

TD - Master Copy Deck (MCD)

MBNA Website: Apple Pay

Valeriotte, Lynne (DCX)

Version 0.09

Digital Content Manager/UX Writer: Lynne Valeriotte

Table of Contents

Revision History	3
Global Alt Tag Copy	4
MBNA App - Apple Pay Provisioning	5
03A - Settings	5
04A - Onboarding 1	6
05A - Onboarding 2	7
06A - Add Card - Enter CVV	8
07A - Add Card - Enter CVV	10
08G - Apple Pay Landing	11
07G - Verify Now	13
09G - Not Eligible for Apple Pay	15
Toast Messages and Error States.....	16
13A / 15B / 16D.....	16
10B - Enter CVV - Invalid CVV - In-line Error Message.....	17
06B - Error – No CVV In-line Error Message	18
09B - Error – Incorrect CVV In-line Error Message	19
10B - Error – Maximum Retry Limit.....	20
11B - Error - Backend - Apple Pay Landing	21
16.1D - Error - Backend - Verify Card	22
3G - Card Landing - Missing Card	23
Apple Pay FAQs – Cannot Load Page – Error Message.....	24
Apple Wallet	25
12D - Apple Wallet - Card Verification	25

Revision History

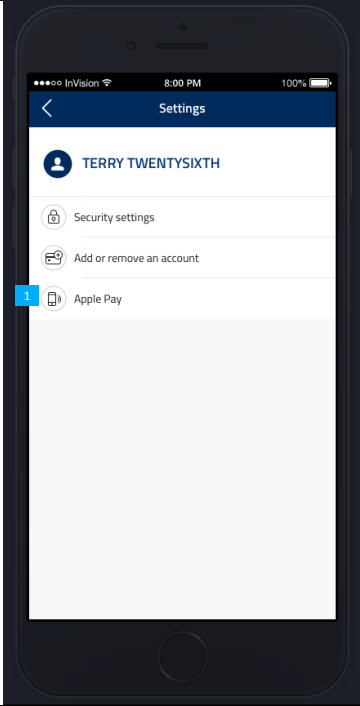
Date	Version	Name	Description of Changes
2/14/2019	0.01	Lynne Valeriote	Created MCD
3/1/2019	0.01 MC Feedback	Lynne Valeriote	Re-structured MCD, added content for new sections
3/5/2019	0.02	Lynne Valeriote	Wrote copy for MBNA App - Apple Pay Provisioning section
3/6/2019	0.03	Lynne Valeriote	Copy revisions to Apple Pay Provisioning section
3/7/2019	0.04 MC Updates	Lynne Valeriote	Added more content updates to the deck
3/19/2019	0.04 MC Updates 2	Lynne Valeriote	Added marketing images to the deck
3/22/2019	0.05	Lynne Valeriote	Created Global Alt Tag section based on Accessibility meeting; Wrote copy for Toast Messages and Error States section + Apple Wallet section (12D)
3/25/2019	0.06	Lynne Valeriote	Minor edits from Review Pt. 2 meeting including updates to the Global Alt Tag section, and minor copy edits across the Toast Messages and Error States, and MBNA App copy.

Global Alt Tag Copy

Visual Reference	Item #	Content Type/ Element	English	French
	1	Back Chevron Alt Tag Copy (4 char)	Back	
	2	Help (?) Alt Tag Copy (4 char)	Help	
	3	Card Number Alt Tag Copy (9 char)	Ending in	
	4	Red Exclamation Mark (!) Alt Tag Copy (5 char)	Error	
	5	Check Mark (✓) Alt Tag Copy (7 char)	Success	
	6	Black "i" Mark Alt Tag Copy (4 char)	Note	
	7	Forward/Reveal Chevron Alt Tag Copy (4 char)	Show	

MBNA App - Apple Pay Provisioning

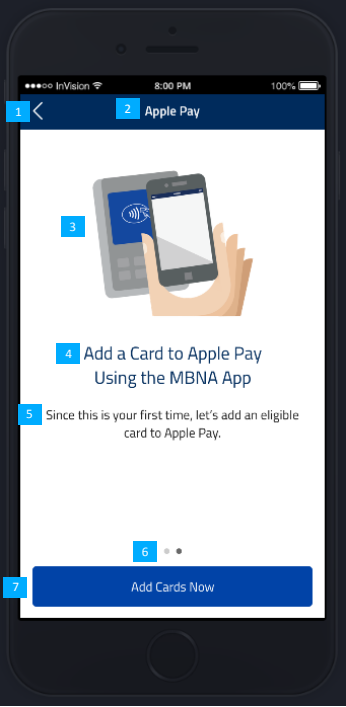
03A - Settings

Visual Reference	Item #	Content Type/ Element	English	French
	1	Navigation Copy (9 char)	Apple Pay	

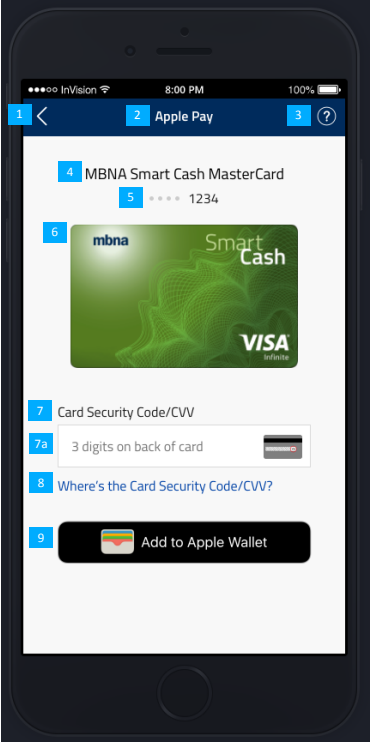
04A - Onboarding 1

Visual Reference	Item #	Content Type/Element	English	French
	1	Chevron Alt Tag Copy (4 char)	Back	
	2	H1 Copy (9 char)	Setup Apple Pay	
	3		<MARKETING IMAGE> Note: there is no copy content	
	4	Subhead (42 char)	Add a card to Apple Pay using the MBNA app	
	5	Body copy (115 char)	Pay with the tap of your phone. It's secure, private and your actual card number is never stored on your device.	
	6	Progress Indicator Alt Tag Copy (11 char)	Screen 1 of 2	
	7	CTA Button (8 char)	Continue	

05A - Onboarding 2

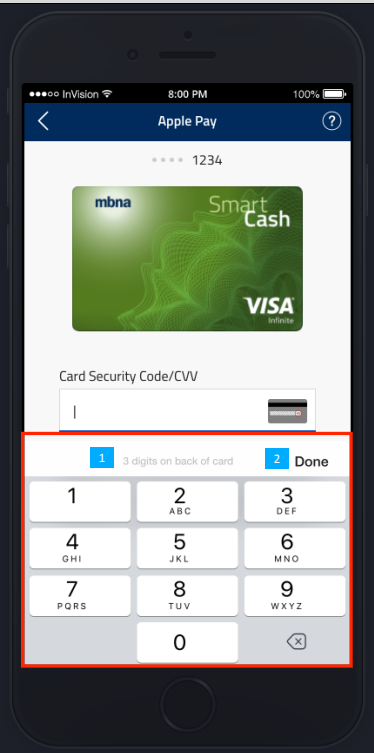
Visual Reference	Item #	Content Type/Element	English	French
	1	Chevron Alt Tag Copy (4 char)	Back	
	2	H1 Copy (9 char)	Setup Apple Pay	
	3		<MARKETING IMAGE> Note: there is no copy content	
	4	Subhead (42 char)	Add a card to Apple Pay using the MBNA app	
	5	Body copy (82 char)	Welcome. To get started, let's add an MBNA card to your Apple Wallet.	
	6	Progress Indicator Alt Tag Copy (11 char)	Screen 2 of 2	
	7	CTA Button (12 char)	Add card now	

06A - Add Card - Enter CVV

Visual Reference	Item #	Content Type/Element	English	French
	1	Chevron Alt Tag Copy (4 char)	Back	
	2	H1 Copy (9 char)	Apple Pay	
	3	Help Tool Tip Alt Tag Copy (3 char)	Help	
	4		<CARD TITLE> Note: this will be dynamic	
	5		<CARD NUMBER> Note: this will be dynamic	
	6		<CARD ART> Note: this will be dynamic	
	7	Field Title Copy (22 char)	Card Security Code/CVV	
	7a	Field Copy (24 char) [ALT] (30 char)	3 digits on back of card [ALT] 3-digit number on back of card	

	8	Help Copy (36 char) Link to FAQs	Where is the Card Security Code/CVV?	
	9	CTA Button Copy (19 char)	Add to Apple Wallet	

07A - Add Card - Enter CVV

Visual Reference	Item #	Content Type/Element	English	French
	1	Number pad Prompt Copy (34 char)	Enter 3 digits on back of card	
	2	Task Button (4 char)	Done	

Note: only the numbered items in red outline in the screenshot are for review; the remaining items on screen are covered elsewhere in the MCD.

08G - Apple Pay Landing

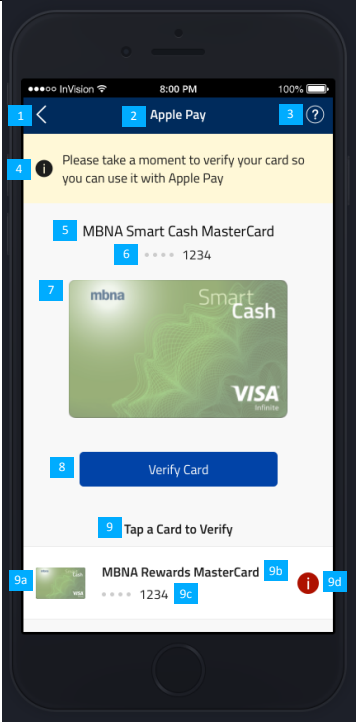
Visual Reference	Item #	Content Type/Element	English	French
	1	Chevron Alt Tag Copy (4 char)	Back	
	2	H1 Copy (9 char)	Setup Apple Pay	
	3	Help Tool Tip Alt Tag Copy (3 char)	Help	
	4	Provisioned Cards	<CARD TITLE> Note: this will be dynamic	
	5		<CARD NUMBER> Note: this will be dynamic	
	6		<CARD ART> Note: this will be dynamic	
	7	CTA Button Copy (14 char) [ALT] (18 char)	Pay with <Apple icon> Pay [ALT] Pay with Apple Pay	
	8	Prompt Subhead (32 char)	Tap a card to pay with Apple Pay	
	8a		<CARD ART> Note: this will be dynamic	
	8b		<CARD TITLE> Note: this will be dynamic	

	8c		<CARD NUMBER> Note: this will be dynamic	
	8d	Check Mark (v) Alt Tag Copy (18 char)	Indicated selected	
	9	Unverified Cards Prompt Subhead (20 char)	Cards to verify	
	9a		<CARD ART> Note: this will be dynamic	
	9b		<CARD TITLE> Note: this will be dynamic	
	9c		<CARD NUMBER> Note: this will be dynamic	
	9d	Black "I" Mark Alt Tag Copy (23 char)	Card not yet verified	
	10	Card to be Provisioned Prompt Subhead (25 char)	Cards to add to Apple Pay	
	10a		<CARD ART> Note: this will be dynamic	
	10b		<CARD TITLE> Note: this will be dynamic	
	10c		<CARD NUMBER> Note: this will be dynamic	

Valeriot, Lynne 2019-4-16 4:01 PM

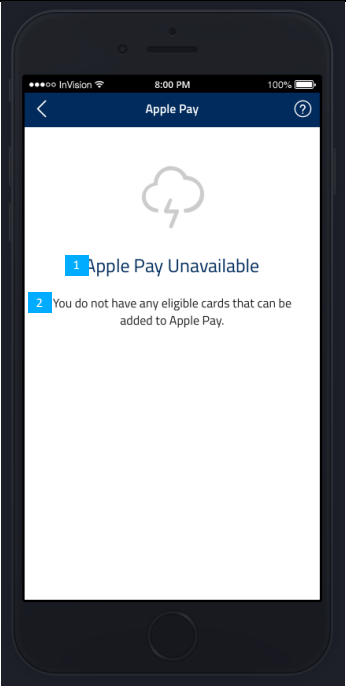
Comment [1]: This is not alt tag copy. It is handled by the code with this message.

07G - Verify Now

Visual Reference	Item #	Content Type/Element	English	French
	1	Chevron Alt Tag Copy (4 char)	Back	
	2	H1 Copy (9 char)	Apple Pay	
	3	Help Tool Tip Alt Tag Copy (4 char)	Help	
	4	Toast Message Copy (22 char)	Please take a moment to verify your card so you can use it with Apple Pay.	
	5		<CARD TITLE> Note: this will be dynamic	
	6		<CARD NUMBER> Note: this will be dynamic	
	7		<CARD ART> Note: this will be dynamic	
	8	CTA Button (107 char)	Verify card	

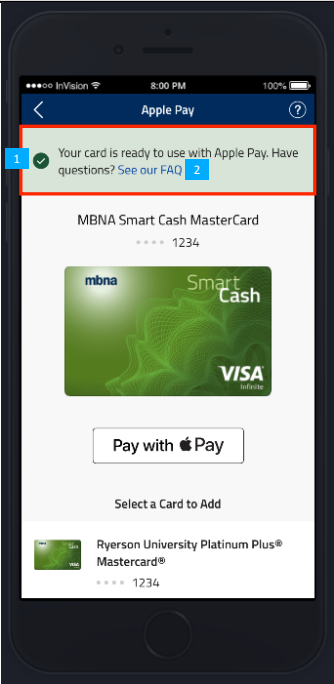
	9	Unverified Cards Prompt Subhead (20 char)	Tap a card to verify	
	9a		<CARD ART> Note: this will be dynamic	
	9b		<CARD TITLE> Note: this will be dynamic	
	9c		<CARD NUMBER> Note: this will be dynamic	
	9d	Black "i" Mark Alt Tag Copy (23 char)	Card not yet verified	

09G - Not Eligible for Apple Pay

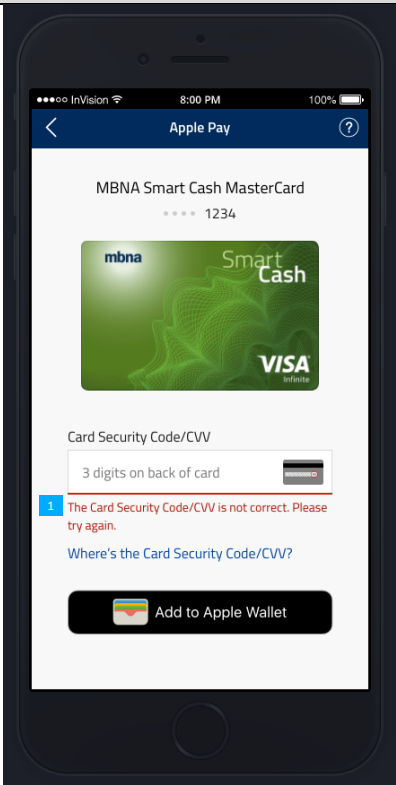
Visual Reference	Item #	Content Type/Element	English	French
	1	Header (21 char)	Apple Pay unavailable	
	2	Error Message Copy (66 char)	You do not have any eligible cards that can be added to Apple Pay.	

Toast Messages and Error States

13A / 15B / 16D

Visual Reference	Item #	Content Type/Element	English	French
	1	Toast Message Copy (22 char)	Your card is now ready to use with Apple Pay.	
	2	Link Copy	Questions? See Apple Pay FAQs	

10B - Enter CVV - Invalid CVV - In-line Error Message

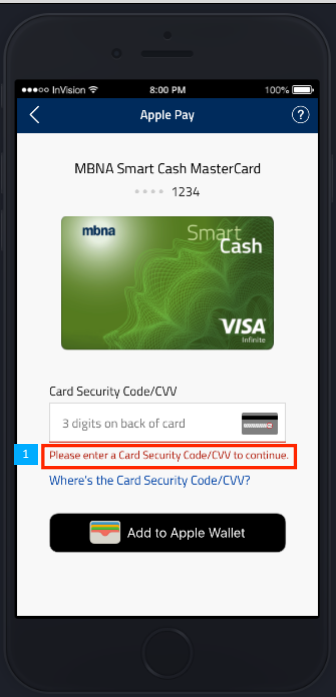
Visual Reference	Item #	Content Type/Element	English	French
	1	Field Error Message Copy (73 char)	The Card Security Code/CVV you have entered is not valid . Please try again.	

Valeriote, Lynne 2019-4-23 4:36 PM

Comment [2]: Scenarios:

1. Customer enters a CVV that is longer than 3 characters, then selects the "Add to Apple Wallet" button.
2. Customer enters letters or symbols with numbers, then selects the "Add to Apple Wallet" button.
3. Customer copies and pastes their CVV from somewhere else, then selects the "Add to Apple Wallet" button.

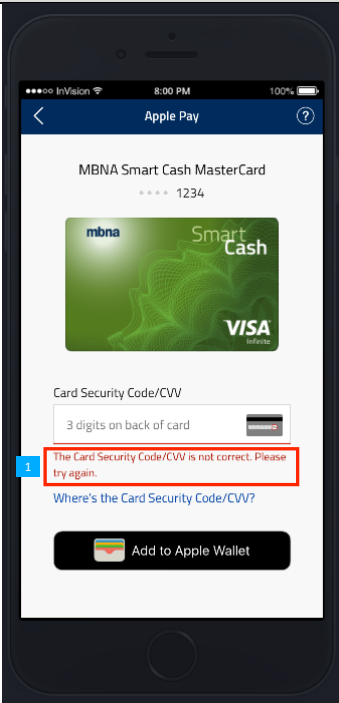
06B - Error – No CVV In-line Error Message

Visual Reference	Item #	Content Type/Element	English	French
	1	Field Error Message Copy (52 char)	You must enter a Card Security Code/CVV to continue.	

Valeriote, Lynne 2019-4-23 4:44 PM

Comment [3]: Scenario: The customer selects the "Add to Apple Wallet" button without entering their CVV.

09B - Error – Incorrect CVV In-line Error Message

Visual Reference	Item #	Content Type/Element	English	French
	1	Error Message Copy (60 char)	The Card Security Code/CVV is not correct. Please try again.	

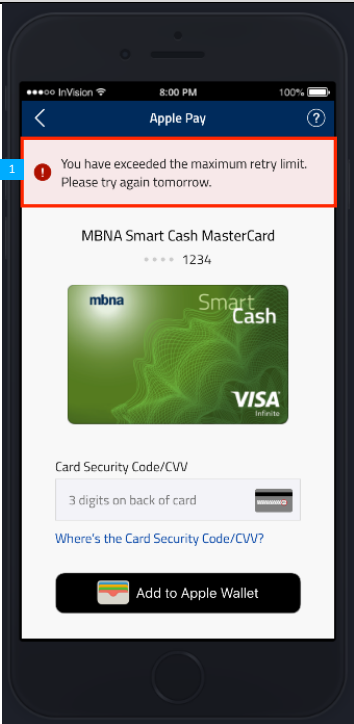
Valeriotte, Lynne 2019-4-23 4:42 PM

Comment [4]: Scenario: This happens when the customer enters their CVV and selects the "Add to Apple Wallet" button, but it does not match the CVV on their account/physical card.

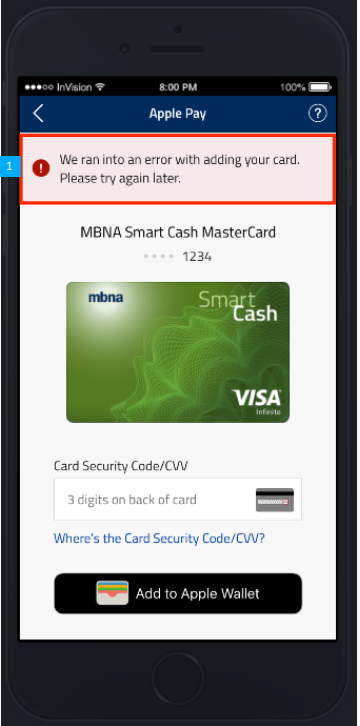
Valeriotte, Lynne 2019-4-12 4:11 PM

Comment [5]: This does not match the current screen on Invision. 09B on Invision currently says "Please enter a 3-digit Card Security Code/CVV."

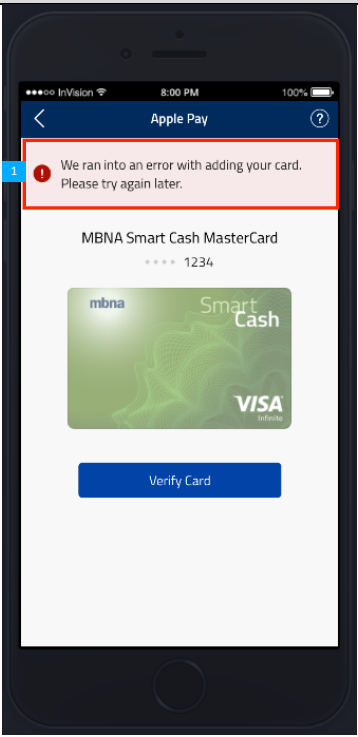
10B - Error – Maximum Retry Limit

Visual Reference	Item #	Content Type/Element	English	French
	1	Error Message Copy (72 char)	You have exceeded the maximum attempts to enter the correct CVV code. We are unable to process your request at this time. Please try again later.	

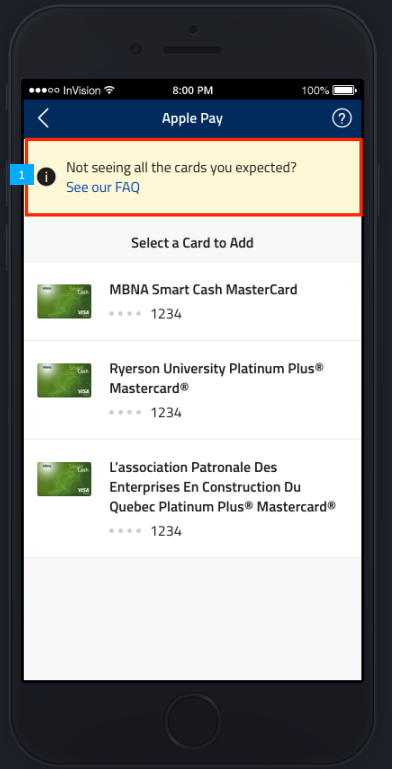
11B - Error - Backend - Apple Pay Landing

Visual Reference	Item #	Content Type/Element	English	French
	1	Error Message Copy (87 char)	Sorry, we ran into an error with adding your card at this time. Please try again later.	

16.1D - Error - Backend - Verify Card

Visual Reference	Item #	Content Type/Element	English	French
	1	Error Message Copy (71 char)	Sorry, we cannot verify your card at this time. Please try again later.	

3G - Card Landing - Missing Card

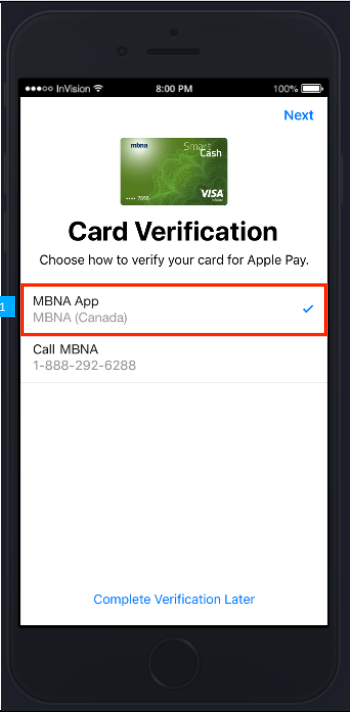
Visual Reference	Item #	Content Type/ Element	English	French
	1	Toast Message Copy (57 char)	Not seeing all the cards you expected? See Apple Pay FAQs	

Apple Pay FAQs – Cannot Load Page – Error Message

Visual Reference	Item #	Content Type/Element	English	French
	1	H1 Copy (14 char)	Apple Pay FAQs	
	2	H2 Copy (11 char)	We're sorry	
	3	Body copy (96 char)	Apple Pay FAQs are currently unavailable because something's gone wrong. Please try again later.	

Apple Wallet

12D - Apple Wallet - Card Verification

Visual Reference	Item #	Content Type/Element	English	French
	1	Copy (26 char) [ALT] (25 char)	Open MBNA App MBNA (Canada) [ALT] Use MBNA App MBNA (Canada)	