

Juspay - Payment made simpler

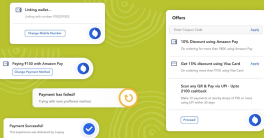
Juspay aimed to create a fluid payment system that could seamlessly integrate with prominent applications such as those for food delivery, ride-hailing, and e-commerce platforms.

YEAR	PROJECT	AGENCY	CLIENT
2019	Mobile UI Design User Research	Reddit Experience Design	Juspay

Our studio's client was Juspay. The objective was to design the app's entire user experience and interface more clean and user-friendly.

Role In The Project

I collaborated with the team, taking the lead designer role in crafting the user experience and user interface for the entire project. Designing a minimalistic interface required extensive research and effort.



Challenges

Traditional payment platforms typically operate as standalone apps, occupying the entire screen interface.

In this project, however, Juspay is a payment gateway which was integrated into other apps when a user is making the payment. It needed to seamlessly function within a smaller 1/3 portion of the screen.

How payment happens

We began by sketching out how payment happens and at what point the user would require the appropriate options to proceed.



Design

Minimal at it's core

Given that the UI Design occupies only one-third of the screen, the rounded corners add a playful touch.

Typography

Avenir was used entirely in the app.

With emphasis on beautiful rounded edges, the font compliments well with the character of the brand.

Aa

Regular/Roman

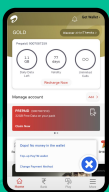
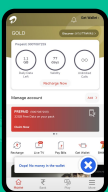
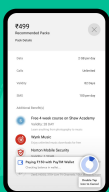
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heavy

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

First Concept

The concept was bold and basic when we started the design phase, with thick icon strokes and fewer rounded boxes. Since Juspay is an integrated payment gateway into other apps, we tried to make experiences for two applications: Airtel Telecom and Swiggy Food!



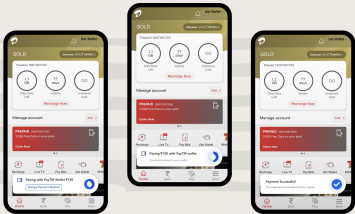
Second & The Final Concept

We wanted to take a cleaner approach after the first UI design.

To draw attention, we devised a more comprehensive approach that included the use of icons with two colors. To make the Juspay button feel more integrated, it was moved inside the box.

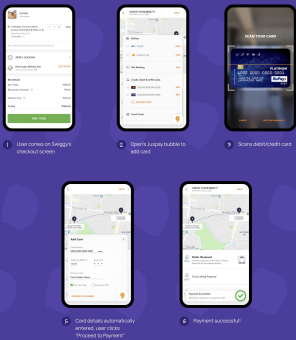
Designing the style

The flow illustrates the functioning of Juspay payments, emphasizing that the payment occurs seamlessly in the background. The Juspay user interface occupies just one-third of the screen.



Add New Card - App: Swiggy Food

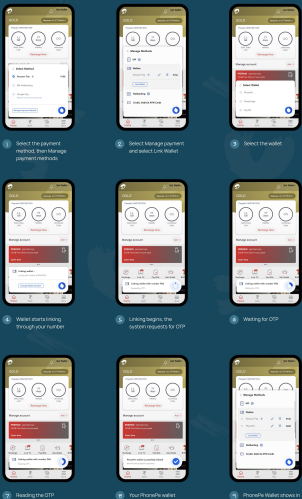
If the user has to add new card, Juspay lets you scan your card seamlessly like butter!



Link your wallet - App: Airtel

Manage methods will take you to a screen where you may view more payment options. To add a new wallet, tap Link Wallet.

The final six displays how the interface appears when it is linked.



User's Feedback

Users expressed their admiration for the seamless integration of the payment interface, highlighting how pleasantly surprising it was that it occupied only 1/3 of the screen.

They appreciated that this minimalistic design did not disrupt the overall user experience and found it non-intrusive.

Impact

Through careful design and user experience enhancements, our payment app delivered a remarkable **60% surge** in the **average transaction size** also a **100% uptick** in **user interaction and engagement**.