Affinity Mapping

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PlutoPay

Affinity Mapping
Understanding the User

I've assigned each of the interviewees a specific color so we can keep track of their thoughts and responses as we start analyzing findings. With the data acquired from the interviews, I used the affinity mapping method to group responses about the participant's behaviors/attitudes, needs/goals, frustrations, quotes, etc.

KEY TAKEAWAYS
- **Contact-free/touchless transactions** - Cashless apps are very relevant with COVID on the rise. People are looking for payment options like QR codes and near-field communications
- Users gravitate towards apps that boasts **security measures** and error proof processes - increases users' **trust** level and more likely to use it again and/or do more with the app.
- **Quick access for transactions** - All mentioned the convenience of speed and readiness of an eWallet
- General pain point: having to redownload apps, having to enter their information multiple times, and not having an all-in-one app for different transactions. **"All-in-one"** and **"combination"** came up often during the interviews
- Range of use also came up as a feature desired (**worldwide** - not only in the continental US)

Existing Tech and Payment Methods Used

Extracting Insights With Affinity Mapping

Uses PayPal, Venmo, Facebook Pay, Google Pay and Samsung Pay

Prefers to use credit card for international travel

Prefers to use credit card for international travel

Uses apple pay on phone

Bank cards and PayPal preferred

TransferWise and PayPal preferred for international remittance

Uses Paypal locally

Uses Venmo locally

International transfer: RINA, Western Union and PNB remittance

Uses payment method preferred by vendor

Downloading Patterns

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Hears about apps through word of mouth - usually critical mass of users

In some countries it's easier to get another phone to protect data (work) - would be a pain to redownload and reconfigure.

Already have several accounts and dont want to open another one

Suggestions or referral from friends to try new apps

Word of mouth usually best

Hears about apps through news and emails and user reviews

Prefer not to download and give banking info to several apps

Desired Features

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Like convenience of credit cards and no foreign transaction fees

Might be nice to do precise conversion to home currency while shopping

Apps: always have it on hand

Easy Access and quick

Ideal to send money in USD and recipient get funds in local currency

Quick and easy

Wide number of partners in foreign countries

Something like Google Pay (ability to pay vendors) blended with Venmo (ability to exchange money between contacts) would be totally fine.

Likes personalized unlock - fingerprint or facial recognition

Likes when you can choose the currency to send

Uses whichever makes checkout easier - stored payment method

No physical contact

Ideal: AppleWallet or masterpass

Easy to use

Likes ability to invoice on peer-to-peer app

Likes buyer protection of credit cards

Easy with just the wave of the phone

Wallet App would be ideal

Likes peer-to-peer apps since there's no fees

Likes low fees

Likes credit cards since it universally accepted

Prefers credit card for online payments especially ones with reward points systems

Likes apps since it makes it asy to deposit money from app to bank

QUICK: Does not want to have to wait to receive and deposit a check

Likes she doesn't have to worry about conversions in purchases

Likes when PayPal saves her address and email and pre-populates it for purchases

Process and Actions
Extracting Insights With Affinity Mapping

Reason for Use

Easy with just the wave of the phone	No physical contact	QUICK: Does not want to have to wait to receive and deposit a check
Convenience - easier to split bills & collect payments for social expenditures	Sending and receiving money from family, friends, officemates	

All In One

Something like Google Pay (ability to pay vendors) blended with Venmo (ability to exchange money between contacts) would be totally fine.

Ideally would be nice to have a singular app that is universally accepted so no need for multiple backup methods

Wants records purchases, makes mobile payments/transfers, mobile deposits, international conversions and calculator, etc. all in one.

Purchase

Likes apps since it makes it asy to deposit money from app to bank

Likes when PayPal saves her address and email and pre-populates it for purchases

Uses whichever makes checkout easier - stored payment method

Uses payment method preferred by vendor

Foreign Transactions and Conversions

Might be nice to do precise conversion to home currency while shopping	Ideal to send money in USD and recipient get funds in local currency	Lets credit card do the conversions and looks at it after trip	Likes she doesn't have to worry about conversions in purchases	Likes when you can choose the currency to send	Does foreign exchange at kiosk in airport

Interview Insights
Extracting Insights With Affinity Mapping

Existing Tech and Payment Methods

Unanimous across the board is the use and familiarity with PayPal as well as comfort of use of credit card for purchases. Secondary option for purchases are eWallet Apps like Google and Apple Pay. According to our interviews, the use of these apps are due to its wide adoption nationwide or worldwide.

Downloading Patterns

We learned that through the interviews that they are more likely to download an app through a referral from friends, family and coworkers or mass followers learned through common acquaintances. We also learn that downloading should be effortless - it's a pain point to keep putting their info in several apps so we need to make it worthwhile. The value of this app have to stand out in order to entice our users to download and sign up for our app.

Desired Features

From the findings from interviews, our users want conveniences and worldwide acceptance of a credit card, the readiness and quickness of an eWallet app, a transparent currency conversion, trustworthiness of personal banking and social capabilities of a peer-to-peer app that can be used internationally. All-in-one or "combination" came up quite often in the interviews. The examples cited were all wallet apps - consolidation is the underlying message that is discovered.

Process and Actions

We found that the main features that our group desire is quick and easy to use since it will always be on hand and its a device that the users are familiar with. Everyone uses peer-to-peer apps to send and receive money from other people as well as split bills or bill people. We also found that with the current situation we have with the pandemic that the use of contactless payment methods are explored more – just the wave of the app or the use of NFC, it makes it easy. Everyone also mentioned that they want something that has auto conversions or transparent/live currency conversions and conveniences that make purchases and transferring easier like auto-population of information or ease of transferring from app to bank.The users all want an app that is an all-in-one since they do not want to have to open multiple apps for different actions.
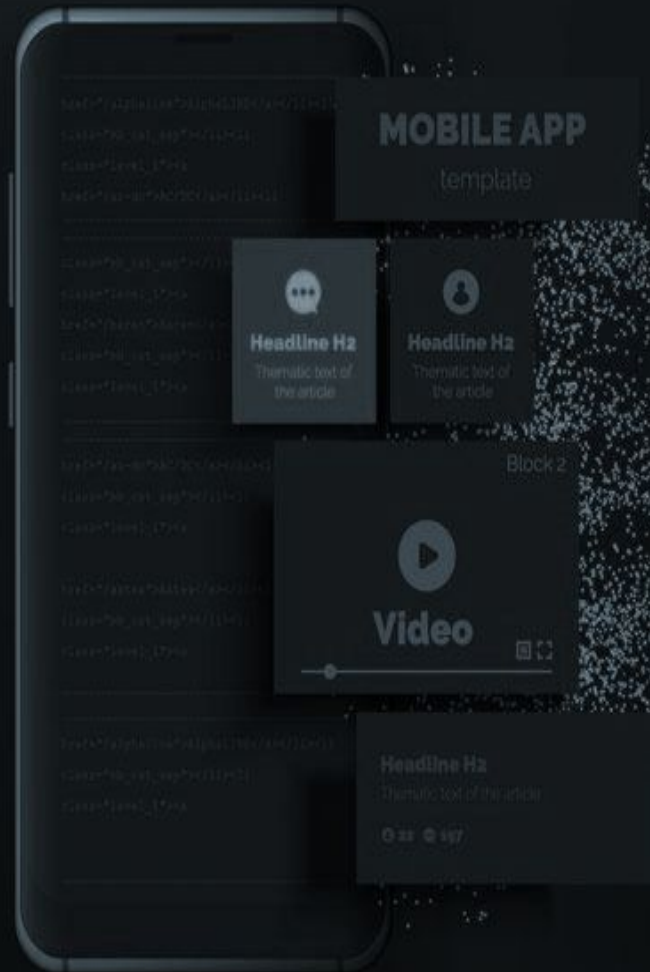
Overall Summary and Findings

Extracting Insights With Affinity Mapping

- My original target audience was millennial generation born between 1981 and 1996, while those Gen Z were born between 1997 and 2012. I actually had an interview with someone older - also very tech savvy - so we broaden target audience to the tech savvy than labeling with age
- Cashless apps are very relevant right now with COVID as people are looking for options for contactless payments
- The people I interviewed all have extensive experience with travelling abroad and using different payments methods and only half of the interviewees have experience with wire transfers and remittance
- General pain points are having to redownload apps, having to enter their information multiple times, and not having an all-in-one app for different transactions

- Bank cards are convenient for most of the people I interviewed since its "out of sight, out of mind" convenience - done for them automatically and mostly accepted worldwide
- Convenience and fast transactions are the features that I kept hearing from all of the people I interviewed - automatic conversions, payment and address auto-stored, touchless, NFC... different types
- Most of the people I interviewed use similar wallet and peer to peer payment apps - apps that were identified were Paypal, Venmo, Google Pay, Apple Pay. Little use of Samsung Pay
- All mentioned the importance of customer service and identified online chat and phone calls are preferred method of reaching customer support. Only one mentioned preference to email as a form of customer support.