



MAI TRAN

question analyze visualize communicate



D E S I G N

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Checkout on eBay

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PayPal Shop

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Settings

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Adaptive Responsive

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Avid Studio

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SJSU Ceramics

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Photography

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My Philosophy



01

CHECKOUT ON EBAY

CHALLENGE Provide users with 1-click checkout on eBay. Users have two options: Apple Pay or PayPal. This poses a serious challenge of retaining customers at the same time provided the opportunity to create a checkout experience that users find to be easy.

Role: UX, visual, prototyping



THE BEFORE

FAMILIAR TERRITORY

The item description page has a lot of opportunity for PayPal to reinforce its value to customers. PayPal has an advantage because historically customers have always used PayPal to pay on eBay. PayPal needs to remind customers of why PayPal is a better choice.

PAYMENT REVIEW

The review page is ripe for improvements. Apple has neglected to consider customer's process when making a purchase, and thus treated all information equally.

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?

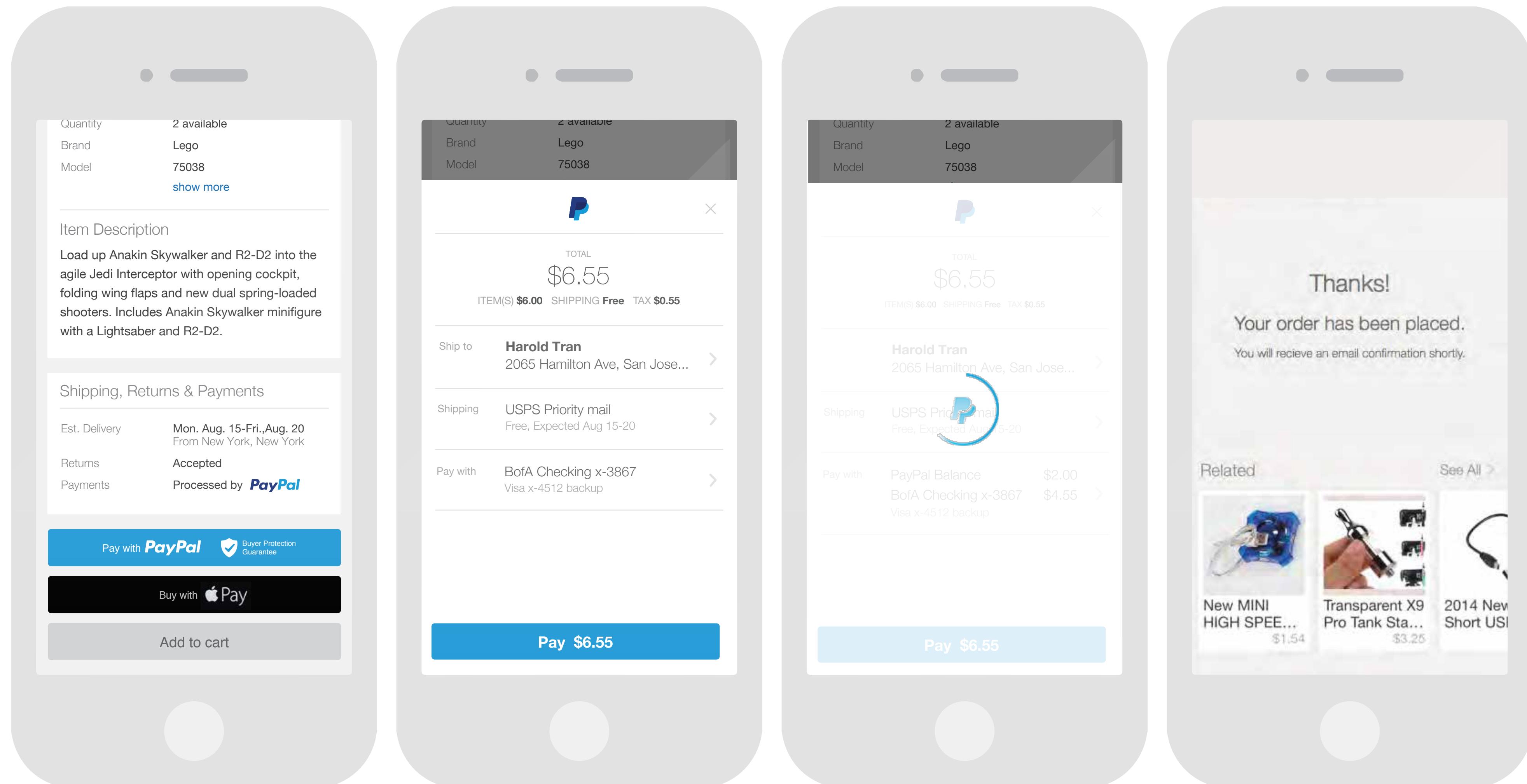
EBAY'S PROPOSAL

This screenshot shows an eBay item description page for a LEGO Star Wars Jedi Interceptor. At the top, it displays the time (8:08 AM), battery level (100%), and signal strength (5 bars). Below the header, there's a search bar with the word "Item" and a blue "Search" button. A large image of the yellow and black LEGO model is shown with a "1 of 3" indicator. The item title is "LEGO Star Wars Jedi Interceptor 223 Model 75038" and the price is \$6.00. It includes free shipping and an estimated delivery date of Aug 15. Below the main listing, there's a detailed product information section with fields for Condition (New), Quantity (2 available), Brand (Lego), and Model (75038). A "show more" link is present. The "Item Description" section provides a brief summary of the toy's features. The "Shipping, Returns & Payments" section lists delivery from New York, New York, accepted returns, and payments processed by PayPal. At the bottom, there are two buttons: a blue "Add to cart" button and a black "Buy with Apple Pay" button.

APPLE PAY

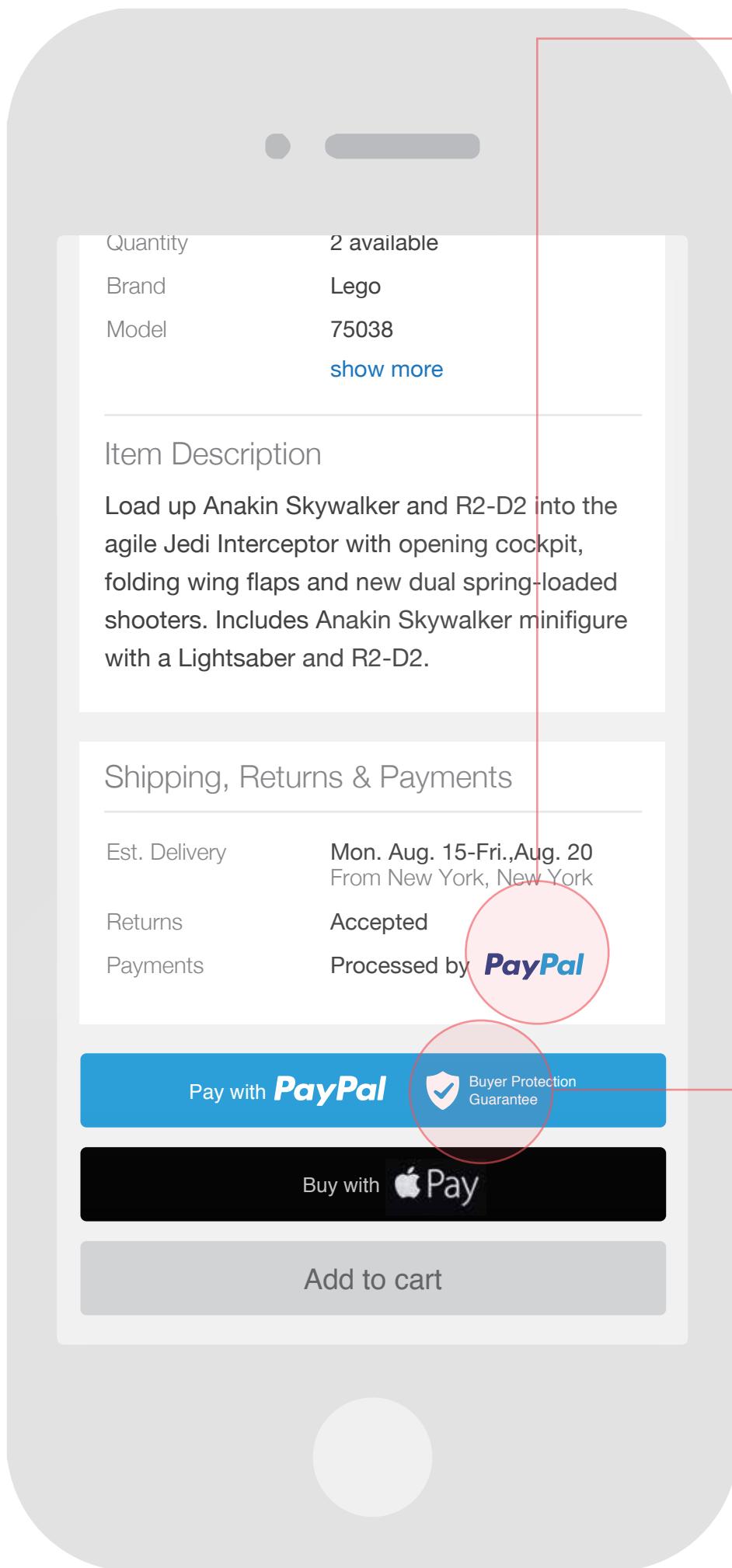
This screenshot shows an Apple Pay payment screen on an iPhone. The top status bar indicates the time (7:59 AM) and battery level (100%). The screen is titled "Item" and shows a thumbnail of the same LEGO model. The payment method is listed as "Apple Pay" with "WELLS FARGO P...CREDIT (---- 6996)" and the address "2065 HAMILTON AVE SAN JOSE CA...". The shipping information shows "MICA MERCE" at "2065 HAMILTON AVE SAN JOSE CA 95125 UNITED STATES". The payment method is listed as "USPS FIRST CLASS: FREE EXPECTED DELIVERY JUL 9 - 14". The contact information is "1 (408) 250-3422". The total amount is \$6.00, with \$0.00 for shipping and \$0.00 for tax. At the bottom, there's a red fingerprint icon and the text "Pay with Touch ID".

THE AFTER- EASY CHECKOUT



(eBay success page)

ATTENTION TO DETAIL

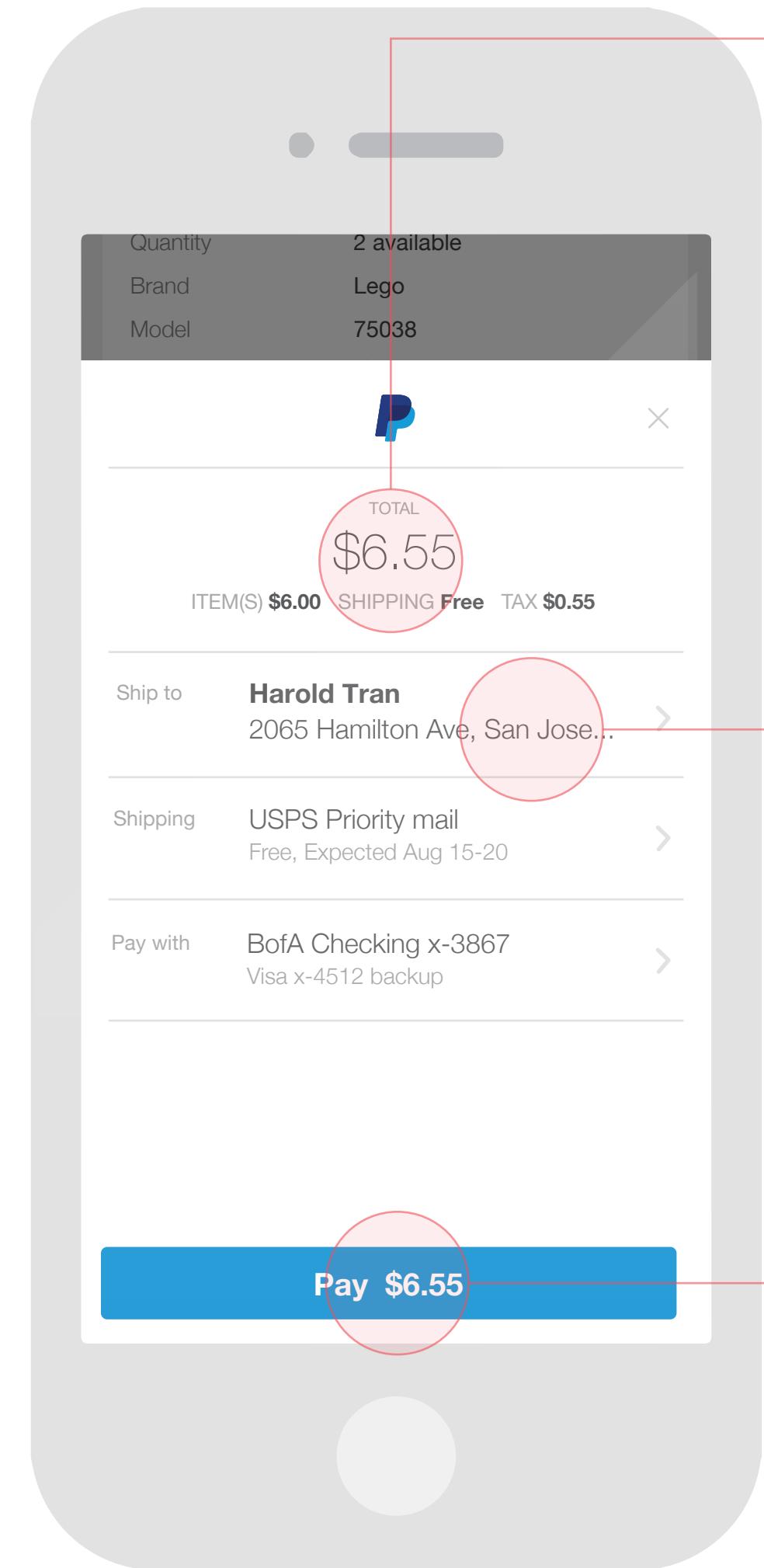


REINFORCE THE BRAND

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

1% loss equates to \$17million per year on eBay alone. This doesn't calculate the ripple effect of loss for PayPal on other merchant sites. The eBay marketplace consists of an array of merchants, the question of trustworthiness is always in the back of buyer's minds. By reinforcing the PayPal's buyer protection advantage, PayPal presents itself as being the smarter choice over Apple Pay.



AMOUNT

Verifying the amount is very important to the user. Since shipping varies by merchant and can greatly influence the total, the customer is first presented with how much their total purchase will cost.

SIMPLIFY INFORMATION

To further simplify and keep the page clean, the address is reduced to the street name—on one line.

CONFIRM PURCHASE

The final amount is displayed along with the 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



THE BEFORE

The screenshot shows a web browser window for the PayPal Shop. The URL is https://www.paypal.com/deals/#/offers. The interface is a grid of promotional offers. Each offer card includes the retailer's logo, name, a brief description of the deal, the expiration date, and two buttons: 'Save' and 'Use'. A search bar at the top right allows users to search by store name.

Offer Details	Offer Details	Offer Details
Brooks Brothers Shop Brooks Brothers Women's new arrivals today USE BY: 12/31/15	Brooks Brothers Shop Brooks Brothers Men's new arrivals today USE BY: 12/31/15	cymax.com Save up to 50% off Living Room Furniture plus Free Shipping USE BY: 3/31/15
ShoeMall Save up to 40% USE BY: 12/31/15	eBags.com \$10 off \$50 USE BY: 2/23/15	SkinStore* 20% off USE BY: 3/10/15
Shari's Berries 45% off Full Dozen Gourmet Dipped Swizzled Strawberries USE BY: 4/1/15	JCPenney 20% off \$100 USE BY: 2/22/15	FootSmart 20% off USE BY: 12/31/15
music123.com Free shipping on \$25+ USE BY: 12/31/15	music123.com Deal Central - Check out the Hottest Deals USE BY: 12/31/15	MUSIC & ARTS Shop Sale Items USE BY: 12/31/15
Woodwind & Brasswind	Woodwind & Brasswind	Musician's Friend

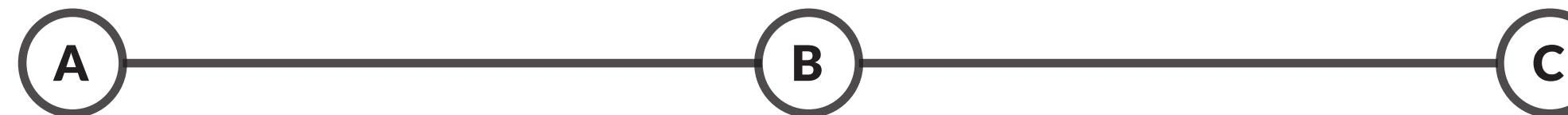
PROS

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

CONS

- Looks like spam
- Unclear organization
- Not sorted in logical manner
- Difficult to scan and read

STARTING OVER- 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



Influence the purchase

It starts with a desire/need for a product. This is the greatest opportunity to engage customers. Here, they are most likely to have a favorable impression and use PayPal at checkout.

Where PayPal currently comes into the picture

PAYPAL SHOP PRODUCT MODEL

PRODUCT TYPES



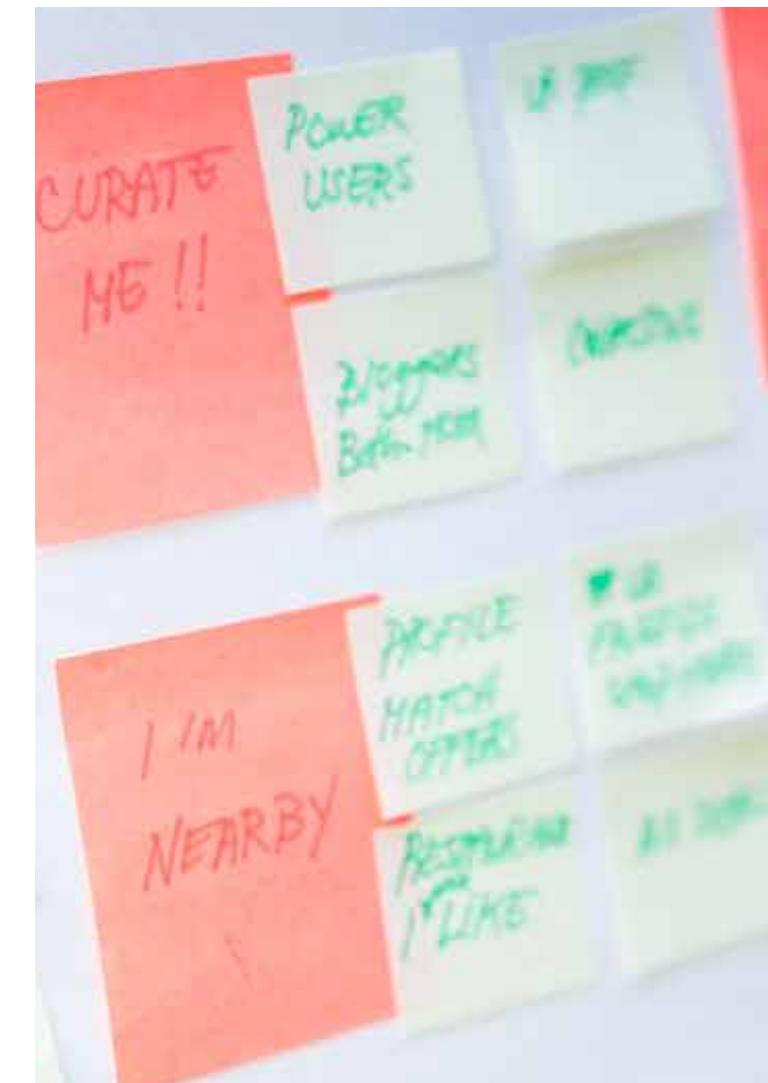
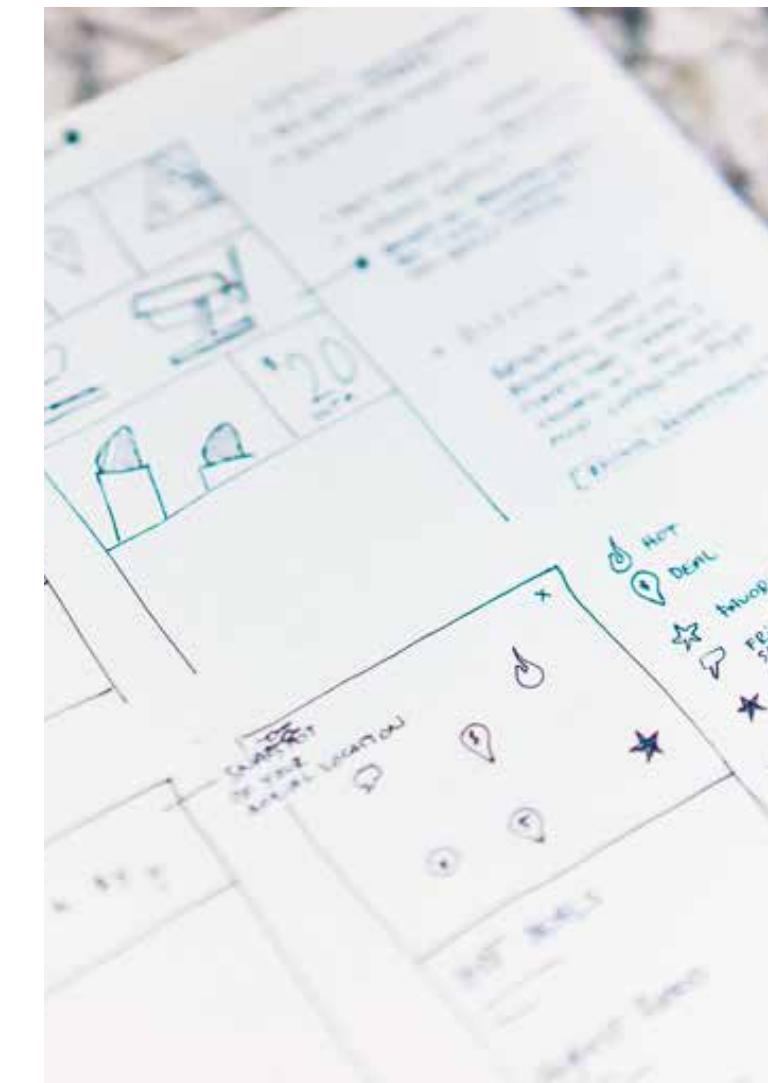
PRODUCT ATTRIBUTES



UNDERSTAND THE CUSTOMER & SPACE



**LOCAL
DISCOVERY
IN CONTEXT
MOST POPULAR
FOOD
GOOD DEALS
RELEVANT**



THE CUSTOMERS

PayPal has a top customer program called PayPal select. These customers are highly engaged with PayPal, and are a good starting point to develop and refine our shopping experience.

THE SPACE

PayPal is in the business of processing payments, not provide coupons and compete with services like Retail-Me-Not. The strategy behind shop is to gain customers by helping them with discovery of items, shops, and stores that are around them and in their sphere of interest.

Refocus the shop around personalized and nuanced experiences to reflect the shopping habits of our customers. Without the ability in the mvp to do explicit personalization, the shop can organize in a manner that is implicitly personalized.

IMPLICIT & EXPLICIT PERSONALIZATION

LEARNING

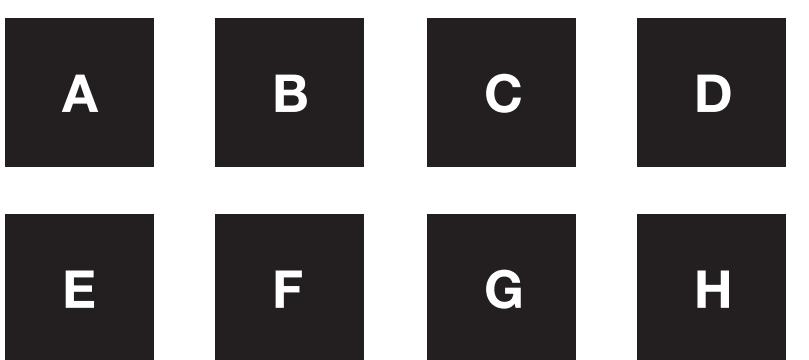
PayPal Activity (Implicit)

Cookies (Implicit)

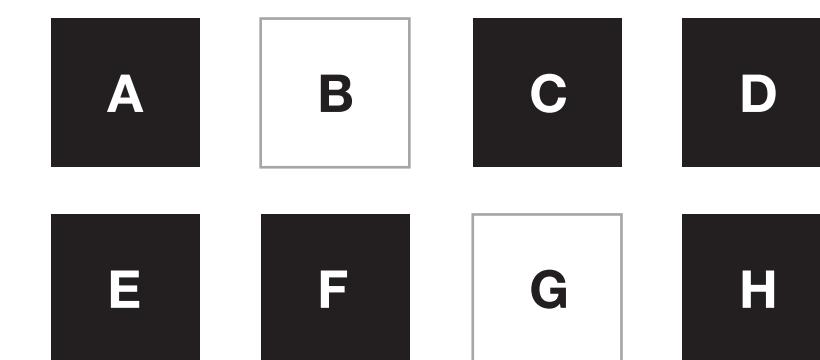
Ask them (Explicit)

PROFILING (Implicit)

Profile A



User X



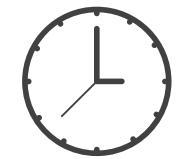
REINFORCING MOTIVATORS (Increase engagement)



- Personalization**
- Targeted offers**
- Relevant deals**
- Profiling**
- Discovery—suggests like topics
- Showcase categories



- Community trust**
- Curated content**
- User generated deals
- Top user highlights
- Sharing
- Rating
- Local deals**
- Merchant featurettes**



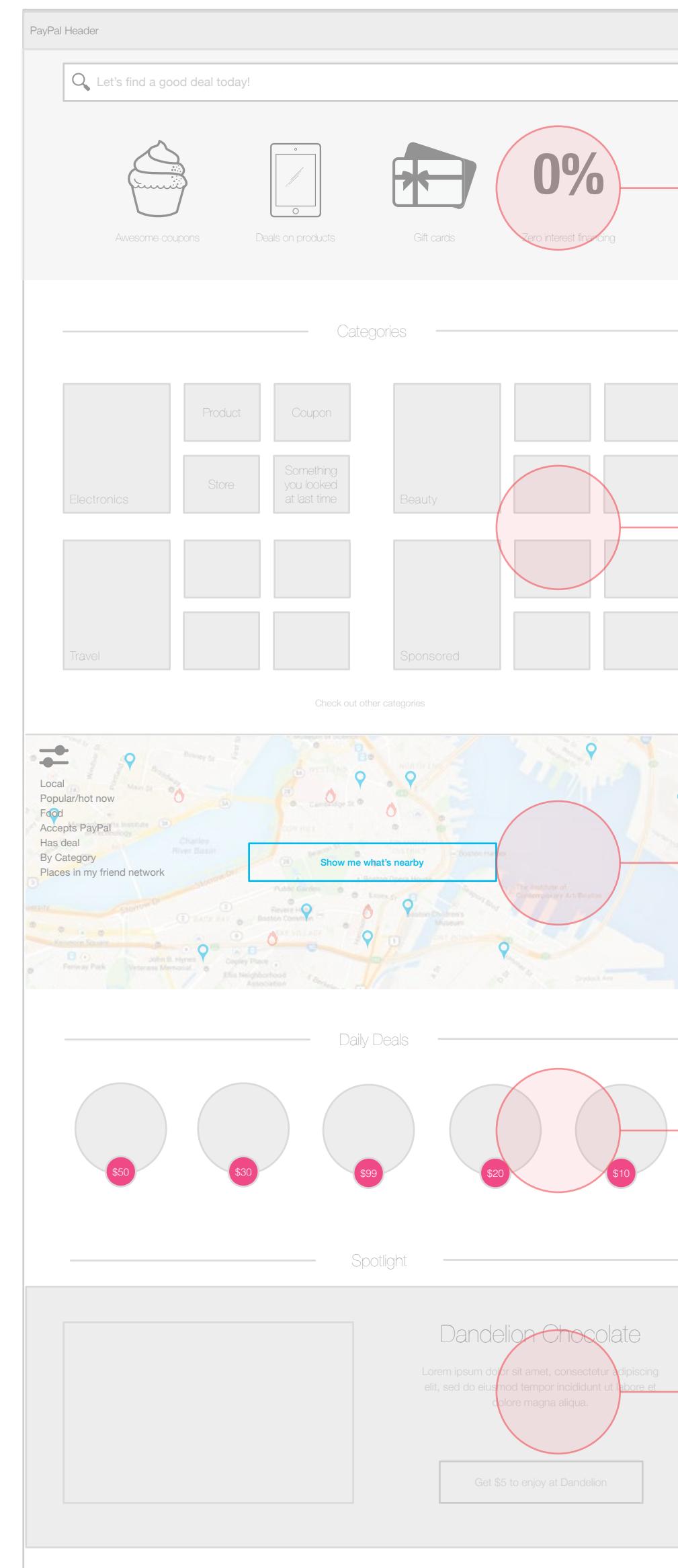
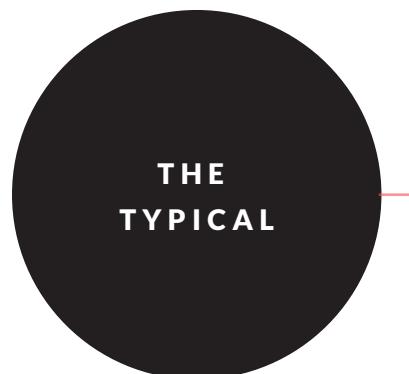
- Time boxed deals digests
- Emails
- push notifications
- quick scan
- Recognition
- Status
- Sense of importance
- Reinforce time invested
- Leaderboard
- Badges



- Visual reinforcement of savings
—#trans #saved #used
- Gamification—ranking, levels, status, easter eggs
- More visual impact
- Exclusivity

THE AFTER- EXPERIMENTATION MODULES

USER TYPES



EXPECTATION SETTING

Since this site is new to users, the hero spot lets users know there are four types of deals on the site: Coupons, products, gift cards, and interest free financing.

BY DEPARTMENT

For users who shop in one general category, this provides them with a method to see what deals are available.

SHOP LOCAL

Nothing is more personal, than what's local. A map view helps users see stores that have offerings nearby. Users can filter by what's popular, eateries, or deals.

DEAL SEEKERS

Some people can't RESIST good deals. Bring more traffic and high quality content by leveraging eBay's daily deals.

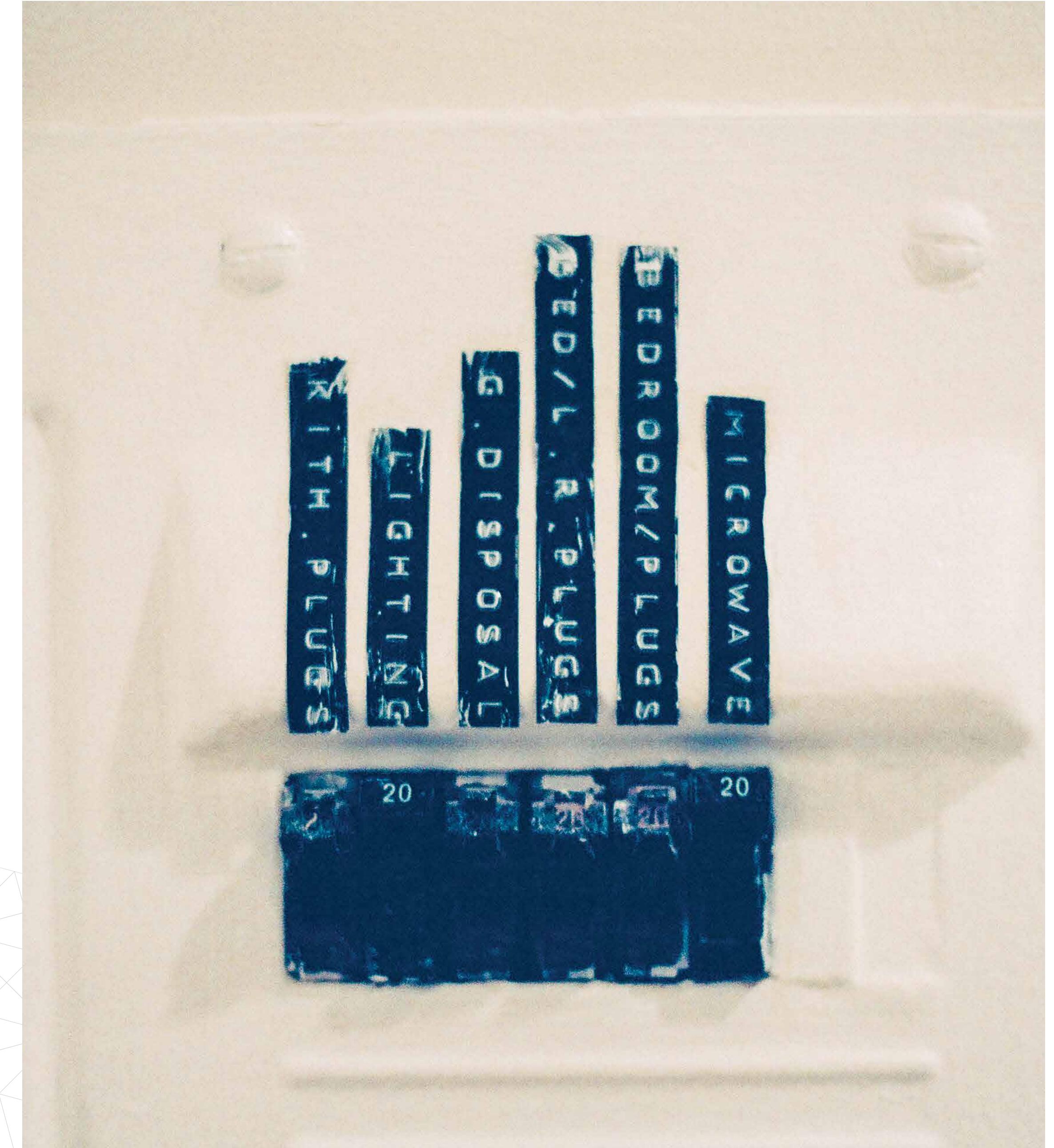
SUPPORT SMALL MERCHANTS

Everyone loves a good deal. Some people can't RESIST good deals.

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



THE BEFORE

The screenshot shows the original PayPal Settings interface. On the left is a vertical sidebar with links: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications, Selling tools, and More settings (which is highlighted with a blue bar). The main content area displays various account settings, each with a 'Update' link:

- Account type: Premier
- My checkout settings:
 - Digital goods at checkout: Manage payment settings for small amount transactions with merchants that do not require shipping.
 - Mobile checkout settings: Change automatic login and checkout settings for your mobile devices.
 - Mobile devices and push notifications: Link my mobile phone to my PayPal account.
- Notifications: Send me alerts when I change my account information, or when I have discounts or special offers.
- Customer Service ID: Customer Service PIN
 - When you call Customer Service, we'll ask you to confirm your identity using this account info.
- Travel plans: Let us know about your international travel plans. We'll help make sure that you can use PayPal during your trip.
- Security key: Add an extra layer of security to my account with a PayPal Security Key.
- Log In with PayPal: Websites where I've logged in with PayPal.
- Preferred language: English
- Time zone: (GMT-08:00) Pacific Time (Los Angeles, Seattle)

At the bottom, there are links for Classic, Help, Contact, Security, Feedback, Privacy, Legal, and Policy updates.

This screenshot shows the Notifications section of the PayPal Settings. It features a sidebar with links: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications (which is selected and highlighted in blue), Selling tools, and More settings. The main content area lists several notification categories, each with a 'Save' button:

- In-store checkout
 - Let me know when:
 - I make in-store purchases
- Coupons and special offers
- News and more from PayPal
- Account updates
- Payments

PROBLEM

Too many categories

Each category has many settings

Organization of categories is unclear

No logical order and taxonomy

Outdated settings

Does not work on mobile (pinch and zoom)

THE AFTER- MULTI-CHANNEL ACCESS

iPad 1:50 PM 47% PayPal, Inc.

PayPal Summary Activity Send & Request Wallet Shop Log Out

Minka Lastname Customer since 2001

Account Security Payment Settings Notifications

Address

Minka home 2211 N First Street San Jose, CA 95131 Confirmed, Primary	Minka office 2211 S Second Ave San Jose, CA 95131
---	---

Email

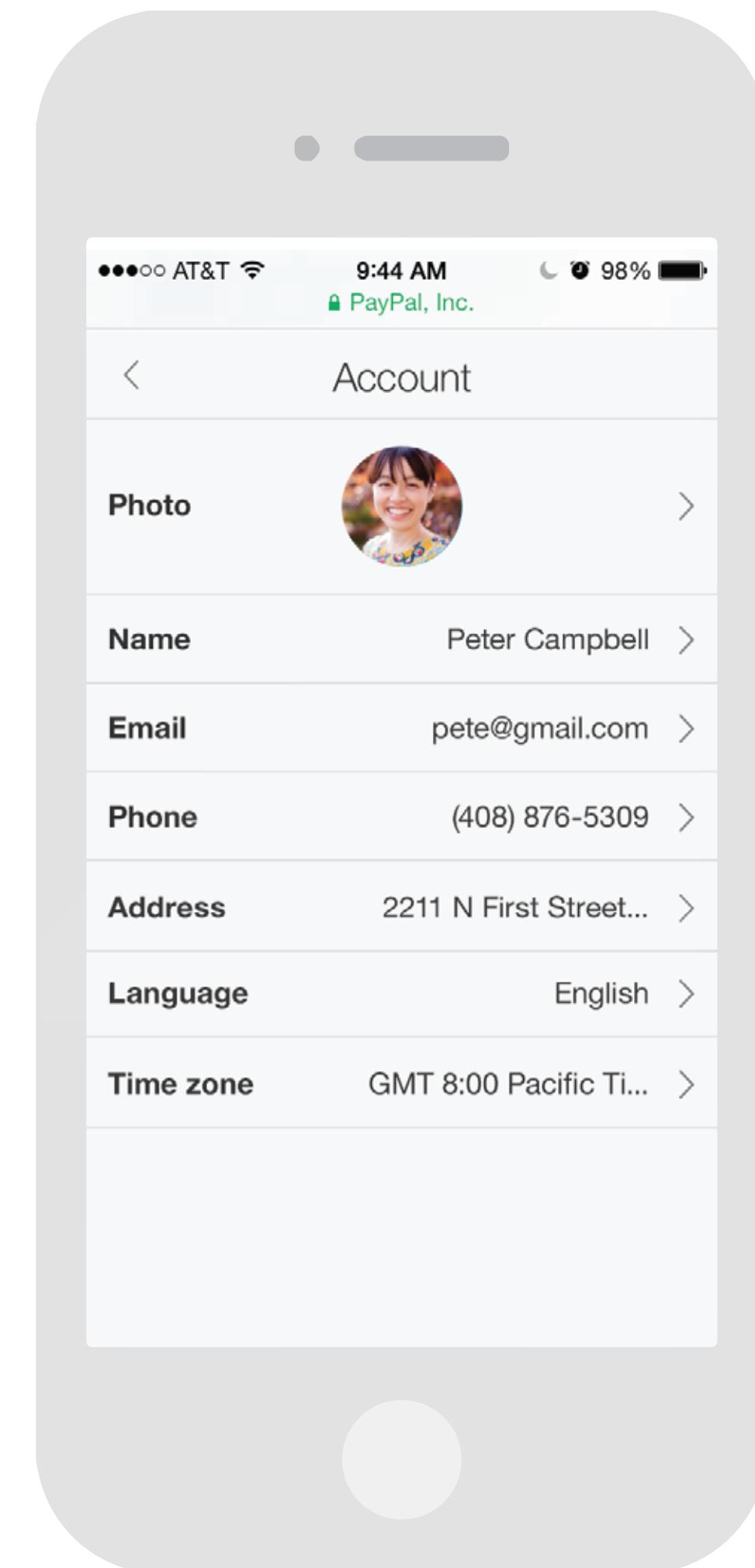
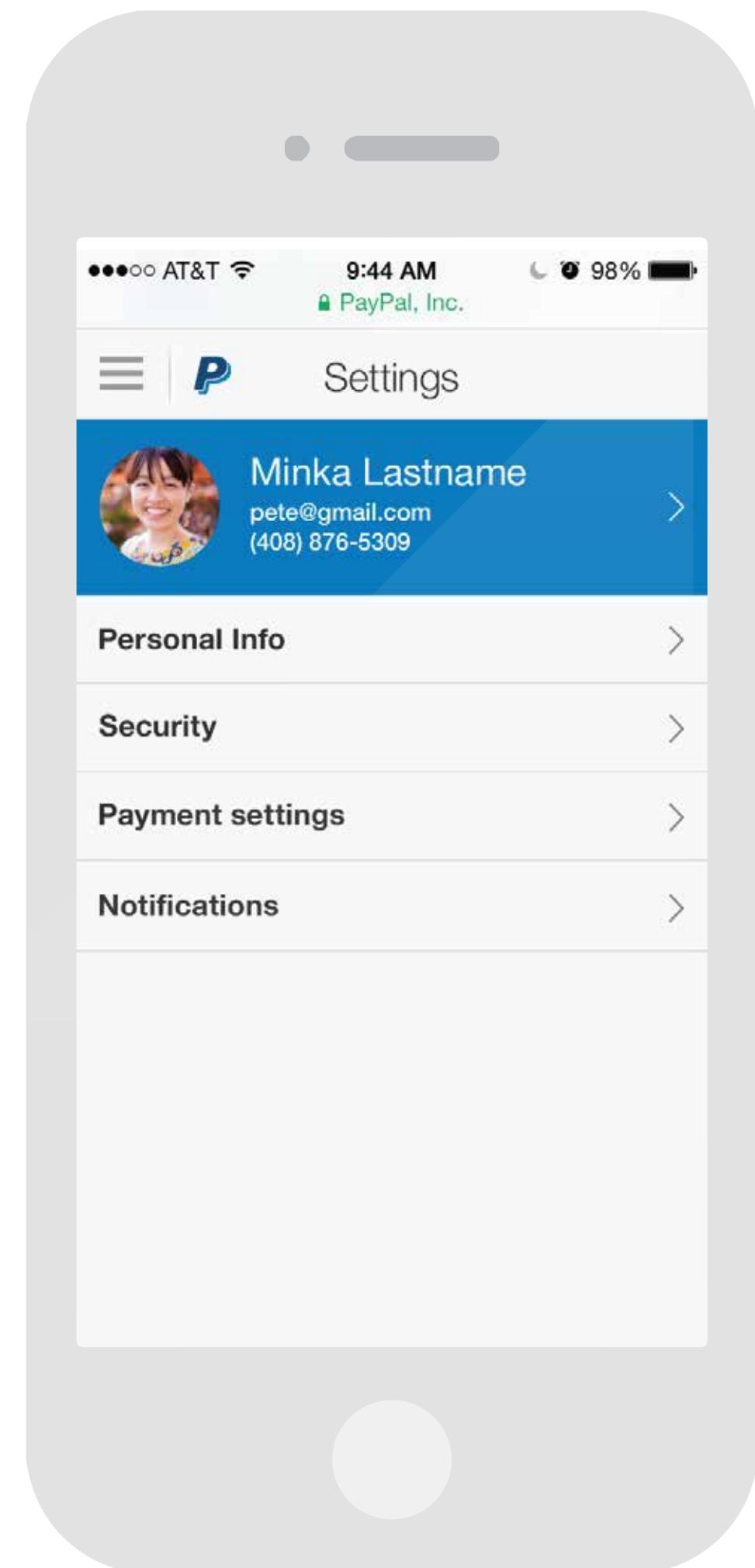
Pete@gmail.com Primary	Edit Delete	(555) 876-5309 Primary
Pete@yahoo.com	Edit Delete	(555) 345-1945
Pete@geocities.com		

Show more ↴

Language and time zone English **ID numbers** SSN xxx-xx-1234 **Account options** Upgrade to business account
GMT 8:00 Pacific Time (Los Ang... Merchant ID MC1948584922 Close account

Classic site Help Contact Security Feedback

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NEW INFORMATION ARCHITECTURE

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

SETTINGS SIMPLIFIED

The screenshot shows the PayPal mobile web application interface. At the top, there's a header bar with the PayPal logo, a summary link, activity link, send & request link, wallet link, shop link, a notifications icon (with a red '2'), a gear icon, and a log out button. Below the header is a profile section for 'Minka Lastname' with a photo, followed by tabs for Account, Security, Payment Settings, and Notifications. The main content area is titled 'Address' and lists two entries: 'Minka home' (2211 N First Street, San Jose, CA 95131) and 'Minka office' (2211 S Second Ave, San Jose, CA 95131). Both are marked as 'Confirmed, Primary'. Below this are sections for 'Email' (listing Pete@gmail.com as primary, and Pete@yahoo.com and Pete@geocities.com) and 'Phone' (listing (555) 876-5309 and (555) 345-1945, both marked as primary). At the bottom, there are links for Language and time zone (English, GMT 8:00 Pacific Time), ID numbers (SSN xxx-xx-1234), and Account options (Upgrade to business account, Close account).

REINFORCE IDENTITY

User's profile. Reinforce account.

SIMPLIFY TOP LEVEL NAV

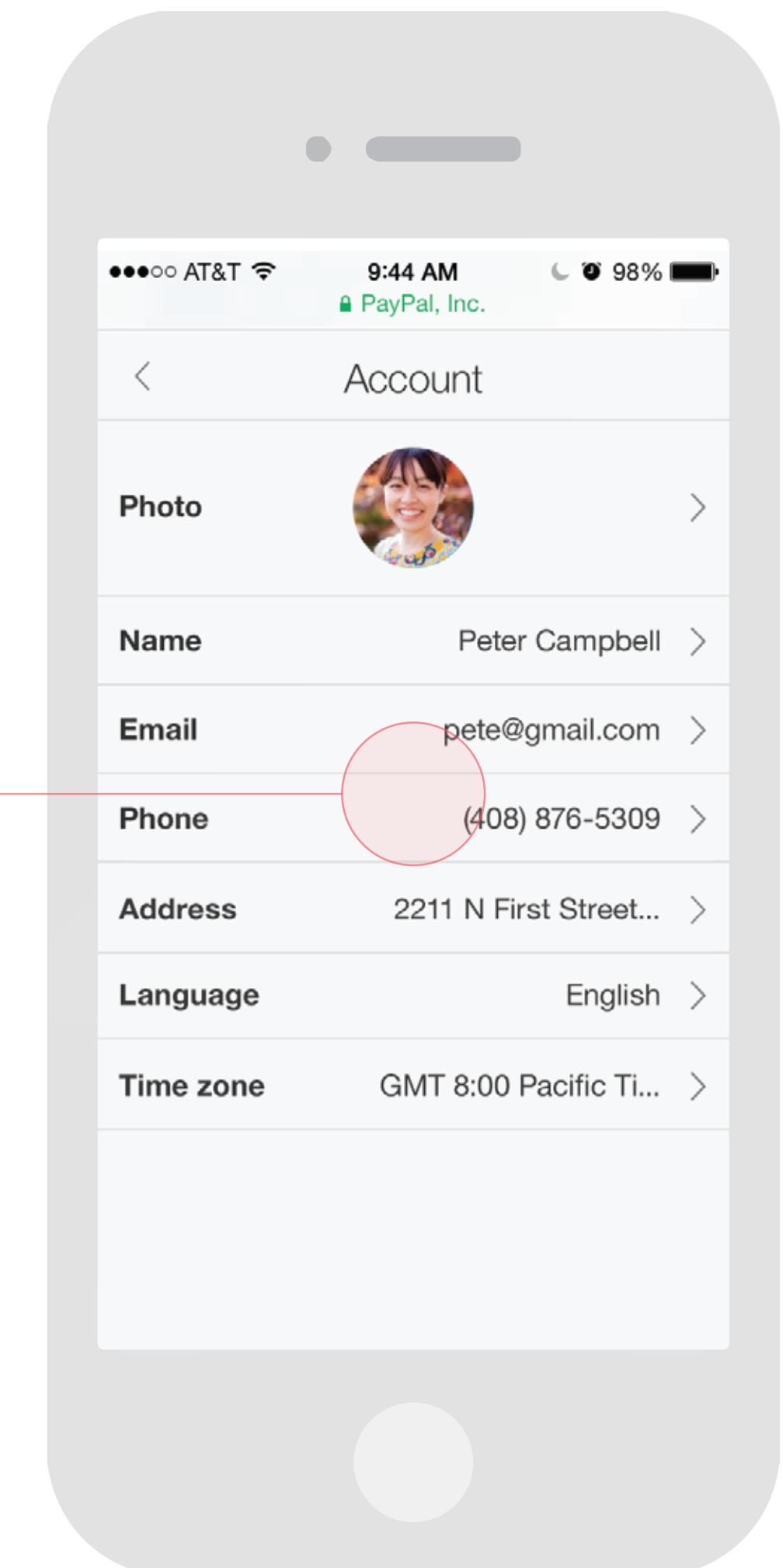
Top level organization of information reduced to 4 sections

MOST ACCESSED SETTINGS

Address, email, and phone are the most updated settings. Bringing this front and center addresses 82% of settings usage, no more need to look around.

DESIGNED FOR MOBILE

Using channel detection, experience is tailored for mobile access.

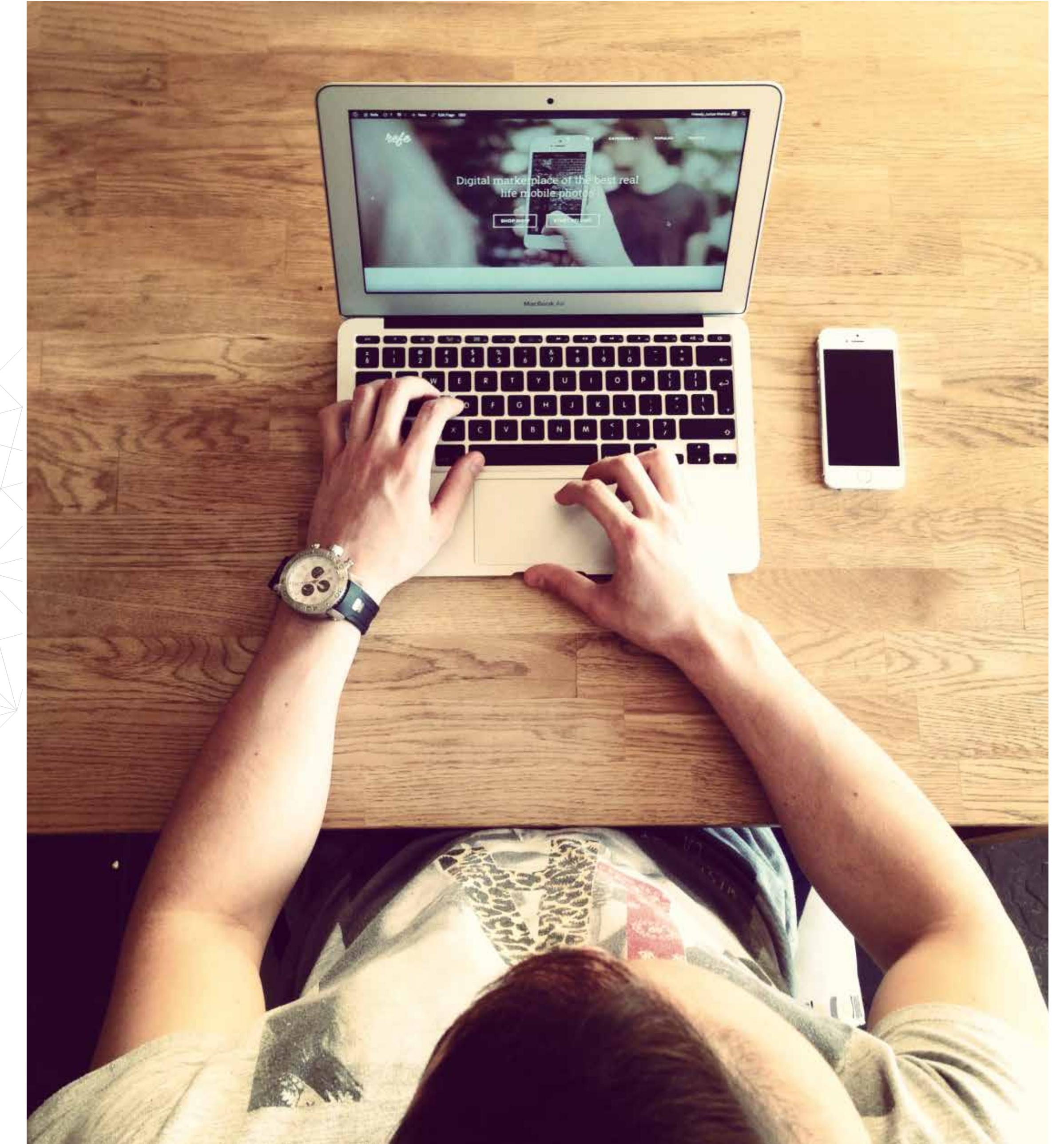


04

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

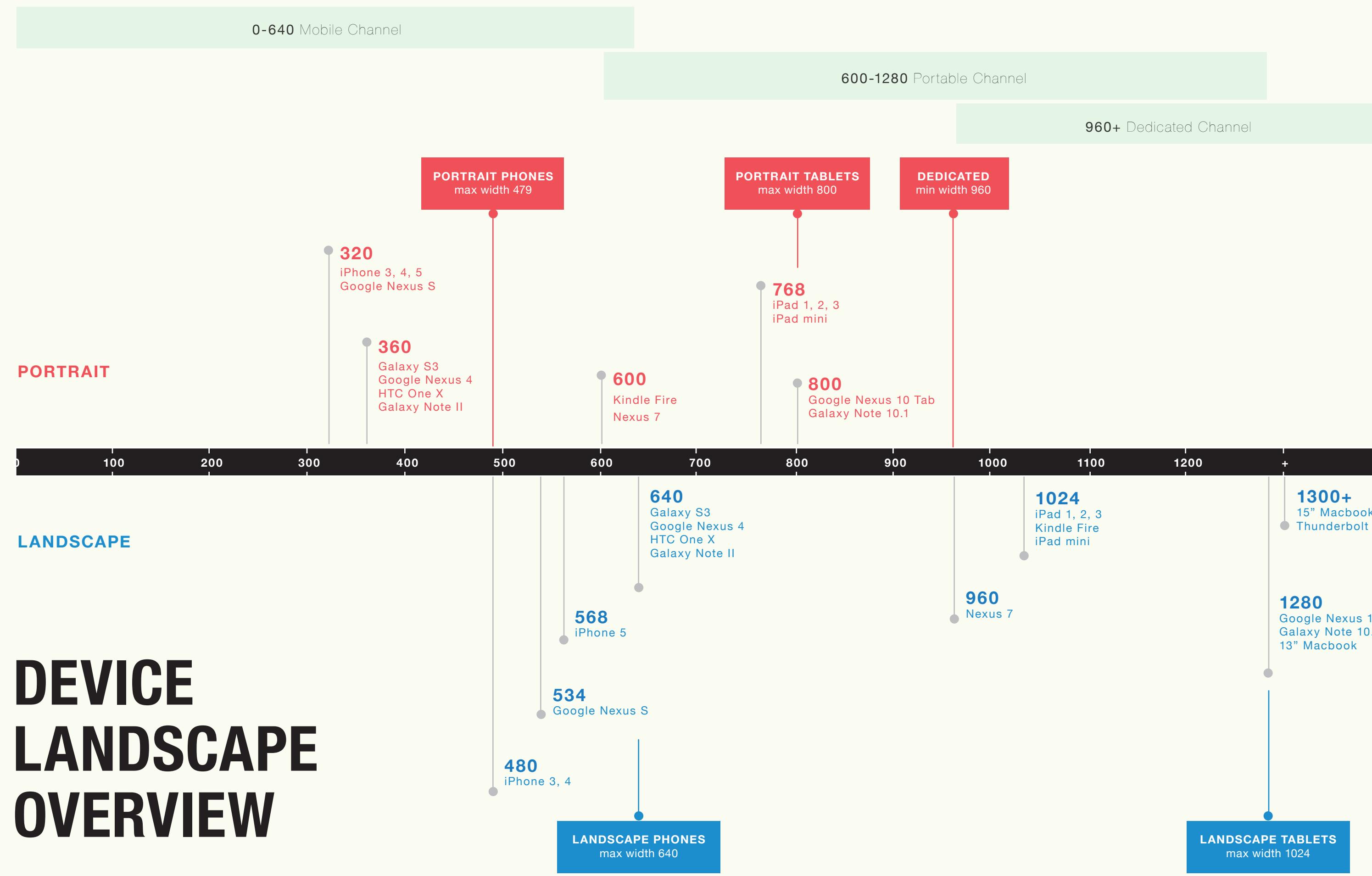
Using a smartphone is contextually different than using a laptop. Not to mention the differences in form factor. Mobile devices are highly contextual, single-threaded, extremely personal and always connected but with relatively small bandwidth. Laptops are task-work focus, multi-threaded, less contextual, 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



ASSESSING THE SITUATION

Screen widths vary greatly within each channel, by looking at the landscape of devices I identified breakpoints where it is optimal to shift and change layout. The diagram plots the detected resolution of devices within portrait and landscape in an array by detected resolution.

Adaptive Web Design

CONTEXTUAL EXPERIENCES

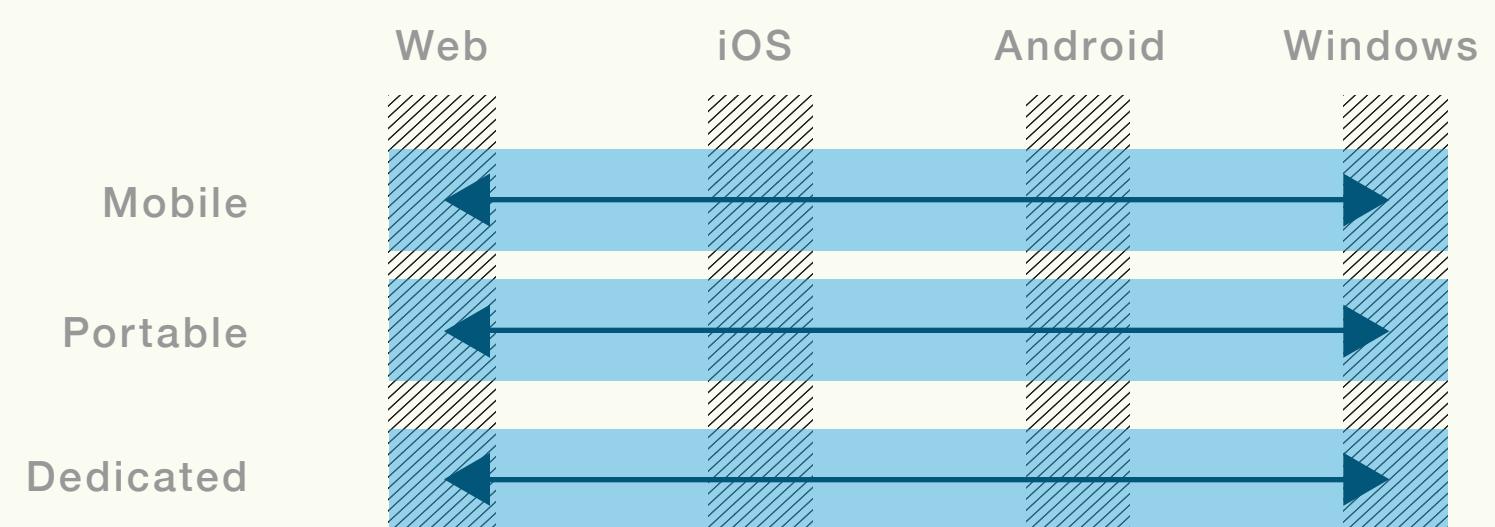


DEVELOPING A STRATEGY

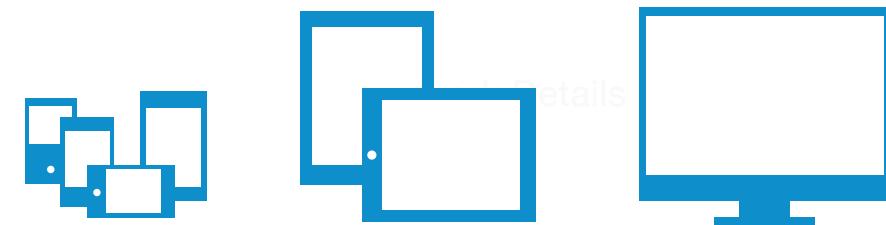
Screen widths vary greatly within each channel, by looking at the landscape of devices I identified breakpoints where it is optimal to shift and change layout. The diagram plots the detected resolution of devices within portrait and landscape in an array by detected resolution.

Behavior Considerations

THINKING ABOUT CHANNELS

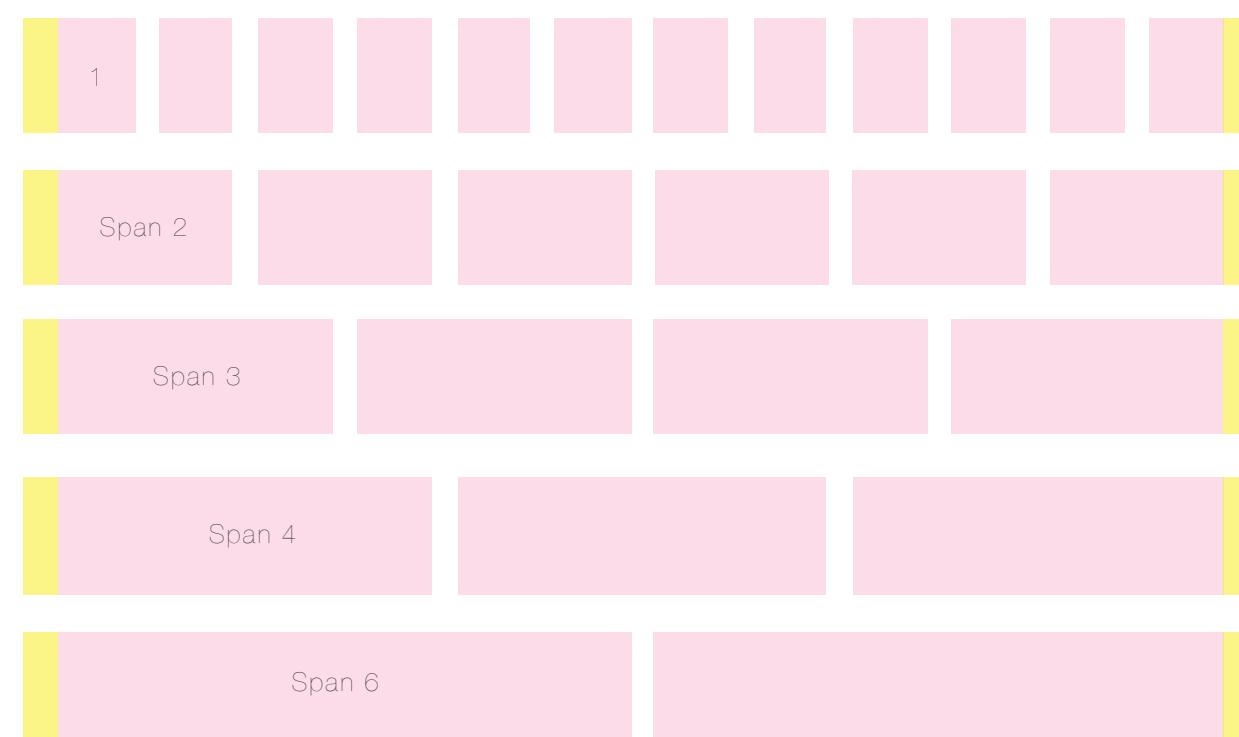


ESTABLISHING BREAKPOINTS AND GRIDS



Implementation grid

Combinations of spans and columns.



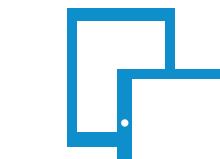
Mobile

Portrait Orientation

Breakpoint: 479px max
Width: Fluid, 100%
Layout: 4 Columns
Details: 4 columns / 20.5% columns / 3.5% gutters / 3.75% margins

Landscape Orientation

Breakpoint: 480px min
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 12.5% columns / 3.5% gutters / 3.75% margins



Portable

Portrait Orientation

Breakpoint: 767px max
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 12.5% columns / 3.5% gutters / 3.75% margins

Landscape Orientation

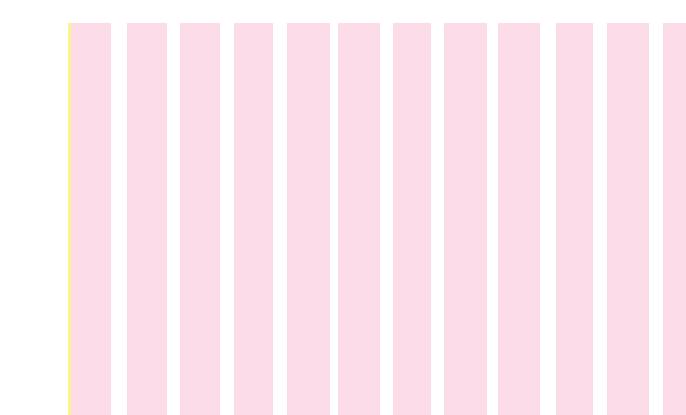
Breakpoint: 1023px max
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 13% columns / 3% gutters / 3.5% margins



Dedicated

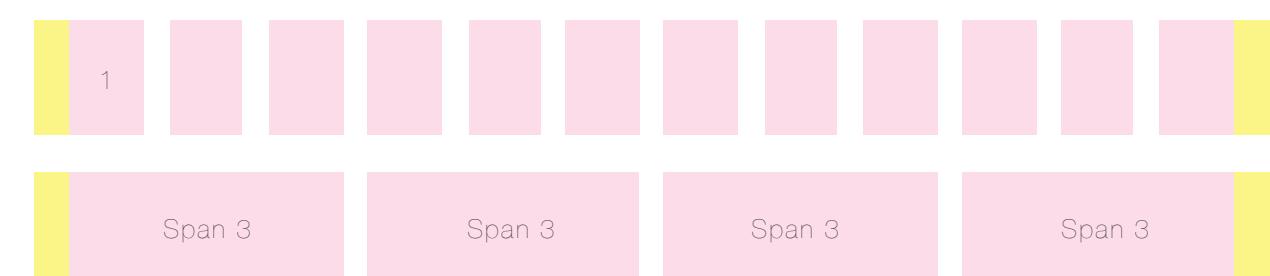
Dedicated Channel

Breakpoint: 960px min - 1170px max
Width: Fixed 0-960 and 1170+, Fluid 960px-1170px
Layout: 12 Columns
Details: 12 columns / 6.25% columns / 2.083% gutters / 1.041667% margins

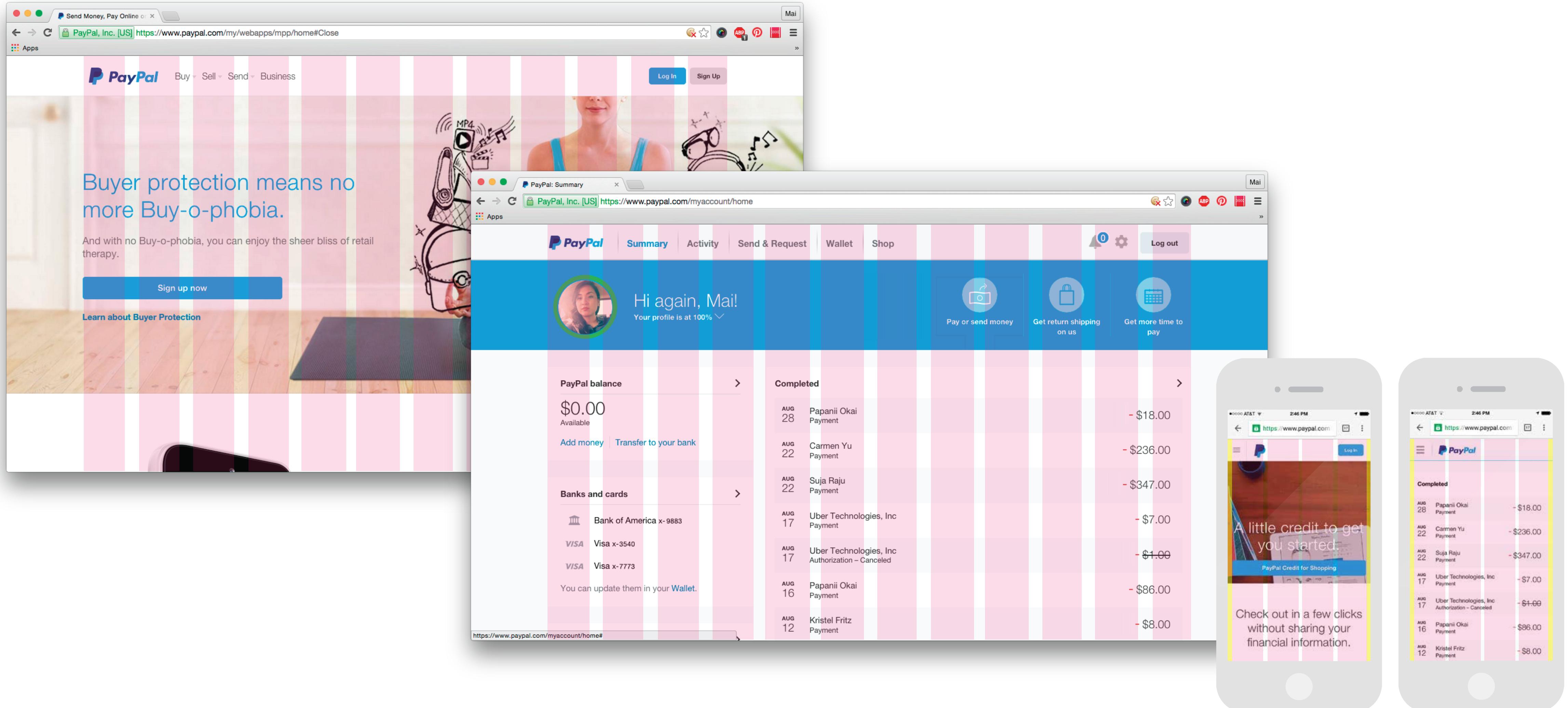


Example

A 4 column mobile portrait design grid folds 3 columns and 2 gutters per span (a total of 4 spans).



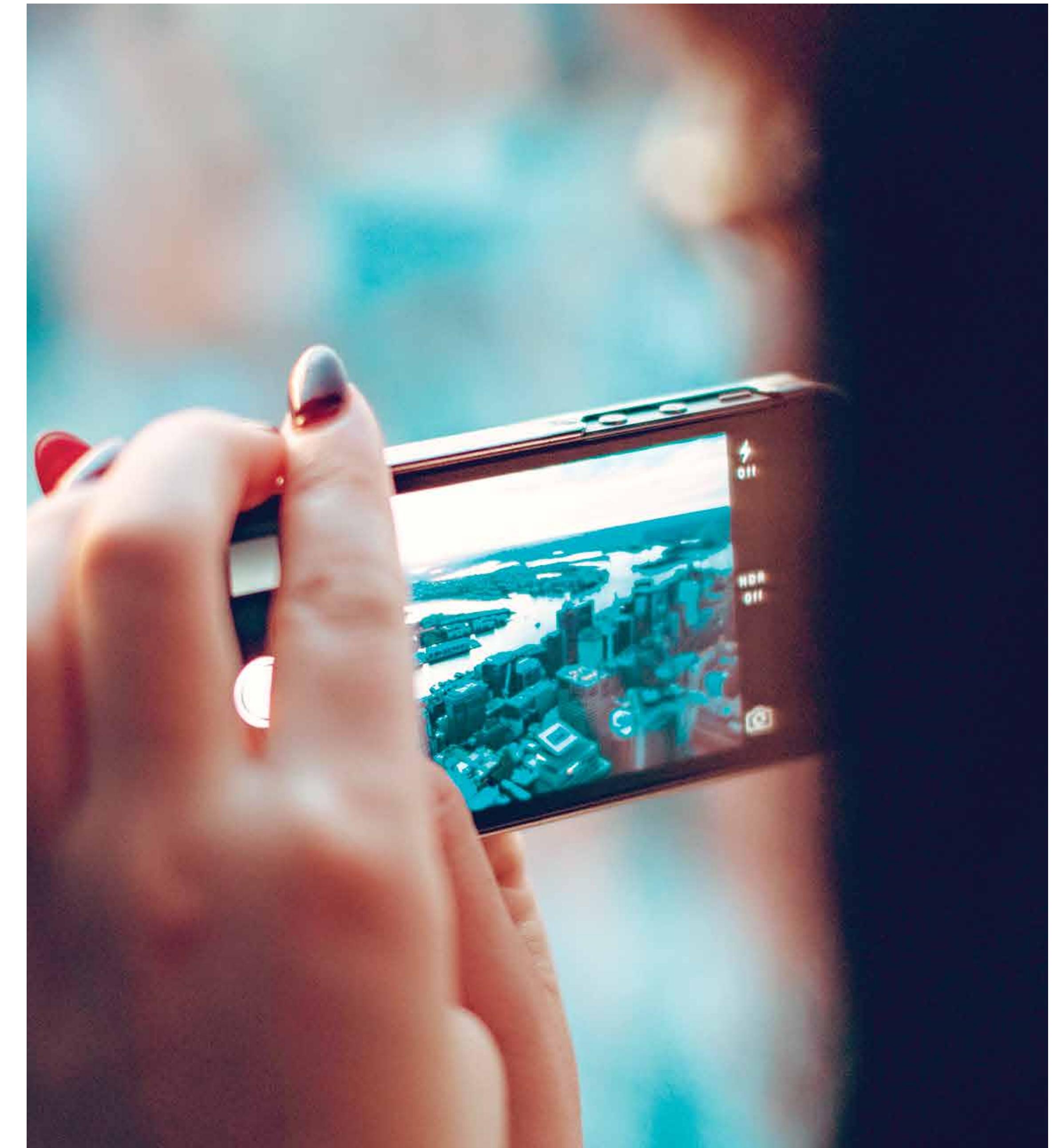
THE AFTER- MULTI-CHANNEL ACCESS FOR ALL PAYPAL PRODUCTS

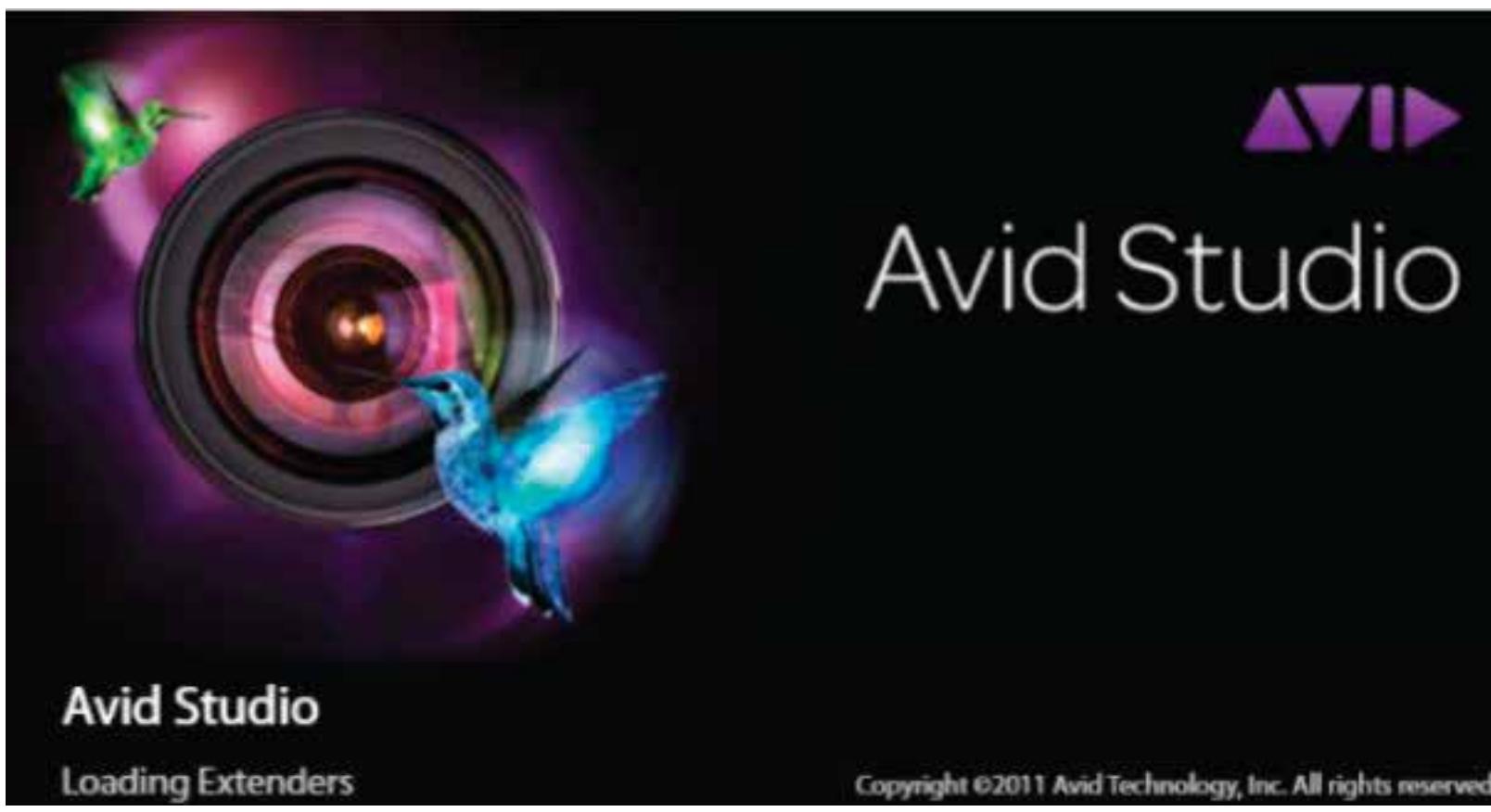


05 AVID STUDIO

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



06

SJSU CERAMICS

CHALLENGE Attract top graduate candidates to the SJSU ceramics BFA and MFA program. Designed in 2006

Role: IA, UX, visual, Development HTML, CSS, Java

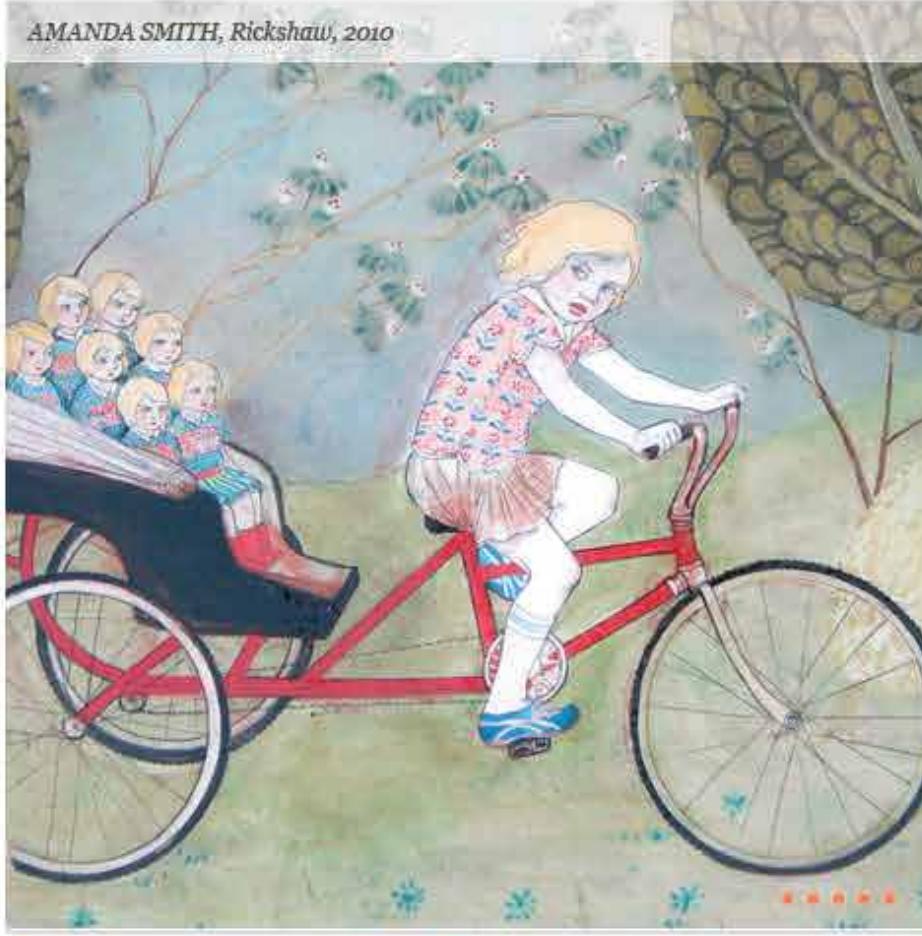


APPEALING TO CANDIDATES NEEDS

SJSU Ceramics

WE ARE SJSU CERAMICS **OUR PROGRAM** FIND US

AMANDA SMITH, Rickshaw, 2010



SJSU AT NCECA 2010
Four students from the BFA and MFA program selected to exhibit.

FACULTY

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
Klin 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



SCULPTURE STUDIO

THROWING STUDIO

OUR FACILITIES
There are three separate spacious classrooms for sculpture, throwing, mold-making, and figure modeling.

MFA STUDIOS

KILNS

GLAZING STUDIO

SJSU CERAMICS

FACILITIES

PROGRAM

RESOURCES

FIND US

Faculty
Students
Alumni
Visiting Artists

Throwing Studio
Sculpture Studio
Glazing Studio
Graduate Studios
BFA Studios
Klin 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

SHOWCASING THE TALENT

The website features a large image of a ceramic sculpture resembling a landscape with green hills and a golden, organic base. To the right, a bio for Ben Eberle is displayed, followed by links to his website and email. Below this is a "STUDENT GALLERY" section with images of work by Amanda Smith, Bryan Yerian, Max Rain, and Jon Yao.

SJSU Ceramics

WE ARE SJSU CERAMICS | OUR PROGRAM | FIND US | search

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

STUDENT GALLERY

AMANDA SMITH | BRYAN YERIAN | MAX RAIN | JON YAO

AMANDA SMITH | BRYAN YERIAN | MAX RAIN | JON YAO

SJSU CERAMICS

FACILITIES

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Visiting Artists

PROGRAM

BFA Degree Program
MFA Degree Program
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The page has a large orange background with two images: a painting of a scene with figures at a table and a photograph of a ceramic sculpture with a play button overlay. Below the images are sections for MFA, BFA, Alumni, and Artist in Residence, each with a grid of student profiles. At the bottom, there are links for admission, degree requirements, committee advisors, and pre-thesis.

SJSU Ceramics

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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 SIDEY | RANDY BRICCO | BEN EBERLE

ADMISSION REQUIREMENTS | DEGREE REQUIREMENTS | COMMITTEE ADVISORS | PRE-THESIS

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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.

