

#### 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.

#### **TOOLS USED**

Illustrator, Omnigraffle, Keynote, Axure, camera, audio recorder, lots of post-its

#### **MY ROLE**

UX designer in a team of 3: Evaluated the current application, 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.

#### THE TEAM



AMY GINGOLD



#### MARIYA CHEKMAROVA

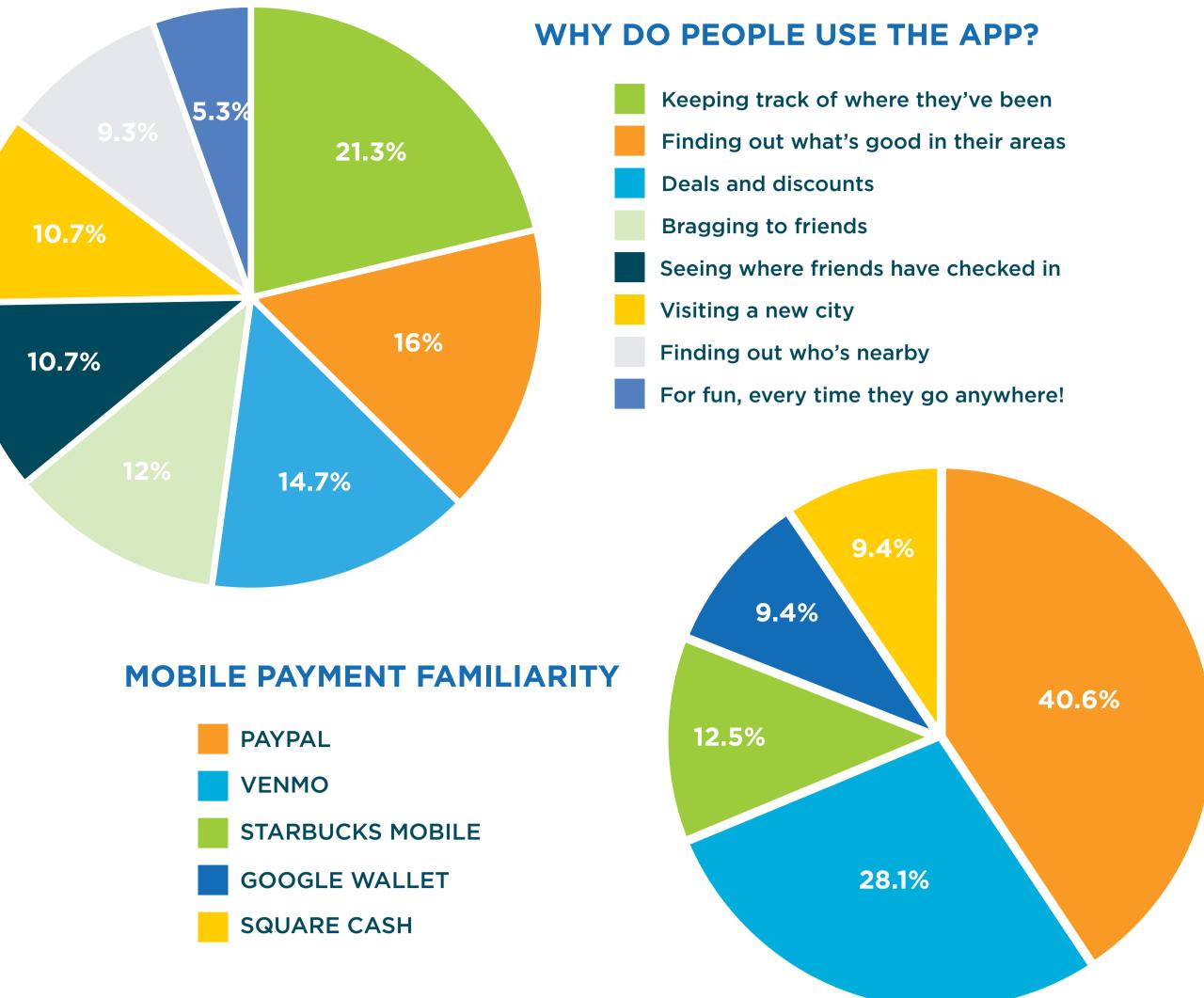


**ALFREDO ACHECAR** 

# **RESEARCH & DISCOVERY**



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



**INTERVIEWS** 

We then conducted a series of interviews with users on both the business and consumer sides of the app:

2,3,4+ FOURSQUARE USERS

## VANESSA FROM ROGUE

MAIN FINDINGS:

- Foursquare's popularity has decreased with Facebook and other apps adding check-in features.
- She never felt the need to change the rewards her business offers.
- She refuses to pay for advertising through the app.
- MAIN FINDINGS:
- Users love mobile payments.
- Mobile payments fit within the new 'digital-everything' trend.
- Mobile payments fuel users' need for instant gratification.
- Users' favorite deals from the app offer free stuff upon check-in.

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

WHAT WE LEARNED:

- Foursquare prefers partnerships with a few large companies over lots of small ones.
- We have to consider how to confirm the person using the app is the one holding the phone.
- A payment option in the app could provide Foursquare with more data, increase revenue and get businesses more return customers.

**COMPETITIVE ANALYSIS** 



We scoped out the competition.

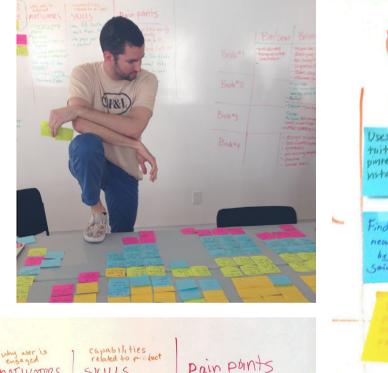
	HARDWARE REQUIREMENTS	DISTRUBUTION	SECURITY MEASURES
Google wallet	Requires NFC Technology	In national retailers	4-digit pin lock Can turn off via web
Square	Hardware on merchant's end	75,000 Merchants	Photo Identification
<b>PayPal</b> <sup>™</sup>		In national retailers	4-digit pin lock Sends text message to confirm
Level <b>Up</b>	Hardware on merchant's end	35,000 Merchants	4-digit pin lock
∠ LemonWallet		Anywhere	4-digit pin lock Can turn off via web
Mobile Wallet	Requires NFC Technology	Anywhere	4-digit pin lock
<ul> <li>BUSINESS C</li> <li>Increase and exrevenue channe</li> <li>Exponentially b Foursquare's us base in the US.</li> <li>Create and main partnerships wi businesses.</li> </ul>	<ul> <li>pand</li> <li>lmprovier</li> <li>er</li> <li>ntain</li> <li>th</li> <li>Improvier</li> <li>app's diagonality</li> <li>Expanding the secure of a secure of</li></ul>	ng users' nces with the iscovery and spects. ing their brand to include a form of payment. etween the app users.	ER GOALS uickly, conveniently, d securely making obile payments. obile payments. obile payments by get now in a etter way. se apps they already ve to improve other pects of their lives.

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



# **DEVELOPING PERSONAS**

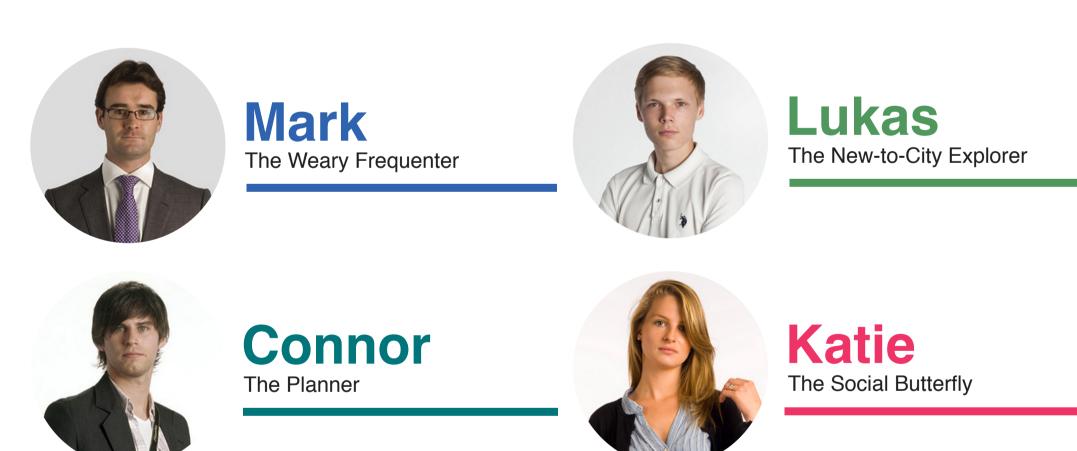
After gathering lots of user info from our research, it was time to create personas. We wrote down all of the user traits we learned about in our interviews, and separated them into Activities, Attitudes, Aptitudes, Motivators, Skills, and Pain Points.







## WE THEN CATEGORIZED THIS USER DATA INTO 5 PERSONAS:







Alex The Urban Dweller

## **Basic Facts**

AGE OCCUPATION STATUS

### **Behaviors/Traits**

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

**Assistant Producer** 

In a relationship

- Mostly uses the app to keep track of where she's been and wants to go
- Uses Square Cash and Venmo a lot to split bills with her friends
  Wary of putting her credit card info into apps, only trusts a few

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- Wary of putting her credit card info
  Really values effiency and locality
- Wishes she could use her phone to pay for everything, cash is dead

### Frustrations

- Waiting in line
- Her constant check-ins making her look like an over-sharer
- Not being able to filter her check-in history

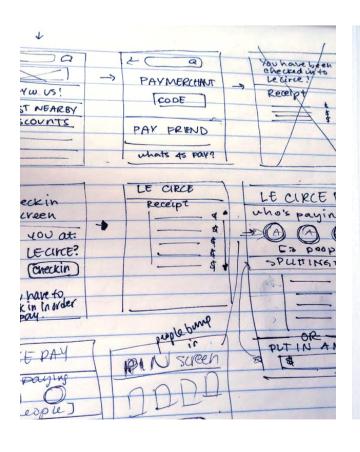
### **Her Story**

Alex has lived in NYC since graduating from college, and currently lives in the East 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 the city, she really loves introducing her favorite places to eat, drink, and have fun to friends who move there or come to visit, and they all trust her to give them the best recommendations. Her budget is currently pretty limited, so she's learned to be really thrifty and looks for deals and coupons wherever she can get them.

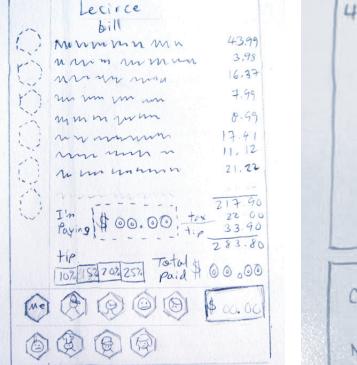
# IDEATION

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 users utilize the app to find and remember restaurants, we finally came up with the idea of adding a feature for splitting bills with friends.

### SKETCHES



## Upon deciding to create a bill-splitting addition to the Foursquare app, we began sketching our ideas.

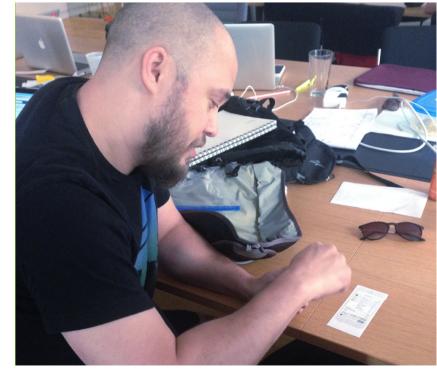




WIREFRAMING & USER TESTING

## Beginning to wireframe, we realized what a complex problem we set out to tackle.





### **ISSUES WITH THE FIRST ITERATIONS**

- Lack of screen real estate
- Creating contrast between elements
- Confusing signifiers
- How can we make it simple to split tips?
- How can we accomodate large numbers of people?
- Lack of intuitiveness of of bill screens
- What if someone leaves early?

VIEW THE FINAL PROTOTYPE

**HIGH-FIDELITY WIREFRAMES** 

I dressed up our final wireframes a bit.

