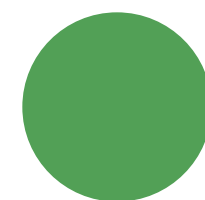# Google Pay

USABILITY TESTING OF GOOGLE PAY

ABOUT GOOGLE PAY

Google Pay is a mobile payment platform and an electronic wallet built by Google to facilitate in-app purchases and tap-to-pay transactions on mobile devices, allowing users to make payments.

FEATURES OF THE APP

- Make contactless payments.
- Payment of bills and recharges.
- Buy items online or in apps.
- Send money to friends and family.
- Make group payments and split bills.
- Earn rewards for eligible transactions and referrals.
- Get insights about your money and transactions.
- Find offers.

BRIEF

To test the functioning of GOOGLE PAY and create a score-based system with the help of a set of tasks to be performed by the user. Finally, recommend possible ways to improve the usability hence enhancing the experience.

USER BASE

USER 1: AKSHAY BHUTANI
Akshay is a 20 years old boy who uses Google Pay on daily basis to complete daily based transactions of college.

USER 2: ROHIT SINGHAL
Rohit is 27 years old who uses Google Pay generally to pay and recharge bills.

USER 3: TANISHA TANWAR
Tanisha, a college going 20 years old student uses other payment apps like Paytm, Phone Pe and is a new user to Google Pay.

USER 4: MEENU GOYAL
Meenu is a 40 years old who has never used any of the payment apps to complete any transactions. Always preffered cash mode.

USER 5: ANKIT SHARMA
Ankit is a 22 years old who uses Google Pay to order food online, book movie tickets.

TASKS

- Make group payments and split bills.
- Payment of a bill.
- To Shop online.
- To book tickets such as flight, train, movie and events.

TASK 1: PAYMENT OF A BILL

TASK STATISTICS

Passed: 5
Failed: 0

USER STATISTICS

	TIME TAKEN	STEP COUNT	SCORE BY USER
AKSHAY	1 min 6 seconds	7	9/10
ROHIT	28 seconds	4	10/10
TANISHA	1 min 33 seconds	7	8/10
MEENU	2 mins 12 seconds	8	8/10
ANKIT	58 seconds	7	9/10

INSIGHTS

- The process of payment of bills is easy to use.
- The new users took longer to complete the process.

TASK 2: TO SHOP ONLINE

TASK STATISTICS

Passed: 4

Failed: 1

USER STATISTICS

	TIME TAKEN	STEP COUNT	SCORE BY USER
AKSHAY	1 min 56 seconds	14	4/10
ROHIT	1 min 21 seconds	12	6/10
TANISHA	2 mins 8 seconds	16	5/10
MEENU (fail)	1min	2	3/10
ANKIT	1 min 5 seconds	9	6/10

INSIGHTS

- There is no shopping option available on the home screen.
- Directs to the shopping website of the brand.
- Time consuming process due to difficulty in finding brands.

TASK 3: TO BOOK TICKETS

TASK STATISTICS

Passed: 5
Failed: 0

USER STATISTICS

	TIME TAKEN	STEP COUNT	SCORE BY USER
AKSHAY	1 min 18 seconds	13	6/10
ROHIT	1 min 21 seconds	12	6/10
TANISHA	1 mins 27 seconds	13	4/10
MEENU	2 minutes 45 seconds	15	7/10
ANKIT	1 min 12 seconds	12	8/10

INSIGHTS

- The process was completed by the users .
- Booking of bus, flight, cab is given under the head "Businesses" which is a confusion to the users.
- Improper categorization of the section.

TASK 4: MAKE GROUP PAYMENT AND SPLIT BILL

TASK STATISTICS

Passed: 4

Failed: 1

INSIGHTS

- The users found it difficult in completing the process.
- Navigating the split bill option was difficult and confusing for the user.

USER STATISTICS

	TIME TAKEN	STEP COUNT	SCORE BY USER
AKSHAY	1 min 8 seconds	9	6/10
ROHIT	1 min 26 seconds	8	6/10
TANISHA	1 min 23 seconds	8	5/10
MEENU (fail)	52 seconds	3	4/10
ANKIT	56 seconds	6	7/10

SUGGESTIONS

- To improve the shopping experience of the users.
- The shop and split bill option should be available on the home screen itself.
- The booking of tickets such as bus flight, train should appear on the home screen and have a different section for easy navigation.
- Proper navigation system to ensure easy of use.

THANKS!