

Venmo Usability Test Results

Activity #	Friction / Idea #	Summary Issue	Measure to be taken	Priority (1-5) most to least	Screen	Nisha	Kunal	Mithilesh	Angela	Andrew
1	1 Friction	User struggled with knowing for sure if "Pay/Request" would be the right choice to click on for adding an expense but all ended up there as that's where all actions begin for paying or requesting.	Since all users started at the pay/request button even though there was some doubt, i plan to take no action at this point as there are more higher priority items on the list.		4 S1, Home	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	2 Friction, Idea	User almost missed seeing the "Enter Tab Name" due to the light font and for some, their eyes were drawn to adding friends first instead of naming the tab.	Explore the idea of adding friends to the group first and then enter tab name or redesign the "Enter tab name" field so that it stands out.		1 S3, Create Shared Tab	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	3 Friction	Review Shared Tab seemed unnecessary confirmation as user has already identified which users they have chosen to be in the group.	N/A as only 1 user had friction hence doesnt seem a consistent issue.		5 S8, Review Shared Tab	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	4 Friction	All users struggled with the "who Paid" screen as entering your own username and then it turning into "You" didn't have a good flow and seemed redundant that after entering handle name, the next screen shows "You" for confirmation - users said this was redundant.	Rework on the flow of the Who Paid screen and remove the confirmation screen. Also, redesign those screens to reflect avatars consistent on later pages where user can click on the avatar to highlight who paid vs typing it. Another suggestion was to use a dropdown to show members from that group so user can just click on the name and not handle (as that's not user friendly) and not aligned with Venmo's brand value.		1 S8-10, Who Paid	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	5 Friction, Idea	The meaning of "shares" was confusing and most users are unlikely to click on the text below to learn more about what each split type means. Although user was able to do the task correctly, they were unsure of meaning and wasn't as intuitive.	Explore on other names to be used instead of shares. An idea was given to use "unit".		1 S11, Split Type	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	6 Friction, Idea	User liked the summary page but didn't necessarily like the layout of how the information was provided and also wasn't able to see the shared tab name as well as the font was light.	Redesign the layout of the confirm expense page to make it more user friendly and relevant. The \$ should be next to the memo instead of group name. NYC Gals should be used as title page name.		2 S14, Confirm Expense	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	7 Friction, Idea	Upon reaching the shared tab, user was unclear of next steps on how the account would get "settled up".	Suggestion was to add a "Settle Up" CTA so user knows an action can be taken.		3 S15, Shared Tab	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	8 Idea	S3-11 screens where user input is required could be redesigned to remove the rounded box as it makes the interface boxy and not aligned with Venmo's brand of fun and social.	Consider removing the rounded box in the screens to give a more open feel and also align with Venmo's brand.		2 S3-11, User Input	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	9 Idea	"NYC Gals" was in two places and seems redundant.	NYC Gals should be used as a title and only used in 1 place and to remove it under the avatar.		2 S15, Shared Tab	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	10 Idea	Expiration Date on when the account should be settled	Should allow users to set an expiration date on when the account needs to be settled by.		5 S15, Shared Tab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	11 Friction	All users struggled with figuring out how to assign items to people and didn't read the text direction above the avatar.	Redesign the flow of this page to make it more intuitive based on the feedback from users regarding several issues mentioned below. (1) itemize by item and not by person, (2) change the plus sign to another icon or move the location in front of the food/drink name, (3) change layout to include avatars under each item.		1 S15, Itemize (Summary)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	12 Friction	Users struggled not being able to click on multiple users to assign them to an item.	Add functionality to enable users to pick multiple users for assignment of an item.		2 S15, Itemize	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	13 Friction	Users thought that the plus sign was indicative of modifying the quantity of item and not assigning person to item.	Explore other image icons instead of the plus sign that would be more indicative of the task or move the icon to another location, possibly in front of the food/drink name.		1 S15, Itemize	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	14 Friction	Users thought of assigning each item to a person vs assigning each person to items.	Redesign the flow of this screen where users assign each item to a person as that's more intuitive.		2 S15, Itemize	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	15 Idea	Remove address from the itemize page as its at a prime spot	It's a good idea to incorporate when redesigning this screen.		3 S15, Itemize	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	16 Idea	Users had ideas on how to redesign this screen	(#1) should have drag and drop functionality for each item where user avatar can be dragged to each item, (#2) have user avatars under each item so that the user can click on who ate what		2 S15, Itemize					
	17 Friction	Users were curious about how tip and taxes were split.	Add notification or visual cue to let user know how the tip and taxes were split.		3 S25, Confirm Expense	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>