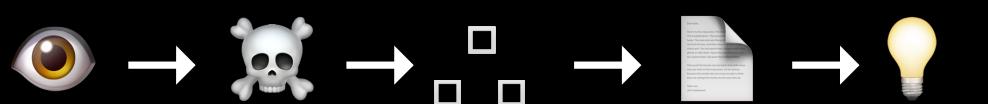


# Usability Evaluation.

Using **Garrett's model** of 5 stages of user experience.





# The Strategy Layer

## 😊 User Needs

- Pay Instantly.
- Operating funds to/from bank.
- Make UPI Transactions
- Book Train/Bus tickets on offers.
- Book movie tickets when the other apps are busy.
- Recharge mobile.
- Pay to an individual in the absence of his/her own wallet



## 💼 Business Needs

- Instant digital payments.
- Bulk money transactions because Demonetisation.
- Collecting database of identities.
- Providing digital bill payment services.
- Selling cheap quality of goods that can't be sold otherwise.
- Bringing Chandini chowk to your mobile.

# The Scope Layer

## Functional Specifications

- Add money to PayTm.
- Pay to any PayTm/UPI holder from your wallet.
- Accept Payments from other PayTm/UPI users.
- Check wallet balance & Transactions.
- Carry digital wallet which is more secure than regular wallet.

## Content Requirements

- A digital wallet to add money.
- Records of friends/people PayTm & UPI addresses.
- QR code to share with others.
- Record of all wallet/money transactions.
- Using mobile fingerprint scanner to open/make payments.

# ∴ The Structure Layer

## Interaction Design

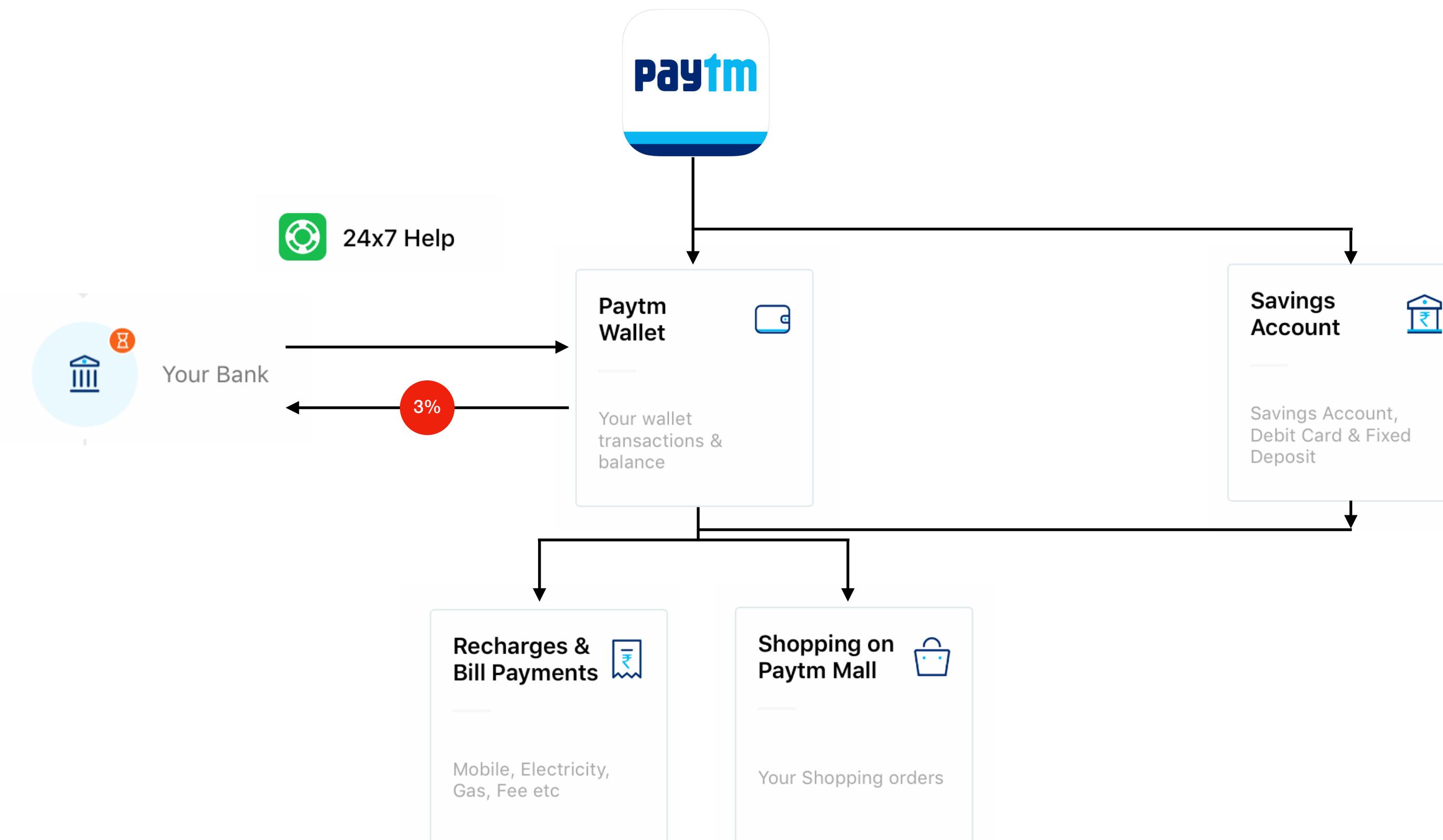
- Pay for orders digitally.
- Integrate all digital transactions with mobile.
- Make payments on e-commerce websites and other UPI applications.
- “You are paying through [PayTm wallet](#)”
- “Use Touch ID to pay Des Cafe”

## Information Architecture

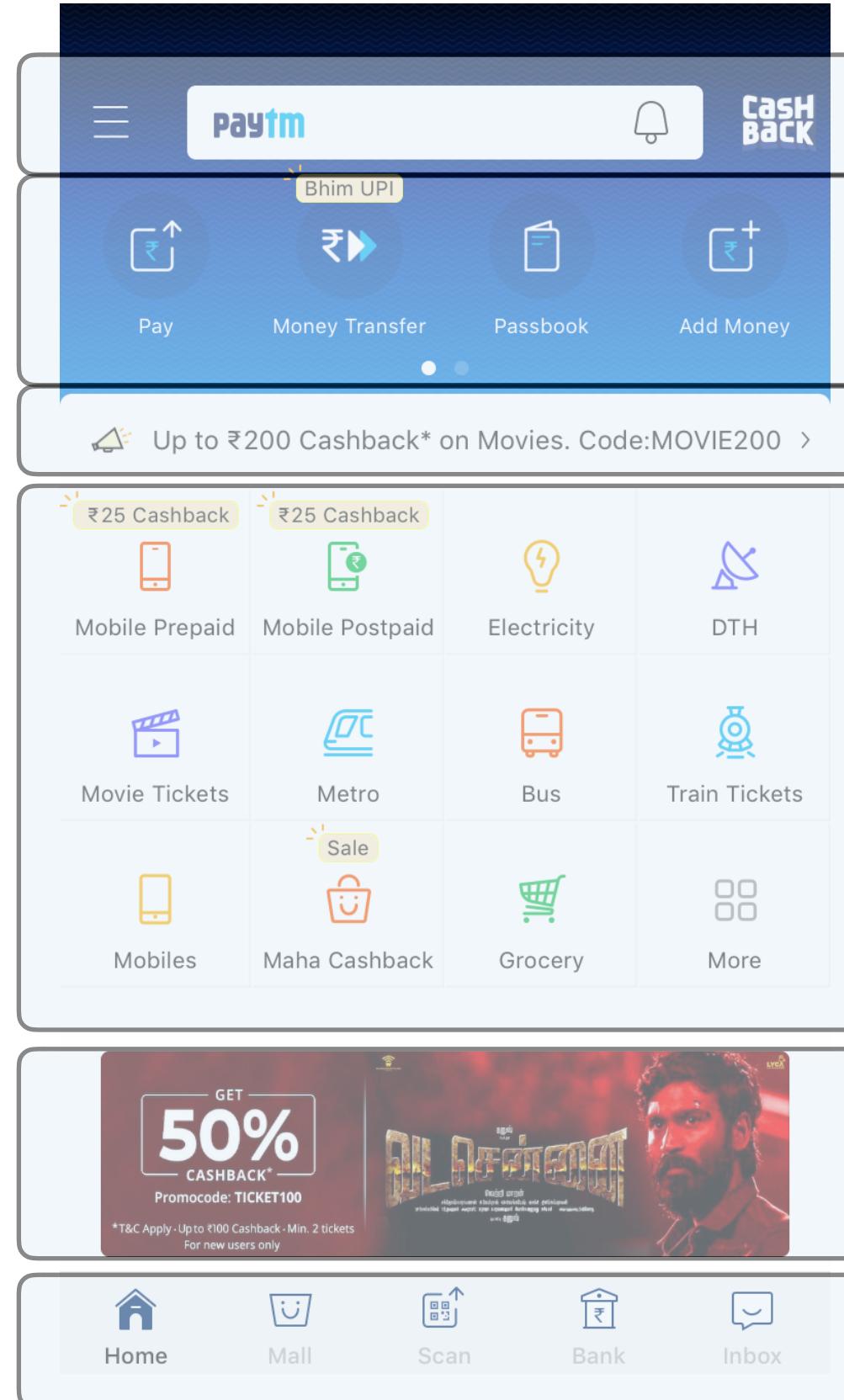
- Hamburger Menu, Global Search, CashBack Offers
- Pay, Money Transfer, passbook, Add Money, Accept Payments, Link Bank A/C, Bhim UPI, Lifafa.
- Mobile recharge, Bill Payments, Movie Tickets, Ticketing, Stores(e-commerce), Grocery etc.,
- Offers on banners,

# ∴ The Structure Layer

## Conceptual Model:



# 💀 The Skeleton Layer



**Sticky Search & Menu Header.**

**Primary Payment Services.**

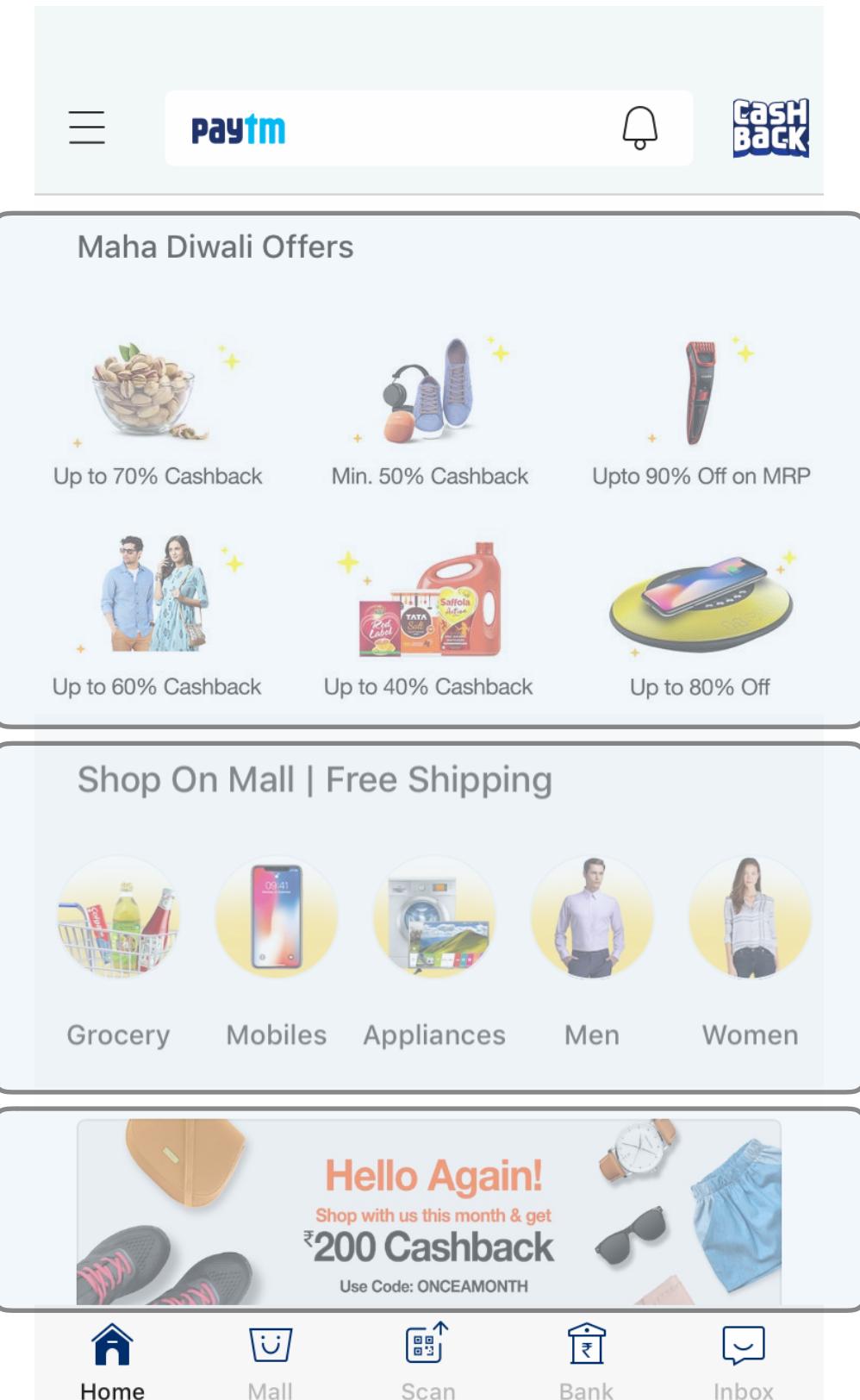
**Movie Promotional Offers.**

**Digital Payment Services.**

**Movie Promotional Offers.**

**Sticky Global Navigation.**

# 💀 The Skeleton Layer

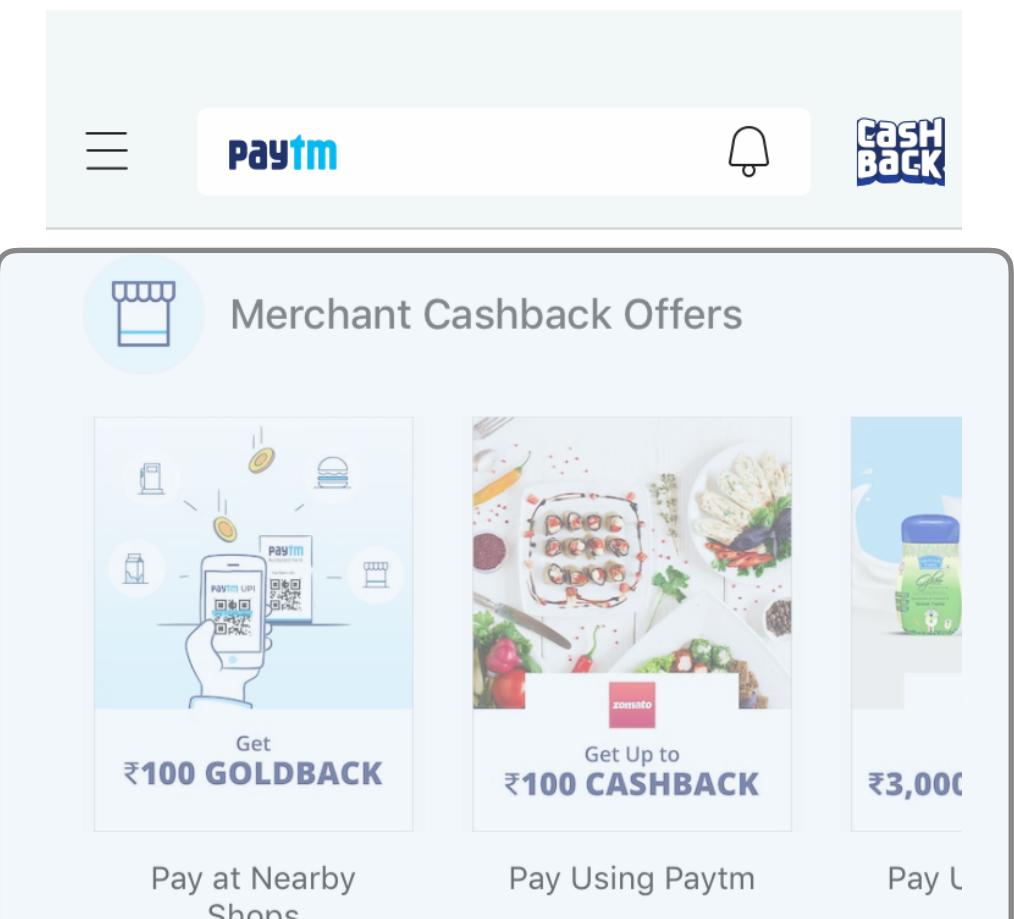


Festival Promotional Offers.

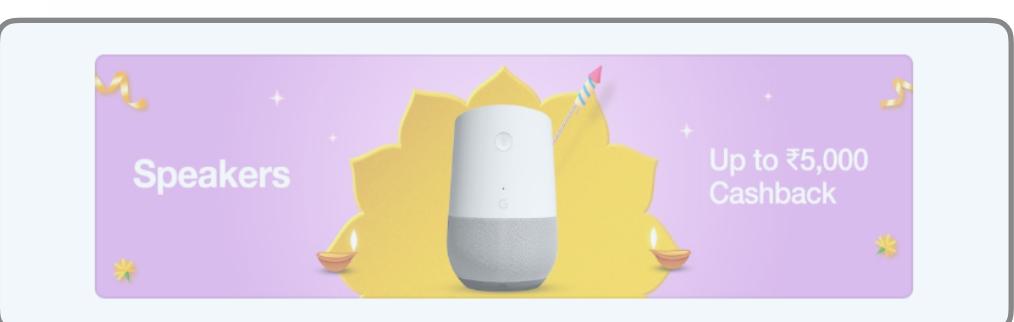
PayTm Mall Categories.

Apparel Promotional Offers.

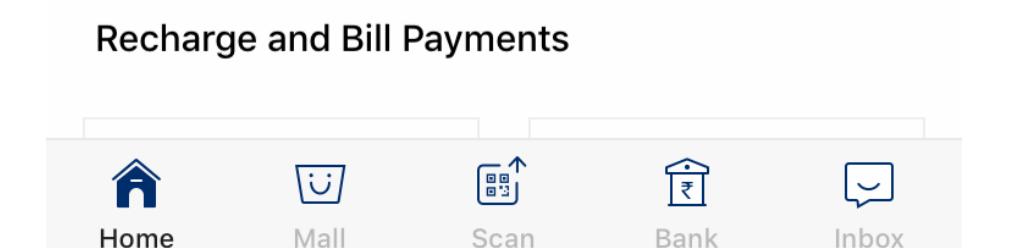
# 💀 The Skeleton Layer



**Cash-back Offers.**



**Electronics Offers.**



# 💀 The Skeleton Layer

The screenshot shows the Paytm mobile application interface. At the top, there's a purple banner with the word "Offers". Below it, the main screen displays several promotional banners:

- A large yellow banner for "Maha Offers on Electronics" featuring a TV and a speaker.
- A smaller banner for "Enhance Your F..." (likely Friends) with a man in an orange shirt.
- A banner for "Grocery Deals" showing a jacket, a shoe, and a suitcase.
- A banner for "Paytm Gold" with gold coins.

At the bottom, there are navigation icons for Home, Mall, Scan, Bank, and Inbox.

The screenshot shows the Paytm mobile application interface with a large yellow banner at the top center containing the word "Offers". Below it, there are several promotional sections:

- "Premium Bedsheets Up to 40% Cashback"
- "Lamps & Chandeliers Up to 75% Off"
- "Stainless Steel Range Up to 40% Cashback"
- "Cleaning Essentials Up to 65% Off"

At the bottom, there's a section titled "Merchant Cashback Offers" with icons for different merchants like FCB, Paytm Mall, and Paytm Bank. There's also a banner for "Diwali Bus Dhamaka!".

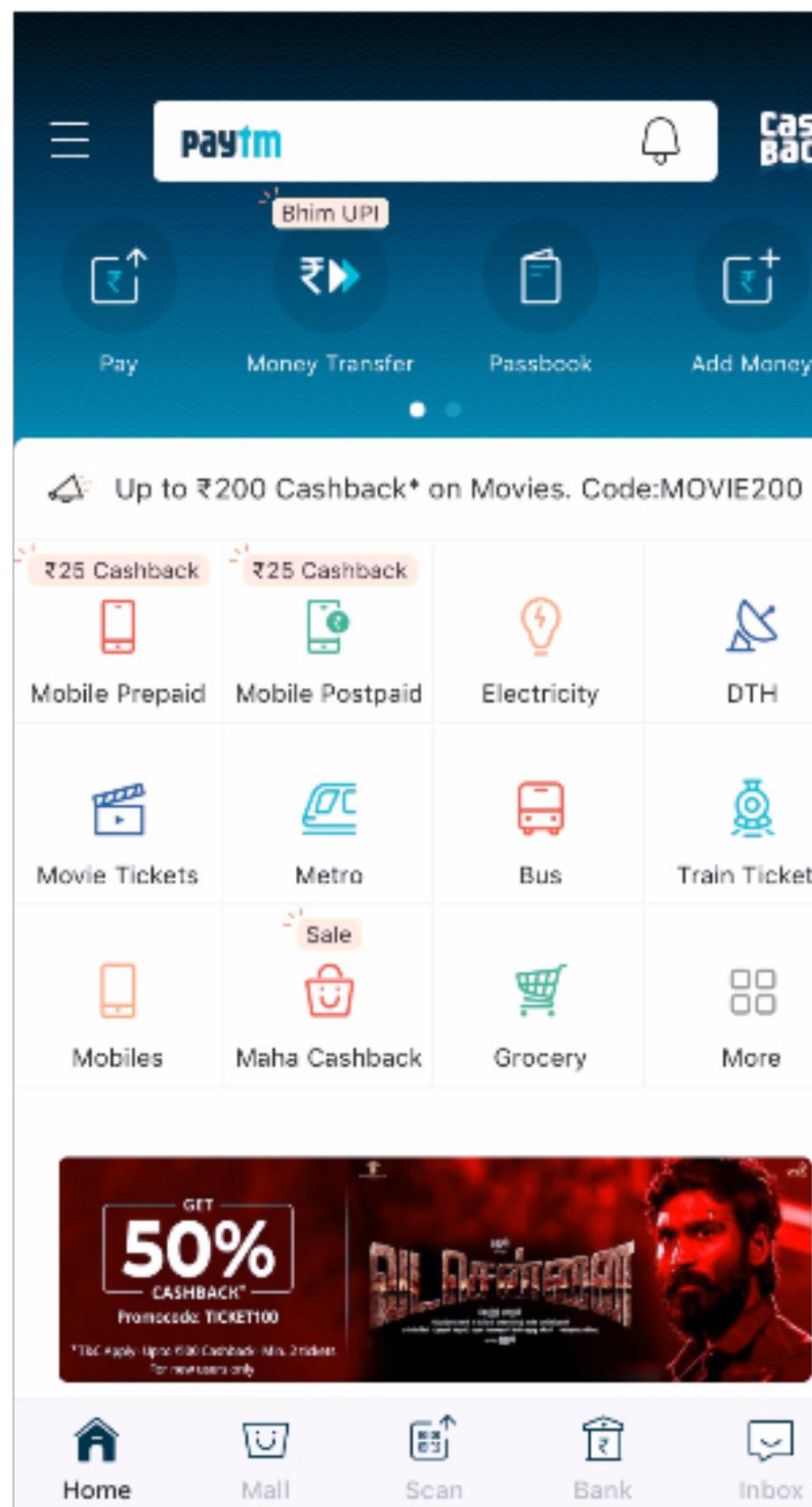
The screenshot shows the Paytm mobile application interface. On the left, there's a banner for "Recharge and Bill Payments" with offers for cashback on recharges and bill payments. On the right, there's a banner for "Maha Offers on Mobile" showing phones like the iPhone 6s and Oppo F9 Pro.

💀 The Skeleton Layer

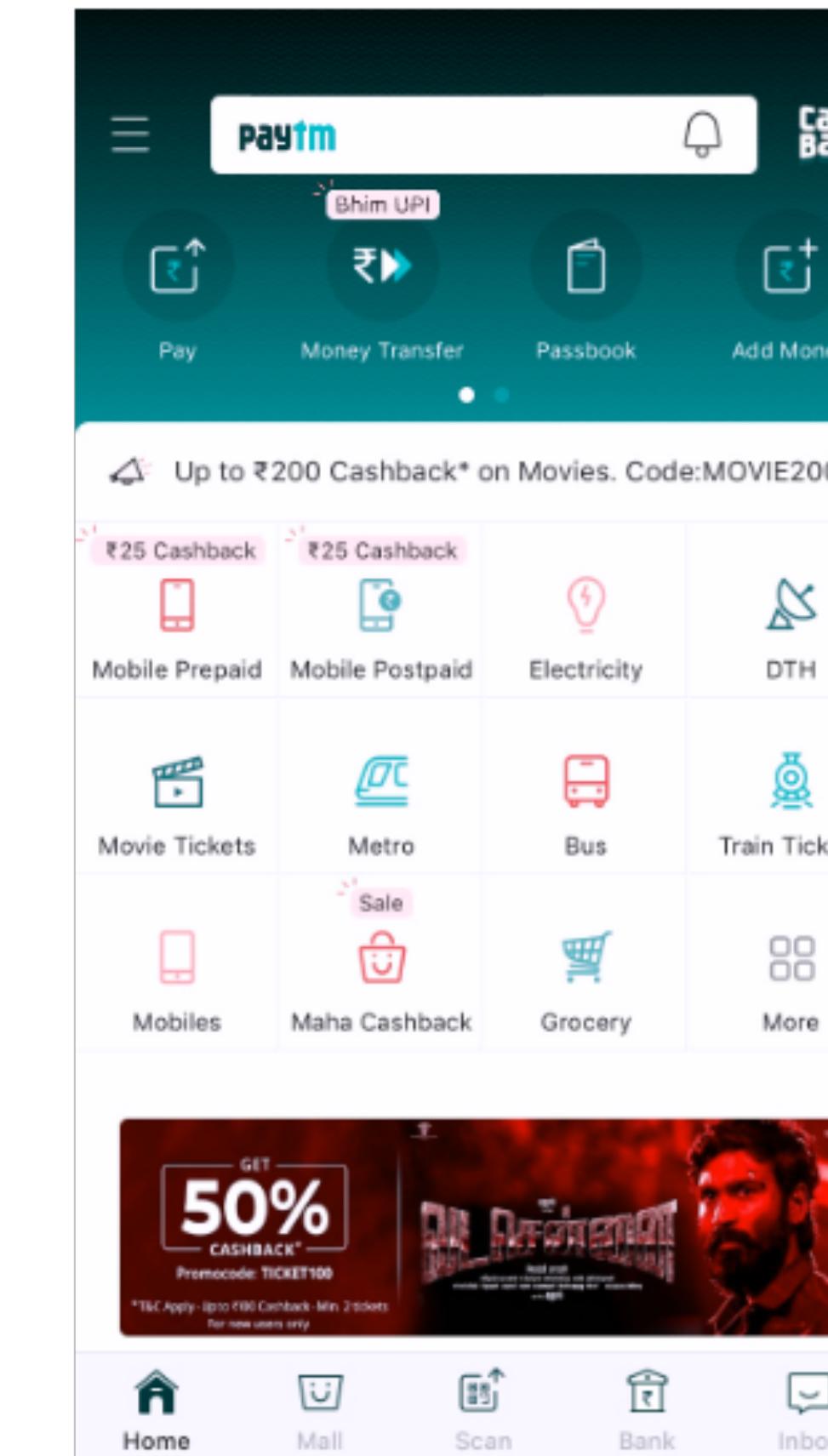


# ➊ The Surface Layer

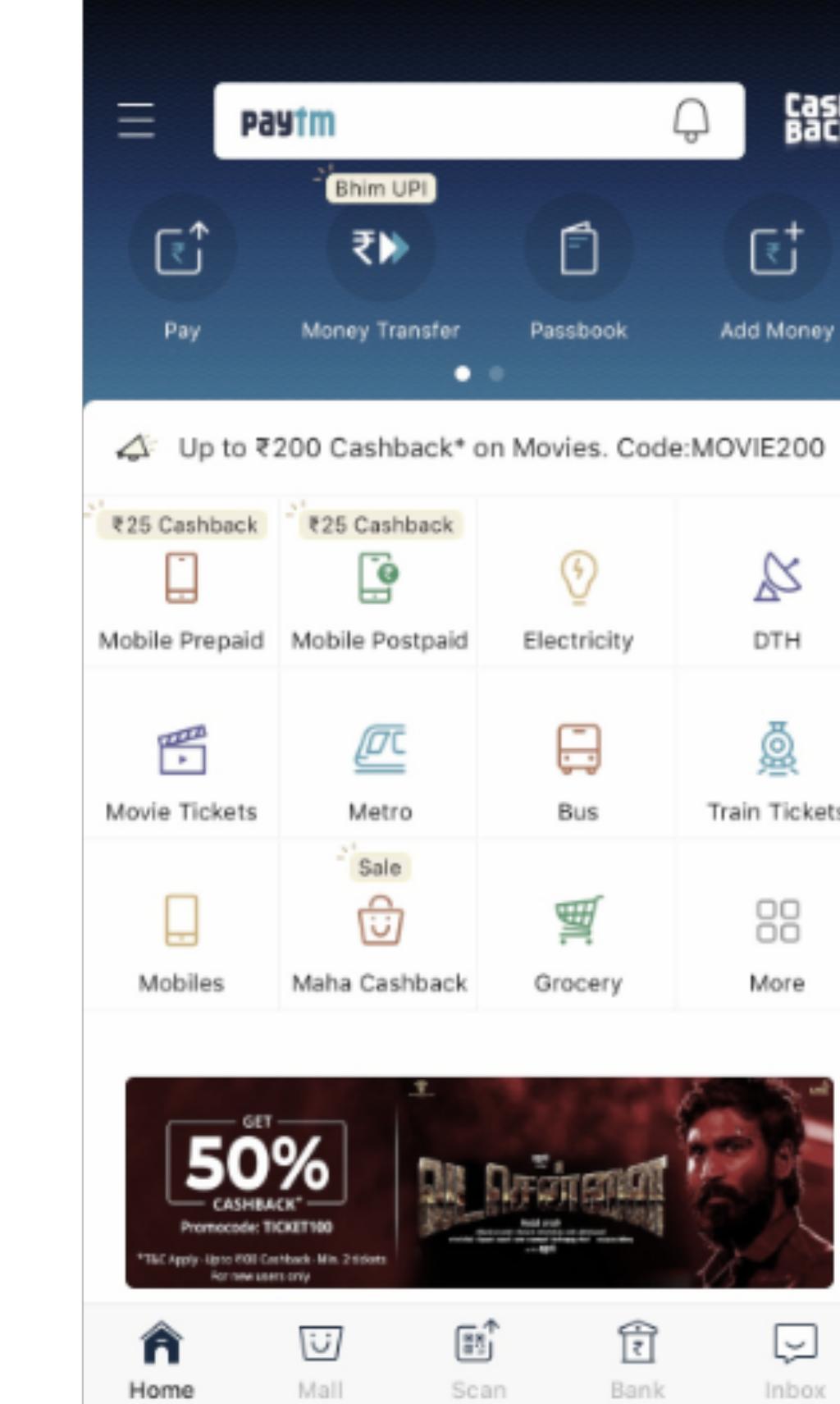
Better brand accents & application colour palette.



Blue/Weak(Triatnomoly)



Blue/Blind(Triatonopia)



Blue Monochromy

# • The Surface Layer

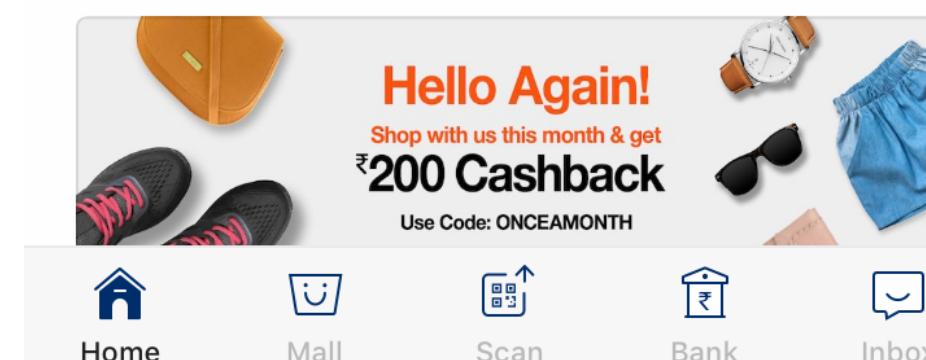
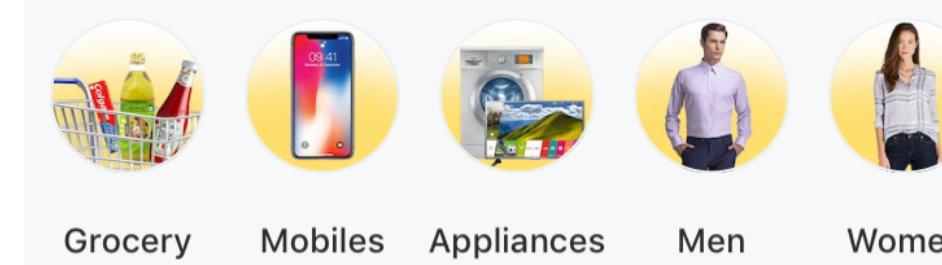
Nice usage of Rich images & contextual illustrations.



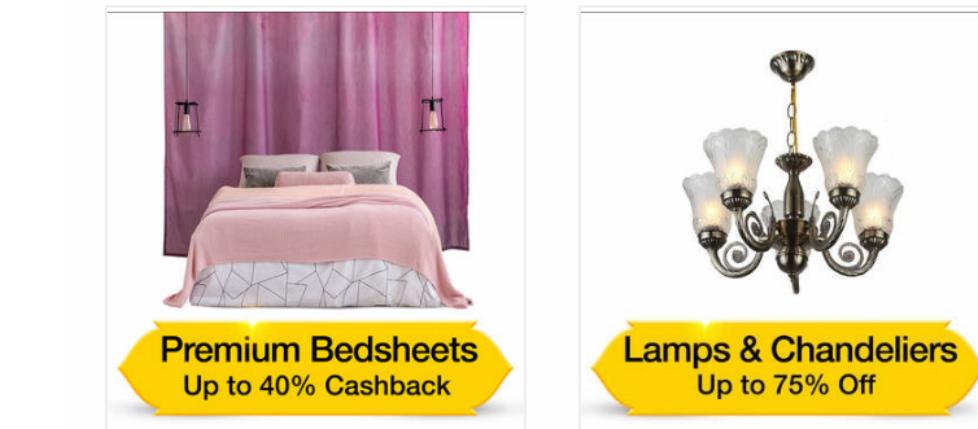
## Maha Diwali Offers



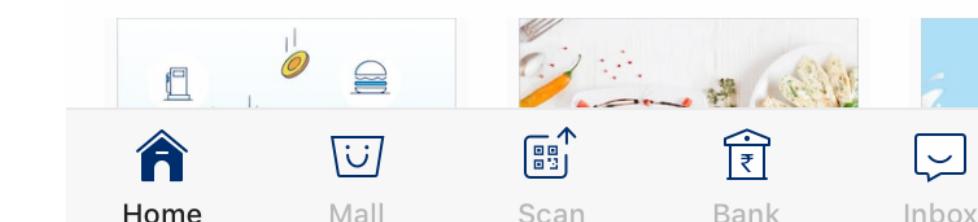
## Shop On Mall | Free Shipping



## Top Picks For Your Home



## Merchant Cashback Offers



## Recharge and Bill Payments

