



Google Pay

# Referral Program

Garvit Chhugani

# Agenda

**1** Overview

**2** User Persona

**3** User Flow

**4** UX Insights

**5** Pros & Cons

**6** Success Metrics

# Overview

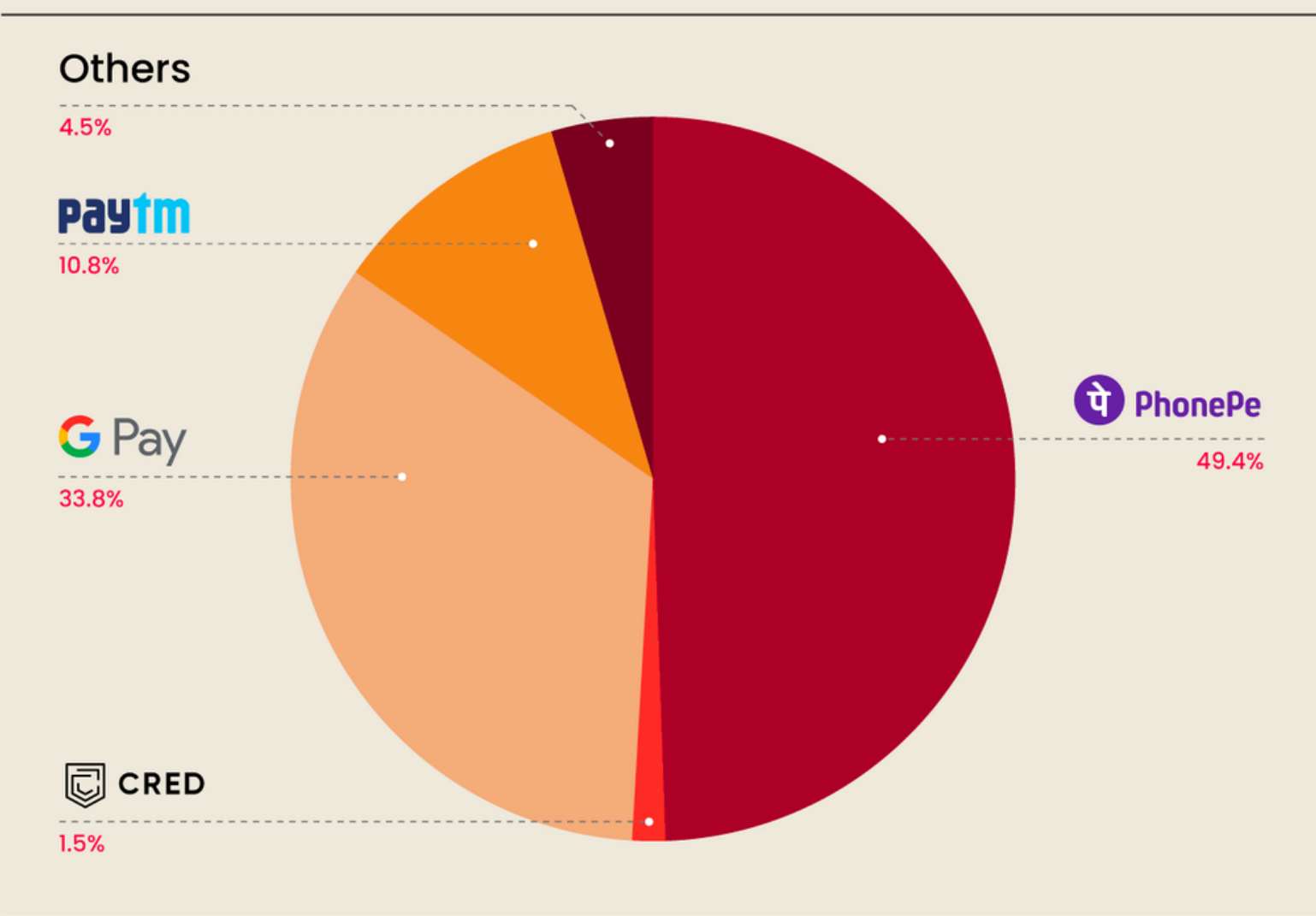
Google Pay (Formerly Tez), a digital payments service developed by Google, allows users to make payments using their smartphones, tablets, or other devices.

With Google Pay, users can securely store their credit and debit card information and use it to make payments online and in physical stores. The service also facilitates peer-to-peer money transfers and supports loyalty programs and discounts.

In January 2018, Google merged **Android Pay** and **Google Wallet**, branding that service as Google Pay. It adopted features from both of these and added web-based payments integrated into other Google & and third-party services.

This rebranded service added an API that allows merchants to add Gpay into their websites, and applications.

## PhonePe, Google Pay & Paytm Account For 94% UPI Transactions By Value In March 2023



Source: NPCI Data



67M+ active users in India

26M+ active users in US

Available in 19 countries

150M+ users globally

30% of users are millennials

10M+ downloads

# User Persona



COLLEGE STUDENT

**Simran**

**Behaviour:** Uses a smartphone for almost everything, from socializing to studying. Has a limited budget and seeks discounts and cashback deals.

**Pain Points:** Struggles with handling cash and prefers digital transactions. Wants to manage her expenses more effectively within her tight budget.

**Goal:** A simple and cost-effective digital payment solution that helps her manage her spending, provides cashback rewards, and offers a secure way to make transactions.



FINANCIAL ANALYST

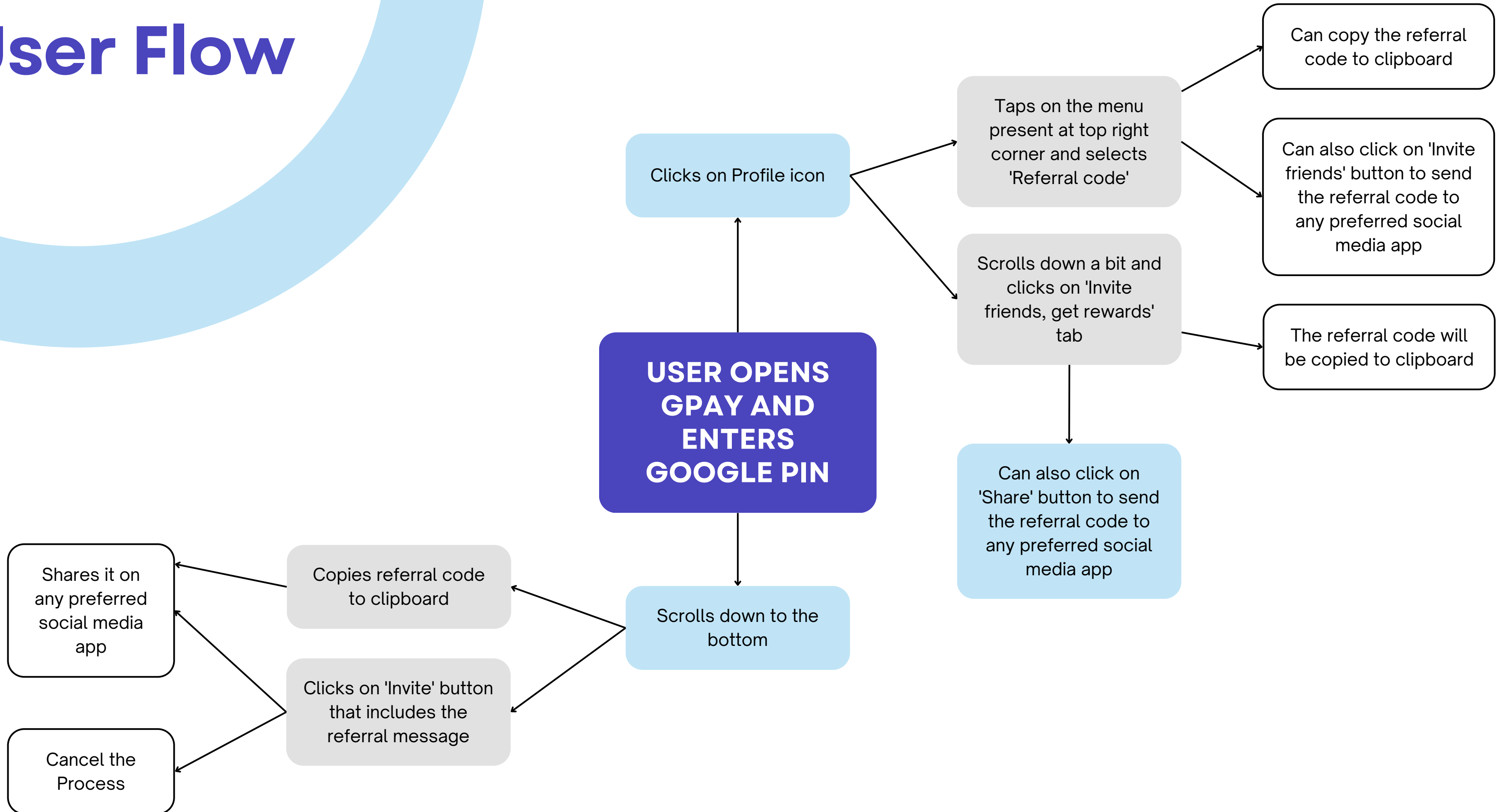
**Raj**

**Behaviour:** Manages his finances meticulously. Tracks his expenses and investments closely. Seeks efficient ways to pay bills and manage his budget.

**Pain Points:** Finding it time-consuming to pay various bills through different platforms. Wants a consolidated app for managing transactions and bills.

**Goal:** A financial tool that offers comprehensive expense tracking, secure bill payments, and easy management of multiple accounts to simplify his financial life.

# User Flow



# UX Insights

## Positive

★★★★★ 3 August 2023

It's very wonderful app because it's provide many facilities. absolutely easy to use transfer money by people it is a good app for people and it is good security (🔒lock) another application. So all people are use it's app and provide for family. Thanks 👍

★★★★★ 2 July 2023

I want to thank gpay to protect my savings from a fraudulent transaction. I do gpay transactions seamlessly. Today also I was about to get involved with some fraudsters thinking that they are potential customers. Thankfully gpay showed a 'risky transaction ' screen after I scanned the QR code shown by the fraudsters. I immediately blocked those people. Thank you for saving our life savings

★★★★★ 1 June 2023

"The GPay app is an absolute game-changer when it comes to seamless and secure digital payments! It has revolutionized the way I handle transactions, making everything incredibly convenient and hassle-free. With its user-friendly interface and robust security measures, I feel confident and at ease using GPay for all my financial needs. Thank you, GPay, for simplifying the way we pay and for making our lives so much easier!"

# Negative

## The Bad:

★☆☆☆☆ 3 August 2023

I used this app since 2018, but till last year I faced so much trouble from this app...my account didn't activated, I try to send msg for activation but it's showing Error..it's really upset with this problem.

★☆☆☆☆ 13 June 2023

WORST experience in receiving rewards... nowadays only seeing better luck next time which is disgusting... especially rewards... other apps have more choices... like Paytm, PhonePe, Amazon, etc. bcoz they are at least giving certain rewards on certain transactions and not fooling by this rewards... also needs to add credit card bill payment feature if able to... actually, too much improvement needed like Freecharge, Phonepe gives.

★☆☆☆☆ 28 July 2023

After every update this app automatically unlink my account and every time first I have to verify my number and then to activate my account for transactions I have to send messages to link my UPI IDs doesn't matter if you're in hurry or not you have to complete these process but now I'm exhaust i was using this app from last 5 yrs but now I am switching into phone pay worst experience



# Pros

## Wide compatibility

Google Pay is highly compatible with Android and iOS, offering wide accessibility. It allows seamless payments on both websites and apps, ensuring flexibility for users and businesses.

## Layers of security

Google Pay ensures robust security. Tokenization safeguards card data, using unique tokens instead. This prevents theft and fraud. Each transaction is assigned a distinct code for easy tracking and management.

## Additional uses

Google Pay offers versatility beyond purchases. It holds digital passes and tickets, and tracks event passes for businesses and customers alike.

## Strong recordkeeping

From a business perspective, Google Pay simplifies bookkeeping. It tracks payments, invoices, and transactions, offering easy access for review and stress-free financial management.

# Cons

## NFC technology limitation

For in-person payments, Google Pay relies on NFC technology. Businesses need NFC technology for customers to use Google Pay in person. Note that NFC terminal costs vary, starting at \$50 and going up based on quality and features.

## Limited availability in certain countries

Accepting Google Pay depends on your business's location. It's available in many countries, but not as widely accepted as some methods like PayPal. This could be a limitation in countries where Google Pay isn't prevalent.

## Limited list of participating banks

Google Pay's support is limited to certain banks. If your bank or your customers' banks don't offer it, payments can't be accepted. This is a drawback for both businesses and consumers.

## Slow bank account transfers

Google Pay transactions can take 3-5 business days to reflect in your bank account due to various payment methods. This delay, partly due to banks, can be frustrating for businesses needing prompt access to funds.

# Success Metrics

## Referral Program ROI

Calculating the return on investment for the referral program by comparing the revenue generated from referred users with the cost of providing referral rewards

## Referral Conversion Rate

The percentage of referred users who successfully sign up and complete a transaction.

## Total Referral Count

The total number of referrals that are made through the program.

## Average spend per Referred user

The average transaction value of newly referred users per day.

## Average daily transactions

The average number of transactions that referred users make per day.

## Average Transaction Completion Time

The average time it takes for all referred users to complete a transaction.

# References

- <https://www.jotform.com/blog/pros-and-cons-of-google-pay/>
- <https://pay.google.com/about/>
- <https://playtoday.co/blog/stats/google-pay-statistics/>



# Thank You!

