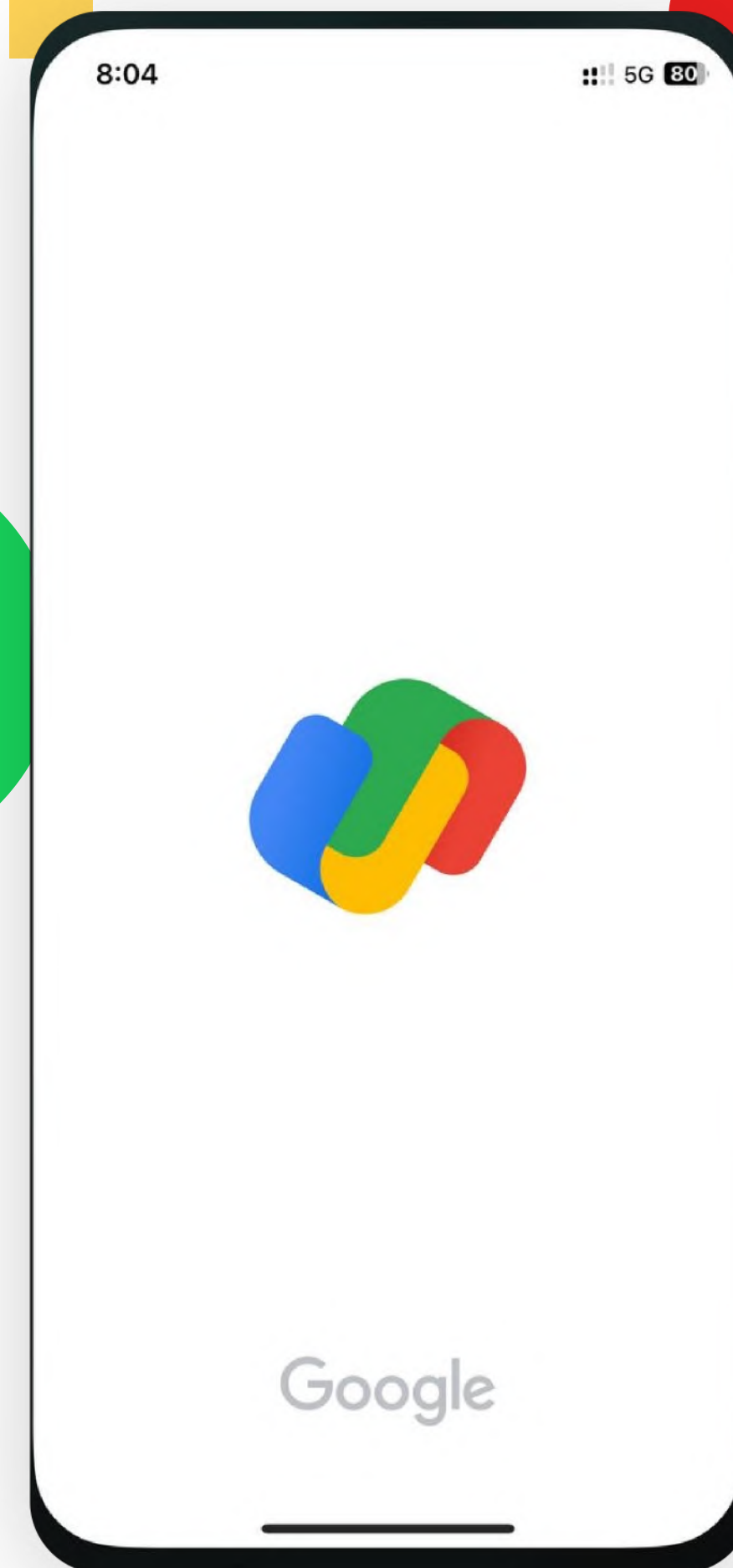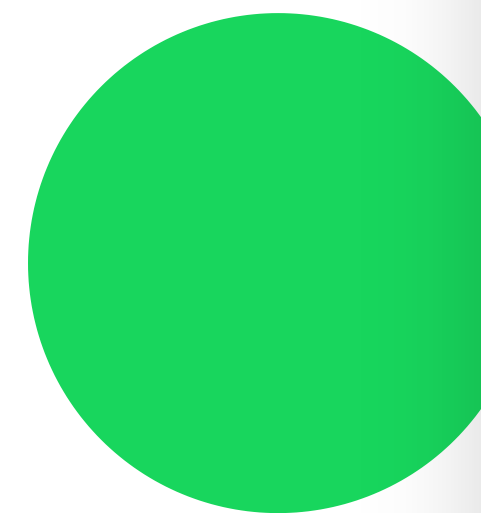# Google Pay

Product Teardown

Transferring money to a merchant/peer

OVERVIEW

Google Pay, formerly known as Android Pay, emerges as Google's mobile payment service, revolutionizing the way people make purchases. It empowers users to effortlessly conduct contactless transactions on their Android devices, be it through apps, online platforms, or in-person encounters. With authentication options like PINs, passcodes, or cutting-edge biometrics such as 3D face scanning and fingerprint recognition, Google Pay ensures secure payments.
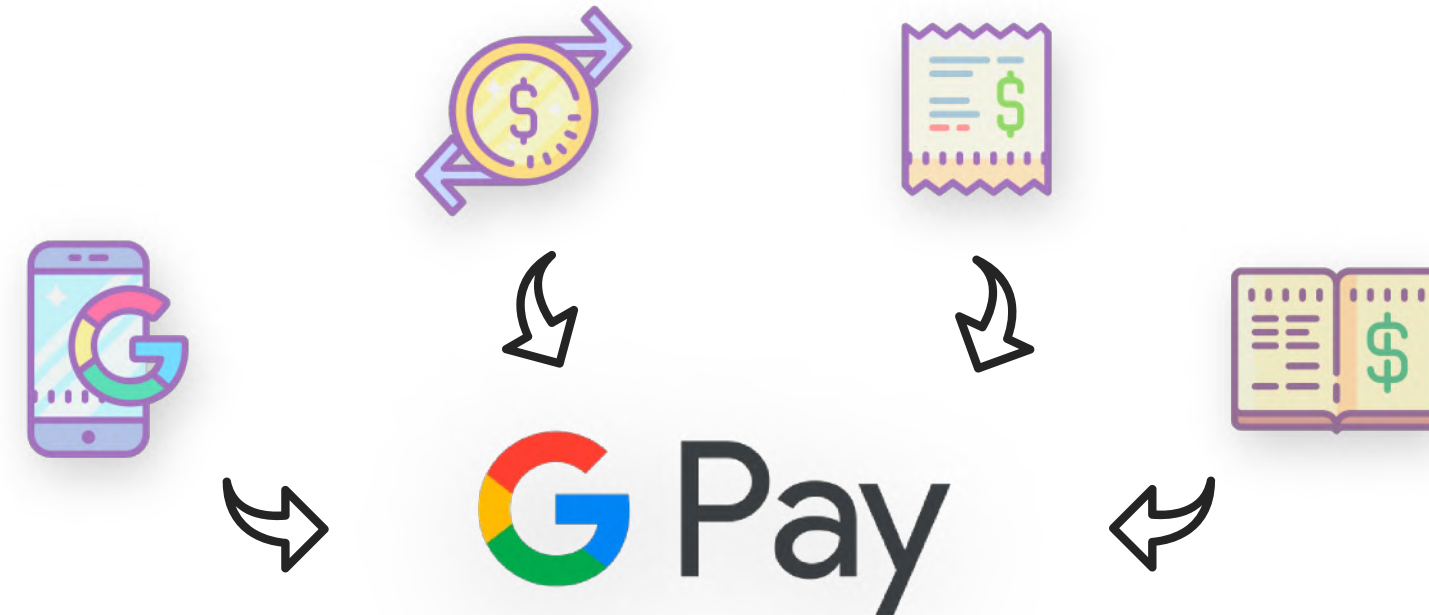
UPI Transaction Charges 2023

1.1% on Transactions above Rs 2000/- whenever a customer transfers to a merchant

COMPETITORS

Market Share	Downloads	Total Bank Support
34.02%	500 Million	43

Users	Countries	Total Merchants in IND
150 Million	60 +	10 Million

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2

Three sources through which G-pay earns money:

- **Commission via Bill Payments:** The app enables users to pay their various bills such as water, electricity, insurance, loan repayment, DTH recharge, etc. For every payment that they make through the app, G-Pay gets a commission from the service provider.
- **User base Via UPI Transaction:** Google Pay is assisted via a UPI-based digital payment app that lets users pay to any other GPay user through their registered phone number. Google pay doesn't earn anything through this way of transaction but it does give the company access to user data to work on their product further.
- **Commission via Mobile Recharge:** Whenever a user pays and gets their recharge done via the Google Pay App, the company receives a sum amount of money via commission.
- **Commission via Scratch Cards:** Google pay has signed up partnership with different companies who pay google pay a certain fees to encourage people to sign up for their product/service, giving people discount codes.

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Goals
Convenience: Pratyush aims to simplify his day-to-day transactions by using Google Pay, ensuring a hassle-free payment experience.
Budget Management: As a student on a tight budget, Pratyush aims to keep track of his expenses and stay within his financial limits. He wants to have a clear view of his spending patterns.
Security: Pratyush prioritizes the security of his financial transactions and seeks a reliable and secure payment platform to protect his personal information.

Pratyush Pandey
Final Year Student | 21 yo
Pune

Background
Pratyush is a tech-savvy final year university student pursuing a degree in Computer Science. He leads a busy life juggling academic commitments, part-time work, and an active social circle.

Pain Points.
Time Constraints: With a packed schedule between studies and work, Pratyush is always on the move. He needs a payment method that is quick, efficient, and does not add extra delays to his already busy day.
Security Concerns: As an internet-savvy individual, he is cautious about online security. He seeks a payment solution that provides strong security safeguards his personal & financial data.
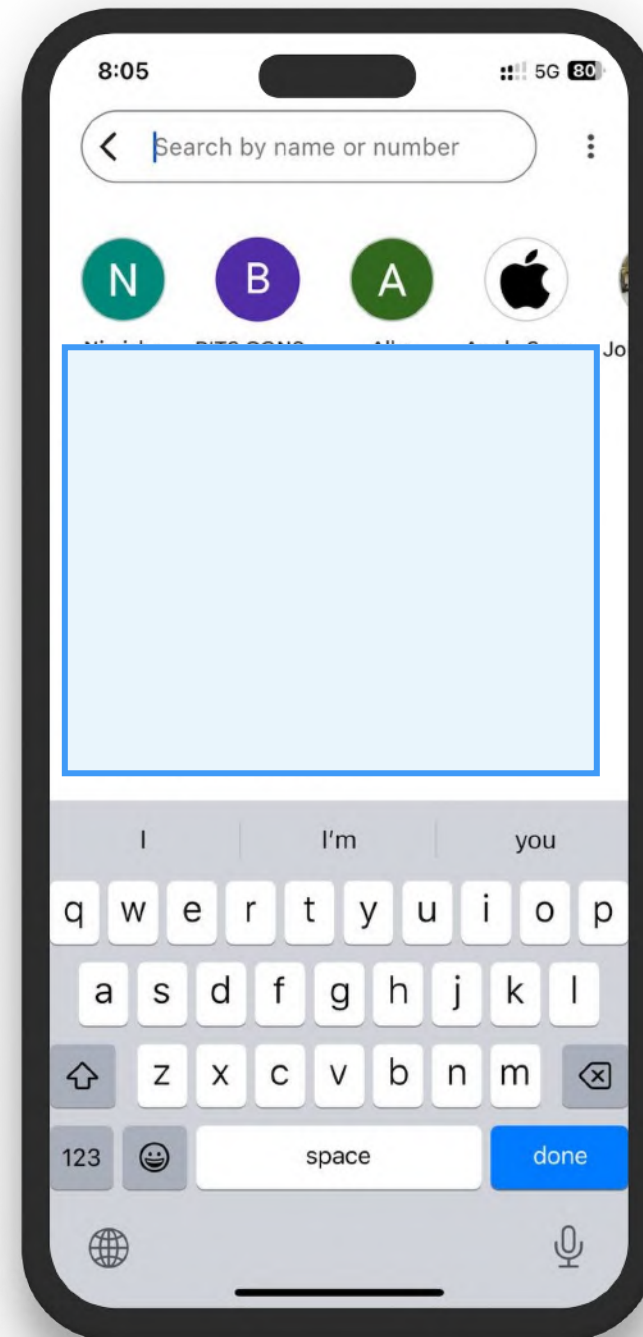**Peer-to-Peer Payment Challenges:** Engaging in group activities or outings with friends often involves splitting bills or sharing expenses. Pratyush finds it difficult to manage these transactions smoothly, leading to confusion and potential strain on relationships.
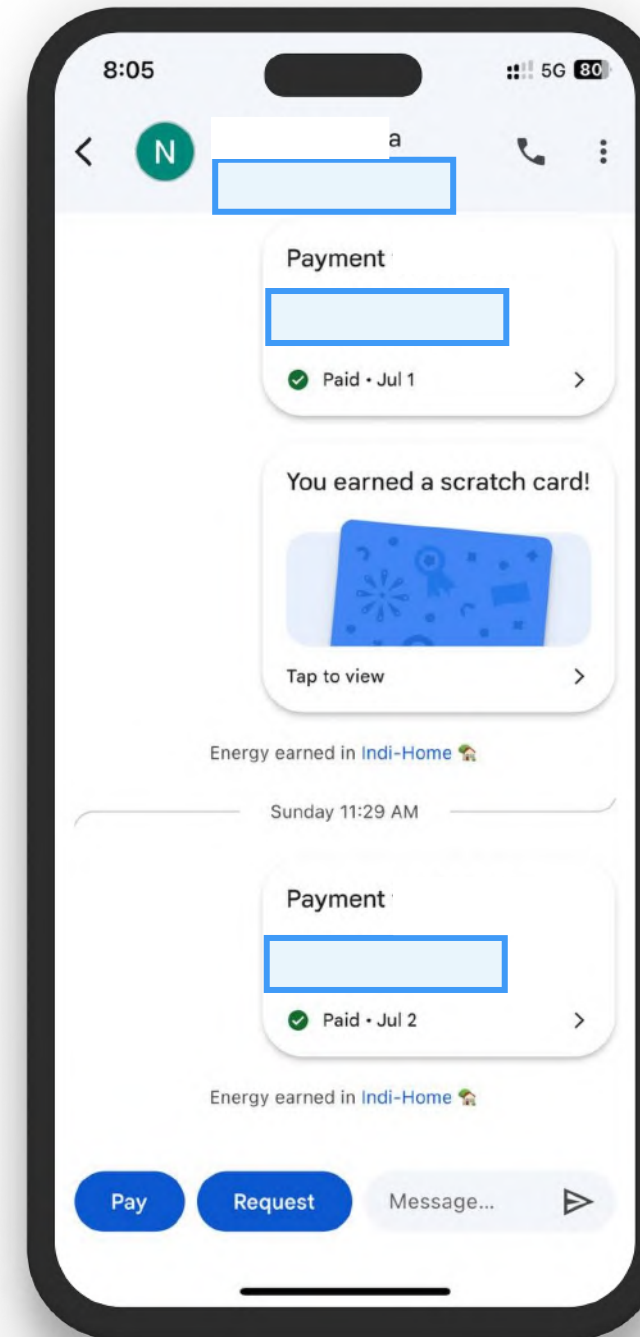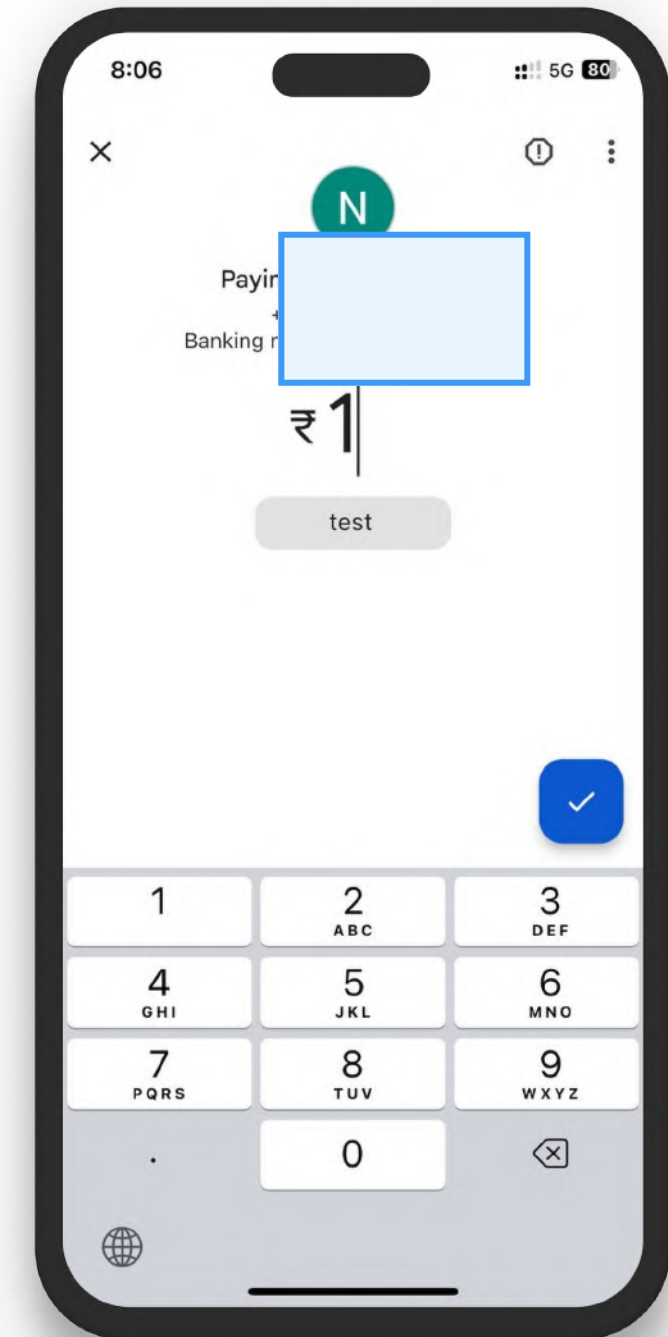
Try Pitch
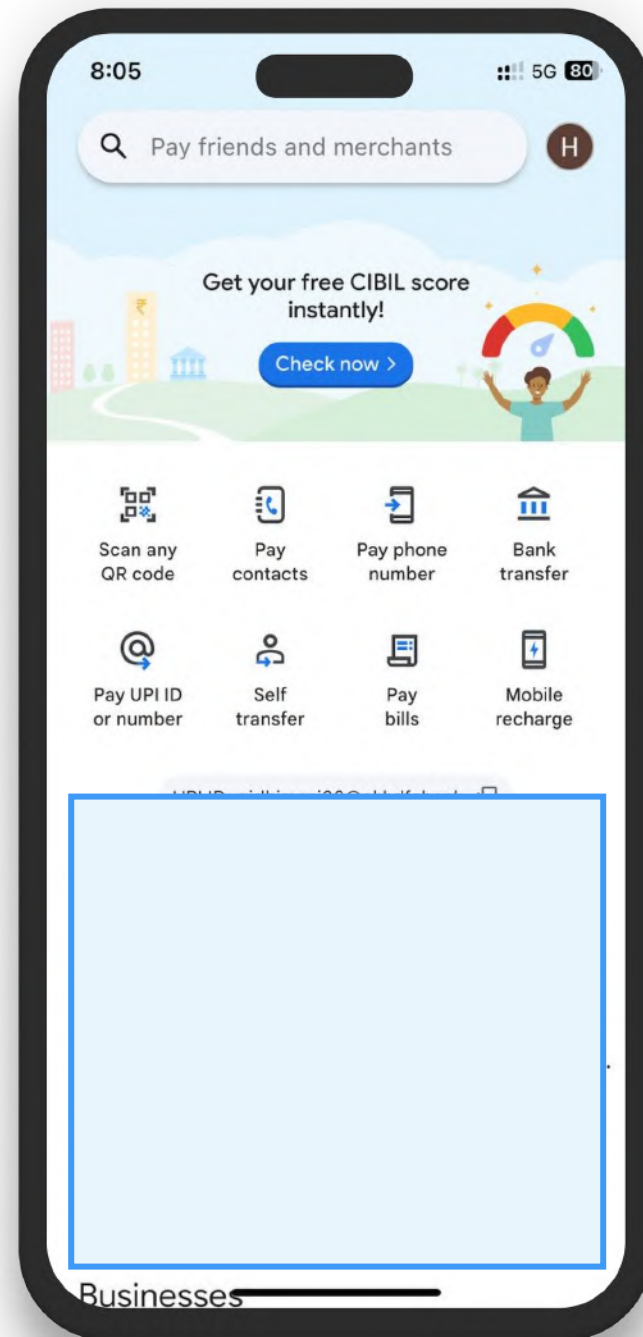
Step 1
Open the Gpay App
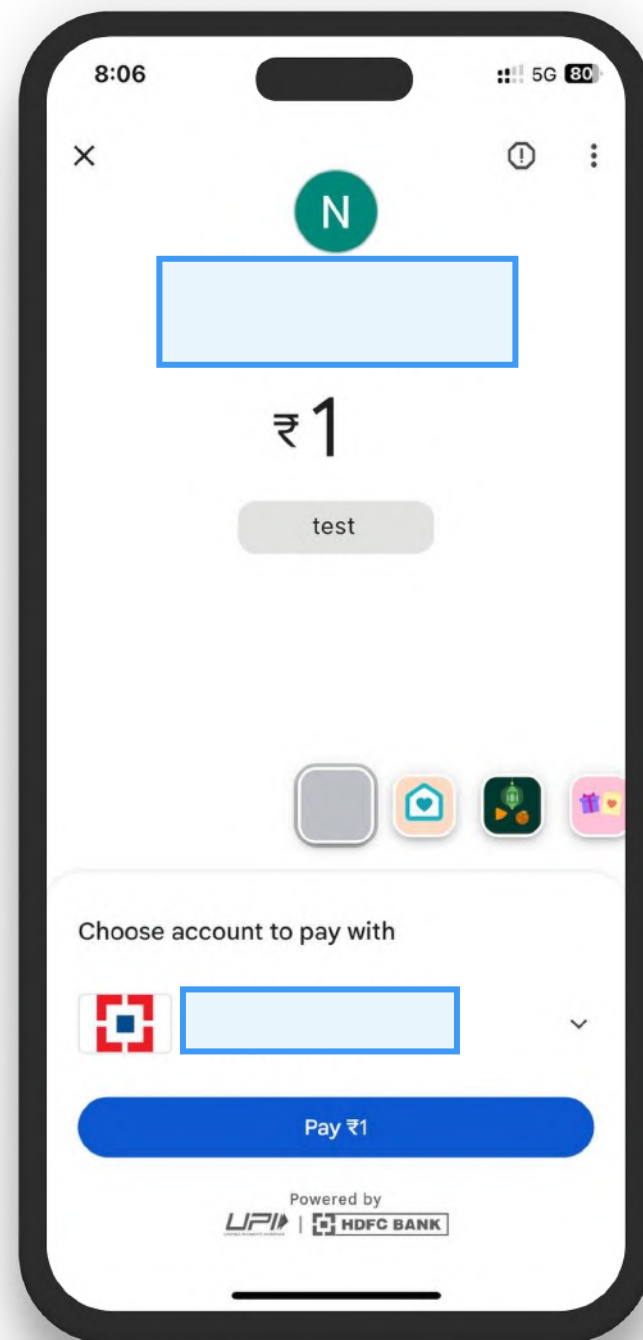
Step 2
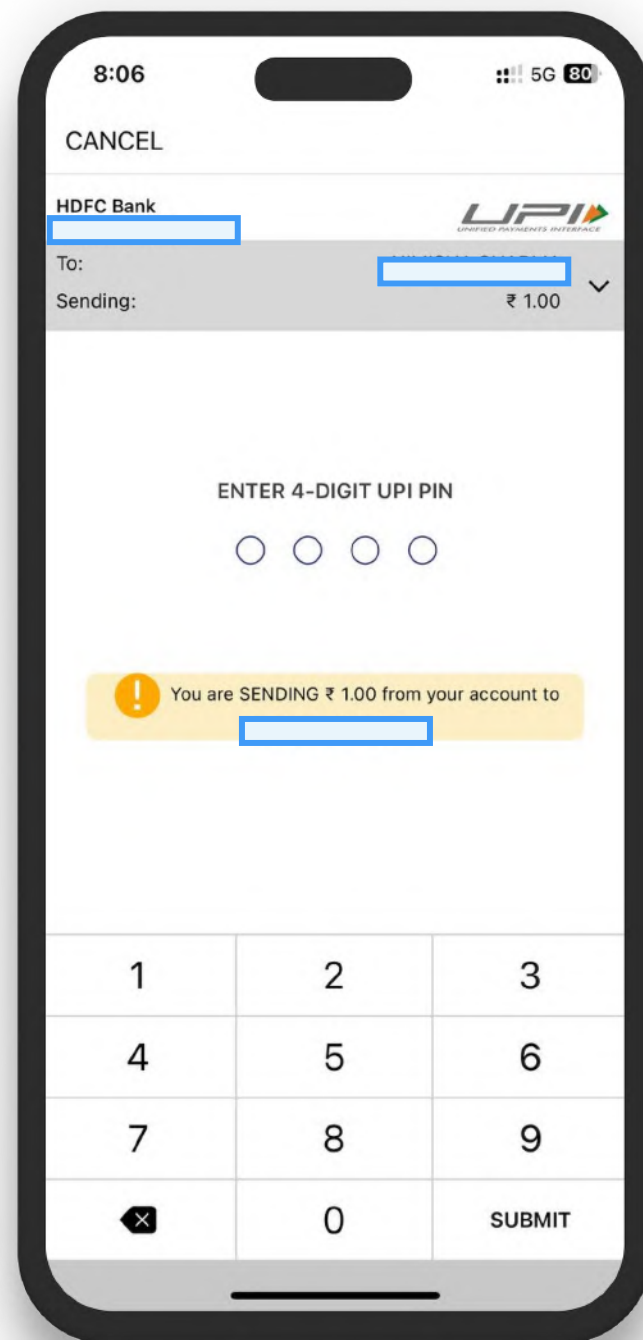Search for the user
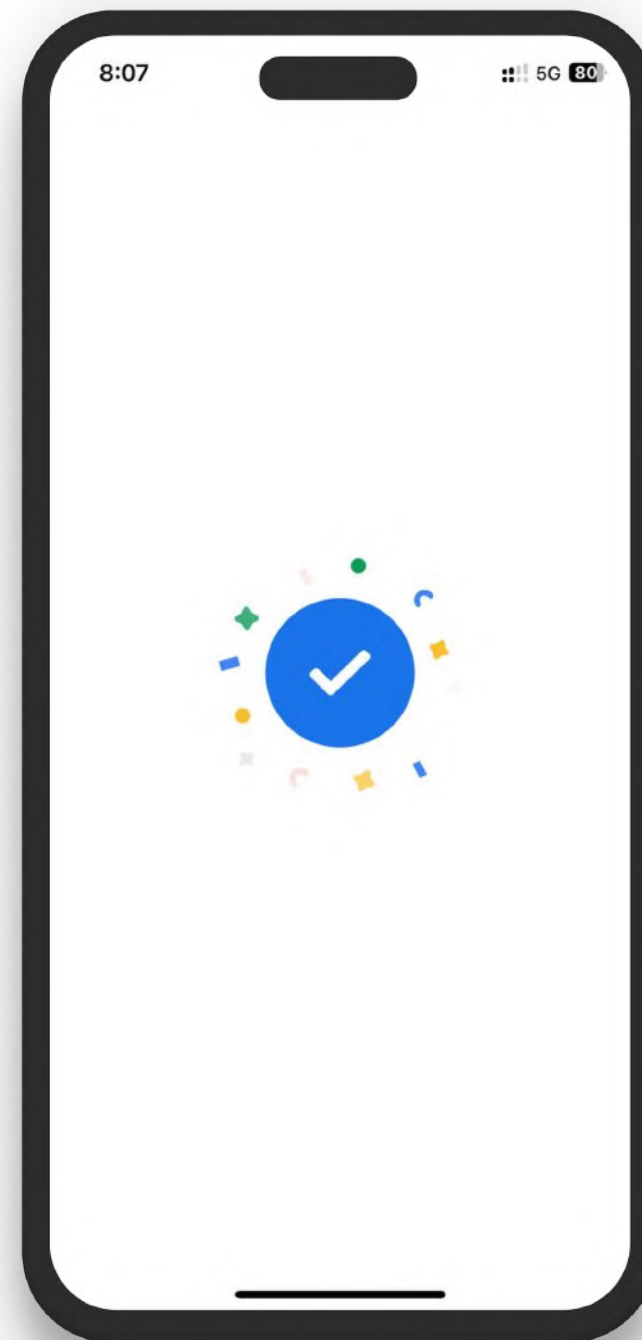to send money

Step 3
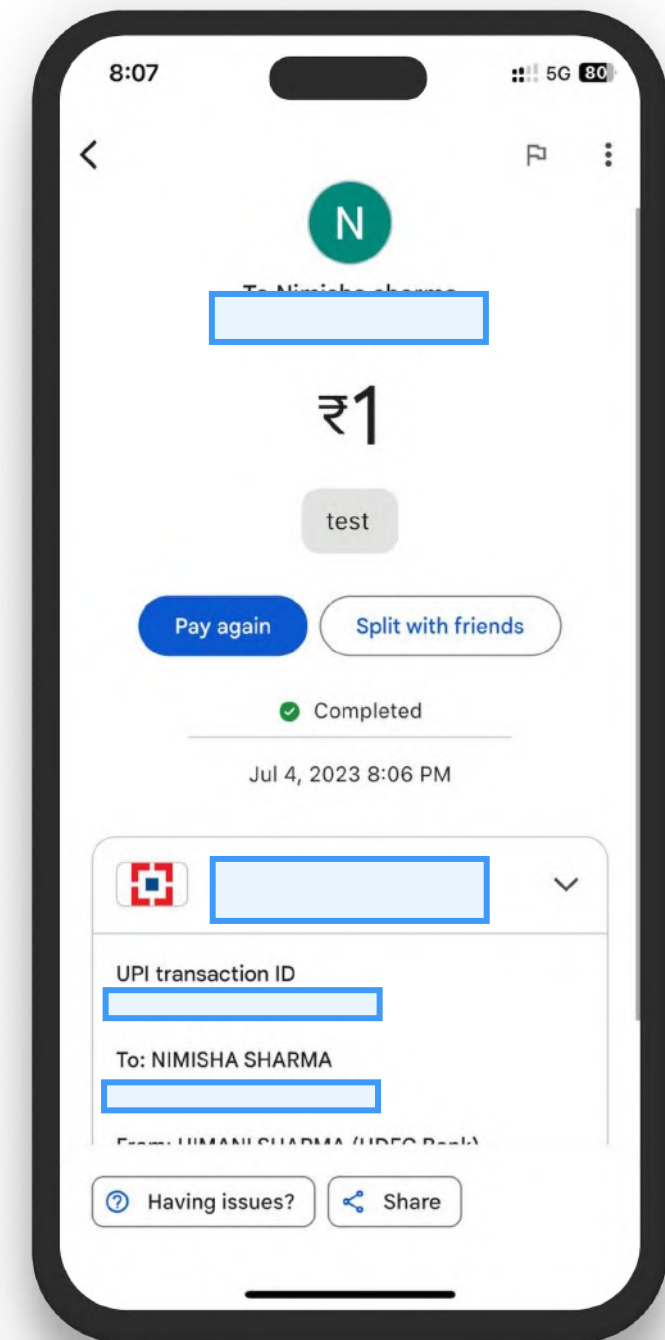Click to pay

Step 4
Enter the amount to
pay and note

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Step 5
Click on pay

Step 6
Enter the UPI Pin

Step 7
Done Notification!!!

Step 8
Review the payment

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Empathy Map / Recommendations

Action	Open App	Search user	Click Pay	Enter Amount	Enter Pin	Review
Doing	Open the app	Search for the user to send money	Click on pay	Enter the amount and note	Enter pin to proceed	Review the payment sent
Thinking	Options are clearly visible, good UI	Should I type the name or number? Will I find the right person	This is easy so far	Have to be careful while entering the amount, writing note will help remmember	I must not forget my UPI pin.	Woahh! This is super easy and I can share the summary as well. Amazing
Feeling	😁	🤨	😌	🤨	🙂	😁
Pain Points	-	-	-	-	-	-

1.
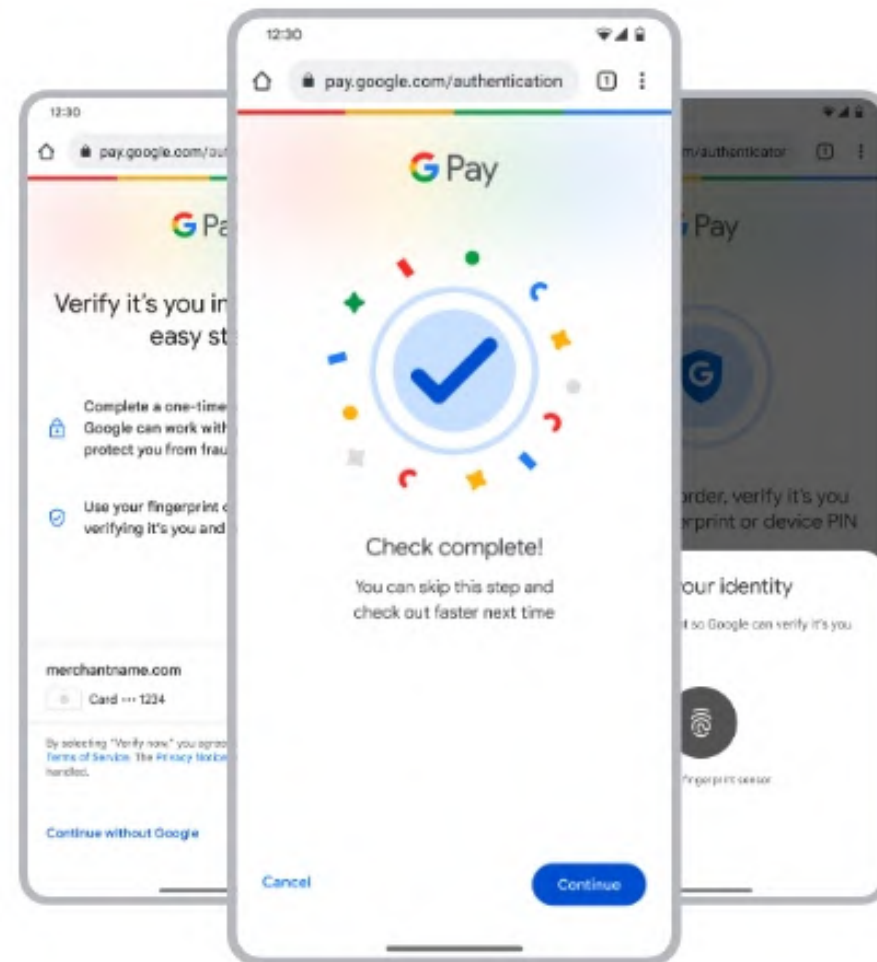
Secure Payment Authentication

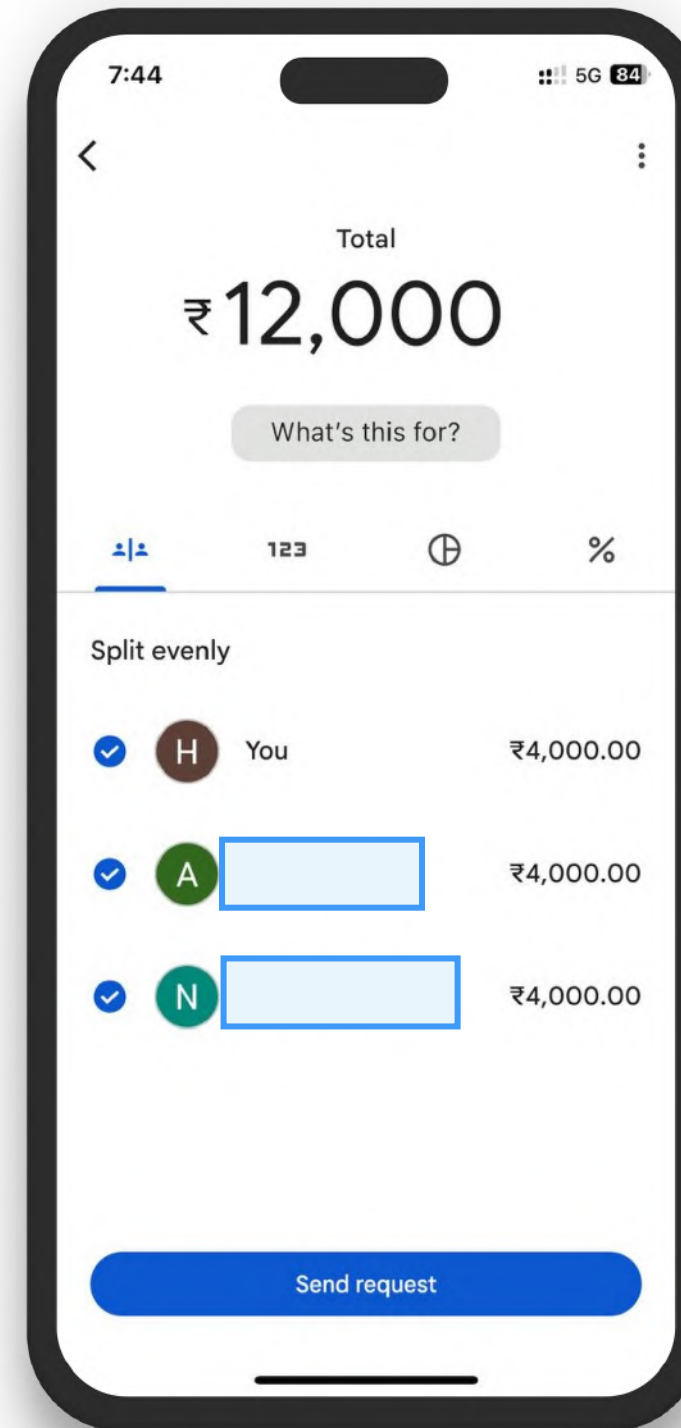New Service built to help with risk and compliance based authentication needs. This service can be used for eligible payment transactions that require additional verification, and use secure and high performing device bound tokens to meet two-factor authentication.

2.

Bill Split Feature in Group

Google Pay is enhancing its Group feature by introducing a new functionality called "Bill Split." This new feature allows users to easily divide the costs of various activities, such as dining out or going on an adventure, among friends and family. Expected to be available later this year, users will find a dedicated "Split an expense" button located at the bottom of their existing group chats or in new ones they create within the app.

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3.

← Paise paane waale ki details daalein ⋮

Account number
71 🎤

Account Number fir se daalein 🎤
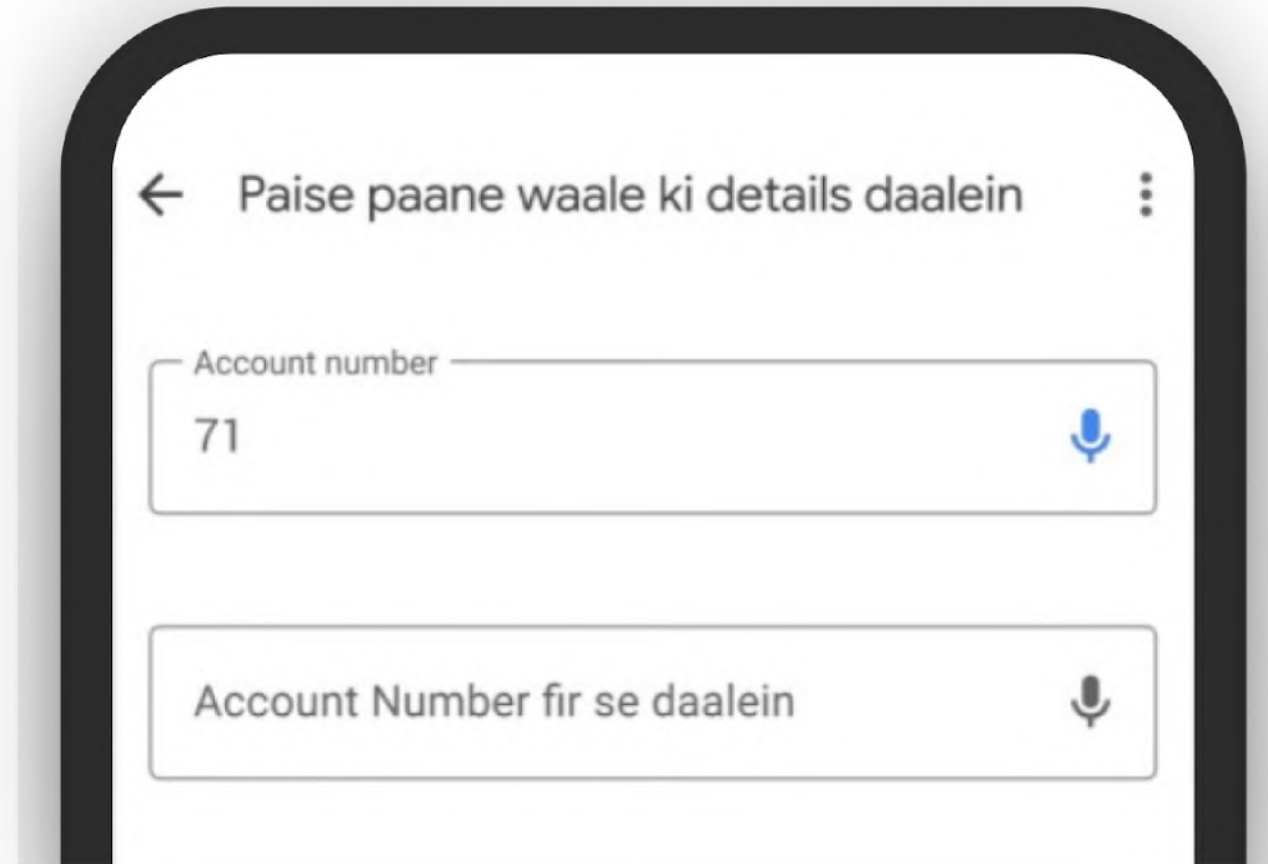
Use Voice to Input Account Numbers
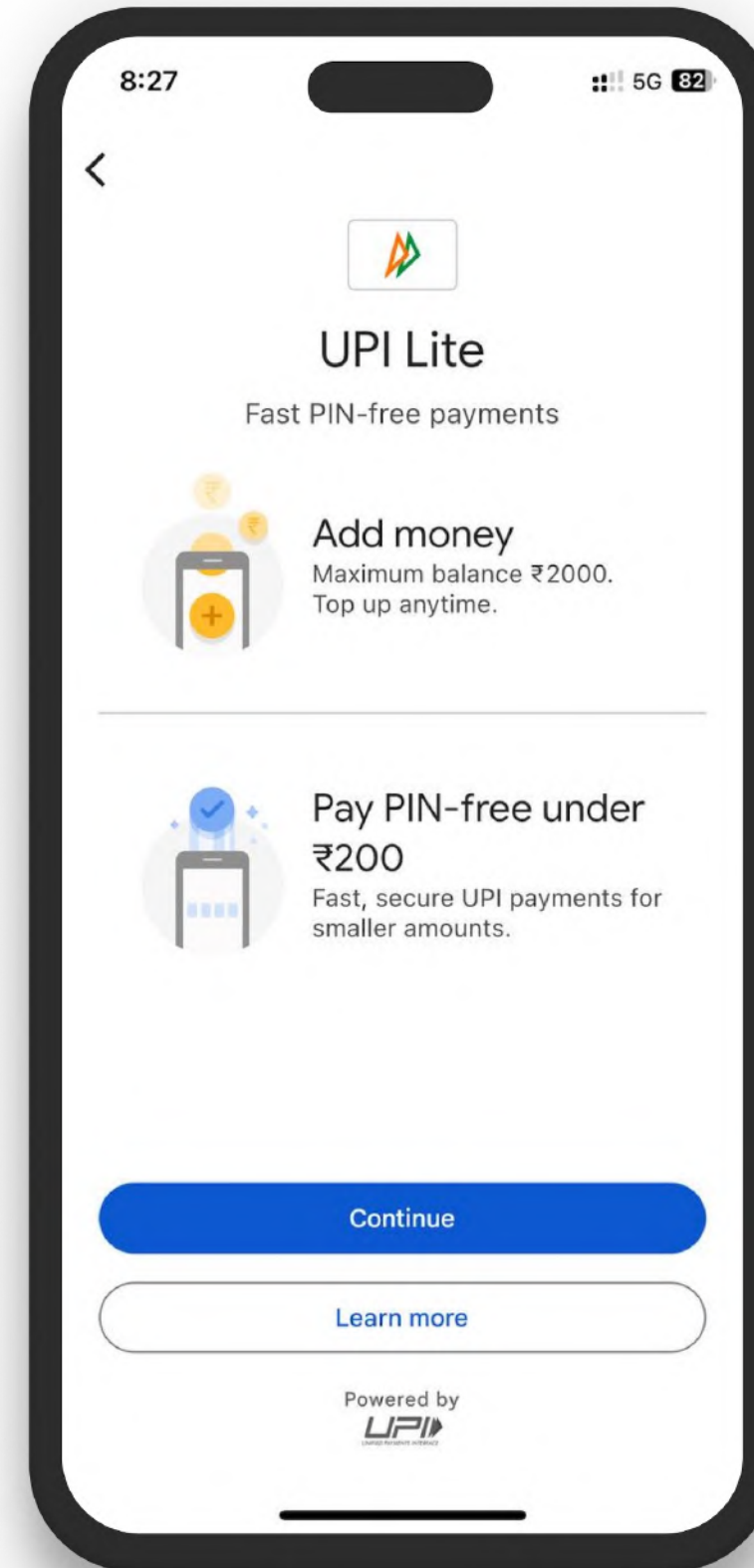Google Pay has introduced a convenient solution, you'll notice a microphone icon within the "Account number" field. Simply tap the icon and verbally provide the account number in either English or Hindi. The app will automatically input the account number for you, streamlining at least one aspect of the process.

8:27 ::⁞ 5G 82

UPI Lite
Fast PIN-free payments

Add money
Maximum balance ₹2000.
Top up anytime.

Pay PIN-free under ₹200
Fast, secure UPI payments for smaller amounts.

Continue

Learn more

Powered by
UPI⟩

4.

UPI Lite is an on-device wallet with the following key features:
- Make payments of up to ₹200 INR without the use of a UPI PIN on the Google Pay app.
- No fees.
- No KYC required.
- Maximum balance is ₹2,000 INR and you can spend up to a total of ₹4,000 INR within 24 hours.

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North Star Metric

# of transactions per month

It indicates the total volume of transactions processed through the app and reflects the platform's impact on the digital payment ecosystem.

L1 Metric

# of monthly active users

It represents the number of unique users who actively use the app within a month. This metric helps track the overall user engagement and adoption of Google Pay.

L2 Metric

%Successful transactions in a month

Success Rate = (Number of successful transactions / Total number of attempted transactions) * 100

It reflects the reliability and efficiency of the payment system, ensuring a seamless user experience.

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