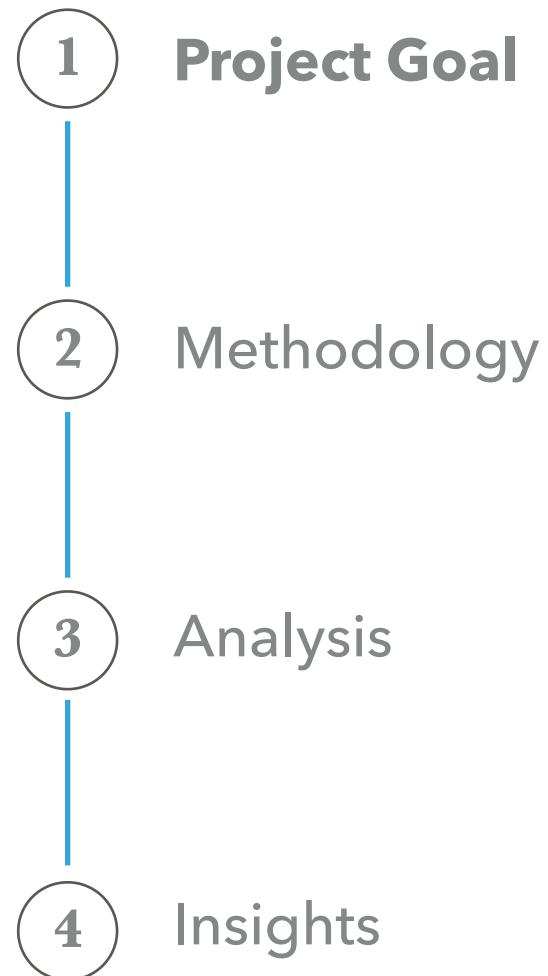# Research Process

1 **Project Goal**

2 Methodology

3 Analysis

4 Insights

▸ Understand mobile pay user's payment behaviors

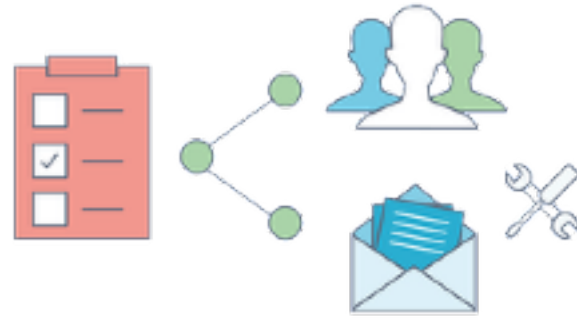▸ Improve user experiences by determining different service needs

Research questions

▸ Is there significant segmentation among mobile pay users?

If so,

▸ How are users similar within each group?

▸ How are users different among groups?

Research Process

① Project Goal

② **Methodology**

③ Analysis

④ Insights

Survey

▸ Mobile Pay Tracker (longitudinal quarterly survey)

▸ Sample: 2000 mobile pay users

▸ Online survey with screener

K-means Clustering

▸ 94 variables input

▸ Cluster plot

▸ Determining clusters