MAI TRAN

question analyze visualize communicate

DESIGN

01
Checkout on eBay

02
PayPal Shop

03
Settings

04
Adaptive Responsive

05
Avid Studio

06
SJSU Ceramics

07
Photography

08
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.

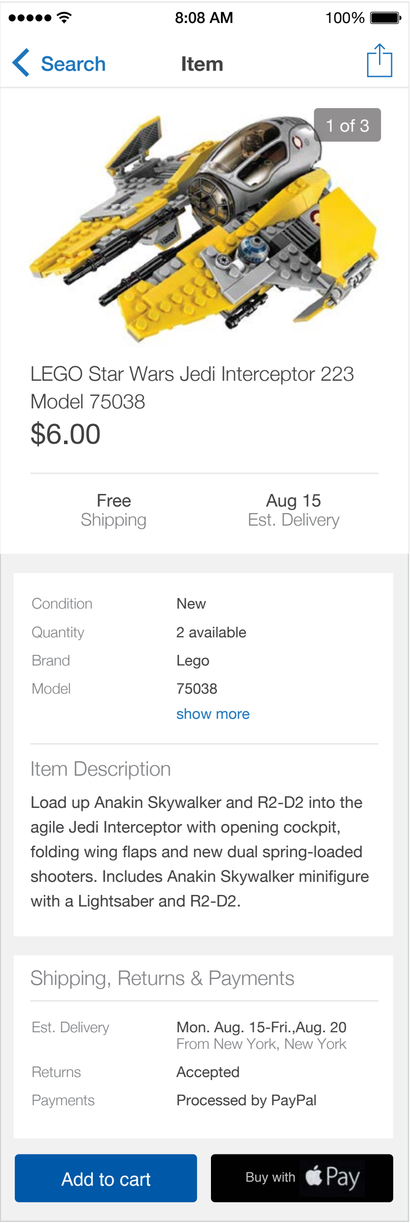
PAYMENT REVIEW

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.

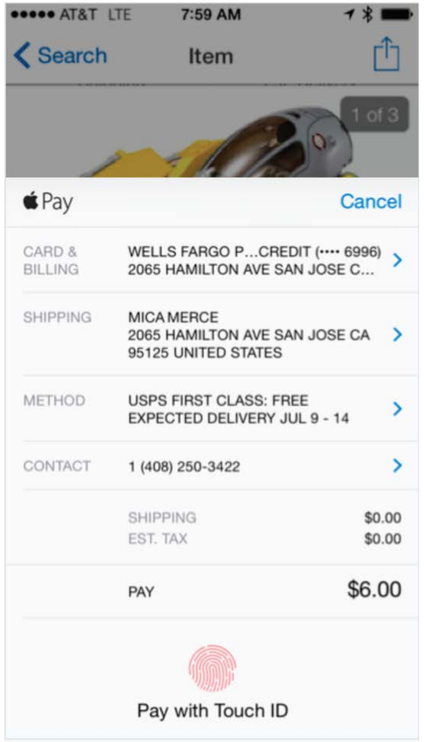
Thought process:

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?

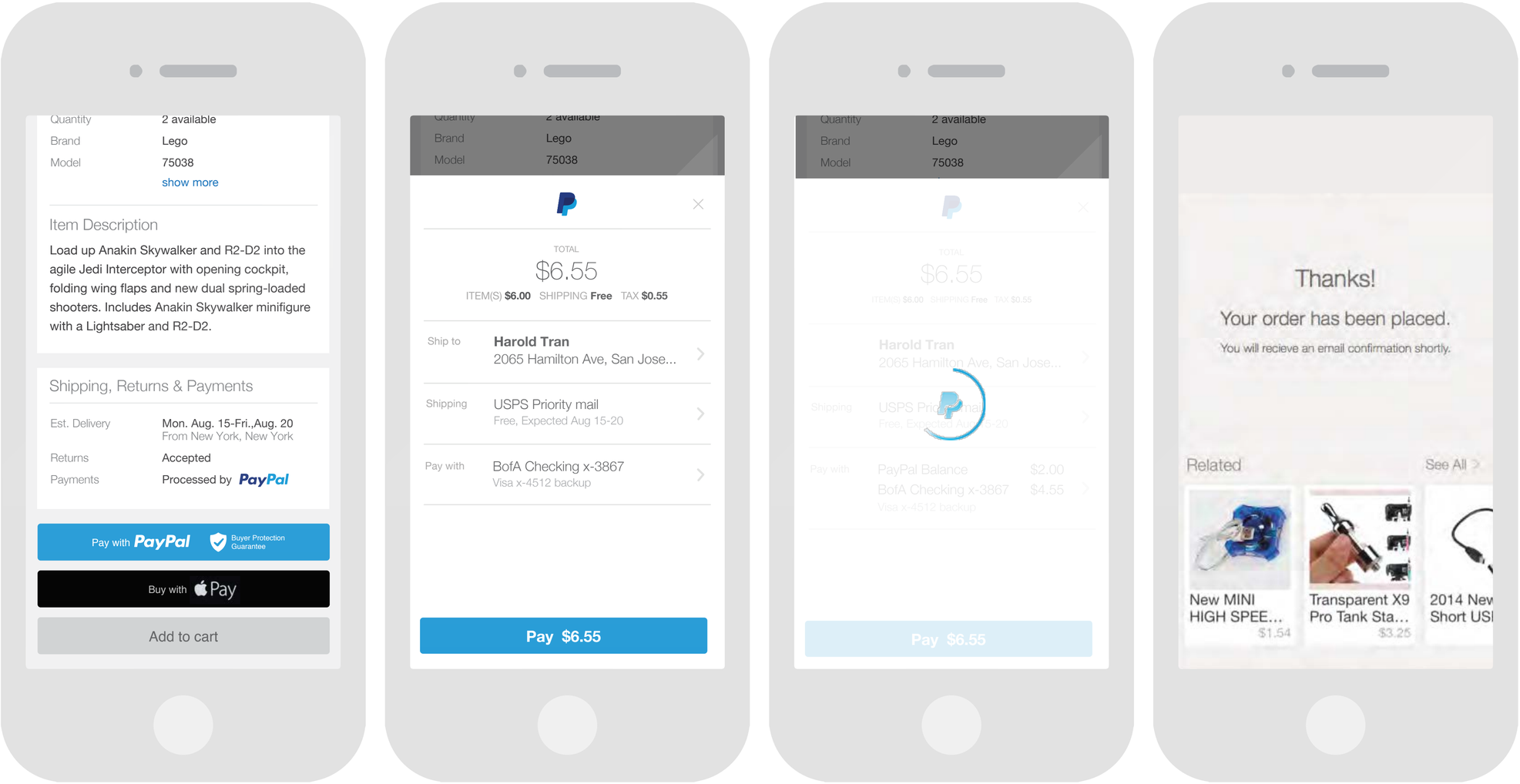
EBAY'S PROPOSAL



APPLE PAY

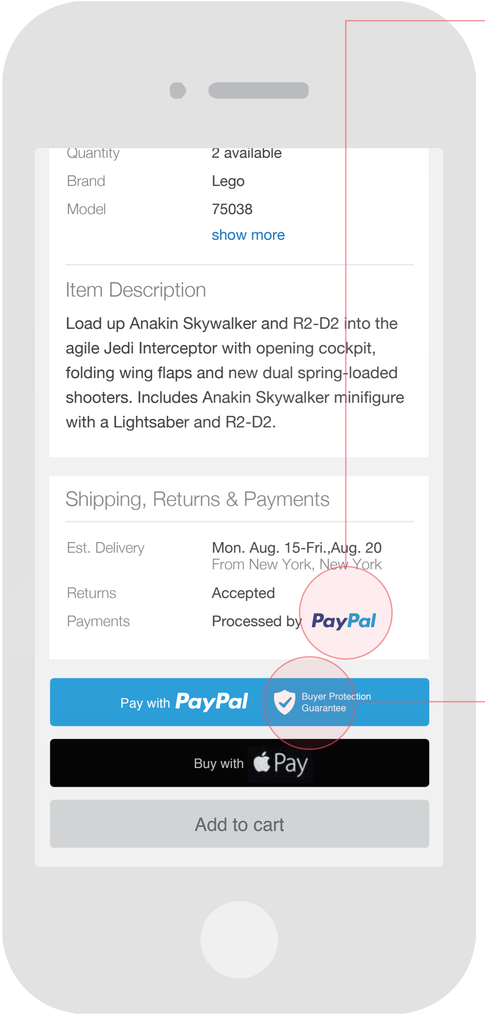


THE AFTER- EASY CHECKOUT



(eBay success page)

ATTENTION TO DETAIL



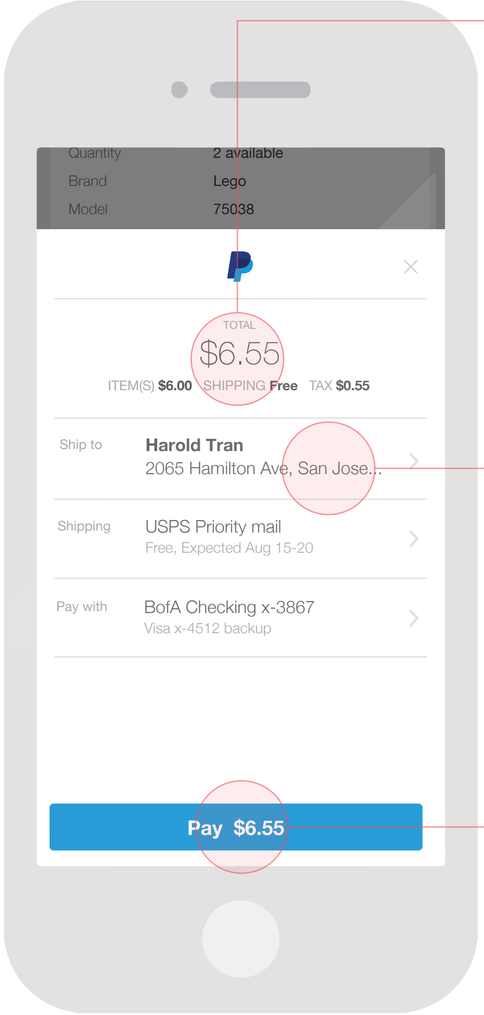
REINFORCE THE BRAND

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?"

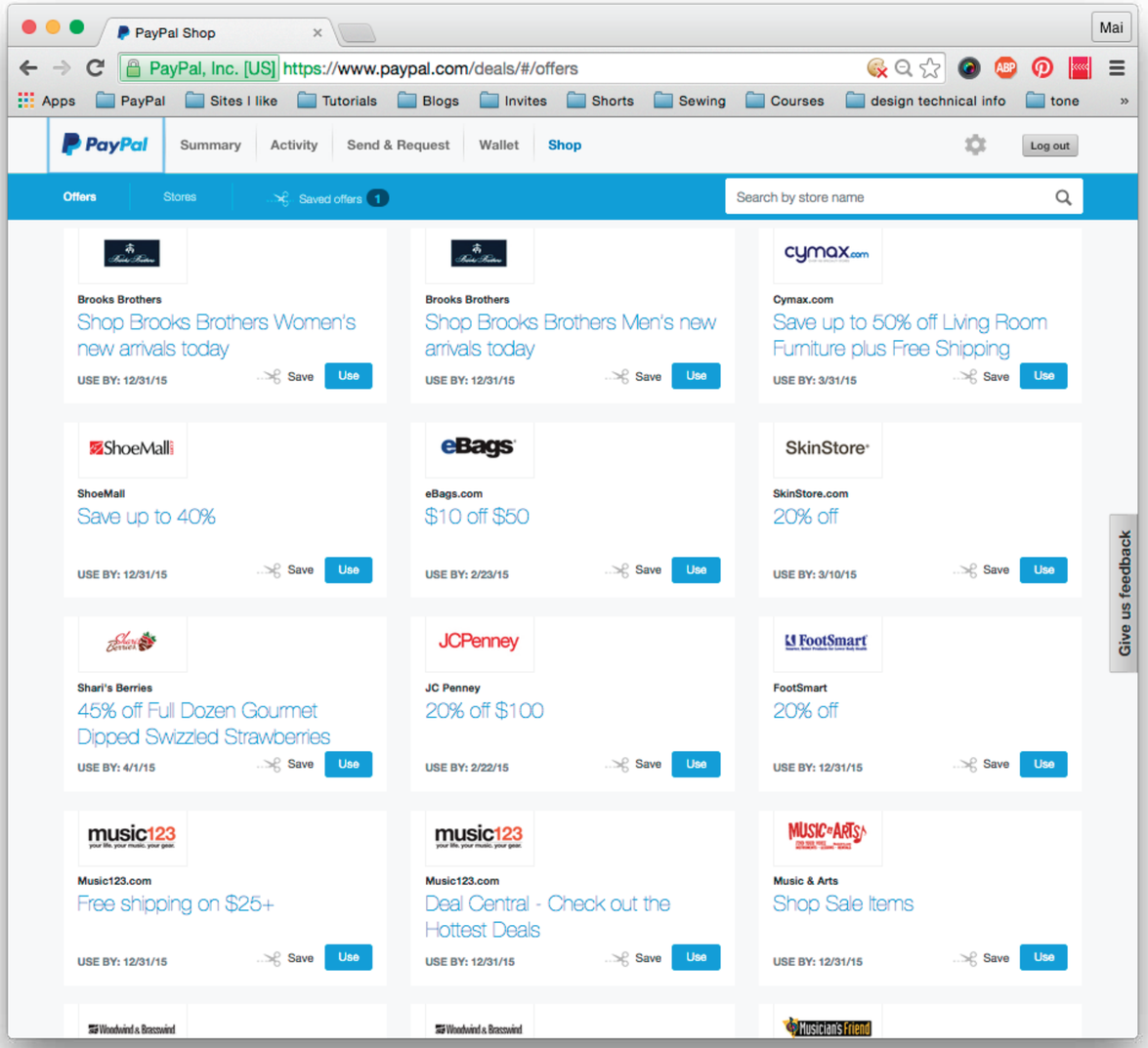
02

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



PROS

Pretty good deals

Wide selection of retailers

Comparable deals to Retail-me-not

CONS

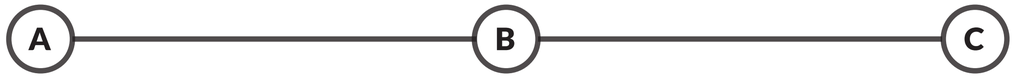
Looks like spam

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

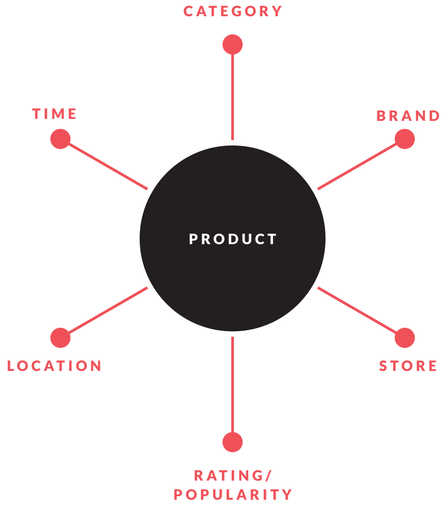
It starts with a desire/need for a product. This is the greatest opportunity to engage customers. Here, they are most likely to have a favorable impression and use PayPal at checkout.

Where PayPal currently comes into the picture

PAYPAL SHOP PRODUCT MODEL

PRODUCT TYPES

PRODUCT ATTRIBUTES



UNDERSTAND THE CUSTOMER & SPACE

LOCAL

DISCOVERY

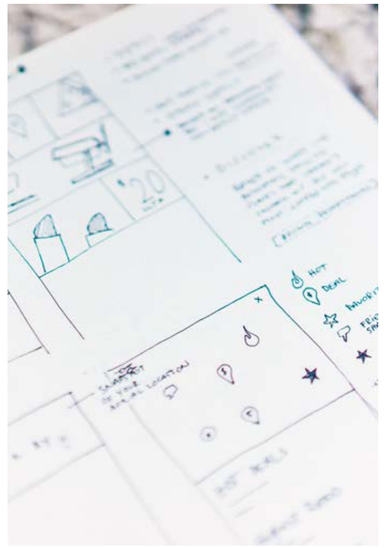
IN CONTEXT

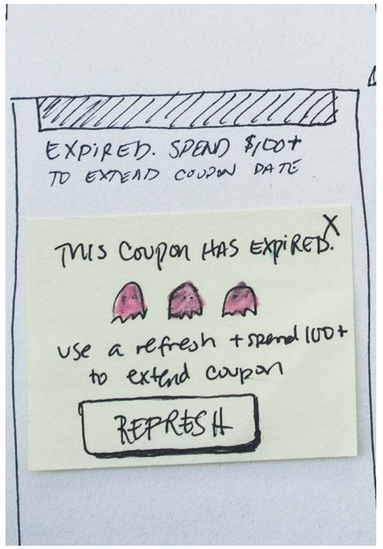
MOST POPULAR

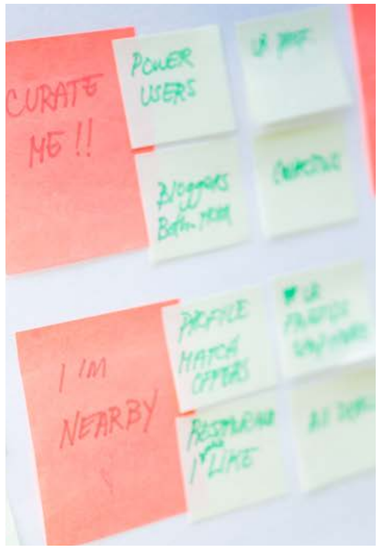
FOOD

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

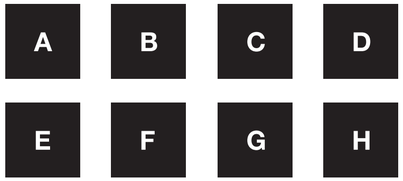
PayPal Activity (Implicit)

Cookies (Implicit)

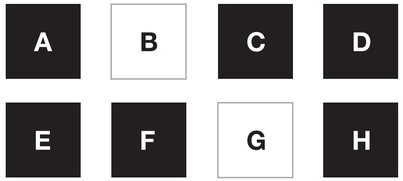
Ask them (Explicit)

PROFILING (Implicit)

Profile A



User X



REINFORCING MOTIVATORS (Increase engagement)

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

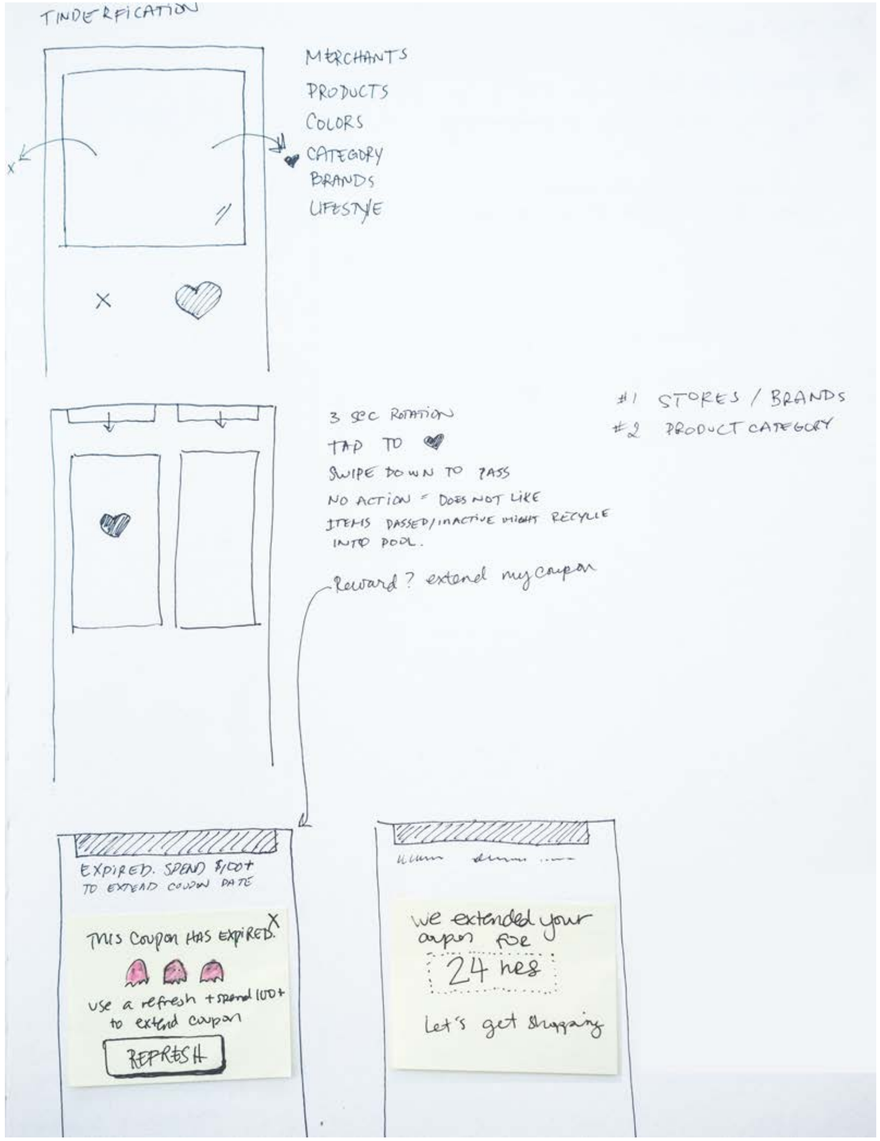
Community trust
Curated content
User generated deals
Top user highlights
Sharing
Rating
Local deals
Merchant featurettes

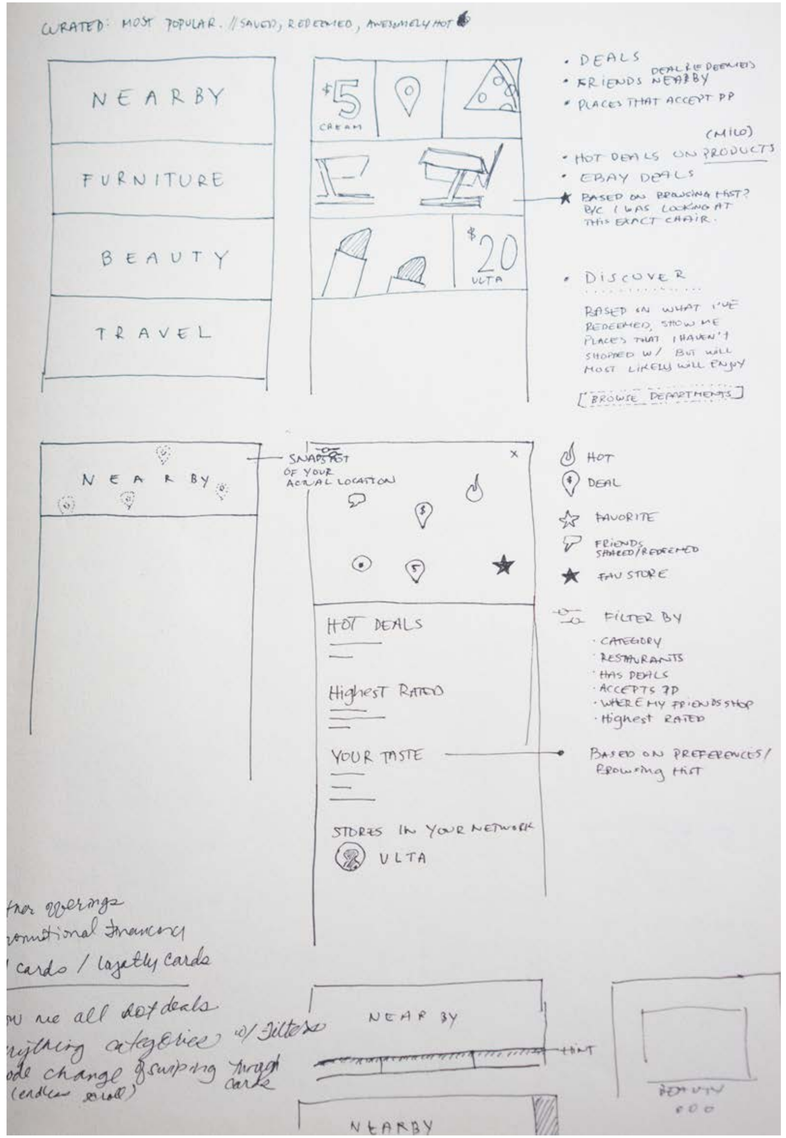
Time boxed deals digests
Emails
push notifications
quick scan

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

SKETCHES

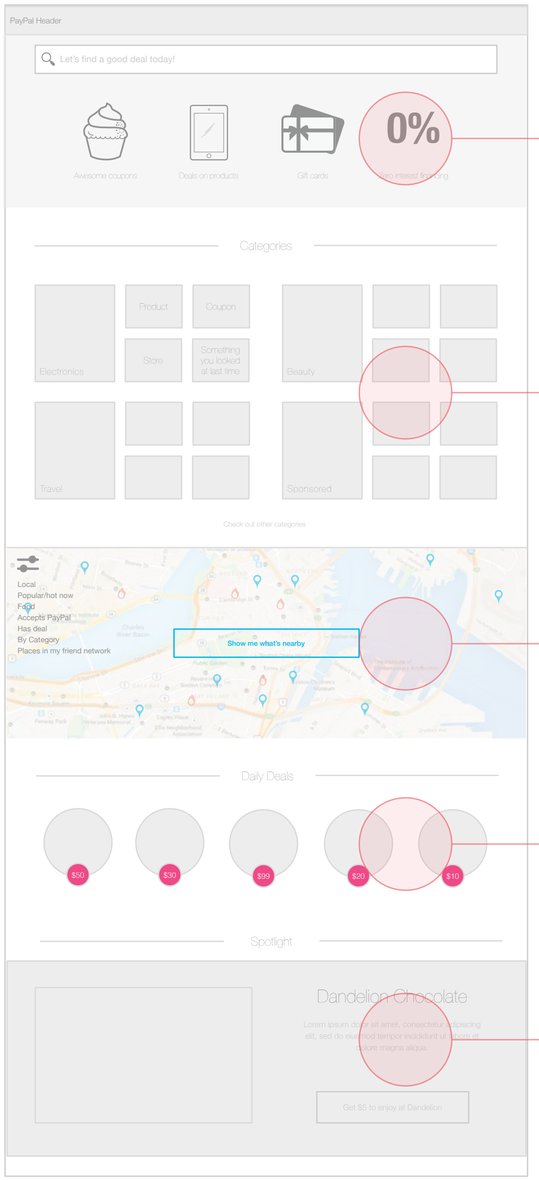

TINDERFICATION
MERCHANTS
PRODUCTS
COLORS
CATEGORY
BRANDS
LIFESTYLE
3 SEC ROTATION
TAP TO
SWIPE DOWN TO PASS
NO ACTION = DOES NOT LIKE
ITEMS PASSED/INACTIVE MIGHT RECYCLE INTO POOL.
#1 STORES / BRANDS
#2 PRODUCT CATEGORY
Reward? extend my coupon
EXPIRED. SPEND $100+ TO EXTEND COUPON DATE
THIS COUPON HAS EXPIRED
use a refresh + spend 100+ to extend coupon
REFRESH
we extended your coupon for
24 hrs
Let's get shopping


CURATED: MOST POPULAR. // SAVED, REDEEMED, AMBIVALENT HOT
NEARBY
FURNITURE
BEAUTY
TRAVEL
$5 CREAM
$20 ULTA
• DEALS
• FRIENDS NEARBY
• PLACES THAT ACCEPT PP
(MILO)
• HOT DEALS ON PRODUCTS
• EBAY DEALS
BASED ON BROWSING HIST? BC I WAS LOOKING AT THIS EXACT CHAIR.
• DISCOVER
BASED ON WHAT I'VE REDEEMED, SHOW ME PLACES THAT I HAVEN'T SHOPPED W/ BUT WILL MOST LIKELY WILL ENJOY
[BROWSE DEPARTMENTS]
NEARBY
SNAPSHOT OF YOUR ACTUAL LOCATION
HOT
DEAL
FAVORITE
FRIENDS SAVED/REDEEMED
FAV STORE
FILTER BY
· CATEGORY
· RESTAURANTS
· HAS DEALS
· ACCEPTS PP
· WHERE MY FRIENDS SHOP
· Highest RATED
HOT DEALS
Highest RATED
YOUR TASTE
BASED ON PREFERENCES/ BROWSING HIST
STORES IN YOUR NETWORK
ULTA
NEAR BY
NEARBY

THE AFTER- EXPERIMENTATION MODULES

USER TYPES

- THE TYPICAL
- THE LOCAL
- THE BARGAIN HUNTER
- THE ADVENTURER



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

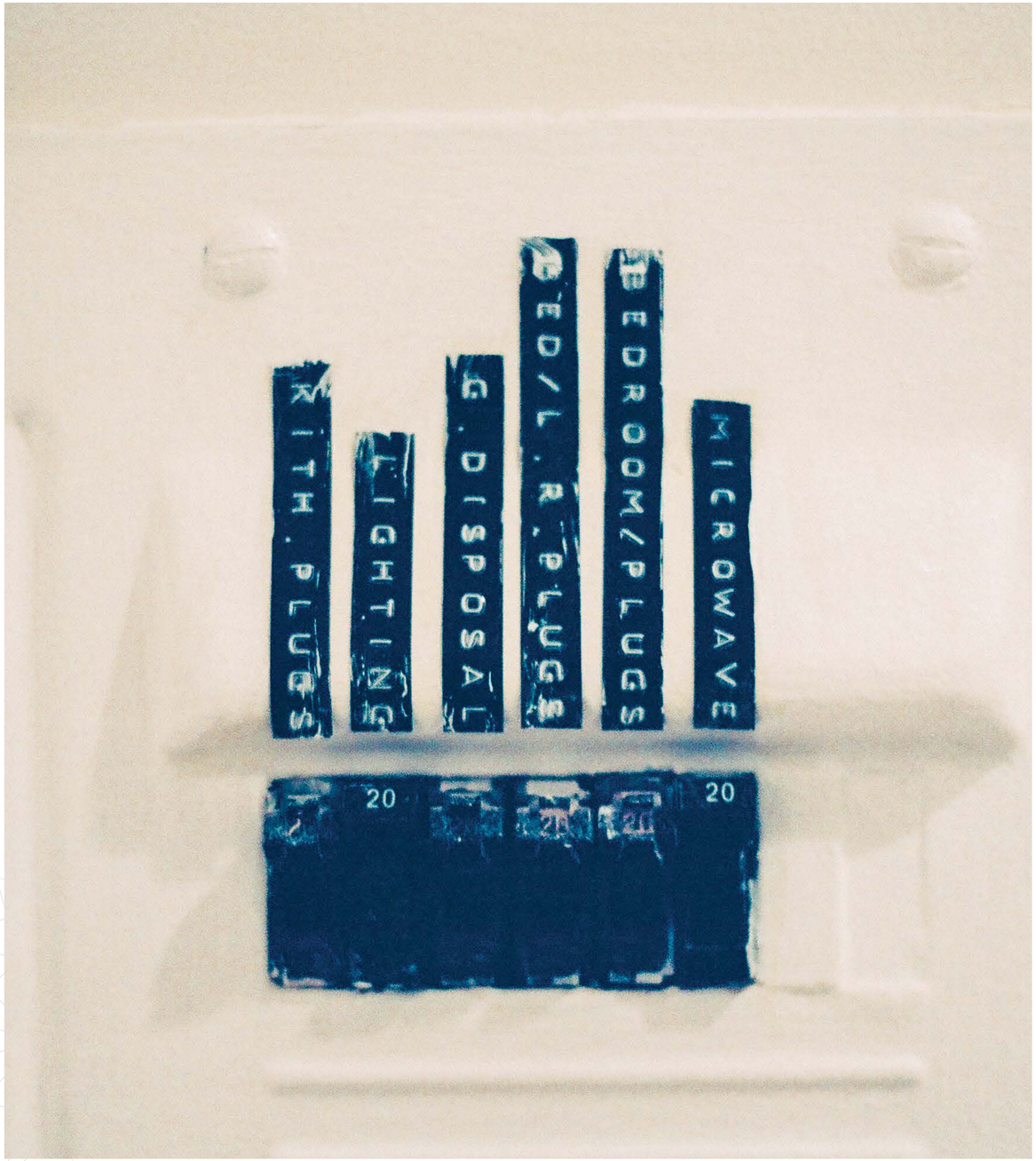
Everyone loves a good deal. Some people can't RESIST good deals.

03

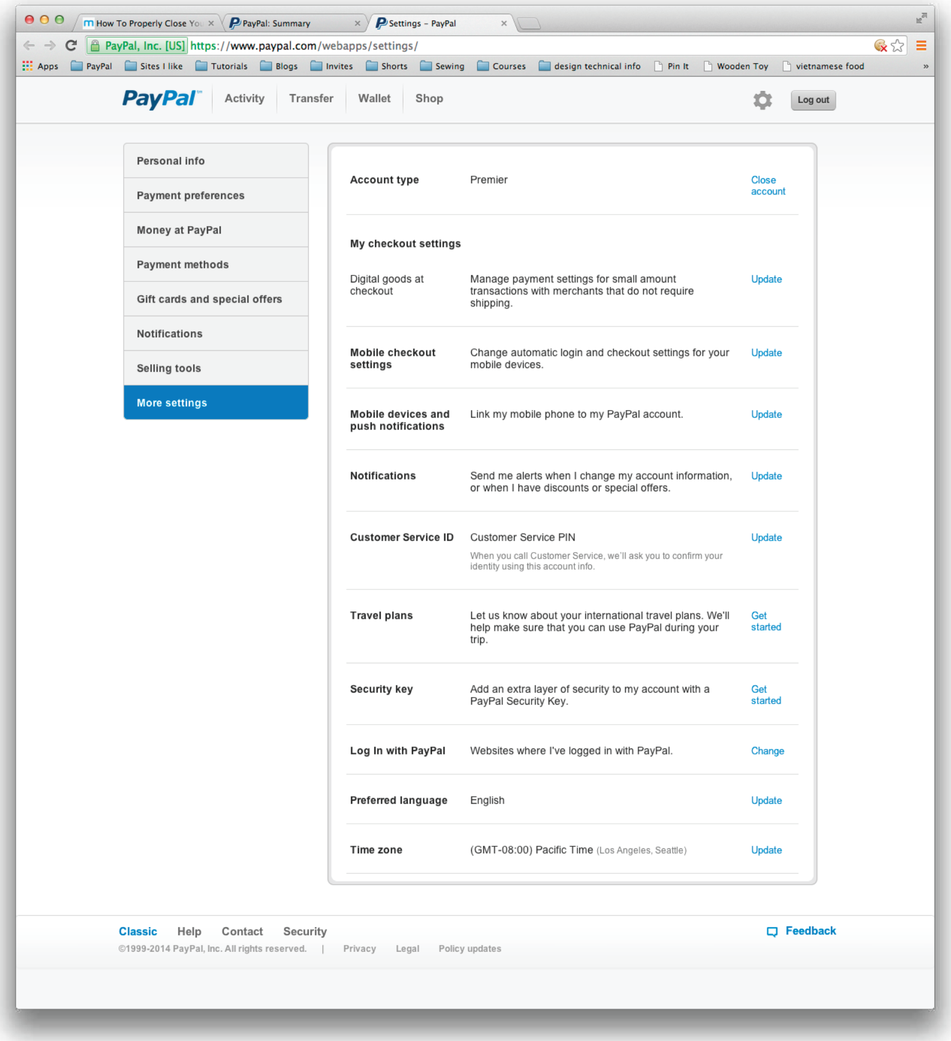
PAYPAL SETTINGS

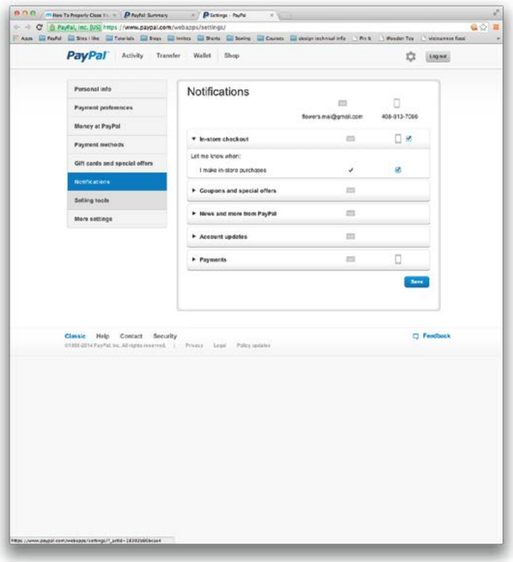
CHALLENGE Based on usability studies when users are unsure of what to do, they almost always check settings. Unfortunately settings was highly disorganized because it had become a junk drawer of information. Additionally, customer service receives a high call volume pertaining to updating email, address,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

Role: IA, research, UX



THE BEFORE





PROBLEM

Too many categories

Each category has many settings

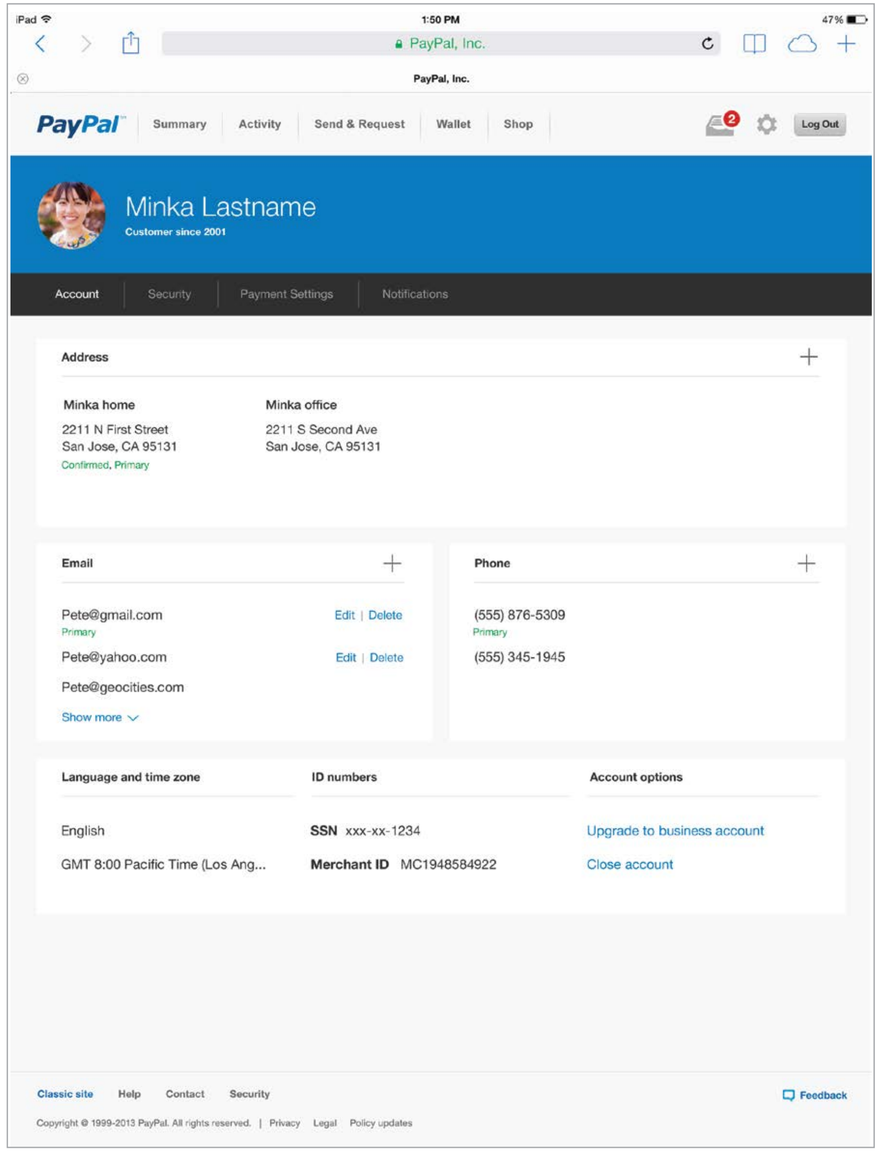
Organization of categories is unclear

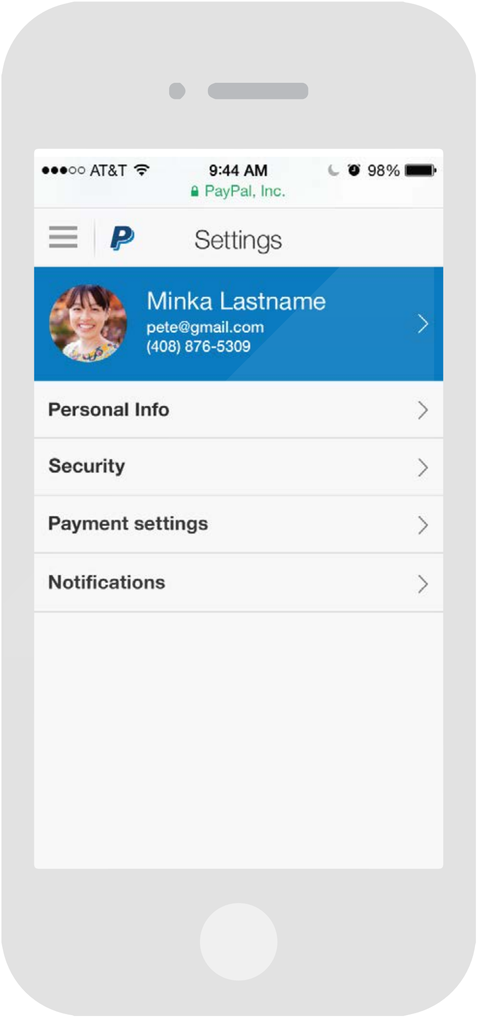
No logical order and taxonomy

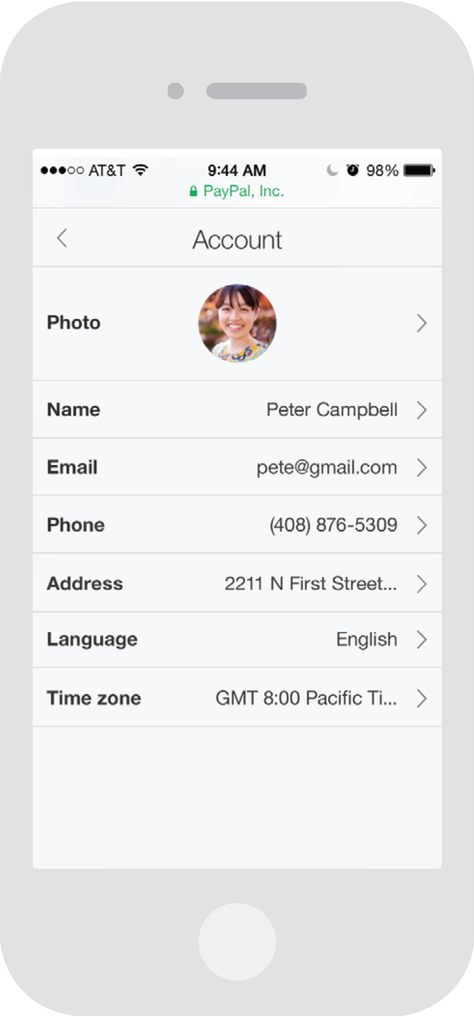
Outdated settings

Does not work on mobile (pinch and zoom)

THE AFTER- MULTI-CHANNEL ACCESS







NEW INFORMATION ARCHITECTURE

ACCOUNT

Photo
Name
Email
Address
Phone

SSN
Merchant ID
Preferred language
Time zone

SECURITY

Password
Security questions
PIN
Link account to mobile
Log in with PP on other sites
Travel plans

PAYMENT PREFERENCES

Payment preferences
Preapproved payments

NOTIFICATIONS

Payments
Receive/request
Send
Scheduled payment
Purchases

Offers
receive/send
expiring offer

News and updates
Newsletter
Developer
Surveys
Marketing

PERSONAL INFO

Name
Email
Password
Security questions
Address
Phone
Merchant account id
My picture
SSN
Individual tax identification number

SELLING TOOLS

Paypal buttons
Credit card statement name
Sales tax
Custom payment pages
Website preferences
Api access
Invoice templates
My automatic payments
Instant payment notifications
Block payments
Customer service message
Shipping preferences
Shipping calculations
Encrypted payment settings
Seller reputation number
Paypal button language encoding
Paypal shops

PAYMENT PREFERENCES

Instore checkout
Digital goods at checkout
Store checkout
My preapproved payments
Merchant fees

NOTIFICATIONS

Instore checkout
Instore purchase
Coupons and special offers
Get new coupon
Send offer to friend
Coupon about to expire
Special offer about to expire
News and more from paypal
Paypal newsletter and service updates
Updates from the PayPal developer network
Paypal policy updates
Paypal surveys
Account updates
When i change my account information
Share my info with trusted murchants
payments
I receive a payment
I request money
I send money
Receive website payment

MY MONEY

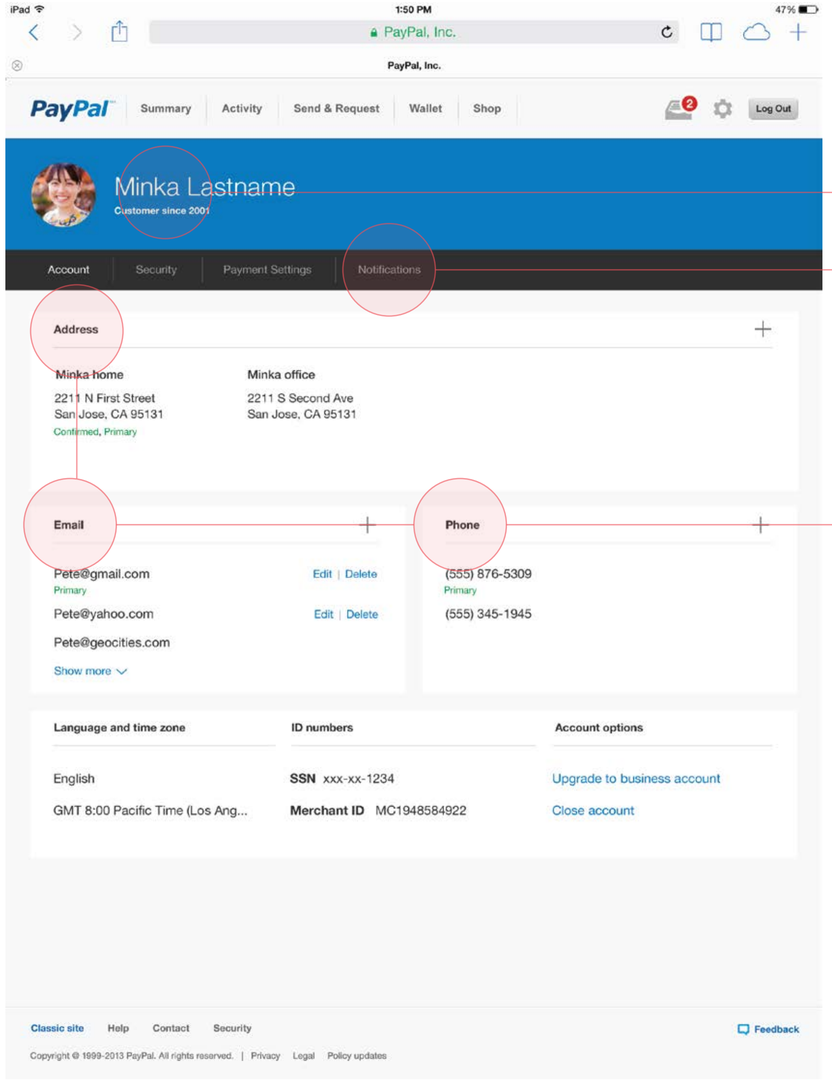
Back account
Debit and credit cards
Paypal balalnce
My preapproved payments
Pay after delivery
Merchant fees
Monthly account statements

MORE SETTINGS

Account type
My checkout settings
Digital goods at checkout
Mobile checkout settings
Mobile devices and push notif
Notifications
Customer service id
Travel plans
Security key
Login with paypal
Preferred language
Time zone

OLD IA

SETTINGS SIMPLIFIED



REINFORCE IDENTITY

User's profile. Reinforce account.

SIMPLIFY TOP LEVEL NAV

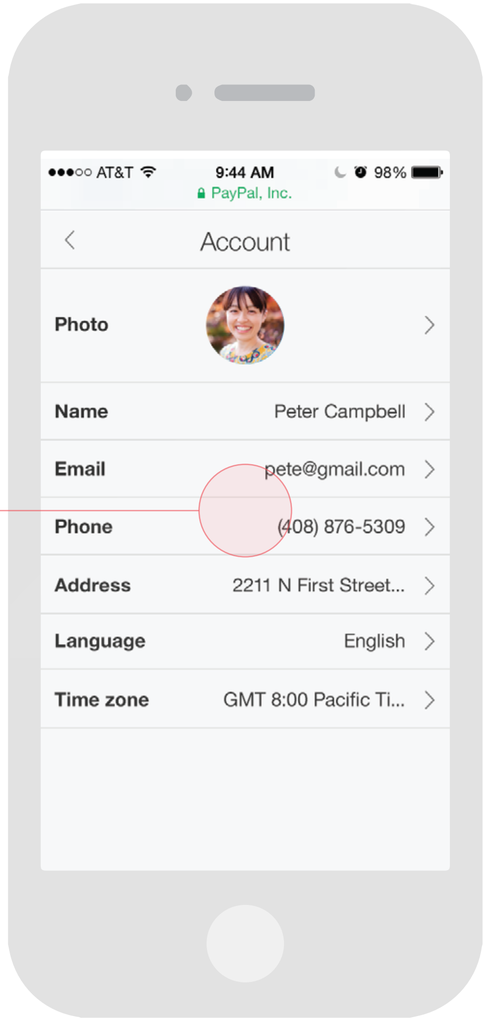
Top level organization of information reduced to 4 sections

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.

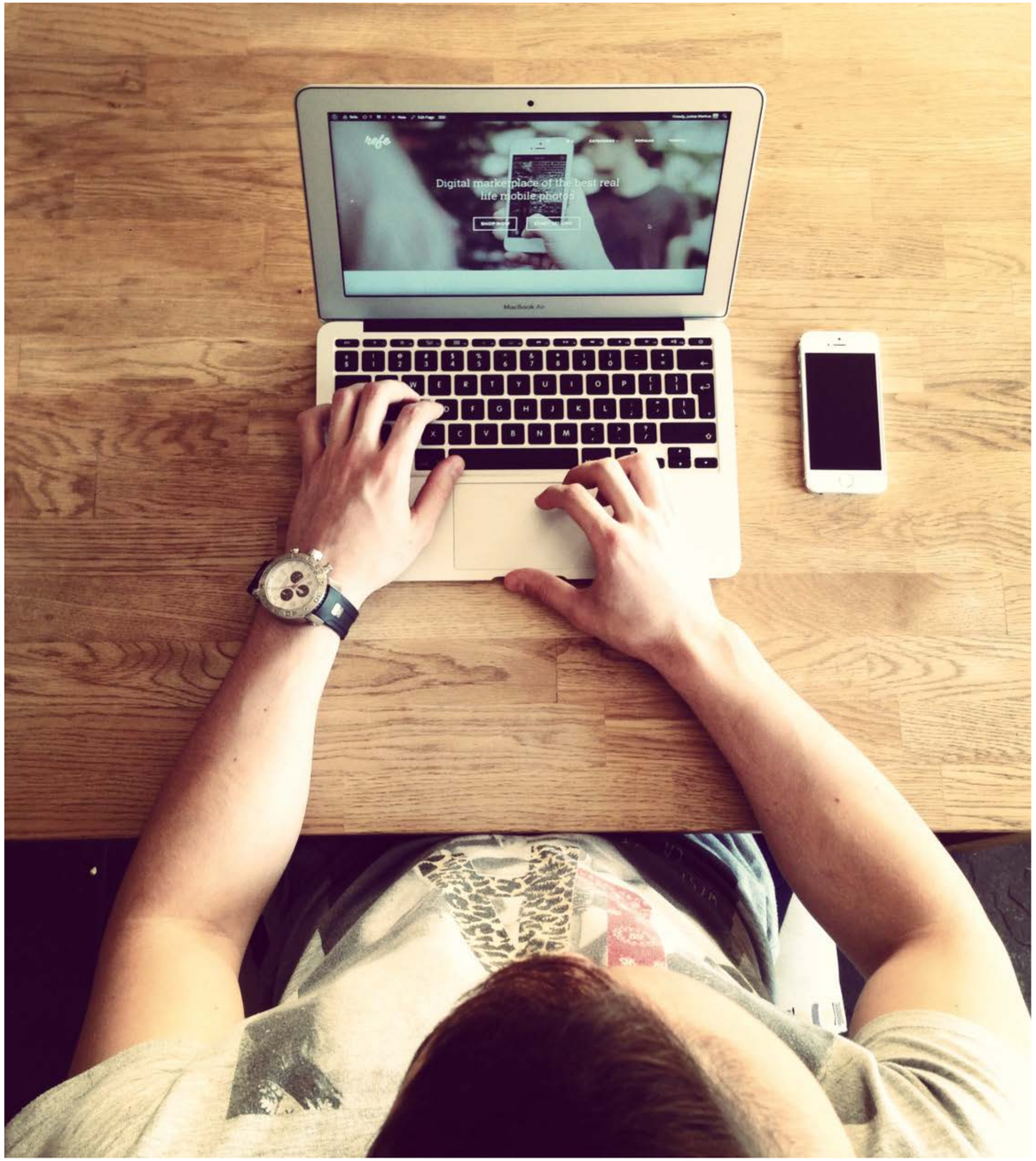


04

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

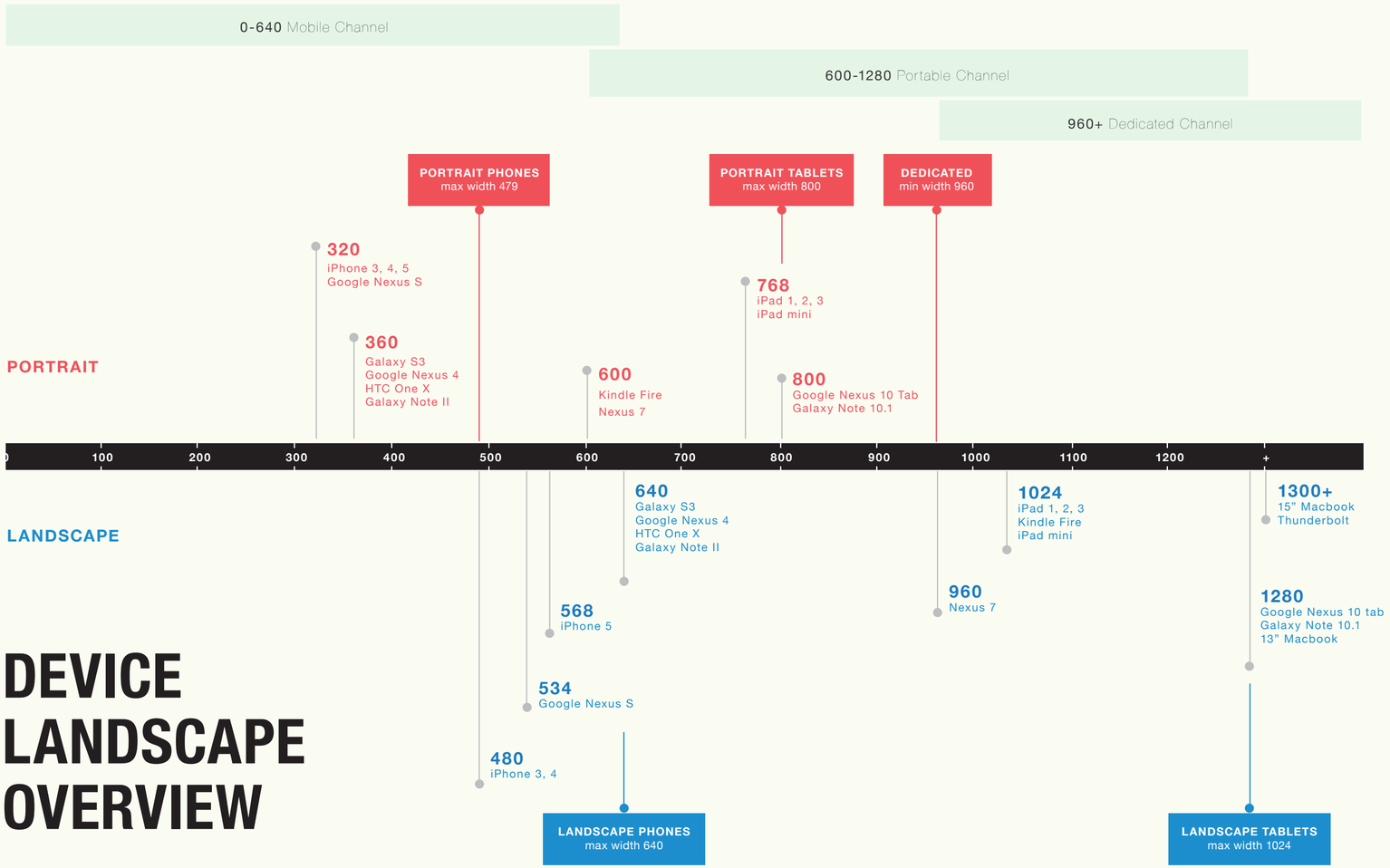
Using a smartphone is contextually different than using a laptop. Not to mention the differences in form factor. Mobile devices are highly contextual, single-threaded, extremely personal and always connected but with relatively small bandwidth. Laptops are task-work focus, multi-threaded, less contextual,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



DEVICE LANDSCAPE OVERVIEW

ASSESSING THE SITUATION

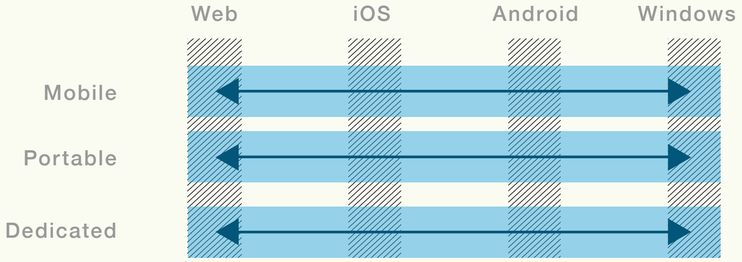
Screen widths vary greatly within each channel, by looking at the landscape of devices I identified breakpoints where it is optimal to shift and change layout. The diagram plots the detected resolution of devices within portrait and landscape in an array by detected resolution.

Adaptive Web Design

CONTEXTUAL EXPERIENCES

Behavior Considerations

THINKING ABOUT CHANNELS



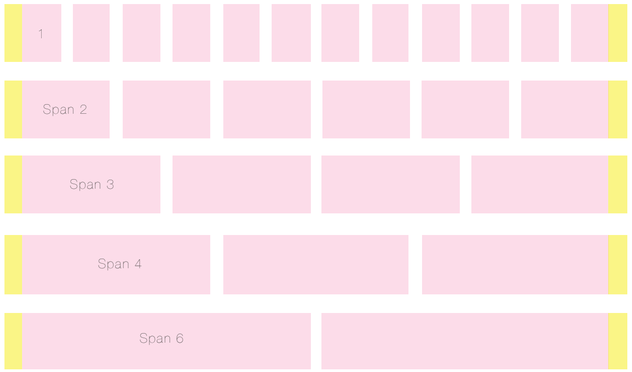
DEVELOPING A STRATEGY

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.

ESTABLISHING BREAKPOINTS AND GRIDS

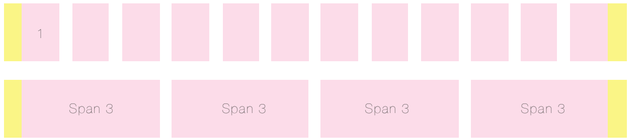
Implementation grid

Combinations of spans and columns.



Example

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



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

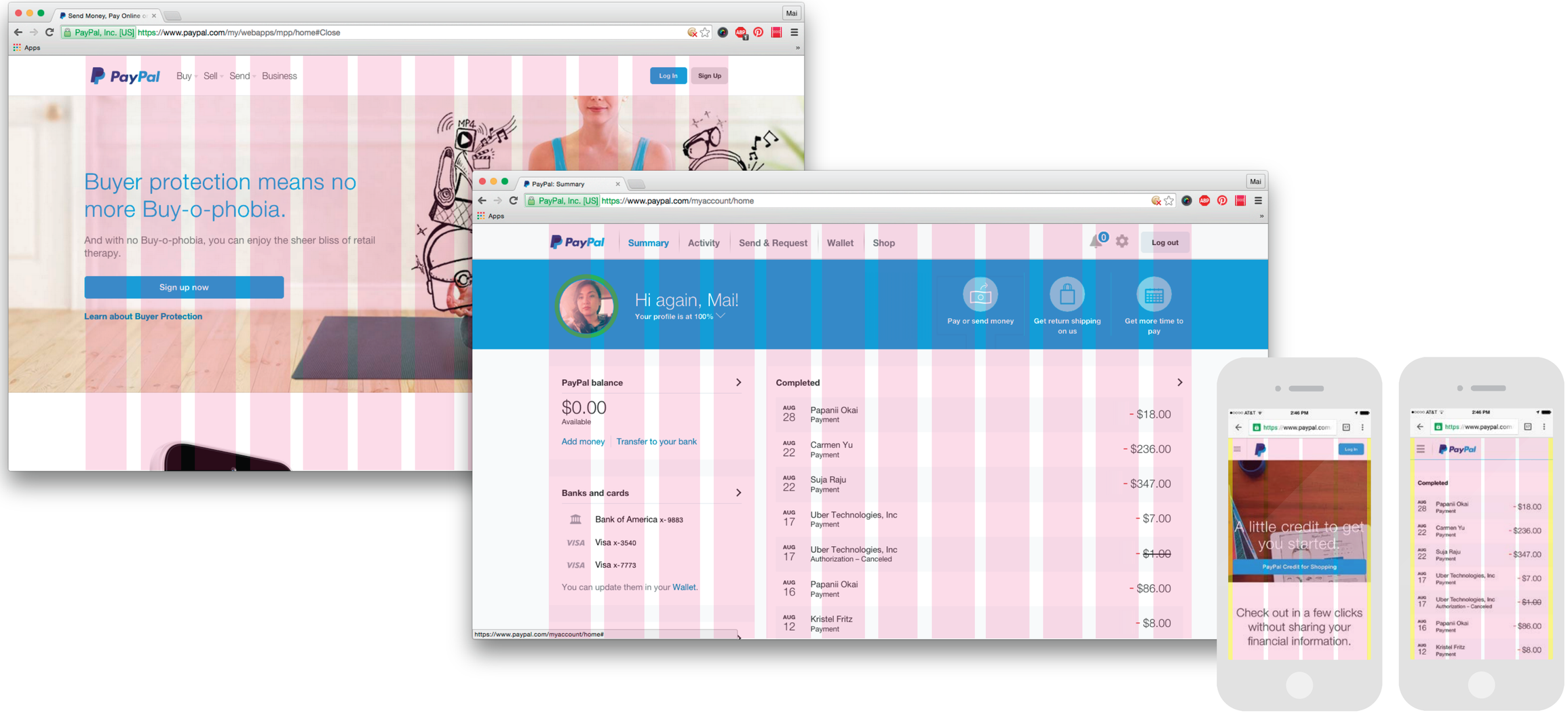
Portrait Orientation
Breakpoint: 768px min
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns
/ 13% columns
/ 3% gutters
/ 3.5% margins

Landscape Orientation
Breakpoint: 1024px min
Width: Fluid, 100%
Layout: 12 Columns
Details: 12 columns
/ 6% columns
/ 2% gutters
/ 3% 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

THE AFTER- MULTI-CHANNEL ACCESS FOR ALL PAYPAL PRODUCTS

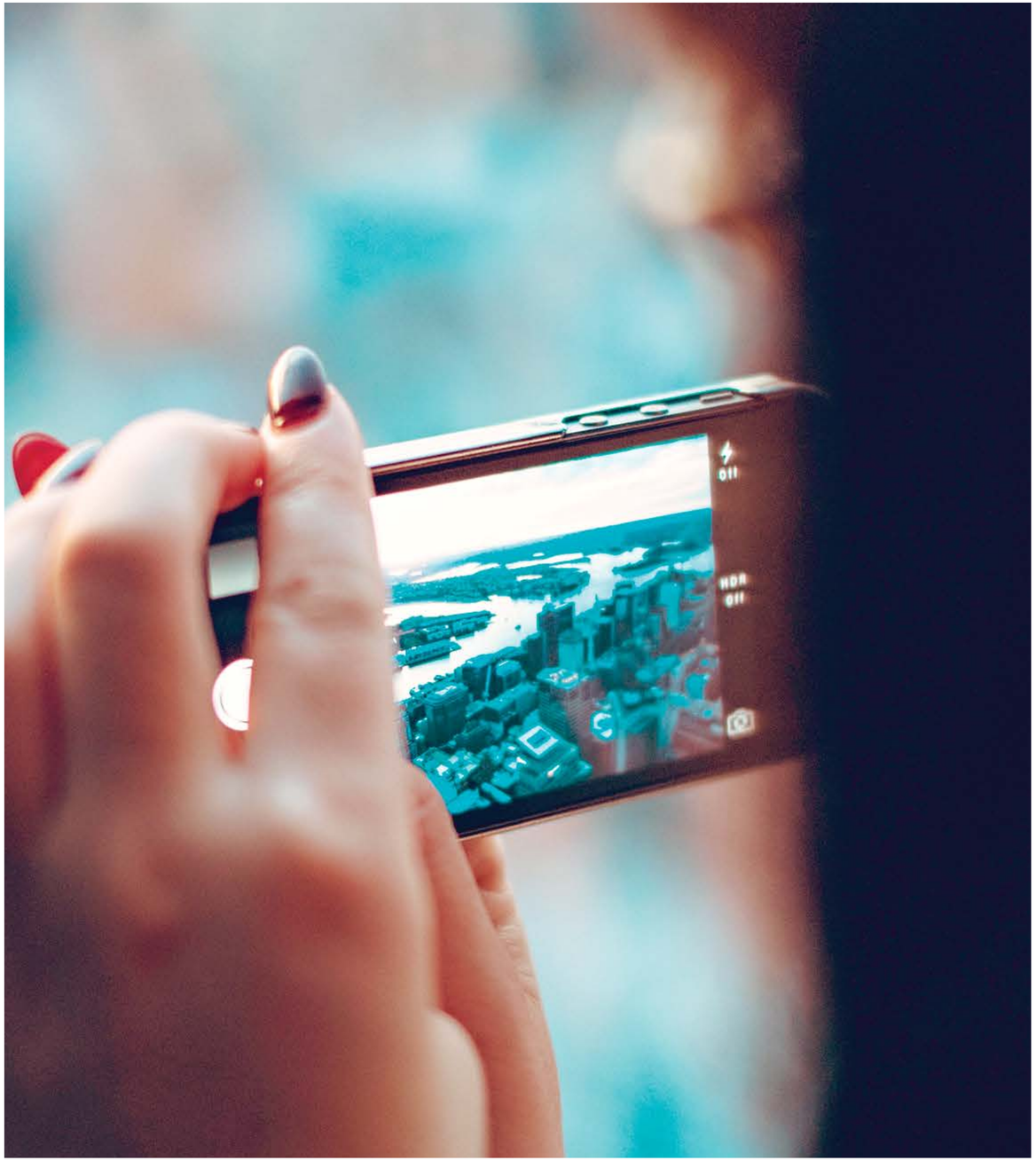


05

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

ICONS

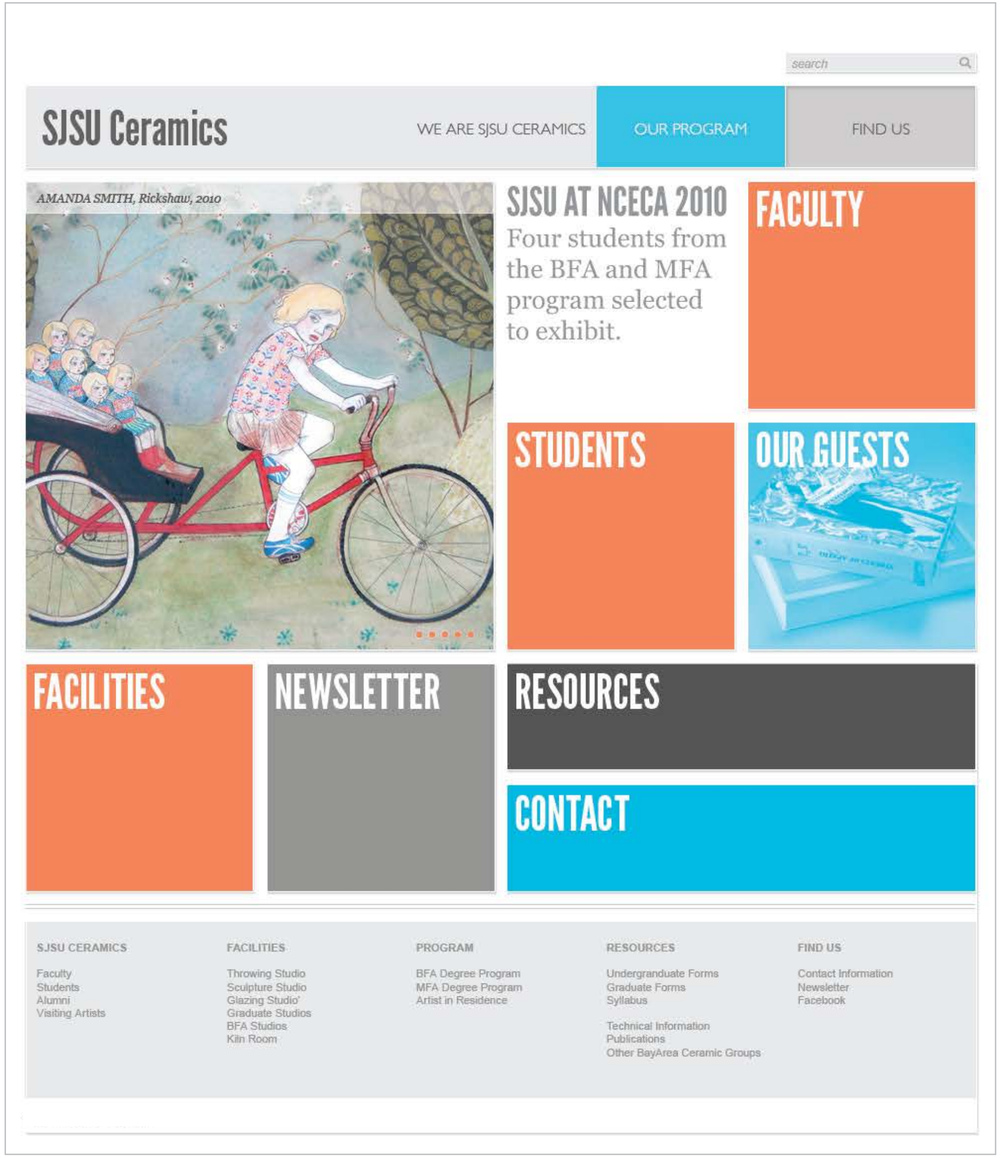
06

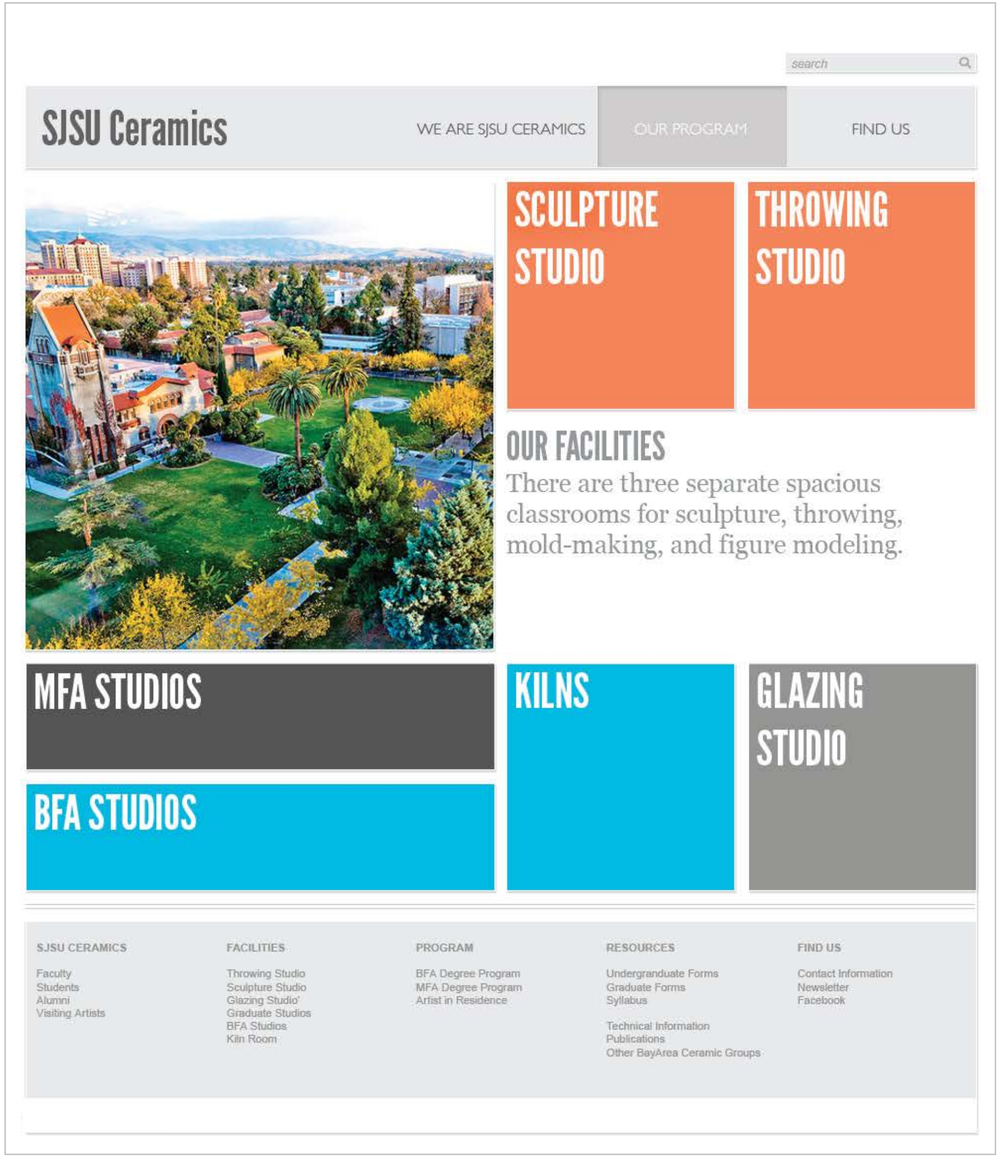
SJSU CERAMICS

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

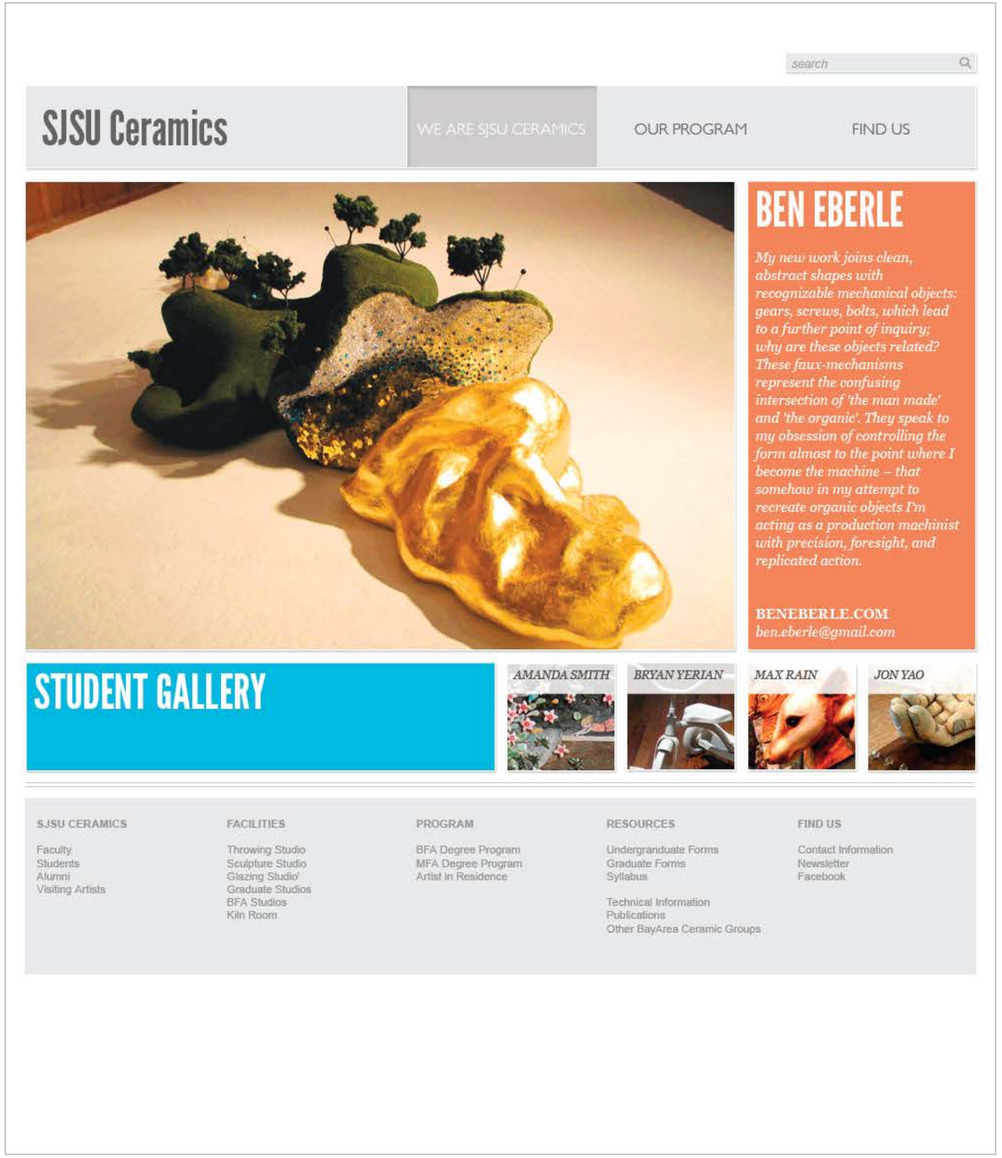
Role: IA, UX, visual, Development HTML, CSS, Java

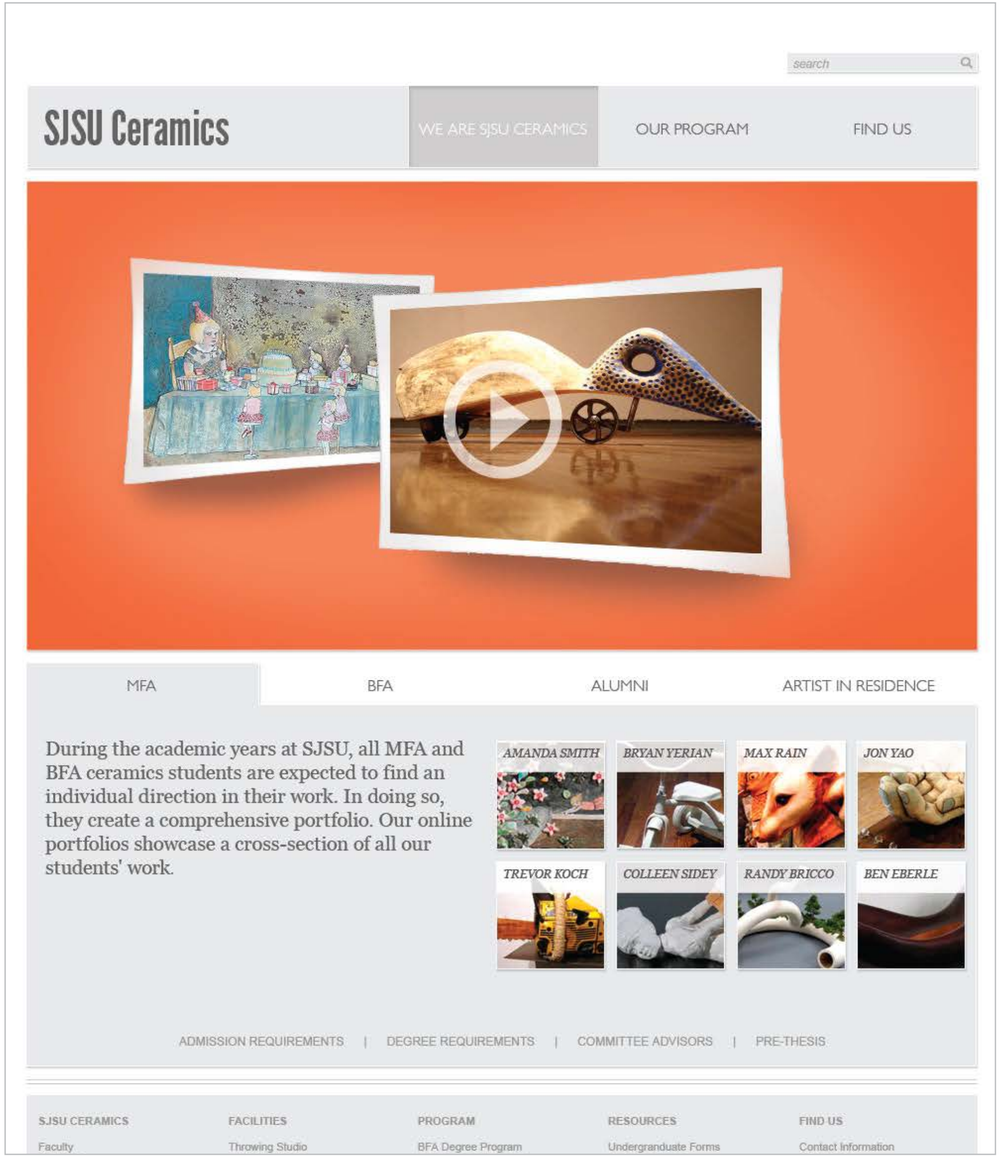
APPEALING TO CANDIDATES NEEDS





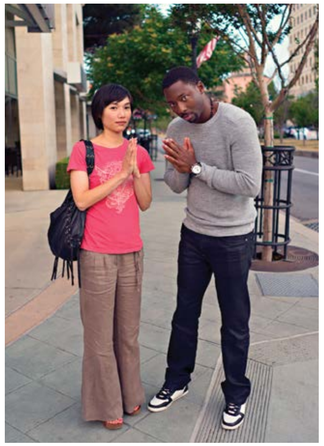
SHOWCASING THE TALENT

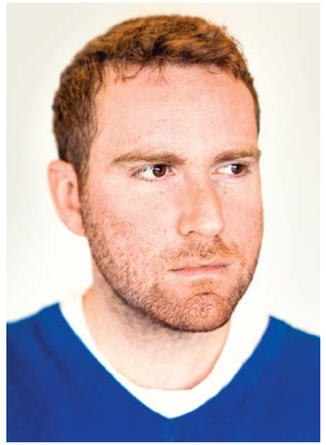




07

PHOTOGRAPHY





08

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.

THANK YOU FOR INVESTING TIME TO VIEW MY WORK

MAI TRAN

FLOWERS.MAI@GMAIL.COM