

Product Teardown: Transferring money to a merchant/peer

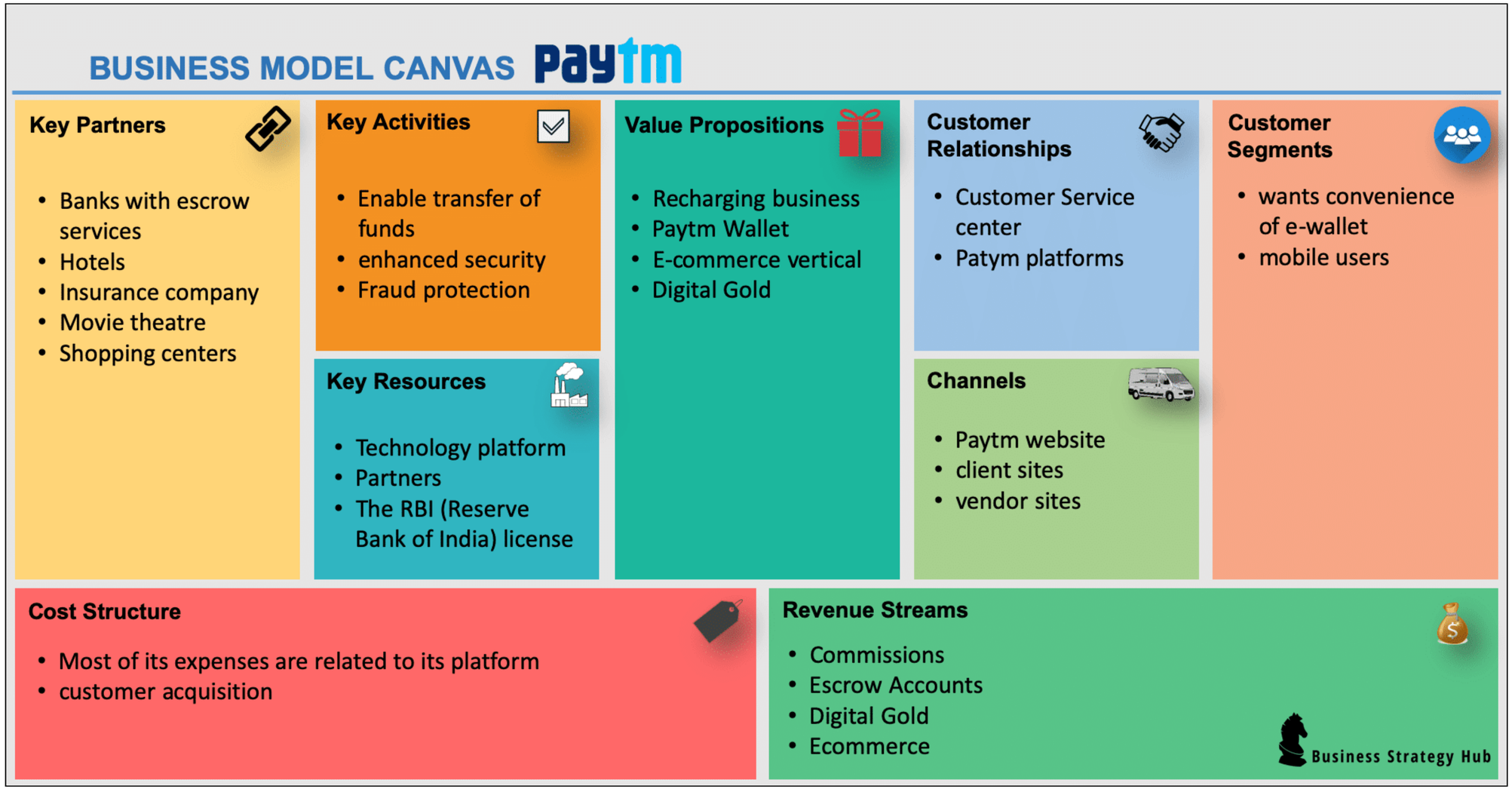
Learn In Public Challenge 4

By Pratyush Singh

Overview

Paytm is an Indian financial technology company that offers a variety of digital payment services, e-commerce marketplace, and financial services. The company's business model can be broadly classified into the following categories:

1. Payment Gateway. 2. E-commerce Marketplace. 3. Mobile Wallet. 4. Financial Services



14.6 M
Total visits last month

2.11%
more
than previous month

00:02:43
Avg. visit duration

47.01%
Bounce rate

3.12
Pages per visit

User Personas



Shirly Roy

28
Product Manager
Married
Bangalore

Personality

Foodie
Techie
Extrovert

Consumer

Bio

Shirly Roy is a Product Manager in Bangalore. She lives with her husband who is a Software Engineer. They spend most of their time in the office. They go out to eat after work but they don't want to carry a lot of cash with them. Making payments through card incurs additional charges. They want an easy online payment system.

Goals

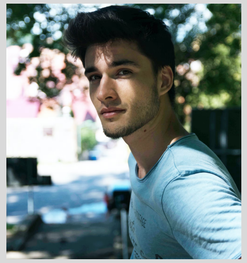
Don't want to carry a lot of cash.
Don't want to incur extra charges.

Frustrations

Carrying cash is a headache.
Card payments result in extra charges.
Very difficult to get exact change.

Motivations

Easy and convenient.
No extra charges.
Coupons & Cashbacks.



Akshit Bansal

36
Business Owner
Mumbai

Personality

Sharp
Analytical
Active

Merchant

Bio

Akshit Bansal is a business owner in Mumbai. People visiting his shop generally don't carry exact change. People also don't want to make card payments as it incurs extra charges. He wants an easy & convenient online payment system using which people can pay without worrying about exact change & charges.

Goals

Maintain payments history easily.
Time-saving.
No extra charges.

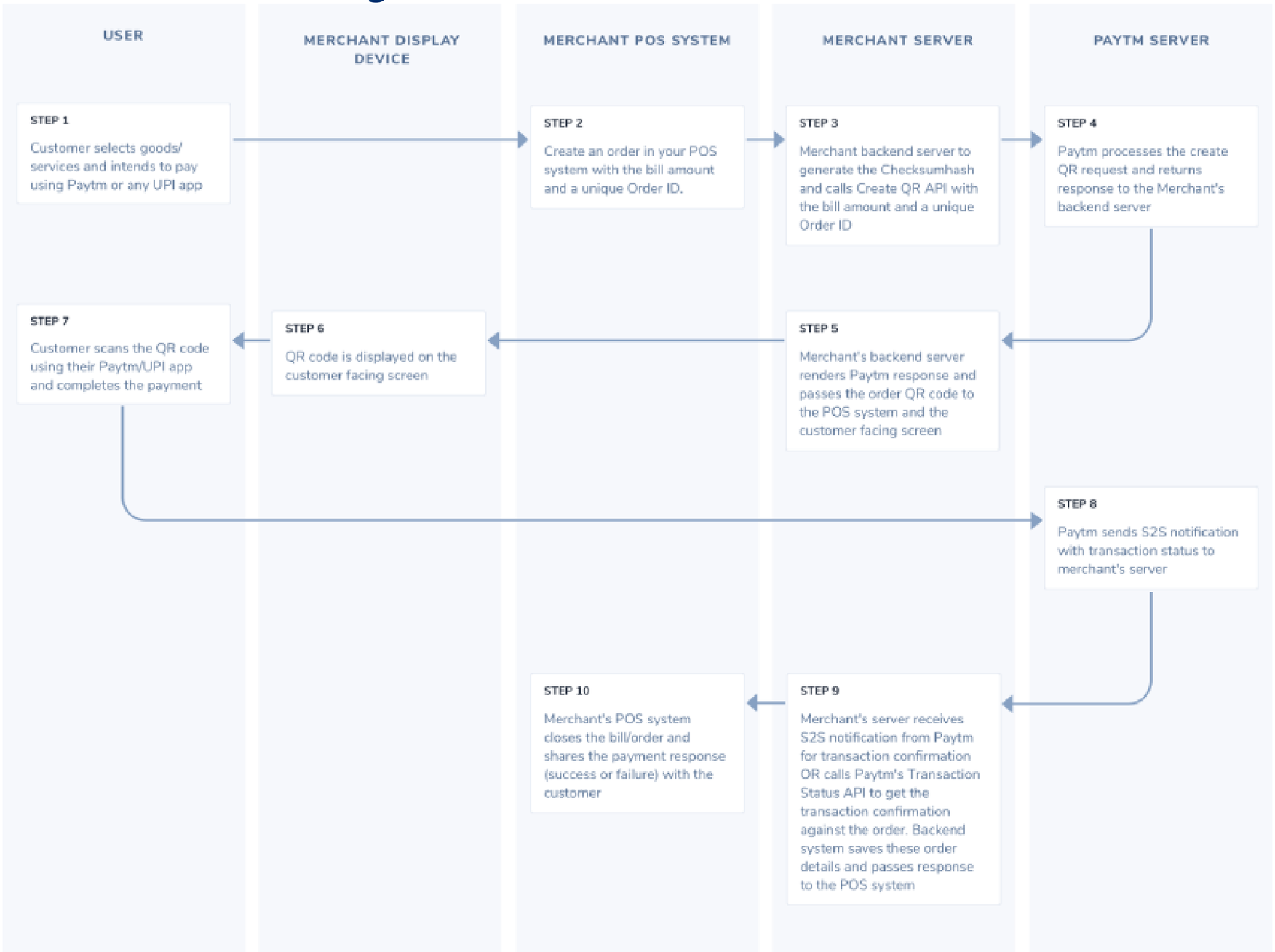
Frustrations

People don't carry change.
Card payments incur extra charges.
Maintain record for cash payments.

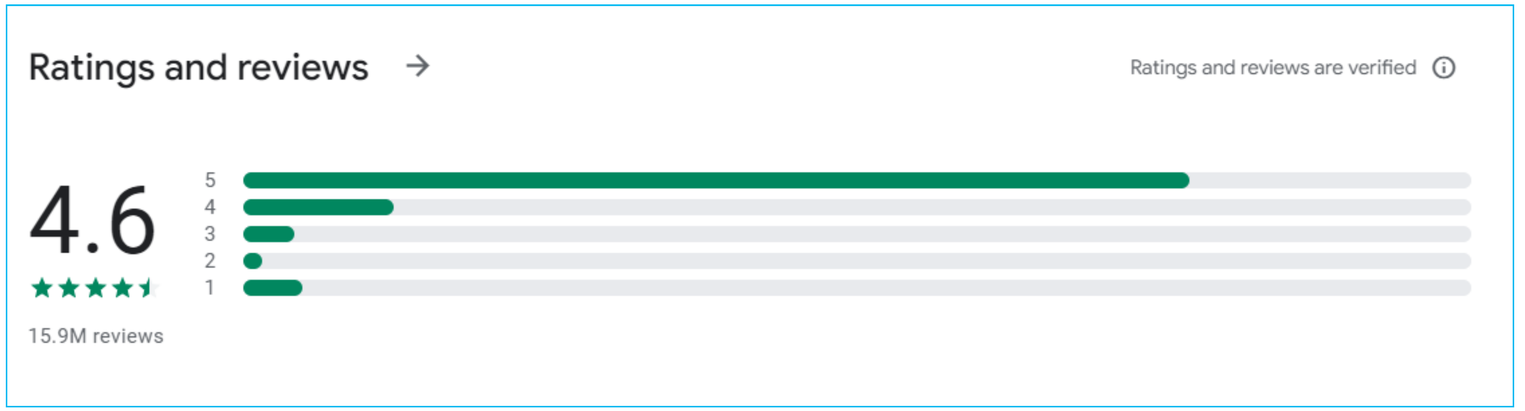
Motivations

Easy record keeping.
No worries about change.

System Architecture



User Experience



The Good

RS Chauhan

★★★★★ January 17, 2023

I have been using the Paytm app for a few years now and overall, I am satisfied with the experience. The app is user-friendly and easy to navigate. The option to pay bills, recharge mobile and DTH, book movie tickets and flights, and shop online are all easily accessible. The added feature of cashback and discounts is also a plus. The customer service is also prompt and helpful when I had to resolve any issues.

100 people found this review helpful

Did you find this helpful? Yes No

The Bad

Shay1313

★ October 12, 2022

Very unreliable app. I made a payment today at a local supermarket which failed. So I made the payment again, and it was successful the second time. Later, I found out that the same amount had been deducted from my A/C twice, despite the first payment failing. Even in the payment history, it's showing that the payment was successful. What the hell???

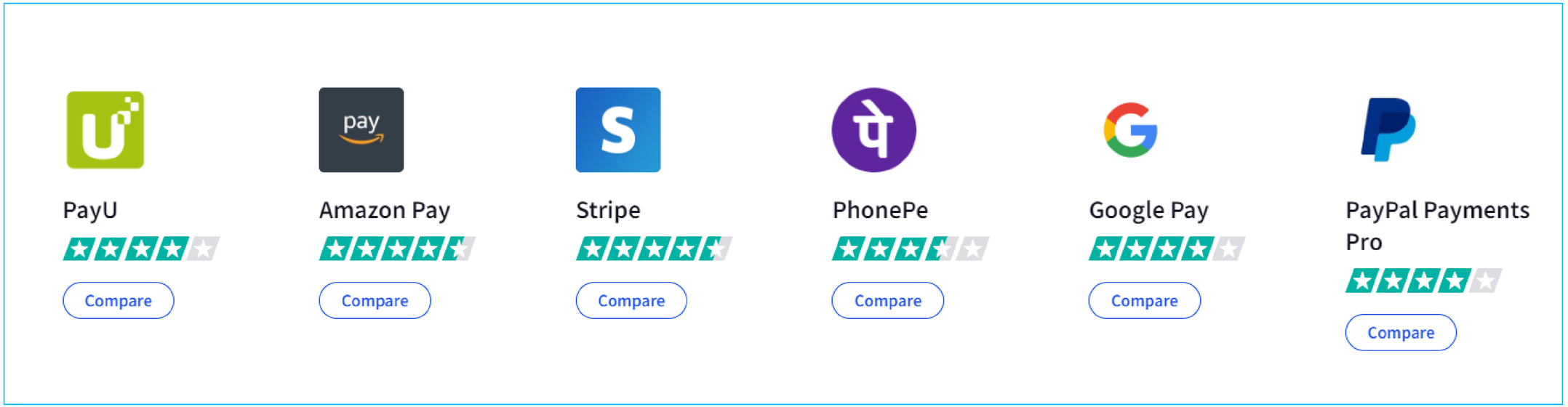
12,885 people found this review helpful

Did you find this helpful? Yes No

Recommendation

- A lot of user complaint about poor customer support on facing problems. Good customer support always leads to increase in user retention.
- Users also complaint about unreliability while making payments. The reliability of the of the application needs to be improved.

Competition



Metrics

North Star metric: Daily total transaction volume

L1 metrics

- No. of transactions daily
- Avg. transaction value
- Avg. time taken to complete a transaction

L2 metric

- Customer Acquisition Cost (CAC)

Thank You for your time :)
Please provide your feedback.