

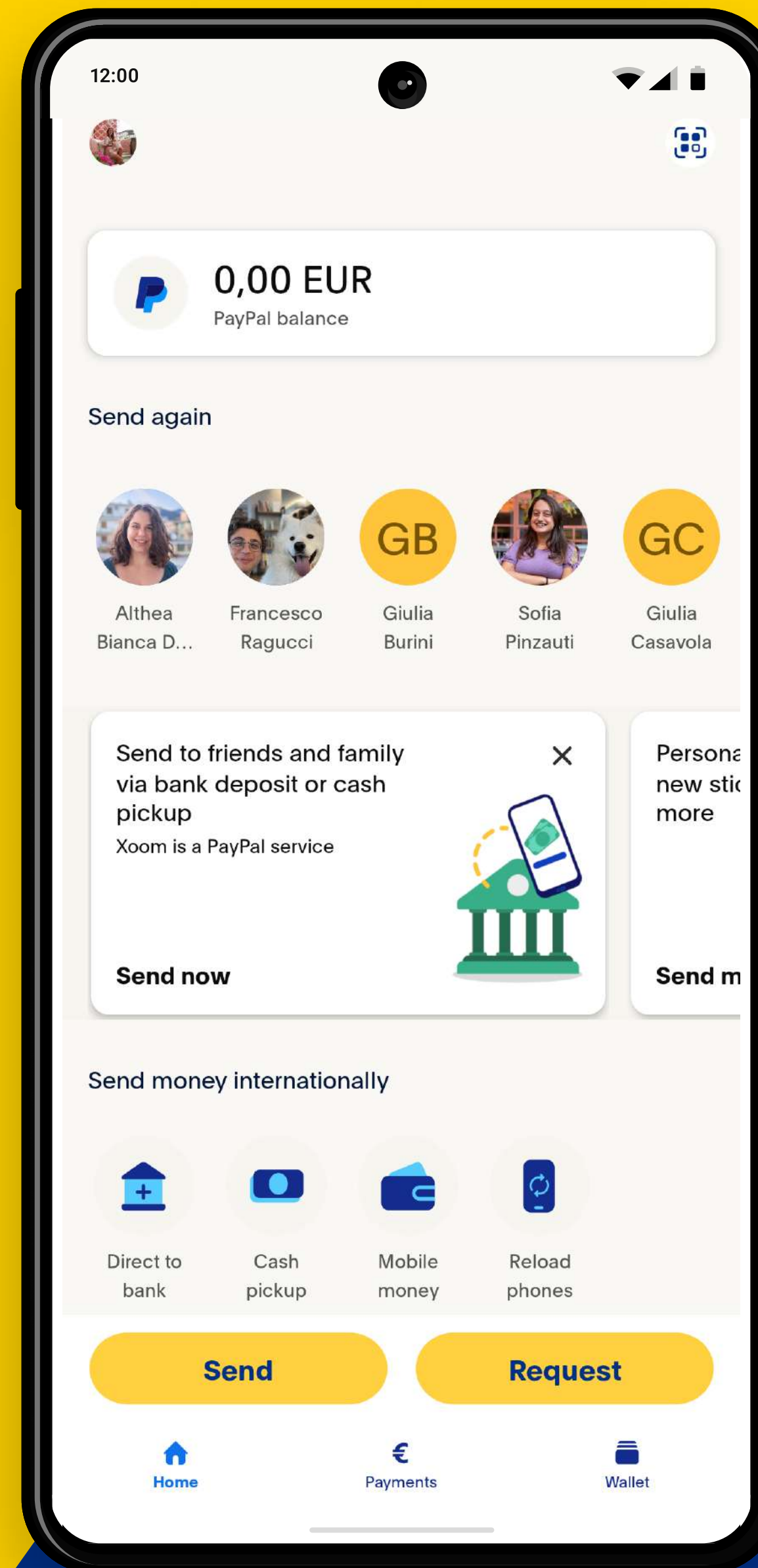
UX analysis



UX Design

UX Research

Laura Nesossi



Used Tools

Figma

FigJam

References

NielsenNormanGroup (1, 2)

IxD Foundation (1)

User reviews on the app

App of choice: **PayPal App**

PayPal is a **digital service for online payments**.

You can add your bank accounts or credit cards to the account and pay with PayPal.

Main functions of the Mobile App:



Managing **PayPal account** and transactions



Exchanging money with **friends and family**



Commercial transactions with **purchase protection**

Other functionalities:

- PayPal “Pay in 3” (divides your payments in delayed installments)
- Fundraising
- In person payments
- Split the bill

435 Mln Active Users
35 Mln Merchant Accounts
1363 Bln Dollar of payments

Workflow

I decided to analyze the UX of two flows:

- **Sending money** to a friend (already in the user’s contacts)
- **Sharing your personal link** to receive money



Heuristic evaluation

I analyzed these two flows paying attention to the 10 Nielsen’s heuristics, highlighting when they are respected and, as a consequence, the experience works well.



User test

I tested 6 users asking them to reach some goals using the app. Then, I followed their flow and noted down their pain points.



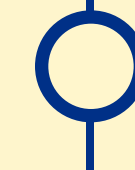
User Review Analysis

I read some reviews with different ratings on the Play Store to understand the users’ sentiment and their potential needs.



Design of an alternative UX

I designed a simple screen with Figma, suggesting a possible fix to the complex flow that created problems to the users.



Presentation

Completed all the previous steps, I created this presentation to wrap up my work and show the results.

[Check out my research notes on Figjam](#)

Strong point: Sending money

Sending money is one of the main features of the app, so **it is prominent in the Home Page** and is the focus of the **first tab of the Payments section**.

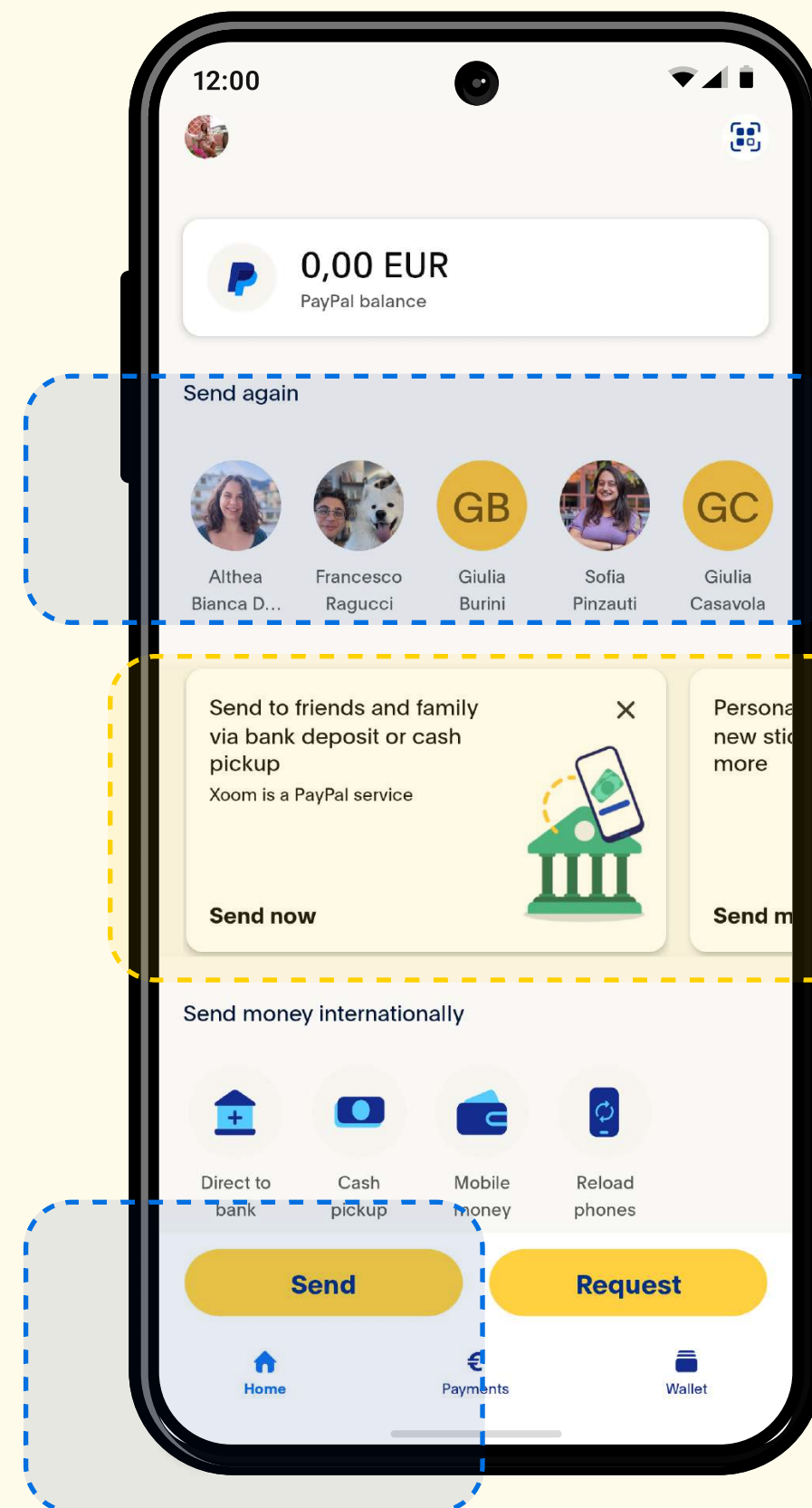
There are also **some shortcuts** in the home, like the “Send again” section for recent contacts and cards for special sending methods.

In the “Send” tab, we find again our **recent contacts**. Then, there is the **search function** and a section dedicated to the **less common ways to send money**, like “Reload phone” or “Cash for pickup”.

Home

Prominent section for sending money to the most recent contacts.

Two main CTAs, “Send” and “Request” money.

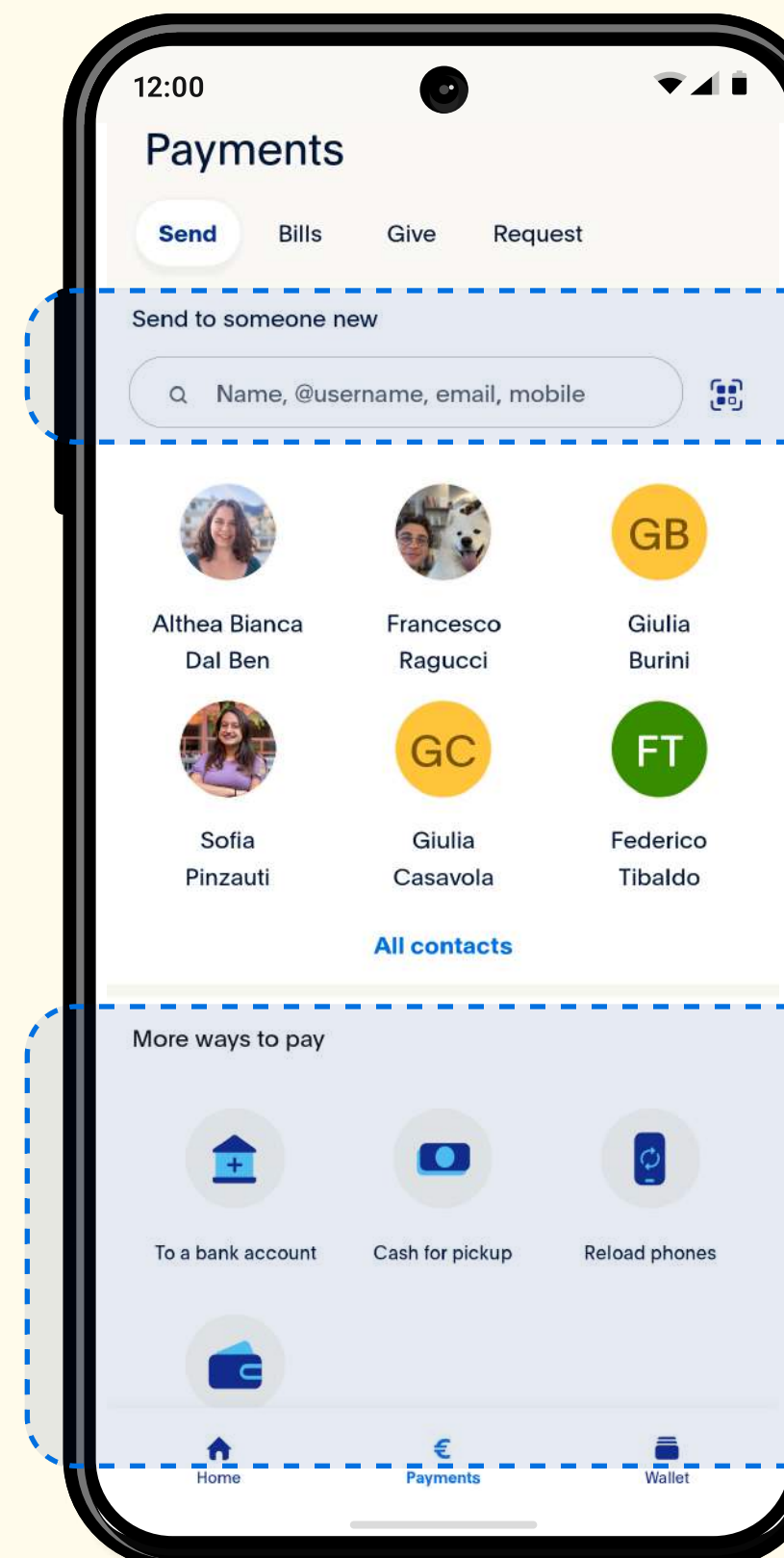


Cards with info for special sending methods, like cash pickups, and other promos.

Payments > Send

Contacts and users search bar.

Special ways to send money.

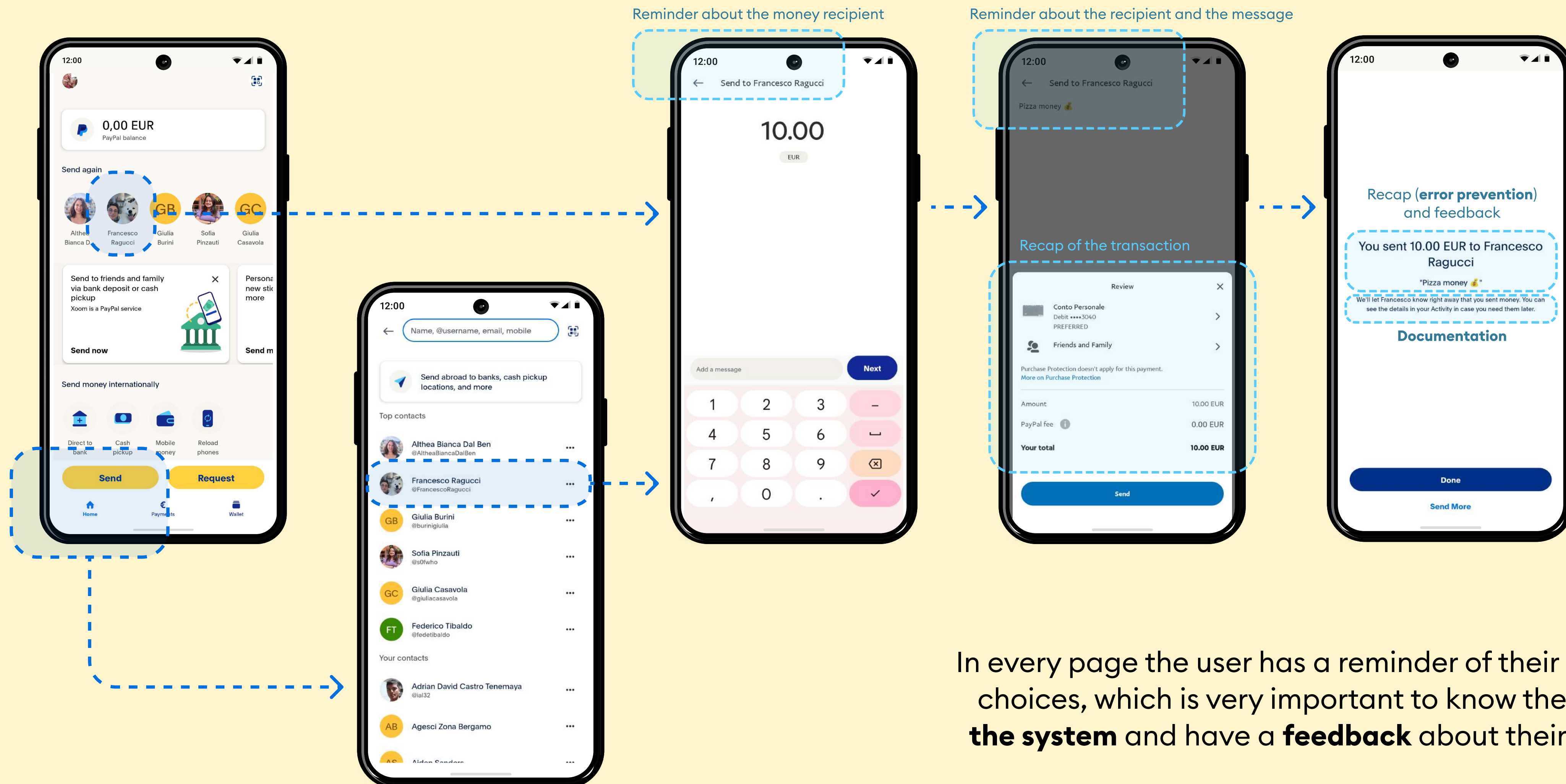


Strong point: Sending money

The flow is easy to understand. Independently where you choose to send money from, you reach the same flow, keeping **coherence** and **consistency**.

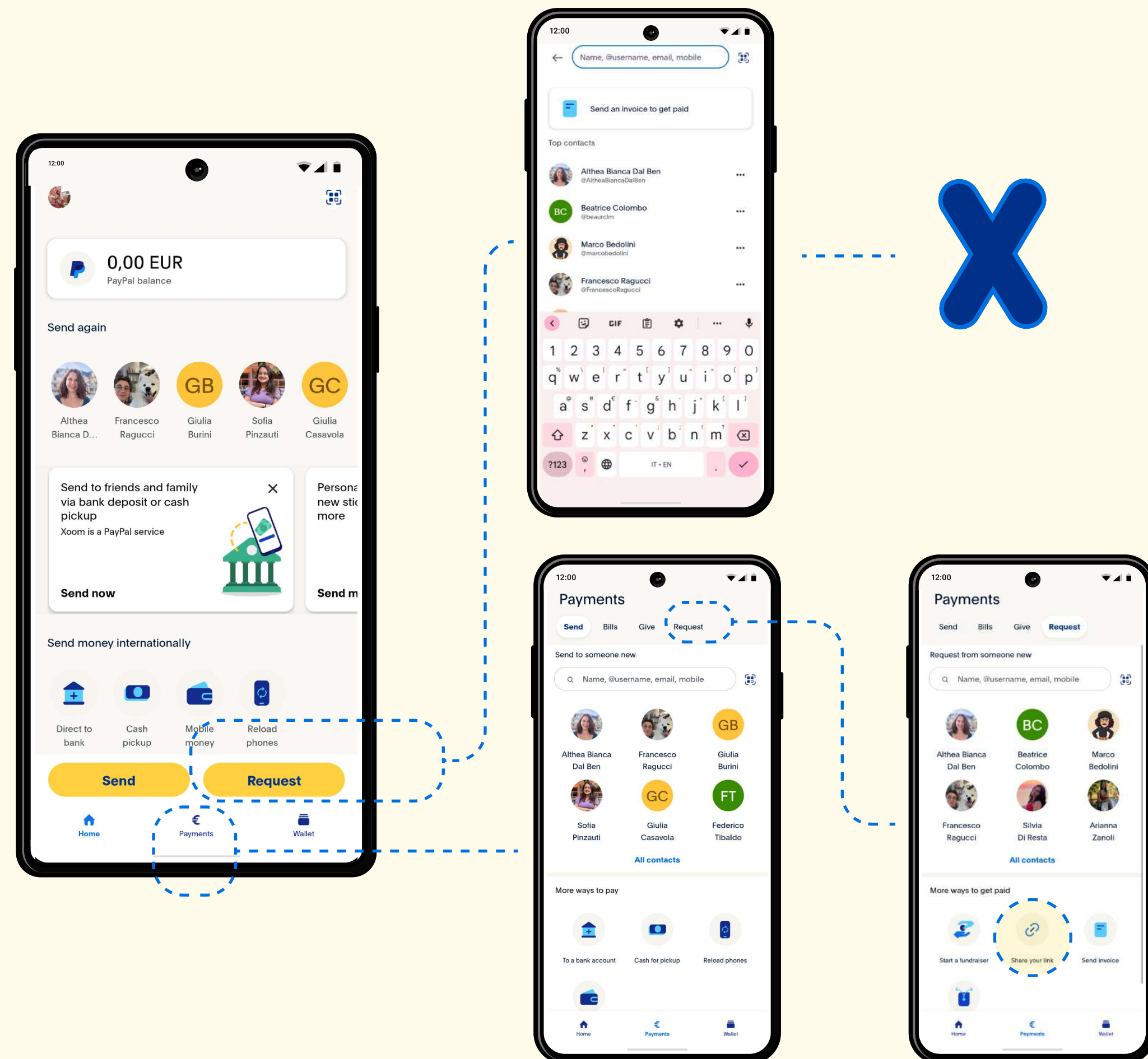
Note

During my tests, some users had difficulties understanding they were not using their PayPal balance. This is probably a product choice, but it's an issue for the users and could be explored more.



Weakness: Receiving money with a link

Receiving money from a saved contact is pretty easy, but when it comes to share the personal link, here come the troubles.



- 6/6 users of the test instinctively entered the “Request” section, didn’t find the “Share the link” button, and got confused.
- 4/6 users clicked the QR code button on the right top, while searching for the link.
- **2/6 users of the test gave up without completing the task.**
- 2/6 users didn’t notice the top scroll bar, and needed a while to find it.
- 5/6 users went to the “Wallet” section before trying with the “Payments” one, clearly without any idea about where to find the link.
- Once the “Share the link” button has been found, the rest of the flow is pretty easy to understand.

Weakness: A simple way to fix it

With the proposed solution, a user can find the "Share your link" option right after clicking the "Request" button, which is the most instinctive choice.

It also highlights new features and options, without the need of removing other functionalities.

Users used to the old UX will always find the same button in the "Payments" section.

Added a title to remind users what they are doing.

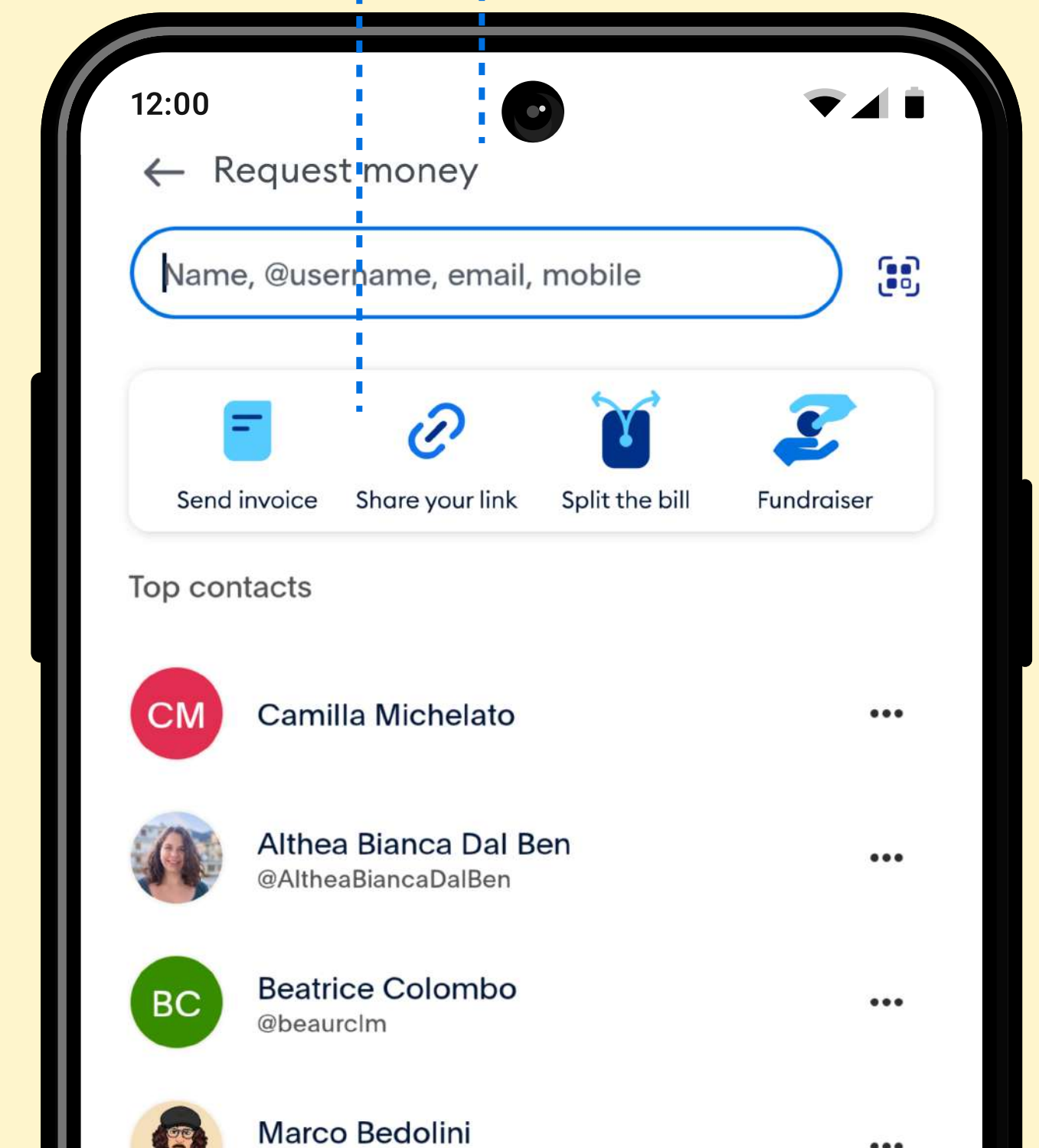
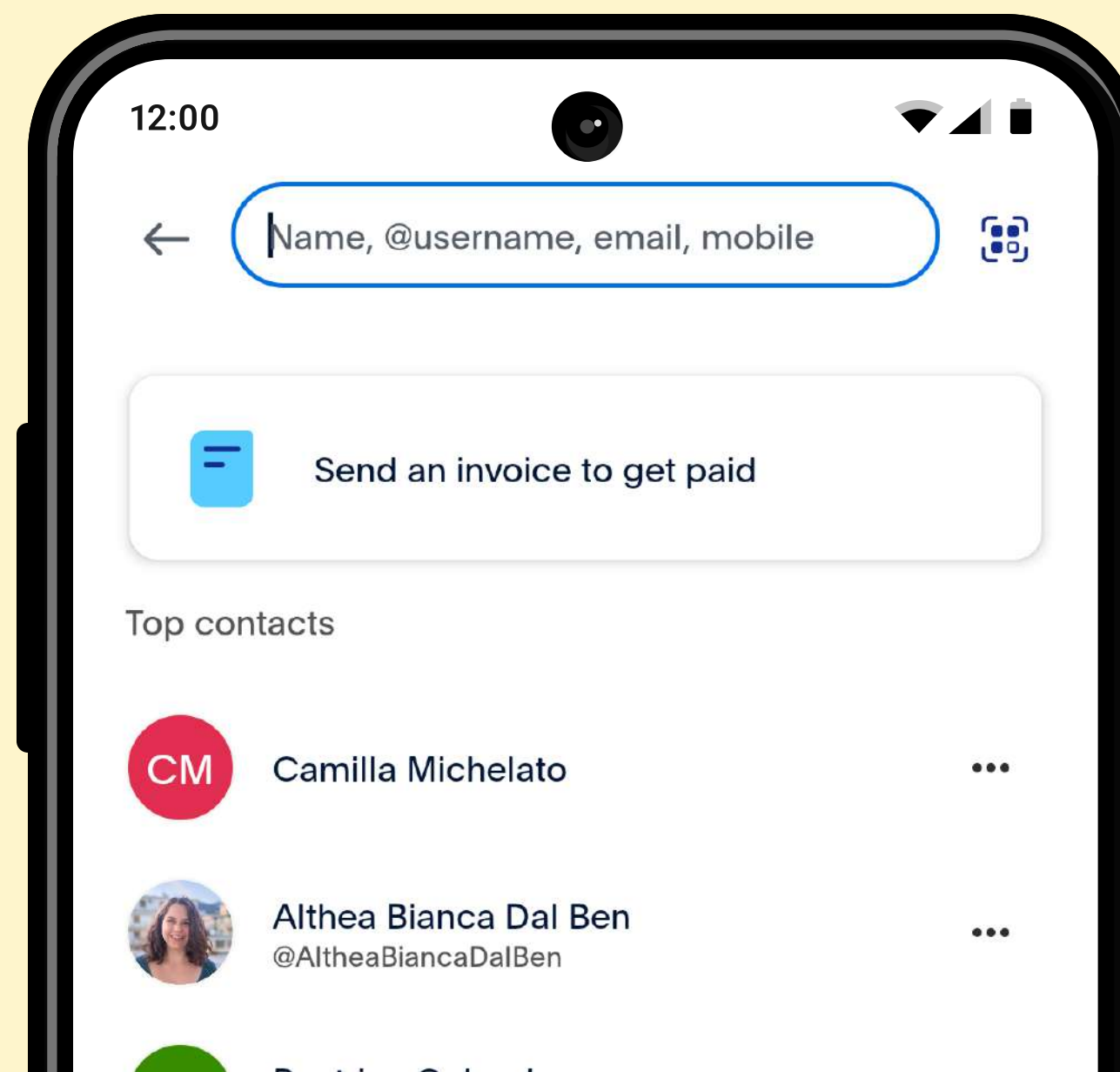
Changed the invoice banner with a section with all the different options to receive money

Disclaimer

This is a solution coming from a quick analysis and done with the limited information I have as a user.

It is possible that the "Share your link" button has been intentionally made less reachable from the product team of PayPal for some reasons, like increasing revenues from commissions or transactions. Or maybe, they have tested the proposed solution and discovered some downsides.

The best choice is always discussing the aims of the feature with the product managers, and comparing the new solution with the original one using data from A/B tests.



Paypal App: Potential improvements

After having used the app for a while, my personal experience with other apps, and after I read some comments on the PlayStore, I came up with these little UX and product suggestions.



MoneyBox

If you're collecting money, like for a gift or a trip with friends, it can be useful having a dedicated section to track expenses and separate given money from your own.

At the moment, there is the crowdfunding option, but it's too complex and has some limitations.



In person payments

The new function for in person payments is interesting, but need some iterations.

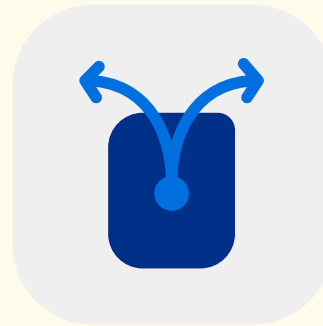
For example, some users asked for NFC payments in addition to the QR code ones, or it can be useful to add a list of places that accept PayPal payments.



Professional sellers

It could be useful to divide the app in a section dedicated to private users, and another one for B2C services.

In addition, it's not so easy to open a ticket for problems with old transactions, and some people complain about the refund methods.



Split the bill

The “Split the bill” function is nice but very limited.

It can be interesting to explore some more complex functions, to cumulate split expenses and balance group expenses as in apps like “Splitwise” or “Tricount”.