Task 3: UX Case Study Report – Google Pay Home Screen Redesign

1. Introduction and Project Goal

Section.	Content
1.App & Task Focus	Google Pay (Digital Payments Platform). This study focuses on redesigning the Home Screen to improve the user experience (UX) for high-frequency tasks: Peer-to-Peer (P2P) payments and Bill Management/Verification
2.Goal	To resolve existing issues related to information hierarchy and visual clutter, ensuring the app's core functions are accessed with maximum efficiency and minimal user effort.
3. Methodology	Heuristic Evaluation applied, prioritizing three key principles to guide the structural changes: Efficiency of Use, Aesthetic and Minimalist Design, and Visibility of System Status.

2. Analysis of Current UX & Identified Problems

Based on the evaluation, the existing Google Pay Home Screen created unnecessary friction due to poor priority grouping and feature mixing:

Problem 1: Inefficient Access to Primary P2P Payment Methods

The most direct and frequently used path for P2P payment—entering a phone number or UPI ID—was often not the most prominent action. This lack of prioritization based on usage frequency forces the user to search for the correct input field, adding cognitive load and violating the principle of Efficiency of Use.

Problem 2: Visual Clutter and Poor Information Hierarchy

The previous screen mixed high-priority CTAs (like QR scanning) with numerous low-frequency services (promotions, offers, and various uncategorized Bill icons). This high degree of visual noise and lack of clean segmentation made it difficult for users to focus on their primary task (making a payment), thus hindering the goal of an Aesthetic and Minimalist Design.

Problem 3: High Effort to Retrieve Critical Transaction Details (Txn ID)

When users complete a critical payment (like a utility bill), they often require the Transaction ID (UTR No.) for verification or customer support. The previous process required multiple steps (tapping the transaction, waiting for the detail page, and scrolling) to retrieve this essential number. This effort for a crucial piece of information violates the principle of Reducing User Effort.

Proposed Redesign Solutions and Wireframe Justification

The proposed redesign (as explicitly seen in the attached wireframe) fundamentally structures the interface based on user task priority to resolve the problems above.

Solution A: Priority-Based Action Grouping (Top Section):

The top section is optimized for speed, directly addressing the need for instant payments:

Action	Placement (Wireframe Reference)	UX Rationale
Enter No., Amount, & Pay	Most prominent section at the very top.	This ensures the most frequent P2P task is the fastest option, solving Problem 1 by eliminating unnecessary navigation and maximizing task efficiency.
Scan QR, Pay Bills	Grouped clearly in a row below the primary input.	Ensures the next most common payment methods are instantly visible without scrolling, optimizing the flow for different user behaviors.

Solution B: Logical Home Screen Segmentation

The screen is divided into three distinct, clear blocks, managing cognitive load effectively:

Block 1 (Top): Primary Payment Tools (The fastest way to pay).

Block 2 (Middle): Recent Transactions (P2P): Dedicated to user-to-user history and quick re-payment.

Block 3 (Lower): Financial Bills: This area is exclusively for managing and initiating bill/recharge services, visually separating it from the P2P transaction history.

- Justification: This clear segmentation directly solves Problem 2 by compartmentalizing secondary services, significantly reducing visual clutter on the primary payment canvas.

Solution Details, Wireframe, and Conclusion

Solution C: Immediate Visibility of Transaction ID (UTR No.)

Improvement: As clearly designed in the wireframe, the UTR No. (Transaction ID) is displayed immediately beneath the contact/bill name and status for entries in both the Recent Transactions and Financial Bills blocks.

Justification: This crucial change directly solves Problem 3. By placing the reference number upfront, the user can instantly copy the necessary detail for support or verification without having to click into a separate detail screen. This adheres to the principle of Visibility of System Status and drastically improves the user experience during critical post-transaction moments.

Wireframe: Proposed Home Screen Redesign

https://drive.google.com/file/d/1la82cH4Ngi75o7FkGl6mmQD25t0UIH73/view?usp=drivesdk

CONCLUSION:

The Google Pay Home Screen Redesign proposes a strategic shift from a crowded feature display to a **task-centric hierarchy.** By prioritizing the direct input method, grouping core payment actions, and embedding critical details like the Transaction ID directly onto the card view, the design achieves the following key outcomes:

- **Increased Efficiency:** Reduces the number of taps and time required for the most common user tasks.
- **Reduced Cognitive Load:** Cleans up the visual interface by segmenting primary and secondary services.
- **Enhanced Reliability**: Improves the user experience during payment queries by making the necessary support reference (UTR No.) instantly accessible.

These targeted UX improvements ensure the Google Pay experience remains fast, powerful, and intuitively built around the actual, high-frequency needs of its users.