

# SplitEasy

## Overview:

**The aim of SplitEasy is to simplify the bill split process and to remove the need of two applications to split bills.**

The application aims to remove the redundant steps of creating two accounts, add details into those accounts and continuously move back and forth between two applications to settle bills.

### 1. Issues with existing services:

As a day to day user, we don't usually split the bill when we visit in a group. The rent and utilities are also paid by one single person and the other people pay their share to that point person. Currently, the easiest way to remember all the charges is Splitwise. The user who pays the bill posts it on splitwise and add other people who are responsible to pay the bill. Then the user uses various payment apps such as BHIM UPI, Google Pay, Paytm, Amazon Pay etc. to pay the bill.

**The absence of seamless experience in splitting and settling bills among friends is what we are going to solve using SplitEasy.**

### 2. Product Scope:

The target users of this application are people of ages 16- 41 who share and split bills. Currently there are 40 million mobile phone users in India of age 16- 41 who use payment applications such as Google Pay/ Paytm and split the bills with their friends and colleagues. The projected market for such applications in 2020 is close to 60 million.

### 3. SWOT Analysis

<ul style="list-style-type: none"><li>• Application empowers other people to split their bills</li><li>• Removes redundancy</li><li>• Removes need of two applications to split and settle bills.</li></ul> <b>STRENGTHS</b>	<ul style="list-style-type: none"><li>• First mover into an integrated bill split and payment segment.</li><li>• Not much market data available on user habits and usage patterns.</li></ul> <b>WEAKNESS</b>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• No application available in the integrated payment market.</li><li>• 30 million user market on tap.</li><li>• Prevalent Smartphone adoption in India.</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Splitwise already a big player in the shared bills market.</li><li>• Traditional payment apps can use Google Pay and Paytm to build features into their applications making this application redundant.</li></ul>

#### 4. User Personas:

User Type	Splitwise and Google Pay User
Occupation	Student
Name	Rahul
Gender	Male
Age	20
Education	College
Location	New Delhi, India
Objective	<p>Rahul is a college student who lives with his roommate Raj. They live in a rented apartment and share the rent and groceries. Rahul pays for the rent and utilities and puts them up on splitwise. He also uses it to settle shared canteen and outing bills.</p> <p>Rahul looks for the person to pay on Splitwise, then adds the person on Google Pay. He then uses Google Pay to settle the bill for the user and comes back to Splitwise to mark the bill as settled.</p>

User Type	Splitwise and Paytm user
Occupation	Professional
Name	Raj
Gender	Male
Age	27
Education	Graduate
Location	New Delhi, India
Objective	<p>Raj is a working professional who lives with Rahul in a rented apartment. Raj receives his salary on the fifth of every month, so he has left it up to Rahul to pay the rent and utilities. He then settles it up on the fifth.</p> <p>Raj has a Paytm account and he uses it for sending and receiving money. When Raj has to send money to Rahul, he goes to splitwise and looks for how much he owes Rahul. He then goes to Paytm and looks for Rahul's bank account details to send him the money and comes back to splitwise to mark the bill as settled.</p>

## 5. User Stories:

As Rahul, I want to be able to pay the bills using the application on which the bills are uploaded.

As Raj, I want a seamless experience to charge people and settle the bills.

As Rahul, I do not want the hassle to install two separate applications and open accounts.

As Raj, I want to be able to view the total amount of the bill and my individual share.

As Rahul, I want to be able to put one-to-one as well as group expenses.

As Raj, I want to be able to settle my bills using a single tap.

As Raj, I want to be able to remove the bills I have been mistakenly tagged into.

As Rahul, I want to secure my payment application using the phone's biometric security.

As Raj, I want the reminders of the money I owe to people.

As Rahul, I want to be able to add my bank account using debit card/ UPI Payments.

As Rahul, I want to receive notifications whenever I am charged, or someone pays me.

As Rahul, I want to upload the pictures of bills for other people to see.

As Raj, I want to remove the hassle of people marking a bill paid before paying and forgetting it.

As Raj, I want to be able to see a list of transactions with a particular person.

As Rahul, I want to be able to see a list of transactions within a particular time span.

As Raj, I want to be able to snooze the notifications to settle my bill for a certain period of time.

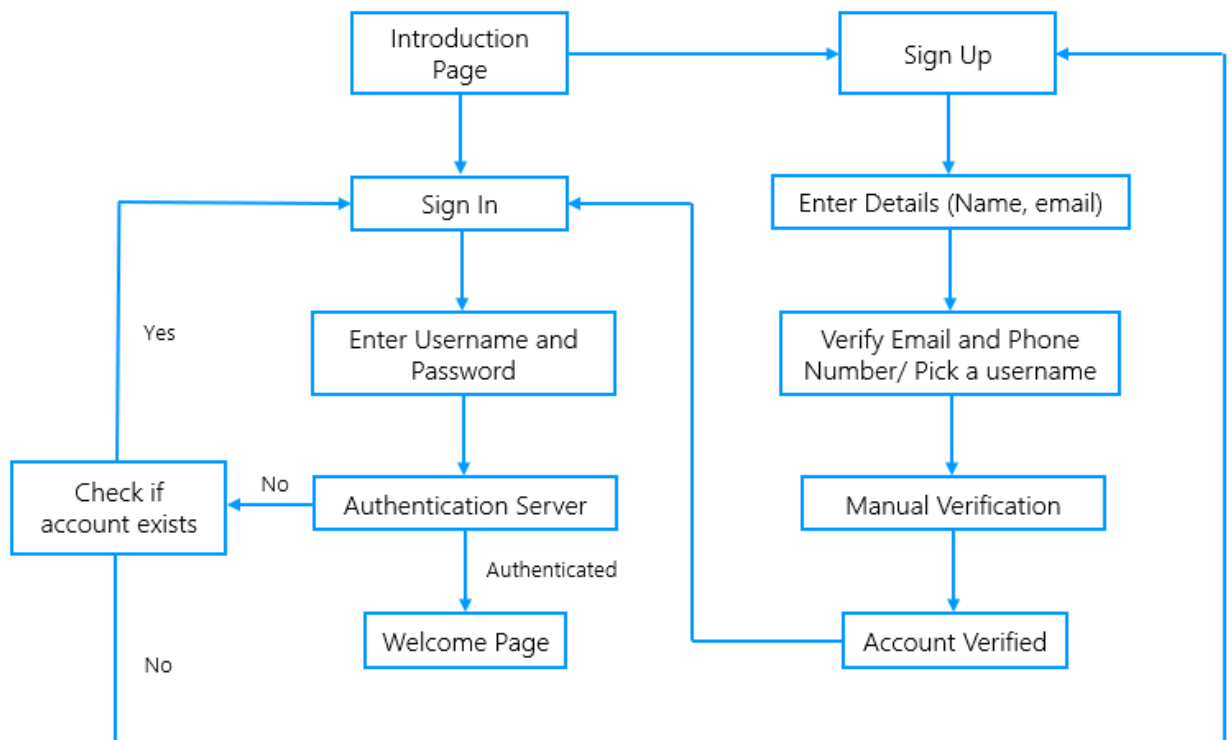
As Rahul, I want to be able to remind a friend who owes me money to settle the bill.

As Raj, I want to use 3D touch to see new charges posted on the application from the home screen and settle them with a tap with my fingerprint/ FaceID.

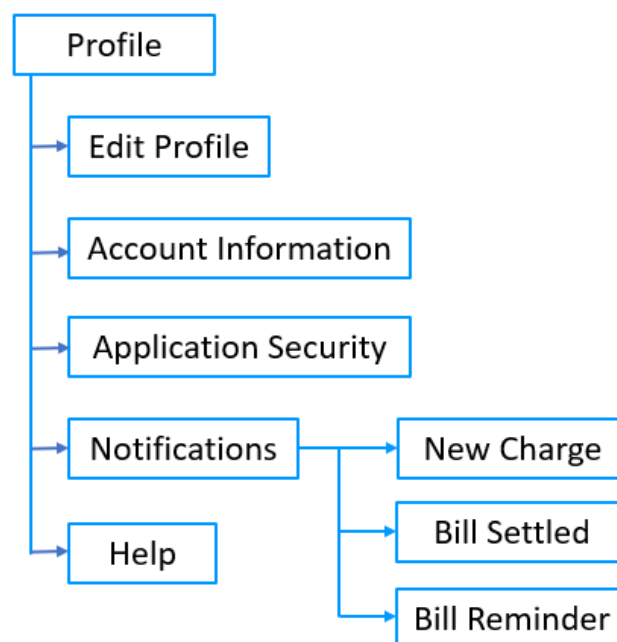
As Rahul, I want to detect people nearby using phone's Bluetooth and Wifi and pay them instantly.

## 6. User Flows:

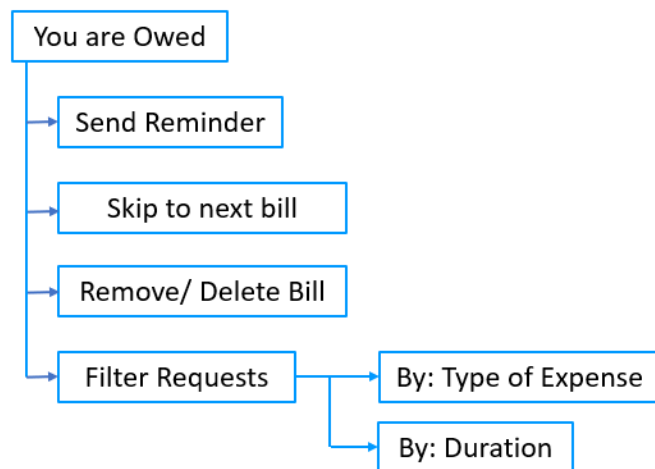
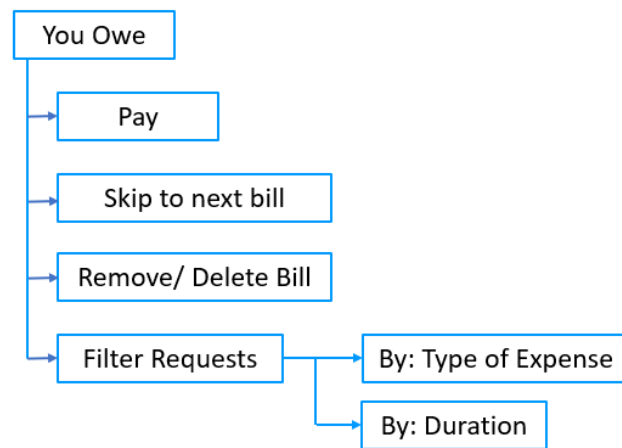
### a. User Onboarding (Sign Up) / Sign In:



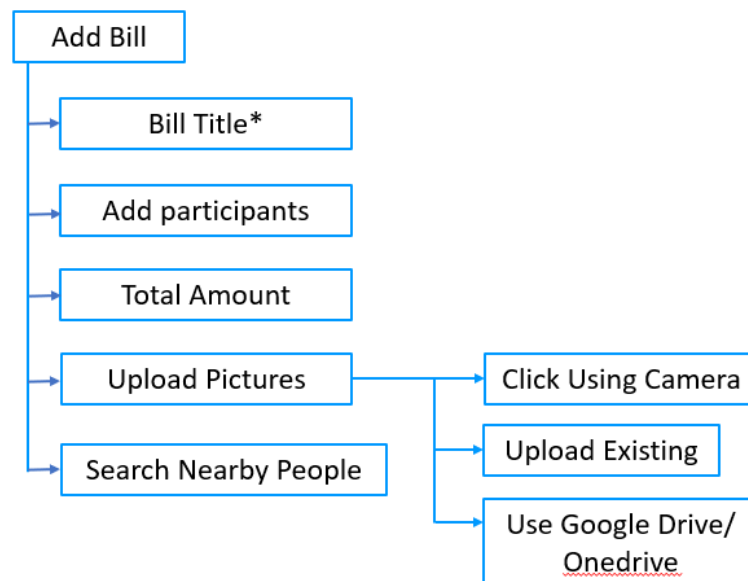
### b. Profile Options:



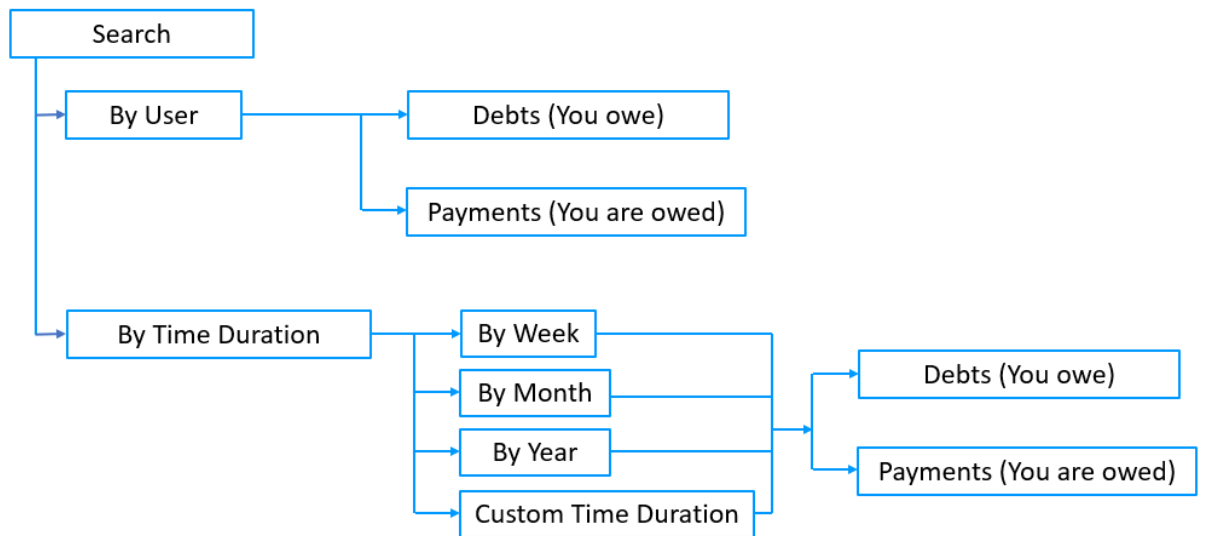
**c. Debts (You Owe) and Payments (You are Owed):**



**d. Add Bill:**



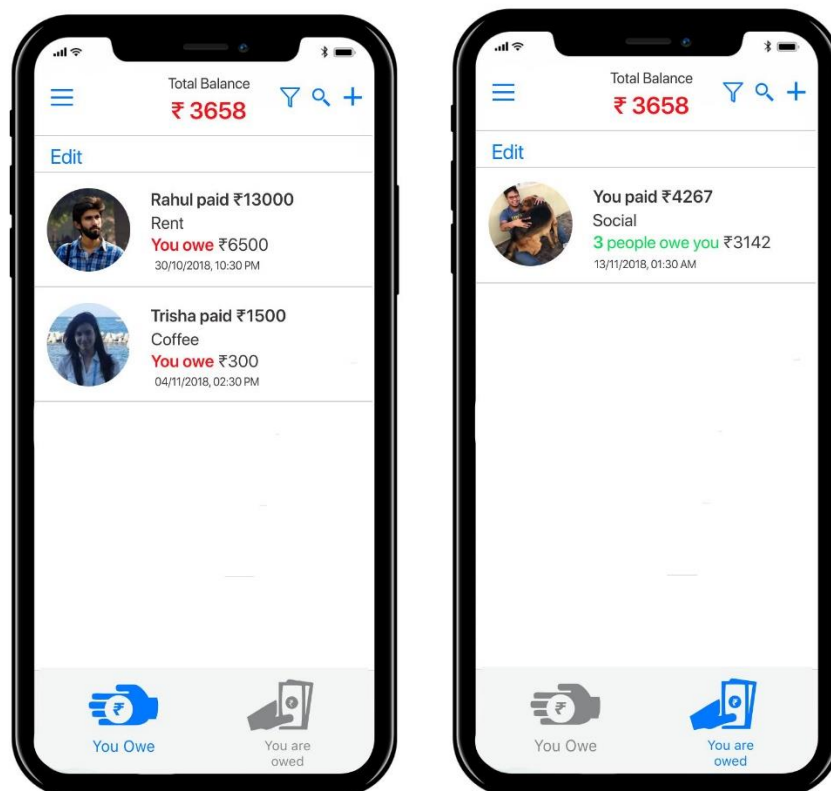
## e. Search

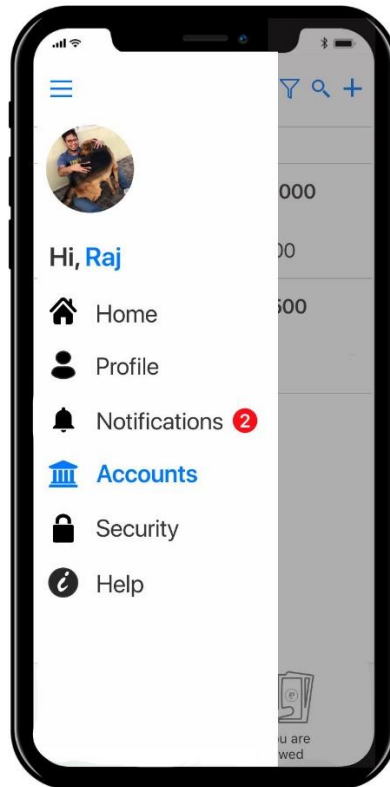


## 7. Mock Ups: (Platform- iOS; Colour scheme: Standard iOS palette)

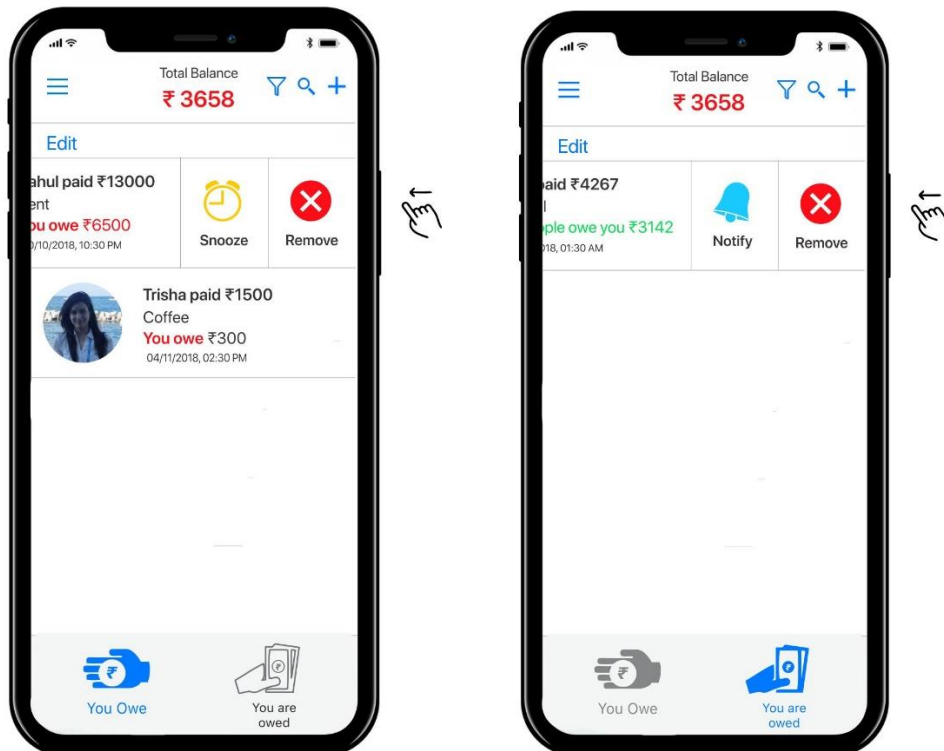
### a. Home Screen:

It is the centre of the whole application. It has two main tabs to differentiate between “You owe” and “You are owed”. There are easy to reach functions such as add bill, search and filter. The options page is available on the home screen.

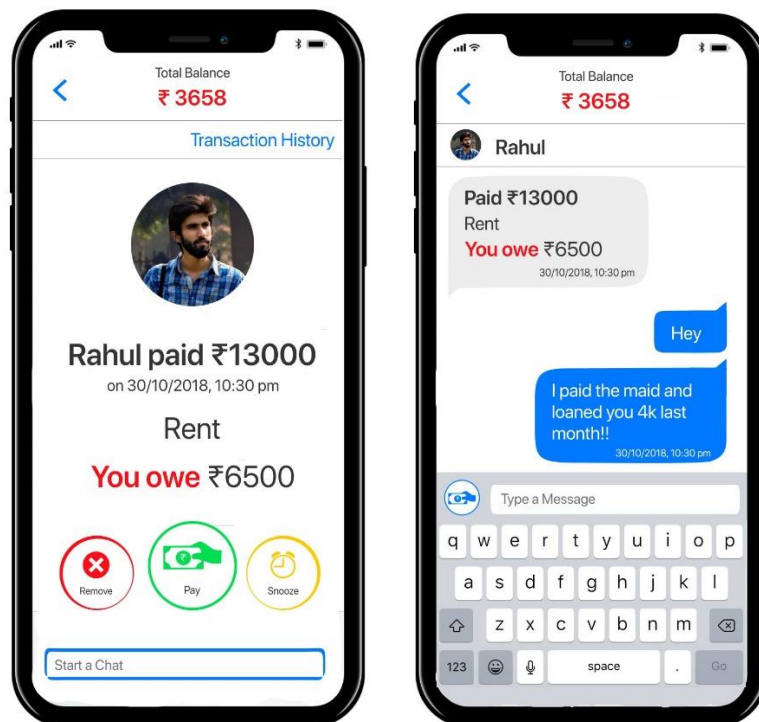




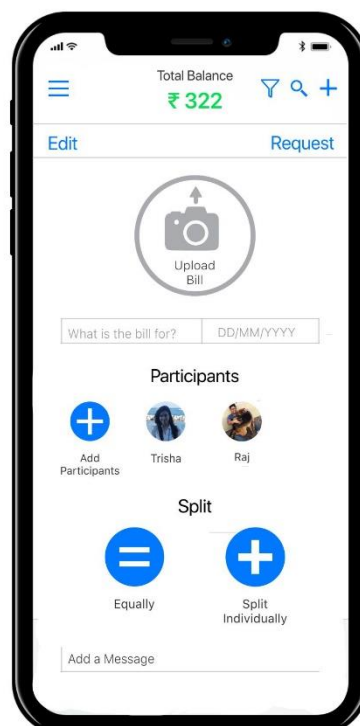
There is a swipe feature built into each transaction to snooze or remove the transactions you owe and notify the participants of the bill or remove the transactions in that you are owed.



The transactions are click to open. Clicking the transaction leads to another page with the detailed description of the transaction and an option to pay, snooze or remove the transaction.

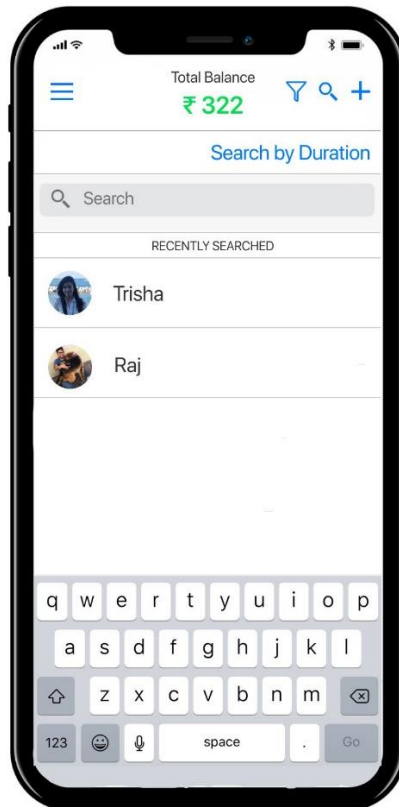


From the home screen, you can add bill with the title, date and description of the bill along with an optional photo upload option. You can add participant from the list and can split the bill between the equally or individually.

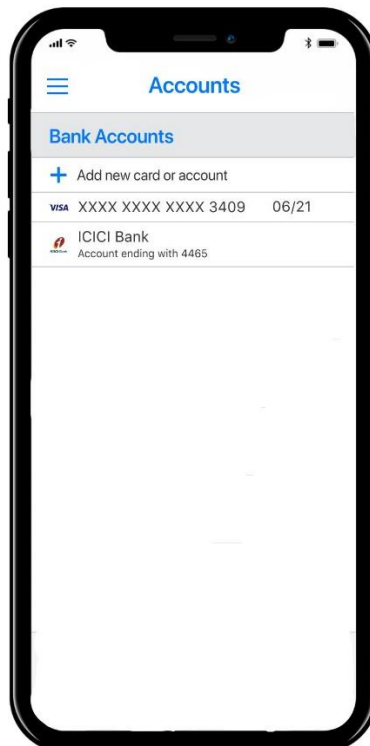




The search function can be used to search by name or by duration of transactions.



You can easily add bank account, credit and debit cards or UPI into the app for sending and receiving payments.



## 8. Success Metrics:

A number of metrics can be used to track the success of the product.

The user experience metrics to be tracked are:

- Usability
- User Ratings
- User Tasks
- Customer Satisfaction

The overall product metrics to be tracked initially are:

- Number of downloads
- Total user on board
- Active Application Users
- Session Interval
- Session length
- Screen Flow
- Retention
- Life Time value (LTV)
- Number of Transactions per day
- Usability: by feature

## 9. Risks and Challenges:

- **User Adoption:** Bringing people on board to use an application to split and settle bills.
- Customer privacy data and personal bank details protection.
- Splitwise can add a feature to Pay using Google Pay/ Paytm before we can transfer considerable userbase.
- Google pay or Paytm can launch a bill split service which can adversely affect the revenues.
- Various technical and backend challenges.