



SPLITWISE

Split bills the easy way

Team ur_trivia

Problem Statement

- 1. Identify a stage in the user journey of a mobile app where **users face challenges or friction**.
- 2. Three creative solutions to enhance user experience, **making the process more seamless and engaging**.

Deck Flow

Comp Analysis

Solutions

Metrics

Impact Analysis

References



About:

Splitwise, developed by an American company, simplifies **shared bill management** by calculating and facilitating repayments, ensuring transparency and ease in group expense tracking



Revenue
\$3.8Mn



Downloads
16 Mn+



Jonathan Bittner
CEO

Why Solve Now?

Dropoff Rate

Authorisation and onboarding pages have **39% of logins** only through **Google Sign-in**, absence of which has led to an increase in dropoff rate.

iOS
only

Adding an Expense

Autofill and predictive search implementation have shown a **20% increase** in **customer engagement**, which is yet to be addressed in the current interface.

Settling an Expense

The **on-spot due clearance** feature has been highly anticipated, offering a seamless and efficient solution for settling expenses immediately during the transaction.

COMPETITOR ANALYSIS (HEATMAP)



Rating

Revenue

No. of
downloads

Dropoff Rate

4.3

\$3.8Mn

16Mn

29.71%

4.7

\$1400Mn

70Mn

35.25%

4.8

\$1.5Mn

2Mn

56.19%

4.6

\$2.7Mn

9Mn

42.79%

4.5

\$3.2Mn

90k

32.95%

114K

Weekly
active users
(WAU)

~90% less than
Venmo's WAU

~30%

Dropoff
Rate

User journey
simplification
required

15%

Traffic
share

Significant growth
opportunity

Problem Breakdown

Existing User Interface

Onboarding Phase

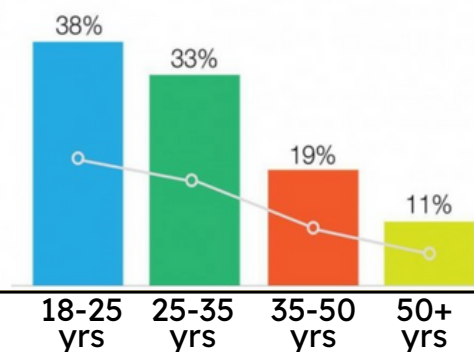
Security reasons and onboarding phase contribute to ~70% of the dropoff rate.

The current onboarding process has **too much friction** leading to drop off.

54%

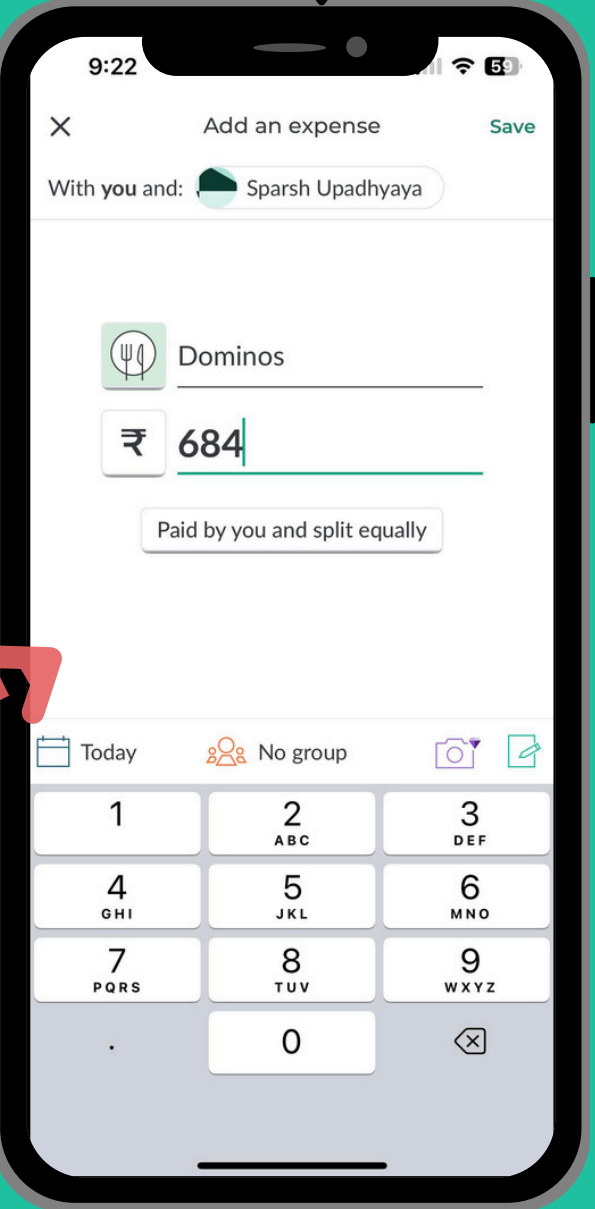
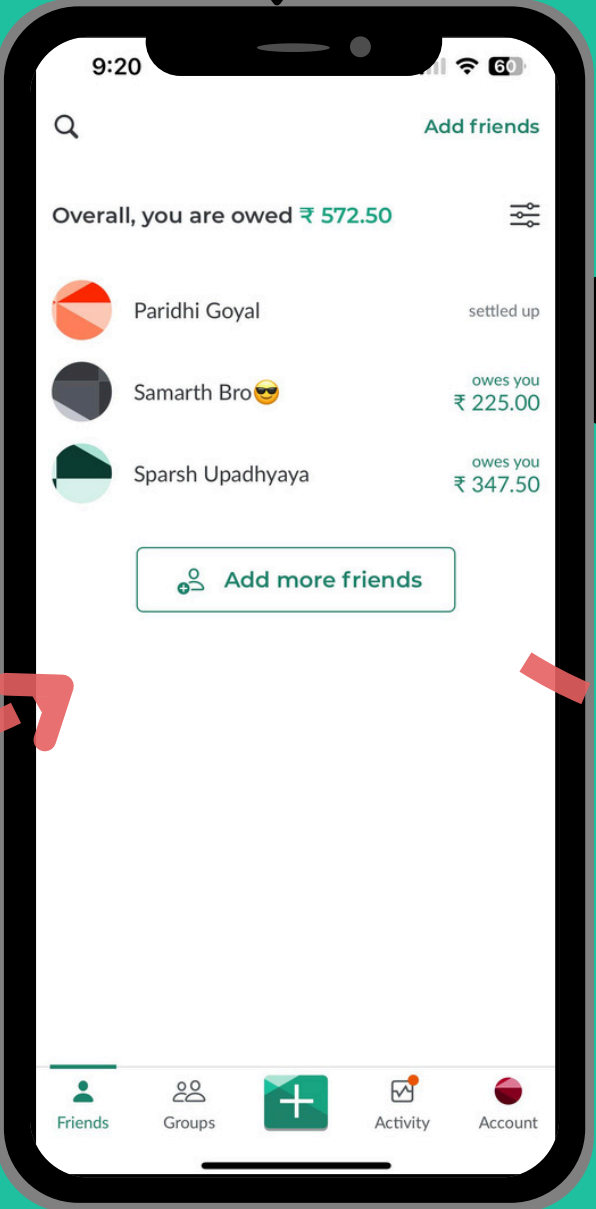
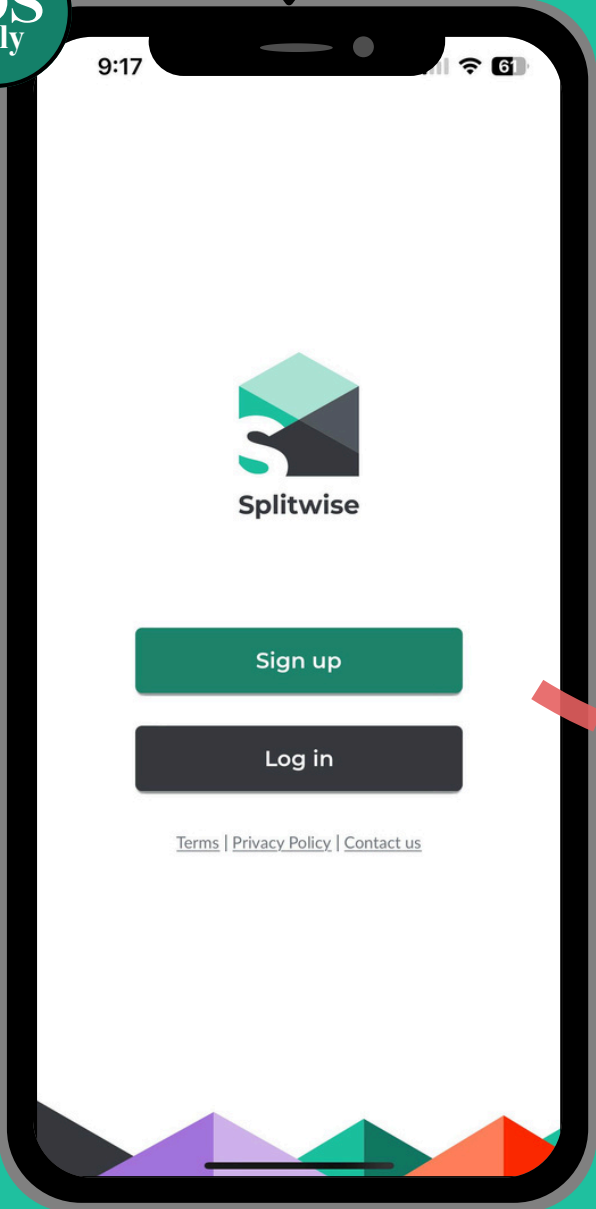
Users refrain from password making

How do social login and sharing activities vary among generations?



Social Login preferred more by users

iOS only



Due Settlement

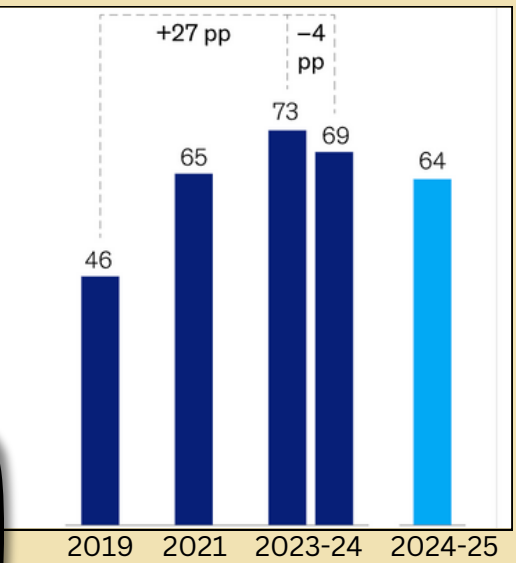
People prefer to complete the entire task through same application

Option of settling a payment is not available on the app, forcing users to switch to payment apps manually.

16%

Drop in user retention of Finance Apps

Online Digital Payments(by%)



Digital payments integration

USER JOURNEY

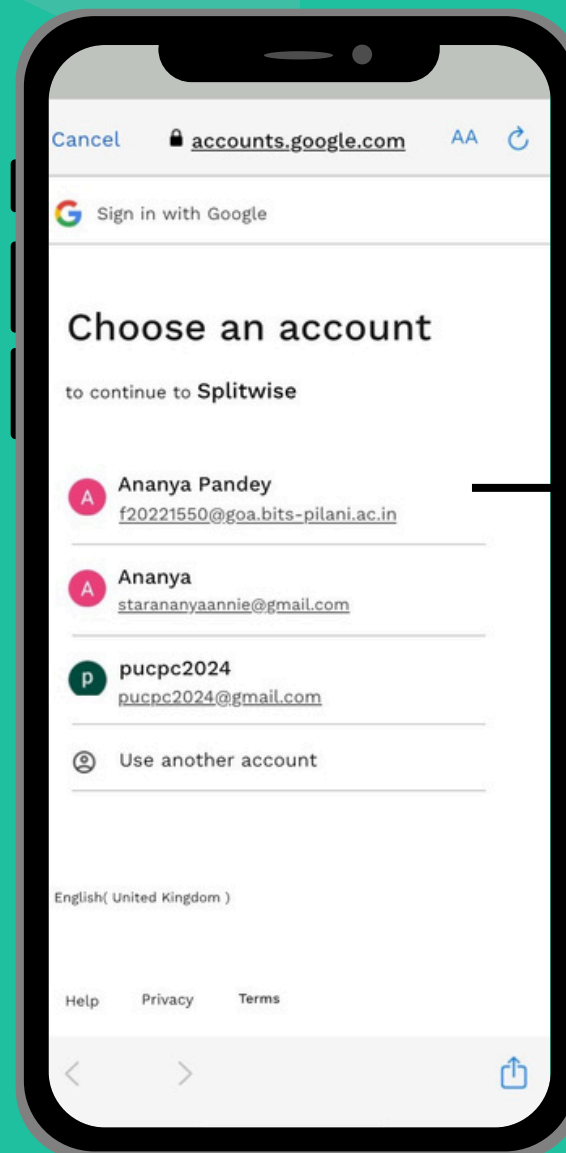
App Discovery → Download → Onboarding → Registration → Group Creation → Expense Entry → Bill Splitting → Due Viewing → Notification → Analytics → Retention

Solution 1

Google SSO button

iOS
only

Users can sign up/login using Google SSO button without making a password.



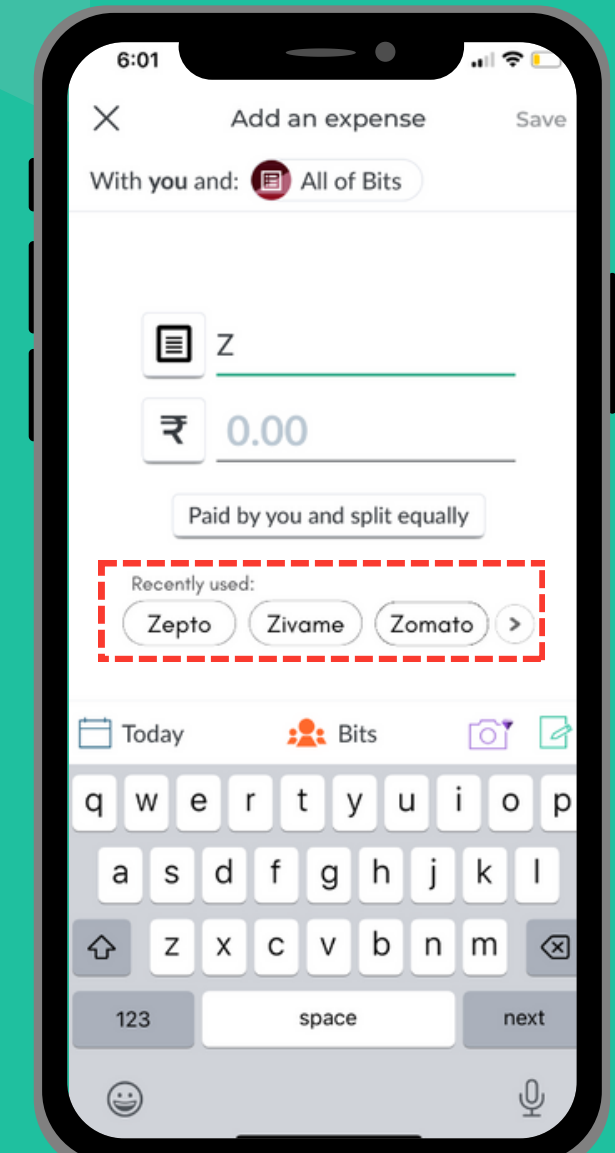
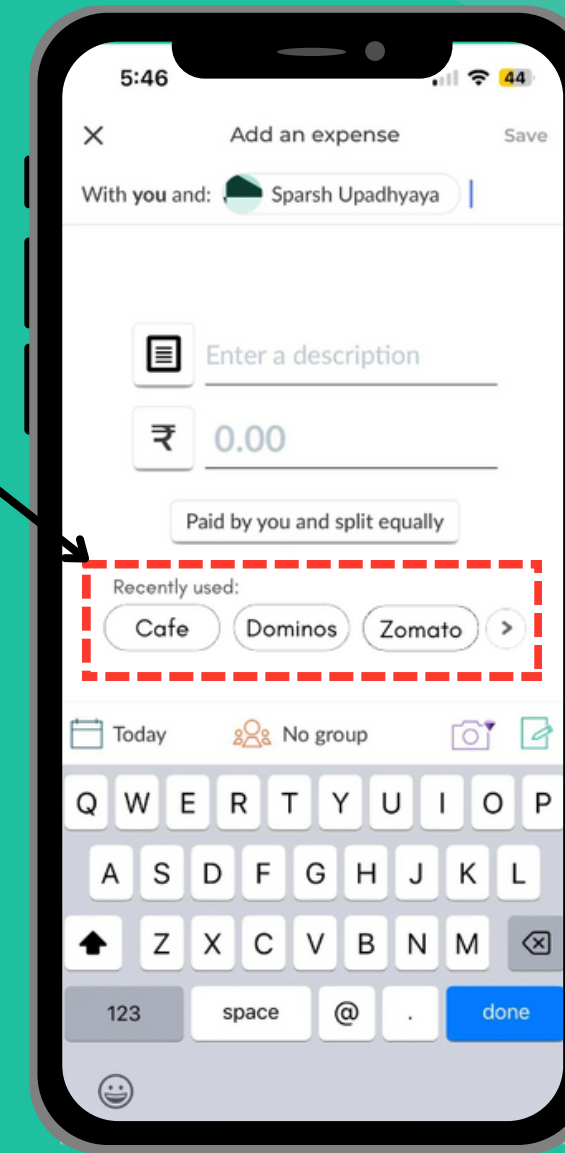
Users can easily select from **multiple IDs** to use Splitwise

Solution 2

Autofill Options

Users can directly use keywords to describe their expense based on past payments.

On typing 'Z', all past payments starting with Z will appear



Value Proposition for Users

- Easier & **quicker onboarding** process
- No need of **remembering passwords**
- Adding first expense become easier



Value Proposition for Splitwise

- **Lower dropoff** during onboarding
- Easier analytics
- Reduced workload of IT department (**password management**)

Value Proposition for Users

- Autofill helps to describe **recurring expenses** quickly.
- Reduces error in **expense categorisation**.
- Personalised suggestions

Value Proposition for Splitwise

- **Brand differentiation** (not available in competitors)
- Enhanced **Data Analysis**
- **Data Monetisation** Opportunities



Solution 3

PROBLEM

Optimize **dues settlement** process in the app.

Payment Integration

Users can press the settle up button to **proceed to pay** the due amount.

Users can use the **Pay Now option** to be redirected to method of payment.

Choose a suitable method and make the payment (here UPI)

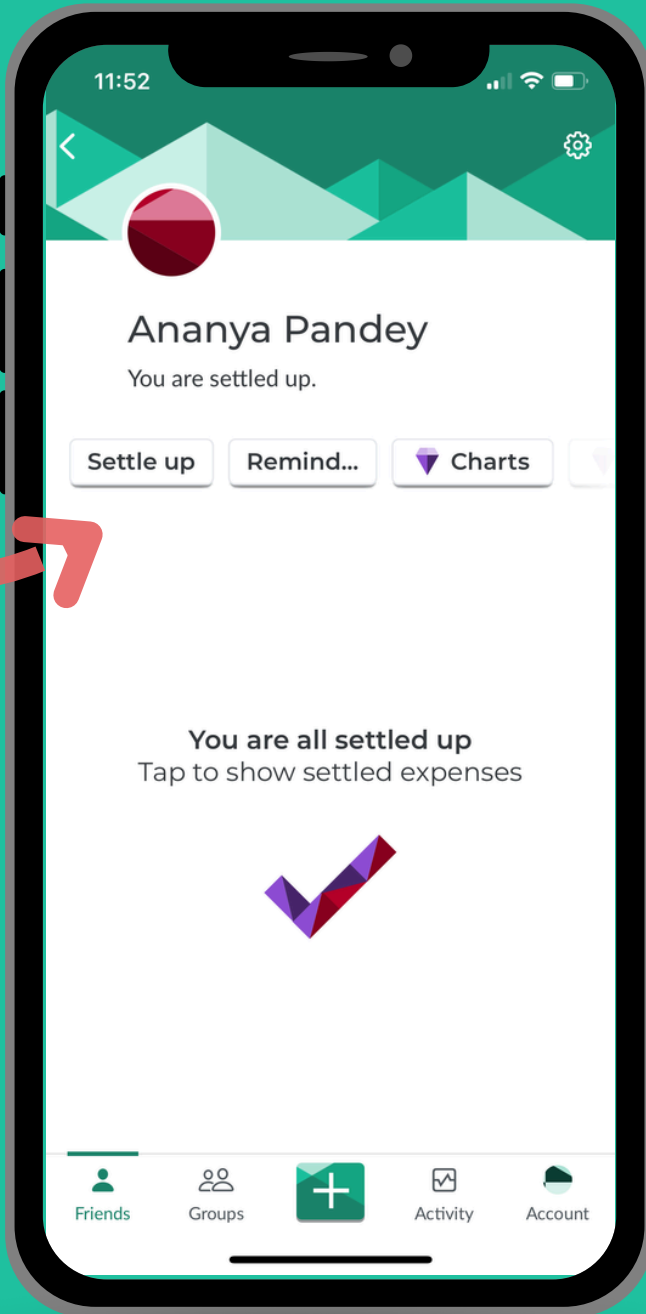
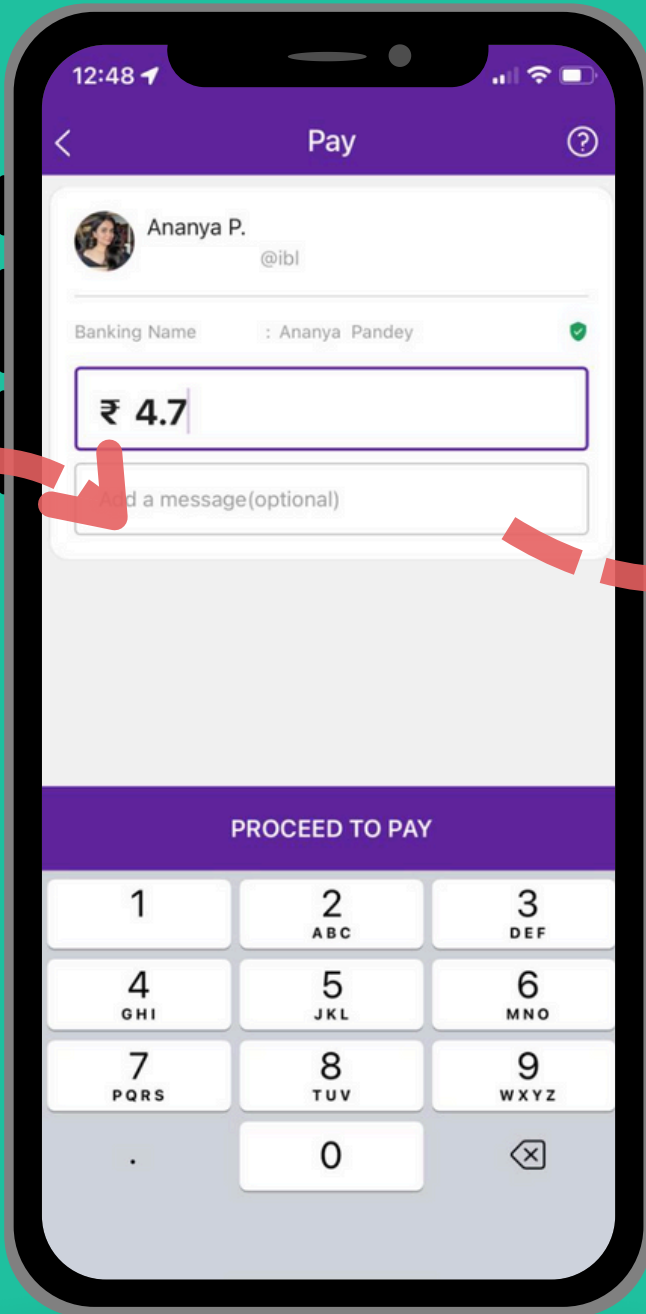
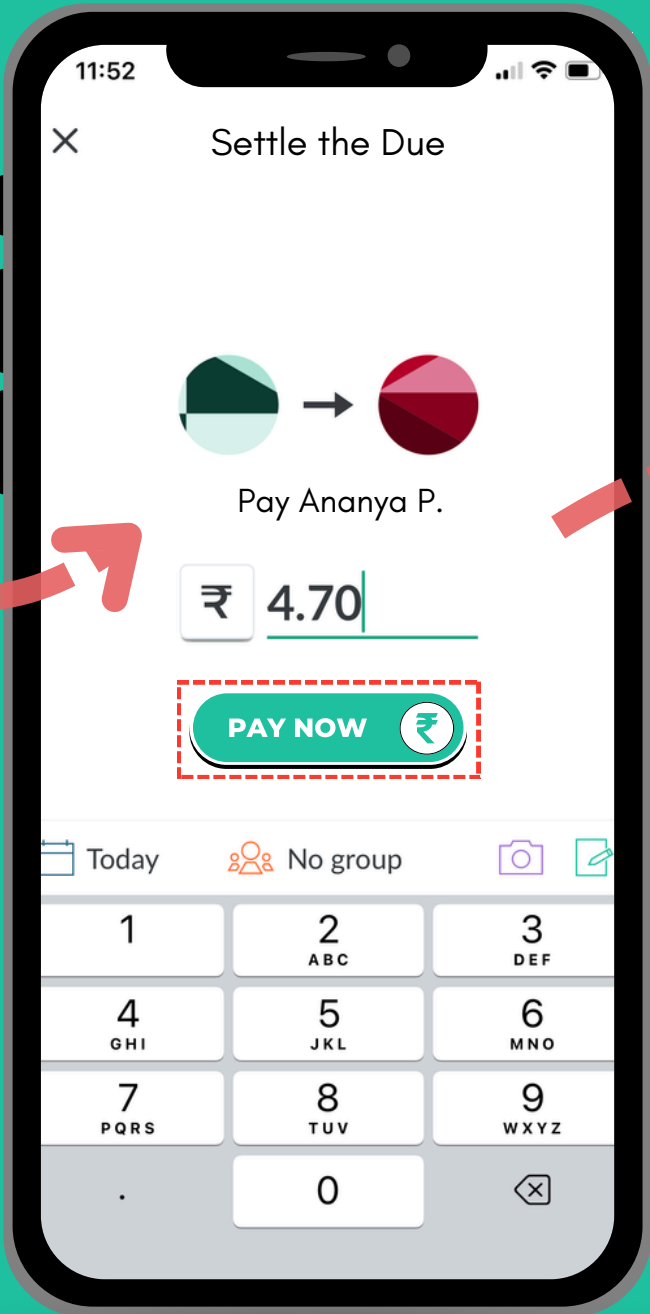
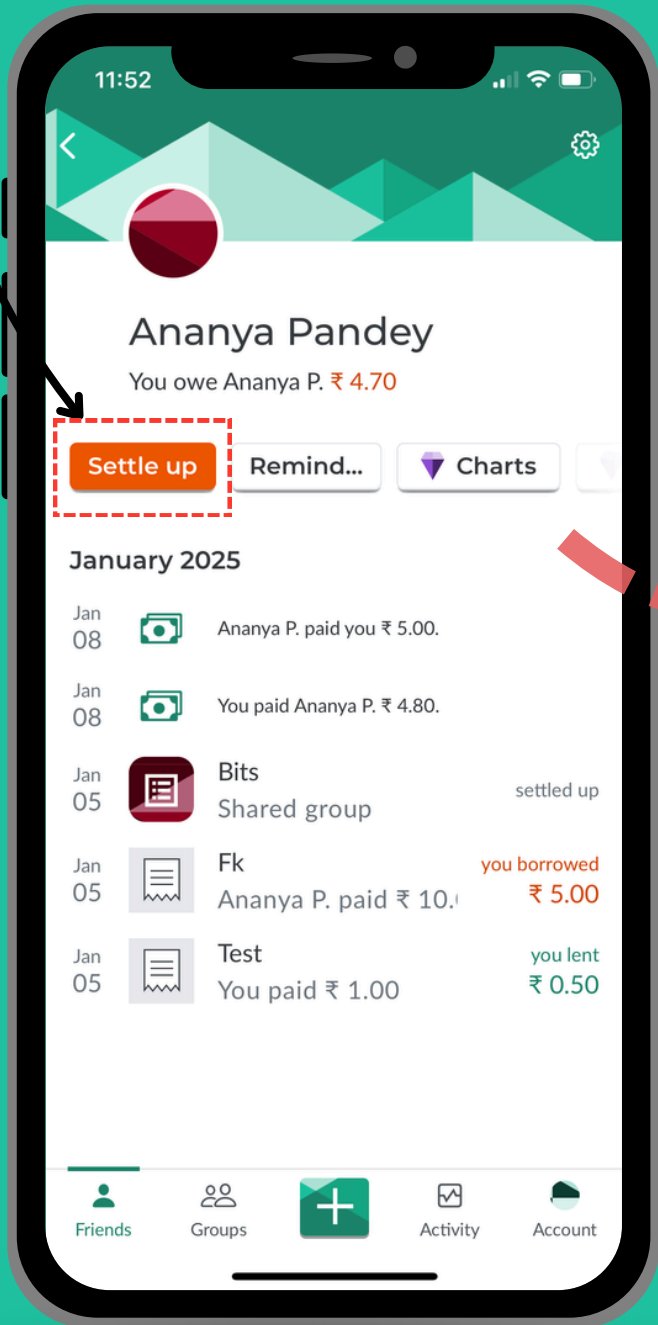
The due amount will be **settled** and reflect in the lenders tab.

Value Proposition for Users

- Time saving and Convenient.
Eliminates the need to **switch between app** to settle balances.
- Seamless payment experience
- **More efficient** expense management

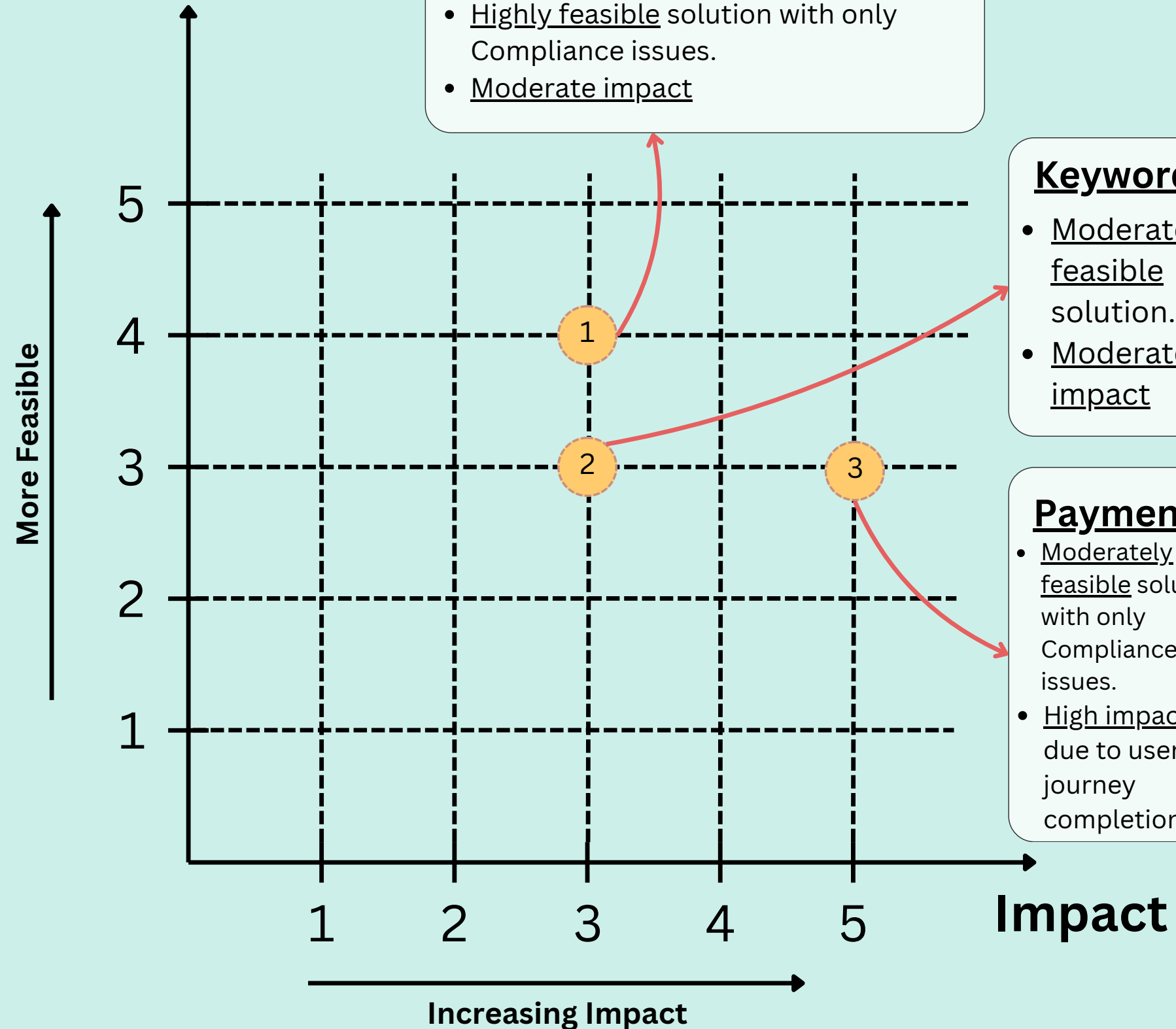
Value Proposition for Splitwise

- Increased **user engagement**
- Revenue generation opportunities
- Enhanced data and insights

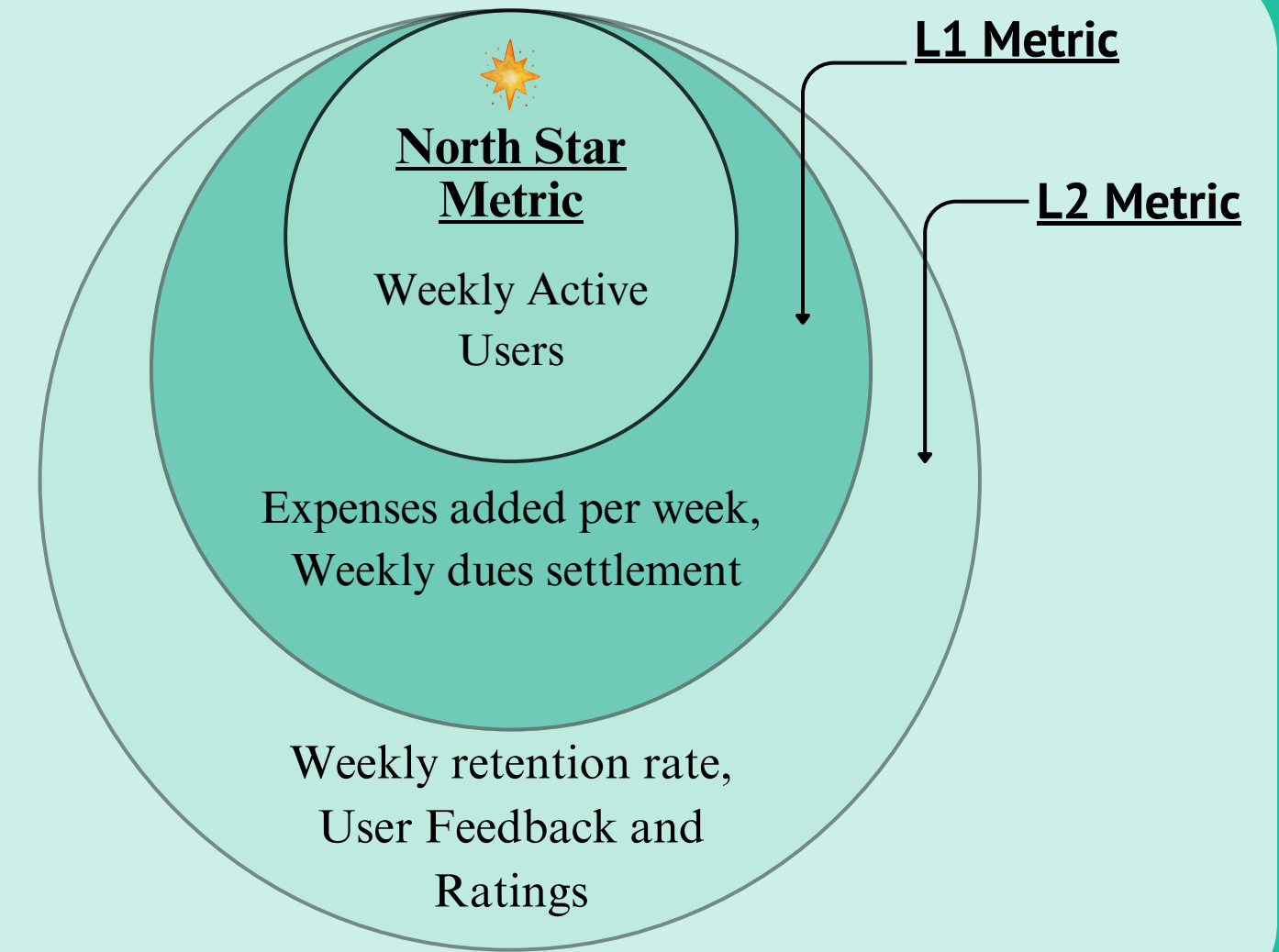


Feasible & Impactful Solution

Feasibility



Metrics



References

- [Splitwise and its Competitors](#)
- [About Splitwise](#)
- [Google SSO stats](#)
- [Competitor Analysis & Stats](#)
- [Link of keyword solution](#)

Existing App UX

LINK

