# Integration of transfer and receipt methods

May 20th, 2021

Context

Today, MAG Finanças offers several options for payments and receipts, including Pix, TED, P2P, and boleto (bank slip). Each of these options has its own button on the main menu.
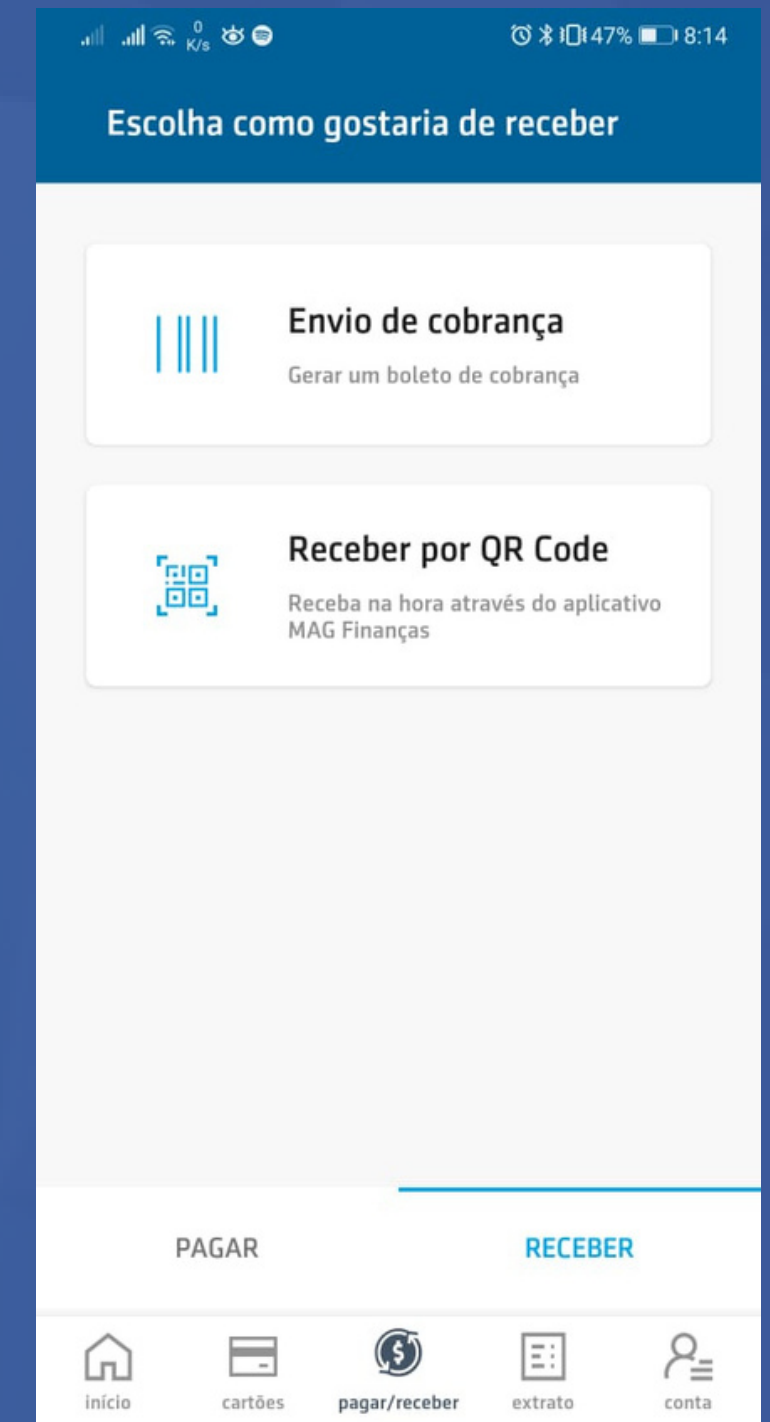
Additionally, there is a "Pagar/Receber" (Pay/Receive) button on the toolbar. This tool gathers some of the available payment and receipt options in one place, providing a convenient way for users to access these services.
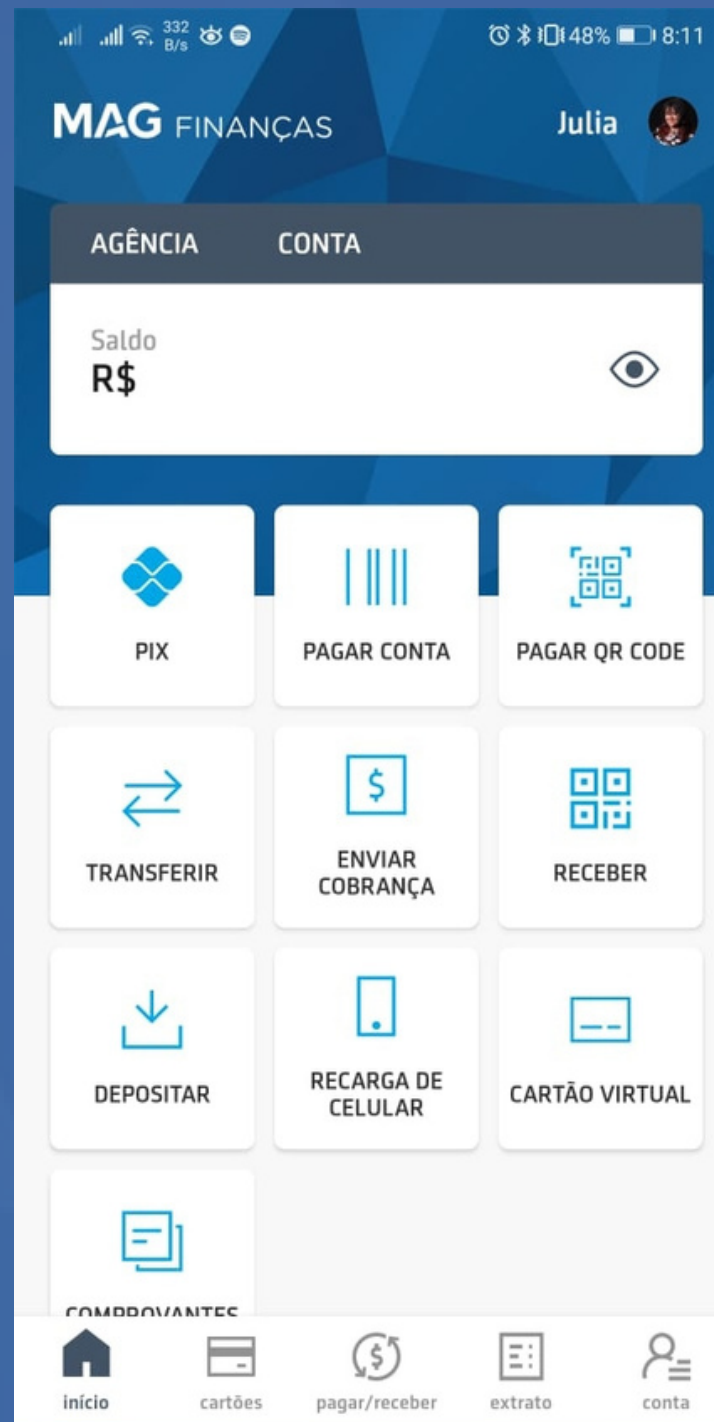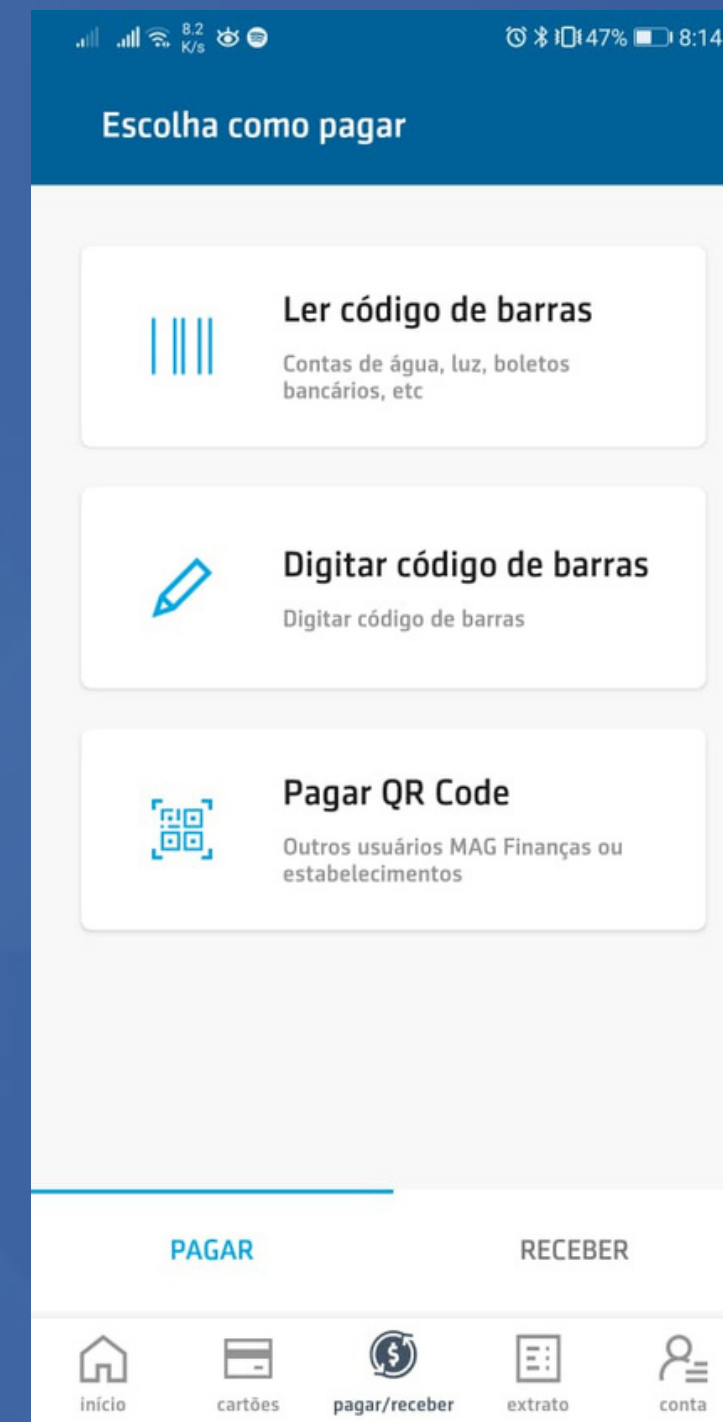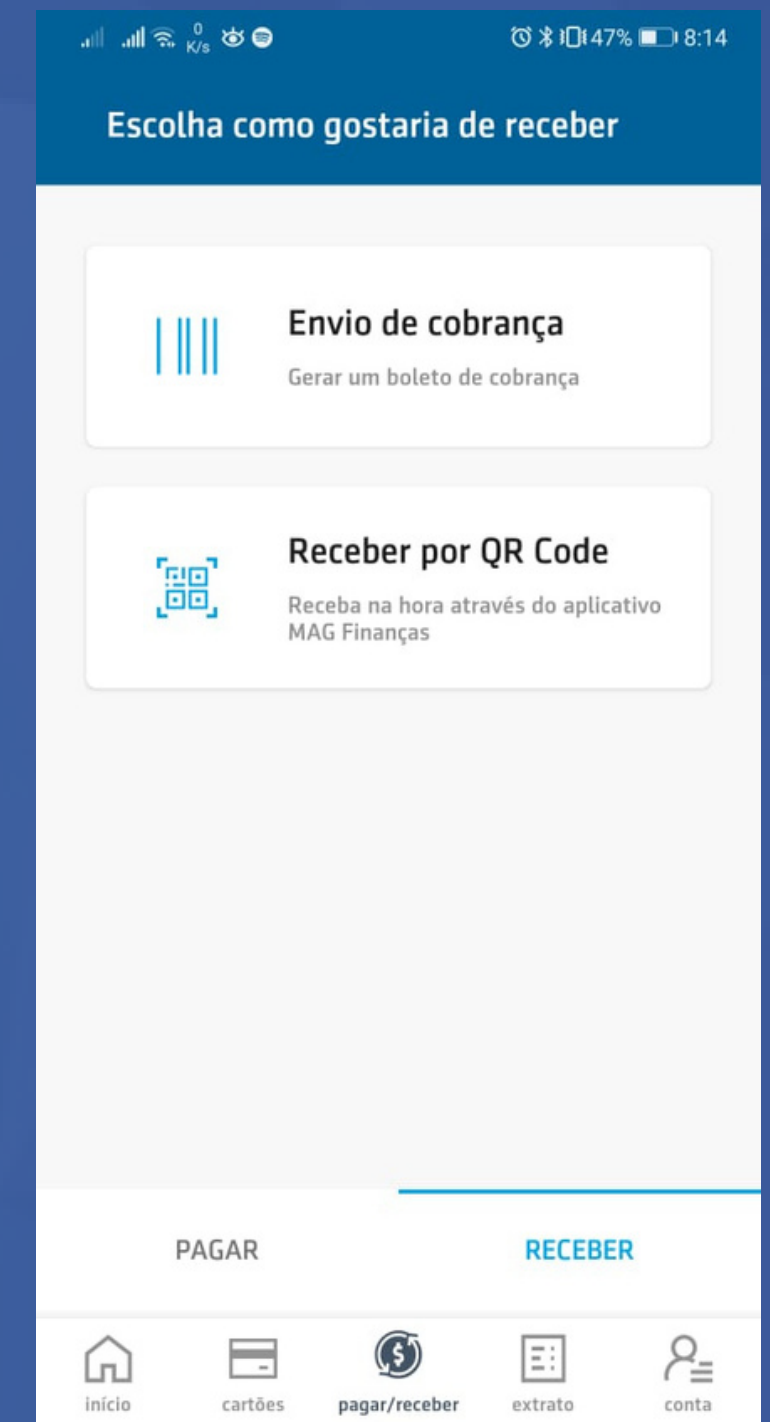

Home
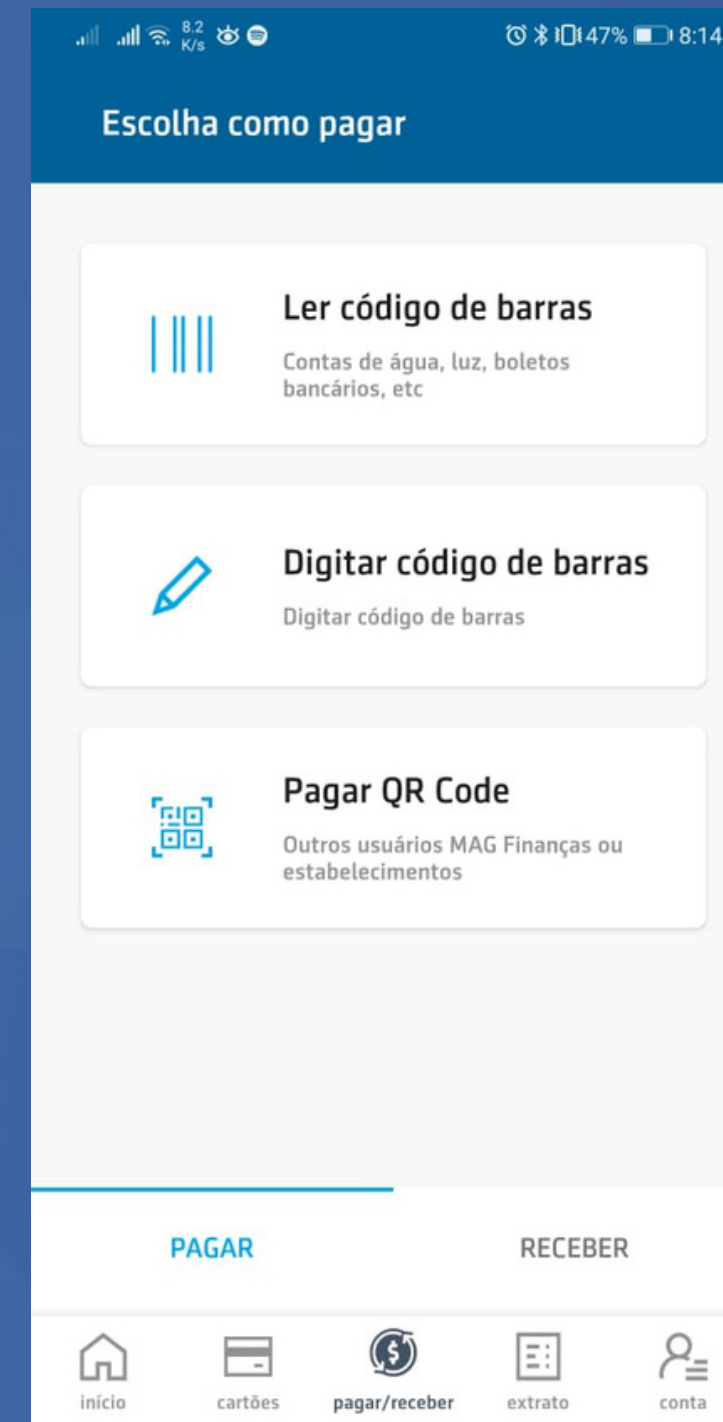
Pay

Receive

Context

Some options like 'enviar cobrança' (send invoice), 'receber' (receive), and 'depositar' (deposit) lead to different paths, but have similar descriptions or functions, which can confuse the user.

Home

Pay

Receive

Usage Data

Data collected by Andressa on 18/05/2021, with a two-month retrospective

| TIPO DE TRANSFERENCIA	QUANTIDADE
Cash Out Transação PIX	1113
Depósito via boleto	852
Cash In Transação PIX	571
Pagamento de contas	287
Transferência entre contas (TED)	193
Transferência entre contas (P2P)	58
Cash Out Refund Transação PIX	55
Recarga de celular	45
Cash In Refund Transação PIX	18
Transferência QR code	12

Competitor Analysis

- Institutions observed: Bb, Bs2, Itau, MercadoPago, Nubank, and Picpay.
- With the increase in service options, it can be observed that almost all the analyzed apps have extensive menus and a plethora of buttons. The immediate solution proposed by these apps is the customization of the main menu (or a section of it) by the user.
- Another aspect to note is the general confusion regarding payment methods. Although certain trends stand out, there is still no standard categorization of these services or a consistent way of making them available.
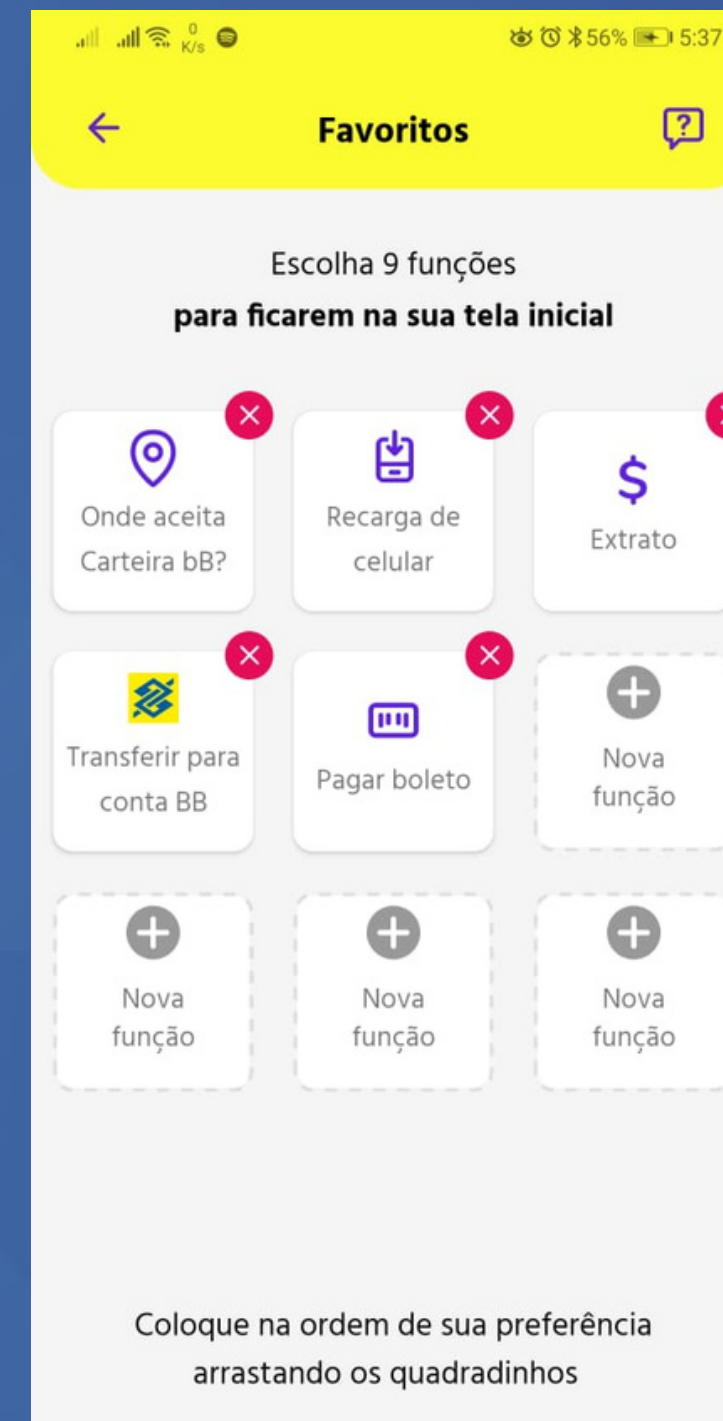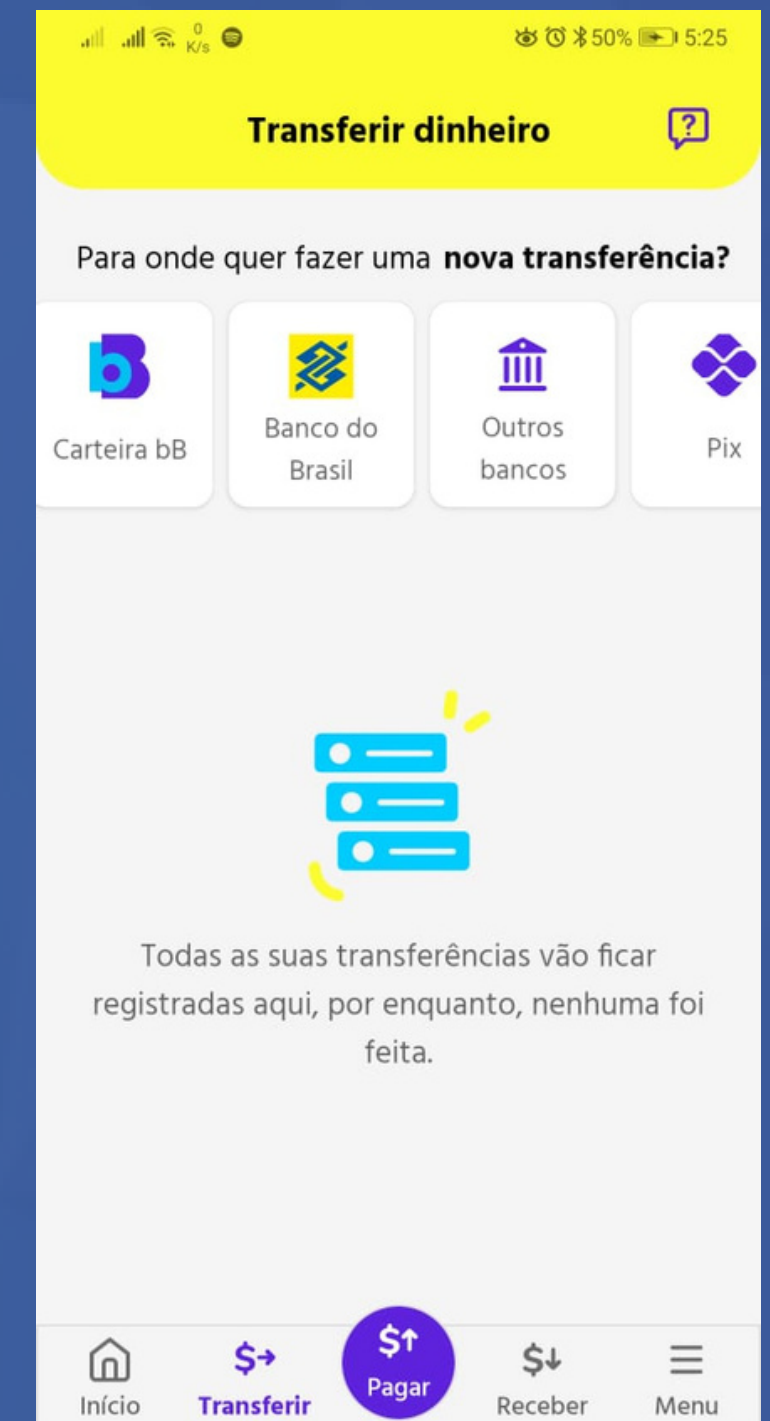
Competitor Analysis

BB (CARTEIRA DIGITAL)

Personalization of the main menu section: When making a transfer by selecting the "other banks" option (img 1.3), a TED (Transferência Eletrônica Disponível) is processed. However, this information is only presented in the footer of the transfer review screen and is not highlighted beforehand.
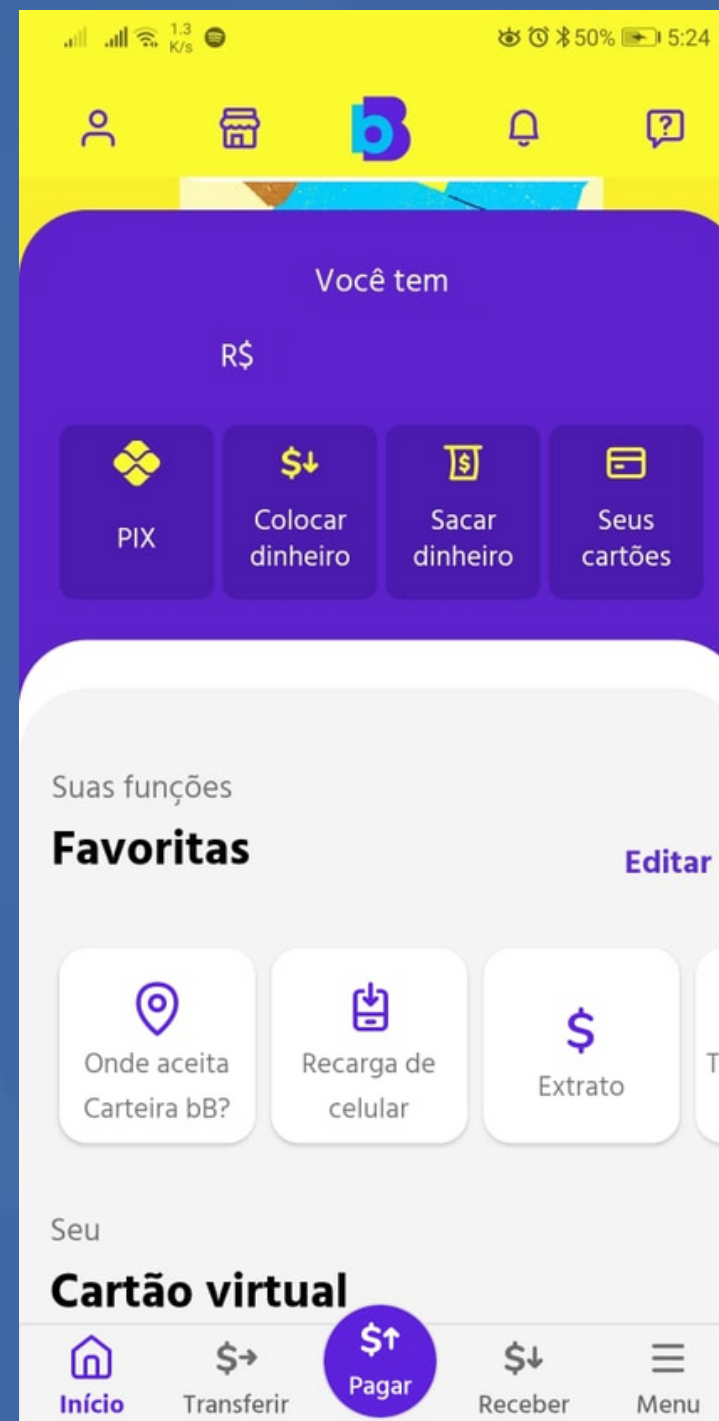
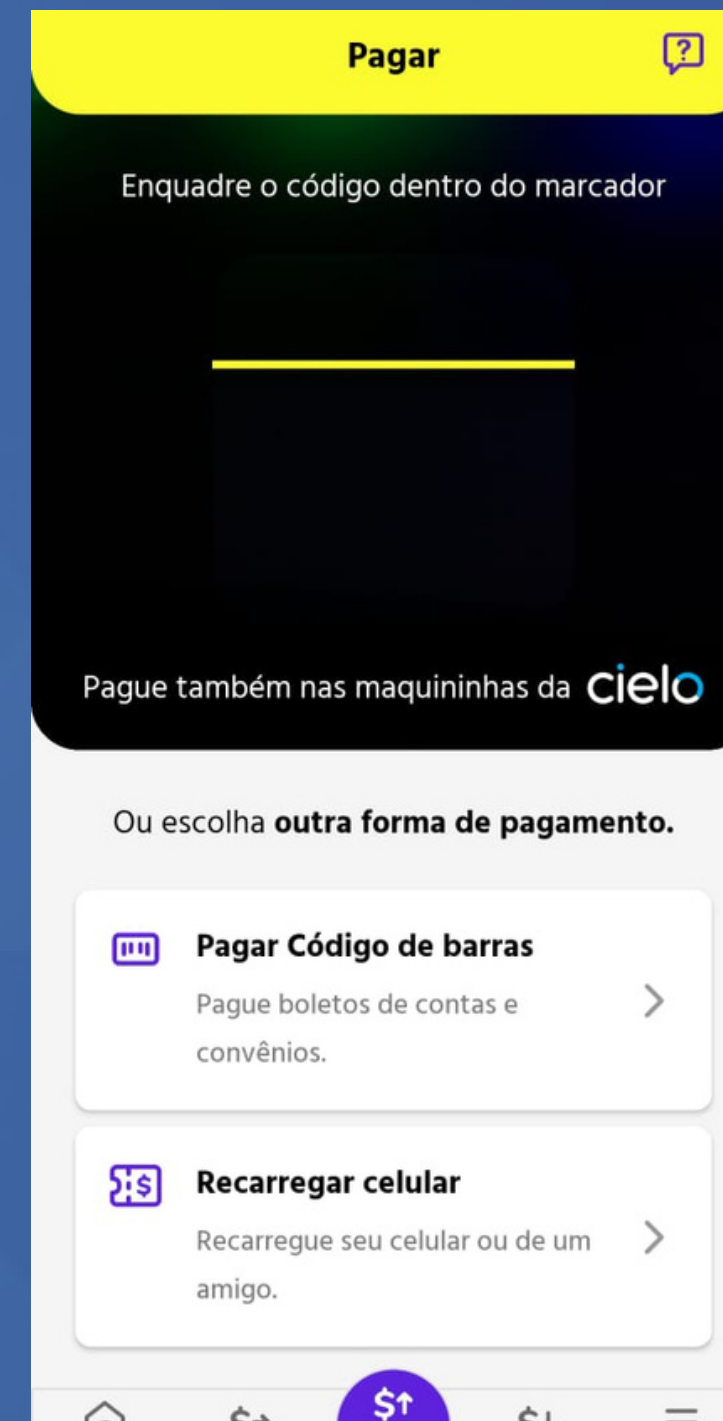1.1 - Home

1.2 - Favorites

1.3 - Transfers
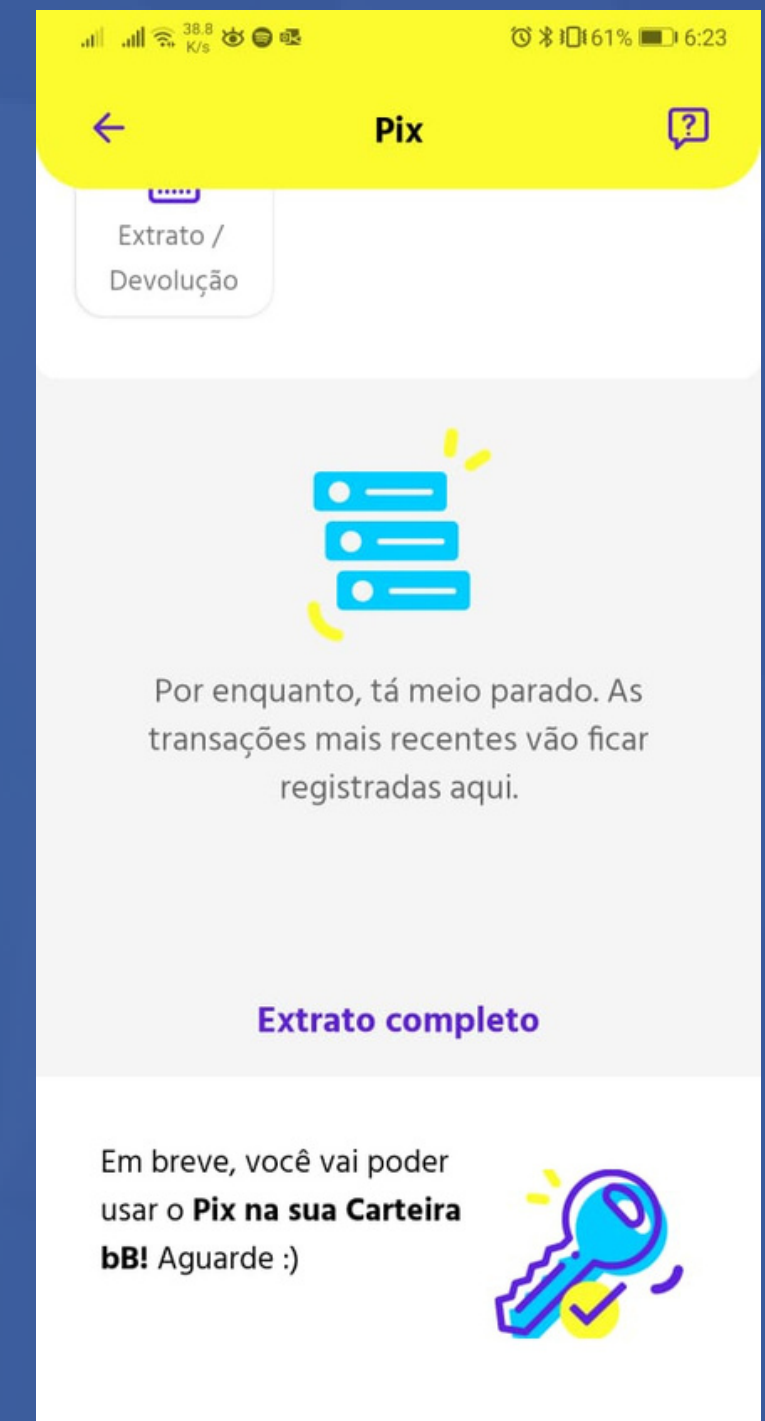
Competitor Analysis

- In the Receive section, only the QR Code option is provided, without a default value. Additionally, information for a possible traditional bank transfer is also given.
- On the Pay page, the primary method is the QR code, with options for payment via barcode or mobile top-up.
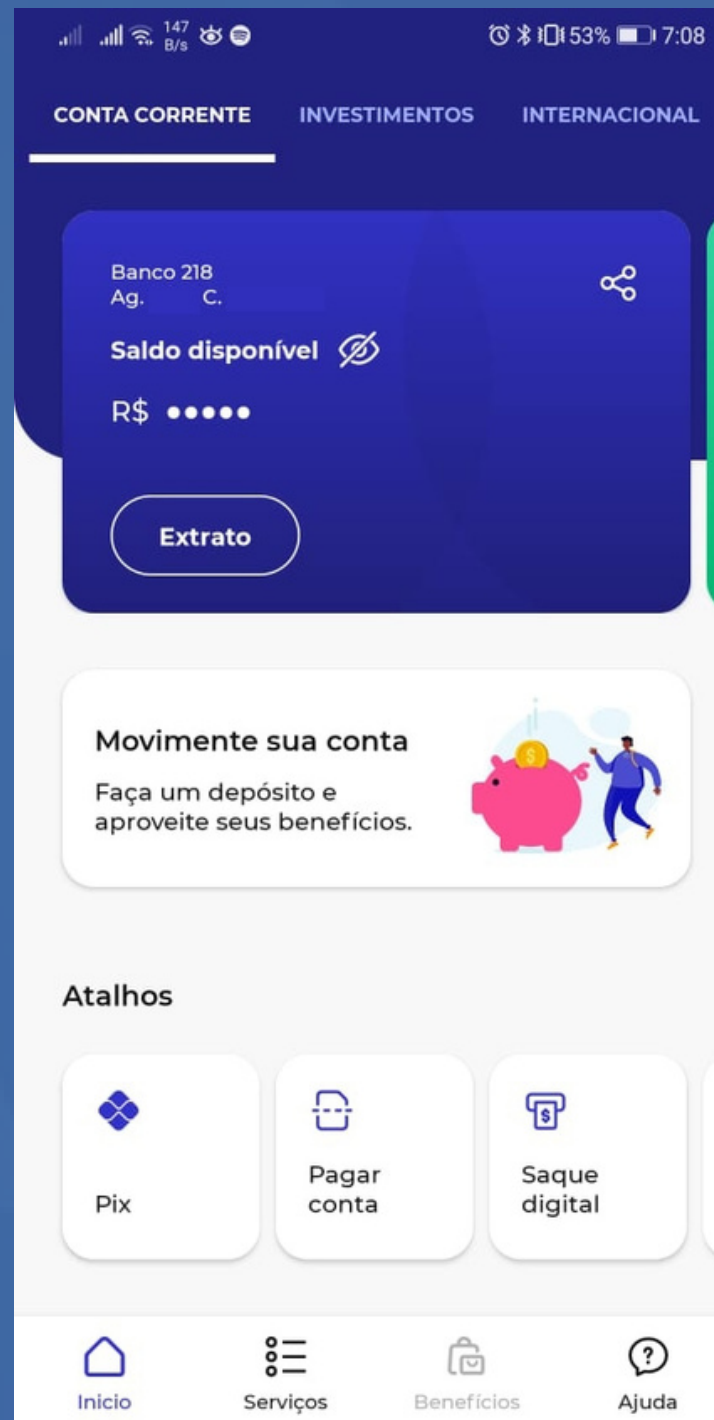

1.4 - Receive
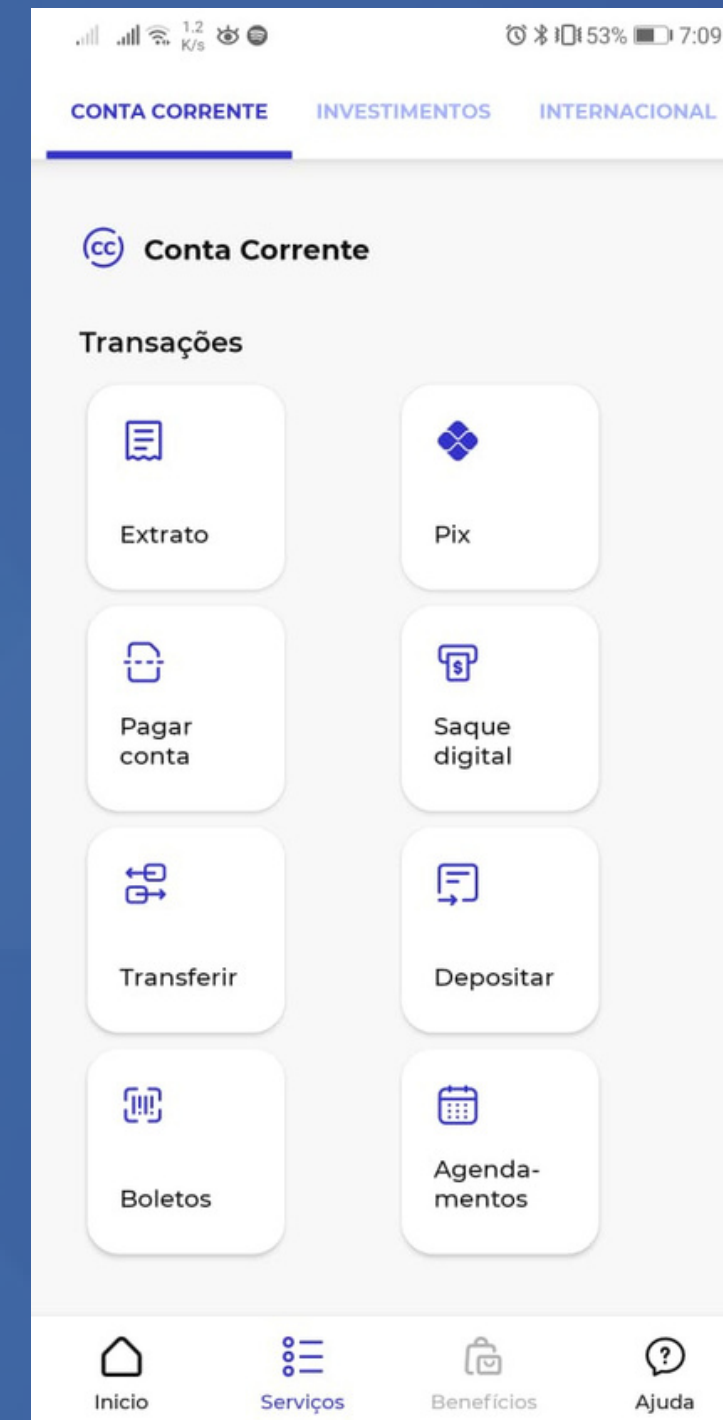
1.5 - Pay

1.6 - Pix unavailable

Competitor Analysis

BS2

Despite having a shortcuts section, they are not customizable. All transaction menus are straightforward, giving the impression of having fewer features compared to other banks.


2.1 - Menu Principal

2.2 - Serviços

2.3 - Pagar Conta

Competitor Analysis

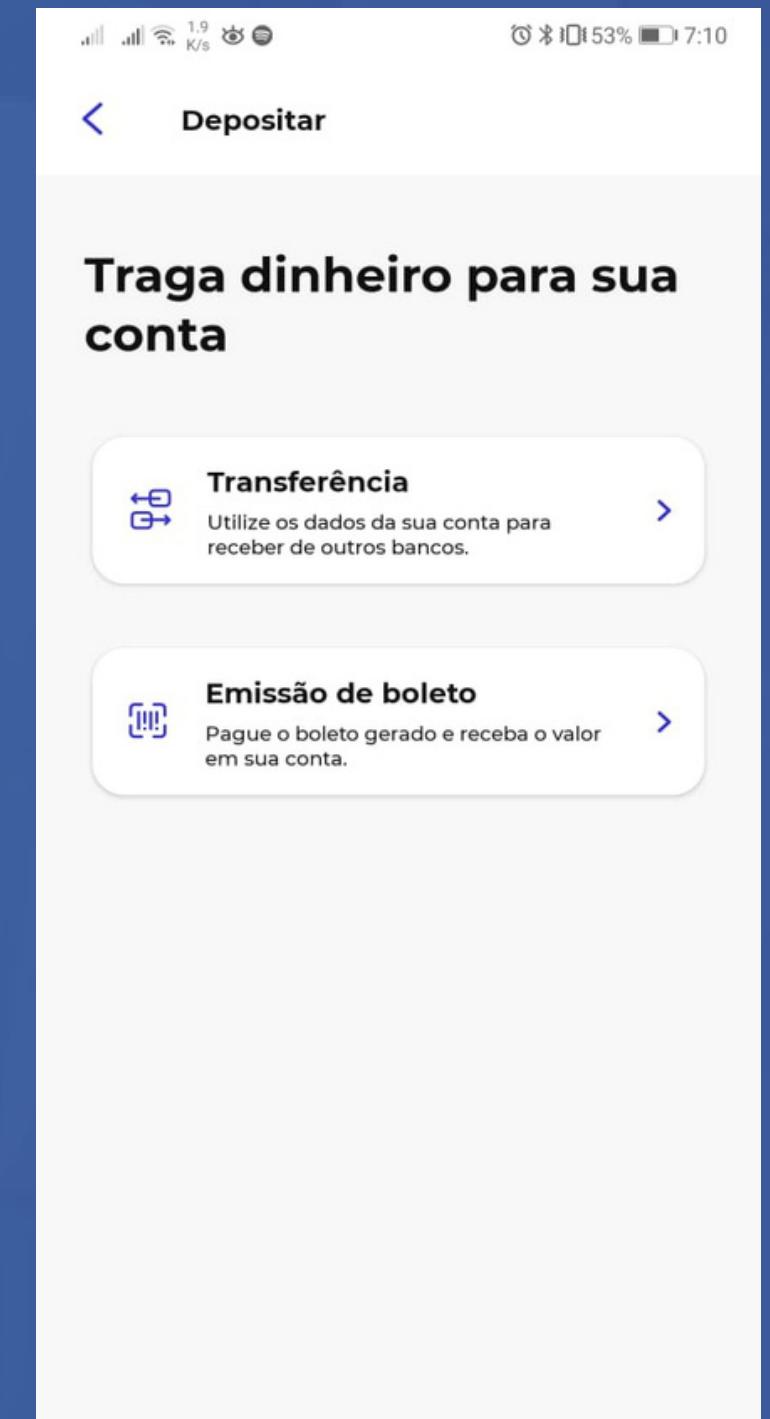In the transfer section (2.4), there is only the option to transfer to another bank account, and it's only at the end of the transaction that it's informed that a TED will be processed, without the possibility of choosing another option.
Similarly simple, the "deposit" page (2.6) contains only two options: transfer (2.4) and boleto issuance.
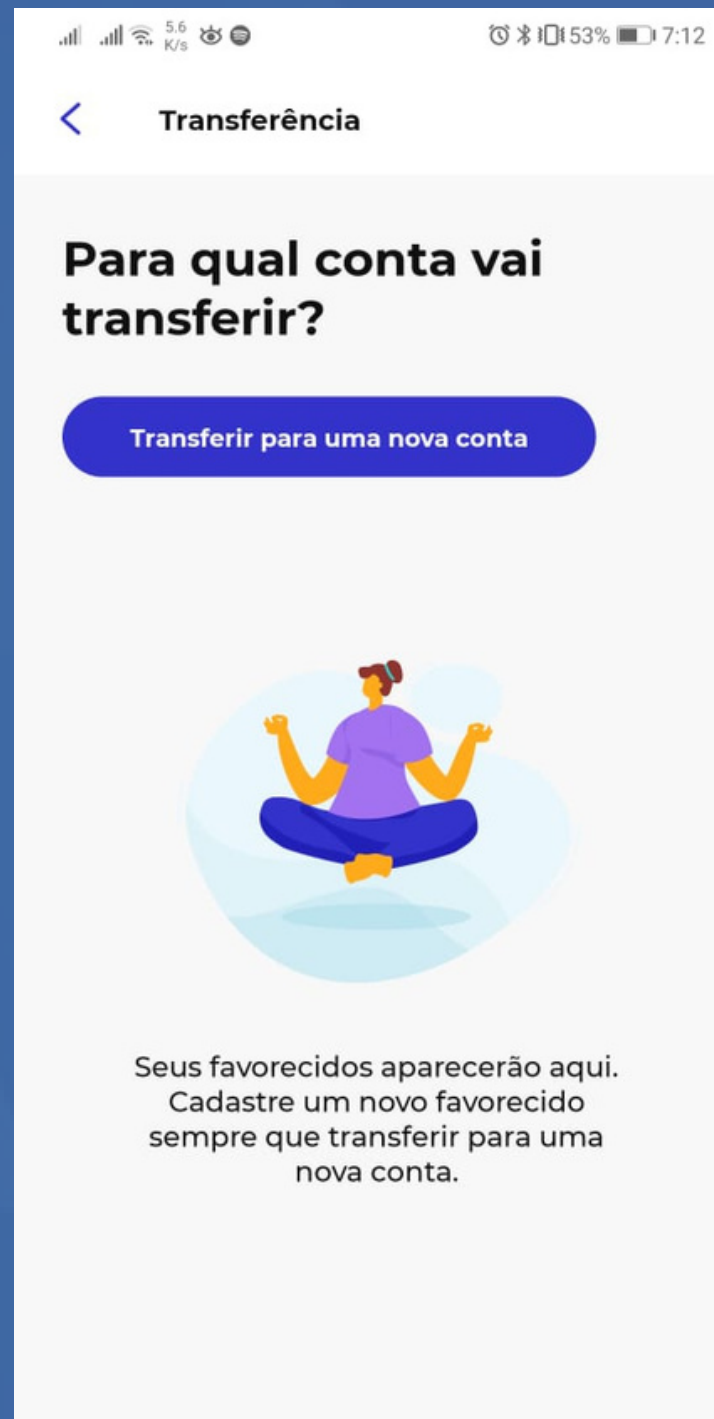
2.4 - Pay
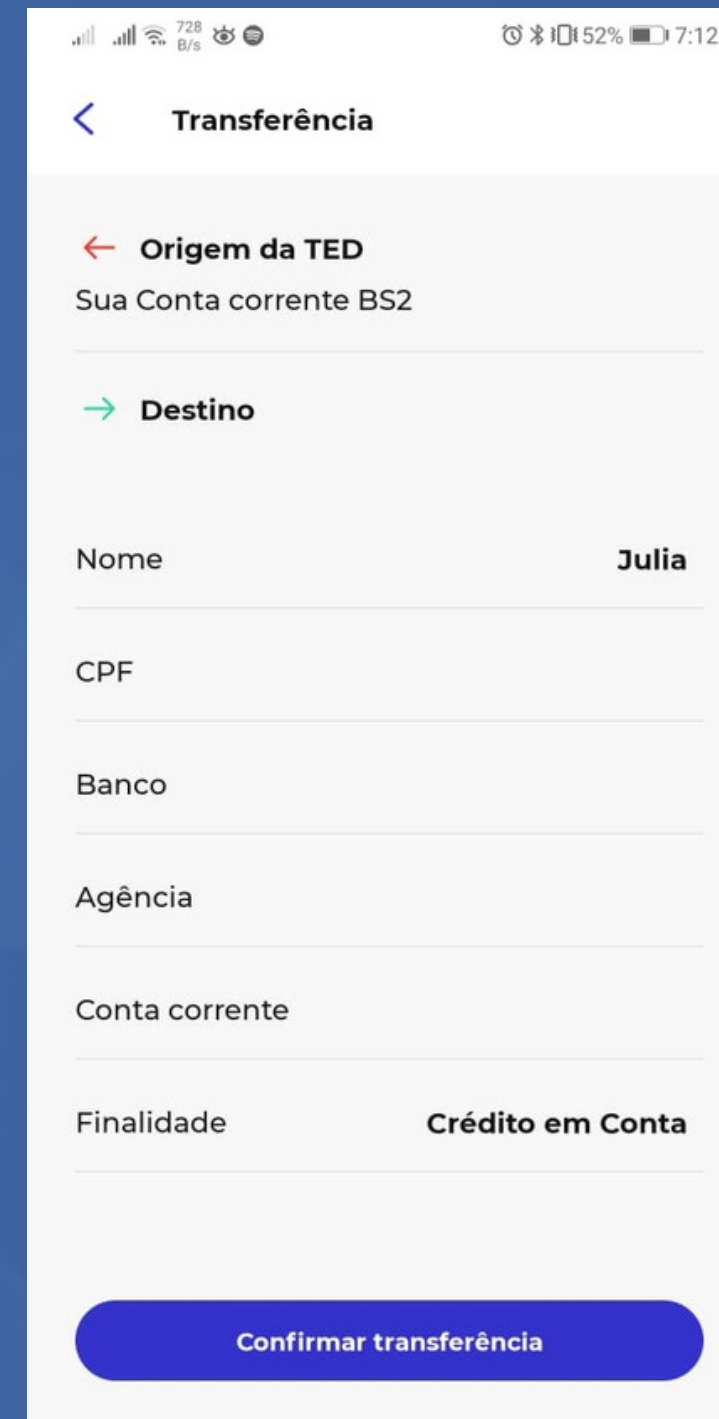
2.5 - Send to new account

2.6 - Deposit

Competitor Analysis

ITAU

With a wide range of services, the shortcuts section is particularly essential for Itau, and it is fully customizable.

The main services for transactions are located on the transactions page (3.2).

The option to choose between TED, TEF, and DOC only becomes available after navigating from the transactions page (3.2) to the transfer page (3.3).

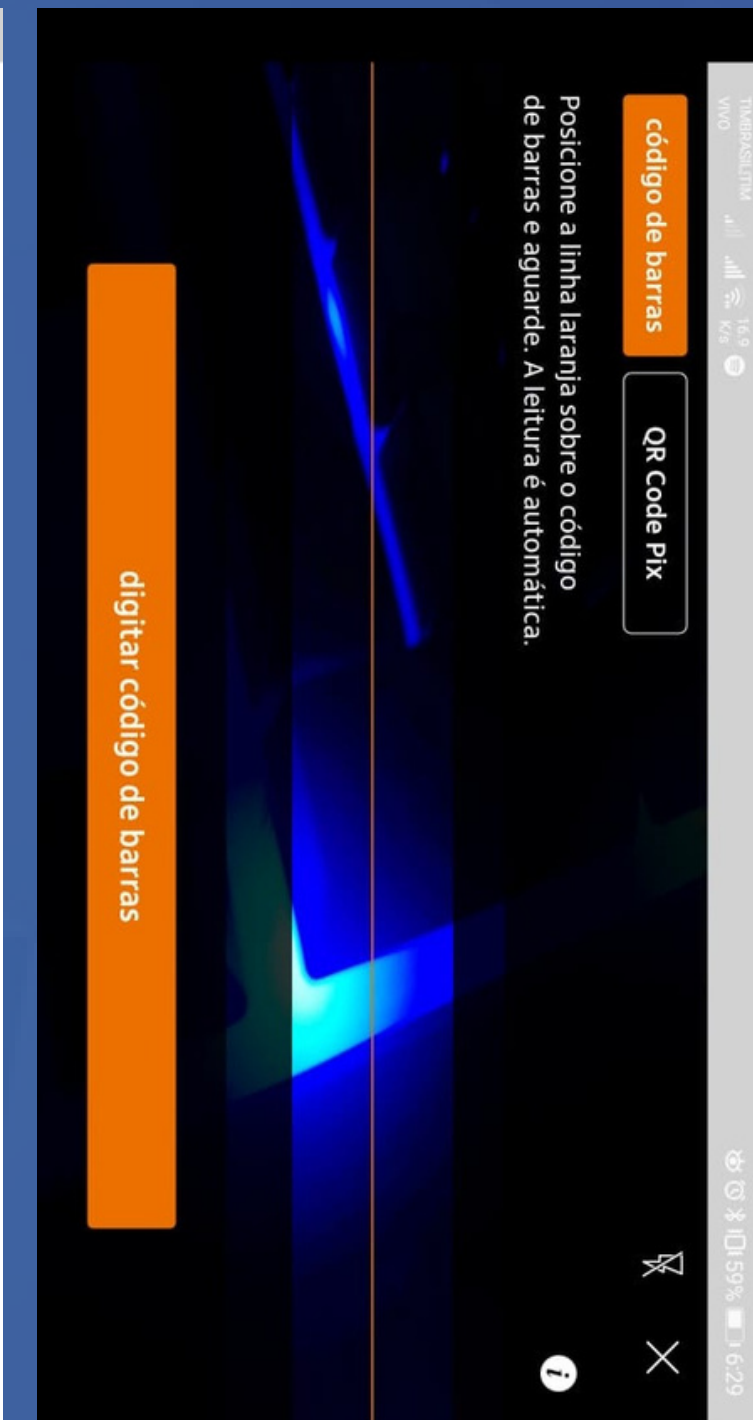3.1 - Home

3.2 - Transactions

3.4 - Pay

Competitor Analysis

ITAU

When visiting the menus "Cobrar Alguém" (Charge Someone) and "Pagar" (Pay), not many options are provided besides QR Code for both, and the addition of the barcode (boleto) for the "Pagar" mode.

3.4 - Charge

3.5 - Pay

Competitor Analysis
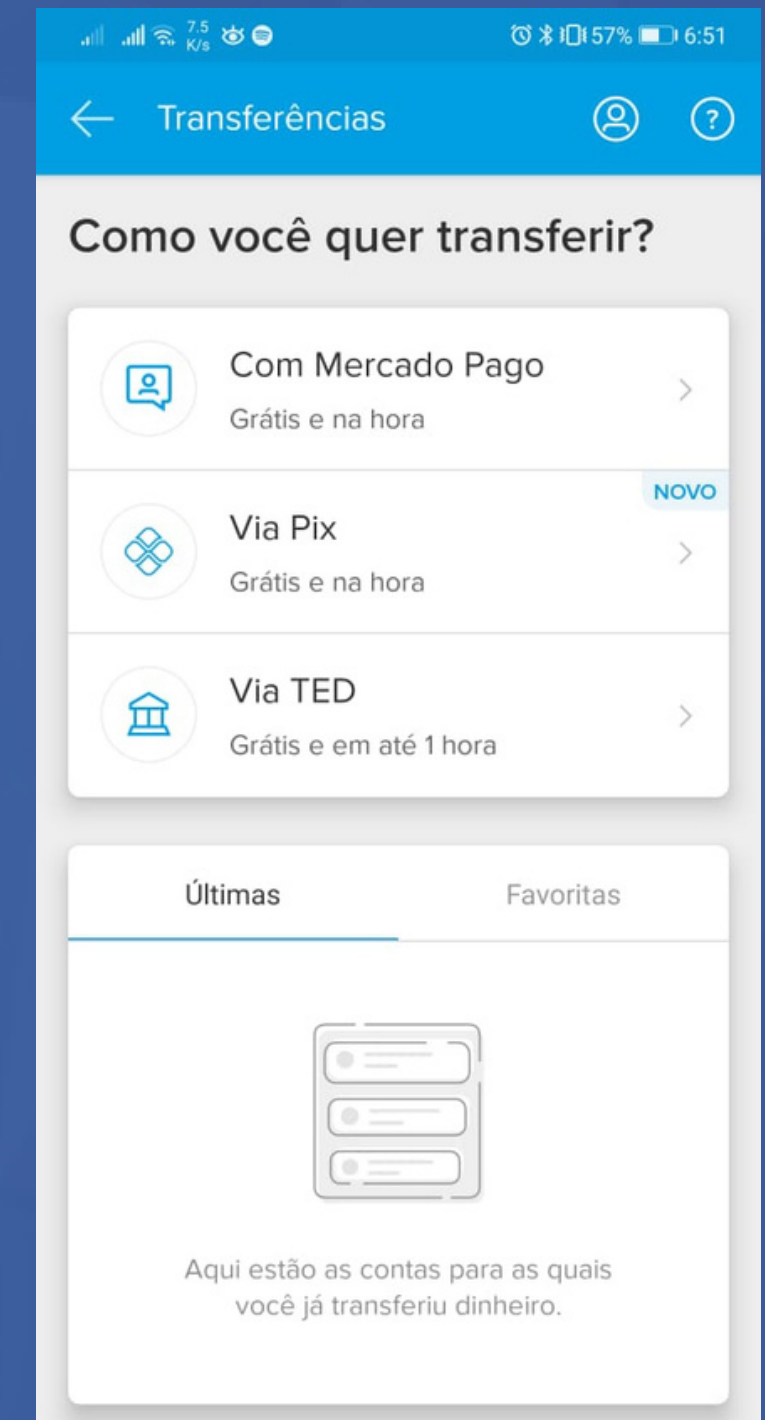
The MP (MercadoPago) also features a section of personalized shortcuts. Despite having buttons for each type of transaction (boleto, QR code, etc.), MercadoPago keeps the top of the page with the four main categories, from which it is possible to access the branches.

All categories are simple and clearly display the offered services.
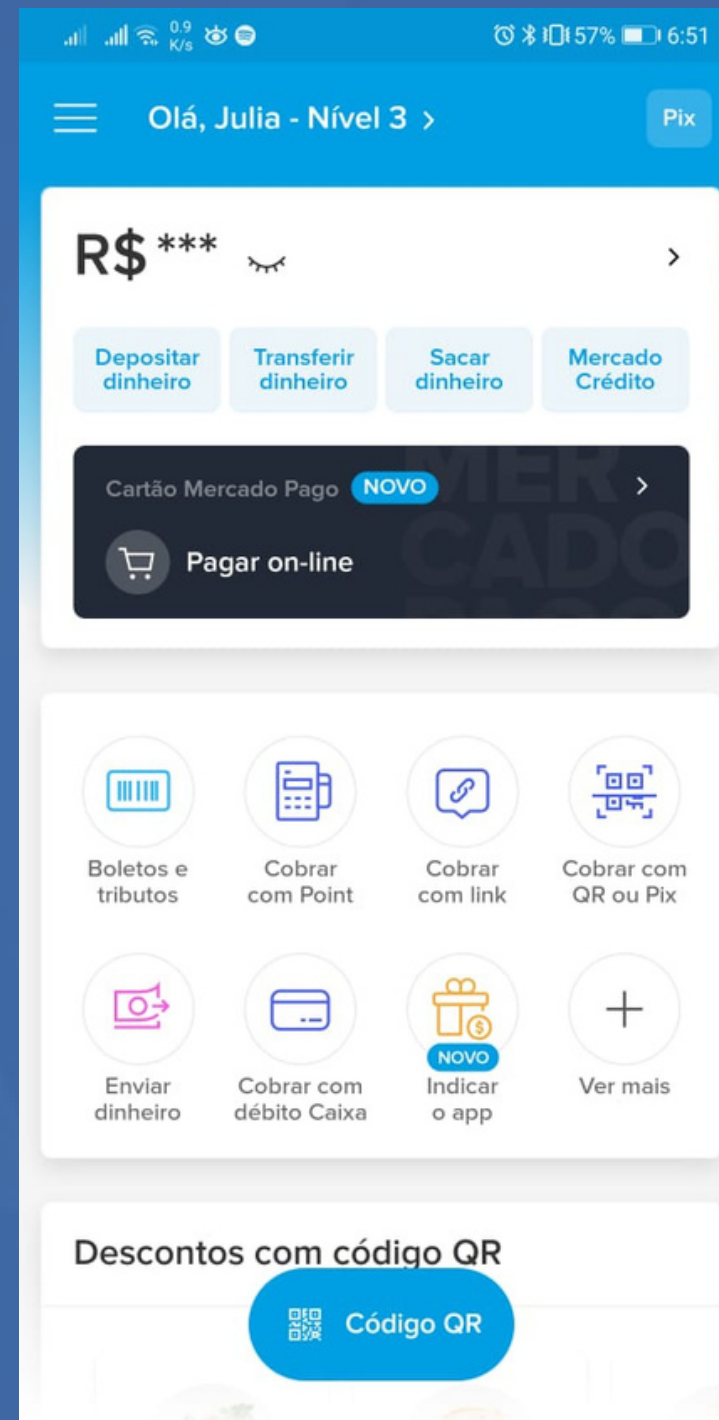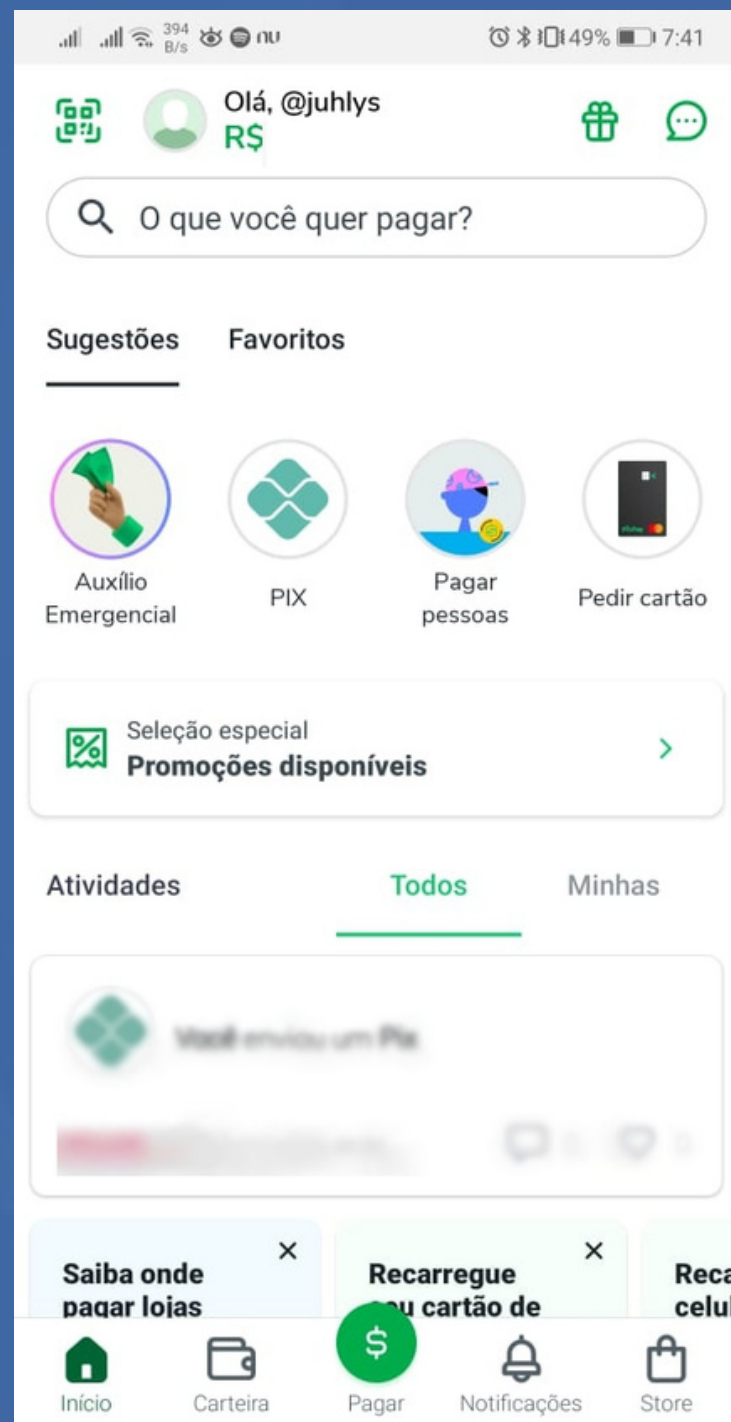

4.1 - Home
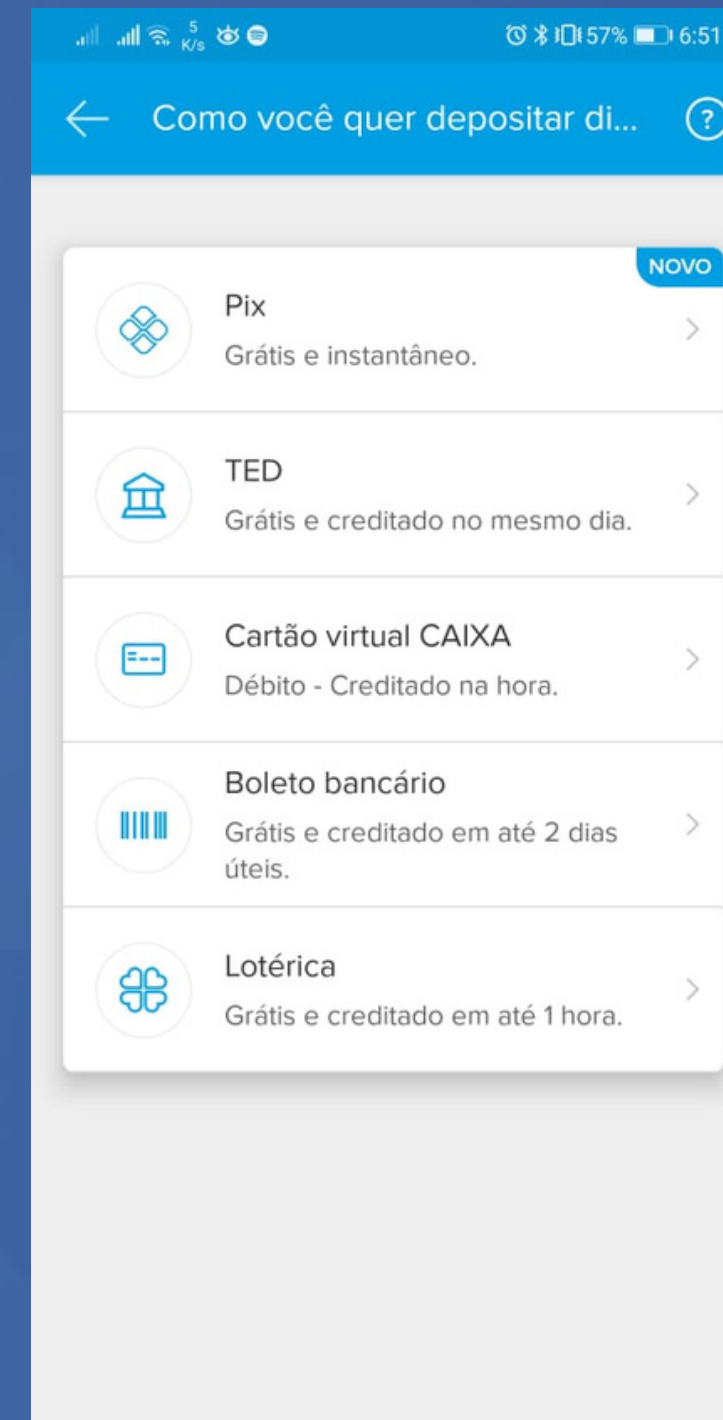
4.2 - Pay/Receive

4.3 - Transfer

Competitor Analysis

PICPAY

PicPay also keeps it quite simple with a system of suggestions based on a combination of popular/recent products and the user's common usage. While personalization is not allowed, users can add others to their favorites tab. Essentially, all operations are P2P (peer-to-peer) or through Pix. Additionally, there are options for paying bills and making payments via QR codes.
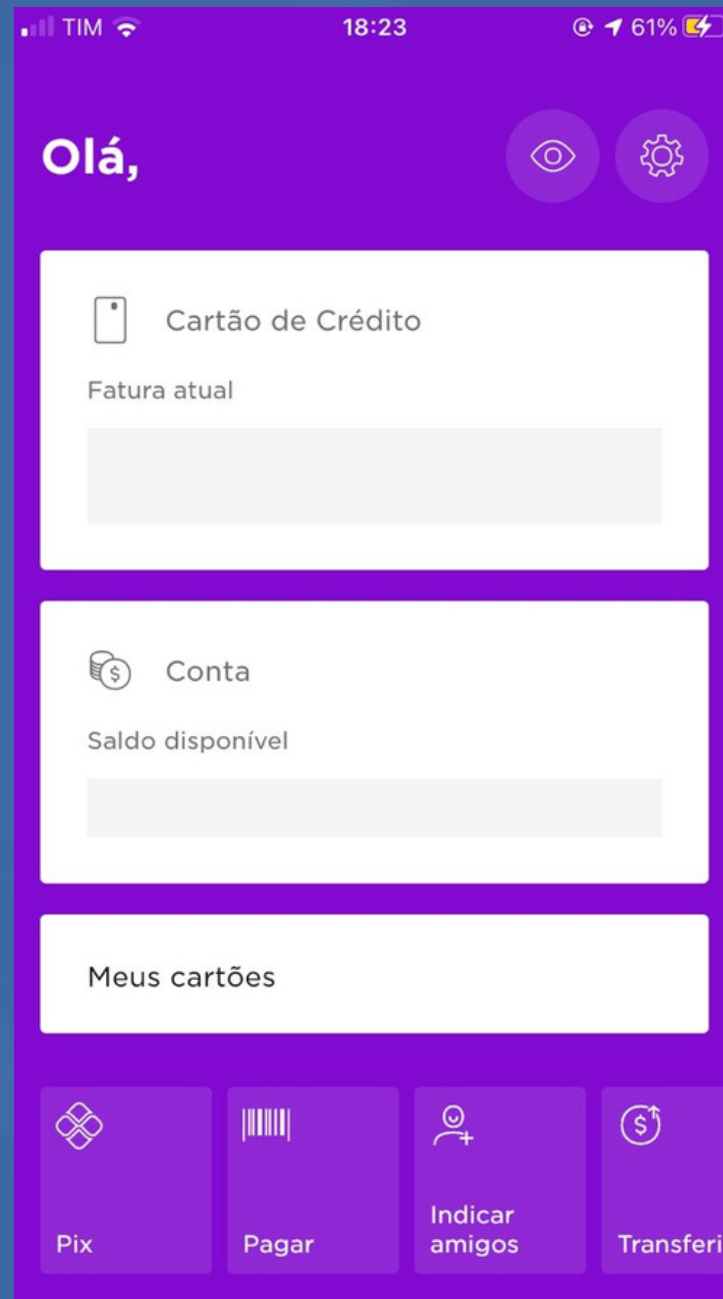

5.1 - Home
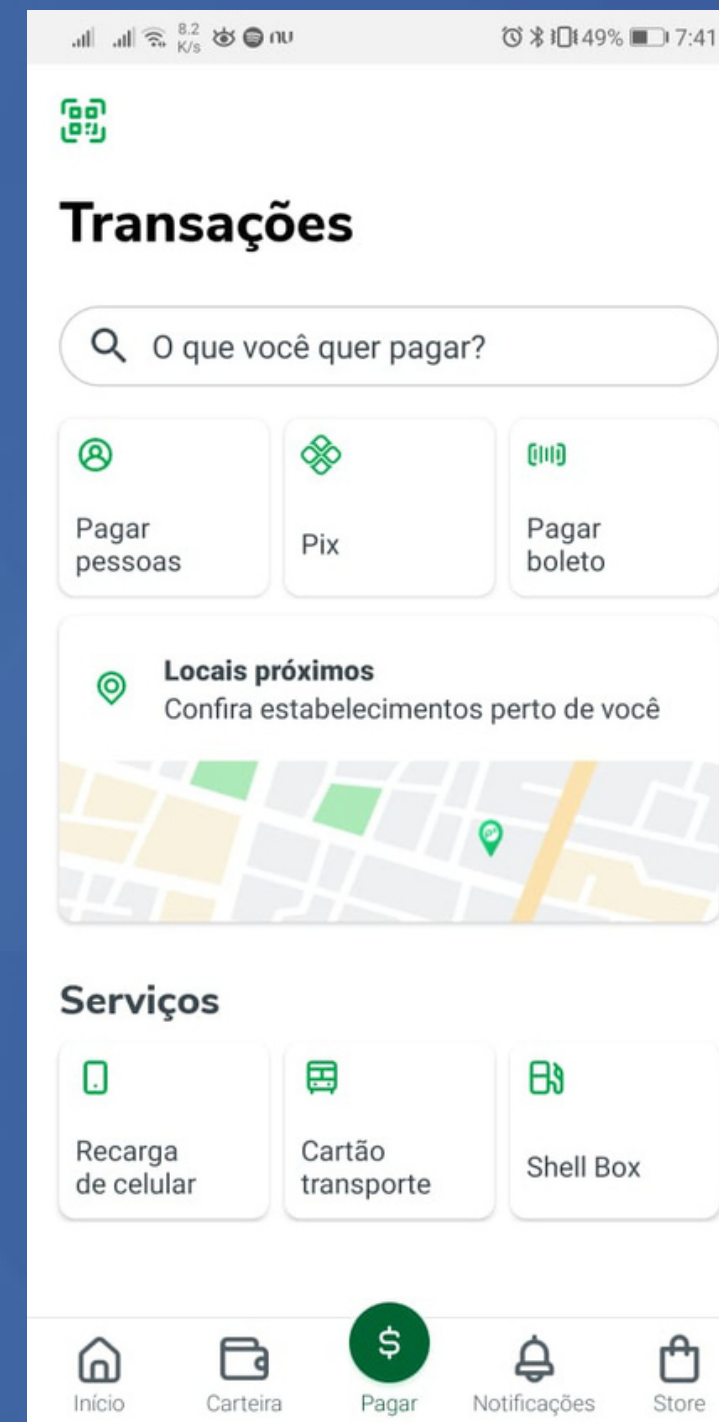
5.2 - Pay

5.3 - Charge

Competitor Analysis

NUBANK

Unlike other apps, Nubank presents its services in a horizontal menu without any form of selection or customization. The options presented are "Pagar" (Pay - 6.2), "Transferir" (Transfer), and "Depositar" (Deposit - 6.3).
In "Pagar" and "Depositar," all options are displayed on a single screen.
In "Transferir," the only option is TED, but it is also not explicitly stated until the end of the transaction.

6.1 - Home
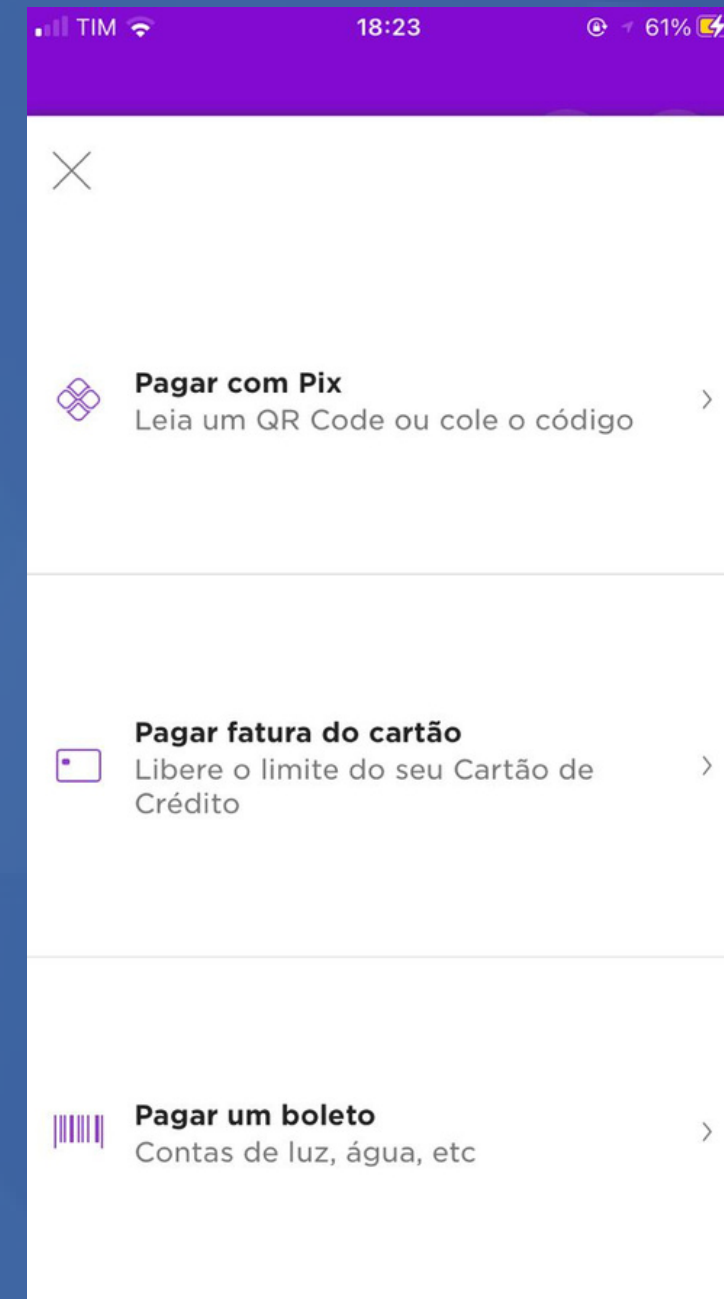
6.2 - Pay

6.3 - Deposit

Proposal

Your proposal for an All-in-One tool, functioning as a logical evolution of the "Pagar/Receber" (Pay/Receive) section, where users are not required to select their movement mode beforehand, seems promising. Presenting solutions in a unified and simple manner can optimize user time and prevent them from navigating between different screens, potentially leading to frustration and abandonment of transactions.

This screen also provides an opportunity to integrate the Life Design illustrations, enhancing the user experience and adding a unique touch to the interface. By streamlining the process and providing a seamless experience, users will likely find the app more user-friendly and convenient for their financial needs.

Try the prototype.
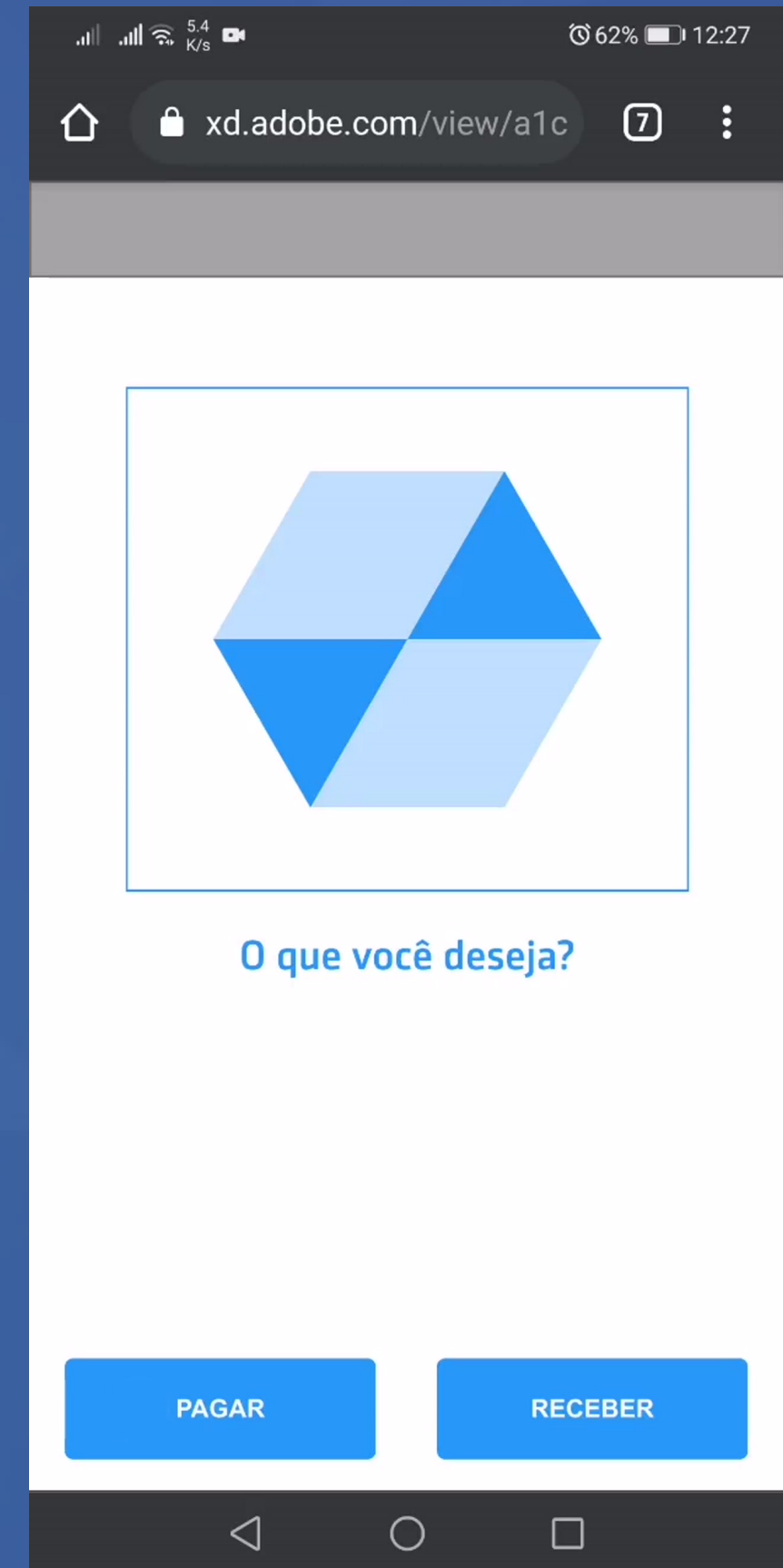
*Low-fidelity prototype. No text or functionality has been fully explored yet.

Focus Points

The most immediate measure should be to improve the differentiation of labels in the main menu, as mentioned in the scenario analysis. With an increasing number of service options, it might be functional to consider making the main menu more flexible or creating a favorites section. Centralizing most of the movement possibilities under the "Pagar/Receber" (Pay/Receive) function is a good approach. Enhancing the prominence of this section in the menu bar, similar to the "Pagar" (Pay) menu in Figure 5.1 of Picpay, would be interesting to help users quickly access these essential services. This way, users can easily navigate and conduct transactions with minimal effort and confusion.