



# Sorted hey ! Optimizing Clutter...

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Statement

Solutions

Slides

Efforts to increase the usage of unused services & user retention

Reduce the vertical length of user interface

Making it easy to navigate through various services

Few design modification for betterment

Using AI to customized the view as per user

2. Sorted Out

4. Smart Grouping

- 1. Swipe To Scan
- 3. Scanner Scope
- 6. Get Set GIF

5. Recent Retention  
7. Alpha Beta

PayTm karo



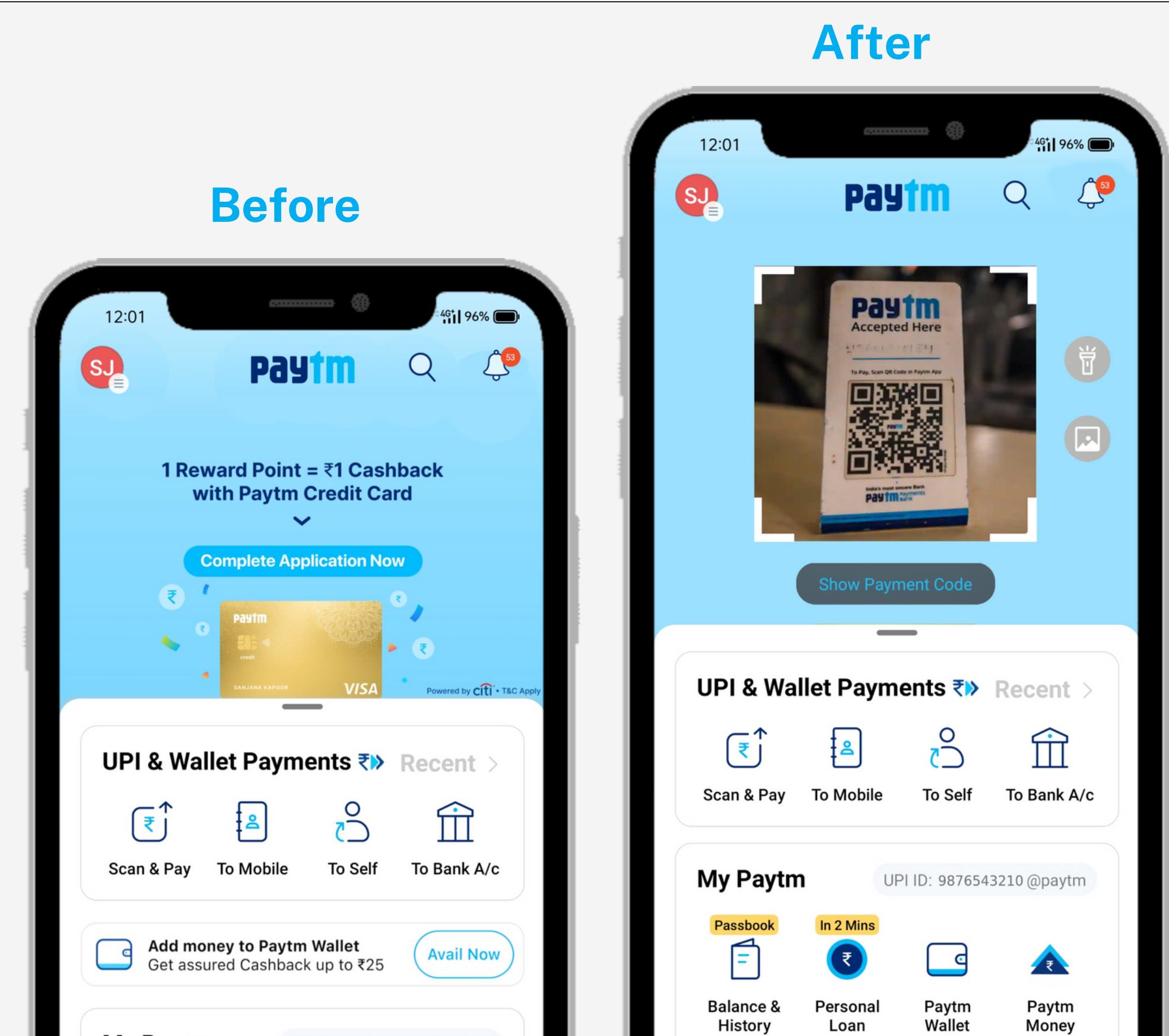
# Swipe to Scan



01

## Opening Scanner by Vertical Scrolling

- In era of Instagram, Tiktok, Facebook etc. we all are used to endless swiping the screen.
- Thus unconsciously we prefer swiping the screen in vertically direction more than pressing a button.
- The majority of users disregard the advertisement in the top window. Thus Ad on top can be replaced by scanner.
- This new placement of scanner & it's usage through vertical scrolling will bring more ease & enhance the experience.



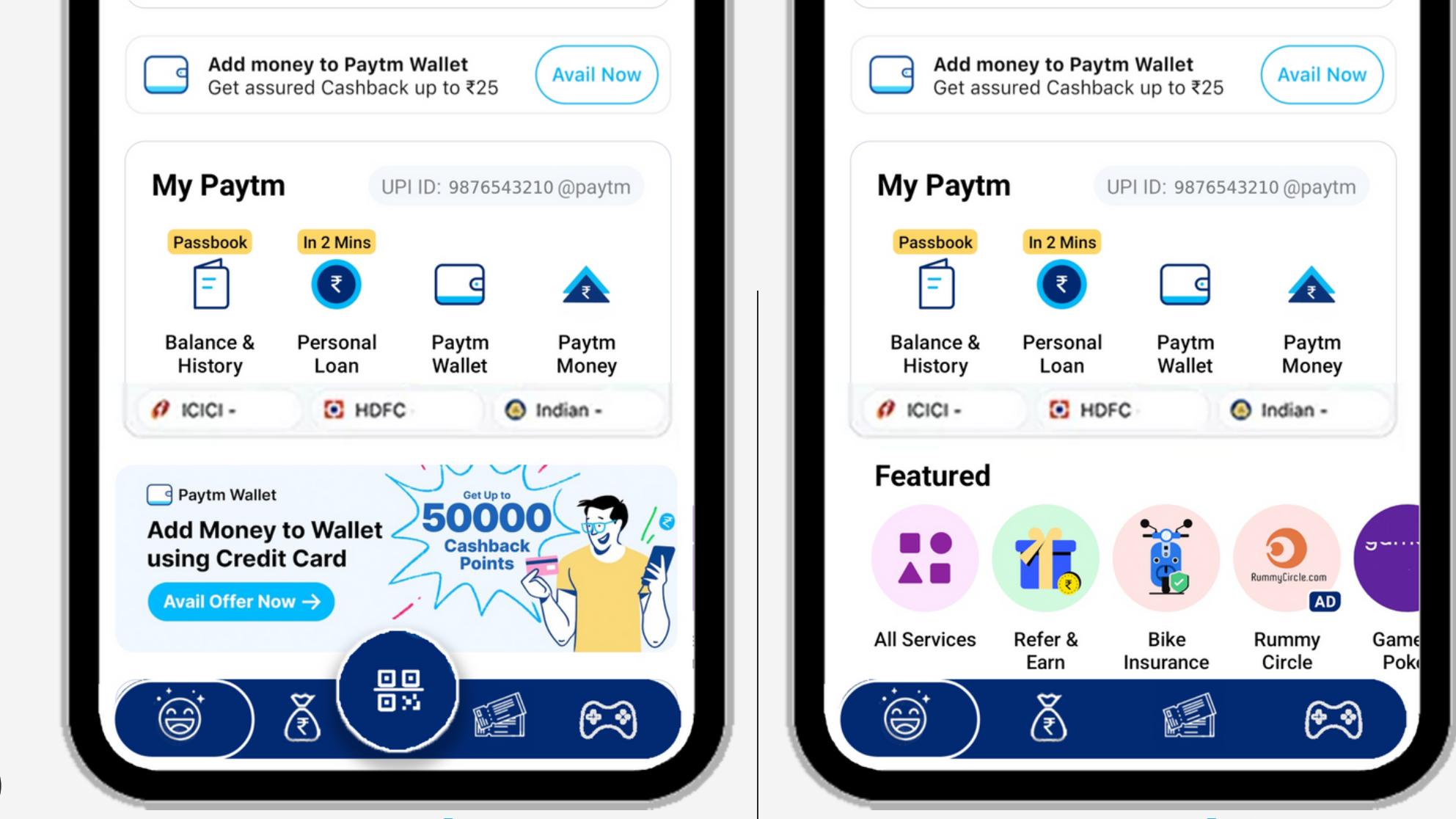
# Sorting Out

02

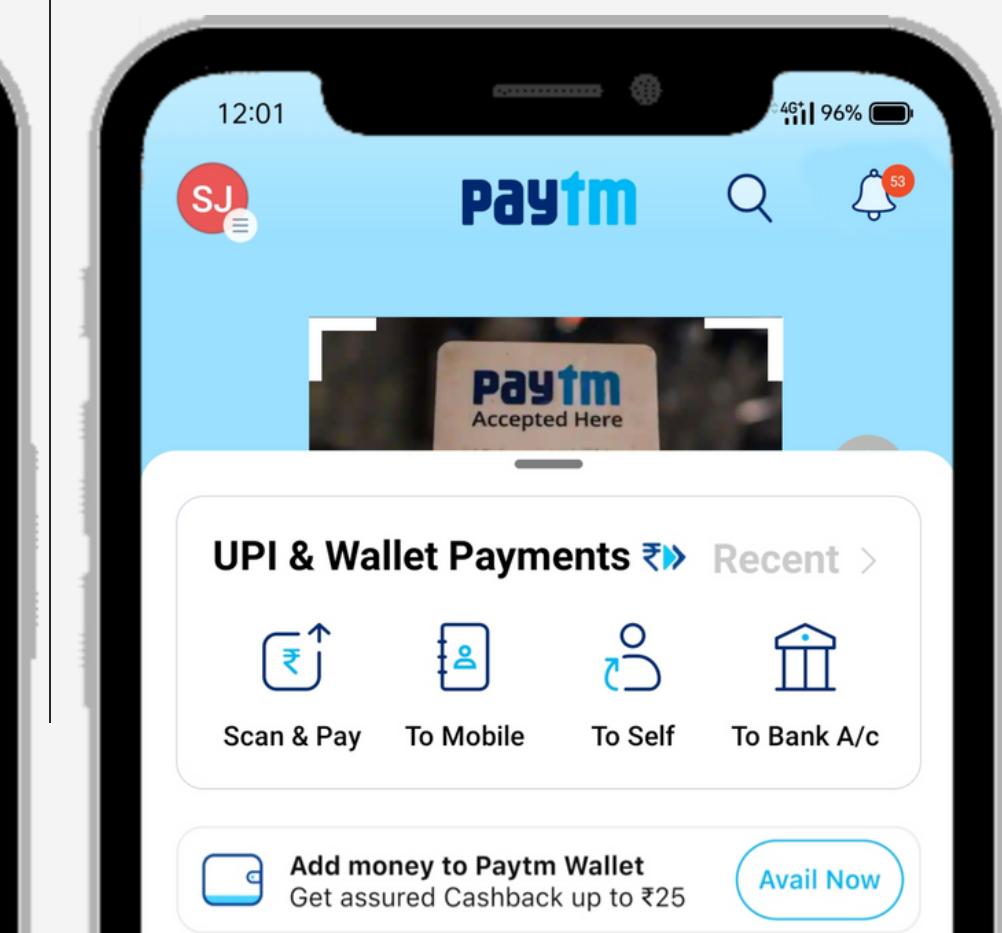
- As our ultimate goal is to reduce the vertical length & to decrease the avoidance of services present at bottom.
- So, all of the service groups can be classified into these 4 categories.
  - For You (My Paytm, Wallet, Features etc)
  - Wealth (Loan, Credit Card, Brokerage etc)
  - Ticket (Movie, Train & Flight)
  - Games (In app games)
- Sequence of these 4 categories can be rearrange after analysing the usage data.

## Two Options of Grouping

- Sorted 1 - Adv window on top & 4 categories + Scanner at bottom
- Sorted 2 - Scanner on top & 4 categories at Bottom



Sorted 1



Sorted 2

# Scanner Scope

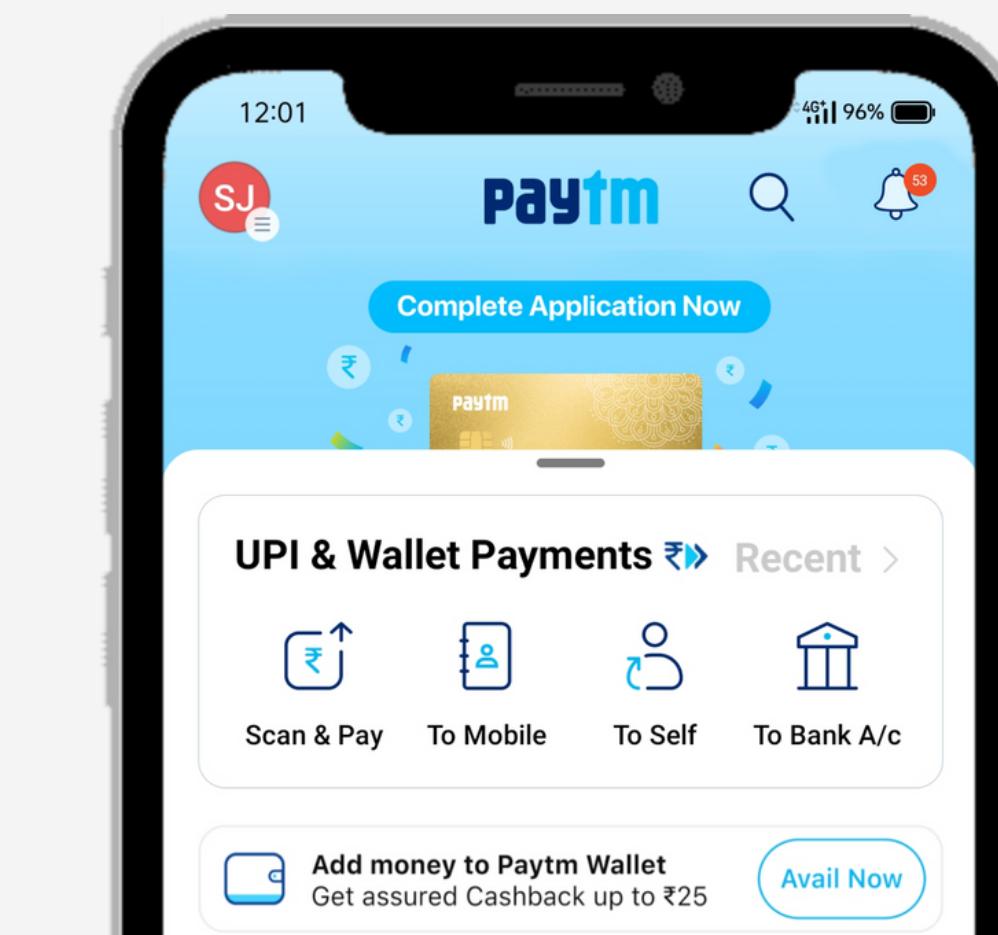
03

## *More to it*

- For an user the frequency of sending or receiving the money is high with same of 5-6 contacts.
- Thus we can create an extra feature in which user can send, receive or split the money without even typing there name or number.
- Long-press the scanner to access this feature; 3 sub-options will then show, namely Send, Split & Receive.
- These options will already have the info those Fav 5-6 contacts.
- Thus, user can select the desired contact from this favorite list to Send, Split or Receive money directly.



Sorted 1



Sorted 2



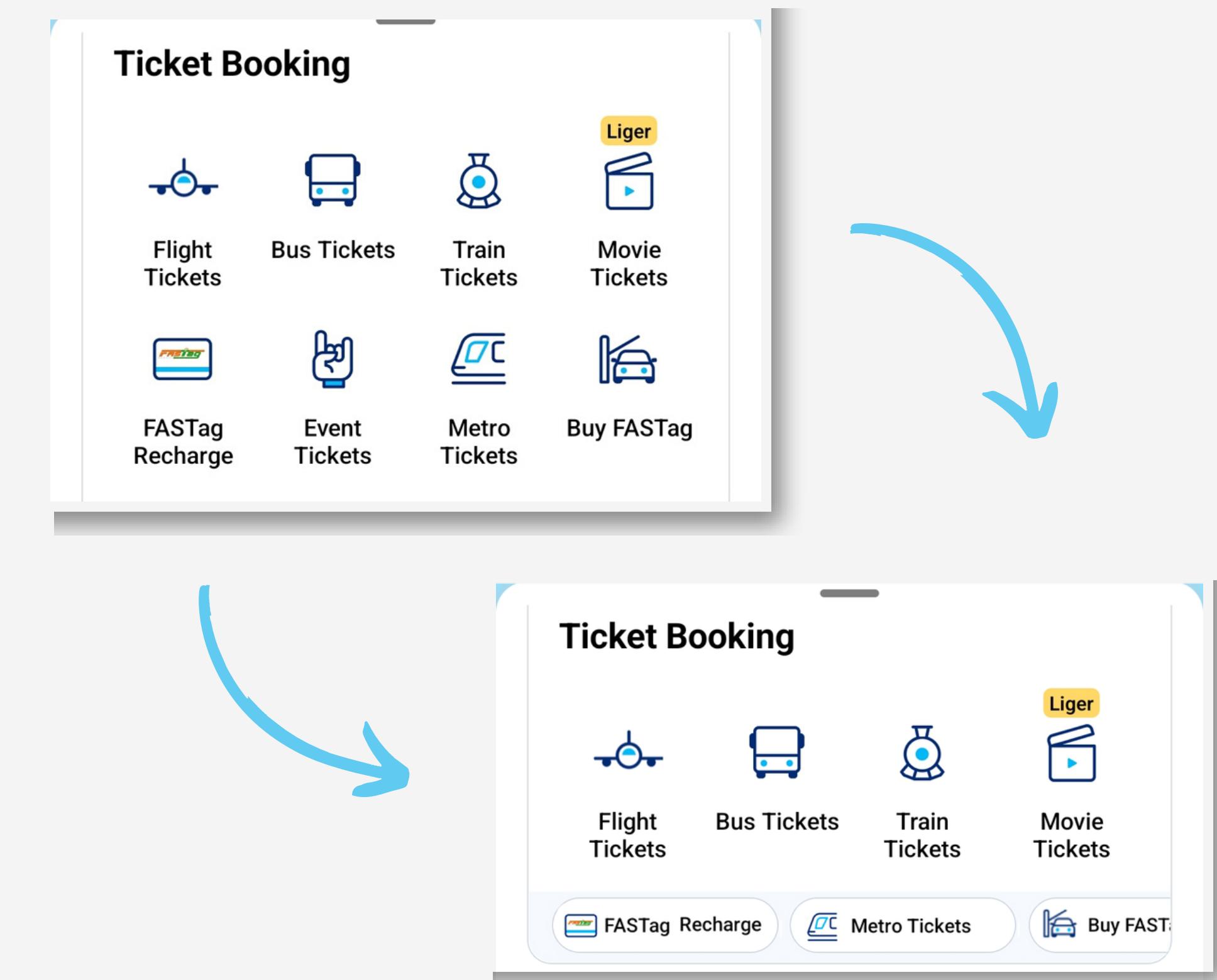


# Smart Grouping

04

## Modifying the Group Template

- As the end goal is to reduce the vertical length of the Interface, we can optimize the existing 8 services group in such a manner the height of each group will get reduced. And ultimately the overall vertical length will also get shorten.
- In this option of grouping the first 4 icons will remain the same in size, but the subsequent 4 & more will be modified such that an user can browse through all the respected services by sliding horizontally.
- In this option user can explore the up to 12 services of given group at the same place with ease.



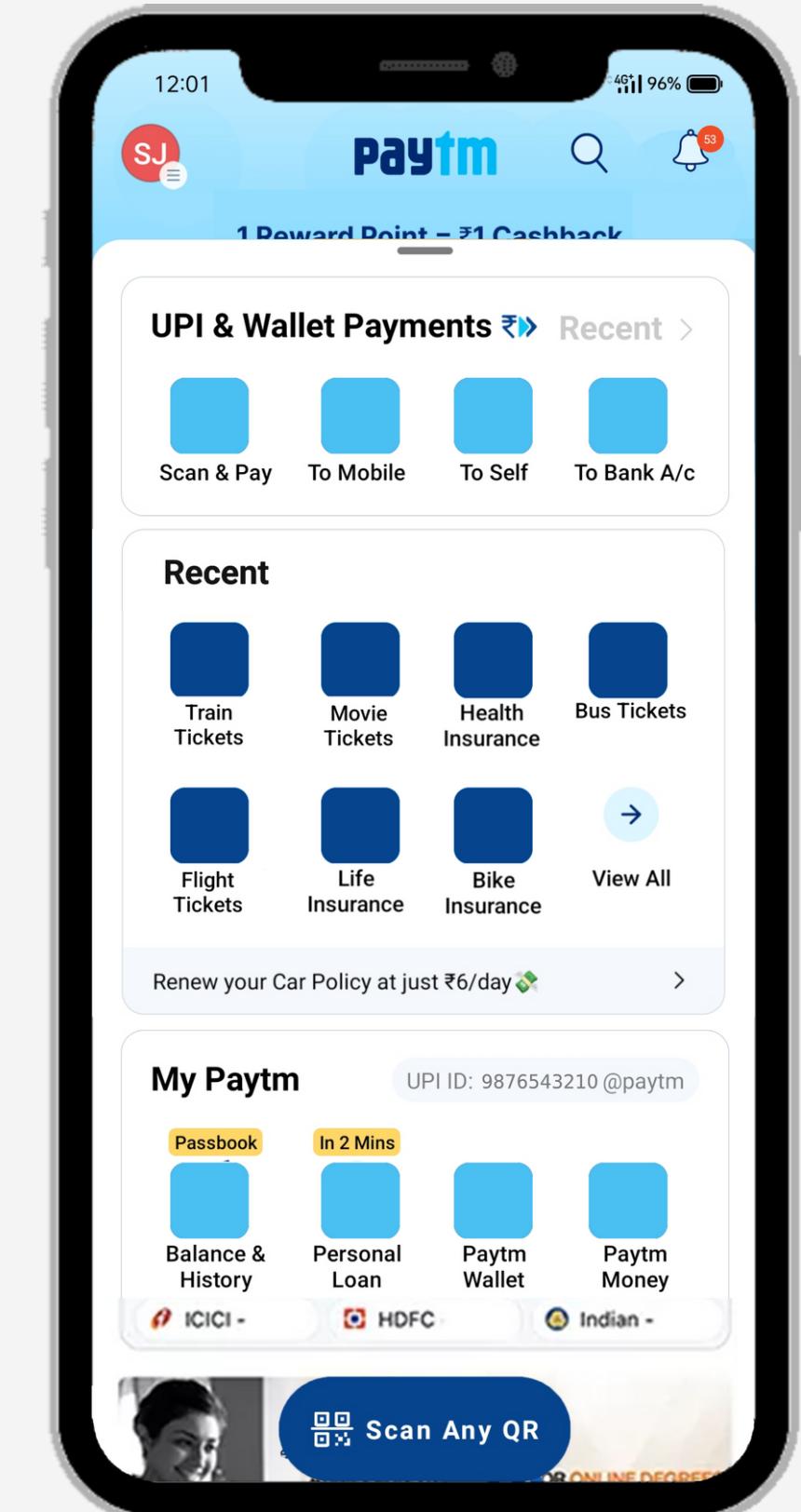
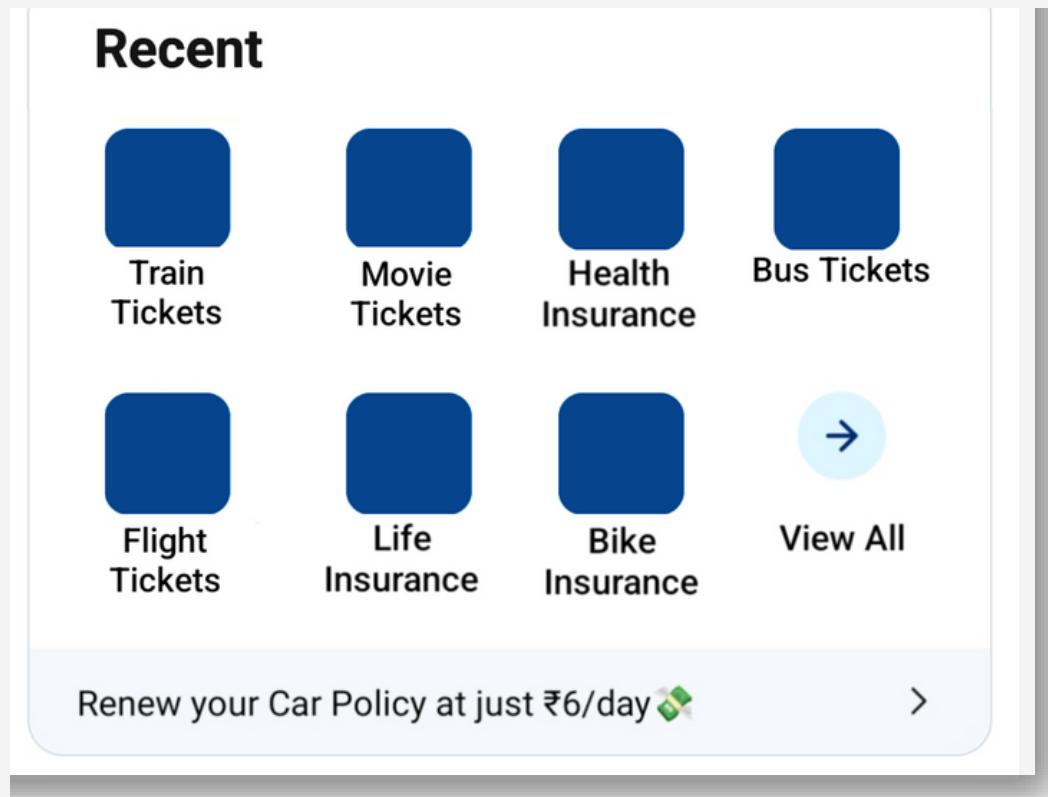
# Recent's Retention



05

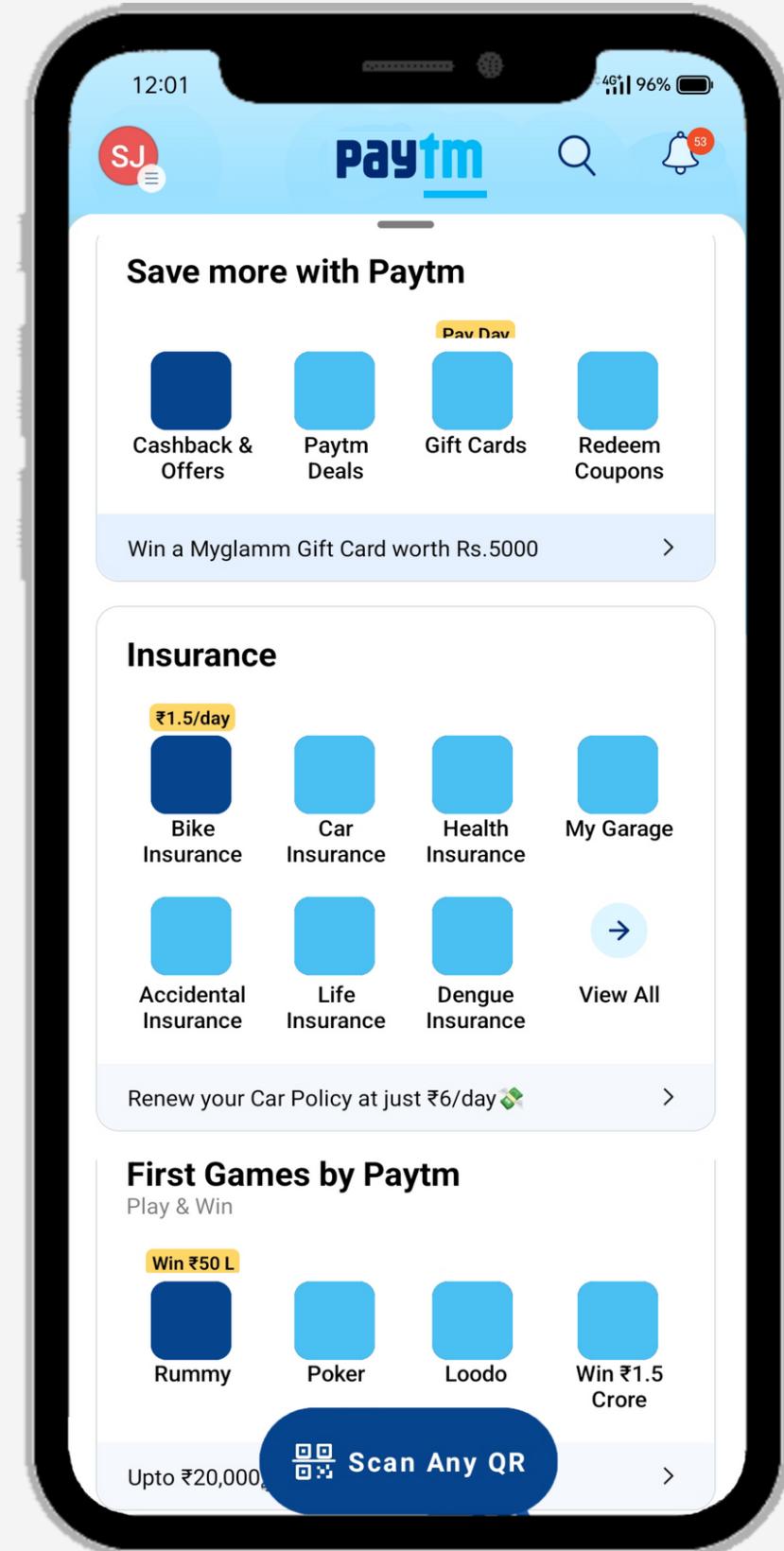
## Integrating Recent Services

- Being aware about most of the services that Paytm offers, still there's an userbase which repeatedly uses 5-6 services only.
- Thus instead of letting the user browse and use the respected service each time.
- We can integrate the frequently used services under "Recent" tab.
- As this data of frequently used app will vary with every individual. Thus, this tab will not be same for every user.
- This will decrease the steps that would have been required to do transaction in frequently used services.
- Ultimately, the user experience will get better due to this fastrack.



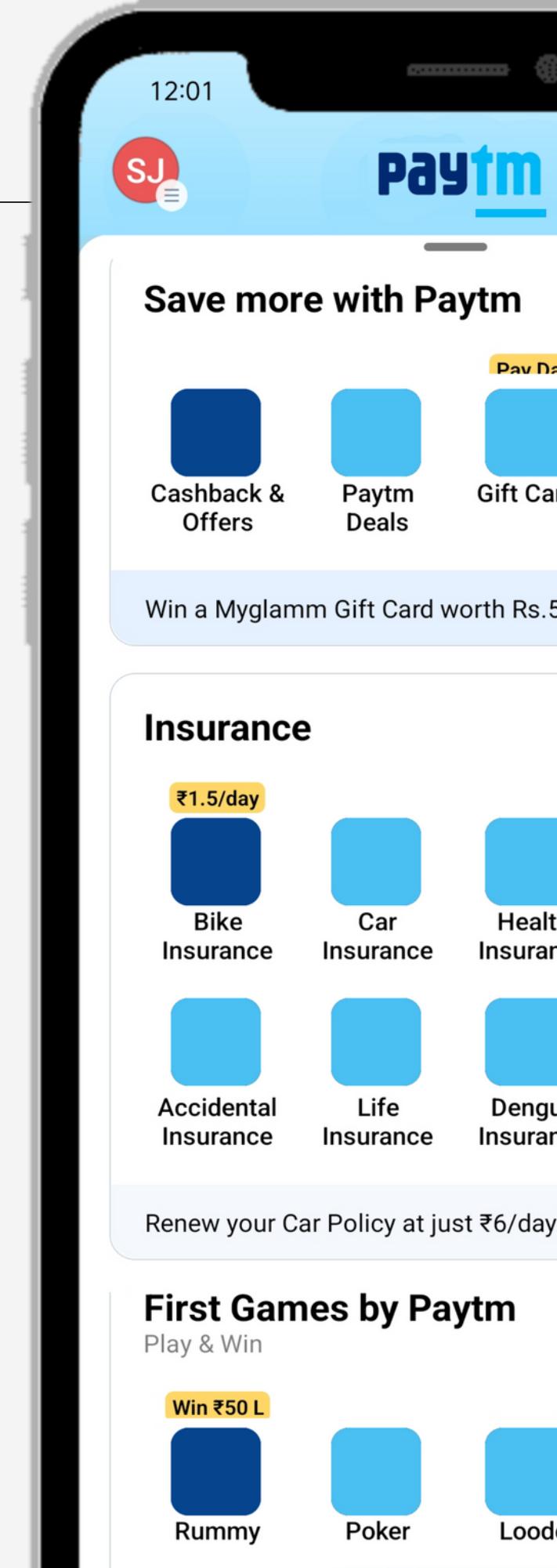
# Get Set GIF

06



## Visual Alterations

- The existing way of groupism successfully state the visual differentiation between the groups.
- As animation brings liveliness to screen when compared with 2D flat interface.
- Thus for effective differentiation & visual enhancement we can animate the start service of each group.
- Please refer the provided image, in this the Dark Blue color icon represents the Icon that I'll animate and Light Blue color icons are other services which will remain still as 2D Icon.

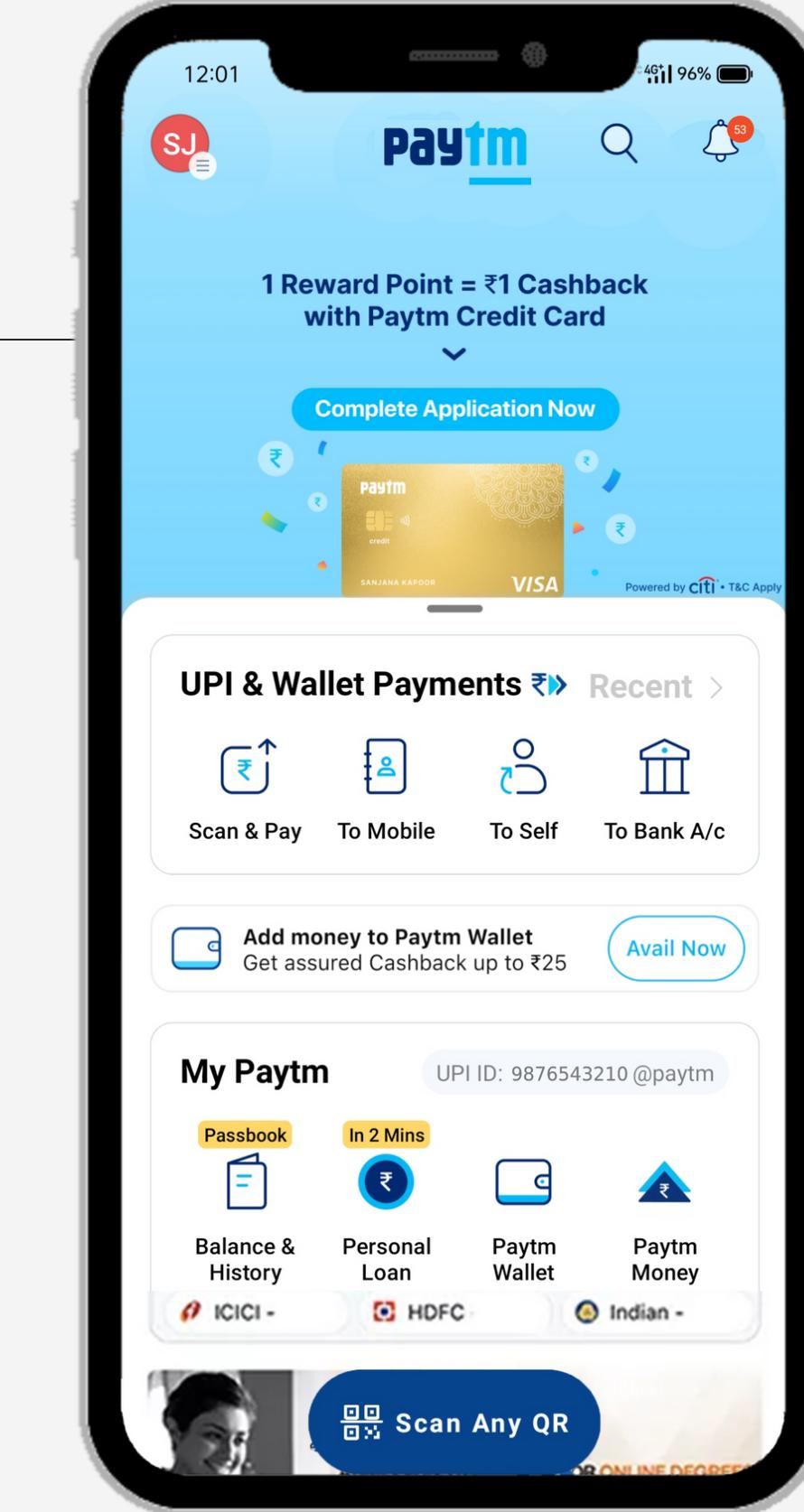
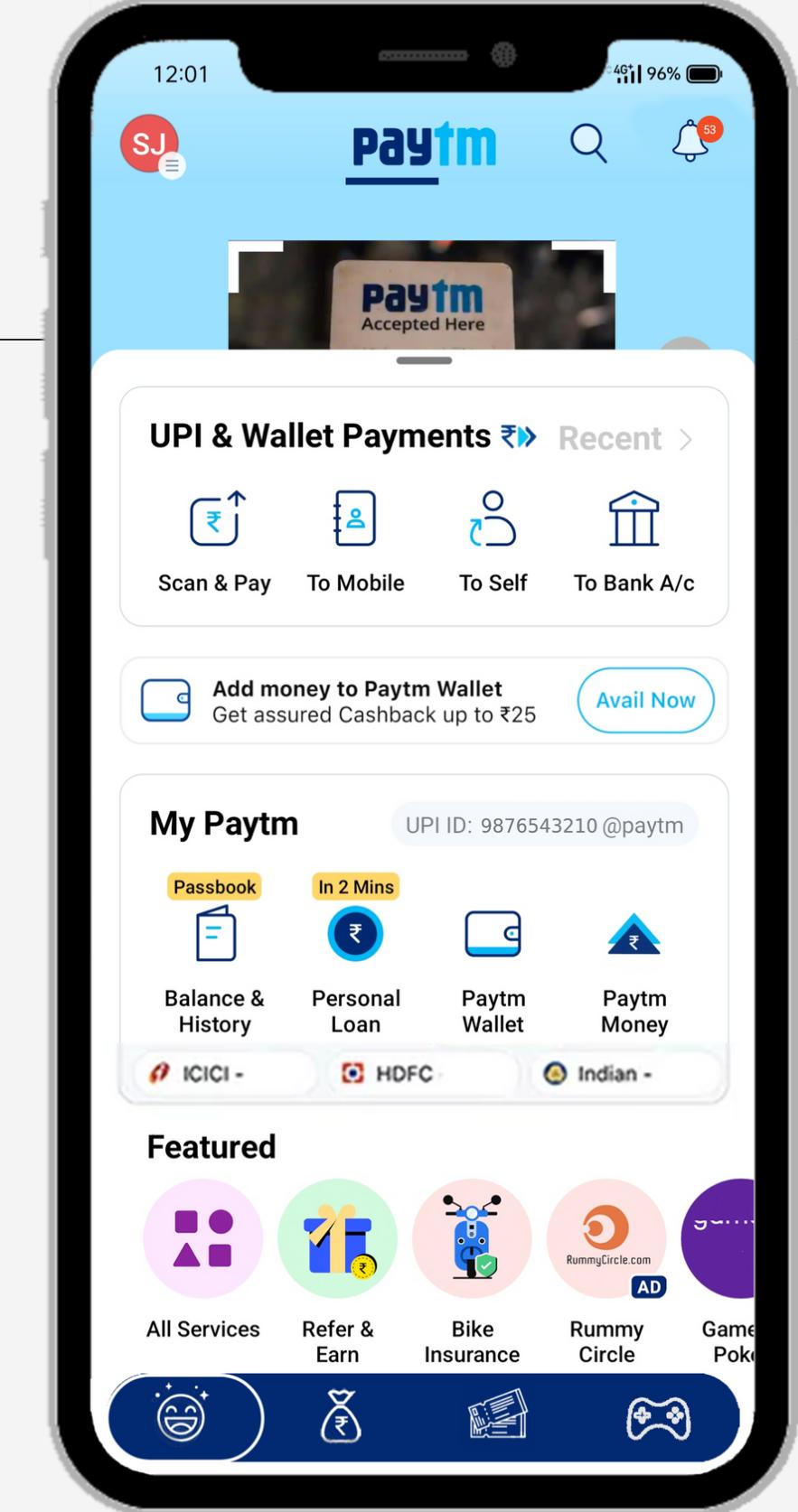
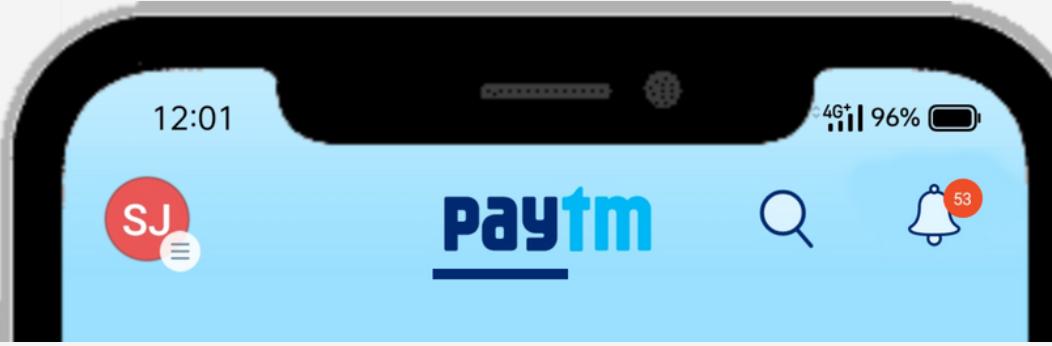


06

# Alpha Beta

## Measuring Preferred Option

- After making most of stated changes. How can we test which theme the users prefer the most.
- Both themes can be provided at once. The user can switch between these themes by clicking on slide bar which has been integrated in the logo.
- If an user clicks on 'Pay' word on logo the interface will have all the services sorted out under 4groups and will have most of provided suggestion as in earlier slides.
- And if an user click on 'tm" word on the logo the user will see the ongoing version.
- Refer to images for visual representation.
- Thus it will help us to measure and analysis the preferred use path of users.





# Paytm Karo !

Thank You

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