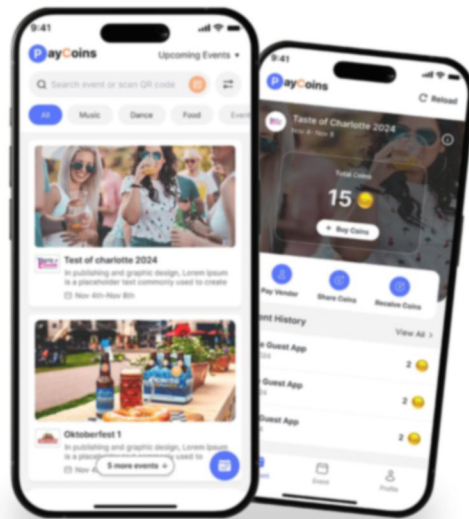


PayCoins

PayCoins is a digital payment app for seamless transactions at company-organized events. Customers can buy digital coins using their credit cards and use them to purchase items.

Tool that used

Platform



Project Overview

PayCoins is an app designed to facilitate cashless transactions at company-organized events. It allows customers to purchase digital coins using their credit cards for a desired amount. These digital coins can then be used to buy items at the event. To make a purchase, customers visit a vendor's shop, select the desired item, and present their unique QR code to the vendor. The vendor scans the customer's QR code to receive the appropriate amount for the purchase. This seamless process ensures quick and secure transactions, enhancing the event experience for both customers and vendors.

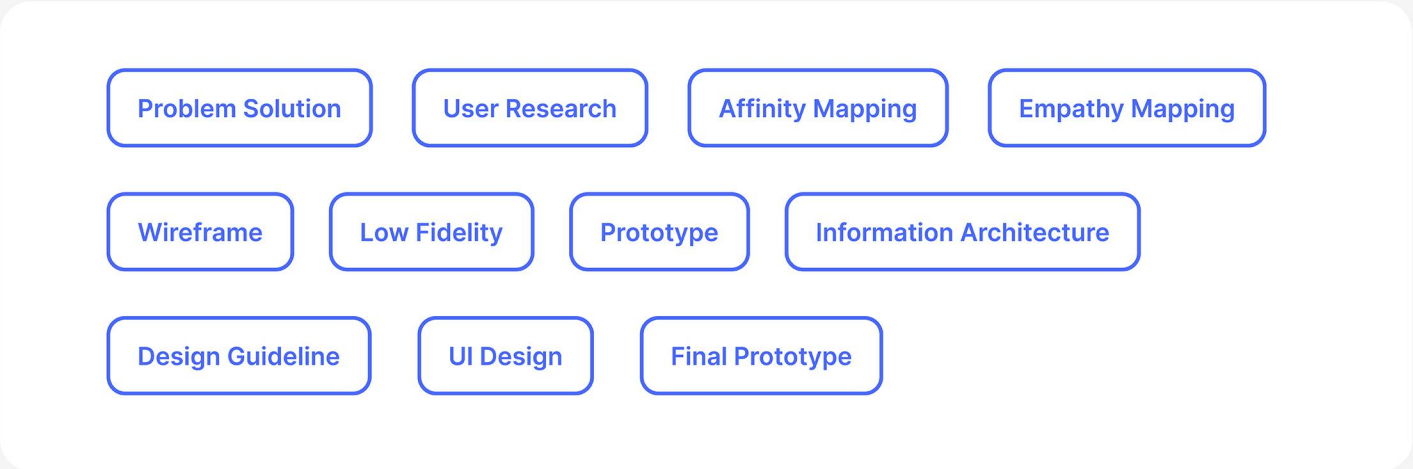
Problem Statement

Event organizers face challenges in managing seamless transactions and providing a hassle-free experience for customers and vendors during organized events. Customers often struggle with cash handling or traditional payment methods, leading to delays and inconvenience. On the other hand, vendors find it difficult to track and process payments efficiently, which affects their operations. There is a need for user-friendly digital solution that allows customers to make quick, cashless purchases and enables vendors to process transactions smoothly.

Possible Solution

1. Cashless Payment System:- Introduce a coin-based system where customers can purchase digital coins using their credit cards.
2. QR Code-Based Transactions: Implement a QR code system for vendors, scan the customer's QR code and receive instant payments from customer coin balance.
3. User-Friendly Mobile App:- Design a mobile app with a clean, intuitive user interface for both customers and vendors.

Our Role



Our UX Design Process





Basic Discussion with stakeholder

Stakeholder 1 : Project Owner

We had a discussion with the project owner, where we talked about the product overview and its use cases. We also discussed the current issues they are facing and explored the marketing strategy. Additionally, we brainstormed potential solutions to address these challenges and improve the overall user experience. We also outlined key objectives for the project and discussed the timeline for implementation. Furthermore, we emphasized the importance of aligning the product's features with market trends to maximize its reach and impact.

Stakeholder 2 : Marketing Manager

We had a discussion with the marketing manager regarding the product's marketing and sales perspective. We explored various strategies to enhance the product's visibility in the market and attract the target audience effectively. We also analyzed current market trends and competitor approaches to identify areas where we can gain a competitive advantage.

Stakeholder 3 : Software Team

We had a detailed discussion with the software team about the product plan and various technical aspects. The conversation focused on understanding the technical requirements and feasibility of the proposed features. We also reviewed the development timeline and milestones to ensure alignment with the overall project goals.

Project Goals

Goal 1

The goal is to create a refined application for both customers and vendors, focusing on delivering a seamless user experience with a well-structured and intuitive UX design. The app should be thoroughly tested to ensure it is bug-free and performs efficiently.

Goal 2

The project should be exclusively focused on organized events managed by the event organizer. The application must cater specifically to the needs of such events, ensuring that all features, functionalities, and workflows are tailored to enhance the experience for both customers and vendors within these organized settings.

Goal 3

Provide customers with a hassle-free way to purchase items during organized events by introducing a coin-based payment system and real-time balance tracking.

Brand Strategy

Brand Vision

To revolutionize the event experience by offering a seamless, cashless, and user-centric solution for customers, vendors, and event organizers.

Brand Mission

To create a secure, reliable, and intuitive digital platform that simplifies transactions, enhances customer satisfaction, and drives efficiency during organized events.

Target Audience

Event attendees (customers) who value convenience and a cashless transaction experience.

Vendors participating in organized events looking for a hassle-free way to manage payments.

User Research

Qualitative research

1. Objective

To revolutionize the event experience by offering a seamless, cashless, and user-centric solution for customers, vendors, and event organizers.

2. Research Goals

1. Understand the customer journey during organized events and their expectations for a cashless payment system.
2. Identify vendors challenges in managing transactions during events.
3. Explore the preferences of event organizers regarding transaction management and data insights.
4. Evaluate the usability of the proposed features and design concepts.

3. Method: User Interview

Conduct one-on-one interviews with different user persons

Example open ended question for customer:

1. What difficulties do you face during transactions at events?
2. What would make your payment experience more convenient?
3. How do you currently track transactions, and what challenges do you face?
4. Would you prefer an entirely cashless experience?
5. How do you feel about the current payment options provided at events? Do you find card or digital wallet payments at events reliable?

Example open ended question for Vendor:

1. What challenges do you face when accepting multiple payment methods?
2. Do you face difficulties in resolving customer complaints about payments?
3. What would you need from such a system to ensure it works smoothly?
4. How would such a feature impact your efficiency during events?

Quantitative Research

1. Objective

To collect measurable data from a large sample of customers, vendors, and event organizers to validate assumptions, identify trends, and prioritize app features.

2. Research Goal

1. Understand customer preferences for payment methods at organized events.
2. Measure the level of interest in a cashless payment app.
3. Identify the frequency and severity of pain points during transactions.

3. Research Method : Poll

To collect measurable data from a large sample of customers, vendors, and event organizers to validate assumptions, identify trends, and prioritize app features.

What is your primary role in events?

You can see how people vote. [Learn More](#)

Customer (Event Attendee)	60%
Vendor (Selling Products/Services)	30%
Event Organizer	10%

78 votes • Poll closed

How frequently do you attend or participate in organized events?

You can see how people vote. [Learn More](#)

Once a week or more	40%
2-3 times a month	30%
Once a month	10%
Less than once a month	20%

58 votes • Poll closed

How do you usually pay for items at events?

You can see how people vote. [Learn More](#)

Debit/Credit Card	30%
Digital Wallets	40%
Event - Coins	25%
Other	5%

81 votes • Poll closed

What features would you like to see in a dedicated event payment app?

You can see how people vote. [Learn More](#)

QR Code Payments	30%
Real-time Balance Tracking	40%
Transaction History	25%
Discounts or Rewards	5%

81 votes • Poll closed

Competitor Research



Overview

Reduce your on-site cash handling, eliminate fraud and errors and gain valuable insights of your event. Get upfront cashflow by allowing pre-event topups, and reduce costs by deploying unattended Topup Stations.

Strengths

- 1. Secure and Reliable:** Multiple layers of redundancy and security make Tixify the most reliable and robust RFID event solution around.
- 2. Reduce infrastructure and staffing costs:** Replace your traditional infrastructure with self-contained, mobile RFID devices and deploy industry-leading unattended Self-Serve Topup Stations
- 3. Run 100% Offline — No online connectivity required:** Tixify runs seamlessly offline leveraging wireless mesh networking technology

Weakness

- 1. Dependency on wireless mesh networking:** Wireless mesh networking can be unreliable in high-interference environments, leading to latency issues and dropped connections. It also requires consistent power and network maintenance, making it vulnerable to disruptions in large-scale event settings.
- 2. Limited Offline Functionality:** Some systems lack robust offline capabilities for processing top-ups, which is critical for events held in areas with weak or no network coverage.
- 3. Refund Complications:** Post-event refunds for unused balance can be tedious or delayed, discouraging users from fully topping up.

Opportunities

- 1. Seamless Integration with Popular Payment Methods** Integrate widely used payment methods, such as PayPal, Apple Pay, Google Pay, and local payment wallets (e.g., Alipay, WeChat Pay, Paytm).
- 2. Enhanced Offline Capabilities** Develop a robust offline top-up system using NFC, Bluetooth, or local servers to process transactions without relying on internet connectivity.



Overview

Tappit offer the most comprehensive payment options in the market - from mobile payments, RFID or facial biometrics meaning we can offer consultancy no matter where you are on your digital journey. We can work with any existing tech structure, customer demographic or event type to support a truly 365 revenue model for our partners - providing payment methods and insightful data no matter what type of event you have in the building - allowing you to cross market to your full customer base.

Strengths

- 1. Enhanced Customer Experience:** Whatever your event, Tappit cashless solutions provide fast, secure payments, whilst enabling guests to have a truly personalized experience via offers and incentives based on their preferences.
- 2. Increased Profitability:** Use the actionable data to drive increased attendances, incremental customer spend and sponsorship revenues. All whilst driving down operational and marketing costs to better fit your budget.
- 3. Invaluable Insights:** Build your own digital data strategy to fully understand your valuable customers - understand who bought what, where and when, then easily action these insights to drive extra revenues and customer engagement.

Weakness

- 1. Over-Reliance on Existing Third-Party Providers:** The claim of having partnerships with "the world's major third-party providers globally" suggests dependence on these providers. If any of these partnerships are disrupted, it could impact the system's functionality or availability.
- 2. Compatibility and Integration Risks:** While the claim is made that the solution "easily integrates with any tech infrastructure," certain legacy systems or highly customized infrastructures might pose unforeseen integration challenges.
- 3. Lack of Clear Differentiation:** Describing the solution as "agnostic" and capable of pulling data from many touchpoints is common among similar platforms. Without highlighting unique features or value, the offering might struggle to stand out in a competitive market.

Opportunity

- 1. Diversification of Partnerships:** Expand partnerships beyond the "major third-party providers" to include emerging or niche providers, ensuring redundancy and access to unique data sources.
- 2. Specialized Integration Support:** Develop advanced tools and processes to handle integrations with complex or outdated legacy systems, offering specialized support for unique infrastructures.

User Persona (1)



Adam Smith

Age : 32

Occupation: Sales Manager

Location: New York

Education: M.B.A.

Bio

Adam Smith is an sales manager who loves attending cultural festivals, food expos, and music concerts. He values convenience and prefers cashless payment options for seamless transactions during events. Adam often faces delays while waiting in long queues or dealing with vendors who don't accept digital payments.

Goals

1. Quickly pay for items without carrying cash.
2. Track her expenses during events in real-time.
3. Access exclusive discounts or rewards for frequent purchases.

Pain Points

1. Long queues for payments at vendor stalls.
2. Difficulty in tracking spending during events.
3. Confusion around event-specific tokens or coins.

Behaviour

Payment method use: Cash, Credit card, Online platform

Platform: Google pay, IMPS, other bank app

Platform use Habits : Almost use daily

Needs/ Motivations:

1. Smooth and fast transaction processes.
2. Digital payment options that are secure and widely accepted.
3. A simple way to manage her event spending.

User Persona (2)



Jorge Parker

Age : 50

Occupation: Vendor

Location: New York

Education: Bachelor of Arts

Bio

Jorge Parker own a food stall and frequently participates in local festivals and events. While he accepts cash, he often struggles with customers who prefer digital payment methods. He's concerned about a digital coin system where customers can make payments using digital coins.

Goals

1. Streamline payment processes for attendees and vendors.
2. Provide real-time transaction data to vendors.
3. Reduce customer complaints about payment issues.

Pain Points

1. Payment delays causing frustration for attendees and vendors.
2. Lack of visibility into overall sales and transactions during the event.
3. He finds it difficult to determine the available stock levels.

Behaviour

Payment method use: Cash, Credit card, Online platform

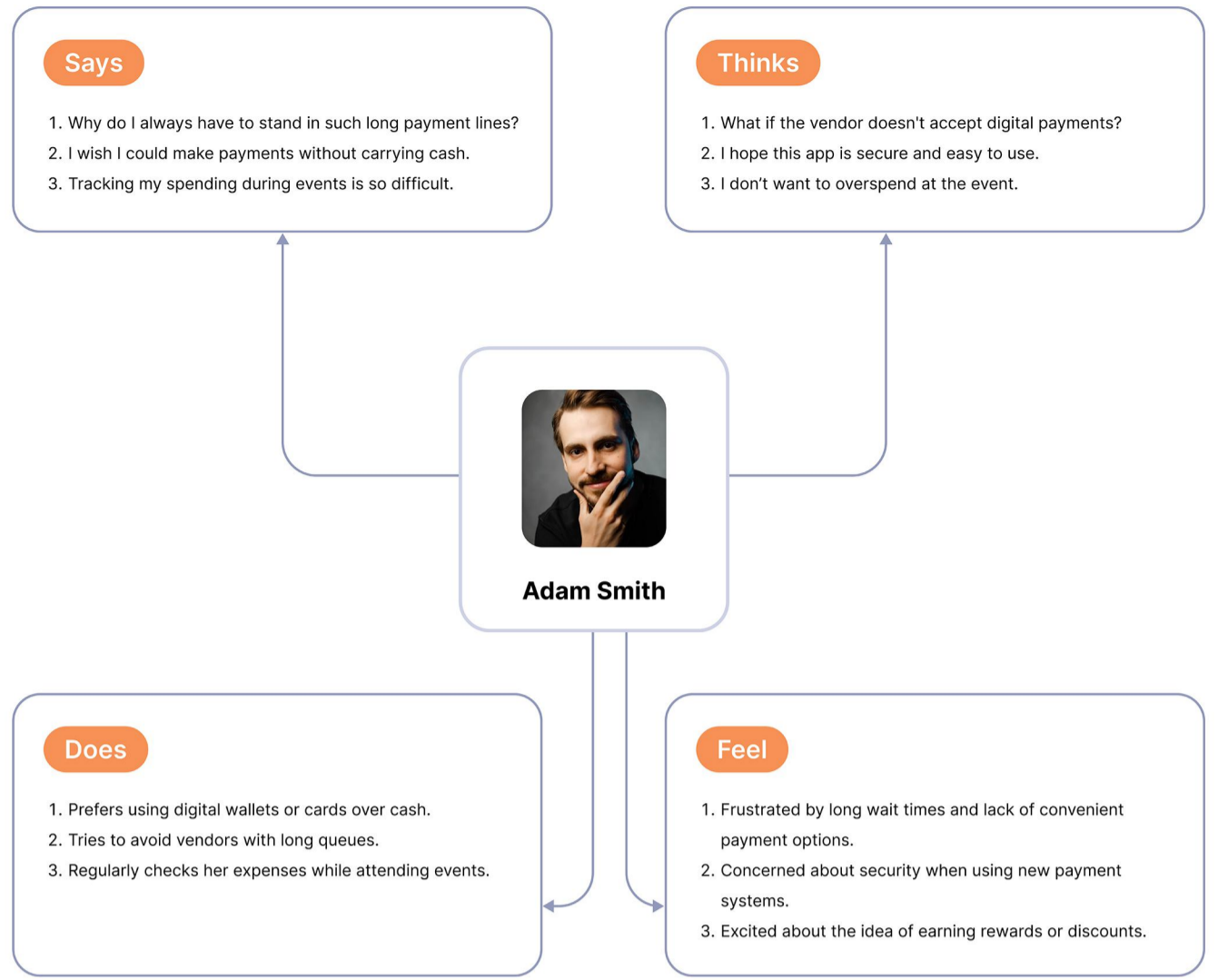
Platform: IMPS, other bank app

Platform use Habits : Almost use daily

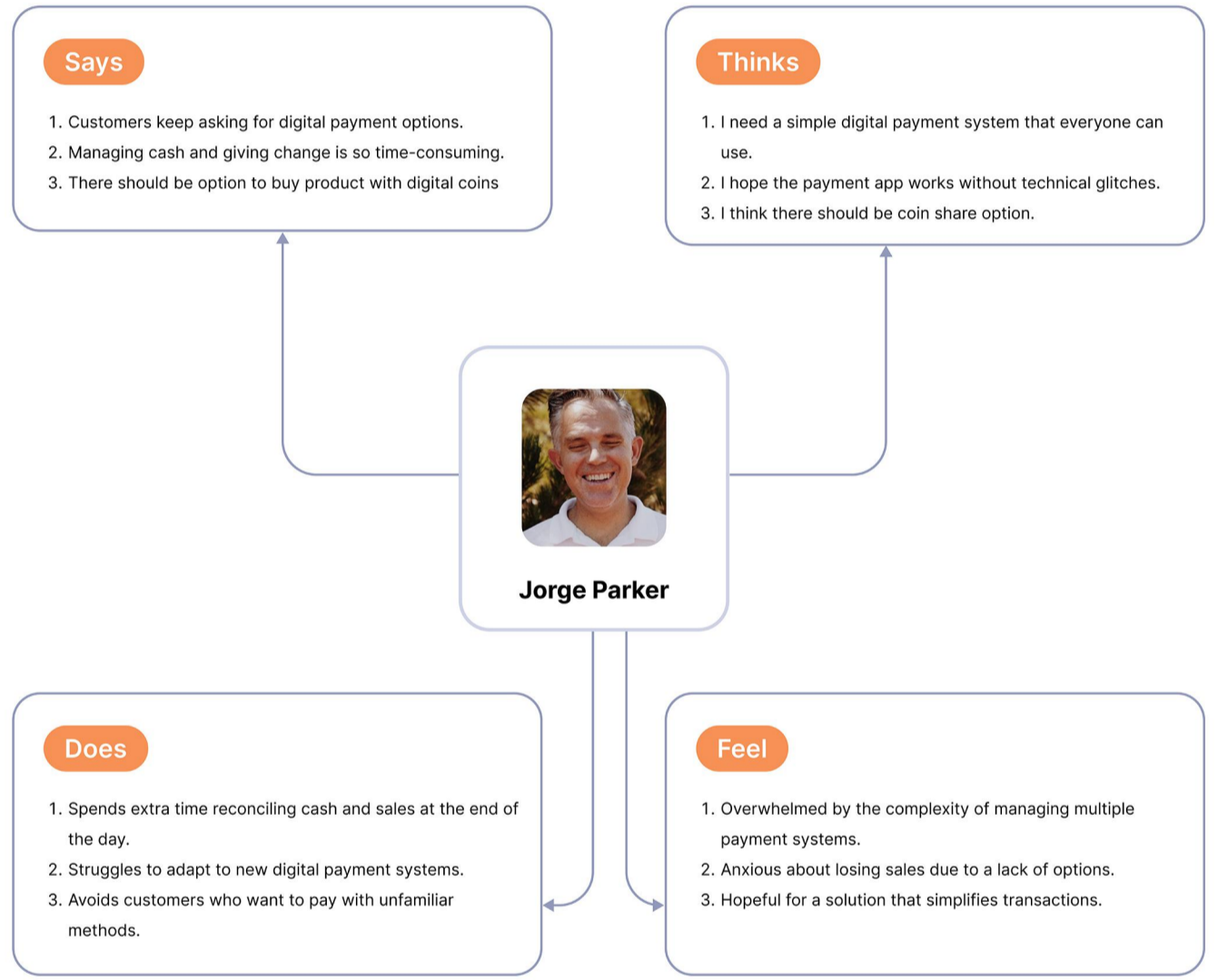
Needs/ Motivations:

1. A reliable app for quick transactions via QR codes.
2. easy-to-use tools for tracking sales in real-time.
3. Access to financial reports to monitor business performance.

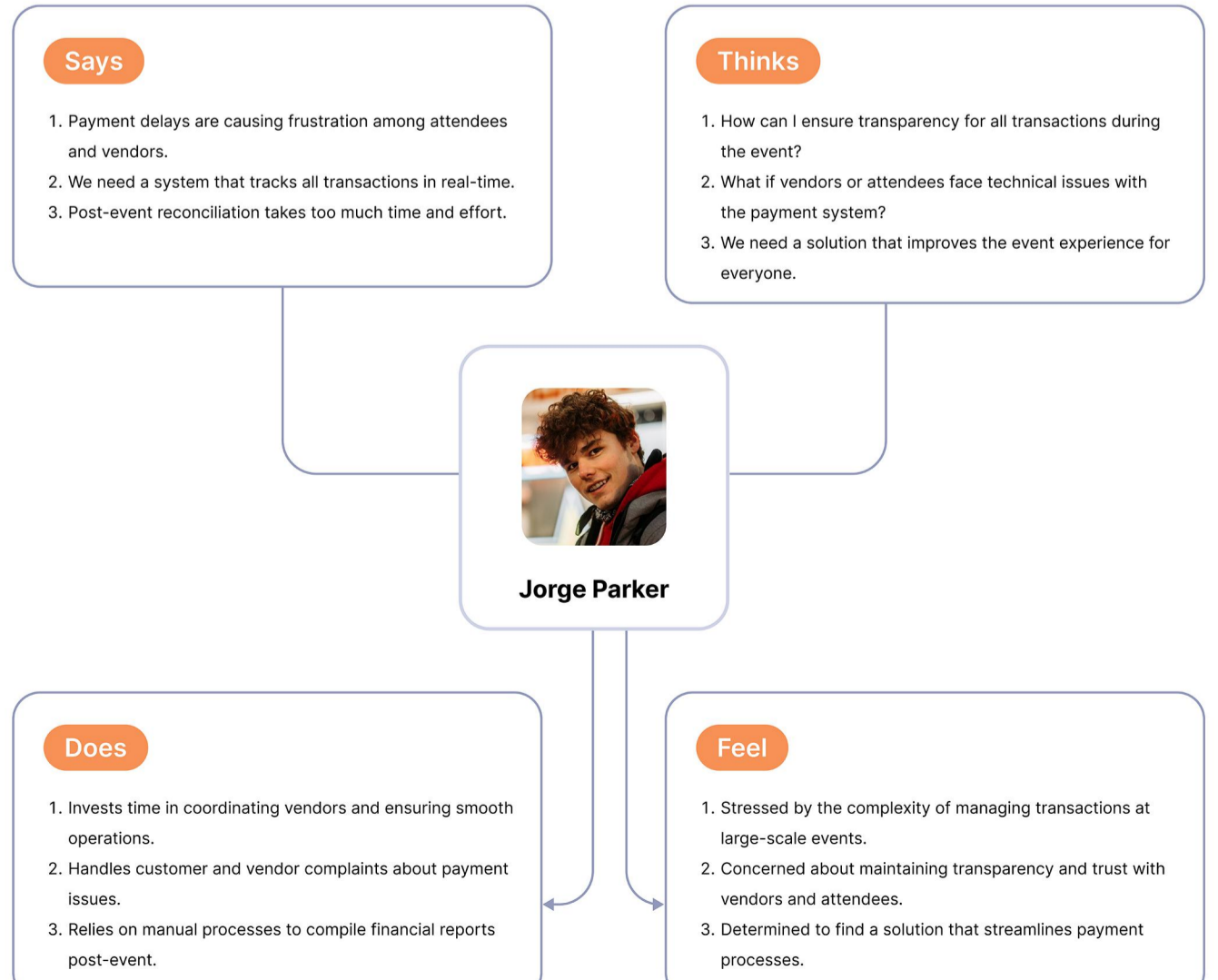
Empathy Mapping (Customer)



Empathy Mapping (Vendor)



Empathy Mapping (Event Organizer)



Affinity Map

User needs and goal

Easy and secure purchasing process.

Ability to buy coins quickly via credit card.

Seamless payment experience at events.

Real-time updates on coin balance.

Refund option for unused coins (if applicable).

Features of the App

Credit card integration for purchasing coins.

QR code scanning functionality.

Coin balance display in real-time.

Transaction history for accountability.

User-friendly interface for event purchases.

Vendor Process

QR code generation for items being sold.

Efficient coin payment confirmation.

Real-time transaction notifications.

Simplified setup for vendor integration

Pain Points

Difficulty in locating or scanning QR codes.

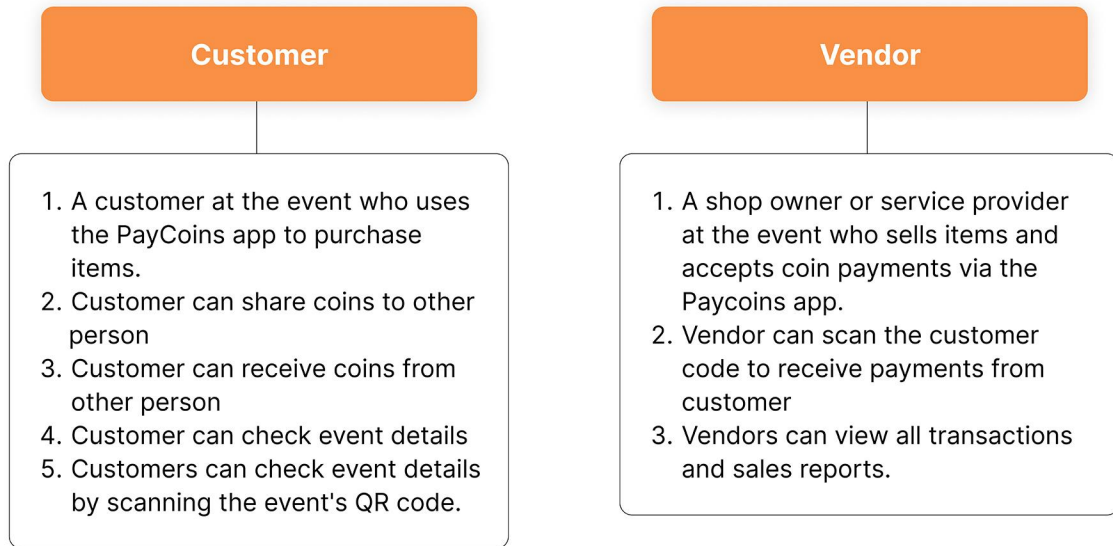
Potential delays in coin balance updates.

Limited refund options for unused coins.

Security concerns with credit card transactions.

Compatibility issues with certain devices.

Use Cases



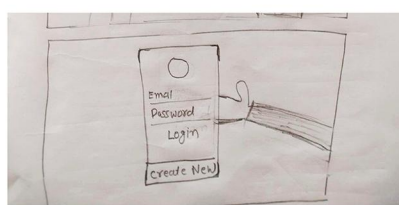
Preconditions:

1. The customer has downloaded and registered on the PayCoins app.
2. The customer has linked a valid credit card to the app.
3. The customer has purchased coins using their credit card within the app.
4. The vendor has a valid QR code generated for their items or services.

Storyboarding

Case 1

The customer will attend the event, where they will scan a event QR code displayed on a hoarding board or standee.



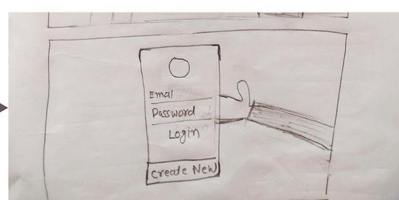
After scanning the event QR code, the customer will be redirected to the event login screen, where they can log in using their credentials.

Case 2

The customer will download the app from the app store. On the homepage, the customer will be able to select an event from the existing list.

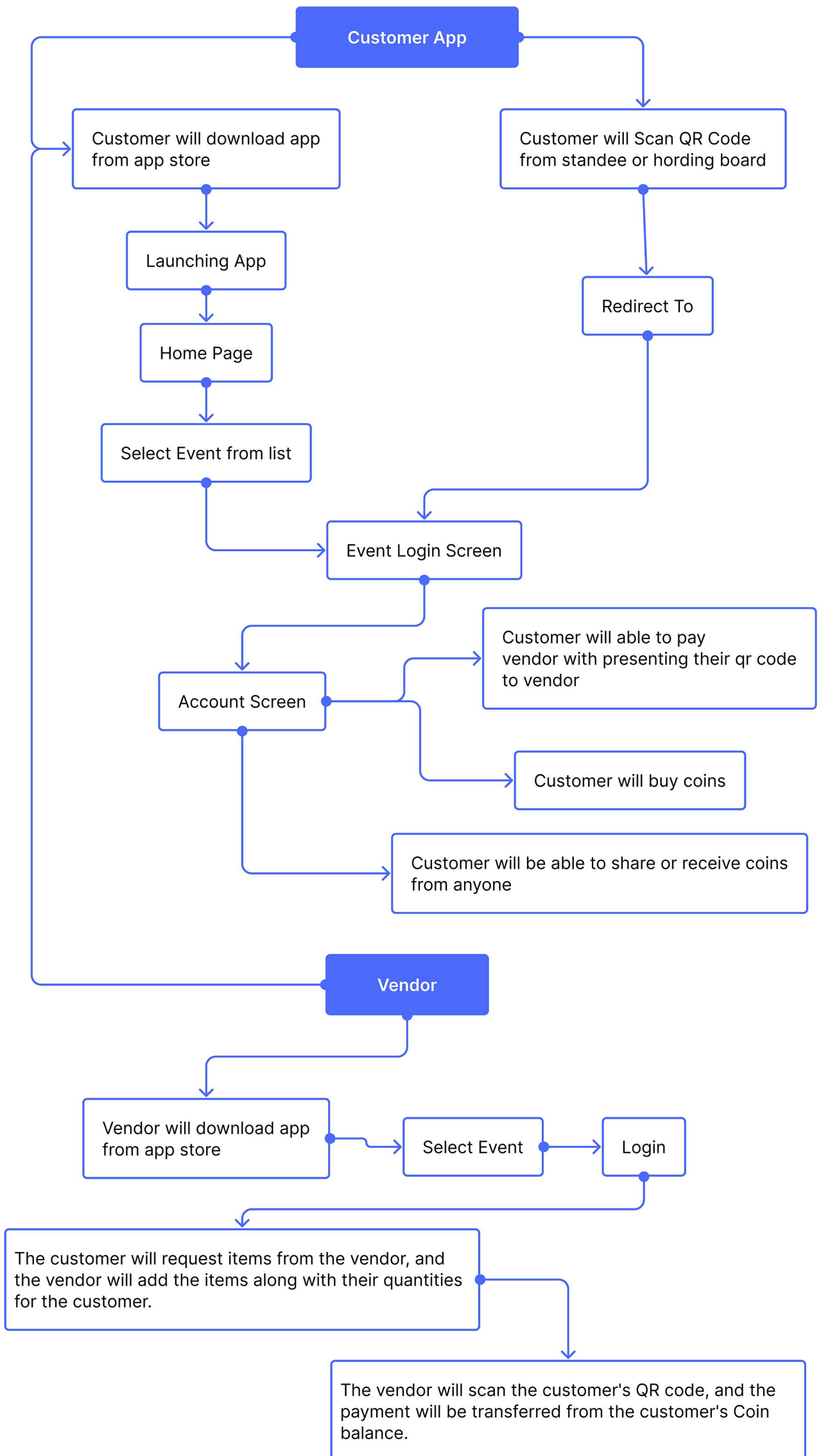


Customer will Select event from home page

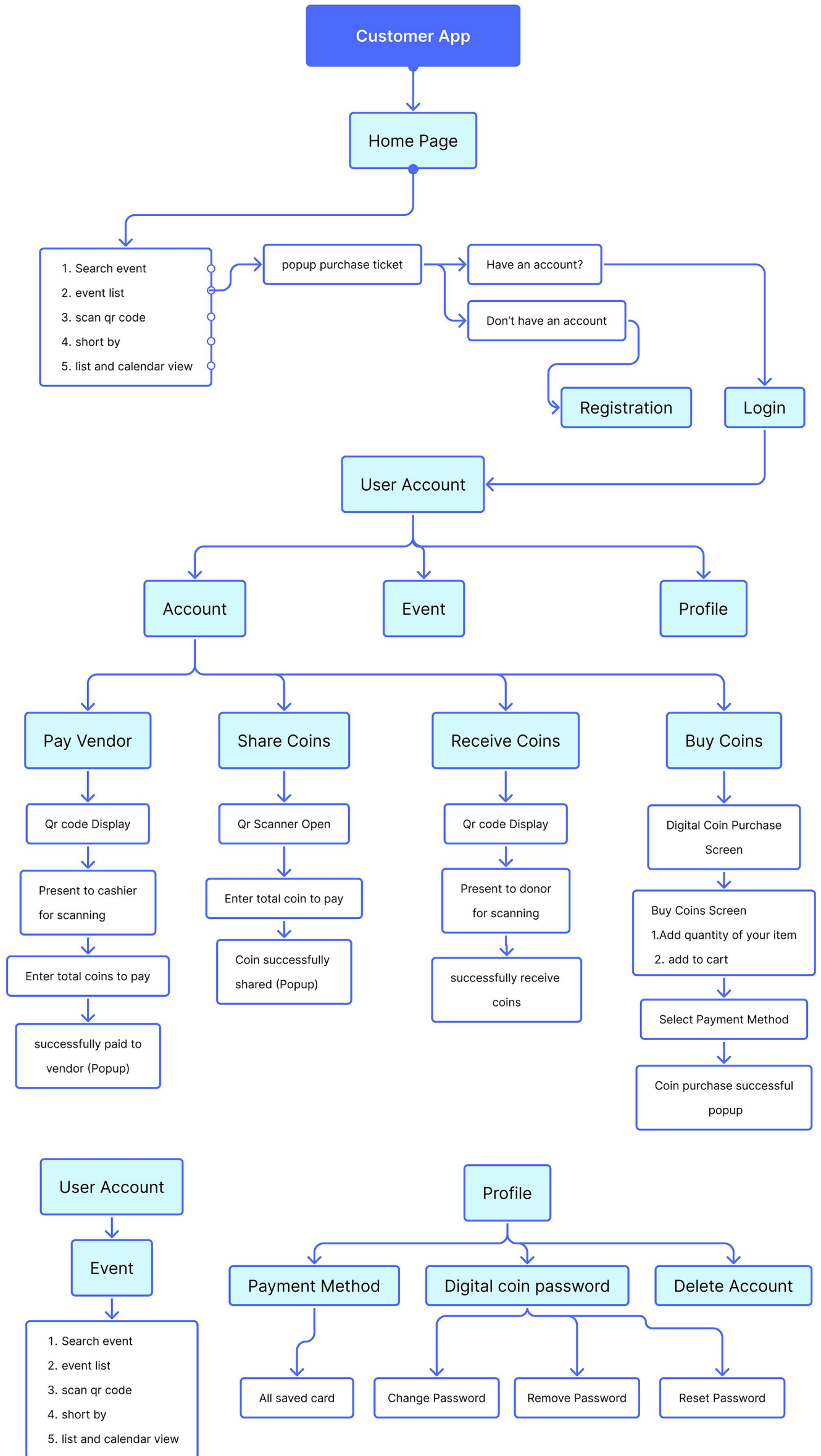


After selecting the event, the customer will be redirected to the event login screen.

Workflow Diagram



Architecture information



Design thinking process



Empathy



Define



Ideate



Prototype



Test



1. Empathy

Age Group: This project is designed for all age groups, as anyone aged 18 and above will be able to attend the event and purchase items.

Structure: The design structure should be simple and user-friendly, allowing everyone to easily check events, manage their transactions, purchase items effortlessly, and make payments to vendors and recipients using digital coins.

Empathize User: In our UX design process, we have already completed the empathize phase, gaining insights into our users' needs. We understand that customers seek a seamless, cashless way to purchase items at events, ensuring a smooth and hassle-free experience.

Accessibility: Ensure high contrast between text and background to enhance readability for all users, including those with visual impairments. Use color combinations that meet WCAG guidelines to improve accessibility and usability.



2. Define

How might we create a seamless and cashless event payment system that benefits customers, vendors, and organizers?



3. Ideate

Technique: Brainstorming

Customer

1. Buy digital coins via credit card
2. Scan vendor QR codes for payment or vendor can scan customer qr code
3. Track balance in real-time

Vendor

1. Unique QR codes for payments
2. Instant transaction notifications
3. Sales tracking dashboard

Wireframing



Design Guideline

Primary Colors



Primary Color 1
#4C6AFB



Primary Color 2
#F9A777



Primary Color 3
#FFFFFF

Secondary Colors



Secondary Color 1
#A6A1BB



Secondary Color 2
#F2F2F2



Primary Color 3
#2B323A

Final Screen

