

# Tiptab - B2C Testing Sessions (December 2020)

## Iteration 1 (Friday 11.12.2020 - Tuesday 15.12.2020)

### 7 Testers

#### Gender:

- 6 out of 7 testers are male
- 1 out of 7 testers is female

#### Age:

- Range: 24-37 years old
- Average: 29 years old

#### Country of origin:

- 5 out of 7 testers were born in Germany
- 1 out of 7 testers was born in Spain
- 1 out of 7 testers was born in Russia

#### Country of residence:

- ALL testers reside in Germany

#### Relationship status:

- 5 out of 7 testers have a partner
- 2 out of 7 testers are single

#### Kids:

- ALL testers have no kids (0)

#### Occupation:

- 6 out of 7 testers are employed
- 1 out of 7 testers is a student

#### Job level:

- 4 out of 7 testers have a Senior role
- 3 out of 7 testers have an Entry-level role

#### Relationship with technology:

- 4 out of 7 testers like technology and use it whenever they need it (perceive it more like a tool that makes their life easier)
- 3 out of 7 testers are very excited about new technologies and use it all the time in any type of situation

#### Usage of mobile phone:

- 5 out of 7 testers are very experienced and use mobile apps and websites for everything
- 2 out of 7 testers use a set of diverse mobile apps and websites to cover specific needs in a convenient way

#### Opinion on QR codes:

- 4 out of 7 testers think QR codes are useful but they only use them in specific situations
- 2 out of 7 testers like QR codes and use them as they are a very convenient and fun way to access content
- 1 out of 7 testers thinks QR codes are useful but does not use them

#### Opinion on digital payments:

- 6 out of 7 testers like and use digital payments very often on their daily lives as they are convenient and fast
- 1 out of 7 testers likes and uses digital payments sometimes to cover some specific needs

#### Preferred digital payment methods:

- ALL testers selected PayPal as a preferred digital payment method
- 6 out of 7 testers selected Credit Card Payment as a preferred digital payment method
- 5 out of 7 testers selected Apple Pay as a preferred digital payment method
- 4 out of 7 testers selected Direct Debiting (SEPA Transfer) as a preferred digital payment method
- 3 out of 7 testers selected Instant Bank Transfer (Sofort, Giropay) as a preferred digital payment method
- 1 out of 7 testers selected Google Pay as a preferred digital payment method
- 1 out of 7 testers added Instant Payments (Echtzeitüberweisung) as an additional preferred digital payment method

## Usability Testing (Iteration 1)

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### **Task 1 - "Instagram Ad"**

#### **Description**

Imagine you are scrolling on Instagram and the following tiptab ad appears on your feed. Can you please take a look at it and tell us your impressions and thoughts about it?

#### **Scope**

Only Instagram ad screen

#### **Findings**

#### AD-RELATED THOUGHTS AND FEELINGS

Some testers had diverse initial thoughts when they saw the ad:

- 'I understand it's an ad because it is sponsored, I see it's not coming from my contacts as it's very different from my regular content.'
- 'I am usually triggered by sponsored ads'
- 'I am tired of digital advertisements and sensitive about ads on Instagram. I spend time on telling Instagram about which ads are not interesting and I do not want to see'
- 'Why am I targeted for this ad? Did I discuss it with friends?'

#### OVERALL DESIGN AND ILLUSTRATION STYLE

ALL testers mentioned that they like the overall design

- 'I like it, it's cool'
- 'At a first glance, I can say I like the design'

ALL testers liked the illustration style used in the ad

- 'I like the style illustration - looks catchy'
- 'It looks like Klarna. Modern, something for digital natives'
- 'Illustrations look happy and familiar'
- 'I like the illustration style'

3 testers out of 7 mentioned that they liked the illustration setting

- 'I like the city scene with diverse characters'
- 'I like that different types of delivery workers are represented'
- 'The illustrations are very informative'

- 'The ad setting seems timeless (it works no matter the season).'

3 testers out of 7 mentioned they had issues understanding the illustration that refers to the parcel delivery worker

- 'I was confused by the parcel delivery workers' uniform since in Germany it is yellow.'
- 'I suggest to put a "Post" logo on the guy on the left so it doesn't feel like just a guy that plays with his phone'
- 'I don't recognise the delivery guy on the left, maybe he is coming back from the airport?'

Some of the testers indicated that they had issues understanding the illustration that refers to the groceries delivery worker

## COLOUR

3 testers out of 7 mentioned that they like the background coloraturas

- 'I like the yellow background, it attracts my attention as I'm not used to see it in Instagram'
- 'The colour helps to make the ad very distinct'
- 'The colour could also work in dark-mode'
- 'I like the background colour'

1 tester mentioned that he likes the pastel colours used in the ad

## FONT STYLE

1 tester out of 7 referred to the font saying he liked it because it was clean

## AD CONCEPT AND CONTENT

2 testers out of 7 referred to the name as it playing a role in understanding what the service is about

- 'The name helps me in that I understand the topic: "Tip" with a "tap"'
- 'I understand "tip" but what does "tab" stand for?'
- 'Also, non-capital letters on tiptab was confusing while reading the caption below (hard to perceive the brand)'

4 testers out of 7 mentioned that they understand generally what the service is about

- 'It directly tells me what tiptab is about'
- 'I did not spend much time reading but it is easy to understand'

- 'The text is easy to understand'
- 'After I read, it's easy to tell this is for delivery workers'
- 'Not sure if this is related to delivery hero or any other company, but I understand that its a tool for me to tip digitally for delivery service.'

3 testers out of 7 mentioned that, on a first glance, they wouldn't understand what Tiptab is about

- 'Something about food'
- 'At a first glance I wouldn't understand what tiptab is about, also I don't know what are "my delivery workers"'
- 'The text feels long. My attention span is short, specially in IG, and If I don't read the copy it's hard to tell what this is about.'

4 testers out of 7 brought up that they feel attracted to animated content

- '80% of my attention is attracted by animated rather than static content'
- 'I hate when videos autoplay. I prefer static images than videos, but on the other hand animations are fine!'

### MOTIVATION TO TIP

5 testers out of 7 mentioned that their tips are motivated by a will to support delivery workers

- 'I like the feeling of helping out any kind of delivery people'
- 'I feel empathy for delivery workers'
- 'I know the delivery workers have hard conditions and they are not paid well'
- 'Despite not having a culture of tipping originally, in Germany I developed an emotional connection to delivery workers over time'

2 testers out of 7 mentioned that their tips are motivated by good service

- 'I tip them when they do their job properly'.
- 'DHL does not follow any instructions, I want the parcel delivery guy to deliver the package to me. I would totally tip him so I don't need to take the extra effort to locate the package etc.'

### MOTIVATION TO LEARN MORE ABOUT TIPTAB

3 testers out of 7 mentioned that technological and market curiosity would be a motivation to learn more about Tiptab

- 'I like all technologic products and startups and want to be up to date with the market, therefore I would like to check it out'
- 'If I see an ad of a brand or startup I like, then I want to check out what they are doing.'

- 'I wouldn't tap right away on learn more, would check the Instagram profile first (usually the modern new tech products have nice profiles with photos that are appealing to me)'
- 'I would like to learn more about the companies and people that already work with Tiptab'

4 testers out of 7 mentioned that the possibility to tip digitally would be a motivation to learn more about Tiptab

- 'Basically, I'm interested in tipping and also I'm super digital, so the combination of both would make sense for me.'
- 'I hate cash and I usually want to tip, so I would like to learn more'
- 'I would check it out because I like to pay digitally and I'm someone who usually would tip'
- 'I am moving my shopping and paying habits completely from offline to online'
- 'If the benefits would be clearly started on the instagram ad then I would probably click on learn more right away'

4 testers out of 7 mentioned that a emotional cause or a relation to the Covid situation would be a motivation to learn more about Tiptab

- 'Also this brand is socially motivated, so I will immediately click on Learn more'
- 'I can relate to the mask in the illustration, tipping digitally would be an opportunity to solve this issue and support them'
- 'I would be interested in learning more, specially due to Covid'
- 'Covid makes people more empathetic towards service workers'
- 'It's more hygienic than traditional cash tipping'.
- 'The caption reminds me of Christmas, I can relate to this right now'
- 'I like the "it's cold outside" description, makes me appreciate more the work they do'
- 'In the core its a niche product for the perfect timing (Covid)'

1 tester out of 7 mentioned that a recommendation by friends would be a motivation to learn more about Tiptab

- 'I usually ignore ads when they are not related to my feed (wouldn't learn more if I just see the ad)'
- 'I would check it out if its a recommendation from friends or word of mouth (I would look closer if the post comes from somebody I know)'

## **Task 2 - “Understand what Tiptab is about and create an account”**

### **Description**

Imagine you are interested in learning more about what Tiptab is really about and how it works, afterwards try to create an account.

### **Scope**

Start with the Instagram ad screen and the goal is ‘Your tips’ screen.

### **Findings**

#### VISUAL STYLE

4 testers out of 7 mentioned that they liked how the illustrations felt consistent with the ones appearing in the Instagram ad

- ‘I like that illustrations are matching with the IG ad’
- ‘It feels like a continuation of the IG ad’
- ‘The visual on landing page has the same content as the one before’
- ‘The illustrations are the same as in IG, I feel reassured as I already have seen this’

1 tester out of 7 mentioned that it was not clear and intuitive for him that there was something more after the header (scroll)

Some of the testers added the following adjectives about the design, complementing the comments given previously when checking the Instagram ad:

- ‘The design is welcoming’
- ‘I like the use of colors and contrast, and how simple it is’
- ‘I like the guy on the couch with the packages near him (I relate to him, as I don’t want to go and find out where my packages are).’
- ‘I can’t relate that much to the illustration of the delivery workers hugging (specially with Covid).’

#### UNDERSTANDING HOW IT WORKS

5 testers out of 7 read through the ‘How it works’ and initially perceived it as easy and clear to understand

- ‘I like that the home page is explaining how it works, it’s quite clear to understand.’
- ‘Intuitive and understandable, good description’
- ‘I understand that the second step is about redeeming a QR code. Steps are clear and not too many.’

- 'Easy and understandable how it works, I used to scan the QR code but now the delivery guy has to scan it, It would be fine for me to have the QR code on my phone'

2 testers out of 7 didn't like the effort to read through it but ended up doing it and understanding

- 'I don't like to read text, but after reading the steps I understand the process'
- 'I do not read the explanations on the steps, only the headlines.'
- 'Would be great to have a 60sec video explaining the app'

After reading and thinking about it, testers brought up some uncertainties and questions about the process:

- 'There was something unclear between steps 3 and 4, I thought the delivery worker was connected to me through the backend (so my tipping app is connected to their services as Amazon or DHL)'
- 'Do I need to download an app? There is missing information.'
- 'I had to double read the steps, as I thought I should have to scan a QR code on a parcel instead of creating a QR myself'
- 'I don't know what to expect when I Sign up, It would be helpful to know that I just need to give my name and phone number' (He didn't seem to see it in the steps)
- 'I'm not sure if the delivery guy also uses Tiptab or if he/she is aware how tiptab works'
- 'I'm missing a more clear disclaimer: "We are tiptab and with us you can tip everyone".'
- 'I would search for a FAQ or tutorial to clarify the information that was not clear. '

## CONCEPT AND CONTENT

4 testers out of 7 pointed out that tax-free tips is a key concept for them

- 'I like that the tip goes tax-free to the person'
- 'Hell yeah, tax free! This triggers german attention'
- 'Tax-free is the most important treat'

1 tester out of 7 mentioned that it is not able to relate to tax-free tips due to being tax-ignorant

3 testers out of 7 pointed out that appreciation for good work is a key concept for them

- 'I like when the page talks about appreciation for good work'
- 'Appreciation for good work is important'
- 'I also like appreciation of work'



2 testers out of 7 suggested to highlight these two concepts even more

- 'Maybe rethink the order of benefits so stuff like tax-free and appreciation for good work is first'
- 'Maybe you can highlight key words on the benefits'

2 testers out of 7 mentioned that they would rather read the benefits before the "how it works"

- 'I would be more interested in the "Why should I sign up for this", rather than the "How to tip" at this point, so maybe switch them.'
- 'I would prefer to have the benefits section before the "How it works".'

1 tester out of 7 mentioned that the benefits for the user are more important than the benefits for the delivery workers

- 'In regards to benefits I would relate and identify what Tiptab is solving for me first'

1 tester out of 7 mentioned that the benefits for the delivery workers are more important than the benefits for the user and therefore would switch the order

2 testers out of 7 mentioned that they wondered if Tiptab was keeping a fee from the tip

- 'Does Tiptab take a % of the tip? If this is not explained, I will give him cash.'
- 'I would like to know if Tiptab keeps a % of the tip, this should be much clearer.'

5 testers out of 7 mentioned that they perceive Tiptab as a trustable brand

- 'I would trust the page and sign up'
- 'Looks like a legit business'
- 'The brand looks professional'

2 testers out of 7 mentioned the footer as a source of trust

- 'The footer makes me trust the page, having all possible payment providers gives credibility for the brand.'
- 'Also the logos of the cards are great in the bottom.'

2 testers out of 7 mentioned that seeing PayPal in the page would be fundamental for them to sign up

- 'Something that will convince me to join is PayPal'
- 'If the service doesn't provide PayPal, I might not use it.'

2 testers out of 7 mentioned a need for further available information in order to build up trust

- 'Maybe a Trusted seal could make me feel even safer.'
- 'It's important for me to know who is behind the service.'
- 'I would like to investigate a bit more about Tiptab just to make sure it's 100% legit'
- 'I want to see the people working behind Tiptab, and then maybe I check them in LinkedIn to see they are real'
- 'Would also like to be able to learn more about Tiptab in the menu'

## SIGN UP

NONE of the testers had issues with finding the Sign Up buttons

- 'I like that the signup is in different places where it feels actionable to me'

ALL testers mentioned that the sign up process was very easy and straight-forward

- 'Signing up was very easy'
- 'It is a familiar process and interface'
- 'I perceived it as a 2-step process, easy and compact'
- 'The signup is easy, it seems fast and the design is clean'
- 'It's an intuitive process'
- 'The process is straightforward and convenient'.
- 'It's a seamless process'

6 testers out of 7 mentioned that they were happy with the amount and content of data they had to provide for sign up

- 'It's nice that I didn't have to choose a payment method yet'
- 'I am happy that I only had to input basic data'

6 testers out of 7 did not check the terms and conditions

- 'I didn't read the terms and conditions, everyone has my data already.'
- 'I usually check terms and conditions only for longer contracts to be aware how to cancel, but wouldn't do it for this product because it seems simple.'
- 'I don't see any "traps" along the way so I don't feel Tiptab will trick me. I trust it.'
- 'I don't read terms and conditions, if I'm interested in the service and I give them credibility (trust) then I don't read them.'
- 'I don't read the terms and conditions'
- 'I don't read the terms and conditions'

1 tester out of 7 checked the terms and conditions

- 'Tiptab is legally obligated to give me terms and conditions.'
- 'I won't read it all but it would be nice to have a summary in the fashion of "your privacy matters" and how does Tiptab work with my data, so I know they are not selling it.'

6 testers out of 7 mentioned that they rather prefer to use their phone numbers to sign up instead of email

- 'I don't like email verifications, I prefer the phone one'
- 'I like that it's with a phone number (I perceive email registration as spam)'
- 'The SMS code sent directly is very convenient. I prefer using phone numbers over email.'
- 'Phone number is more convenient to me, I don't want to get spam email (I am not interested in newsletters or any updates)'
- 'Phone number is super convenient'
- 'I appreciate the country selector for the phone number, I sometimes have issues with this because I still have my phone extension from Spain and German companies do not accept them.'
- 'The push notification is appreciated and expected if I give my phone number'
- 'I don't perceive the SMS verification as an extra step'
- 'I understand that phone number works good for security reasons'

1 testers out of 7 mentioned that they rather prefer to use their email address to sign up instead of phone number

- 'I would expect to use an email account and not a phone number.'
- 'My phone number is sensitive information. I prefer signup through email.'
- 'I use specific email addresses for services I don't know.'
- 'This will be a blocker for me and wouldn't proceed with the process unless a friend recommended (then I would ask if they created the account with a phone number too).'
- 'With an e-mail address instead I wouldn't mind signing up and checking it out.'

## LOGIN

3 testers out of 7 mentioned they would like to see a Sign Up button on the top of the page instead of Login

- 'I wouldn't click on Login in the top right corner, expected a signup button there'
- 'I wouldn't tap on Login'
- 'The Login button makes me feel this is for people who have an account already.'
- 'If this is the first time I interact with it, I would like to see Sign Up instead'

1 tester out of 7 mentioned that if there would be a chance to use the service as guest would not login (only logs in when services force the tester to do it)

2 testers out of 7 were wondering if they needed to login every time after sign up

- 'I would like to be logged in for a longer period of time so I don't need to do this every time'
- 'Do I have to login every time? I guess 2nd factor authentication is needed, right?'

3 testers out of 7 wondered how can they log in next time they want to use Tiptab

- 'Is login always happening with a phone number?'
- 'Do I need to set up a password for next time when I login?'
- 'I don't know how to login without a password but If it happens with a SMS it's fine too.'

1 out of these 3 testers mentioned that he would have preferred other methods than SMS to login

- 'I would rather use Apple Login than the current process'

#### YOUR TIPS (NO TIPS YET VIEW)

ALL testers mentioned that they like the disposition of the screen (2 sections), as it looks simple and clean, and understands intuitively how to use it for the purpose of tipping

- 'I love that can start tipping right away.'

1 tester out of 7 mentioned that he appreciates the personalisation (greeting "Hello Max")

1 tester out of 7 mentioned that the burger menu makes it looks more like now he is using "the real thing", as in the landing he didn't see any menu or other ways to find further information about Tiptab

### **Task 3 - “Understand how to tip and create a tip”**

#### **Description**

You have created an account and now you are logged in. Let's imagine it's lunch time and you are ordering food from your favourite restaurant. You want to use Tiptab to give a tip to the delivery worker. How would you do this?

#### **Scope**

Starts on 'your tips' screen and the goal is 'tip created successfully' screen.

#### **Findings**

##### LEARN MORE COMPONENT

2 out of 7 testers tapped on the “How to tip with Tiptab - Learn More” component out of curiosity or reassurance

- 1 out of these 2 testers mentioned that the process matched his expectations
- 1 out of these 2 testers mentioned that the tip amount selection in the illustration is not clear. The tester suggested using €, €,€, €€€ instead
- 1 out of these 2 testers mentioned that at this point the illustration created the doubt around if this service is available outside of Germany and thought that the tip amount selection might be a currency selector
- 1 out of these 2 testers mentioned that it would be preferred to see the features and steps of “the app”, as a bit more literal process
- 1 out of these 2 testers mentioned that the illustrations are very nice

5 out of 7 testers didn't tap on the “How to tip with Tiptab - Learn More” component with mentions such as:

- 'I know how it works so I can close it'
- 'I don't need to click on it because the information was on the previous page'
- 'Have read the steps before so I will skip'
- 'I feel like I know everything I need to know'
- 'I already read the information on the landing page'
- 'I would expect this to be self-explanatory'
- 'I will close the banner without checking it out'
- 'I would try to tip directly.'

2 out of these 5 testers mentioned that it would be great to have a short introduction video instead:

- 'A short introduction video I would tap on'
- 'I would like to see a video, “entertain me first” - I already have done a lot of work by signing up so don't make me read'

## WHEN TO CREATE TIPS

3 testers out of 7 mentioned they would create the tip after ordering (sometime before the delivery worker arrives)

- 'After ordering or when the guy rings.'
- 'Next time I could start creating a tip when I order.'
- 'I would check the process out of curiosity even, so I will know how to create a tip before ordering and needing to tip the delivery worker next time.'

4 testers mentioned that they would create the tip in the moment when the delivery worker rings on the bell or when he comes upstairs

- 'I don't want to think about tipping before my order arrives'.
- 'I would not like to create the tip before the process, I would like to do it when he is at my door or coming upstairs'.
- 'I don't want to waste time while tipping the delivery, should be instantaneous and seamless'
- 'Having to think about the tip before the delivery guy arrives gives me stress.'

2 testers out of 7 discovered the tip list view and mentioned that they would like to create multiple tips ahead of time and have them available for whenever they need to tip

- 'Oh, I can create more than 1 tip at a time'
- 'Oh! I can create multiple QR codes ahead of the delivery time'
- 'I would create 5 tips at the beginning of the month and use them when tipping'

3 testers out of 7 mentioned that they would forget to create tips out of their own will

- 'Would use this solution more often if it is integrated with the order in some way'
- 'Added value if there is a tracking number so I can get a notification and I know there is an order coming up from the systems I'm using (Amazon, DHL, Lieferando, etc.)'
- 'This reminder would trigger me to create a tip'
- 'I would need reminders to use the app, you haven't used me for the last 30 days'
- 'I would forget that I signed up for this service, I need that Tiptab reminds me to tip the delivery worker, "Tiptab now!".'

2 testers out of 7 pointed out that tipping before "getting the service" was strange to them

- 'I'm tipping someone before I tried the service'
- 'This looks like I'm being pre-charged and I don't know for what!'

## TIP AMOUNT

5 testers out of 7 mentioned that they tend to tip fixed amounts for delivery

- 'I usually give the amount I have laying around (1 or 2Eur)'
- 'Delivery is usually worth 2Eur for me as it is only delivery (not cooking and other stuff)'
- 'I would always give 1-2 Eur.'
- '10% tip makes sense at the restaurant for a good service, but not for delivered food'
- 'The first time I would use the lowest amount'.
- 'The first time I will try with the suggested amount'
- 'I won't put any custom value usually'

3 testers out of these 5 mentioned that they would use the amount recommendations displayed on the screen

2 testers out of these 5 mentioned that they would prefer to get the keyboard right away and write the amount manually

- 'Fixed amounts are unnecessary cognitive load for me'
- 'I don't want suggestions on tip amounts right away (I perceive it more like a secondary option)'
- 'I would prefer to have the keyboard open and a custom amount'.
- 'I don't like that the 2Eur is highlighted, that's what you want me to choose (somebody made a choice for me already).'
- 'Would prefer to write the tip by myself instead of fixed options'
- 'Would like that I can save a tip amount as a default option as I don't want to make a decision every time.'

2 testers out of 7 mentioned that they would like to select percentages instead of fixed amounts

- 'How much is the total amount of the delivery I'm paying? Maybe I would like to give a tip of 20% or 30% instead of €'s. Can the system know the price of my order?'
- 'Tiptab feels disconnected to the paid amount of the service I'm tipping for, therefore % would also be interesting!'

3 testers out of 7 mentioned some issues with the custom amount component

- 1 out of these 3 testers mentioned that he was disturbed about the visualization changing so much between fix amount and custom amount.
- 2 out of these 3 testers mentioned that they were confused by the trashcan icon of the selected custom amount
  - 'The trash icon is confusing, am I cancelling the tip?'

- 'I wonder what will happen if I click on the trashcan icon or the X? Why are these not consistent if they mean the same? Will I trash the custom amount or the whole tip?'

## PAYMENT METHODS

ALL testers mentioned that they would use PayPal as the payment method to create the tip

- 2 out of 7 testers added that they would prefer to use Apple Pay in case that would be available

ALL testers are familiar with PayPal login and payment process, they say it's standard

3 testers out of 7 mentioned they had an issue and were confused about the payment CTA design

- 'The payment buttons are not equally designed'.
- 'Why is pay by card highlighted? Do you want me to pay with my card?'
- 'I was completely confused and tapped on Pay with Card since it looked like the primary CTA, I thought the PayPal button was my payment method selection component'.
- 'Also, careful with the quote "Pay with card". Which card are we talking about? In Germany there is a big difference between credit and debit cards.'

4 testers out of 7 mentioned that they would expect and like to save the payment methods in their accounts

- 'Oh wait, I would have expected "Tiptab now" as CTA and then it's done'
- 'If I have to do PayPal sign in every time that's a lot of work, the one-time connection to my account should have been done before'
- 'I would prefer not changing to the browser every time to verify information'
- 'Time-wise, the process took me 1min and the moment of truth happens in 5 seconds. I should be able to make the entire process seamlessly when the guy shows up at my door'

1 tester out of 7 feels that the payment step is not a full payment but rather a PayPal payment authorization that gets redeemed/converted into real payment once the tip is collected by the worker

- 'I have generated the QR but has the transfer been already made?'



## TIP CREATION SUCCESS

6 testers out of 7 had their expectations met as they expected to have the QR code generated in the end of process (since it was mentioned in the steps before)

2 testers out of 7 mentioned that they were confused when they saw the tip page screen because it presented a mix of information for both them and the delivery workers

These 2 testers would rather prefer to have a success message and later access the tip:

- 'I would prefer to have a success message and understand that I completed the task clearly'
- 'I expected that the QR code appears now, but I didn't receive a success message'

## LINK AND ALTERNATIVE TIP CODE

2 testers out of 7 mentioned they didn't understand what was the aim of the link below the QR code

- 'I think that the link is giving me a different way to access the QR code later'
- 'The website link is for me to write the code down?'

1 out of these 2 testers later realised which was the real aim of the link and code

- 'Ah no, it will support when the QR code does not work.'
- 'I would feel very disappointed if I could not tip him because the code does not work, so it's great that they can write down the code in a piece of paper or take a picture for later'

## LOSING THE TIP

4 testers out of 7 mentioned that they would be insecure and scared about closing the tip detail page because it was not clear to them if they would lose the tip then

- 'Can I come back to my starting page? Will the QR code be available?'
- 'Would keep the window open to make sure the QR is available when the delivery comes.'
- 'What would happen if I have 2 deliveries at the same time?'
- 'Do I have to hold the QR code here until the delivery guy comes? Will the 1EUR tip disappear? Not intuitive what happens if I close the page.'
- 'When can I click the X button? I don't feel confident to do that and lose the tip'

- 'I would click on X when the push notification from my bank comes or when the delivery guy confirms that he sees the tip in his mobile app'
- 'When I click on close, this will be a cancellation of the QR code'

## INTERACTION WITH THE DELIVERY WORKER

When reaching this point in time, ALL testers were wondering if the delivery worker knows about (or uses) Tiptab

- 'This is my biggest concern, does the delivery person know about the system?'
- 'I don't know if the delivery guy uses Tiptab'
- 'If he already uses Tiptab, it would be definitely easier.'
- 'I will first ask the delivery guy if he uses Tiptab.'
- 'I would ask the person: "Do you use Tiptab?"'
- 'I would ask the delivery worker if he knows about Tiptab.'
- 'Would ask him if he knows how to use it'

3 testers out of 7 mentioned that they would have expected delivery workers to know about Tiptab already

- 'I expect him to know'
- 'The guy should know already what to do'

4 testers out of 7 mentioned that in case the delivery workers wouldn't know, they would take the time to explain in some measure

- 'If he has time, I would try to explain it "This is an easy method for you to receive tips digitally".'
- 'I would explain him about it because I really want to tip cashless (but I know not everyone will do)'
- 'It would be important that all people ends up using it so I don't have to explain it to everyone all the time'
- 'Would explain how it works, but if I need to do that many times maybe I would stop using it (too much effort).'
- 'Word of mouth will do a lot for a service like this, the service workers are key to spreading the word about Tiptab.'
- 'I would explain what it's about, would show my device and tell them to check it out.'
- 'I would tell them they have a library where they collect all QR codes, later they can decide when they want to request a payout.'
- 'If it does not work, I would probably go get some cash'

3 testers out of 7 mentioned that in case the delivery workers wouldn't know, usually they would not take the time to explain them

- 'It's not my responsibility to explain to him how it works, I would expect the partners or tiptab to do that.'
- 'If I have a good day and he speaks english then I may try to explain, my german is not good so I don't know how to or want to try to explain this to him'
- 'I would be afraid of the delivery worker tell me "Why don't you give me a coin instead?"'
- 'I would say "Google Tiptab", next time you come I will tip you that way so be ready to collect your tip. I don't have time to explain to him.'

5 testers out of 7 were unsure about what the delivery worker needs to do to collect the tip

- 'Is it easy for him to get Tiptab?'
- 'Do they scan the QR codes with their phones or with the machine they use for the packages? And if it's with the phone, is it their personal phone or the company phone?'
- 'I expect that the delivery guy needs to download the app to receive the tip.'
- 'How long does it take him to get the tip?'
- 'Does he need to download the app too or does he only need to take a picture of the QR code?'
- 'I wonders what happens when the worker scans the QR.'
- 'Maybe it would be cool to have a CTA to Share tip? - Airdrop, WhatsApp, Email, etc.'
- 'I would like to know what happens on the delivery guy's device once he scans the QR code'
- 'I would ask because I'm not sure if they can receive it.'
- 'Still don't know why he has to scan my phone and not the other way around'
- 'I think that even if they are not registered on Tiptab I expect that they will receive the tip.'
- 'I feel delivery workers are always busy and in a rush, so I'm not sure they have the time to check the tip after they scan it.'

## CONFIRMATION

3 testers out of 7 specified that they would like to get a confirmation that the tip is collected since they would be unsure not knowing if the delivery worker had received the tip

- 'Do I have a confirmation message that this tip was successfully transferred?'
- 'I expect that I show my screen and he confirms he receives it.'
- 'I would like to see a notification right away that they received the tip.'
- 'I will be not satisfied if they have to go away and I'm not sure that the tip worked.'

## YOUR TIPS (LIST VIEW)

4 testers out of 7 closed the success tip detail page and liked to see there was a new visualization for tips in the Dashboard

- 'I love to have a list for how much I tipped.'
- 'Tiptab helps me track how much money I spent on tips.'
- 'I like the chronological sorting.'
- 'I like the time-stamp, but time of collection is more relevant for me than time of creation'
- 'I always like to clean up interfaces so maybe I would like to delete the collected tips'
- 'I like the tags that inform me that the delivery guy received the tip'.
- 'I like the tags, but would be cool to have a differentiation between "not scanned", "scanned but not collected" and "scanned and collected" (avoid giving tips'

1 tester out of these 4 mentioned that would prefer to have a real dashboard other than a list

- 'I would appreciate different lists, visualisations and categorisations.'
- 'Also extra information like which services have I tipped, how much, etc.'

## PROFILE PAGE

1 tester out of 7 visited the profile page and mentioned that would like to update it with his information

## OVERALL THOUGHTS

ALL testers mentioned that they could see themselves using this service (Tiptab) in their daily life

5 testers out of 7 mentioned that they would use this service in greater measure than other tipping methods like cash

- 'The service is interesting, it connects me to people I want to tip.'
- 'I have a lot of doubts when I tip and I feel Tiptab is helping me to solve those doubts (i.e. who receives the money?)'
- 4 testers out of these 5 mentioned that they don't like or usually have cash with them so try to pay everything digitally
  - 'My mobile phone is more often around me than my wallet so I will tip definitely more digitally than with cash'
  - '100% digital tip if there is the choice'
  - 'I would use 80% digital tip - 20% cash tip'

- 'Would use it because it feels easy to tip somebody with it'
- 'I don't like using cash, I never have coins at home so Tiptab is very convenient.'

2 testers out of 7 mentioned that they would alternate between this service and cash tipping

- 1 tester out of these 2 mentioned that he would decide depending on what is more at hand in the moment of tipping (coins or phone)
- 1 tester out of these 2 mentioned that even he is using less and less cash every time, he prefers to tip reactively and cash is a highly reactive method for tipping
- Both these 2 testers mentioned that they could imagine themselves using this service in a greater measure than cash if there were additional incentives

4 testers out of 7 mentioned that awareness topic is crucial for them

- 'Tiptab needs to make people understand who benefits from this'
- 'If Tiptab explains to me that the purpose is to eliminate the middleman (partner) from the way because they do not care about their employees tips, then I'll be happy to proactively prepare a tip beforehand'
- 'By knowing that there is no "middle man" and getting a further explanation of why is that, that would trigger me immediately to tip with Tiptab'
- 'I would appreciate a reminder that tipping is important and I'm NOT doing it (Why did you forget tipping? There is a social responsibility!).'
- 'I don't know that the Lieferando tip does not go fully to the service worker'
- 'I would like to know the issues of the rest of tipping services, why should I tip via Tiptab and not Lieferando? That should be on the landing.'
- 'Would like to get an awareness campaign that guarantees this money goes to the delivery person and doesn't get stuck in the restaurant at all'

## PROPOSITION VALUE

ALL testers mentioned that they feel digital tipping is enough value proposition for them to use Tiptab in some measure

4 testers out of 7 mentioned that they would like it when Tiptab donates in collaboration with 'Share The Meal' and the 'World Food Programme' after they tip a certain amount via Tiptab

- 'The first thought coming to my mind was Ecosia, by using the browser we grow a tree to reforest. Love that!'
- 'Share the meal to donate is a great incentive, I would definitely use Tiptab in greater measure then.'
- 'Share the meal is much more interesting to me, sounds appealing and I would like that very much.'

- 'Sounds good but it should be easy to understand as it could make Tiptab not look so straightforward as a service'
- 'I donate to a NGO of animal rights and they double the amount I donate. If Tiptab does this NGO collaboration, I will definitely use it!'
- 'I would love it, but I wouldn't expect a service to do things like this by default (positively catches him off-guard)'

3 testers out of 7 mentioned that they would like it when Tiptab tops up the tip amount after they tip a certain amount via Tiptab

- 'Also nice, but not as triggering as the donation'.
- 'Doesn't click that much. Sounds nice but I would like STM collab better'.
- 'I like it, but this would make me think where does this money come from.'

2 testers out of 7 mentioned that they would like it when there is a loyalty program in place so they get something back after tipping via Tiptab

- 1 out of these 2 testers mentioned that this would be a reason to use Tiptab in greater measure
- 1 tester out of 7 said that he tries to avoid point systems and wouldn't like it unless it would allow him to choose more flexibly where to redeem them

## TIPPING USE CASES

6 testers out of 7 mentioned that they would use this service for food delivery

1 tester out of 7 mentioned that he was expecting it would be possible to use this service for other use cases than just delivery, including tipping taxi drivers

1 tester out of 7 doesn't order anything with delivery because he does not believe in the delivery system but could imagine himself using it to tip any other service person right away

1 tester out of 7 mentioned that the perfect use case for this service would be tipping hairdressers

1 tester out of 7 mentioned that he could even imagine himself using this to give money to homeless people on the streets

ALL testers mentioned that they do not tip parcel delivery workers

- 'I never tipped a guy that has brought a parcel to me, nobody has ever told me that I should tip them'
- 'With parcel delivery workers I feel is a bit different, I only give them customer satisfaction rate'

- 'I would like to support parcel delivery workers but I'm usually annoyed with them'
- 'Tipping delivery workers feels strange as it is not part of the German culture, but now I feel bad because it makes sense'.
- 'I get Amazon packages 3 times a day but I never tip'.
- 4 testers out of 7 mentioned that they could imagine using Tiptab to tip parcel delivery workers
  - 'Is this something that Tiptab will make me do, change my behaviour so I think about tipping the delivery guys?'
  - 'If Tiptab helps them to be more focused, I will tip them'
  - 'I would use it to tip for parcels so the workers finally bring me my packages!'
  - 'Would not use it to tip for letters or small packages, but I would tip for DHL heavy packages'
  - 'I don't tip them but that could change if I had this app and it gives me awareness/ reminds me'

NONE of the testers could relate with delivery of groceries but thought it would be a valid use case for tipping via Tiptab

### APP vs BROWSER

6 out of 7 testers referred to Tiptab as an App and expressed their preference for this product typology with mentions such as:

- 'Once I've signed up, am I still on the website or in the app?'
- 'I know this is in the browser but I prefer an app'
- 'I think this is an app I'm signing up for'
- 'I would expect this is an app'
- 'My biggest wish is to have Tiptab as an app'
- Some of them added the following comments in order to justify this preference:
  - 'It's just more convenient'
  - 'The web feels like a natural way to learn about Tiptab, but then the app is more organic for usage'
  - 'It gives me another layer of security'
  - 'It's more handy for me to generate QR codes from an app than from the browser'
  - 'I'm using several apps that are for very specific uses like Tiptab, they are as easy and seamless as possible'
  - 'Login would be easier if I use FaceID'.

1 out of 7 testers mentioned that he does not like downloading apps but also wouldn't like to open/enter the browser manually too often in order to go through this process (would prefer to start the process by scanning a QR code or an alternative method)



## **CONCLUSIONS (ITERATION 1)**

1. All the testers, who are clearly representing different archetypes in our target group, demonstrate that there is a clear interest in this kind of service and would use it in some measure in their lives
2. The design style and branding are perceived positively
3. It may be interesting to explore animated content for the ads in order to try maximise attraction during short attention span
4. Food delivery is the use case people can relate to the most, it may be interesting to bring this on the main focus
5. Parcels and grocery delivery services are not as relatable or clearly visually represented for the testers, maybe we should try to represent them a bit more explicitly and in a second plain
6. Some testers didn't understand the concept of tiptab in the ad and perceived it as a delivery/food app. Maybe we should explore a visual setting for the ads where the act of tipping is more explicitly represented, so our service is more clear and easy to grasp before people start even reading text
7. The main motivations that triggers testers to learn more about us are either emotional/covid related narratives or tipping digitally, build our narrative around these
8. As the two main discovered motivations to tip are "supporting delivery workers" and "saying thank you for good work", this should be used in our narrative to engage with users and invite them to tip
9. Our narrative could be enhanced by adding awareness on why it is important to tip delivery workers
10. Our narrative could be enhanced by adding awareness on why you should tip with Tiptab VS other tipping methods
11. We will find some reluctance regarding ads, even if the user would be interested in our service. Maybe we can brainstorm about a "Share/Referral" campaign to engage with users that do not care about, or try to avoid, ads
12. It's not clear for testers that you can tip every delivery worker in Germany, they still perceive it's only possible to tip certain types of delivery workers or specific companies

13. It's not clear for testers that partners are not involved in the tipping process, as well as not understanding why it's that way. Maybe we should include this explanation of 1-1 tips without "the middle-man" in our narrative
14. The biggest pain point is that testers think that delivery workers need to have a Tiptab account/app before their interaction in order to be able to collect the tip (the delivery worker needs and process is a mystery to them). Let's erase this enigma, we need to make users feel they need to tip this way, not just if the delivery workers want to (power of the tipping act should be on them as proactive tippers and not on the delivery workers). Shift from "Do you use Tiptab?" to "Here you have a digital tip, scan it and get it, it's easy"
15. Maybe we should illustrate "how it works" with a real-life use case so people can relate to the easiness of it and envision things like: when to create a tip, the interaction between user and delivery worker, etc.
16. We should highlight "Tax-free tips" and "Appreciation for good work" as the two main benefits for workers
17. We should strive for transparency and clearly state if Tiptab keeps a % of the tip or if there is a fee involved and what do we do with this fee (e.g. pay the credit card cost fee, etc.)
18. There are different preferences in what to see first when landing on the page, either "why tiptab" or "how does it work", there is not a clear pattern here to decide what should be presented first
19. Regarding trust, the testers felt the service was overall feels legit but we could improve this trust by including the payment method logos earlier in the page (maybe in the tip step on how it works) and, if possible, adding a verified seal of trust
20. Add one section with FAQ and one with further information about the team behind the project/mission statement for people that wants to explore further about the project/service before signing up
21. We should remove the Login button from the top right corner in the screen. In case testers would get a more advanced/clear explanation of tiptab and how it works during the ad (e.g. animated content), we could place a Sign Up CTA in this location for people who feel confident to sign up without reading further

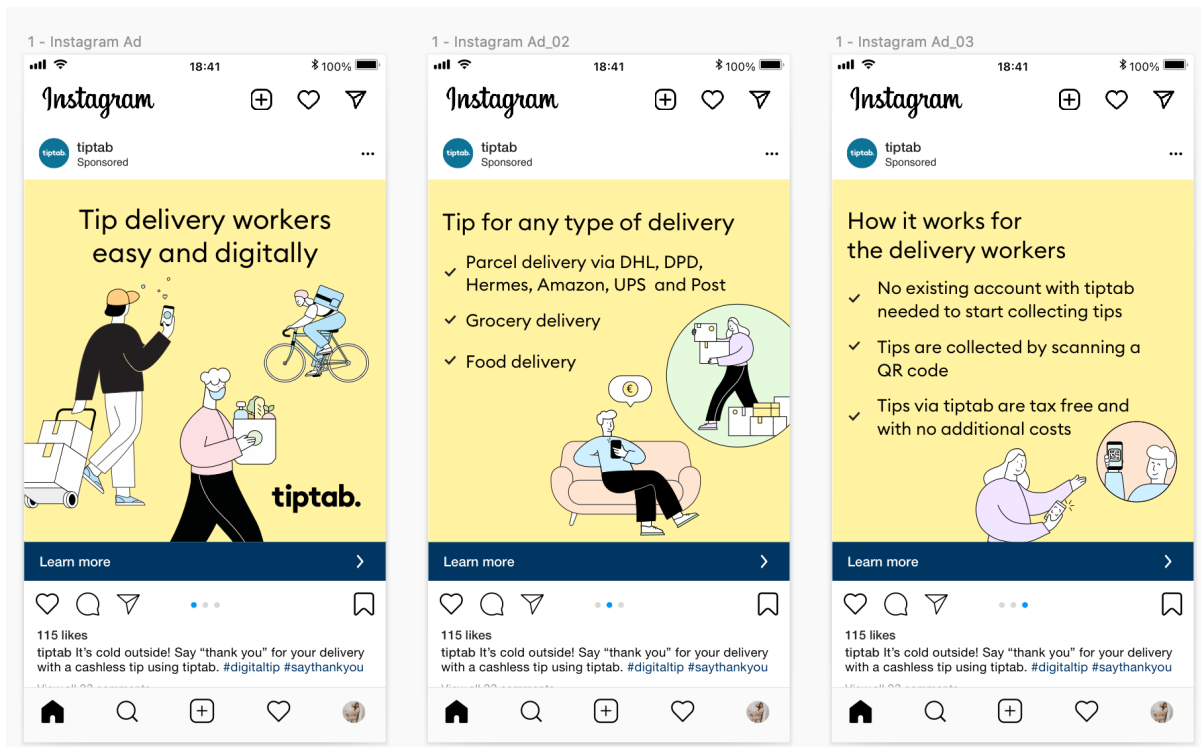
22. Sign up felt as a straight-forward process and so far we wouldn't think about adding alternative sign up methods for now as most of the testers were more inclined to use their phone number than email addresses
23. During sign up, it would make sense to mention that the mobile phone number will be used to login too
24. Regarding the learn more component, we could just change the illustration for the tip amount so we get more a feeling of increase of tip (quantity) between the options and avoid thoughts regarding currency selection
25. Since most testers would like to create the tip instantly when the delivery worker is coming upstairs or at the door, we should think about finding ways to make this product seamless and basically a 1-tap action (e.g. save preferred payment method, save preferred tip amount, repeat previous tip, etc.)
26. In case we want to create habit on people creating tips beforehand, we should think about adding features that train them to do that (e.g. video representing the order to tip journey, add tracking number of expected delivery so we can send you a "create tip" reminder once there are changes (app 17Track), etc.
27. Regarding the tip amount, there are some interests in using percentage instead of fixed tip amount, as well as preferences for custom amount as default. These are not relevant enough patterns yet, so let's keep it with Tip amount recommendations for now
28. Bring payment CTAs closer in terms of design to avoid confusion (maybe using another color variant for PayPal instead of gray)
29. In the end of the process to create a tip, we should add a success message and separate it from the tip detail page so we avoid confusion regarding who is the expected reader of the content and also to avoid the feeling that closing the "success tip detail screen" will make them lose the tip
30. Reframe the wording for the alternative tip code and make it more easy to scan and understand
31. We may face some reluctance from users that need to explain Tiptab to delivery workers who do not know about it, but we should give them enough value and reasons so they don't mind doing that. Maybe for every time your tip is the first one that a delivery worker ever collects, you can get something in return, or tiptab does something good for the world → Incentive)

32. Also, it should be very clear for the users what does a delivery worker need to do to really collect the tip. Bring transparency to this so they can support.
33. Add instant confirmation (push notifications) for the changes in the tip status. (e.g. your tip was scanned by the delivery worker, the tip was collected successfully by the delivery worker)
34. We should explore enriching our proposition value by adding a donation aspect, so try to maximise people signing up (e.g. for every 3€ tips happening via Tiptab, Tiptab donates on top a full day of meals to one children in need). Clear collaboration with legit important causes like “World Food Programme” and “Share the Meal”
35. Regarding use cases, we should later in time think about creating awareness for verticals that are not that obvious and deserve tips. This would be a feature that could happen after user acquisition.
36. We should build an App.

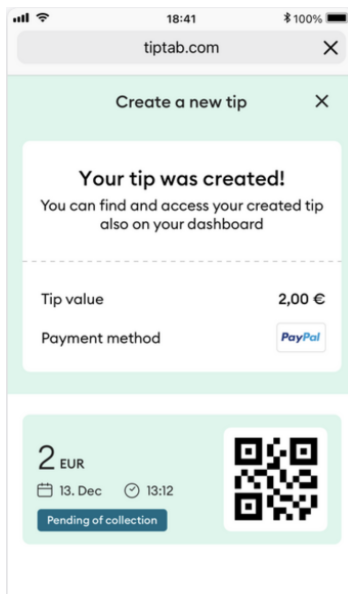
## **PLANNED CHANGES FOR ITERATION 2**

### **ITERATION 2.0**

**Instagram Advertising:** Added carousel screens 2 and 3 to clarify what tiptab is about and delivery workers don't need an account in tiptab to receive the tip.

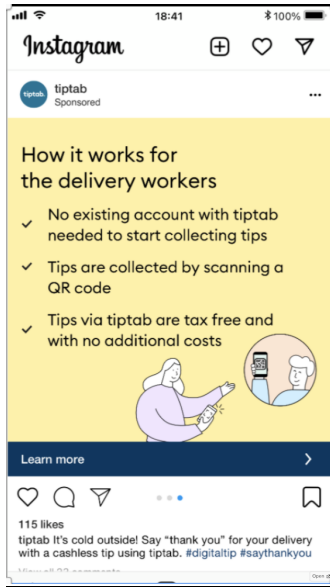


**Success Screen:** Redesign hierarchy information for success screen after creating a tip to remove uncertainties on how to move forward in the navigation flow after this action.

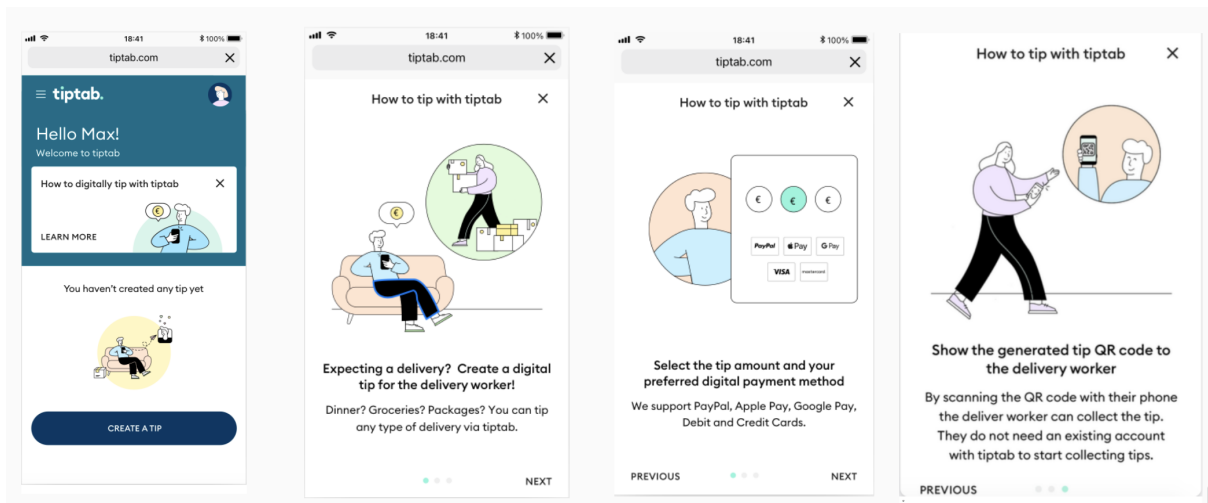


## ITERATION 2.1

**Instagram Advertising:** Adjusted copy on carousel's slide 3.

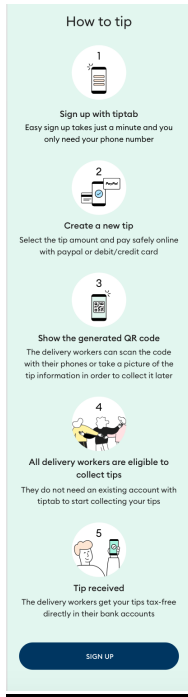


**Dashboard - Learn More:** Adjusted copy on the third screen of *Learn More*. AHA Moment - Delivery workers don't need an account with tiptab to start collecting tips

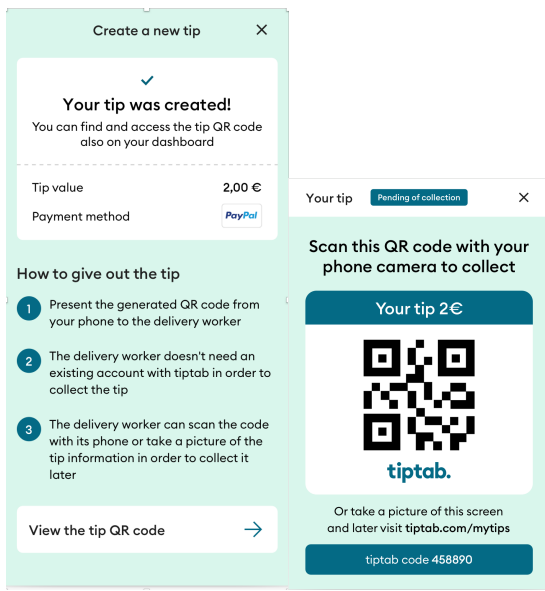


## ITERATION 2.2

**Landing Page:** Adjusted copy on How to tip and added same steps of success screen to Landing page



**Success and Tip screens:** Added 1,2,3 steps to the success screen, also a tip detail separated screen







## **Iteration 2 (Tuesday 15.12.2020 - Friday 18.12.2020)**

### **14 testers**

#### Gender:

- 7 out of 14 testers are male
- 7 out of 14 testers are female

#### Age:

- Range: 23-36 years old
- Average: 29 years old

#### Country of origin:

- 9 out of 14 testers were born in Germany
- 1 out of 14 testers was born in USA
- 1 out of 14 testers was born in India
- 1 out of 14 testers was born in Lebanon
- 1 out of 14 testers was born in Russia

#### Country of residence:

- 12 out of 14 testers reside in Germany
- 1 out of 14 testers reside in Switzerland

#### Relationship status:

- 10 out of 14 testers have a partner
- 3 out of 14 testers are single

#### Kids:

- All testers have no kids (0)

#### Occupation:

- 10 out of 14 testers are employed
- 2 out of 14 testers are self-employed
- 1 out of 14 testers is a student

#### Job level:

- 4 out of 14 testers have an Entry-level role
- 7 out of 14 testers have a Mid-level role
- 2 out of 14 testers have a Senior role

#### Relationship with technology:

- 7 out of 14 testers like technology and use it whenever they need it (perceive it more like a tool that makes their life easier)
- 6 out of 14 testers are very excited about new technologies and use it all the time in any type of situation

#### Usage of mobile phone:

- 2 out of 14 testers are very experienced and use mobile apps and websites for everything
- 11 out of 14 testers use a set of diverse mobile apps and websites to cover specific needs in a convenient way

#### Opinion on QR codes:

- 3 out of 14 like QR codes and use them, they are a very convenient and fun way to access content.
- 7 out of 14 think QR codes are useful but I only use them in specific situations.
- 2 out of 14 think QR codes are useful but I don't use them.
- 1 out of 14 don't like QR codes, it never felt easy or convenient to scan them.

#### Opinion on digital payments:

- 9 out of 14 like and use digital payments very often on my daily life, they are convenient and fast.
- 3 out of 14 like and use digital payments sometimes to cover some specific needs.
- 1 out of 14 don't like or use digital payments because I don't trust them.

#### Preferred digital payment methods:

- 10 out of 14 selected PayPal as a preferred digital payment method
- 3 out of 14 selected Apple Pay as a preferred digital payment method
- 1 out of 14 selected Google Pay as a preferred digital payment method
- 9 out of 14 selected Credit Card as a preferred digital payment method
- 7 out of 14 selected Direct Debiting (SEPA transfer) as a preferred digital payment method
- 1 out of 14 selected Instant Bank Transfer (Sofort, Giropay) as a preferred digital payment method
- 1 out of 14 added Twint as a preferred digital payment method

## Usability Testing (Iteration 2)

[Link to tiptab Gallery]

### **Task 1 - “Instagram Ad”**

#### **Description**

Imagine you are scrolling on Instagram and the following tiptab ad appears on your feed. Can you please take a look at it and tell us your impressions and thoughts about it?

#### **Scope**

Only Instagram ad screen

#### **Findings**

##### INTERACTION WITH IG CAROUSEL

6 out of 14 participants swiped right and interacted with the carousel screens.

- 3 out of 6 mentioned the second screen of the carousel and found it interesting that they can tip parcel delivery workers through tiptab
  - ‘I can tip through tiptab for any type of delivery’
  - ‘This is interesting because I want to tip parcel delivery workers’
  - ‘It’s interesting I can tip parcel delivery’
- 2 out of 6 mentioned the third screen of the carousel
  - ‘I wonder about the legal aspects of tax-free and found confusing that they don’t need an existing account.’
  - ‘I’m not a delivery worker so I don’t know if this information is relevant to me.’

##### AD-RELATED THOUGHTS AND FEELINGS

Some testers had diverse initial thoughts when they saw the ad:

- ‘I most likely click ads that seem interesting.’
- ‘Would never click on a sponsored ad or CTA. I discover new products on the streets, through tech newsletters or word of mouth.’

- 'Tiptab ad most likely will catch my attention because my IG feed is surrounded by photos and not illustrations.'
- 'The attention span I give to an ad on the feed is different than the one I give while interacting with IG stories. In stories, I'm most eager to be attracted and to learn about a service.'

3 out of 14 testers mentioned they will stop scrolling and check the ad

- One mentioned stopping scrolling because the ad looks different from the things (s)he usually sees.
- The other two testers mentioned the ad will catch their attention and they will like to learn more about tiptab.

3 out of 14 testers mentioned they won't stop scrolling when seeing tiptab ads

- One mentioned avoiding ads on Instagram.
- One mentioned keeping scrolling without reading the ad.
- One mentioned scrolling very fast and he usually records more when interacting with Instagram stories.

## OVERALL DESIGN AND ILLUSTRATION STYLE

3 out of 14 testers mentioned that they like the overall design

- Tester 3: I like the design
- Tester 4: I like the design. The illustrations will catch my attention.
- Tester 8: I like the ad. It looks modern.

2 testers referred to the different services illustrated in the ad

- Tester 2: Parcel or food I can tip them with this app without any effort.
- Tester 5: I recognize food deliveries, packages, and groceries.

3 testers out of 14 testers mentioned they relate more to the food delivery worker.

- Tester 4: I will like to see the food delivery guy bigger because I relate to him more than the one who is doing groceries.
- Tester 8: The grocery guy doesn't stand up so much as the food delivery guy.
- Tester 9: The one in the bike is the food delivery guy - is the most obvious to me.

2 testers out of 14 found confusing the illustration that refers to the parcel delivery worker

- Tester 9: The DHL guy looks like he is travelling.
- Tester 10: Finds confusing the way the parcel delivery worker is holding his phone. The hearts coming out of the phone are not communicating to him that the delivery worker is receiving tips.

2 testers out of 14 mentioned they prefer real photos over illustrations

- Tester 5: I prefer when advertisements have faces.
- Tester 11: I will prefer to have photos of real people instead of illustrations.

Some testers had diverse thoughts regarding the colors of the IG ad.

- Tester 5: The colours will attract me to look at the ad. I like when ads have bright colours.
- Tester 9: Wouldn't feel attracted to the colour. Is not appealing. Will react more to vibrant or neon.

## AD CONCEPT AND CONTENT

8 out of 14 testers mentioned that they understand generally what the service is about

- Tester 1: I understand the ad is about tipping any activity. I can tip through tiptab for any type of delivery. I open tiptab and I'm able to tip easily from there.
- Tester 2: Tiptab is an app I can tip anyone that supplies any service.
- Tester 4: I can use this to tip people who bring me food with Lieferando
- Tester 5: At first glance, I think tiptab is a delivery service. Then, the name helps me understand what this is about. It is named tiptab is about giving tips.
- Tester 6: I can use this to tip people who bring me food with Lieferando. It's clear what the app offers.
- Tester 8: Tiptab is to tip delivery workers.
- Tester 10: Is to tip delivery workers.
- Tester 12: I get it without the sentence - tiptab and tip delivery workers.

4 out of 14 testers mentioned that they wouldn't understand what Tiptab is about

- Tester 7: This ad is about delivery. I wouldn't know that it is about giving a tip.
- Tester 13: Ordering stuff, probably food. I understand I can order food.

- Tester 14: It's about delivery, I would be curious what type of delivery exactly.
- Tester 9: Is this about traveling? Is the guy on the bottom a chef? Does he wear a hat? The parcel delivery guy looks like he is traveling. The ad doesn't show me the moment where I as an end-user tip a delivery worker.

3 out of 14 testers mentioned something related to the copy of the ad:

- Tester 2: I will read the ad because I'm the kind of customer that always tips.
- Tester 4: He understands the copy and will read it. He will be more attracted to read the ad if the copy is framed as a question.
- Tester 12: The connection between the name and the copy is clear - also the images. He will not probably read the header copy.

3 out of 14 testers mentioned something related to the caption of the ad:

- Tester 2: The caption is the last thing I read or noticed.
- Tester 7: From the caption, I understand this service is to tip digitally
- Tester 12: I wouldn't read the caption of the post so it's difficult to get the emotional side of COVID to tip delivery workers.

3 out of 14 testers mentioned the topic of "No existing account needed":

- 2 out of these 3 users found it confusing that delivery workers don't need an account on tiptab to receive the tip.
- 1 out of these 3 users finds it convenient that delivery workers don't need an account on tiptab to receive the tip.
- 

2 testers referred to the Tax-free benefit:

- Tester 10: I will wonder about the legal aspects of tax-free.
- Tester 2: I don't know what tax-free is for me but for the delivery workers is nice.

3 out of 14 testers brought up that they feel attracted to animated content

- Tester 1: Expects a video after clicking on Learn More.
- Tester 11: Feels getting information from videos is always better.
- Tester 12: Mentioned videos make a difference when scrolling on the Instagram feed but not when interacting with Instagram Stories.

MOTIVATION TO TIP

3 out of 14 testers mentioned that their tips are motivated by a will to support delivery workers

- Tester 2: This would remind me to keep tipping the people who make my life more convenient.
- Tester 3: It reminds me that I can tip delivery workers.
- Tester 8: I would like to tip the parcel delivery workers. DHL guy is always in a good mood - he is wishing us a good day.

### MOTIVATION TO LEARN MORE ABOUT TIPTAB

4 out of 14 testers mentioned that a emotional cause or a relation to the Covid situation would be a motivation to learn more about Tiptab

- Tester 2: No direct contact because of COVID - this motivates me.
- Tester 6: I will use it because of Corona
- Tester 11: I will prefer a more emotional message - like delivery workers are working very hard during COVID times.
- Tester 12: A message like: "Delivery workers are essential workers during COVID times" addresses a different need or motivation to me as a user of tiptab. This will make me more curious or interested to Learn More.

5 out of 14 testers mentioned that the possibility to tip digitally would be a motivation to learn more about Tiptab

- Tester 3: I would be interested when I can tip and realize I don't have cash.
- Tester 5: It's not always possible to tip with a card - because of tax.
- Tester 6: I have been many times in a situation where I don't have cash and I will like to tip.
- Tester 7: The benefit to me is that I can tip with card. I don't need to take coins with me.
- Tester 8: Cash is not handy - I'm running out of change. I don't go to the ATM that often so I don't have cash as often as I did.

5 out of 14 testers mentioned they are motivated to tip through tiptab if the whole tip goes to the worker.

- Tester 4: Native systems to tips through Lieferando are weird. I'm not sure if the tip is going to the delivery worker.
- Tester 5: If I pay with card I know they don't receive the whole amount.

- Tester 9: It's so important for me that the service worker receives the tip.
- Tester 10: I tried to tip with cash and not from the app. I know the companies take a % from the tip.
- Tester 11: I don't tip with Lieferando because I know they don't receive the money.

1 out of 14 testers will be triggered to learn more if (s)he knows tiptab works in his city.

1 out of 14 testers will be triggered to learn more if (s)he a friend recommend tiptab to her/him.

### TIPPING BEHAVIOUR

Some testers had diverse thoughts regarding the which services do they tip

- Tester 1: Always at the restaurant. With food delivery sometimes I tip and sometimes I don't.
- Tester 3: For delivery I only tip food services. I have learned to tip people who deliver food but not the ones who delivered parcels.
- Tester 4: I mostly tip waiters in restaurants. Also grocery and tobacco shops.

4 out of 14 testers mentioned they always tip with cash.

- Tester 8: I usually tip with cash.
- Tester 5: I know restaurants prefer to have the tip in cash.
- Tester 7: "I tip with cash"
- Tester 8: I always tip with cash

### PAYMENT METHODS

5 users mentioned when eating in a restaurant or purchasing goods they usually pay with card.

- Tester 1: I prefer to pay online
- Tester 3: I'm more of a card person
- Tester 5: I'm a card person
- Tester 9: I'm a card person. I don't like cash because I don't have it all the time.
- Tester 12: I almost never use cash.



## **Task 2 - “Understand what Tiptab is about and create an account”**

### **Description**

Imagine you are interested in learning more about what Tiptab is about and how it works, afterwards try to create an account.

### **Scope**

Start with the Instagram ad screen and the goal is ‘Your tips’ screen.

### **Findings from Landing Page - Iteration 2 - 4 users in total**

#### VISUAL STYLE

- 1 tester mentioned it will be better to have screenshots of the app instead of illustrations.
- 1 tester mentioned it's difficult to understand that there is content below the header of the landing page.

#### UNDERSTANDING HOW IT WORKS

Some testers had diverse thoughts when reading “How to tip”

- Tester 1: Delivery workers get the tip by scanning my phone. I think is great because having cash all the time is not convenient.
- Tester 2: He understands how tiptab works after reading the third step. He expected to have less interaction with the delivery worker. Also to tip anonymously. He feels it will be time consuming and is afraid delivery workers have no time to go through tiptab process.
- Tester 4: I understand how the process works. Third step helps me understand I have to create a QR code.
- Tester 5: I understand the delivery person is the one who scans the code. The tester wonders if (s)he can tip the delivery once they have handed out the package.

2 out of 4 users feel confused about delivery workers not having an account with tiptab.

- 1 user is wondering how delivery workers collect money without an account.

- 1 user is wondering how to know if the delivery worker (s)he is tipping has a tiptab account.

1 out of 3 users is wondering which device is the delivery worker using to scan the QR code.

### CONCEPT AND WRITTEN CONTENT

2 out of 4 users will like to have additional information about tiptab before moving forward to the Sign-Up process

- Tester 2: He will like to see who is behind tiptab and check if the product is available in his city.
- Tester 3: I will like to know how tiptab makes money. I will like to know about data security.

2 out of 4 users mentioned the payment methods

- 1 user felt good about the different payment method options listed on the landing page.
- 1 user mentioned he would like to pay with PayPal.
- 

3 out of 4 testers mentioned is important for them to be sure that the whole tip amount is given to the delivery worker.

- Tester 1: When I tip with Lieferando I don't know if they get the tip.
- Tester 2: I like the idea that non third party is getting a % on the money I'm tipping.
- Tester 3: Not sure if the whole tip amount goes to the delivery worker. Asks if there is any % taken from the tip (s)he gives.

2 out of 4 testers mentioned they like it is tax-free.

### SIGN-UP

NONE of the testers had issues with finding the Sign Up buttons

1 out of 4 testers mentioned social good as a reason to Sign-Up to tiptab.

1 out of 4 testers feel annoyed that (s)he has to Sign-Up. The tester has already many accounts and finds it inconvenient to join another one.

**Findings from Landing Page - Iteration 2.2 - 10 users in total**

## UNDERSTANDING HOW IT WORKS

4 out of 10 users understood how tiptab works after reading the “How to tip” steps on the Landing Page:

- Tester 6: It sounds easy because you can tip anyone and they don't need to get an app.
- Tester 7: It generates a QR code that is scanned by the person who is using the app on the other side
- Tester 8: With tiptab, the delivery guy is engaged in the process. I assume that I can use this with anyone that comes up to my door.
- Tester 10: Now I get the explanation of the QR code

6 out of 10 users didn't understand how tiptab works or had a lot of questions and uncertainties when reading the steps.

- Tester 5: I don't know if I have to scan the QR code first or first to PayPal.
- Tester 9: The workers don't need an account, this sounds interesting but how this technically works? Why don't they need an account?
- Tester 12: Do I show the QR code or does the other person show it to me? Does tiptab connect to the services I buy from? (e.g. Amazon) Why am I forced to tip immediately? What happens if I'm not happy with the service?
- Tester 13: "How is my account connected to tiptab?" "I wonder how to connect tiptab with my credit card"
- Tester 11: "I have to scan QR code to give a tip"
- Tester 14: "Do delivery workers have to sign up as well? It's not clear to me"

## CONCEPT AND WRITTEN CONTENT

1 out of 10 users are concerned about the delivery workers not knowing about tiptab. He feels the delivery guys should be onboard on tiptab before I tipped them.

1 tester mentioned (s)he prefers to have a description of a use case. E.g. A delivery worker handing out a food order and an end-customer showing a QR code to tip him.

1 tester is confused when reading “How to tip”. He feels there should be a differentiation between “*How to tip*” and *Steps* to onboard users in the Sing-Up flow.

2 testers have diverse thoughts when reading tiptab benefits:

- Tester 10: I was expecting to see the benefits to me first then the benefits for the workers.
- Tester 12: How does tiptab make this assumption that is a higher amount of tips? Additional costs to me - doesn't make sense because I'm already paying.

3 out of 10 testers mentioned payment methods:

- 1 tester like that he can pay with PayPal while using tiptab.
- 1 tester like that he can pay with card and not only PayPal
- 1 tester suggests showing the logo of the banks will increase the credibility of tiptab.

2 out of 10 testers mentioned tipping digitally:

- 1 tester is surprised that the tip goes directly to their bank account without a third party involved.
- 1 tester mentioned that when he tips through other digital platforms he is not sure the delivery worker receives the tip. He also mentioned Uber as the most rewarding digital tipping experience.

4 out of 10 testers mentioned the tax-free benefit:

- 1 tester is surprised that the delivery workers don't have to declare the tips they receive. Moreover, tax-free is not a motivation for him to tip through tiptab.
- 1 tester assumes that people don't have to pay taxes when they receive cash tips. Wondering about digital tipping.
- 2 tester feel happy that their tips are tax-free

## SIGN-UP

Iteration 1 had a Sign-Up and a Login button. We removed that for the second iteration and there was no doubts about Signing or logging in.

3 out of 10 testers mentioned the Sign-Up process on the landing page

- Tester 5: Likes that only have to put her phone number. Find it easy compared to other Sign-Up processes
- Tester 10: I want to Sign-Up fast and find the CTA earlier on the landing page. I will like to learn how the product works after the Sign-Up

- Tester 12: I didn't notice the first Sign-Up CTA. The Sign-Up at the end looks like I signed up for emails. I would prefer a CTA "Create an account"

## **Findings from Sign-Up - Iteration 2 / 2.1 / 2.2 - 14 users in total**

### DATA

5 out of 14 testers mentioned the topic of data through the Sign-Up process

- 1 tester expected to input more data than the name and phone number.
- 1 tester will like to know if tiptab is giving his data to a third party. The Sign-Up is for free so he suspected that is the way tiptab makes money.
- 3 testers mentioned they have no problem giving their personal information to tiptab.

### PHONE VS. EMAIL VERIFICATION

2 out of 14 testers mentioned they prefer to sign-up with their phone number than with the e-mail.

- Testers find the process to verify the account through email annoying and painful.

3 out of 14 testers mentioned they prefer to sign-up by email.

- One tester mentioned (s)he will like to have the option to choose between email and phone.
- One tester mentioned (s)he feels less stress when the verification of the account is through email.
- One tester mentioned (s)he uses a company phone and changes phone numbers quite often so prefers to have it by email.

### TERMS AND CONDITIONS

6 out of 14 users mentioned they usually don't read the terms and conditions when Sign-Up for a digital product/service.

- One tester mentioned (s)he would like to know the standard information. e.g. Disclaimer or a short note to make sure tiptab doesn't sell data to third parties.

2 out of 14 users mentioned they check terms and conditions.

- Two testers mentioned reading terms and conditions when it is related to money to make sure the service doesn't automatically take money from their accounts.

### VERIFICATION CODE

4 out of 14 testers mentioned verification code to be easy and convenient. 2 testers mentioned Apple automatically copies the code from the SMS which makes the process even easier.

1 out of 14 testers finds it annoying to insert the verification code. (S)He prefers to verify the account through email.

1 tester wondered about the double verification code.

### OVERALL FEELING OF THE SIGN-UP PROCESS

10 out of 14 testers describe the Sign-Up process as easy and convenient.

- Tester 1: Very easy. I don't have to give a credit card.
- Tester 2: It was easy and quick. No complicated e-mails. It's very convenient.
- Tester 3: Easy Sign-Up process
- Tester 4 Feels easy - I like I don't have to go to another window.
- Tester 5 - 6 - 7: Sign up is fast and easy
- Tester 10: Very traditional Sign-Up process. asks if the data is saved on the device for Login?
- Tester 13: It feels good and it's a normal process for everyone.
- Tester 14: It was easy

### YOUR TIPS SCREEN

5 out of 14 testers mentioned they like "Your tips" screen:

- Tester 1: I like I can create a tip on this screen.
- Tester 2: It supports the impression I have that this service is easy to use.
- Tester 4: It seems basic and straightforward.
- Tester 5: The page is simple and easy
- Tester 7: I understand the information that is here.

3 out of 14 testers have negative impressions about "Your tips" screen:

- Tester 7: I think this screen is not too colorful.
- Tester 9: I think this screen is not very informative.
- Tester 11: I don't know what is this button of "Create a tip". Is this the button to scan the QR code?
- Tester 12: Why do the components have a different background? I don't understand why it is split into two parts? Not sure about the illustration on top of creating a tip CTA.

### **Task 3 - “Understand how to tip and create a tip”**

#### **Description**

You have created an account and now you are logged in. Let's imagine it's lunch time and you are ordering food from your favourite restaurant. You want to use Tiptab to give a tip to the delivery worker. How would you do this?

#### **Scope**

Starts on 'your tips' screen and the goal is 'tip created successfully' screen.

#### **Findings**

##### LEARN MORE COMPONENT

4 out of 14 testers didn't tap on the “How to tip with Tiptab - Learn More” component with mentions such as:

- Tester 5: I'm lazy to read this
- Tester 10: I checked the How it works on the Landing Page and in the ad.
- Tester 11: Only if I'm confused during the process I'll go back to check out this.
- Tester 9: Learn More will turn me off. Learn More - I don't have time for that. I will be willing to learn more when the app forces me to do so. How to tip is still a mystery to me.

3 out of 14 testers tapped on the “How to tip with Tiptab - Learn More” component out of curiosity or reassurance.

- Tester 2: I like to have a reminder of how it works.
- Tester 3: I want to see the steps. This section showed me that is simple.
- Tester 13: I would like to know more about how it works. This is not new information.

2 out of 14 testers feel confused when they compare the steps of the IG advertisement, the landing page, and the Learn More section.

- Tester 12: Different than the one I saw on IG - I will read it.
- Tester 14: I wonder why here I have 3 steps and on the landing page I have 5 steps?

### **Learn More - Third Screen - Iteration 2**

Tester 4: I would like to know earlier that it is easy for delivery workers to accept my tip.

### **Learn More - Third Screen - Iteration 2.1**

2 out of 8 users understood delivery workers don't need an account with tiptab to receive the tips.

- Tester 8: This is interesting that they don't need an account. It's cool that they don't need an account.
- Tester 14: "Okay, now I understand that the delivery person doesn't need an account". "I would like to see this information earlier".

4 out of 8 testers didn't understand how tiptab works after reading the 'Learn More' component:

- Tester 8: I don't know how the QR code transforms into a payment. Sounds like magic. It should be instant - I get feedback from him saying: Yes, I received the tip.
- Tester 11: You always create the tip before. It is a bit different than I'm used to it.
- Tester 13: I don't understand how they collect the tip. It seems that they don't have to be part of the tiptab community.

### **CONCEPT AND WRITTEN CONTENT**

- Tester 12: If I'm already on step 3 why do I need to read " Learn How to Tip" on the header of the screen. I expect to learn this from the Landing Page.

### **VISUAL STYLE**

Slide 2 'Learn More'



- Tester 8: Google Pay was not listed as a payment method on the Landing Page.
- Tester 12: I didn't see how I selected the tip amount. The illustration looks like I'm choosing a currency. He feels overwhelmed by the payment options.

### Slide 3 'Learn More'

- Tester 12: I'm not sure which one am I? The one with the QR code or the one scanning.

### USABILITY

- Tester 12: When I close the carrousel the component is still there - I would like to have it smaller once I have checked.

### WHEN TO CREATE TIPS

Testers have diverse opinions on when to create the tip for the delivery worker

- 1 tester out of 14 mentioned they would create the tip after ordering (sometime before the delivery worker arrives)
- 3 testers mentioned that they would create the tip at the moment when the delivery worker rings on the bell or when he comes upstairs
- 1 tester out of 7 discovered the tip list view and mentioned that they would like to create multiple tips ahead of time and have them available for whenever they need to tip

### TIP AMOUNT

5 out of 14 testers find it convenient when tiptab recommends tipping 2 EUR by default

- Tester 1: I like that the 2 eur is in the middle as a suggestion of the 10% tip I usually do.
- Tester 3: 2 eur is what I will usually tip
- Tester 5: I will tip 2 eur
- Tester 7: Choose 2 eur
- Tester 9: 2 eur
- Tester 12: I like it has a default option.

2 out of 14 users also explored the custom tip amount”

- Tester 3: I like that I can do a custom tip
- Tester 14: The tip depends on the amount of the order, I would rather customize the tip

## PAYMENT METHODS

- 8 out of 14 mentioned that they would use PayPal as the payment method to create the tip.
- 3 out of 14 mentioned they would use pay with a card as the payment method to create the tip.
- 4 out of 14 users mentioned they would like tiptab to save the data for further payments.

## TIP CREATION SUCCESS - ITERATION 2

2 out of 4 users understood this as an end of the create a tipping process and were confident on how to tip the delivery worker.

- Tester 1: I have to show this QR code to the delivery guy
- Tester 4: I assume I pre-paid for this QR code. This seems easy.

2 out of 4 users felt confused and had still question on how to proceed after creating the tip

- Tester 2: If they say I don't know tiptab I will give them cash
- Tester 3: Does the delivery guy know about tiptab?

## TIP CREATION SUCCESS - ITERATION 2.2

*Added instructions on how to tip delivery workers after generating the QR code.*

4 out of 10 users skip the step explanation and click directly on: 'view the tip QR code'.

2 out of 10 users mentioned the steps:

- Tester 12: This is an instruction for the delivery guy not for me.
- Tester 14: I would expect that this information is not shown anymore

4 out of 10 users still feel confused about how to proceed after creating the tip:

- Tester 5: I'm not sure how this works. Will the delivery person scan it?
- Tester 7: The delivery person needs to have the app.

- Tester 9: Whole new process - this is a surprise.
- Tester 11: I should always create a new tip. I don't think creating a new tip every time is easy.

5 out of 10 users understand what to do after generating the QR code but are uncertain about other things:

- Tester 8 and 10 mentioned they will scan the QR codes with their phones to make sure that it works.
- Tester 14: At this point, I will be wondering to which company or service did this 2 eur went.

### LOSING THE TIP

From iteration 1 to iteration 2 we see the testers are not anymore insecure about closing the tip detail page.

### LINK AND ALTERNATIVE TIP CODE

2 testers out of 14 mentioned it's convenient to have the link below the QR code

- Tester 10: It is nice to have the link to the code in case the QR doesn't work
- Tester 13: If the QR code doesn't work, he could go to the webpage and type in the code

### INTERACTION WITH THE DELIVERY WORKER

When reaching this point in time, 5 out of 14 testers were wondering if the delivery worker knows about (or uses) Tiptab

- Tester 2: I will like to know if the delivery worker is part of tiptab.
- Tester 3: Does the delivery guy know about tiptab? I would like to know this information right after installing the app.
- Tester 5: They need to have the app as well to get the tips.
- Tester 7: The delivery person needs to have the app.
- Tester 12: Does the delivery guy has tiptab?

2 testers out of 14 mentioned that in case the delivery workers wouldn't know, they would take the time to explain in some measure

- Tester 1: I'll explain he can get 2 eur by scanning the QR code
- Tester 13: I would show him my smartphone and have to explain it to him. "For me - it's convenient; not sure how convenient it is for him"

1 tester out of 7 mentioned that in case the delivery workers wouldn't know, usually, they would not take the time to explain them

- Tester 2: If they say I don't know tiptab I will give them cash.

2 testers out of 14 were sure about what the delivery worker needs to do to collect the tip

- Tester 1: I have to show this QR code to the delivery guy.
- Tester 2: This seems easy

4 testers out of 14 were unsure about what the delivery worker needs to do to collect the tip

- Tester 5: I'm not sure how this works. The delivery person will scan this?
- Tester 7: Where does the money need to be transferred?
- Tester 9: Whole new process - this is a surprise.
- Tester 11: I should always create a new tip. I don't think creating a new tip every time is easy

### YOUR TIPS (LIST VIEW)

2 out of 14 testers will create tips in advance after knowing about the 'Your tips (List view)' feature.

2 out of 14 testers mentioned the QR code on the list view.

- 1 tester finds it cool that (s)he can access the QR code from the list.
- 1 tester wonders if the QR thumbnail is the real QR code or a fake one.

2 out of 14 testers mentioned the list view.

- 1 tester doesn't expect to have this list on the dashboard. (S)He mentions he has a transaction history on PayPal.
- 1 tester wonders if there is an overview of the tips before interacting with this feature.

3 testers mentioned they like the tag that informs them about the status of the tip.

2 testers wonder what will happen with the QR once the delivery worker scans it.

3 testers wonder what will happen with the not collected tips.

1 tester will like to have a template QR code to generate the tip faster.

2 testers will like to have additional information about their tipping behavior. e.g. 100 eur monthly. 50% to food delivery services and 30% to parcel delivery services.

### OVERALL THOUGHTS

4 out of 14 users found it easy to create a tip

- Tester 1: It was very easy to create a tip.
- Tester 3: The tip creation was easy and simple.
- Tester 4: The process is easy. Only a few clicks and I have the tip
- Tester 8: The process is super easy

1 tester mentioned it is very difficult to understand how tiptab works. The tester finds it very strange that delivery workers don't need an account with tiptab to receive the tip. How are they able to receive the money after I show the QR code.

1 tester mentioned the colors of the dashboard are not exciting.

### GIVE A TIP

5 out of 14 testers felt confused about how to give the tip to the delivery worker.

- Tester 3: If the delivery worker says he doesn't use tiptab I will give him cash.
- Tester 4: If the QR code doesn't work would be a pity - I will give him some cash
- Tester 5: I don't know if he has the app or not. I feel surprised if they don't need to have an account. How will they scan it? Just with their phone?
- Tester 7: If the QR code didn't work I will say I'm sorry.
- Tester 9: I'm insecure to show him the QR code. I don't see the link between tiptab and the delivery guy. The people don't need to have tiptab - I don't understand this

4 out of 14 users felt confident on how to tip the delivery guy

- Tester 3: It's cool that the delivery guy doesn't need an account. They can get the money with the QR code or with the code.
- Tester 6: You just need to scan the QR code. You can access your tip digitally and collect it later.

- Tester 8: If he can scan then he can take a picture and use the number. It is nice to have the backup of the code.
- Tester 10: I would do it if I want to tip them and I don't have cash around.

## PROPOSITION VALUE

8 out of 14 users said they will use tiptab:

- Tester 3: I can imagine myself using tiptab. I will use it for the parcel too because they are paid badly.
- Tester 4: I will definitely use it. The whole process and app is easy to use
- Tester 5: If I could tip digitally I would use this instead of cash.
- Tester 6: I will definitely use this. I don't always have cash.
- Tester 7: I will like to use the service
- Tester 8: I will use tiptab because it solves a real need. Because I'm usually going around the drawers searching for coins and I'm getting big EUR notes
- Tester 11: I would like to try tiptab
- Tester 12: I will use tiptab for sure - I like to tip - I like to do good things with low effort.

1 out of 14 users said he won't use tiptab at first

- Tester 10: I'm not an early adopter and I'm not sure if tiptab is something I'm willing to try in an early stage

11 testers out of 14 mentioned that they would like it when Tiptab donates in collaboration with 'Share The Meal' and the 'World Food Programme' after they tip a certain amount via Tiptab.

- Tester 3: This will probably attract me. It sounds similar to using Ecosia.
- Tester 4: I would be interested in this too.
- Tester 5: I would really enjoy this
- Tester 6: At first I will like to know more about it. If the NGO is the WFP it makes it more appealing.
- Tester 7: This would be even better. It will be necessary to show the customers where the money is going.
- Tester 8: Sounds fantastic. I'll go the extra mile to use this.

- Tester 9: This will make me feel better - I will feel even more generous. An emotional thing will immediately get me.
- Tester 10: It will encourage me to use tiptab a bit more.
- Tester 11: I would like this a lot but I prefer collaboration with a local NGO.
- Tester 12: It will make me feel good but it won't make me want to use it more.
- Tester 13: Yeah, why not?

6 testers out of 14 mentioned that they would like it when Tiptab tops up the tip amount after they tip a certain amount via Tiptab

- Tester 3: Ill be more attracted to this - It would be more clear than STM.
- Tester 6: I will feel good because I know they don't earn a lot of money but I'll prefer STM.
- Tester 8: I also like this. There is more happiness in this transaction.
- Tester 10: Same feeling as STM
- Tester 11: I also like this but I prefer STM
- Tester 13: I used to be the delivery guy and I would like that. The motivation is different than with STM.

6 testers out of 14 mentioned that they would feel confused or wouldn't like when Tiptab tops up the tip amount after they tip a certain amount via Tiptab

- Tester 5: I would be surprised if tiptab does this.
- Tester 7: For me is not necessary to give an extra tip.
- Tester 9: I wouldn't understand it.
- Tester 12: Not sure - It makes me feel I'm not giving enough and tiptab has to put the rest
- Tester 14: I will ask myself what kind of business model you have to be able to do this.

7 testers out of 14 mentioned that they would like it when there is a loyalty program in place so they get something back after tipping via Tiptab

- Tester 5: I will tip more if this is offered to me
- Tester 6: I will like this too
- Tester 7: I like this idea a lot. Something is coming back from the money I spent.
- Tester 9: I would definitely like this. I'm a payback customer - I use it regularly.
- Tester 12: I like it but it won't make me use tiptab more
- Tester 13: Voucher - yeah, I think this is good. I collect REWE points, but I wouldn't know what to do with the ones from tiptab.
- Tester 14: I like it.

5 out of 14 users have diverse thoughts about the additional features that will encourage them to use tiptab over other tipping methods:

- Tester 5: I will like tiptab to recommend how much should I tip depending on the country I am in.
- Tester 9: I will like to understand how many people I benefit from my tips with this app then I will consider not tip with cash anymore.
- Tester 10: I will like to have contact with less digital tipping experience.
- Tester 11: I will like to use this for service workers I have no contact with. e.g. Hotels
- Tester 12: I would like to tip the delivery worker after (s)he leaves - I don't want to feel judged.

### TIPPING USE CASES

4 out of 14 testers will like to use tiptab in other case scenarios.

3 out of 4 testers will like to use it in a restaurant.

- Tester 4: I would like to use this in a restaurant to tip the waiter
- Tester 5: I will like to use this in a restaurant
- Tester 6: I will like to use this as restaurants too

1 out of 4 testers will like to use it at work.

- Tester 7: I would like to receive a tip as a nurse

### APP vs BROWSER

10 out of 14 testers referred to Tiptab as an App and expressed their preference for this product typology with mentions such as:

- Tester 1: I would prefer to have an app.
- Tester 4: I would prefer to have this as an app - I will place the app next to Lieferando and other delivery apps.
- Tester 5: It is easier to open it - I don't need to google it.
- Tester 6: Easy access if it is an app.
- Tester 7: I would prefer to have an app because I just need to open the app on my phone
- Tester 8: Small utility - apps - handy to access
- Tester 9: I will use it from the phone - I will like to have an app.
- Tester 10: It will be ok to have it as an app on my phone



- Tester 11: I would prefer an app because is easier - fixed information on one point.
- Tester 12: I want to check out the app - It's playful

## CONCEPT AND WRITTEN CONTENT

2 users mentioned they will search for additional information about tiptab on Google

- Tester 3: I still don't know how do tiptab makes money? Do tiptab make money by selling my data? I would like to learn about this on the website - or I will ask on Google.
- Tester 8: I will google it before Sign-Up and look for some reviews. I will look for videos.

1 user mentioned (s)he would like to have links with information about working conditions for delivery workers to be more aware of this topic.

1 user mentioned (s)he would like to know if tiptab takes a % from the tip (s)he gives.

1 user mentioned (s)he will like to know from the beginning that the delivery worker can also take a picture and use a code to collect the tip in case the QR code doesn't work.

1 user mentioned (s)he would like to know how many delivery workers (s)he can tip. The tester will also prefer to have a more emotional message in the communication

## FINAL CONCLUSIONS (ITERATION 2)

1. This pattern got confirmed: Most of the testers, who are clearly representing different archetypes in our target group, demonstrate that there is a clear interest in this kind of service and would use it in some measure in their lives.
2. This pattern got confirmed: The design style and branding are perceived positively by most of the testers.
3. This pattern got confirmed: Testers feel they could be more attracted to dynamic or animated content for the ads since their attention span is short.
4. Only less than half of the participants explored the new content slides on Instagram carousel. When these testers saw slide 2, they reacted positively when got reassurance that it is possible to tip different types of delivery workers with tiptab. Therefore, we can affirm that the new content proved

useful when encountered but we shouldn't rely on most of the people seeing it.

5. This pattern got confirmed: More than half of the testers were able to understand what tiptab is about just from reading the Instagram ad, however, some testers perceived tiptab as a food or delivery app (especially when not reading the text, which happened often).
6. This pattern got confirmed: Food delivery is the use case people can relate to the most.
7. This pattern got confirmed: Parcels and grocery delivery services are not as relatable for the testers. Also it seems like their respective illustrations are not as clearly represented since the testers had trouble understanding them.
8. This pattern got confirmed: The main motivations that trigger testers to learn more about us are either emotional/covid related narratives or the new possibility to tip digitally
9. Even if we tried to make it more apartment with the design changes, most of the testers still struggle to understand how is it possible that the delivery workers don't need a pre existing account with tiptab to receive tips. They would like to understand how this works or how is this technically possible.
10. While scanning the content of the landing page, most of the testers still struggle to understand the way the delivery workers will scan the QR code or collect the tip. They will like to see a more clear visual explanation of how this transaction happens.
11. Most of the testers feel happy and motivated when learning that the delivery workers get the tips tax-free
12. The Sign-Up process is perceived as easy and straight forward. Most of the testers prefer to Sign-Up with their phones rather than an email address.
13. Testers that interacted with the "Learn More" component were confused about the different steps listed on the landing page vs the information provided in the "Learn More" component. It will be important to align the information provided before and after the Sign-Up to avoid confusion about the steps.
14. Most of the users still have a lot of uncertainties after reading the "Learn More" component. Topics like why delivery workers don't need an account with tiptab and how to scan the QR code are still unclear at this point of the journey.

15. Most of the users will create a tip at the moment when the delivery worker rings the bell or comes upstairs.
16. Most of the users like the suggested 2 eur tip amount.
17. Most of the users will prefer to use PayPal as their payment method.
18. Most of the users will like that the information of their PayPal account or card is saved for future tipping transactions.
19. Success Screen: In iteration 2.2 we overcome the uncertainty of losing the tip. Most of the users were confident to close the dialog. However, most of the users didn't spend time reading the instruction on how to tip the delivery worker on this screen. In general, testers wanted to click on "view QR code" looking for a confirmation of the tip created.
20. Most of the users are not able to identify the alternative tip code. If the QR doesn't work they will tip the delivery worker with cash.
21. Most of the users feel confused about how to tip the delivery worker after generating the QR code.
22. ShareTheMeal is the most appealing option to encourage users to use tiptab over other tipping methods.
23. Most of the users will prefer to use tiptab as an app.

## **NEXT STEPS FOR MVP ROLL-OUT AND TESTING IN PRODUCTION**

Refine our narrative to maximize attraction and acquisition of users. Taking into consideration the factors that triggered most testers, our narrative should have the following treats:

- A current and emotional sociological factor in the message that users can relate to (i.e. Covid, Christmas, the cold Winter, etc.)
- Awareness on why it's important to tip delivery workers
- Join and support delivery workers
- Saying thank you for good work
- Tipping digitally as an opportunity to go cashless
- Awareness on why it's important that you tip via Tiptab instead of other tipping methods (Cash, Lieferando, etc.)
- Tax-free tips

We should explore a visual setting for the ads where the act of tipping is more explicitly represented in the illustrations, so our service is more clear and easy to grasp before people start even reading text.

Food delivery is the use case people can relate to the most, it may be interesting to bring this on the main focus (biker). Both parcel and grocery delivery services are not as relatable or clearly represented for the testers in the illustrations as food delivery, maybe we should try to represent them a bit more explicitly and bring them to a second plain.

Also, in order to try to maximize attraction during the user's short attention span, it would be better to focus on designing dynamic content (gif, animation, video) that allows us to condense and explain our narrative in just one "slide". In this case, users would get a more advanced/clear explanation of tiptab and how it works before getting into our landing page, therefore we could place a Sign Up CTA in the top-right area of the page for people who feel confident to sign up without reading further.

We confirmed that a huge proposition value boost that would trigger people to sign up and use Tiptab in greater measure vs other tipping methods would be donating to a cause indirectly via tipping. The most attractive use case was: "For every 3€ you tip via Tiptab, Tiptab donates a full day of meals to a child in need. The collaboration should be laid with legit trustful organizations like "World Food Programme" and "Share the Meal". I believe we should include a socially-motivated incentive like this in the core of the tipping in order to get attraction and conversion from more potential users.

We should make sure users have a clear complete picture of the service before they reach the sign up process. We learned that we shouldn't rely on clarifying things later, so we should be as explicit as possible and make these following aspects transparent the sooner the better:

- With Tiptab you can tip every delivery worker in Germany, no matter the types of delivery service or the delivery company
- Partners are not involved in the tipping process for a reason. We should include this explanation of why it's important to proactively create 1-1 tips without the "middle-man".
- How easy and convenient is to tip and collect a tip with Tiptab, using a video or illustrated literal representation of the real-life tipping scenario so people can relate to the easiness of it and envision things like: when to create a tip, the interaction between user and delivery worker, etc., this should include:
  - How does the process look like for a tipper (from signing up until getting a confirmation of tip collected)
  - How does the process look like for a delivery worker (from interacting with a user until having the money in their bank accounts)
- Delivery workers do not need to have a Tiptab account before their interaction with you in order to be able to collect the tip. Even if they do not know what Tiptab is about, it's worth it that users push and tip this way because of the benefits it brings to themselves, delivery workers and the world. We can also add an incentive for this use case (i.e. For every time your tip is the first one that a delivery worker ever collects, you can get something in return, or tiptab does something good for the world)
- We strive for transparency. We should clearly state if Tiptab keeps a % of the tip or if there is a fee involved, why, and what do we do with this fee (e.g. pay the credit card costs, etc.)
- Which data is needed to sign up and which data is needed to login

Despite Tiptab feels kind overall trustworthy for a big part of the testers, we discovered that there will be some uncertainties that we should try to mitigate in order for them to not become blockers and make sure potential users feel complete trust to sign up:

- Including the payment method logos earlier in the page (maybe in the payment step on the 'how it works' section)
- If possible, adding a verified seal of trust to the page
- Add one section with further information about the team behind the project, the mission statement and our values
- Add one section with FAQs and Contact
- Accessible 'Terms and Conditions' and 'Data Privacy', using a disclaimer that explains how this is important to us

Even if a user would be interested in our service, we will find some reluctance regarding ads. We discovered that testers who feel this aversion for ads are

generally open to services and recommendations from friends, therefore we could brainstorm about a “Share/Referral” campaign to engage with users that do not care about, or try to avoid, ads (i.e. every time you share Tiptab with a friend and this friend signs up into the service, Tiptab donates a full day of meals to a child in need in collaboration with Share the Meal and the World Food Programme)

Despite testers not using it that much, they liked to have the “How to create a tip” component available in the Dashboard. Even if they dismissed it, they expected it to be available somewhere on the menu later. The only thing that could be improved there would be to change the illustration in the “tip amount selection” page (2nd slide) so we avoid thoughts regarding currency selection. This could be achieved by changing the three “€” for “€”, “€€” and “€€€” instead (as suggested by two testers).

Since the biggest part of testers would like to create the tip instantly when the delivery worker is coming upstairs or at the door, we should think about finding ways to make this product seamless and basically a 1-tap action (e.g. save preferred payment method, save preferred tip amount, repeat previous tip, etc.)

In case we want to create habit on people creating tips beforehand, we should think about adding features that train them to do that (e.g. add tracking number of expected delivery so we can send you a “create tip” reminder once there are changes (inspiration by app 17Track), etc.).

We should bring the payment CTAs closer in terms of design to avoid confusion as some testers perceived that we either wanted them to pay with a card or perceived the PayPal button as a selection component (maybe we can achieve this by using another color variant for the PayPal CTA instead of gray).

The success screen worked great to give reassurance on the end of tip creation. On the other hand, the steps on “how to give a tip” were not read by testers in here and we should remove them because the testers were looking for the button that brings them to the QR code.

We should add instant confirmation (push notifications) for the changes in the tip status in order to give this feeling of accomplishment to the users (e.g. your tip was scanned by the delivery worker, the tip was collected successfully by the delivery worker).

We should build an app as it was an almost unanimous expectation and wish from the testers. The benefits that they exposed up to justify this wish were: Convenience, more organic to use, feels more secure, easier to login with biometrics, more handy to generate QR codes, faster access to the tip creation flow, don't need to google it, feels easier, can save my payment methods, feels more connected with my other apps (can place it near my food delivery apps), I want playful, etc.