

# SOHINI KAR

# VENMO REDESIGN

## INTRODUCTION

### PROBLEM STATEMENT

Venmo is a massively popular app revolutionizing how we send money. Working as a digital wallet, users can transfer funds to or request money from others using the mobile phone app. However, the app itself is **difficult to navigate**, and it misses the audience's goals because it tries to emulate a social network. Many of the **most-used controls are hidden**, and the information and action that users are interested in are **not easily available** and not in the same area. In this redesign, we will refactor the iOS app to better display information **more relevant to Venmo's target audience** while maintaining the same functionality.



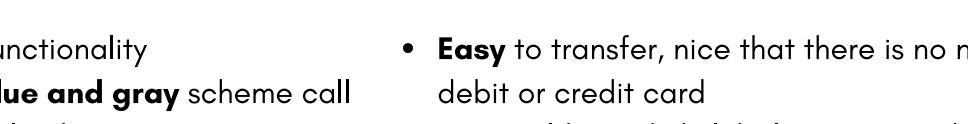
### INSPIRATION

I have often struggled with the Venmo app, especially in trying to learn the controls. While we will dive further into Venmo's Current Negatives in the Research section, I personally was interested in redesigning Venmo to investigate how to create an easily navigable interface.

### PERSONAL GOALS

This is my first case study and design project, so I am interested in developing my skills in design. I spoke to a Designer at Facebook, who outlined these three main areas: **product thinking** (what are goals for product), **visual design** (ship a well polished experience), and **interaction design** (is the product now easier to use). My first goal is to see how the project affects my skills in these areas. My second goal is to learn more about new technologies. Specifically, in the Personas and Design steps, I will use **Canva**, **Figma**, and **Origami Studio**. I am very comfortable with Canva, but less so with Figma and Origami, so I am excited to learn more about using these.

## RESEARCH



### POSITIVES

- **Clean** layout, lots of functionality
- Good color scheme, **blue and gray** scheme call to banking/professional industries
- Scan functionality is nice, global view is fun
- **Easy** to transfer, nice that there is no need for debit or credit card
- Personal/Friends/Global transaction breakdown is nice

### NEGATIVES

- Names and amount paid on Pay or Request page is **very small**, need to double check often
- Not obvious money can be sent to multiple people
- Difficult to see where requests are (Notifications)
- Hard to figure out **where to access** user info
- Main page **doesn't have relevant information**: check username, see requests, pay others
- Likes/Comments on transactions are **unused**
- Font is **small**, not sure how to increase it
- **Mistakes** between Pay and Request

## IMPROVEMENTS AND DESIGN GOALS

- Have all of the user's most relevant information on the home page, immediately accessible: pay or request, find the username, scan a QR code, fulfill requests to them or see their incomplete requests, and see how much money they have in Venmo
- Remove the hamburger menu and replace with an option that is lightweight and always visible
- Improve the Pay/Request pages. First, better show if money is being paid or requested. Second, better show which users are selected using profile pictures. Third, show that multiple people can be selected.

## PERSONAS

**Motivation**  
Vanessa didn't realize multiple people can be selected so she used to create individual queries for group payments. This led mistakes like accidentally paying some people or selecting the wrong users.

**Goals**  
More easily understand who she's sending money to, and make less accidents while using Venmo.

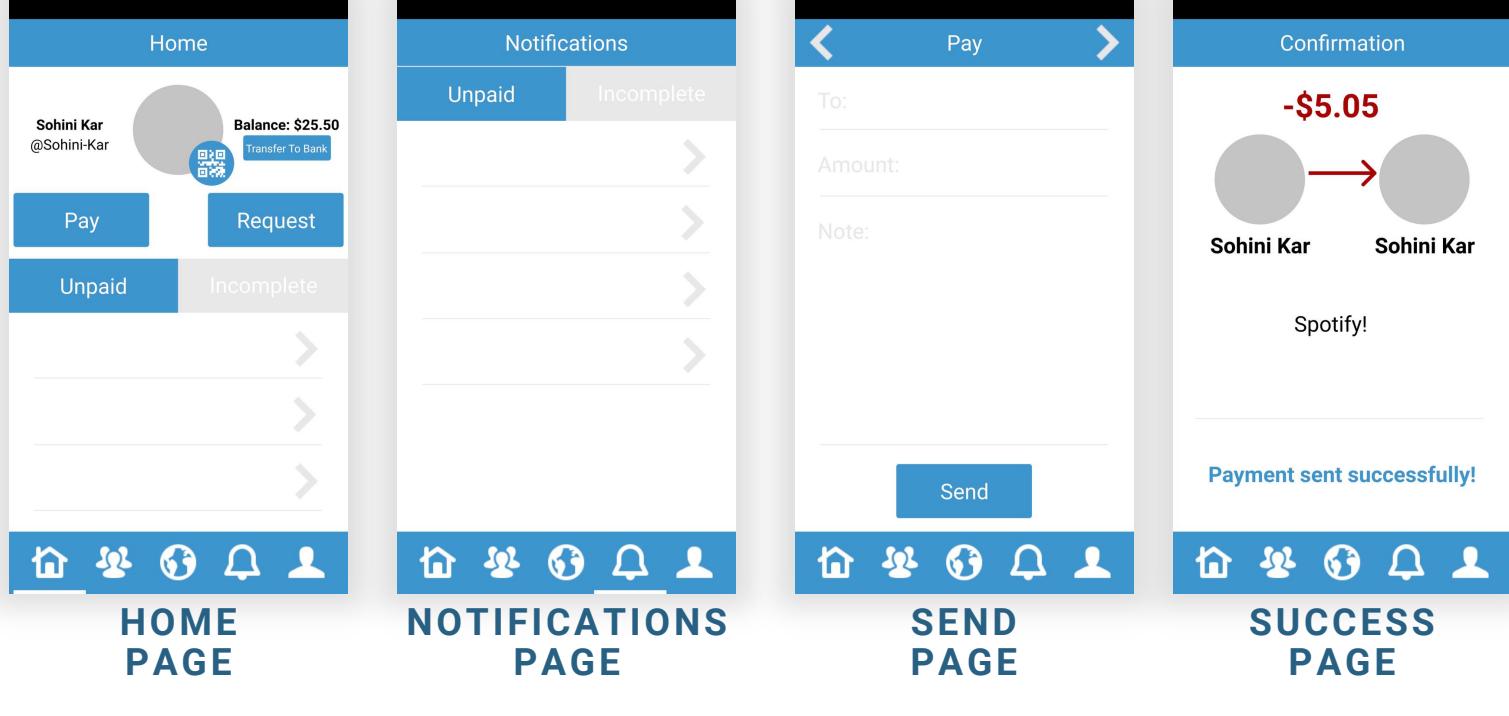
**Needs**  
Better Pay/Request page layout  
Choose between pay and request before actually inputting money and selecting users

**Motivation**  
Jacob did not realize that requests sent to him showed up under Notifications, and not under Incomplete. He has accidentally left multiple requests from his friends incomplete for weeks.

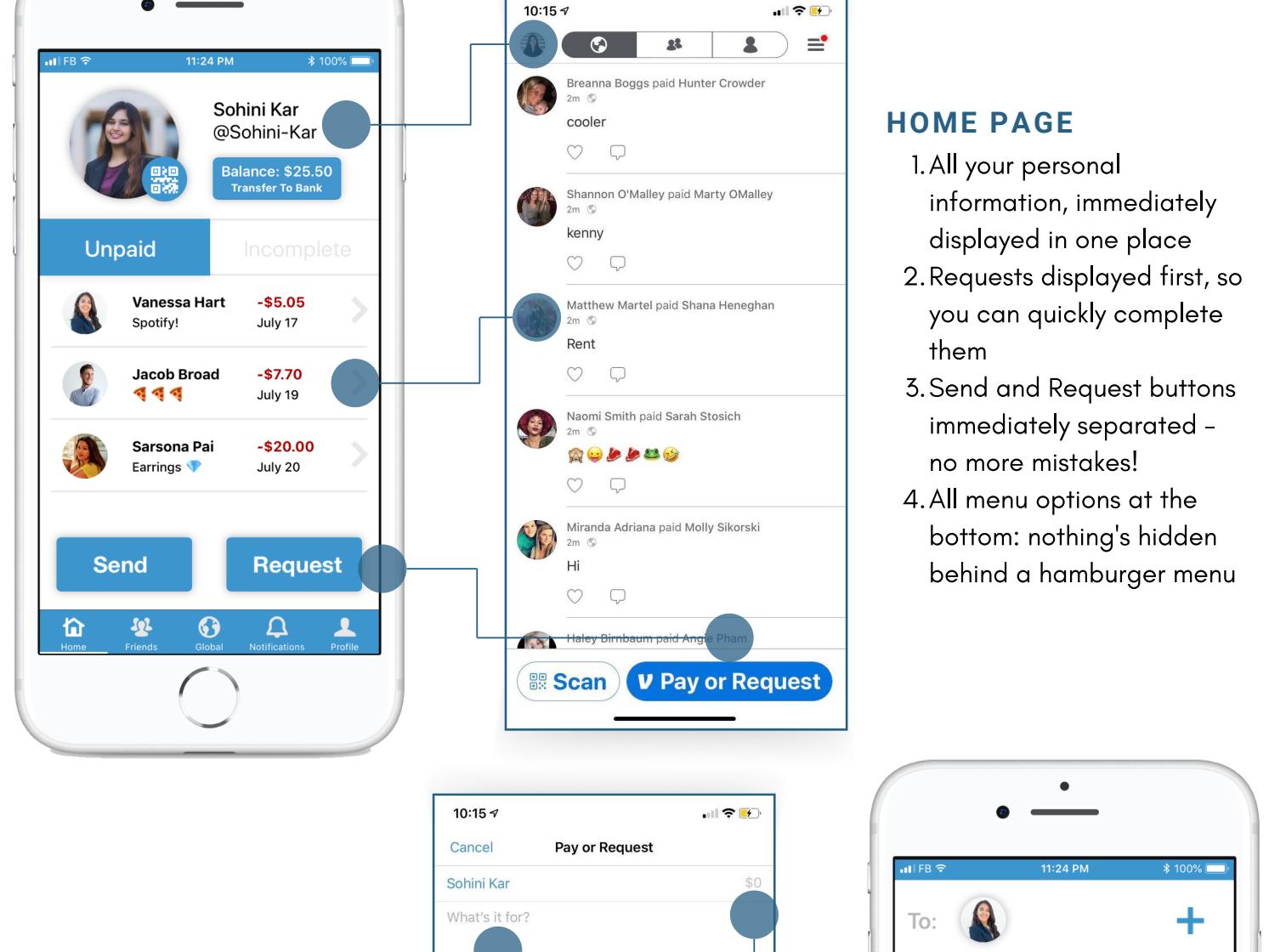
**Goals**  
See his requests better, so they can be completed in a timely fashion

**Needs**  
See Incomplete and Requests together, as they intuitively pair up  
Better interface that combines all necessary information in an accessible location

# WIREFRAMES

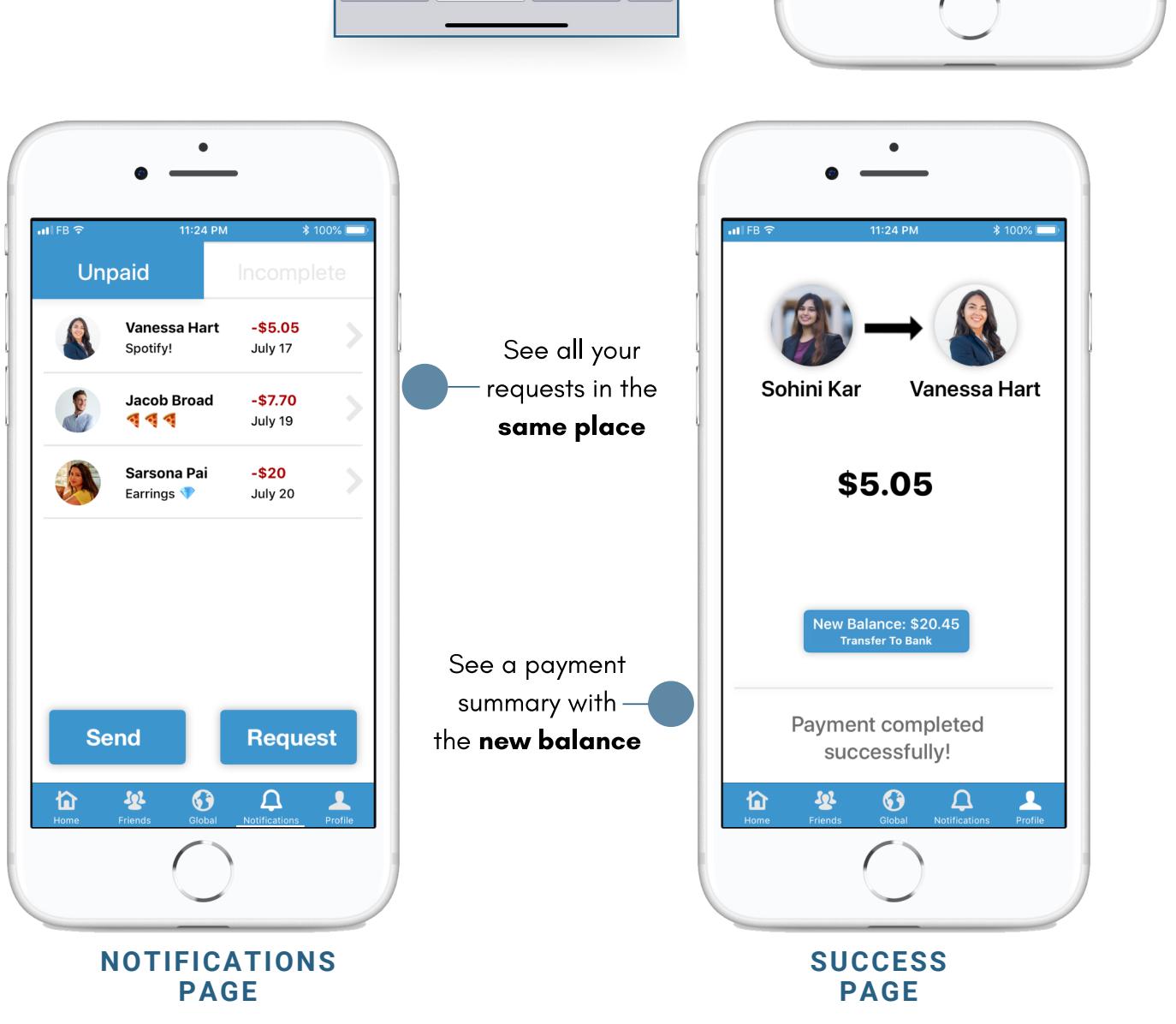
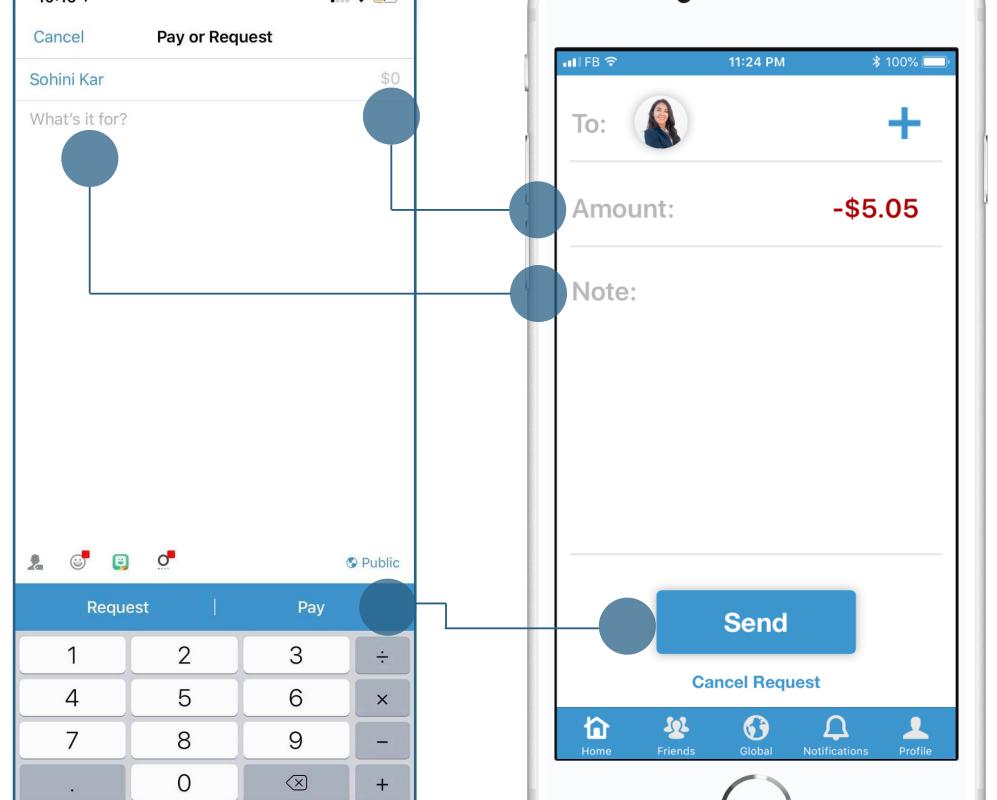


## PROTOTYPE



## SEND PAGE

- Increased size for the key information, and obvious how to add more people
- Color-coded for pay or request, so you always know what to expect
- One button for Send, and one for request



# CONCLUSION

## ANALYSIS

My redesign of Venmo focused on **improving the accessibility** of the app, and allowing users to get what they want as quickly as possible. From my research, I learned what users usually open Venmo for, and brought it all to the Home page, while avoiding clutter. Menu options are now brought to the tab bar at the bottom, and the potential for mistakes is minimized – **no more accidentally paying anyone!**

## IMPROVEMENTS

The main improvements are an overhauled Home with relevant information, separating the Pay and Request options and pages to avoid mistakes, creating a tab bar to always have options visible, having both Requests and Incompleted on the same page, and a payment/request success page.

## PERSONAL GOALS

My **first goal** was improving in Product Thinking, Visual Design, and Interaction Design. Using a well-defined process, I was able to follow through on these areas and certainly improved through this redesign. My **second goal** was to learn more about Canva, Figma, and Origami Studio. My skills with each of these tools drastically improved. In **Canva**, I learned how to create background blurs and balance color with information. In **Figma**, I improved controlling the layout of my components and being exact with my placement. **Origami Studio** was a tool **completely new** to me at the beginning of this project, but this project helped me learn how to translate my wireframes to a prototype, what components are inbuilt for iOS systems and how to use them, how to add logic to my screens, and **so much more**. I'm excited to use Origami, Figma, and Canva in more design projects!