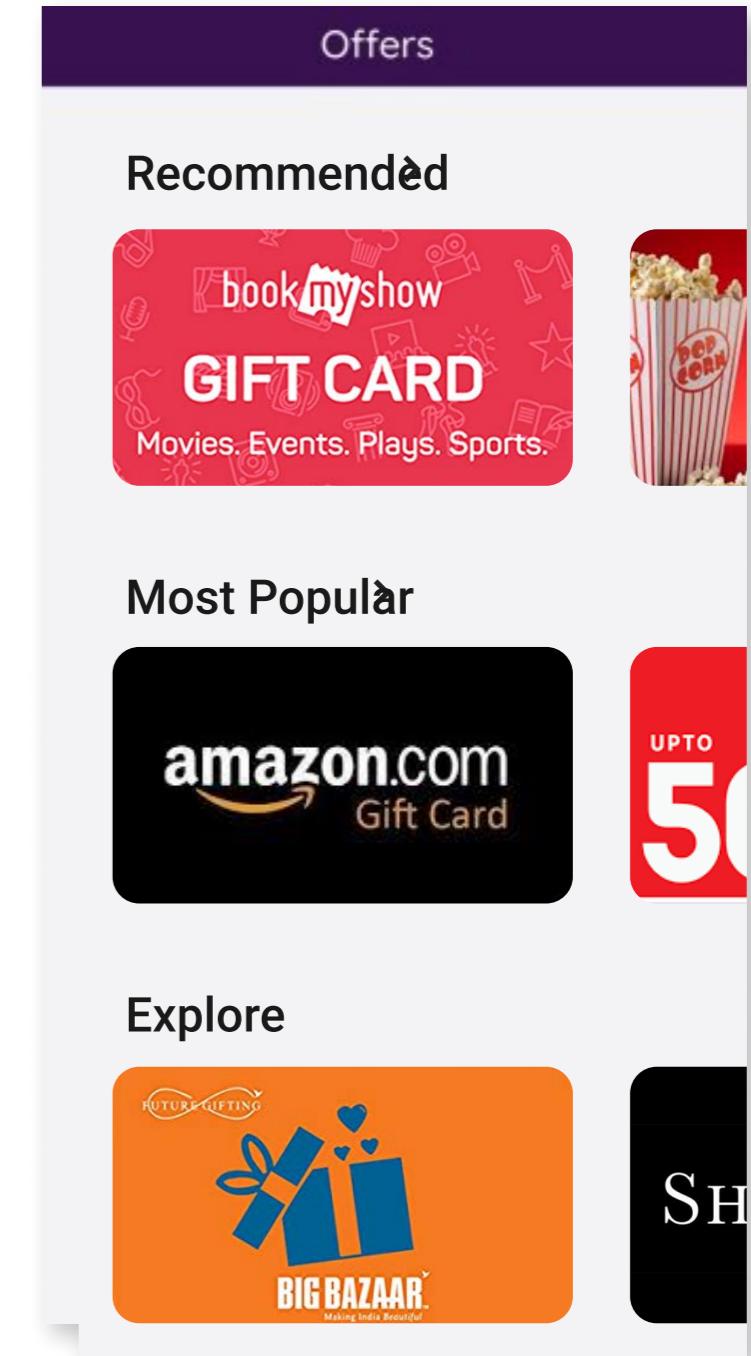
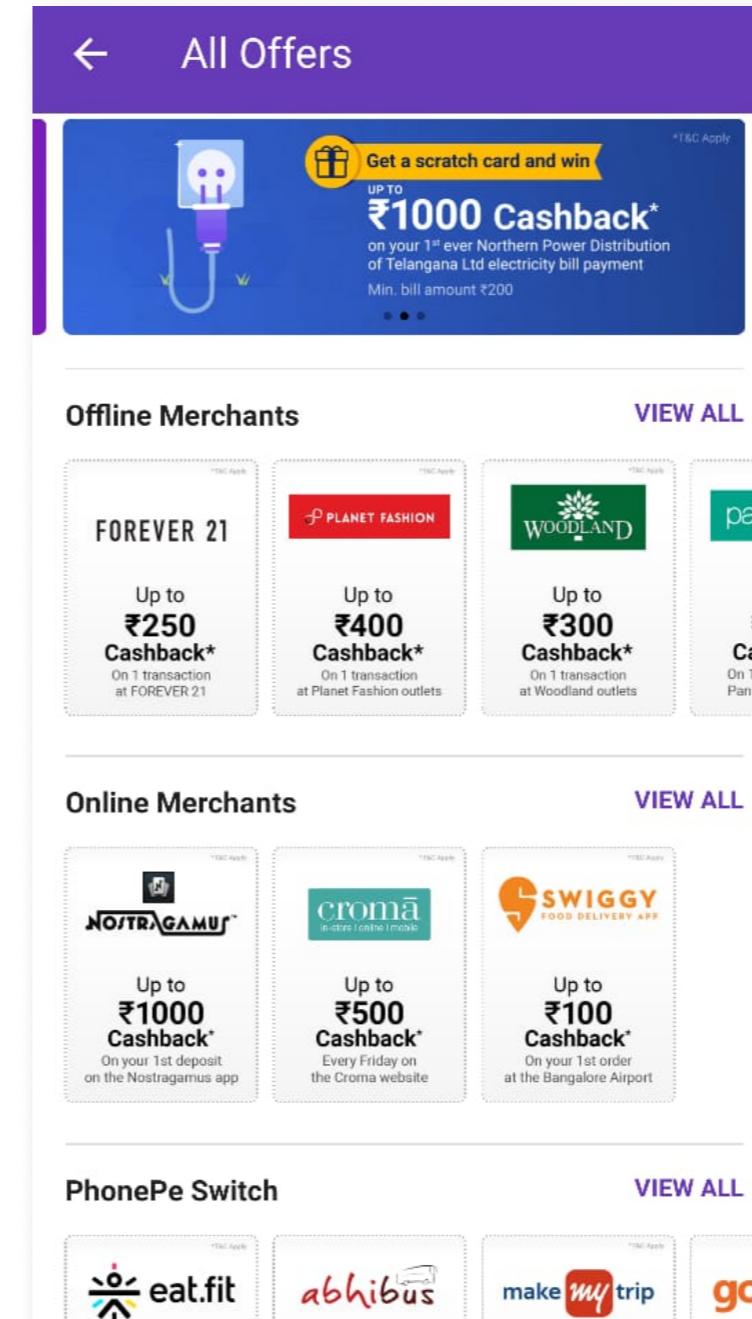
#Problem 3

It broke Hick's Law

PhonePe sure has the most offers than any other App. Yes it is a good point, But.. I want my user to make use the best offer not decision fatigue.

Solution

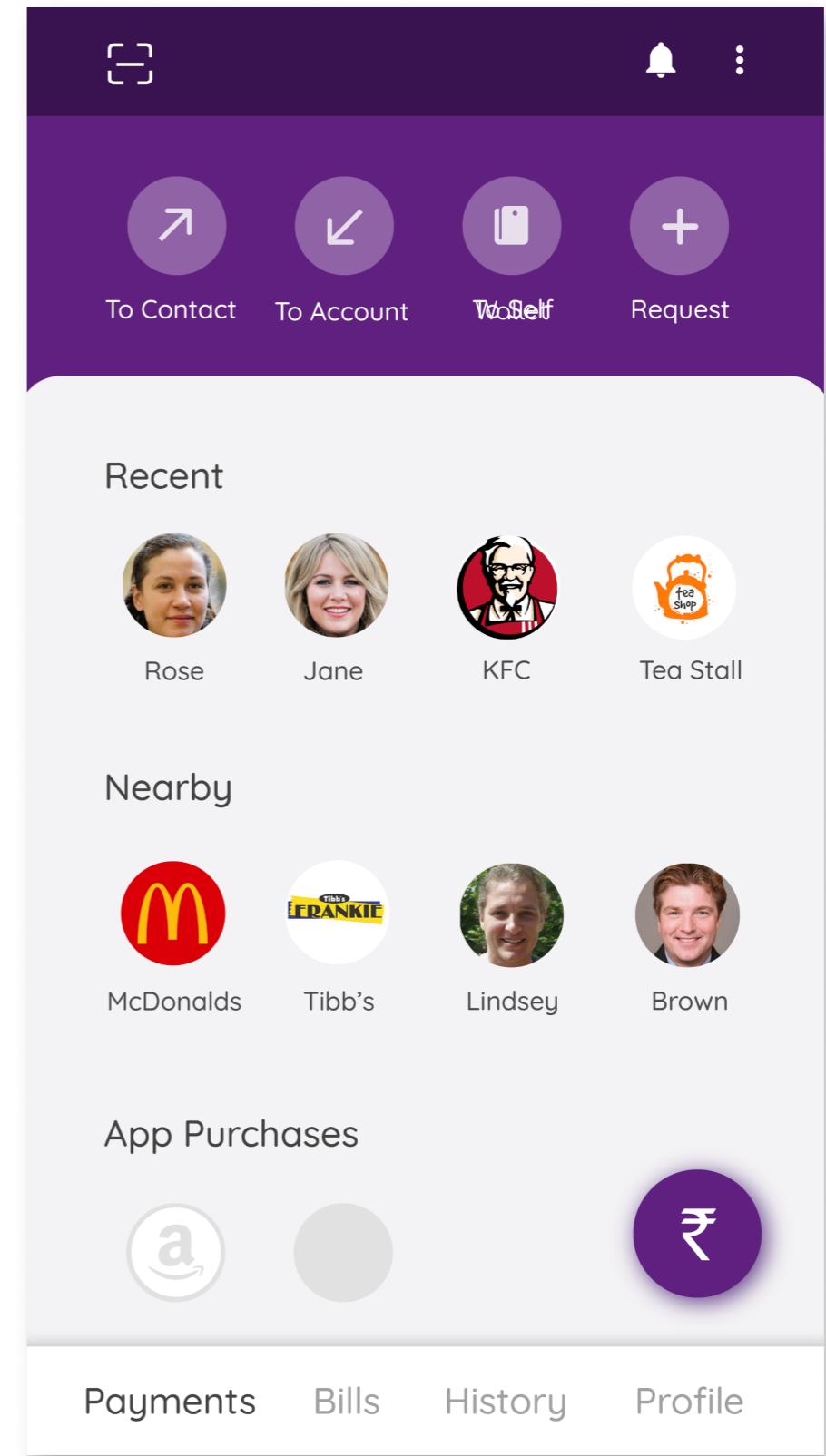
Users can only make use of the most relevant offer. So I broke the offers into two parts - On the top : Most relevant (based on what the user does most frequently, for eg: movie tickets) Below : Categorised offers. This will let the user make the most out of the offers.



#Not-a-problem

I added a “Quick Pay” option.

This feature lets the users pay - **most recently used and most frequently used contacts**.



#Solution

I added some new features and changed the perception of some existing features which increased their usability and findability.

I run the same usability test cases for the new design and observed the way users tried to execute the task. I found out that -

1. People found the “Quick Pe” feature delightful. People used it for both New/repeated transaction.
2. People wanted to see more offers, the page shows very few at a single glance.
3. Initially, figuring out the gesture, swipe right to open QR Code scanner was trail and error. But once used, it can come in handy while paying at stores.