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Analyzing the Design of Paytm Mobile App

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I. ABOUT THE PRODUCT

The Indian e-commerce payment system and financial technology company based in Noida, India is Paytm (Meaning PayThroughMobile and spoken similar to ATM).

The Paytm service is available in 11 Indian languages and offers in-store payments in grocery store, in-store, fruit and vegetable stores, restaurants, park, tolls, pharmacies and schools with the Paytm Quad code online, for example, mobile recharges, utility bills payments, travel, movies & events payments..

Founded by its founder, Vijay Shekhar Sharma, in noida, a region adjacent to New Delhi's Indian capital, in August 2010, with an initial investment of US$ 2 million. It began as a mobile and DTH prepaid charging platform and in 2013 added data card, mobile postpayment and payment on the landline bill.

The company had launched Paytm Wallet by January 2014, added as a payment option by the Indian Railways and Uber. It started e-commerce with online offers and bus tickets. More uses like education charges, subway refills, electricity, gas and water bill payments were unveiled in 2015.

The payment portal for Indian Railways has also begun. Paytm started ticketing films, events and parks of fun, and booking flight tickets and Paytm QR in 2016. The railway bookings and gift cards started later that year.

In 2017, Paytm became the first payment app in India to download more than 100 million apps. The same year, Paytm Gold was launched, which allowed users to buy pure gold online as little as possible.

Paytm Payments Bank and 'Inbox,' a message platform including in-chat payments for other products, have also been launched. By 2018, traders were allowed to accept 0 per cent direct payment from payment, UPI and card payments on their bank accounts. It is now known as Paytm App Business, enabling dealers to instantly track payments and everyday settlements. The Paytm for Business application has been launched. By March 2018, its trading base had thus grown to over 7 million.

To make long-term savings easier, the company launched two new riches management products – Paytm Gold Savings Plan and Gold Gifting. It launched games & investments, partnered with AGTech to launch Gamepind, a mobile gaming platform[26] and established Paytm Money with an investment of 9 crore for Indians. Paytm joined Citibank in May 2019 to launch credit cards.

II. COMPETITIVE ANALYSIS

A. *Freecharge*

1) Freecharge is an Indian financial services digital marketplace based in Gurugram, Haryana, India
2) Freecharge services include savings, payments, insurance, investment and loans throughout a variety of financial instruments. The focus of the company is to create an ecosystem of innovative products and features for cashless operations. The customer can pay bills (electricity, gas), mobile, broadband, dth and metro cards, and pay bills on the landline. Furthermore, Axis Bank's Freecharge allows users to invest in mutual funds and easily obtain loans through Freecharge EMI.
3) Axis Bank freight allows users to invest in mutual funds and get easy credit via Freecharge EMI. FreeShop UPI and Payment gateway allows consumers to send or receive cash instantly, shop at leading offline and online shops across films, entertainments, food, shopping, cashback and discounts categories.
4) Freecharge launched Digital Credit Cards on 27 August 2019 to provide these digital card holders with easy credit access, instant and seamless experience and flexibility and security.

B. *Mobikwik*

1) MobiKwik is the largest digital financial services platform independent of the issuer in India, utilising sophisticated product and commercial acquisition capabilities. The undisputed No.2 player in India's mobile wallet and one of the country's top 3 payment gateway players. It has a network of over three million direct traders, more than 140 billers and more than 107 million users. There are more than 1 million transactions per day.

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2) Get personal MobiKwik immediate loans
3) Online insurance cover can also be provided: Coronavirus Insurance, Insurance for Critics of Critical Disease, Life Insurance, Mediclaim, Personal Accident Insurance, Dengue Insurance, Hospital Cash Insurance, MobiKwik Health Insurance and Cancer Insurance. The protection process is very straightforward, rapid and requires minimal documentation.

C. Airtel Money

1) With its headquarters in New Delhi, India, Airtel Payments Bank is a public limited company. The firm is a Bharti Airtel subsidiary. It is India's first payment bank licence and the first live payment bank in the country. It is now a bank licence from the Reserve bank of India.
2) In June2016, Airtel Money received Indian Media Award for Digital Analytics' Most Effective Use.
3) The bank had a capital of €3,000 ($441 million) in its establishment. At the end of the financial year ended 31 March 2017, which was its first year of operation, the Airtel Payments Bank reported Rs 68.33 crore deposits.
4) In August 2018 the Pradhan Mantri Mantri Jeevan Jyoti Bima Yojana insurance plan has been launched with Airtel Payments Bank and Bharti Axa Life Insurance.

D. Jiomoney

1) JioMoney is a payment company based in Navi Mumbai, India and has been operating as an Indian bank since 2018.. The bank is a special class of banks which can accept and pay deposits but which cannot issue a loan or any other kind of credit, including credit cards.
2) JioMoney was established as a joint venture with a stake ratio of 70:30 between the Reliance Industries and the State Bank of India.
3) JioMoney Wallet offers great deals, reductions and cash backs.
4) JioMoney has two kinds of accounts available Account Basic The limit on transactions is limited to Rs 10,000 for one Month and a "Basic Account" does not require any documents. Premium Advanced Account Clients are able to keep for a month as many as Rs 1.00,000 in the JioMoney Account.

III. STAKEHOLDER RESEARCH

A. Direct Stakeholder

Paytm was founded in August 2010 with an initial investment of $2 million by its founder Vijay Shekhar Sharma in Noida, a region adjacent to India's capital New Delhi. It started off as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013

B. Indirect Stakeholder

1) A new and current investor, including Japanese SoftBank Group and China's Ant Financial, has raised $1 billion from One97 Communications Ltd. which operates Paytm. A development-friendly individual said that.
2) The funds will enable the Digital Payments Company to strengthen its financial resources in India, in the context of intensifying competition between PhonePe Pvt Ltd, owned by Google Pay and Walmart Inc.
3) The collection of funds raised Paytm's valuation to $16 billion from the $15 billion it received during the secondary sale of some of its staff in August to unnamed New York investors.
4) On Sunday, Ms Paytm said the shareholders such as Alibaba Group Holding Ltd's affiliate Ant Financial, and SoftBank Vision Fund had raised a new round of shares. New investors, such as T. Rowe Price Associates, Inc. joined them. The round was also attended by Discovery Capital, an existing Paytm shareholder. However, the company failed to reveal the amount of funds collected.

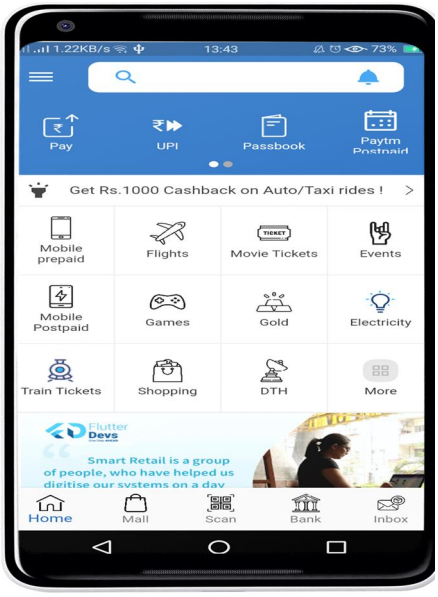
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IV. DESIGN CRITIC

A. *Too Cluttered*

When you launch the Paytm app, the first screen you're greeted with is this:



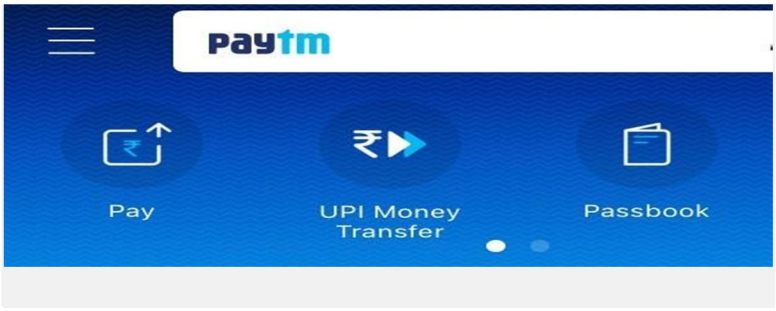
The evolution of the UX has led us since forever towards minimalism. Until about 15–20 years ago, the rule of thumb is that with a maximum of 2 clicks or selections, you should be in a position to reach anywhere from anywhere. The problem with this practise is that designers finally put too much content into a 2-Click-radius, which makes the interface too overwhelming for the user, on every screen. This rule soon became meaningless and interfaces all around changed to minimalism.

Paytm's home screen offers a load of options, many of which can be avoided as I show you in advance. This creates a bad user experience because the user is overwhelmed with options and sees no clear path of control or hierarchy or priority regarding which functions are more than otherwise important.

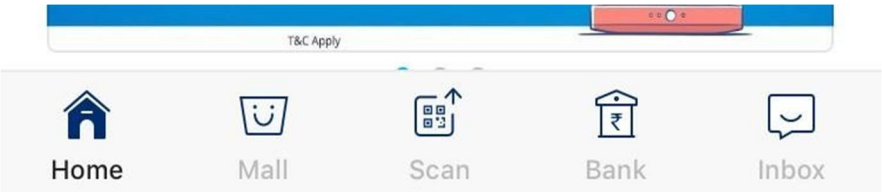
V. REDUNDANT BUTTONS

Many of the buttons on the home screen were added without further advantage. These redundant duplicate buttons add to unnecessary confusion.

A. *Pay and Scan*

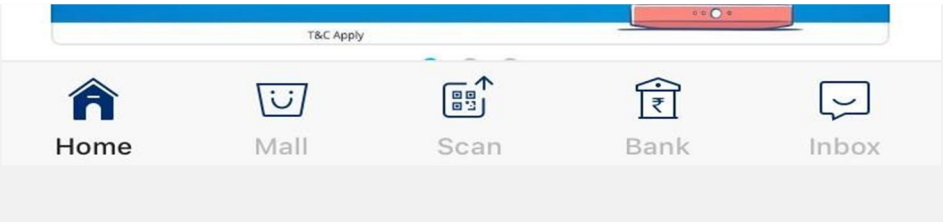


"Scan" option in the tab bar



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Both options are the same and can be used at the highest navigational level ("Pay" isn't at the highest navigation level technically but if the user opens the app, it is the default screen so the "Pay" can be considered as a top navigation). This app is available to the user.



B. Shopping and Mall

"Mall" option in the tab bar

The Portion of the homepage of Paytm's current information architecture looks something like this-



VI. REDESIGN PROPOSAL

A. The Challenge

Digital payments are the future, and the success of India's developing economy depends heavily on platforms such as Paytm, a leading payment company in India. Unfortunately, with the unintuitive application that does not leverage the possibility for seamless transactions, security and transparency Paytm's app does not reflect this vision of the future.

B. Highlights

1) Research has been conducted to understand the pain points of users, the feature hierarchies, and areas for growth;
2) Sketch wireframes prototyped
3) It is challenging to focus on the visual design and aesthetics of the app while improving Adobe PSD and Illustrator skills.

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C. All These Insights Centered Around One Fundamental Truth That Paytm Seemed To Be Ignoring

People don't want to use their wallet app to spend time browsing. People want a tool that does the work as quickly and as seamlessly as possible.

D. As I Detailed Every Observation, I Began To Develop A User Flow Model That Tracked Common Journeys Taken Within The App

In order for Paytm to continue this business strategy, I had to adapt my approach. The challenge is to create simplified user experience while retaining access to child features such as the sale of movie tickets, travel reservations, e-commerce.

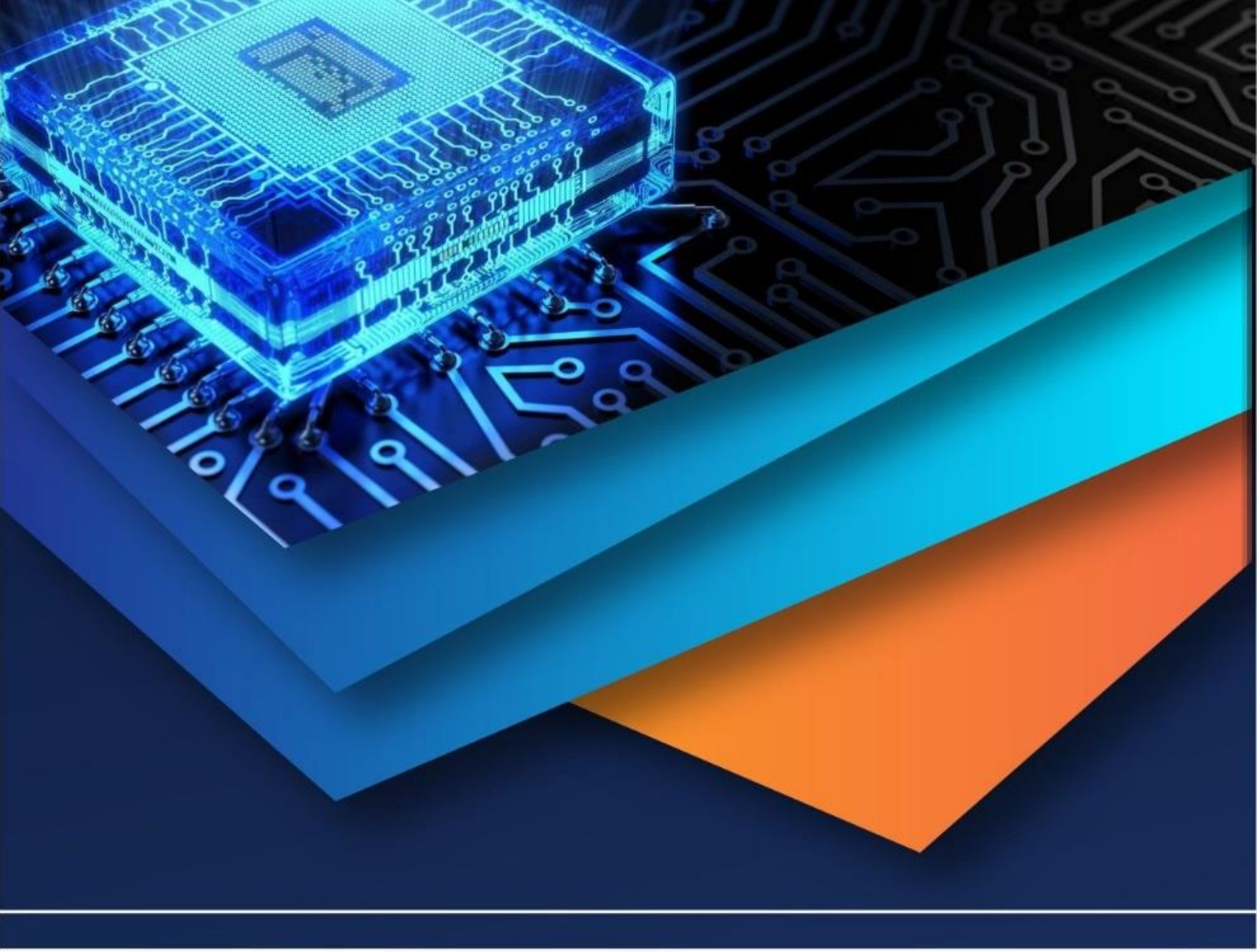
VII. ASSUMPTION

Finally, the user has easy access to his wallet below. The objective was a transparent experience to build trust. A simple wallet viewing experience makes the information used in the app transparent (like the actual wallet balance itself). It also includes features to filter credit and debit history of transactions. By tapping on any payment users may even view more details on a transaction or report an erroneous list.

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