

A wide-angle photograph of a mountainous landscape at sunset. On the left, a prominent, light-colored rock formation rises vertically. The sky is filled with warm, orange, and yellow hues from the setting sun. In the foreground, the dark silhouettes of pine trees are visible. The background shows a range of mountains fading into the distance.

# MAI TRAN

QUESTION ANALYZE VISUALIZE COMMUNICATE





## MY DESIGN PHILOSOPHY



Designers are multi-faceted, really only limited by the reaches of our own imagination. Our role encompasses more than managing pixels or drawing wireframes. Our job is to imagine products—ways of *doing* and *thinking* about things. We possess skills of product thinkers, strategists, and technologists. An added bonus is that everything looks good and works well. We understand business goals and drive to instill humanity within our products. Design, to me, is creating things that matter.



## D E S I G N

**0 1**

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Checkout on eBay

**0 2**

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PayPal Shop

**0 3**

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Settings

**0 4**

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Adaptive Responsive

**0 5**

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Avid Studio

**0 6**

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SJSU Ceramics

**0 7**

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Photography

# 01

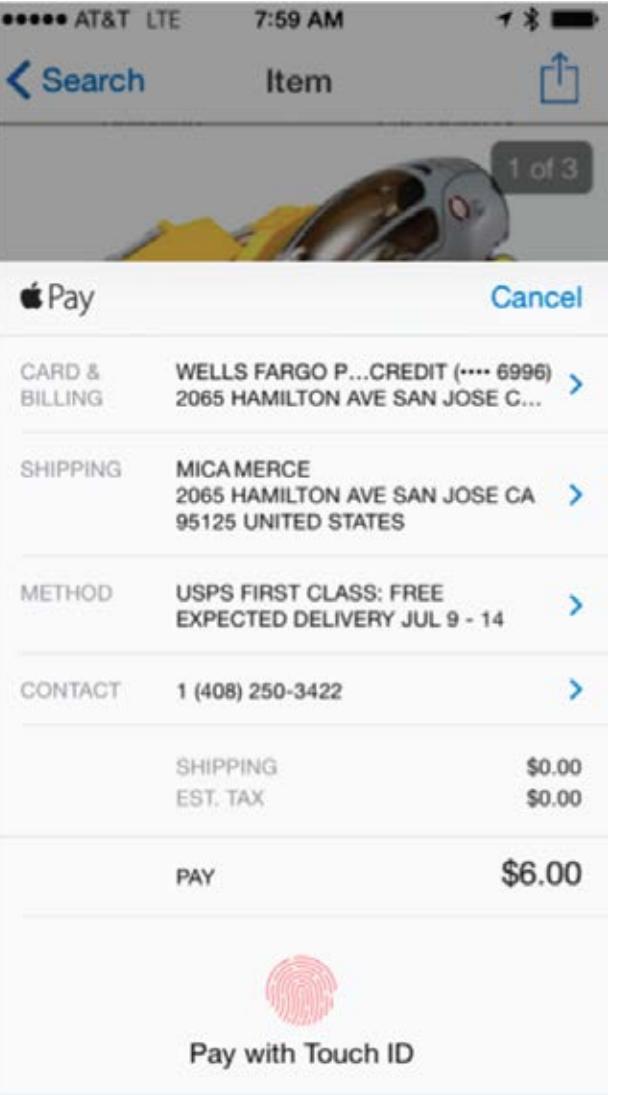
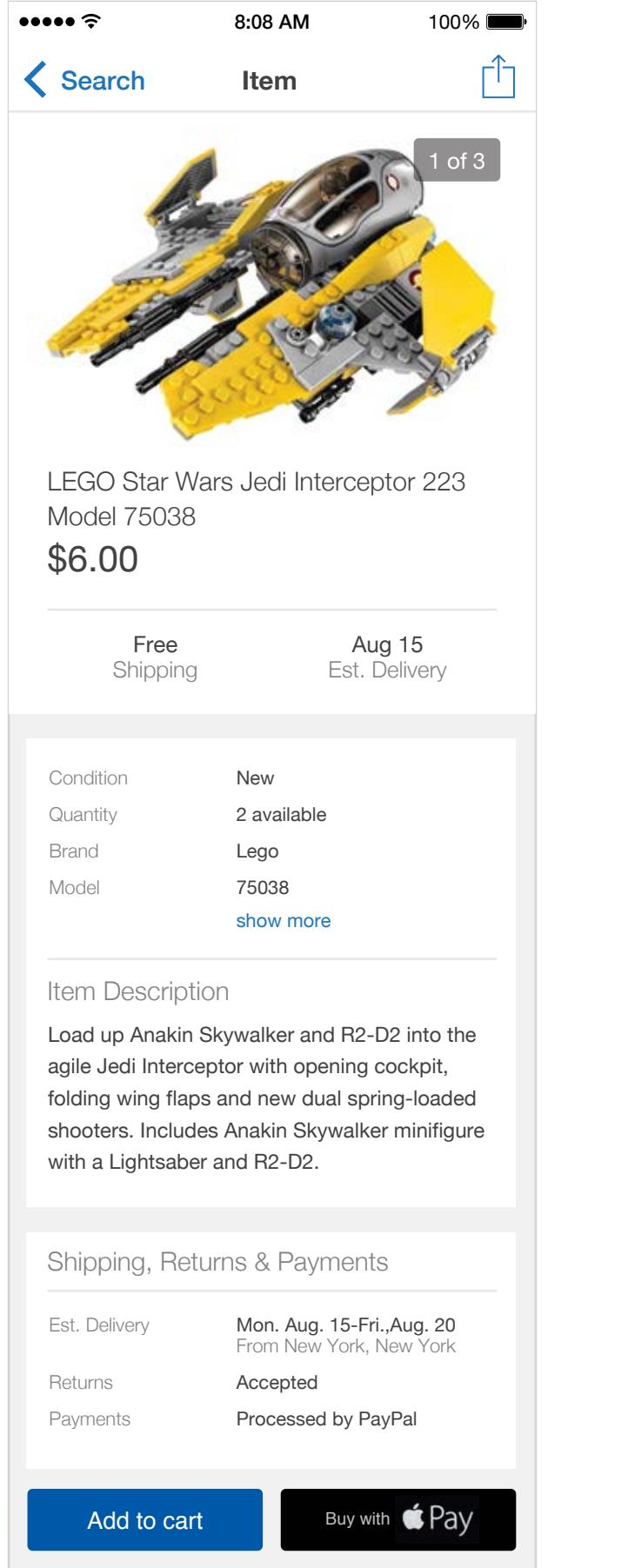
## CHECKOUT ON EBAY

**CHALLENGE** Provide users with 1-click checkout on eBay. Users have two options: Apple Pay or PayPal. PayPal needs to retain customers and create an intuitive checkout experience. How do we create an easy checkout experience AND show that paying with PayPal is the more attractive option?

Role: UX, visual, prototyping



# B E F O R E



## PROBLEM

- PayPal value isn't presented
- ApplePay treats all information equally
- Customer thought process isn't reflected

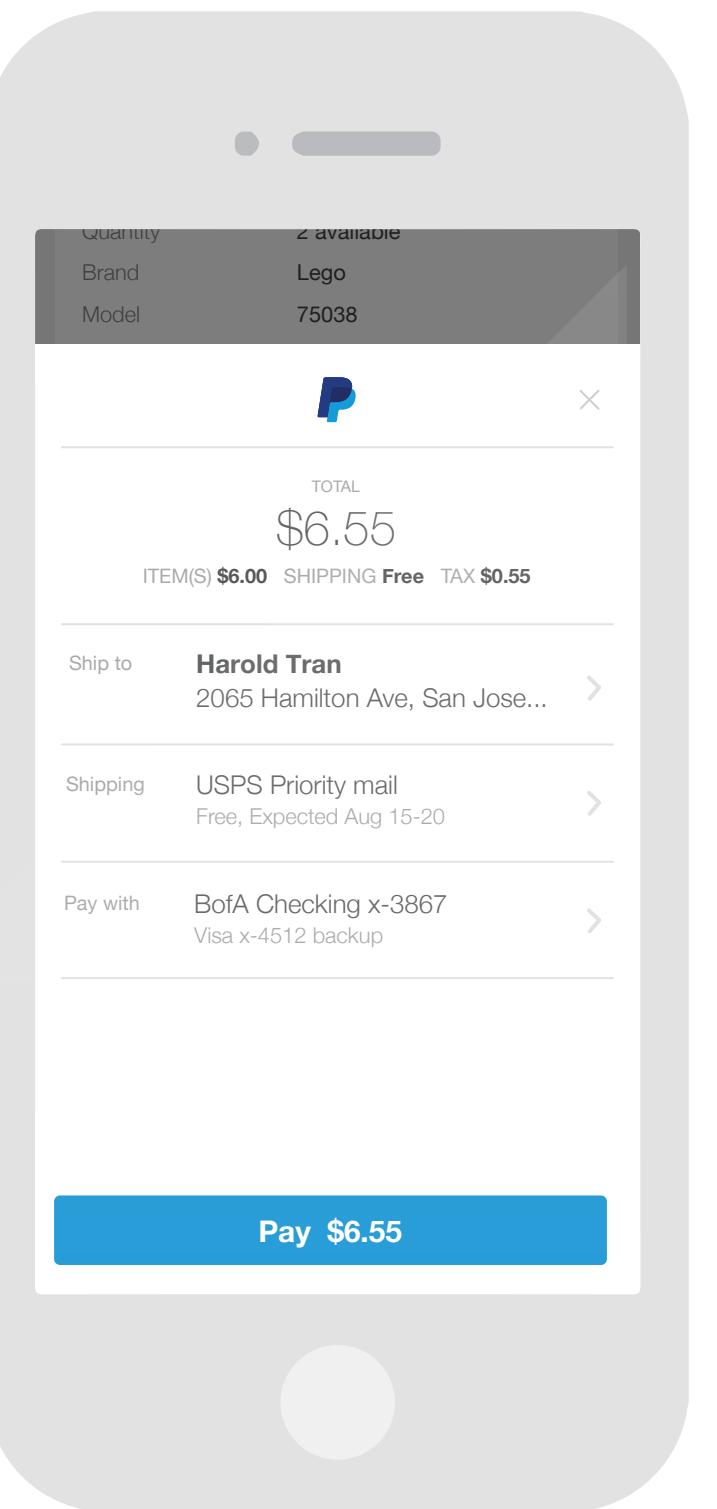
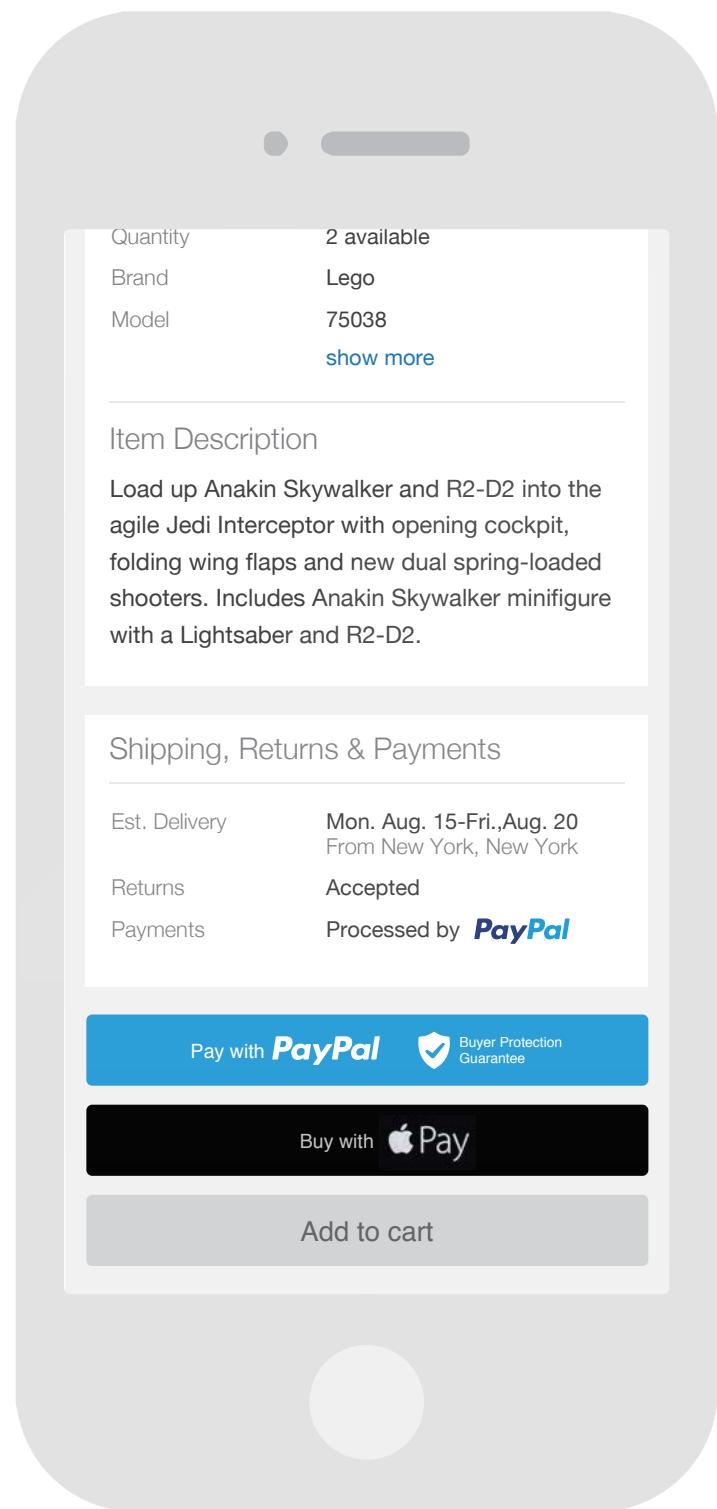
Thought process:

1. How much am I paying?
2. Who is it for, how is it going to get there?
- Good deal for shipping?
3. Does this account have enough money?

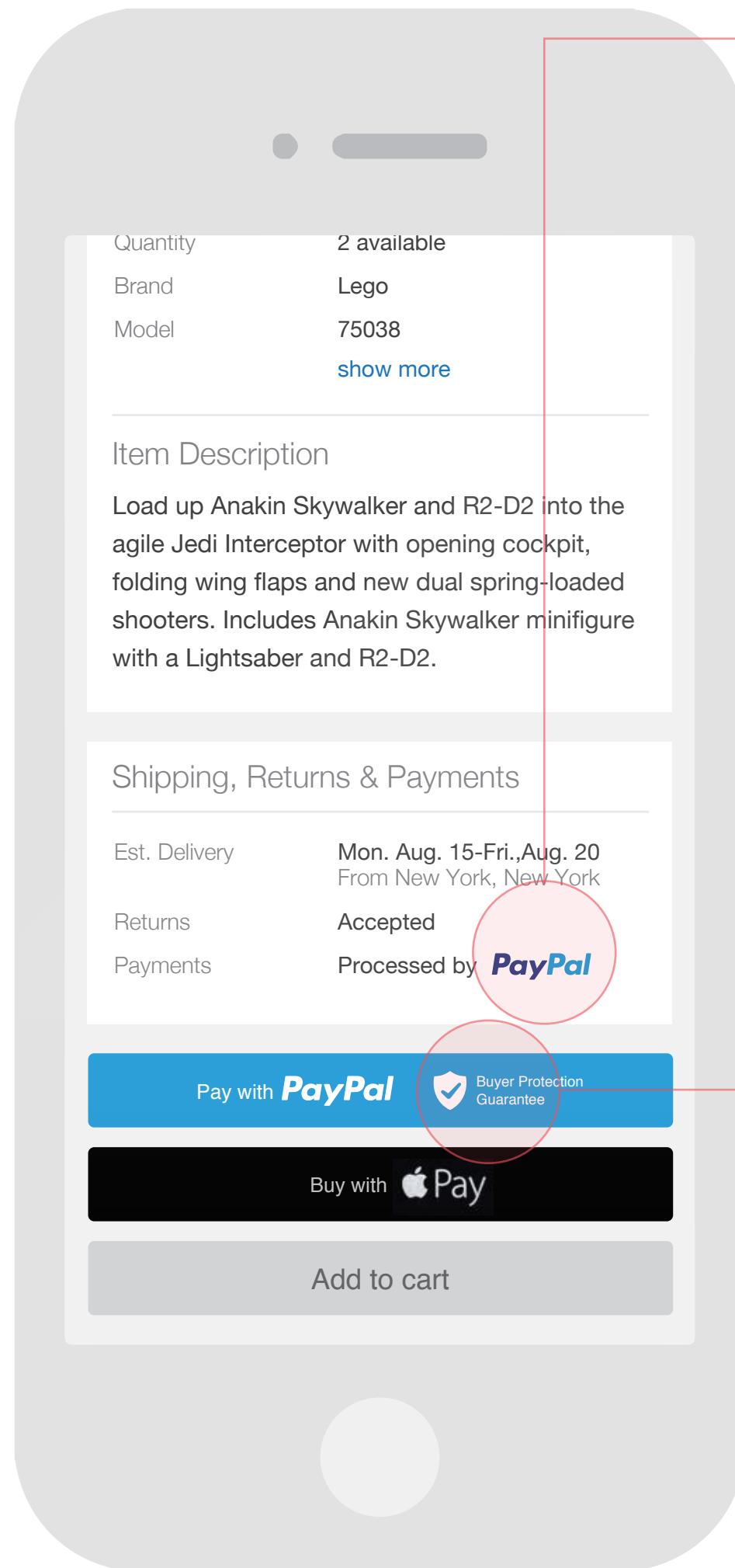
## Apple Pay

eBay's proposal

# A F T E R



# ATTENTION TO DETAIL

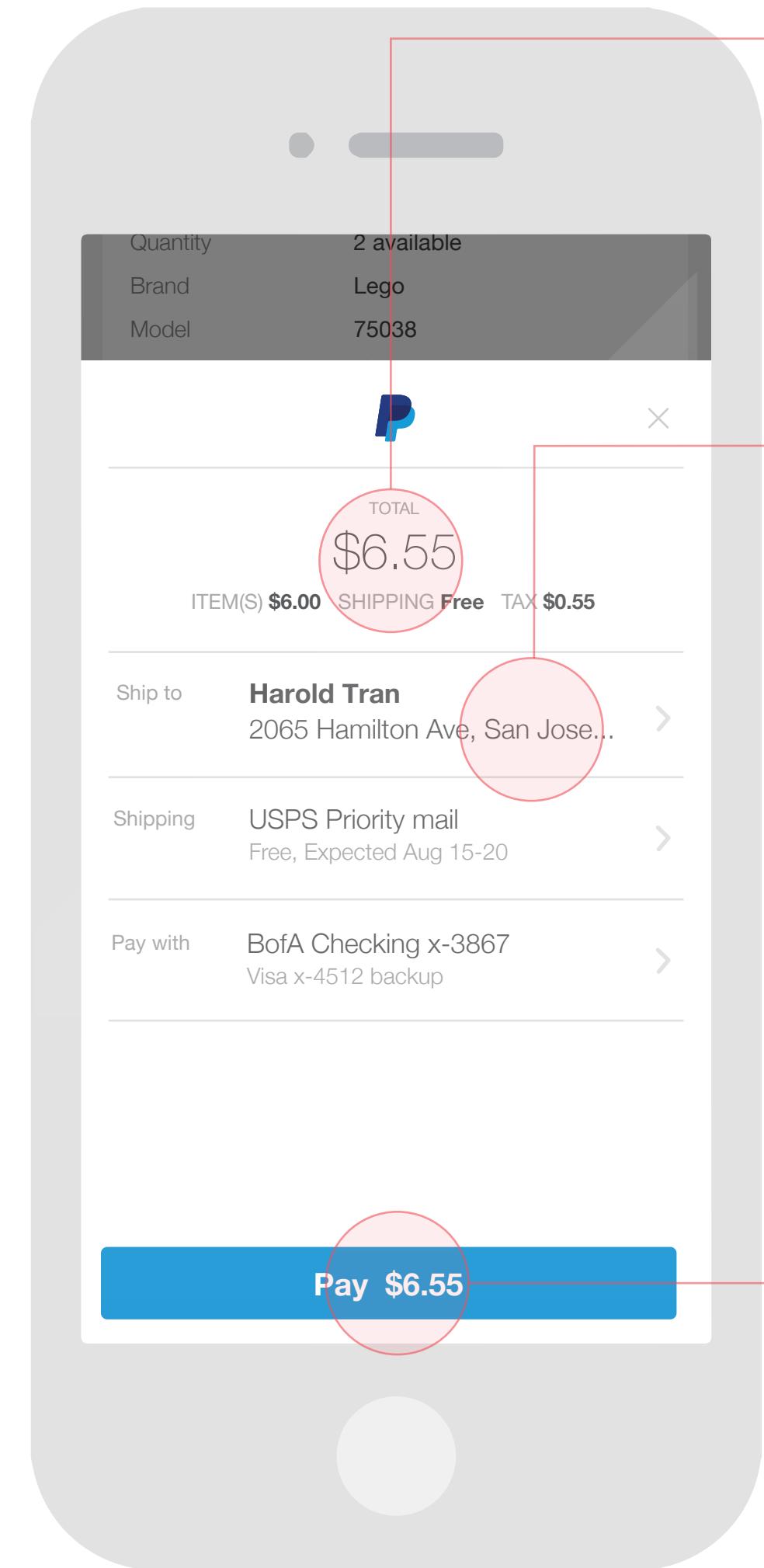


## REINFORCE THE BRAND

- All payments on eBay are processed by PayPal.
- The PayPal brand is reinforced with a logotype instead of plain text. This will keep PayPal in the forefront of customer's minds when they think about paying.

## PAYPAL vs APPLE PAY

- 10% loss equates to \$170million/year
- Loss has ripple effect on other merchants
- Trustworthiness is concern on eBay
- Reinforce PP Buyer Protection Advantage, PayPal is smarter choice over Apple Pay.



## AMOUNT

- Total is important to the user
- Shipping varies by merchant and influences the total, the total cost is presented first

## SIMPLIFY INFORMATION

- Address is reduced to one line.

## CONFIRM PURCHASE

- Total is displayed inside button, leaving no room to question "how much?"

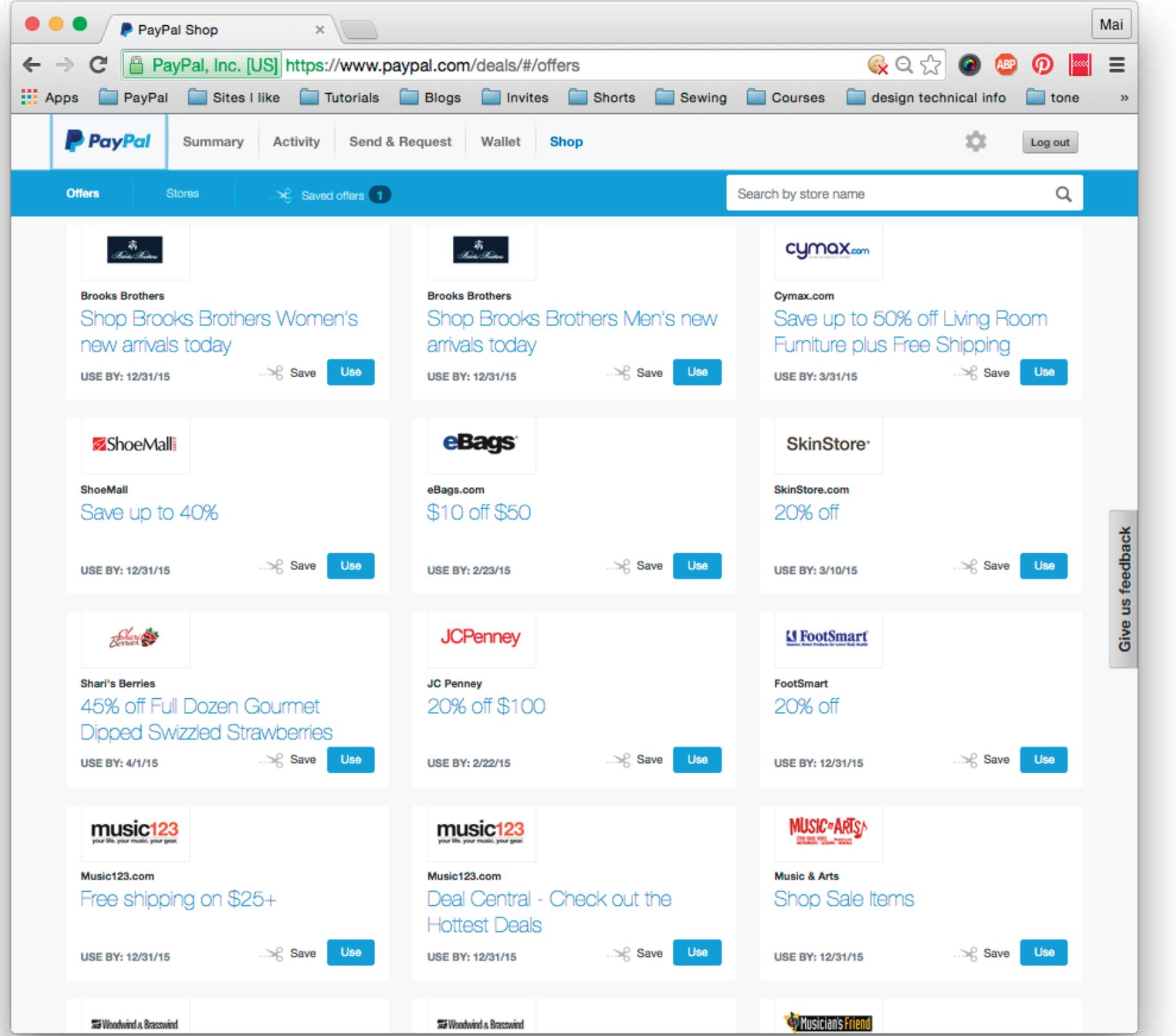
## 02 PAYPAL SHOP

**CHALLENGE** The existing shop site is a collection coupons where intent and purpose of the site are ambiguous.

Role: Research, CDI, UX



# B E F O R E



## PROS

Pretty good deals  
Wide selection of retailers  
Comparable deals to Retail-me-not

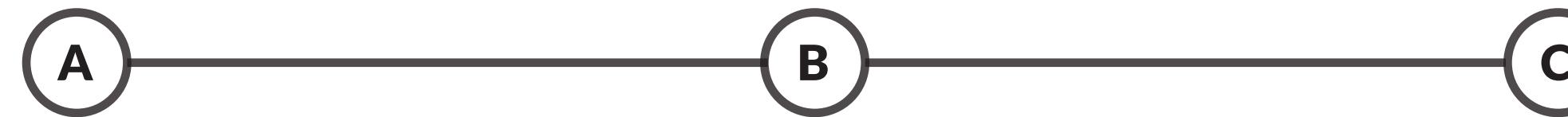
## CONS

Looks like spam  
Unclear organization  
Not clearly sorted

# A F T E R (wireframes)

A wireframe of the redesigned PayPal Shop interface. The top features a header with a search bar and promotional icons for coupons, products, gift cards, and financing. Below is a 'Categories' section with a grid of placeholder cards. A 'Map' section shows a local area with points of interest. A 'Daily Deals' section displays five circular product thumbnails with prices. A 'Spotlight' section at the bottom shows a photo of a kitchen and a call-to-action button.

# BEING STRATEGIC



## MENTAL MODELS

- Understand the shopping process
- Classify store and offerings
- Define clear goals

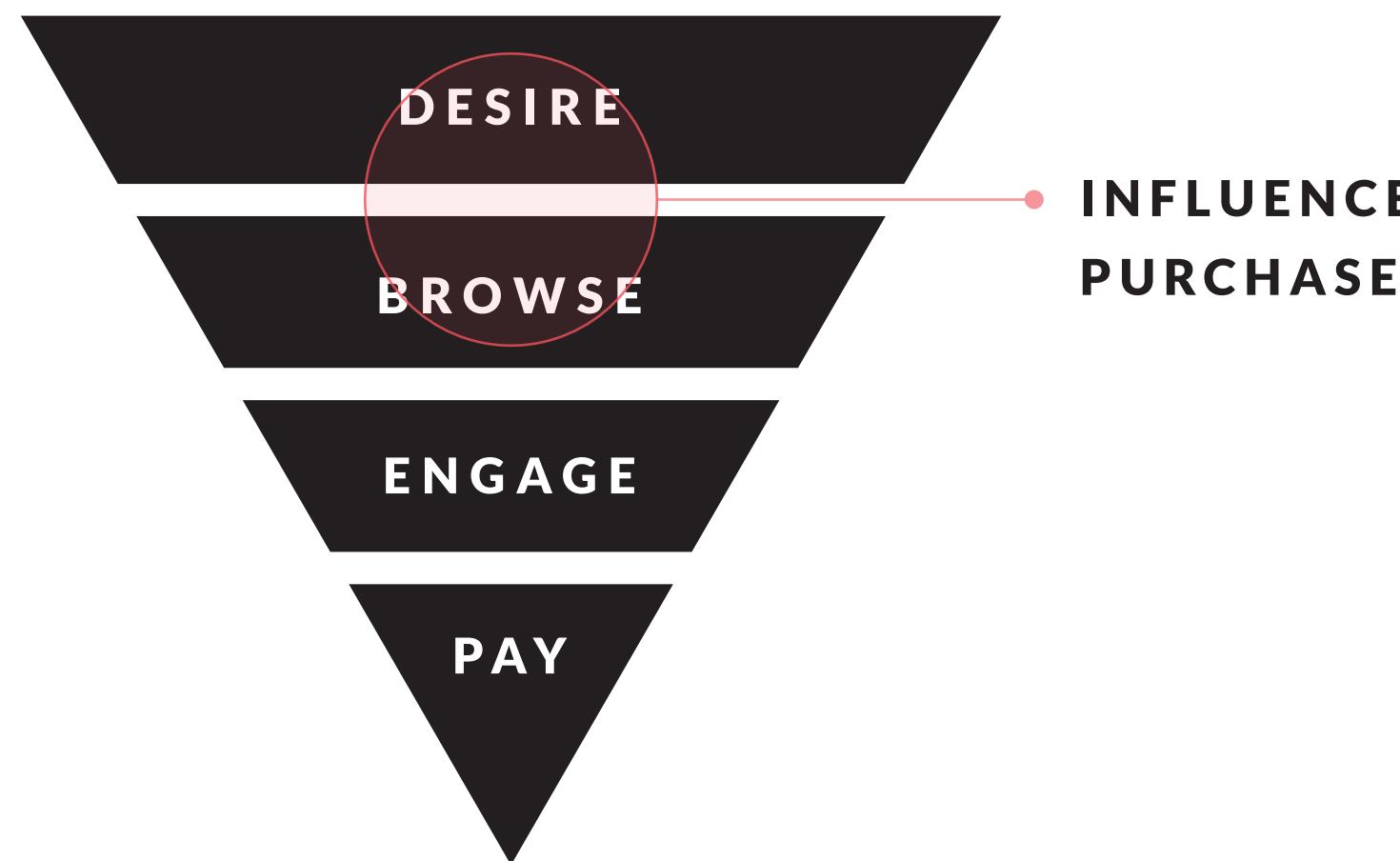
## CDI- CUSTOMER INTERVIEWS

- Identify the target audience
- Understand user motivation
- Define the space

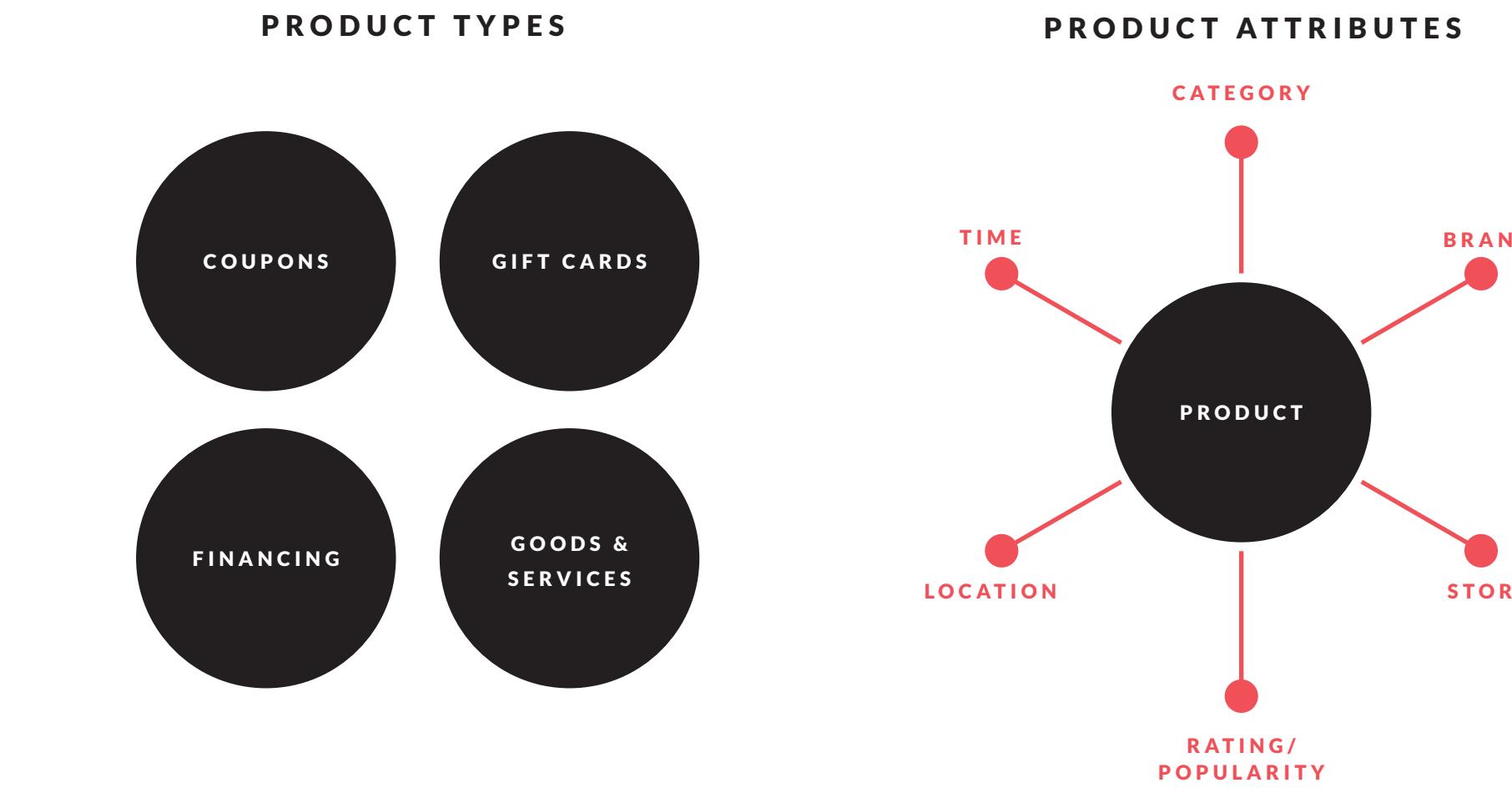
## CONCEPTS/PROTOTYPES

- Test ideas for experimentation
- Implicit & explicit personalization

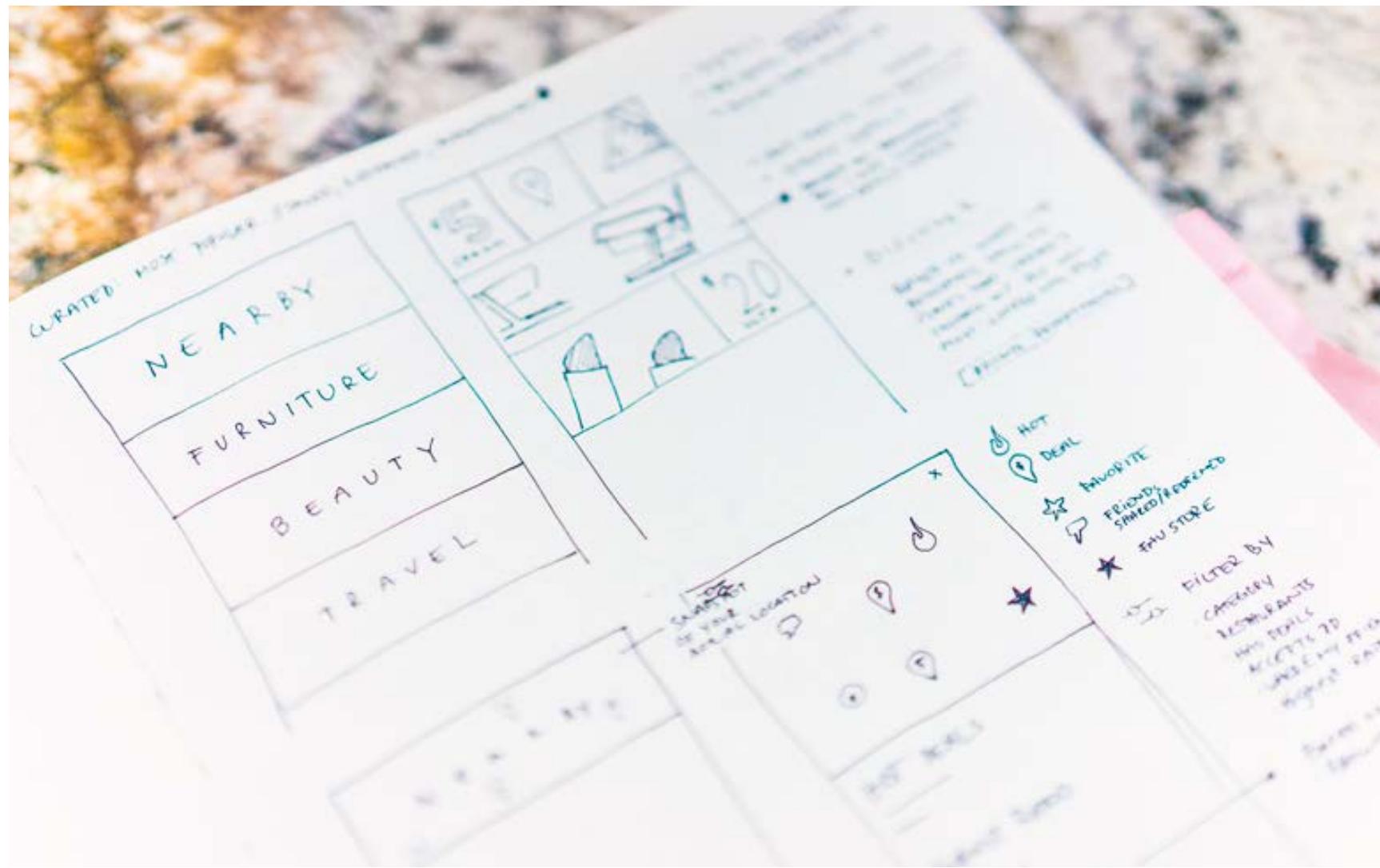
## THE SHOPPING FUNNEL



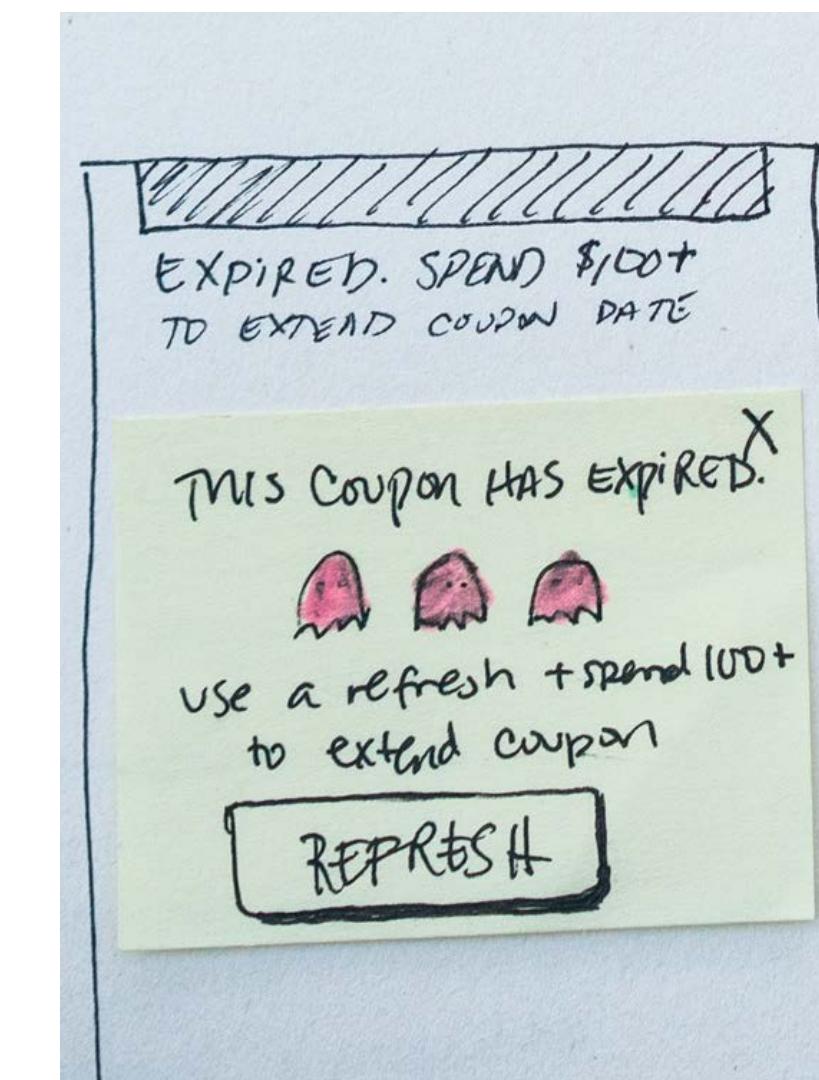
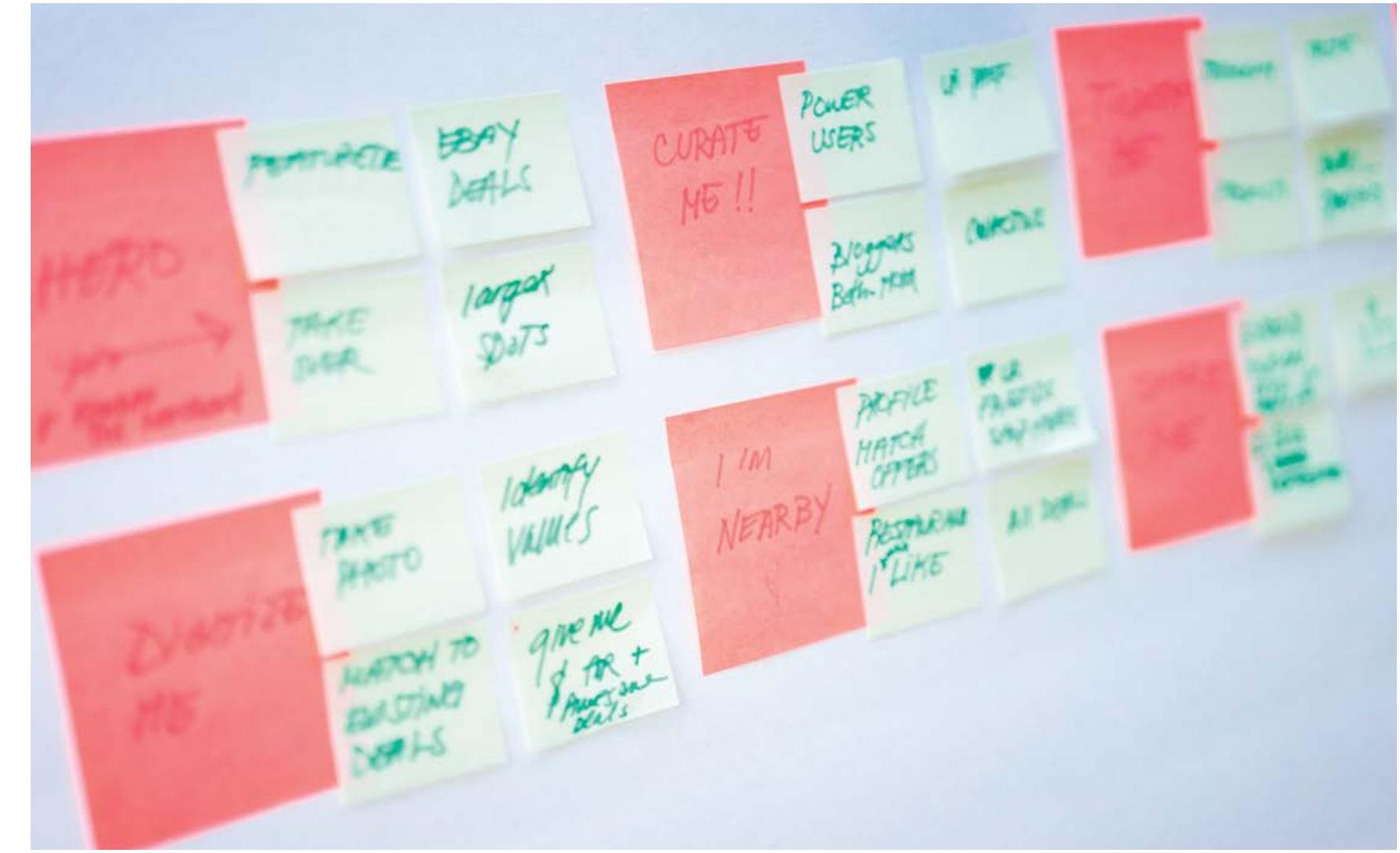
## PAYPAL SHOP PRODUCT MODEL



# UNDERSTAND THE CUSTOMER & SPACE



## PROTOTYPES



## IMPLICIT & EXPLICIT PERSONALIZATION

# EXPERIMENTATION MODULES

## TEST & REFINE

Each module appeals to one of the defined personas. By testing performance of each module, we can narrow which types of deals increases sales, engagement, and overall usage of PayPal.

PayPal Header

Let's find a good deal today!

Awesome coupons      Deals on products      Gift cards      Zero interest financing

0%

Categories

Electronics      Product      Coupon  
Store      Something you looked at last time

Beauty

Sponsored

Check out other categories

Daily Deals

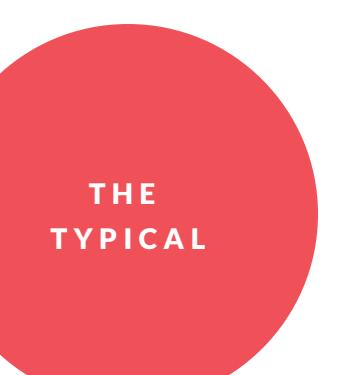
Spotlight

Dandelion Chocolate

Get \$5 to enjoy at Dandelion

A wireframe of a PayPal mobile application interface. At the top is a header with the PayPal logo and a search bar containing the placeholder "Let's find a good deal today!". Below the header are four promotional cards: "Awesome coupons" (cupcake icon), "Deals on products" (smartphone icon), "Gift cards" (gift box icon), and "Zero interest financing" (percentage icon). A large "0%" is displayed prominently. The next section is titled "Categories" and contains a grid of items: Electronics, Product, Coupon, Store, and Something you looked at last time. Below this is a "Beauty" category. Further down is a "Sponsored" section. At the bottom of the main content area is a link "Check out other categories". To the right of the main content area is a "Daily Deals" section featuring five circular icons with price tags (\$50, \$30, \$99, \$20, \$10) and a "Spotlight" section featuring a photo of a chocolate shop with the text "Dandelion Chocolate" and a button "Get \$5 to enjoy at Dandelion".

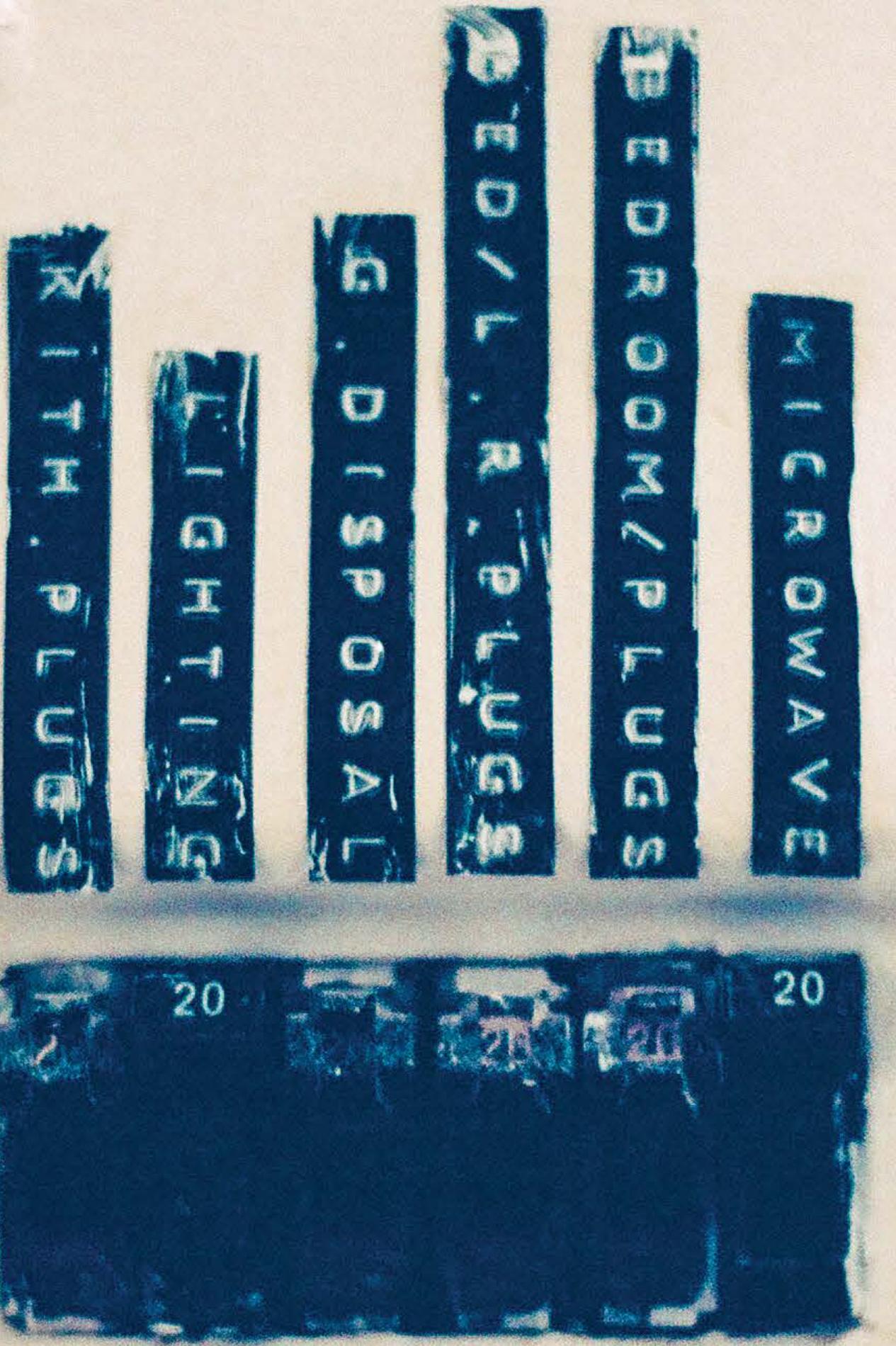
## PERSONAS



## 03 PAYPAL SETTINGS

**CHALLENGE** Based on usability studies when users are unsure of what to do, they almost always check settings. Unfortunately settings was highly disorganized because it had become a junk drawer of information. Additionally, customer service receives a high call volume pertaining to updating email, address, and phone. Users simply couldn't figure out where and how.

Role: IA, research, UX



# B E F O R E

The screenshot shows the 'Settings' page of the PayPal website. The left sidebar lists categories: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications, Selling tools, and More settings (which is selected). The main content area displays various account settings like Account type (Premier), My checkout settings, Mobile checkout settings, Mobile devices and push notifications, Notifications, Customer Service ID, Travel plans, Security key, Log In with PayPal, Preferred language, and Time zone. Each setting includes a link to 'Update'. At the bottom, there are links for Classic, Help, Contact, Security, Feedback, Privacy, Legal, and Policy updates.

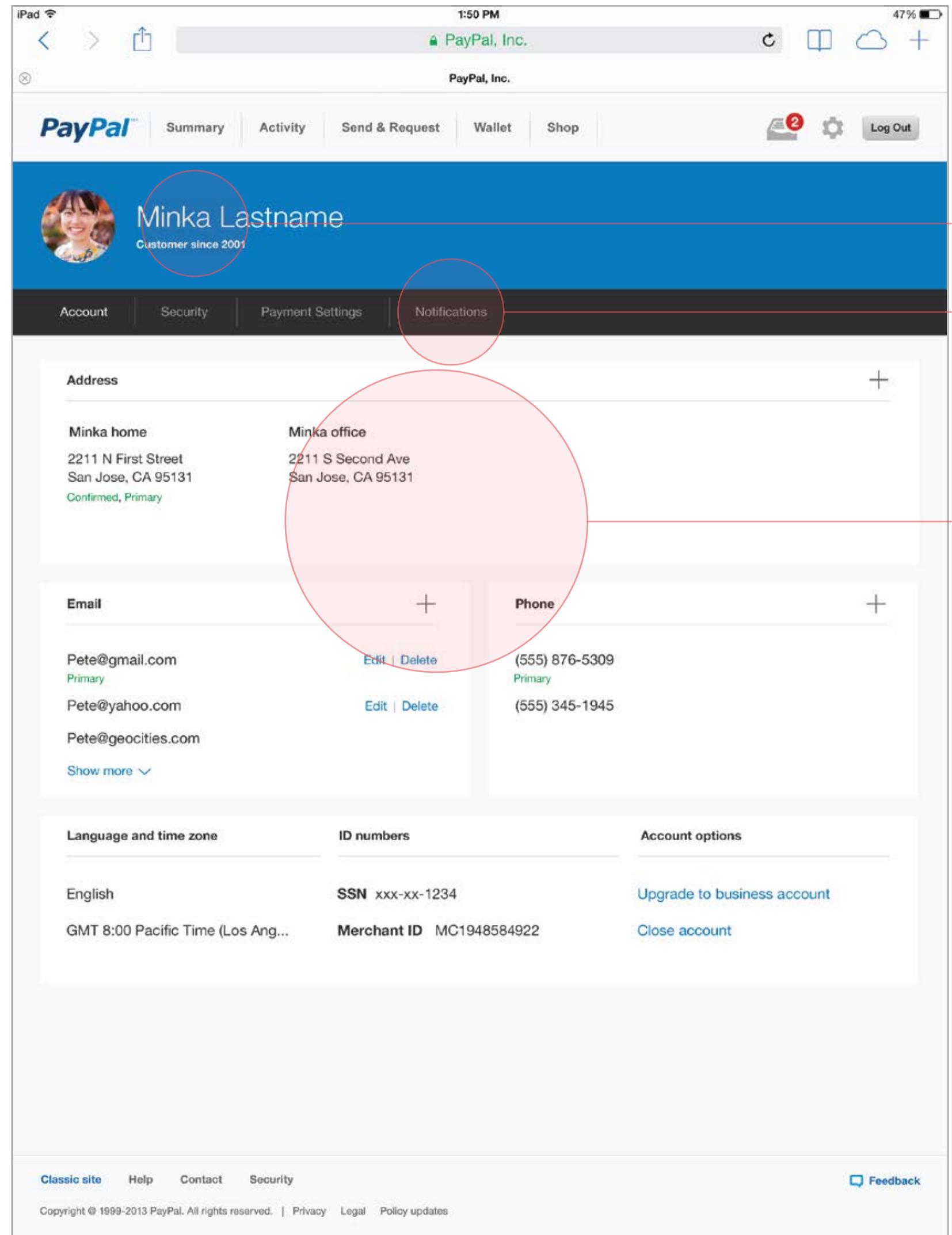
# A F T E R

The screenshot shows the updated PayPal Settings page. The main content area is organized into sections: Address, Email, Phone, Language and time zone, ID numbers, and Account options. The 'Address' section shows two addresses: Minka home (2211 N First Street, San Jose, CA 95131) and Minka office (2211 S Second Ave, San Jose, CA 95131). The 'Email' section lists Pete@gmail.com (Primary) and Pete@yahoo.com. The 'Phone' section lists (555) 876-5309 (Primary) and (555) 345-1945. The 'Language and time zone' section shows English and GMT 8:00 Pacific Time (Los Ang...). The 'ID numbers' section shows SSN xxx-xx-1234 and Merchant ID MC1948584922. The 'Account options' section includes links for Upgrade to business and Close account. At the bottom, there are links for Classic site, Help, Contact, Security, and Copyright information. To the right, a large smartphone icon displays the mobile version of the settings page, showing the same sections and user profile information.

## PROBLEM

- Too many categories
- Organization of categories is unclear
- Outdated settings (junk drawer)
- Does not work on mobile (pinch and zoom)

# SETTINGS SIMPLIFIED



- **IDENTITY**

Profile presented visually

- **SIMPLIFY TOP LEVEL NAV**

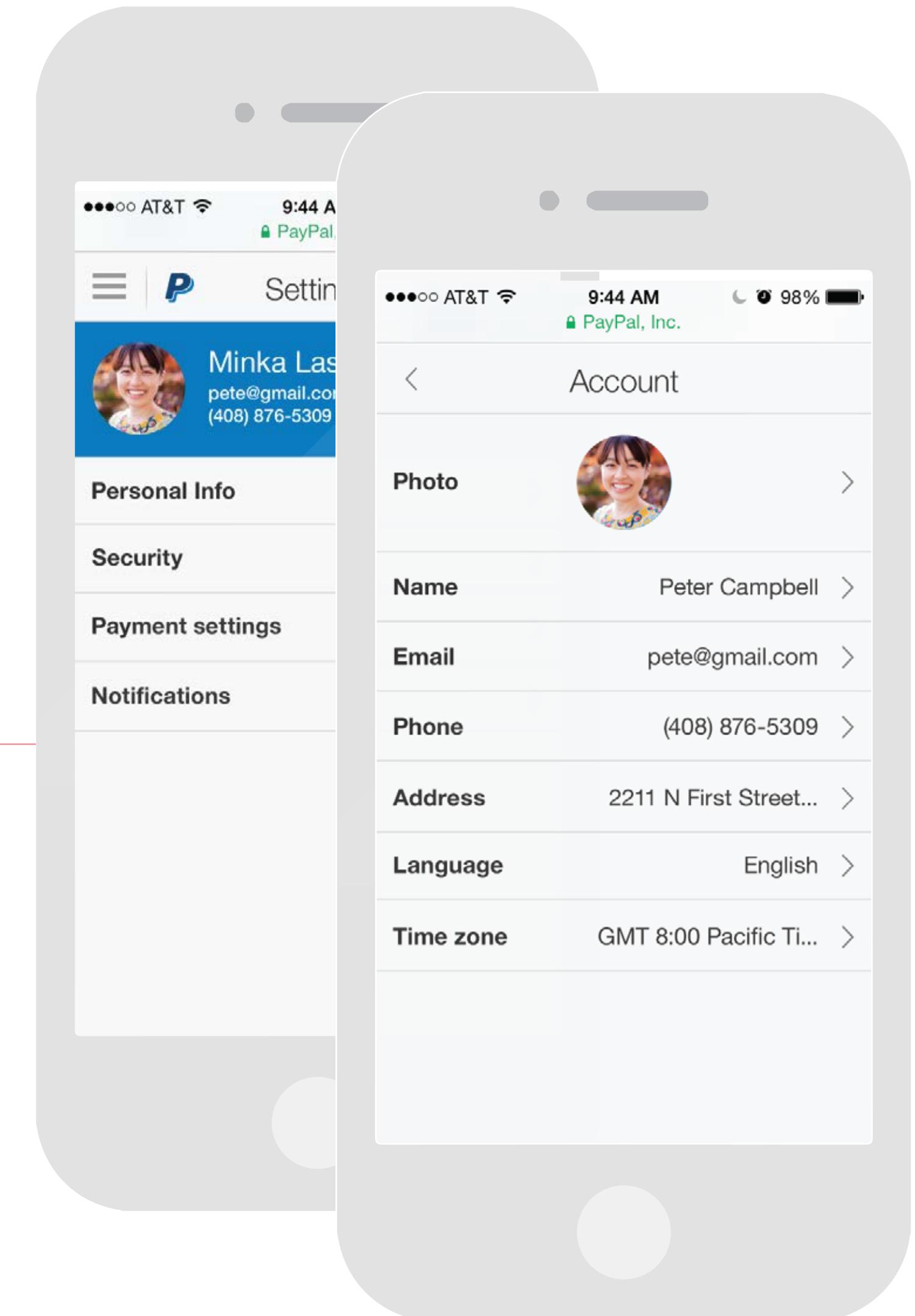
Top level nav reduced to 4 sections

- **MOST ACCESSED SETTINGS**

Address, email, and phone are the most updated settings.

- **DESIGNED FOR MOBILE**

Use channel detection, tailored for mobile



# NEW INFORMATION ARCHITECTURE

ACCOUNT	SECURITY	PAYMENT PREFERENCES	NOTIFICATIONS
Photo	Password	Payment preferences	Payments
Name	Security questions	Preapproved payments	Receive/request
Email	PIN		Send
Address			Scheduled payment
Phone			Purchases
SSN	Link account to mobile		
Merchant ID	Log in with PP on other sites		
Preferred language	Travel plans		
Time zone			
			Offers
			receive/send
			expiring offer
			News and updates
			Newsletter
			Developer
			Surveys
			Marketing

PERSONAL INFO	SELLING TOOLS	PAYMENT PREFERENCES	NOTIFICATIONS	MY MONEY	MORE SETTINGS
Name	Paypal buttons	Instore checkout	Instore checkout	Back account	Account type
Email	Credit card statement name	Digital goods at checkout	Instore purchase	Debit and credit cards	My checkout settings
Password	Sales tax	Store checkout	Coupons and special offers	Paypal balanlce	Digital goods at checkout
Security questions	Custom payment pages	My preapproved payments	Get new coupon	My preapproved payments	Mobile checkout settings
Address	Website preferences	Merchant fees	Send offer to friend	Pay after delivery	Mobile devices and push notif
Phone	Api access		Coupon about to expire	Merchant fees	Notifications
Merchant account id	Invoice templates		Special offer about to expire	Monthly account statements	Customer service id
My picture	My automatic payments		News and more from paypal		Travel plans
SSN	Instant payment notifications		Paypal newsletter and service updates		Security key
Individual tax identification number	Block payments		Updates from the PayPal developer network		Login with paypal
	Customer service message		Paypal policy updates		Preferred language
	Shipping preferences		Paypal surveys		Time zone
	Shipping calculations		Account updates		
	Encrypted payment settings		When i change my account information		
	Seller reputation number		Share my info with trusted murchants		
	Paypal button language encoding		payments		
	Paypal shops		I receive a payment		
			I request money		
			I send money		
			Receive website payment		

OLDIA

04

## ADAPTIVE-RESPONSIVE FRAMEWORK

**CHALLENGE** PayPal is a large organization with disparate groups. Teams work in silos and lack a unified understanding of context and challenges of a fragmented landscape of devices and channels. Experiences across products work and behave vastly different, from login to account servicing. Additionally, teams were delivering designs for multiple channels and resolutions without a strategy, quickly becoming unmanageable.

Role: Strategist, UX, evangelist



# KEY CHALLENGES



## FRAGMENTATION

Experiences **look** and **behave** differently for iOS, Android, Windows phone, web, mweb, app. Lack consistent approach and strategic direction—rationale.

## CONTEXTUAL EXPERIENCE

Experiences across channels do not account for context. Mobile and desktop experiences are very similar in functionality.

## GLOBAL & LOCAL NEEDS

Experiences available globally, but lack nimbleness to customize for local markets.

## LIMITED RESOURCES

Mainly built for desktop experiences. Users left to “pinch and zoom” for mobile.

# STRATEGY

## ADAPT TO CHANNELS

Using a smartphone is contextually different than using a laptop. Not to mention the differences in form factor. Mobile devices are highly contextual, single-threaded, extremely personal and always connected but with relatively small bandwidth. Laptops are task-work focus, multi-threaded, less contextual, but are connected with faster speeds. Behaviors are channel specific to 3 main channels: mobile, tablet, dedicated.

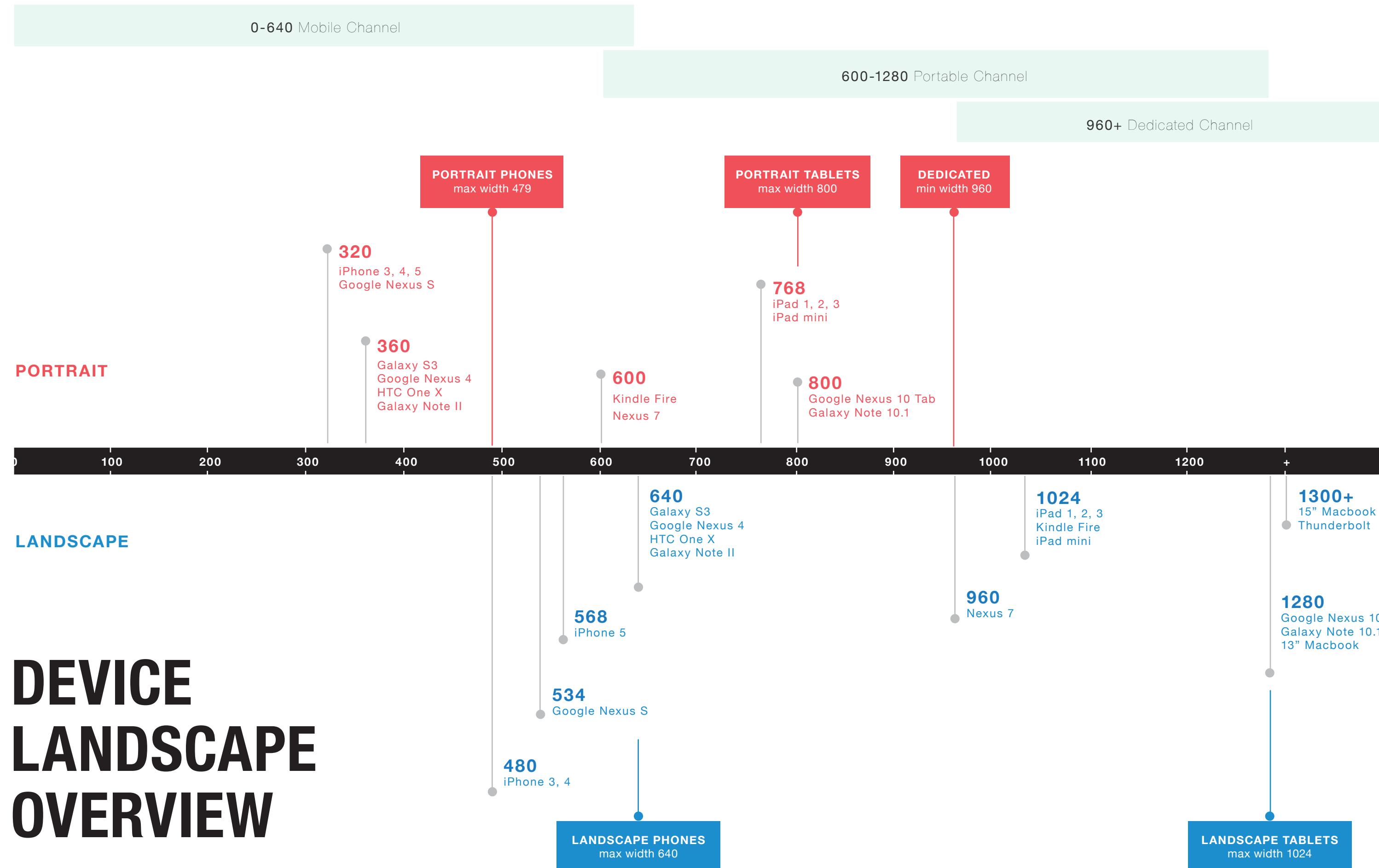
## RESPOND TO DEVICE SIZE

Resolution and screen size varies greatly. A responsive solution reflows to fit content for each device.

## TACTICAL

- Define critical target channels
- Establish optimal breakpoints
- Develop flexible grid system
- Define channel behaviors
- Distribute tools and templates

# DETERMINING BREAKPOINTS

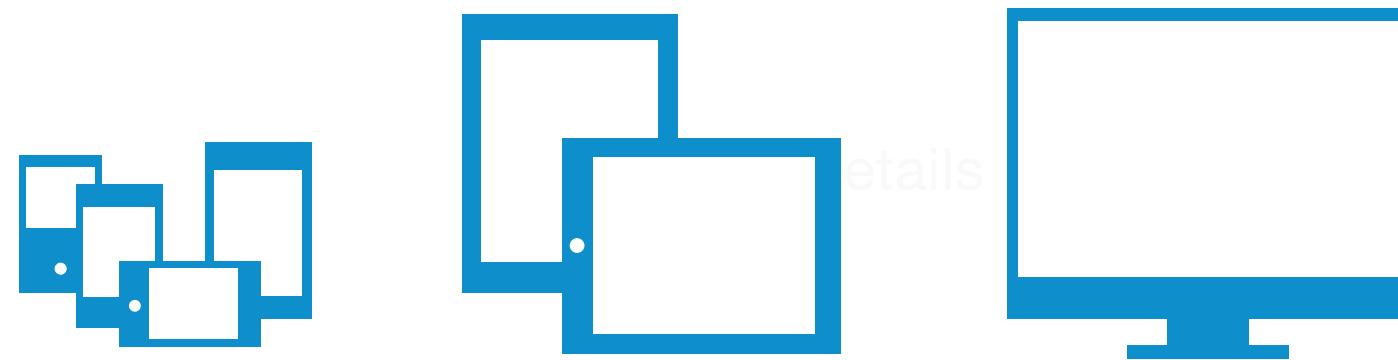


## BREAKPOINTS

- Breakpoints are based on the screen size
- Targeting optimal shifts in layout
- Accounts for growth in screen size
- Breakpoints inform grids

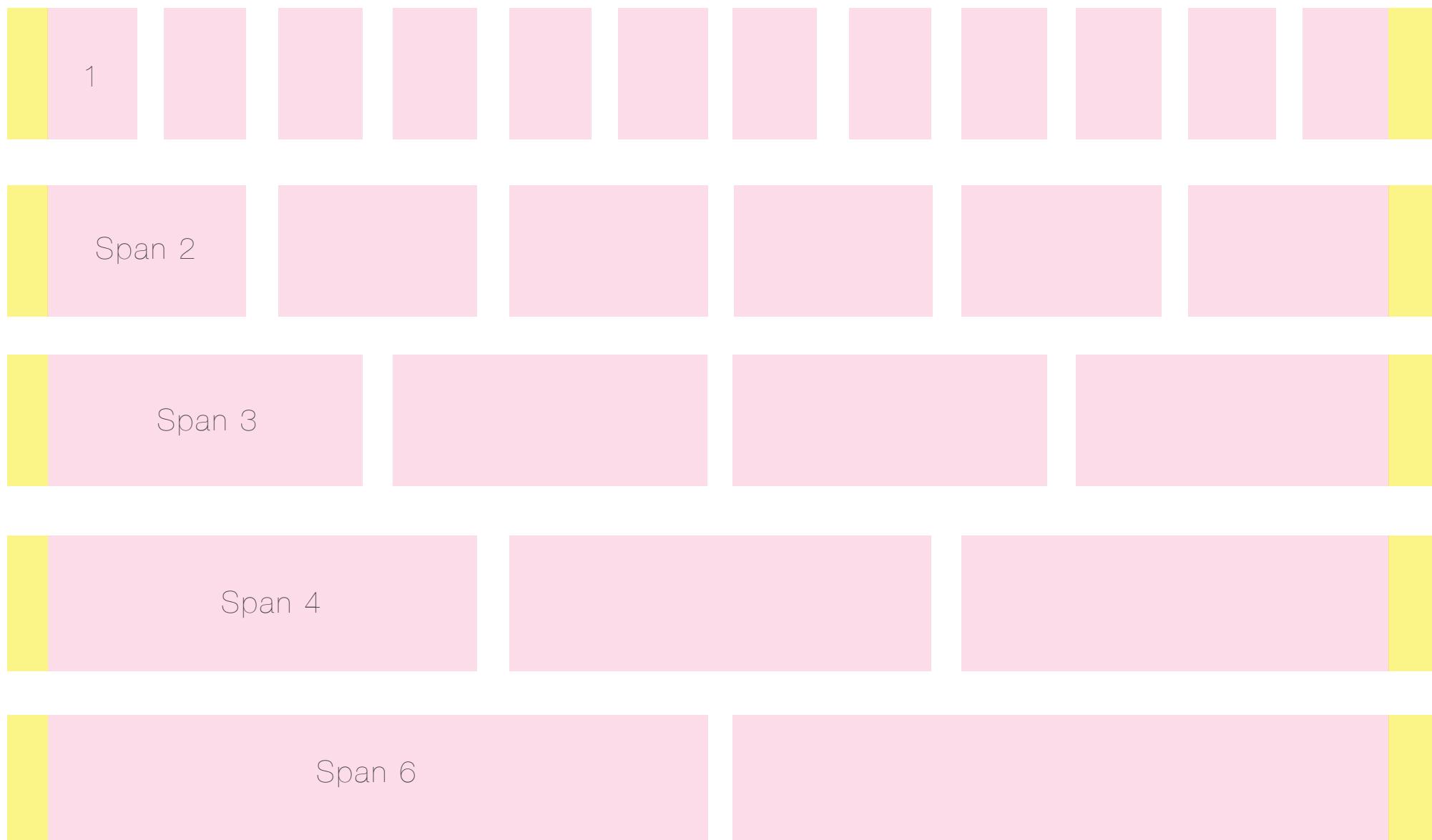
# DEVICE LANDSCAPE OVERVIEW

# FLEXIBLE GRID SYSTEM



## Implementation Grid

COMBINATIONS OF SPANS AND COLUMNS



# THINKING ADAPTIVE

## Adaptive Web Design

CONTEXTUAL EXPERIENCES

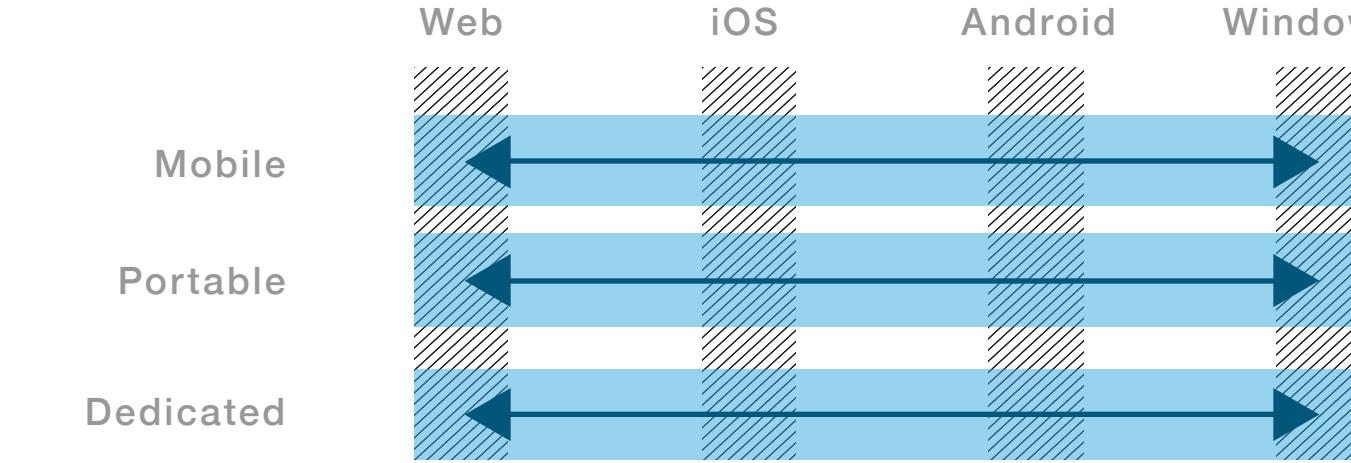


Channels Markets Location Time Anything

BEHAVIORS

## Behavior Considerations

THINKING ABOUT CHANNELS



# OUTCOME - PAYPAL ON ALL DEVICES

The image displays multiple screenshots of the PayPal platform, illustrating its integration across desktop, mobile, and marketing channels.

**Marketing:** A desktop browser window shows a promotional landing page for "Buyer protection means no more Buy-o-phobia." It features a cartoon character of a person with glasses and a video camera, and includes a "Sign up now" button and a "Learn about Buyer Protection" link.

**Product: Consumer & Merchant:** A desktop browser window shows the "Summary" view of the PayPal account. It includes a profile picture, a greeting ("Hi again, Mai!"), and a progress bar indicating "Your profile is at 100%". The summary also lists "PayPal balance" (\$0.00 Available), "Banks and cards" (Bank of America x-9883, Visa x-3540, Visa x-7773), and recent activity:

Date	Description	Amount
AUG 28	Papanii Okai Payment	-\$18.00
AUG 22	Carmen Yu Payment	-\$236.00
AUG 22	Suja Raju Payment	-\$347.00
AUG 17	Uber Technologies, Inc Payment	-\$7.00
AUG 17	Uber Technologies, Inc Authorization – Canceled	-\$1.00
AUG 16	Papanii Okai Payment	-\$86.00
AUG 12	Kristel Fritz Payment	-\$8.00

**Mobile:** Two smartphone screens show the PayPal mobile app interface. Both screens display a "Completed" transaction history identical to the desktop summary:

Date	Description	Amount
AUG 28	Papanii Okai Payment	-\$18.00
AUG 22	Carmen Yu Payment	-\$236.00
AUG 22	Suja Raju Payment	-\$347.00
AUG 17	Uber Technologies, Inc Payment	-\$7.00
AUG 17	Uber Technologies, Inc Authorization – Canceled	-\$1.00
AUG 16	Papanii Okai Payment	-\$86.00
AUG 12	Kristel Fritz Payment	-\$8.00

The mobile screens also feature promotional banners for "PayPal Credit for Shopping" and "Check out in a few clicks without sharing your financial information."

MARKETING

PRODUCT: CONSUMER & MERCHANT

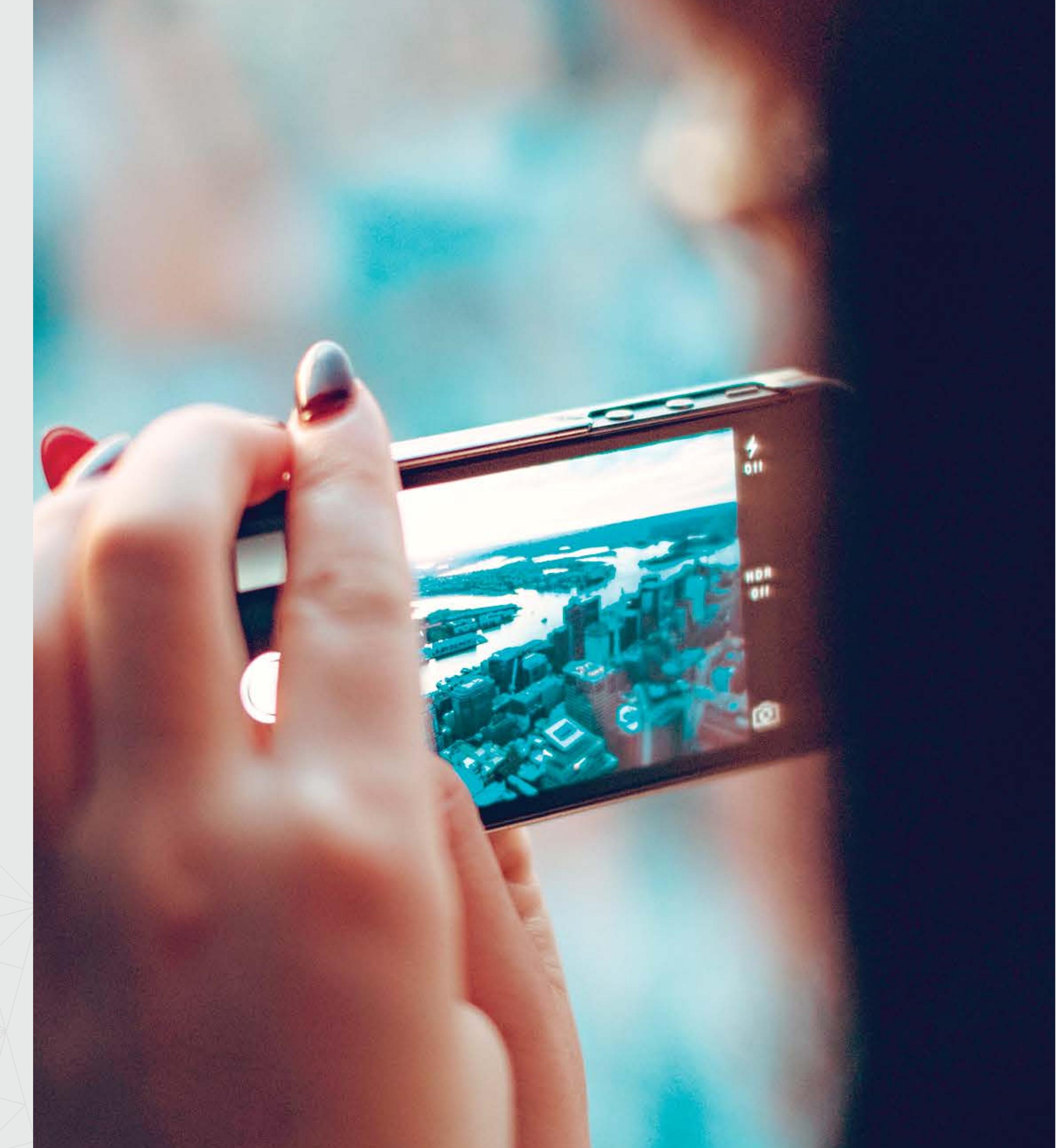
MOBILE

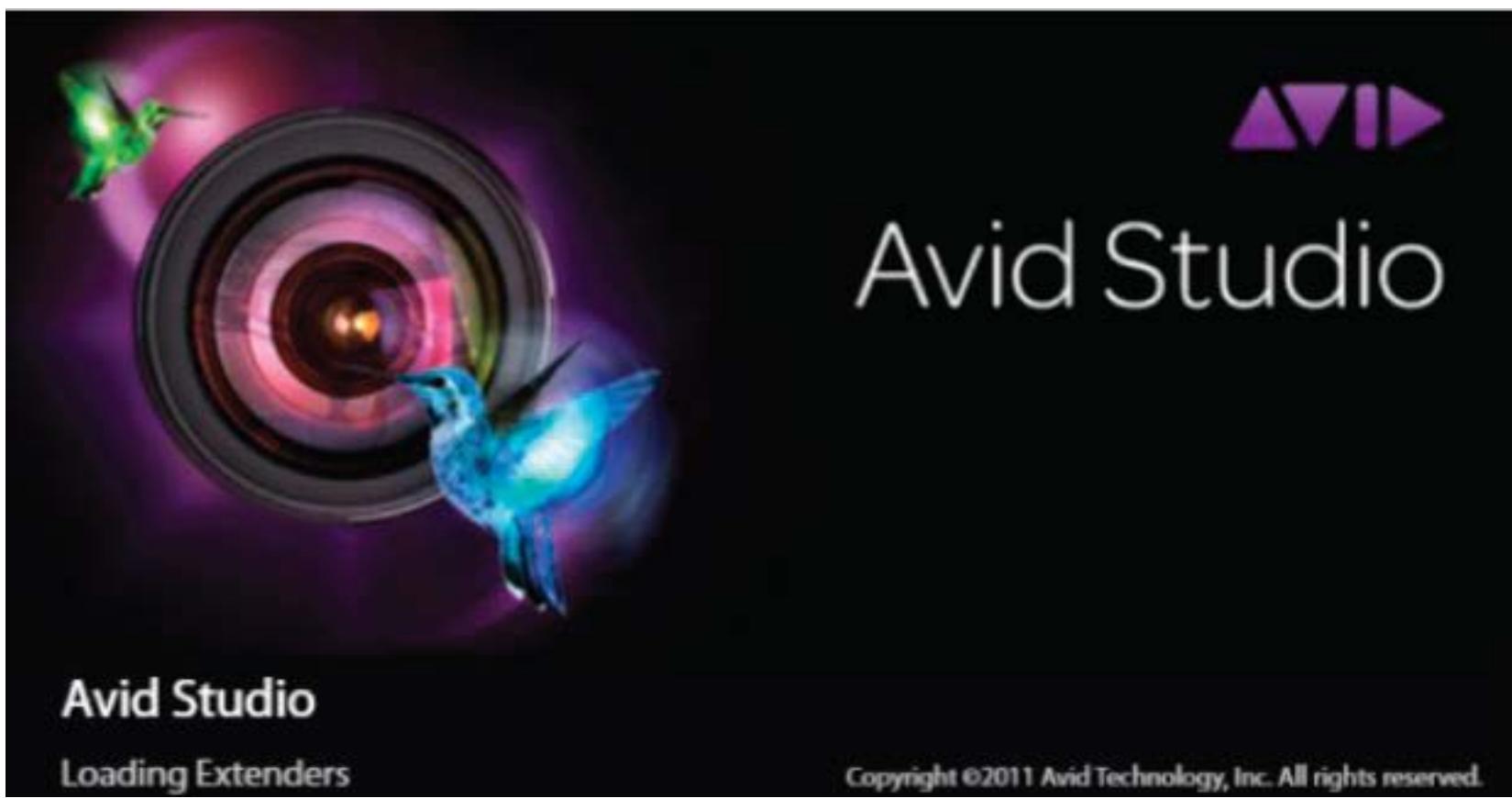
## 05

# AVID STUDIO

**CHALLENGE** Provide Studio audience with rich Pro video editing capabilities, but maintain simplicity and ease-of-use for a beginner.

Role: UX, visual, front-end development WPF





PRO FEATURES TO THE CONSUMER



## ICONS

## 06

### SJSU CERAMICS

**CHALLENGE** In 2006, there were no resources for ceramic artists to display their portfolio online. This has been one of my favorite projects to date because I was able to help many student promote themselves, giving them an advantage, a launchpad to success.

The department website achieved two goals: promote students and also attract top notch candidates to the BFA and MFA programs.

Role: IA, UX, visual, Front end dev, HTML, CSS, Javascript



# SHOWCASING TALENT

**SJSU Ceramics**

WE ARE SJSU CERAMICS   OUR PROGRAM   FIND US

AMANDA SMITH, Rickshaw, 2010

**FACULTY**  
Four students from the BFA and MFA program selected to exhibit.

**STUDENTS**

**OUR GUESTS**

**FACILITIES**

**NEWSLETTER**

**RESOURCES**

**CONTACT**

SJSU CERAMICS   FACILITIES   PROGRAM   RESOURCES   FIND US

Faculty  
Students  
Alumni  
Visiting Artists

Throwing Studio  
Sculpture Studio  
Glazing Studio  
Graduate Studios  
BFA Studios  
Kiln Room

BFA Degree Program  
MFA Degree Program  
Artist in Residence

Undergraduate Forms  
Graduate Forms  
Syllabus

Contact Information  
Newsletter  
Facebook

Technical Information  
Publications  
Other BayArea Ceramic Groups

**SJSU Ceramics**

WE ARE SJSU CERAMICS   OUR PROGRAM   FIND US

MFA   BFA   ALUMNI   ARTIST IN RESIDENCE

During the academic years at SJSU, all MFA and BFA ceramics students are expected to find an individual direction in their work. In doing so, they create a comprehensive portfolio. Our online portfolios showcase a cross-section of all our students' work.

AMANDA SMITH   BRYAN YERIAN   MAX RAIN   JON YAO

TREVOR KOCH   COLLEEN SIDNEY   RANDI BRUCO   BEN EBERLE

ADMISSION REQUIREMENTS   DEGREE REQUIREMENTS   COMMITTEE ADVISORS   PRE-THESIS

**SJSU Ceramics**

WE ARE SJSU CERAMICS   OUR PROGRAM   FIND US

**BEN EBERLE**

*My new work joins clean, abstract shapes with recognizable mechanical objects: gears, screws, bolts, which lead to a further point of inquiry; why are these objects related? These faux-mechanisms represent the confusing intersection of 'the man made' and 'the organic'. They speak to my obsession of controlling the form almost to the point where I become the machine – that somehow in my attempt to recreate organic objects I'm acting as a production machinist with precision, foresight, and replicated action.*

**BENEBERLE.COM**  
[ben.eberle@gmail.com](mailto:ben.eberle@gmail.com)

**STUDENT GALLERY**

AMANDA SMITH   BRYAN YERIAN   MAX RAIN   JON YAO

**SJSU CERAMICS**

Faculty  
Students  
Alumni  
Visiting Artists

**FACILITIES**

Throwing Studio  
Sculpture Studio  
Glazing Studio  
Graduate Studios  
BFA Studios  
Kiln Room

**PROGRAM**

BFA Degree Program  
MFA Degree Program  
Artist in Residence

**RESOURCES**

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Graduate Forms  
Syllabus

Technical Information  
Publications  
Other BayArea Ceramic Groups

**FIND US**

Contact Information  
Newsletter  
Facebook

## REACH

Students are able to feature their work online at a time where “online portfolios” were not mainstream, and portfolios were still being submitted via physical slides. This helped them get their work out there to ceramics community across the country, helping them build a reputation on a national level.

## 07

# PHOTOGRAPHY

I really enjoy taking photos of people because we're all extremely fascinating. Each one of us tells stories through our eyes, faces, clothes, the arch of an eyebrow. Every image is a moment in time; a capsule of thoughts and emotions. I love photographs because they help us connect and build empathy with each other.

