

User Experience Design Specification

41512 - WPS - Mobile

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UED Team

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Responsible for user flow, wireframes, prototypes, pixel level details and interaction details

User Experience Manager: Egan Schulz

Responsible for design direction for the domain.

Stakeholders

Product Manager: Kent Griffin and Hemant Kakkar

Responsible for setting expectations and overall product experience.

Revision History

Revision Date	Author	Description of Changes
08/24/2011	Dean Ashworth	UED Spec v0.07 -- Removed page 4 (Countries); updated Wireframe 2.0b Module E to include merchant contact info; updated Wireframe 2.1 & 2.2 with note about Return link; updated Wireframe 2.3 Module H; added 'Processing' note to Done pages
07/26/2011	Dean Ashworth	UED Spec v0.06 -- Added Module G to Layout wireframe 2.3 - renamed remaining module on 2.3; removed RE flow note on wireframe 2.2; updated Done page images to reflect recent content changes; updated note on wireframe 2.0a Module C
07/20/2011	Dean Ashworth	UED Spec v0.05 -- Added Module E to Layout wireframe 1.1a - renamed remaining modules on 1.1a & 1.1b; added notes about HTML variables <i>return</i> & <i>cancel_return</i> ; corrected fatal error message text on Layout wireframe 3.0
07/15/2011	Dean Ashworth	UED Spec v0.04 -- Added non-JS wireframes; updated Done page images to reflect content w/ bullet points; added note about RE flow to Layout wireframe 2.2; changed Content owner from Kirsten Barta to Chris Powers; removed PMO as Stakeholders
07/08/2011	Dean Ashworth	UED Spec v0.03 -- Added WPS Mobile/MEC modifications to Login & GXO Billing pages; added Fatal Error page; renamed Done & Auto-return page reference numbers from 1.x to 2.x
07/05/2011	Dean Ashworth	UED Spec v0.02 -- Moved spec to InDesign template; added auto-return use case
06/27/2011	Matt Edelman	UED Spec v0.01

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Project Objectives

Provide a high-quality mobile checkout flow for merchants using Website Payments Standard (WPS). The scope of this project will focus on Buy Now and 3rd party cart. It will leverage code and functionality from Website Payments Standard (WPS) as well as Mobile Express Checkout (MEC).

Benefit

Many existing PayPal merchants are looking for a way to easily add mobile checkout to their sites. Our mobile customers desire a high-quality mobile checkout solution that is lacking in our Express Checkout and WPS offerings.

PayPal has a strong advantage with SMBs online but has been lacking a quality mobile offering. Potential for 100k transactions/week for ~4M in TPV. This also positions us better against our competition who are already active in this segment.

Design Principles

Leverage established mobile patterns to create a comfortable, rich mobile experience and simplify the checkout process.

Countries and Languages

Refer to PRD or Content Doc. WPS Mobile will support all countries currently supported by MEC.

Related Documents

- N/A

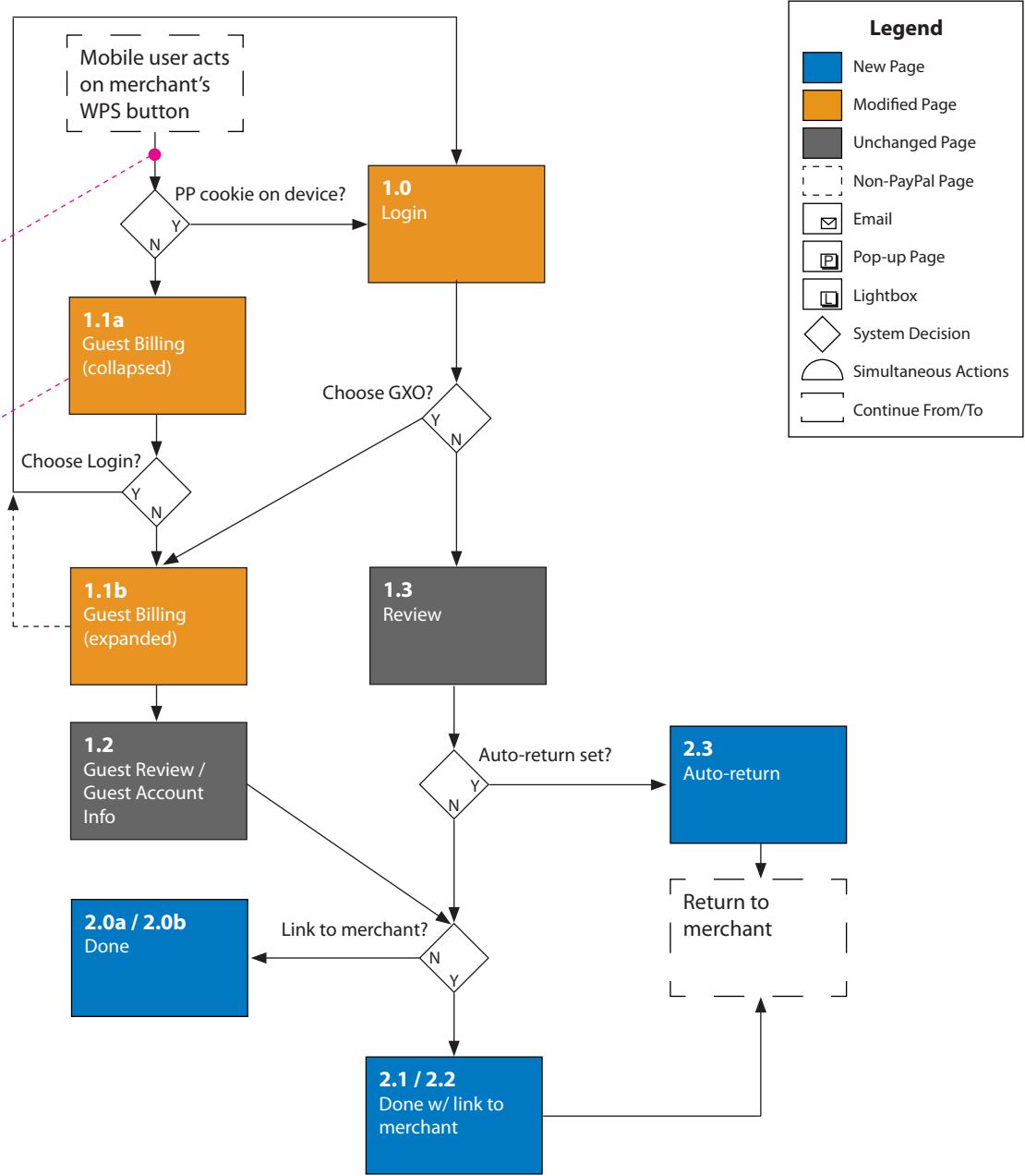
User Flows

Flow 1.0 - WPS Mobile/MEC Flow

Use case #1 - Determine if user has an account via cookie; upon checkout complete, route to one of three possibilities - Done, Done w/ link to merchant or auto-return.

Occurrence of Fatal Error
See Flow 1.1

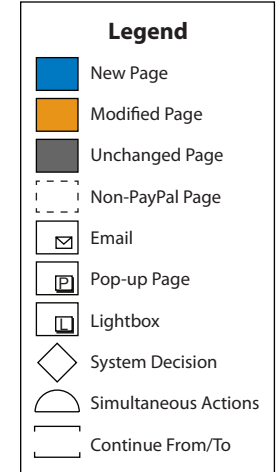
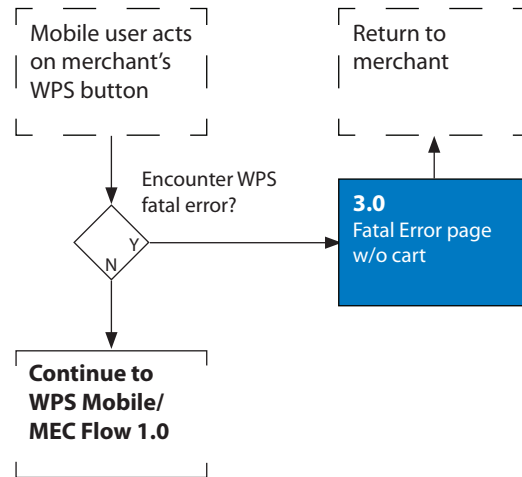
This page only applies to non-cookies (1st time visitor), JS-enabled, iOS & Android (2.2+) devices.



User Flows

Flow 1.1 - WPS Mobile/MEC Fatal Error Flow

Use case #2 - Some conditions require invoking the fatal error page before user enters WPS. (Example: Brazil account trying to purchase from US merchant.)



Pages, Emails and Patterns

These tables are meant to give an overview of new and modified pages, emails and patterns. Please adapt to your project's needs.

Page Name	Status	Details
1.0 Login	Modified	Login page with prominent 'Pay with a card' link for WPS Mobile/MEC
1.1a GXO Billing (collapsed)	Modified	GXO Billing (collapsed) page with 2 gateway buttons for WPS Mobile/MEC
1.1b GXO Billing (expanded)	Modified	GXO Billing (expanded) page with prominent 'Login to PayPal' link for WPS Mobile/MEC
1.2 Guest Review / Guest Account Info	Unchanged	Call to action flag - 'Pay Now' for WPS Mobile / 'Continue' for MEC
1.3 Review	Unchanged	Call to action flag - 'Pay Now' for WPS Mobile / 'Continue' for MEC
2.0a Done	New	Completion/Success page for WPS Mobile
2.0b Done (cart expanded)	New	Completion/Success page with expanded cart for WPS Mobile
2.1 Done w/ link to merchant	New	Completion/Success page with link back to merchant for WPS Mobile
2.2 Done w/ link to merchant - Non-JS	New	Completion/Success page with link back to merchant for WPS Mobile w/ JS disabled
2.3 Auto-return	New	Completion/Success page with 5 second meta refresh for WPS Mobile
3.0 Fatal error	New	Fatal error page user may encounter blocking access to WPS Mobile/MEC

Keep track of emails that change or are added. Content and WebDev will thank you.

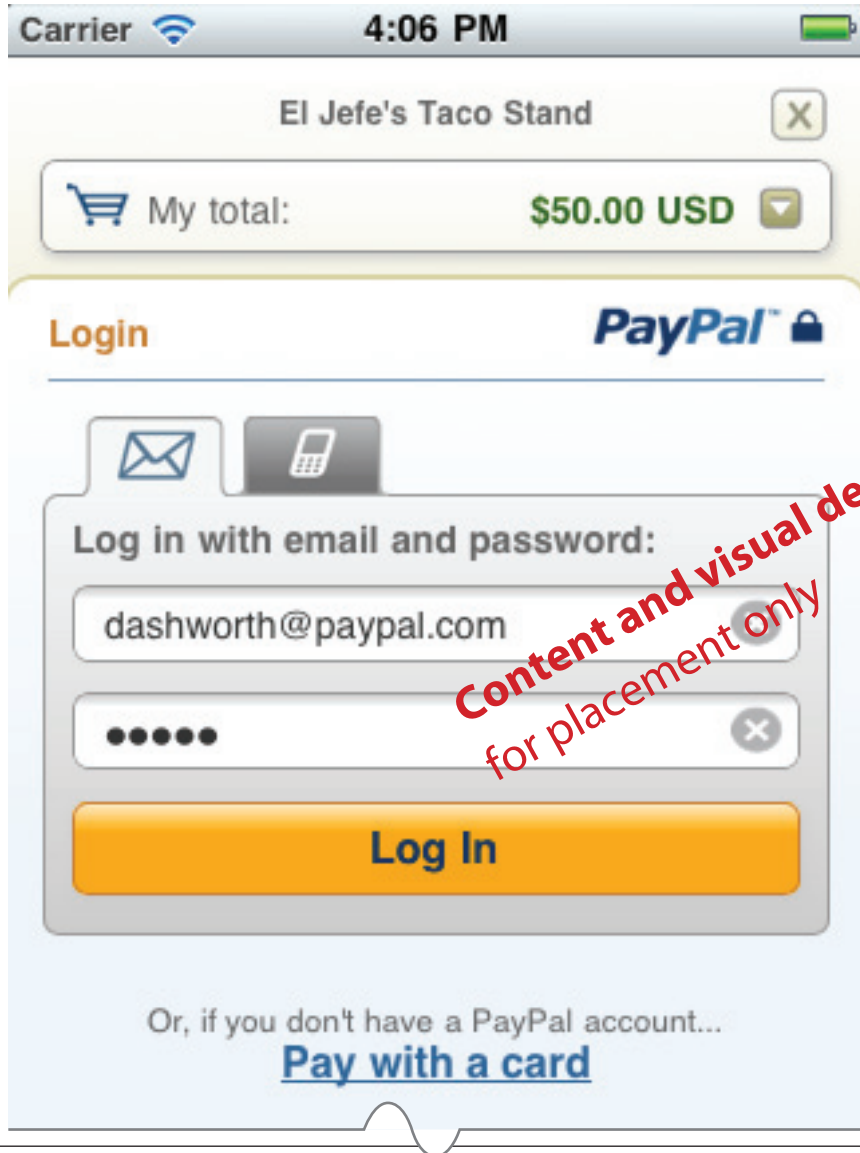
Email Name	Status	Details

Patterns and standards need to be approved by the Standards team in Page Parsing Sessions.

Pattern or Standard Name	Platform - Core/Shared/App	Status	Details

Layout, Interaction and Visual Designs

Layout wireframe 1.0 - WPS Mobile/MEC Login



Page Title: WPS Mobile/MEC Login

Page Type: Login

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile/MEC Login page with the new treatment of the 'Pay with a card' link. Also, note that the Login button has moved inside the silver wrapper with the username and password fields.

Module A: GXO link intro text

Pattern Type: Core display

Pattern Variation: Short statement that helps explain GXO link

Module B: GXO link text

Pattern Type: Core display

Pattern Variation: Short text for GXO link

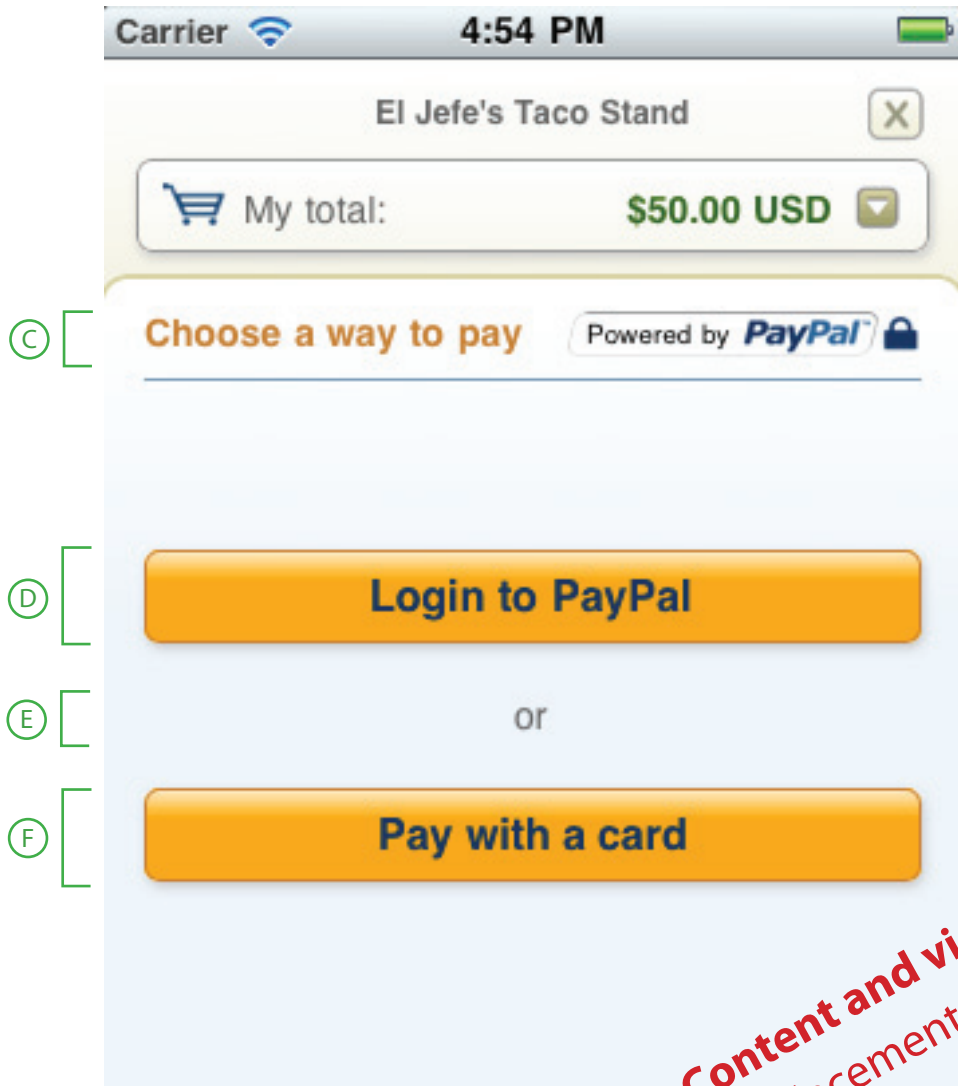
Note: This image does not display the content below the 'Pay with a card' link because that content is not changing.

The Close button (X) in the upper right is based on whether the merchant provided a URL with the *cancel_return* variable when creating their PayPal buttons.

Non-JS: The non-JS behavior is not changing. The only display difference is the arrow next to the cart amount points to the right. When a user touches the bar, the cart page slides in from the right instead of expanding within the same page.

Layout, Interaction and Visual Designs

Layout wireframe 1.1a - WPS Mobile/MEC GXO Billing (collapsed)



**Content and visual design
for placement only**

Page Title: WPS Mobile/MEC GXO Billing (collapsed)

Page Type: Gateway

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile/MEC GXO Billing (collapsed) page. It serves as a gateway when a non-cooked, JS-enabled, iOS or Android device enters WPS Mobile or MEC.

Module C: Page title

Pattern Type: Core display

Pattern Variation: Short title for mobile flow; specific to this page

Module D: Login button

Pattern Type: Core display

Pattern Variation: Use anchor tag NOT input submit

Module E: Button choice text

Pattern Type: Core display

Pattern Variation: New content

Module F: GXO button

Pattern Type: Core display

Pattern Variation: Use anchor tag NOT input submit

Note: This page is part of the GXO flow which explains why it has the 'Powered by PayPal' logo. When a user clicks the 'Pay with a card' button, there will be an immediate switch to display the expanded version of this page (no transition effect).

The Close button (X) in the upper right is based on whether the merchant provided a URL with the **cancel_return** variable when creating their PayPal buttons.

Non-JS: If JavaScript is disabled on the device, the user will not see this page. They will get the expanded version only.

As the note says in Flow 1.0, this page only applies to non-cooked (1st time visitor), JS-enabled, iOS and Android (2.2+) devices.

Layout, Interaction and Visual Designs

Layout wireframe 1.1b - WPS Mobile/MEC GXO Billing (expanded)

Page Title: WPS Mobile/MEC GXO Billing (expanded)

Page Type: Billing

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile GXO Billing (expanded) page with the new treatment of the 'Login to PayPal' link.

Module G: Login intro link text

Pattern Type: Core display

Pattern Variation: Short statement that helps explain Login link

Module H: Login link text

Pattern Type: Core display

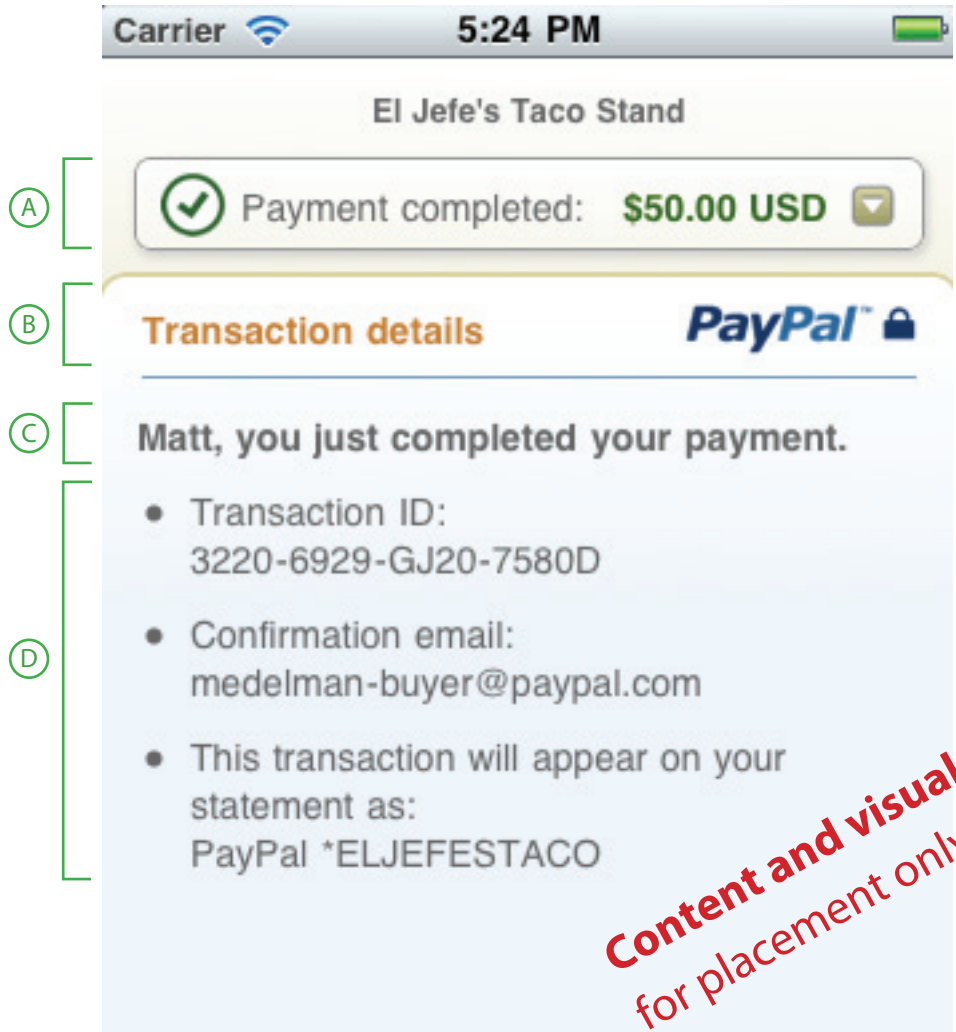
Pattern Variation: Short text for Login link

Note: This image does not display all of the content on this page because it is not changing; only the content in Modules F & G may be changing.

Non-JS: The non-JS behavior is not changing. Display differences include: the arrow next to the cart amount points to the right; the credit card icons are replaced by a select drop-down; the Security Code is not hyperlinked and its description is expanded.

Layout, Interaction and Visual Designs

Layout wireframe 2.0a - WPS Mobile Done page



Page Title: WPS Mobile Done

Page Type: Completion/Success

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile Done page.

Module A: Summary title

Pattern Type: Cart

Pattern Variation: Short title for mobile flow; green checkmark icon (which is already in the sprite)

Module B: Page title

Pattern Type: Core display

Pattern Variation: Short title for mobile flow

Module C: Content heading

Pattern Type: Core display

Pattern Variation: Pull the content and display logic directly from Web WPS flow (Hemant noted that this piece of text went through a fair bit of complexity/conditional logic in the web flow)

Module D: Main content

Pattern Type: Core display

Pattern Variation: Refer to project content doc. Transaction ID, confirmation email and CC purchase Soft Descriptor MUST be on fresh, new line per Egan's instructions. A colon needs to end each sentence before the hard wrap. Content details need to be in a bulleted list.

Note: This image includes the PayPal logo which implies this user logged in.

When transitioning from Review page to Done page, use the Web WPS technique of displaying 'Processing...' message.

Non-JS: See Layout wireframe 2.2

Layout, Interaction and Visual Designs

Layout wireframe 2.0b - WPS Mobile Done (cart expanded)



El Jefe's Taco Stand

✓ Payment completed: **\$50.00 USD**

Paid to:

El Jefe's Taco Stand
(408) 555-2222

Ship to:

Matt Edelman
1331 Winery Lane
Hanford, CA 93230

Transaction details



Matt, you just completed your payment.

- Transaction ID:
3220-6929-GJ20-7580D
- Confirmation email:
medelman-buyer@paypal.com

**Content and visual design
for placement only**

Page Title: WPS Mobile Done (cart expanded)

Page Type: Completion/Success

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile Done (cart expanded) page.

Module E: Expanded Summary

Pattern Type: Cart

Pattern Variation: Recommend content from Web WPS; make sure we are consistent by adding colons after "Paid to" and "Ship to" as per Egan's instructions.

The merchant's customer service phone number should display under the Business Name in the cart. If no phone number exists, display the merchant's email address.

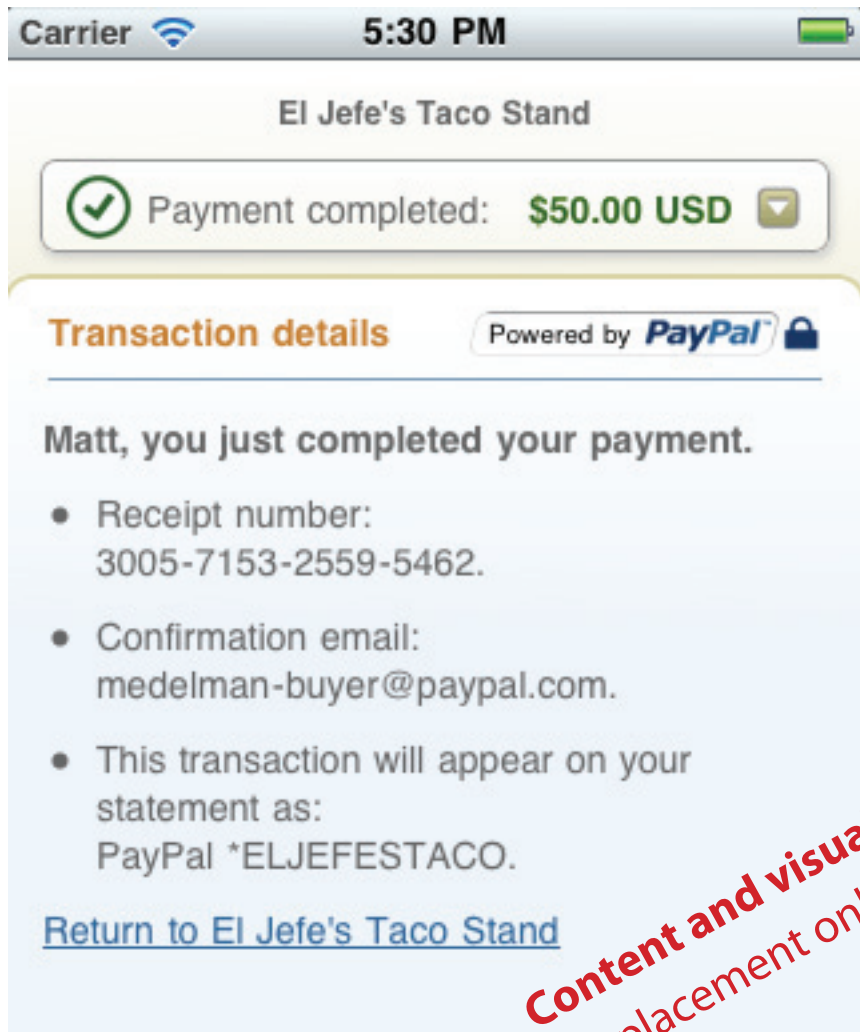
Note: This image includes the PayPal logo which implies this user logged in.

When transitioning from Review page to Done page, use the Web WPS technique of displaying 'Processing...' message.

Non-JS: See Layout wireframe 2.2

Layout, Interaction and Visual Designs

Layout wireframe 2.1 - WPS Mobile Done w/ link to merchant



Page Title: WPS Mobile Done w/ link to merchant

Page Type: Completion/Success

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile Done w/ link to merchant page.

Module F: Return to merchant link

Pattern Type: Core display

Pattern Variation: Recommend content from Web WPS

The display of the return to merchant link is based on whether the merchant provided a URL with the **return** variable when creating their PayPal buttons.

If the merchant has a Business Name, it should be used in the link as shown. If the merchant doesn't have a Business Name, the link should read "Return to Merchant".

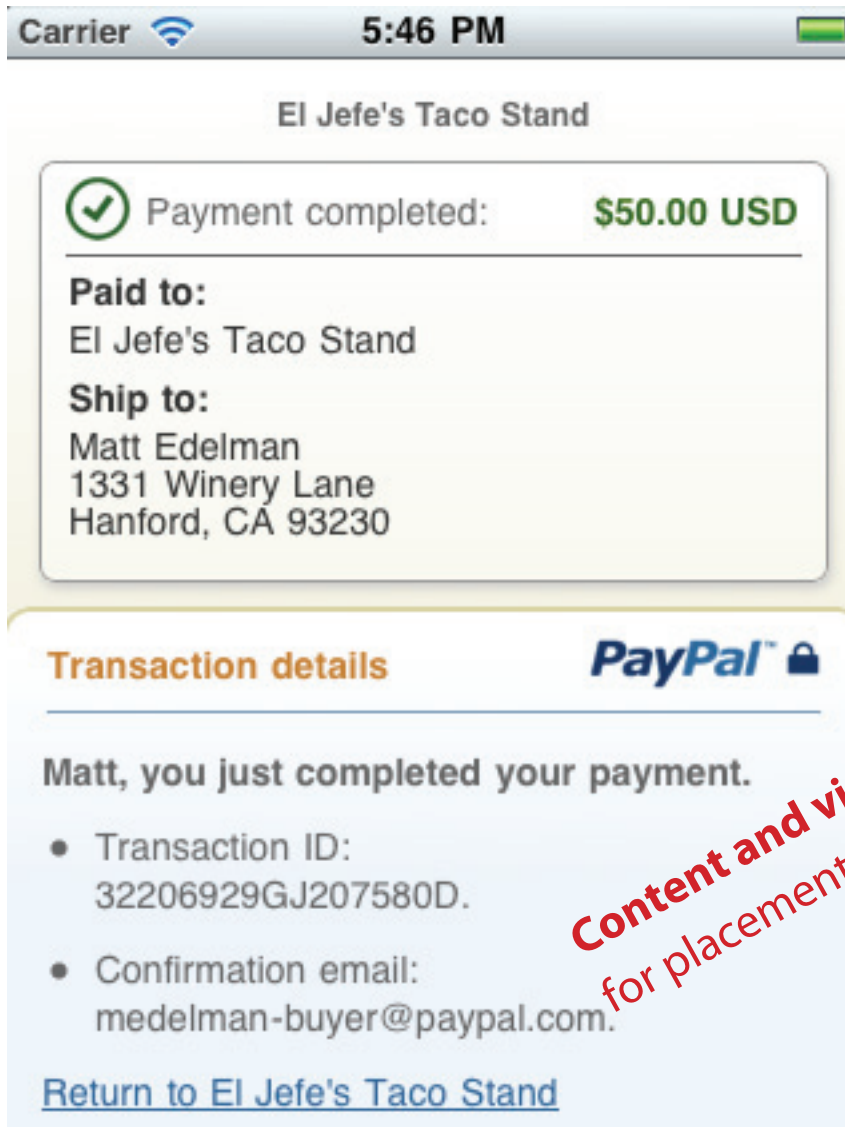
Note: This image includes the 'Powered by PayPal' logo which implies this user completed a purchase using GXO.

When transitioning from a review page to Done page, use the Web WPS technique of displaying 'Processing ...' message.

Non-JS: See Layout wireframe 2.2

Layout, Interaction and Visual Designs

Layout wireframe 2.2 - WPS Mobile Done w/ link - Non-JS



Page Title: WPS Mobile Done w/ link - Non-JS

Page Type: Completion/Success

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile Done page when JS is disabled. The cart area is always expanded without the arrow icon next to the order summary amount. This same layout applies to the Done page when the link to merchant is not assigned.

Note: This image includes the PayPal logo which implies this user logged in.

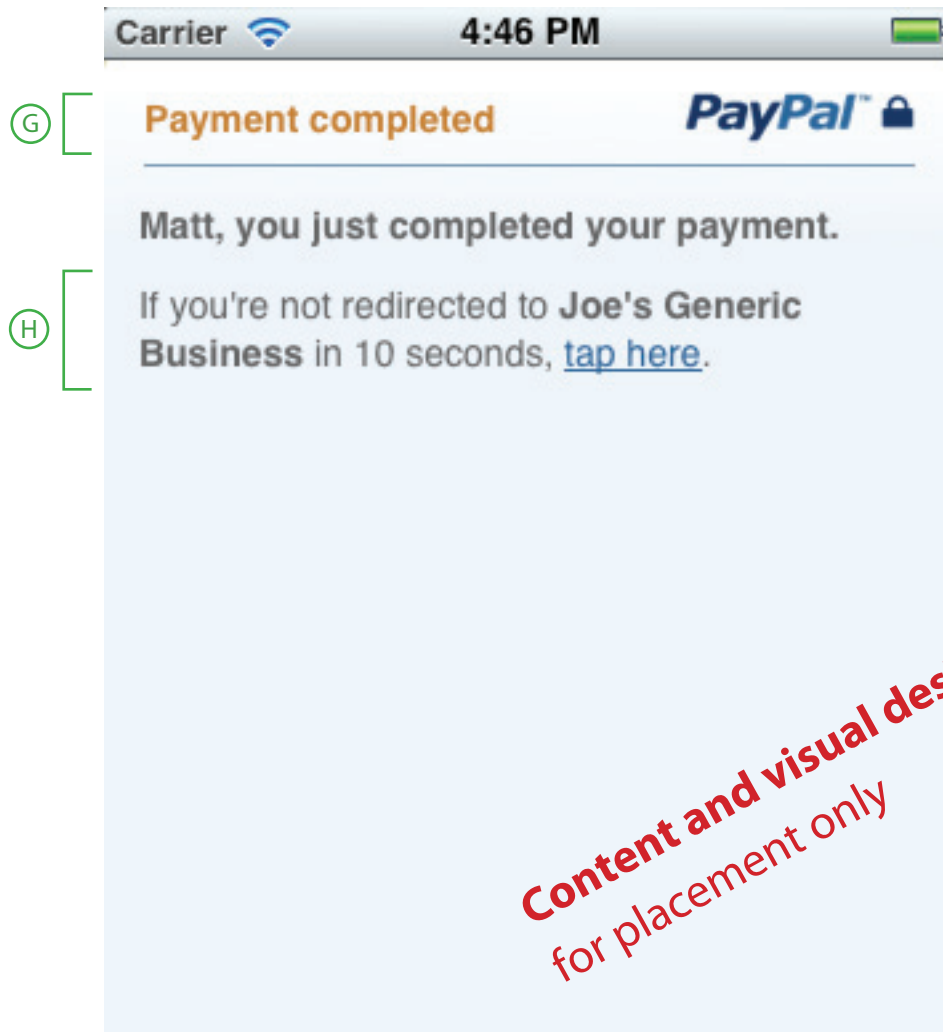
The display of the return to merchant link is based on whether the merchant provided a URL with the **return** variable when creating their PayPal buttons.

If the merchant has a Business Name, it should be used in the link as shown. If the merchant doesn't have a Business Name, the link should read "Return to Merchant".

When transitioning from a review page to Done page, use the Web WPS technique of displaying 'Processing ...' message.

Layout, Interaction and Visual Designs

Layout wireframe 2.3 - WPS Mobile Auto-return page



Page Title: WPS Mobile Auto-return

Page Type: Completion/Success

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile Auto-return page.

Module G: Page title

Pattern Type: Core display

Pattern Variation: Short title for mobile flow

Module H: Main content

Pattern Type: Core display

Pattern Variation: Refer to project content doc. If the merchant doesn't have a Business Name, the content should not have a reference to it including the leading 'to'. Example: "If you're not redirected in 10 seconds, tap here."

The redirect (meta refresh) and 'tap here' link use the URL the merchant provided with the **return** variable when creating their PayPal buttons.

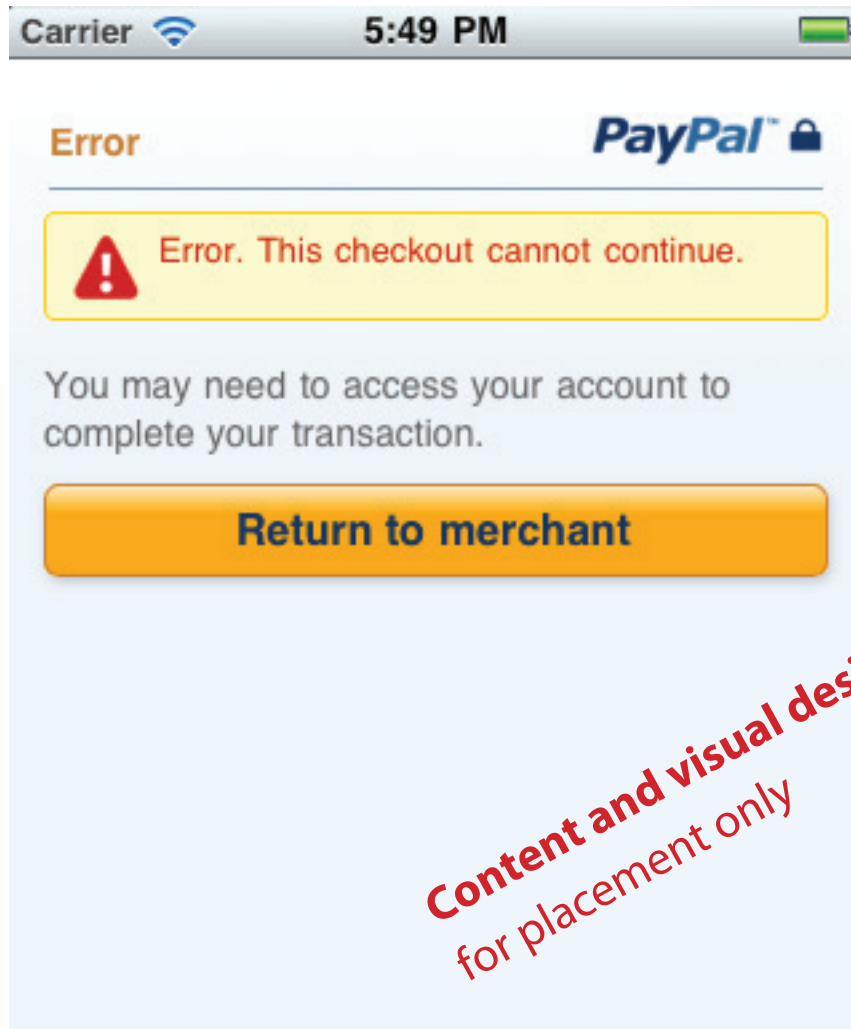
When transitioning from a review page to Auto-return page, use the Web WPS technique of displaying 'Processing ...' message.

Note: This image includes the PayPal logo which implies this user logged in.

Non-JS: Same as JS-enabled.

Layout, Interaction and Visual Designs

Layout wireframe 3.0 - WPS Mobile/MEC Fatal Error



Page Title: WPS Mobile/MEC Fatal Error

Page Type: Error

Approvals: Product and UED

Approved?: Yes

Overview: This wireframe shows the layout used on the WPS Mobile/MEC Fatal Error page. Note the merchant/cart area is not displayed nor are the links below the 'Return to Merchant' button.

No content changes necessary.

Note: This image includes the PayPal logo which implies this user logged in.

Non-JS: Same as JS-enabled.

End of Specification

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