

Project: Digital Wallet Design

Goal: Analyze of digital wallet transactions. Understanding of balance for given month, debit and credit amount .Compare current month spend with previous month spend, largest spend for this month, spend by merchant.

New feature of the digital wallet to analyze spend by location which is shown in map view.

Tasks:

1. Navigate to activity transaction section
2. Choose month

CI Queries:

1. How frequently you analyze your transaction history?
2. What is the most important data looking for while analyzing your transactions?
3. How many months past transactions will be analyzed?
4. Do you do more online or shopping outlet purchases?
5. Can you mention your analysis dimension preference in order of high to low?
 - Period
 - Merchant
 - Location
 - Spend Category (Household, Restaurant, Vegetables, Insurance, Car Maintenance, ATM Withdrawals etc.)
6. Do you want to download transaction history for offline analysis? What is the preferred download format?

Instructions:

Based on Paytm transaction history

1. Find the amount spent , received (including cash added) for selected period Jan -2016 till today.
2. Find the list of failed and pending transactions for different type of transactions.

User 1:

Persona:

He is software engineer, 24 Years Old, well versed with using advanced apps. He has grown in mid-size family, very comfortable with gadgets. He booked seats using similar portal multiple times. He is bold to ask any silly questions and dedicated to work.

Overall Experience: He took less time to accomplish and performance is better. We found some confusion on some of the portal elements took user to find options during bus reservation process.

Please find the tasks steps are accomplished without issues are represented by green tick and list of confusion, difficulties faced by user pointed by red.

PN: Refer the video *User1.mp4*

- ✓ Able to provide passenger information correctly after clicking on layout
- ✓ User able to choose bus type , boarding pass, dropping points correctly
- ✓ User able to select source, destination and click on search bus for getting bus details.
- Found difficulty in choosing the travel date. He was keep clicking on 7th September instead of 7th October.
- User was keep clicking on dates navigation arrows to select next available day for available seats.
- Finding difficult to find to understand seat layout to book seats near to window - (5:09)
- Took much iteration to fill passenger details correctly. He missed entering mobile no. and email id at first instance. System has shown error. He entered phone number wrongly and email id was missing. System was designed to show only single message at single point in time.

User 2:

Persona:

She is software test engineer, 28 Years old, grown in mid-size family. She never reserved bus seats using reservation app. She is reserved personality and needs step by step details to accomplish task.

Overall Experience: She took long time to accomplish task but able to complete. Some of the confusion elements in the portal demands to repeat same steps again and again.

Please find the tasks steps are accomplished without issues are represented by green tick and list of confusion, difficulties faced by user pointed by red.

PN: Refer the video *User2.mp4*

- ✓ Able to provide passenger information correctly after clicking on layout
- ✓ User able to choose bus type , boarding pass, dropping points correctly
- ✓ User able to select source, destination and dates and click on search bus for getting bus details.
- Option to select 'single lady' on search section created confusion for user in case of reserving seats for more than a lady travelling.(2:14)
- No clear direction on date available for bus reservation. User tried to book for future date for which portal doesn't allow for reservation. She found difficult to find error .User needs to try for different dates multiple times to check for availability.(2:00)
- Finding difficult to find next steps of reservation process after clicking on search bus.(3:00)
- Not able to find the option to choose next day for bus reservation on same screen. User went back to home screen to book seats again date (4:45)
- User couldn't find how to book seats for female passenger which is represented in color 'yellow' for Ladies. User got confused why female seats are not shown in color 'yellow' while booking.(8:50)
- User clicked on option 'Bus Type' again since it was not showing selected value 'Non -AC Sleeper'. (11:00)

- User want to explore other available options for bus, clicked on back button .It wiped off all information entered by user. She needs to redo things again.
- User found difficult to find 'sort by' options. Needs explanation.

Heuristic Analysis:

1. Transactions shows as 'Failure' but doesn't explains reason for failure (Error Handling)
2. Does not show Received, Paid and Added amount in 'All' transaction screen. (Minimalist Design)
3. When we click on 'search' icon shows filter option. (Mental map)
4. Search page has again have search option even though number of option are less
5. 'Filter By Transaction' has transaction names 'Money Added'(consistency Issue)
6. 'Filter By Status' has status names 'Failure' which is not consistent with what's been shown in the transaction status.
7. All Status have failure, pending and successful has same colors. (Mental Map)
8. Transaction values are confusing (Paytm cash sent , sent to Bank , Money Added) . Not grouped set of relevant transactions which makes easy for users.
9. When we choose different filters , each filters are highlighted with same color . It would be difficult to segregate different filters.
10. Downloaded pdf format has different icons for every transactions compared to what's shown on app.