

# Stripe Fundamentals with ASP.NET MVC

## Getting Started



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# Accepting Payments Online



# Stripe Development

## JavaScript Library

```
Stripe.card.createToken({  
  number: $('card-number').val(),  
  cvc: $('card-cvc').val(),  
  exp_month: $('card-expiry-month').val(),  
  exp_year: $('card-expiry-year').val(),  
}, stripeResponseHandler);
```

## RESTful API

### Definition

POST <https://api.stripe.com/v1/charges>

### Example Request

```
curl https://api.stripe.com/v1/charges \\\n  -u sk_test_9CoPo7vZlrhJfm6TxwMHh2Kt: \\\n  -d amount=400 \\\n  -d currency=usd \\\n  -d source=tok_16P1kEH43DaSy8sYyeuvq8I5 \\\n  -d description="Charge for test@example.com"
```

### Example Response

```
{  
  "id": "ch_16P1kEH43DaSy8sYHdg6aLPV",  
  "object": "charge",  
  "created": 1437012306,  
  "livemode": false,  
  "paid": true,  
  "status": "succeeded",  
  "amount": 100,  
  "currency": "usd",  
}
```

# PCI Compliance



# Stripe Setup

Create Stripe  
account

Add API keys to  
config file

Add script tags for  
JS Libraries


Reference  
Stripe.NET  
assembly

# Sample Application

## E-Book Sales Page

Book (custom)

Self Published



JavaScript Framework Guide  
\$39  
AngularJS, Backbone, Ember

Like Pay with Card

Accepted

VISA MasterCard AMERICAN EXPRESS DISCOVER

Card Number

4242 4242 4242 4242

Expires

10 / 2014

CVC

...

Email

Email

Buy

Please check invalid fields.

# Sample Application

## SAAS Plans/Sign-up

Plans

<b>BASIC PLAN</b>	<b>PRO PLAN</b>	<b>BUSINESS PLAN</b>
<b>\$10 / month</b>	<b>\$20 / month</b>	<b>\$50 / month</b>
Personal use	Professional use	Business Use
5 projects	20 projects	27/7 support
Email support	Email & Phone support	Unlimited projects
<b>BUY NOW!</b>	<b>BUY NOW!</b>	<b>BUY NOW!</b>

# New Product

The screenshot shows a web browser displaying the book 'Designing Web Applications' by Nathan Barry. The page has a dark blue background with a lighter blue rectangular area on the left containing the book's title and author. To the right, there is a main text area with a white background. The text discusses the challenges of designing web applications and the importance of user experience. At the bottom, there are two buttons: 'Learn More' and 'Buy the Book'.

Are you scratching your head wondering why people sign up for your application, but never come back?

It's not that you set out to create a poorly designed product, but lots of mistakes—big or small—along the way left you with an interface that does its job, but is painful to use.

So what now? Hire a designer to fix it for you?

**I think you can learn to fix it yourself.** Undo those mistakes one at a time to create an experience that your customers won't notice. Wait... what? Yes, I said an experience they won't notice. Frustration and confusion get noticed. Completing a task quickly and easily doesn't.

**Great experiences feel effortless.** Designs are clear, buttons are easy to find. The process will go so smoothly that the customers won't think anything of it.

That's good.

That means your customers are using your application to get work done without feeling confused and frustrated. That's the kind of product they can

[Learn More](#) [Buy the Book](#)

The screenshot shows the Salesforce Pricing page. The header includes the Salesforce logo, the tagline 'THE CUSTOMER SUCCESS PLATFORM', and navigation links for Products, Community, Industries, Services, Customers, Events, and About Us. The main heading is 'Sales Cloud' with the subtitle 'Sales force automation and CRM'. Below this, there is a table of pricing plans. The table has four columns: Group, Professional, Enterprise, and Unlimited. The Enterprise plan is highlighted as 'MOST POPULAR'. Each plan includes a description, a price per user per month (billed annually), and a 'TRY FOR FREE' button. A 'Live Chat' button is visible on the right side of the page.

Group	Professional	Enterprise	Unlimited
Basic sales and marketing for up to 5 users	Complete CRM for any size team	Deeply customizable CRM for your business	Unlimited CRM power and support
\$25 /user/month* (billed annually)	\$65 /user/month* (billed annually)	\$125 /user/month* (billed annually)	\$250 /user/month* (billed annually)
<a href="#">TRY FOR FREE</a>	<a href="#">TRY FOR FREE</a>	<a href="#">TRY FOR FREE</a>	<a href="#">TRY FOR FREE</a>



# Accepting Payments Online



# PayPal



## THE BOOK

*The budget option (but still great!)*

You know, I want to make sure the book doesn't get undervalued. It really is where I spent the most time and effort. The tutorials and interviews are very useful, but let's not overlook the book itself. You will be referring back to the best practices in this book for years to come. And it includes the source code for an example application in 3 frameworks (AngularJS, Backbone, Ember).

So, if budget is an issue, I highly recommend getting the book by itself. You won't regret it.

**BUY NOW FOR \$39**

[\(pay with PayPal here\)](#)



Pay with a PayPal account x

PayPal, Inc. [US] | [https://www.paypal.com/us/cgi-bin/webscr?cmd=\\_flow&SESSION=0](https://www.paypal.com/us/cgi-bin/webscr?cmd=_flow&SESSION=0)

### Funny Ant

#### Your order summary

Descriptions	Amount
<a href="#">JavaScript Framework Guide</a>	\$39.00
Item price: \$39.00	
Quantity: 1	
<b>Item total</b>	<b>\$39.00</b>
<b>Total \$39.00 USD</b>	

**PayPal** Purchase Protection  
on eligible purchases | [See details](#)  
Shop around the world with confidence

#### Choose a way to pay

▼ **Pay with my PayPal account**  
Log in to your account to complete the purchase

Email

PayPal password

☐ This is a private computer. [What's this?](#)

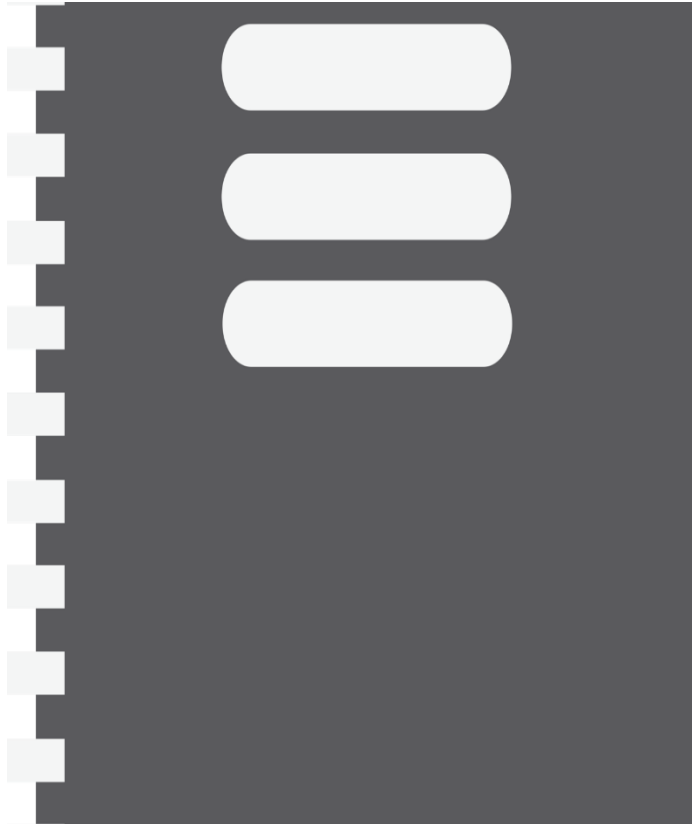
[Log In](#)

[Forgot email or password?](#)

► **Pay with a debit or credit card, or PayPal Credit**  
(Optional) Join PayPal for faster future checkout

[Cancel and return to Funny Ant.](#)

# Merchant Account + Payment Processor



Bank Account for  
Credit Card Transactions

Two-week application period

Similar to Cell Phone Contract  
Two-year Contract

# Payment Gateway



Virtual Credit Card Machine

Monthly Fee

Transaction Fees

# PCI Compliance

Visa

Mastercard

American Express

Discover

# Security Breaches

Audits

Dropping your account

Industry-wide blacklist



# Payment Gateway APIs

```
var request = new AuthorizationRequest("4111111111111111",  
"1216", 10.00M, "Test Transaction");
```

```
var gate = new Gateway("API-LOGIN", "TRANSACTION-  
KEY", true);
```

```
var response = gate.Send(request);
```

# **stripe**

No long application

No contract

Developer friendly

Significantly lowers PCI Compliance scope



# Who

Trust

Longevity

Security



# About

# stripe

## Funding

**\$190 million in funding**

## Investors

**Sequoia Capital, Andreessen Horowitz,  
PayPal founders Elon Musk, Peter Thiel**

## Valuation

**\$3.57 billion**

KICKSTARTER



Instacart



salesforce

MoMA



lyft



HARRY'S



TED

FOURSQUARE

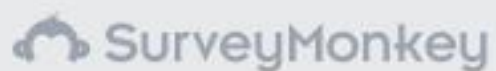
XERO

Humble Bundle

WUFOO

WIRED

theguardian



HubSpot



dribbble

Dailymotion

# Tools



**stripe**

# Pre-Requisites

ASP.NET MVC

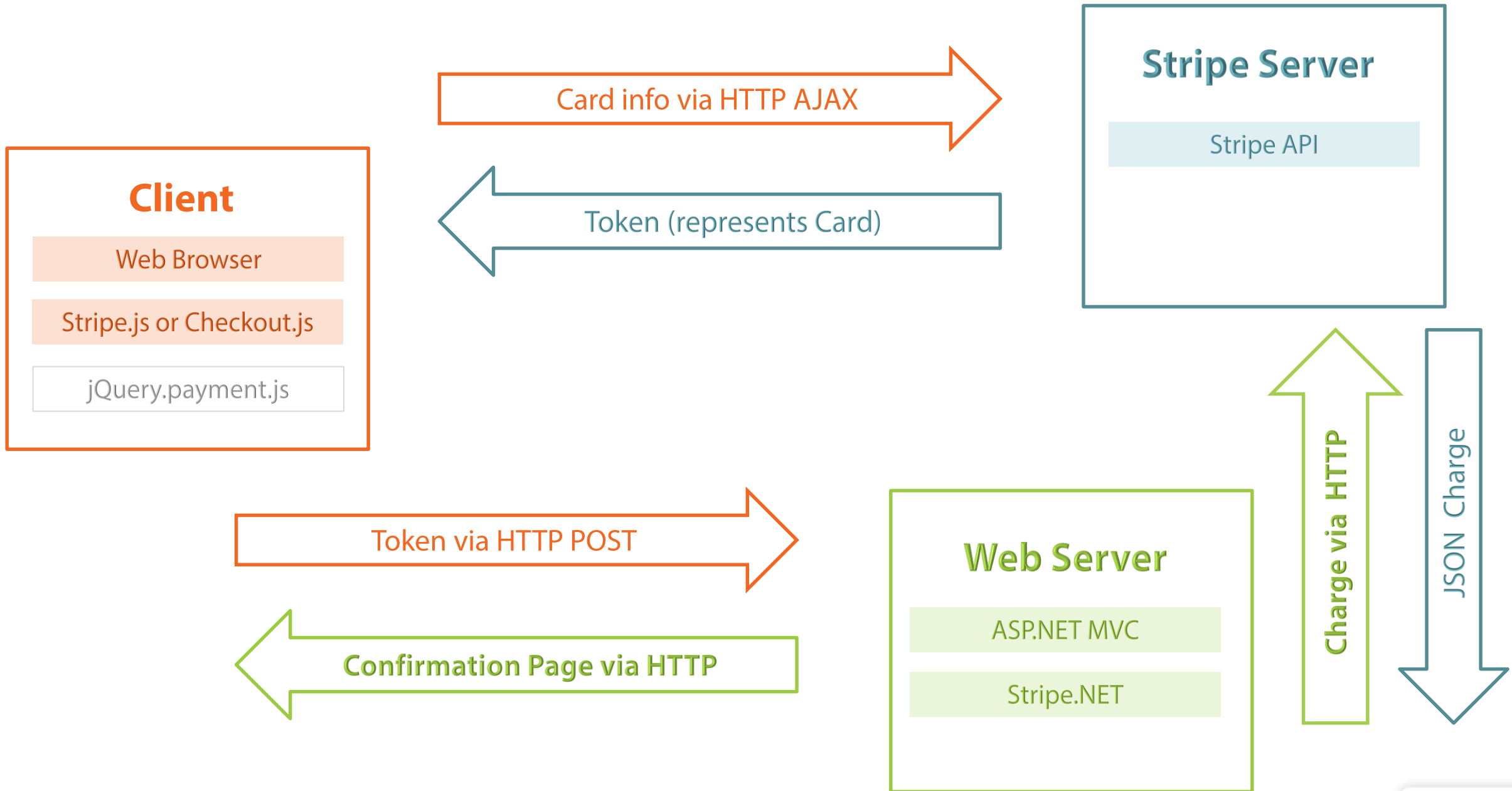
jQuery

No Stripe assumed

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# Stripe Architecture

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# Summary



Why Stripe?

Company Overview

Sample Application Demo

Stripe Architecture

Project & Stripe Setup



# Stripe Setup

Create Stripe  
account

Add API keys to  
config file

Add script tags for  
JS Libraries

Reference  
Stripe.NET  
assembly