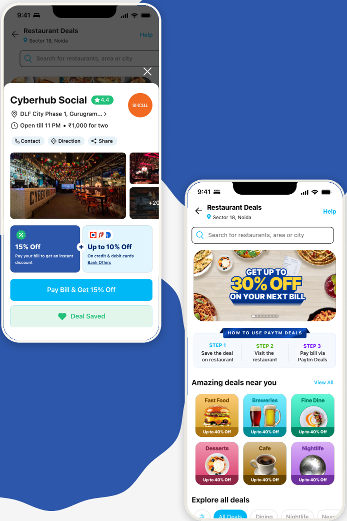
# Paytm Deals

Smart Changes, Big Impact.


9:41
Restaurant Deals
Sector 18, Noida
Help
Search for restaurants, area or city
Cyberhub Social
4.4
SOCIAL
DLF City Phase 1, Gurugram...
Open till 11 PM • ₹1,000 for two
Contact
Direction
Share
+20
15% Off
Pay your bill to get an instant discount
Up to 10% Off
On credit & debit cards
Bank Offers
Pay Bill & Get 15% Off
Deal Saved
9:41
Restaurant Deals
Sector 18, Noida
Help
Search for restaurants, area or city
GET UP TO
30% OFF
ON YOUR NEXT BILL
HOW TO USE PAYTM DEALS
STEP 1
Save the deal on restaurant
STEP 2
Visit the restaurant
STEP 3
Pay bill via Paytm Deals
Amazing deals near you
View All
Fast Food
Up to 40% Off
Breweries
Up to 40% Off
Fine Dine
Up to 40% Off
Desserts
Up to 40% Off
Cafe
Up to 40% Off
Nightlife
Up to 40% Off
Explore all deals
All Deals
Dining
Nightlife

ABOUT THE PROJECT

## What was the brief?

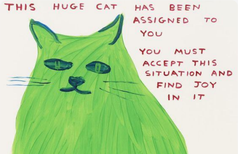
The task at hand was ambitious: Growing the deals business by 4x-6x in 2 months. Product came to us with multiple variables that needed a design revamp: Onboarding, claim process & post claim process. For this phase, we focused on the variable that encompasses most new user-facing screens and got to redesigning the 'Claim' flow. Funnily enough, we got rid of the word 'claim' from the entire flow post redesign. This project was carried out with Kopal Jain, Piyush Passi & Navneet Singh.

| Timeline | My Role |
|---|---|
| 2 weeks - Design Revamp | Ideation, Experience Strategy, Research, Information Restructuring, Interaction Design. |

PROJECT BACKGROUND

## As most things at work, business came to us with crazy expectations

Always staying agile, the goal was to quadruple Paytm Deal's conversion numbers in within the next 2 months. For context, Deals


THIS HUGE CAT HAS BEEN ASSIGNED TO YOU
YOU MUST ACCEPT THIS SITUATION AND FIND JOY IN IT

was our restaurant discovery and bill payment vertical. Through deals, we partnered with restaurant merchants to be able to give user's discounts and facilitate their payments on our app.

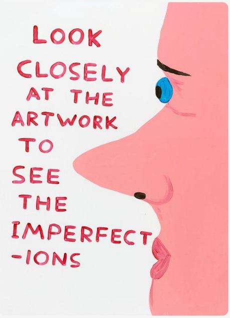
WHEN LIFE GIVES YOU A LEMON
YOU MUST EAT THE LEMON
ALL OF IT
INCLUDING THE SKIN

## To meet these expectations, I had to get creative

about meeting the goal in a manner that minimises cost and maximises impact. We identified the most impactful areas first: Discovery & claims.

## And this creativity manifested as

research and restructuring that led to redesigning the flow in a way that prioritised clarity and actionable steps over information and novelty.


LOOK CLOSELY AT THE ARTWORK TO SEE THE IMPERFECT -IONS

All illustrations by the amazing David Shrigley

### THE PROCESS

## Analysis

We collated first impressions, detailed audits and data to identify patterns both in what the numbers say + what the users say

## Definition

Our findings helped us identify the utilityΔ, where we could have maximum impact with minimal effort. This helped give the solution some shape & direction.

## Creation

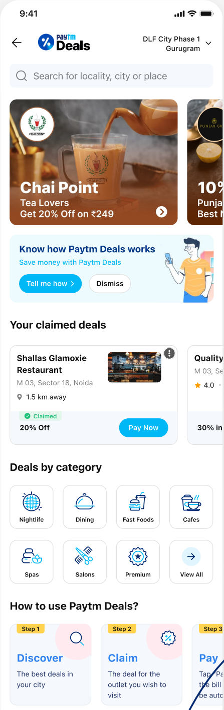
Finally, we ideated on what the market was doing and created structures & copy that aligned with existing mental models.

The Process of Design Squiggle by Damien Newman

ANALYSIS

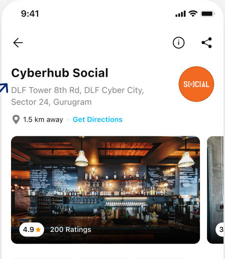
# What problem were we trying to solve?

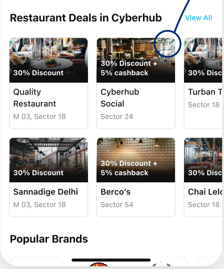
To identify that problem we had to get into the shoes of our users. So we started with going over the existing ‘happy’ flow:


9:41
Paytm Deals
DLF City Phase 1
Gurugram
Search for locality, city or place
Chai Point
Tea Lovers
Get 20% Off on ₹249
10
Punja
Best
Know how Paytm Deals works
Save money with Paytm Deals
Tell me how
Dismiss
Your claimed deals
Shallas Glamoxie Restaurant
M 03, Sector 18, Noida
1.5 km away
Claimed
20% Off
Pay Now
Quality
M 03, Se
4.0
30% in
Deals by category
Nightlife
Dining
Fast Foods
Cafes
Spas
Salons
Premium
View All
How to use Paytm Deals?
Step 1
Discover
The best deals in your city
Step 2
Claim
The deal for the outlet you wish to visit
Step 3
Pay
Tap Pa
the bill
be auto

User scrolls through offers, claimed deals & categories

User clicks on Cyberhub Social


9:41
Cyberhub Social
SOCIAL
DLF Tower 8th Rd, DLF Cyber City, Sector 24, Gurugram
1.5 km away
Get Directions
4.9
200 Ratings
3

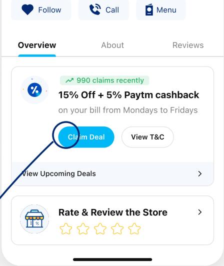


**Restaurant Deals in Cyberhub**

View All

| | | |
|---|---|---|
| 30% Discount<br>Quality Restaurant<br>M 03, Sector 18 | 30% Discount + 5% cashback<br>Cyberhub Social<br>Sector 24 | 30% Disc<br>Turban T<br>Sector 18 |
| 30% Discount<br>Sannadige Delhi<br>M 03, Sector 18 | 30% Discount + 5% cashback<br>Berco's<br>Sector 54 | 30% Disc<br>Chai Lelc<br>Sector 18 |

**Popular Brands**



Follow
Call
Menu
Overview
About
Reviews

990 claims recently

**15% Off + 5% Paytm cashback**

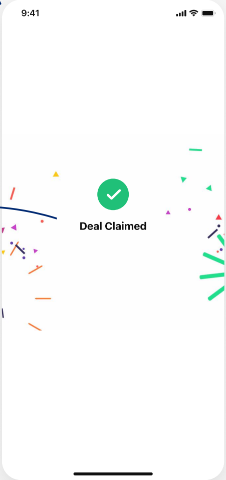
on your bill from Mondays to Fridays

Claim Deal
View T&C
View Upcoming Deals

**Rate & Review the Store**

☆ ☆ ☆ ☆ ☆

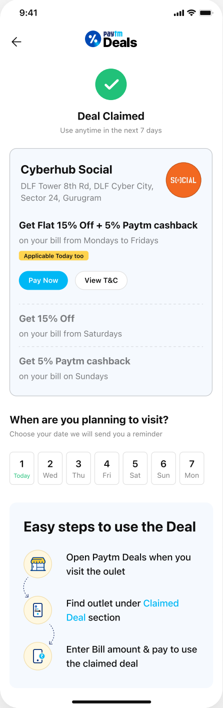
User clicks on 'claim deal'



9:41

**Deal Claimed**

Post loading



9:41

Paytm Deals

**Deal Claimed**

Use anytime in the next 7 days

**Cyberhub Social**

DLF Tower 8th Rd, DLF Cyber City, Sector 24, Gurugram

S(o)CIAL

**Get Flat 15% Off + 5% Paytm cashback**

on your bill from Mondays to Fridays

Applicable Today too

Pay Now
View T&C

**Get 15% Off**

on your bill from Saturdays

**Get 5% Paytm cashback**

on your bill on Sundays

**When are you planning to visit?**

Choose your date we will send you a reminder

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|
| Today | Wed | Thu | Fri | Sat | Sun | Mon |

**Easy steps to use the Deal**

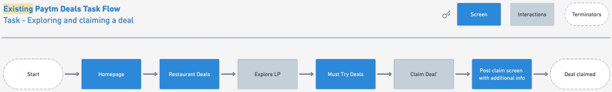
Open Paytm Deals when you visit the oulet

Find outlet under Claimed Deal section

Enter Bill amount & pay to use the claimed deal

# And captured it in a task flow

Where we could effectively 'zoom out' from the user's shoes and get back to seeing whether the IA made any sense

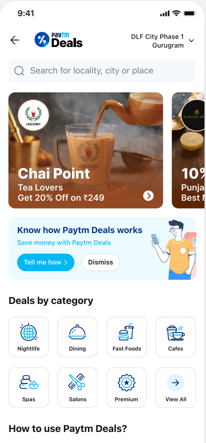

Existing Paytm Deals Task Flow
Task - Exploring and claiming a deal
Screen
Interactions
Terminators
Start
Homepage
Restaurant Deals
Explore LP
Must Try Deals
Claim Deal'
Post claim screen with additional info
Deal claimed

# As well as getting our hands on some top secret funnel data

That needed a lot of back and forth with product to make sense of.

| Screen | Action | Metrics |
|---|---|---|
| Sessions | Landed from homepage | 32,00,000 |
| Landing | Onboarding completed | 15,04,000 |
| | % of users who completed onboarding / sessions | 47% |
| Claims | Users that claimed a deal | 86,733 |
| | % of users who claimed deals / landing | 5.77% |
| | % of users who claimed deals / sessions | 2.7% |
| Transactions | Users that transacted on their claimed deals | 11,639 |
| | % of users who transacted / claims | 13.42% |
| | % of users who transacted / landing | 0.77% |
| | % of users who transacted / sessions | 0.36% |

## But make sense of it we did. And then we figured out a way to explain it to you better. So what did the data tell us after all?


9:41
Paytm Deals
DLF City Phase 1
Gurugram
Search for locality, city or place
Chai Point
Tea Lovers
Get 20% Off on ₹249
10
Punja
Best
Tell me how
Dismiss
Nightlife
Dining
Fast Foods
Cafes
Spas
Salons
Premium
View All

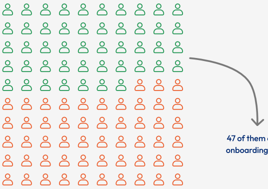
Know how Paytm Deals works

Save money with Paytm Deals

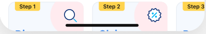
Deals by category

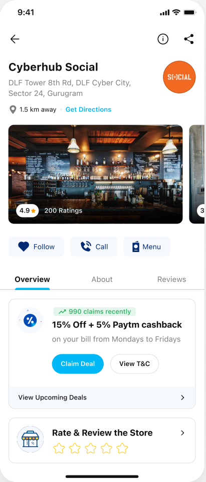
How to use Paytm Deals?

So, if a 100 users land on our homepage



47 of them complete the onboarding and proceed


Step 1
Step 2
Step 3



9:41

**Cyberhub Social**

DLF Tower 8th Rd, DLF Cyber City, Sector 24, Gurugram

1.5 km away · Get Directions

4.9★ 200 Ratings

S(•)CIAL
Follow
Call
Menu
Overview
About
Reviews

990 claims recently

**15% Off + 5% Paytm cashback**

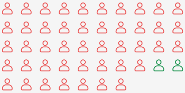
on your bill from Mondays to Fridays

Claim Deal
View T&C
View Upcoming Deals

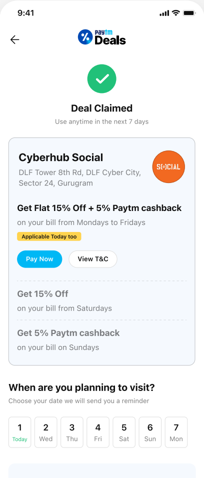
**Rate & Review the Store**

☆ ☆ ☆ ☆ ☆

And out of these 47...



Only 2 go on to 'claim' a deal (5.77%)



9:41

Paytm Deals

**Deal Claimed**

Use anytime in the next 7 days

**Cyberhub Social**

DLF Tower 8th Rd, DLF Cyber City, Sector 24, Gurugram

S(•)CIAL

**Get Flat 15% Off + 5% Paytm cashback**

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on your bill on Sundays

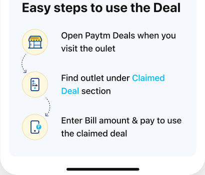
**When are you planning to visit?**

Choose your date we will send you a reminder

| 1<br>Today | 2<br>Wed | 3<br>Thu | 4<br>Fri | 5<br>Sat | 6<br>Sun | 7<br>Mon |
|---|---|---|---|---|---|---|

And from these 2 claims

We still only get negligible transactions 😔 (13.42%)



**Easy steps to use the Deal**

Open Paytm Deals when you visit the oulet

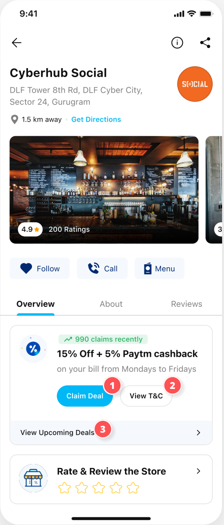
Find outlet under Claimed Deal section

Enter Bill amount & pay to use the claimed deal

DEFINITION

# Right. So there's got to be a problem. What could it be?

To uncover this we sat down and audited our current implementation. Here's what we uncovered:



9:41

**Cyberhub Social**

DLF Tower 8th Rd, DLF Cyber City, Sector 24, Gurugram

1.5 km away · Get Directions

4.9 ★ 200 Ratings

Follow · Call · Menu

Overview · About · Reviews

990 claims recently

**15% Off + 5% Paytm cashback**

on your bill from Mondays to Fridays

Claim Deal ① · View T&C ②

View Upcoming Deals ③

**Rate & Review the Store**

☆ ☆ ☆ ☆ ☆

① **The term 'claim deal' violates recognition over recall**

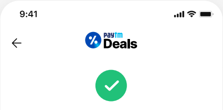
- As a first-time user on Paytm Deals, the word claim makes one feel like it is the last action one would take but functionally it only enables the user to save the deal before invoking it. The claim verbiage is also not used anywhere else in competitor apps.

② **Reduced flexibility of use**

- Existing design severely restricts user freedom and flexibility of use by forcing user to 'claim' deal before being able to pay. Conversion takes an additional step in the flow

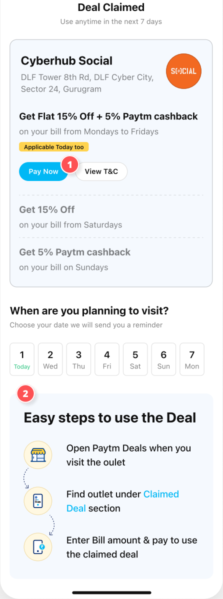
③ **'Upcoming Deals' are not very relevant to immediate user**

- As a first-time user on Paytm Deals, the word claim makes one feel like it is the last action one would take but functionally it only enables the user to save the deal before invoking it



9:41

Paytm Deals



**Deal Claimed**

Use anytime in the next 7 days

**Cyberhub Social**

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**Get Flat 15% Off + 5% Paytm cashback**

on your bill from Mondays to Fridays

Applicable Today too

1

**Get 15% Off**

on your bill from Saturdays

**Get 5% Paytm cashback**

on your bill on Sundays

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| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|
| Today | Wed | Thu | Fri | Sat | Sun | Mon |

2

**Easy steps to use the Deal**

- Open Paytm Deals when you visit the oulet
- Find outlet under Claimed Deal section
- Enter Bill amount & pay to use the claimed deal

SOCIAL
Pay Now
View T&C

① **Loopholes and a not-so-serious claiming process**

It's only when users claim a deal, they realise they can easily cancel the claim and find a loophole to extend it - by claiming it again right away.

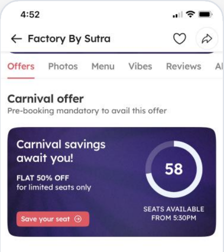
This makes the flow look unserious and the deals plentiful. Users can use the 'claim now' to select all the deals they're interested in but will have to keep cancelling and reclaiming them to keep them in.

② **Steps to use the deal are outlined after claiming the deal**

This is highly inefficient & adds to the user's perception of a number of steps to be undertaken before getting to reap the value of the offer

# And what are others doing that we could learn from?

To see this through we did some competitive benchmarking to gauge consistency and industry standards



4:52

Factory By Sutra

**Carnival offer**

Pre-booking mandatory to avail this offer

Carnival savings await you!

FLAT 50% OFF for limited seats only

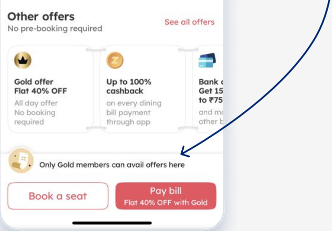
58 SEATS AVAILABLE FROM 5:30PM

Offers
Photos
Menu
Vibes
Reviews
Al
Save your seat

ZOMATO

## 'Pay bill or book a seat'

Across our most used competitors, the experience was one click, optimising for users to make a transaction with just one click.


Other offers

No pre-booking required

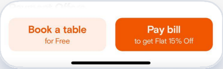
Gold offer
Flat 40% OFF
All day offer
No booking required

Up to 100% cashback
on every dining bill payment through app

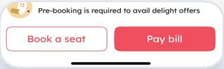
Bank o
Get 15
to ₹75
and mo
other b

Only Gold members can avail offers here

See all offers
Book a seat
Pay bill
Flat 40% OFF with Gold

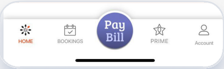

Book a table
for Free
Pay bill
to get Flat 15% Off

SWIGGY DINEOUT


Pre-booking is required to avail delight offers

Book a seat
Pay bill

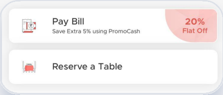
ZOMATO


HOME
BOOKINGS
Pay Bill
PRIME
Account

EAZYDINER

## Primary CTAs

Very clear CTAs giving user options between booking & paying immediately.

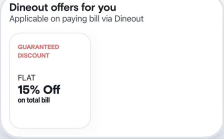

Pay Bill

Save Extra 5% using PromoCash

20%
Flat Off

Reserve a Table

SWIGGY DINEOUT

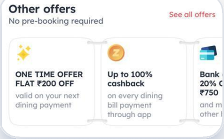


Dineout offers for you
Applicable on paying bill via Dineout

GUARANTEED DISCOUNT

FLAT
**15% Off**
on total bill

EAZYDINER



**Other offers**
No pre-booking required
See all offers

ONE TIME OFFER FLAT ₹200 OFF
valid on your next dining payment

Up to 100% cashback
on every dining bill payment through app

Bank
20%
₹750
and m
other

ZOMATO

## Offers & Discounts

Offers took centre stage.

# This brought me very close to articulating the generalised problem.

Writing it down as I saw it through the lens of a deal-watcher archetype

*Paytm users tend to spend a lot of time comparing deals across multiple options. Because the copy makes it seem like the 'claim' process is time bound, these users often drop off from Paytm deals and compare elsewhere, unable to find their favourites if they do decide to return to the app. This is a problem as it affects conversions and stops the business from building a loyal and recurring user base for Paytm deals.*

Which gave way to a more actionable HMW statement

**Problem Statement**

How might we enhance user perception of deal availability and convenience to boost conversions and foster user loyalty for Paytm deals?

CREATION

# Now the fun starts. Time to start imagining things.

By that I mean, imagine what the solution might actually be able to achieve:

**Clarity**

Remove confusion related to the action of claiming a deal and then paying at the restaurant later

**Simplicity**

Simplify the way users explore the Paytm Deals landing screen and discover offers

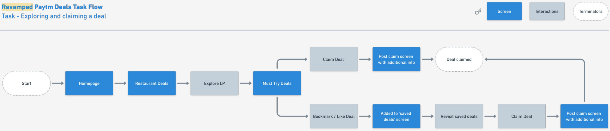
**Understanding**

**Trust**

Help new users understand what is Paytm Deals and how they can use it

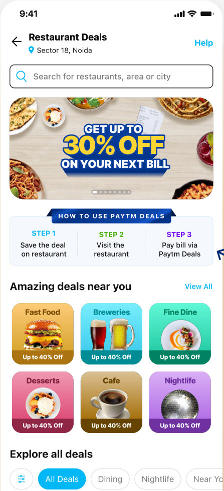
Enable users to confidently share their location access, and provide an alternative to those who prefer otherwise

And the information structure that could help it reach these goals:


Revamped Paytm Deals Task Flow
Task - Exploring and claiming a deal
Screen
Interactions
Terminators
Start
Homepage
Restaurant Deals
Explore LP
Must Try Deals
Claim Deal'
Post claim screen with additional info
Deal claimed
Bookmark / Like Deal
Added to 'saved deals' screen
Revisit saved deals
Claim Deal
Post claim screen with additional info

SOLUTION SPOTLIGHT

# With that being said, it’s time to finally show you what we changed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Cafe
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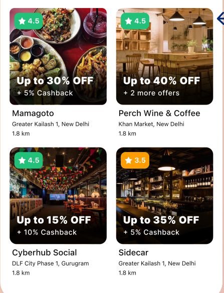
Nightlife
Up to 40% Off
Explore all deals
All Deals
Dining
Nightlife
Near Yo

## Quicker brief on usage

From a thin banner taking users elsewhere to tell them how to use Paytm deals, we used the same amount of space to show all the steps upfront

## Offers up front

Categories displayed are only related to F&B stores with offers up front


★ 4.5
Up to 30% OFF
+ 5% Cashback
★ 4.5
Up to 40% OFF
+ 2 more offers
★ 4.5
Up to 15% OFF
+ 10% Cashback
★ 3.5
Up to 35% OFF
+ 5% Cashback

Mamagoto
Greater Kailash 1, New Delhi
1.8 km

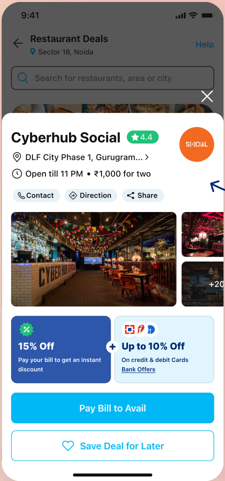
Perch Wine & Coffee
Khan Market, New Delhi
1.8 km

Cyberhub Social
DLF City Phase 1, Gurugram
1.8 km

Sidecar
Greater Kailash 1, New Delhi
1.8 km

## Simplified the infinite scroll

Incorporated filters & simplified each restaurant card to adequately showcase the offer + high-resolution pictures + distance from user


9:41
Restaurant Deals
Sector 18, Noida
Help
Search for restaurants, area or city
★4.4
SOCIAL
Contact
Direction
Share
+20
Pay Bill to Avail
Save Deal for Later

Cyberhub Social

DLF City Phase 1, Gurugram... >

Open till 11 PM • ₹1,000 for two

15% Off
Pay your bill to get an instant discount

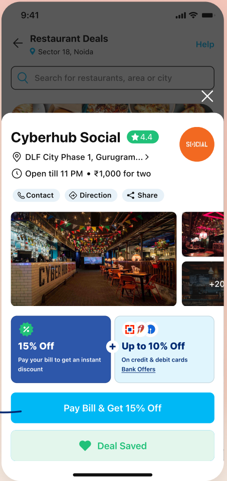
Up to 10% Off
On credit & debit Cards
Bank Offers

## Bottom sheet for faster browsing

Opening each offer card on a bottom sheet instead of a separate screen optimises for quicker skimming of all offers

## Clarity in offers

Getting rid of 'upcoming deals' 'reviews' 'about' helped us keep the focus on paying the bill with the offer in hand, taking conversions up 12%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SOCIAL
DLF City Phase 1, Gurugram...
Open till 11 PM • ₹1,000 for two
Contact
Direction
Share
+20
15% Off
Pay your bill to get an instant discount
Up to 10% Off
On credit & debit cards
Bank Offers
Pay Bill & Get 15% Off
Deal Saved

## ‘Claim Deal’ is swapped for a more actionable CTA

Maintaining familiarity by keeping the copy similar to other competitors, we got rid of the word ‘claim’ completely and actioned users to pay their bills immediately, or save the deal for another time.

REFLECTIONS & IMPACT

# And finally, what did all this actually manage to achieve?

**Less can be more**

Within a month of this change going live, we saw a **12% uptick in restaurant bill payments**. Having reused existing UI components and identifying the right problem areas- it was safe to say that the big impact doesn’t always have to come from big changes.

**Design for the user, not other designers**

In the name of innovation we had previously tried to create new mental models for the user, not acknowledging that the persona we catered to used a lot of different apps. Staying familiar and relevant to this user had to trump unabated innovation.

Well, that’s it for now! But if you made it this far we should be friends.

Say hi ↗

I MUST REST
MY RAMPAGE IS OVER

Illustration by the amazing David Shrigley