

Take Control while doing your online payments and buck up

bucx



bucx

Bucx is a platform where one can keep track and store there coupons vouchers and points that they recieve from different brands and online payments app. Bucx can also show places in the map where one can use their coupons in real time.

Role

UX/UI Designer

Tools

Figma, Adobe Illustrator, Adobe Photoshop

Timeline

Nov 2022–Dec 2022



Problem Statement

Coupons that user get often gets expired and user don't really remember to use coupons while doing online payments, even if user remember to use coupons, he have to find them in different apps and messages.

How did I reach it

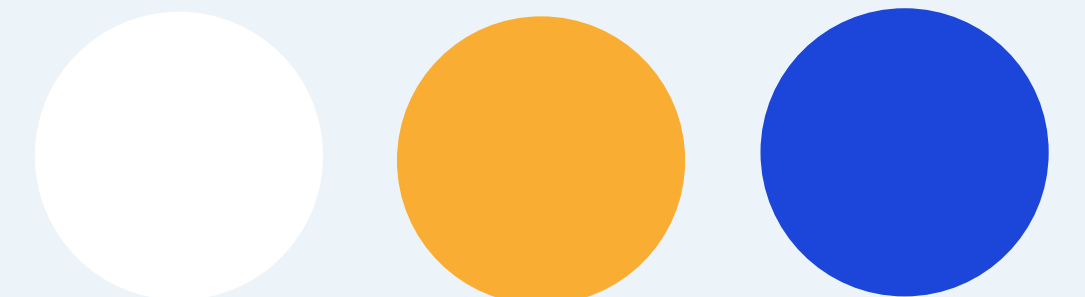
I reached this problem by taking surveys from targeted groups and identifying their behavior while doing online payment. and by understanding if they even remember to use coupons while doing online payments



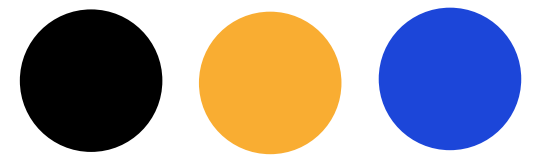


Own Backstory

I chose this problem because when I was a young adult and was limited with pocket money, I was always looking for coupons and but when I used to do online payments, I always forgot to use the coupons and then regretted it when afterwards when they used to get expired. Also, even I remembered to use coupons it was a hassle to open different apps and look for them



Target Groups I Surveyed



*People who use
Online payments
app on daily basis*

*Age group of
20 to 35*

young Adults



*People living in
Metropolitan cities*

I surveyed these specific group of people mostly because of the increased usage of online payments apps in metropolitan cities. Age group of 20 to 35 was the targeted group because this is the age group that makes online payments on the regular basis. And since coupons are something which can help people save money, I wanted to survey young adults because they are always in the search of cheap services

User Research



User research began by conducting targeted interviews with people in order to learn more about their experiences with cocktails. The open ended questions were asked to gain deeper understanding which might help to assist their needs

- 1. Do you do online payments?*
- 2. Does your Coupons or vouchers get expired Before you could use them?*
- 3. What apps do you use for online payments?*
- 4. Do you go through multiple apps to look for what coupons you have when you do online payment?*
- 5. Do you think an app which can track, sort and store all your coupons and vouchers according to their brands in one place, and can remind you or use those coupons automatically when you are doing payments could help you?*

SURVEY INSIGHTS

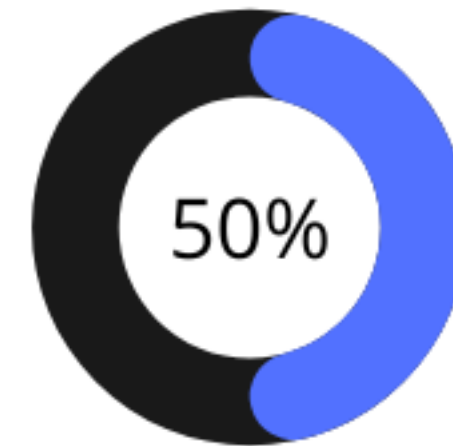


80 % people feel their coupons gets expired before they could use them.

According to the responses got from people through survey

97.4%

People Use online Payments apps in Urban spaces



Total 50% percent Users use Paytm and Google pay the most for their daily use



Smart Smriti

User Persona

About

Smriti is a 20 year old ambitious student currently studying political science hons from Delhi University.

WANTS

1. To save Money
2. To use her pocket money effeciently
3. To save money

PAIN POINTS

1. Is not able to save her pocket money.
2. Is not able to remember to use coupons.
3. Forgets to use coupons before they get expired
4. Cannot keep track of coupons

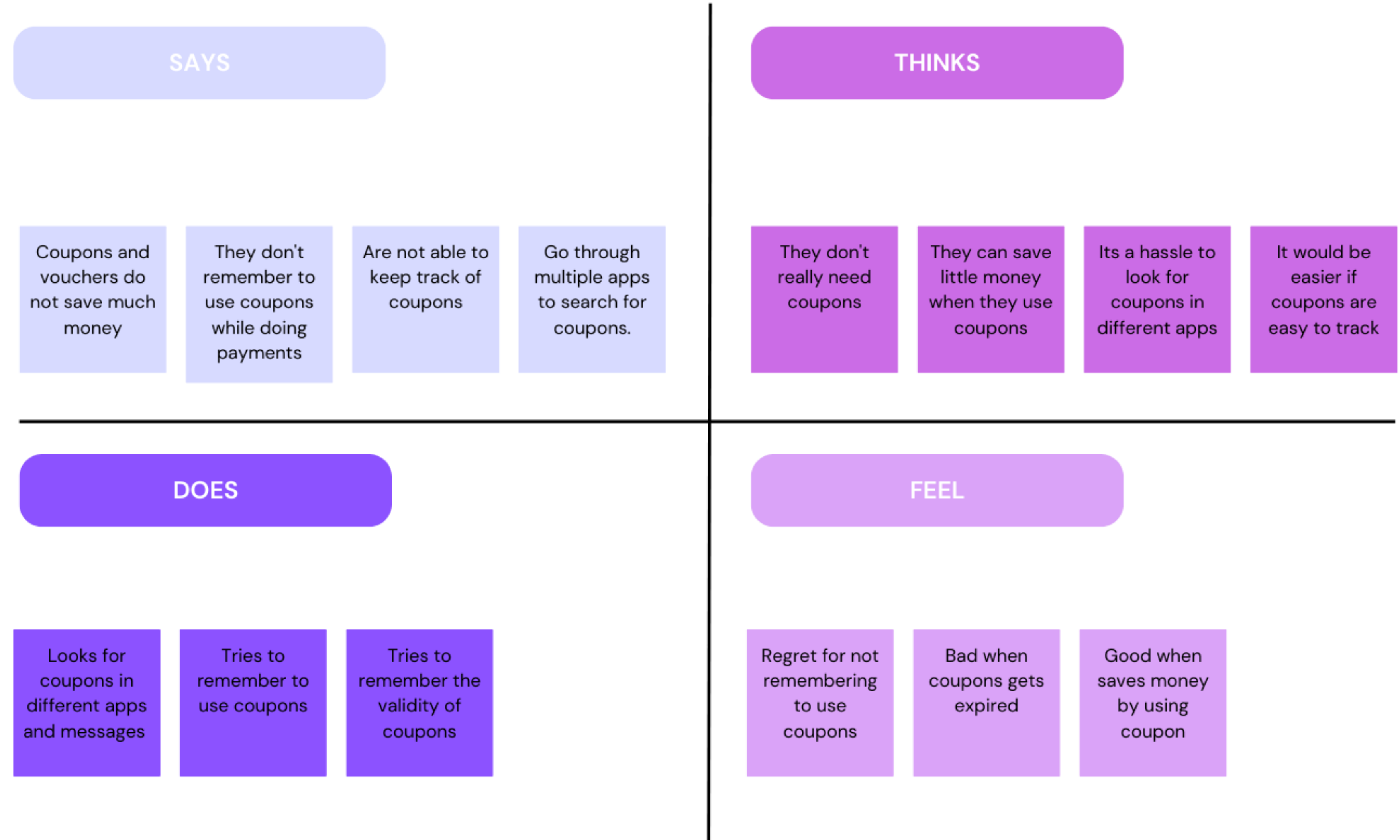
PERSONALITY

1. Full of energy
2. Smart
3. Tech savvy
4. Thrifty



Empathy mapping

Did Empathy mapping to remove bias from our designs and align the team on a single, shared understanding of the user





Grown Gautam

User Persona

About

Gautam is a 25 year old male who works as a part time hostel manager and is studying to get into national school of drama to pursue theatre.

WANTS

1. To save Money
2. To use his salary efficiently
3. To use coupons

PAIN POINTS

1. Don't have time look for coupons
2. Is not able to remember to usecoupons.
3. Forgets to use coupons before they get expired
4. Cannot keep track of coupons

PERSONALITY

1. Enthusiastic
2. Extrovert
3. Smart
4. Logical
5. Dramatic



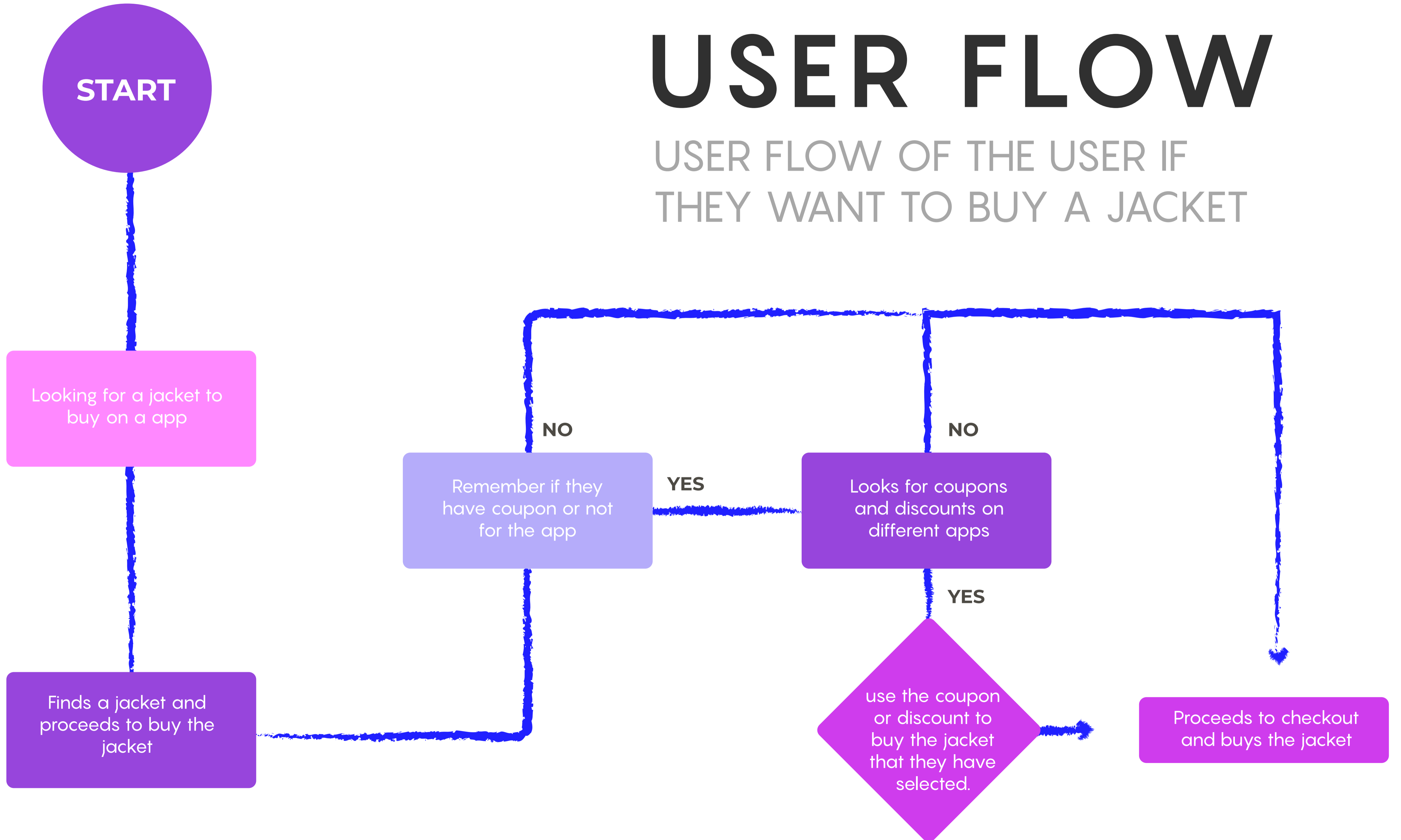
Competitive Analysis



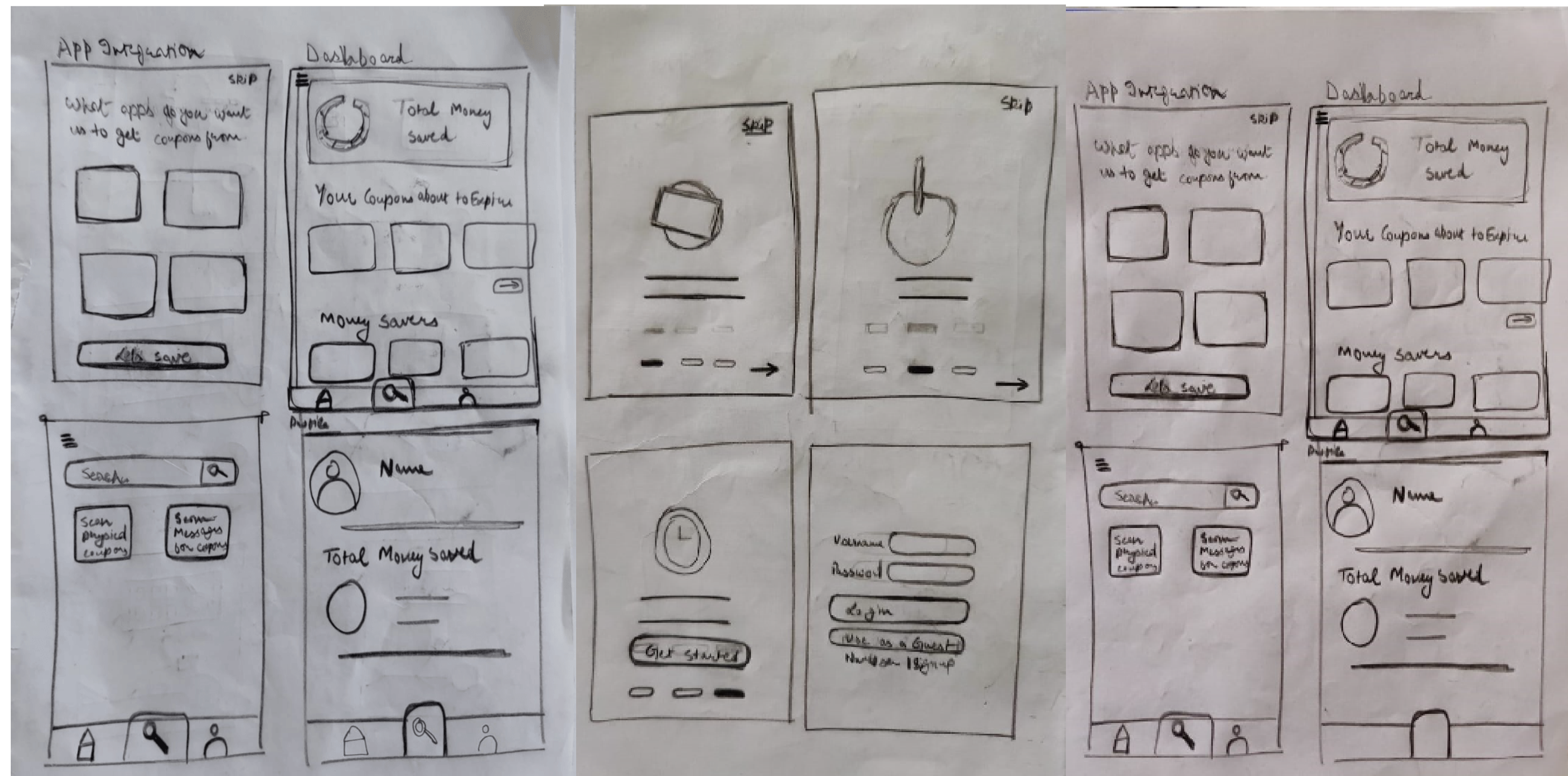
	Coupon dunia	Cash Karo	Zoutons	Zingoy	Paisa Wapas
User Friendly Onboarding	●	●	●	●	●
Collect coupons	●	●	●	●	●
Validity sorting	●	●	●	●	●
Brand sorting	●	●	●	●	●
Categories	●	●	●	●	●
Automatic Reminder	●	●	●	●	●

USER FLOW

USER FLOW OF THE USER IF THEY WANT TO BUY A JACKET



Low Fidelity Wireframes/Ideations



Design System

Typography

Headline 1

Inter **Regular** **SemiBold** **Bold**

Size: 28px • Line Height: 38px

Headline 2

Inter **Regular** **SemiBold** **Bold**

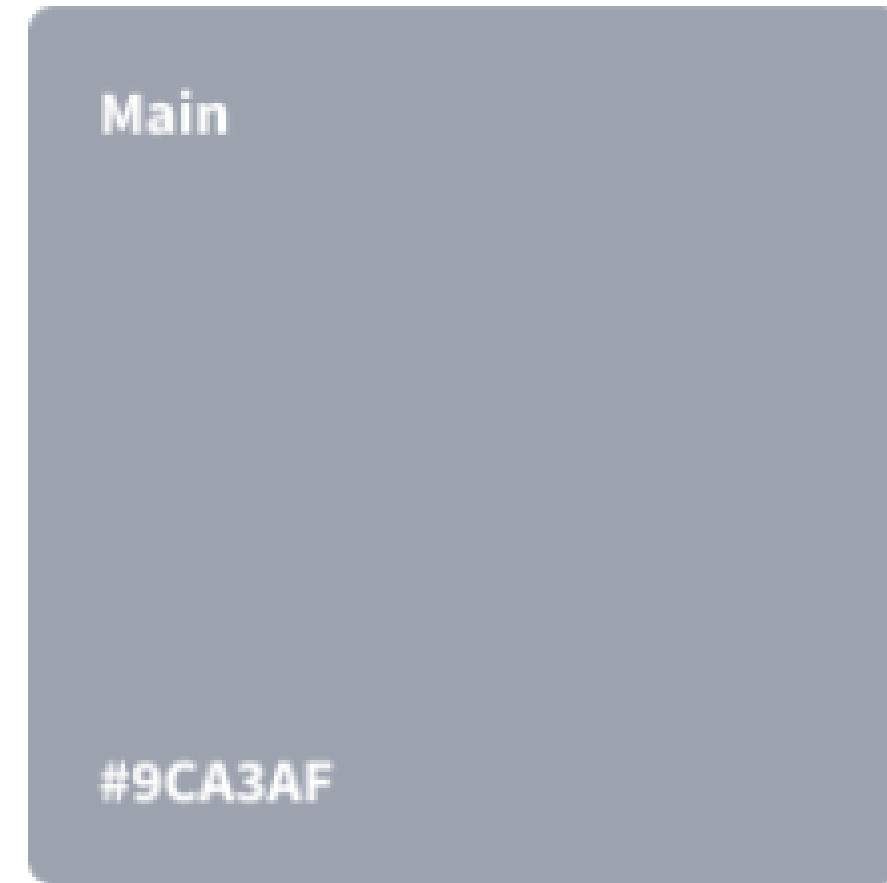
Size: 26px • Line Height: 36px

Headline 3

Inter **Regular** **SemiBold** **Bold**

Size: 20px • Line Height: 28px

Colors



Icons



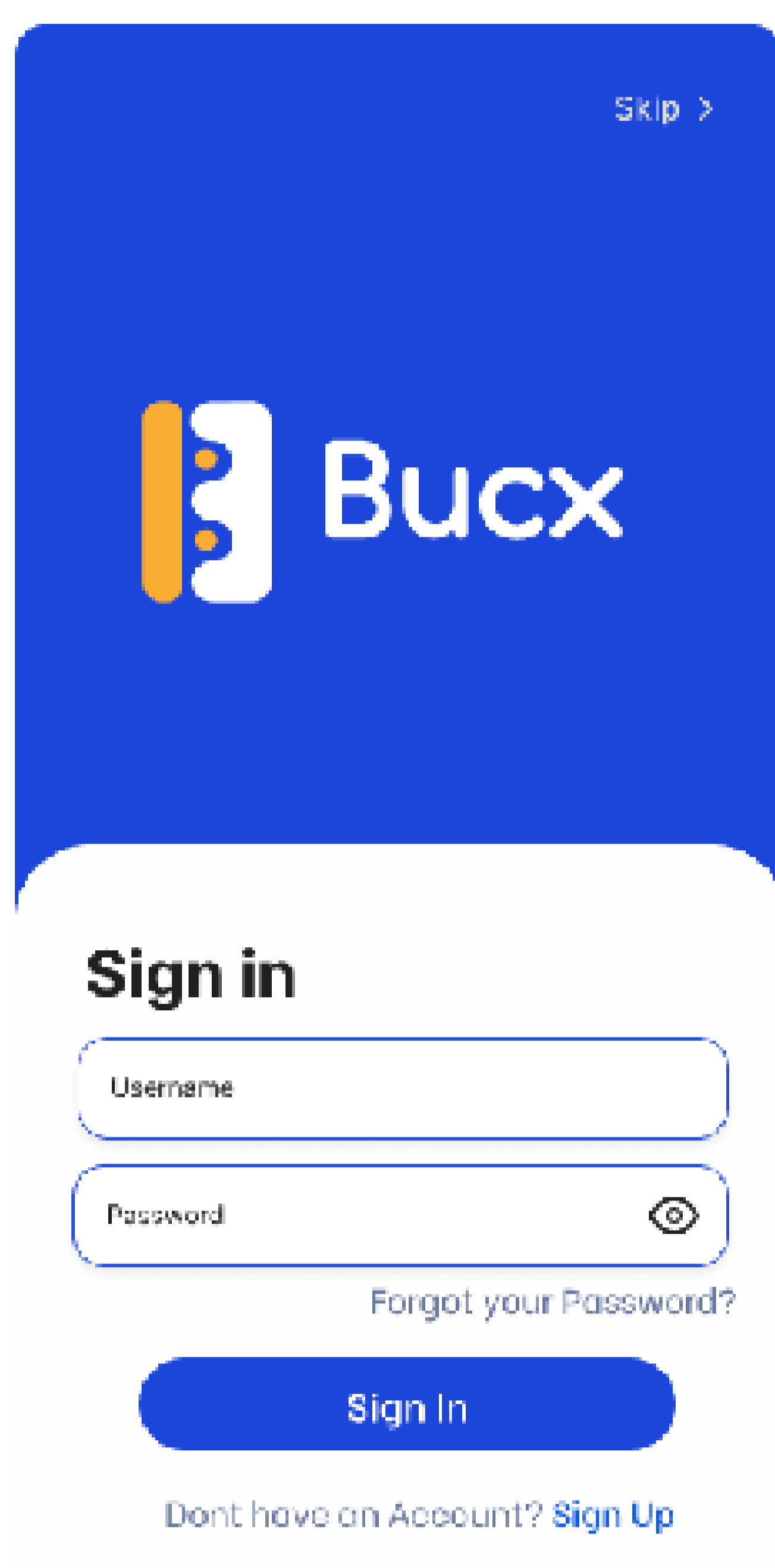
Small Icons



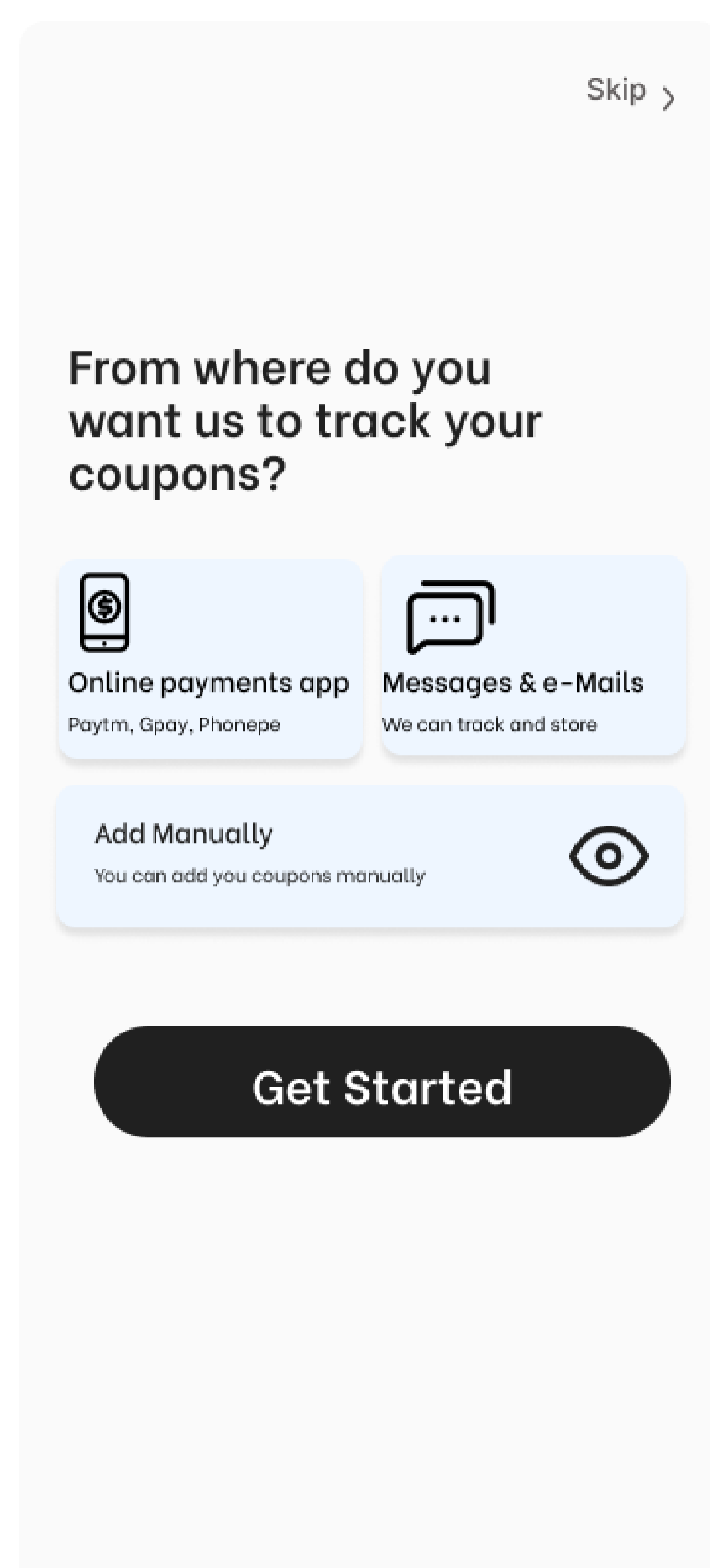
Final High Fidelity Wireframes



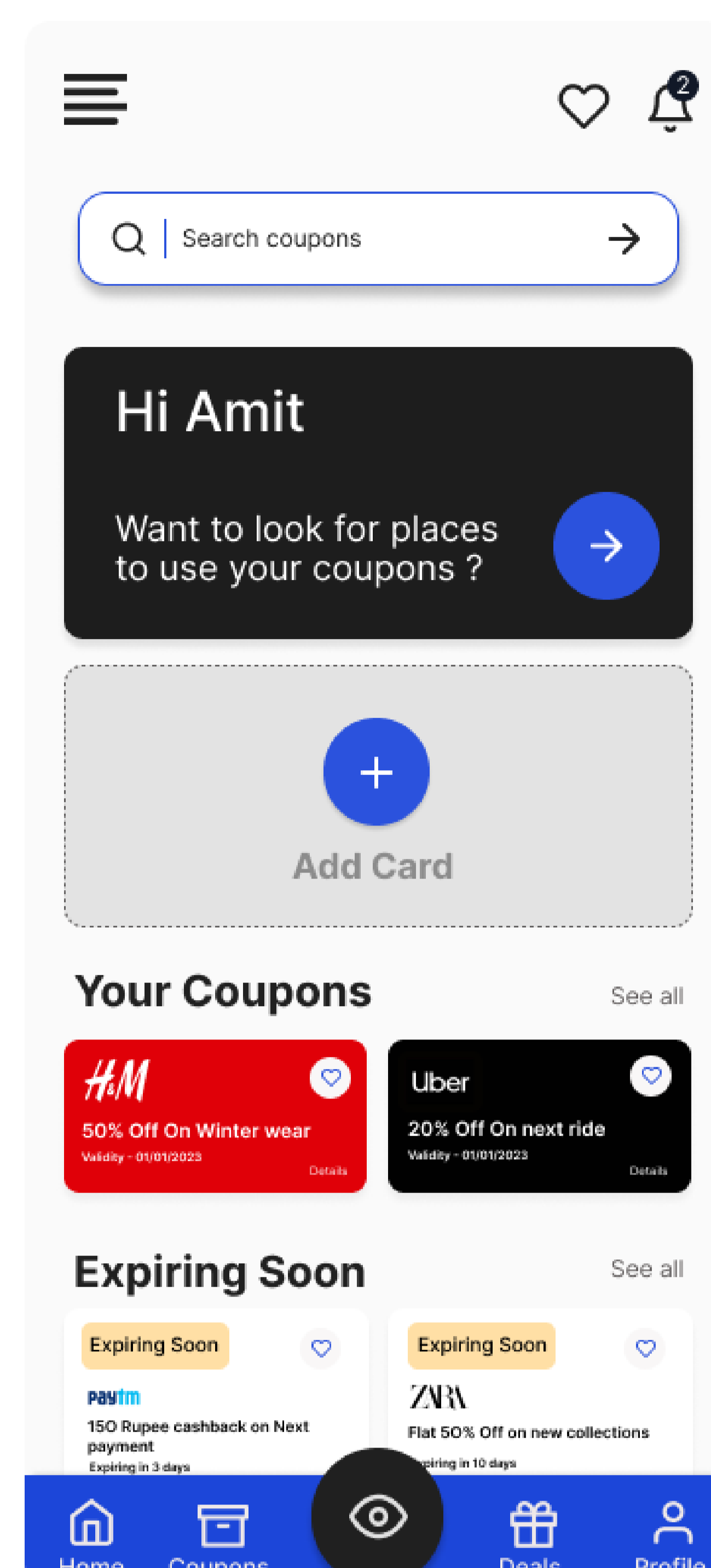
Onboarding Process



Login screen



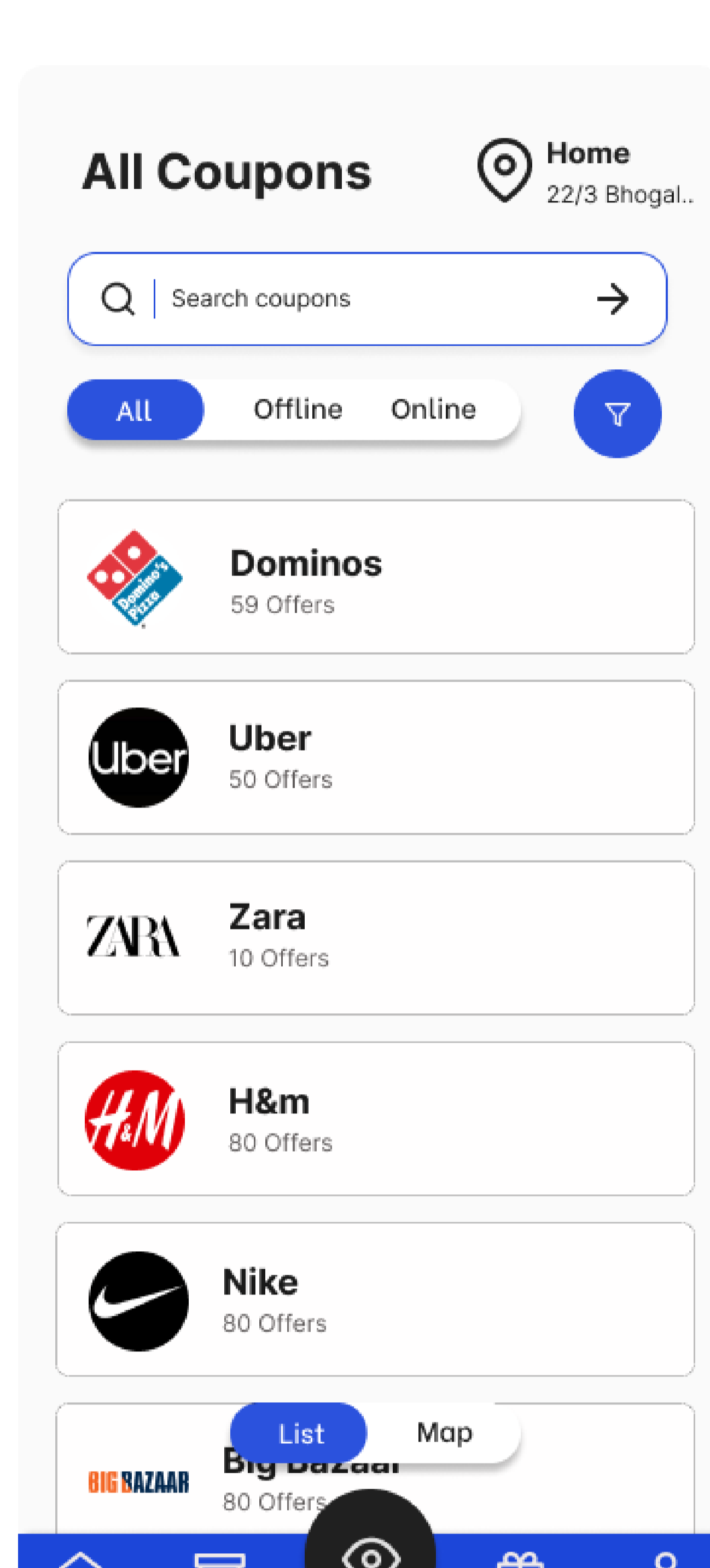
Onboarding



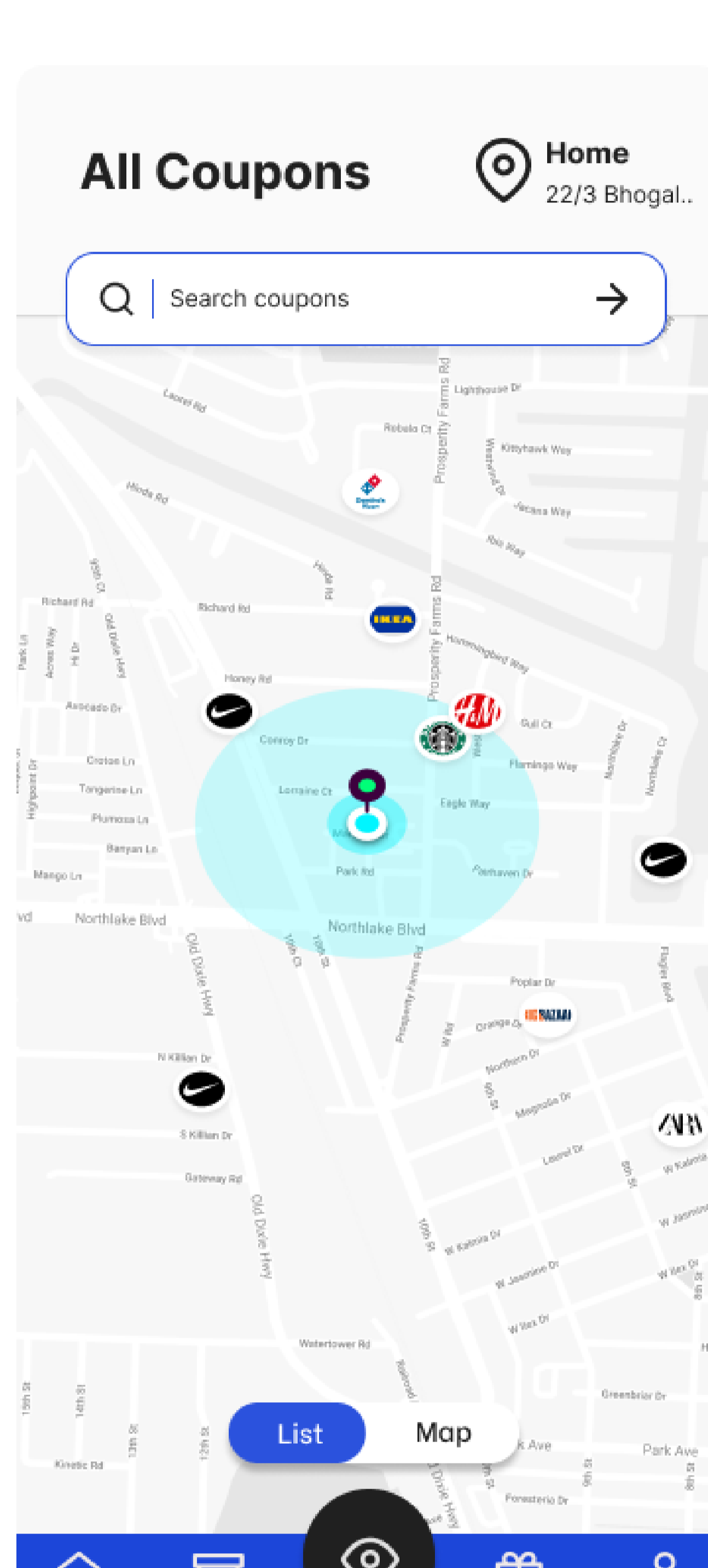
Dashboard



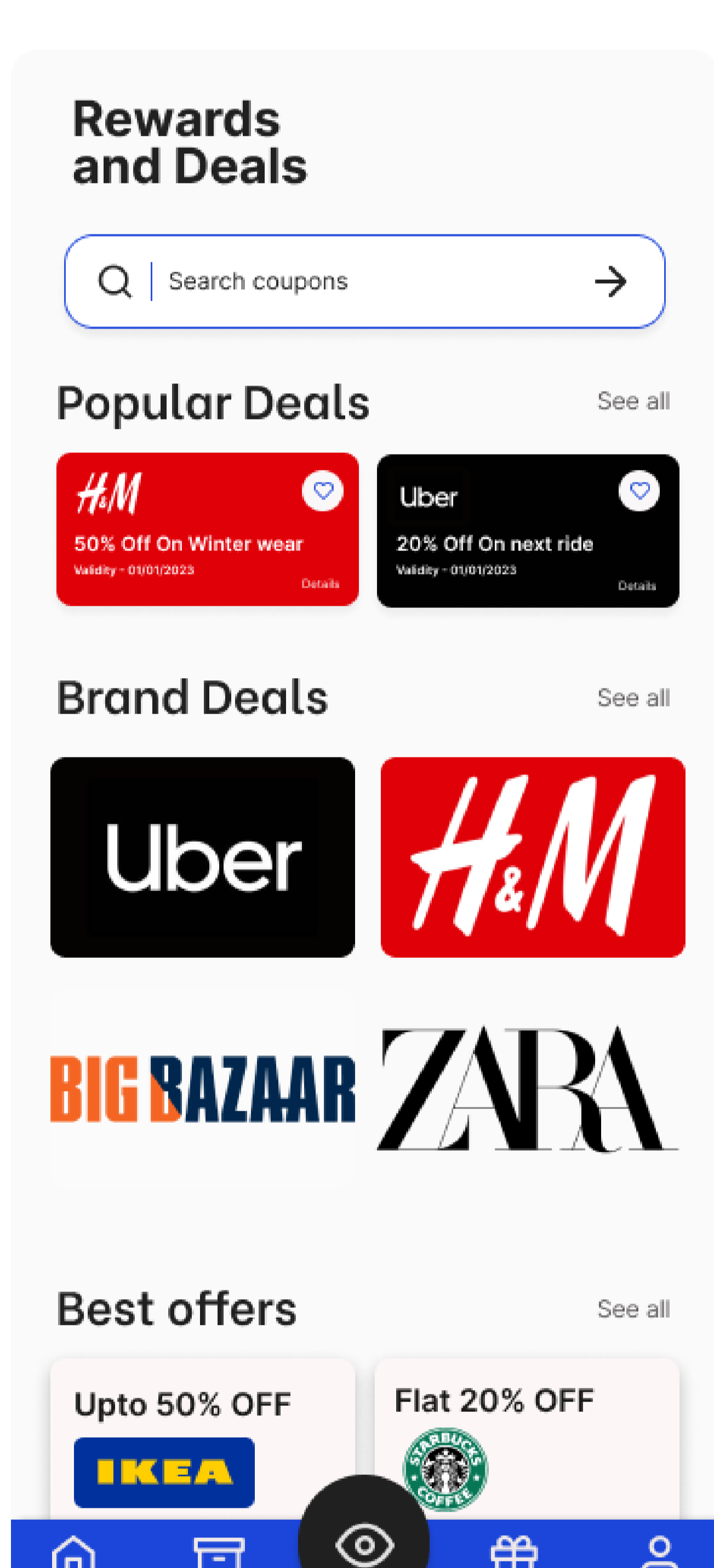
Camera Search for coupons



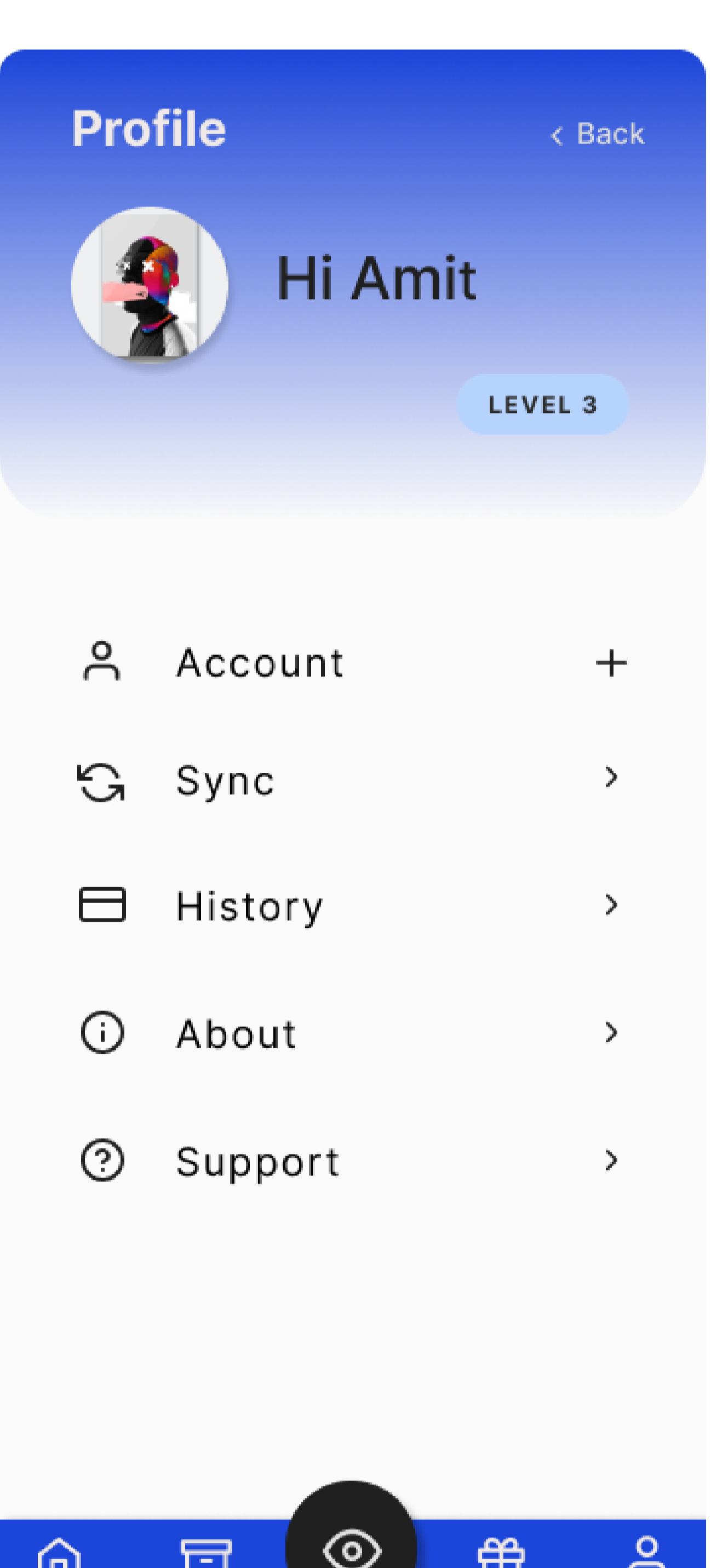
Wallet of saved coupons in list



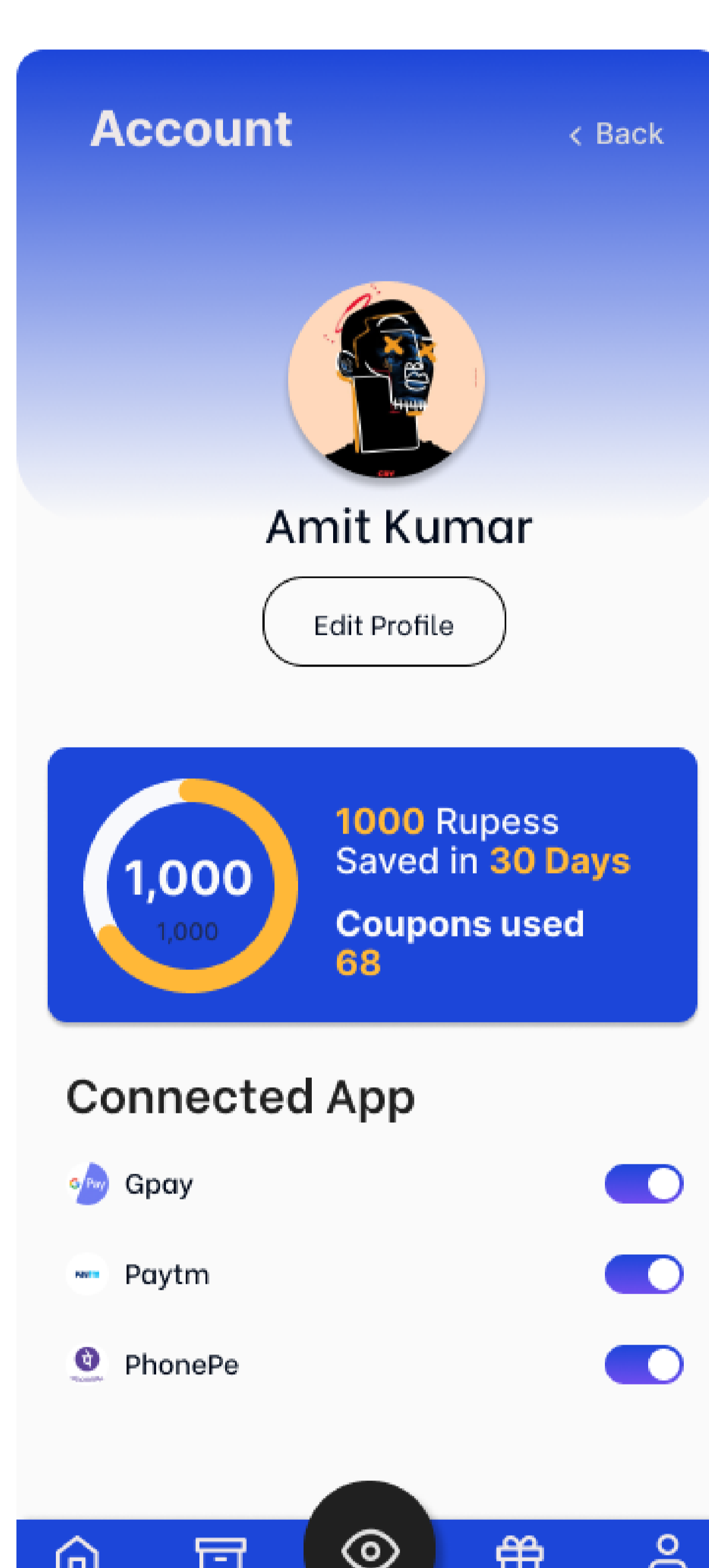
Map view of saved coupons to use in real time



Rewards & Deals



Profile Screen



Profile-Account Screen

Prototype Link

<https://www.figma.com/file/MKCEMDSFLYsJT-JfjE7O2kw/Screens-for-coupons-automation-app?node-id=0%3A1&t=WjDOuedz7AbVVbAk-1>

Design File Link

<https://www.figma.com/file/MKCEMDSFLYsJT-JfjE7O2kw/Screens-for-coupons-automation-app?node-id=0%3A1&t=WjDOuedz7AbVVbAk-1>

User Flow

