Introduction
Pay with Ring (by Kissht)

"Pay with Ring (by Kisshy)" is a financial technology app designed to provide users with seamless, secure, and instant various quick loan solutions. The app caters to a diverse audience, from tech-savvy millennials to small business owners. This case study documents the UX design process behind "Pay with Ring," illustrating how design decisions were made and implemented to create a user-centric solution.

What's the Problem?

In a world where financial independence and instant credit options are pivotal, users face challenges such as:

Integration Issues

The app lacks seamless integration with other financial tools, making it difficult for users to manage payments and credit in one place.

Complicated Onboarding

The app's verification and setup process is cumbersome, leading to delays and abandonment, especially for users seeking quick access to funds.

Limited Payment Flexibility

The app doesn't offer enough customisation for payment preferences, which prevents users from managing their payments according to their specific needs.

Privacy & Security

The app fails to communicate its data protection measures clearly, leaving users uncertain about the safety of their personal and financial information.

" For instance, a young professional looking to borrow a small amount for daily needs might find existing platforms too cumbersome, while a security guard may struggle with repayment options. The goal was to design an intuitive app that simplifies instant credit access and integrates it with robust payment options."

Problem vs. Solution!

Difficult KYC processes

Introduce a streamlined video KYC process that allows users to complete verification in under 5 minutes, reducing onboarding time.

Lack of credit for small amounts

Offer instant micro-credit solutions starting from ₹1,000 with flexible repayment plans, ideal for daily or emergency expenses.

Confusing repayment process

Design a user-friendly repayment dashboard with clear visuals of outstanding amounts, due dates, and payment history.

Overloaded user interfaces

Provide a minimalistic and intuitive UI with focused features, ensuring a clutter-free experience tailored to user needs.

Hidden charges

Ensure complete transparency by displaying all fees upfront during credit application and transaction processing.

Limited merchant integration.

Partner with popular merchants to offer users discounts and seamless integration for payments, enhancing the app's utility.

Desired Outcome!

The **"Pay with Ring"** app should aim to facilitate:

- Simplified Onboarding Process
- Clear, Transparent Credit Information
- Flexible Payment and Repayment Options
- Enhanced Data Privacy and Security Features
- Instant Credit Access with Real-Time Approval
- User-Friendly Interface with Intuitive Design
- Comprehensive In-App Support and Help Center
- Rewards and Incentives for Responsible Usage
- Customizable Notifications and Alerts
- Seamless Integration with Other Financial Tools

"For example, the "Pay with Ring" app could offer one-tap loan applications with instant approval and fund disbursal within minutes. Users would enter basic details, and the app would assess creditworthiness in real-time. Clear repayment terms and reminders would ensure a seamless, transparent loan experience."

Desired Persona!

Ayan Sharma

Age: 35

Occupation: Auto Driver

Income: ₹22,000/month

Background: Ayan Sharma, a 35-year-old auto driver who is a risk taker and skill-fully juggles his professional and personal life ensuring a quicker, safer, and more efficient ways to take care of his finances.

Tech Usage: Uses mid-range Android smartphone, familiar with payment apps like Paytm and GPay.

Financial Goals & Needs:

1. Ayan wants a quick disbursal personal loan to for emergency funds to maintain his monthly expenses monthly.
2. Ayan prefers transparent pricing ensuring no hidden fees and zero surprises.
3. He wants to obtain a loan without having to complete any paperwork or undergo background checks and credit history checks.

Pain Points:

1. Ayan needs to take part in continuous loan management and repayments on multiple small tenure loans.
2. Taking up loans is a need based activity to keep up with his lifestyle.
3. He needs clarity/support on bank policies to minimise transaction errors

---

Loan Servicing:

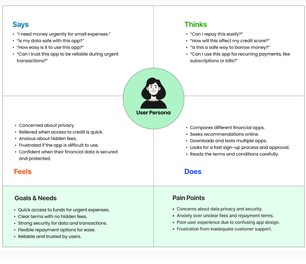
1. Ayan would prefer automating all payments to avoid late fees and if possible receive a discount off interest rates, or apply for refinancing with the chance to save even more over the life of his loans.
2. When payment is done using RING different modes (UPI or others), he feels that lesser convenience fees would make him stay on platform.

Interest Areas:

1. Ayan enjoys more perks with online service providers for shopping, food, travel etc.
2. He is interested in well secured and user friendly digital solution, it should be streamlined and simplified to his loan requirements.

Empathy Mapping!

Empathy mapping for "Pay with Ring" identifies user needs, concerns, and behaviors to enhance trust, usability, and financial accessibility.



User Journey!

Criticality Mapping!

Criticality mapping identifies the app's most crucial features based on user needs and market demands:

Feature	Importance Level	Impact on User Satisfaction	Justification
Instant Credit Approval.	High	High	Users need immediate access to credit for daily or emergency purposes.
Transparent Fee Structure	High	Critical.	Builds trust and eliminates frustration caused by hidden charges.
Seamless Payment Integration	Medium	High	Encourages repeated app usage by simplifying transactions.
User-Friendly Repayment Dashboard	High	High	Helps users track and manage repayments effectively, reducing default rates.
Merchant Discounts and Offers	Medium	Medium	Incentivizes users to choose "Pay with Ring" over competitors.
Robust Security Measures	High	High	Alleviates concerns about data privacy and fraud, fostering trust in the app.

User Research Findings!

Aspect	Finding	Example
Preferred Loan Amount -->	60% prefer loans between ₹5,000-20,000.	"I usually need small amounts for daily needs."
Payment Frequency -->	50% make weekly payments, 30% monthly.	Students preferred flexibility in repayment.
Pain Points in Existing Apps -->	Lengthy KYC, hidden charges, complex UIs.	"I stopped using other apps due to hidden fees."

Device Usage -->

Preferred Features -->

80% use Android smartphones for financial apps.

Quick credit, transparent fees, and reminders.

Many cited affordability as the reason.

Notifications for repayments were highly valued.

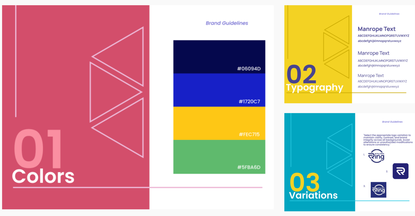
Competitive Analysis!

Detailed Competitive Analysis Report (Pdf)

Competitor	Strengths	Weaknesses	Opportunities	Threats
KreditBee	Quick credit approval.	Limited payment integration.	Expand into broader payment solutions.	Competition from other instant credit apps.
navi	Diverse loan products.	App interface can be overwhelming.	Simplify UI to attract younger users.	User retention due to competition.
Simpl	One-click checkout experience.	Limited credit limit for new users.	Broaden credit limits for loyal users.	Larger players entering the same niche.
	Universal acceptance and trusted brand.	Lacks credit solutions.	Add micro-credit to its ecosystem.	Aggressive competition from similar apps.
PhonePe	Broad merchant network.	Focused on UPI rather than credit.	Introduce credit-based offerings for UPI users.	Limited focus on credit products.
paytm	All-in-one functionality.	Overloaded with features, reducing clarity.	Streamline app for better usability.	Risk of feature fatigue among users.
Ring	Instant credit with seamless payments.	Relatively new in the market, needs trust-building.	Position as user-first with transparent processes.	Competing with well-established brands.

Key Learning: To remain competitive, "Pay with Ring" must emphasize its simplicity and user-focused design, while leveraging unique features like instant credit disbursal and tailored repayment options. Combining these these with transparent policies can position the app as a trusted alternative to competitors.

Design Guidelines!

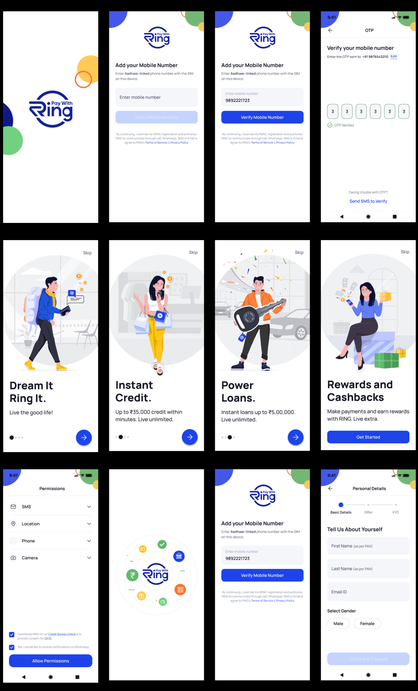


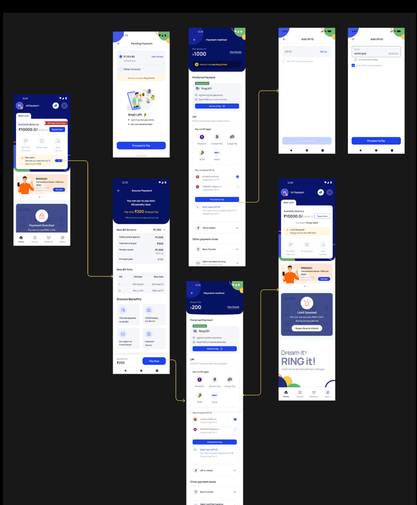
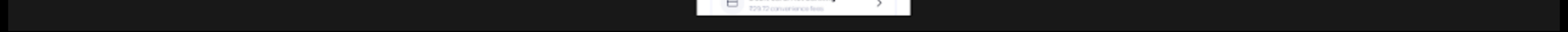
User Experience!

The app design focuses on a seamless, intuitive experience:

1. Clean Interface: Minimalistic design with clear navigation to reduce cognitive load.
2. Onboarding: A step-by-step guide for registration and video KYC completion.
3. Personalization: Tailored credit offers and reminders based on user behavior.
4. Notifications: Proactive alerts for repayment due dates and offers.
5. Support: Easy access to customer support via chat and call options integrated within the app.

Onboarding User Flow!



Personal Loan Journey!

Loan Repayment Flow!