Case study on UI/UX

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Google Pay

Google Pay (Previously known as Tez) has become one of the top payment apps in India in a really short time. It transfers money from a user's bank account directly to the recipient and thus acts as a replacement for a bank card, in a similar manner to Android Pay or Apple Pay. This mobile payments app is based on the India's Unified Payment Interface (UPI) standard — a government-backed system launched in 2016 to encourage digital payments. Google Pay has amassed 67 million monthly active users in India and has processed transactions worth $110 billion in the last year.

Initial setup and login

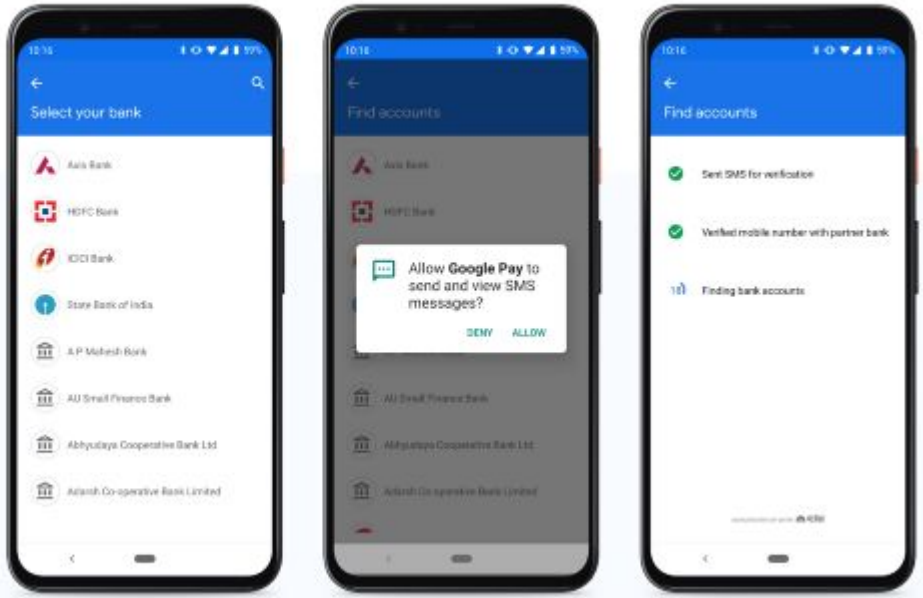
The Onboarding is simple. Enter the phone number and you get logged in via OTP. Even there's an option of language selection and use of separate google pin which is good.

Adding your bank account is also super easy. It's seamless with contextual permission being asked. Go on, I allow you to view my messages and calls

Bank Setup

1. Select Bank
2. Confirm Account
3. Set an UPI Pin

That's Seamless.

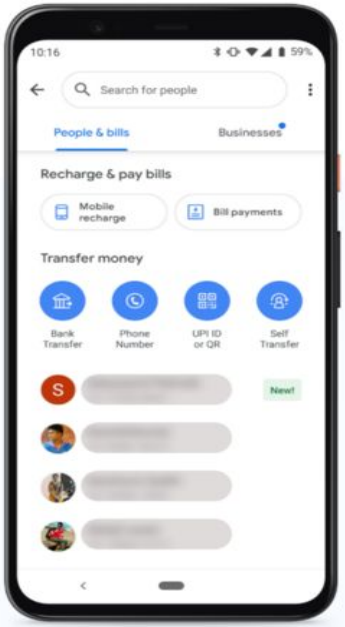


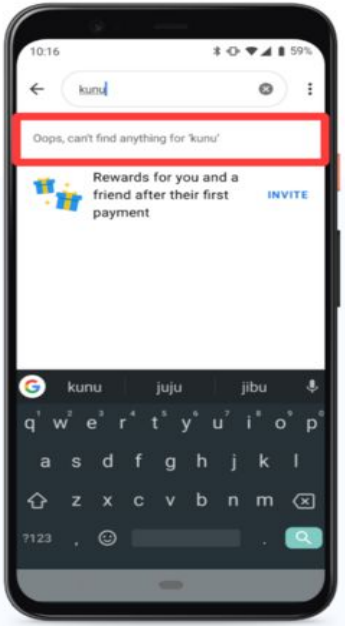
Home screen Appearance

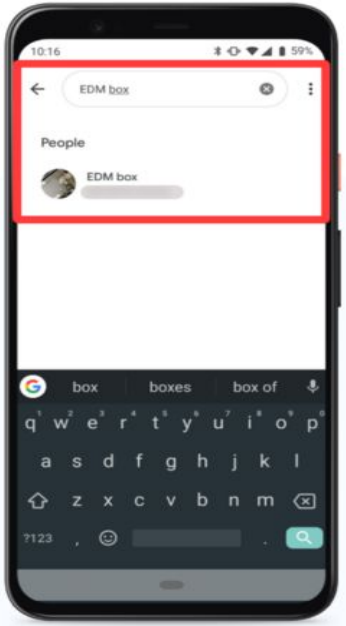
It looks beautiful and clean with light theme. The google pay logo on the center looks nice. All the icons are neatly arranged and new users will be able to understand the layout and functionality of different icons easily.

A floating action button to make a payment is perfectly sized and justifies the main purpose of the app

Making Payment







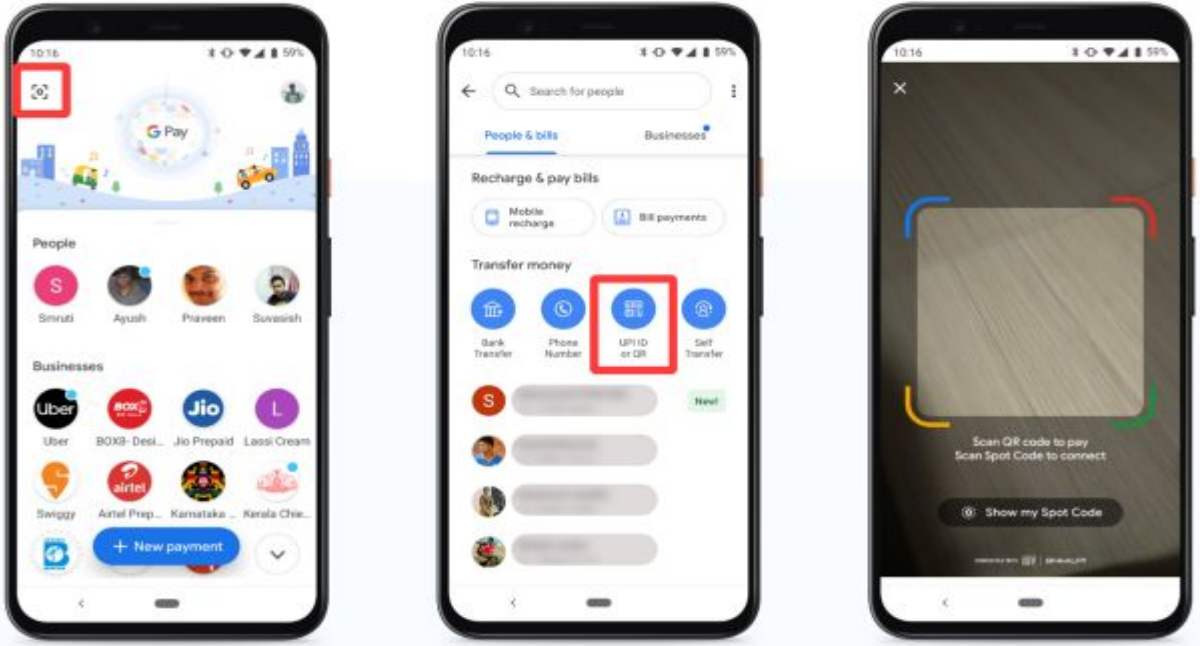
Making Payment

Sending money to a person who is in google pay is simple as sending a text a whatsapp text message. People in contacts are easily identified by google pay.

One click payment for different types of bills.

Sending money to a previously transacted person is easy

Making payment for business through scanning **QR** code is available at top left icon. Difficult to access with one hand, especially using tall devices

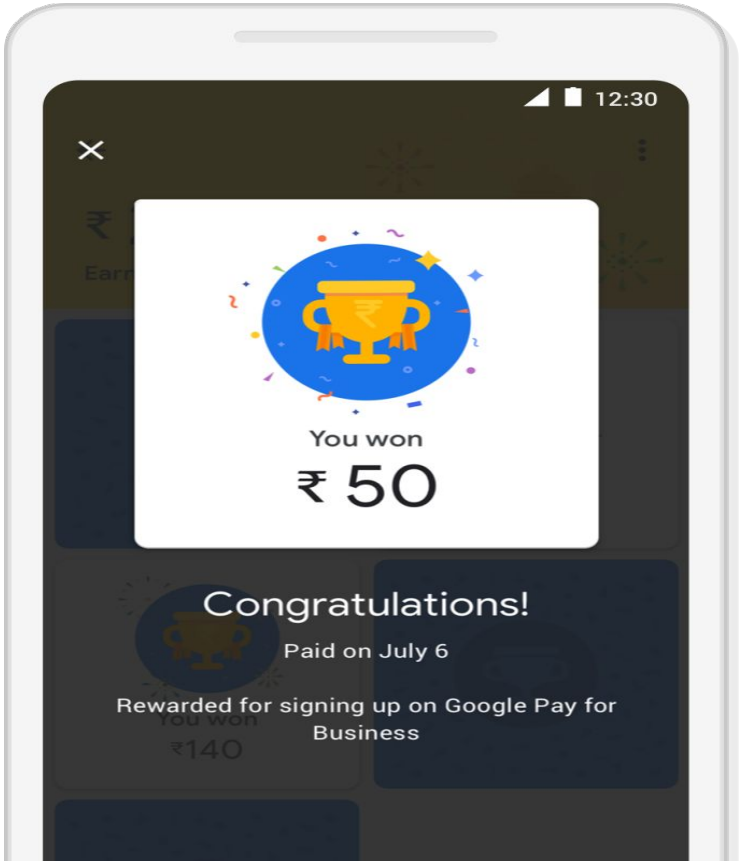

G Pay
People
Businesses
New payment
Search for people
People & bills
Businesses
Recharge & pay bills
Transfer money
Scan QR code to pay
Scan Spot Code to connect
Show my Spot Code

Checking Balance and rewards

It’s an important feature of the app for people who are concerned with their financial status, that’s almost all the Indians.

It is at the bottom of the home page . In one click you can check the balance of multiple bank accounts.

Rewards for transactions in google pay is a nice feature of attracting new users with appealing custom designed logos and stickers.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You won
₹ 50
Congratulations!
Paid on July 6
Rewarded for signing up on Google Pay for Business