Easy Pay

UI & UX Case Study

UPI Payment Application

Easy Payment strategies as a transformative mobile application, capitalizing the ease and flexibility of digital payments. Empowering users with the UPI, Easy Payment aims not to revolutionize the user experience but constructing transactions.

Role	Duration	Platform
UI & UX Designer	5 Days	Android, IOS

Project Overview

About Payment

The UPI Payment Fintech application project aims to create a user-friendly and efficient mobile app for seamless digital transactions using the Unified Payments Interface (UPI) in India. The ultimate goal is to simplify the process of transferring funds, making payments, and managing transactions between individuals and businesses. The app will prioritize security, speed, and intuitive user interfaces to ensure a smooth and secure user experience, thus encouraging the adoption of digital payments.

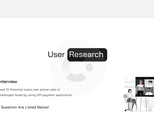
Problem Statement

The existing UPI payment mobile applications often suffer from cluttered interfaces, confusing navigation, and security concerns, leading to user frustration and hesitation in adopting digital payment methods. Users struggle with understanding the payment flow, managing transactions, and ensuring the security of their financial data. This project aims to address accessibility concerns to ensure that users of all backgrounds and abilities can comfortably use the application. Furthermore, many users are unaware of the benefits of digital payments or lack trust in online transactions due to security concerns.

Solution State

To address these challenges, the UPI Payment Mobile Application will focus on a user-centered design approach. The application will feature a simplified, step-by-step transaction process, with clear instructions and visual cues to guide users through each step and minimize errors. Additionally, will guide users through the process. To enhance security, the app will implement multi-factor authentication, biometric recognition, and real-time transaction alerts. A comprehensive onboarding process will educate users about the advantages of digital payments and showcase the app's security measures. Additionally, the app will provide multilingual support and accessibility features. Regular updates and testing and feedback loops will be conducted to refine the app's design and functionality, ensuring that user needs and preferences are met.

Design Thinking



User Research

Qualitative Interview

We have interviewed 10 Potential Users over phone calls to understand the challenges faced by using UPI payment application.

Few Interview Question Are Listed Below

01 How frequently do you use UPI payment apps for your transactions?

02 What kind of payment methods do you prefer for your transactions?

03 What aspects of your current UPI app do you find most convenient?

04 How do you feel about the security measures provided by UPI apps?

05 Can you describe any specific situations where you felt hesitant or uneasy while making payments through UPI?

06 What challenges have you encountered while using UPI apps for payments?

07 How important is the user interface design in a UPI app to you?

08 Are there any features you wish your current UPI app had?

09 What concerns do you have regarding the future of UPI payments and mobile apps?

Key Insight Derived from User Interview

Pain Points

- Slow app loading during peak times.
- Lack of clear transaction confirmations.
- Customer support responsiveness and efficiency.
- Security and privacy concerns.
- Managing multiple linked bank accounts.

Pain Points

- Faster app performance, especially during high-traffic periods.
- Enhanced transaction security features, including biometric authentication.
- Improved account management for users with multiple linked accounts.
- Intuitive interfaces, easy navigation, and clear transaction tracking.
- Accessible and responsive customer support to address concerns promptly.

Quantitative Interview

We have conducted online survey by using google forms to observe any pattern and similarity to retain the potential user may want.

Define Research

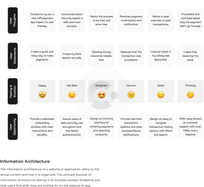
User Personas

We have collected data from the interviews and survey, and I have created a persona representing perfect user of the UPI application.

Time Is Precious for a freelancer, managing payments and currency exchange is a headache. I need a solution that simplifies this. I need an app that simplifies my financial management and investments.

User Empathy Map

This process have done to define target audience with more clarity, as well as illustrate their needs and actions. Empathy mapping helped me to identify User thoughts and feelings.

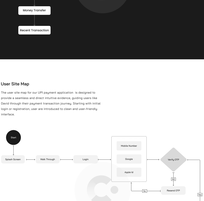


- Considers transaction fees.
- Evaluates payment reliability.
- Explores integration options.
- Thinks about financial planning.
- Looks for availability.
- Worries about payment delays.
- Satisfied when payments are swift.
- Stressed when dealing with errors.
- Optimistic about business prospects.
- Frustrated by complex procedures.
- Accepts UPI payments in stores and online.
- Manages freelance digitally.
- Tracks business expenses.
- Seeks advice on business growth.
- Weighs offer discounts for UPI payments.
- Affordable payment processing.
- Reliable transaction history.
- Integration with accounting software.
- Financial planning tools.
- Access to business resources.

Ideate Research

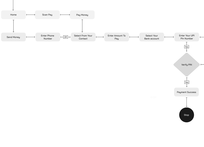
User Journey Map

We have made a visual representation of user's journey across all actions, thoughts, emotions, statement & opportunity.



Information Architecture

The information architecture of a website or application refers to the organization and structure of the content and features. It involves arranging information logically to ensure user-friendliness and easy navigation and help users find what they are looking for on the website or app.



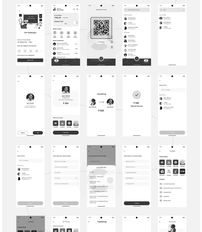
User Site Map

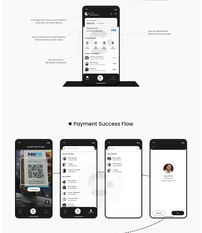
The user site map for our UPI payment application is designed to provide a clear and intuitive experience for users, guiding them through Easy Payment. The process begins with the app opening, where users can log in or register, and are introduced to Easy Pay and user-friendly interface.

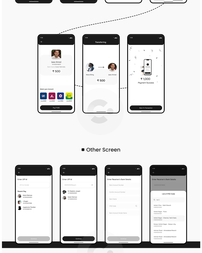
Design Research

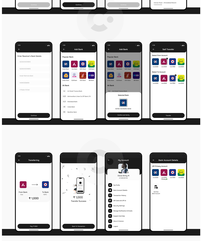
High Fidelity Wireframe

High fidelity wireframes for our UP payment application represent a pivotal step in translating our design vision into a tangible, pixel-perfect reality. These wireframes incorporate the app's logo, color interface elements, and interactive features with a greater level of detail and refinement. The hi-fi wireframes provide a realistic representation of the final app design.









Style Guide

UI Pages Guide are a design and development tools that bridge class collaborate to a digital product's user interface and experience.

Color Palette

Primary Color	Secondary Color	Text Color	Accent Color
Hex #FFFFFF	Hex #FFFFFF	Hex #FFFFFF	Hex #FFFFFF

Typography

Aa

Bai Jamjuree

Regular Medium SemiBold Bold

Heading Style	Body Style	Button Style
Heading 1 Font Size: 40 px, Line Height: 50 px, Weight: Bold Heading 2 Font Size: 32 px, Line Height: 40 px, Weight: Bold Heading 3 Font Size: 24 px, Line Height: 30 px, Weight: Bold Heading 4 Font Size: 20 px, Line Height: 25 px, Weight: Bold Heading 5 Font Size: 16 px, Line Height: 20 px, Weight: Bold	Body 1 Font Size: 16 px, Line Height: 24 px, Weight: Regular Body 2 Font Size: 14 px, Line Height: 20 px, Weight: Regular Body 3 Font Size: 12 px, Line Height: 18 px, Weight: Regular Body 4 Font Size: 10 px, Line Height: 15 px, Weight: Regular Body 5 Font Size: 8 px, Line Height: 12 px, Weight: Regular	Button 1 Font Size: 16 px, Line Height: 18 px, Weight: Bold

User Interface

LOGO

Welcome to Easy Pay, your mobile companion for effortless and secure UP payments. Our logo symbolizes simplicity, security, and efficiency. Minimal in nature, it epitomizes the core values that guide our simplicity, security, and adaptability.

■ Onboarding Screen

■ Login With OTP Screen

To receive your OTP, please ensure that your mobile number is linked to your UP account. We will send the OTP directly to the registered mobile number and by "Verify." If you don't receive the OTP within a minute, please check your network connection or request a new one. Keep exercising caution and avoid sharing OTPs with any unauthorized parties. Your security is our top priority!

■ Home Screen

Left Side Text:
Quick access to your balance and recent transactions on the home screen.

Right Side Text:
Easy access to various payment options.

■ Payment Success Flow

■ Other Screen

Settings
Profile
Change Profile Image
Change Name
Change Email
Change Password
Change Mobile Number
Change Address
Change Date of Birth
Change Gender
Change Nationality
Change Language
Change Theme
Change Notification Preferences
Change Profile Visibility
Change Data Sharing Preferences
Change Linked Accounts
Change Transaction Limits
Change Security Questions
Change Biometric Authentication
Change Two-Factor Authentication
Change Device Management
Change Activity Log
Change Data Export
Change Account Deactivation
Change Terms and Conditions
Change Privacy Policy
Change Cookie Policy
Change Contact Us
Change About Us
Change Feedback
Change Rate Us
Change Log Out
Change Delete Account
Change Help Center
Change Frequently Asked Questions
Change Report a Problem
Change Live Chat
Change Email Us
Change Call Us
Change Social Media
Change Community Forum
Change Tutorials
Change Feedback History
Change Rate History
Change Support History
Change Notifications
Change Alerts
Change Reminders
Change Updates
Change Promotions
Change Offers
Change Rewards
Change Points
Change Redemption History
Change Referral Program
Change Invite Friends