

CITY OF SAINT LOUIS PARKING TICKET ONLINE PAYMENT

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2017 UPDATE



PROBLEM STATEMENT



Paying a parking ticket is one of the most common interactions citizens will have with their city government. The city of St. Louis' online parking payment system is woefully outdated. We would like to help.

1

Services A to Z

Pay a Parking Ticket

How to pay a parking ticket online, by phone, by mail, or in person.

2

Begin online (wmq.rimspayments.com) Call 314-450-2830

3

Welcome to the City of St Louis Online Parking Ticket Payment System

To pay parking tickets online, please follow these directions:

1. Enter the ticket number in the box provided. Your ticket number may include numbers and letters and is up to 9 characters.
2. Select the Submit button to begin the secure credit card payment process*. This link will take you to a secured site.
3. Follow the directions on the secured site to walk through the payment process.
4. Wait for a confirmation page. The confirmation page may be printed for your records.

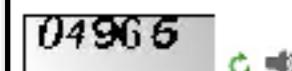
Please Note

1. Visa, Master Card, American Express and Discover are accepted. Please have your credit card information available.
2. If you have questions, please contact the St. Louis PVB at (314)450-2830 or toll free at (800) 811-3009.
3. Recently issued parking tickets may not be immediately available for online payment. If your ticket number is not on file,

- Ticket Number (Up to 9 characters)**
 Plate - eg. MOABC123 (Please type your two character state before your plate number with no spaces).

Please enter the text as seen on the following image.

- * To get a new image, click on refresh icon below. To get voice of the Text click on speaker icon below.
- * To play audio captcha In safari browser, QuickTime plugin should be installed.



Enter Text:

Submit Cancel

4



*This site has a **Comodo Secure Site Certificate**.

CURRENT PROCESS



The current process takes you from the familiar city of St. Louis web page to a rigid, blank site to look up your ticket and submit your payment. Our research has shown that the lack of formal web design is causing the user to feel confused and distrustful when paying off their ticket.

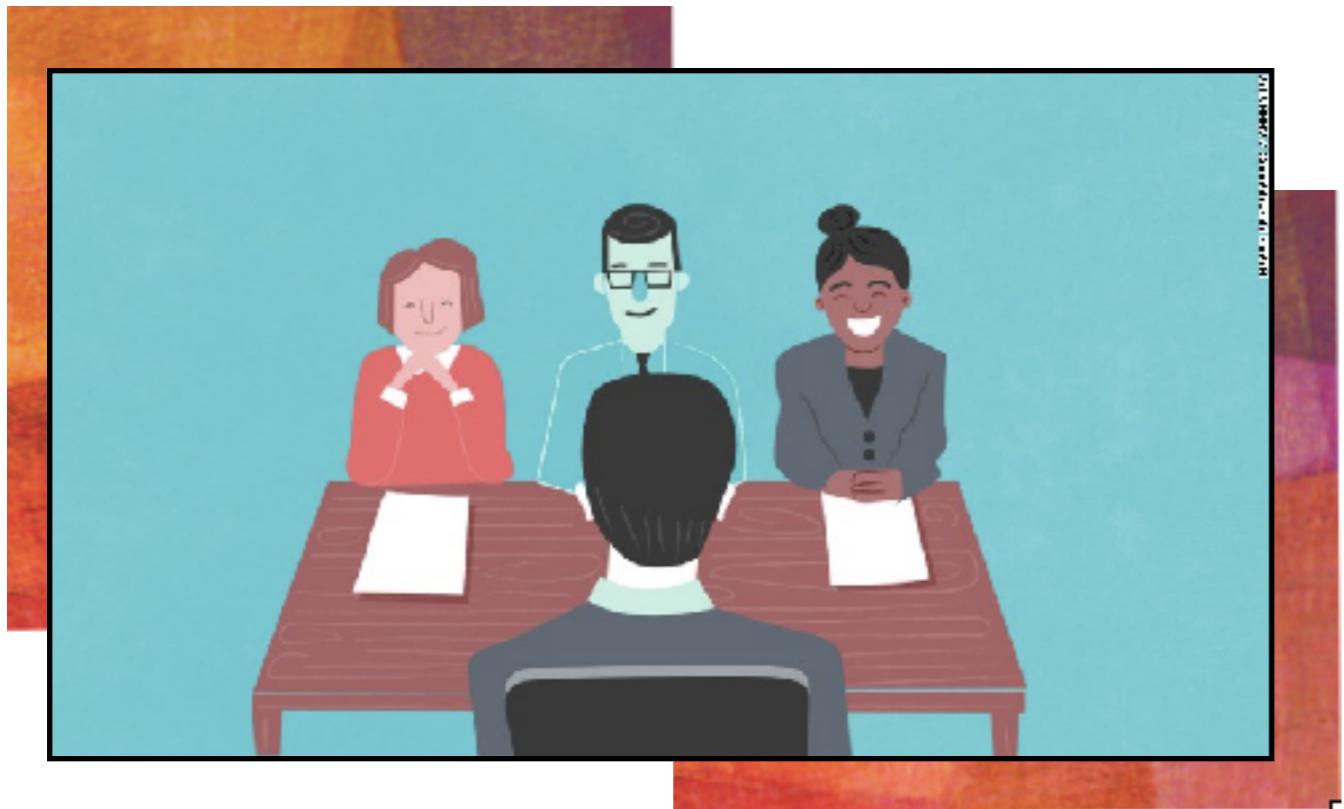
Check out the existing site

1. St. Louis Department of Parking page
2. 'Begin online' button takes the user to 3
3. Current payment page
4. Finalize payment button

RESEARCH INTERVIEWS

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The target audience for our research interviews were drivers that have paid a ticket online recently, those that currently have an unpaid ticket, those that have chosen to not pay a ticket, or someone from inside the municipality that handles ticket processing.

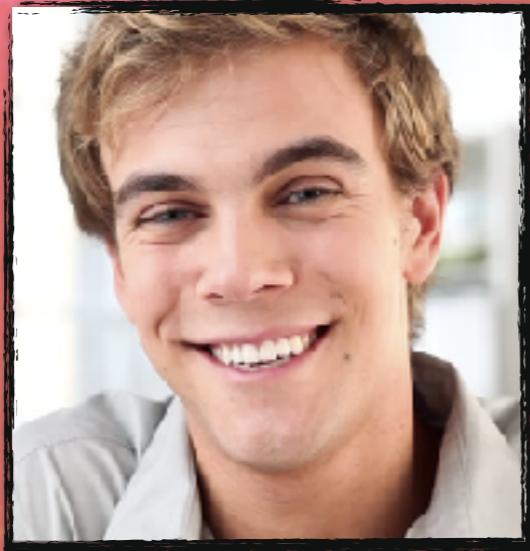


Here are some of the significant quotes we accumulated when we interviewed people about their experience paying for a parking ticket online in St. Louis.

- “This system feels old, like y2k old.”
- “At first I thought I was on a spam page, but I figured it out...eventually.”
- “I felt kinda uncomfortable because the page was so blank.”
- “It didn’t work on mobile for me. I struggled with it for 10 minutes before giving up.”
- “My low expectations of city web services were sadly confirmed”

USER PERSONAS

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David, 25 - Young Professional

Bio + Demo + Details

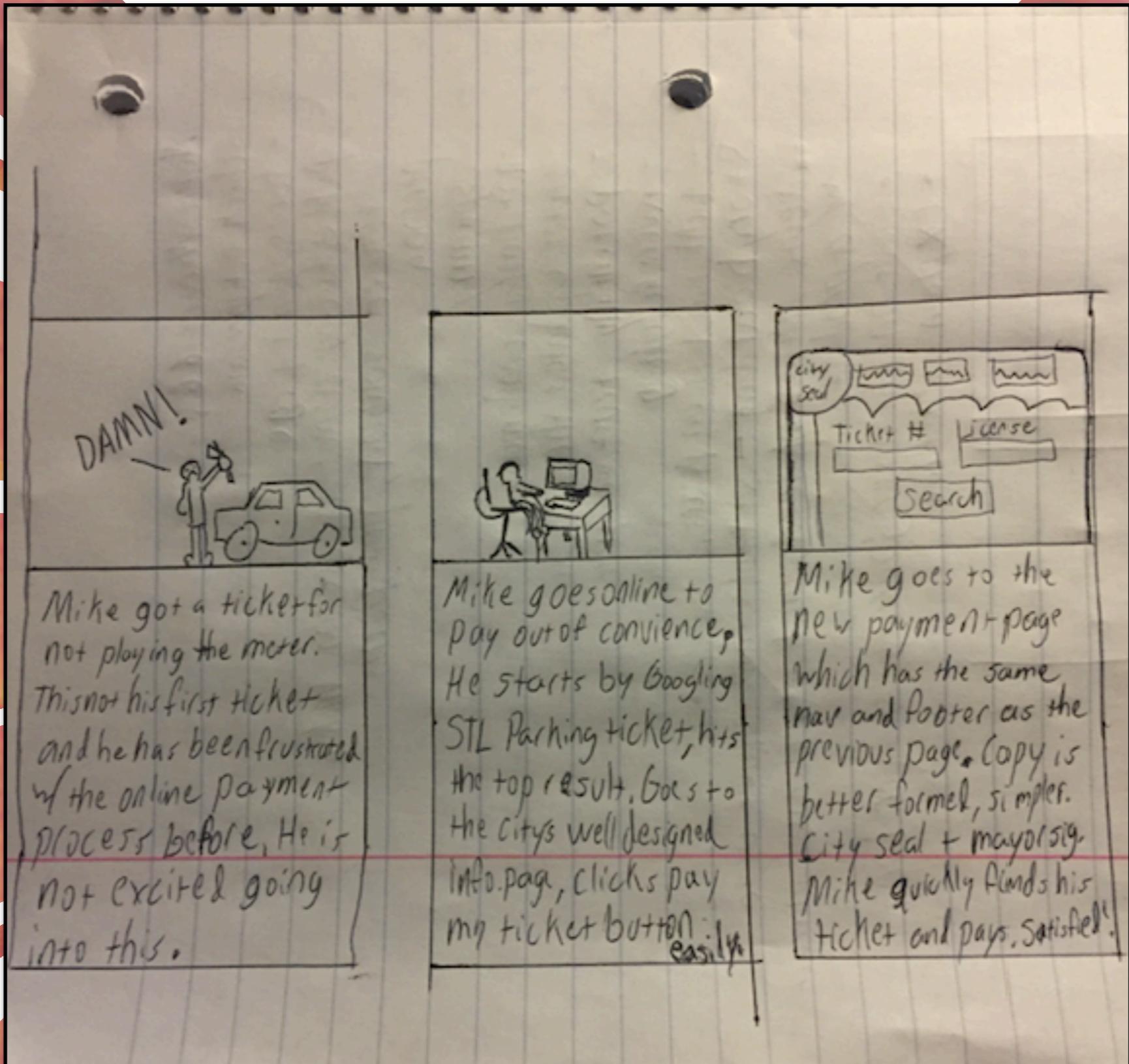
- Commuter working throughout the city.
- Forced to find his own parking often.
- Considers himself as tech literate.

Behavior + Habits

- Receives many parking tickets over the course of a year and he pays all of them online.
- Has certain expectations about how an online payment process should look and feel.

Pain Points + Feelings

- “The current ticket payment process was very bare bones and utilitarian”
- The lack of consistent design from the city’s webpage to the ticket payment page affected his feeling of security.

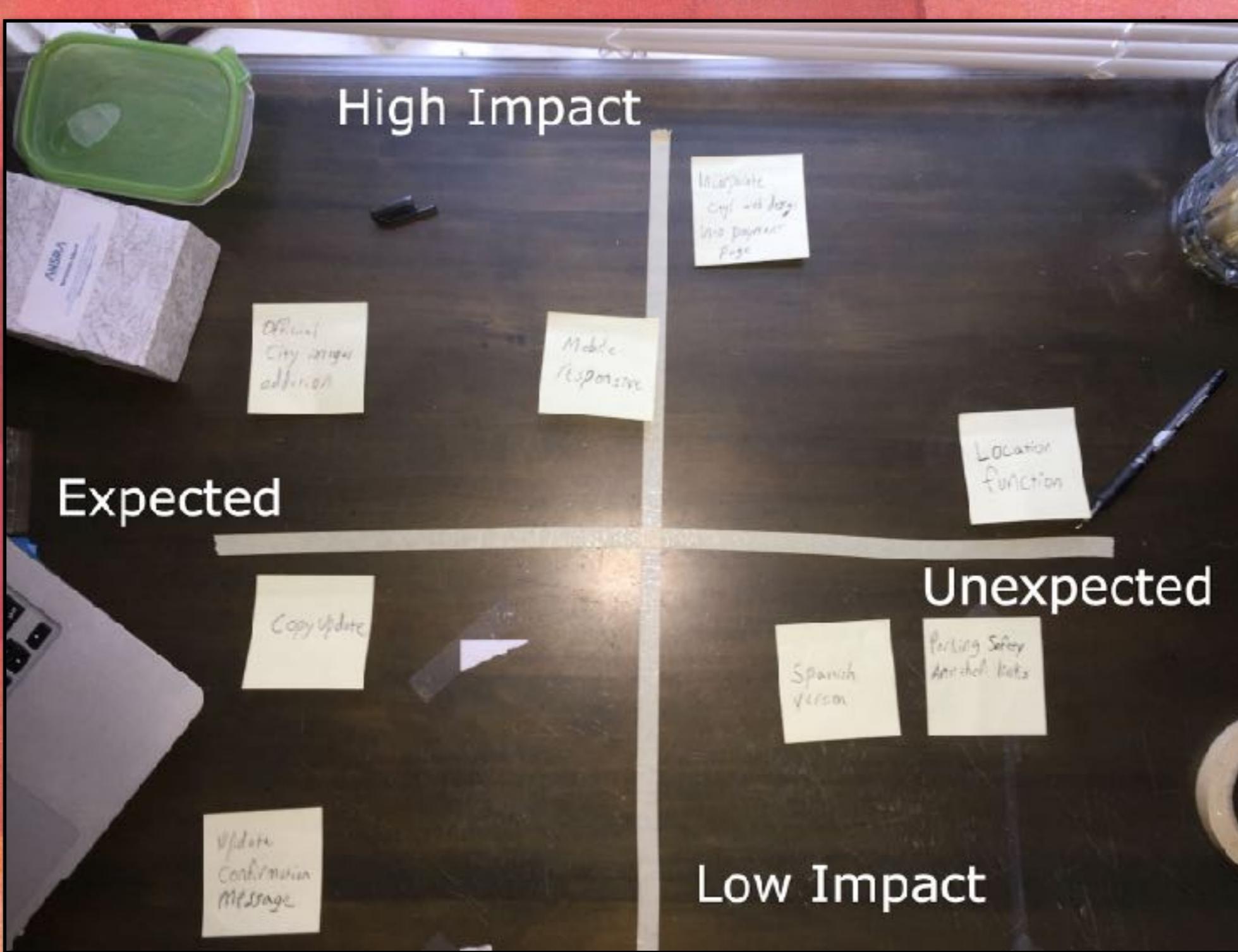


STORYBOARD

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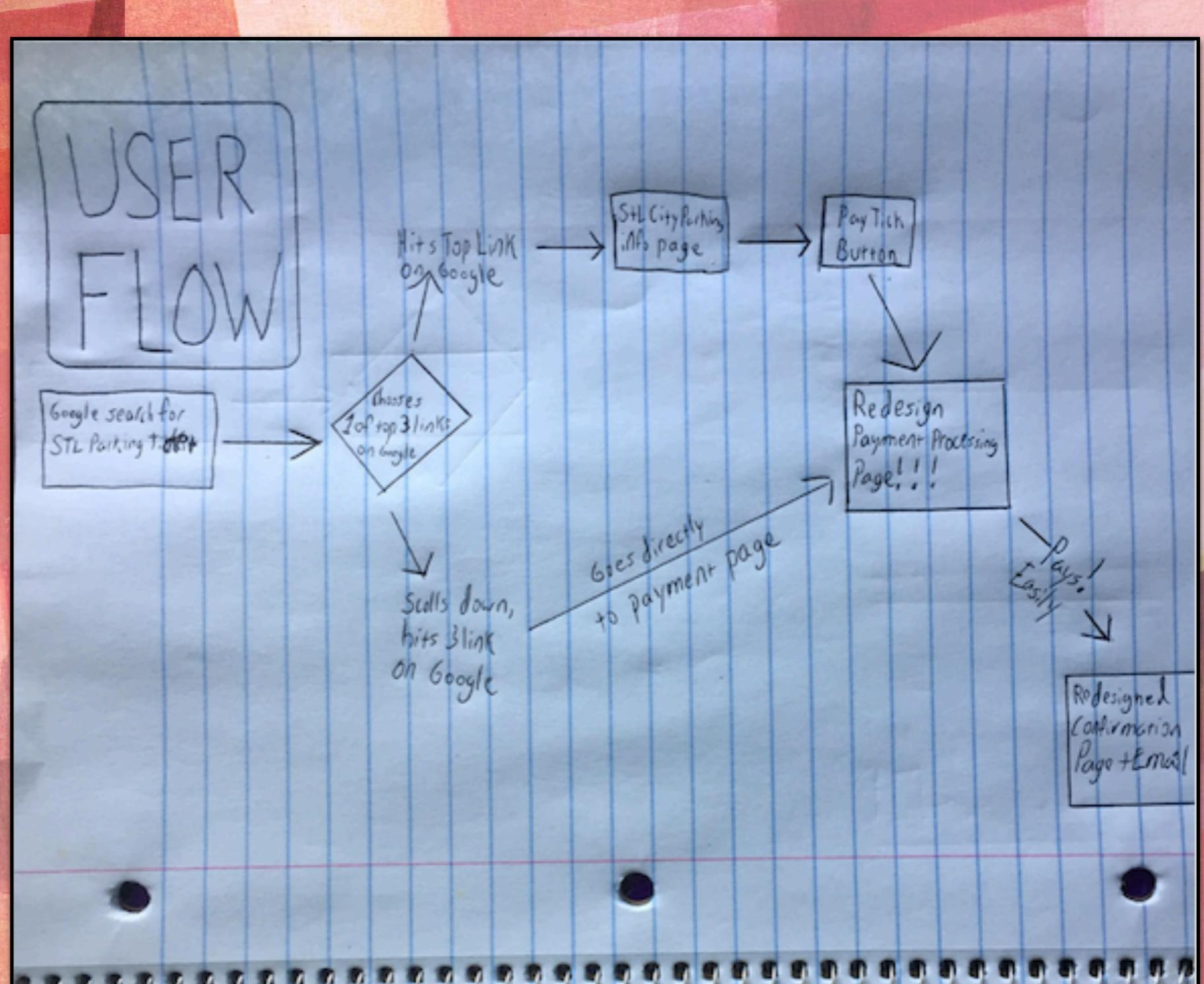
FEATURE PRIORITIZATION

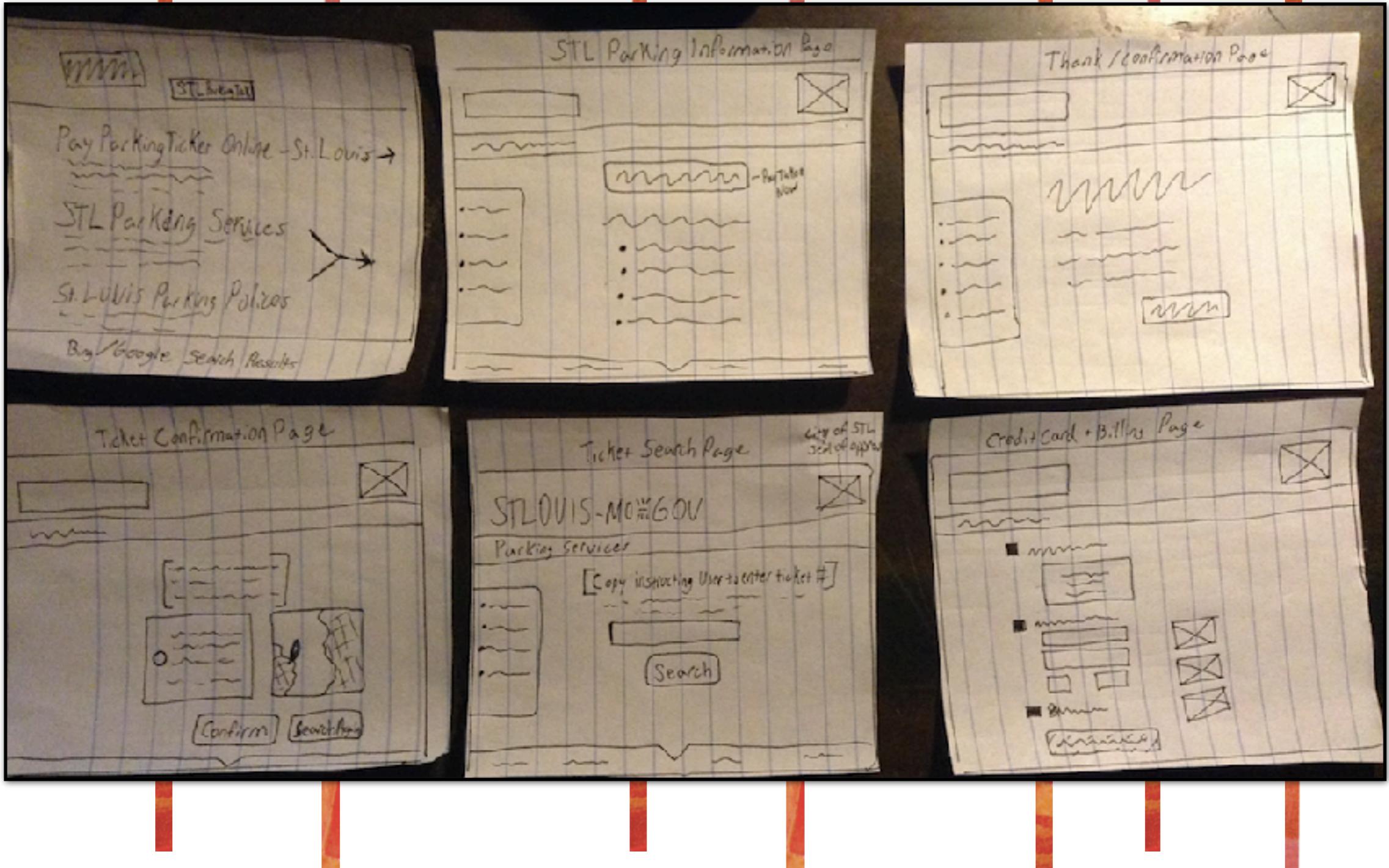
Using our user interview data, we prioritized our possible features in terms of the impact and expectations of the user



USER FLOW

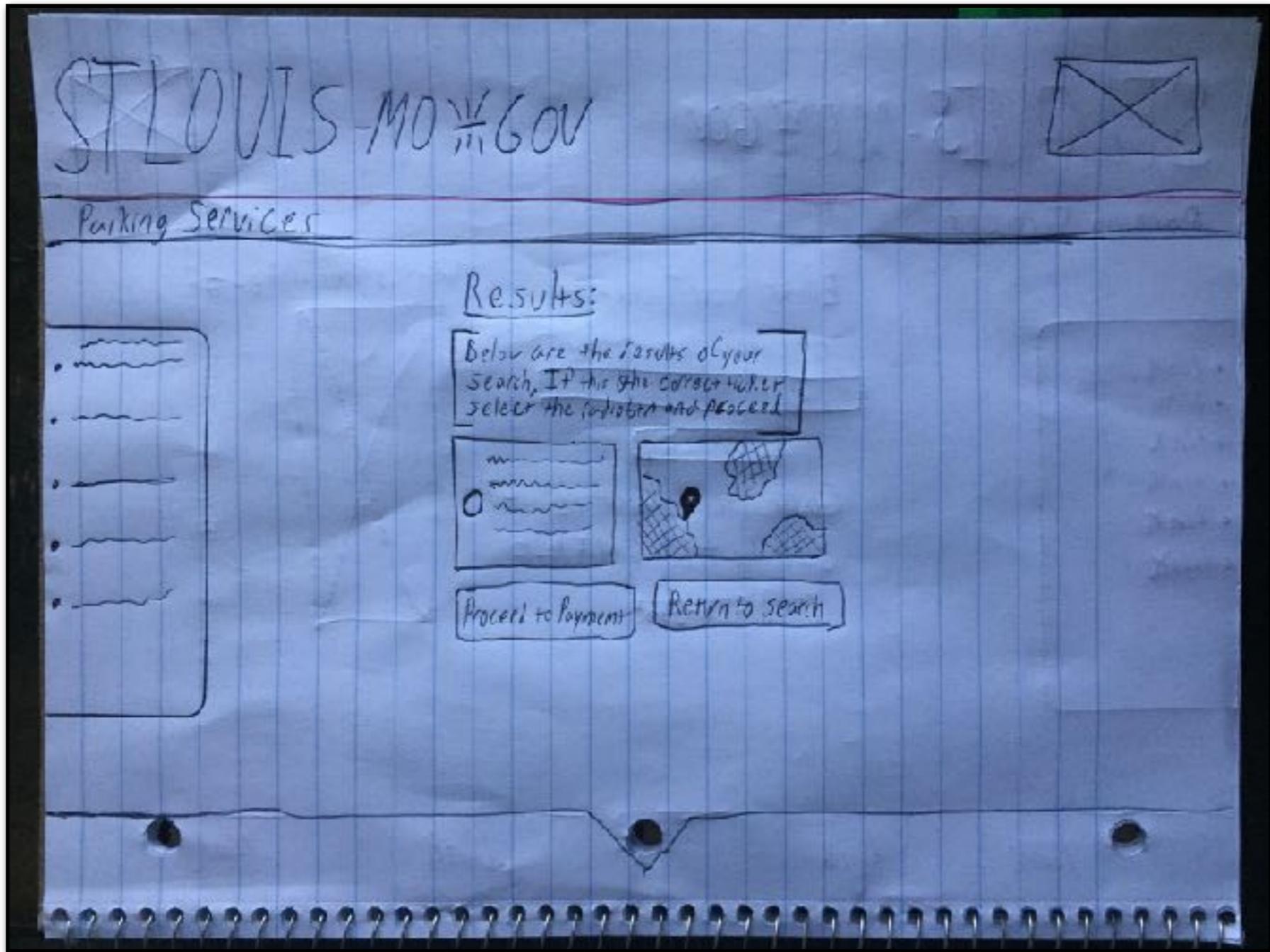
This is the current user flow for the ticket payment process. We observed issues with the search engine results for the STL parking ticket process. However, our update only focuses on redesigning the payment pages.





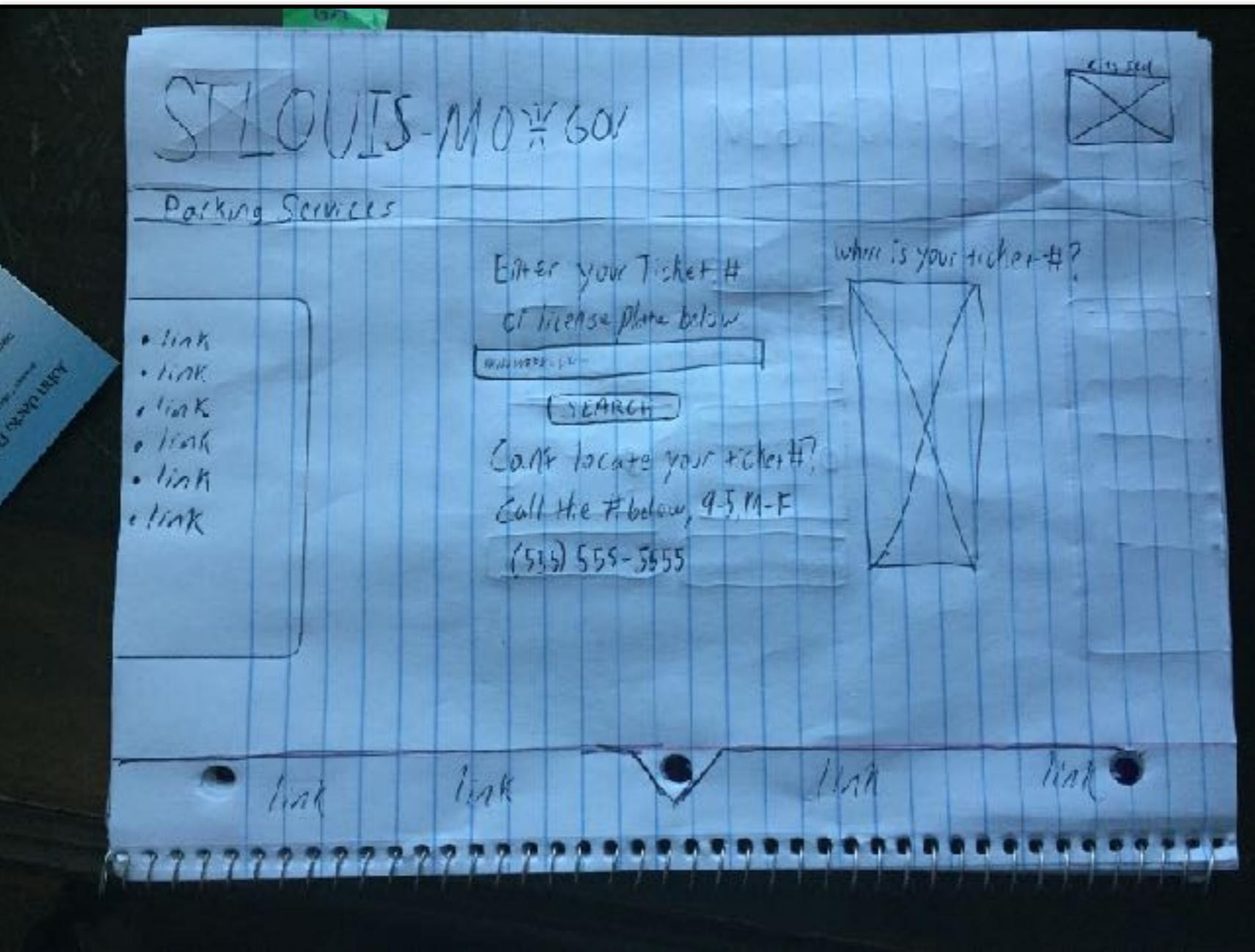
PAPER PROTOTYPE

Here is where we were able to initially introduce some our feature ideas.



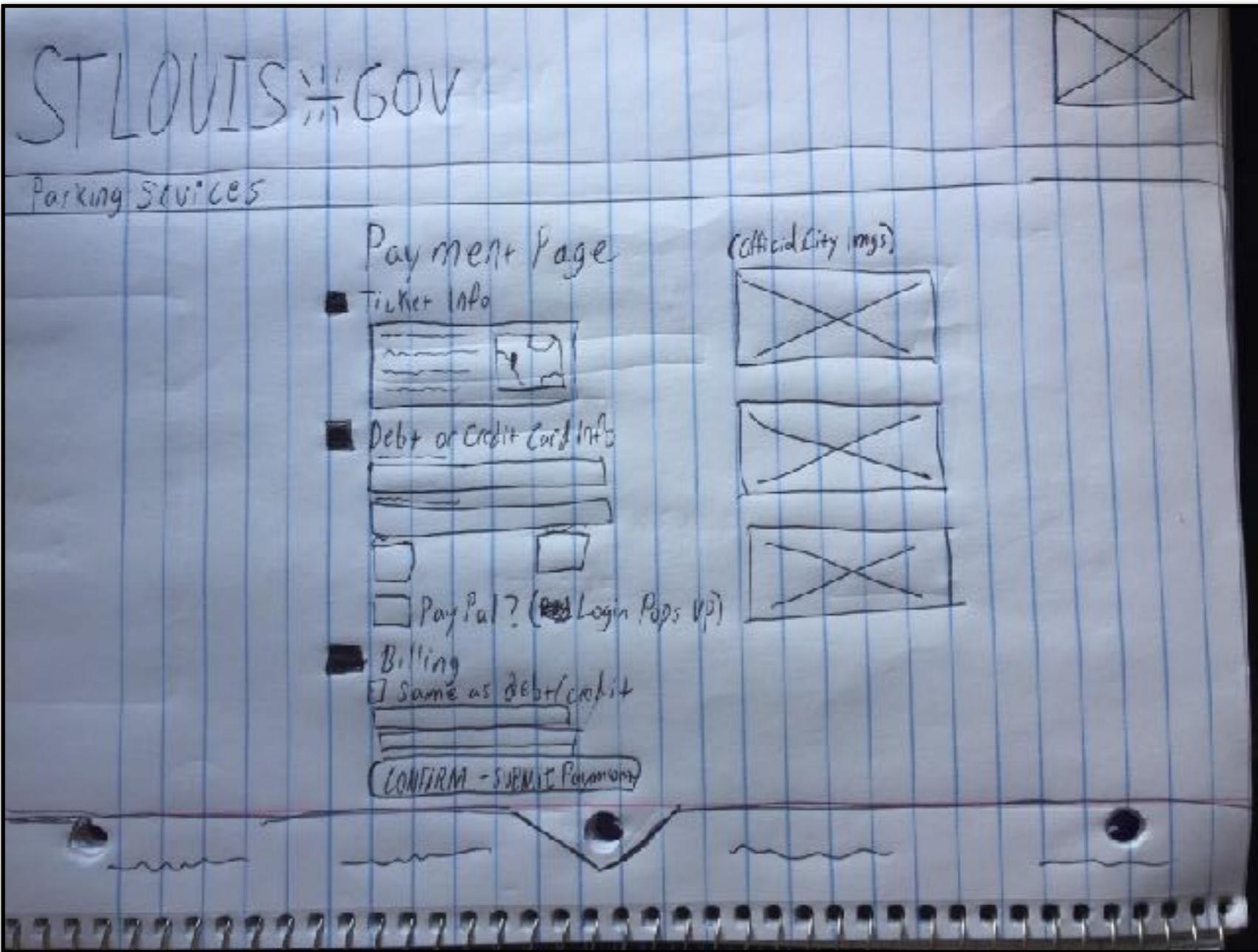
PAPER WIREFRAME SKETCHES

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PAPER WIREFRAME SKETCHES

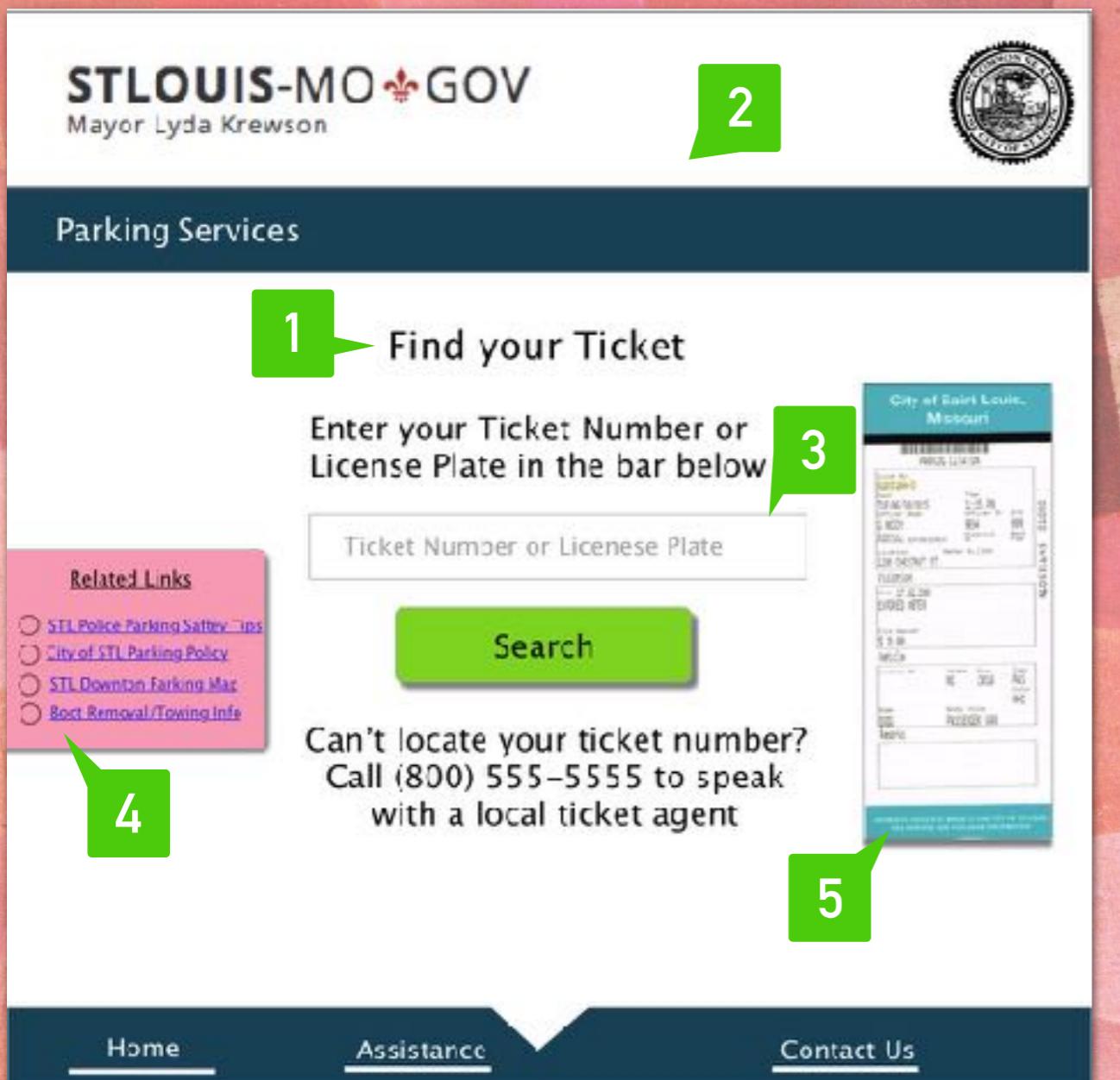




PAPER WIREFRAME SKETCHES

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DESKTOP WIREFRAMES



SEARCH PAGE

1. Search page is the initial page users will hit after jumping off the city's website.
2. We integrated the existing colors, fonts, icons, header and footer from the city of St. Louis web page. This is absent from the existing system and is causing confusion with users.
3. Search bar is prominently displayed.
4. Related Links tab added as a way to improve the user's trust in the process.
5. Image of a sample ticket with ticket number and license plate number called out.

DESKTOP WIREFRAMES

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SEARCH RESULTS PAGE

1. Clear copy that calls out result of the users search.
2. Ticket details box with radio buttons users select to confirm the ticket.
3. We had the idea of showing where the ticket was issued via Google Maps. The intention was to increase the feelings of legitimacy in the user.
4. Confirmation button will highlight green once the radio button is selected. Search again button takes you back to the search page.

The wireframe shows a desktop view of the STLOUIS-MO GOV website's parking services section. At the top right is the city seal. The header includes the text "STLOUIS-MO GOV" and "Mayor Lyda Krewson". Below the header is a dark blue navigation bar with the text "Parking Services". The main content area has a white background. On the left, there is a pink box titled "Related Links" containing five items, each with a radio button: "STL Police Parking Safety Tips", "City of STL Parking Policy", "STL Downtown Parking Map", and "Boat Removal/Towing Info". To the right of this is a large callout box with the heading "Results". Inside the callout box, text reads: "Here is what our search has found for XXX-XXX. Please select the ticket(s) you would like to pay and click confirm to proceed to the payment page". A green speech bubble labeled "1" points to this text. Below the callout is a ticket summary: "Ticket XXX was issued to License Plate Number XXX at 5:5 PM on Grand Ave." A small table provides ticket details:

Ticket Number	Date Issued	Time Added	Total Cost
123-765-331	2/23/2017	\$10.00 Late	\$20.00

. To the right of the ticket summary is a map showing a yellow route line and a red location pin. A green speech bubble labeled "2" points to the ticket number. Below the map are two buttons: a green "Confirm" button and a yellow "Search Again" button. A green speech bubble labeled "3" points to the map. At the bottom of the page is a dark blue footer bar with three white links: "Home", "Assistance", and "Contact Us". A green speech bubble labeled "4" points to the "Search Again" button.

DESKTOP WIREFRAMES

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Payment Page - OG

STLOUIS-MO GOV
Mayor Lyda Krewson

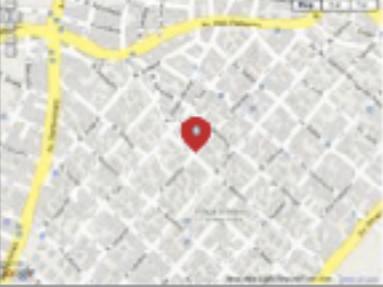
Parking Services

1 **Payment Information**

Ticket Information
Below is the ticket(s) you have selected to pay off. Please confirm you are paying for the correct ticket(s)

Ticket XXX was issued to License Plate Number XXX at 5:5 PM on Grand Ave.

Ticket Number	Date Issued	Fines Added	Total Cost
125-763-981	5/21/2017	\$30.00 Late	\$20.00



2 **Payment Option**
Select the your payment method and enter the information below

Debit/Credit PayPal Check

3 

Mayor Lyda Krewson

Home **Assistance** **Contact Us**

1. Continued the ticket information box and Google maps image.
2. Payment icons with 3 different options to pay. Once the user selects their payment method, the fields will appear.
3. Added the STL city flag and mayor's signature to instill trust and a sense of authority in the process.
4. Related Links tab disappears. We wanted to key the user's focus on the payment fields.

DESKTOP WIREFRAMES

- 1.Billing Address information fields.
- 2.The ticket summary box outlines what is being charged on what card. It also lists any additional fines added.
- 3.Simple email address field. A confirmation email will be sent once the payment is completed.
- 4.Bold, brightly colored Complete Transaction button.

The wireframe illustrates a desktop payment interface with the following components:

- Billing Section:** Contains fields for Enter Billing Name, Enter Street Address, Apartment #, State Initials, and Zip Code. A green speech bubble labeled "1" points to the "Enter Billing Name" field.
- Finalize Payment Section:** Displays a table with columns: Ticket Number, Date Issued, Fines Added, Total Cost, and Payment. The table shows the following data:

Ticket Number	Date Issued	Fines Added	Total Cost	Payment
125-763-981	5/21/2017	\$10.00 Late	\$20.00	Visa Debt XXX-XXX-5669

A green speech bubble labeled "2" points to the "Total Cost" column.
- Email Address Field:** An input field labeled "Enter Email Address" with a green speech bubble labeled "3" pointing to it.
- Complete Transaction Button:** A large green button labeled "Complete Transaction" with a green speech bubble labeled "4" pointing to it.

At the bottom, a dark blue footer bar contains three links: Home, Assistance, and Contact Us. The "Home" link is underlined.

MOBILE WIREFRAMES

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Confirmation/Thank You

STLOUIS-MO GOV
Mayor Lyda Krewson



Parking Services

Payment Receipt

■ Payment Confirmation

Thank You!

Your payment has been successfully processed. Ticket number XXX-XXXX-XXX is considered complete and requires no additional action from the citizen.

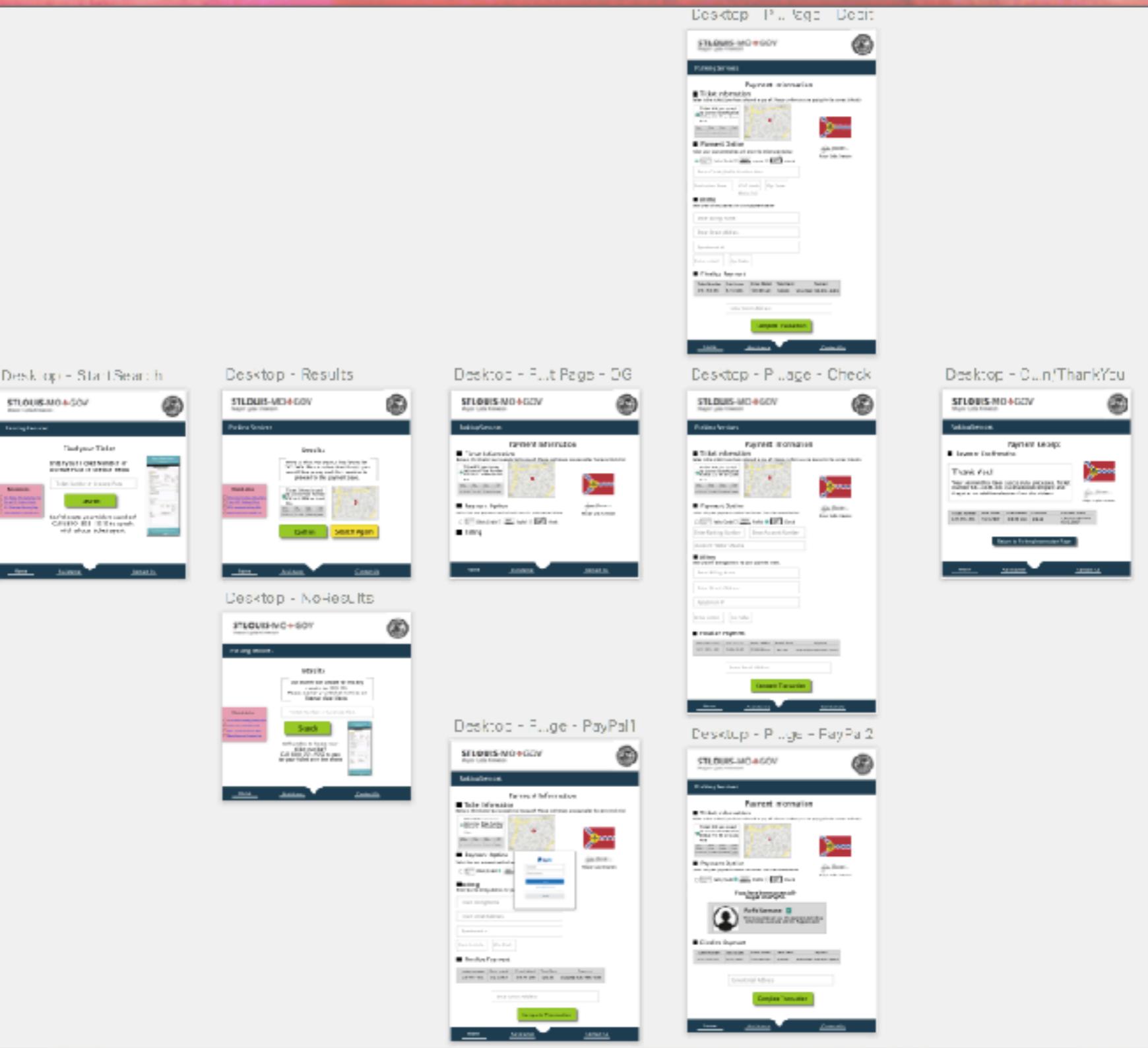


Mayor Lyda Krewson

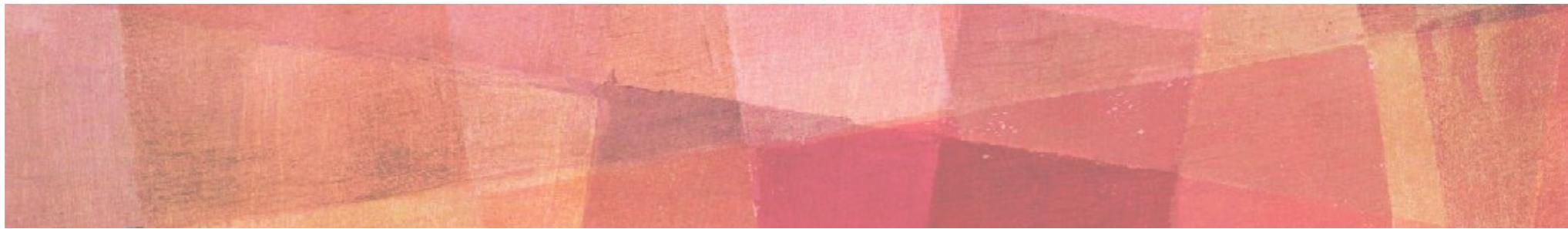
Ticket Number	Date Issued	Fines Added	Total Cost	Payment Status
125-763-981	6/21/2017	\$10.00 Late	\$20.00	Payment Received 6/21/2017

[Return to Parking Information Page](#)

[Home](#) [Assistance](#) [Contact Us](#)



WIREFRAME OVERVIEW MAP

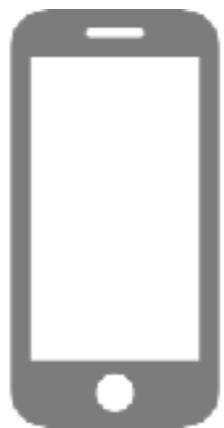


DESKTOP PROTOTYPE

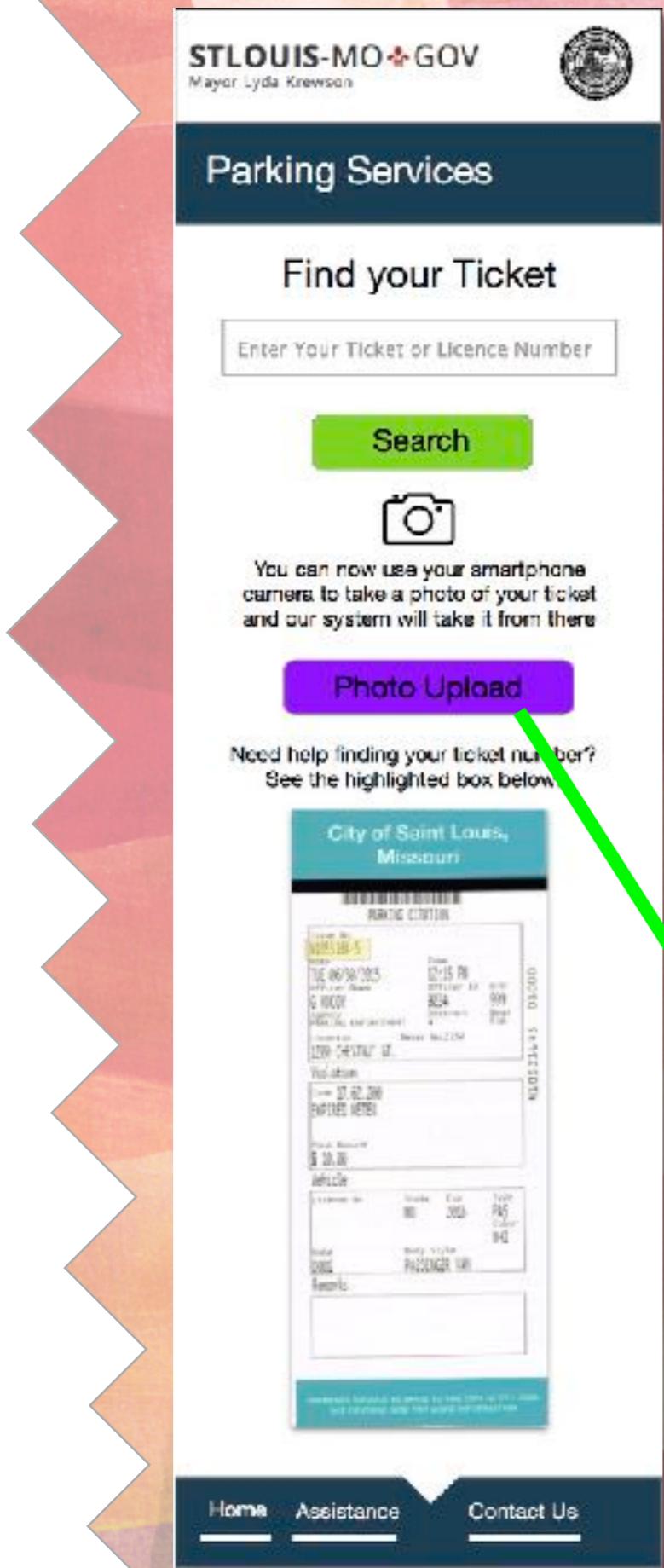


MOBILE WIREFRAMES

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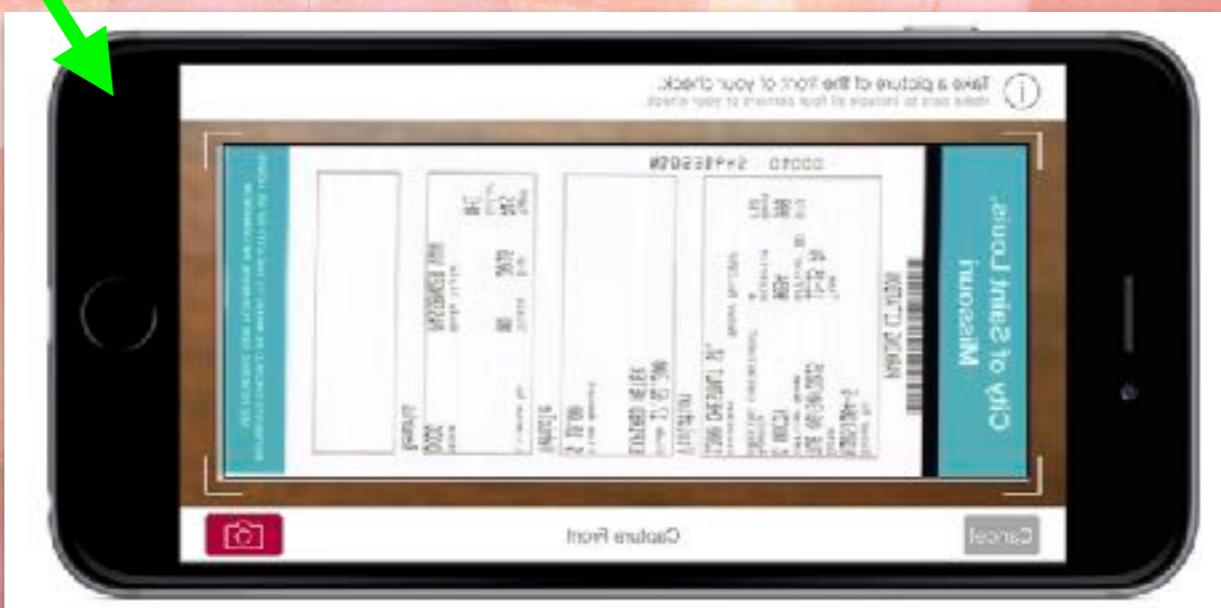


While interviewing users, we noticed that many expressed convenience and efficiency as their top concerns with the parking ticket payment process. We feel the strongest option for addressing both of these concerns is to provide a top notch mobile site for ticket payments. This is aimed at the 'on the go' user that wants to take care of their parking ticket ASAP.



MOBILE WIREFRAMES

- We kept the design style and color from the desktop site and made it mobile friendly.
- Our goal with the mobile site was to focus on the features that would appeal to a user that is looking for the fastest solution. The enter bar is prominent and easy for the user to understand.
- Notice the Photo Upload button in purple. This will access the user's smartphone camera and allow them to take and image of their ticket. Our system will identify the ticket number and send them to the results page.



MOBILE WIREFRAMES

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STLOUIS-MO+GOV
Mayor Lyda Krewson



Parking Services

Results

Here is what our search has found for XXX-XXX. Please select the ticket(s) you would like to pay and click confirm to proceed to the payment page

Ticket XXX was issued to License Plate Number XXX at 5:55 PM on Grand Ave.

Ticket Number	Date Issued	Fines Added	Total Cost
125-763-981	5/21/2017	\$10.00 Late	\$20.00



Confirm

Search Again

[Home](#) [Assistance](#) [Contact Us](#)

STLOUIS-MO+GOV
Mayor Lyda Krewson



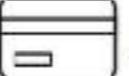
Parking Services

Payment Option

Ticket XXX was issued to License Plate Number XXX at 5:55 PM on Grand Ave.

Ticket Number	Date Issued	Fines Added	Total Cost
125-763-981	5/21/2017	\$10.00 Late	\$20.00

1. Payment

 Debit/Credit

 PayPal

 Check

2. Billing

3. Review

[Home](#) [Assistance](#) [Contact Us](#)

STLOUIS-MO+GOV
Mayor Lyda Krewson



Parking Services

Payment Option

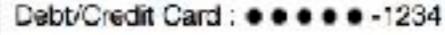
1. Payment

2. Billing

3. Review

Ticket XXX was issued to License Plate Number XXX at 5:55 PM on Grand Ave.

Ticket Number	Date Issued	Fines Added	Total Cost
125-763-981	5/21/2017	\$10.00 Late	\$20.00

Debit/Credit Card :  -1234

Amount Due: \$20.00

Payment Amount: \$20.00

Total: \$20.00

Please enter an a valid email address to receive your confirm email

Email Address

Complete Transaction

[Home](#) [Assistance](#) [Contact Us](#)



MOBILE PROTOTYPE



Click the icon on
the left to try the
mobile prototype

Responses	User 1	User 2	User 3
User expressed the how much they liked the design consistency	Yellow	Green	
Approved of the updated search process	Yellow	Green	Red
Enjoyed the flow of the pages	Yellow	Green	Red
"It kinda feels like I'm buying a ticket for a concert"			Red
Complimented the addition of the STL Flag and mayor's signature	Yellow		Red
Felt more secure and more trusting in this process over the existing	Yellow	Green	Red
User was delightfully surprised by support links		Green	
User was delightfully surprised by Google maps locator	Yellow	Green	Red

USABILITY TEST

Our usability test indicated that users responded much more positively to this system compared to the existing system. The users expressed how much more trustworthy and official this system seemed. They also mentioned that they were more likely to remember this process and how easy it is the next time they get a parking ticket.

CONCLUSION

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- ◆ The updated process was a success with the users in terms of usability.
- ◆ It was consistent with the current design standards of the St. Louis city website.
- ◆ Lastly, it looks modern which created trust and credibility in the user and thus increase parking ticket revenue.

Thank you!

