

THE BRIEF Foursquare is looking to increase

the level of engagement with their customers by adding a payment option to the app.

DURATION

2 WEEKS

CLIENT FOURSQUARE is a mobile app

that helps people keep up and meet up with friends, discover fun new places, and get rewards.

Illustrator, Omnigraffle, Keynote,

TOOLS USED

Axure, camera, audio recorder, lots of post-its

MY ROLE UX designer in a team of 3:

created surveys, conducted user interviews, ideated ways to add features, created personas, conducted contextual inquiries. worked on wireframing and prototype iterations, compiled presentation and presented the final product.

Evaluated the current application,

THE TEAM

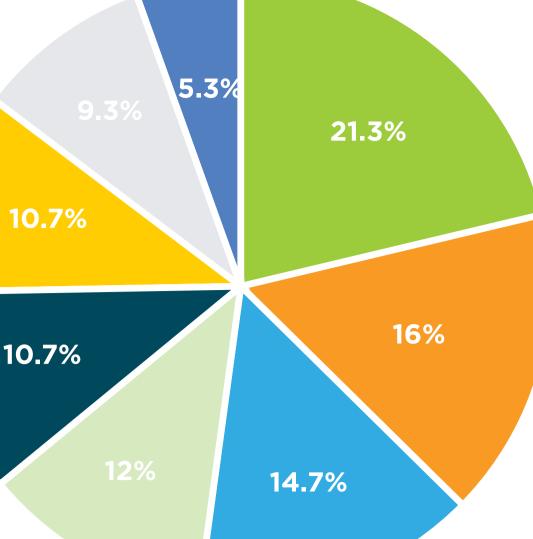


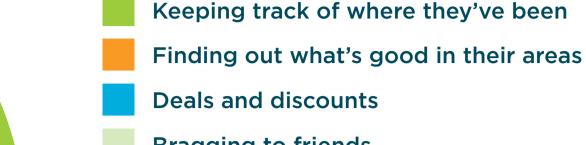


RESEARCH & DISCOVERY

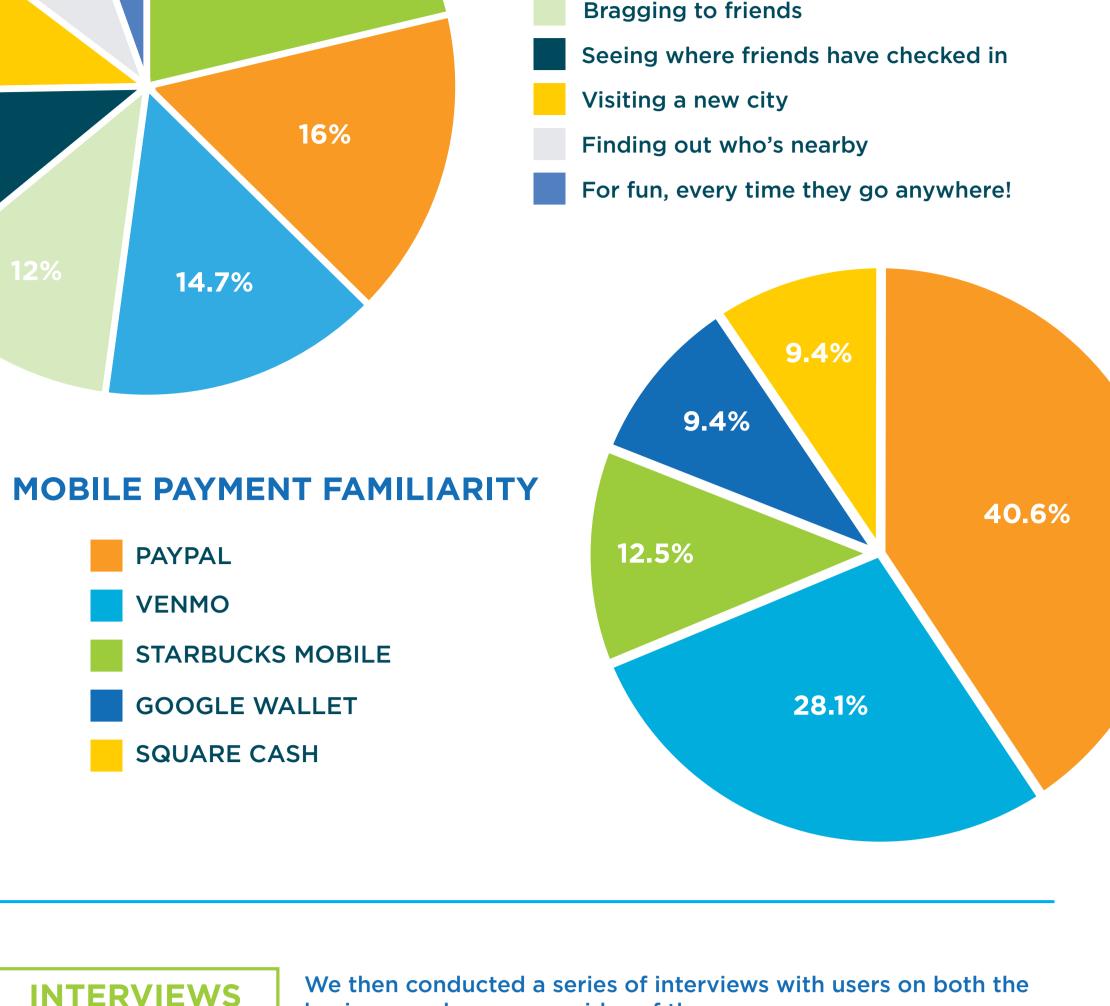


We conducted a survey of Foursquare's users and potential users of our **SURVEY** new payment feature, here's what we found out:





WHY DO PEOPLE USE THE APP?



business and consumer sides of the app:

& FINALLY... SEAN SALMON, UX DESIGNER AT FOURSQUARE

other apps adding check-in features. She never felt the need to change the rewards her business offers.

• Foursquare's popularity has

decreased with Facebook and

She refuses to pay for advertising

VANESSA FROM ROGUE

 Mobile payments fit within the new 'digital-everything' trend. Mobile payments fuel users' need for instant gratification.

toursquare

2,3,4+ FOURSQUARE USERS

MAIN FINDINGS:

• Users love mobile payments.

• Users' favorite deals from the app

offer free stuff upon check-in.

through the app.

lots of small ones.

holding the phone.

Google wallet

MAIN FINDINGS:

- WHAT WE LEARNED: Foursquare prefers partnerships with a few large companies over
- A payment option in the app could provide Foursquare with more data, increase revenue and get businesses more return customers.

We have to consider how to confirm

the person using the app is the one

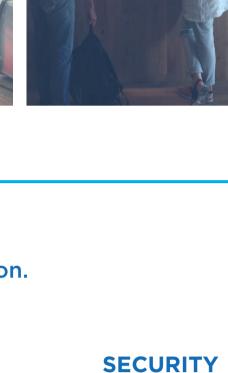
- **COMPETITIVE ANALYSIS**
- **HARDWARE** REQUIREMENTS **Requires NFC**

Technology

Hardware on

merchant's end





MEASURES

4-digit pin lock

Can turn off via web

Photo Identification

4-digit pin lock

Square

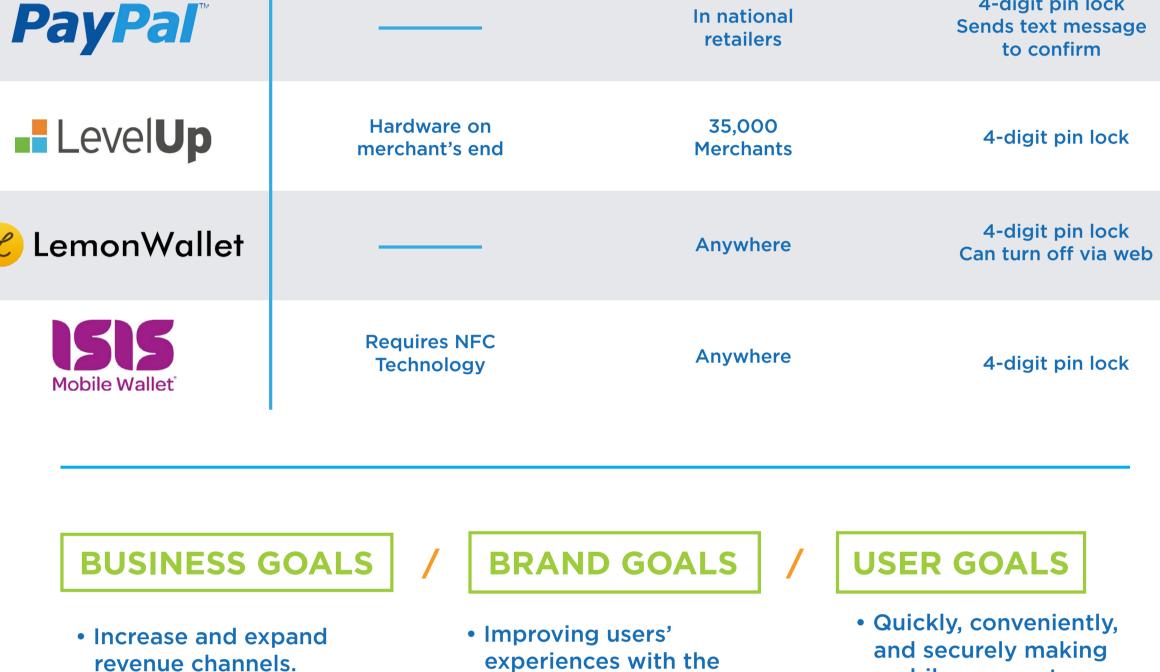
DISTRUBUTION

In national

retailers

75,000

Merchants



app's discovery and

Expanding their brand

Trust between the app

secure form of payment.

image to include a

social aspects.

and its users.

Exponentially broaden

Foursquare's user

Create and maintain

partnerships with

base in the US.

businesses.

CHALLENGES

After gathering lots of user

was time to create personas.

ATTITUDES

I'm alone BUT

doing some thing

My dosests

friends know

45 are periph

She doesnit

Doesn's want 3 separah things aid star Would rather no apps like he recasion

Thinks 40 uses are

like incurtives + rounds for things

ACTIVITES

Mo to pay back friends

H (3 Years) / once x 2 weeks

APTITUDES

info from our research, it

We wrote down all of the

Maintaining the look & feel of the current app in our new feature

OUR GOAL

 Offering rewards to customers the way the app currently does Competing with other mobile payment apps Maintaining the app's current business and brand goals

• The currently dwindling Foursquare user base

Users' varying attitudes towards money

mobile payments.

Enjoying the same

they get now in a

better way.

rewards and discounts

Use apps they already

love to improve other

aspects of their lives.

DEVELOPING PERSONAS

Social Butterfly

friends

are vroving scalous

shill an hos

hour ppl

She checks

if a place

is cash-only

in advance

tuitter,

pinterest

nstagram

Find places

with her

francee

She's

neurby

Sains

before

Sometimes her bouffield checks

Wants to keep rack of places

he's been

Uses Yelp

promate

Cof Doesnit

Deals

Really interested in seeing types of places her

ntornational mends check in to

Uses bank app

to transfer money from savings to checken

(Chan)

They don'

Finds social

Venmo a negat

aspect oc

Seumless Orders it from iPAD over wifi

user traits we learned about in our interviews, and separated them into Activities, Attitudes,

why user is

MOTIVATORS

(fers her a diary

Discovery helpful when looking for places to cot She was CC for

Efficiency when splitting

sewands!

Alex

Assistant Producer

In stiff competition with a co-worker to become mayor of her TV studio

Uses Square Cash and Venmo a lot to split bills with her friends

· Wishes she could use her phone to pay for everything, cash is dead

of adding a feature for splitting bills with friends.

· Wary of putting her credit card info into apps, only trusts a few

Her constant check-ins making her look like an over-sharer

Mostly uses the app to keep track of where she's been and wants to go

In a relationship

27

The Urban Dweller

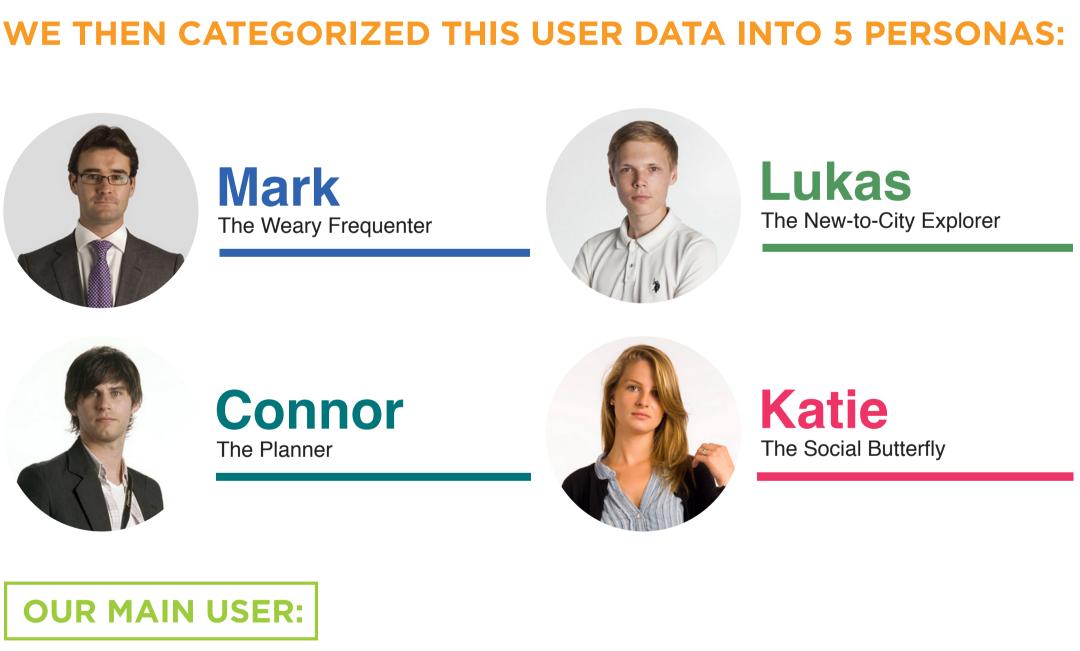
Aptitudes, Motivators, Skills, and Pain Points. 4 USER PERSONAS capabilities related to product edu a training capability to learn

SILLLS

Uses FB. Twitter,

She gays ppl back

oosle Maps, Notepad



Pain points

-no good discounts

- couldn't go back easily

- Yelp + Seamless (NOT UF)

- no ads for Starbucks

- unclear payment links

Deesn't want to add

more apps!
Putting CC into phone
hackers

- doesn't know link to CC

SKETCHES

Q)

PAYMERCHANT

CODE

BIN Sureen

1

0

ST NEARBY

counts

Checkin

have to kin in order

EPAY

paying

eople

Basic Facts

Behaviors/Traits

Really values effiency and locality

Not being able to filter her check-in history

Frustrations

Waiting in line

OCCUPATION

AGE

STATUS

PAY PRIEND un um um um whats 45 pay? my m m jum LE CIRCE LE CIRCE eckin Receipt who's payin creen (A) 400 at: Ca poop LE arce?

Receipt

SPUTTING

PUT IN A

WIREFRAMING & USER TESTING

Le CIRQUE Restaurant BILL

4.50

3.50

15.60

45.20

12.00

33.24

12.15

4 PAY! 43.99 3,98 16,37 debit

credit

account

skip this ->

Card confirmed!

foursquare pay

Le Cirque BILL

me kate stacy

1 Pizza

2 3 Pasta Bolognese

1 Roast Pork Xy

1 Glass of White

3 Glass of Prosseco 33.24

3 4 Glass of Port

Beef Tartar

8-99

17.41

11, 12

21.22

217.90

33.90

00,00

Upon deciding to create a bill-splitting addition to the Foursquare app,

IDEATION

After our discusson with Sean Salmon, we realized a few of our initial ideas were a bit

too ambitious and riddled with unexpected challenges. Since so many of Foursquare's

we began sketching our ideas.

Lecirce

bill

mon you man

Munmmn Mn

umm mmm

\$ 00.00

foursquare pay

Le Cirque BILL

\$ 29.51

4.50

33.50

15.60

12.00

12.15

me kate stacy

1 Pizza

2 3 Pasta Bolognese

1 Roast Pork Xy

4 Glass of Port

Me 2 Kate 1

users utilize the app to find and remember restaurants, we finally came up with the idea

Her Story

Alex has lived in NYC since graduating from

Village with her boyfriend. She's an associate

producer for a major TV network, and loves

her fast-paced lifestyle. While a bit jaded by

favorite places to eat, drink, and have fun to

friends who move there or come to visit, and

recommendations. Her budget is currently

pretty limited, so she's learned to be really

the city, she really loves introducing her

they all trust her to give them the best

thrifty and looks for deals and coupons

wherever she can get them.

college, and currently lives in the East

YOU'RE HURR NOW YOU CAN Beginning to wireframe, we realized what a complex problem we set out to tackle.

\$ 29.51

4.50

33.50

15.60

45.20

12.15

Credit

Exp. dak

210

security woods

(ADD CARD)

Le Cirque Bill

Who's Paying: 3 people are paying

How are you splitting the bill?

Split evenly between 3 people

Your payment:

Bill Owed:

MC

Add tip to amount

Want to put in an amount?

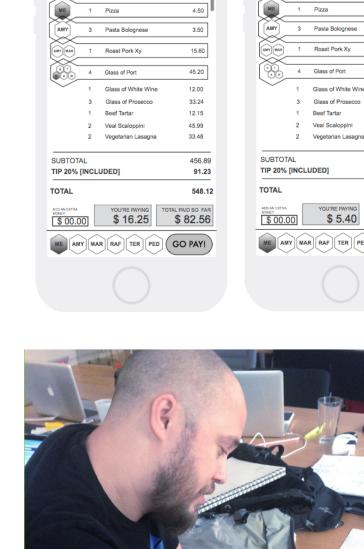
\$00.00

\$68.25

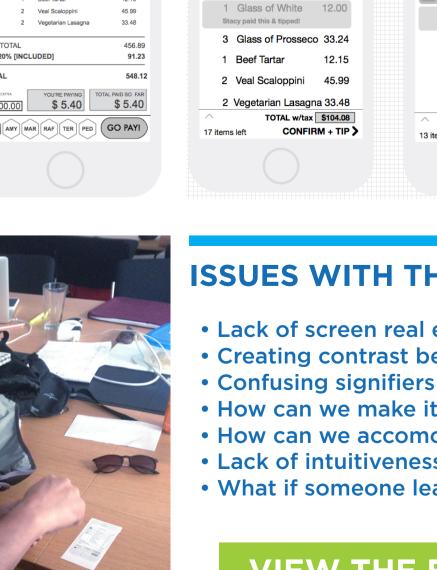
20% - \$13.65

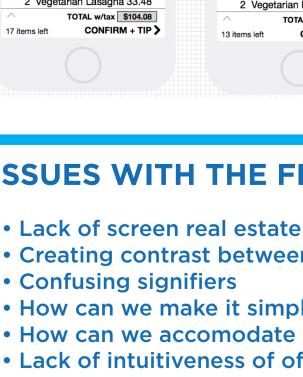
15% - \$10.23

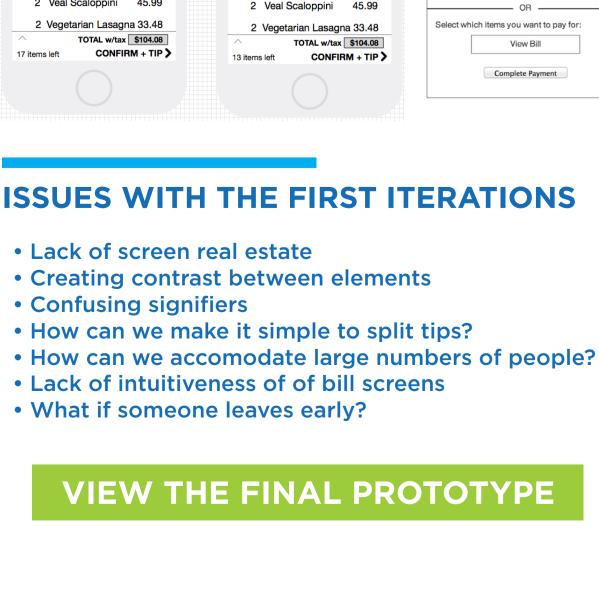
10% - \$6.83



Le CIRQUE Restaurant BILL







I dressed up our final wireframes a bit.



Drink

Drink

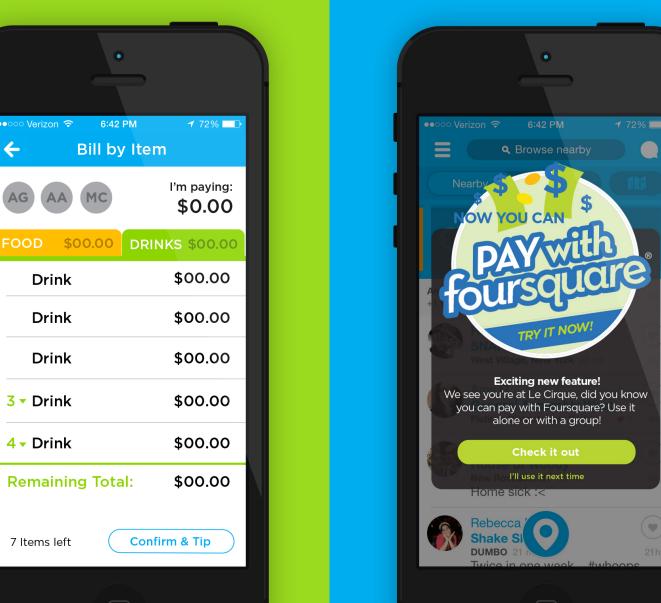
Drink

3 ▼ Drink

4 ▼ Drink

7 Items left

HIGH-FIDELITY WIREFRAMES



Bill Snapshot \$00.00 \$00.00 YOU How are you splitting the bill? Split Evenly or by Amount \$00.00 Add Tip & Finish

Bill

 Lack of intuitiveness of of bill screens • What if someone leaves early? VIEW THE FINAL PROTOTYPE