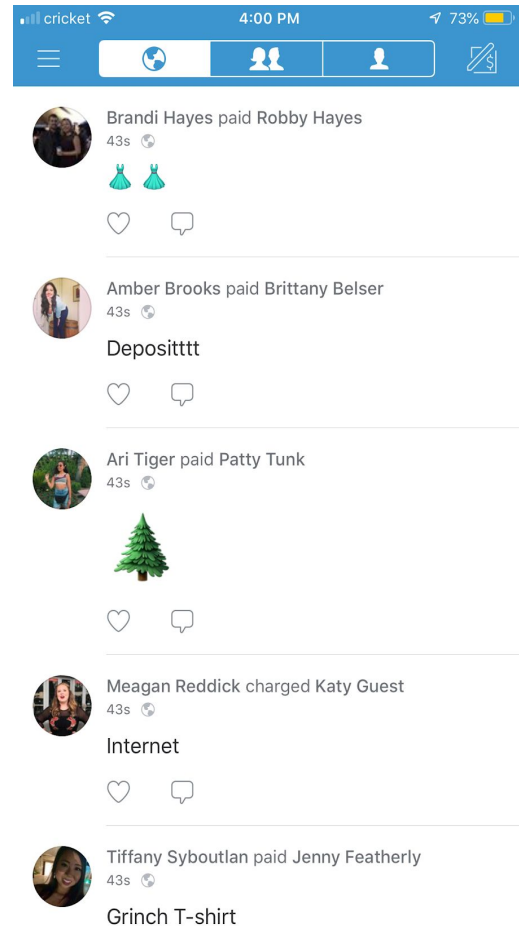


Redesign of Venmo

Introduction

As a team, we decided to look at redesigning Venmo, an application used by many individuals from teens to adults that provides a convenient method of transferring money from one person to another. Venmo has grown to be a staple in almost every person's mobile phone, especially within a social context. Typical use cases are for when a friend pays for you and you want to pay them back, or you are buying an item or service from a seller off virtual marketplaces like Craigslist and eBay.

To get some insight on the current issues of Venmo, we decided to test both experienced and inexperienced Venmo users. Experienced Venmo users were mainly college students because of the large amount of social interactions they partake in, whether it be eating out, buying items off of each other, and hosting club fundraisers. We understand that experienced users will have a preexisting bias for the understanding of Venmo, how it works, and their preferences in terms of money transaction apps, but conducting user tests on them will give us insight on issues that even experienced users may have. We also tested some working adults and college students who have little experience or never used Venmo before. Their limited experience will give us insight on the more basic user errors that inexperienced users may have.



First Round User Testing

To redesign Venmo, we first need to interview some users and observe their interaction with the app. We have chosen to assess 4 users of differing degrees of Venmo usage and tech knowledge.

1. Interview Plan

Before having the users test the app, we need to know their prior knowledge and experiences with technology and, more specifically, Venmo. We will ask them questions and record their answers, and then we will organize their answers into a document with their user testing record.

Questions asked:

- Do you use a smartphone? If so, how often do you use your smartphone?
- How social are you in terms of interacting with friends, going out to eat, and such?
- What do you think about money transferring apps in comparison to tangible currency?
- Do you use any money transferring apps like Venmo, Zelle, and such? If so, how often do you use it and for what purpose?
- Do you use a particular money transferring app and why do you use it compared to other ones?

2. User Testing Plan

To test each user, in order to focus on the different aspects of the app, we will have them do 4 unique tasks. To observe the user, a tester will give one task at a time, constantly reminding them to speak out their thoughts and process, and a recorder will record their words and action on a document.

Tasks: (for each task, the user starts on the homepage)

- a. Give your thoughts on the homepage, specifically the “Me”, “Friends”, and “Public” tabs.
- b. Your friend, David Kim (Venmo ID @DavidKhangSeukKim), bought your groceries because you forgot your wallet at home. It cost \$0.01. Pay him back.
- c. You feel like you’ll hang out with David more in the future so you want to add him as a friend. Try to find him again, add him as a friend, and look at his profile.
- d. You want to know who is on your Venmo friend-list. Try to find the list and view it.

3. Analysis

First Round User Testing Records

User 1: Jeudi (Middle-aged adult, little Venmo experience, iOS)

What worked:

Although she had a lot of trouble completing the tasks, she was still able to complete them successfully. For task 1, she explained her dislike of the “public” tab, how she likes the gist of the homepage, and expressed an understanding of the iconography. For task 2, after searching for David, she was able to fulfill the rest of the process of paying. For task 3, after searching for David, she was able to see his profile and also add him as a friend. Lastly, for task 4, she was able to find a list of her friends.

What didn't work:

While completing her tasks, she had a lot of trouble traversing and finding important aspects of the app. For task 1, she was mainly confused about iconography, but eventually learned what each icon meant. For task 2, she had a hard time finding David without the use of the user tag through the “search people” page. When she tried to pay him without a message, she was prompted to put a message. For task 3, she had a hard time remembering how to add David as a friend. She went through the “pay/request” page first, then to her profile, then to the homepage where she searched through the “me, friends, and public” tabs. She eventually searched David, looked at his profile, and saw the prompt to add him. Lastly, for task 4, she first looked at the “friends” tab, but then found the friends list under the “search people” page.

Top 3 Usability Errors:

- Hard time searching for relevant users using limited resources. (Flexibility and efficiency of use)
- Logical location of items, such as friends list, profile. (Match Between System and Real World or Recognition Rather than Recall)
- Iconography is not intuitive. (Match Between System and Real World)

User 2: Cindy (College student, large Venmo experience, iOS)

What worked:

Since she has a lot of experience of using Venmo, she completed all the tasks successfully. In task 1, she said that she likes Venmo's blue and white color theme, and in general, the design of the homepage is clean and simple. In task 2, after searching for the

full Venmo ID of David, she easily “paid” David the correct amount of money. In task 3, she correctly found David by searching the full Venmo ID and then “added” him as a friend. In task 4, she correctly clicked on the “searching people” tab to pull out her friends’ list.

What didn’t work:

In task 1, she said that she thinks the public function is unnecessary since she has no need to know how other people spend their money. Moreover, she thought that the homepage could switch with the side menu, since most of the time she uses Venmo to send money to, or request money from others. But now these functions are “hiding” in the side menu instead of directly appearing on the homepage. In task 2, she first searched by David’s name, but there are a lot of people with the same name and she was unable to find out which David she was looking for. In task 3, she asked for the QR code of David since she is used to scanning the QR code to add others as friends. Task 4 worked well, but she still said that she was confused at the beginning about how to find the friends’ list.

Top 3 Usability Errors:

- Cannot find the specific person only based on the name. (Flexibility and Efficiency of Use)
- The friend list is in the “searching people” tag. (Match Between Systems and the Real World)
- The homepage includes little or almost no useful information. (Aesthetic and Minimalist Design)

User 3: Kevin (College student, large Venmo experience, iOS)

What worked:

Kevin seemed to have a general idea of how Venmo works because he’s been using it for almost 4 years now. For task 1, he found the commenting system to be quite entertaining as he gets to see the banter between his friends and had no comment about the private feed other than that he can see his history. Because he was a mutual friend of mine, Kevin had no trouble finding David’s profile through a unique method. He ended up going into his own feed to find a mutual friend that paid David back to find his profile to pay him back. For task 3, to find David in a more simple manner, he found him through the search function where David ended up in the list of “top people.” In task 4, he was eventually able to find his list of friends after 3 minutes of searching.

What didn’t work:

Through most of the tasks, Kevin didn’t seem to understand some functions. One of the key problems he had was the utility of the “Public” feed. He thought that it was

pointless because it only shows him people that he's never met before and thought it would be better off without it. He also didn't see a difference between "searching" and "paying" people as the results were the same. There wasn't a reason to search for a person because you would only search for someone to request or pay them. There weren't any problems with task 3. However, with task 4, Kevin ran into some trouble finding his friends list. While observing, I noticed that the layout of the Venmo app is different on iOS compared to Android. So finding a friend list on the iPhone was a little more difficult.

Top 3 Usability Errors:

- Finding "Friends List" was difficult because it wasn't located where he thought it would be. (Match Between System and Real World or Recognition Rather than Recall)
- Venmo on ios is different from Venmo on Android (Consistency and standards)
- Does not see the difference in searching for and paying someone (Flexibility and efficient use)

User 4: Alvin (Middle-aged adult, no Venmo experience, iOS)

What worked:

Alvin had no prior experience with Venmo and thought the pay/request icon was intuitive. There were no issues with understanding how to pay someone. He felt like the side navigation bar was easy to understand and consolidated information well.

What didn't work:

Many icons on the homepage and pay/request screen confused Alvin. He did not recognize the earth icon, person, and two people icons immediately on the homepage and felt that he had to guess the meaning. He thought the public and friend tabs were useless and unrelated to his main goal, which is to transfer money personally and privately. He also did not know whether he could private his transactions and felt like it was violating his privacy. The option for private transactions was not obvious. Many smaller icons on the pay/request screen did not have universal meanings and Alvin mistakenly thought the "tag" feature was a "friending someone" feature.

Another issue was finding the person to pay for. Alvin thought he had to friend someone first in order to pay them. But finding the person to friend was a frustrating experience. He tried typing their name and no one showed up, so he thought he needed to scan their QR code first in order for that person to appear in the search function. He also had trouble finding the friend list and thought there was no friend list.

An overall issue that Alvin struggled with was searching for people even though Venmo provided two ways: through search people in navigation slide and the pay/request

screen. He felt like it was not easily accessible and had to press around the app to find them. It was also different on Android vs Apple. Android had back buttons to go back but Apple UI only had the hamburger button so users forget where they are in the app.

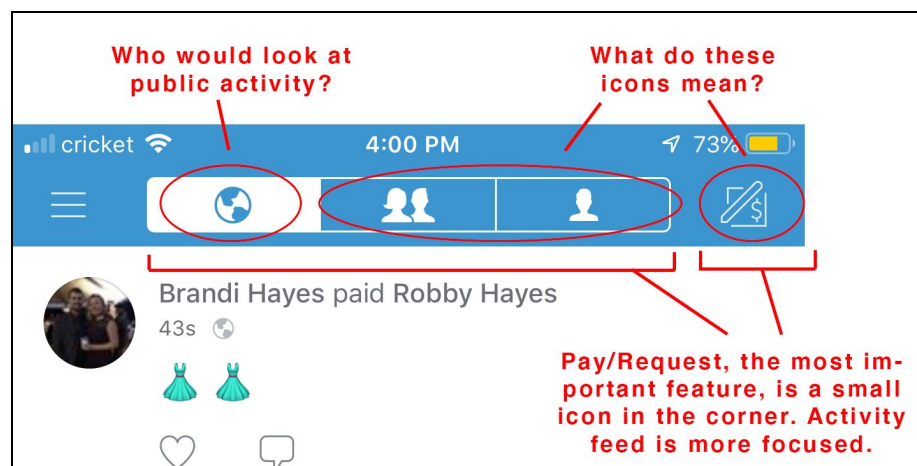
Top 3 Usability Errors:

- No search bar on the homepage to find people (Flexibility and efficient use)
- Icons are confusing. They don't have universal meaning. (Match Between System and Real World)
- No back button on Apple UI so user forgot where they are and has to keep going back to the homepage (User Control and Freedom)

Redesigns

1. The Component We Chose to Redesign

Based on user testing, we decided to redesign the homepage for several reasons. First, the homepage is the first screen that users interact with, which means it would give users the important first impression of this application. Second, during the usability test, we found that almost all the participants were somehow confused by the homepage. For example, some participants reported the iconography (public, friends, and private tabs, and the pay/request) were vague and they could not find out what these icons stood for at a glance. Moreover, users also reported that the function “public”, which shows random people’s transferring history is unnecessary and even hurts privacy security. Third, Venmo’s homepage for iOS and Android are different which also caused confusion. Therefore, to improve users’ experience while using Venmo, we decided to redesign the homepage to hold the central focal point of paying/requesting while being easy to navigate.



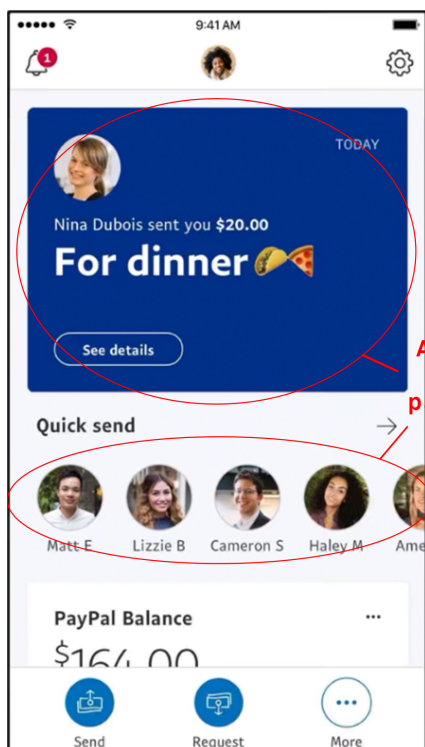
2. Competitive Analysis

For insight on how we could redesign the component, we decided to look at how other sites solve a similar problem. In this case, we choose to see how PayPal, Zelle, and Cash App organized their homepages, since all these applications serve a similar function.

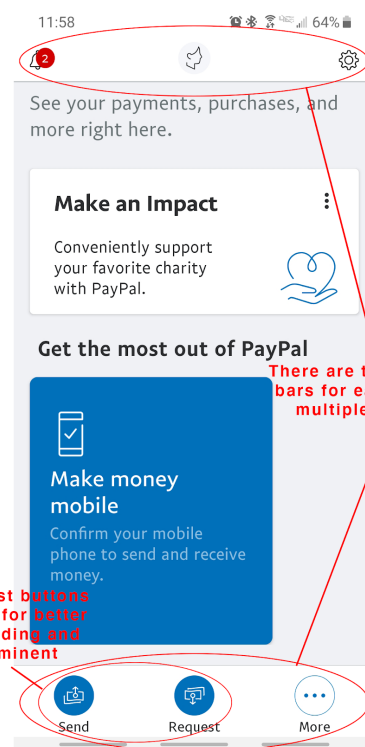
Analysis 1: PayPal

PayPal is another money transferring service that aims to make transactions efficient and convenient to use. Once opening the application, users are met with a homescreen using a card like format for information. The navigation bar is much easier to reach as it lays on the bottom of the screen for convenient accessibility. The navbar has 3 options including send, request, and more. This navbar holds the most importance as it

contains the primary functionality of the app. All three options have an easy to understand iconography and are worded beneath the image. The send and request buttons are also colored in, indicating that it serves an important purpose whereas the “more” option leads you to other actions that are considered extra features. The top of the screen also holds three pieces of information including notifications, profile, and settings. There may not be much focus on this section based on the small size of the iconography. Unfortunately, the biggest component which is between the top and bottom navbars, is slightly confusing in terms of layout. There are three different categories which are your activity, make an impact, and get the most out of PayPal. All three of these sections are unevenly spaced and are haphazardly formatted, overall making it a little uneasy to view. After some usage, the home page does start to include your activities as well as your contacts. What we hope to take away from the PayPal homepage is the bottom navbar with its intentions and primary focus easy to understand and use.



After first time use, homepage shows payment activity and contacts.



There are two navigation bars for easy access to multiple functions.

Pay/Request buttons use words for better understanding and are prominent

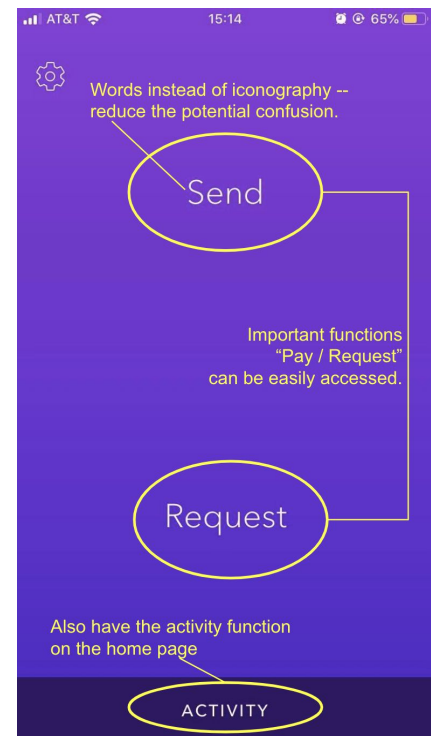
Analysis 2: Zelle

Zelle is another frequently used money transferring app cooperating with multiple major banks in the United States. Zelle has a relatively simple homepage that only contains “send”, “request” and “activity” buttons.

By reducing the elements and functions on the homepage, Zelle avoids users’ usage confusion. Another advantage brought by Zelle’s simple homepage design is that all the fundamental functions of a money transfer application can be accomplished by one-click. As a money transferring application, users mainly expect to use Zelle to pay or to request money from other people. The second important expectation of the users may be to check their own transferring history. Zelle’s design displays all these three fundamental functions on the homepage, making the application very easy to be used by its users.

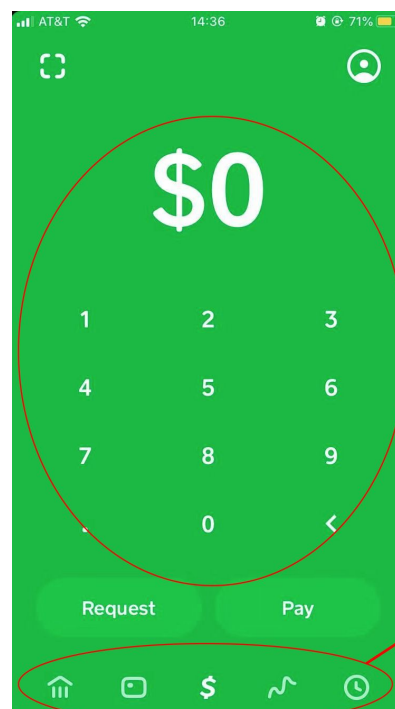
Moreover, Zelle directly uses simple words like “send” or “request” instead of representative iconography to indicate a particular function. This usage of words helps users figure out how to use Zelle at their first glance, decreasing the difficulties of discovering the proper way of using Zelle.

What we learned from analyzing Zelle’s design is to put nothing else but the most fundamental functions on the homepage of the application. By applying this idea to our redesign, we could make Venmo’s homepage less confusing and easier to use.



Analysis 3: Cash App

Cash App is currently the #1 money transfer app on the market. One of the main reasons for its success is because it provides a very straightforward approach for transferring cash peer-to-peer without having to create an account. Users can simply link their phone number/email address and people can find them through that information. Users can also



Homepage is the pay/request page. There is no initial page traversal for payment process.

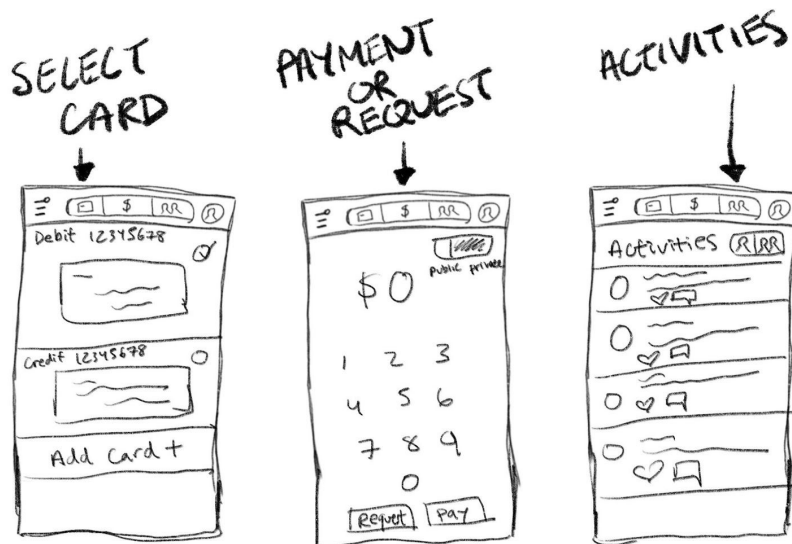
Always present bottom navigation bar leads to other functions including the activity section.

find other users by their ID as well.

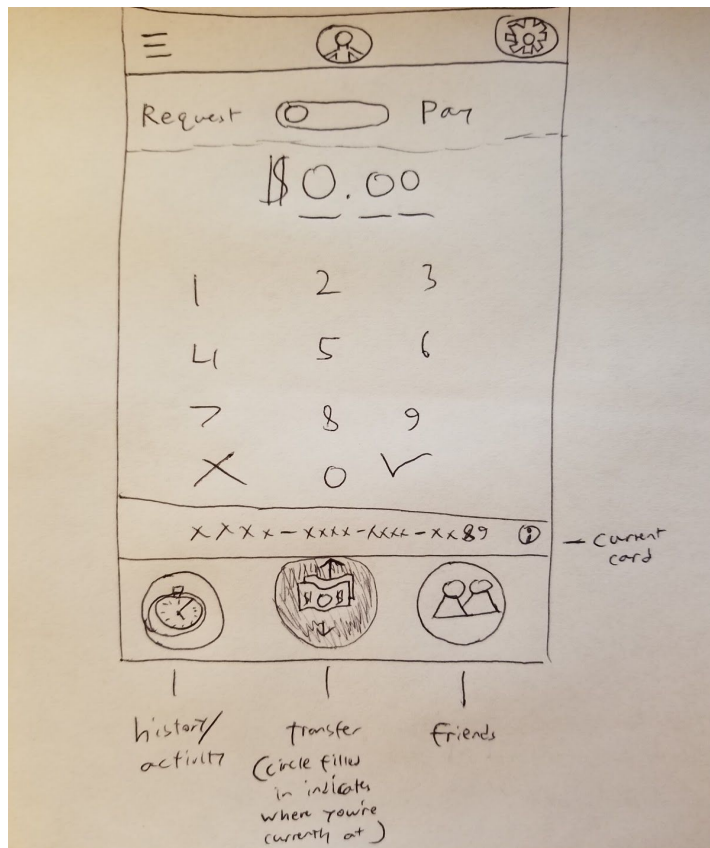
Upon opening the app, the homepage immediately directs you to the payment screen with several icons on the bottom that allow the user to switch to another feature conveniently. For the payment screen, the input number is very large, so it is obvious for the user to understand the function of the screen. The user can also choose to either request or pay others the amount they inputted. There are two icons on the top: a scanner for QR code transactions and profile/settings. The bottom nav bar icons feature: my cash (how much cash you currently have), cash card (which card you are using), payment/request, stock news, and activity (history of past transactions). The home screen nav bar allows users to visibly see where they are in the app and allows them to always be able to exit out of the screen they are on at any given time. Overall, although Cash App does not support any of the social features, the app is successful in creating a minimalistic and flexible layout with an easy navigation system for first-time users.

3. Four Quick Sketches of Possible Solutions

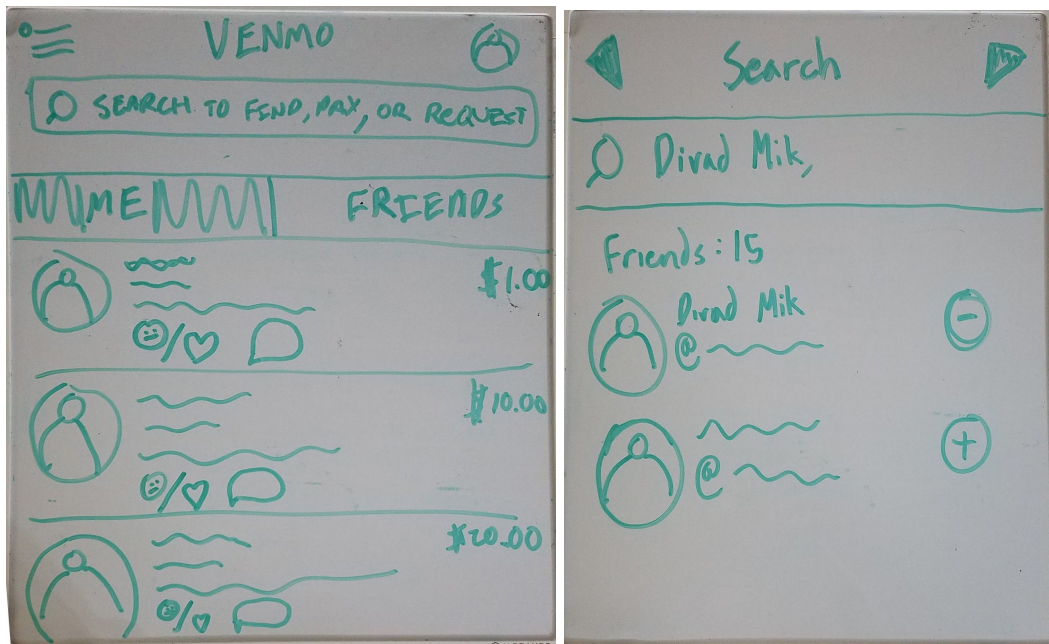
Sketch 1



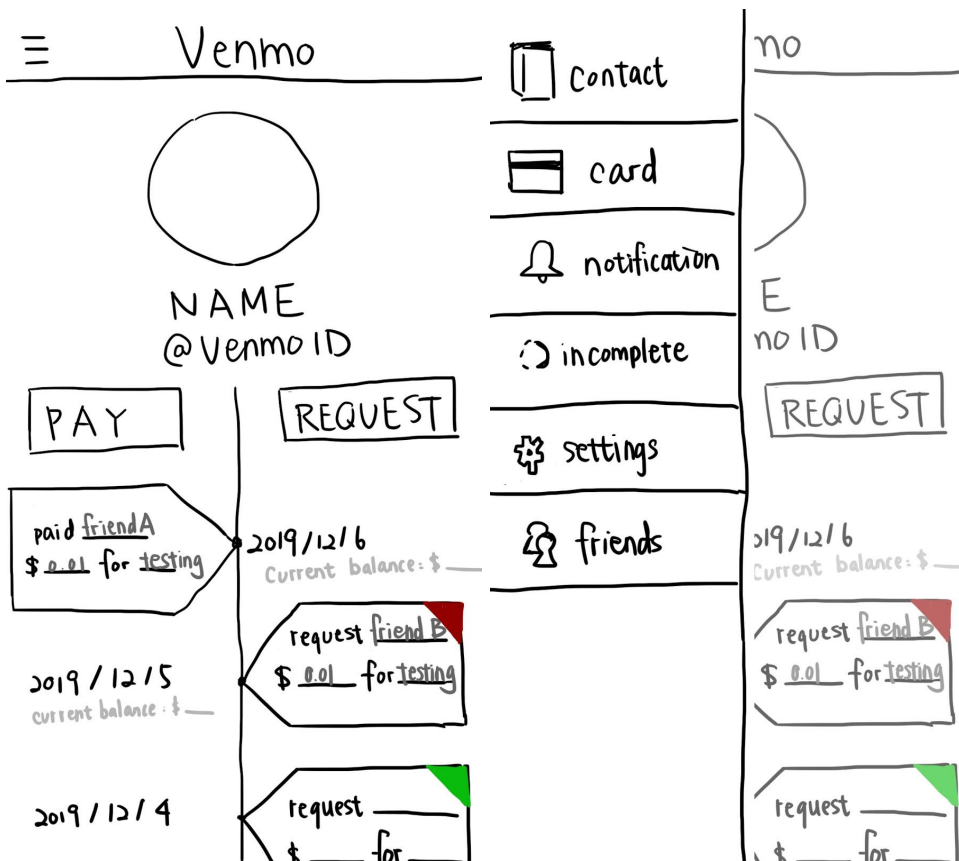
Sketch 2



Sketch 3



Sketch 4



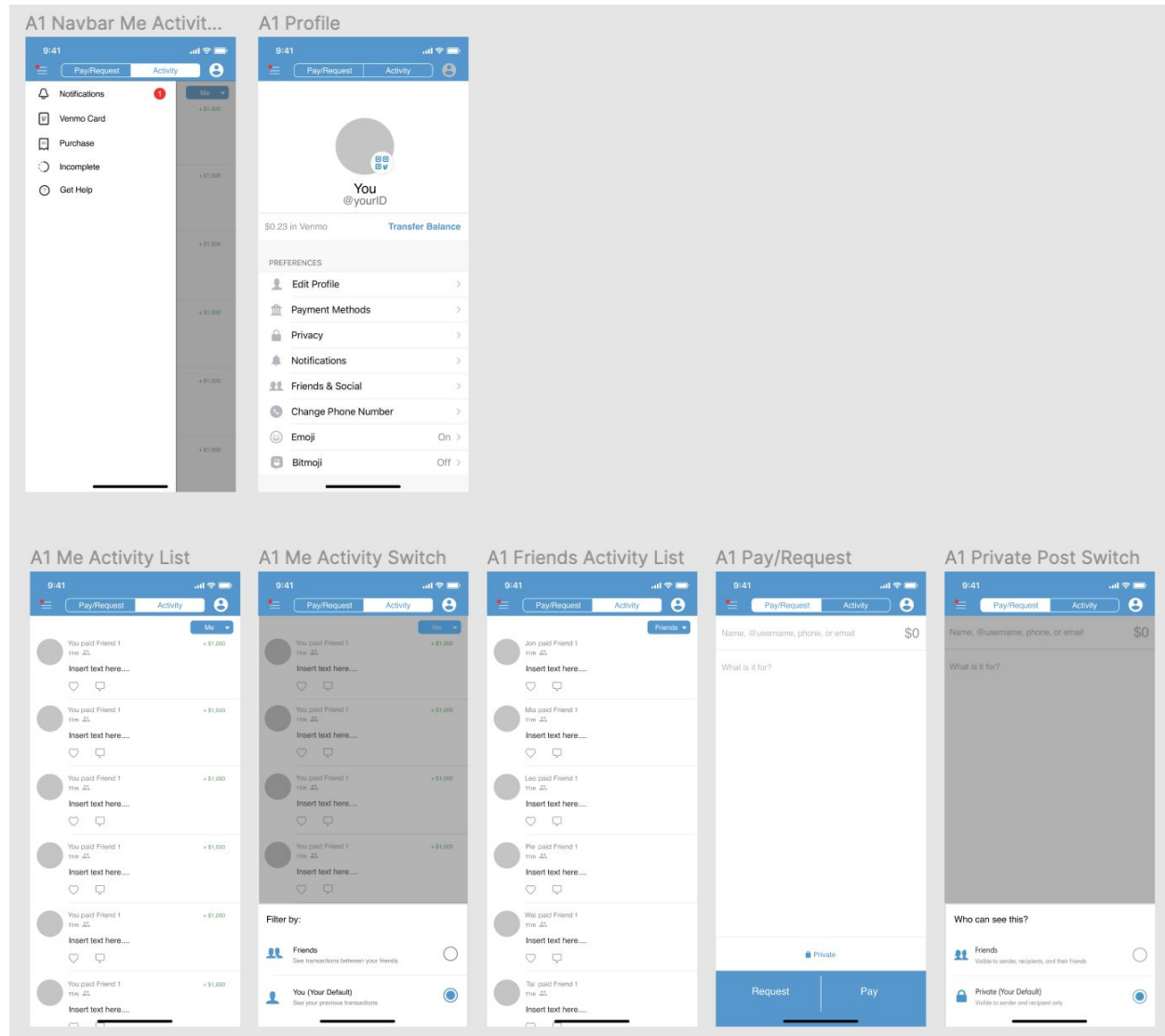
4. Two High Fidelity Prototypes

Redesign 1:

<https://www.figma.com/file/VGcQBHyH7awwBX7R7k4j9i/Venmo-Redesign?node-id=142%3A1738>

Interactive Prototype:

<https://www.figma.com/proto/VGcQBHyH7awwBX7R7k4j9i/Venmo-Redesign?node-id=142%3A2300&scaling=min-zoom>



Design Rationale:

For redesign 1, we made minor, but important redesign changes to the top navigation bar or tab system. We condensed the original navigation bar by combining the “me, friends, and public” activity tabs into a single tab called “activity”, and including a tab

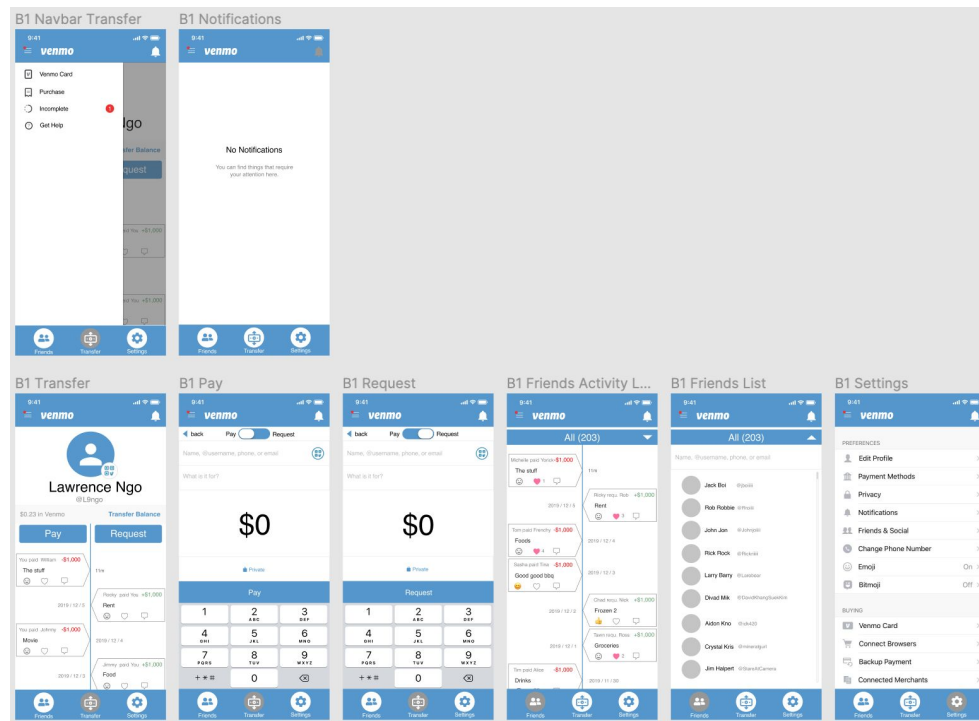
for pay/requesting. The reasoning behind this change is because users were having trouble locating the pay/request button on the original. The pay/request button was next to the tab system solely dedicated to user activity. We wanted the pay/request function to have equal spotlight with the activity feed. In addition, we changed the iconography of the navigation bar for less confusion of what icons mean. In the activity tab, to account for “me, friends, and public” activities, we implemented a filter system, but only for “me” and “friends”. We took out the public activity feed because users felt it was completely unnecessary since they don’t care about strangers’ activity. In addition to the top navigation bar, we made some placement changes with the profile and the notifications. We placed the profile section at the top for easier access than within the sidebar. The profile section includes the user’s profile, as well as, preference settings. We then put the notifications in the sidebar. The last minor change was made in the pay/request page having the public/private option for payment activity be a more identifiable button. In the original, the option was on the bottom corner and not indicated as a button. Overall, the design was meant to make navigation more streamline, intuitive, and easily understood.

Redesign 2:

<https://www.figma.com/file/VGcQBHyH7awwBX7R7k4j9i/Venmo-Redesign?node-id=142%3A1739>

Interactive Prototype:

<https://www.figma.com/proto/VGcQBHyH7awwBX7R7k4j9i/Venmo-Redesign?node-id=142%3A3834&scaling=min-zoom>



Design Rationale:

For our second redesign, we decided to reinvent the home page entirely while making it clearly identifiable as Venmo. We took some guidance and inspiration from other competing apps such as Cash App and PayPal as well as our own redesign sketches to make a high fidelity prototype. We made the homepage have a nav bar on the bottom with 3 primary functions including “Friends”, “Transfer”, and “Settings.” We decided that having the nav bar at the bottom would make it easier for users to reach what they are trying to do. We made the iconography easy to understand and labeled it underneath for safe measures. The users profile would also be viewable at the top half of the page and the primary function of paying and requesting would be easily viewable.

The friends page takes you to the “friends” activity tab just like it would do in the original Venmo. Users would also have the option of looking for a specific friends activity with a drop down menu on the top. Our reasoning for making the activities list separated into the left and right is to help indicate what the user paid and what the user requested.

We also made sure to include the reactions and comments and add more than just the “heart” reaction so that users can express themselves more accurately.

The “pay/request” page is reminiscent of the original Venmo but with a few changes. We decided to add a slider to indicate if you were paying or requesting. The “search” function and “what’s it for” section are the same, but the number pad is a little more well integrated into the page. The amount you are transferring is also enlarged in the middle so that users don’t accidentally write down the wrong amount.

The “settings” tab has everything the settings would have in the original Venmo. The hamburger indicator on the top left of each page is also apparent for extra information. The “notification” indicator is also there at all times so that users would know that someone has requested money from them or added them as a friend.

Overall, we thought that by making the primary functions easily accessible at the bottom of the page would greatly improve the efficiency of many users. We thought about the user flow and made sure that everything is logically placed and well understood so that users are less prone to errors.

Second Round User Testing

To compare the two redesigns in determining which is better or not, we did a comparative user test on 4 different users than from the first user test, specifically experienced users.

1. User Testing Plan

We will first ask them the same interview questions from the first user test to understand the user's experiences. We will then let each user go through both designs with the tasks similar to the first user testing and ask them at the end, which redesign they would prefer to use.

Then we will determine whether the preferred redesign is better than the original based on the user succession in completing the task and their opinions. To counteract potential carry-over bias, we will let two users go through redesign A then redesign B, and vice versa for the other two. To observe the user, a tester will give one task at a time, constantly reminding them to speak out their thoughts and process, and a recorder will record them on a document. A disclaimer is also given explaining that the app is not fully functional, and that the user test is more "would do" than actually doing.

Pre-test Questions Asked:

- Do you use a smartphone? If so, how often do you use your smartphone?
- How social are you in terms of interacting with friends, going out to eat, and such?
- What do you think about money transferring apps in comparison to tangible currency?
- Do you use any money transferring apps like Venmo, Zelle, and such? If so, how often do you use it and for what purpose?
- Do you use a particular money transferring app and why do you use it compared to other ones?

Tasks:

1. Give your thoughts on the homepage
2. Your friend, David Kim, bought your groceries because you forgot your wallet at home. It cost \$0.01. Pay him back in private.
3. You accidentally paid him the wrong amount of \$0.03, request money from David.
4. You are curious as to your transaction history. Look for it and give your thoughts on it.

5. You are curious about your friends activity. Look for it and give your thoughts on it.
6. You are curious about your friends list and who is on it. Look for it and give your thoughts on it.

Post-test Questions Asked:

- What do you think about this design compared to the original?
- What do you think about the placement of the functions?
- Are there any aspects of these redesigns you would like to see on the actual Venmo application?

End of both tests Question:

- Of the two redesigns, which do you prefer?

2. Analysis:

[Second Round User Testing Records](#)

User 1: Michelle (College student, some Venmo experience)

What worked:

Although it took some time, the user was able to complete all the tasks. For redesign 1, the user was able to figure out the unnoticeable changes made to the redesign. She noticed that the top tabs were changed from just activity to including the pay/request function. She liked that the pay/request is much more prominent and seen compared to the original design. She also liked that the activity is established as its own tab rather than a set of tabs in the original. For redesign 2, she liked most of the redesign, not completely the activity tags. She was able to complete the tasks very easily because of how the transfer page includes practically everything from large prominent pay/request buttons to the personal activity feed. She really liked the top section of the transfer page because the profile is also prominent. The friends page was also easily understood and intuitive for showing friend activity and listing friends as well. For both redesigns, a huge aspect that was noticed, was how there is no public activities section anymore, only personal and friends. Comparing both redesigns, she likes redesign 2 the most.

What didn't work:

For redesign 1, the user had some issues with navigation. When looking for friends, she went into the profile page, and at first, thought you would click on Friends and Social. However, she did find the dropdown to change to friends. The main issue with the redesign that she had, was that the redesign was too similar to the original, and how there exists two interactive side bars with multiple items: the navbar and the profile section. For

redesign 2, although she enjoyed a great deal of the app she showed some disinterest in the activity tag look and how there is a designated notification button that she prefers to exist in the navbar.

User 2: Nicole (College student, large Venmo experience)

What worked:

Since the user, Nicole, has a large amount of experience on Venmo previously, she quickly figures out how things work on the two redesigns. For redesign 1, she thinks it is similar to the original design, but fixed several problems such as canceling the “public” function. She thinks this cancelation helps protect privacy security, and she would like to see this change to be applied to the actual Venmo app. She thinks the redesign 1 has a clearer homepage, and the placement of each function is more convenient to use than the original design. For redesign 2, she likes the idea of the timeline since it helps her to distinguish between “pay” and request”, and she even wants to see it be applied in the actual Venmo. Moreover, she thinks the homepage of redesign 2 is convenient since she can access the important functions “pay” and “request” directly. This homepage also separated “pay/request” into two different buttons, which reduced the probability of clicking the wrong button. She also likes the navbar at the bottom of the screen since she can use that to fulfill most of her needs by only one or two clicks.

What didn't work:

For redesign 1, Nicole thinks that although there are some changes and it has fixed some of the problems of the original design, it is still very similar to the original design. And she thinks redesign 1 cannot solve all the problems she has for the current version. For example, she thinks the primary function “pay/request” should be on the homepage instead of the “activities”. For redesign 2, although she likes the timeline, she thinks it can be improved in some way to fit the overall theme of the application. And she thinks since there are both “pay” and “request” buttons on the homepage, the slider on the page of “pay/request” would be unnecessary.

User 3: Bill (College student, has Venmo experience)

What worked:

Overall, Bill did not make much of an impression on redesign 1. He thought that the placement of the pay/request function had little significance on the overall design. He doesn't know if it makes it any more convenient than the original design. For redesign 2, Bill was able to complete all the tasks easily because of how easily understandable the user flow was to him. He had almost no trouble navigating the application. He didn't have to question his actions because he knew where he was going and didn't have to think

twice. He thought that everything was more convenient, the nav bar on the bottom was a nice addition as well as the slider to indicate if you 're paying or requesting. He also liked how for activities, everything related to what you paid was on the left and everything you requested was on the right. For both redesigns, he noticed that there was no more “public” function which was something he liked because the “public” tab served absolutely no purpose whatsoever. Likes redesign 2 much more and hopes to see the addition of the slider and the bottom nav bar in the actual Venmo application.

What didn't work:

For redesign 1, Bill had some trouble discerning any distinguishable differences compared to the original. He did not like the placement of the buttons on the top because he thinks it's less reachable. For redesign 2, he didn't think that a button for both “pay” and “request” was necessary because they'll both lead you to the same place anyway.

User 4: Lihan (College student, has Venmo experience)

What worked:

Lihan thought redesign 1 was very similar to the original app, but she liked the nav bar being different functions (payment/activity) instead of just switching views for activities. She felt like the navigation is over all more simple, especially with the text instead of icons. She liked that the transaction filter button is smaller than the original because she rarely looks at her friends' activities. It was easier to find the payment feature. She was also glad that the public filter is gone because she always thought it was an invasion of privacy. For redesign 2, Lihan really liked the timeline aspect of the transaction screen. She thinks she would use the app more than Venmo because it really emphasizes on designing for the user while keeping the features (friends, transfer, settings) separate and clear. It's more of a transfer app compared to redesign 1 and the original, which both focused too much on social aspects for their first impression. She also found out how to request people money because of the visibility of pay/request. She originally did not know that it was a feature. She prefers redesign 2 because of the timeline aspect and visibility of all the functions in the bottom nav bar. She really wants Venmo to focus more on the actual payment feature so wants to see Venmo incorporate our navigation bar that focuses on different functions. She also would like to see the timeline organization on the actual application as another view choice.

What didn't work:

For redesign 1, Lihan thought the profile button was distracting and confused her. She wanted to be able to search people up easily with a list (like the original's search bar) but redesign 1 did not have it so she thinks it's inconvenient. The filter button was also not obvious. She first checked the “Friends & Social” button in settings to try and change the

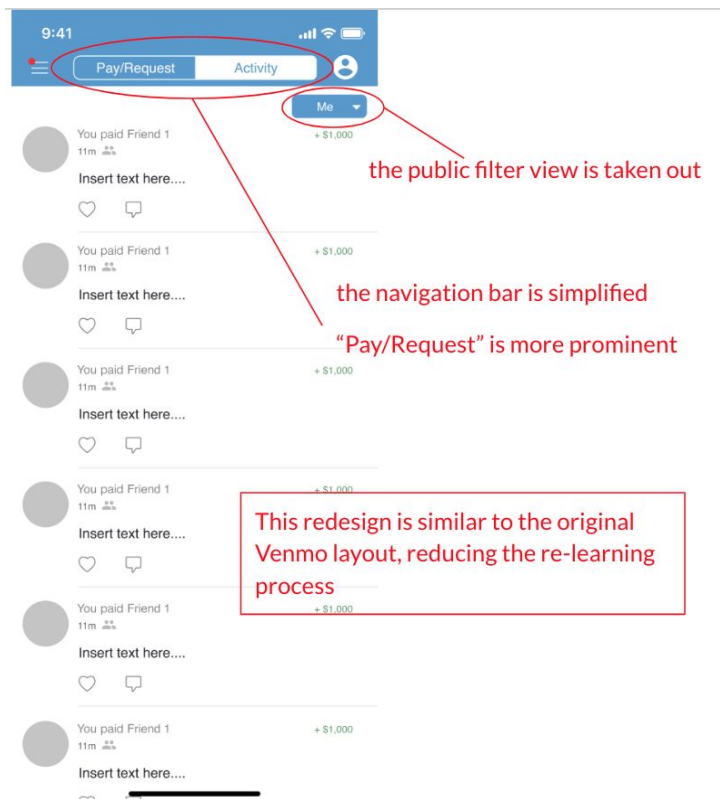
homepage view. For redesign 2, Lihan really liked the concept but did not like the aesthetics of the Pay/Request button because they looked unprofessional and out of place. She prefers them to be on the bottom of the homepage because it was awkward to press the middle of the screen. She also thinks the switch on the payment page is confusing because she would normally think of on/off than switching between two functions. Some buttons are too small to press: react/comment icons on homepage and back button on payment screen.

Final Analysis

Redesign 1:

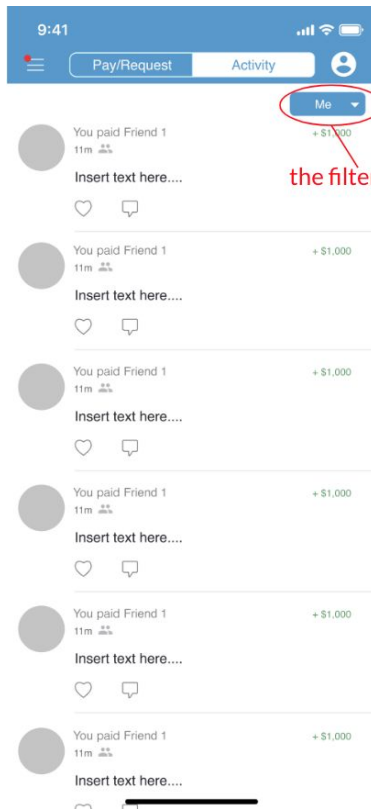
Strengths:

This design is very similar to the original Venmo layout so there is less of a learning curve. However, the public filter view is taken out and the navigation bar is simplified by switching between functions instead of filters. This made the main feature, transferring money, more prominent. The simplified navigation bar helped users switch between tasks a lot easier.

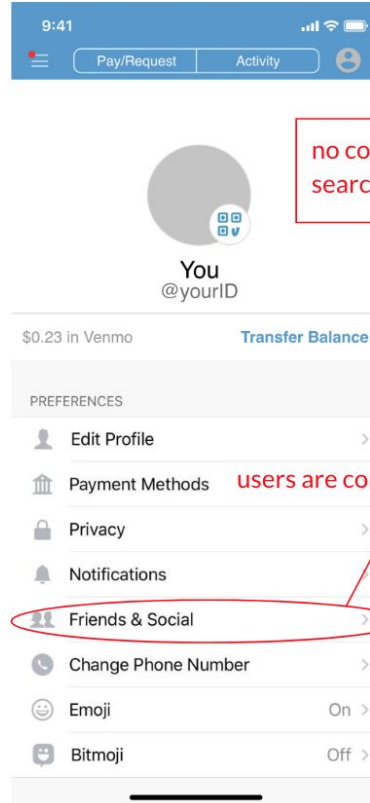


Weaknesses:

We predicted that we could put all the important functions on the top bar by separating the navigation bar and profile and putting them on the top bar for visibility. However, it was confusing for users to have both the navigation bar and profile buttons slide out from the sides. Many users also could not find the filter button because it was too small. Instead, people clicked on the profile button and got confused by pressing on the "Friends and Social" button. There was no convenient way to search for friends.



the filter is hard to see



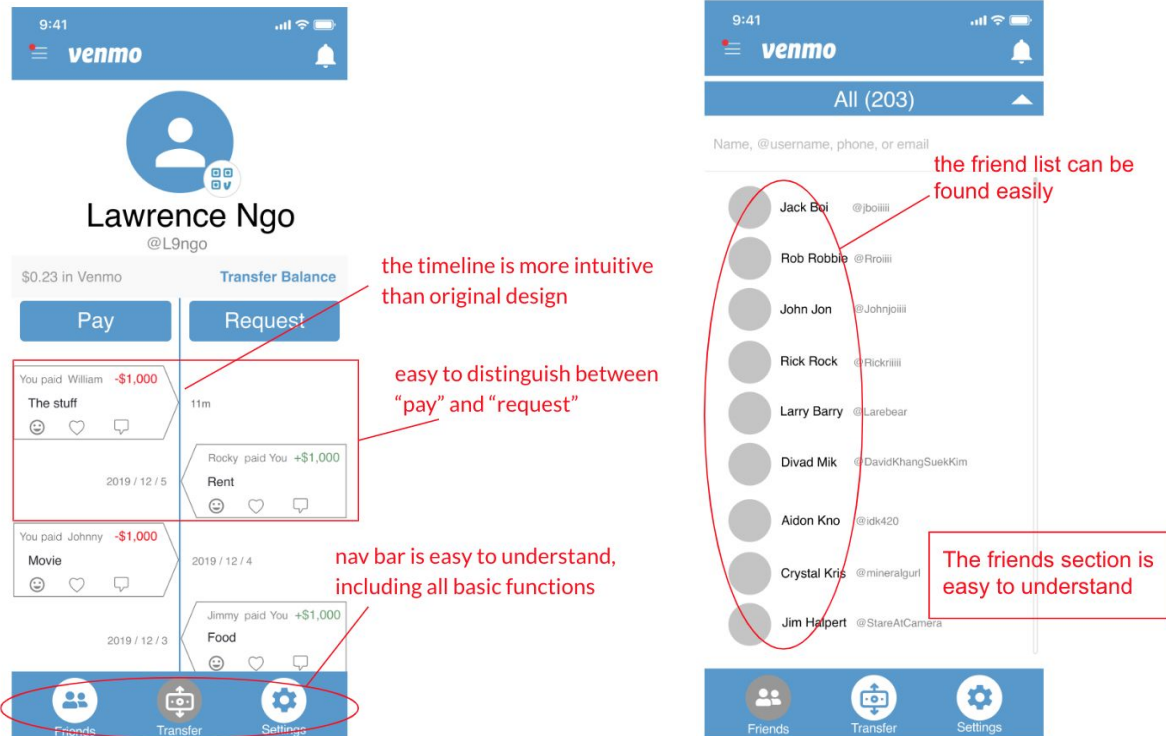
no convenient way to search for friends

users are confused by this button

Redesign 2:

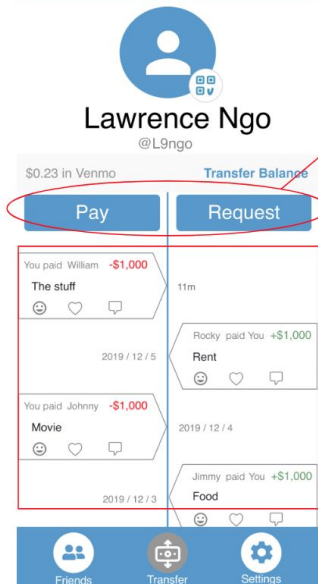
Strengths:

- The nav bar at the bottom of the page with Venmo's primary functions was well received by all users in the user test. It was easy to understand and had almost everything you needed in a money transferring application, though the iconography could use a little bit of a touch up.
- The timeline aspect was also split between users but overall well received. It was more intuitive than the original version and was easy to distinguish payments and requests.
- The "friends" section was also easy to navigate and understand. Some users thought it was a little excessive but having the option was still quite nice.
- The exclusion of the public's tab was also well received as many users didn't think it was necessary in the first place. They thought it was weird how you were able to look at strangers' transactions with their friends and could even react and comment on it.



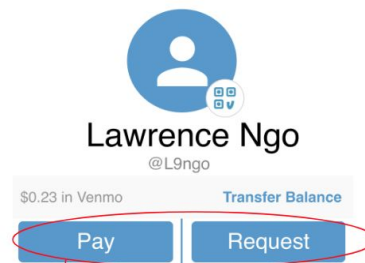
Weaknesses:

- The aesthetics were one of the biggest problems. The timeline concept was well-received but it did not look like it fits with the overall theme.
- We predicted that by making the Pay/Request buttons very large, it would be easier for users to see the main feature of the app. However, the size and placement of the buttons made it look unprofessional and hard to reach since the buttons were in the middle of the screen. It also sacrificed space for other features.
- We also predicted that users would like to have their transaction information consolidated within an activity tag on the timeline so they could view and organize their spendings easier. But the amount of information caused the spacing within the activity tags to be very crowded. Users might accidentally press on reactions or commenting since they are placed very closely together.
- Also, we had mixed reactions about the Pay/Request buttons on the homescreen and the switch on the payment screen. Although we originally predicted that the switch would act as a visual feedback for users to know which screen they are on, users felt like it was unnecessary and only confused them further because of their idea of a switch being on/off instead of switching between different functions. On the other hand, some users also felt that it was redundant to have both the Pay and Request buttons on the homepage if they could switch between those functions on the payment page anyway.



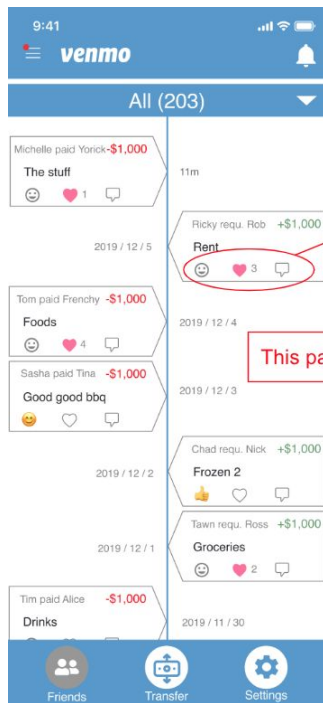
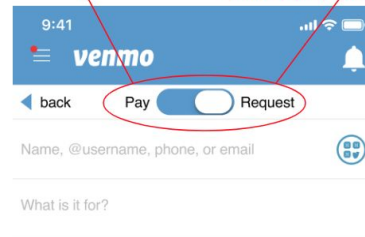
seems unprofessional and hard to reach, also take too much space

the timeline does not fit with the overall theme



seems redundant to have both

some users are confused by this slider



might accidentally press on reactions

This page is crowded

Conclusion

Overall Redesign Preference:

After having done the comparative users tests, all of our users believed that redesign 2 was the better redesign. Their reason was because of how clear and simplified the navigation was. The overall design was intuitive, vivid, and logical as users had everything at their disposal from the get go. It was easy to understand and is very user friendly based on their reactions and comments. The main issue that came with the redesign was the aesthetics of it. The tag style was a little too different for users, and preferred a more organized and systematic one, similar to the original.

In terms of whether the redesign is better than the original, we believe that functionality is a more important aspect than visuals, so we believe that redesign 2 is better than the original. The redesign just needs a minor visual makeover.

Lessons Learned:

We need to be mindful of the placement and space each button takes. For example, important buttons should be placed in easy to reach places like the bottom of the screen. White space is also very important. Although we wanted to organize information by activity tags, the lack of white space made users uncomfortable and frustrated.

We have to take into account the tradeoffs we are making when simplifying navigation and not sacrifice user control and flexibility such as making the profile more visible but at the expense of removing the friends' search bar. Originally, we thought that we could increase the visibility of the profile page by separating it from the hamburger slide and making a new button for it. We placed the profile icon in the place of where the payment icon used to be, since the payment button is now inside the main navigation borders. However, this hid the searching feature for users and caused some confusion.

Recommendations to Head Designer:

- Make the main feature, transferring money, more prominent.
- Take out public transactions filter since many felt that it was a violation of privacy.
- Place buttons in easy to reach places, such as the bottom of the screen.
- Give easy options for users to switch between views/privacy for user flexibility.
- Allow users to customize friends they could follow/view.
- Consider showing a timeline for users transactions to manage spendings.
- Make the main navigation bar switch between different functions, not filters.
- Don't use uncommon icons as navigators, either use text or add text near icons.