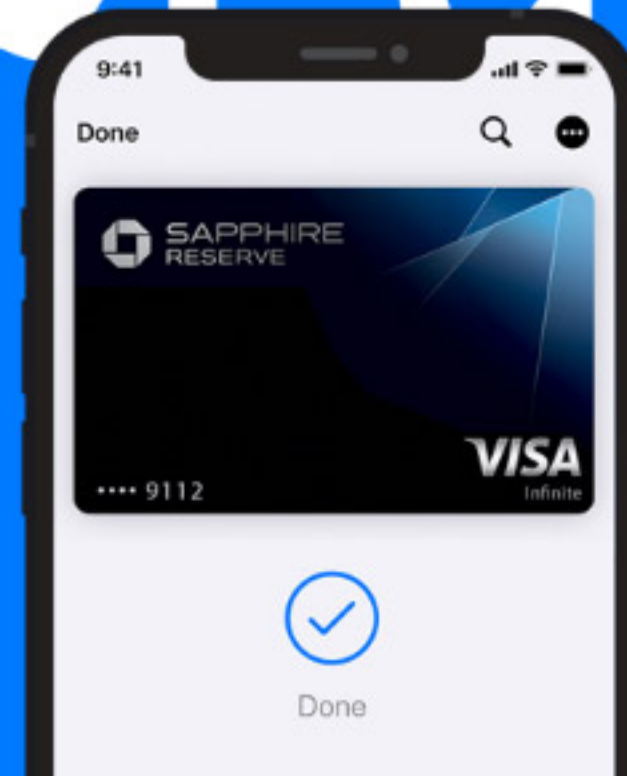


Apple Pay



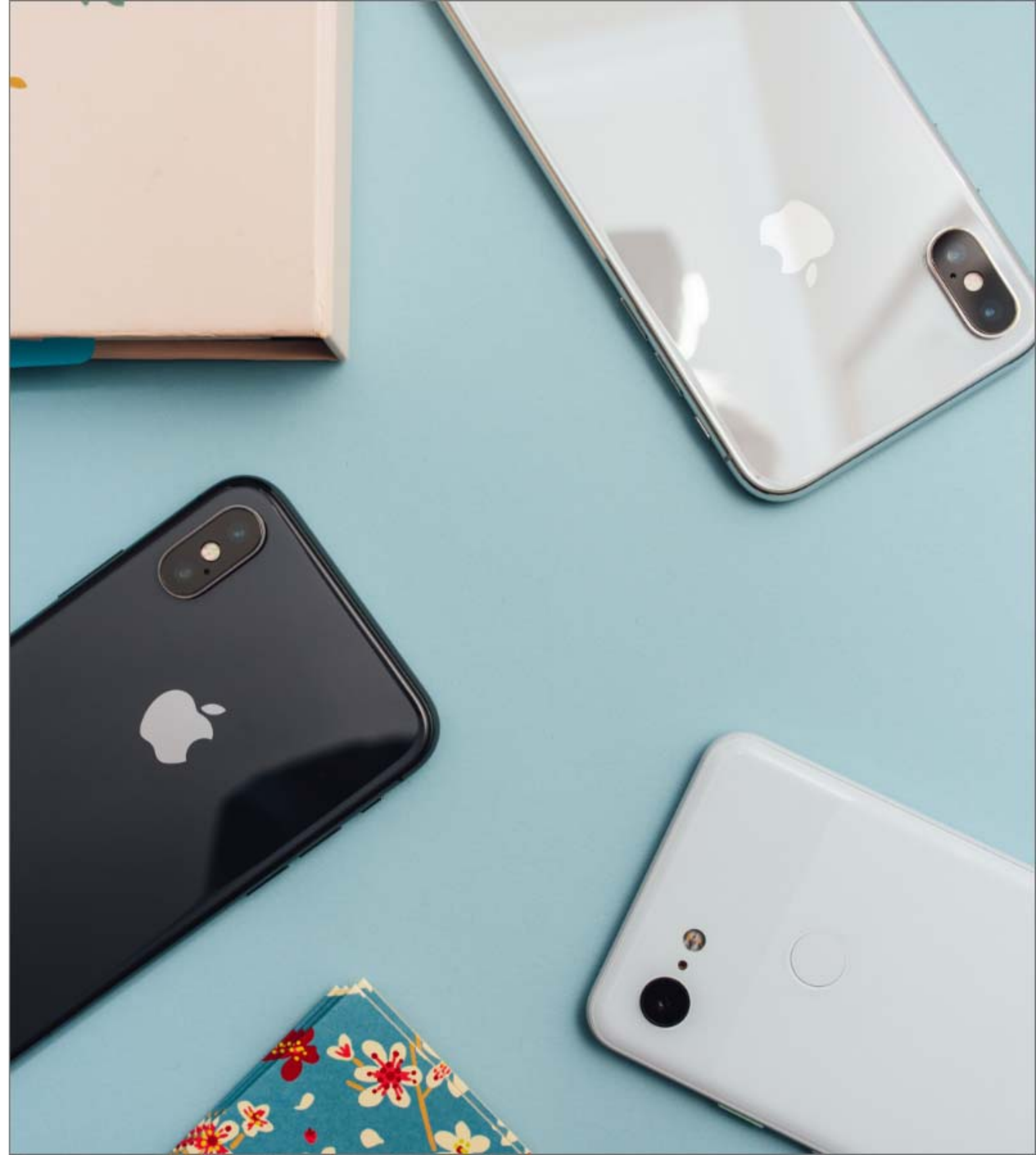
Apple Wallet / Apple Pay

User Research Findings

Part 1

General Payment App Survey.

First survey asked about payment apps or websites which the users may be using to pay for a coffee, transfer money to your friends, and perform other P2P (peer-to-peer) or P2B (peer-to-business) transactions.



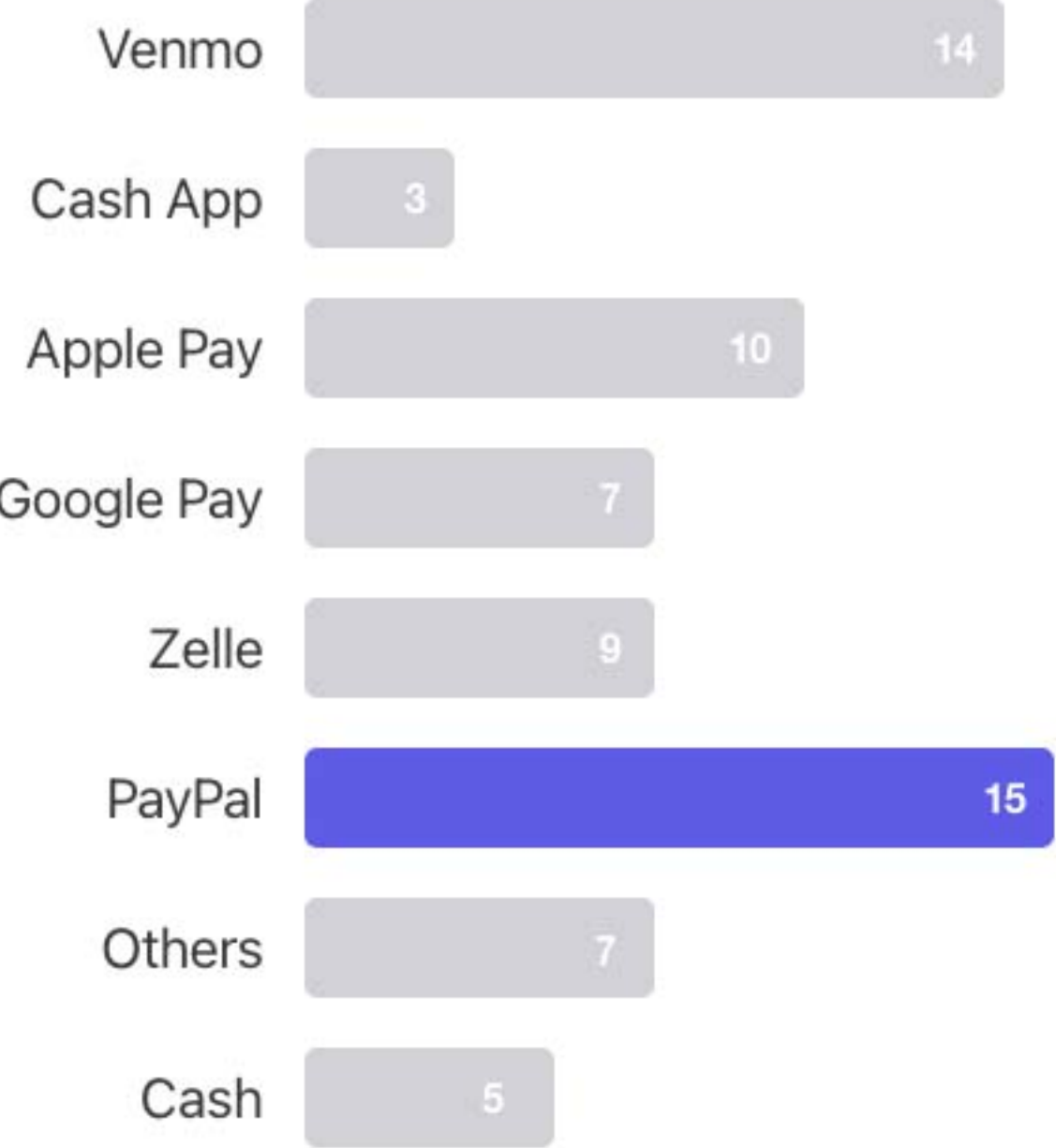
30

**Number of
Participants**

Survey was sent to various groups on social media platform including Slack, Facebook and Reddit. The survey was intended to understand how people are using apps and websites to perform financial transactions.



Q. Do you use any payment apps?



Q. What do you like about using payment apps?

"Easy to send and receive money for free."

"It's convenient to send payments electronically"

"I like that I can pay for things online on the fly through something like paypal instead of digging for my wallet or getting up to find it and stop what I'm doing."

"It was easy and straightforward to use and it was the first payment app that I downloaded so I wanted to keep it instead of exploring other apps."

"Not having to carry more plastic in my pocket (debit cards etc.), I like having everything I need on my phone, money transfer in apps is usually instant."

"Its quick- just one button for google pay, and most of my online purchases are done with paypal"

"Its quick- just one button for google pay, and most of my online purchases are done with paypal"

Easy. Speedy. Convenience. Efficient.

Q. What do you dislike about using payment apps?

"Fear if not being secured, fear of making a mistake sending the money to the wrong person"

"I often text people to verify via text or phone call. If but if there is another verification step (after transaction complete page) from the receiver that would be good."

"Easy" also has a bad side. I spend a lot more with payment apps and it's hard to control my spending.

"Possible security issues or sending money to the wrong person."

"Technology isn't fool proof and there's always a chance that things can go wrong"

"It's so easy, but it is too easy? Having your info saved somewhere that other people might get access to can be a little scary, but I don't think about it much."

"I have had times were the payment didn't go through with Zelle and while I thought the public part of venmo was cute and fun in the beginning, now I make all my transactions private."

"I don't have the option to instantly reverse a transaction or edit it. I wish there was like a 5-10 minute window on editing the transaction. I recently got scammed on fb marketplace and had to call my bank to stop the transaction."

Security. Hard to track spending.

Part 2

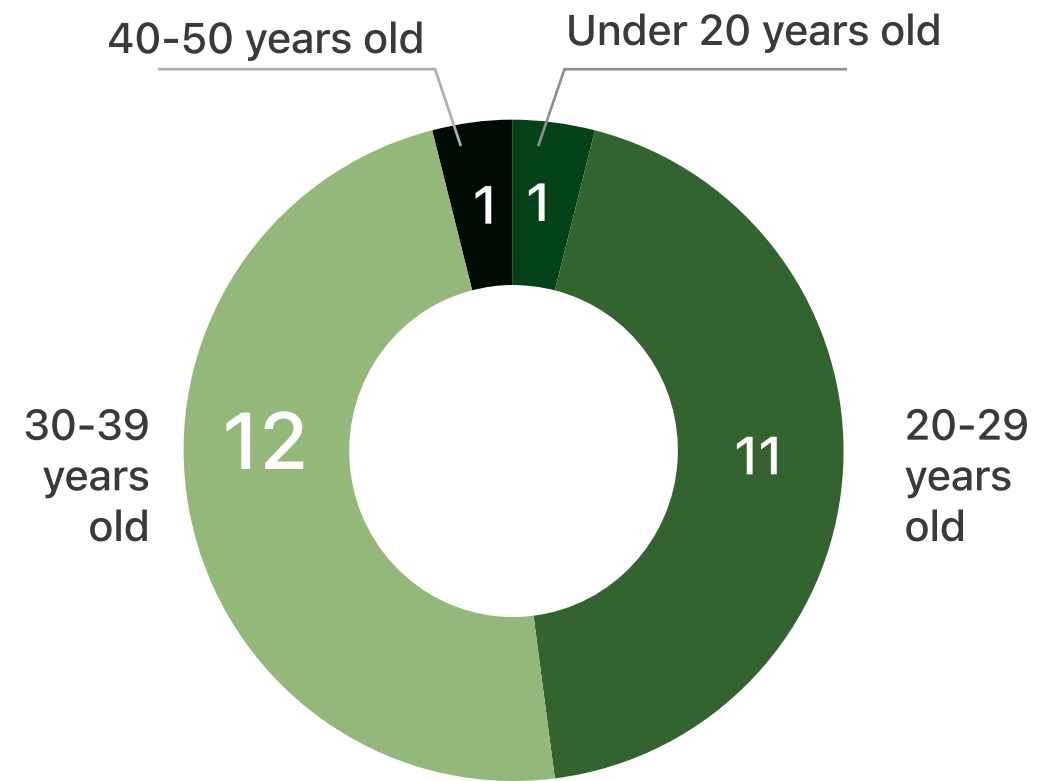
Apple Pay and Apple Wallet Survey.

The second survey was taken by those who identified as a frequent user of Apple Pay and Apple Wallet. The survey also asks about specific features, and their frustrations and desires in details.

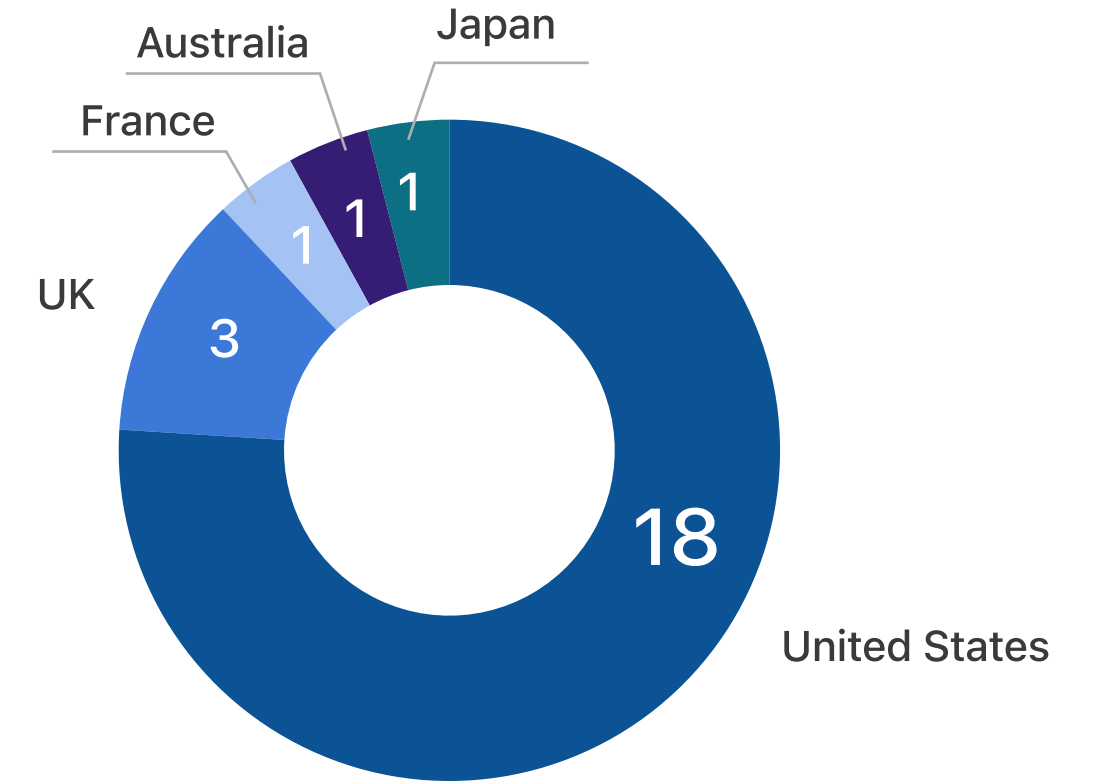


24

Number of Participants



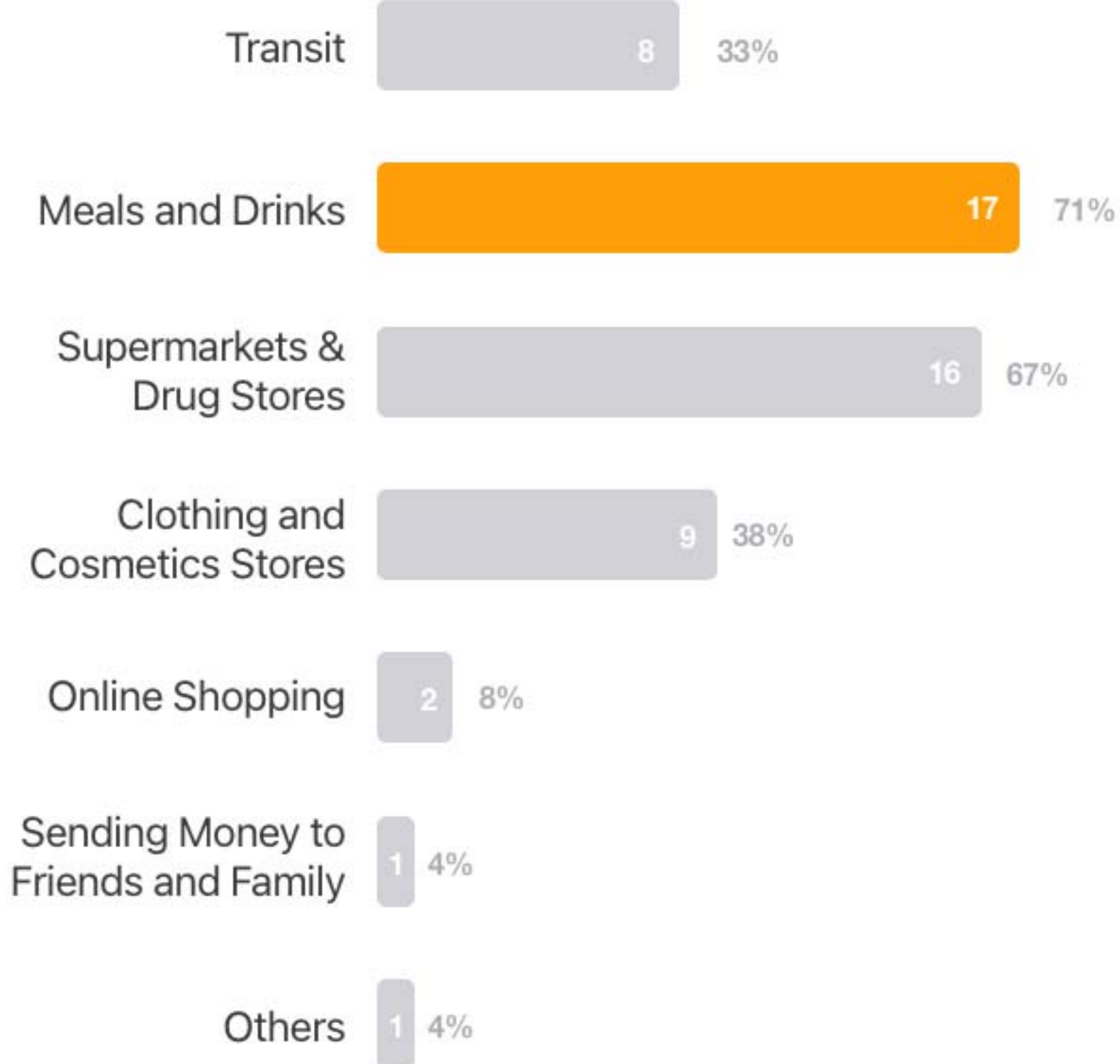
Participants Age



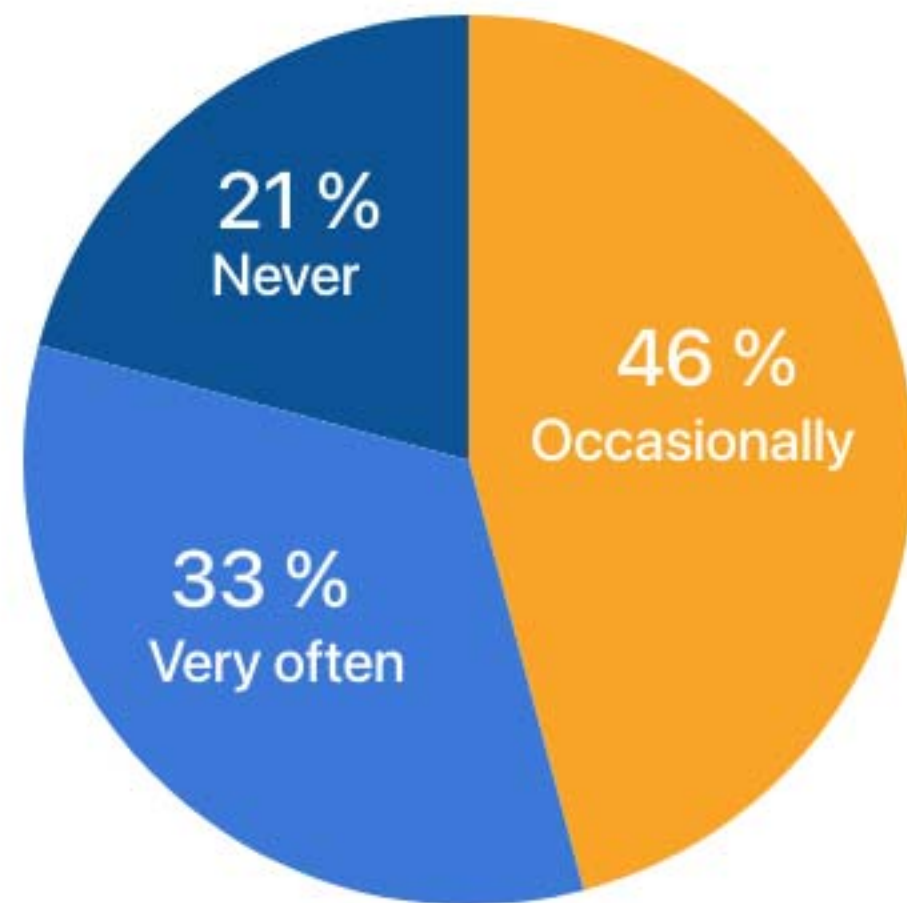
Country of Residence

The Survey data was sent to various social media platform. Out of 25 participants, 19 participants resided in the United States. People were mostly between 20-39 years old, younger to older millennials.

Q. When do you use Apple Pay most often ?

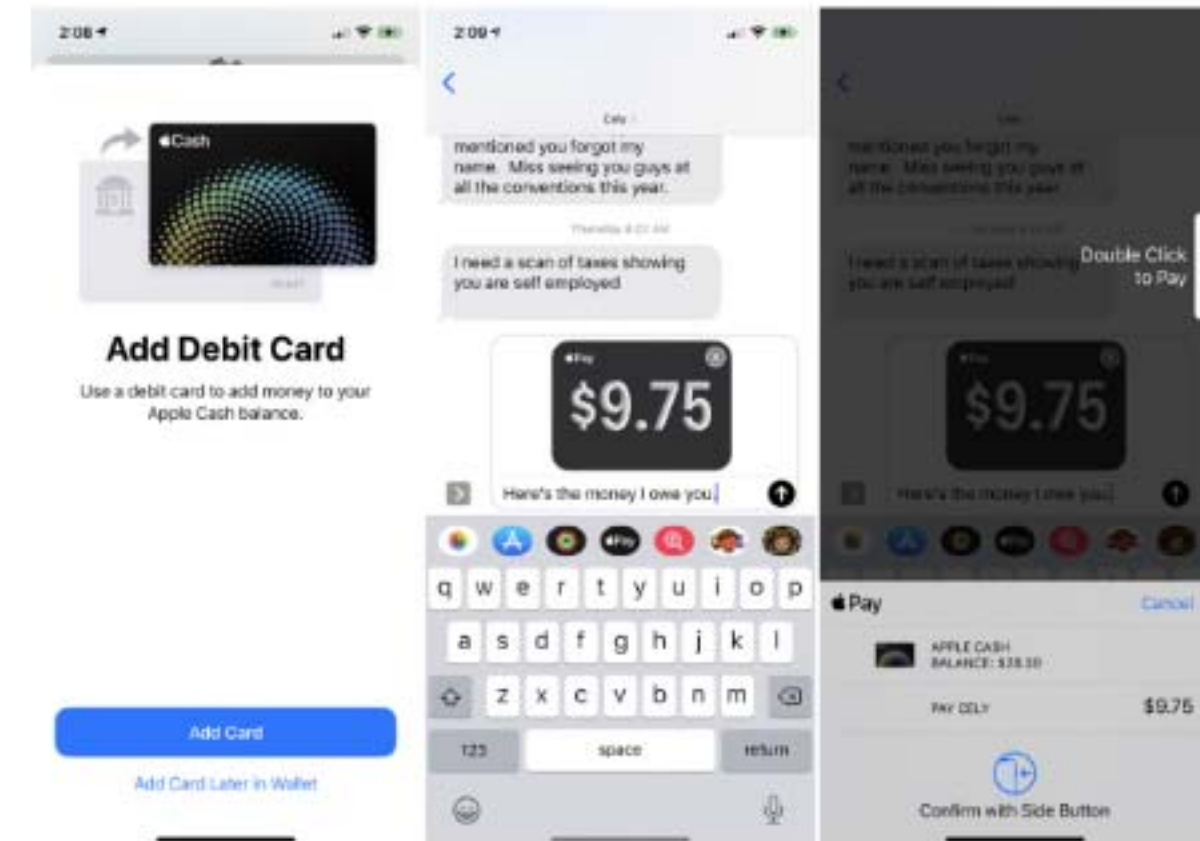
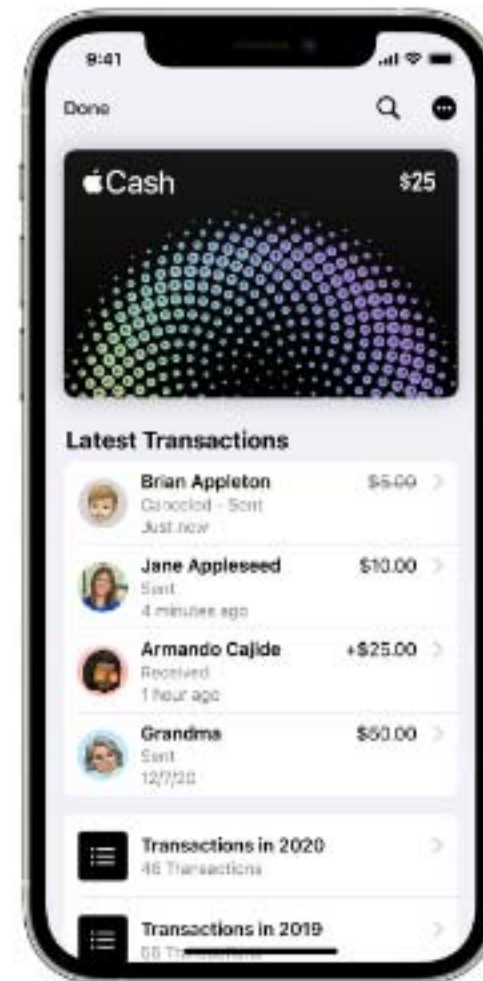
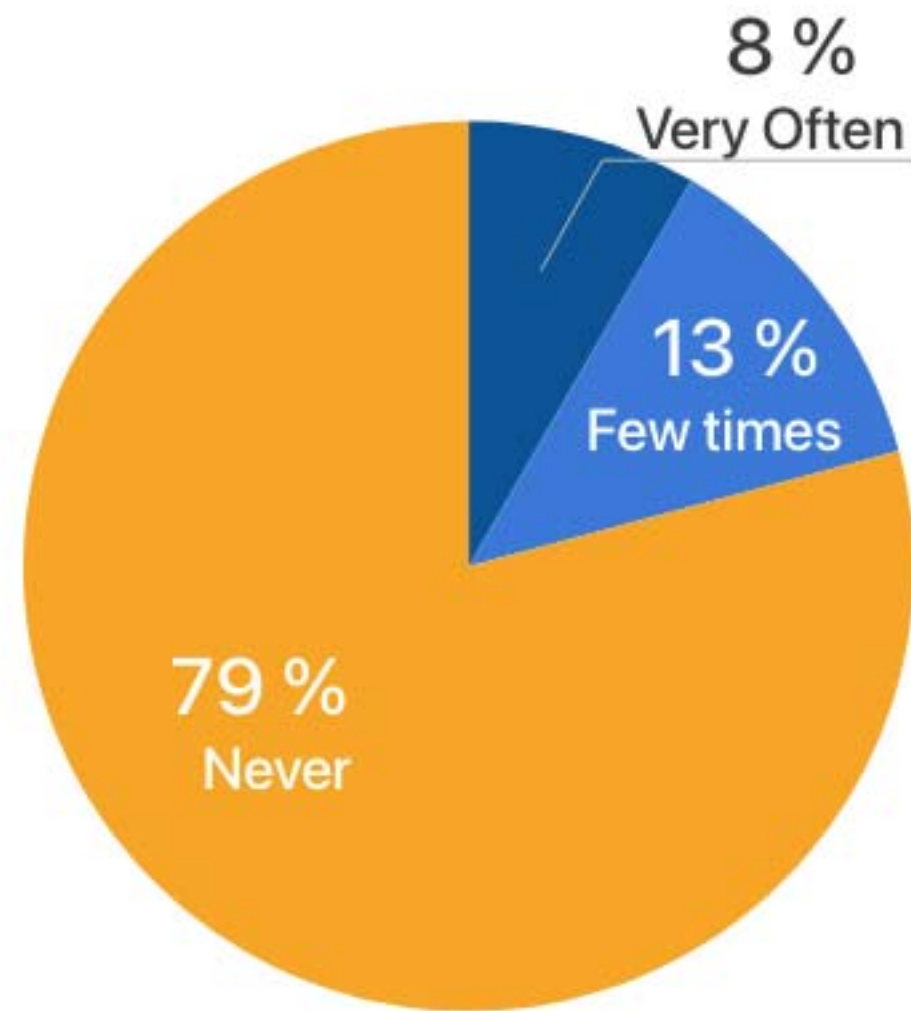


Q. How often do you use Apple Wallet to store passes and tickets ?



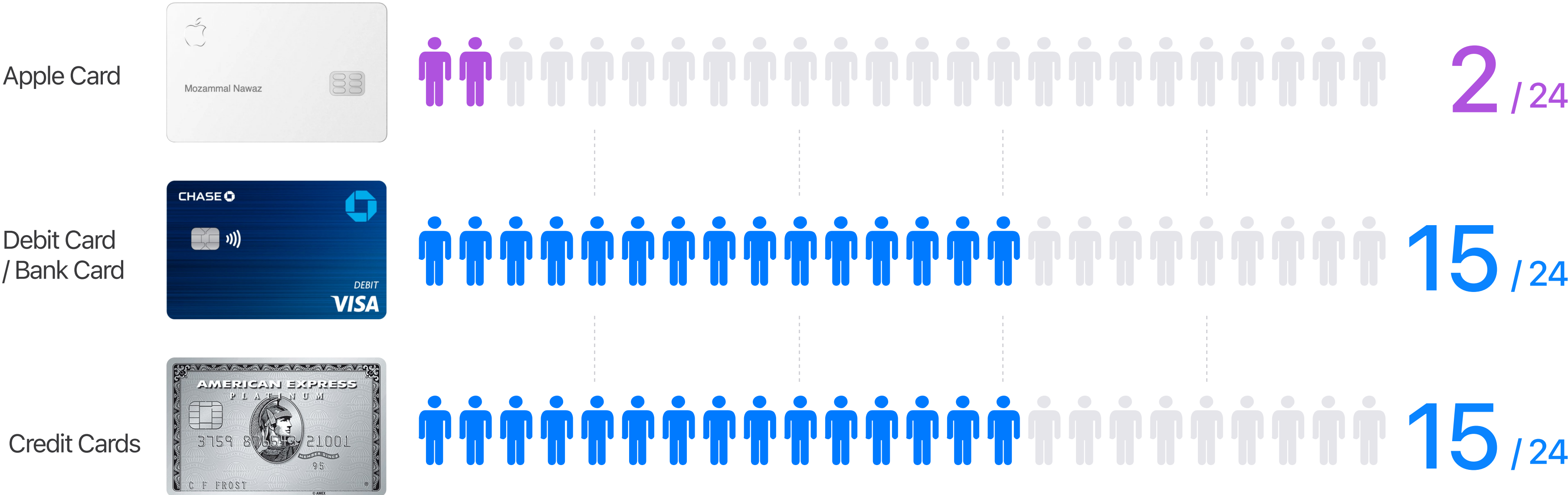
Apple Wallet's original function was to keep digital version of boarding passes, tickets, and reward card on user's phone. More than a half of survey participants said that they use it occasionally or more often.

Q. Have you ever used Apple Cash to send someone money via Messages ?



Apple Cash is introduced in 2017, as a form of peer-to-peer payment service. It also allows user to share the credit with individuals such as partners and children. If you are a parent, you can send money to her child via message, and track how and where it was spent. Almost 80% of Wallet user have **NEVER** utilized this service and prefer to utilize other apps for sending money electronically.

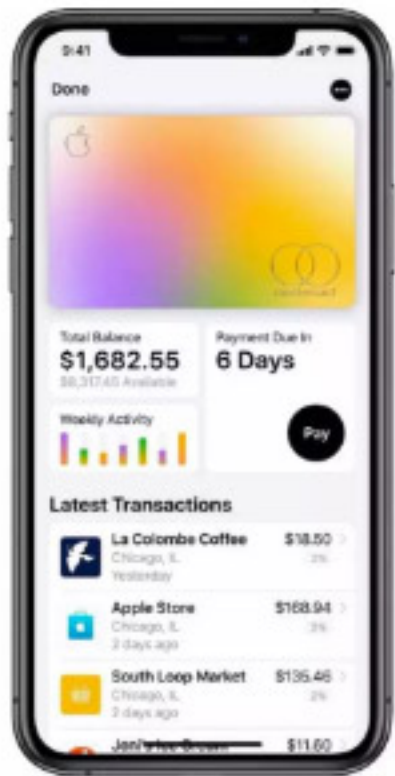
Q.What type of cards are added to pay for Apple Pay transactions ?



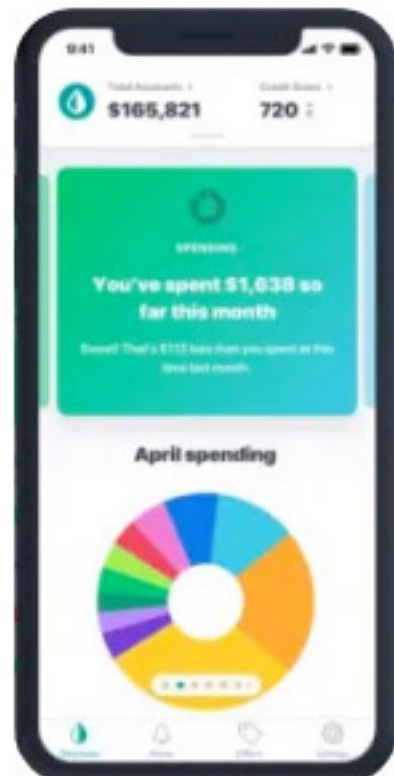
Out of 24 survey participants only two people use Apple Card for payment. There was only ONE person using just Apple Card to pay everything, otherwise everyone uses either credit cards or debit cards. Many users are not aware of features only available on Apple Card, such as the spending tracker and payment reminder.

Q.How do you track your spending ?

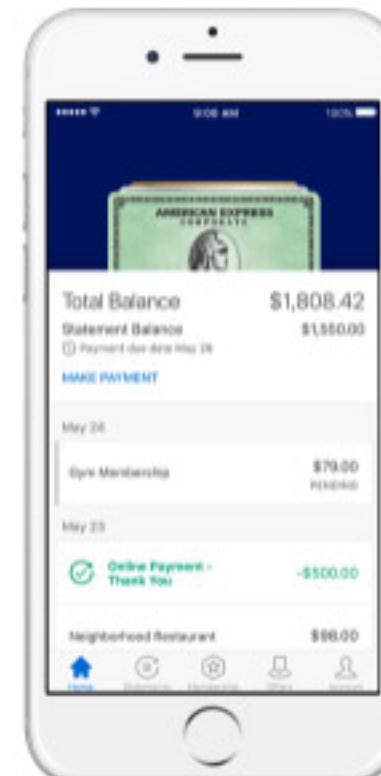
1 uses
Apple Card



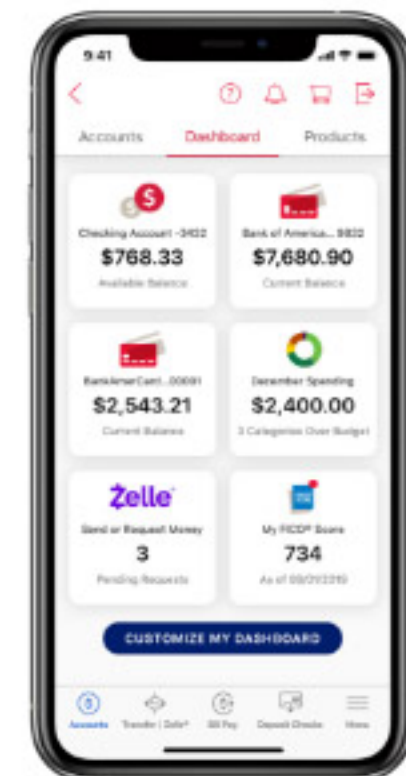
6 uses
Third-Party App



6 uses
Credit Card App

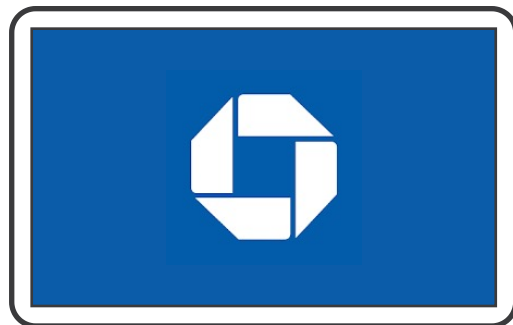


16 uses
Bank App



Only ONE person is committed using solely Apple Card to pay and track the spending. Most participants use third-party apps, bank apps, and credit card apps. Although third party apps seem popularity among young people, the bank apps were the most popular to manage their spending.

Q. Why do you prefer bank apps to track your spending ?



**I prefer a bank app
because...**

It is the easiest.

Age: 21-29

I can check my other accounts at the same time too, like deposits.

Age: 20-29

Detailed description of transactions

Age: 21-29

My bank app lets me know how much I'm overspending on each category and provide recommendations on putting a certain budget limit based on my total balance.

Age: 30-39

It's easy but not very detailed, I've tried other budgeting apps but adding all of the information becomes too time consuming and I eventually stop.

Age: 21-29

I only have Chase related items (CC, Debit, and savings) so it's nice to see it all in one place.

Age: 21-29

Despite the hype for third-party fintech apps, many young people are quite happy with just using a bank app to manage their finance. Most young people have very simple assets and income sources to manage, and having extra features like tracking liquidity is unnecessary. They are happy with something simple, not looking for anything complicated.

Q. Why do you prefer credit card apps to track your spending ?



I prefer a credit card app because...

I don't really feel comfortable with companies like Mint having all the information

Age: 30-39

More accurate and trustworthy.

Age: 30 -39

I mostly use one credit card so I can see it on the online credit card website. It has better interface and shows spending

Age: 40-49

Clearer interface

Age: 21-29

Apple card is interesting, but lacks benefits compared to other credit cards.

Age: 30-39

Not all young people are comfortable sharing personal information with third-party financial app such as Mint. Those who use a credit card app to track expenses said that they like its clean interface. Apple Card does not seem to be that popular as a credit card because it lacks rewards and options compared to other credit cards.

Q.Why do you prefer third-party apps to track your spending ?



**I use a third-party app
Because...**

third party apps gives me
a good visualization.
Age: 21-29

Convenient
Age: 21-29

It tracks my spending.
Age: 30 -39

I can see all my accounts
in one place.
Age: 30 -39

never thought to do it
another way
Age: 31-29

Simple, easy to
understand. Immediate
feedback
Age: 21 -29

Those who likes third-party apps to track spending enjoy its convenience, simple and easy interface with good visualization.

Q. What do you like about using Apple Wallet ?

I have Apple Wallet on my watch, so sometimes I don't need to carry anything with me. Also, I like the contactless style, which I feel cleaner.

Age: 21-29

I don't have to bring my credit cards; what I need is my phone.

Age: 21-29

Convenience. I also have an apple watch so sometimes I don't even need to bring my phone to run and if I remember something that I need to get after a run, I just pay using my apple wallet on

Age: 21-29

"Simplicity and integration in the Apple Ecosystem (the notification with the corresponding ticket is very useful)".

Age: 30-29

I can have all my card in one place and I don't have to touch anything due to covid.

Age: 30-39

Q. What do you dislike about Apple Wallet ?

The spending history is a little bit plain. Also, a lot of times when I tried to see the activity, it asked me to go to my bank account website.

Age: 21-29

Sometimes, it take me a while to access to the wallet, process, approve the use due to the security.

Age: 21-29

The new update require two click on the side of the phone using Face ID verification to purchase. With a mask on, it's hard to use the Face ID to purchase

Age: 21-29

Because it's so easy to pay, I feel like sometimes I spend unnecessary money

Age: 21-29

It only shows a week's worth of transactions and you can't look at your purchase history for cards.

Age: 21-29

Q. What were the challenges or frustration you had using Apple Wallet ?

Ticket will not be deleted automatically after use, and no option for that.

Age: 30-39

The credit card and other passes are mixed together.

Age: 21-29

the only frustration I have with apple wallet is that I can't see the security code on the back, so when im in a retail store and need to order something online with them, I can't get access to the 3 digit code so it sometimes frustrates me. however, I could see why they wouldnt display that on the wallet.

Age: 21-29

Sometimes if I have too many passes it would be hard to find the one I am looking for.

Age: 30-39

Using my wallet during the pandemic was harder because I couldn't use the face ID to unlock a card.

Age: 21-29

Q. What would be the features that you wish Apple Wallet would have?

Kind of like an organizational feature to divide different categories.

Age: 21-29

I wish that I could manage my credit card directly.

Age: 21-29

More flexibility, allowing to add content that isn't planned for (when I book a ticket for a show for example and there is no option to add to wallet, it would be nice if we could add it anyway).

Age: 30-39

Track spending by categories. Payment dates. Budgeting feature would be nice.

Age: 30-39

Be able to add any gift cards.

Age: 21-29

Key takeaways...

- **People like Apple Wallet / Apple Pay because of its convenience.**

They like its simplicity, ease of transactions, and contactless.

- **Some features are underutilized because it's only available for Apple Card.**

Although Apple Card has some visualization and tracking features, people do not want to sign up for the card just for such features. They prefer using other bank cards and credit cards of their choice for better rewards, security, and apps with better features like tracking expenses and budgeting.

- **Millennials want convenience, security, simplicity..and less complicated interface.**

More than few people expressed that the third-party app like Mint is way too complicated. The bank app is the most preferred because of security, and tried-tested easy interface. Those who invest and diversify may want to have a complete picture: however, most young people are looking for something much more simple.

- **People want to organize**

People want is to organize cards and passes in the Apple Wallet.