

Google Wallet updates verification settings to speed up payments

Article

The news: Google Wallet updated its verification settings so users can make payments faster, [per 9to5Google](#).

- Users can now disable the required identity verification for certain purchases, letting them pay even if their phone is locked.

- The setting is only available for transit payments, but other types of transactions could be added in the future.

Why this matters: Letting users turn off verification will make the wallet more convenient, which should help boost user satisfaction.

- **Forty-one percent of US consumers said convenience was the primary reason they used digital wallets**, per a Forbes Advisory survey.
- While customers may not feel comfortable turning off verification for all transactions, they may appreciate using it for transit payments, which are typically low value and often made in a hurry.

The bigger picture: Google is transforming its mobile wallet to better compete against the likes of **Apple Pay**.

- Most recently, it decided to **shut down the Google Pay app** and consolidate its most popular features into Google Wallet.
- It's hoping that phasing out Google Pay will make its mobile payments offering less confusing for users, increasing adoption: **We forecast 32.5% of proximity mobile payment users will use Google Pay this year**—versus Apple Pay's 53.8%.