CTR Improved by 69%

Boosting CTR & Engagement

Homepage Revamp-Paisabazaar App



Project Overview

This project aims to **revamp the Paisabazaar app homepage** to boost user engagement and drive business growth. It focuses on updating icons, offers, and layout to enhance visibility, encourage exploration, and increase user clicks.

Problem:

- Low Conversion Rates
- High Drop-off Rates
- Outdated UI
- Low Personalization
- Weak Content Discoverability

Design Solution:

- Scrollable banners
- Isometric icons for clarity
- Clean UI with new theme
- Personalized content for users
- Infinite scroll banners

About Company

Paisabazaar is a leading Indian fintech platform offering services such as credit score tracking, personal loans, credit cards, and more. As of 2025, it has empowered **500M+ users** to check their free credit scores, with **2M monthly credit inquiries** from **1,000+ cities.**

My Role:

Data analysis, user research, competitive study, wireframing, UI design, User Testing

Collaborated with:

Developers, product managers, QA testers, and other stakeholders

Problem Statement

The homepage shows a **low overall engagement rate of just 34.65%.** This may be due to several reasons like...

- Unclear User Intent Mapping
- Cluttered or Outdated UI
- Low Personalization

If 100 users land on the homepage, only 35 engage by clicking on any element, while the remaining 65 leave without interacting at all. This reflects **low engagement**—users may not find what they need or aren't prompted to take action.

Target Audience

This app redesign is especially relevant for individuals who actively manage their finances—whether it's checking credit scores, applying for loans, or comparing credit cards.

Primary Users

Individuals from **Tier 2 and Tier 3 cities** across all age groups—students, working professionals, and retirees—who rely on digital platforms for quick, accessible, and trustworthy financial services.

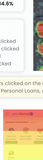


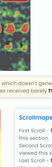
Research & Data Insights

User behavior insights were gathered **using VWO** during the month of November. The analysis included heatmaps, click tracking, and scroll patterns, helping identify areas of low engagement, poor visibility, and drop-off points on the homepage.

Heatmaps(Mobile App)

Total Users Landed: **30,016**
Total Clicks (All Elements): **10,398**
Overall Engagement Rate: **-34.8%**





Tile Click-Through Rates

Credit Score - **27%** of users clicked
Personal Loan - **13%** of users clicked
Sign In - **15%** of users clicked
Credit Card - **7%** of users clicked

Insights : Almost **27%** of users clicked on the banner, which doesn't generate any revenue. Except for Credit Cards and Personal Loans, other tiles received barely **1% clicks** each.





Scrollmaps

First Scroll - **98.3%** of users viewed this section
Second Scroll - **55.6%** of users viewed this section
Last Scroll - **10.2%** of users viewed this section

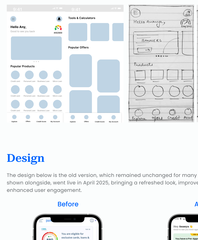
Insights : About **50% of users** drop off after the first scroll, so all key elements must be visible within the initial screen.

Revamp Objectives

- Improve click-through rates on key sections of Homepage
- Reduce user drop-off
- Enhance content discoverability and navigation
- Increase overall user engagement

Competitive Benchmarking

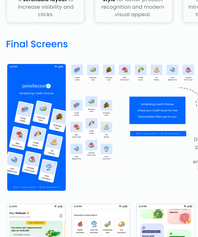
Conducted a comparative analysis of leading platforms such as **Paytm, Navi, Freo, Stable Money, MakeMyTrip, Upstox, & Policybazaar.**



The focus was on studying their homepage dashboards—specifically the use of **banners, icons, and layout patterns**—to understand industry standards and identify opportunities to improve visual hierarchy and user engagement on the Paisabazaar app.

Wireframes

These wireframes were created after extensive brainstorming and ideation, drawing inspiration from leading market players.



Design

The design below is the old version, which remained unchanged for many years. The new design, shown alongside, went live in April 2025, bringing a refreshed look, improved usability, and enhanced user engagement.

Before



After

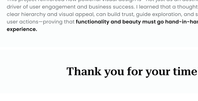


Banners:
Redesigned banners with a **scrollable layout** to increase visibility and clicks.

Icons:
Updated to **isometric style** for better product recognition and modern visual appeal.

Bottom Navigation:
Added offer icon to boost clicks on deals and introduced **animation** on the credit score tile.

Final Screens



Splash Screen:
Designed to highlight key products and showcase three rotating **USPs**, ending with **trust markers** to build credibility and user confidence.

These screens showcase the updated design with **scrollable personalized banners** to attract users, modern **isometric** icons, and a dedicated section for tools and calculators.

Implemented **infinite scroll banners** as a trial experiment to leverage user scrolling behavior and boost engagement through visually appealing, high-impact tiles.

Result & Impact

All insights and metrics presented are based on data collected during March-April 2025.

Click Through Rates

Credit Card clicks increased from 7% to **16%**
Personal Loan from 13% to **27%**
Banners from 27% to **28%**

Scroll Depth Metrics

Top scroll visibility increased slightly from 98.3% to **99.1%**
Second scroll improved from 55.6% to **78.2%**

My learnings

This project reinforced how powerful visual design is—not just as an aesthetic layer, but as a key driver of user engagement and business success. I learned that a thoughtfully crafted UI, with clear hierarchy and visual appeal, can build trust, guide exploration, and significantly influence user actions—proving that **functionality and beauty must go hand-in-hand for impactful digital experience.**

Thank you for your time!