

Gpay for iwatch

Semester 1 Project



How did Google Pay Started?

- **Google Pay** (stylized as **G Pay**; formerly **Android Pay**) is a digital wallet platform and online payment system developed by Google to power in-app, online, and in-person contactless purchases on android and ios devices.
- It was released on September 11, 2015 as Android Pay, it was a successor to and built on the base established by Google Wallet which was released in 2011. On January 8, 2018 Android Play relaunched as Google Pay.
- User can transfer money from their bank account to another bank account, UPI transactions, pay bills, self transfer and other transaction services.



2015



2018



2020

Designing for a Smartwatch

Smartwatches are compact and has less space for designing. A designer has to keep everything quick and clear on the display. Any sort of clutter will create confusion and hinder user experience. These points were kept in mind while designing this project:

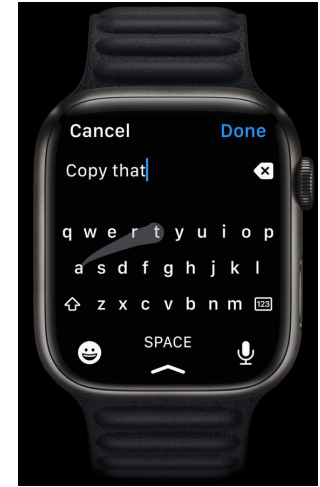
- Smartwatch apps should be highly performant. The response to user actions needs to be immediate.
- Avoid displaying too much information on screen at once. Show only essential details that users need to see.
- Emphasize important information using different font weight, size, color, and whitespace.
- Create visual groupings to help users find the information they want. Use negative space to place related elements and information into distinct areas.
- Don't include unnecessary features, actions, or content in your app's watch UI. Focus on primary operations.



Designing for iwatch series 7

It is the latest addition to apple smartwatches. It's specs and benefits are as follows-

- 45mm size giving more space to design
- Series 7 has qwerty keyboard. This will benefit app creators to build more tasks and increase app efficiency.
- Whole screen is used by the watch for interface.



Gpay for iwatch Iteration

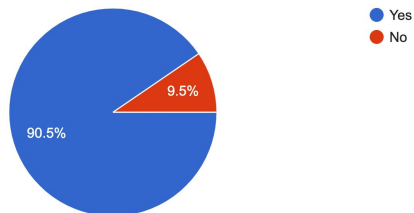
- Listed down the main features and services of Gpay which are highly used by the users.
- Bigger screen size and availability of qwerty meant more room and features to play with.
- Analysed the layout and made wireframes.
- The goal was to keep designs simple and quick for the users.
- Dark theme.
- IOS design library researched and followed for design accuracy.



User Research

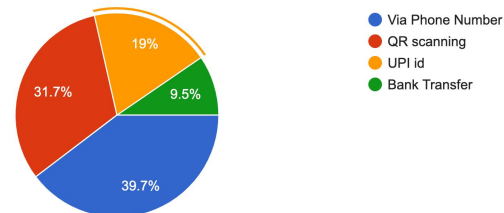
Do you find Google Pay simple to use?

63 responses



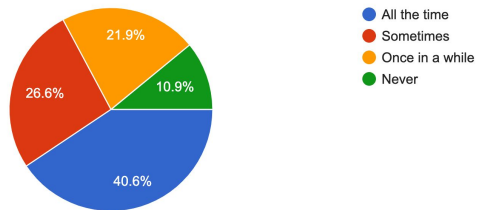
Which payment method do you like to use on Google Pay when you go for shopping?

63 responses



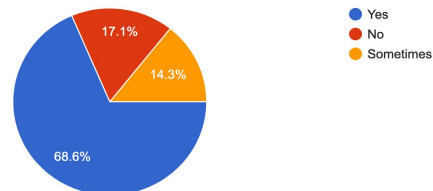
How often do you send payment requests on Google Pay?

64 responses



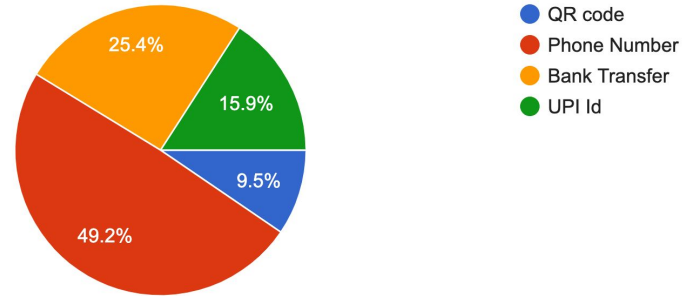
Do you use Google Pay for online shopping?

35 responses



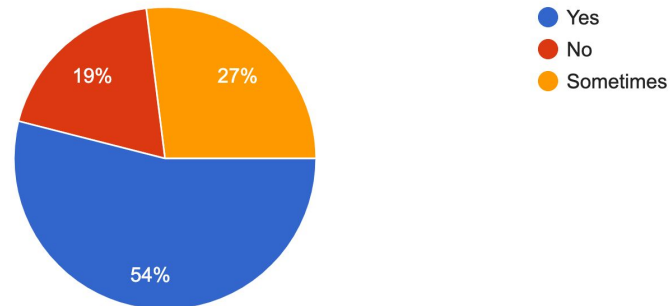
If you want to receive a payment which payment method do you prefer?

63 responses



Do you pay bills (recharge, LPG, electricity, internet etc) from Google Pay?

63 responses





Personas and Customer Journey



Aarav Gupta

Male

23 yrs

New Delhi

Works in Logitech

Bio

Aarav is a new employee in the office and a new chapter of his life has begun. He has moved to new city living all by himself. He is a tech savvy guy who likes to do all transactions online. Whether it is ordering food or payment of home bills.

Needs and Goals

He wants to indulge in more gadgets.
He wants to pay all his bills online, wants to go cashless.
Pay every subscription on time.

Payment Apps



paytm



PhonePe

Motivations

He is expecting an early raise as his performance has been outstanding
He is wishing to invest in cryptocurrency
Wants to go cashless

Scenario

Aarav has recently moved to Delhi due to his new job. He does not like to carry cash around and relies on online payment apps. He is visiting mall after a long time and decided to buy shirts for himself.

Painpoint

Always in hurry and busy. Does not get enough time for himself.

Discovery

He falls in love with one GAP shirt and takes it immediately to the cash counter. There he realised that his phone's battery is dead. He is totally cashless. Then he thinks his iwatch must have some payment option but no luck.

Painpoint

He wanted to utilise his iwatch more. But was unable to do so.

Before

Super excited to get his new GAP shirt.

Painpoint

Spent a lot of time in finding his perfect shirt.

After

Disappointed and left without purchasing anything. He wished there was some other way for online payments. He regretted to go cashless. In hurry he left his cards at home too.

Painpoint

Disappointed to leave the mall empty-handed.



Meghna Rana

Female

25 yrs

Chandigarh

Works in HDFC

Bio

Meghna is a young banker who loves to make good investments. Recently she gifted herself AirPods and iwatch. She supports digitalisation in India. Her efforts made her not so technology loving parents go digitalise. She uses digital payment methods wherever she goes.

Needs and Goals

Wants to promote Digital Payments

Wants to receive instant payments

Payment Apps



paytm



PhonePe



Motivations

She wants no delays in her payments

Wants to maintain all her investments on online platforms

UI Guidelines

Operating System - IOS

Device - iwatch series 7

Dimensions - 45mm | 184 x 224 px

Typeface - SF compact and SF Compact Rounded

Margins - 9.5 px

Icon size -



iwatch Designs for Google Pay





Security Feature

Gpay on the phone always asks for user verification as the app consists of sensitive financial information. Thus, Passcode (Phone Lock) will be asked before accessing Gpay on iwatch.



Home Screen

It consists of all the crucial elements required by the user.

1. Information of which bank account is active (currently in use)
2. People recently contacted with and
3. New Payment which will lead to more payment options.



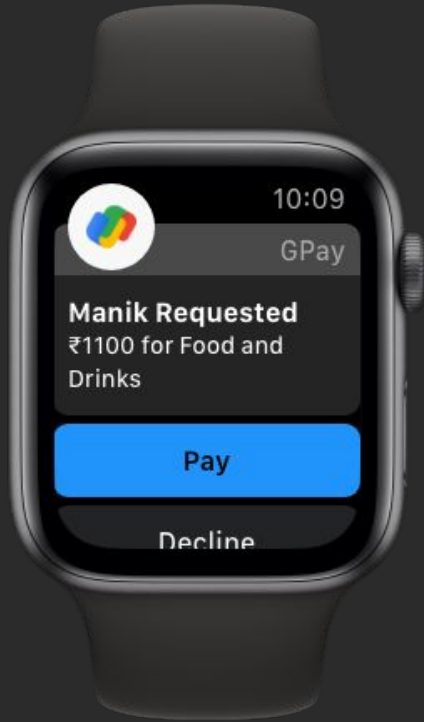
New Payment

The user will be given options/services that are available on the app. Although these payment **services are prioritized according to the necessity and usage by the user**. Also, **quick transactions should be done on smartwatch**. Something which requires a lengthy process will not be preferred but iwatch series 7 has a qwerty keyboard. Therefore the scope of experimentation is still there.



Phone Number Feature

This feature is popular and widely used among users. So, it is kept as the first option in the menu. Then the user can either add number manually or through his contact list which is just beneath it.



Payment Notification

Payment notifications is one of the most efficient feature in gpay for iwatch. In 2 taps the user can pay or decline the request.



Payment Reminders

Reminders like bills, subscriptions and recharges will be sent as alerts/notifications on iwatch. Super quick and easy way of payment.



QR Payment

Just like in the mobile app the feature to display QR to receive payments is added in iwatch. This is the fastest method to receive payments.



Thank You

Submitted by
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