



SPLITWISE

Split bills the easy way

Team ur_trivia

Problem Statement

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



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

Deck Flow

Comp Analysis

Solutions

Metrics

Impact Analysis

References

Problem Breakdown

Existing User Interface

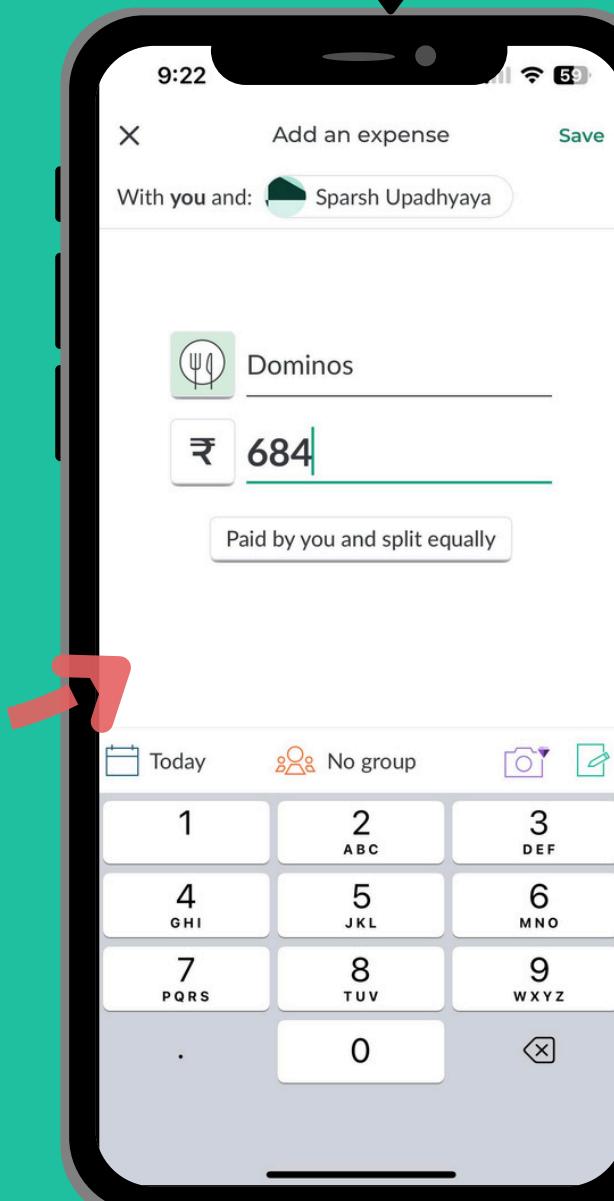
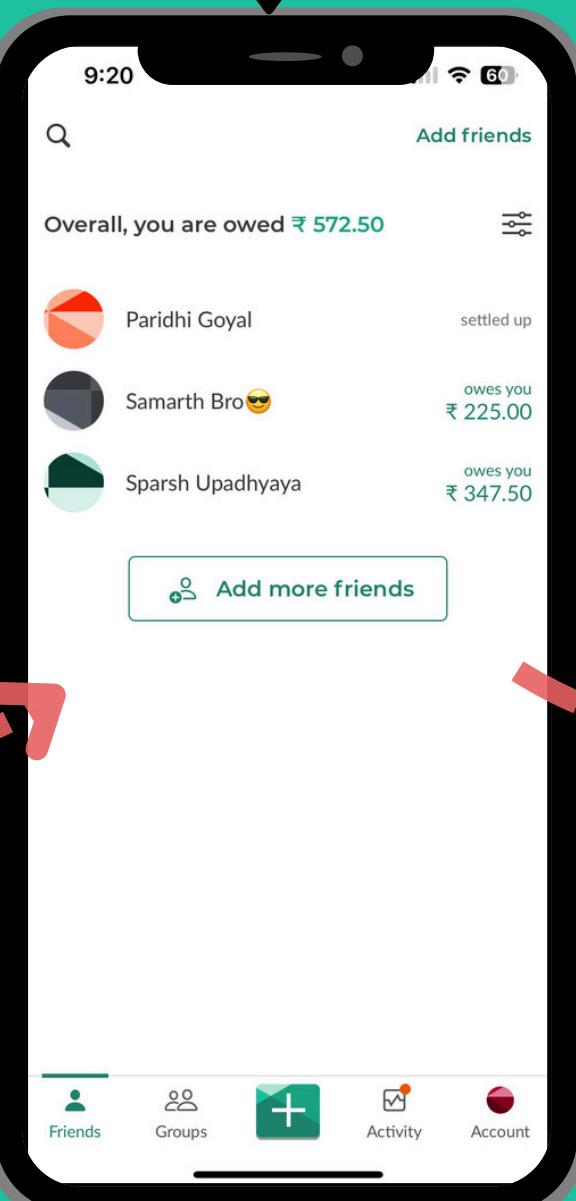
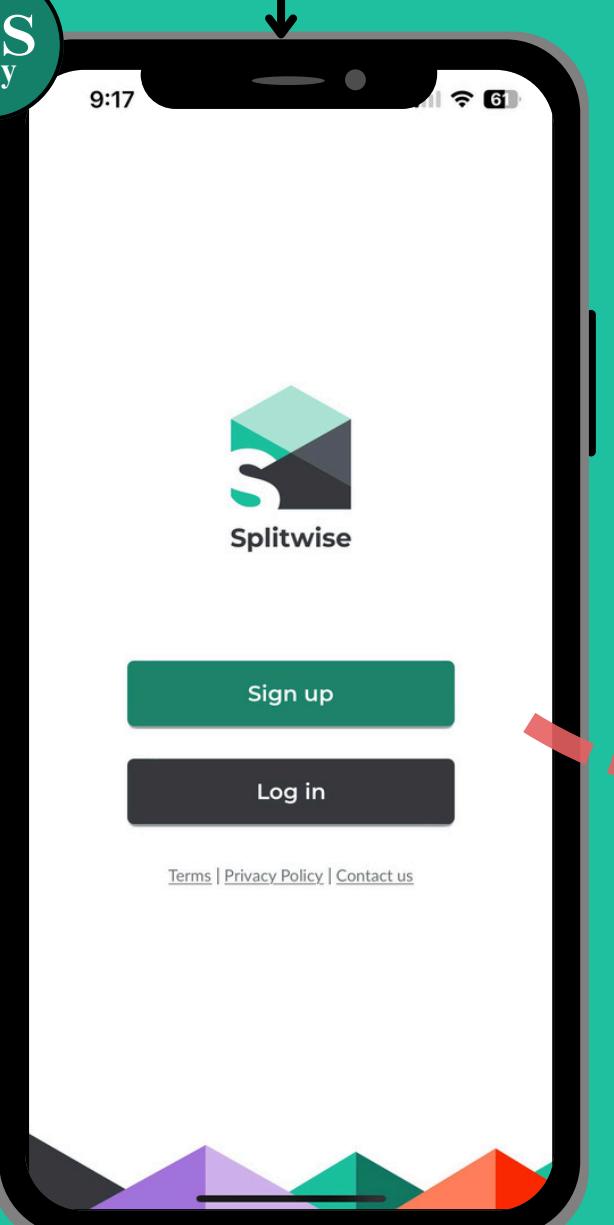
Onboarding Phase

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

iOS only

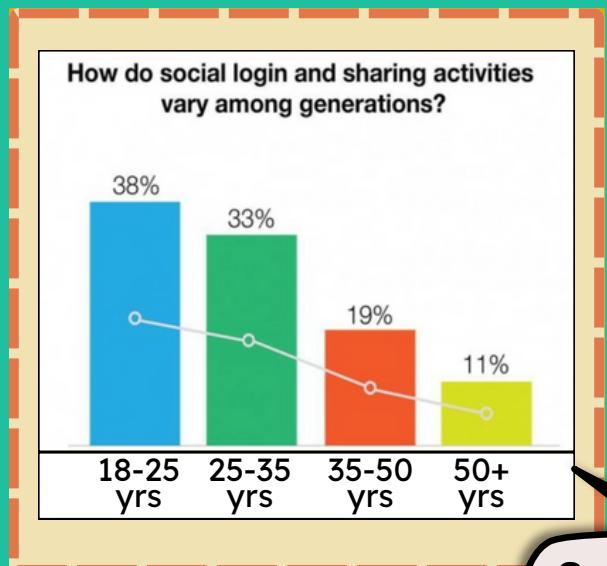


Due Settlement

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.

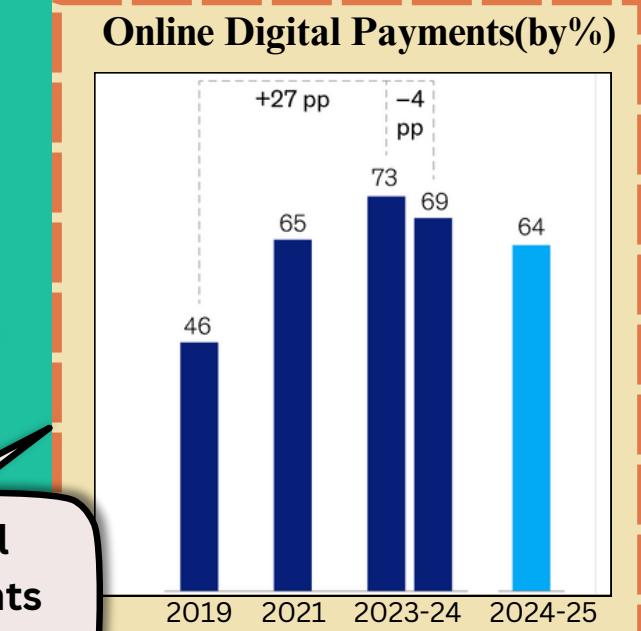
Drop in user retention of Finance Apps



Social Login preferred more by users

USER JOURNEY

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



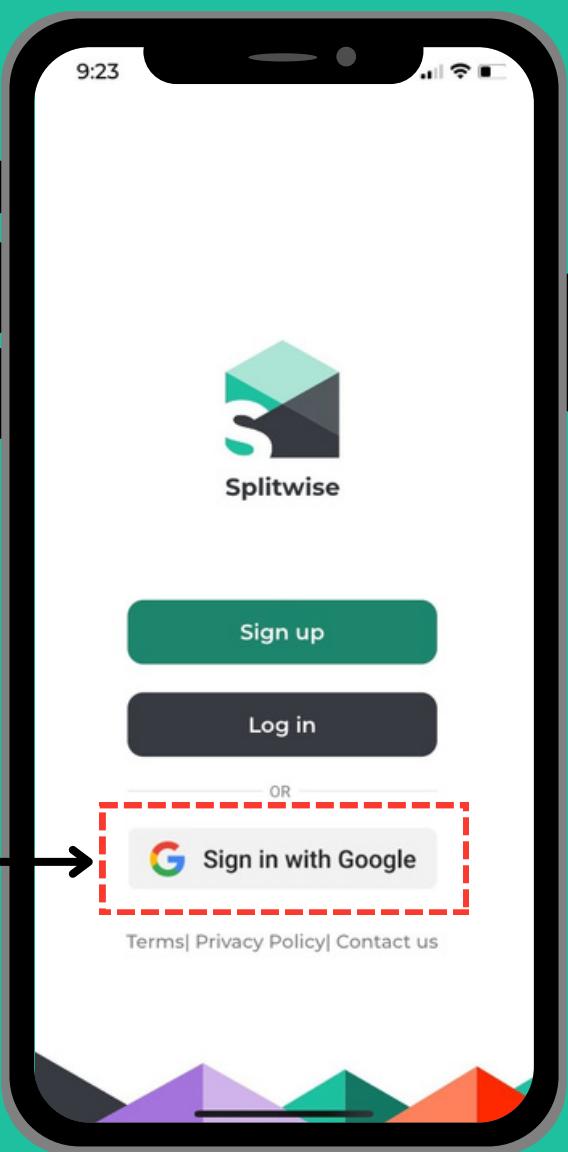
Digital payments integration

Solution 1

Google SSO button

iOS
only

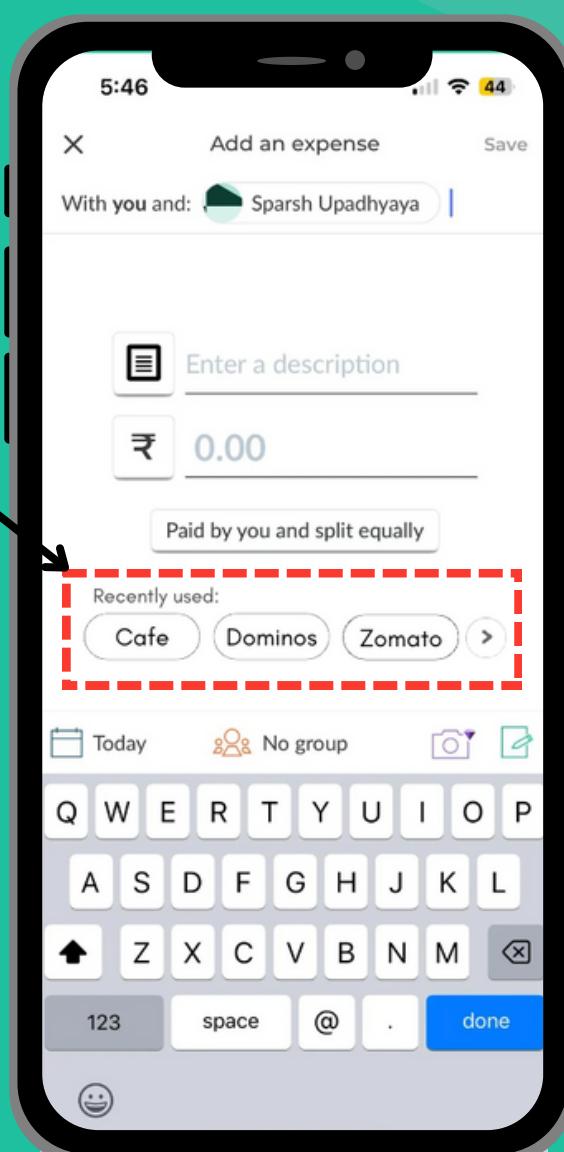
Users can sign up/login using Google SSO button without making a password.



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.

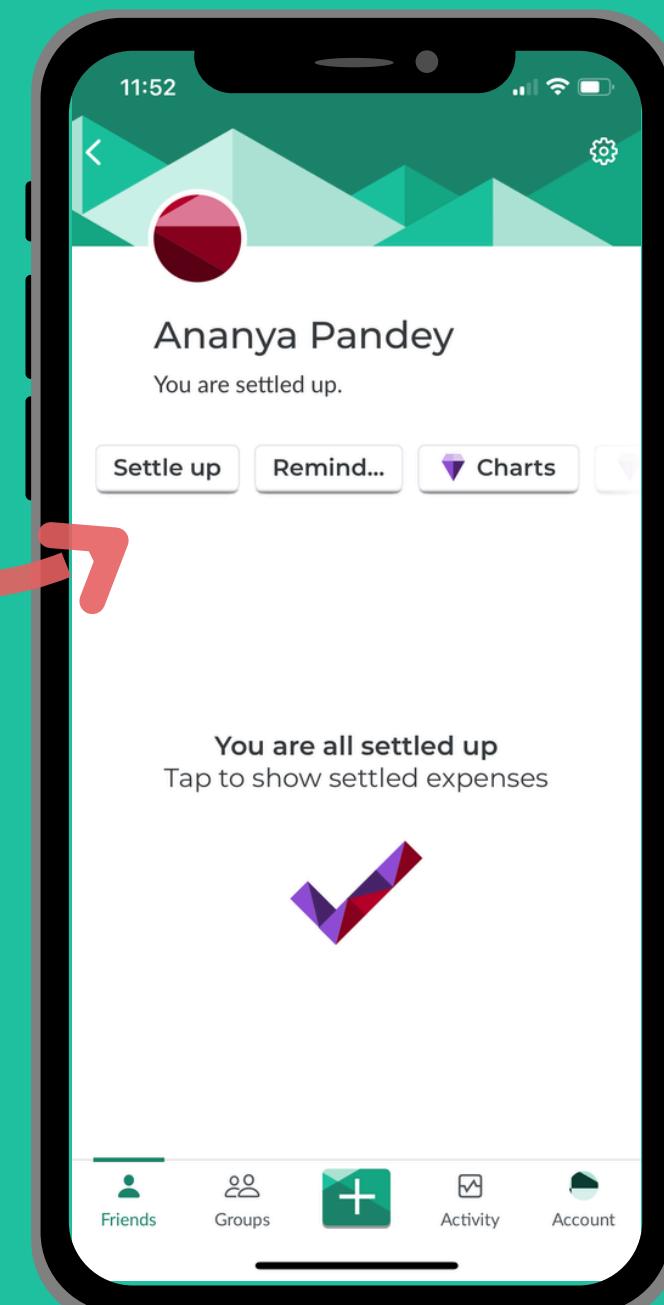
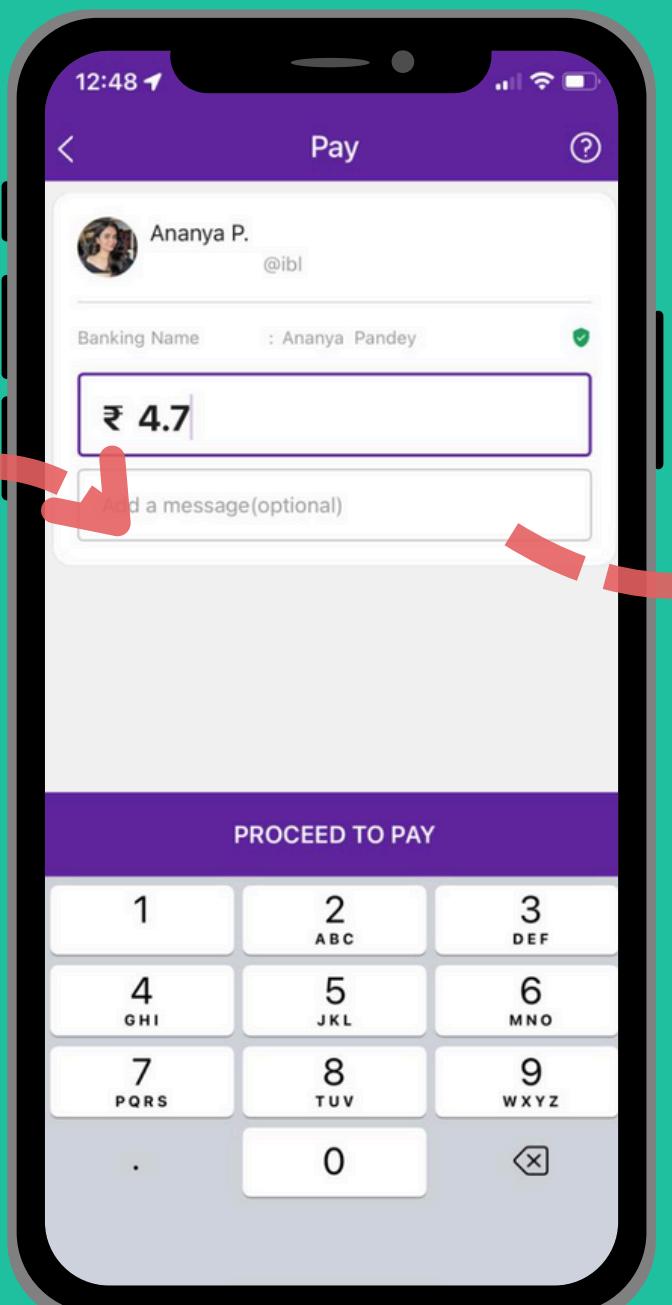
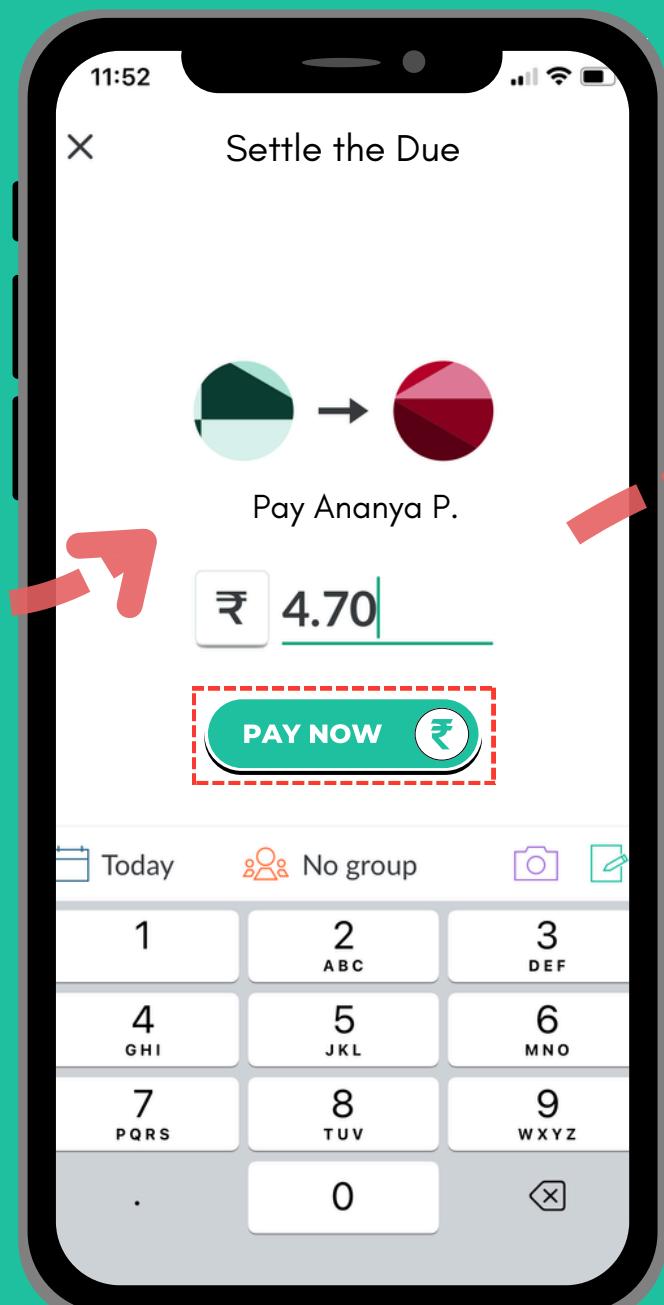
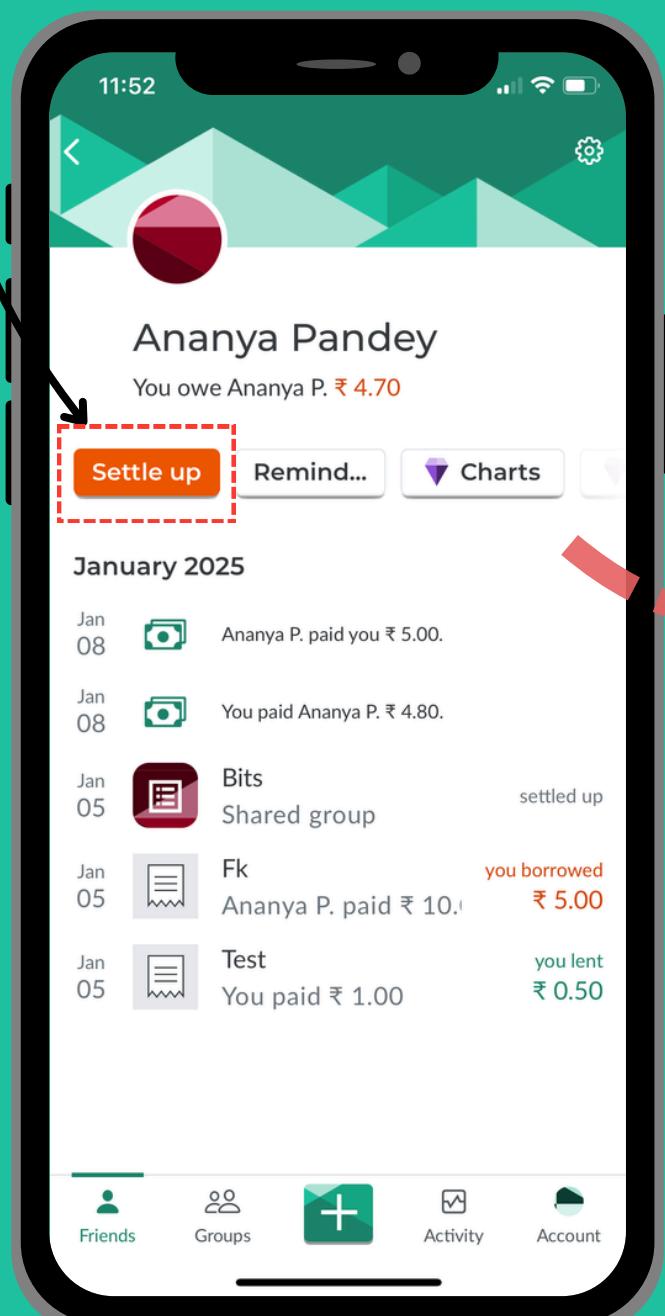
Payment Integration

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

More Feasible

Impact

Increasing Impact

Google SSO

- Highly feasible solution with only Compliance issues.
- Moderate impact

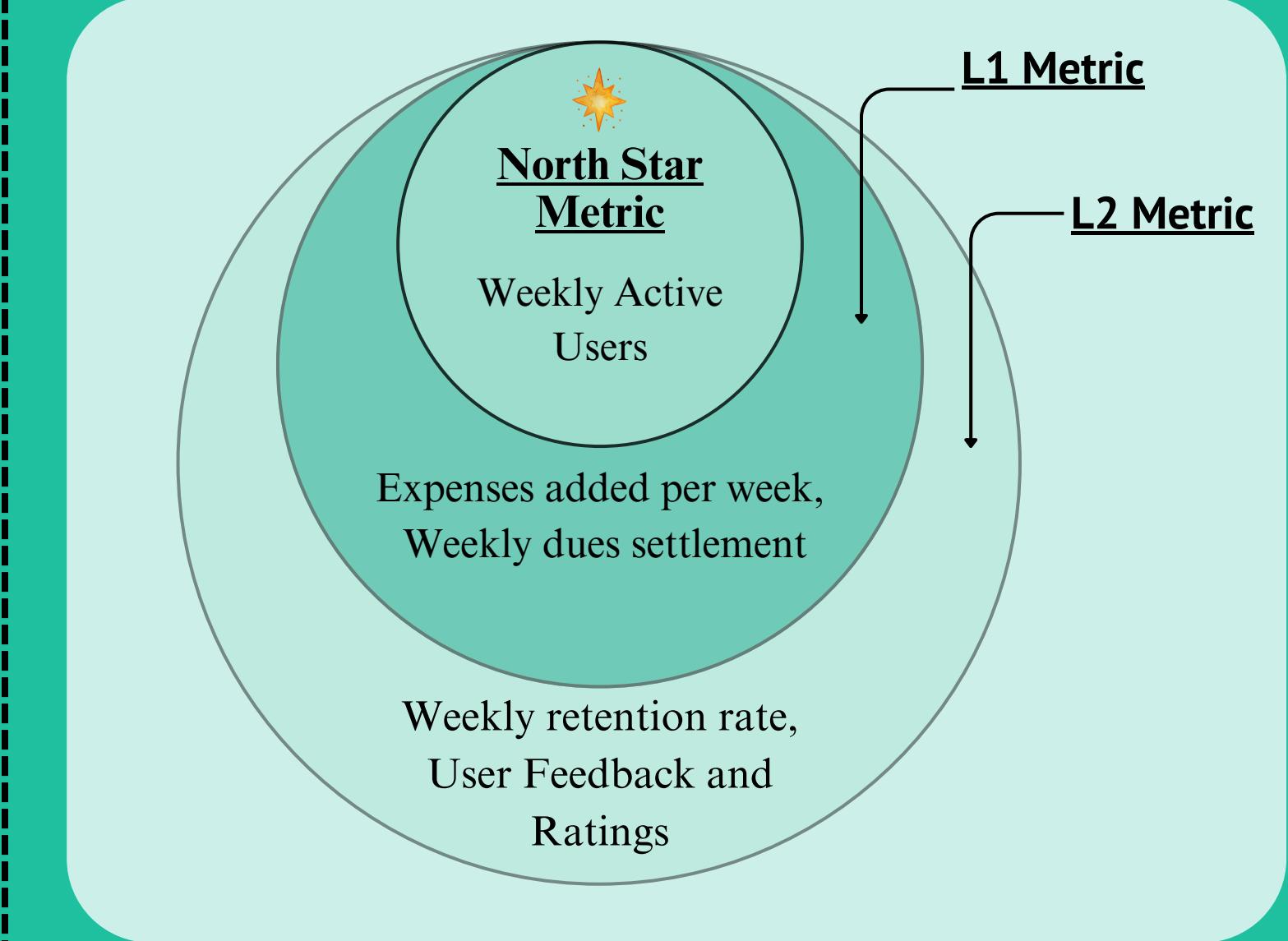
Keywords

- Moderately feasible solution.
- Moderate impact

Payments

- Moderately feasible solution with only Compliance issues.
- High impact due to user journey completion

Metrics



References

- Splitwise and its Competitors
- About Splitwise
- Google SSO stats
- Competitor Analysis & Stats
- Link of keyword solution

Existing App UX

LINK

