In-app Payments for Fast Food Ordering App

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Project Payments

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Study Details

Project Background

We're developing and integrating a payments feature to the already existing fast food ordering app. This is in an effort to support customers and delivery workers proceed with cashless transactions, where possible. We need to understand if there is positive reception for in-app payments, if the users are able to complete the process without friction, and if the users are willing to let the app store their card details for seamless future orders.

Study Details

Research Questions

How do users feel about completing the payment transaction through the app?

How long do users take to complete the payment?

What percentage of users are willing to store their card details for a seamless next purchase?

Participants

5 participants

2 male, 3 female participants
2 participants with disability
2 participants over 60 years
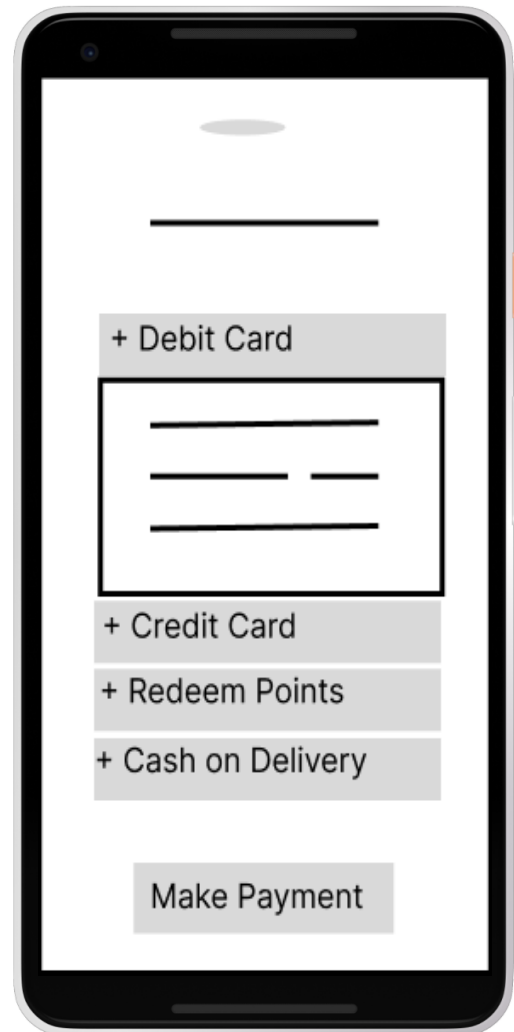
Methodology

10 minutes per participant

United States, remote

Unmoderated usability study

Users when asked to perform tasks in a low-fidelity prototype

# Prototype / Design Tested

Sketch of the payments page in the app

Themes

Most participants prefer to use the Card options on the payments page.

Supporting evidence from the usability study.

- 4 out of 5 participants used Debit/Credit Card as a method of payment.

- Not all participants who came to this page proceeded to pay.

"I'd like to make a meal plan and set up recurring payment using the app." (P3)

Debit Card

Credit Card

Redeem Points

Cash on Delivery

Make Payment
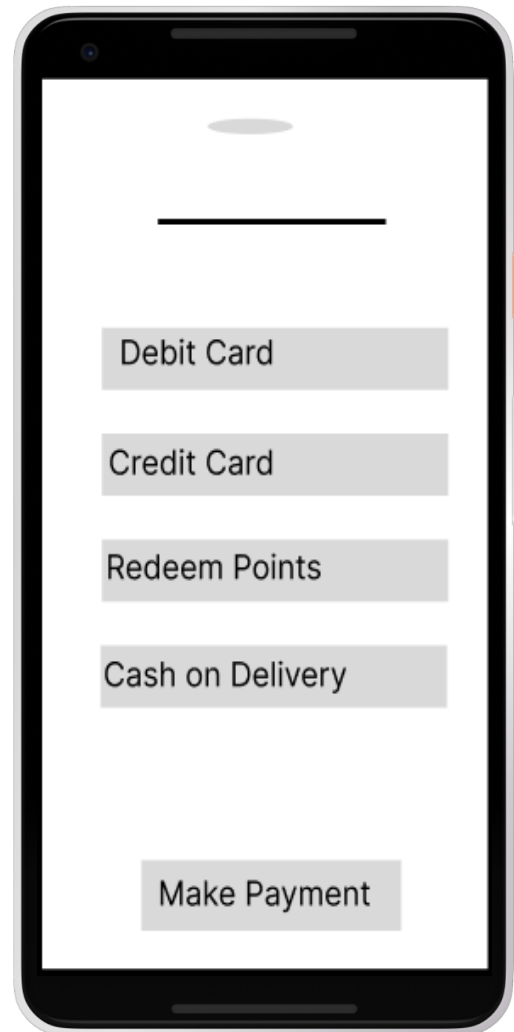
Insights & Recommendations

Research insights

Unable to redeem points and use a card payment

If the points redeemed are insufficient to cover the order, the app doesn't have functionality to supplement with an additional payment method.

Ability to switch back to Card payment after COD

After selecting Cash on Delivery on the app, the ability to switch back to another method of payment would be useful if the delivery person does not have the required change.

Making the option to store card details prominant

The ability to store card details is applicable to be shown only for two of the four options on the payments page. It should be prominent within the section.
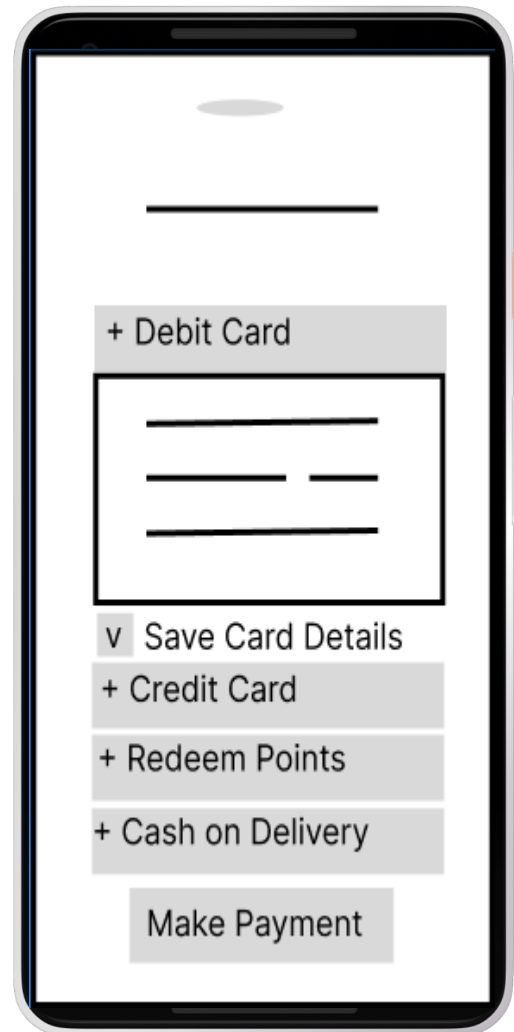
Recommendations

- Placing the Save Card Details option pre-selected prominently with the specific payment accordian.

- Adding a feature to toggle back to a different payment type after selecting Cash on Delivery in the user flow.

Previous Presentation Information – Brief Review

- Both the design recommendations have been reviewed and accepted by the reviewers.

- Research insights provided other avenues to improve in future iterations.

Updated Prototype / Design Tested

Updated prototype showing the Save Card Details section pre-selected by default and shown within the accordion.

Recommendations for Additional Research

- Utilizing a combination of multiple payment option to cover for an order

- Card payments post order delivery and changing pre-selected Cash on Delivery.

Next Step

- Proceeding to develop the high fidelity prototype for the payment system.

- Prioritizing the research plan for the supplemental recommendations in the backlog.

This is to acknowledge the contribution of the five participants and three team members who have been instrumental in this research.

Thank you!