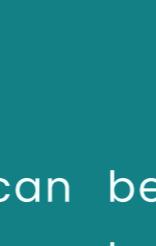


QUIKPAY

Effortlessly make payments by scanning QR codes with our user-friendly Scan to Pay app. Experience quick and seamless transactions and enhanced convenience in just a few simple taps.



PROJECT INTRODUCTION

1. OVERVIEW

Digital payment was erupted in Cambodia in last few year. Mobile banking is widely used throughout the country. People tend to pay their bills, foods, facilities, and shopping through the click on the mobile app. The financial institutions are trying their best to utilize the latest technology on their application and banking system.

2. PROBLEM

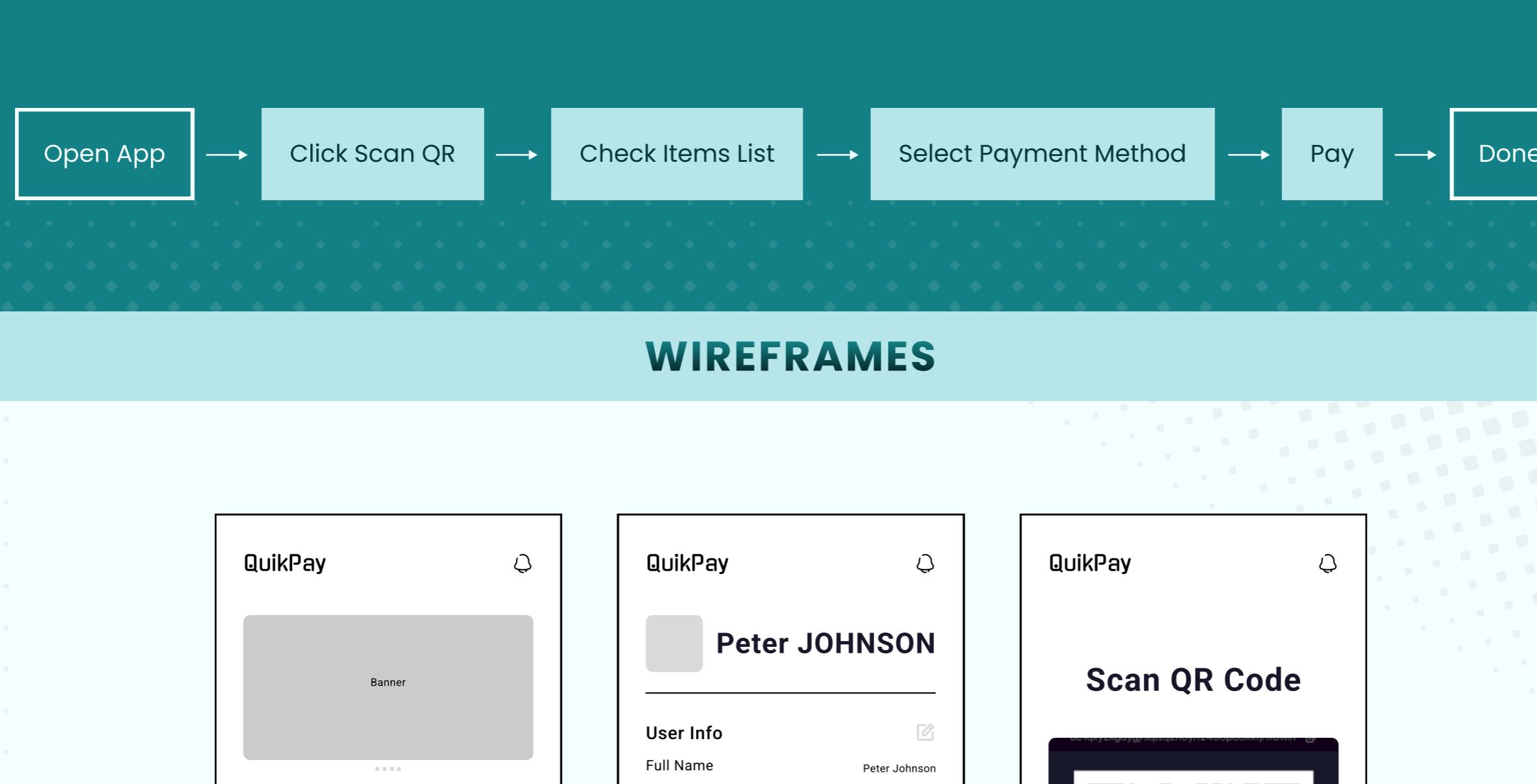
Current bill and shopping payment can be done by using KHQR. The transaction can be seen only the amount paid without separate amount on each item. Furthermore, the transaction is mixed with payment and transfer amount that easily confuse the user.

3. SOLUTION

Aim to create a mobile app that is able to quick scan QR code on the bill and records all the item units with subtotal and total price as well as discount and promotion when users use in-app payment and other add-on services.

DESIGN PROCESS

To complete this design project, I followed the design thinking process that is widely used. In the early stage, I started to find out the missing point in the existing product and then I explored more to get the whole idea of the problem. After the problem is understood, solution ideation is the next step to take. Last but not least, I started to design and prototype and get my design to be tested by others.



USER PERSONA

SARAH THOMPSON, 32
MARKETING MANAGER

Sarah frequently shops at various retail stores, cafes, and restaurants, and values convenience and efficiency in her transactions.

Goals

- wants a payment method that allows her to make quick and hassle-free transactions
- wants a user-friendly app that is intuitive and easy to navigate, ensuring a smooth payment experience
- desires a scan to pay app that can be used at a wide range of merchants, offering flexibility in her payment options

Challenges

- has a limited amount of time to complete her transactions, making speed and efficiency crucial
- needs assurance that the app she chooses is secure and trustworthy, as she wants to protect her financial information
- may face a learning curve when using a new app, so the user interface should be intuitive and straightforward

ALEX RODRIGUEZ, 27
FREELANCE PHOTOGRAPHER

Alex often visits coffee shops, art galleries, and small businesses, making payments for his purchases.

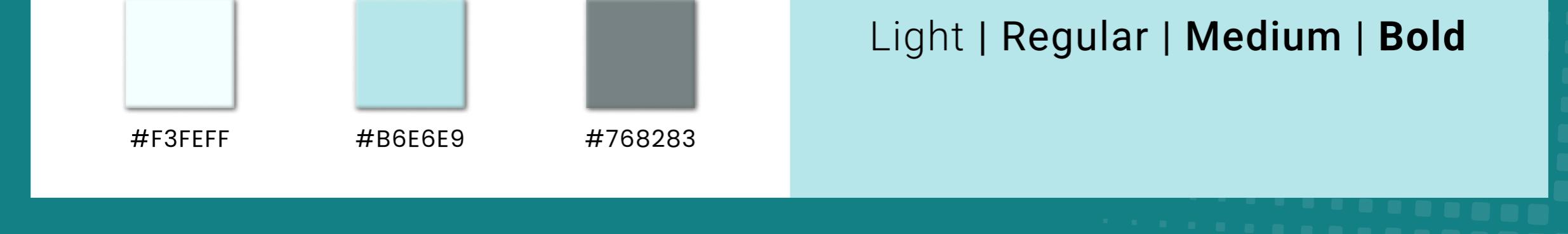
Goals

- seeks a fast and efficient payment solution that allows him to quickly complete
- wants a scan to pay app that provides clear and organized transaction records for his business expenses and accounting purposes
- appreciates a scan to pay app that supports local businesses and offers exclusive deals or rewards for using the app

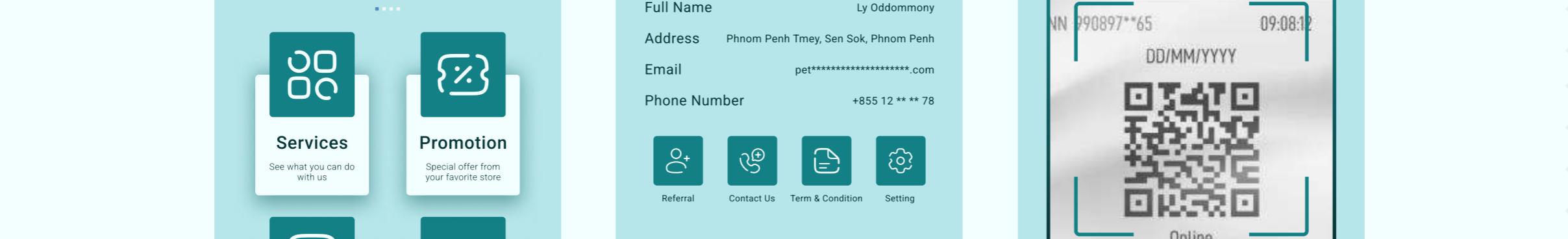
Challenges

- may encounter areas with limited internet connectivity, making it important for the app to have offline functionality
- needs to keep track of his expenses easily, so the app should provide clear and detailed transaction records
- the app should offer a directory or merchant locator feature

USER FLOW



TASK FLOW



WIREFRAMES

Thanks For Your Time!

Vireak Sok | UX/UI DESIGNER



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