User Research Analysis

EasyPay

Content

Research Goals

Explore User Concerns

Understanding users' attitudes and concerns about online shopping security and fraud prevention

Explore User Expectations

Identifying user preferences and expectations regarding security features and communication from payment processing platforms
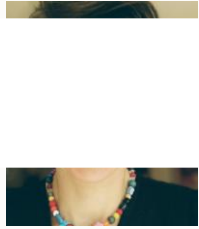
Identify User Pain Points

Documenting user experiences and pain points with existing payment processing platforms to inform the design of the new web application
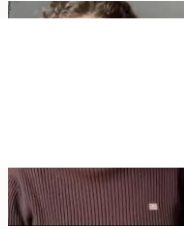
Interview Participants

Anna

Communication Designer

I'm 35 Years old. I live in Germany

Florentine

College Student

I'm 26 Years old. I live in Speyer, Germany

Nazia

Senior Auditor

I'm 39 Years old. I live in Pakistan

Jean-Thomas

CEO at Digital G

I'm 35 years old. I live in Ivory Coast

Ané Guy

IT Technical Engineer

I'm 34 years old. I live in Ivory Coast

Anna

Behaviors and Attitudes

She values ethics in banking services and prefers banks that are truly ethical

Anna highlights the importance of clarity and transparency in payment processing apps

She expressed trust in a payment service that is presented as ethical

She appreciates the cleanliness and simplicity of the PayPal interface

Anna mentioned that sometimes the clarity of the payment process can be too clean, leading to confusion about where the money is going

Needs and Objectives

Anna emphasized the need for a clear overview of transactions and funds in payment processing apps

She suggested the possibility of having multiple users on one account for convenience

Anna expressed the desire for the option to categorize and allocate funds for different purposes, such as savings for holidays, travel, shopping, etc.

Frustrations

Anna mentioned occasional confusion in the payment process about the destination of funds

Anna expressed the need for improvements in accessibility and functionality, especially when using different devices for payment processing

She highlighted the limitations faced with using certain features like fingerprint identification on her device

Anna expressed frustration with barriers faced when using certain functions on her current device for payment processing

Other useful Quotes or Facts

Anna emphasized the importance of a clean and user-friendly interface in payment processing apps

Anna values transparency and a comprehensive overview of transactions in payment apps

shared a negative experience her father had with a payment issue. A resolution to the payment issue was found, indicating the importance of effective dispute resolution mechanisms

Florentine

Behaviors and Attitudes

She looks at old informational videos on basic web security topics like password creation and data protection

She prefers a fast and trustworthy secure payment checkout method, especially for smaller amounts

She researches suspicious emails by copying their content to Google to check for any known scams

Florentine values transparency and checks for spelling mistakes and reviews to assess the trustworthiness of websites

She opts for convenience for small amounts and taking more time for larger sums when shopping online for security reasons

She checks individual sellers on secondhand apps for credibility based on account age, reviews, and product images

Needs and Objectives

Florentine desires more transparency and communication from payment processors about security breaches or data compromises

She values clear communication and feedback during the online payment process to ensure successful transactions

Instant feedback during online transactions to alleviate concerns about the process is important

Slow internet causing delays in transaction confirmation, leading to a sense of unease

Florentine seeks information on common fraud schemes and online security best practices through discussions with friends and family

Florentine appreciates customer support that provides information upfront, especially regarding payment methods like PayPal

Frustrations

Lack of upfront information about refund policies, particularly when using PayPal for transactions

Need for instant feedback during online transactions to avoid uncertainty about the process

Florentine emphasizes the importance of clear communication and feedback from payment processors to address security breaches or data compromises

Lack of more information before purchasing items, especially when using PayPal, to understand the transaction details

Florentine values customer support that offers clear information before purchasing items, particularly when using PayPal, to understand the payment method being used

Florentine expresses a desire for random security measures to pop up occasionally, such as every five purchases, to ensure a secure online shopping experience

Other useful Quotes or Facts

Florentine emphasizes the importance of having more options for security measures, suggesting that with time, people may come up with great features to enhance the user experience

A progress bar or indicator during the online payment process would provide transparency and help users understand the stage of the transaction

Florentine stresses the significance of transparency and communication from payment processors regarding security breaches or data compromises to build trust with users

Nazia

Behaviors and Attitudes

Online shopping frequency of once or twice a month for fashion goods like clothes, watches, and makeup

Preference for online shopping due to variety, easy comparison, price comparison, and home delivery convenience

Shopping directly from brand websites in Pakistan, selecting products, placing orders, and choosing payment methods

Positive experiences with customer support and trust in resolving issues

Needs and Objectives

Nazia stresses the importance of transparency in transactions and communication from payment processors about security breaches or data compromises

Nazia values quick response and resolution from customer support in case of problems with transactions

Nazia Requests detailed transaction history and statements to increase confidence in payment applications

Nazia values having customer service available for resolving issues and building trust

Frustrations

No reported frustrations or pain points encountered when dealing with customer support or dispute resolutions related to online transactions

Other useful Quotes or Facts

Importance of transparency in transactions and communication from payment processors about security breaches or data compromises

Nazai discusses on password protection, facial recognition, and biometric authentication for security

Positive experiences with customer support leading to trust and satisfaction

Jean-Thomas

Behaviors and Attitudes

Jean Thomas emphasizes the importance of quality customer service and serious work to stand out from the competition

He highlights discipline, customer service and corporate culture as key elements for success in a competitive environment

Needs and Objectives

Jean Thomas expresses the need to provide quality service and to stand out through discipline and seriousness in work

He seeks to provide exceptional customer service and focus on customer satisfaction to outperform the competition

Jean Thomas expresses a desire to bridge gaps in the market and compete with established brands by offering improved services and addressing customer needs effectively

Frustrations

Lack of business culture and commitment in Africa, emphasizing the importance of giving your best and focusing on the customer to succeed

Need for security and fraud prevention when choosing an online payment processor or platform, emphasizing the paramount importance of security in online transactions

He touches on the importance of addressing technical and financial difficulties to enhance online payment processes and customer experiences

Other useful Quotes or Facts

Jean Thomas emphasizes the importance of providing excellent customer service and being responsive to customer needs to build trust and loyalty

He mentions the challenges of dealing with customer support for online payments, highlighting the varying response times and effectiveness of different platforms

Jean Thomas discusses the potential for new market opportunities in regions where there is a lack of direct support from payment platforms, suggesting room for innovation and competition

Ané Guy

Behaviors and Attitudes

Ané Guy prefers accessibility, responsiveness, monitoring, availability and competence to improve customer support

Ané Guy appreciates and prefers a simple and intuitive interface which facilitates the use of the application by different users

The design of an application must meet the needs of users and navigation must be fluid and intuitive

Needs and Objectives

Ané Guy discusses the need to take into account users' expectations, frustrations and negative points to improve the design of the platform and resolve the problems encountered

Ané Guy encourages integrating data collected from users into the project to produce a quality final product

He underlines the importance of carrying out a project that is up to standard by taking into account user feedback to resolve the small problems mentioned

Frustrations

The lack of accessibility, responsiveness, follow-up, availability and competence in customer support can discourage users and place doubts in their minds

He emphasizes that these elements can lead to frustration among customers and dissuade them from using the services offered

Other useful Quotes or Facts

He emphasizes the importance of transparency and communication between the platform provider, the client, and the customer to ensure clarity on payment-related issues

Data security and privacy best practices are important for online transactions

Affinity Mapping: Security

Behaviors and Attitudes

Needs and Objectives

Frustrations

Other useful Quotes or Facts

Insights

Florentine desires more transparency and communication from payment processors about security breaches or data compromises

Florentine emphasizes the importance of having more options for security measures, suggesting that with time, people may come up with great features to enhance the user experience

Data security and privacy best practices are important for online transactions

Nazia stresses the importance of transparency in transactions and communication from payment processors about security breaches or data compromises

Nazia discusses on password protection, facial recognition, and biometric authentication for security

Florentine emphasizes the importance of clear communication and feedback from payment processors to address security breaches or data compromises

Security Measures:
•Users appreciate a variety of security measures such as password protection, facial recognition, and biometric authentication. Implementing these features can enhance the overall security of online transactions.

Data Security and Privacy:
•Emphasizing data security and privacy best practices is crucial for building trust with customers.

User Experience Enhancement:
•Providing users with multiple options for security measures can improve the user experience.

Transparency and Communication:
•Users value clear communication and transparency from payment processors regarding security breaches.

Affinity Mapping: Payment Process Efficiency & Transparency

Behaviors and Attitudes

Needs and Objectives

Frustrations

Other useful Quotes or Facts

Insights

She prefers a fast and trustworthy secure payment checkout method, especially for smaller amounts

Nazia Requests detailed transaction history and statements to increase confidence in payment applications

Anna mentioned occasional confusion in the payment process about the destination of funds

Florentine values transparency and checks for spelling mistakes and reviews to assess the trustworthiness of websites

Anna highlighted the importance of clarity and transparency in payment processing apps

A progress bar or indicator during the online payment process would provide transparency and help users understand the stage of the transaction

Instant feedback during online transactions to alleviate concerns about the process is important

Need for instant feedback during online transactions to avoid uncertainty about the process

Efficient Payment Processes:
•Prioritize secure, fast, and trustworthy payment checkout methods to meet user preferences, especially for smaller amounts.
•Provide detailed transaction history and statements to increase user confidence in payment applications.
•Enhance transparency in payment processes by offering instant feedback and clear indicators during transactions.
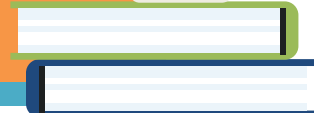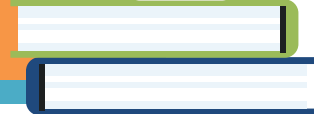
Affinity Mapping: Customer Support

Insights

Behaviors and Attitudes

Needs and Objectives

Frustrations

Other useful Quotes or Facts

Florentine appreciates customer support that provides information upfront, especially regarding payment methods like PayPal

Jean Thomas emphasizes the importance of providing excellent customer service and being responsive to customer needs to build trust and loyalty

Nazia values having customer service available for resolving issues and building trust

Ané Guy prefers accessibility, responsiveness, monitoring, availability and competence to improve customer support

Jean Thomas emphasizes the importance of quality customer service and serious work to stand out from the competition

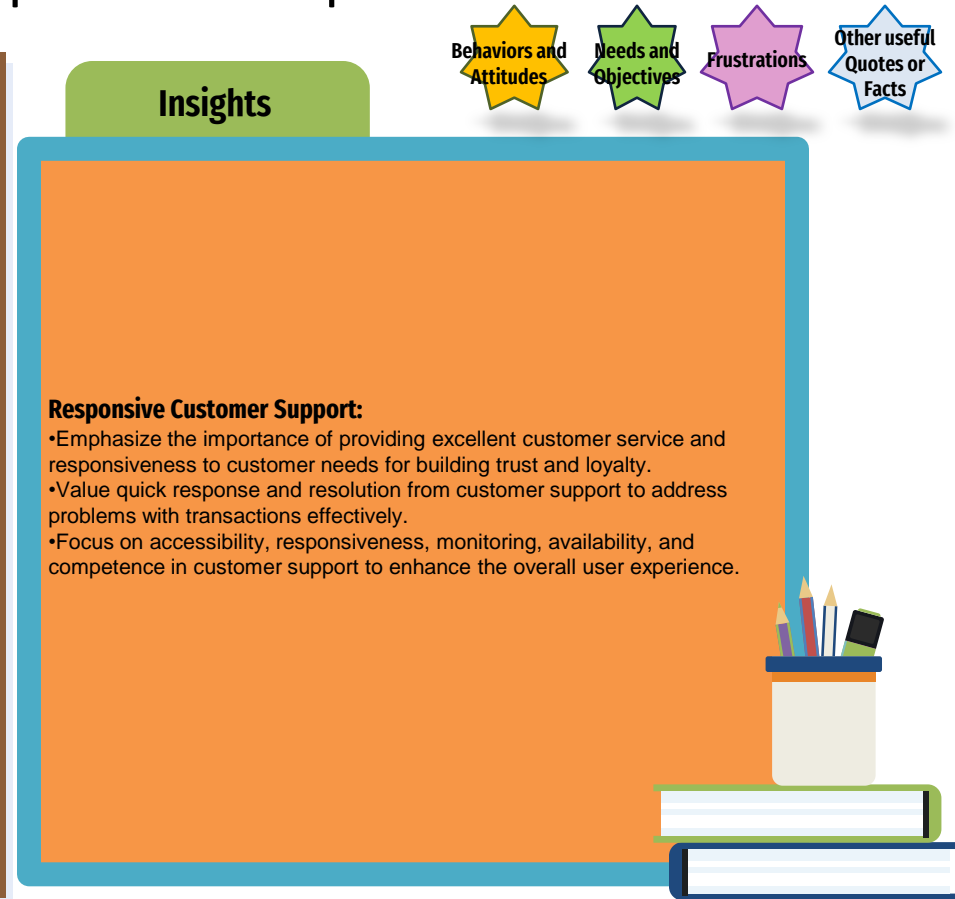**Excellent Customer Service:**
•Emphasize the importance of providing excellent customer service and being responsive to customer needs to build trust and loyalty.
•Focus on accessibility, responsiveness, monitoring, availability, and competence to improve customer support.
•Implement strategies to enhance customer support experiences, such as quick response times and effective issue resolution.

Affinity Mapping: Customer Support and Dispute Resolution

Insights

Jean Thomas emphasizes the importance of providing excellent customer service and being responsive to customer needs to build trust and loyalty

Nazia values quick response and resolution from customer support in case of problems with transactions

Ané Guy prefers accessibility, responsiveness, monitoring, availability and competence to improve customer support

He mentions the challenges of dealing with customer support for online payments, highlighting the varying response times and effectiveness of different platforms

Responsive Customer Support:
•Emphasize the importance of providing excellent customer service and responsiveness to customer needs for building trust and loyalty.
•Value quick response and resolution from customer support to address problems with transactions effectively.
•Focus on accessibility, responsiveness, monitoring, availability, and competence in customer support to enhance the overall user experience.

Affinity Mapping: Transparency and Communication

She values clear communication and feedback during the online payment process to ensure successful transactions

Anna highlights the importance of clarity and transparency in payment processing apps

Anna values transparency and a comprehensive overview of transactions in payment apps

He emphasizes the importance of transparency and communication between the platform provider, the client, and the customer to ensure clarity on payment-related issues

Behaviors and Attitudes

Needs and Objectives

Frustrations

Other useful Quotes or Facts

Insights

Clear Communication:
•Users value clear communication and feedback during the online payment process to ensure successful transactions.
•Emphasize transparency and communication between platform providers, clients, and customers to ensure clarity on payment-related issues.
•Implement communication strategies that provide users with a comprehensive overview of transactions and payment processes.

Brainstorm Area

70

Quotes or Facts

5 Users

5

Affinity mappings

What I learned from the interviews is that users prioritize security measures such as password protection, facial recognition, and biometric authentication to enhance online transaction security.

Data security and privacy best practices, providing multiple security options, ensuring transparency and clear communication, offering efficient payment processes, and delivering excellent customer service are key factors in building trust for users. This improves the user experience, and increases confidence in payment applications.