

## Research Goals & Objectives

This study seeks to learn more about why users enjoy certain P2P payment products, what improvements could be made, and to find potential opportunities for [client].

Key research topics include:

- In what cases are people paying others?
- What are novel uses of P2P products and why are they used?
- In what instances do people choose different P2P products and why?
- In what circumstances is a P2P product desired where it does not yet exist?

## Study Methodology

**Methodology:** 1:1 In-depth Interviews

**Participants:** 8 main participants, 4 floaters

- Mix of P2P product use and no P2P product use

**Research Location:** Remote via Zoom

**Session Length:** 60 min

## Session Outline (Total: 60 minutes)

| Session Flow Overview  |
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| <ul style="list-style-type: none"><li>● <b>Welcome and Introduction (5 min)</b></li><li>● <b>Background Questions (10 min)</b></li><li>● <b>Payment Discussion (40 min)</b></li><li>● <b>Wrap Up Questions (5 min)</b></li></ul> |

## Welcome and Introduction – 5 minutes

Hello, thanks for participating today. My name is Emily, and I'm an independent researcher looking to get your feedback today.

Before we start, I want to make sure you're comfortable with the process, so let me walk you through a couple of key points about today's session:

- I am working as a neutral **3rd party researcher**; I wasn't involved in the design of anything you'll see today, so whether you like or dislike what you see does not make a personal difference to me.
- Please **comment freely** today. I want to hear all of your thoughts – both positive and negative. There are no right or wrong answers or right or wrong ways to do anything. This isn't a test of you or your abilities. We are interested in your feedback on what we look at together and for any thoughts or suggestions you have about how to improve it.
- I know you were told we would be **recording** this session. I want to assure you that everything you share will remain within the context of this research study.
- I may have some **colleagues observing** today's session. They are interested in hearing your thoughts and seeing your reactions, but they won't be interacting with you directly.
- Do you have any questions for me before we get started?

## Background Questions – 10 minutes

*Before we look at anything, let me start by asking you a few background questions:*

- Tell me a little bit about yourself.
  - Where do you live? (Rural/Urban/Suburban?)
- How often do you send or receive money from others?
  - What payment forms do you use?
    - Cash/check
    - Venmo
    - CashApp
    - PayPal
    - Banking App
    - Zelle
  - How many do you use consistently? Why?
  - Which ones do you like using?
    - What do you like and dislike about what you use?
    - Is there anything you would change about them?
  - Have you ever tried a different way to pay?
    - How was that experience?
    - Why did you stop?
  - Have you heard of different methods that you decided not to try?
    - Why did you not try them?
- When was the last time you tried a new way to pay someone?
  - How did you hear about the new way?
  - Why did you decide to use it?

- What convinced you to try it out?
- Did you do any research beforehand?
  - What did you do to research?
- Do you still use that payment method? Why?

## Payment Discussion (40 mins)

Great, we're going to continue our discussion

### Payment Choice

- Tell me about the last time you sent or received money from someone.
  - How was that experience?
  - Was it the first time with this person?
    - How does [*a repeat/first time payment*] change your experience?
  - What did you use?
    - Who decided to use that? Why?
- Do you ever send/receive money from your **family**?
  - What circumstances do you do this?
  - What payment method do you use? Why?
  - Who chose that app? Why?
    - Is it different for different family members? How?
  - To your knowledge, how many payment methods does your family have?
    - Does that impact what you use? How?
- Do you ever send/receive money from your **friends**?
  - What circumstances do you do this?
  - What payment method(s) do you use? Why?
  - Who chose that app? Why?
    - Does this change based on the amount of friends involved?
    - What about paying a specific friend back versus splitting a bill at a restaurant?
  - To your knowledge, how many payment methods do your friends have?
    - Does that impact what you use? How?
- Do you ever send/receive money from a **service** outside of a store?
  - [*If confused*] This could be for a locksmith, a chiropractor, a fitness instructor, or anyone else you have paid for a service.
  - What circumstances do you do this?
  - What payment method(s) do you use? Why?
  - Who chose that app? Why?
  - To your knowledge, how many payment methods do they have?

- Does that impact what you use? How?
- Do you ever send/receive money from **strangers**?
  - [*If confused*] This might be for a used item like on Craigslist or at a flea market.
  - What circumstances do you do this?
  - What payment method(s) do you use? Why?
  - Who chose that app? Why?
  - What information do you feel comfortable sharing in these situations?
    - What do you feel uncomfortable sharing?
  - To your knowledge, how many payment methods do they have?
    - Does that impact what you use? How?
- Have you ever used a **new payment method** to pay/receive money from someone else?
  - What was the method?
  - Why did you decide to use it?
  - Did you do any research beforehand?
    - What did you do to research?
  - Do you still use that payment method? Why?
- Is there **anywhere you'd like to use a payment method** like a payment app where you currently can't?
  - When would you do that?
  - How would that help you?
  - Why would that be interesting to you?
- Has there ever been a time you needed to switch payment methods?
  - Why did you need to switch?
  - Did it work out? Why or why not?

## Creative Payments

- In the diary study, we asked you about an unusual way you used a payment method. Can you tell me a bit about the one you shared?
  - What felt creative about this use?
  - What did you use? Why?
  - What worked/didn't work well for you?
    - Is there anything you would have changed about your experience?
  - How often does that scenario happen to you?
- Have you used a payment method in any other ways that felt creative? How?
  - [*If confused*] This could be sending a cent or two to a friend, using a payment method in a way that felt out of the box, or using it as a group resource.
  - What felt creative about this use?
  - What did you use? Why?

- What worked/didn't work well for you?
  - Is there anything you would have changed about your experience?
- How often does that scenario happen to you?
- If you could use a payment method in any other way, how would you want to use it?
  - How would that help you?
  - What would you think about:
    - Pooling money with others?
    - Options to more easily find a person/account?
    - Sending a payment to a vendor/service to receive cash?
    - Using a payment app instead of cash/a card?
    - Connect using PayPal/a different payment method that isn't a bank?
  - What would be interesting about that?
    - Have you ever successfully done this with another payment method?  
How was that experience?
  - How would you want that to work?
  - How would that help you?
  - When would you use that option?
- I saw that a good amount of diary participants wanted to connect their payment methods with more things. What would you want to connect a payment method to?
  - Why would you want to connect to that?
  - How would you want that to work?
  - How would that help you?
  - When would you use that option?

## Improve Payments

- Looking at the payment methods you currently use, what do you most want to improve about them?
  - What is most important to you to improve? Why?
  - Are there any features you'd add?
  - Any features you'd remove?
- If you could make your own payment app, what would it include?
  - What security?
  - What features?
  - How fast?
    - What is an acceptable time range?
    - What apps currently do this?
  - How would it connect with others?
  - How would it be different from your current payment methods?

- If you were to start using a new payment method, what would it need to have?
  - What security?
  - What features?
  - Why are these necessary for you?
  - Is there anything you would want to change from how your other payment methods are?
    - Why?

## **Wrap-Up Questions – 5 minutes**

Now, I have a few final questions for you.

- Do you have any comments you haven't had a chance to cover from anything we talked about today?

If you give me a moment, I'm going to check with the team to make sure they don't have any questions for you. Please hold for just a moment. (Check with Client Team)

That's all we have for you today. Thank you for your time and feedback! Have a nice day.