TMN 2021

7-ELEVEN. Barcode screen in Quantitative data

Nov, 22

– Thank you for your interest in this report. For better understanding, please read [the Research & Observation Report](#) to better understand the 7-Eleven customer experience. –

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Research Project Plan

7-Eleven: Barcode screen in quantitative data

Purpose of the studies

The studies of TrueMoney customer behavior on "Barcode Payments" (TMN SDK) at 7-Eleven aim to find the insight and can be referred to our related further project development -- 7-Eleven Payment, KYC, or Others.
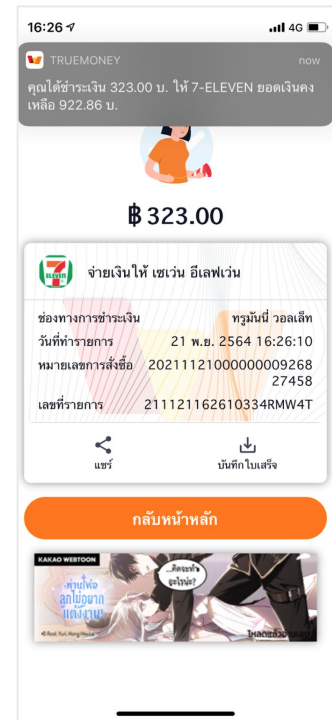
Focus on

✅ Overall information of TrueMoney SDK

✅ Various key factors on Barcode screen

✅ Action & Time on screen

✅ Screen Size on Barcode screen

✅ User Flows on 7-Eleven journey

TMN SDK on 7-11

All SDK Flow here is a part of TMN SDK

Method

We will study statistics from <mark>Google Analytics</mark>, going back to the most recent period, the last 7 days, the best to evaluate how successful these current features are (by going through all usage statistics of TrueMoney SDK users in Thailand).

The period of time: Dec 25,2021 - Dec 31,2021

How to find TMN SDK on 7-11 app: *[1] Go to Google Analytics. [2] Select Analytics Accounts > TrueMoney-TH 41231050. [3] Select TrueMoney (www.truemoney.com) 360 on Properties & Apps. [4] Copy tag from CX Tag master on 7-11 Change payment channel: https://docs.google.com/spreadsheets/d/1bXsy_9-_prRxOllEgAtNtH2FRGkdUdgyWsUAU0CCx4Q/edit#gid=1792792129 . [5] Apply the tag on the analytics.*

Behavior & Quantitative data

7-Eleven: Barcode screen in quantitative data

Do you know ?

Over 66% [66.50%] of TMN User on 7-Eleven app uses for 7-Eleven payment.

1st: 7-Eleven Payment (66.50%)
2nd: Lucky draw campaign (4.07%)
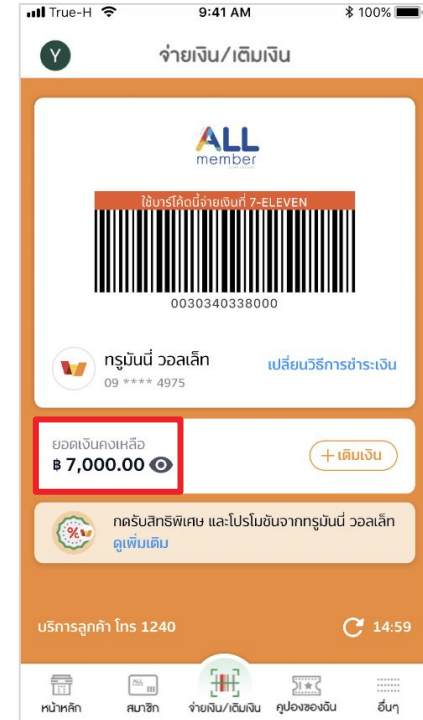3rd: Redeem a promotion (3.35%)

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*

Do you know ?

The most action in 7-Eleven application is **"Hide balance"**
Over 57% (56.99%) **of all action** *(7,760,636/13,617,579)*

1st: Hide Balance (56.99%)
2nd: Top-up CTA (5.21%)
3rd: Promotion Banner (1.88%)

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*

Do you know ?

Customer might have a chance to tap on "Hide balance"
Highest to **2** times per person.

Total Events: 7,760,636
Unique Event: 4,091,197*
= 7,760,636/4,091,197 = 1.896 or ~2

*We set around 20 minutes per session, for example, if you click twice on the same button within this 20 minutes. Your action will be counted as 2 Total Events and 1 Unique event.

Hypothesis:
They might tap to see the balance and tap again to keep the amount of money as confidential data.

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*

Key factors

Now, we are going to show the insight of TMN SDK on the 7-Eleven Barcode on these key factors.

1. Action & Time on screen
    1.1 Barcode screen
    1.2 Top-up screen
    1.3 Change SOF screen
2. User Flows
3. Screen size

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*

Action & Time on screen

7-Eleven: Barcode screen in quantitative data

Time on screen (Barcode screen)

Percentage of accessing: 95.16% *only on the barcode page
Time on screen: 51 seconds [00:00:51]
Bounce Rate: 0.96%
% Exit: 33.91%

Pageviews: 16,925,540
Unique Pageviews: 5,990,947

Hypothesis:
The observation shows us that most customers open the Barcode page for a long time as above mentioned. (even though they were not at the counter service to make the payment.)

Sometimes they might reopen again and again. So, they might have a chance to re-open again 2.82 times
(from the portion of pageviews/unique pageviews.)

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*
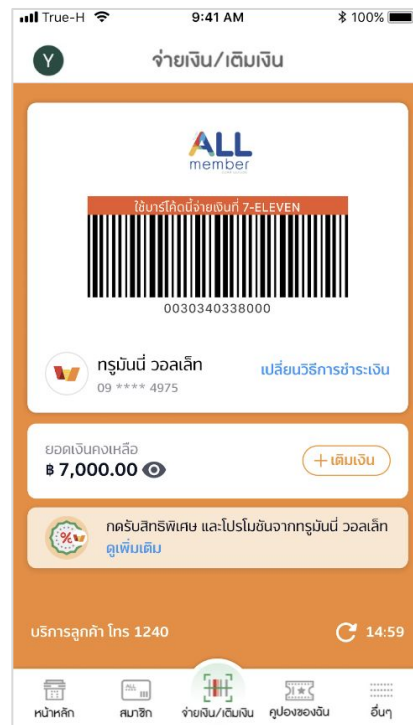
Action on screen (Barcode screen)

1st Action [56.99%] : Click on show balance

Total event/This event: 7,760,636/13,617,579 = 56.99%

Total event/Unique events: 7,760,636/4,091,197 = ~1.89

Hypothesis:

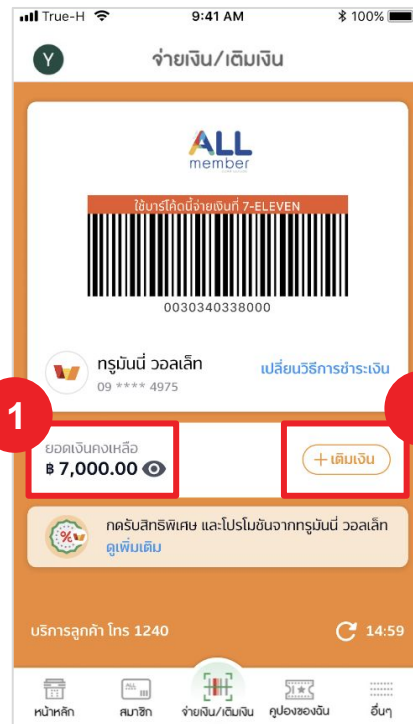Customer might have a chance to tap on "Hide balance"

Highest to 2 times per person.

2nd Action [5.21%] : Go Top up!

Total event/This event: 709,602/13,617,579 = 5.21%

Total event/Unique events: 709,602/600,426 = ~1.18

Hypothesis: We still have some customers who still want to top up at the counter service, but there may be a very small amount. (see more here)

Action on screen (Barcode screen)

3nd Action [1.88%] : Click on see more promotion
Total event/This event: 255,709/13,617,579 = 1.88%
Total event/Unique events: 255,709/214,837 = ~1.19

Hypothesis: There may be fewer people. because the promotion has not been updated.

4th Action [0.95%] : Change SOF
Total event/This event: 129,133/13,617,579 = 0.95%
Total event/Unique events: 129,133/103,879 = ~1.24

Summary of Action (Barcode screen)

Time on screen: 00:00:51
Bounce Rate: 0.96%
% Exit: 33.91%

4th Action [0.95%] :
Change SOF

1st Action [56.99%] :
Click on show balance

2nd Action [5.21%] :
Go Top up!

3nd Action [1.88%] :
See more promotion

*This data will be shown the statistics **from Dec 25, 2021 to Dec 31, 2021** (7 days)*

Time on screen (Top-up screen)

Percentage of accessing: 3.99% *only on the barcode page
Time on screen: 1 minute 17 seconds [00:01:17]
Bounce Rate: 0%
% Exit: 29.44%

Pageviews: 709,568
Unique Pageviews: 600,422

Hypothesis:
Top-up might require a lot of actions from both a buyer and a seller. therefore it takes time a bit longer than other screens.

see how to top-up:
https://www.youtube.com/watch?v=IqLIdgZ-jFs

Time on screen (Change SOF screen)

Percentage of accessing: 0.39% *only on the barcode page

Time on screen: 21 seconds [00:00:21]

Bounce Rate: 0%

% Exit: 11.41%

Pageviews: 69,695

Unique Pageviews: 38,839

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Summary of time on screen

TrueMoney SDK on Barcode page			
screen	Total visited [%]	Time on screen	view/visitor [in 1 session]
	95.16%	51 seconds	~ 3 (2.82)
	3.99%	1 minute 17 seconds	~1
	0.39%	21 seconds	~1
	N/A	N/A	N/A

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Summary of time on screen

- The remaining percent is on other pages on www.truemoney/711payment/

1. /711payment_main
2. /711payment_topup
3. /711payment_sof_new
4. /711payment_sof_existing
5. /a/711-7app/
6. /711payment_topup_howto
7. /711payment_ccsof_error
8. /711payment_walletsof_error
9. /711payment_general_error
10. /711payment_edd

Summary of time on screen

- For the main barcode page, it has a chance to open this screen frequently because of many factors, for example, Barcode error (and 7-Eleven staff wants the customer to reopen the barcode screen again), The work of POS and applications, Service down, or other technical issues. (Please see more here)
- Top-up might require a lot of actions from both a buyer and a seller. therefore it takes time a bit longer than other screens. (Please see more here)
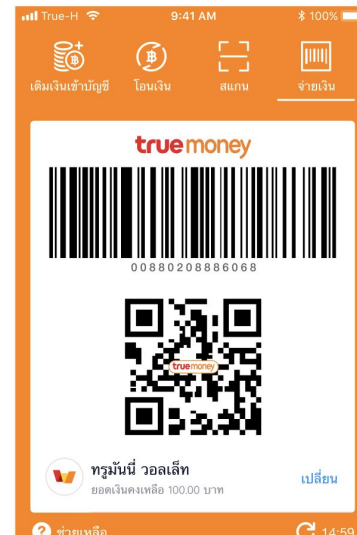
Screen Size

7-Eleven: Barcode screen in quantitative data

Screen size

Mobile Device Info	Acquisition		
	Users ↓	New Users	Sessions
	244,598,411 % of Total: 99.48% (245,876,688)	241,420,261 % of Total: 99.51% (242,605,027)	371,898,057 % of Total: 99.50% (373,771,348)
1. Apple iPhone	**94,478,809** (38.45%)	93,934,993 (38.91%)	110,580,685 (29.73%)
2. Vivo 1906 Y11 (2019)	**5,737,542** (2.34%)	5,710,384 (2.37%)	7,653,608 (2.06%)
3. (not set)	**4,763,774** (1.94%)	4,699,484 (1.95%)	6,535,875 (1.76%)
4. OPPO CPH1909 A5s	**3,628,907** (1.48%)	3,546,825 (1.47%)	5,550,896 (1.49%)
5. OPPO CPH2185 A15	**3,503,955** (1.43%)	3,463,863 (1.43%)	4,607,004 (1.24%)
6. OPPO CPH1931 A5	**3,363,621** (1.37%)	3,286,622 (1.36%)	5,248,573 (1.41%)
7. Vivo V2026 Y12s	**3,110,177** (1.27%)	3,048,522 (1.26%)	4,143,840 (1.11%)
8. Vivo 1901 Y15	**2,678,573** (1.09%)	2,601,969 (1.08%)	4,098,424 (1.10%)
9. OPPO CPH2083 A12	**2,456,770** (1.00%)	2,423,177 (1.00%)	3,219,182 (0.87%)
10. Xiaomi M2006C3LG Redmi 9A	**2,211,241** (0.90%)	2,200,532 (0.91%)	2,767,364 (0.74%)

Mostly around 720*1600 px

Iphone SE: 320*560 px

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Screen size

Device Category	Screen Resolution	Acquisition			Behavior			Conversions	Goal 1: Truepoint Fund in Banner click ▼	
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Truepoint Fund in Banner click (Goal 1 Conversion Rate)	Truepoint Fund in Banner click (Goal 1 Completions)	Truepoint Fund in Banner click (Goal 1 Value)
		9,413,271 % of Total: 100.00% (9,413,271)	8,229,465 % of Total: 100.02% (8,227,921)	12,259,595 % of Total: 100.00% (12,259,595)	32.33% Avg for View: 32.33% (0.00%)	2.98 Avg for View: 2.98 (0.00%)	00:01:04 Avg for View: 00:01:04 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	THB 0.00 % of Total: 0.00% (THB 0.00)
31. mobile	424x918	35,271 (0.38%)	28,726 (0.35%)	50,519 (0.41%)	37.15%	3.10	00:01:15	0.00%	0 (0.00%)	THB 0.00 (0.00%)
32. mobile	320x676	22,617 (0.24%)	18,883 (0.23%)	29,175 (0.24%)	45.15%	2.61	00:01:08	0.00%	0 (0.00%)	THB 0.00 (0.00%)
33. desktop	1920x1080	22,066 (0.24%)	18,249 (0.22%)	26,372 (0.22%)	55.10%	2.18	00:01:15	0.00%	0 (0.00%)	THB 0.00 (0.00%)
34. mobile	393x875	21,187 (0.23%)	14,443 (0.18%)	38,385 (0.31%)	21.59%	3.81	00:01:41	0.00%	0 (0.00%)	THB 0.00 (0.00%)
35. mobile	320x658	18,517 (0.20%)	13,525 (0.16%)	28,691 (0.23%)	31.41%	3.21	00:01:34	0.00%	0 (0.00%)	THB 0.00 (0.00%)
36. mobile	320x569	17,661 (0.19%)	14,416 (0.18%)	24,136 (0.20%)	41.30%	2.69	00:01:19	0.00%	0 (0.00%)	THB 0.00 (0.00%)
37. mobile	412x883	16,022 (0.17%)	7,986 (0.10%)	31,624 (0.26%)	15.02%	3.62	00:01:25	0.00%	0 (0.00%)	THB 0.00 (0.00%)
38. mobile	501x1114	15,186 (0.16%)	14,873 (0.18%)	15,868 (0.13%)	70.78%	1.66	00:00:18	0.00%	0 (0.00%)	THB 0.00 (0.00%)
39. mobile	360x748	13,930 (0.15%)	7,890 (0.10%)	27,125 (0.22%)	16.87%	3.76	00:01:40	0.00%	0 (0.00%)	THB 0.00 (0.00%)
40. mobile	320x570	13,847 (0.15%)	12,883 (0.16%)	15,387 (0.13%)	61.84%	1.85	00:01:03	0.00%	0 (0.00%)	THB 0.00 (0.00%)

The table shows that some users are still active on a quite small phone size (equivalent to iPhone SE)

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User Flows

7-Eleven: Barcode screen in quantitative data

User flows

Screen	1st Event	2nd Event	3rd Event
	Hide balance	Top-up	Hide balance
Barcode page (TMN SDK)			
	Top-up	Hide balance	
	4.7M final event	1M final event	327K final event
	Pay!	Pay!	Pay!

Suggestion

Another tool to try:

Heatmap [For Testing prototypes]: https://app.gazerecorder.com/

Maze

See more

Quantitative data (TMN SDK - Barcode screen)

https://docs.google.com/presentation/d/1UuiYU6Q8LjCQcXJdpGFCM5BNHZN_Q668-ixCj5RB0Ms/edit?usp=sharing

Qualitative data: 7-Eleven Observation Report

https://docs.google.com/presentation/d/1KvDiRUuLglrRBgM6oAJZdRiNWganSeZSOCwgWgVjjao/edit?usp=sharing

Thank you!

Send your questions to

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