

# UX REDESIGN FOR VENMO

Broadening User Experience and Enhancing Transaction-user-flows within the Venmo App.

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Aayushi Choksi - 002812272

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Vaibhavee Gamit - 002821886

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Nilanjan Roy - 002275480

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Prithvi Vasireddy - 002744611



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# Summary

Venmo is a mobile payment app that allows users to send and receive money easily between friends, and family. It features peer-to-peer payments, a mobile wallet, and manages profile. It's a popular choice for splitting bills, sharing expenses, and managing finances on the go. We have sorted the transactions as now users can see individual transactions with other users. Users can group with group of friends and family members and can split expenses, chat in group. We have also added utility bill payments like water bill, electricity bill and various other bills and subscriptions. In the investment option, previously only bitcoin trading was done. We have added investment options like mutual funds and shares. We have also added reminders options which gives notifications about upcoming bill payments and help option where user can chat with customer support agent and solve user issues.

# Project Introduction



**About :** The academic project focuses on redesigning the user interface and user experience of the Venmo mobile application. The goal is to enhance usability, accessibility, improve user experience and improve overall user satisfaction while maintaining the brand identity and core functionalities of Venmo.

**Project Type:** Academic Project

**Tools used:** Figma

**Duration:** 2 months

**Responsibilities:** Prithvi Vasireddy – Splash, Onboarding, Login, Signup, Forgot Password  
Aayushi Choksi – Bill Payments, Profile  
Nilanjan Roy – Investment, Reminder, Help  
Vaibhavee Gamit – Scan and Pay, Transactions



# Problem Statement



The current user interface of the Venmo mobile application lacks intuitive navigation, suffers from inconsistencies in visual design elements, and provides a suboptimal user experience. Users encounter difficulties in completing transactions efficiently, managing their payment history, and engaging with social features effectively.

The objective of this project is to address these usability challenges by redesigning the Venmo app's interface to improve user satisfaction, streamline the payment process, enhance accessibility, and maintain a cohesive brand identity. The redesigned interface should prioritize ease of use, clarity in navigation, consistency in visual design. Through user-centered design principles and iterative testing, the aim is to create a more user-friendly and accessible Venmo experience that meets the diverse needs of its user base.



# Solution

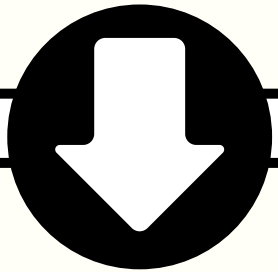


- Simplified the navigation structure by reorganizing menus and categorizing features logically
  - Implement clear and intuitive navigation paths to essential functions such as sending money, requesting payments, and viewing transaction history
  - Sorted the transaction section by providing options to view personal and group transactions
  - Provided feature to create groups so the splitting of expenses gets easy and chat option to communicate among group members
  - Added Bill payment options to pay utility bills
  - Added more investment options like shares and mutual funds
  - Added new features like Help and Reminder
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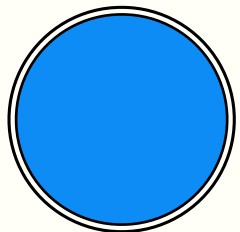
# Design System

## Style Guide

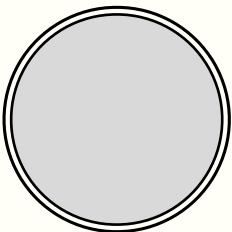
The palette and font we have chosen in our design(s)



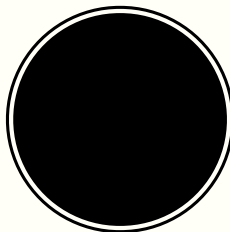
### Colors Used



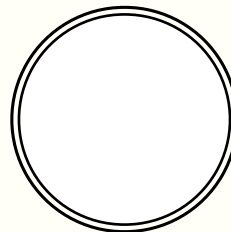
#0D8CF5



#D9D9D9



#000000



#FFFFFF

Color Used : Primary Color – Blue (#0D8CF5), Secondary Color - (#D9D9D9), Tertiary Colors - (#000000, #FFFFFF)

Typography: Used "Roboto" for imparting a sharp and professional tone.  
Heading: 22, Sub-heading 1: 16, Sub-heading 2 : 14

Icons: Home, Bell icon for reminder, earphones for help, profile, QR code, contact, group, success, fail, mail, forward, mail, chat

Screen Dimension: Iphone 14 and 15 pro (width: 393 and height: 852)

Logo : For logo there are two logos one is simple logo which contains the name of the application in primary color which is used as brand identity and is used where we need to display name of the application.

- Second logo is the simple logo having letter "V" which is used in the navigation bar

# Design Process

- Empathize: User Research methods used are SWOT analysis and Empathy maps. Using SWOT analysis we can have identified Strengths, Weakness, Opportunities and Threats. An empathy map is a design tool that helps understand users' needs and experiences. It includes sections for what users say, think, feel, and do.
- Define : Problem statement is defined in which the objective of this project is to address these usability challenges by redesigning the Venmo app's interface to improve user satisfaction, streamline the payment process, enhance accessibility, and maintain a cohesive brand identity.
- Ideate : We analysed the problem statement and found the solution like improving the transactions flow and improving navigation, add new features like utility bill payment, add investment options.
- Deliver: The final prototype is prepared using Figma
- Test: We have improved the user experience of the existing application, in future the scope improvement can be done by adding educational content about the investment options.





# Target Audience

- Millennials and Generation Z(ages 10-40): Young adults who prioritize convenience, digital connectivity, and social features in their financial transactions.
- Small Businesses and Freelancers(varied ages): Entities and individuals looking for efficient, low-cost methods to manage payments and invoices with customers.
- Personal Finance Enthusiasts(varied ages): Users interested in tools for managing personal finances, such as investments and bill payments, within a single platform.
- Tech-Savvy Older Generations(late 40s to 70s): Older adults who are comfortable with technology and looking for easy ways to manage investments and pay bills digitally.
- Students(ages 18-25): College and university students managing tight budgets and looking for a simple way to split bills, pay rent, and dive into investing.



# User Personas

## Overview

User Personas are representations of our target audience based on the data gathered from user research.

User Personas help designers understand how users interact with the website/app, their motivations, frustrations, and needs.

## Benefits

Team members can understand and work towards the same goals keeping in mind the user requirements.

Improve user engagement and satisfaction.

## Reason for Choosing

Provide understanding about users of different age groups their financial goals and requirements.

Provide ideas about creating personalized experiences for different user segments.

## Needs

The goal and intention of creating the design are clear and reduce the chance of creating designs based on assumptions.





## AVIRA PATEL

AGE 21 years

SEX Female

OCCUPATION University Student

### PERSONALITY

Creative Analytical



Techsavvy Novice



Extrovert Introvert



Organized Messy



### BIOGRAPHY

Avira is a third-year Engineering student at Northeastern University. She lives in a shared apartment with two other roommates. She is tech-savvy and uses her smartphone for almost everything, from socializing to managing her finances. Sarah is always on the lookout for budget friendly hangout spots to enjoy with her friends whenever she gets time from her studies.

### GOALS AND MOTIVATIONS

GOAL: Manage her finances effectively and have security to protect her financial details.

Motivation: She wants a payment app that allows her to easily split bills, pay for shared expenses, and participate in group activities without hassle.

### CHALLENGES

- Avira is a university student and her budget is tight. She needs to manage her finances wisely so that she can also hangout with her friends.
- Splitting bills and expenses with roommates and friends can be confusing at times.
- She needs a perfect app that is easy to use and helps her to manage her monthly bills efficiently.

### BEHAVIOR

- Uses payment apps to manage her bill payments, to split bills with her roommates for rent, utilities, groceries, and household supplies.
- She also uses them to pay for shared expenses when socializing with friends.
- She is a social media enthusiast and maintains contacts with her friends through chat and social media apps.
- She is also has interest in shares and loves trading to earn extra income.
- Wants to become financially independent.
- Banking details privacy and safety is her topmost priority.
- Loves cooking and keeps hosting friends for dinners.
- Enjoys getting clicked to make beautiful memories.





## MATHEW JONES

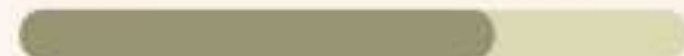
AGE 38 years

SEX Male

OCCUPATION Freelance Graphic Designer

### PERSONALITY

Creative Analytical



Techsavvy Novice



Extrovert Introvert



Organized Messy



### BIOGRAPHY

Mathew is a freelance Graphic Designer who works from home. He manages his own clients, projects and finances. He lives in Boston with his family and loves spending quality time with his family by watching movies and exploring new restaurants and cafes in city. He is a tech-savvy and is dependent on digital tools and apps to manage his work and personal expenses.

### GOALS AND MOTIVATIONS

GOAL: Streamline his finances including handling financial transactions with his clients, sending them invoices and keeping track of all his payments.

Motivation: He has irregular income and deals with multiple clients at a time so needs an app that can keep track of all his finances together and give him an option to request his pending payments from clients.

### CHALLENGES

- Managing client invoices and payments can be time-consuming and challenging using multiple payment methods.
- Needs a quick and efficient interface which can make his work easy and can send and receive money using single platform.
- As he handles all his clients using a single app so security of his financial details is his main concern.

### BEHAVIOR

- Uses budgeting apps along with spreadsheets to keep record of all clients and their payments.
- Prefers completing payments using the barcode scanner or using user details.
- Uses payment app which is one stop solution for all his bill payments like electricity, gas and other amenities.
- Loves exploring new restaurants and cafes with his friends and family.
- As a graphic designer, user experience which is simple, efficient and reliable is his first choice
- As a graphic designer, he enjoys purchasing creative and innovative stuff from various locations.
- Loves traveling and going on road trips on regular basis where he can manage his work as he works as a freelancer.





## SHERIN SCHWARTZ

**AGE** 27 years

**SEX** Female

**OCCUPATION** Marketing Associate

## PERSONALITY

**Creative** **Analytical**



**Techsavvy** **Novice**



**Extrovert** **Introvert**



**Organized** **Messy**



## BIOGRAPHY

Emily is a young professional working as a marketing associate in a medium-sized company. She recently moved to a new city for her job. She enjoys exploring the city's vibrant food joints and attending social events with friends. She is dependent on financial and payment apps to simplify her busy urban lifestyle.

## GOALS AND MOTIVATIONS

**GOAL:** Manage all her expenses and keep payments organized and also invest her savings in stocks and mutual funds.

**Motivation:** She is new to the city and is setting up her home so she wants to support local businesses and want to make new contacts and friends so she often visits new dining places so wants to make payments easy and keep track of ther expenses.

## CHALLENGES

- Finds it challenging to keep track of her expenses as she makes impromptu purchases for her new home.
- She is hanging out and making new friends so needs an app that can help her in splitting her bills and provides convenient payment options.
- As a marketing professional, having interest in stocks and bitcoin trading always looks for investment options.

## BEHAVIOR

- Uses payment and budgeting apps to manage her finances and uses apps that help her split bills with friends.
- Completes all her utility bill payments using credit cards on individual websites and apps.
- Loves socializing so goes on dinners with colleagues and friends and frequently splits bills and expenses.
- Keeps searching for offers and discounts at various stores for making purchases.
- Overspends on shopping for beauty and hygiene products
- Does research and analysis before making investment decisions.
- Dependent on digital tools and apps to simplify her busy urban lifestyle.
- Likes supporting local businesses by purchasing their products.

# UI/UX Research Methods

- User research methods are used to understand the user's behavior, pain points, needs and their choices better.
- They help designers understand users better, leading to the creation of more effective and user-centric designs.
- There are various User Research Methods and the ones we have used are as follows:
  - SWOT Analysis
  - Empathy Maps
  - User Journey Maps





# SWOT ANALYSIS



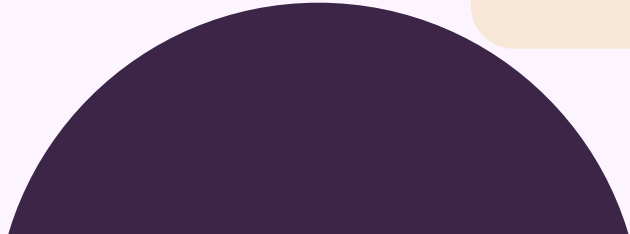
## Results

It provided a holistic view of our project's internal strengths and weaknesses, as well as external opportunities and threats. This allowed us to identify key factors influencing our project's success, guiding strategic direction and resource allocation effectively.



## Implementation

We conducted SWOT analysis sessions with stakeholders, identifying internal strengths like advanced features and external opportunities such as market competition. Weaknesses like potential scalability issues were also pinpointed. This guided decision-making, ensuring Venmo was well-positioned for success.





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## STRENGTHS

- User-Friendly Interface
- Quick Transfer Speed
- Boosted engagement via social interactions
- Venmo offers fast peer-to-peer money transfers, providing convenience and efficiency for users.

**O**

## OPPORTUNITIES

- Venmo could consider expanding its services to international market.
- Investing in stronger security features and measures
- Venmo could explore offerings into bill payment, investments, and financial management.

## WEAKNESSES

- Limited Security Features
- Lack of Customer Support
- Venmo imposes limits on transaction amounts
- Venmo charges fees for certain transactions, potentially deterring users.

**W**

## THREATS

- Regulatory changes may affect Venmo's operations.
- Competitive landscape challenges Venmo's growth.
- Security threats endanger Venmo's platform and data.

**T**



# Empathy Map

## Results

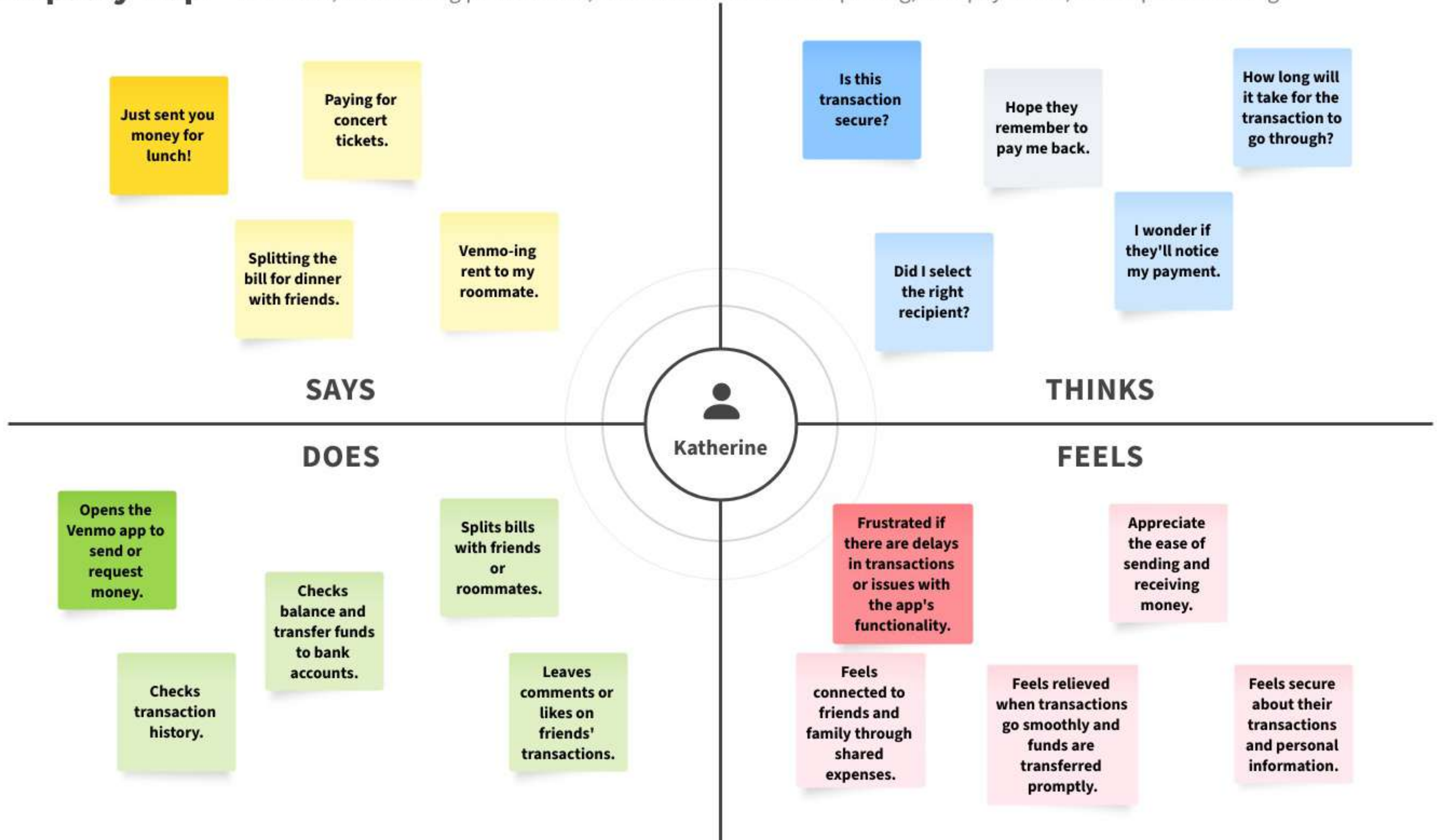
Gathered insights into users' thoughts, feelings, and behaviors related to their experience with the current Venmo app. Identified frustrations, challenges, and areas of dissatisfaction that users encounter while using the app.

## Implementation

Conducted interviews, surveys, and observations to gather qualitative data about users' experiences and preferences. Created a visual representation of the empathy map, displaying key insights and findings in a format easily understandable by the design and development teams.

# Empathy Map

Katherine, a marketing professional, relies on Venmo for bill splitting, rent payments, and expense sharing.



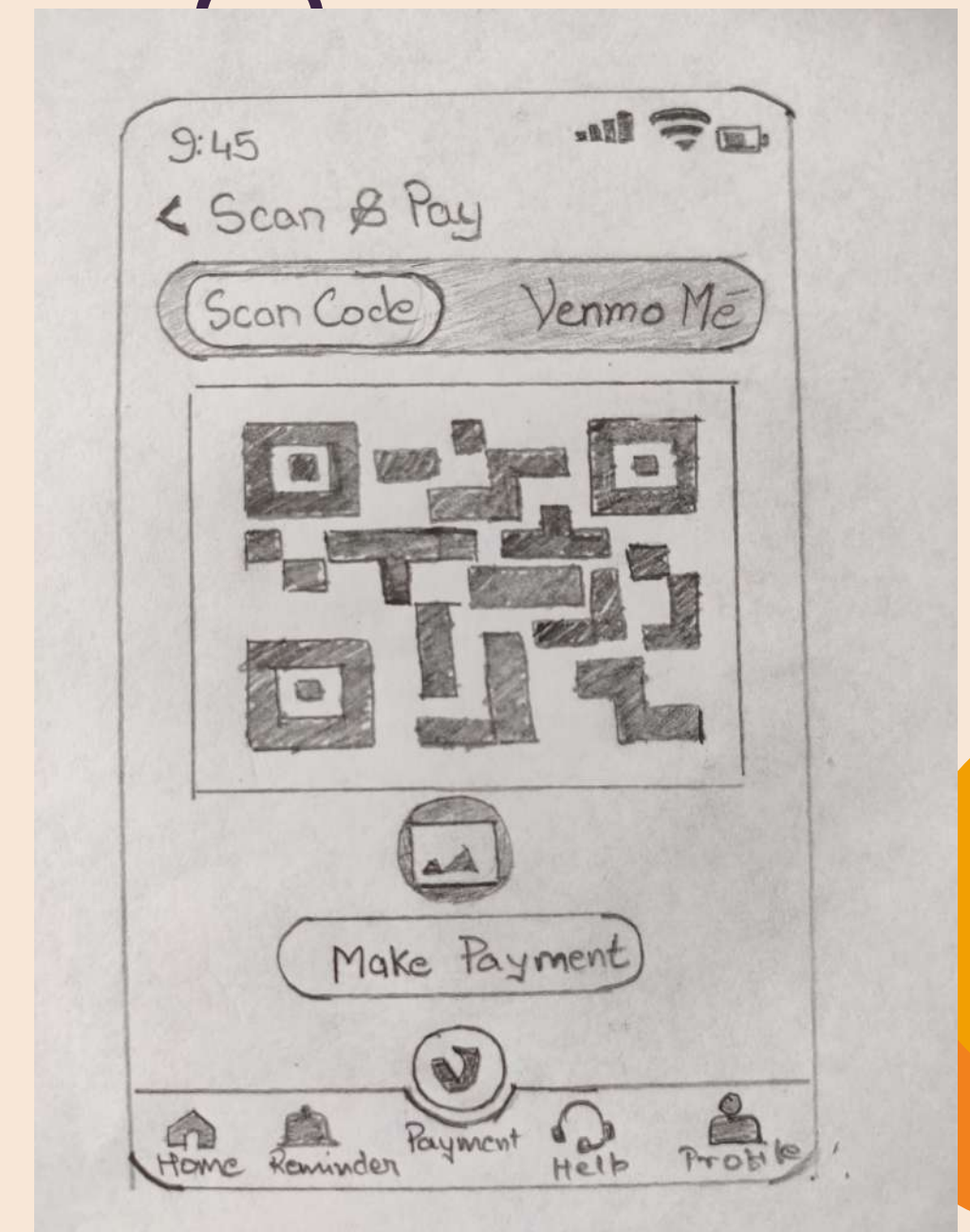
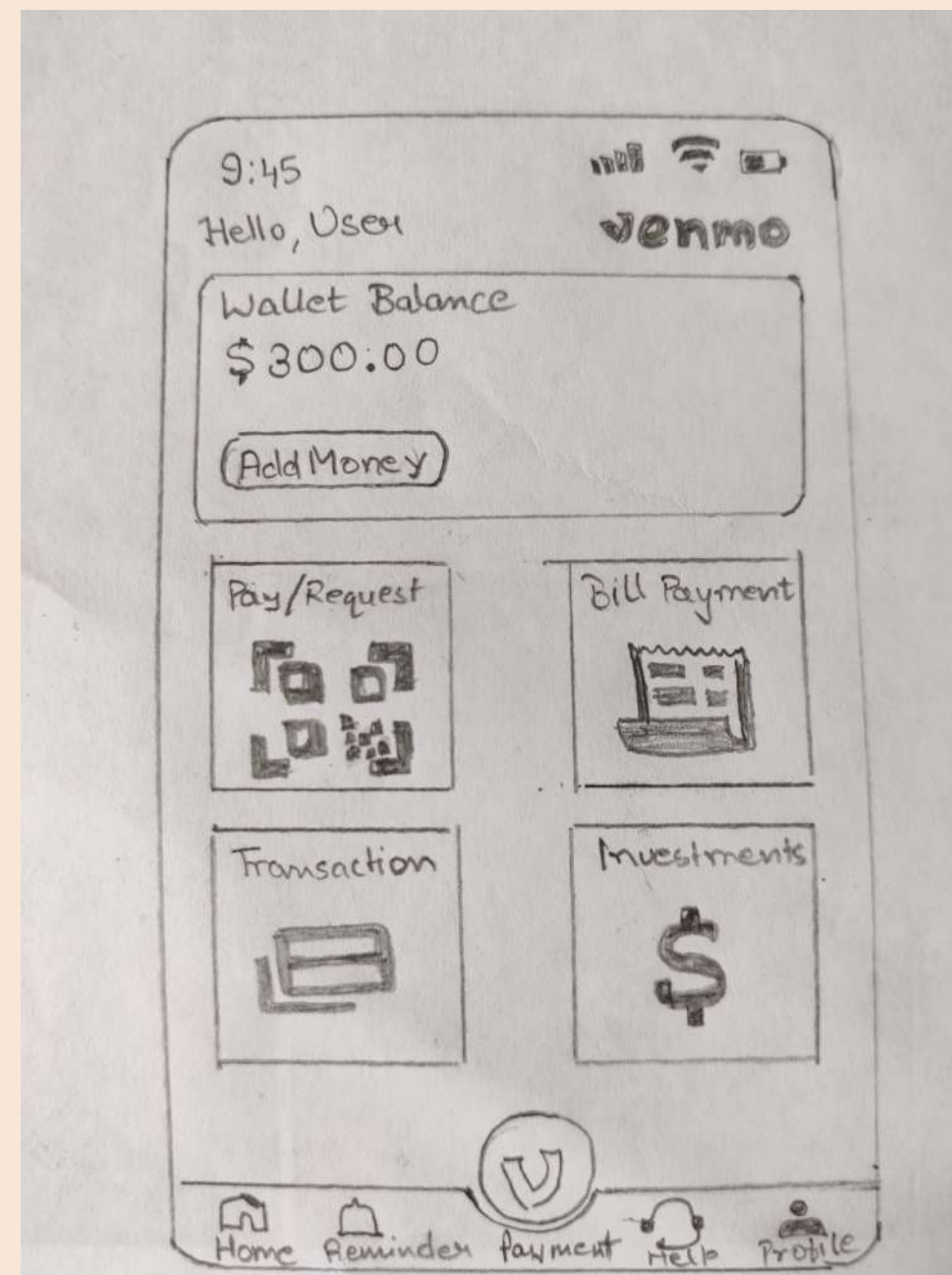
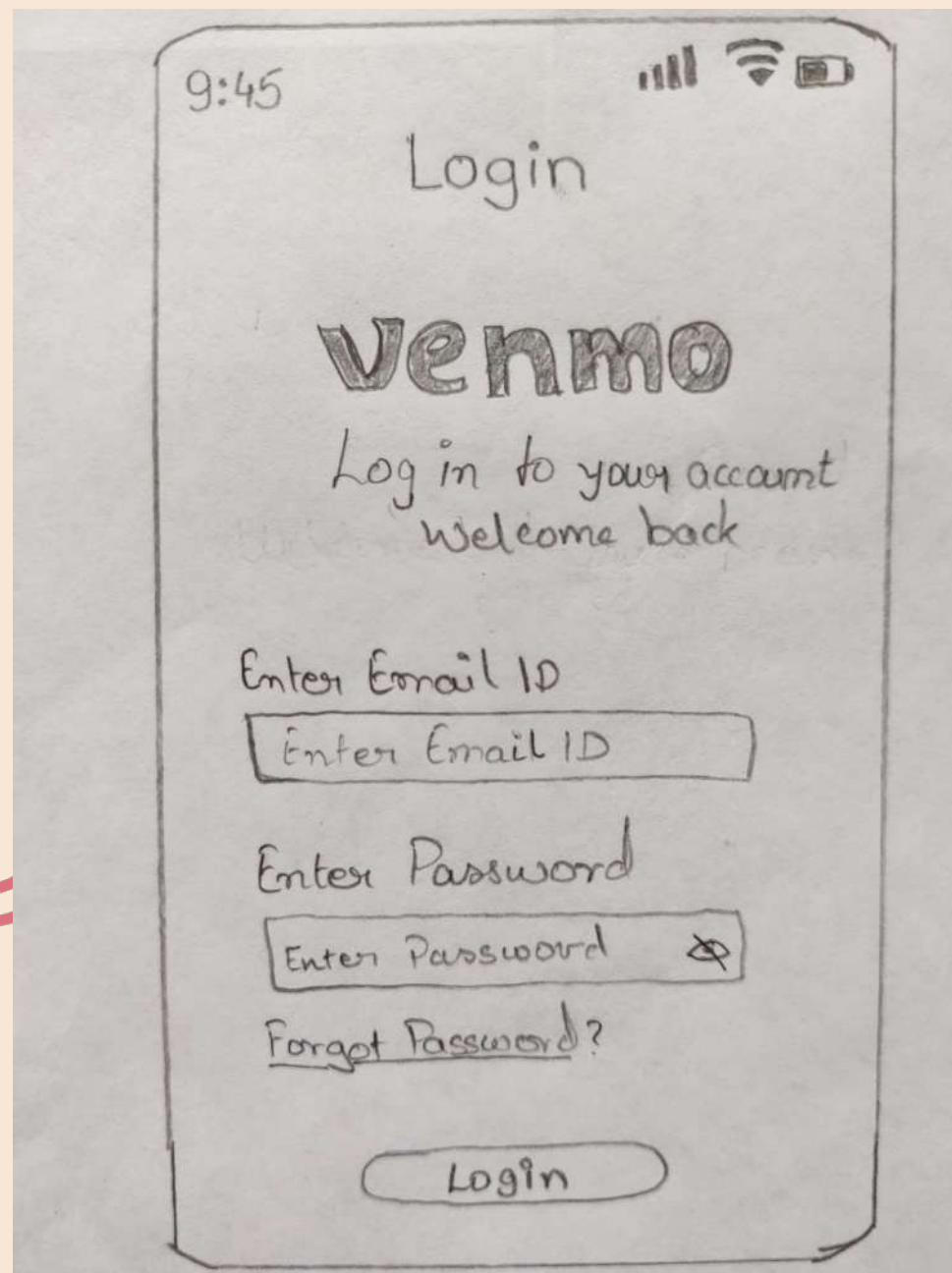
# Information Architecture

Link: [Information Architecture](#)





# Wireframes





# Planes Summary

## Strategy Plane:

**Application:** Identified the need to expand Venmo's features to include comprehensive financial management tools.

**Impact:** This strategic decision aims to capture a broader market segment interested in a single platform for managing their entire financial landscape.

## Scope Plane:

**Application:** Utilized the MoSCoW technique to prioritize new features such as investments, bill management, and comprehensive transaction tracking.

**Impact:** Ensured that essential features were developed first, aligning project outcomes with strategic goals.

## Structure Plane:

**Application:** Designed a new app architecture that integrates additional functionalities without disrupting the core, user-friendly experience.

**Impact:** Facilitated seamless integration of new features, maintaining simplicity while expanding capabilities.

# Planes Summary Cont.

## **Skeleton Plane:**

**Application:** Redesigned user interfaces and interactions to accommodate expanded features while ensuring ease of use.

**Impact:** Enhanced user experience by creating intuitive navigation and interaction designs, making complex functionalities accessible.

## **Surface Plane:**

**Application:** Applied visual design principles to make the new features visually coherent with the existing app design.

**Impact:** Provided a consistent and engaging aesthetic experience that supports the functional enhancements.

**M**

## Must-Have

- Enhanced Payment Flexibility
- Financial Instrument Integration
- Real-time Money Transfer
- Secure Login

## Should-Have

- In-app Chat
- In-app Customer Support
- Bill payment reminders

**S**

**C**

## Could-Have

- Virtual Venmo Card
- Cryptocurrency education and News
- Spending Analysis and Insights

## Won't Have

- No physical Credit or Debit Cards
- No Overdraft and Credit facilities
- Not a Budgeting tool

**W**

# CONCLUSION

By integrating Persona Creation, SWOT Analysis, User Journey Map, and Empathy Maps, we've gained crucial insights into user needs and market dynamics in the current scenario. This approach guides our finance app development, helping us design features that resonate with users, address market challenges, and enhance competitiveness.

By leveraging these methodologies and reorganization of the application as whole, we create an application that helps diversify investments, transact better, and manage everyday payments on the go - a more comprehensive version of the initial offering(s) from Venmo.





# Future Scope

In the near future, Venmo could significantly enhance user experience and financial management. Integrating the virtual Venmo card with popular digital wallets like Apple Pay and Google Pay would boost convenience. Advanced security measures like biometric authentication and tokenization would enhance transaction security. Expanding the virtual card's functionality for international transactions would cater to global users.

In the realm of cryptocurrency, Venmo could introduce trading integration and partner with experts for personalized insights. Leveraging machine learning for predictive spending analysis, introducing budgeting tools, and integrating with financial planning services would empower users to manage finances effectively. These enhancements reflect Venmo's commitment to innovation and user empowerment.



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# Prototype Link

Link: [Figma](#)





# Thank You!

