P2P New Use Cases Research

Final Report

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Research Overview

Research Objectives

1   In what cases are users paying others?

2   What are novel uses of P2P products and why are they used?

3   In what instances do users choose different P2P products and why?

4   In what circumstances is a P2P product desired where it does not yet exist?

Research Methodology

Study Method

- Diary Study leading into 1:1 In-Depth Interviews
- Diary Study
  - 15 participants
- 1:1 Interviews
  - 8 participants
  - 60 minutes in duration

Participants

- Mix of P2P product use and no P2P product usage

Session Notes

- All interviews were conducted remotely via Zoom.

Executive Summary

The following is a brief, high-level overview of the detailed research results that appear later in this report. It is focused primarily on the key objectives identified at the inception of the project.

*Statement of Limitations:
Observations represent the opinions of the individuals who participated in this study, and do not necessarily reflect the views of all users.
Recommendations do not take into account any system limitations or other factors of implementation.

Executive Summary

Payment Usage:
- Most used multiple payment methods so they could remain flexible and pay anyone. Some used a small number of payment methods, but did not have trouble since others were so accommodating.
- Many were focused on app security, because they wanted to be safe when sending money to others.

Apps and Preferences:
- Participants' preferred apps usually aligned with the preferred app of their friend group.

Desired Ways to Use:
- Most used payment apps to semi-regularly pool money with others, and wanted more features to help pool that money. P2P app participants wanted to use their apps everywhere, including stores, so they did not need a wallet.

Top Recommendations:

1. Explore ways to become the preferred payment method of users with less payment methods so more flexible users will pick up [client].

1. Emphasize the security and customer service of [client] to attract new users.

1. Include ways to help users track and separate pooled money.

1. Investigate ways to replace cash or card with [client].
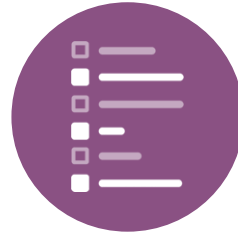
Detailed Findings & Recommendations

Breakdown of Detailed Findings

| Payment Method Usage | Apps and Preferences | Ways to Use |

Detailed Findings and Recommendations

Payment Method Usage

Participants and those they sent/received money from either had many payment methods or very few payment methods.
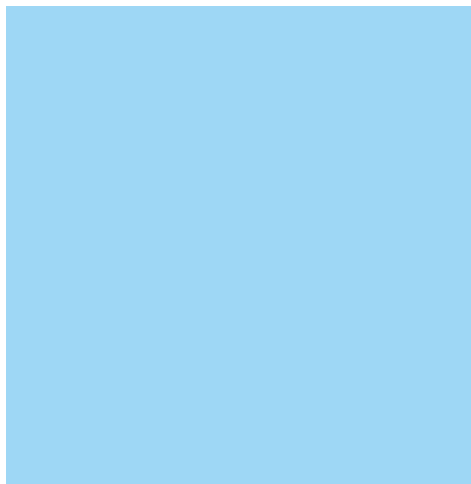
More participants in both the diary study and the interviews had many payment methods rather than less.

Those with more payment methods tended to cater to those with less payment methods.

Most had many different payment methods because they wanted to stay flexible for others.

These participants wanted enough methods to be able to pay any friend, family member, or vendor they came across without issue.

While these participants had payment method preferences, they kept other apps just in case.

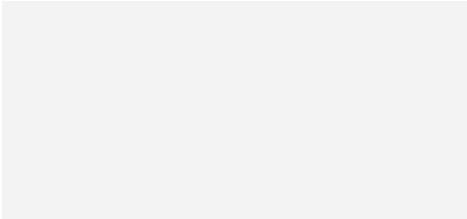"[I have many methods] per circumstance. Depending on what people prefer, I'll adapt to what they want."
- P5, P2P User

"[I offer multiple payment methods] just so people have that flexibility. They can be able to [pay me], it's convenient for everybody."
- P8, P2P User

Some had very few payment methods, which ranged from cash and check only to additional methods like Zelle or PayPal.

Since friends and family were likely to be flexible with payment methods, more strict participants did not have trouble sending or receiving money.

A few had downloaded one payment method (e.g., PayPal) with the help of a friend or family member, and did not need to download additional methods since they felt theirs was sufficient.

Those with few payment methods thought their process worked well enough and did not feel the desire to improve a process that was not broken.

Some used methods that were more prone to hacks or losses than P2P services, such as mailing cash or doing bank transfers. However, since they did not have a bad experience yet, they did not feel the need to switch methods.

Although these methods took more time and risk than others, participants who had not previously used a P2P service did not know how comparatively easy it was.

Recommendation

Emphasize the safety and convenience of [client] compared to traditional payment methods.
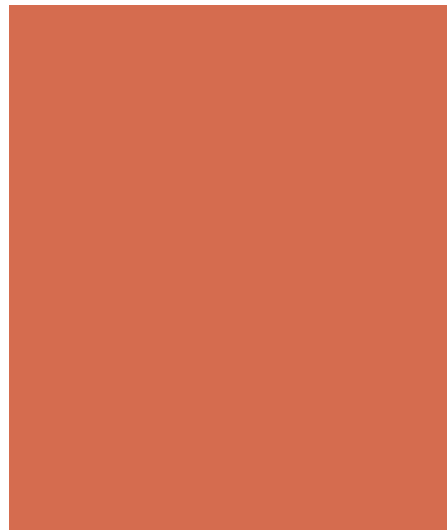
"So far [sending cash by mail has] been good, I've sent it relatively incognito. I'll text the person saying, 'Something's coming and let me know when you get it.' I don't just stuff the money, I do hide it in like junk I get in the mail that I'll hide the money in that, but so far I haven't put any postal tracking or anything." - P1, Bank User

Cash and bank participants had heard of many common P2P apps but did not research them before deciding not to try the method.

Most of these participants were concerned with how safe each app was, however none looked into any app's safety protocols or encryption requirements.

Since these participants did not have any issues paying/receiving money from others currently, they did not feel the need to use another payment method.

"I think the one thing I'm hesitant about is having to input personal information. I don't know if I have to put in my account, and if they have access to my accounts, is someone going to hack into it? I have friends and family who use [Venmo], but I haven't researched it." - P2, Bank User

Recommendation

Explore ways to educate about [client] without requiring research.

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# P2P-friendly participants tended to use a new payment method at a friend or family member's request.

Friend's Suggestion

Trusting Word of Mouth vs. Researching

Network Influence
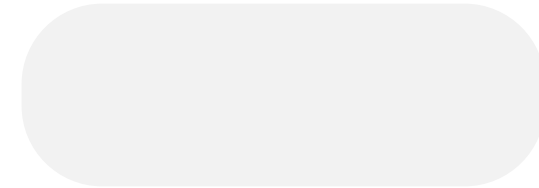
Most started using their current payment methods because a friend was using it and the participant decided to try it out.

"I just had a bunch of friends who were like, 'This one's useful and nice,' and I was like alright, then I'll trust it." - P6, P2P User
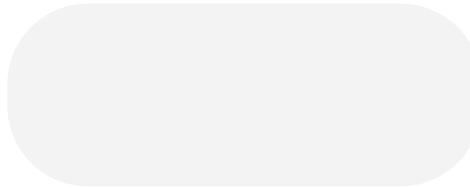
None did much research into a payment method before using it, and instead trusted those who suggested the method and any word of mouth recommendations they heard about the system.
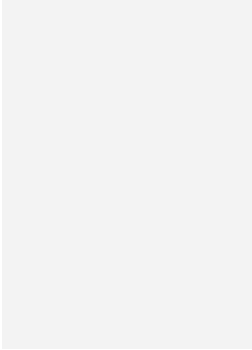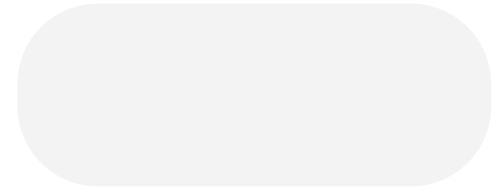
Those who had stopped using a payment method said it was usually because those around them stopped using it.
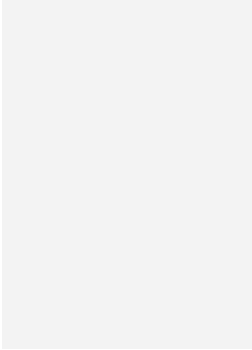
Recommendation

Explore ways to interest those with few payment methods, since those with many payment methods wanted to remain flexible.

When considering a new payment method, participants were concerned with security, customer care, and ease of adoption/use.

Most were very concerned with each method's amount of security, especially how each system prevented hacking and data breaches.

- To decrease risk, some entered a credit or debit card instead of a bank account because it was easier to change a card than a routing number.
- Those reluctant to add more payment methods said their risk increased with each account, as there were more accounts that could be hacked into.

Participants appreciated when customer care was quickly available in an app in case any payment went amiss.

- Some also particularly liked PayPal's 'money back' promise for any bad faith exchanges, which increased their comfort of using the payment method with vendors.

Although participants did not explicitly state it, most chose their current payment methods because a friend/family member was already using and enjoying that method.
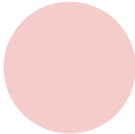
Recommendation

Emphasize the security and customer service of [client] to attract new users.

Many heard or experienced a horror story with P2P payment methods, which negatively impacted their impression and use of the method.

"I used to keep a lot in [Venmo] but not any more. My hairdresser got a notification from her bank and Venmo saying they tried to pull an amount and couldn't... I don't know if she got in contact with Venmo, but she stopped using it... It is scary because it's linked directly to my bank, that's what's scary." - P7, P2P User

One participant's PayPal was hacked and customer service refused to refund the amount; he refused to use a P2P payment method again.

Another participant's hairdresser recounted a hacking of her Venmo where another party sent themselves thousands of dollars, which was only canceled because her bank did not have the funds. This participant relegated Venmo to small amounts only, just in case.

One participant's friend sent himself money by unlocking their phone with the fingerprint scanner while they were sleeping. After the incident, the participant turned off all recognition software and was very focused on security and privacy.

The only exception was the final participant, some of whose friends had their Cash App hacked and abused. He continued to use Cash App because his other friends and vendors continued to use it and he had not been hacked.

Detailed Findings and Recommendations

Apps and Preferences

Detailed Findings and Recommendations

Ways to Use

Recommendations Summary

1   Emphasize the safety and convenience of [client] compared to traditional payment methods.

2   Investigate ways to educate about [client] without requiring research.

3   Explore ways to interest those with few payment methods, since those with many payment methods wanted to remain flexible.

4   Emphasize the security and customer service of [client] to attract new users.

5   Allow users to quickly select an amount consistently used with another user.

6   Include a feature specifically around pooling money that allows users to track their progress and interact with other users.

7   Explore ways to incorporate [client] with vendors, such as stores and restaurants.

Thank you

Research and Analysis
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