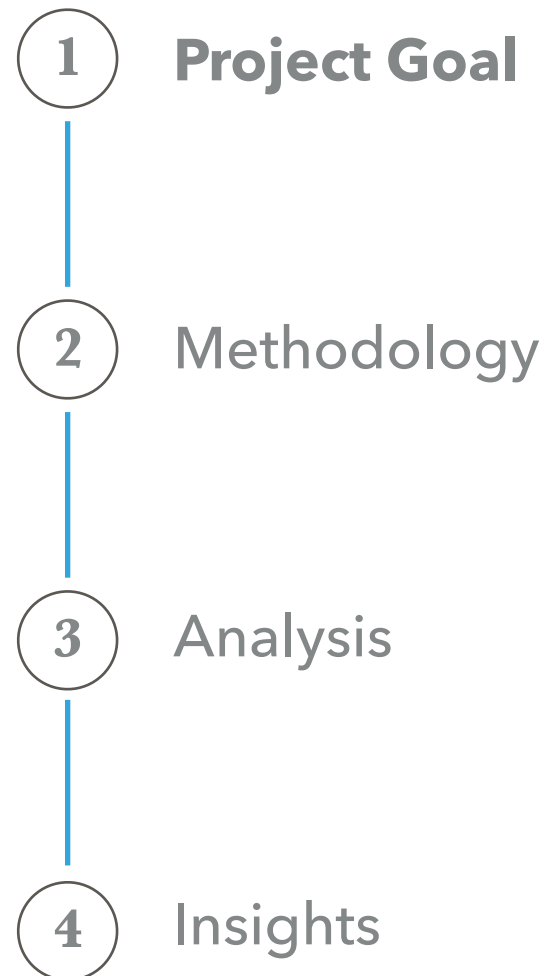




CASE STUDY 1

MOBILE PAY USER SEGMENTATION

Research Process



- ▶ Understand mobile pay user's payment behaviors
- ▶ Improve user experiences by determining different service needs



Apple Pay



SAMSUNG pay

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?

