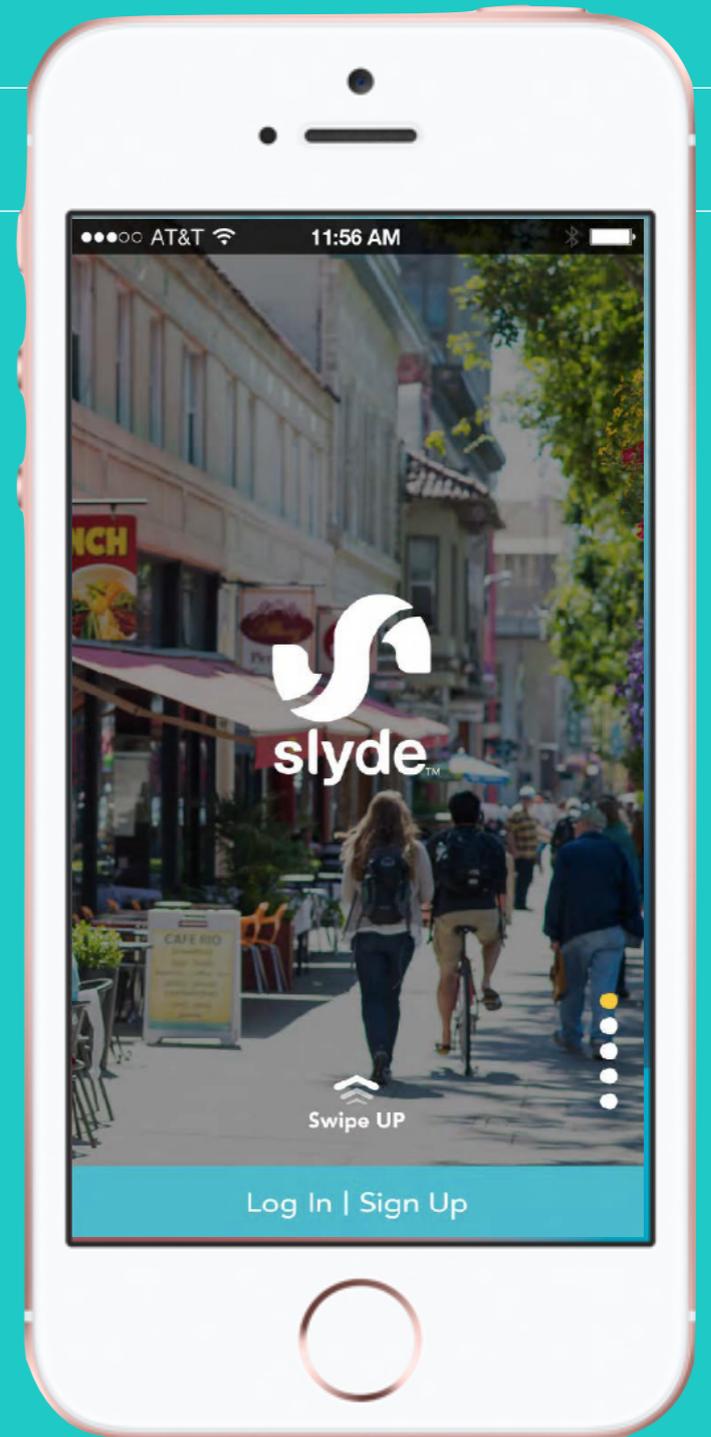


SLYDE WALKTHROUGH

# SLYDE MOBILE PAYMENTS

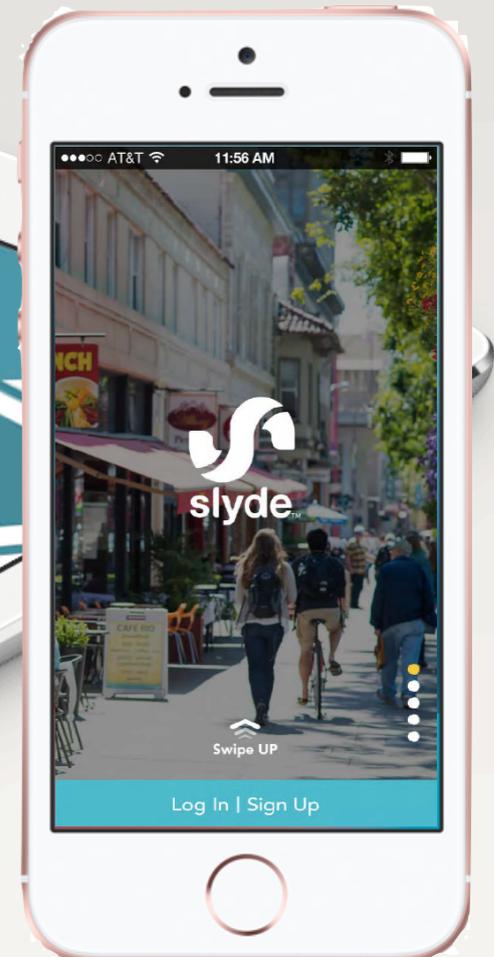
*Brick & mortar buying without  
ever taking your phone out of  
your pocket.*



# SLYDE MOBILE PAYMENTS

## THE TECHNOLOGY

- ▶ iBeacons
- ▶ Mobile payments app
- ▶ Merchant POS
- ▶ Merchant dashboard



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## SLYDE MOBILE PAYMENTS

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# SLYDE MOBILE PAYMENTS

### Project Description

**Client:** SK Planet America

**Team:** Susan K Rits, Head of UX

Jade Liang, Sr. Designer

Grace Jungok Cho, Sr. Designer

**Duration:** 1.5 months



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## SLYDE MOBILE PAYMENTS

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# MERCHANT GOALS

Drive more sales by getting more customers into small brick & mortar stores.

- ▶ Deals - new customers
- ▶ Rewards - returning customers
- ▶ Flash deals - lure foot traffic



## SLYDE MOBILE PAYMENTS

# BUSINESS MODEL

Slyde earns a commission for each purchase made with the app.

- Increase user base (Consumers & Businesses)
- Drive consumer usage
- Increase conversions



## SLYDE MOBILE PAYMENTS

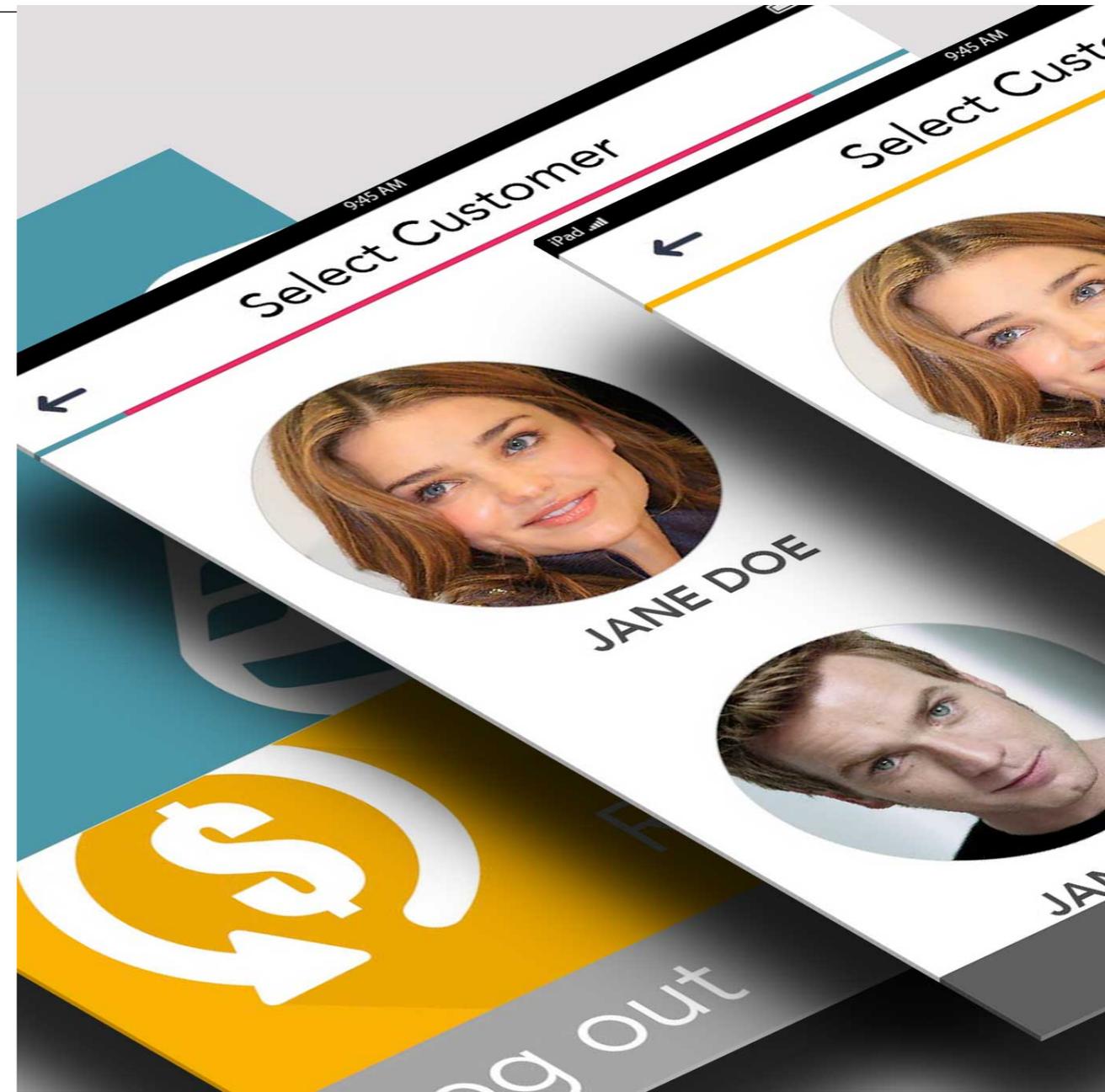
# USER TESTING W/BETA

Usability testing with

- ▶ customers on the app
- ▶ use of the POS system
- ▶ the merchant dashboard

Interviews & focus groups

- ▶ journey-map the in-store purchase process
- ▶ on-boarding process



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## SLYDE MOBILE PAYMENTS

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# USER PAIN POINTS – APP



### Setting up the app

- ▶ Don't want to make account right away
- ▶ Takes a long time to set up CC when standing in checkout line



### Solutions

- ▶ Let users explore app before requiring account set up.
- ▶ Implemented credit card scanning

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## SLYDE MOBILE PAYMENTS

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# USER PAIN POINTS – IN-STORE



### Social anxiety

- ▶ How do they know the sale correctly recorded?
- ▶ Would other customers think they were stealing? What if clerk doesn't see them?
- ▶ What if clerk charges them the wrong amount?



### Solutions

- ▶ Alert immediately after transaction is made with amount charged
- ▶ Most users interacted with the clerk
- ▶ Receipt immediately available on app
- ▶ Auto-pay can be manually turned off.

# MERCHANT PAIN POINTS

## Using the POS

- ▶ No incentive to use
- ▶ Not tech-savvy users
- ▶ Dashboard takes a long time to set up
- ▶ Upload bad images or bad copy/deals

## Solutions

- ▶ Implemented tipping feature
- ▶ Simplified UI
- ▶ Simplified setup w/step-through instructions
- ▶ Provided templates, image restrictions, “madlibs” copy templates

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# DEALS

# SLYDE MOBILE PAYMENTS

## NAVIGATION

Swipe between four main sections:

- ▶ Menu
- ▶ Deals
- ▶ Stores
- ▶ Wallet



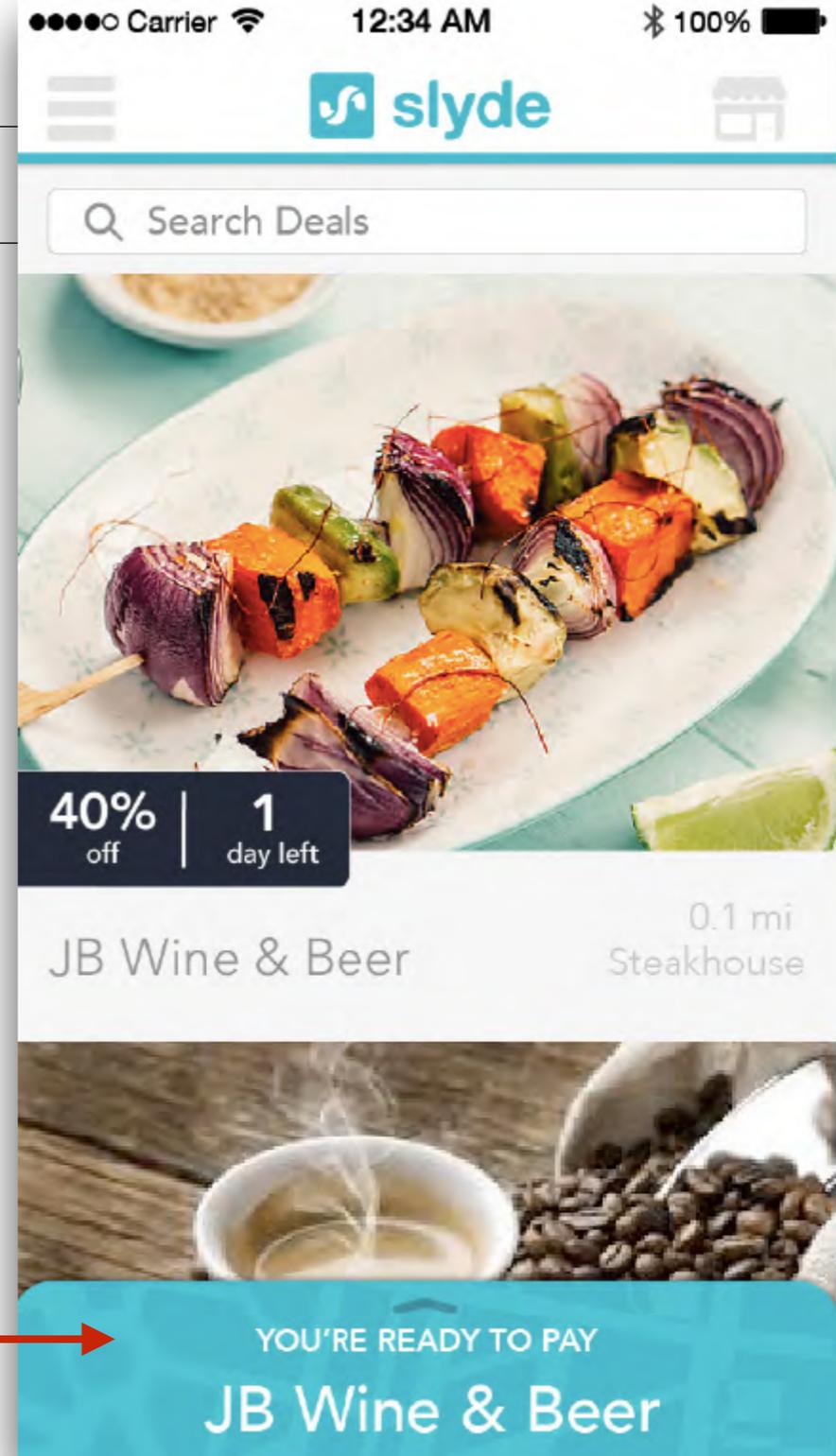
## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEALS

In order to incentivize customers to shop at participating stores

- ▶ Merchants offer deals
- ▶ Deals disappear unless customer saves to wallet
- ▶ iBeacons alert customers when in vicinity of a saved deal

iBeacon  
triggered



## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEAL DETAIL

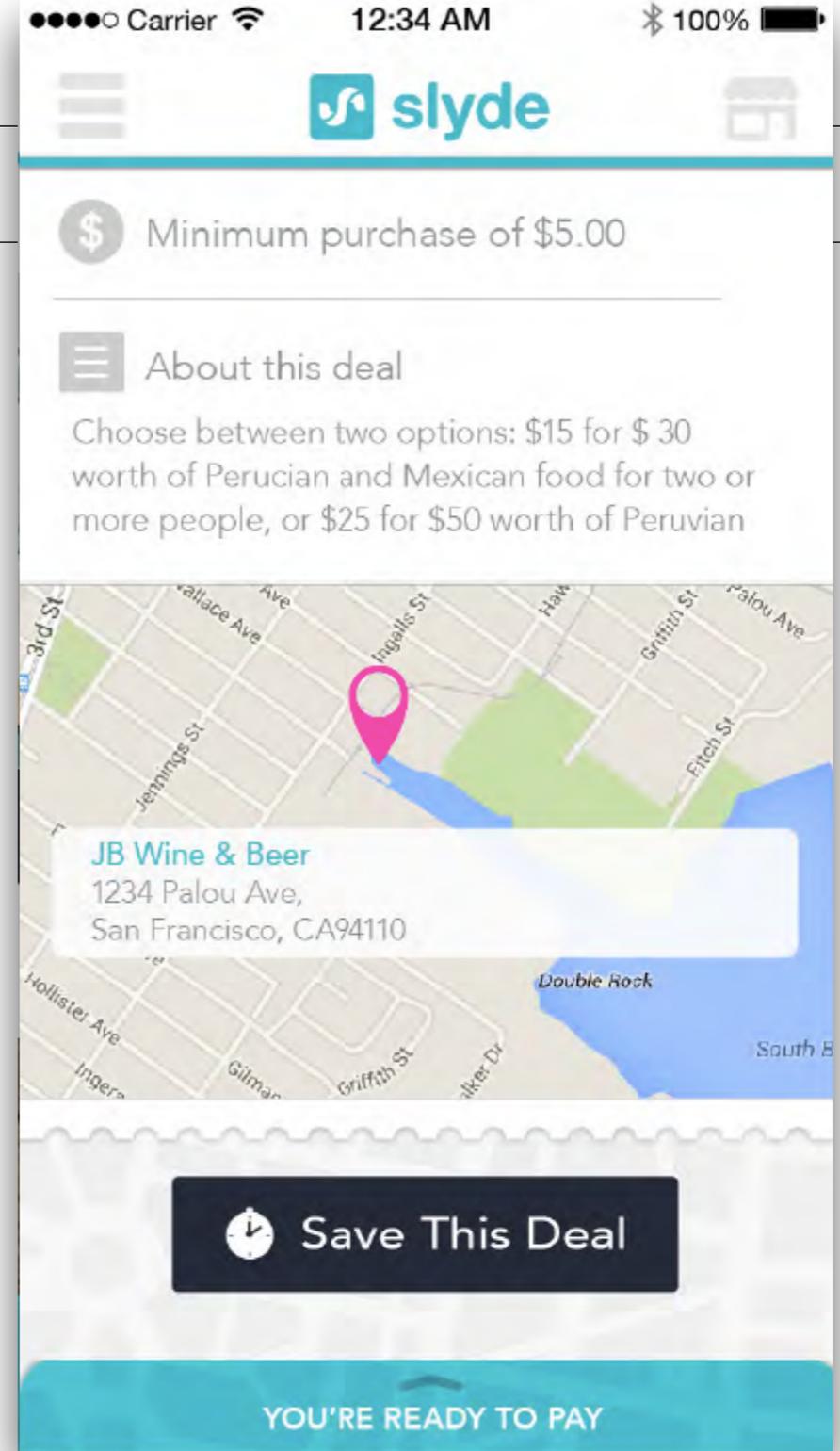
Merchant uploaded all information via the Merchant Dashboard



## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEAL DETAIL

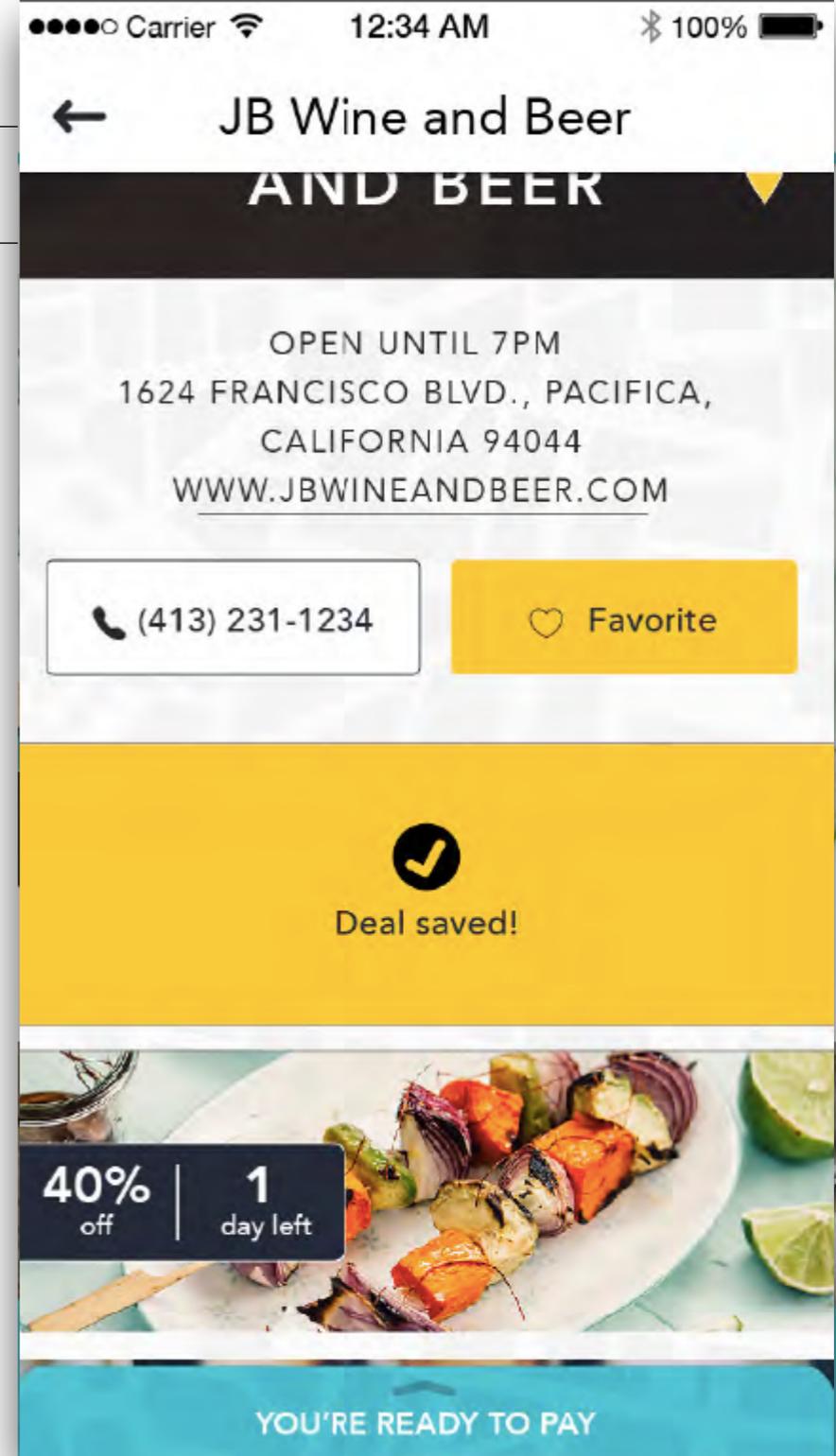
Because merchants were writing confusing deals that customers couldn't understand, we implemented a "madlibs" style deal copy.



## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEAL DETAIL

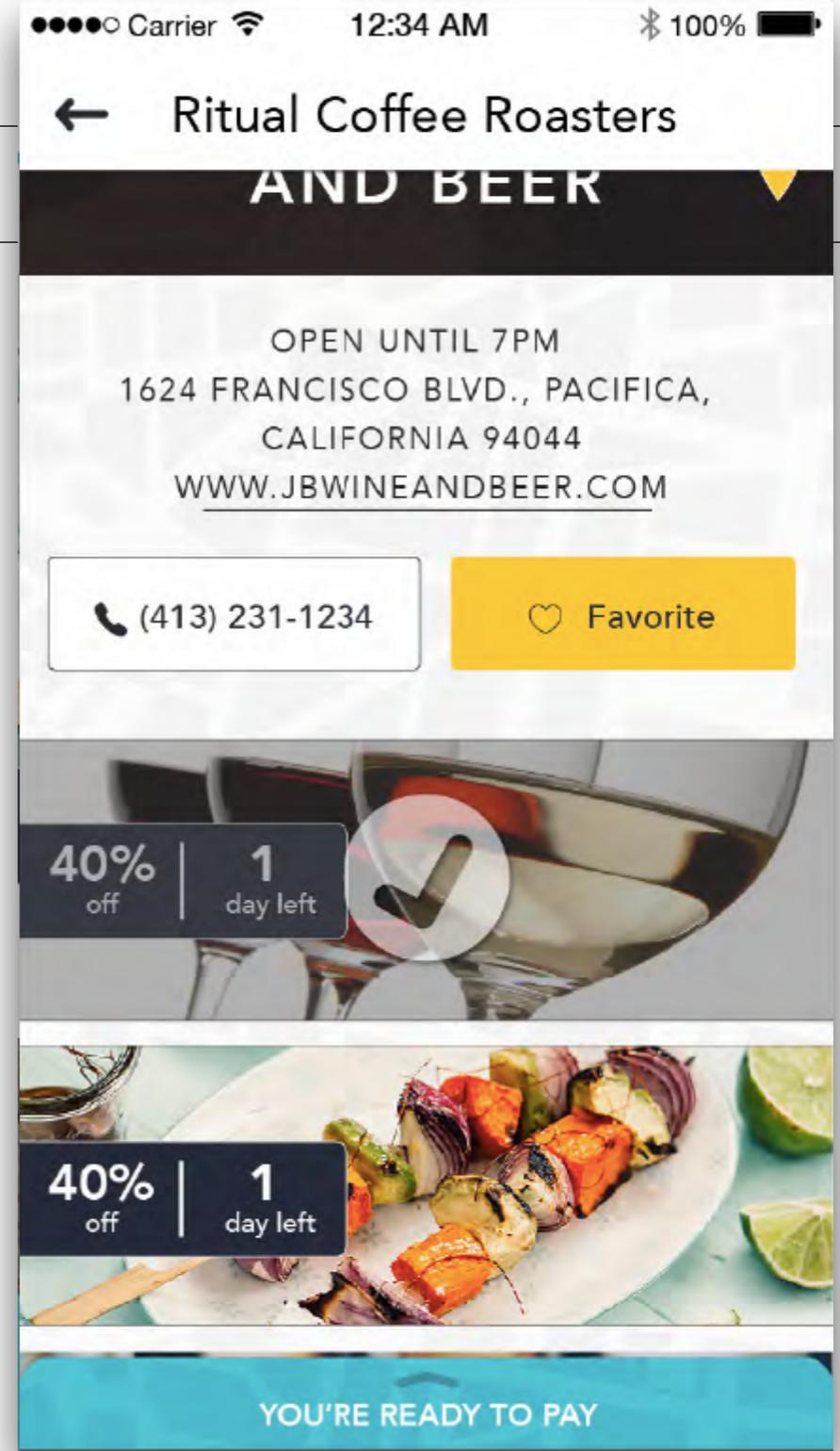
Users can favorite a store, save a deal and call from the app.



## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEAL DETAIL

When a deal is saved, it goes into the Wallet section for easy location later.



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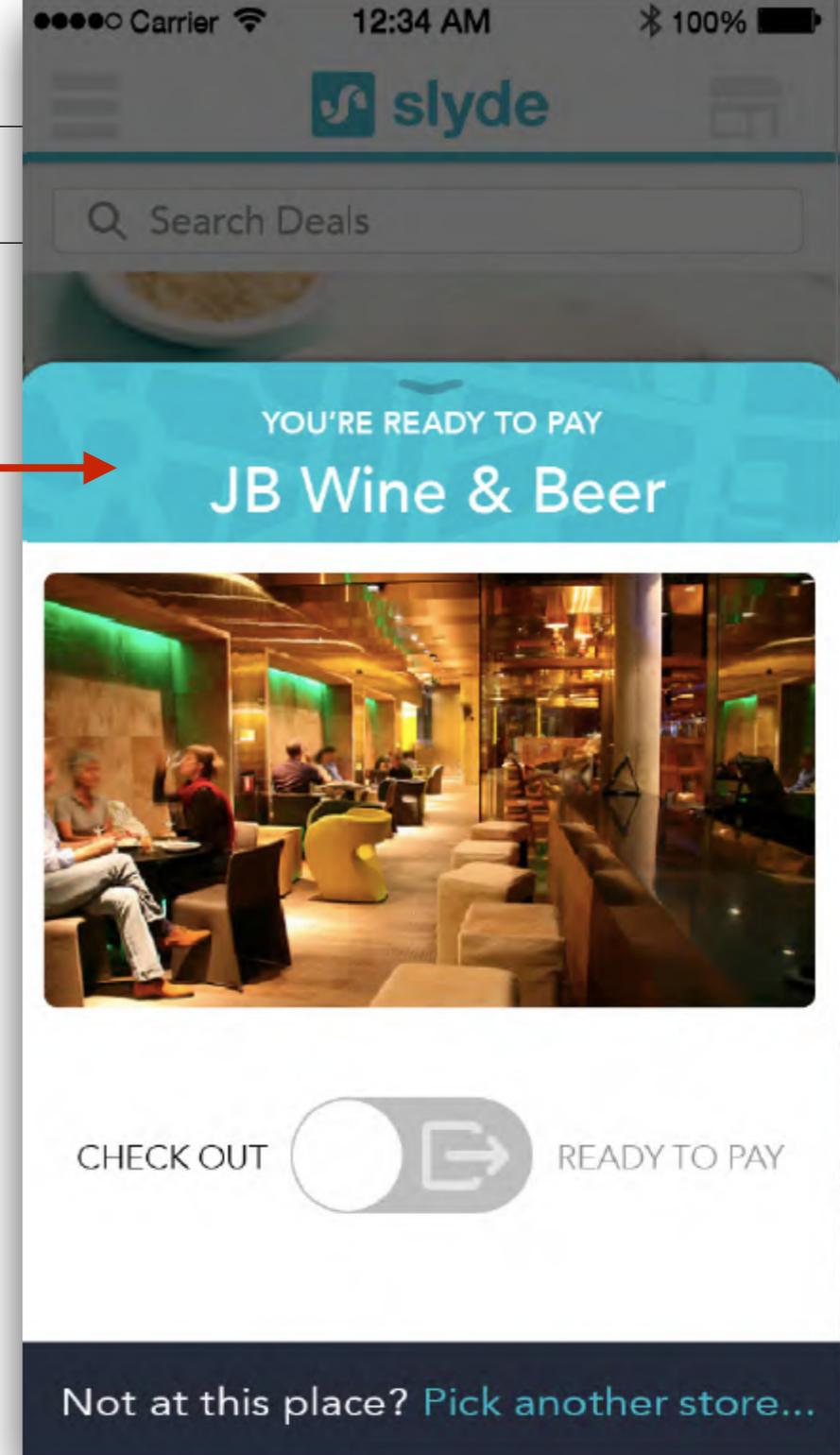
# SLYDE PAYMENTS

## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# PAYMENTS

- ▶ iBeacons placed in stores trigger saved deals
- ▶ When customer is near the store, the deal pops up for redemption

iBeacon  
triggered

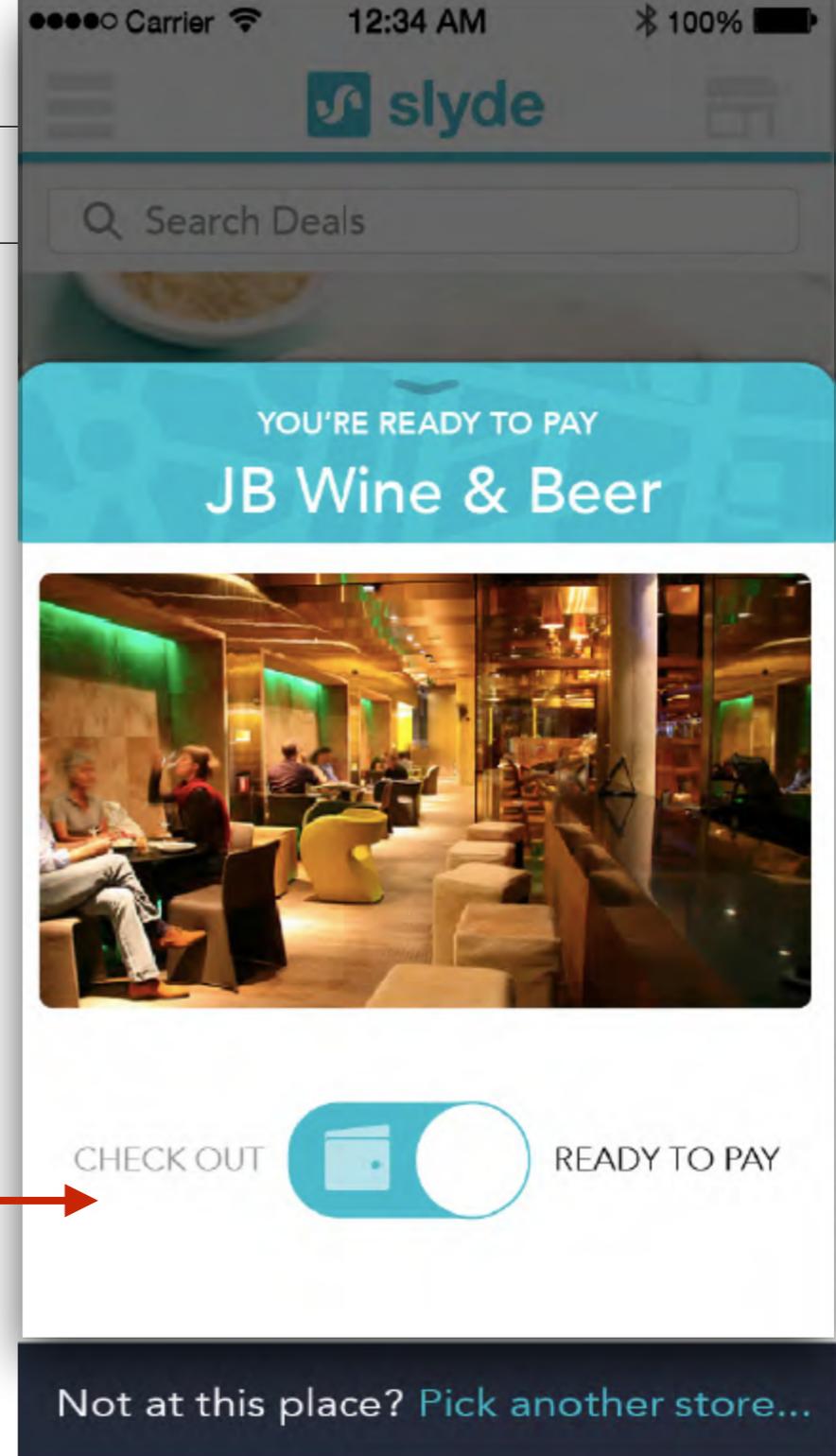


## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEALS

- ▶ Customers expressed fear that they'd be charged for products they didn't buy
- ▶ We implemented a toggle to manually turn auto payments on and off.

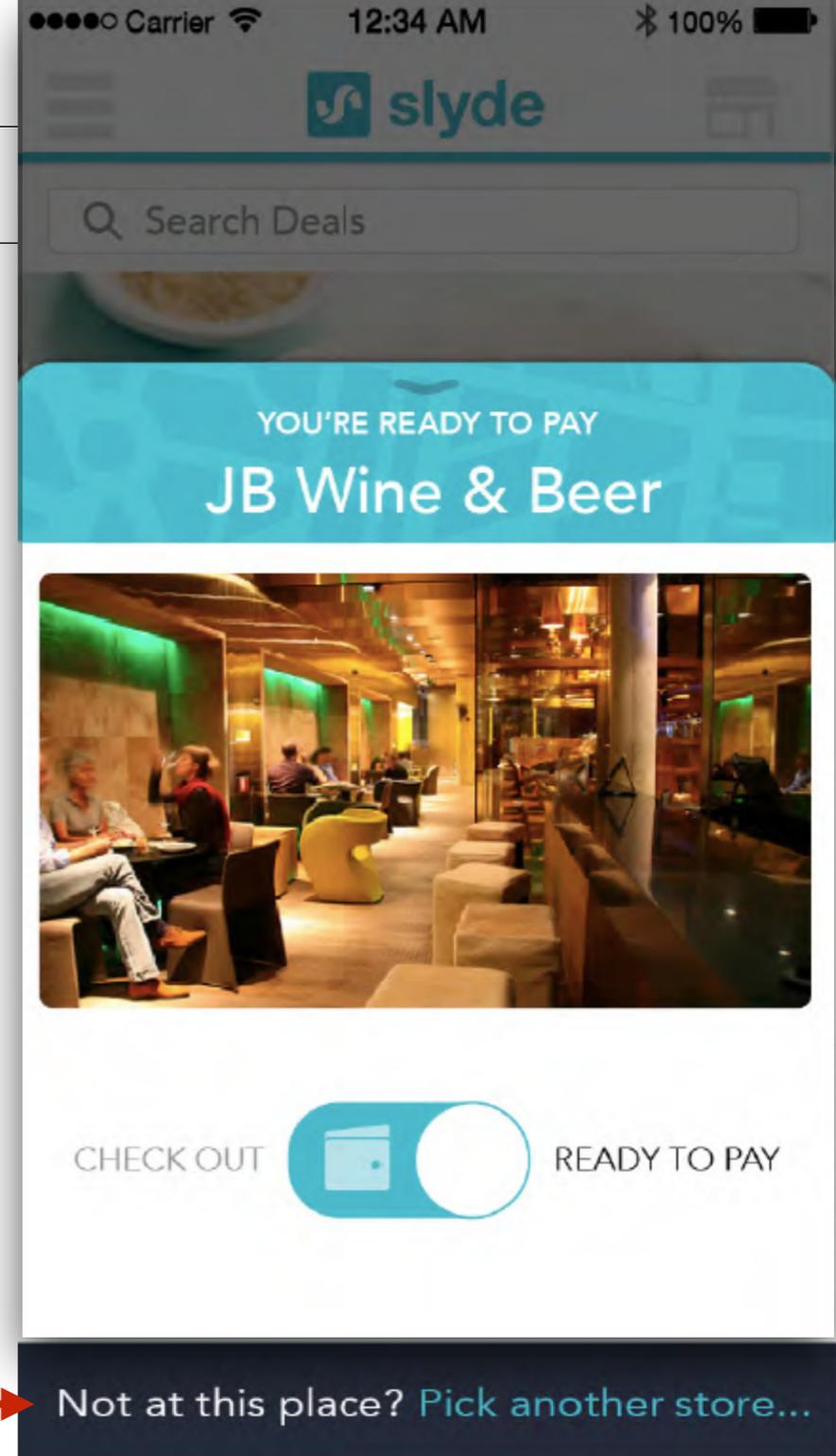
Manually turn on payments →



# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## DEALS

iBeacons sometimes overlapped when stores were close together



Manually turn on payments



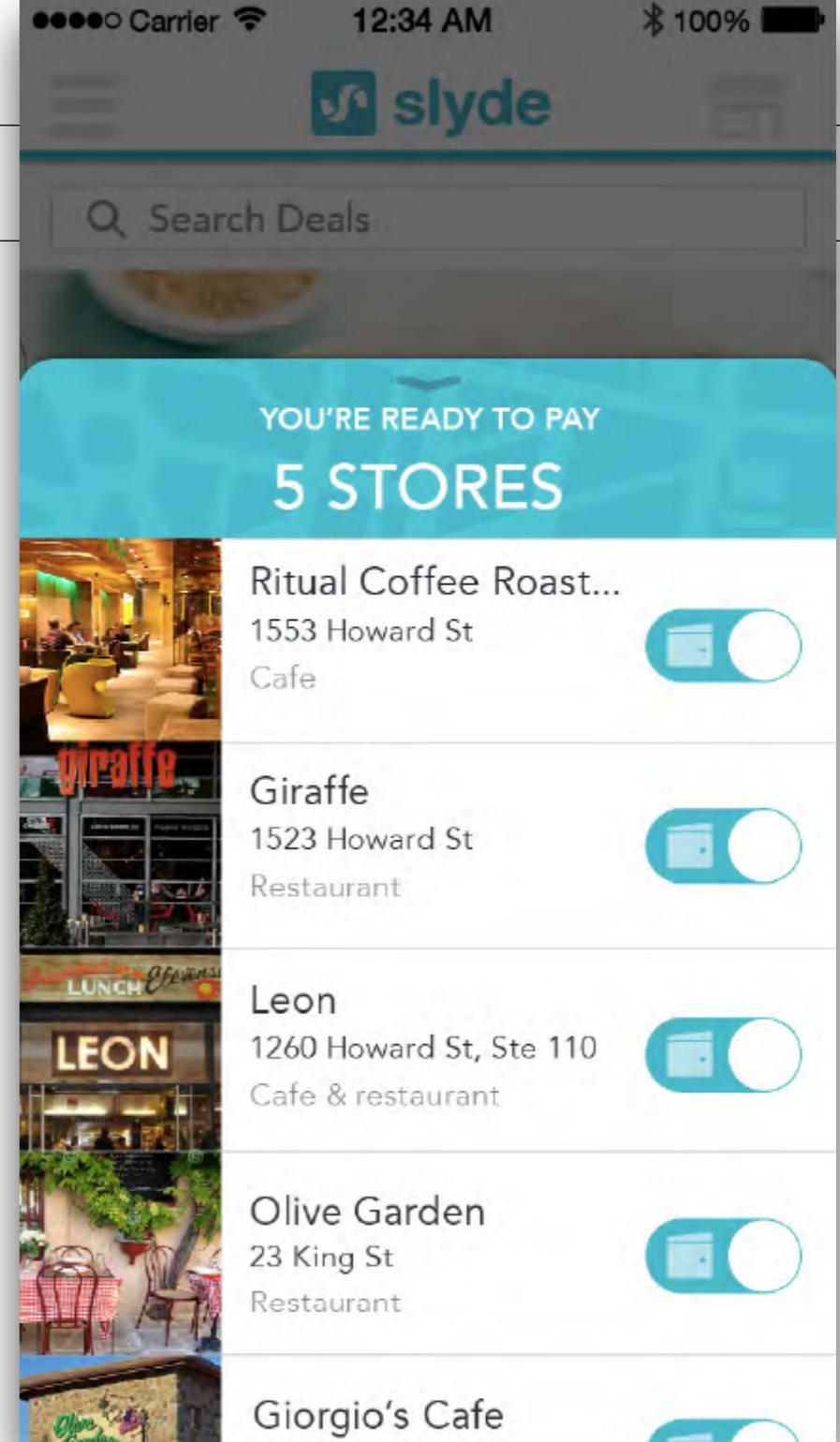
Not at this place? [Pick another store...](#)

## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEALS

iBeacons sometimes overlapped when stores were close together

Customers can select the store



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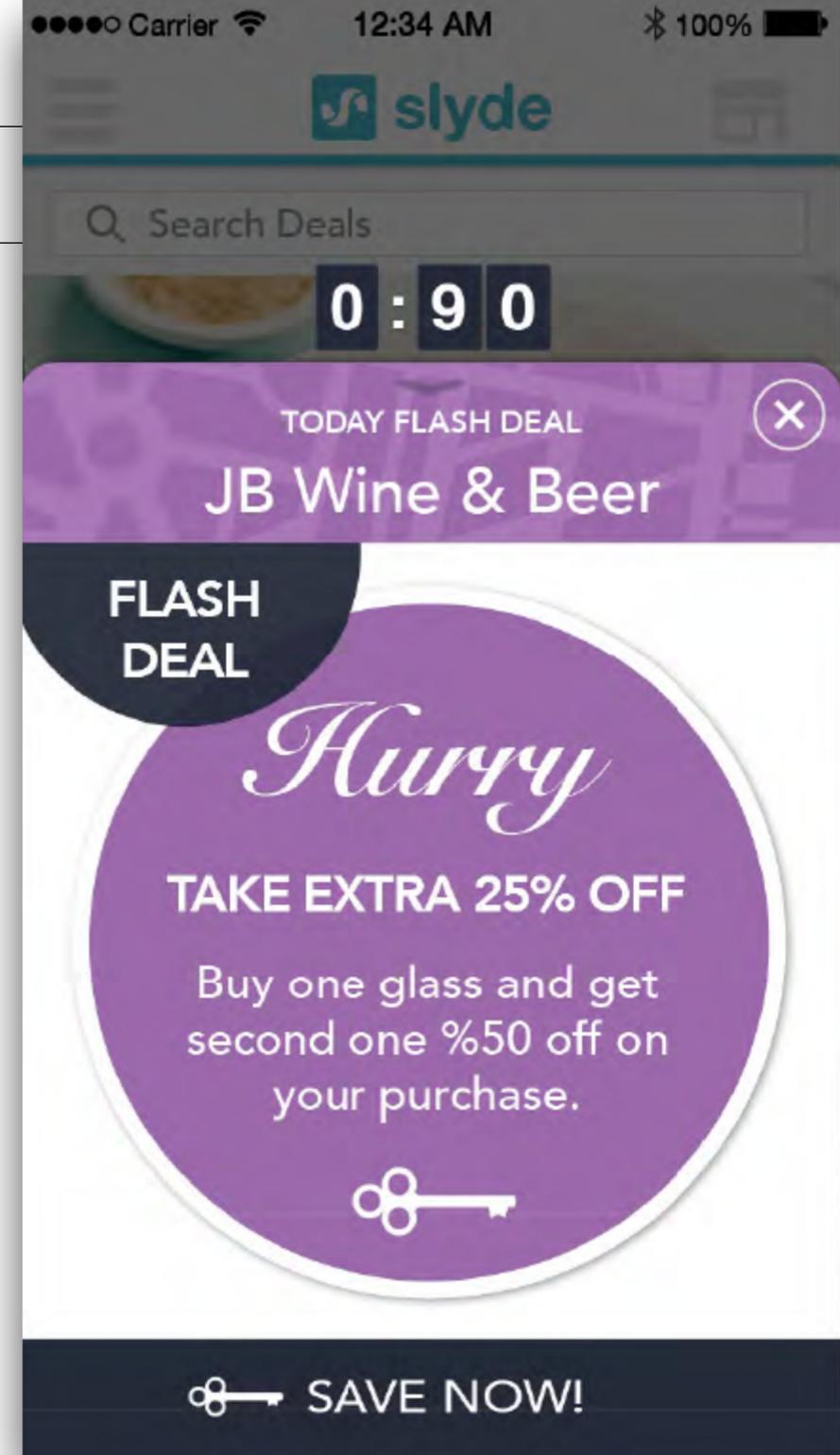
# FLASH DEALS

## SLYDE MOBILE PAYMENTS - WALKTHROUGH

# DEALS

Flash deals were designed to bring customers into a store

- ▶ When walking by, iBeacon triggers deal screen
- ▶ Customer has limited time to grab the deal before it expires



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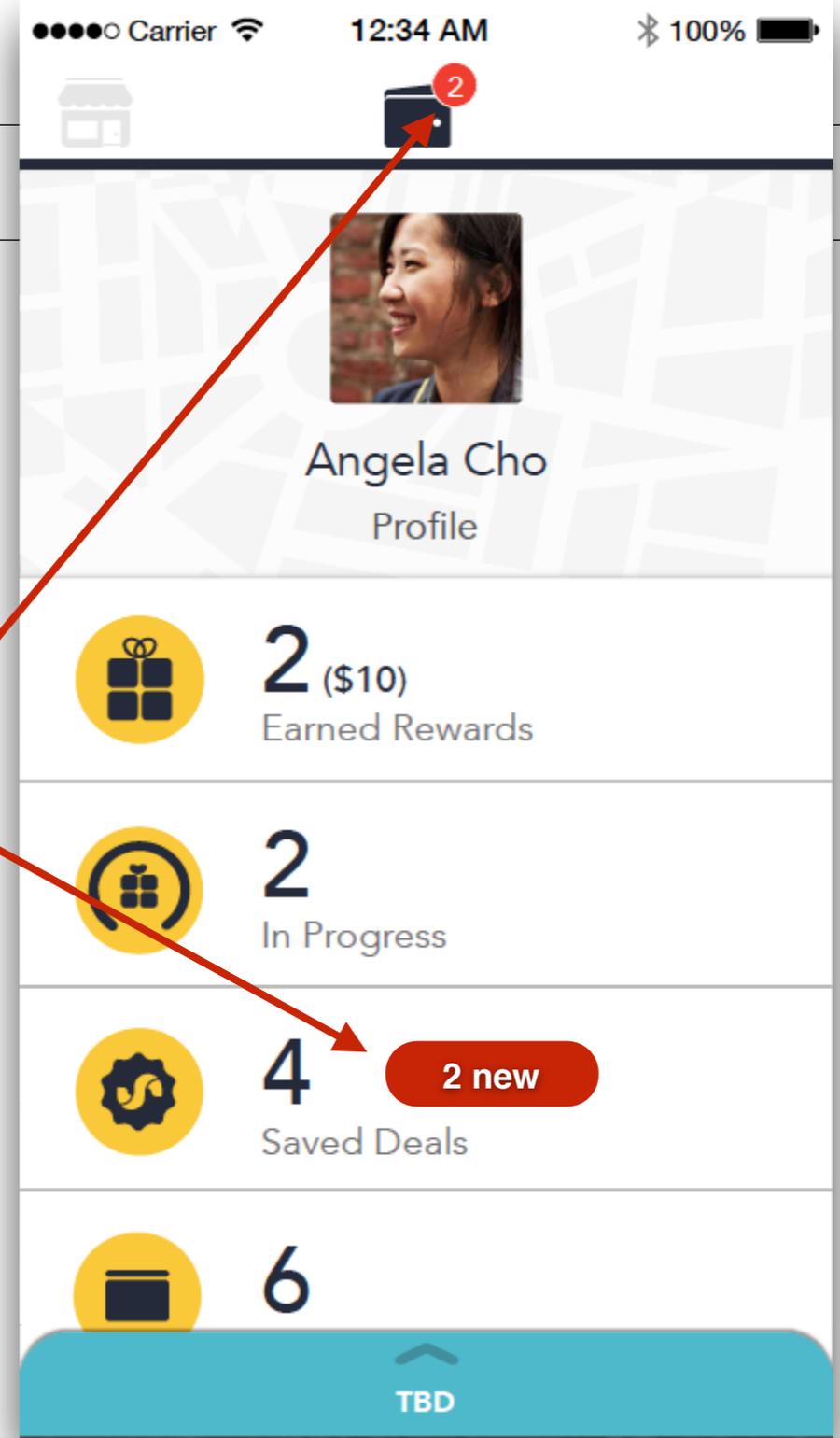
# **SLYDE WALLET**

# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## WALLET

- ▶ Rewards (earned & in progress)
- ▶ Saved Deals
- ▶ Transactions

Badges  
remind user  
about deals



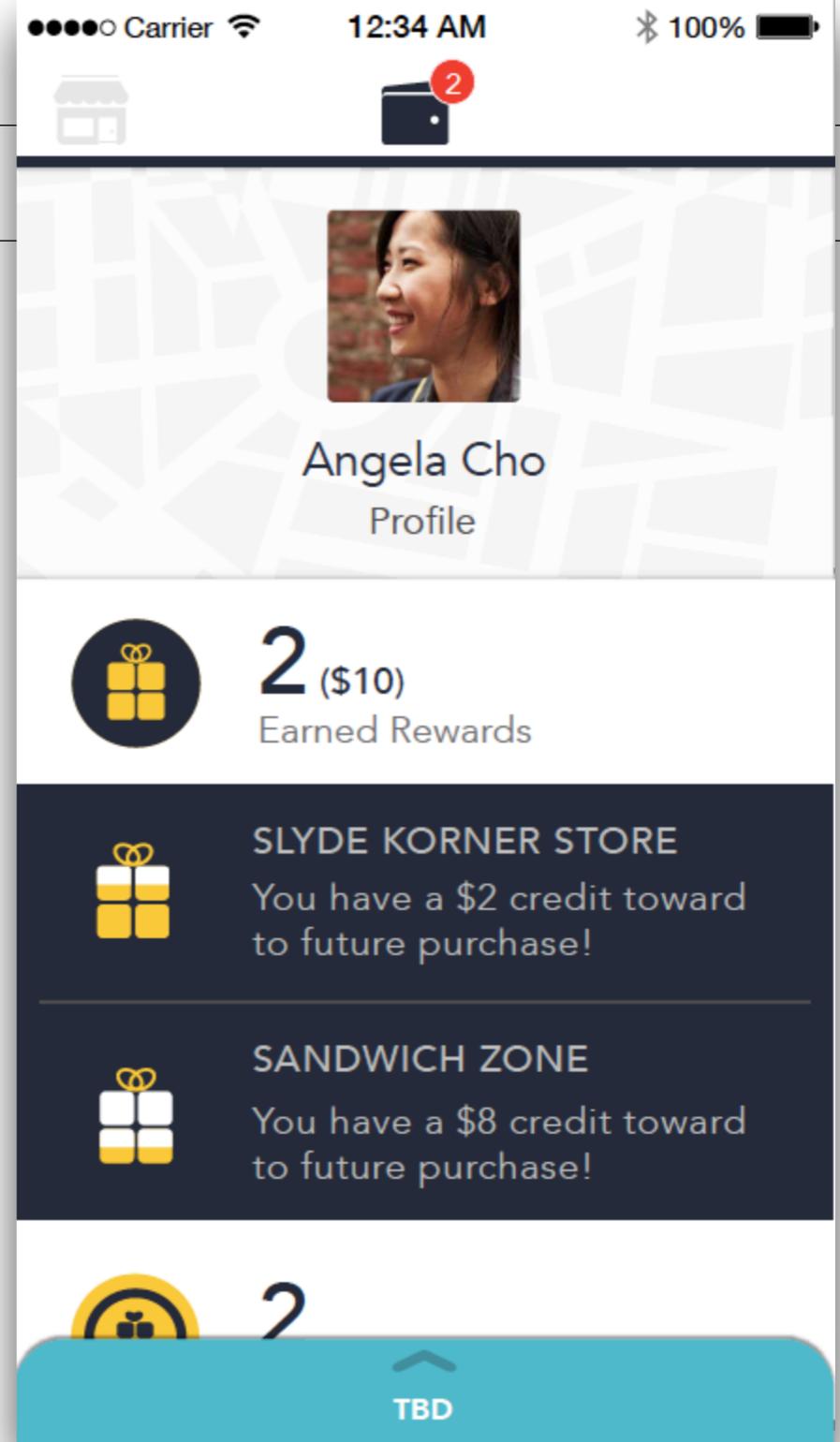
NOTE: Still testing whether badges should show new or expiring deals—or both.

# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## WALLET

Merchants asked for rewards to encourage return customers.

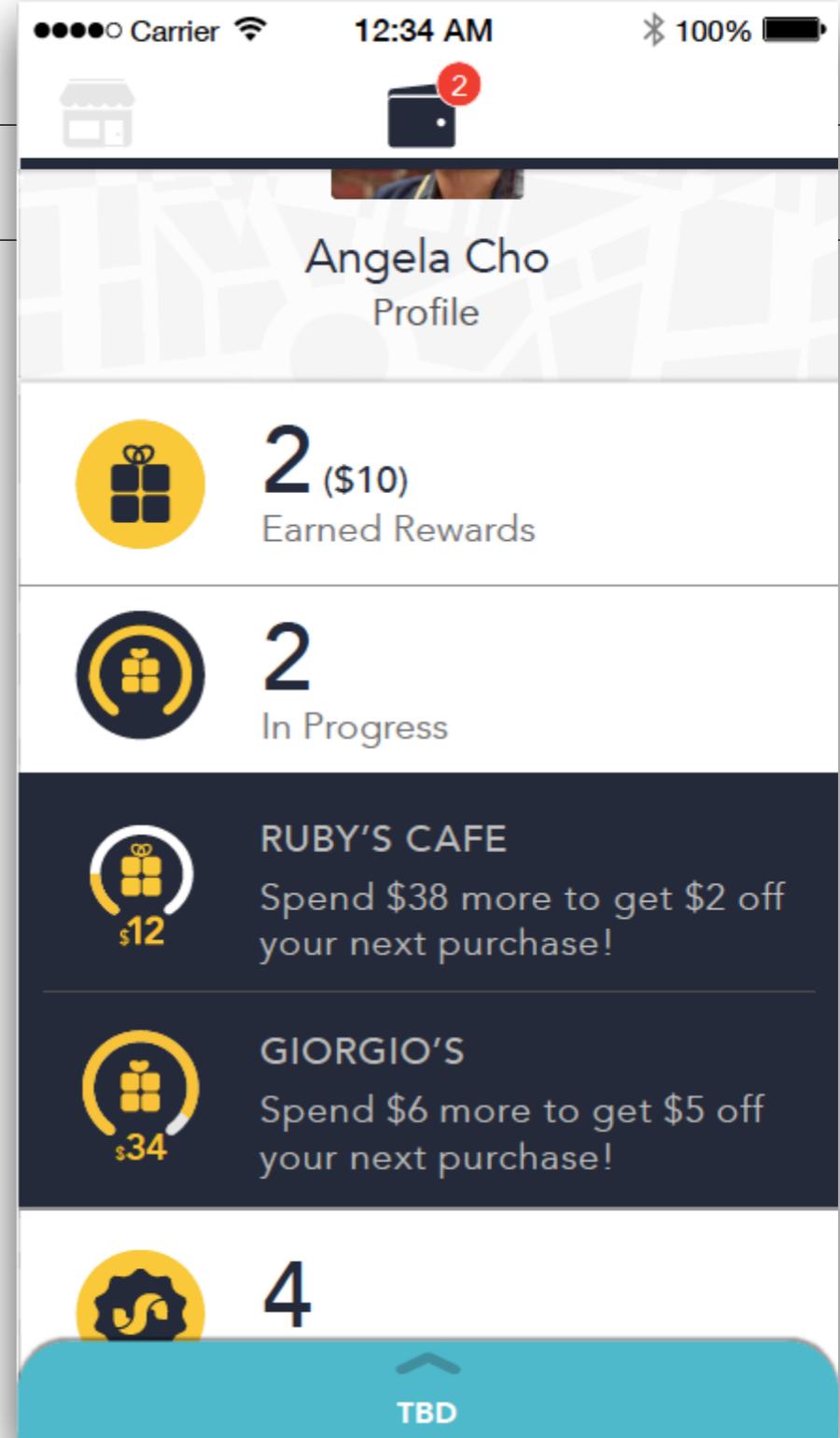
(Like a coffee card)



# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## WALLET

Rewards are earned by meeting purchase goals.

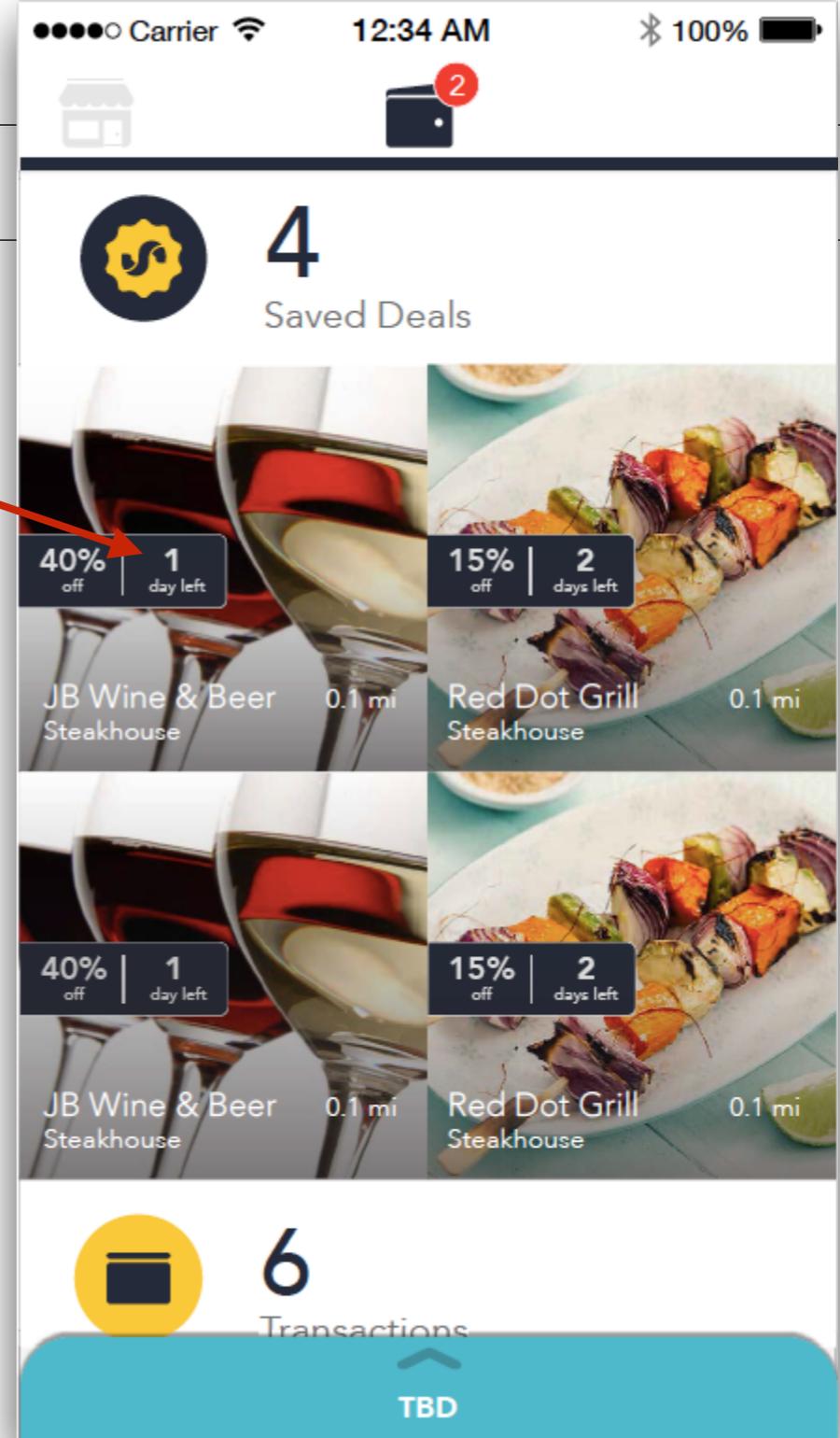


# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## WALLET

- ▶ Customer can find all his saved deals here.
- ▶ Expired deals disappear
- ▶ Countdown shows how long until deal expires
- ▶ Encourages the customer to use the deal

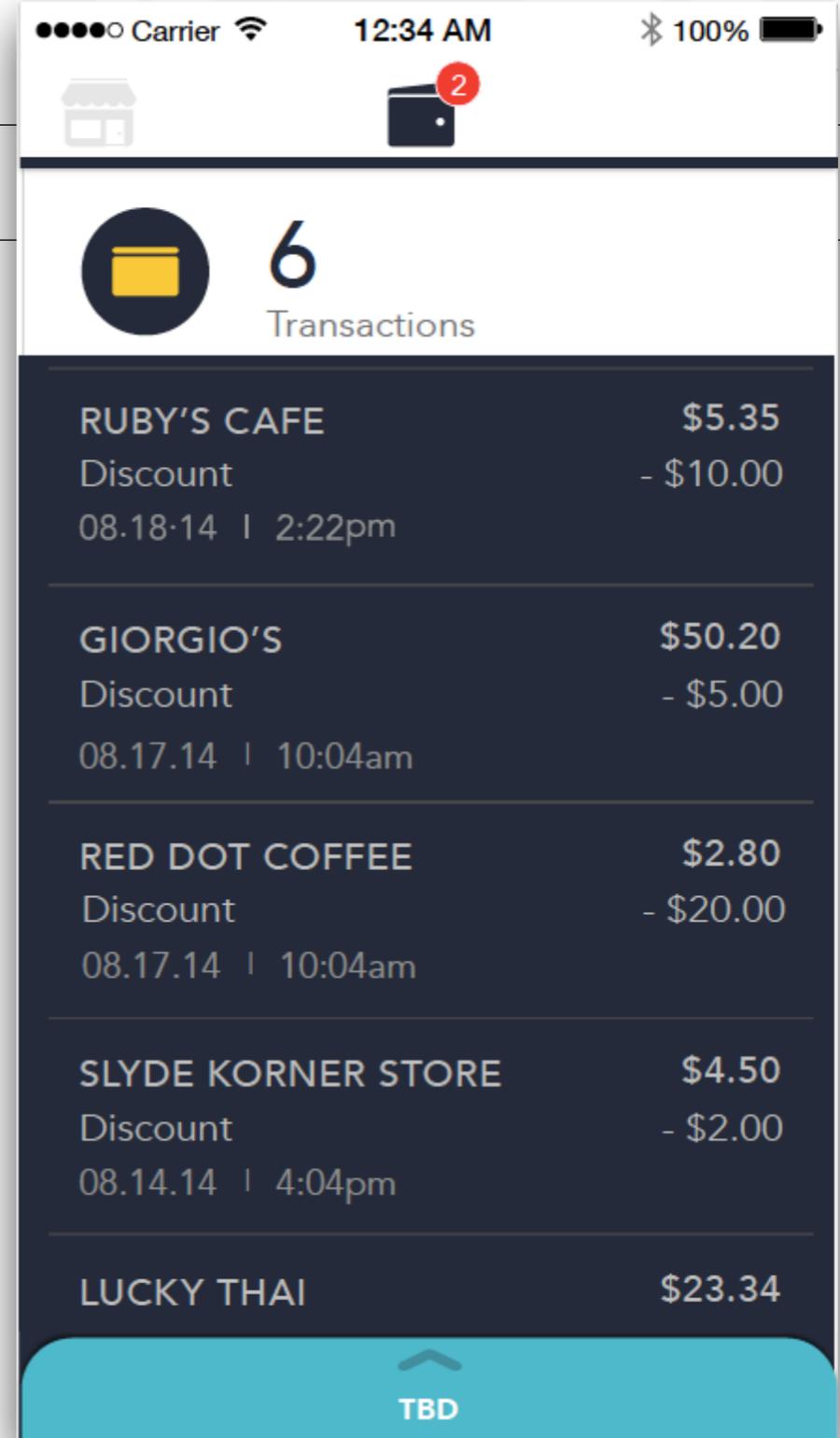
Days until deal expires



# SLYDE MOBILE PAYMENTS - WALKTHROUGH

## WALLET

All transaction through the application appear here.



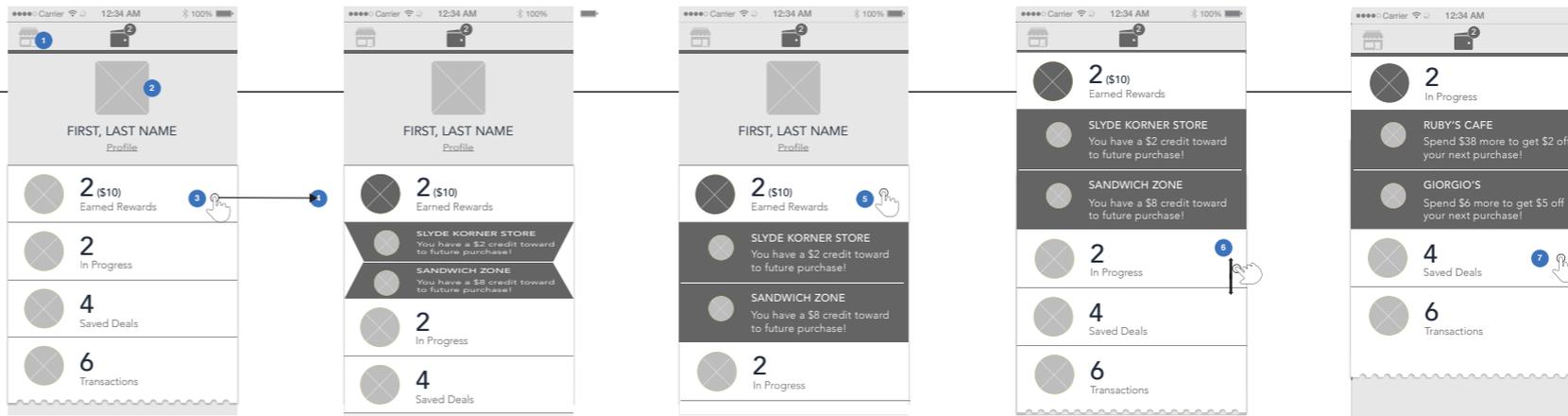
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# DESIGN ARTIFACTS

# DESIGN ARTIFACTS

# ANNOTATED WIREFRAMES



1 Users can go STORE page from here.

2 User can go to PROFILE page by tapping on profile picture or "Profile".

3 Users tap any items on the list to view the details of that section.

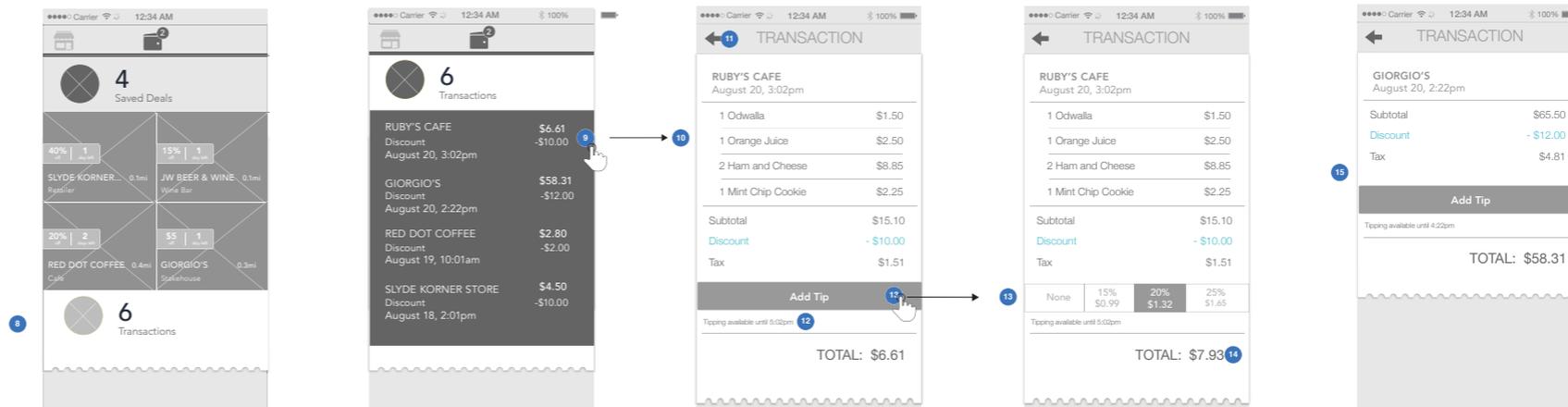
4 When a user taps "Earned Rewards" on the list, the main icon switches to a different color, and the detail expands in an accordian-style interaction (paper folding animation).

5 User taps the section of "Earned Rewards" again or taps another section to close the detail of the original one (paper folding animation).

6 Users can still scroll up and down to view list-items beyond the fold.

7 Only one section can be expanded at a time - when a user taps a section to view the details of another section while one is already open, the original one closes, and the new one opens simultaneously.

Once user scrolls the page down, the selected section (In Progress for this case) should always stay on the top below the nav.



8 "Saved deals" have different layout which shows two deals side by side in an accordian-style interaction (paper folding animation) with the deal and store information. A user's most saved deal stays on the top, ordered from most-recent to least-recent. It also share the same "paper-folding" animation to

9 A user's most recent transactions are listed in short-form, ordered from most-recent to least-recent.

10 11 When a user taps a transaction from the list, the detailed history shows with the "back" button on the header so user can always navigate back.

12 The line shows user that they will have a two-hour window to decide if they want to add or change the tip amount after the purchase.

13 14 When a user taps a "Add Tip", the tip amount toggle shows in a flipping interaction with various options including "None", "15%", "20%" and "25%" and the actually tip amount should be automatically calculated. User can always tap to change the tip amount within the two-hour window.

15 The total will be automatically adjusted based on the tip amount user selects.

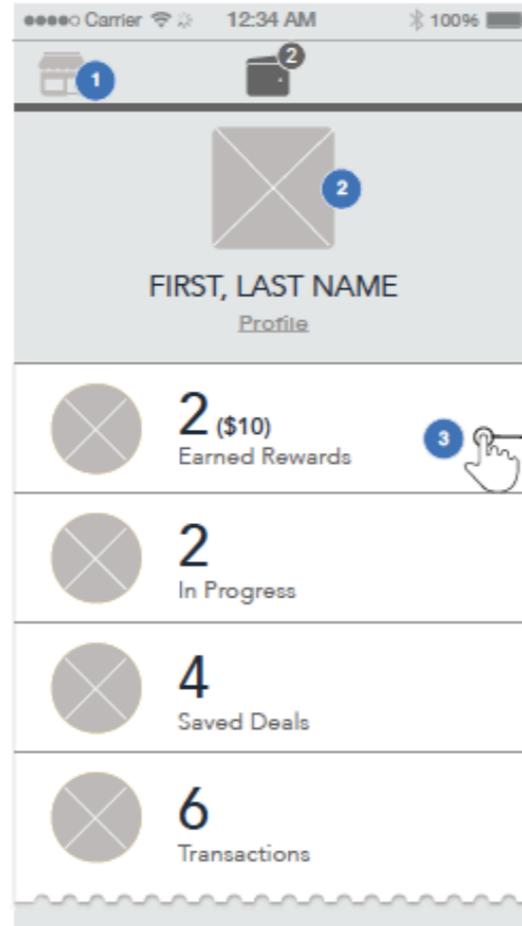
15 For those transactions that do not have itemizations (for glyed payment system) will show subtotal, applied discount and the "Add Tip" button.

## DESIGN ARTIFACTS

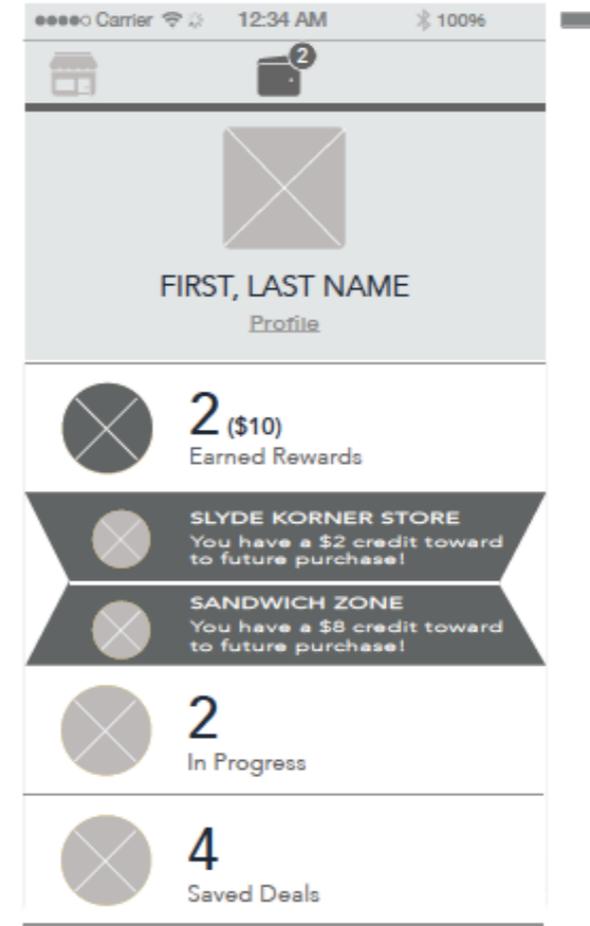
# ANNOTATED WIREFRAMES

## Wallet Wireframe

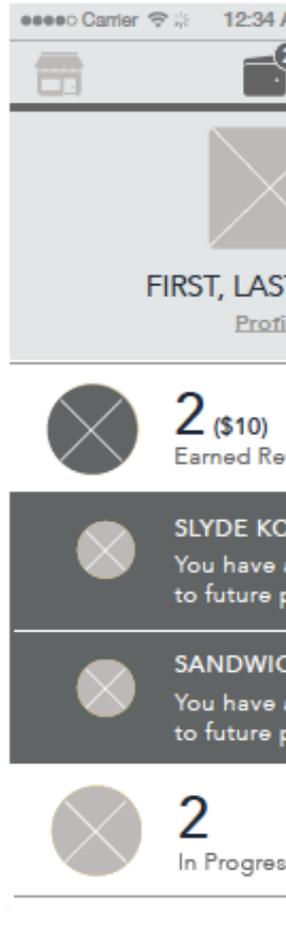
Sept 2014



- 1 Users can go STORE page from here.
- 2 User can go to PROFILE page by tapping on profile picture or "Profile".
- 3 Users tap any items on the list to view the details of that section.



- 4 When a user taps "Earned Rewards" on the list, the main icon switches to a different color, and the detail expands in an accordian-style interaction (paper folding animation).

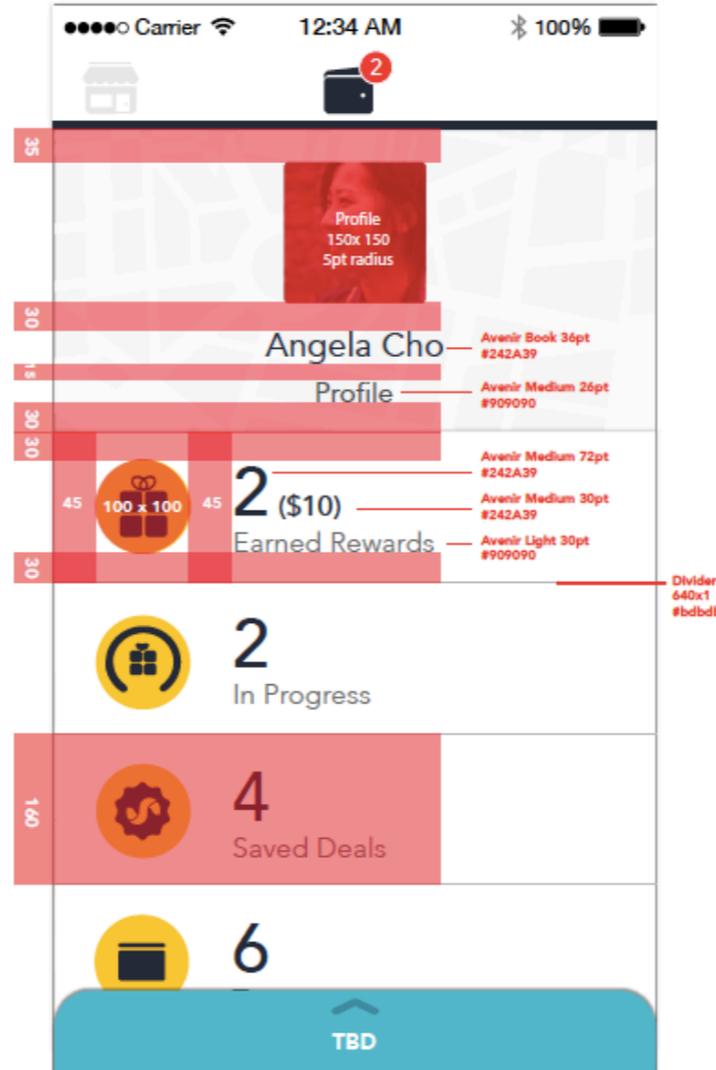


- 5 User taps the section again or taps another detail of the original o animation).

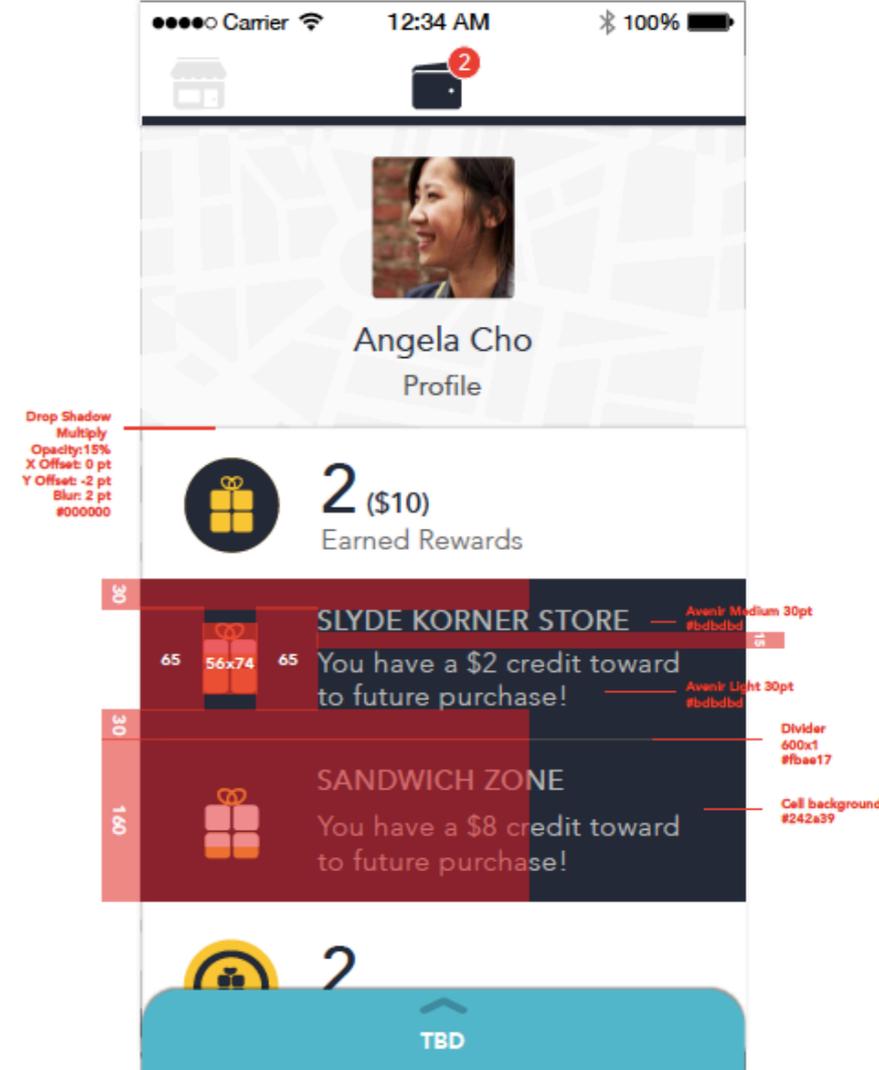
# DESIGN ARTIFACTS

# VISUAL DESIGN SPECIFICATIONS

Wallet



Earned Rewards



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**COLOR & IMAGE**

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**Q&A**