



getir

Product Designer Case
Prepared by Leon Ferro | May 2022

Main Task

- Getir introduces a new feature for the purchase and delivery of cars.
- Since this type of goods is somewhat different from normal groceries, the payment process also includes some additional steps.
- The result will have to adapt to the general Getir app experience.

Task

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- Familiar: The user does not need any additional instructions or explanations to use the new functions.
- Integrated: Must follow the current look and feel so you do not feel "out of place".
- Future-proof: Any potential update from the Parent App must be reflected in the new flow and still be usable.

Idea

Since buying food and a car are different types of goods, the procedures for payment and delivery are also slightly different.

Considering that a car is a much larger amount of money and people sometimes do not have this amount available OR they have to obtain it through the bank (which can take longer), introducing an internal instalment payment option makes sense.

The user can split the payments, only has to deal with Getir for this process and gets an instant decision without having to leave the app. This creates a seamless experience between purchase and payment in the same place.

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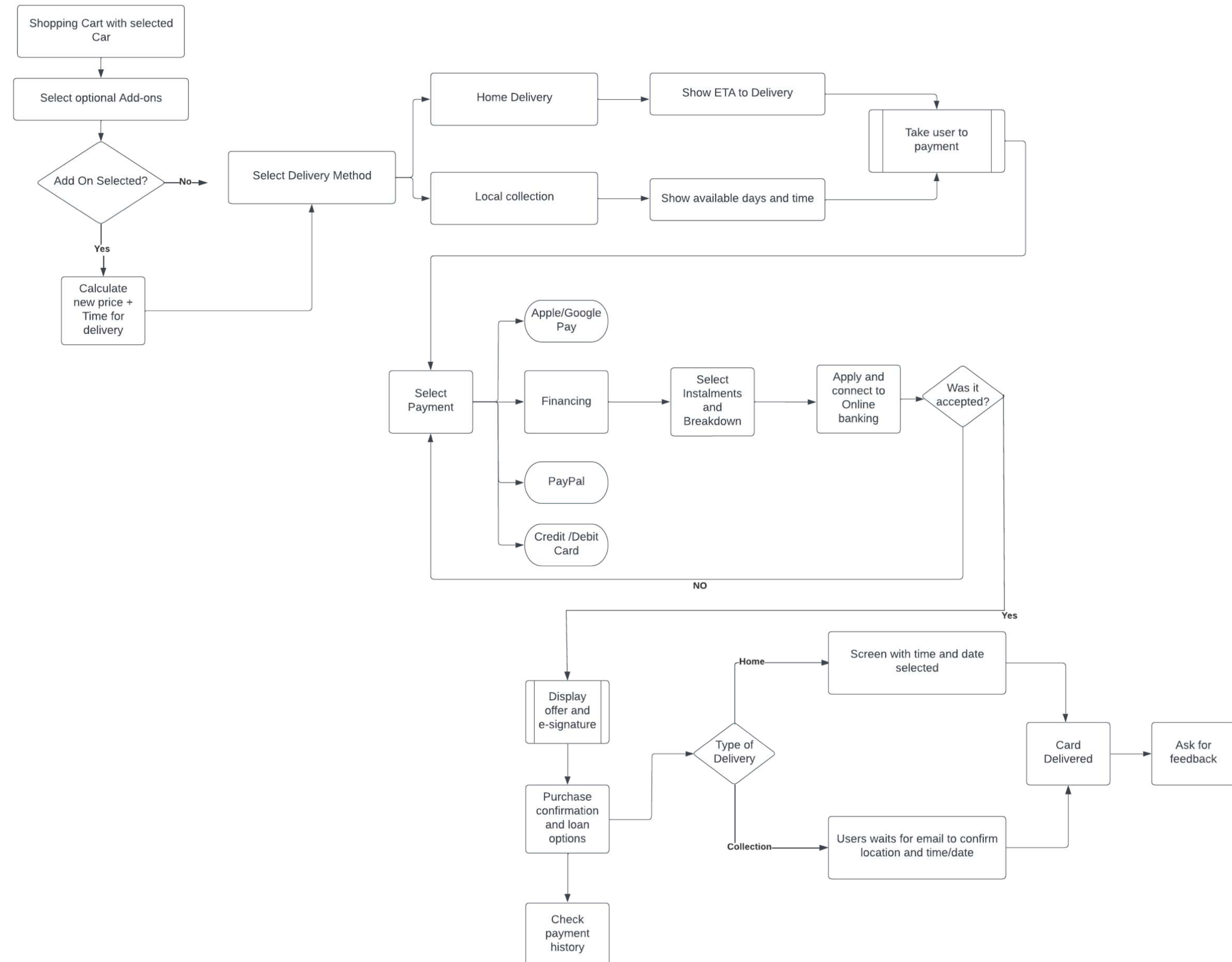
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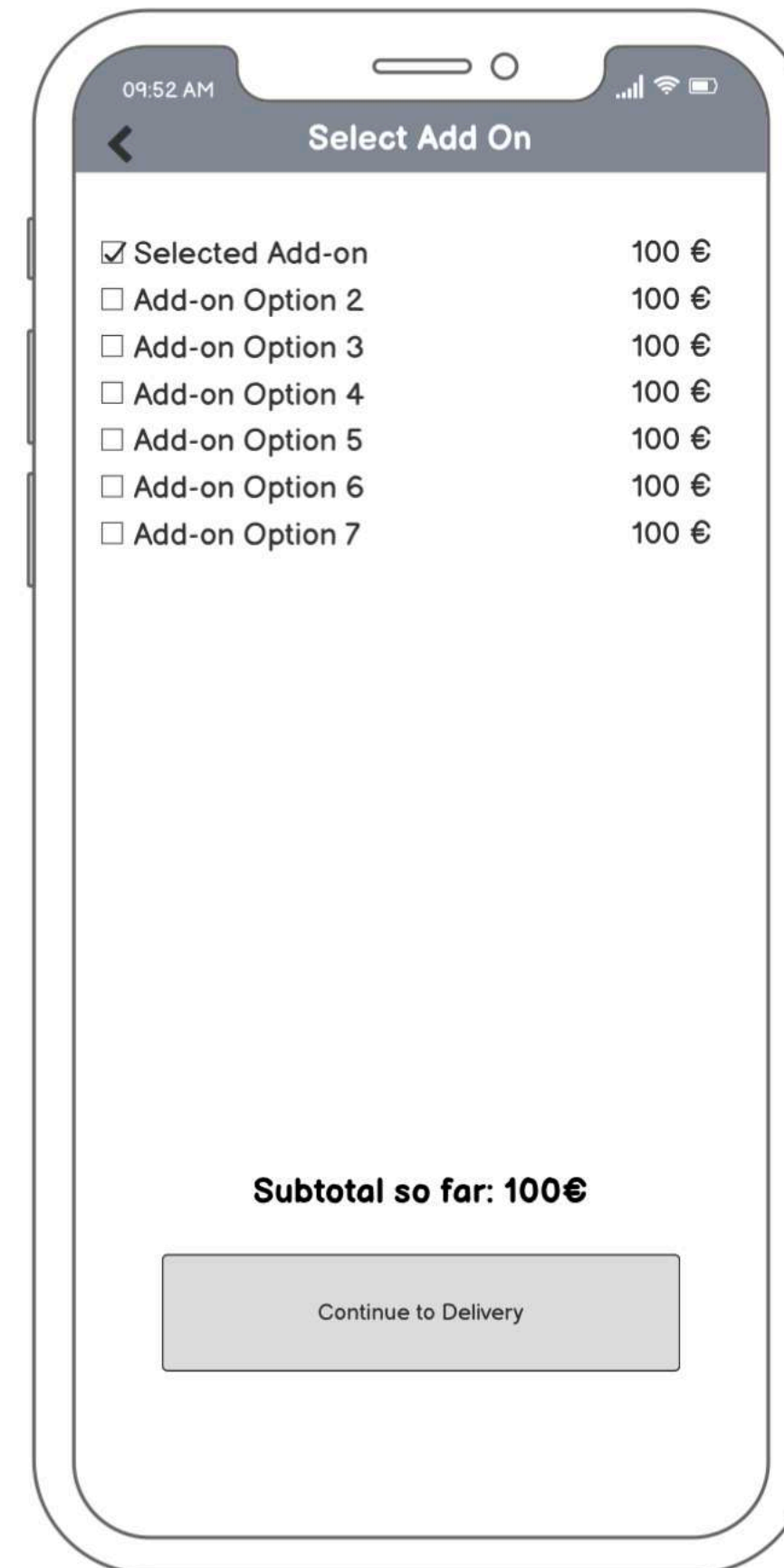
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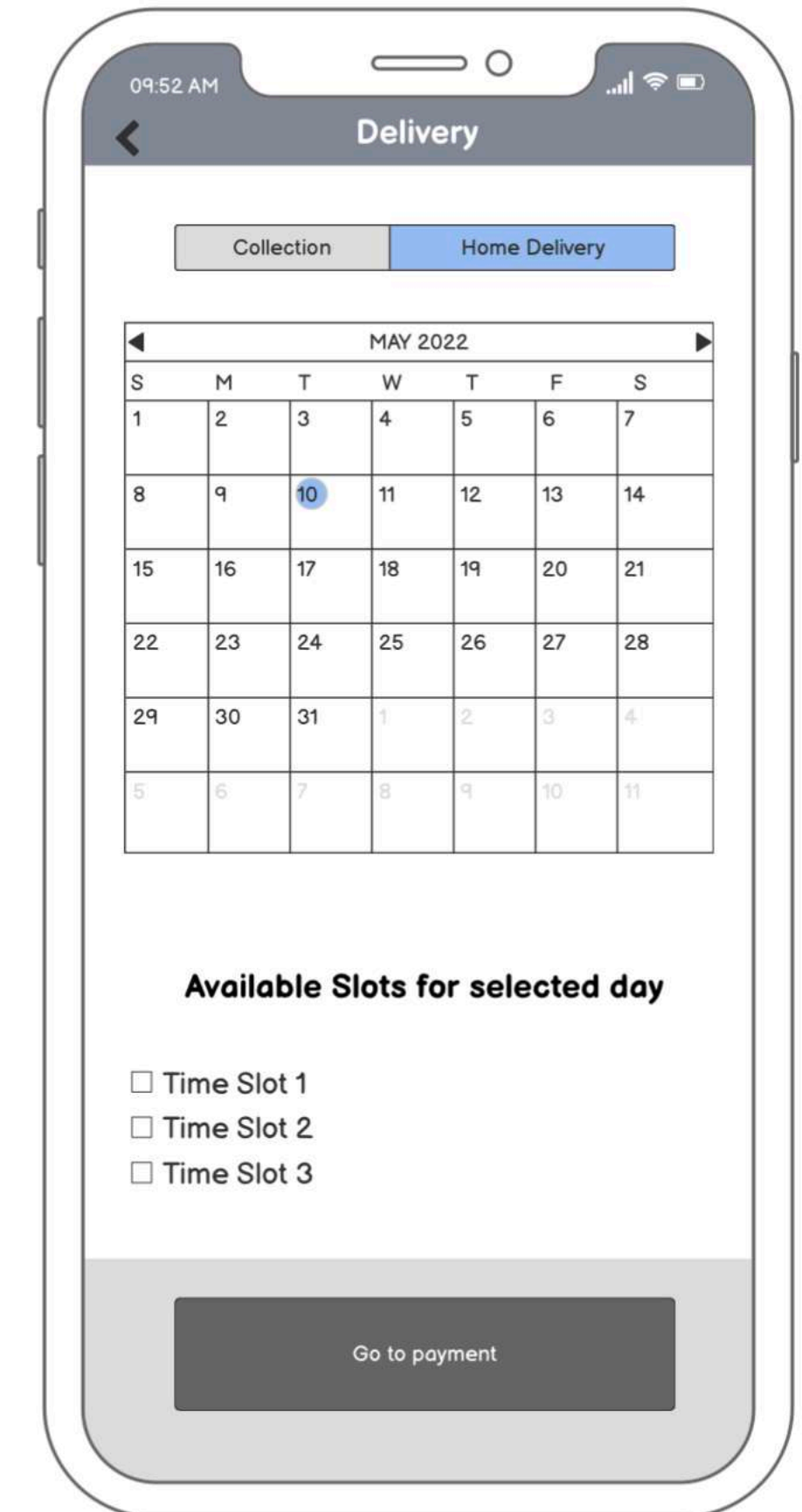
Prototype



Add-On selection after tapping Purchase (From the current shopping cart screen)



Users chooses which type of delivery suits them better.



Based on the previous answer, a calendar with time slots is presented for the user to select

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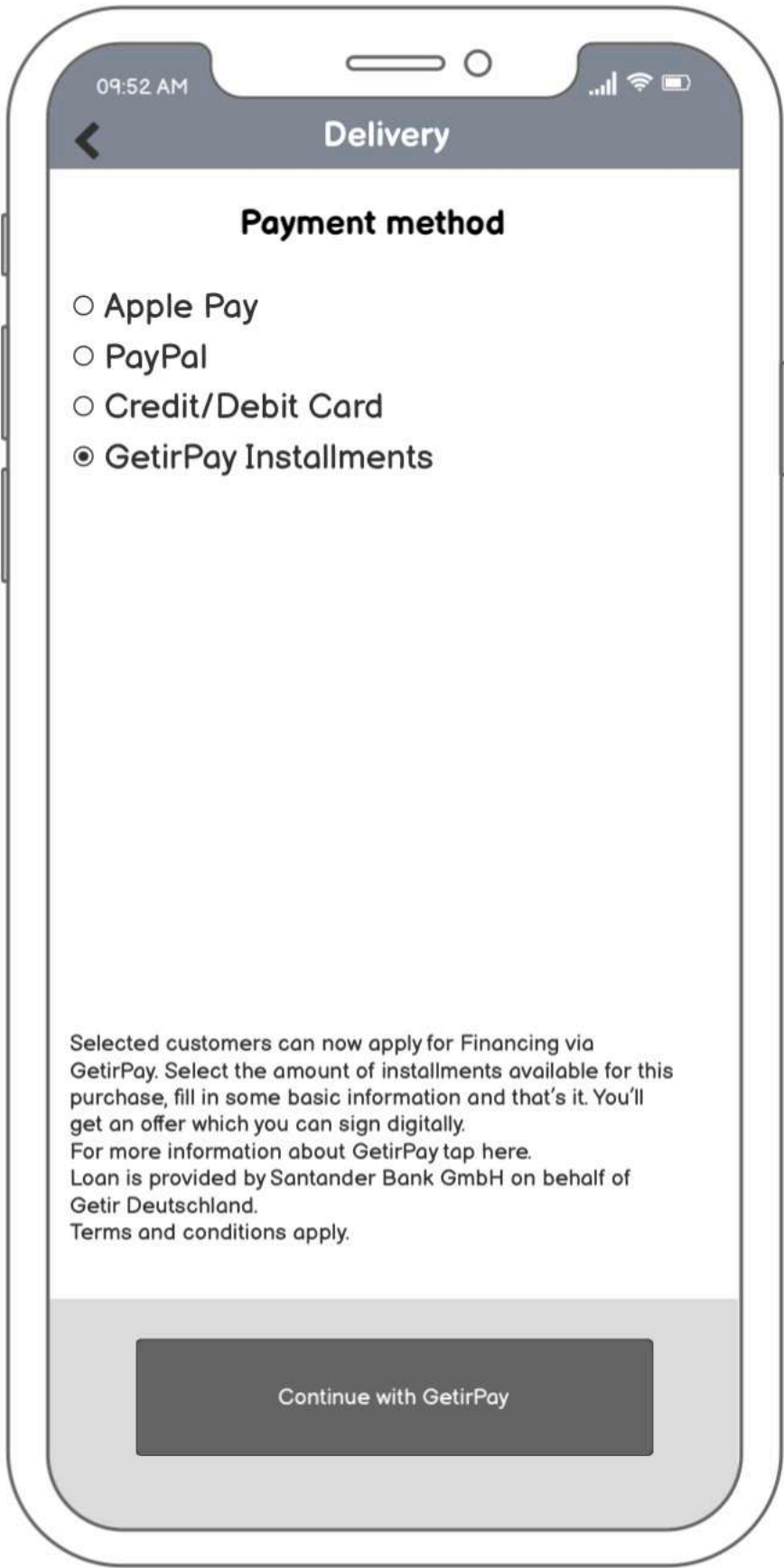
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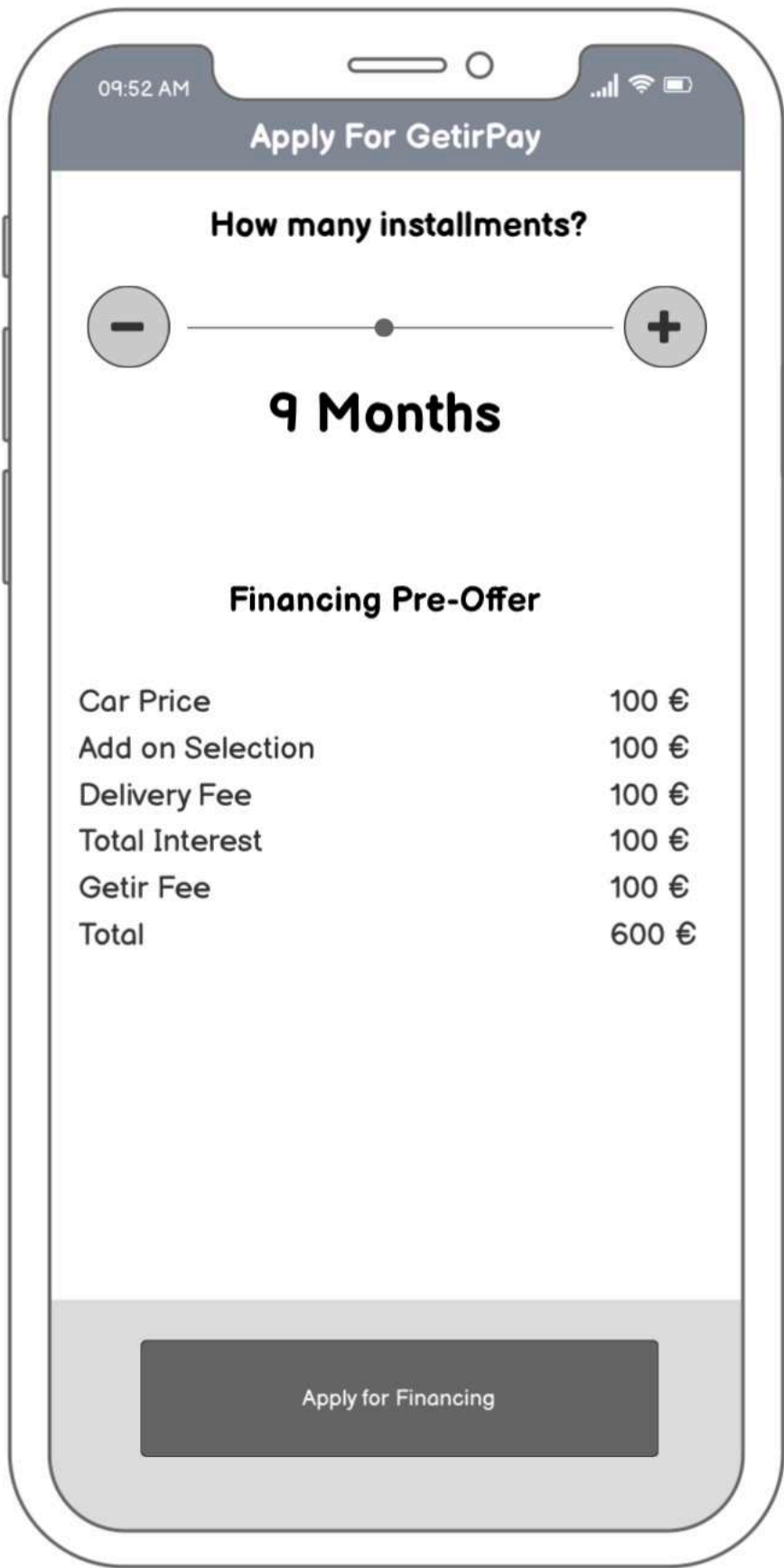
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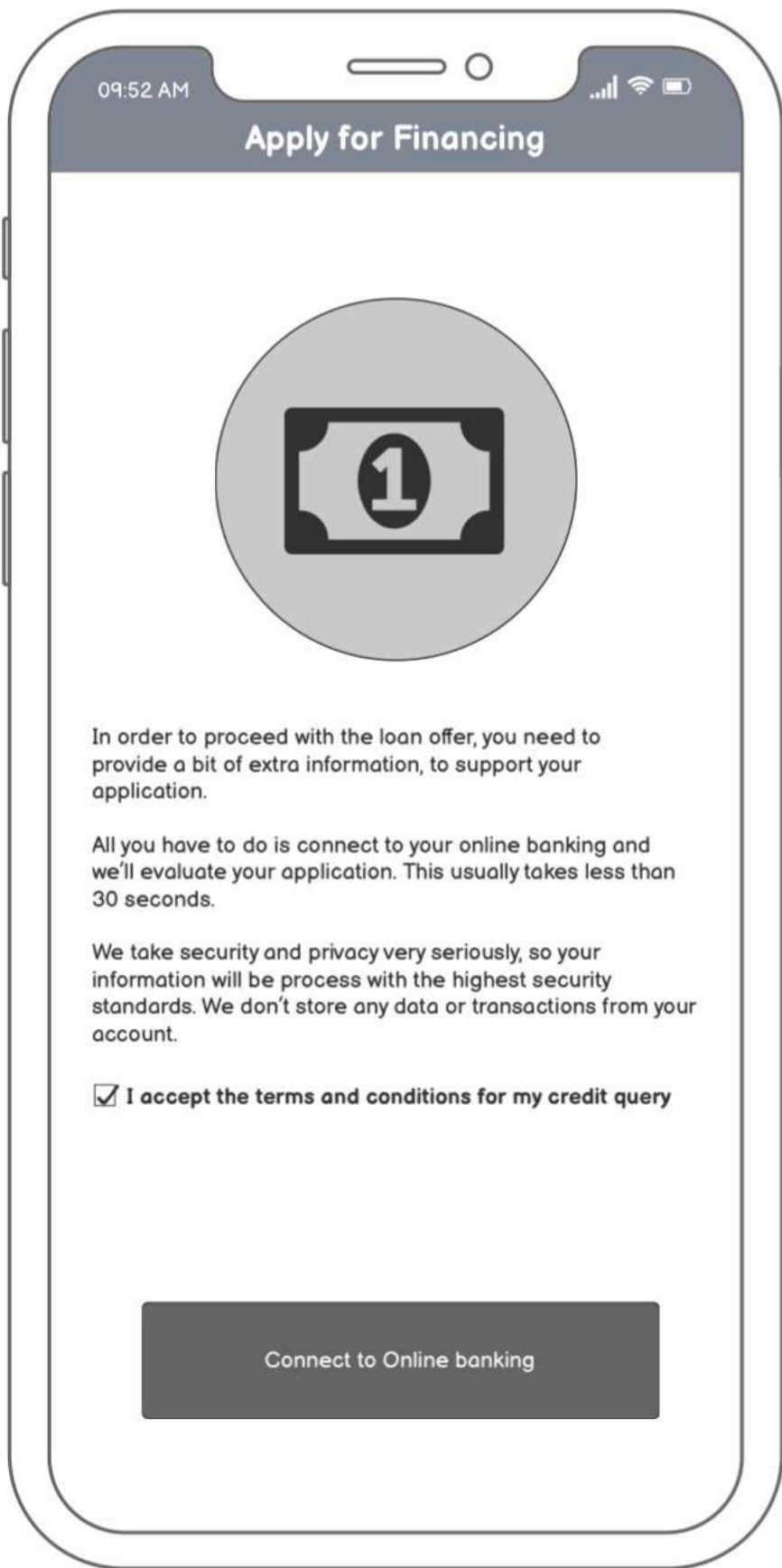
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User is presented with the default Payment screen, but also with the new Instalment payment option



User can simulate the monthly payment desired and total amount of the financing



In order to Apply, a connection to the Online Banking must be establish to run a credit check

Task

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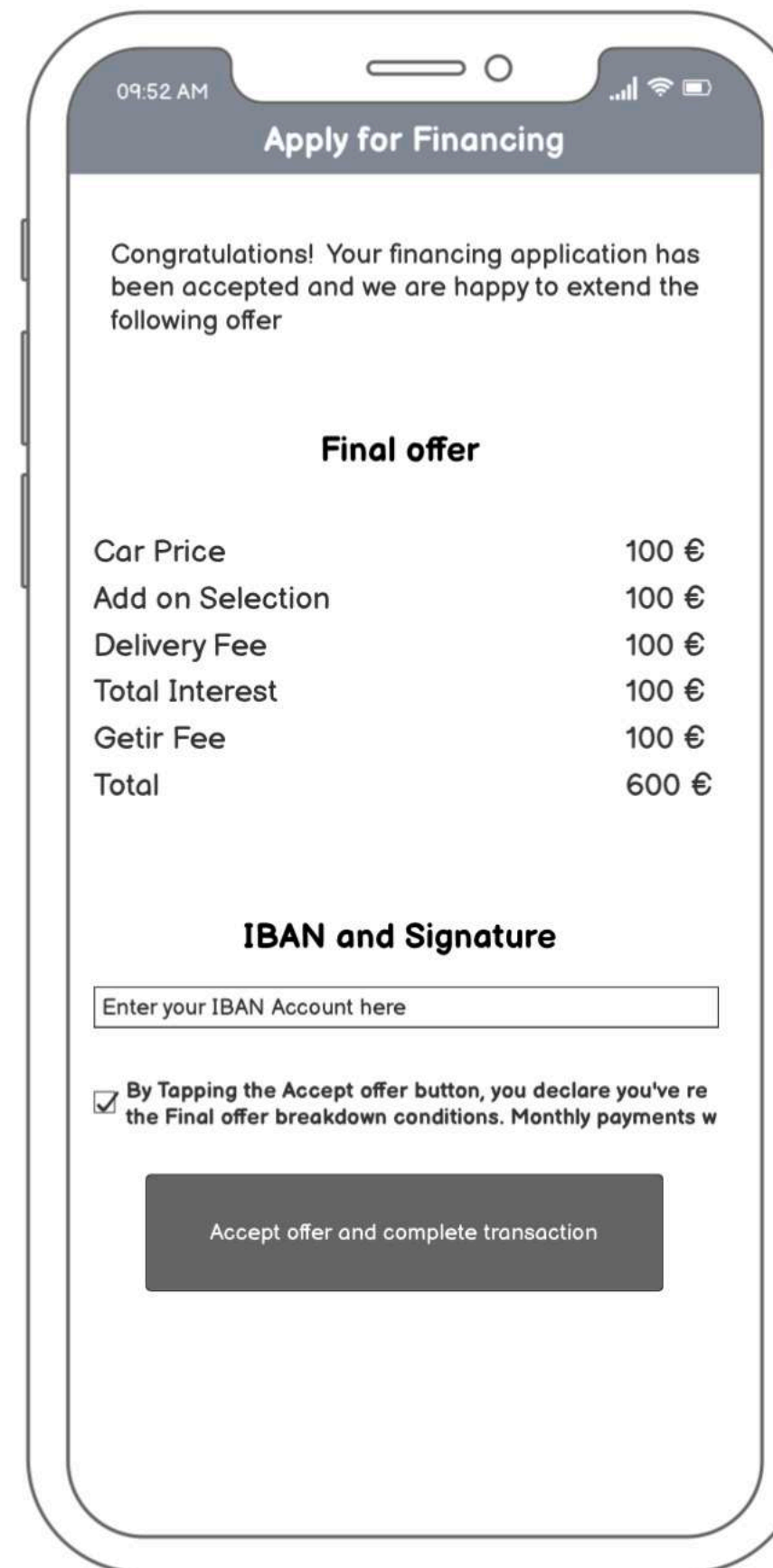
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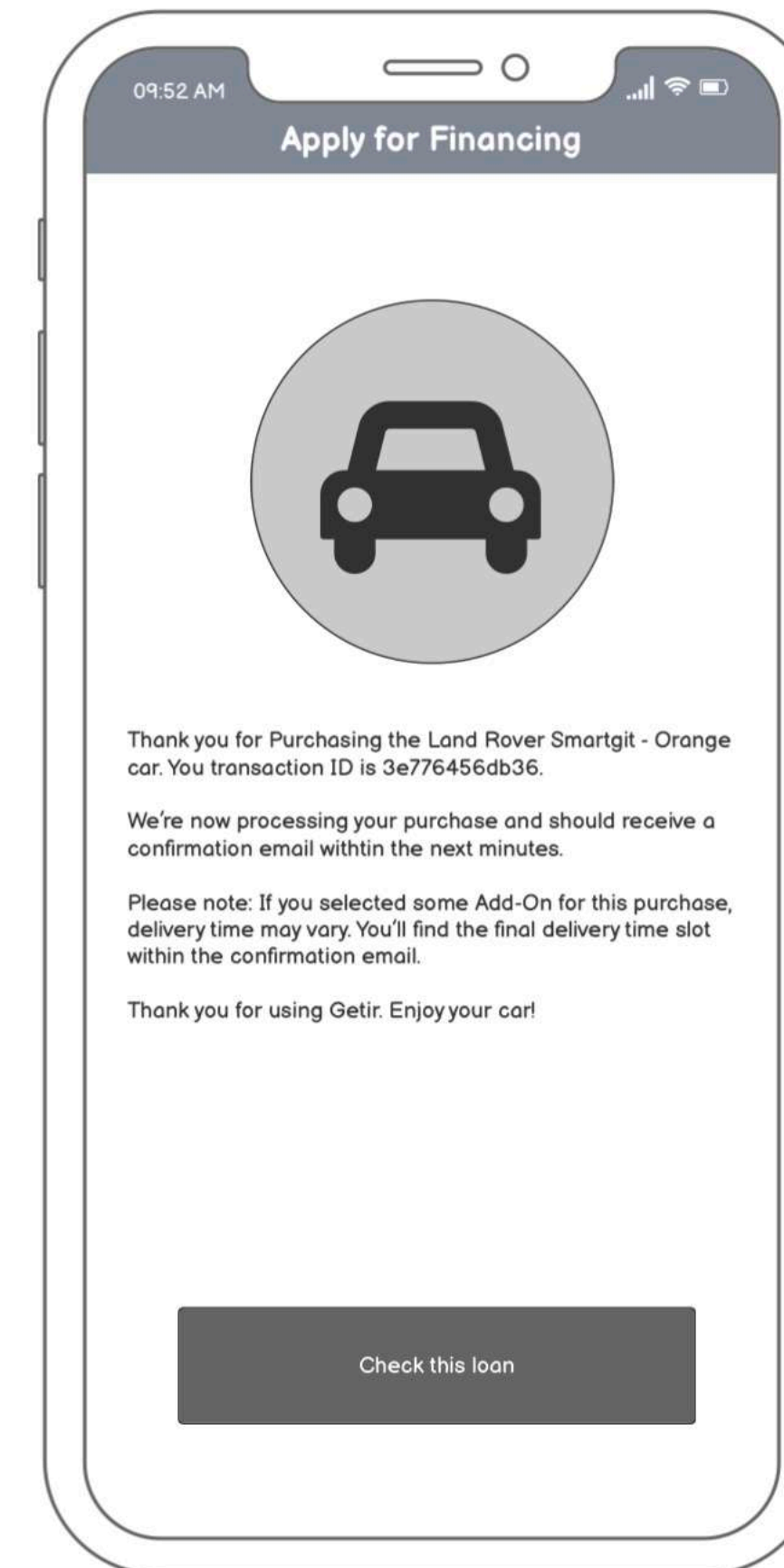
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If the user is accepted, they are able to see the final breakdown of the loan, along with the e-signature



User can simulate the monthly payment desired and total amount of the financing

UI and Interactions

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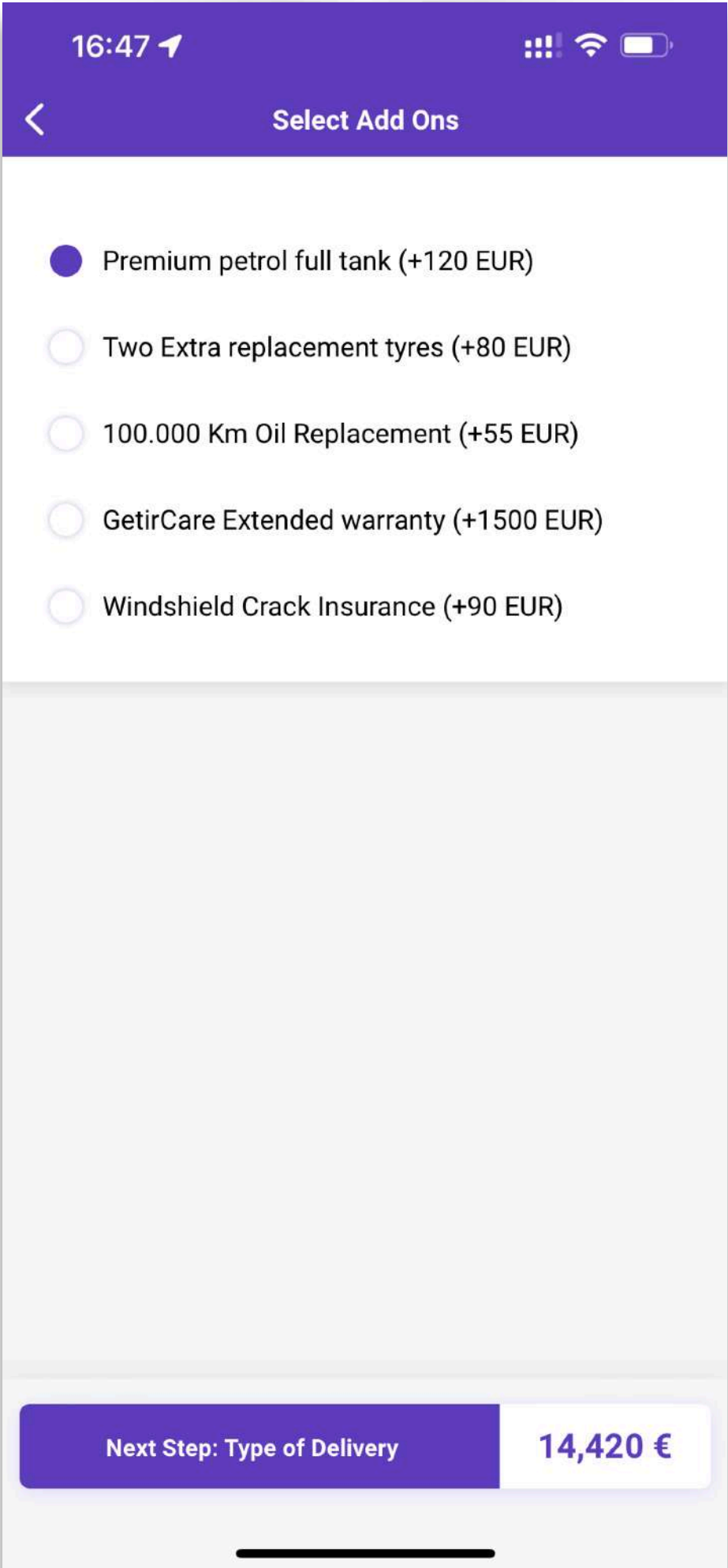
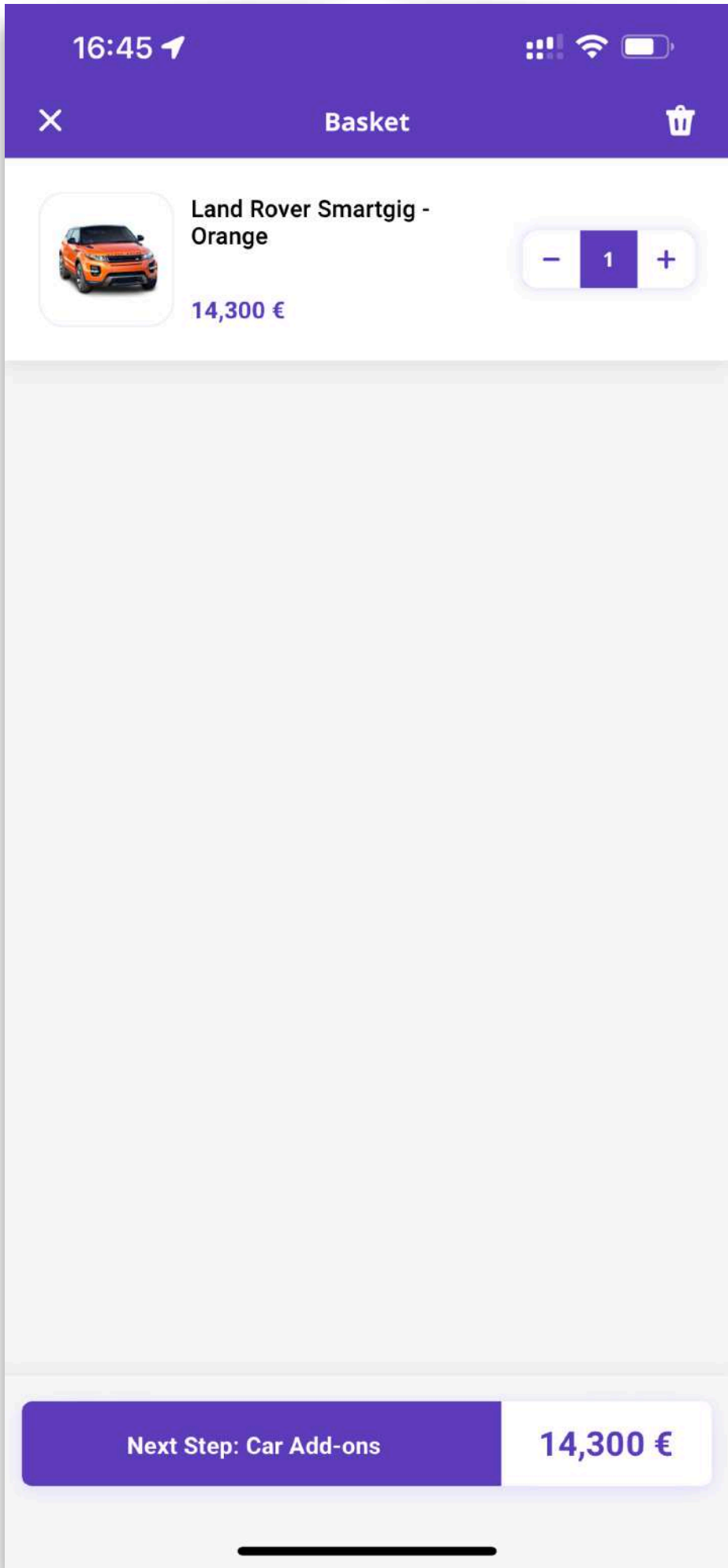
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16:45

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Checkout

🗑

Select type of delivery

Collection

Home Delivery

<

October 2022

>

SUN

MON

TUE

WED

THU

FRI

SAT

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31

Slots available for today

☐ 12:00 - 12:30

☒ 13:00 - 13:30

☐ 13:30 - 14:00

Go to Payment

14,300 €

16:47

×

Checkout

Add a note

Please write it here

☐ Contactless Delivery

☐ Please do not ring the bell

Payment Method

☐ Apple Pay

☐ Add PayPal Account

☐ Add New Card

☒ GetirPay: Pay in Installments NEW

Selected customers can now apply for Financing via GetirPay. Select the amount of installments available for this purchase, fill in some basic information and that's it. You'll get an offer which you can sign digitally.

For more information about GetirPay tap [here](#).

Loan is provided by Santander Bank GmbH on behalf of Getir Deutschland.

Terms and conditions apply.

Continue with GetirPay

14,420 €

16:47

×

Apply for GetirPay

Select your amount of installments

9 Months

with monthly payments of 1750,10 €

-

Min

3 mths

Max

18 mths

+

Pre - Financing Breakdown

Land Rover Smartgig - Orange	14.300 €
Premium Petrol Full tank (Add-on)	120 €
Delivery Free	Free
Financing Interest for 9 months	1230,99 €
GetirPay Fee	99,99 €
Total	15.750,98 €

Apply for GetirPay Financing Now

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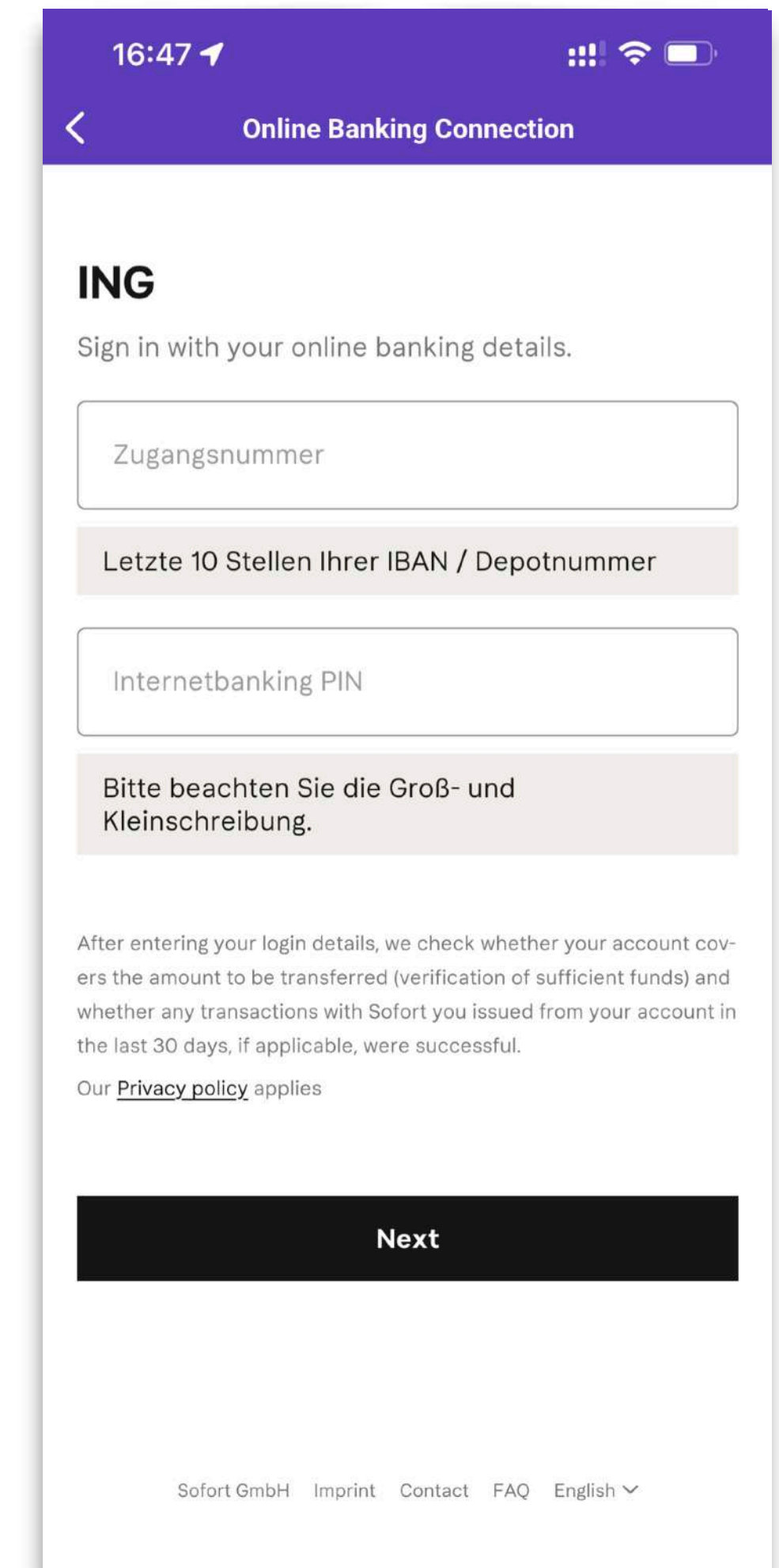
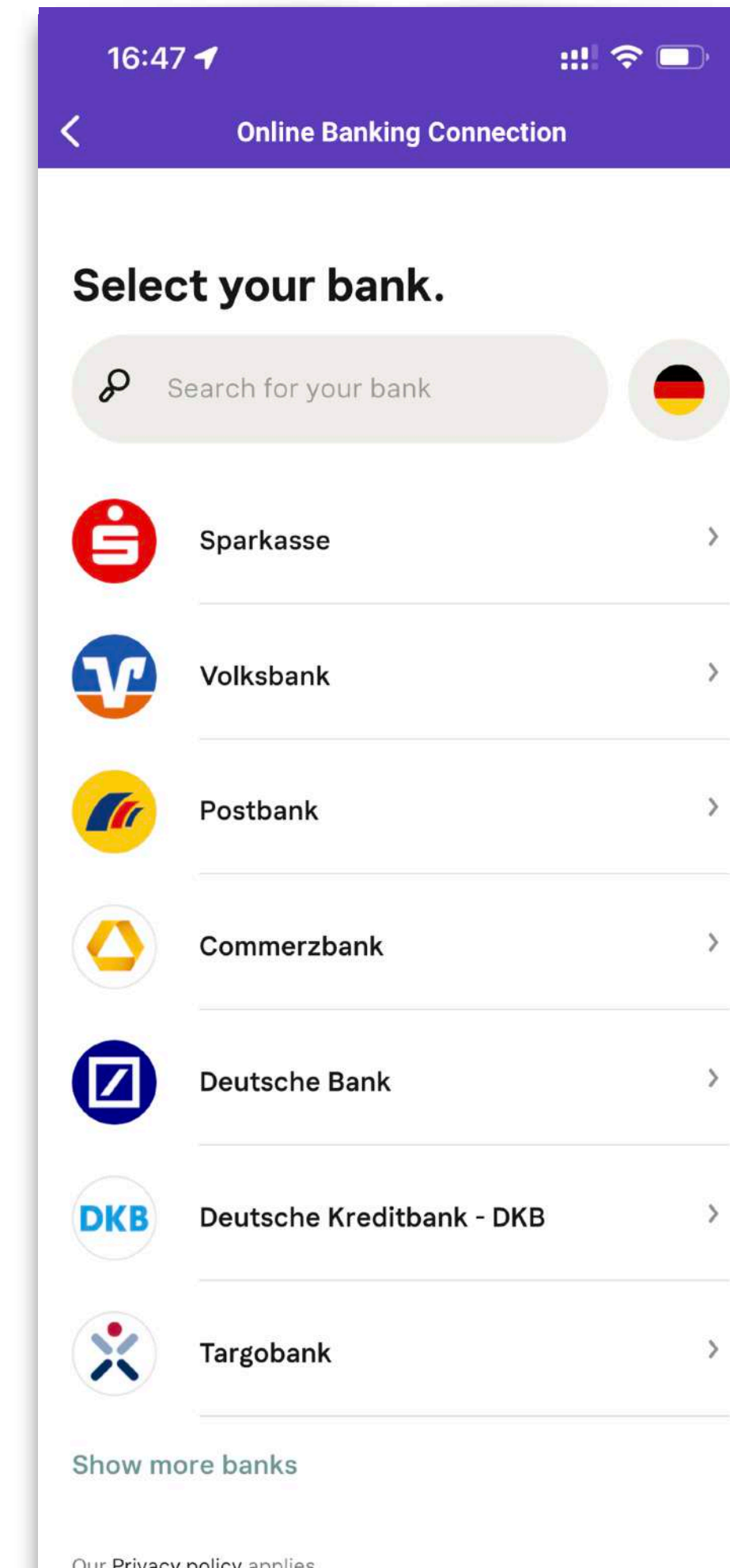
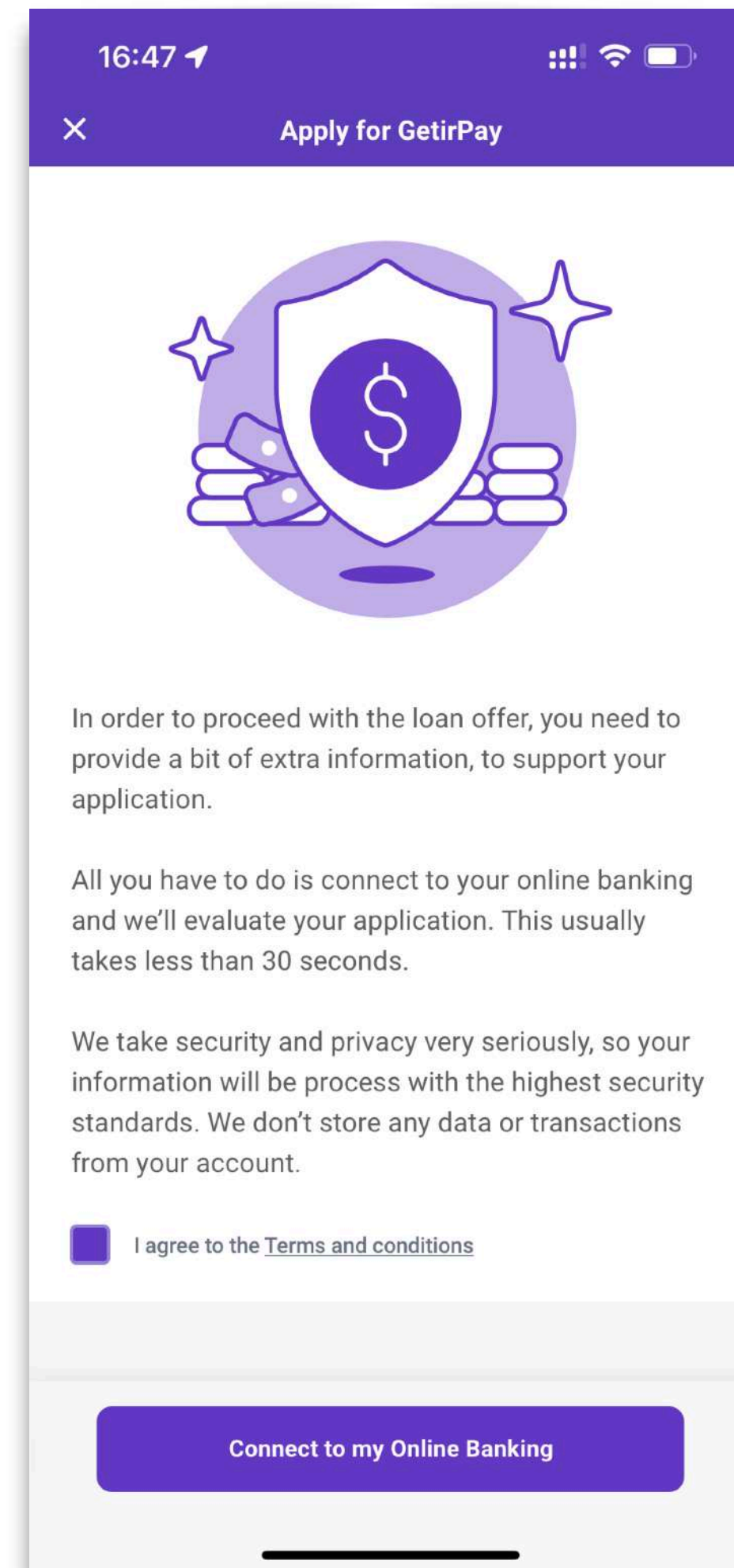
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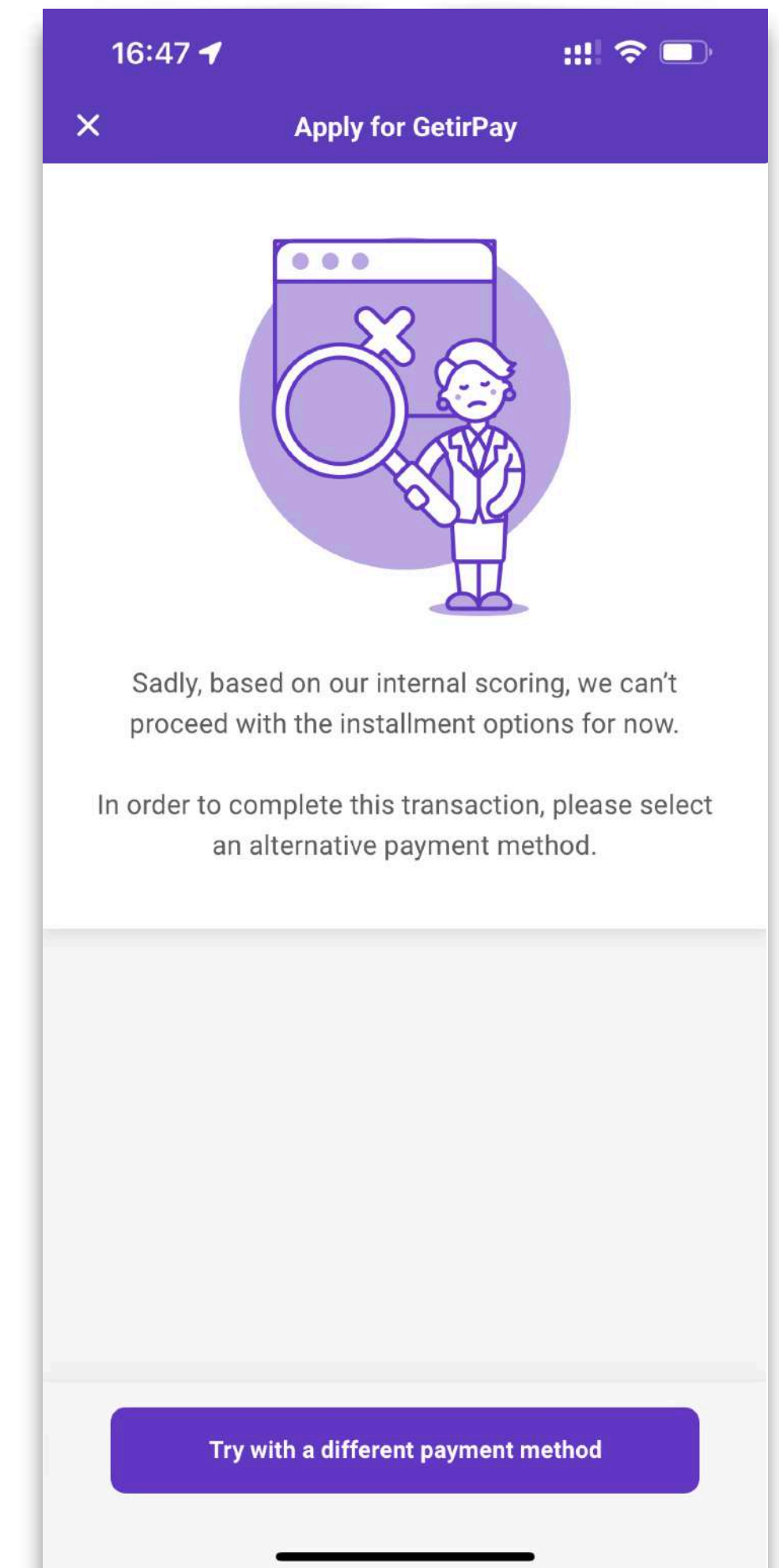
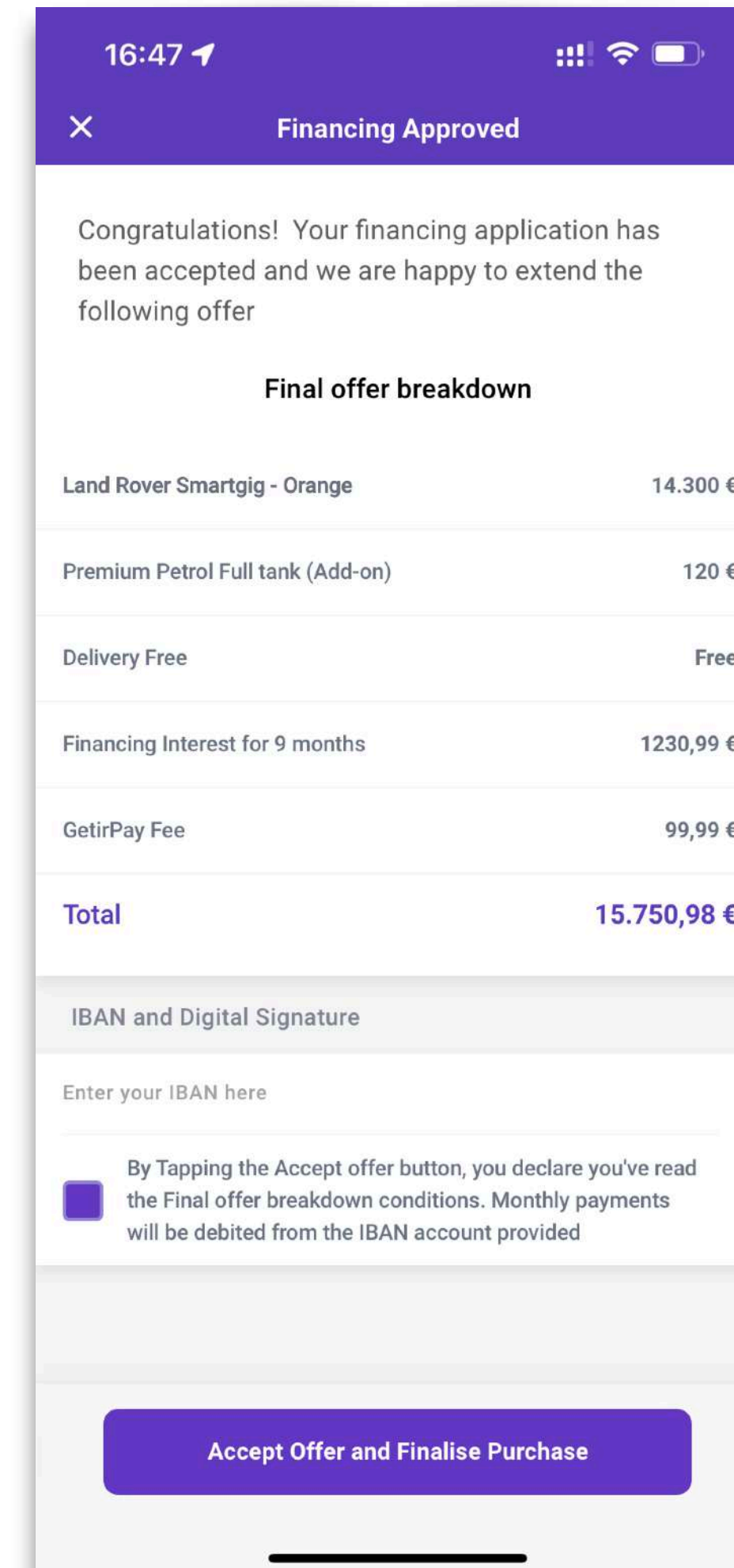
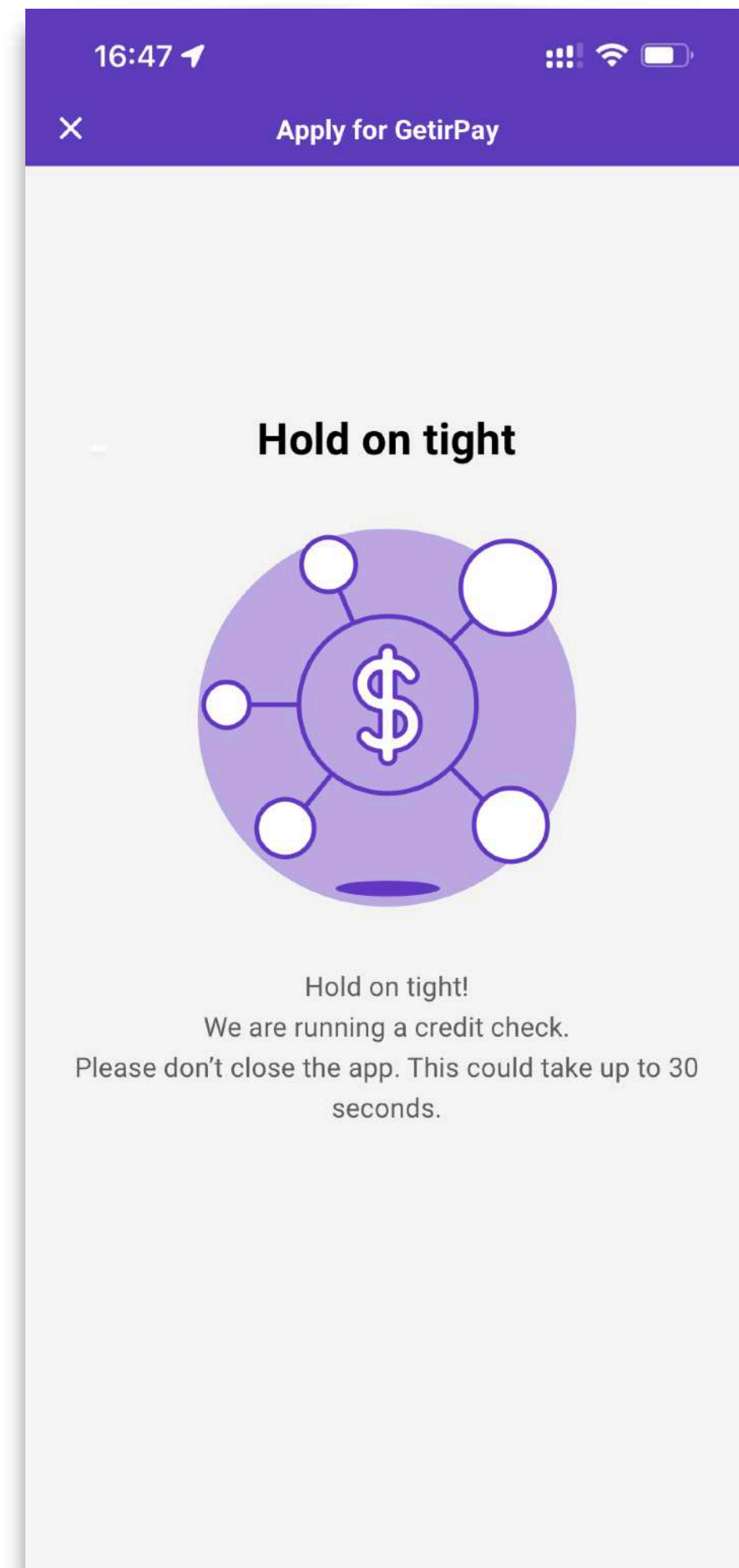
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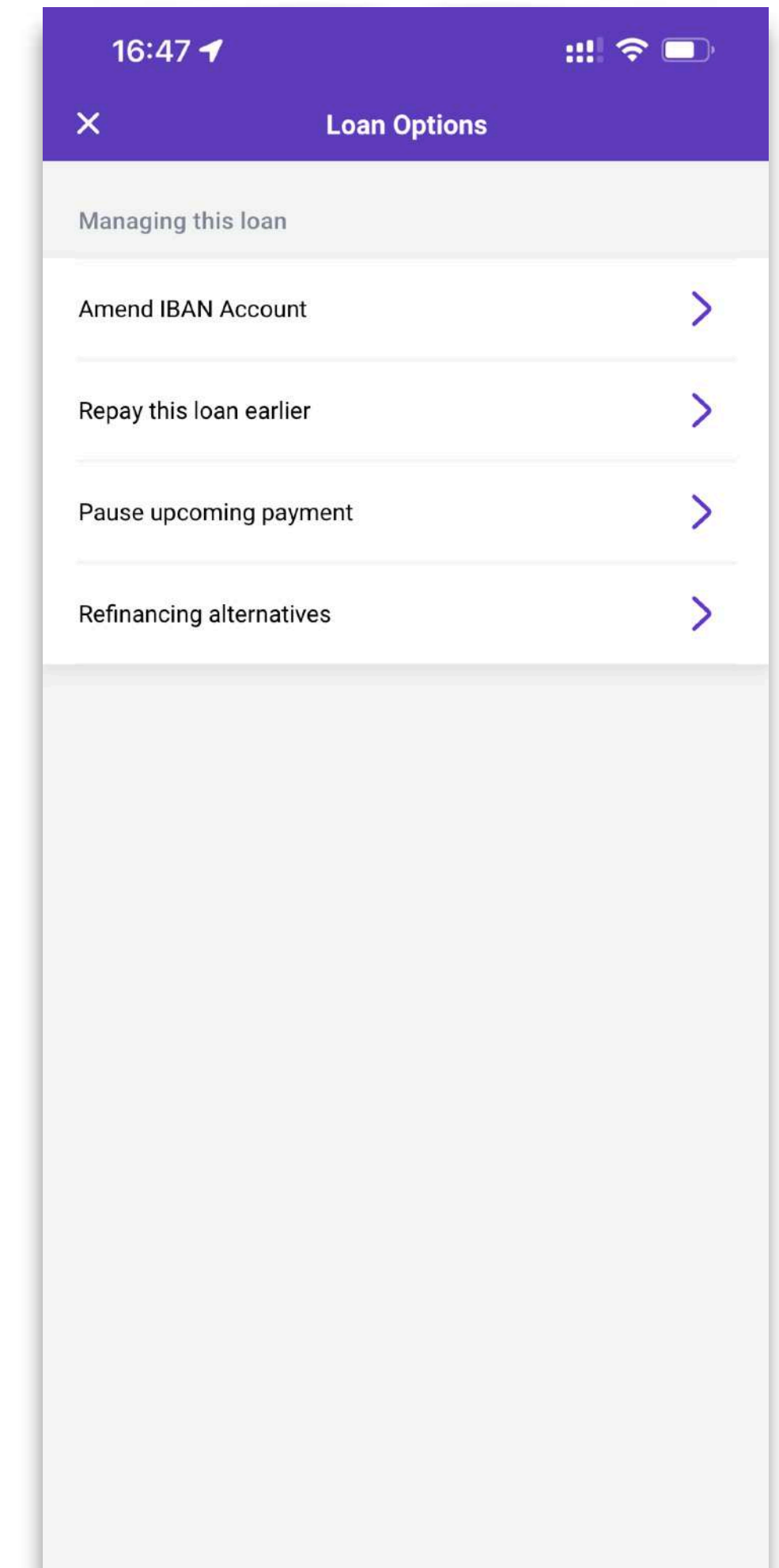
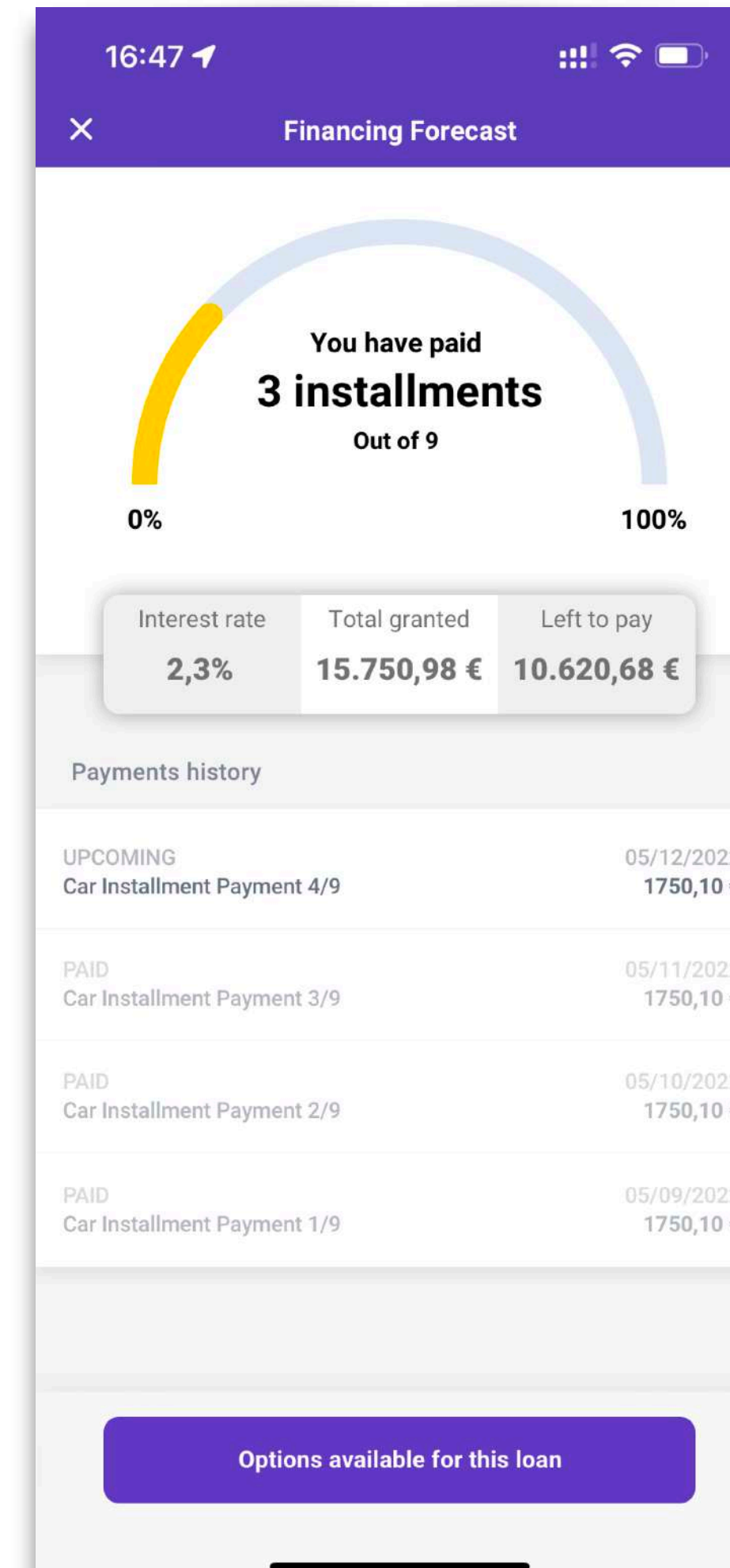
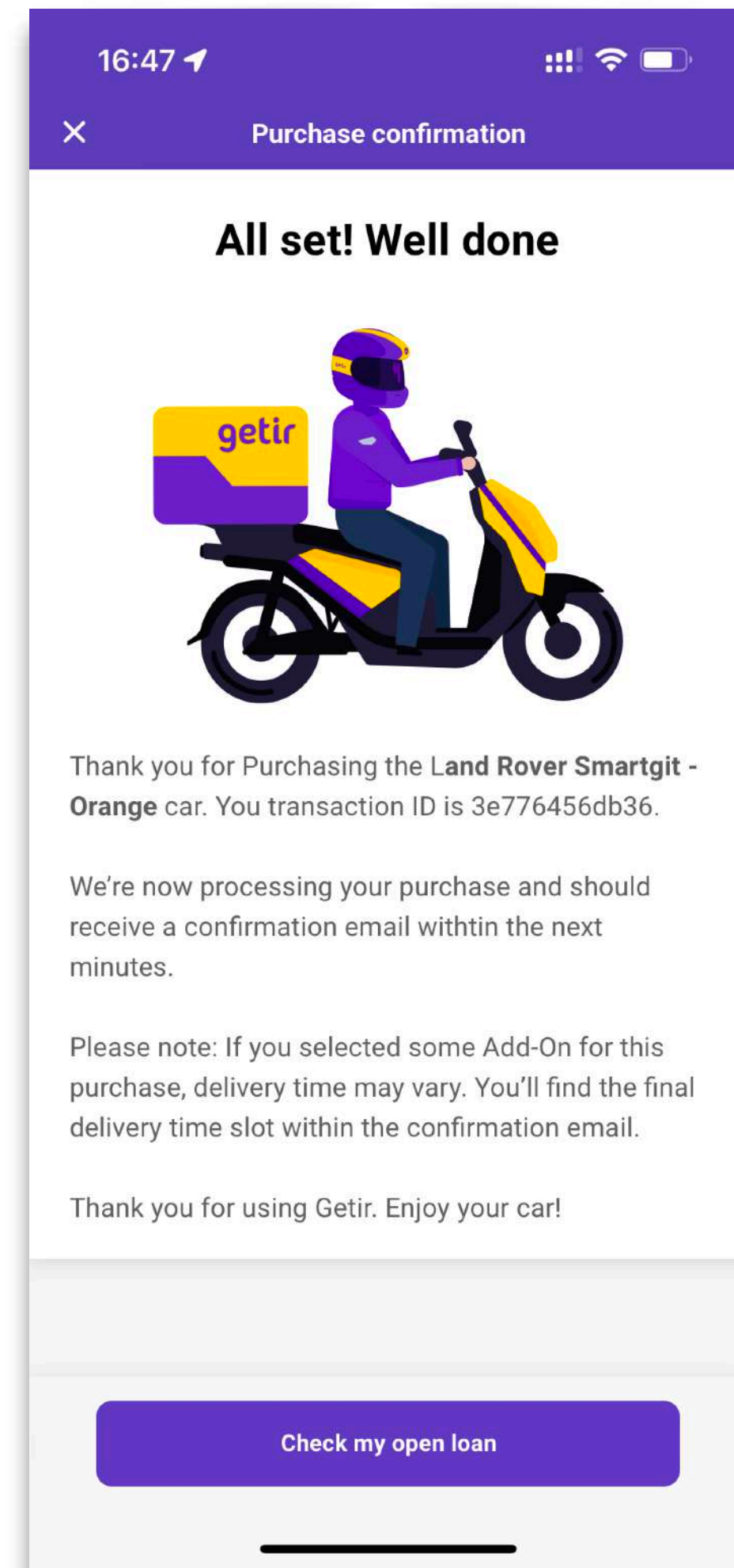
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Restrictions and potential issues

- Since this feature requires a credit check, users might not feel comfortable with it.
- Also, the user must have been using the app for some time, so it is clearly not an option for everyone.
- Even if users are loyal customers, a low credit check or low score will result in a rejection, which can lead to frustration for the user and possible abandonment of the app.

Prototype

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- Please refer to the video file attached, which contains the working flow, plus some voice over explaining some design and UX Decisions.



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