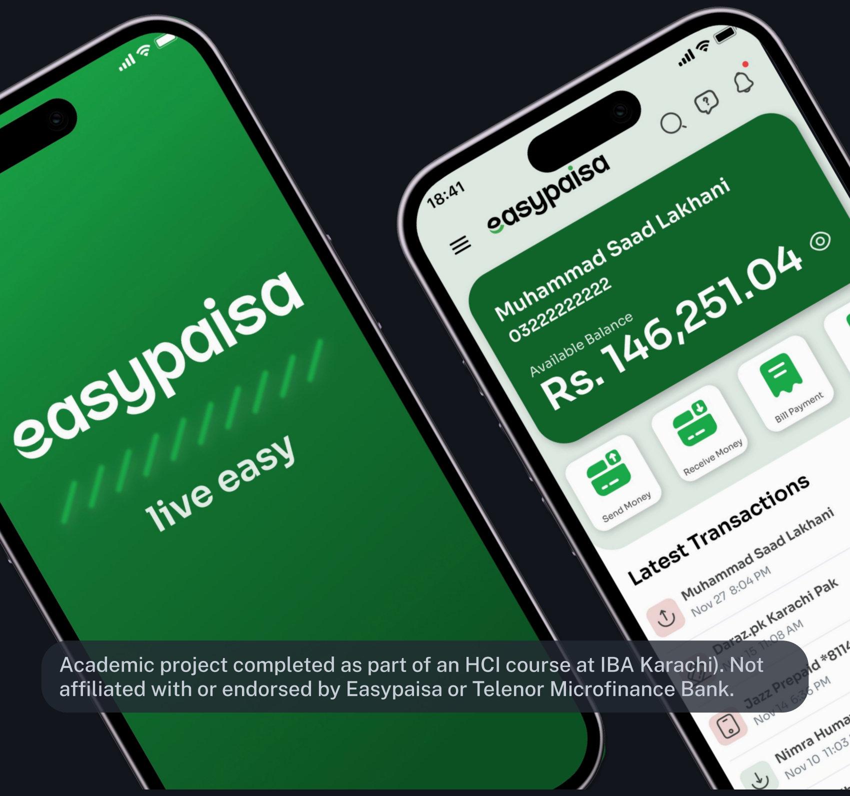
Easypaisa App — Usability & HCI Redesign

Reducing cognitive load and improving accessibility in fintech flows

HCI Figma UX Research Prototyping Accessibility


easypaisa
live easy
18:41
easypaisa
Muhammad Saad Lakhani
03222222222
Available Balance
Rs. 146,251.04
Send Money
Receive Money
Bill Payment
Latest Transactions
Muhammad Saad Lakhani
Nov 27 8:04 PM
Daraz.pk Karachi Pak
Jazz Prepaid
Nimra Huma
Nov 10 11:03

Academic project completed as part of an HCI course at IBA Karachi). Not affiliated with or endorsed by Easypaisa or Telenor Microfinance Bank.

About This Project

- Easypaisa is one of Pakistan's most widely used fintech platforms — but for millions of users, the experience wasn't living up to its potential.
- Navigating the app was unnecessarily complex. Accessibility features were missing. Core flows like sending money or finding transaction history required too many steps.
- This project was an end-to-end HCI redesign: starting with user research, building a high-fidelity prototype in Figma, and validating the changes through structured usability evaluation.

What the research told me

I surveyed 63 Easypaisa users and ran in-depth interviews before touching Figma. Here's what I found.

40%
found navigation complex and unintuitive

33%
reported difficulty learning the interface

0
accessibility features for screen readers or seniors

3
extra steps to reach a basic transaction history

Three root causes emerged: information overload on the dashboard, no error recovery path, and a complete absence of accessibility support — leaving senior citizens and visually impaired users without a usable experience.

From insight to interface

The redesign followed a two-phase, iterative process grounded in established HCI frameworks.

Phase 1: Discover
Surveys, user interviews, and heuristic analysis of the existing app. We mapped pain points against Nielsen's 10 usability heuristics and Shneiderman's Eight Golden Rules to identify where the interface

broke down.

Phase 2: Design & Evaluate

Low-fidelity wireframes → High-fidelity Figma prototype → Usability testing with real users

Principles Applied

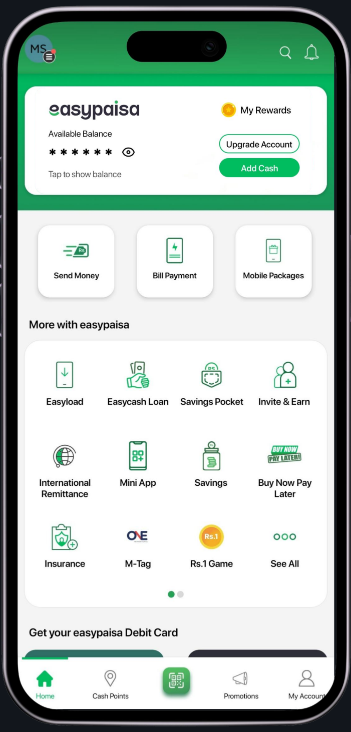
- Visibility of system status
- Error prevention
- User control
- Recognition over recall
- Consistency
- Accessibility

Key Change

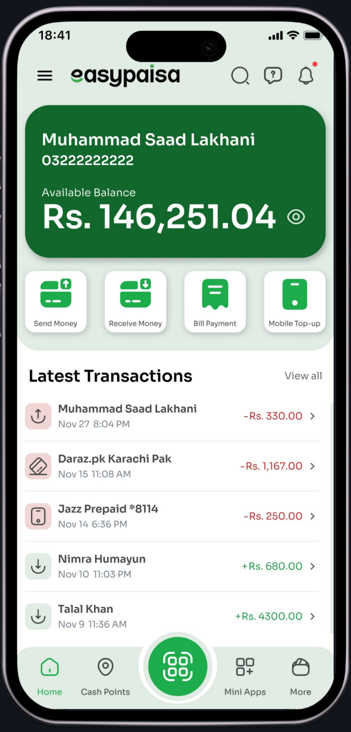
Less clutter, faster decisions

The original dashboard buried the most-used features beneath a grid of 12+ options. Users couldn't locate transaction history without scrolling, and the balance wasn't visible on the home screen.

BEFORE


easypaisa
My Rewards
Available Balance
******
Tap to show balance
Upgrade Account
Add Cash
Send Money
Bill Payment
Mobile Packages
More with easypaisa
Easyload
Easycash Loan
Savings Pocket
Invite & Earn
International Remittance
Mini App
Savings
Buy Now Pay Later
Insurance
M-Tag
Rs.1 Game
See All
Get your easypaisa Debit Card
Home
Cash Points
Promotions
My Account

AFTER


18:41
easypaisa
Muhammad Saad Lakhani
03222222222
Available Balance
Rs. 146,251.04
Send Money
Receive Money
Bill Payment
Mobile Top-up
Latest Transactions
View all
Muhammad Saad Lakhani
Nov 27 8:04 PM
-Rs. 330.00
Daraz.pk Karachi Pak
Nov 15 11:08 AM
-Rs. 1,167.00
Jazz Prepaid *8114
Nov 14 6:36 PM
-Rs. 250.00
Nimra Humayun
Nov 10 11:03 PM
+Rs. 680.00
Talal Khan
Nov 9 11:36 AM
+Rs. 4300.00
Home
Cash Points
Mini Apps
More

The redesign surfaced the four most-used actions (Send Money, Receive Money, Bill Payment, Mobile Top-up) directly onto the home screen. Balance became the hero element. The five most recent transactions now appear inline, with a 'View all' option for the full history.

Color coding (green for incoming, red for outgoing) and the addition of icons reduced cognitive load and removed the need to read individual transaction descriptions.

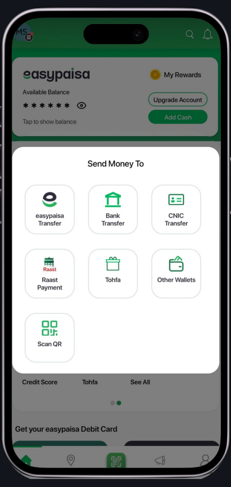
> Principle applied: Recognition over recall. Users see what they need rather than having to remember where it lives.

Key Change

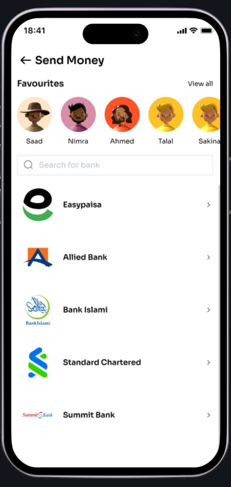
Fewer steps. Clearer feedback.

Streamlined Transactions
The original 'Send Money' screen asked users to choose a transfer type (Bank, Raast, Wallet, etc.) before they could do anything else: an unnecessary decision that confused users. The redesign replaces this with a single unified list of all banks and wallets, searchable by name. Favourited contacts appear at the top.

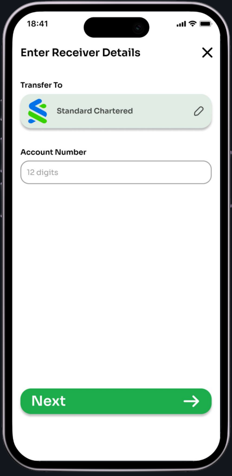
BEFORE


easypaisa
My Rewards
Available Balance
Upgrade Account
Add Cash
Send Money To
easypaisa Transfer
Bank Transfer
CNIC Transfer
Raast Payment
Tohfa
Other Wallets
Scan QR
Credit Score
Tohfa
See All
Get your easypaisa Debit Card

AFTER


18:41
Send Money
Favourites
View all
Saad
Nimra
Ahmed
Talal
Sakina
Search for bank
Easypaisa
Allied Bank
Bank Islami
Standard Chartered
Summit Bank

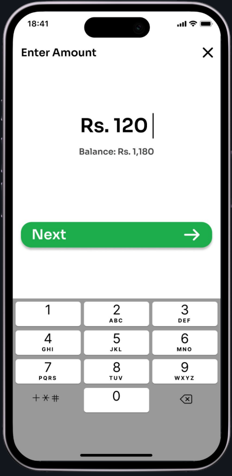
Real-time Balance Feedback
As a user types an amount, the available balance updates in real time below the input field. If the amount exceeds the balance, it highlights in red with an 'Insufficient Balance' label — preventing errors before they happen rather than after.


18:41

Enter Receiver Details

Transfer To: Standard Chartered

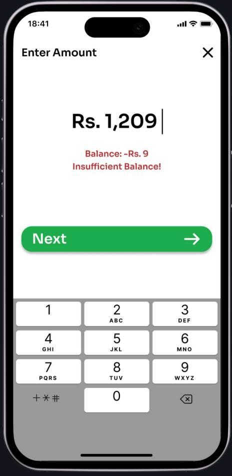
Account Number: 12 digits


18:41

Enter Amount

Rs. 120

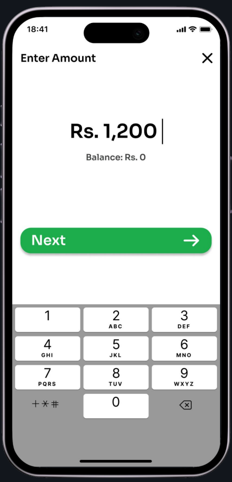
Balance: Rs. 1,180


18:41

Enter Amount

Rs. 1,209

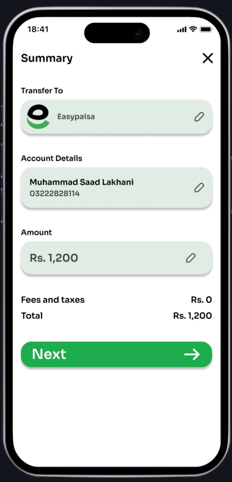
Balance: -Rs. 9
Insufficient Balance!


18:41

Enter Amount

Rs. 1,200

Balance: Rs. 0


18:41

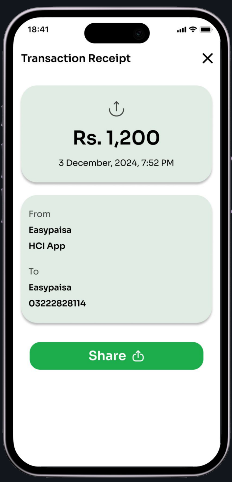
Summary

Transfer To: Easypaisa

Account Details: Muhammad Saad Lakhani
03222828114

Amount: Rs. 1,200

Fees and taxes	Rs. 0
Total	Rs. 1,200


18:41

Transaction Receipt

Rs. 1,200

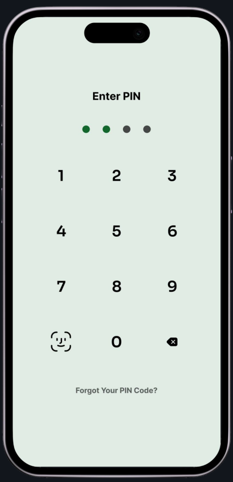
3 December, 2024, 7:52 PM

From
Easypaisa
HCI App

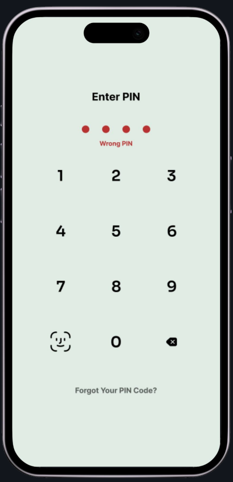
To
Easypaisa
03222828114

Error cue redesign

The original PIN error flow showed a loading spinner, then a small vague message. The redesign surfaces a clear red 'Wrong PIN' label directly beneath the input, immediately on entry — no loading delay, no ambiguity.

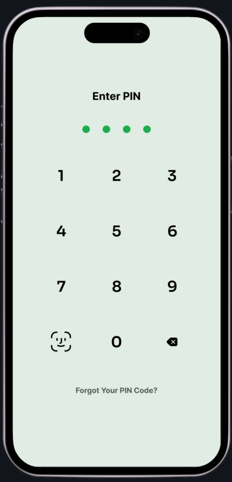

Enter PIN

Forgot Your PIN Code?


Enter PIN

Wrong PIN

Forgot Your PIN Code?


Enter PIN

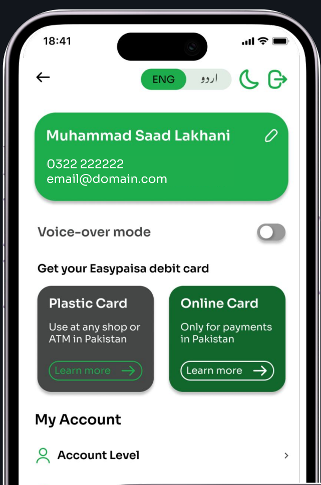
Forgot Your PIN Code?

Principles applied: Error prevention · Visibility of system status · User control

Key Change

Designed for everyone, not just the default user

Easypaisa serves one of Pakistan's most linguistically and demographically diverse user bases. The redesign introduced four accessibility features that were entirely absent from the original app.


18:41

ENG
اردو

Muhammad Saad Lakhani
0322 222222
email@domain.com

Voice-over mode ○

Get your Easypaisa debit card

Plastic Card
Use at any shop or ATM in Pakistan

Online Card
Only for payments in Pakistan

Learn more
Learn more

My Account

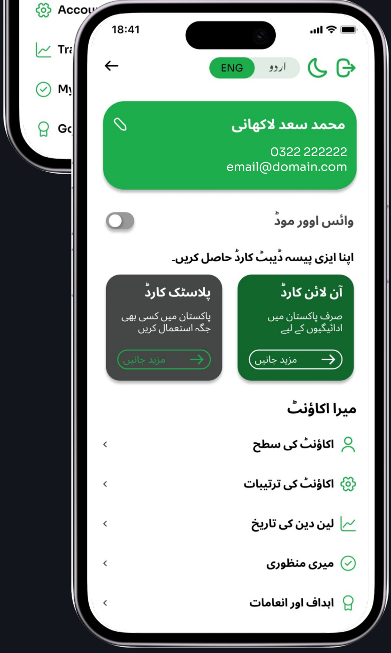
Account Level

Feature 1

Dark mode: moved from a buried menu to a persistent toggle in the top-right corner, accessible from every screen.

Feature 2

Urdu language toggle: Instant language switching between English and Urdu, available in the top navigation bar. No restart required.


Accou
Tra
My
Go
18:41
ENG
اردو
وائس اوور موڈ
پلاسٹک کارڈ
مزید جانیں
آن لائن کارڈ
مزید جانیں
میرا اکاؤنٹ
اکاؤنٹ کی سطح
اکاؤنٹ کی ترتیبات
لین دین کی تاریخ
میری منظوری
اہداف اور انعامات

محمد سعد لاکھانی
0322 222222
email@domain.com

اپنا ایزی پیسہ ڈیبٹ کارڈ حاصل کریں۔

پاکستان میں کسی بھی جگہ استعمال کریں

صرف پاکستان میں ادائیگیوں کے لیے

Feature 3

Voice-over mode: A screen reader mode for visually impaired users, activatable from the account settings screen with support from Easypaisa shop staff during onboarding.

Feature 4

System font scaling: Instead of in-app font settings, the app now reads from the device's accessibility font size settings, so senior users who've increased their font size system-wide see the benefit automatically in Easypaisa too.

Three groups. One redesign.

Most fintech apps are designed with a single 'default' user in mind. I tested and iterated with three groups who are routinely excluded from that default.

Group 1: Disabled users

Consistent use of a single green shade across the UI reduces confusion for users with colour blindness. Voice-over mode provides screen reader functionality for blind users, activated with assistance from Easypaisa's in-person agent network.

Group 2: Senior citizens

Rather than adding an in-app font size control (which would require users to find and configure it), the app now inherits font size from system-level accessibility settings, meeting seniors where they already are.

Group 3: Non-English / Urdu speakers

One-tap language switching to Urdu removes a significant literacy barrier for users who are more comfortable in their native language. The toggle is permanently visible in the top navigation — not buried in a settings menu.

What this project taught me

This project was my first experience taking a live product through a full HCI redesign cycle — from user research and pain point mapping through to a tested, high-fidelity prototype.

The most valuable lesson: good design isn't about adding features. The most impactful changes in this project were things we removed or simplified — a transfer type selection screen, a redundant notification action, a buried support button. Reducing friction is the work.