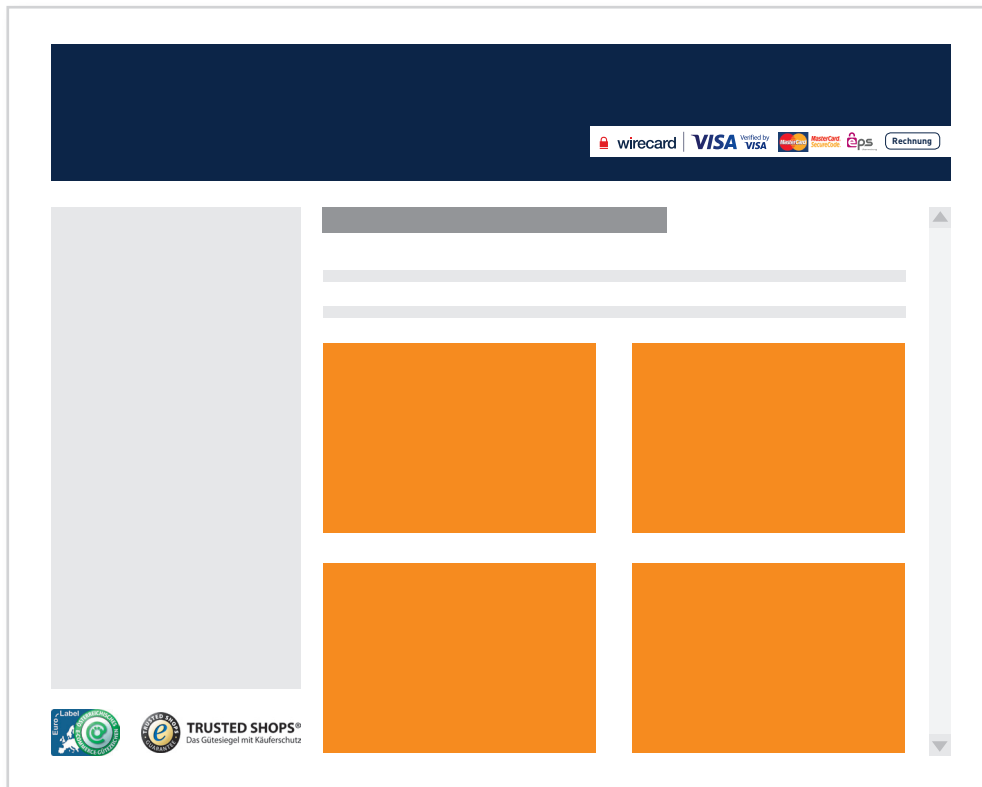




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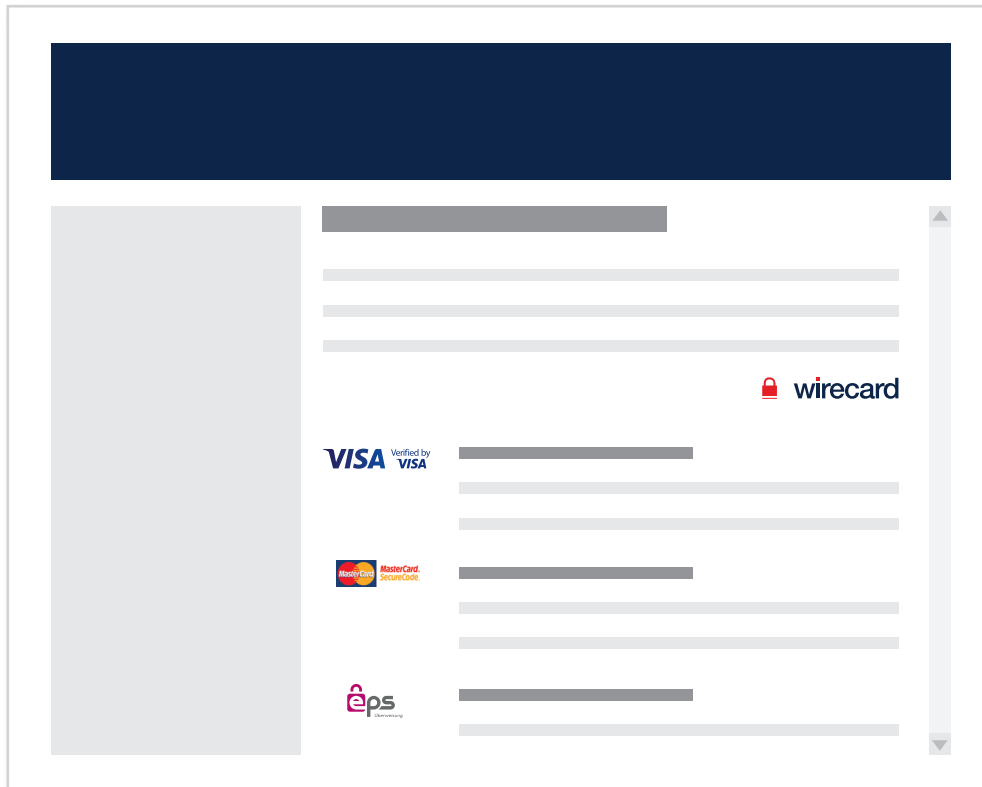
OPTIMIZE YOUR  
ONLINE BUSINESS.  
USEFUL TIPS.

# WELCOME PAGE



- Clearly arranged and uncluttered welcome page.
- Logical menu structure to provide easy navigation.
- Available payment methods are visible at first glance, e.g. by displaying logos.
- Trustworthiness of the online shop and the checkout process is enhanced by displaying quality awards and certificates in prominent position.

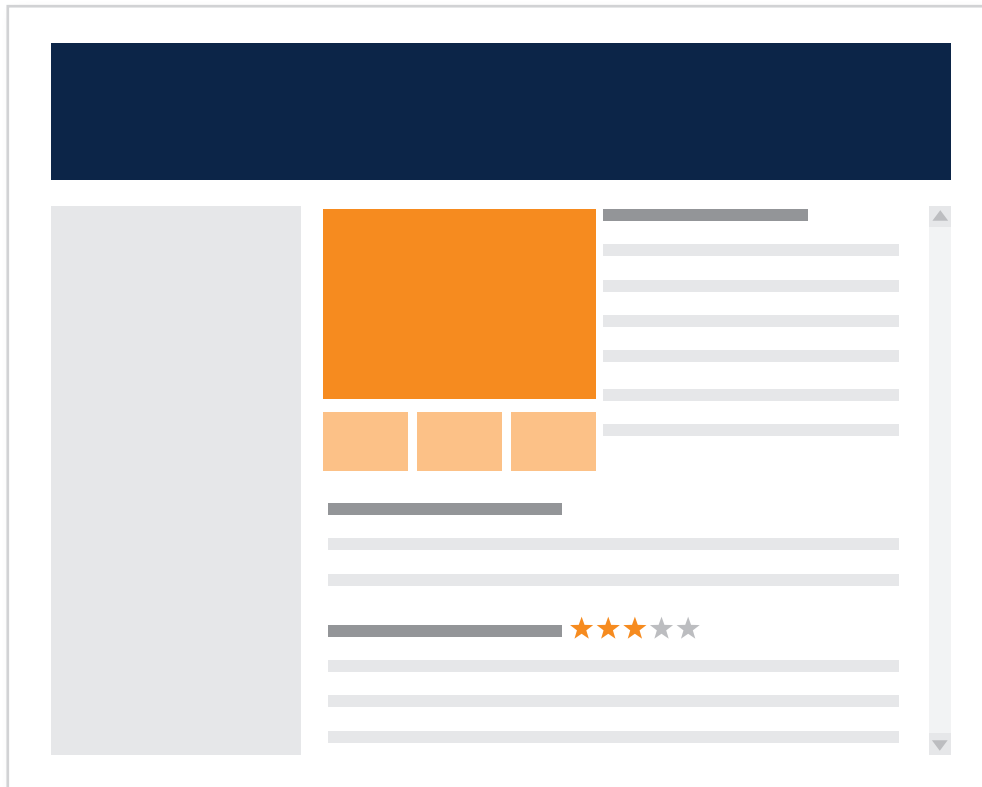
# INFORMATION ON PAYMENT METHODS



- Detailed explanation of all available payment methods. Ideally, this information is provided in a special menu item.
- Highlighting advantages of cooperation with a payment service provider (PSP) for ensuring a secure payment processing. Link to PSP's landing page is recommendable.
- Detailed description of security mechanisms, e.g. 3-D Secure, to prevent purchase cancelations.

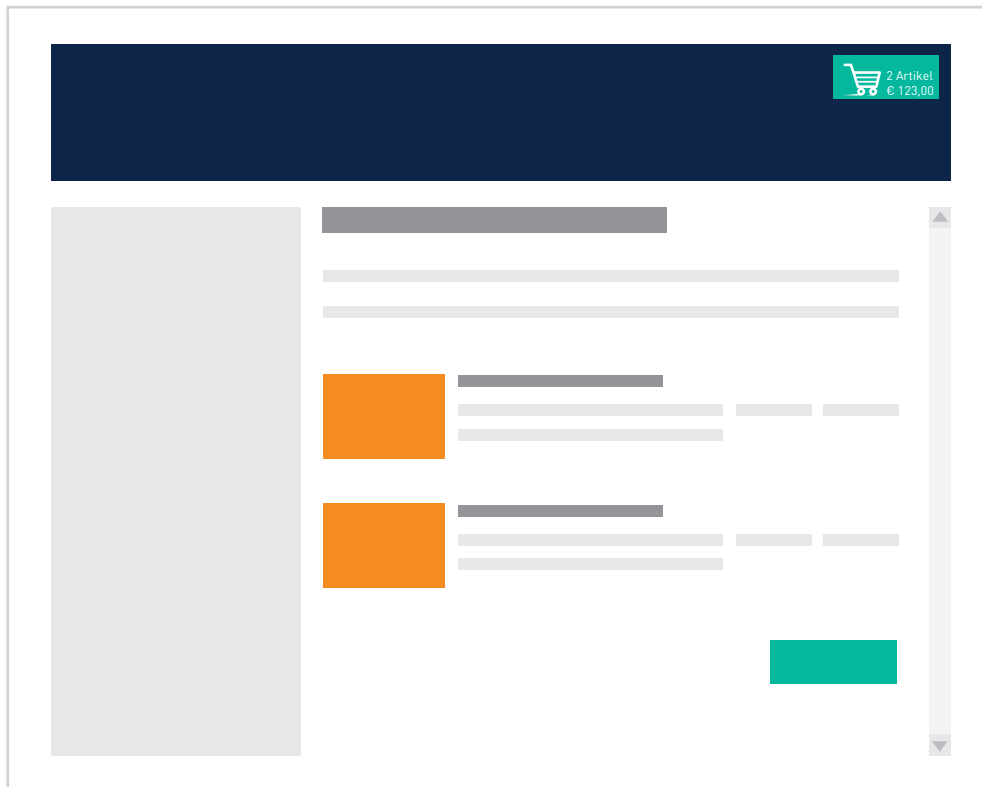
**Wirecard CEE provides supporting texts for merchants to display in their online shops.**

# PRODUCT INFORMATION



- Detailed and precise product description to give your customers comprehensive information on offered products and services.
- Utilization of images, photos, videos and animations to enhance visual presentation and illustrate product's functionality.
- Integration of customer reviews to support customers in their purchase decision.

# SHOPPING BASKET



- Prominent placing of basket to make contents available to the consumer any time during the shopping.
- Permanent display of total number and total amount of items in the shopping basket.
- Possibility to change the shopping basket content after selecting products.
- Transparent display of shipping costs with detailed price breakdown prior to checkout.

# CHECKOUT PROCESS

The wireframe illustrates a checkout process layout. It features a dark blue header with a shopping cart icon and text indicating '2 Artikel € 123,00'. Below the header, a progress bar with four steps is shown, with the first step highlighted in teal. The main content area is divided into two columns. The left column contains a large grey rectangle representing a product image. The right column contains a login form with fields for email and password, a 'LOGIN' button, and a registration form with fields for first name, last name, email, password, and a 'REGISTRIEREN' button. A vertical scrollbar is on the right side of the form area.

- Clear structure of checkout process. Individual steps may be displayed by a progress bar.
- Entry of only relevant information in mandatory fields. Customer shall decide whether or not to disclose further information. Mandatory fields must be clearly identifiable.
- Possibility to place an order as visitor, depending on the target group.

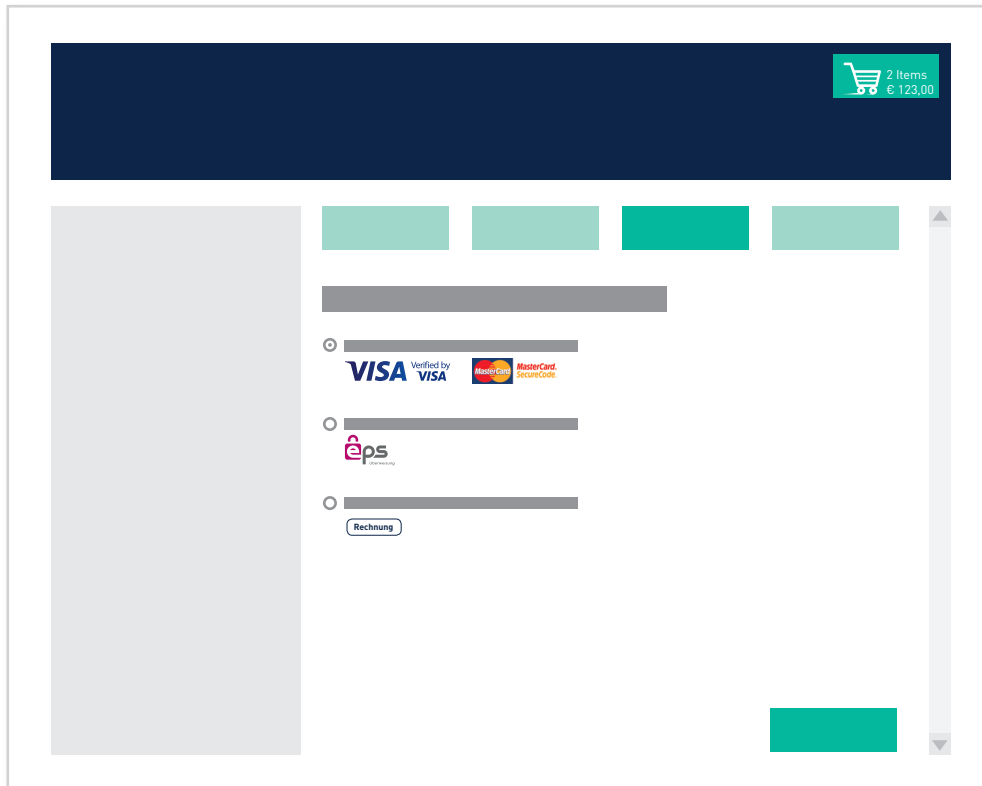
# SHIPPING INFORMATION

2 Items € 123,00

Form fields for shipping information, including address, contact details, and a teal button at the bottom right.

- Possibility to check stored shipping data and to enter a different shipping address.
- Shipping costs for the relevant shipping method must be clearly evident.
- Specification of delivery date to give customers useful information on the estimated receipt of ordered items.

# PAYMENT PROCESS

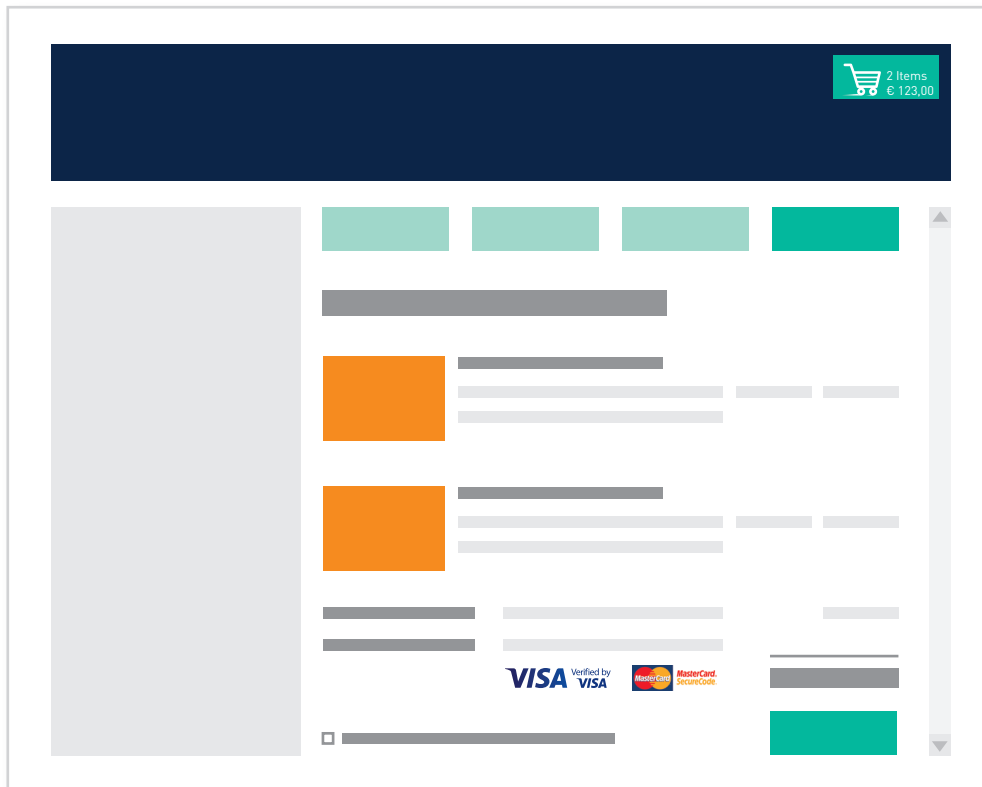


- Clearly arranged selection of available payment methods.
- Adaptation of available payment methods to the target group.
- Display of logos to give customers an immediate overview of all available payment methods.
- One-click-payment for regular customers without the need to re-enter their payment information.

**Selection of available payment methods varies depending on customer (registered or guest), country of origin and previous shopping behavior.**

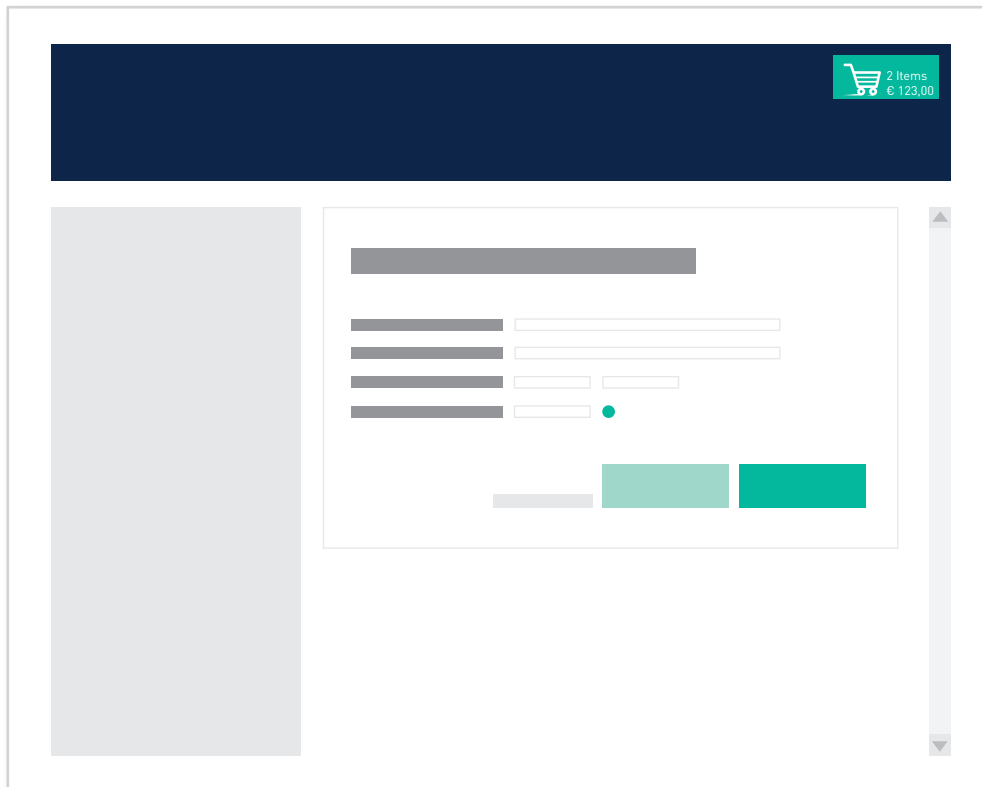


# ORDER SUMMARY



- Detailed and clear summary of the entire order.
- Statement of all arising costs as part of the total amount.
- Unambiguous and identifiable “Checkout” button so customers will know they are liable to pay the costs of the purchase they are about to complete.

# PAYMENT



- Payment processing must be secure and PCI-DSS-compliant.
- Payment process shall be integrated into your online shop without redirecting customers to an external page.
- Layout and design of payment process shall be in line with the look&feel of your online shop.
- Customers shall be guided through the payment process in their native languages. Availability of customers' national currency to pay for their purchase.
- Minimization of time-consuming back-end operations through intelligent additional features.

# MULTICHANNEL



- Online shop must be optimized for unrestricted use on all devices - desktop, tablet and smartphone - as customers do not make a distinction between different channels but expect the same shopping experience regardless of whether they are browsing on their desktop, tablet or smartphone.
- Unrestricted usability increases the conversion rate.

# SECURITY FOR MERCHANTS AND CUSTOMERS



- Confidential treatment of customer data by installing SSL certificates.
- Outsourcing of payment processing to a payment service provider (PSP) to guarantee security-certified processing of all sensitive payment information.
- Enhanced security for merchants and customers by applying additional mechanisms such as 3-D Secure.
- Use of risk management systems to automatically identify fraud since they enable a 360° view of risks in a proactive manner.

If you have any further questions we are happy to answer them.

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