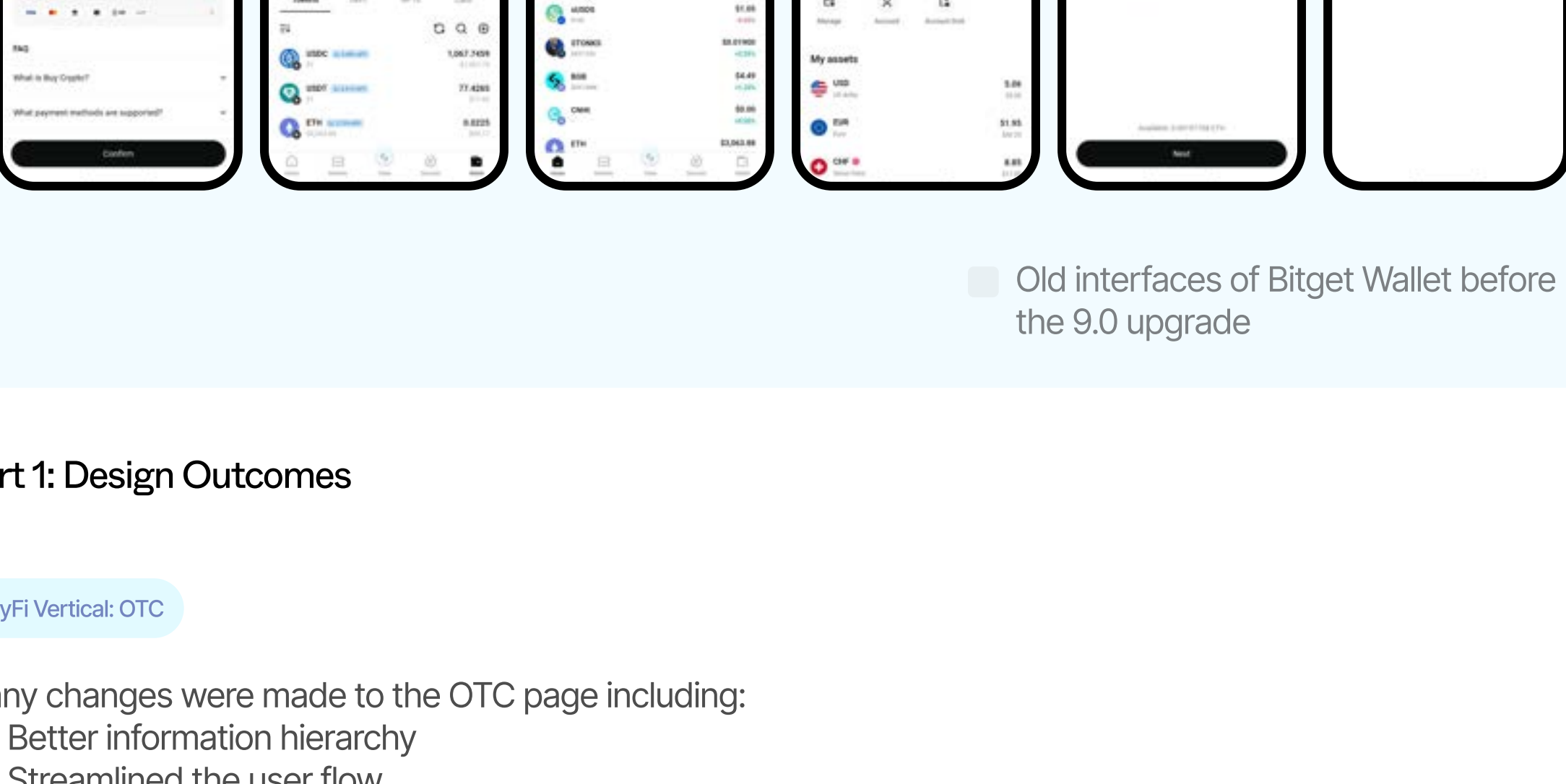


Main contributions

Bringing a new brand and design language and system to life in a short 4 months together with 3 other designers, while making sure the old user flows transitioned flawlessly with the introduction of a new brand.

This was the main interfaces and flows of bitget wallet before the redesign.

Bitget Wallet OLD



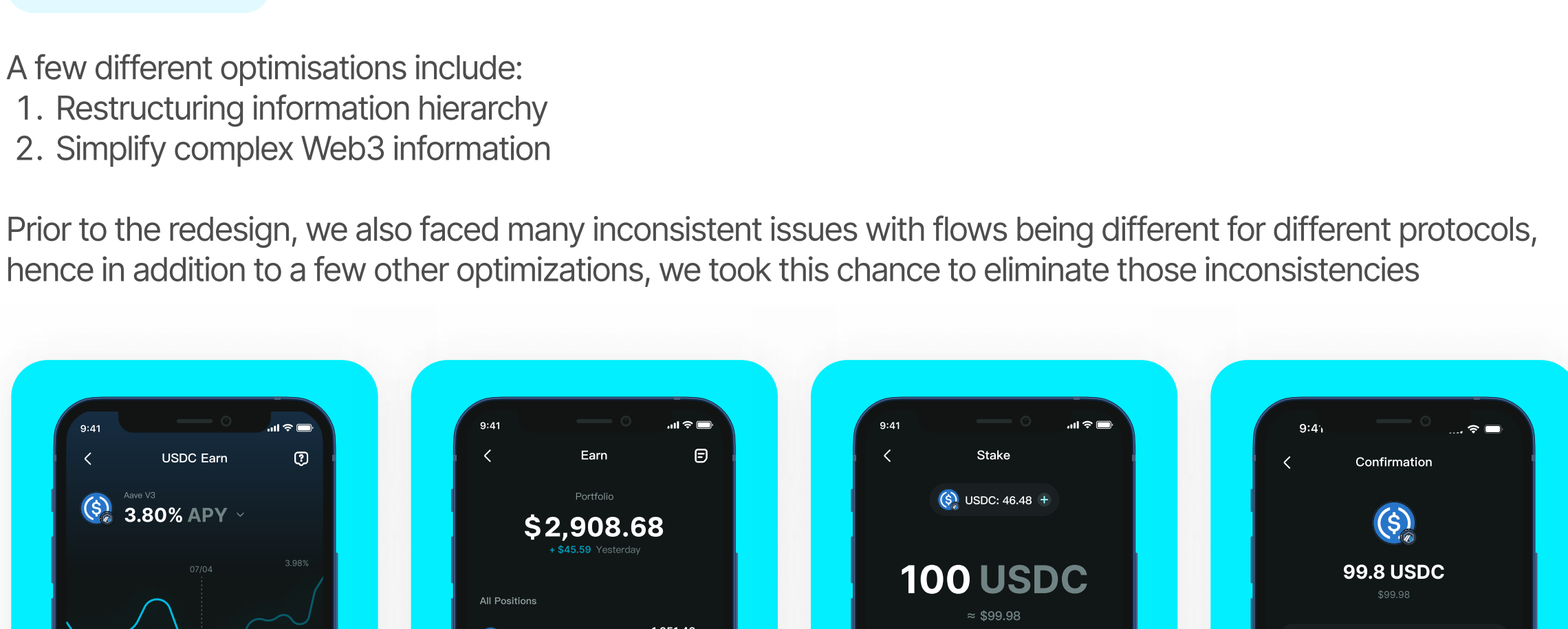
Old interfaces of Bitget Wallet before the 9.0 upgrade

Part 1: Design Outcomes

PayFI Vertical: OTC

Many changes were made to the OTC page including:

1. Better information hierarchy
2. Streamlined the user flow



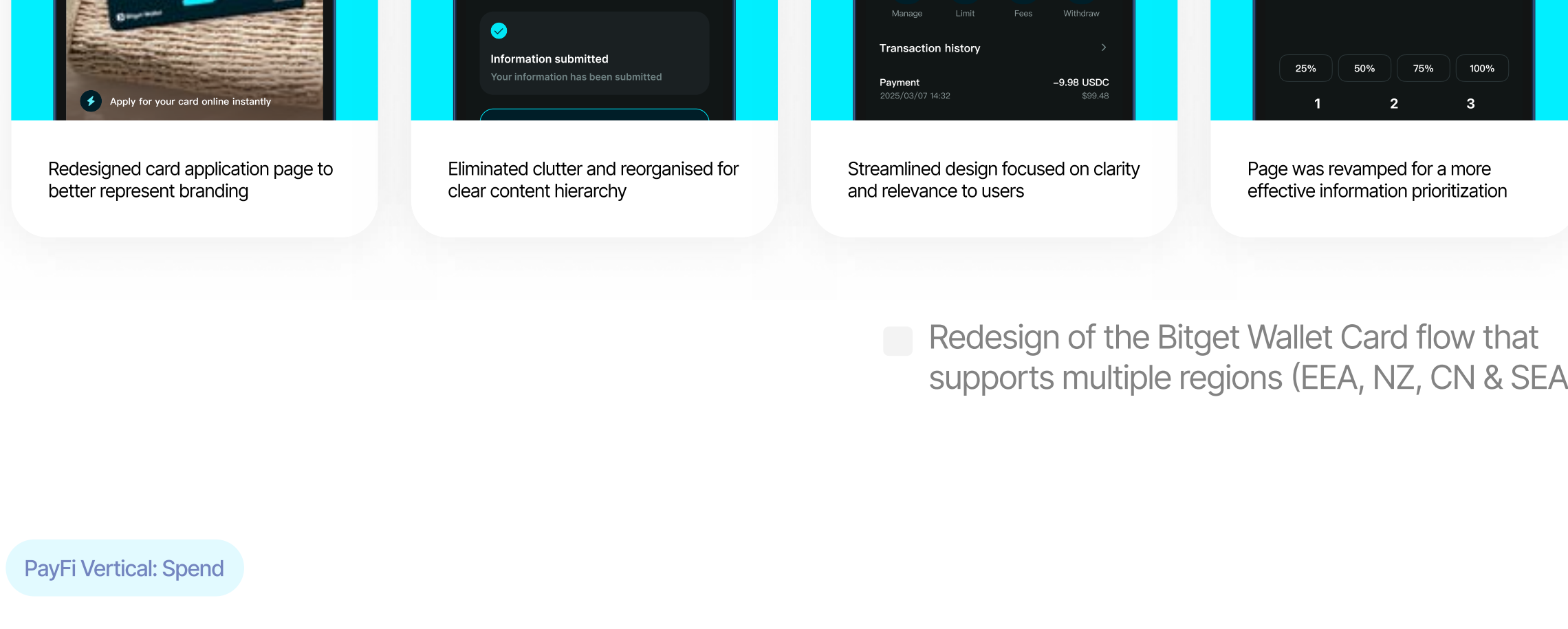
Redesign of Bitget Wallet's OTC onramp and offramp feature

PayFI Vertical: DeFi Earn

A few different optimisations include:

1. Restructuring information hierarchy
2. Simplify complex Web3 information

Prior to the redesign, we also faced many inconsistent issues with flows being different for different protocols, hence in addition to a few other optimizations, we took this chance to eliminate those inconsistencies

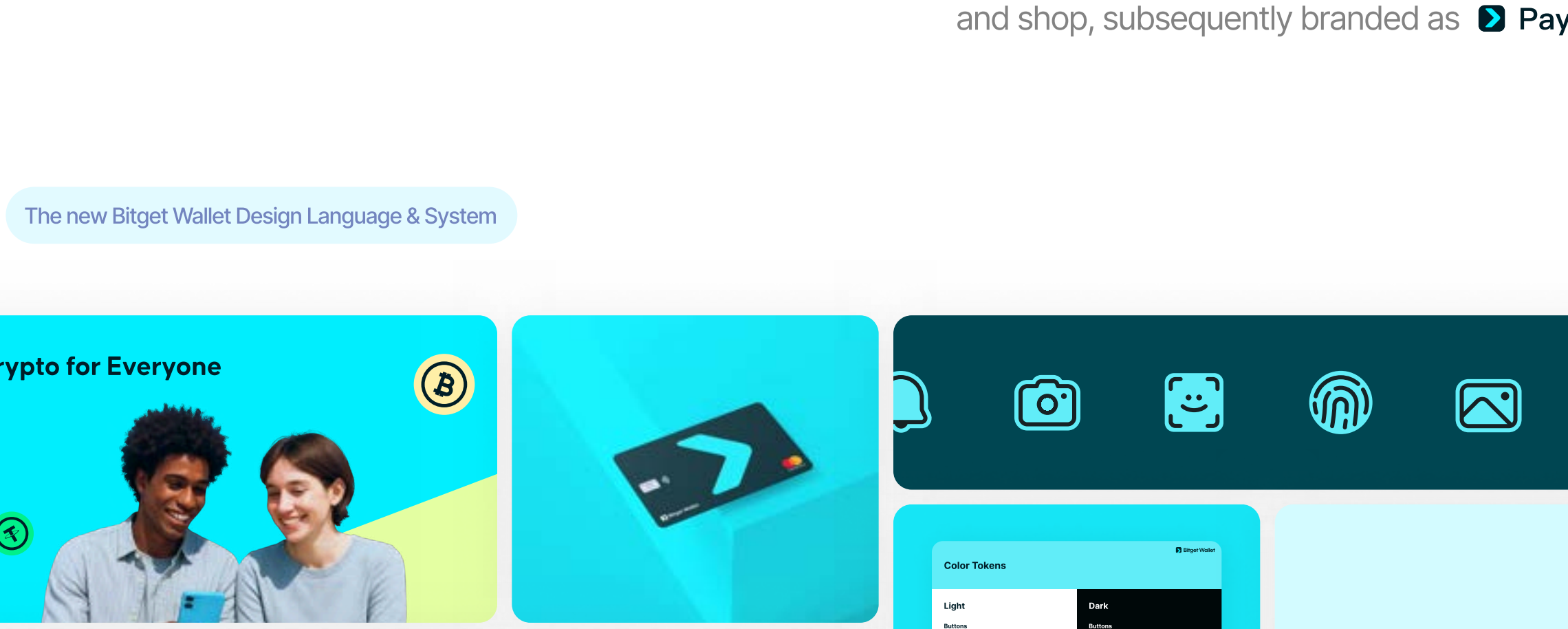


Redesign of Bitget Wallet's DeFi earn, eliminated 90% consistency issues

PayFI Vertical: Card

A few main improvements were made:

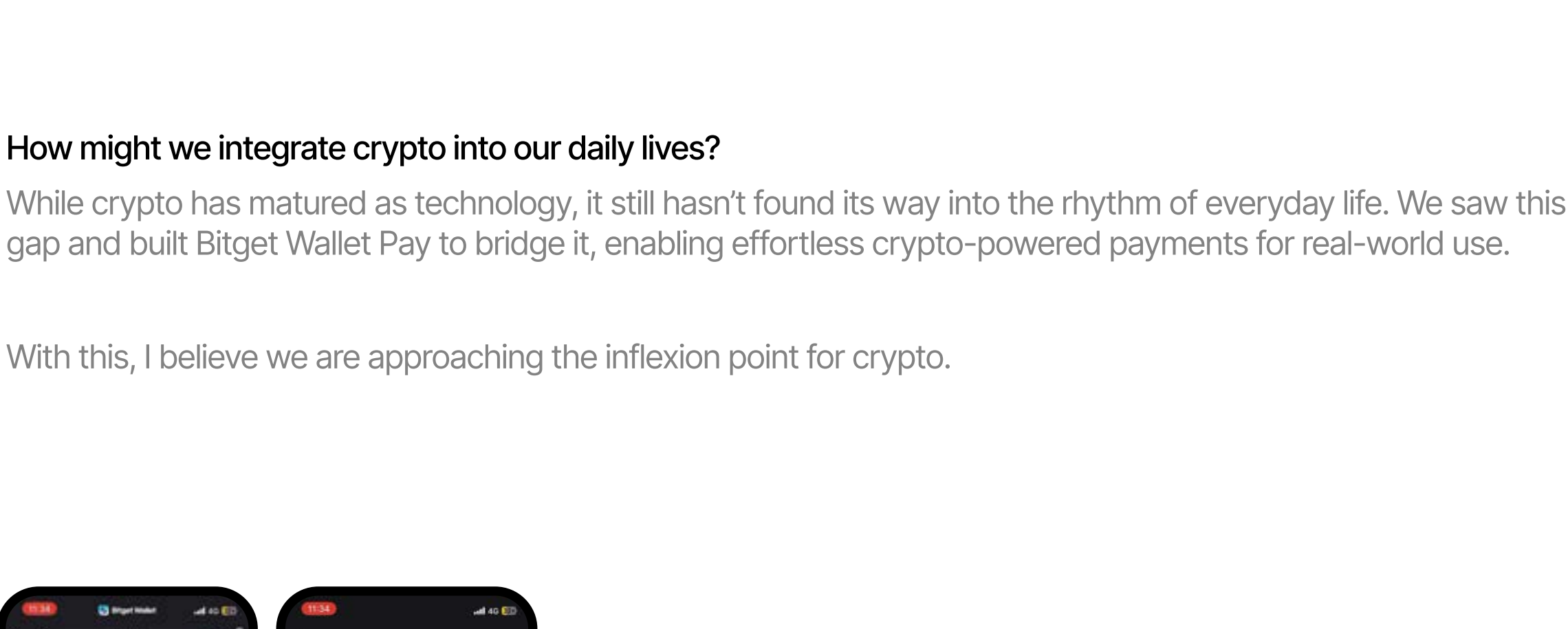
1. Integrate card application with real life scenarios for better relatability
2. Minimised details, reduce information overload
3. Simplified card top up process



Redesign of the Bitget Wallet Card flow that supports multiple regions (EEA, NZ, CN & SEA)

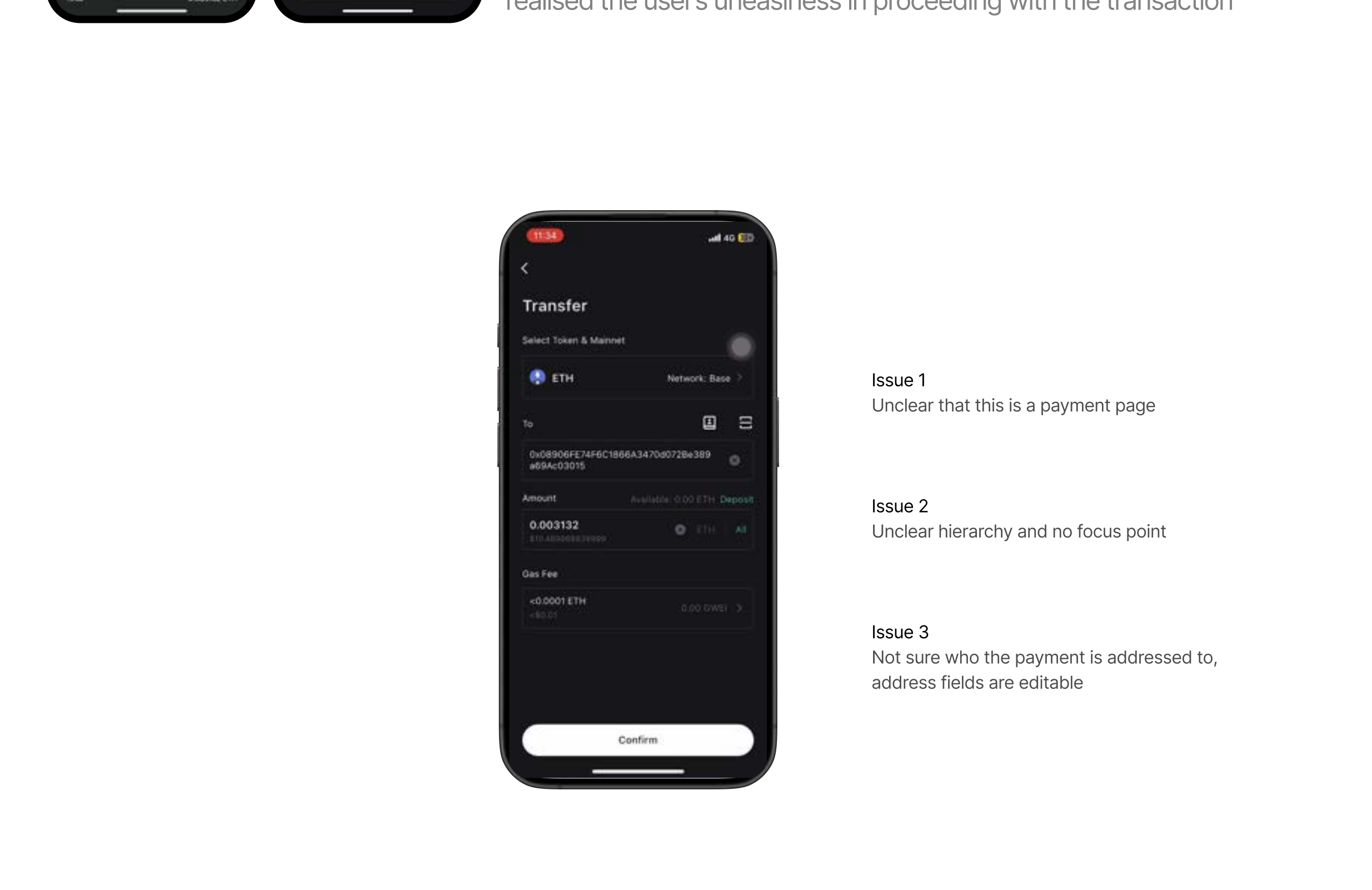
PayFI Vertical: Spend

Introduced spend feature as the sole designer serving the PayFI vertical.



Lead the design of the new payment feature and shop, subsequently branded as **Pay**

The new Bitget Wallet Design Language & System



Part 2: Design process for Bitget Wallet Pay

How might we integrate crypto into our daily lives?

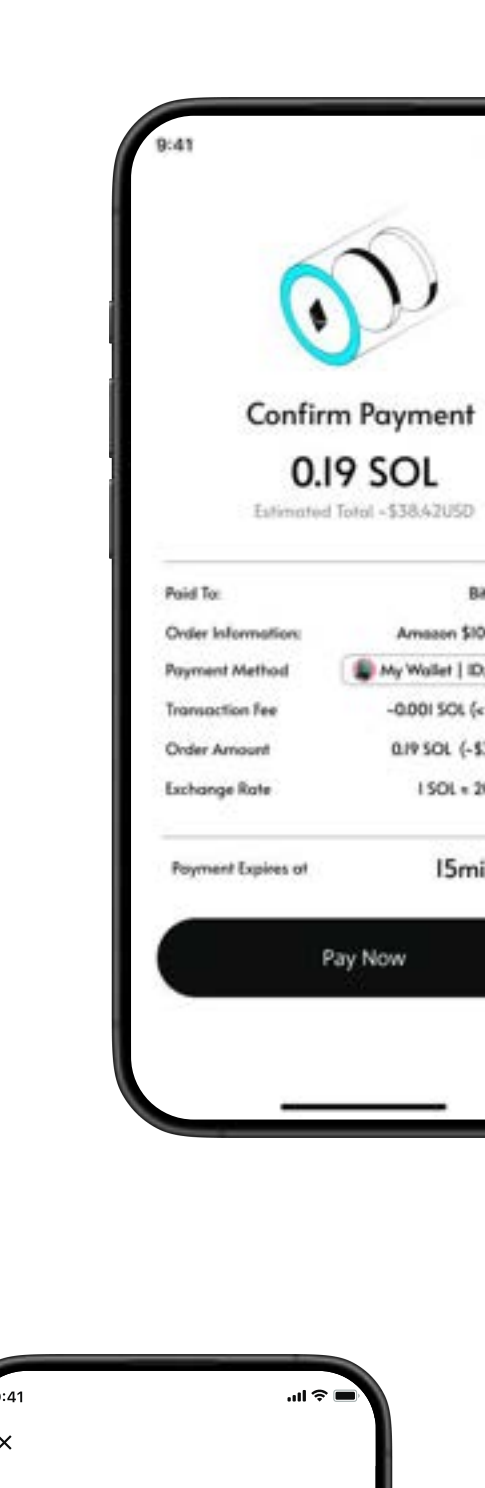
While crypto has matured as technology, it still hasn't found its way into the rhythm of everyday life. We saw this gap and built Bitget Wallet Pay to bridge it, enabling effortless crypto-powered payments for real-world use.

With this, I believe we are approaching the inflexion point for crypto.



The problem that started it all

While observing the user making payments for an online product, we realised the user's uneasiness in proceeding with the transaction



Issue 1
Unclear that this is a payment page

Issue 2
Unclear hierarchy and no focus point

Issue 3
Not sure who the payment is addressed to, address fields are editable

As a **buyer**, I want to **complete purchases instantly and effortlessly**, so that I can receive my product with **no friction and extra steps**.

Touchpoint	Select Payment Method	Review Transaction	Approve Transaction	Pending	Success / Receipt
Action	Chooses Bitget Wallet Pay	Sees amount, gas fee, network fee	Confirms transaction	Action	Action
Emotion	Curious	Confused / Concerned	Nervous	Impatient	Satisfied
Opportunity	Highlight crypto payment option	Break down costs clearly	Shorten any additional steps	Show progress, estimated time	Celebrate success, offer next actions

Core need 1

Trust in the Process

Assurance that payment is made to the right merchant

Core need 2

Clarity on Payment Details

Clear breakdown of the total payment made, including gas

Core need 3

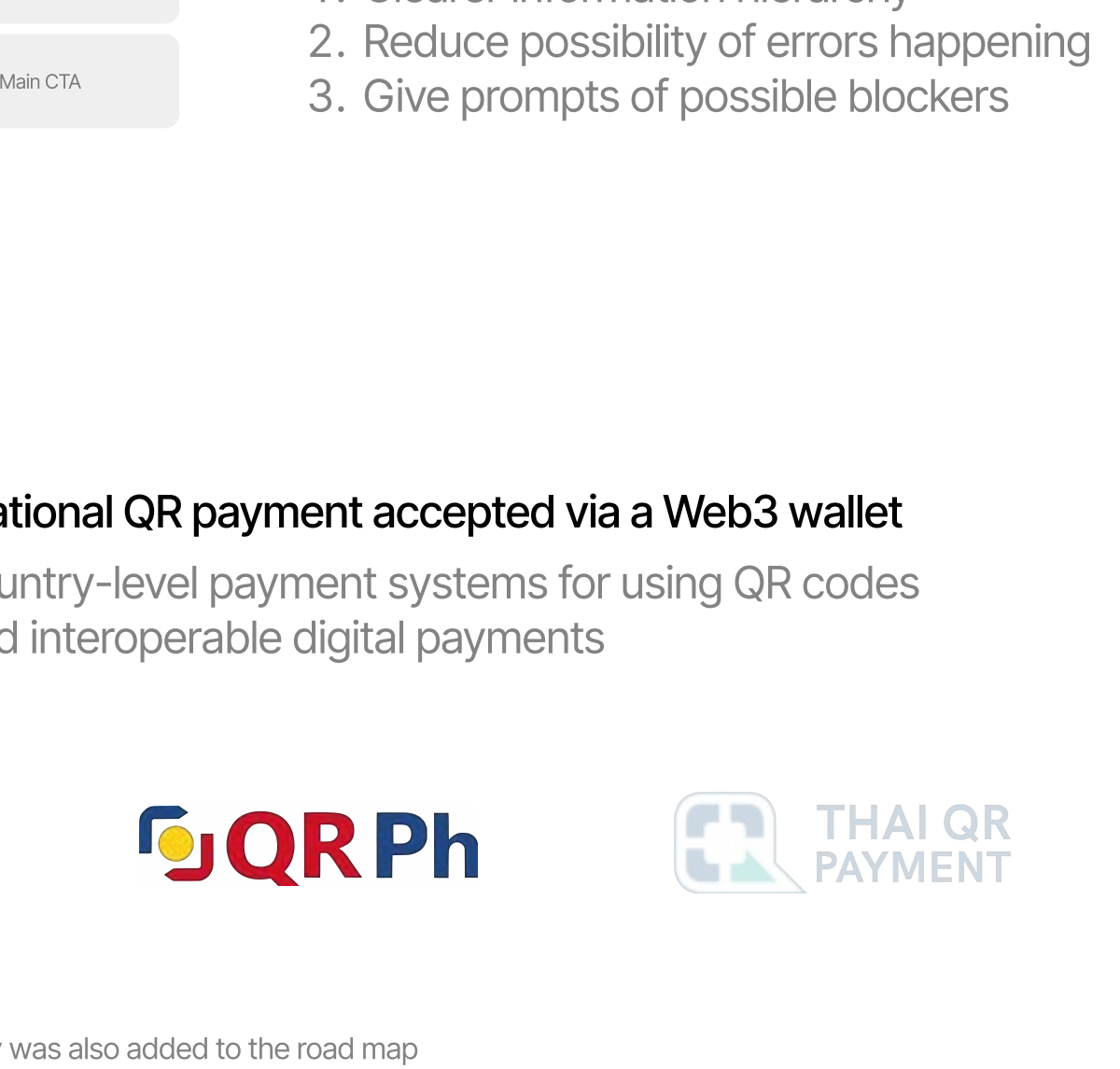
Fast & Seamless Completion

To finish the transaction quickly without unnecessary steps

Benchmarking

To come up with a more effective page, we studied a few apps that had a similar payment function

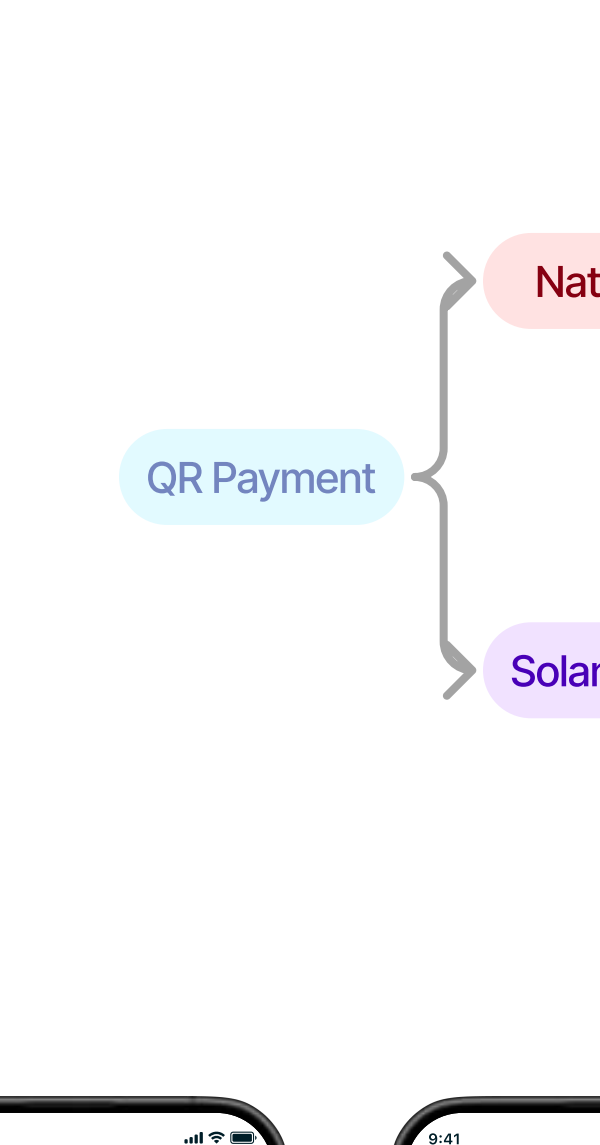
(Grab, Klarna, Google Pay)



Wireframing

Improvement 1
Amplify the visual weight of payment amount, creates focus for user

Improvement 2
Include payment details such as pay to and order information and disable any editing abilities

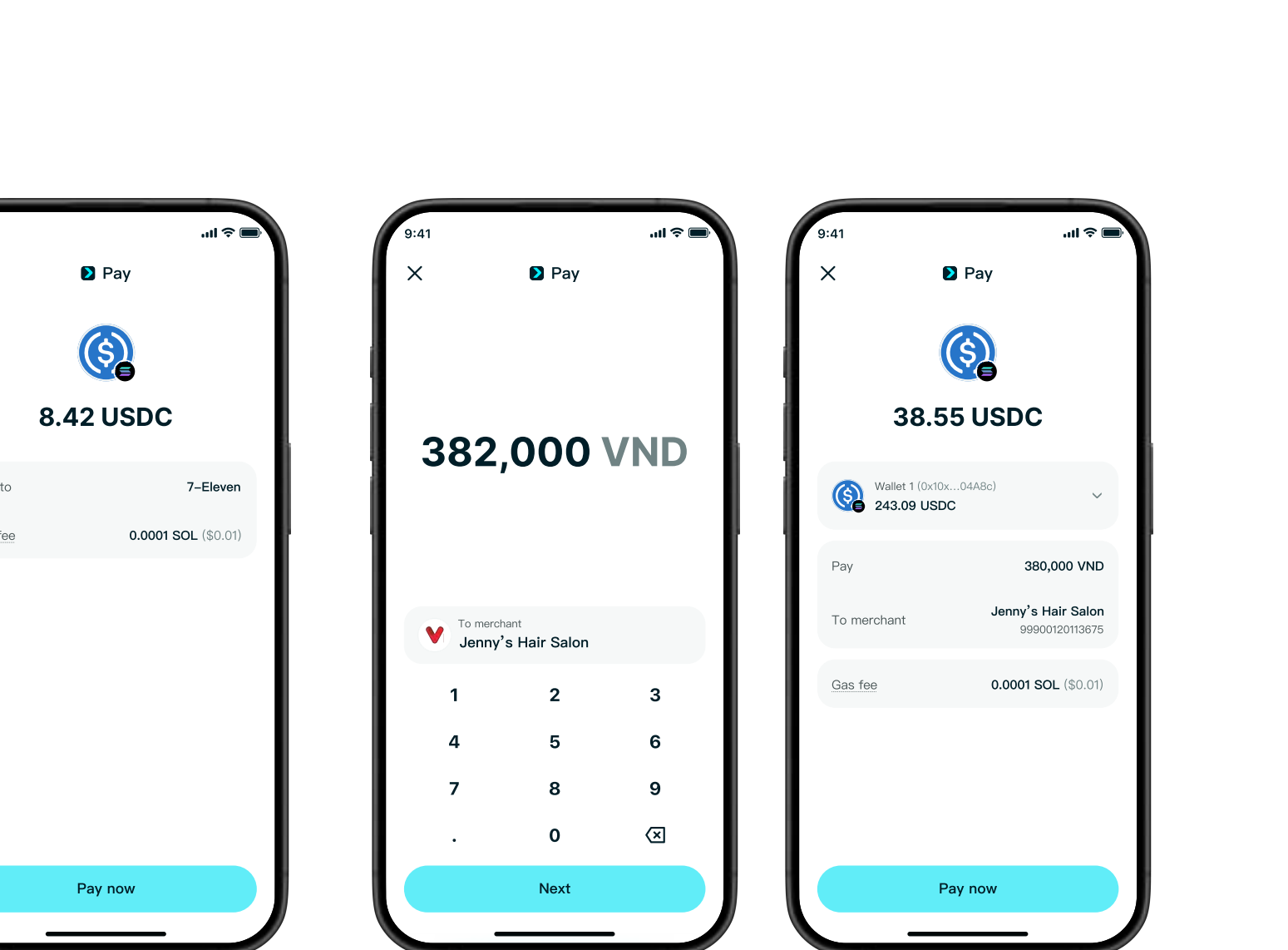


Improvement 3
Include a timer to ensure user is aware of time limits

Improvement 4
Create a better content hierarchy

Iterations

We then made high fidelity iterations based on the identified improvements



Iteration 1

Iteration 2



The current version

1. Clearer information hierarchy
2. Reduce possibility of errors happening
3. Give prompts of possible blockers

This set the foundation for the first ever National QR payment accepted via a Web3 wallet

National QR payments are standardised, country-level payment systems for using QR codes to make instant, secure, and interoperable digital payments

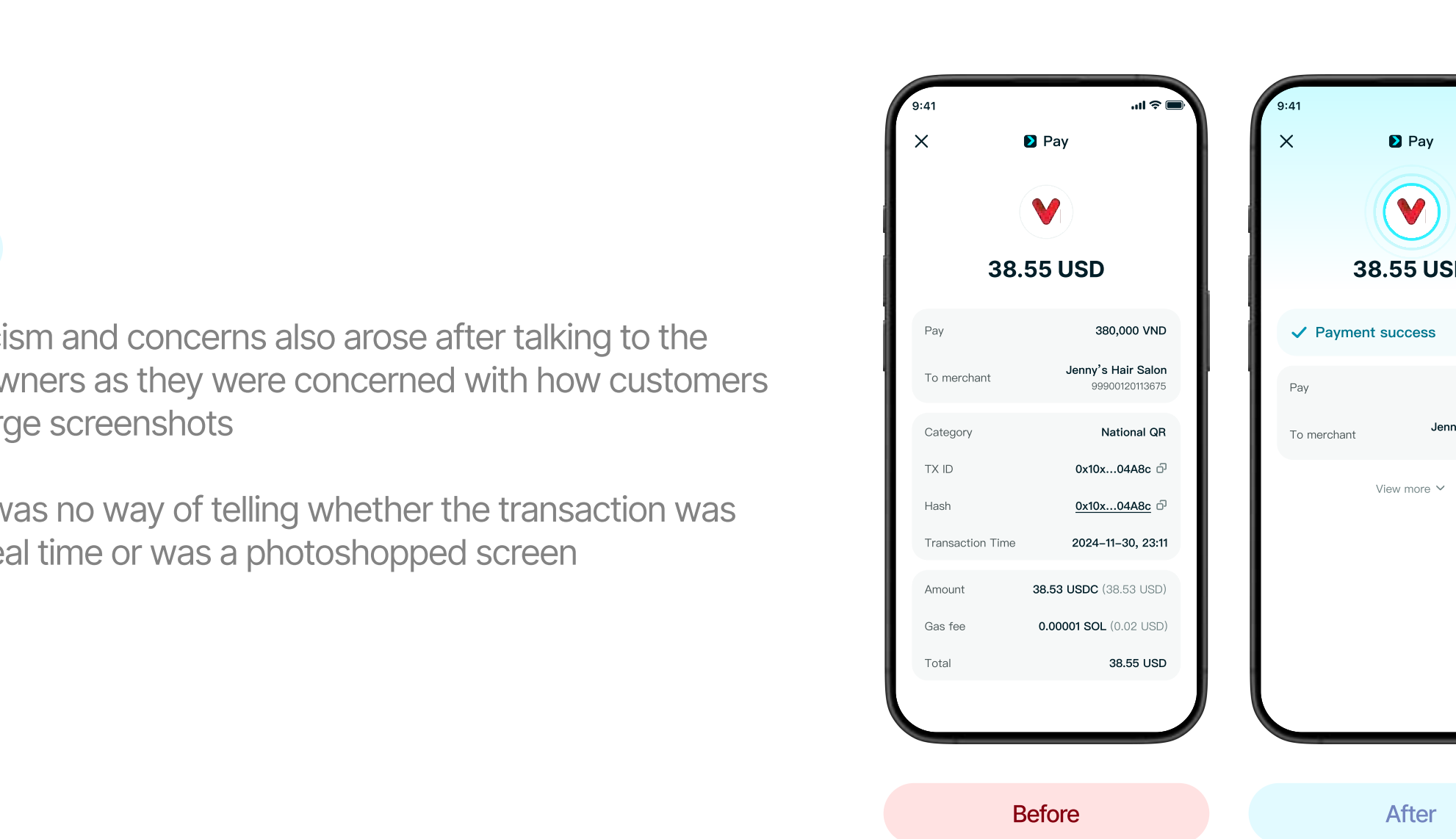
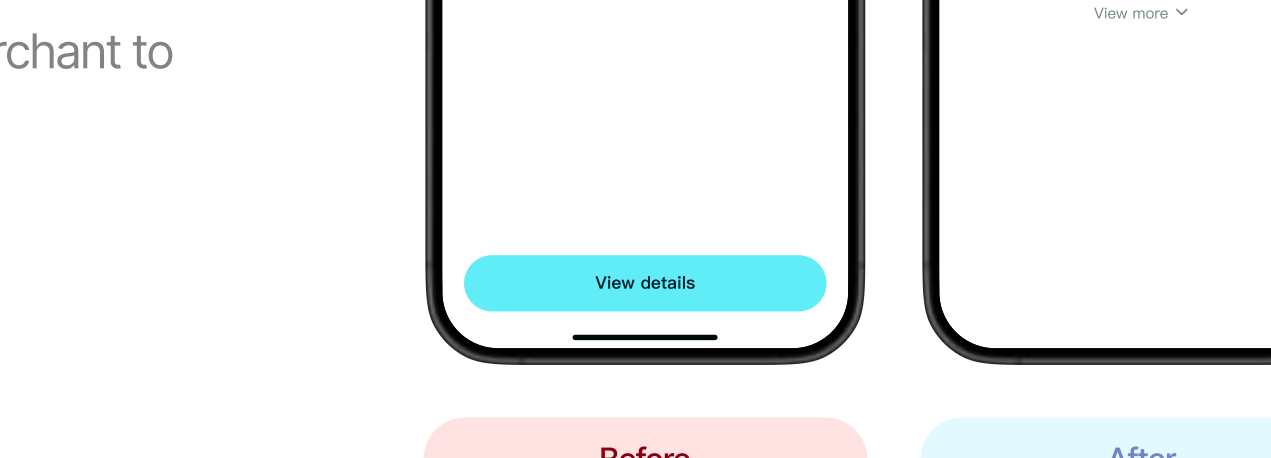


In conjunction, Solana Pay was also added to the road map



Expanding the scenarios

We needed to design for a few different scenarios now that we are able to support QR code payments



Solana Pay QR

National QR

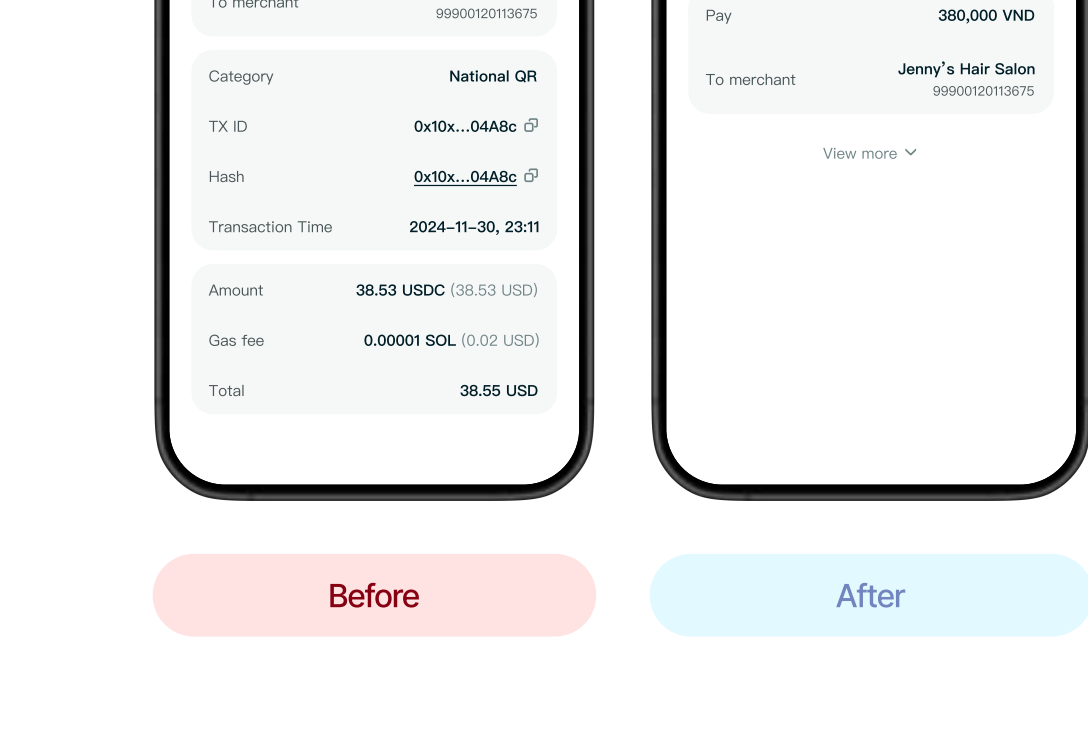


User testing

As the National QR code payments require offline usage, we then headed out to VN and PH to test out our products!

Issues discovered during testing

We shadowed our participants and realised some issues they were facing



Issue 1

Users intuitively wanted to show the merchant the success page which currently did not show the payment details. The users didn't click on the "View details" to view more

Hence some users needed to wait for the merchant to confirm the payment before leaving the store

Before

After

Issue 2

Skepticism and concerns also arose after talking to the store owners as they were concerned with how customers may forge screenshots

There was no way of telling whether the transaction was done real time or was a photoshopped screen

Before

After