
Writing for UX: Orca Card

Adding Value to An Unregistered Card

Dwayne Franco • 12.05.2018

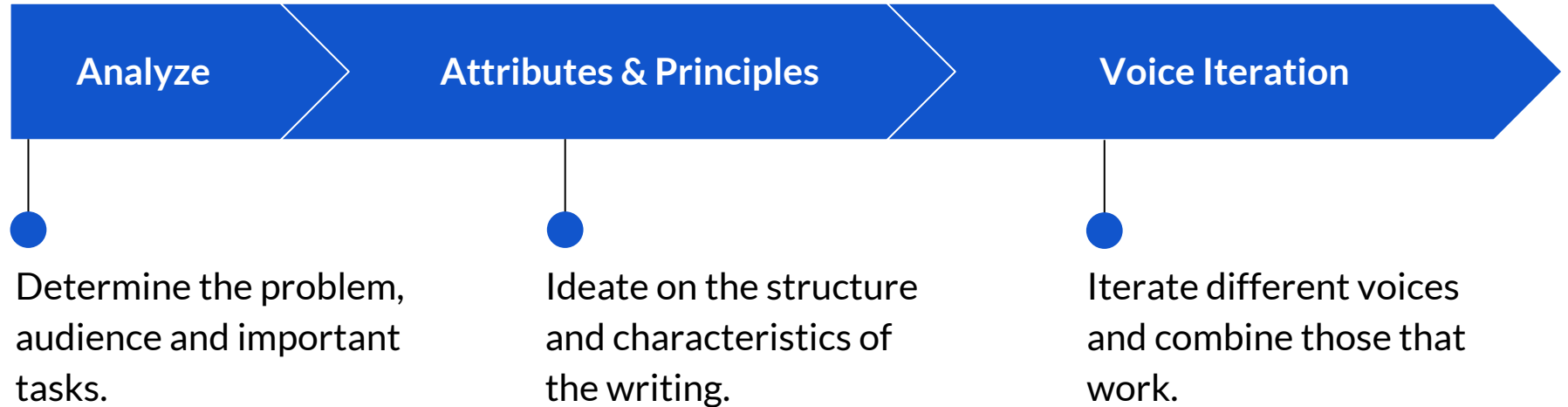
The Problem

1. New users with an unregistered card are confused with how to add a specific value of funds to their card.
- The sub navigation, product language and flow contribute significantly to this issue.

Solutions

1. Making the writing clear and concise.
2. Using familiar terms and accessible language.
3. Restructuring sub navigation labels.

My Process



My Process

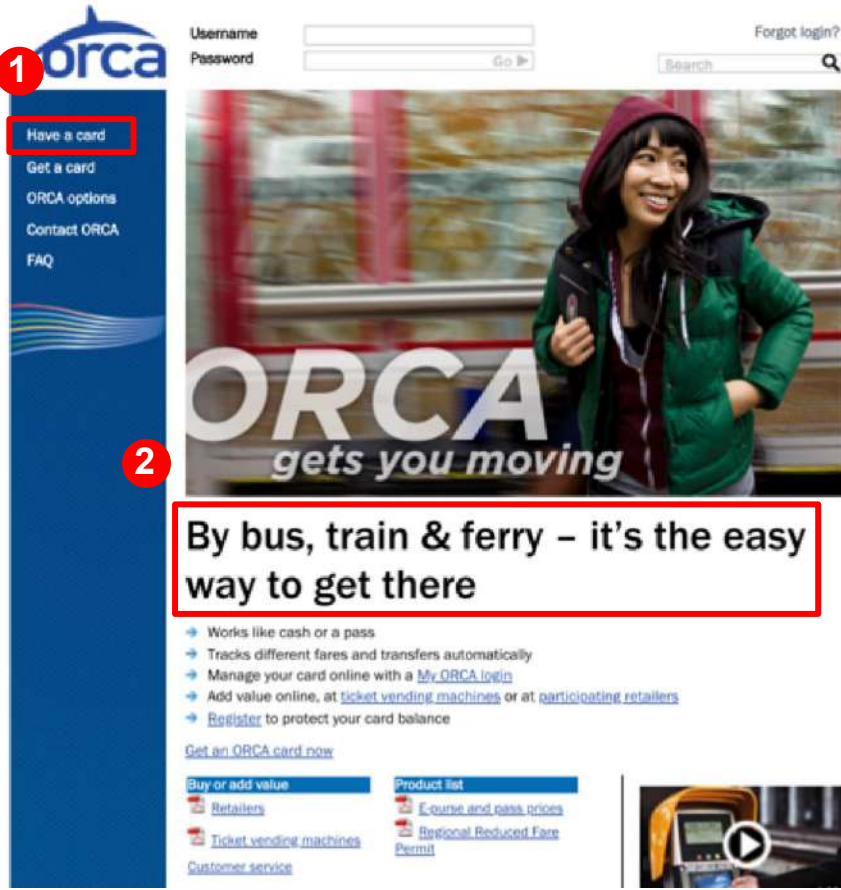


Peer Review

Iterate

- Collaborate, review and revise ideas on writing improvements.
- Active listening, asking others for opinions and ideas is important.

Current



1

2

Have a card

Get a card

ORCA options

Contact ORCA

FAQ

Username Password Go Forgot login? Search


ORCA
gets you moving

By bus, train & ferry – it's the easy way to get there

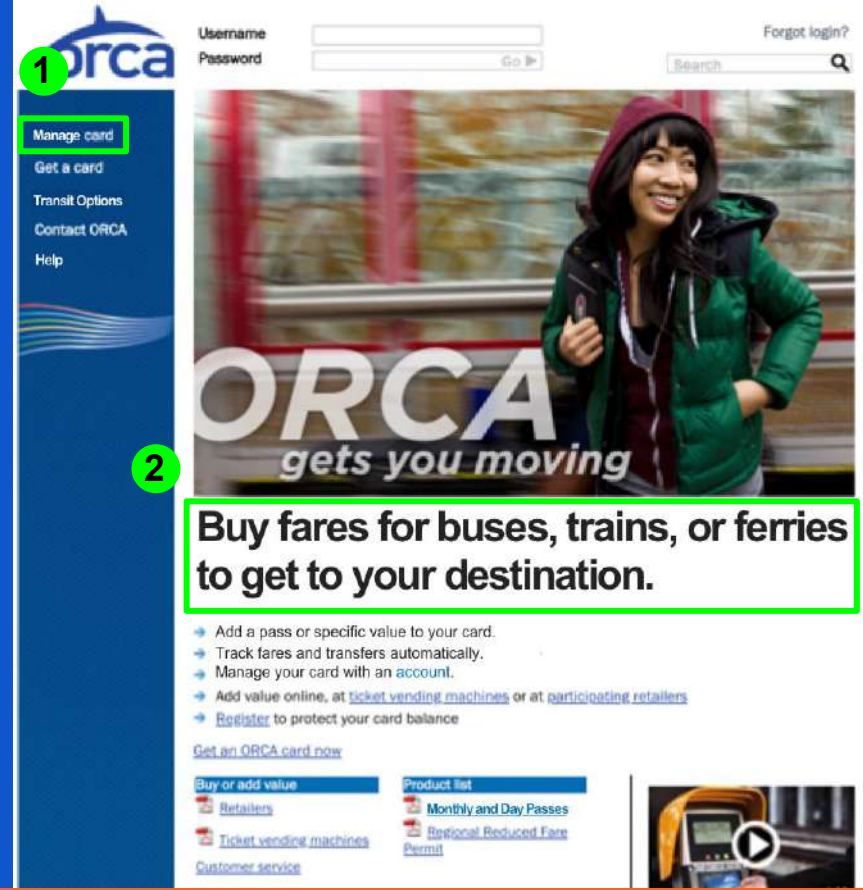
- Works like cash or a pass
- Tracks different fares and transfers automatically
- Manage your card online with a [My ORCA login](#)
- Add value online, at [ticket vending machines](#) or at [participating retailers](#)
- [Register](#) to protect your card balance

[Get an ORCA card now](#)

Buy or add value	Product list
Retailers	E-course and pass prices
Ticket vending machines	Regional Reduced Fare Permit
Customer service	



Revised



1

2

Manage card

Get a card

Transit Options

Contact ORCA

Help

Username Password Go Forgot login? Search


ORCA
gets you moving

Buy fares for buses, trains, or ferries to get to your destination.

- Add a pass or specific value to your card.
- Track fares and transfers automatically.
- Manage your card with an [account](#).
- Add value online, at [ticket vending machines](#) or at [participating retailers](#)
- [Register](#) to protect your card balance

[Get an ORCA card now](#)

Buy or add value	Product list
Retailers	Monthly and Day Passes
Ticket vending machines	Regional Reduced Fare Permit
Customer service	



Current

The current ORCA website interface features a blue header with the ORCA logo. Below the logo is a navigation menu with links: 'Have a card', 'Get a card', 'ORCA options', 'Contact ORCA', and 'FAQ'. The main content area is titled 'Have a card' and contains the following text:

→ **Login** at the top of the page.

→ **Create** a My ORCA login to **manage your cards**. Create a username and password for your registered card. All RRFP ORCA cards for disabled or senior customers are registered upon receipt. If your card is unregistered, you can register your card by creating a My ORCA login. **Why register?**

→ Add value to an **unregistered card**.

The footer contains links for 'Privacy', 'Terms of Use', 'News', 'Business accounts', 'Site map', 'Trip planner', and 'Home'. Below these links are language options: '中文 | Chinese', '한국 | Korean', 'Русский | Russian', 'Español | Spanish', 'Tagalog', 'Tiếng Việt | Vietnamese', and a copyright notice: 'Copyright © 2008-2018 ORCA all rights reserved.'

Revised

The revised ORCA website interface features a blue header with the ORCA logo. Below the logo is a navigation menu with links: 'Manage card', 'Get a card', 'Transit Options', 'Contact ORCA', and 'Help'. The main content area is titled 'Manage Card' and contains the following text:

→ **Login**

→ Don't have a login? Secure your funds by **registering your card**.

Or

→ Add value to an **unregistered card**.

The footer contains links for 'Privacy', 'Terms of Use', 'News', 'Business accounts', 'Site map', 'Trip planner', and 'Home'. Below these links are language options: '中文 | Chinese', '한국 | Korean', 'Русский | Russian', 'Español | Spanish', 'Tagalog', 'Tiếng Việt | Vietnamese', and a copyright notice: 'Copyright © 2008-2018 ORCA all rights reserved.'

Current



The current ORCA website interface features a blue header with the ORCA logo. A red box highlights the 'Identify Card' section, which includes a breadcrumb trail: '1. Identify card » 2. Choose item » 3. Confirmation'. Below this, a note states 'Asterisk (*) indicates required fields'. The form contains two input fields: 'Enter your ORCA Card Serial Number: *' and 'Enter your ORCA Card Verification Number: *'. To the right is a large image of an ORCA card with the serial number 12345678 and CVN. Below the image, the text 'ORCA Card Serial Number' and 'Card Verification Number' are displayed. At the bottom left is a 'Cancel' link, and at the bottom right is a green 'Continue' button.

Identify Card

1. Identify card » 2. Choose item » 3. Confirmation

Asterisk (*) indicates required fields

Enter your ORCA Card Serial Number: *

Enter your ORCA Card Verification Number: *

ORCA Card Serial Number

Card Verification Number

[Cancel](#)

[Continue](#)

Revised



The revised ORCA website interface features a blue header with the ORCA logo. A green box highlights the 'Add Funds to Card' section, which includes a breadcrumb trail: '1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt'. Below this, the form contains two input fields: 'Enter your ORCA Card Serial Number:' and 'Enter your ORCA Card Verification Number:'. To the right is a large image of an ORCA card with the serial number 12345678 and CVN. Below the image, the text 'ORCA Card Serial Number' and 'Card Verification Number' are displayed. At the bottom left is a 'Cancel' link, and at the bottom right is a green 'Continue' button.

Add Funds to Card

1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt

Enter your ORCA Card Serial Number:

Enter your ORCA Card Verification Number:

ORCA Card Serial Number

Card Verification Number

[Cancel](#)

[Continue](#)

Current



The current interface features a blue header with the ORCA logo. A red circle with the number '1' is placed over the logo. Below the header, a blue bar contains the text 'Buy New Pass or Product'. Underneath this bar, a navigation path is shown: '1. Add Value * 2. Choose Item * 3. Confirm'. A red box highlights this path. Below the path, a section titled 'Select an option from the list below' contains three radio button options. A red box highlights these options. A red circle with the number '2' is placed over the 'Continue' button at the bottom right of the main content area. The footer includes links for Privacy, Terms of Use, News, Business accounts, Site Map, Trip Planner, and Home, followed by language options and a copyright notice.

1 orca

Buy New Pass or Product

1. Add Value * 2. Choose Item * 3. Confirm

Select an option from the list below

- ☒ Add value to E-purse. Note: Your E-purse **cannot be used on King County Metro Access van service.**
- ☐ Add a Regional Monthly PugetPass or Regional Day Pass, valid for all agencies except Washington State Ferries.
- ☐ Add an Agency-specific Pass, valid for services operated by one Agency.

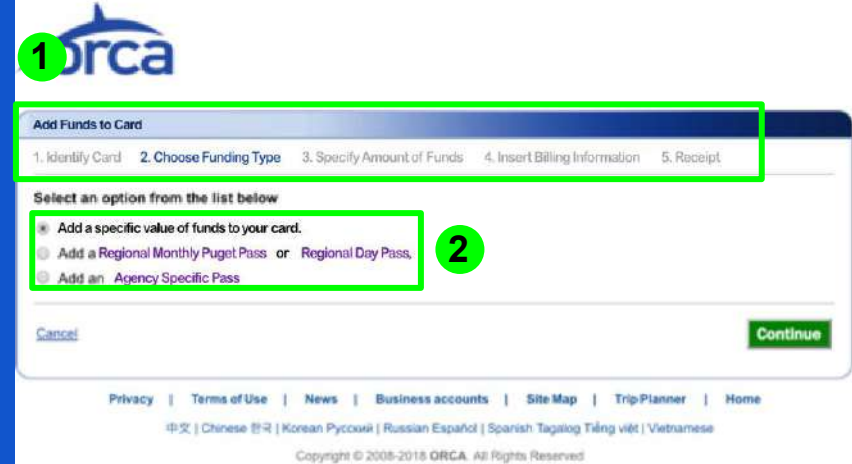
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Revised



The revised interface features a blue header with the ORCA logo. A green circle with the number '1' is placed over the logo. Below the header, a blue bar contains the text 'Add Funds to Card'. Underneath this bar, a navigation path is shown: '1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt'. A green box highlights this path. Below the path, a section titled 'Select an option from the list below' contains three radio button options. A green box highlights these options. A green circle with the number '2' is placed over the 'Continue' button at the bottom right of the main content area. The footer includes links for Privacy, Terms of Use, News, Business accounts, Site Map, Trip Planner, and Home, followed by language options and a copyright notice.

1 orca

Add Funds to Card

1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt

Select an option from the list below

- ☒ Add a specific value of funds to your card.
- ☐ Add a Regional Monthly Puget Pass or Regional Day Pass.
- ☐ Add an Agency Specific Pass

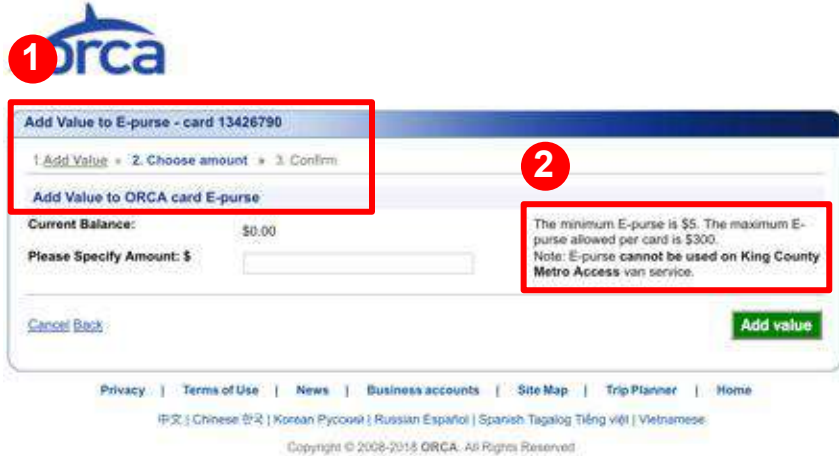
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Current



1 

Add Value to E-purse - card 13426790

1. Add Value 2. Choose amount 3. Confirm

Add Value to ORCA card E-purse

Current Balance: \$0.00

Please Specify Amount: \$

2 The minimum E-purse is \$5. The maximum E-purse allowed per card is \$300.
Note: E-purse cannot be used on King County Metro Access van service.

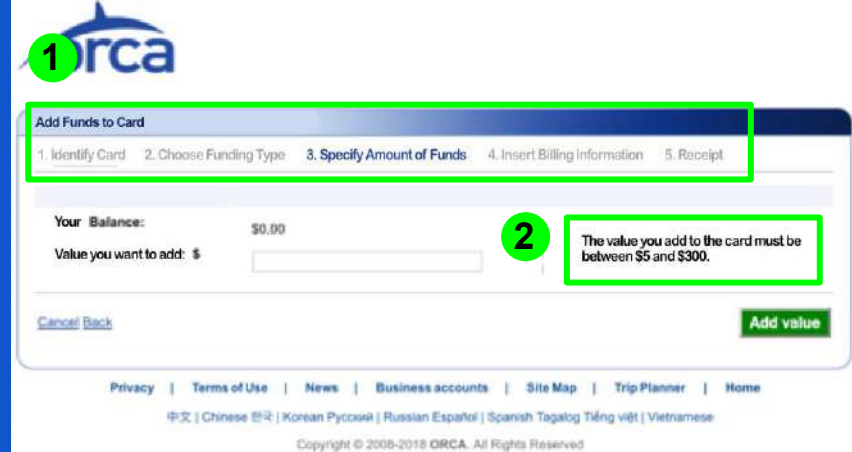
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Revised



1 

Add Funds to Card

1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt

Your Balance: \$0.00

2 Value you want to add: \$

The value you add to the card must be between \$5 and \$300.

[Cancel Back](#) [Add value](#)

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Current



Add Value to an Unregistered Card

1. Choose Item » 2. Order & Payment Details » 3. Receipt

Order Details

A total of \$126.00 will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
- Tap your card **within 60 days** at an ORCA card reader. After 60 days contact ORCA Customer Service to re-activate the E-purse.

Need value for immediate use? Go to an ORCA customer service office, a participating retailer or a ticket vending machine.

Item	Fees/Charges
Add E-purse value	\$126.00
Total	\$126.00

Billing Address

Address 1: *
Address 2: *
City: *
State: *
ZIP Code: *

Washington

Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: *
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Mastercard

Once you click on Confirm Payment you will be unable to cancel or modify this order. To confirm your Order and Payment Details, please click on the 'Confirm payment' button ONCE.

Cancel

Continue shopping

Confirm payment

Revised



Add Funds to Card

1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt

Billing Summary

A total of \$126.00 will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
Activate your card by scanning it at an Orca Card reader within 60 days.
If you do not activate the card within 60 days please contact [Orca Customer Service](#).

Item	Fees/Charges
Added Value	\$126.00
Total	\$126.00

Billing Address

Address 1: *
Address 2: *
City: *
State: *
ZIP Code: *

Washington

Credit Card Details

Card Type: *
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Mastercard

Once you click on Confirm Payment you will be unable to cancel or modify this order.

Cancel

Continue shopping

Confirm payment

Current



Add Value to an Unregistered Card

1. Choose Item » 2. Order & Payment Details » 3. Receipt

Receipt

Receipt number: V6874678
Work order number: 10802900
Order date: 11/05/2018 at 01:21 PM

Item	Fees/Charges
Add E-purse value	\$63.00
Total	\$63.00

Payment method: Credit Card
Card type: Visa
Card number: **** * 2572
Authorization number: 5414529025276472304075

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Revised



Add Funds to Card

1. Identify Card 2. Choose Funding Type 3. Specify Amount of Funds 4. Insert Billing Information 5. Receipt

Receipt

Receipt number: V6874678
Work order number: 10802900
Order date: 11/05/2018 at 01:21 PM

Item	Fees/Charges
Added Value	\$63.00
Total	\$63.00

Payment method: Credit Card
Card type: Visa
Card number: **** * 2572
Authorization number: 5414529025276472304075

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End
