CASE STUDY

UI/UX Design Team for a Mobile Buy Now Pay Later Application

Jack Cohen
Founder, Strategy
Product Management
Business Development
Data Analytics
Marketing Strategy
Sales Strategy

Paul Bernstein
Lead Designer, UX, UI, IXD
Product Management
Business Development
Data Analytics
Marketing Strategy
Sales Strategy

Ben Ferrari
Product Manager, UXR Lead, UX Lead

Tools
Figma
Miro
Google Suite
Jira
Slack

Background Information

Background: Pay Later Industry
Pay Later is a form of short-term, interest-free consumer credit. Customers can make purchases and pay back the loan in installments, typically over a few weeks or months. This model is gaining popularity as an alternative to traditional credit cards, offering a more flexible and transparent way for consumers to manage their spending.

Background: Company Overview
Company Name: [redacted]
Industry: Financial Technology (FinTech)
Business Model: Pay Later Application
Target Market: Young adults, millennials, and Gen Z consumers
Key Features: Instant approval, flexible payment plans, no hidden fees, integration with popular e-commerce platforms
Competitive Landscape: Competes with other pay later services like Klarna, Afterpay, and Affirm
Regulatory Environment: Subject to consumer lending regulations and data privacy laws
Recent Developments: Recent funding rounds, partnerships with major retailers, expansion into new markets

Pay Problem

Pay Problem: Limited Accessibility for Diverse Credit Profiles Hampers Inclusive Lending and Customer Engagement

Pay Impact: The lack of accessibility for diverse credit profiles significantly impacts our ability to provide inclusive financial services to a wide range of customers. This limitation hinders our company's growth potential and prevents us from fulfilling our mission to democratize access to financial services.

Possible Solution: Implement alternative credit scoring models that consider non-traditional data points such as publicly available information, social media activity, and mobile phone usage patterns. This approach could enable us to assess the creditworthiness of a broader range of customers, including those with limited or no traditional credit history.

Our Goal

Our Goal: Develop a user-friendly and inclusive mobile application that leverages alternative data points to assess creditworthiness, enabling us to provide financial services to a wider range of customers and fulfill our mission to democratize access to financial services.

Our Role

Our Role: As a UX/UI designer, my role in this project involves creating a user-friendly and inclusive mobile application that leverages alternative data points to assess creditworthiness, enabling us to provide financial services to a wider range of customers and fulfill our company's mission to democratize access to financial services. My responsibilities include conducting user research, designing wireframes and prototypes, and collaborating with the development team to implement the user interface and ensure a seamless user experience.

Tools

Tools: Figma, Miro, Google Suite, Jira, Slack

Project Timeline

Research

Goals

1. Understand user expectations and preferences in pay later applications, including ease of use, transparency, and flexibility in payment options.
2. Identify pain points and barriers to entry for underbanked individuals and their unique financial needs.
3. Explore how alternative data points can be integrated into the user experience to enhance the accuracy and fairness of creditworthiness assessments.

Competitive Analysis

Screenshot of Competitive Analysis Spreadsheet

Interviews

Screenshot of Interview Transcription Document

Usability Testing

Usability Testing Objectives: The primary goal of conducting usability testing with underbanked individuals is to evaluate the ease of use, accessibility, and effectiveness of the proposed pay later application in addressing the unique financial needs and challenges faced by this demographic. The testing will provide valuable insights into the user experience, identify pain points and barriers to entry, and inform the design and development process to ensure the application is inclusive and user-friendly for underbanked individuals.

Key Metrics: The key metrics to be measured during the usability testing include:

1. Ease of use: Measuring the time taken to complete tasks and the number of errors made by participants.
2. Accessibility: Assessing the application's compatibility with various devices and screen sizes, and the ease of navigation for users with different levels of digital literacy.
3. Effectiveness: Evaluating the clarity of information presented and the user's understanding of the application's features and benefits.
4. Satisfaction: Gathering subjective feedback on the overall user experience, including the perceived value and trustworthiness of the application.

The data collected from these metrics will be analyzed to identify areas for improvement and ensure the application meets the needs and expectations of the underbanked population.

> "I know it sounds crazy, but I would rather pay a little more than deal with the hassle of a credit check or high interest."
>
> — Jack, 28

Survey

Survey Objectives: The survey aims to gather quantitative data from a wider audience to complement the qualitative insights obtained from the usability testing with underbanked individuals. The survey will help us understand the prevalence of certain pain points and preferences among the target demographic, and provide a more comprehensive understanding of the market potential for the pay later application.

Key Metrics: The key metrics to be measured in the survey include:

1. Demographics: Collecting information on age, gender, income, and geographic location to understand the composition of the survey respondents.
2. Financial behaviors: Assessing the participants' current spending habits, preferred payment methods, and attitudes towards credit and debt.
3. Awareness and perceptions: Evaluating the participants' awareness of pay later services and their perceptions of the benefits and drawbacks of these services.
4. Feature preferences: Identifying the participants' preferred features and functionalities in a pay later application.
5. Willingness to use: Gauging the participants' willingness to adopt the pay later application and the factors that influence their decision.

The data collected from the survey will be analyzed to identify trends and patterns in the responses, which will inform the design and development process to ensure the application meets the needs and preferences of the target demographic.

Analysis

The data collected from the research phase is being analyzed to identify key insights and patterns. This analysis will inform the design and development process, ensuring that the application meets the needs and preferences of the target demographic.

1. Usability testing: Analyzing the recordings and notes from the usability testing with underbanked individuals to identify pain points, barriers to entry, and areas for improvement in the user experience.
2. Survey results: Analyzing the quantitative data from the survey to understand the prevalence of certain pain points and preferences among the target demographic.
3. Competitive analysis: Comparing the features and functionalities of competitive pay later applications to identify gaps and opportunities for differentiation.
4. Market research: Analyzing the market potential for the pay later application, including the size of the target market, growth potential, and competitive landscape.

Design

Design Goals

1. Ease of use: Ensuring a user-friendly and intuitive interface that allows users to easily navigate and complete tasks.
2. Transparency: Providing clear information about the terms and conditions of the pay later application, including payment schedules, fees, and interest rates.
3. Flexibility: Offering a variety of payment options and customizable payment plans to cater to the diverse needs of the target demographic.
4. Inclusivity: Designing the application to be accessible to users with different levels of digital literacy and those with limited or no traditional credit history.

Prototype

Prototype Development: The prototype development process involves creating a clickable prototype using Figma based on the wireframes and design elements from the previous stages. The prototype will simulate the user experience and allow for testing and gathering feedback from the target demographic.

Screenshot of Prototype

Prototype Feedback

Prototype Feedback: The feedback gathered from the prototype testing will be used to refine and improve the design and functionality of the application. This iterative process will ensure that the final product meets the needs and expectations of the target demographic and provides a seamless and user-friendly experience.

Testing Plan

Testing Plan: The testing plan for the prototype includes the following elements:

1. Objectives: Clearly defining the goals and objectives of the testing, such as evaluating the ease of use, accessibility, and effectiveness of the application in addressing the unique financial needs and challenges faced by the target demographic.
2. Participants: Selecting a diverse group of participants from the target demographic, including individuals with different levels of digital literacy and those with limited or no traditional credit history.
3. Tasks: Designing a set of tasks that participants will perform using the prototype, such as creating an account, making a purchase, and managing payments.
4. Metrics: Defining the key metrics to be measured during the testing, such as time taken to complete tasks, number of errors made, and participant satisfaction.
5. Feedback: Gathering subjective feedback on the overall user experience, including the perceived value and trustworthiness of the application.

The data collected from the prototype testing will be analyzed to identify areas for improvement and ensure the application meets the needs and expectations of the target demographic.

Testing

Testing Results: The testing phase of the project has not yet been completed. The results of the usability testing with underbanked individuals and the survey will be analyzed and presented in the next stage of the project. The findings from the testing will be used to refine the design and functionality of the application, ensuring that it meets the needs and expectations of the target demographic.

The Objectives of Testing the Prototype

1. Evaluate the ease of use and accessibility of the application for users with different levels of digital literacy and those with limited or no traditional credit history.
2. Assess the effectiveness of the application in addressing the unique financial needs and challenges faced by the target demographic.
3. Identify any pain points or barriers to entry that may hinder the adoption of the application.
4. Gather subjective feedback on the overall user experience, including the perceived value and trustworthiness of the application.

The data collected from the prototype testing will be analyzed to identify areas for improvement and ensure the application meets the needs and expectations of the target demographic.

Sprint Result

Conclusions

Conclusions

The Google sprint method was a valuable approach to designing the pay later application. Ideas were quickly generated and prioritized, and the team was able to create a prototype and gather feedback from the target demographic in a short time.

Key Takeaways

1. The importance of understanding the unique needs and challenges of the target demographic, such as those with limited or no traditional credit history, when designing a financial application.
2. The value of using alternative data points to assess creditworthiness and provide financial services to a wider range of customers, including those with limited or no traditional credit history.
3. The importance of ease of use, transparency, and flexibility in payment options when designing a pay later application, to cater to the diverse needs of the target demographic.
4. The value of using the Google sprint method to quickly generate ideas, prioritize them, and create a prototype to gather feedback from the target demographic in a short time.

Potential Challenges

1. The challenge of ensuring the accuracy and fairness of the alternative data points used to assess creditworthiness, to avoid unintentional biases or discrimination against certain groups.
2. The challenge of balancing the ease of use and accessibility of the application with the need for robust security and data privacy measures, to protect the sensitive financial information of the users.
3. The challenge of navigating the complex regulatory landscape surrounding consumer lending and data privacy, to ensure the application complies with all relevant laws and regulations.

Next Steps

1. Conduct usability testing with underbanked individuals to evaluate the ease of use and effectiveness of the application in addressing the unique financial needs and challenges faced by this demographic.
2. Analyze the data collected from the usability testing and survey to identify areas for improvement and refine the design and functionality of the application.
3. Develop a more robust prototype that incorporates the feedback and insights from the testing phase.
4. Continue to gather feedback from the target demographic throughout the development process to ensure the application meets their needs and expectations.