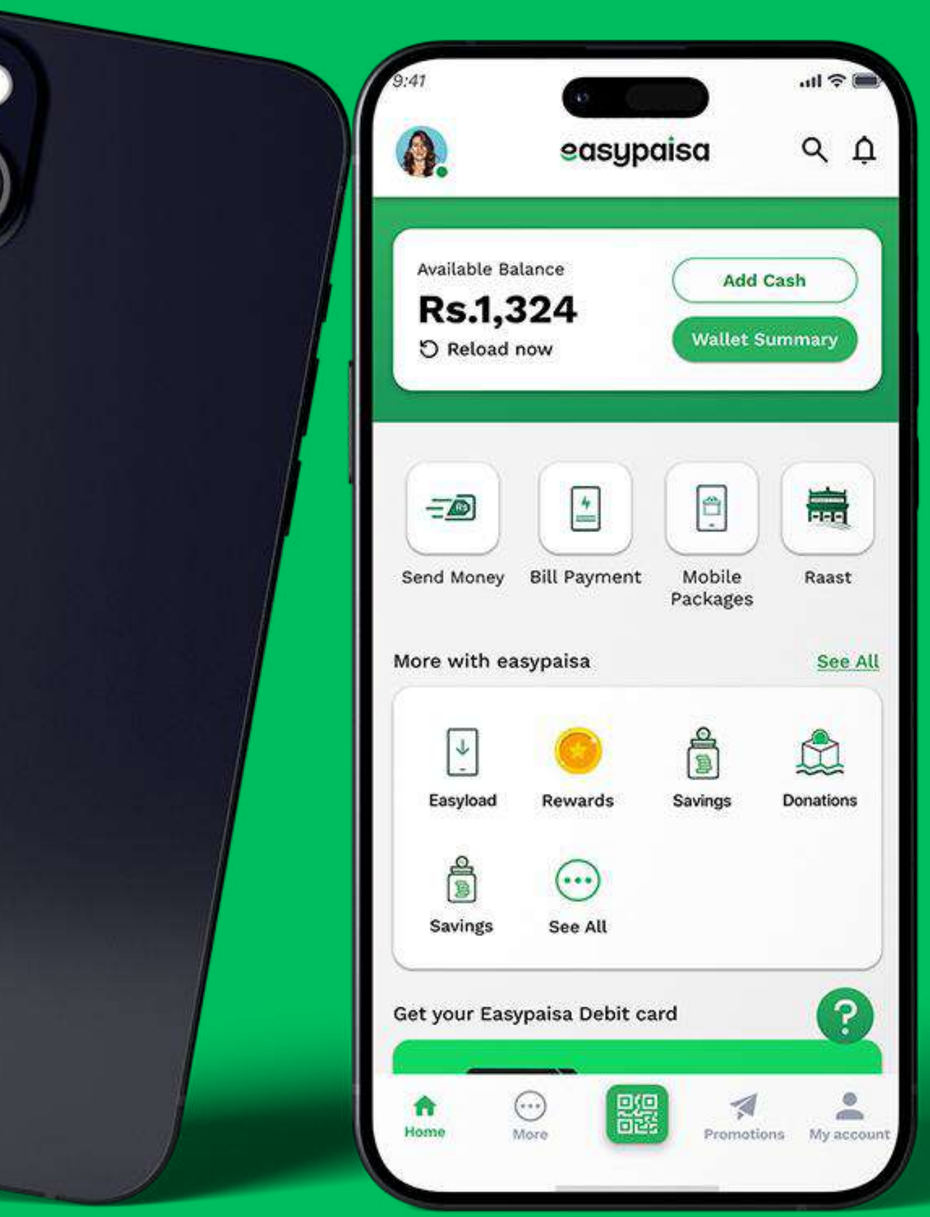


easypaisa

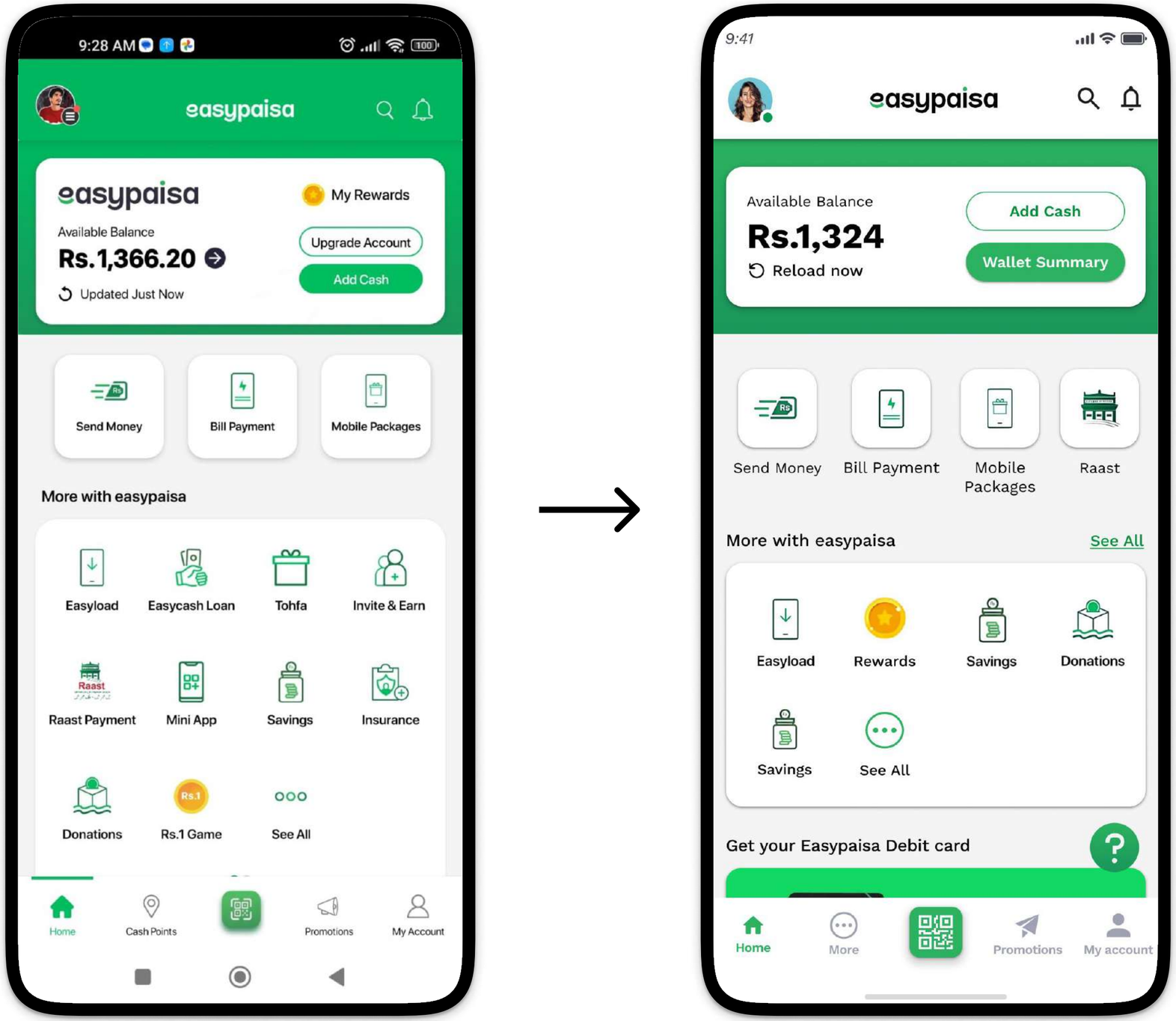
UX Research & Homepage Redesign

The Problem

No matter how big a company and their products get, there is always room for improvement and a clean timeless user experience, tested against competitors and pushed to perfection is the one that will always make users stick.

That was the goal with this project. To test and redesign the home screen of the most used finance app in Pakistan.

I analyzed the app and its competitors ranging from mobile wallet apps with limited offerings and established banks with a ton of features and used all my findings to redesign the app's home screen.


9:28 AM
easypaisa
easypaisa
Available Balance
Rs.1,366.20
Updated Just Now
My Rewards
Upgrade Account
Add Cash
Send Money
Bill Payment
Mobile Packages
More with easypaisa
Easyload
Easycash Loan
Tohfa
Invite & Earn
Raast Payment
Mini App
Savings
Insurance
Donations
Rs.1 Game
See All
Home
Cash Points
Promotions
My Account
9:41
easypaisa
Available Balance
Rs.1,324
Reload now
Add Cash
Wallet Summary
Send Money
Bill Payment
Mobile Packages
Raast
More with easypaisa
See All
Easyload
Rewards
Savings
Donations
Savings
See All
Get your Easypaisa Debit card
Home
More
Promotions
My account

Insight

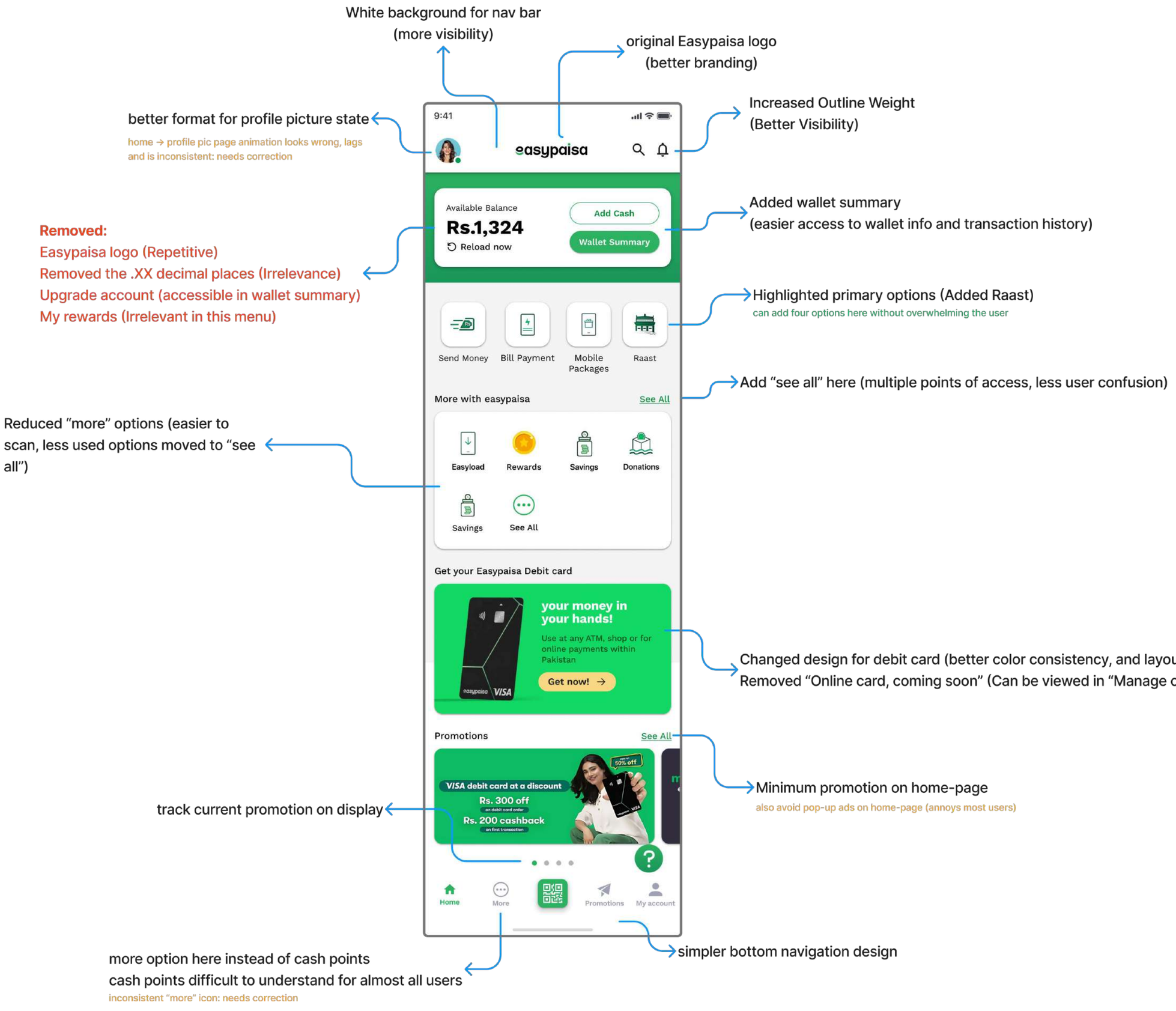
"Looks pretty much the same, what's so different?"

That may be so when comparing the designs directly but when actually using the app, there are important things you would have a hard time finding.

For example, in the previous design from where do you think the transaction/wallet history is accessed? It's actually accessed by tapping the "updated just now" text below the current amount.

There are other important things hidden and secondary stuff shown to the user throughout the design. Those changes have been fixed in the updated UI.

Design Changes Overview



Why not a complete redesign?

Good idea but with a user base as big as Easypaisa's you can't make design overhauls, changing the design to something new all of sudden would only create more confusion.

That's why big improvements are rolled out incrementally.

You may have noticed how Whatsapp recently rolled out there Meta AI bot in the app. First, they moved the search icon and instead added a search bar.

And after a few days of giving users time to get used to the new search bar position, they introduced the AI search.

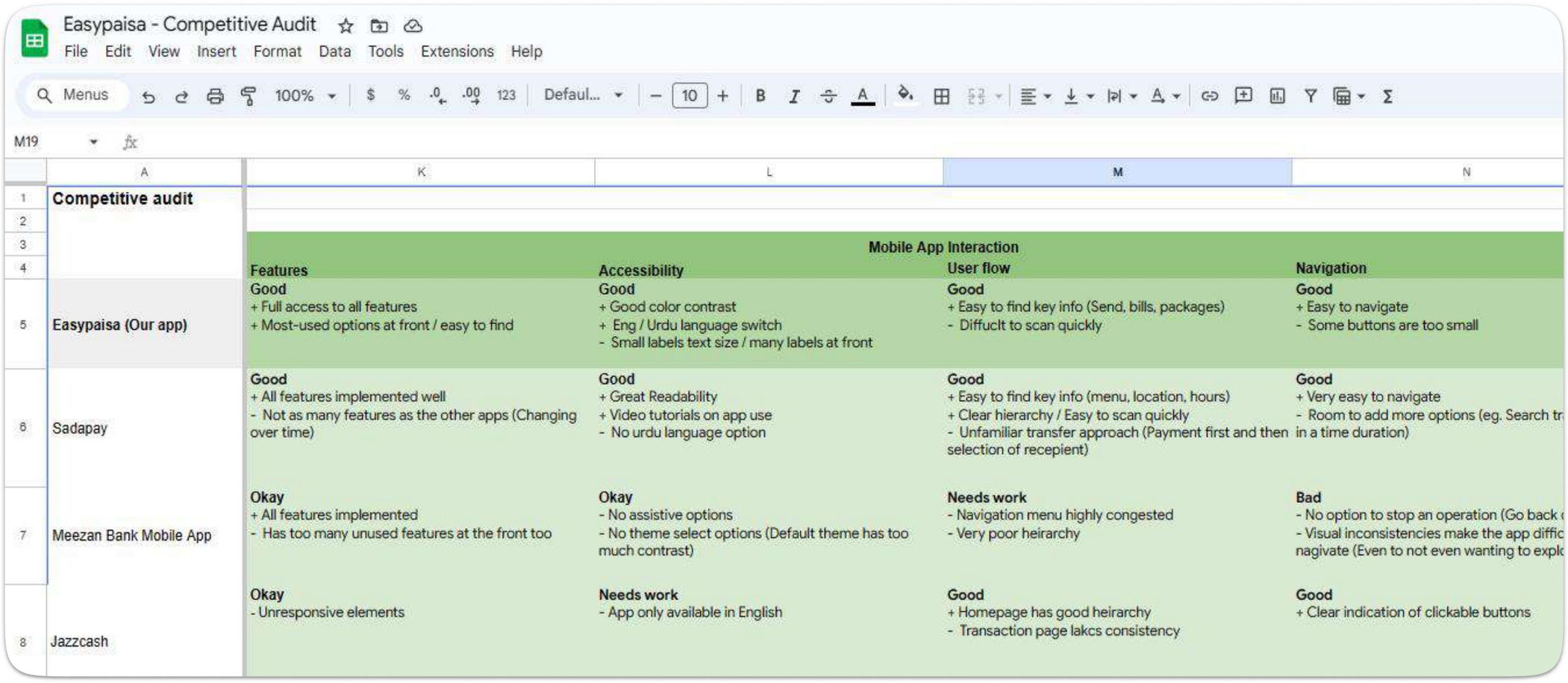
That's how it should be done, with patience and with the user's peace of mind at the very center.

Competitor Analysis

When presented with a problem, knowing what you have to do and knowing what to avoid are both equally important steps before designing the solution.

With that in mind, I analyzed Easypaisa's competitors.

From medium sized wallet apps and large banks with users in millions. I observed the good and bad and documented it all in a google sheet and a report.



Easypaisa - Competitive Audit

File Edit View Insert Format Data Tools Extensions Help

M19

	A	K	L	M	N
1	**Competitive audit**				
2					
3				**Mobile App Interaction**	
4		**Features**	**Accessibility**	**User flow**	**Navigation**
5	**Easypaisa (Our app)**	**Good** + Full access to all features + Most-used options at front / easy to find	**Good** + Good color contrast + Eng / Urdu language switch - Small labels text size / many labels at front	**Good** + Easy to find key info (Send, bills, packages) - Diffuclt to scan quickly	**Good** + Easy to navigate - Some buttons are too small
6	Sadapay	**Good** + All features implemented well - Not as many features as the other apps (Changing over time)	**Good** + Great Readability + Video tutorials on app use - No urdu language option	**Good** + Easy to find key info (menu, location, hours) + Clear hierarchy / Easy to scan quickly - Unfamiliar transfer approach (Payment first and then selection of recepient)	**Good** + Very easy to navigate - Room to add more options (eg. Search tr in a time duration)
7	Meezan Bank Mobile App	**Okay** + All features implemented - Has too many unused features at the front too	**Okay** - No assistive options - No theme select options (Default theme has too much contrast)	**Needs work** - Navigation menu highly congested - Very poor heirarchy	**Bad** - No option to stop an operation (Go back - Visual inconsistencies make the app diffic nagivate (Even to not even wanting to explo
8	Jazzcash	**Okay** - Unresponsive elements	**Needs work** - App only available in English	**Good** + Homepage has good heirarchy - Transaction page lakcs consistency	**Good** + Clear indication of clickable buttons

Easypaisa - Competitive Audit Report

1. Competitive audit goal(s)

The competitive audit compares Easypaisa's user experience to those of its main competitors, such as JazzCash, Sadapay, and the Meezan Bank Mobile Banking App.

This analysis will help Easypaisa pinpoint areas where its UI/UX needs to be improved in order to increase competitiveness and better serve its target market.

2. Who are your key competitors? (Description)

Jazzcash:(Direct competitor)
Mobile financial services platform that provides money transfers, mobile top-ups, savings accounts and bill payment. It also aims to offer simple freelance payments (payoneer to jazzcash) and branchless banking services.

Sadapay: (Direct competitor)
Digital banking service that specializes in mobile payments, bill payment and mobile top-ups. It seeks to offer a straightforward and uncluttered design with no transfer or SMS fees.

Meezan Bank: (Indirect competitor)
Pakistan's first and biggest Islamic bank, offers mobile banking services through its Meezan Bank Mobile Banking App. It provides general banking services, bill payment, account management, and fund transfers.

3. What are the type and quality of competitors' products? (Description)

JazzCash offers several mobile financial services, such as transfers, bill payments, savings accounts, and payments. Depending on the feature, their app's user experience may be of

Usability Study

Design without user testing is just guess work and it's pretty much impossible to guess exactly what someone wants without talking to them first.

Therefore, I conducted a usability study among various participants.

Briefly describing my role as a researcher: I provided the users the app and a small list of things to do like making a transaction and viewing wallet history and then observe them as they navigated the app.

This was the most important bit of research. The users know about their problems with something but it's my job as a designer to define that problem clearly and design a solution.

PARTICIPANT 1
Imaan Shahid - Female - Age 23

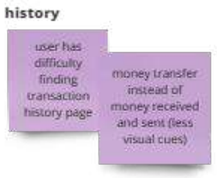
First impressions



task 1 - transfer to another easypaisa



task 2 - transaction history

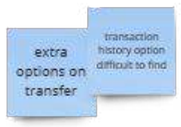


task 3 - set up new bill payment



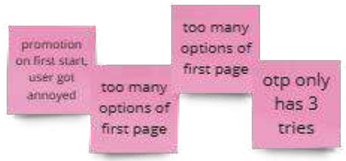
final thoughts:
"text labels should be more visible, many options in the main-page are irrelevant and less used"
"take inspiration from sadapay"

PARTICIPANT 2
Abdullah Imran - Male - Age 16

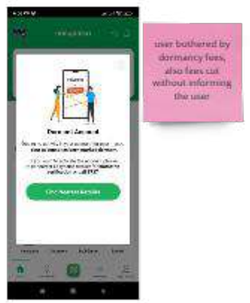


PARTICIPANT 2
Wardah Mumtaz - Female - Age 21

First Impressions



Point of failure - Account dormant



homepage thoughts



final thoughts
"above nav bar could be made white to make the easypaisa logo stand out more"

PARTICIPANT 4
Abdul Rahman - Male - Age 52

First Impression



thank you