Project **Panda**

APAC UED **IXD disipline review**

Date: **Tuesday, June 04**

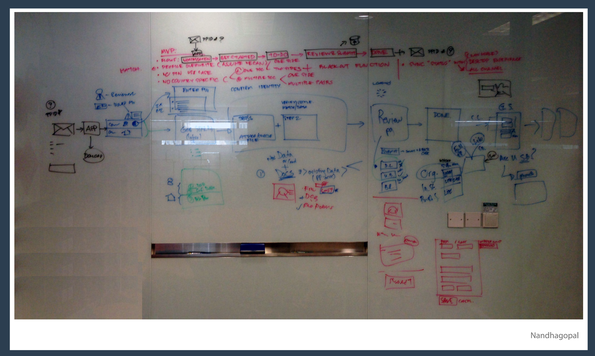
PayPal™

Overall Flow

LAST UPDATED
18 June 2013

CREATED BY
UX Nandhagopal, Chooake

Whiteboard



Requirement & MVP

- No PIN Use case
- No country specific, build as generic capabilities
- Ability for user to overwrite their profile data during the flows
  (e.g. Firstname, Middlename, Lastname, DOB, and residential address)
- Flows (Pls see details below)
  > PP Email (Restriction: Request for information)
  > PP app—Notification
  > Get Started
  > To-do
  > Review & Submit
  > Done but pending CS review + PP email (Confirmation: Received documents)
- Sync "STATUS" for all channel (e.g. app's notification, desktop, ipad)
- Upload document via mobile phone (Take new photo, Choose from library)

Sequencing Framework

CONSUMER

in PayPal app

+ HAPPY PATH

EMAIL PPID#? → PayPal App → GET STARTED → TO-DO LIST → REVIEW & SUBMIT → DONE (BUT PENDING CS REVIEW) → EMAIL PPID#?

EMAIL PPID#?
- Restriction: Request for info.
- Notification Service

PayPal App
- Notification Service

GET STARTED
- Simple instruction step-by-step
- Should have only one CTA button
  (e.g. Start)

TO-DO LIST

ATTACH DOCUMENT
(Total accumulated file's size per submission is 10MB)
- A. Single Doc
- B. Multiple Doc

+ ONE SIDE
+ TWO SIDE
+ BLACK OUT FUNCTION

CAPTURE DATA
+ EDITABLE
+ NON-EDITABLE
(show message why user can't edit)

REVIEW & SUBMIT
- Displays attached document
  + Allow edit (retake)
- Displays User's PP Profile
  + Allow edit (overwrite)

Communicate to the user: must correct their profile if there is any mis-match with the supported documents.

EMAIL PPID#?
- Confirmation: Received Document
- Notification Service

+ HAPPY PATH

PP CS AGENT REVIEW (2-5 biz days?) → If approved → DONE & THANK YOU

DONE & THANK YOU
- Confirmation: Resolved
- Notification Service

+ UNHAPPY PATH—UNSUCESSFUL
+ 100% WRONG, RE-DO

PP CS AGENT REVIEW (2-5 biz days?) → If rejected → ACTION REQUIRED & NEXT STEP → GET STARTED → TO-DO LIST → REVIEW & SUBMIT → DONE (BUT PENDING CS REVIEW)

ACTION REQUIRED & NEXT STEP
- Action Required: Re-do
- Notification Service

GET STARTED
- Explain to users WHY they have to re-do again.
- Simple instruction step-by-step
- Should have only one CTA button
  (e.g. Re-do)

+ UNHAPPY PATH—UNSUCESSFUL
+ PARTIAL RESOLVED, RE-DO SOME

PP CS AGENT REVIEW (2-5 biz days?) → If rejected some → ACTION REQUIRED & NEXT STEP → GET STARTED → TO-DO LIST → REVIEW & SUBMIT → DONE (BUT PENDING CS REVIEW)

ACTION REQUIRED & NEXT STEP
- Action Required: Re-do some tasks
- Notification Service

GET STARTED
- Explain to users WHY they have to re-do some tasks.
- Simple instruction step-by-step
- Should have only one CTA button
  (e.g. Continue)

TO-DO LIST
- Display approved task as static
- Display rejected tasks as active

Overview

Goal :

Design & build CAPABILITY for enabling users to upload document (i.e. ID card size)

Assumptions :

- Background: Japan KYC (document upload)
- Using partial Japan use case as sample use case.
- User: Merchants (New Merchants Sole Prop.)
- Footprint: Mobile (iOS)
- Platform: Mobile Care

Overview

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User Stories

User Story 1: Non KYC JP Merchant Sole Proprietors user logs into Consumer app on their iPhone to start KYC

User Story 2: KYC-in progress JP Merchant Sole Proprietors user logs into consumer app on their iPhone to modify name, address, DOB, AND/OR upload a new document image

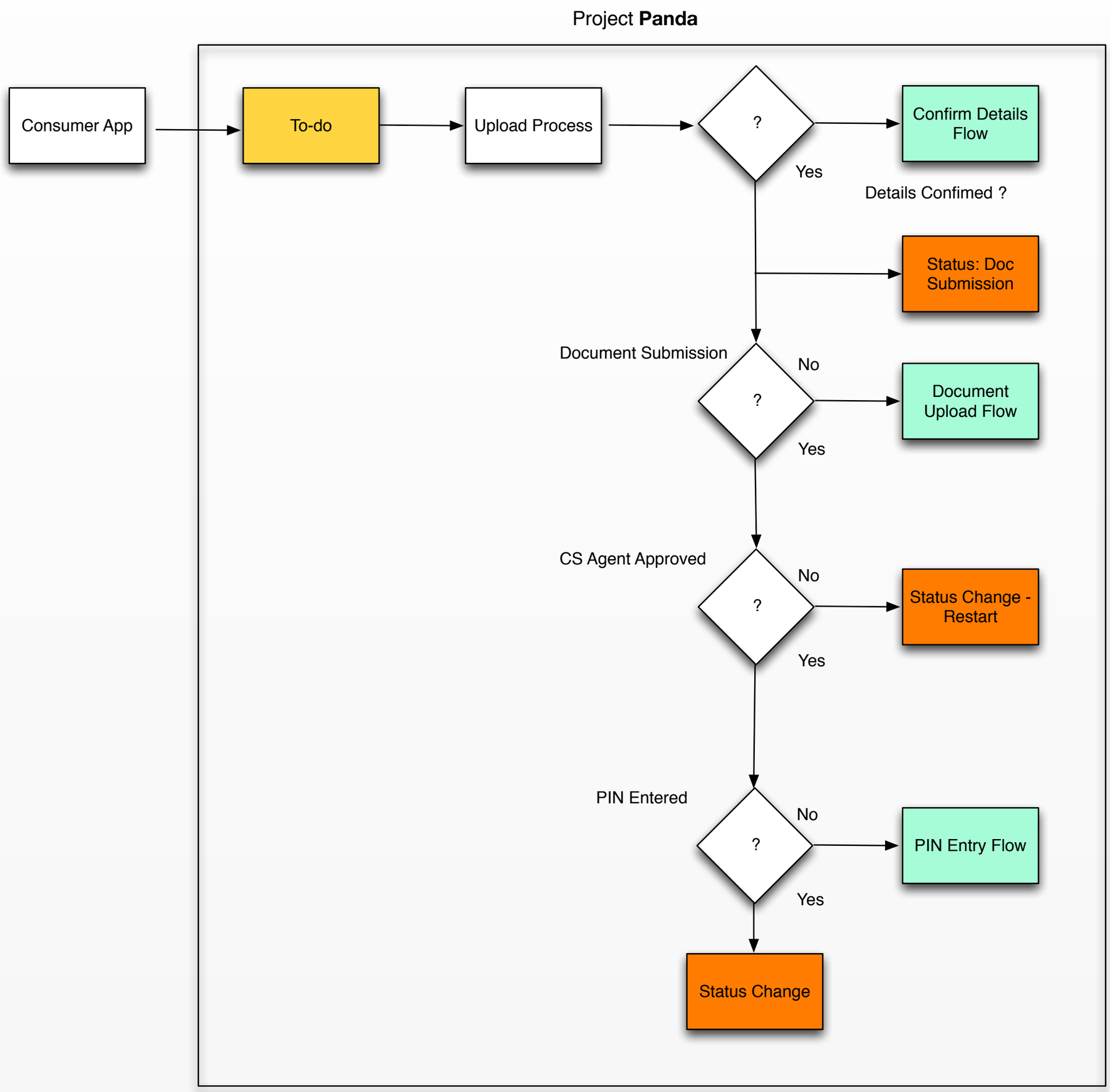
User Story 3: KYC in progress (doc approved & PIN dispatched) Merchant Sole Proprietors user logs into consumer app on iPhone to enter PIN

Process

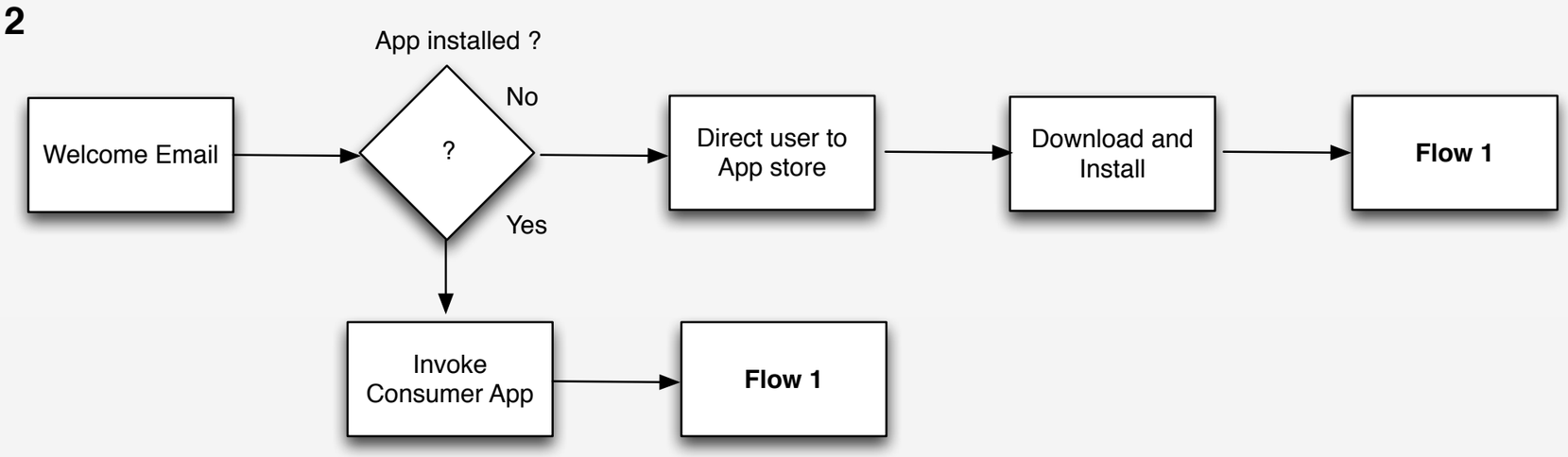
- Competitive Analysis
- Brainstorming
- Task Analysis
- Information Architecture
- Screen flows and Interaction Design
- User Testing

Task Flow

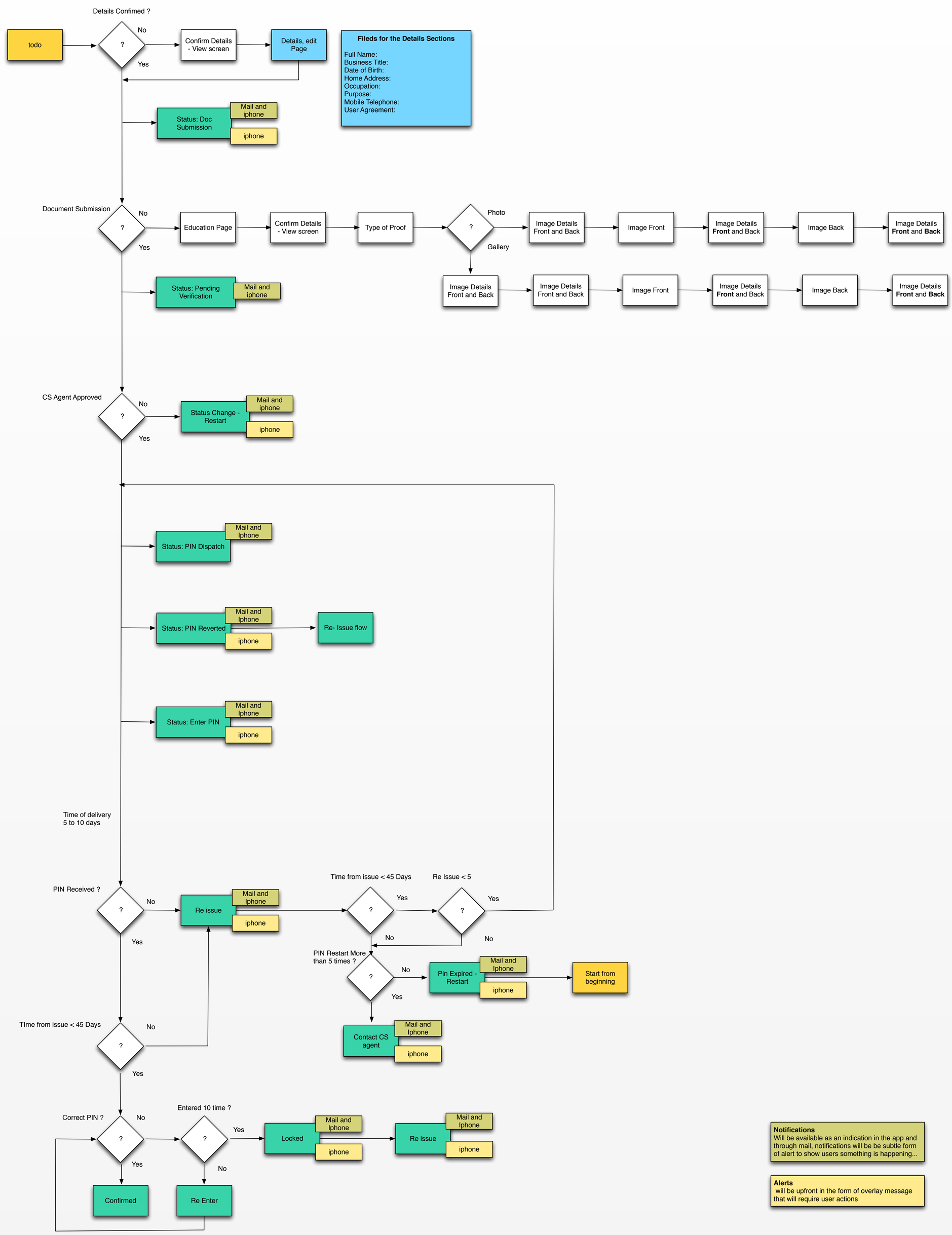
Flow 1



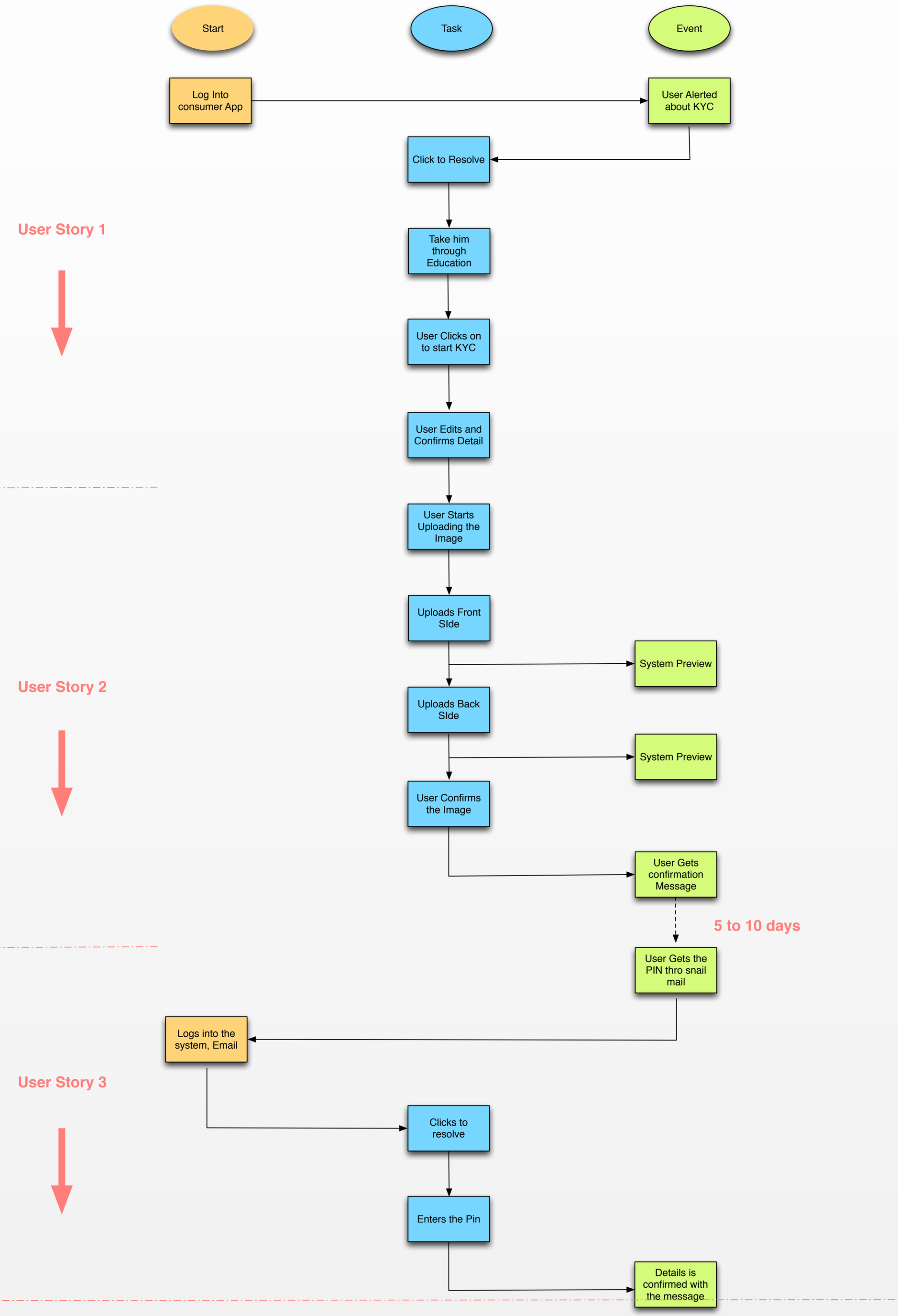
Flow 2



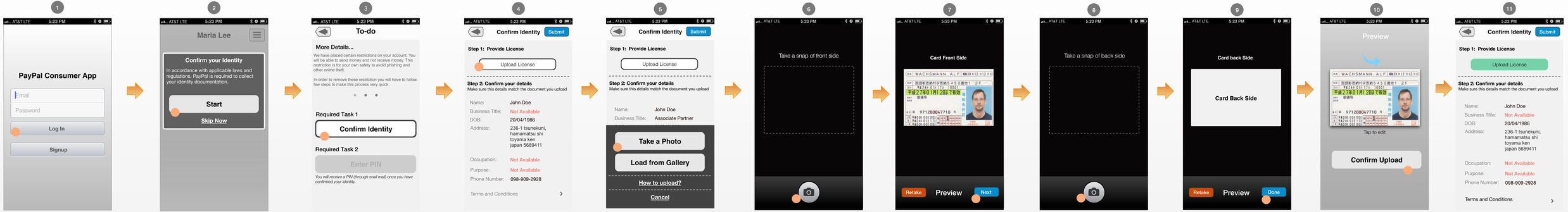
Detailed Flow



Task Analysis



Consumer App flow



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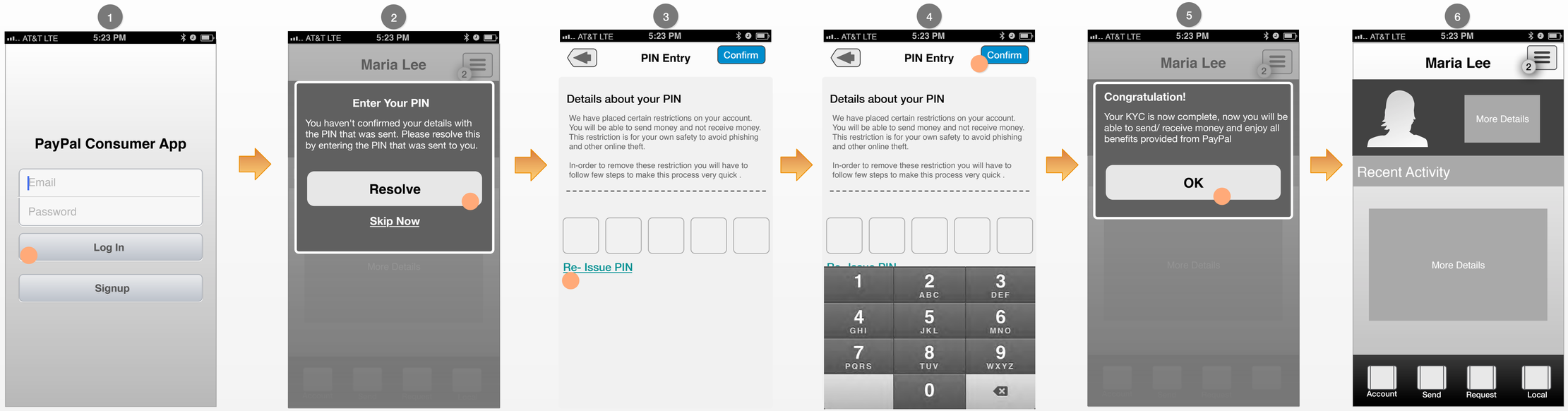
Enter PIN flow



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Tutorial

1

AT&T LTE 5:23 PM

Confirm Identity Submit

Step 1: Provide License

Upload License

Step 2: Confirm your details
Make sure this details match the document you upload

Name:	John Doe
Business Title:	Not Available
DOB:	20/04/1986
Address:	236-1 tsunekuni, hamamatsu shi toyama ken japan 5689411
Occupation:	Not Available
Purpose:	Not Available
Phone Number:	098-909-2928

Terms and Conditions

2

AT&T LTE 5:23 PM

Confirm Identity Submit

Step 1: Provide License

Upload License

Step 2: Confirm your details
Make sure this details match the document you upload

Name:	John Doe
Business Title:	Associate Partner

Take a Photo

Load from Gallery

How to upload?

Cancel

3

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Front Side :

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

4

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Preview Screen

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

5

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Back Side:

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

6

AT&T LTE 5:23 PM

Tutorial Done

1 2 3 4

Card Back Side

Preview Screen

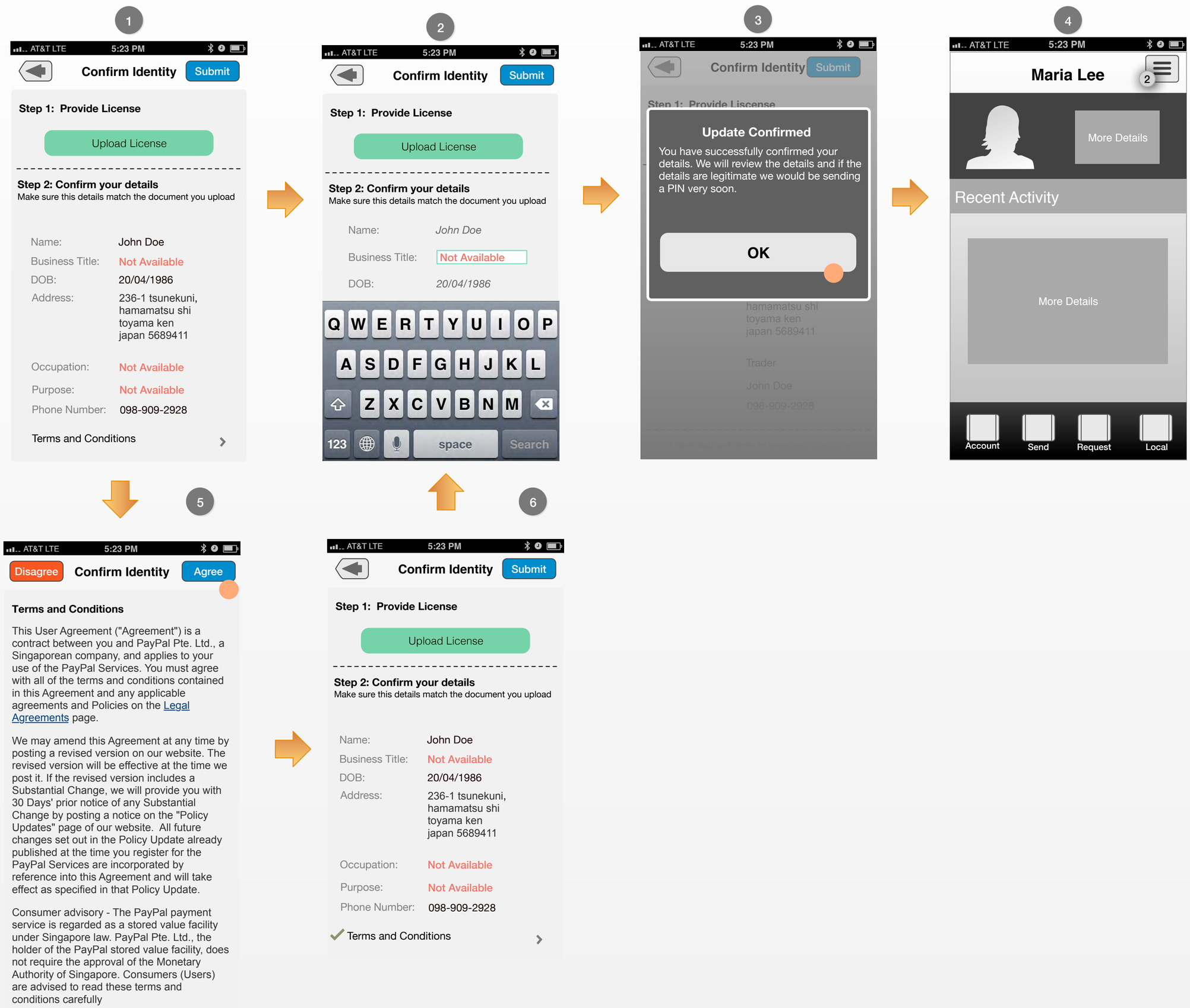
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Take a Snap ?

PayPal

Edit Details



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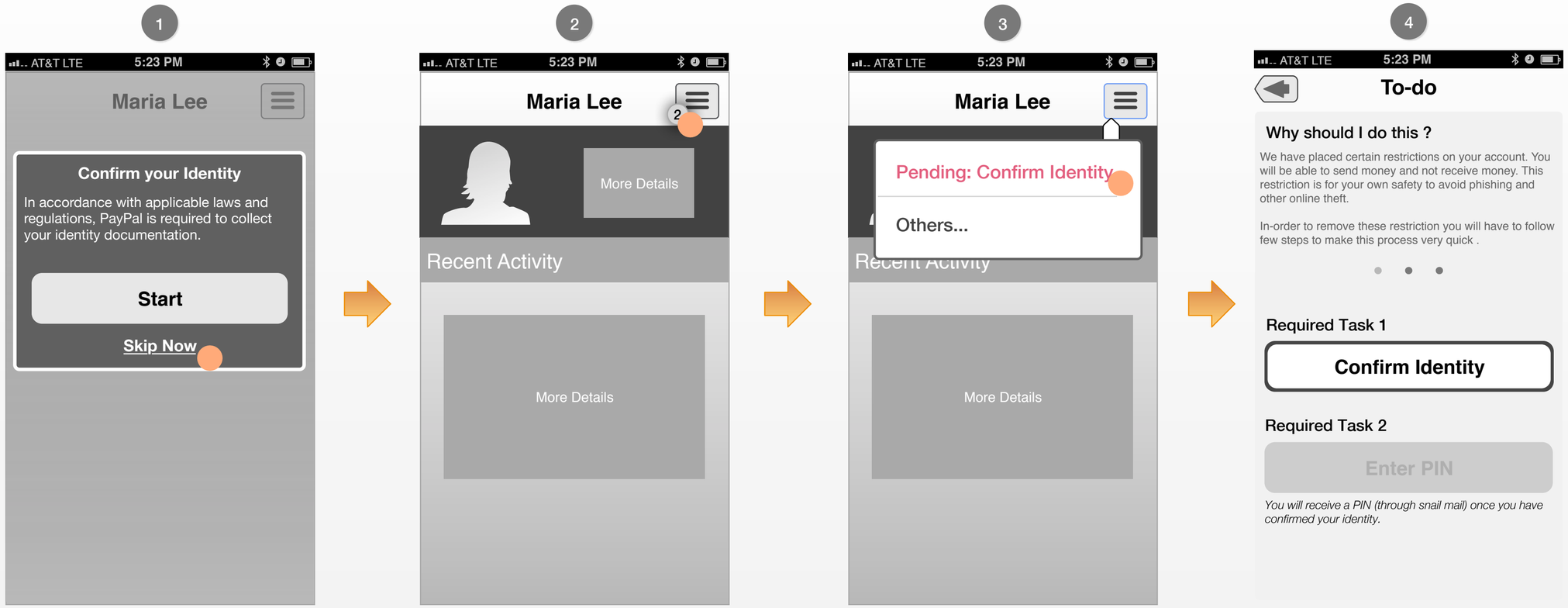
Skip Now Scenario



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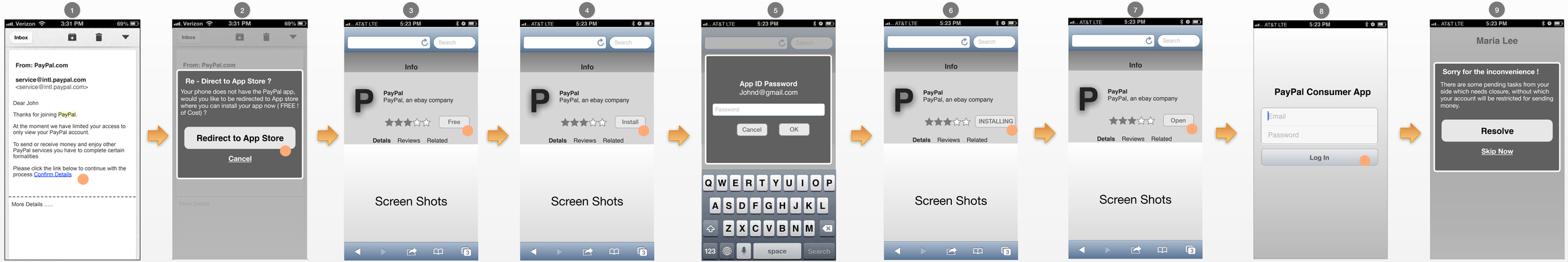
Email Scenario



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Happy Path Version 2.5

Assumptions

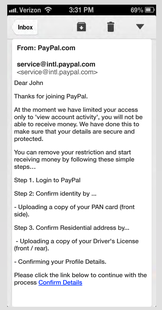
Task Flow - Through his e-mail

Scenario Multiple Doc Upload
- User has to upload his Driver's License (front and rear) and edits the details in the profile.

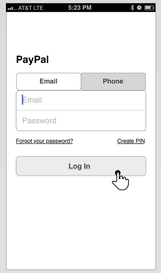
- User has to upload his PAN card (one side)

Happy Path 1

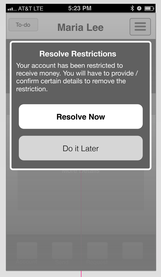
HP_01_email



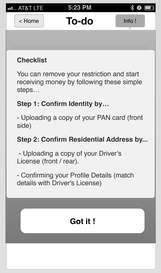
HP_02_login



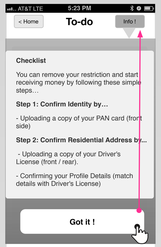
HP_03_resolve



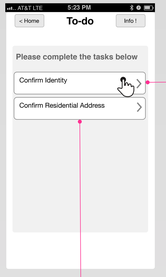
HP_04_getstarted



HP_04a_getstarted (Animation)

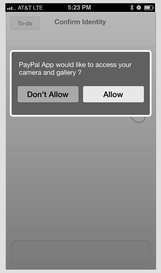


HP_05_todo



HP_06_ID_attach

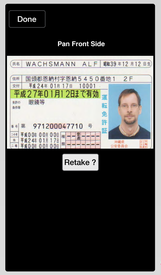
HP_06.1_ID_access



HP_07_PAN_capture

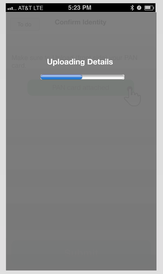
HP_08_PAN_preview

HP_09a_PAN_review

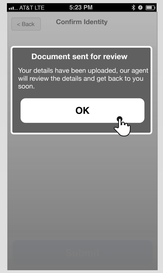


HP_9_PAN_confirm

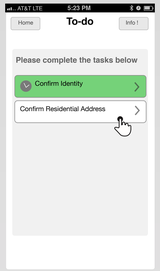
HP_9b_PANupload



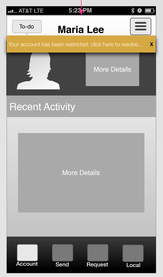
HP_10_IDsent



HP_11_todo_IDdone



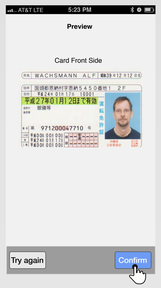
HP_24b_Consumer App



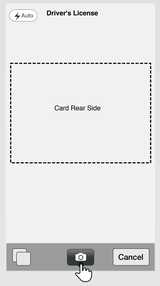
HP_12_Address_add

HP_12_DL_Fcapture

HP_13_DL_Fpreview

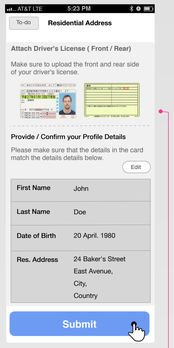


HP_14_DL_Bcapture

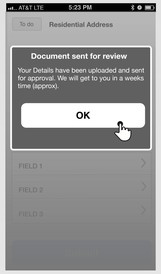


HP_15_DL_Bpreview

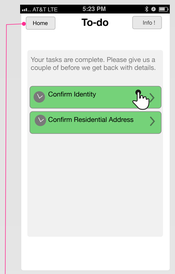
HP_12a_Address_confirm



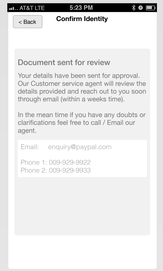
HP_17_Address_sent



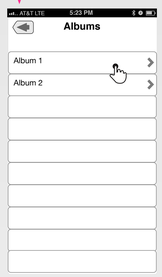
HP_18_todo_complete



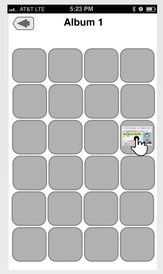
HP_19_ConfirmIdentity_complete



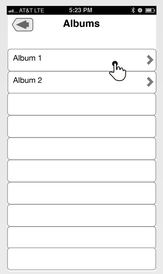
HP_20_Album_F



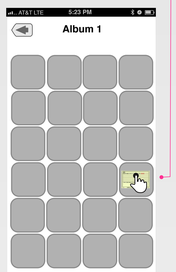
HP_21_Album_Fselect



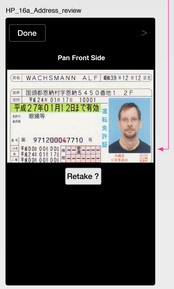
HP_22_Album_B



HP_23_Album_Bselect

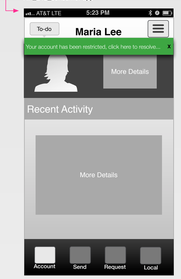


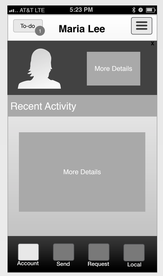
HP_16a_Address_review



HP_16b_Address_review

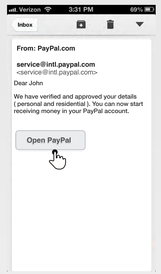
HP_24a_consumer app



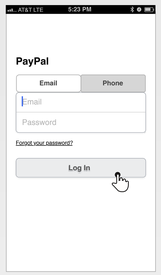


Happy Path 2

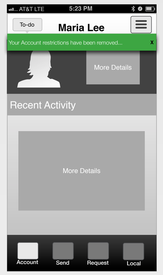
HP_01b_email



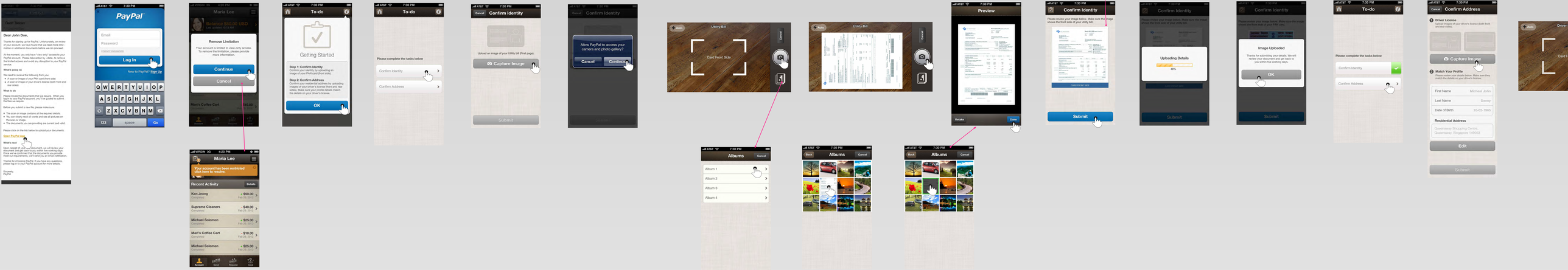
HP_02_login



HP_24c_consumer app



HAPPY PATH 1



HAPPY PATH 2

PANDA

User Testing Highlights

July 2013

PayPal™

PANDA - PROBLEM STATEMENTS & TEST HYPOTHESIS

Customer Problems	What we designed?
Discovery of Account Restrictions	• APP notification • Email: Request Action
Help users comprehend the restrictions and resolution course	• Get Started/Education Page • Email: Request Action • Email: Document Received • Email: CS approved (Emails should be in PayPal template)
Simplify the resolution process	• To-do methodology • Visual cue to communicate status/progress of to-do's (design exploration) • Phone Camera to capture • Review Page: To ensure user provides good verified data • Clear and prominent CTA (only one on screen)

To know more about PANDA :
https://confluence.paypal.com/cnfl/pages/viewpage.action?pageId=31492973

Design Hypothesis

- Users will be able to use the phone camera to clearly capture documents of variable dimensions
- The email and APP notifications will helps users discover and comprehend the account restrictions
- The emails and get started page will help users comprehend the details and track/course required to resolve the account restrictions
- Scroll length will not impact the discovery of primary CTA on the review page
- Users acknowledge that their profile details match the submitted documents before clicking 'Submit' on Review page
    - User's explicit consent and acknowledgement on profile match
    - Capture additional data (DOB)
- Users will be able to clearly notice and comprehend the status of each to-do

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TASK SCENARIOS

A) You have just downloaded the PayPal APP on your iPhone. Your task is to open the APP and login for minor exploration

The purpose of this task is to help users orient to PayPal APP. Users will be asked to perform minor exploration for setting up the context.

B) Your local bank has asked you to submit the following documents immediately to further process and verify the details of your application. To expedite matters, you decided to use your phone camera to capture and submit documents to a bank representative through email. Your task is to use your phone camera to capture documents (Drivers license, Utility bill)

The purpose of this task is to observe and understand how users use the phone camera while capturing documents of different dimensions. How many attempts does it take for them to take a clear picture? Are they able to resize and orient the phone based on dimensions of the document? Does the document dimension have an impact on clarity of the document capture?

C) Please login to your APP to check your balance. (Users will see the account restriction)

The purpose of this task is to let users encounter the account restriction as they open the APP to check their balance. Users will then be asked to continue and follow the rest of the task based on their understanding. There are numerous items on the review page, which the users have to understand and complete.
Get started page > To-do page > Camera capture > Review page – match details, capture DOB, consent, Submit > To-do completed

D) After submitting the documents, you immediately received an email from PayPal (Document received email). Please open and tell me what you gather from it.

The purpose of this task is to understand whether users comprehend that PayPal has to review and approve the documents. Additional goals are to understand what users expectations during this wait time. Do they expect to be able to use the APP or their PayPal account? How long do they expect the wait time to last? How do they expect to be notified once the review is completed?

E) 5 days later and you have just received an email from PayPal (CS approved email). Please open the email and tell me what you gather from it.

The purpose of this task is to understand whether users comprehend that they are now able to use and transact using their PayPal account.

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USER TESTING HIGHLIGHTS

1) The concept of leveraging phones to capture data came naturally to users but there are limitations to how far we can milk the idea.

Using phones to capture items that are smaller in size and close at hand like ID, drivers license, credit card, business card seem plausible but asking them to capture a utility bill seemed far fetched At that point some users questioned the benefit of using a phone over traditional methods (desktop computer and scanner).

"I wont have the utility bill on me, so I will have to go into my shelves and dig up a copy. At that point, I might as well use my computer"

2) Though capturing data worked well with the phone camera, getting them to comprehend that they have to verify the same data against their PayPal profile was a challenge on the review page.

The review page itself seemed overwhelming as users had to perform 4 different sub tasks on the page – take photo, verify the details, enter DOB, agree/acknowledge.

"I didn't notice that I was supposed to verify the details after capturing the document"
"I thought I was sending the document for you to verify the details"

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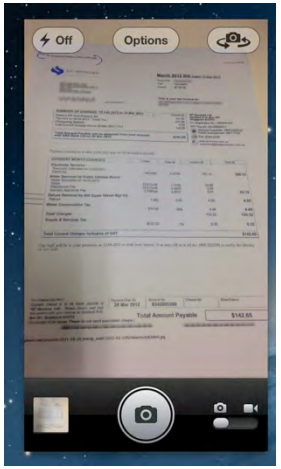
DESIGN HYPOTHESIS – FINDINGS

A) Users will be able to use the phone camera to clearly capture documents of variable dimensions ●●●

Using the phone camera came naturally to users. Most users expressed that they already use the camera in their daily life to document and communicate. Users took care while orienting the object based on its dimension and most of them waited for the camera to focus for best quality.

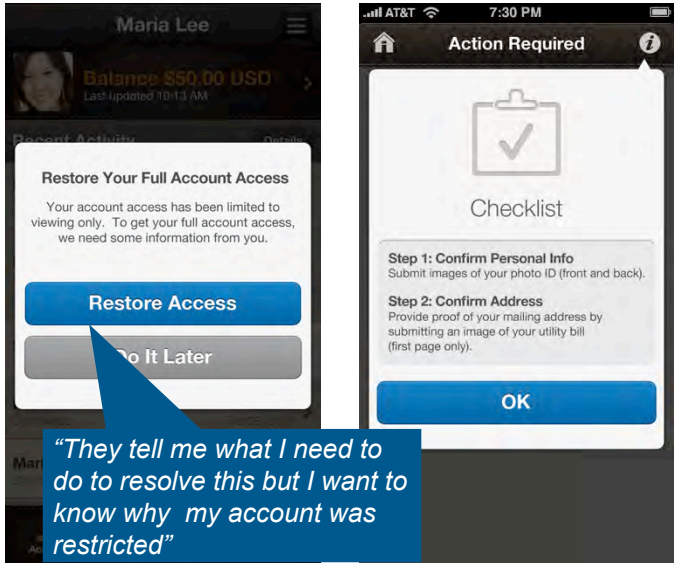


B) The emails, APP notifications and get started page will help users discover and comprehend the course required to resolve the account restrictions ●●○

Discovery was not a concerns but most users were keen to know 'why' the limitations happened in the first place. Though the email does a good job at indicating the what and the why, but it is critical that we clarify the same in the experience as a lot of users don't read emails.

The notifications post document submission also doesn't clarify what happens to their account while their documents are being reviewed for 5 days.

"Do I have any access to may account while PayPal reviews my documents for 5 days?"



"They tell me what I need to do to resolve this but I want to know why my account was restricted"

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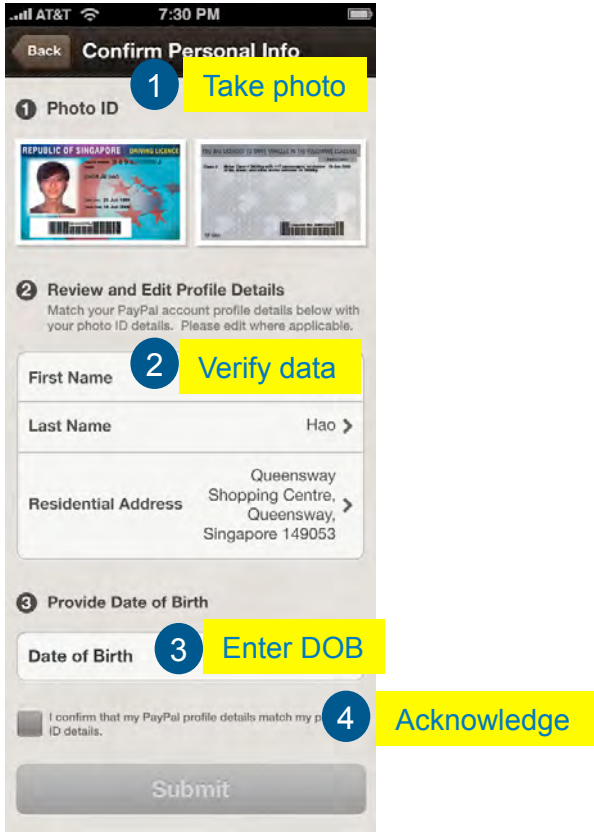
DESIGN HYPOTHESIS – FINDINGS

C) Users acknowledge that their profile details match the submitted documents before clicking 'Submit' on Review page

Users never seemed to comprehend that they had to verify the details before submitting the information to PayPal. Most users were focused on capture and sending the documents across to PayPal. Additionally, the review page seemed overwhelming where users had to complete multiple tasks on the same page.

(go to page 6 for detailed findings)

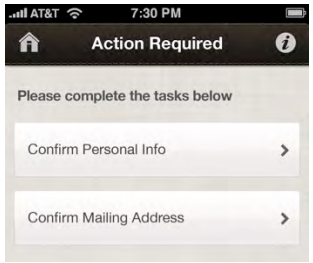


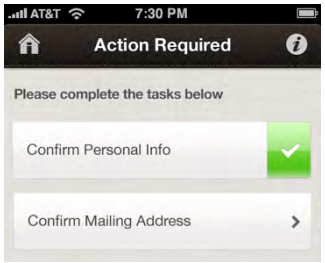
D) Scroll length will not impact the discovery of primary CTA 'Submit' on the review page

It didn't. Our thumbs have grown accustomed to the demands of gestures. Flicking the page up and down to gauge the boundaries of a mobile page comes naturally to users. Discovery will not be impacted as long as we follow basic Mobile First principals.

E) Users will be able to clearly notice and comprehend the status of each to-do

The to-do page was simple and very straightforward. It tells the users what they had to do and clearly highlights the current status.





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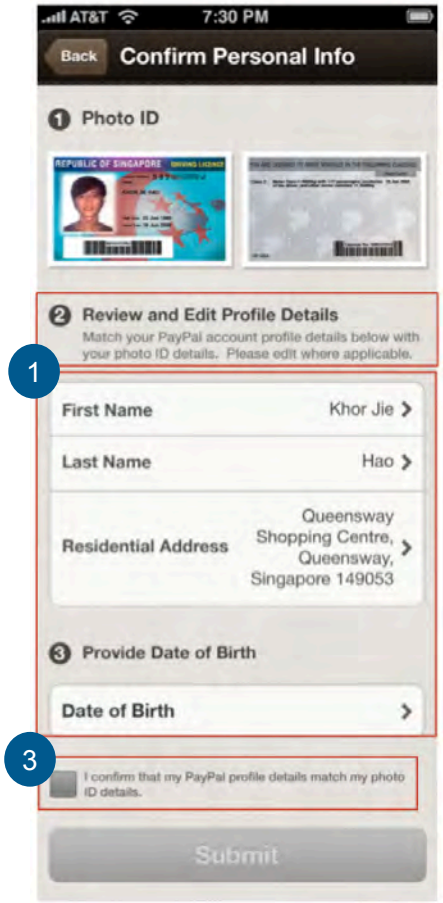
REVIEW PAGE – DETAILED ISSUES AND RECOMMENDATION

The primary goals on this page is to verify PayPal profile details by
-capturing data through camera
-get users to align and match profile details with captured data



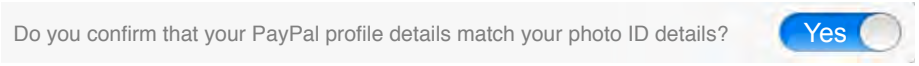
1. The layout of the page made users feel that the details were extracted from the drivers license. Users would obviously respond better when they are working with their own information, still there is lot going on this page which tends to overwhelm the user.

After capturing the license data, most users didn't realize that they have to verify and match their profile details with the license.

Lets emphasize the goal on verifying PayPal profile. Capturing data through phone camera is a tool to facilitate that goal. The current design tone tends to lead users to believe that data capture is the goal of the task.

2. Most users either failed or ignored to read the checkbox assuming it be a standard 'agree and continue' checkbox. The goal of gatheringg an explicit consent from the user to verify details failed primarily due to choice (checkbox) and placement of interaction.

Consider communicating the consent as a yes/no question for better contextual awareness and comprehension



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User Stories

User Story 1: Non KYC JP Merchant Sole Proprietors user logs into Consumer app on their iPhone to start KYC

User Story 2: KYC-in progress JP Merchant Sole Proprietors user logs into consumer app on their iPhone to modify name, address, DOB, AND/OR upload a new document image

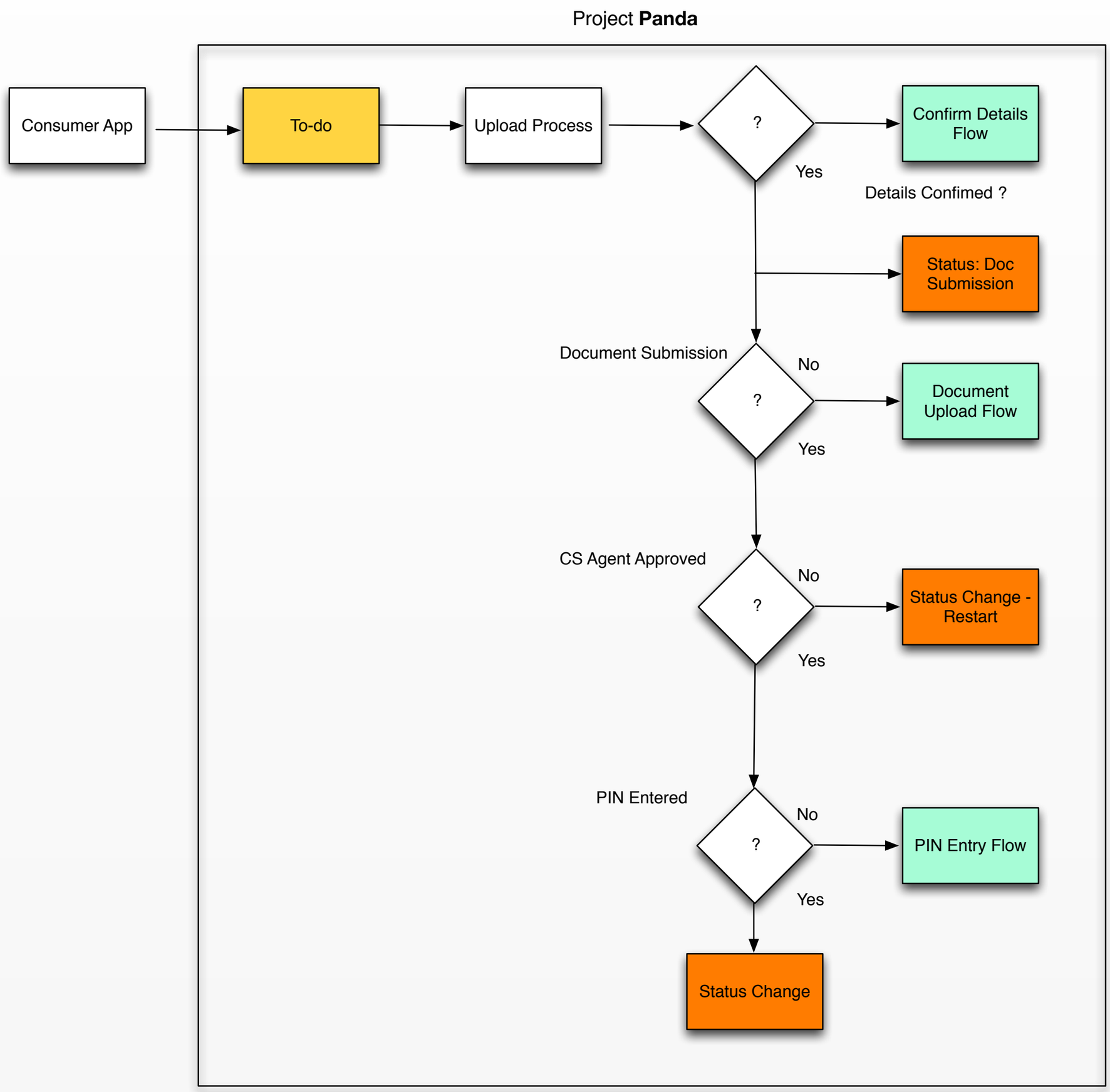
User Story 3: KYC in progress (doc approved & PIN dispatched) Merchant Sole Proprietors user logs into consumer app on iPhone to enter PIN

Process

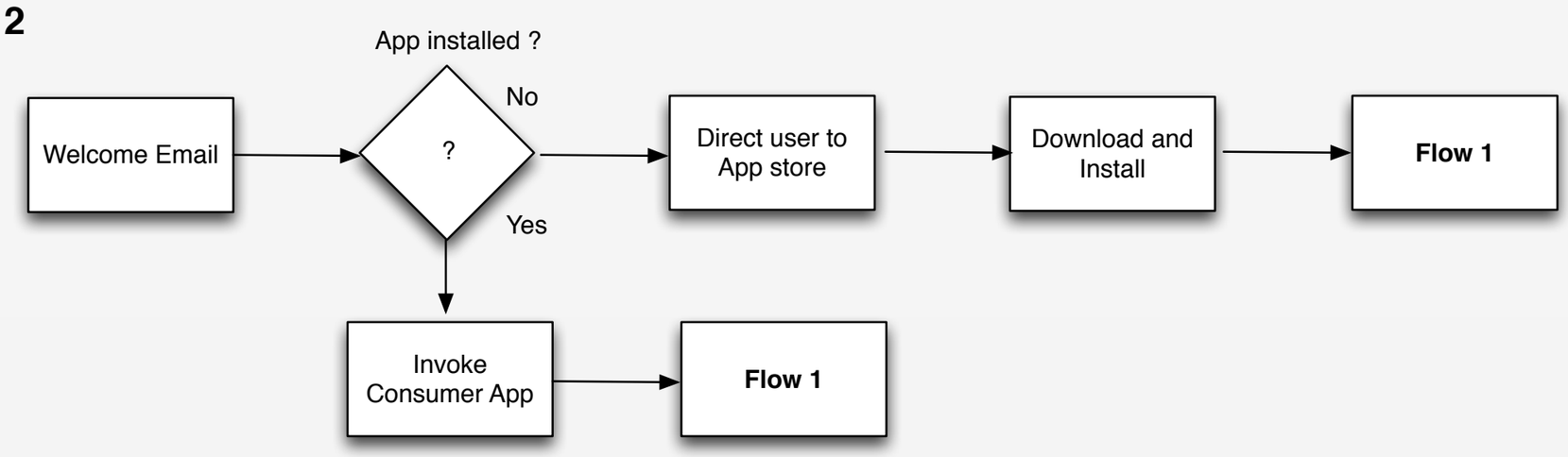
- Competitive Analysis
- Brainstorming
- Task Analysis
- Information Architecture
- Screen flows and Interaction Design
- User Testing

Task Flow

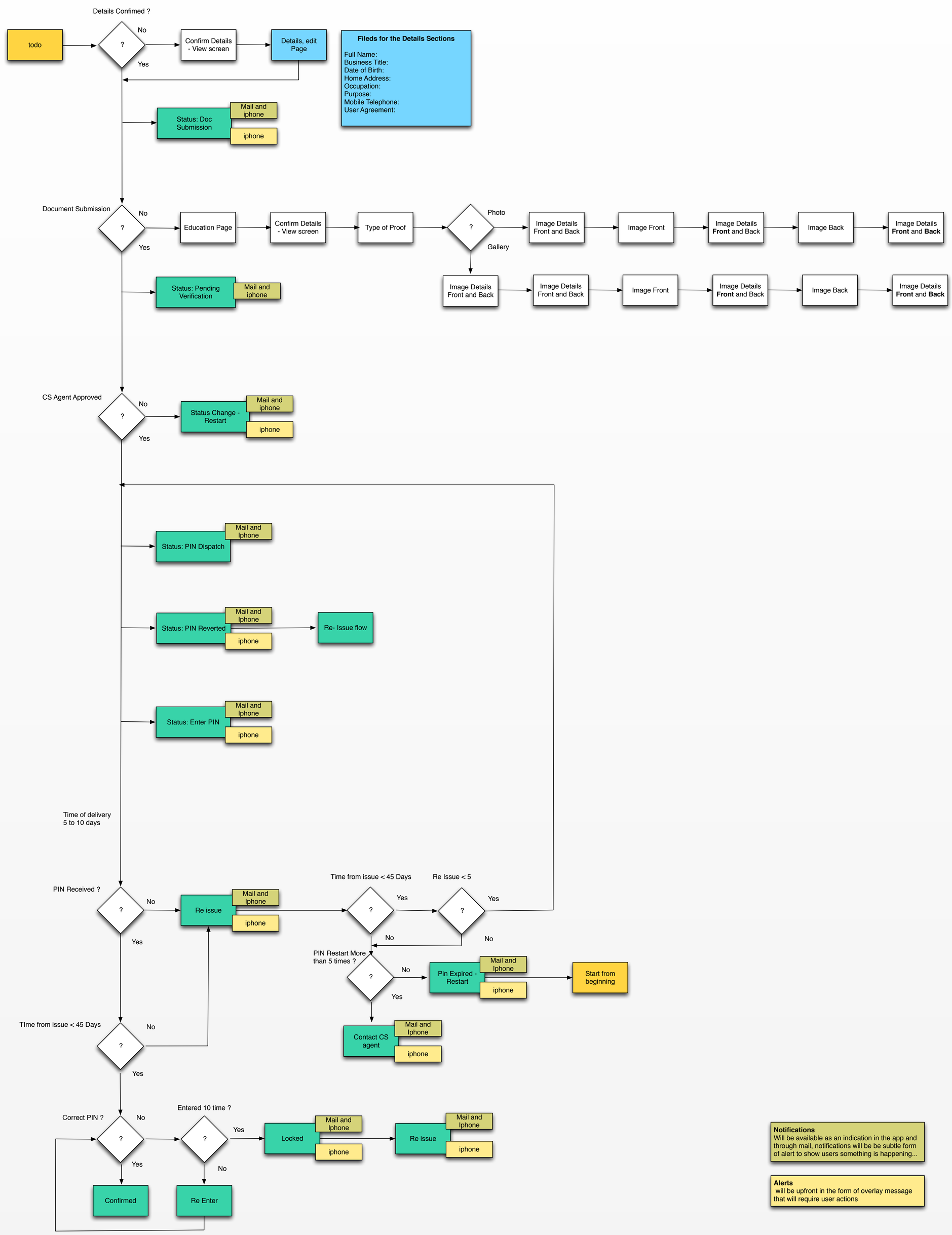
Flow 1



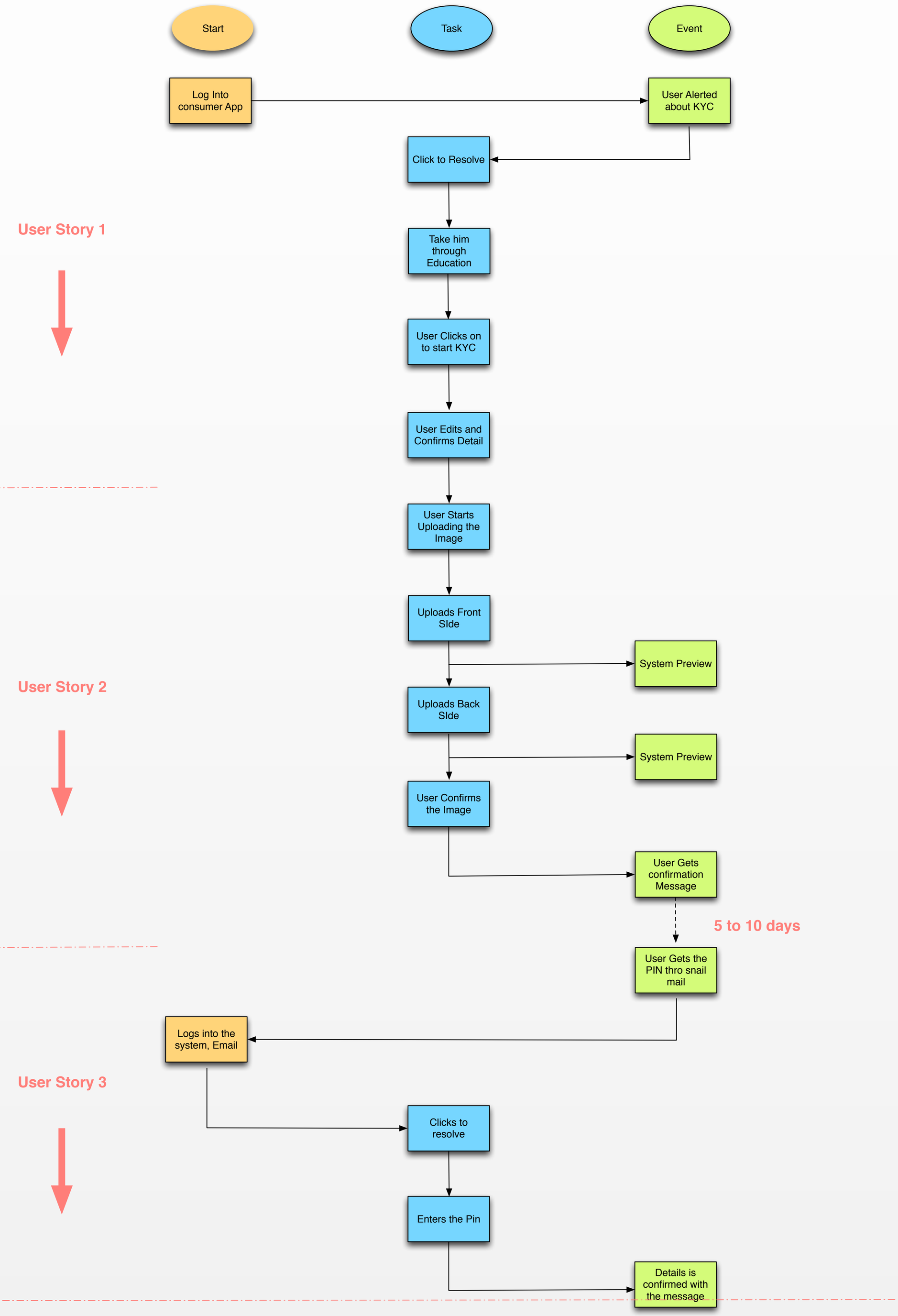
Flow 2



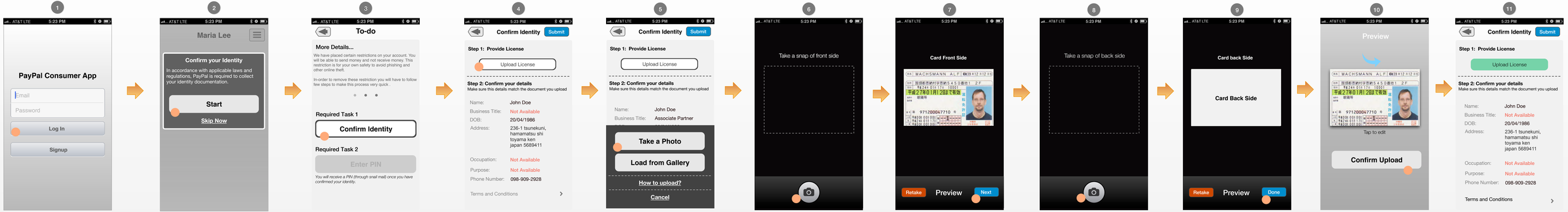
Detailed Flow



Task Analysis



Consumer App flow



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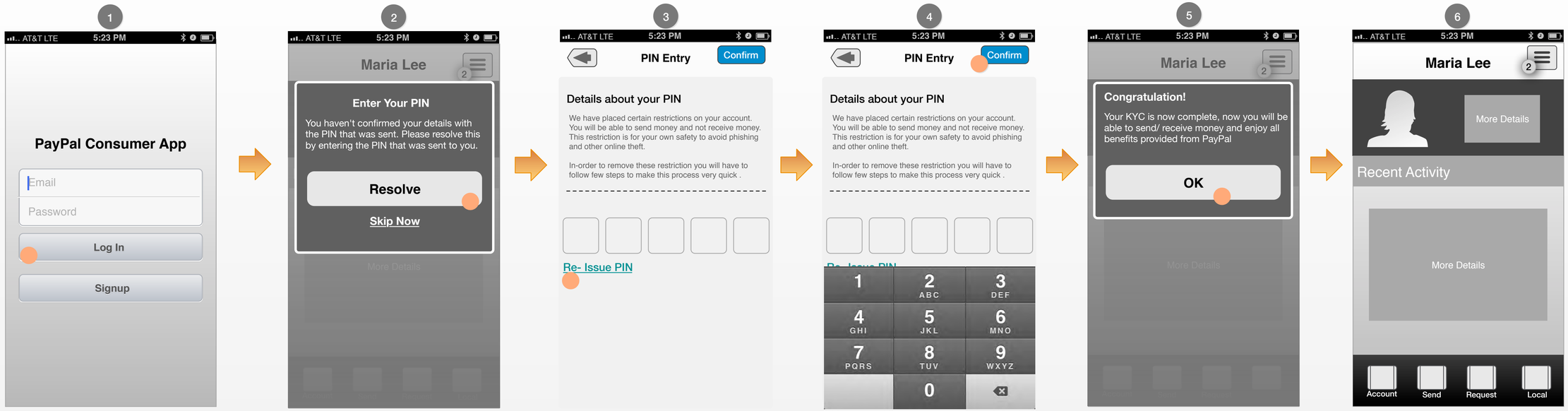
Enter PIN flow



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Tutorial

1

AT&T LTE 5:23 PM

Confirm Identity Submit

Step 1: Provide License

Upload License

Step 2: Confirm your details
Make sure this details match the document you upload

Name:	John Doe
Business Title:	Not Available
DOB:	20/04/1986
Address:	236-1 tsunekuni, hamamatsu shi toyama ken japan 5689411
Occupation:	Not Available
Purpose:	Not Available
Phone Number:	098-909-2928

Terms and Conditions

2

AT&T LTE 5:23 PM

Confirm Identity Submit

Step 1: Provide License

Upload License

Step 2: Confirm your details
Make sure this details match the document you upload

Name:	John Doe
Business Title:	Associate Partner

Take a Photo

Load from Gallery

How to upload?

Cancel

3

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Front Side :

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

4

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Preview Screen

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

5

AT&T LTE 5:23 PM

Tutorial Skip

1 2 3 4

Back Side:

sample text .....
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Next

6

AT&T LTE 5:23 PM

Tutorial Done

1 2 3 4

Card Back Side

Preview Screen

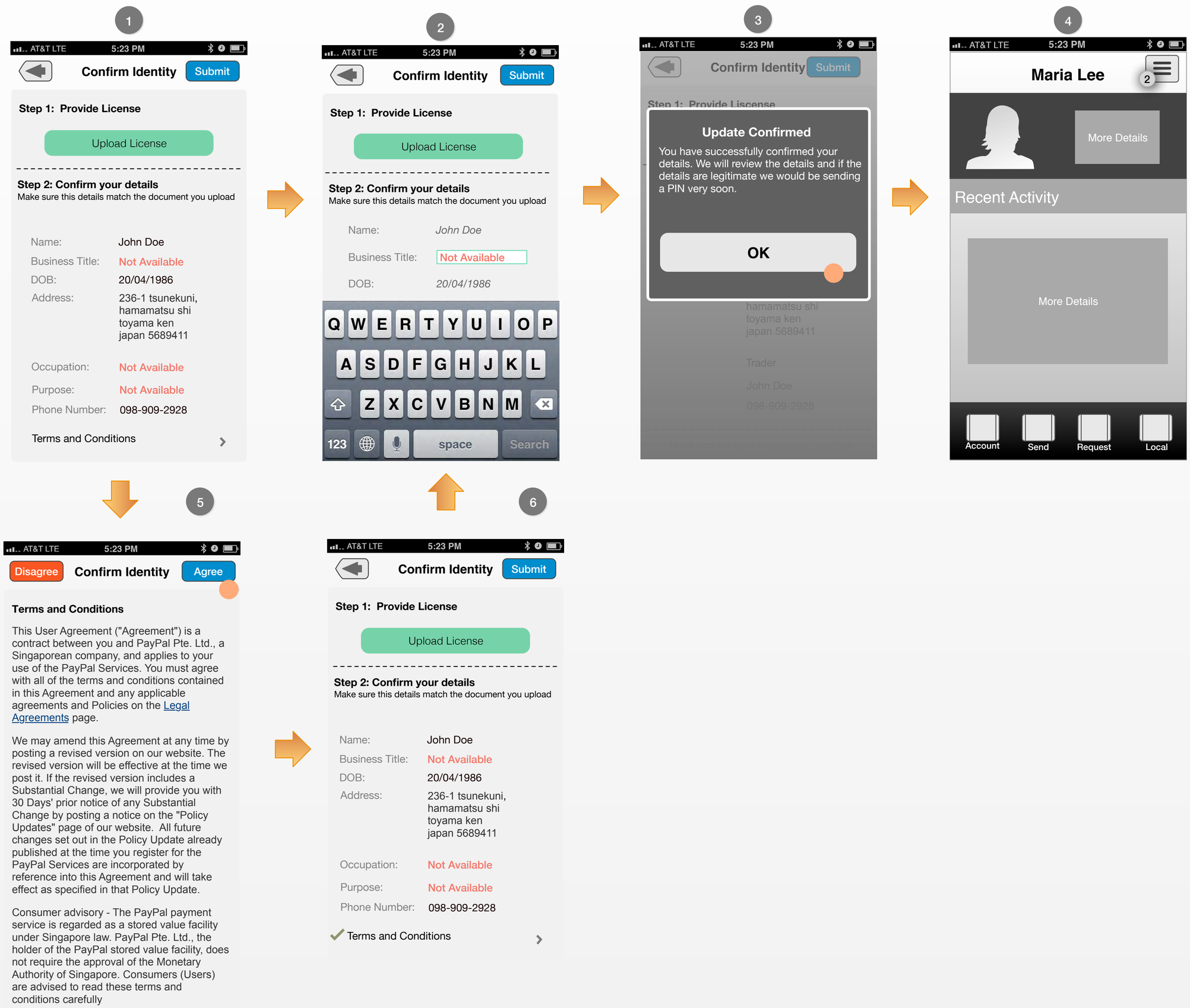
We have placed certain restrictions on your account. You will be able to send money and not receive money. This restriction is for your own safety to avoid phishing and other online theft.

In-order to remove these restriction you will have to follow few steps to make this process very quick .

Take a Snap ?

PayPal

Edit Details



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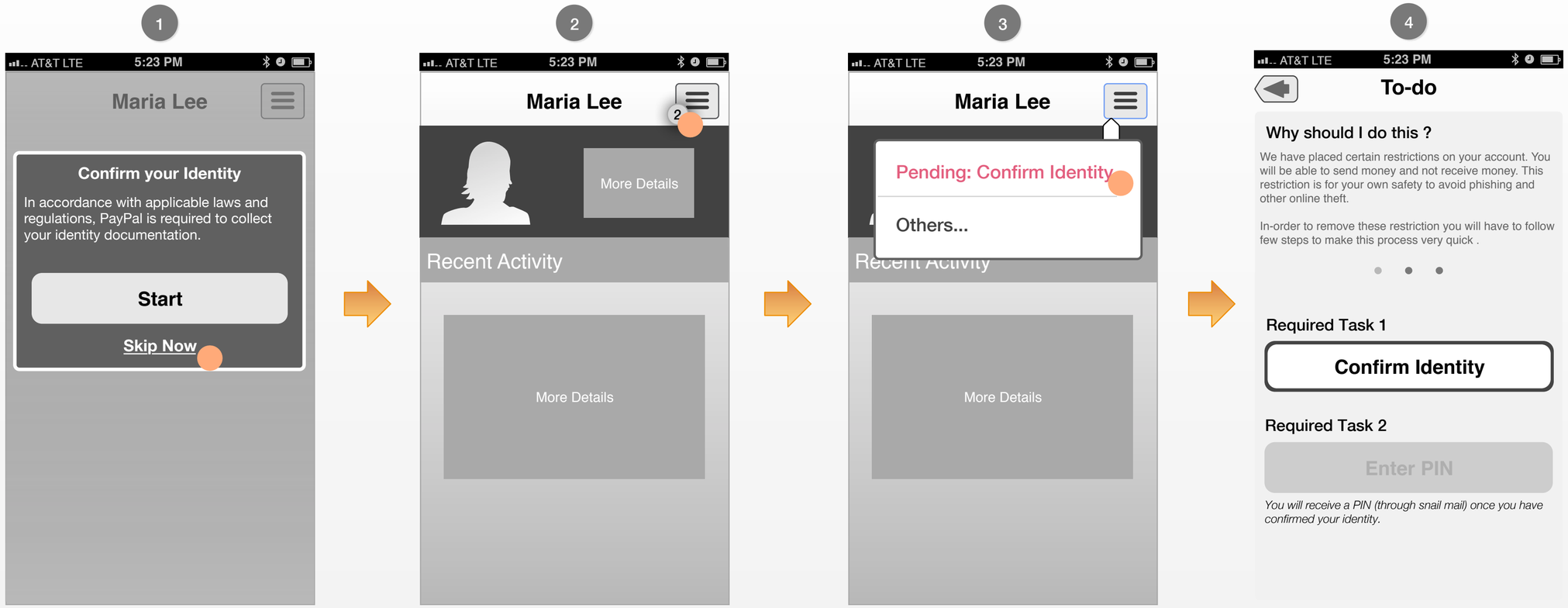
Skip Now Scenario



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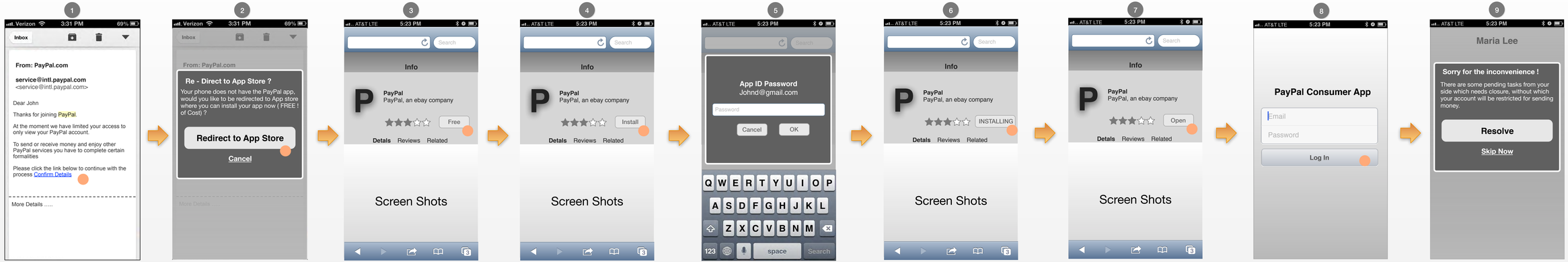
Email Scenario



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Happy Path Version 2.5

Assumptions

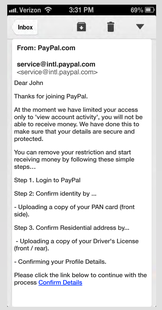
Task Flow - Through his e-mail

Scenario Multiple Doc Upload
- User has to upload his Driver's License (front and rear) and edits the details in the profile.

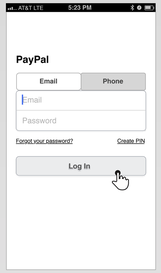
- User has to upload his PAN card (one side)

Happy Path 1

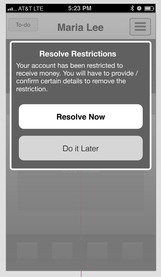
HP_01_email



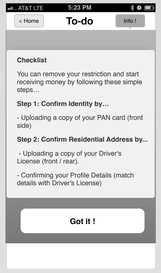
HP_02_login



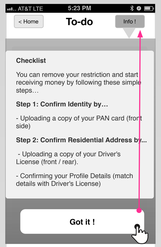
HP_03_resolve



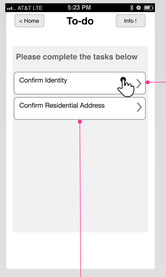
HP_04_getstarted



HP_04a_getstarted (Animation)

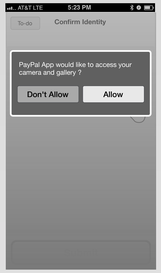


HP_05_todo



HP_06_ID_attach

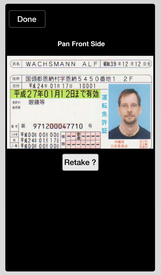
HP_06.1_ID_access



HP_07_PAN_capture

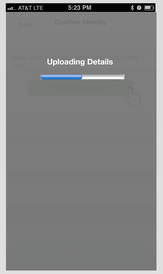
HP_08_PAN_preview

HP_09a_PAN_review

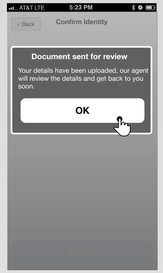


HP_9_PAN_confirm

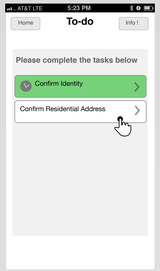
HP_9b_PANupload



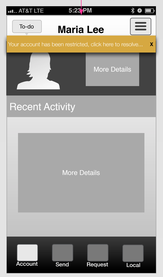
HP_10_IDsent



HP_11_todo_IDdone



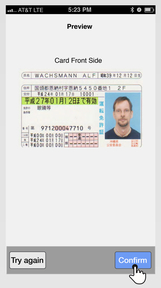
HP_24b_Consumer App



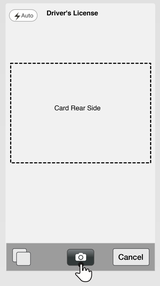
HP_12_Address_add

HP_12_DL_Fcapture

HP_13_DL_Fpreview

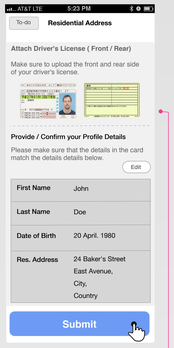


HP_14_DL_Bcapture

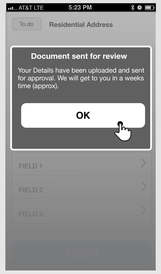


HP_15_DL_Bpreview

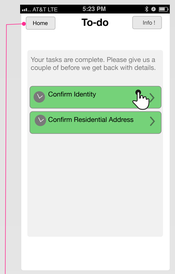
HP_12a_Address_confirm



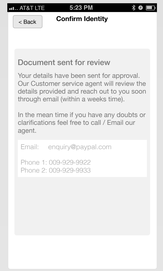
HP_17_Address_sent



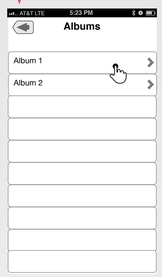
HP_18_todo_complete



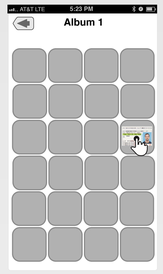
HP_19_ConfirmIdentity_complete



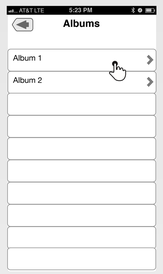
HP_20_Album_F



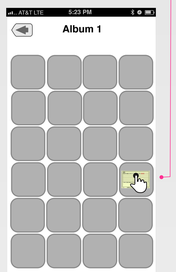
HP_21_Album_Fselect



HP_22_Album_B



HP_23_Album_Bselect



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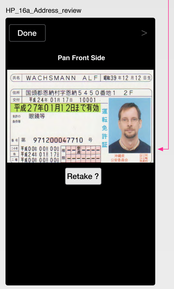
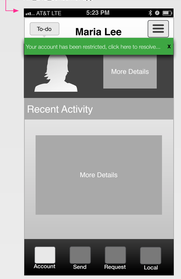
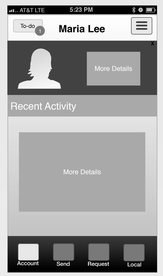


HP_16b_Address_review

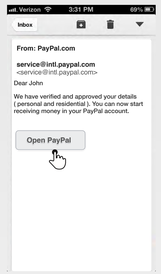
HP_24a_consumer app





Happy Path 2

HP_01b_email



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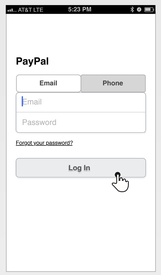
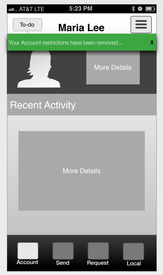


HP_24c_consumer app



PANDA - PROBLEM STATEMENTS & TEST HYPOTHESIS

Customer Problems	What we designed?
Discovery of Account Restrictions	• APP notification • Email: Request Action
Help users comprehend the restrictions and resolution course	• Get Started/Education Page • Email: Request Action • Email: Document Received • Email: CS approved (Emails should be in PayPal template)
Simplify the resolution process	• To-do methodology • Visual cue to communicate status/progress of to-do's (design exploration) • Phone Camera to capture • Review Page: To ensure user provides good verified data • Clear and prominent CTA (only one on screen)

To know more about PANDA :
https://confluence.paypal.com/cnfl/pages/viewpage.action?pageId=31492973

Design Hypothesis

- Users will be able to use the phone camera to clearly capture documents of variable dimensions
- The email and APP notifications will helps users discover and comprehend the account restrictions
- The emails and get started page will help users comprehend the details and track/course required to resolve the account restrictions
- Scroll length will not impact the discovery of primary CTA on the review page
- Users acknowledge that their profile details match the submitted documents before clicking 'Submit' on Review page
    - User's explicit consent and acknowledgement on profile match
    - Capture additional data (DOB)
- Users will be able to clearly notice and comprehend the status of each to-do

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TASK SCENARIOS

A) You have just downloaded the PayPal APP on your iPhone. Your task is to open the APP and login for minor exploration

The purpose of this task is to help users orient to PayPal APP. Users will be asked to perform minor exploration for setting up the context.

B) Your local bank has asked you to submit the following documents immediately to further process and verify the details of your application. To expedite matters, you decided to use your phone camera to capture and submit documents to a bank representative through email. Your task is to use your phone camera to capture documents (Drivers license, Utility bill)

The purpose of this task is to observe and understand how users use the phone camera while capturing documents of different dimensions. How many attempts does it take for them to take a clear picture? Are they able to resize and orient the phone based on dimensions of the document? Does the document dimension have an impact on clarity of the document capture?

C) Please login to your APP to check your balance. (Users will see the account restriction)

The purpose of this task is to let users encounter the account restriction as they open the APP to check their balance. Users will then be asked to continue and follow the rest of the task based on their understanding. There are numerous items on the review page, which the users have to understand and complete.
Get started page > To-do page > Camera capture > Review page – match details, capture DOB, consent, Submit > To-do completed

D) After submitting the documents, you immediately received an email from PayPal (Document received email). Please open and tell me what you gather from it.

The purpose of this task is to understand whether users comprehend that PayPal has to review and approve the documents. Additional goals are to understand what users expectations during this wait time. Do they expect to be able to use the APP or their PayPal account? How long do they expect the wait time to last? How do they expect to be notified once the review is completed?

E) 5 days later and you have just received an email from PayPal (CS approved email). Please open the email and tell me what you gather from it.

The purpose of this task is to understand whether users comprehend that they are now able to use and transact using their PayPal account.

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USER TESTING HIGHLIGHTS

1) The concept of leveraging phones to capture data came naturally to users but there are limitations to how far we can milk the idea.

Using phones to capture items that are smaller in size and close at hand like ID, drivers license, credit card, business card seem plausible but asking them to capture a utility bill seemed far fetched At that point some users questioned the benefit of using a phone over traditional methods (desktop computer and scanner).

"I wont have the utility bill on me, so I will have to go into my shelves and dig up a copy. At that point, I might as well use my computer"

2) Though capturing data worked well with the phone camera, getting them to comprehend that they have to verify the same data against their PayPal profile was a challenge on the review page.

The review page itself seemed overwhelming as users had to perform 4 different sub tasks on the page – take photo, verify the details, enter DOB, agree/acknowledge.

"I didn't notice that I was supposed to verify the details after capturing the document"
"I thought I was sending the document for you to verify the details"

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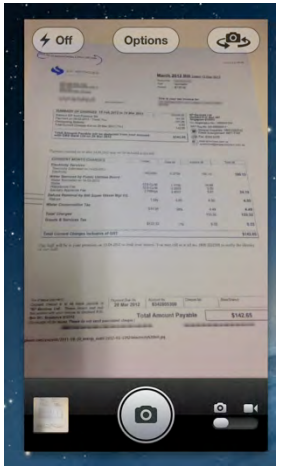
DESIGN HYPOTHESIS – FINDINGS

A) Users will be able to use the phone camera to clearly capture documents of variable dimensions ●●●

Using the phone camera came naturally to users. Most users expressed that they already use the camera in their daily life to document and communicate. Users took care while orienting the object based on its dimension and most of them waited for the camera to focus for best quality.

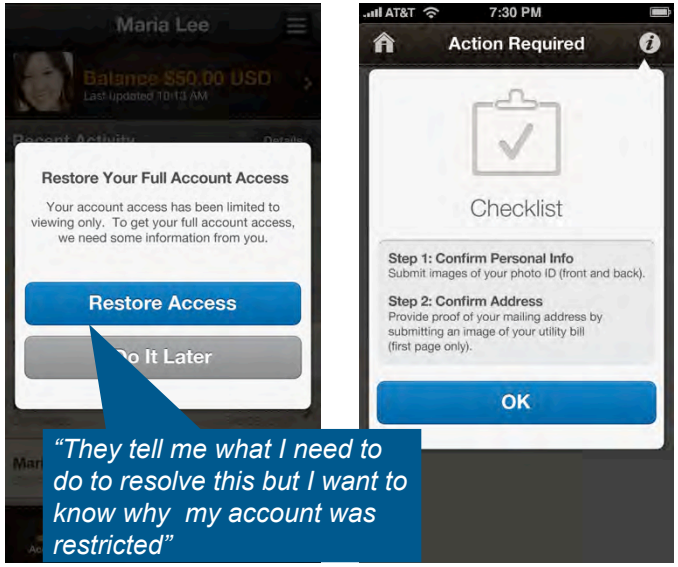


B) The emails, APP notifications and get started page will help users discover and comprehend the course required to resolve the account restrictions ●●○

Discovery was not a concerns but most users were keen to know 'why' the limitations happened in the first place. Though the email does a good job at indicating the what and the why, but it is critical that we clarify the same in the experience as a lot of users don't read emails.

The notifications post document submission also doesn't clarify what happens to their account while their documents are being reviewed for 5 days.

"Do I have any access to may account while PayPal reviews my documents for 5 days?"



"They tell me what I need to do to resolve this but I want to know why my account was restricted"

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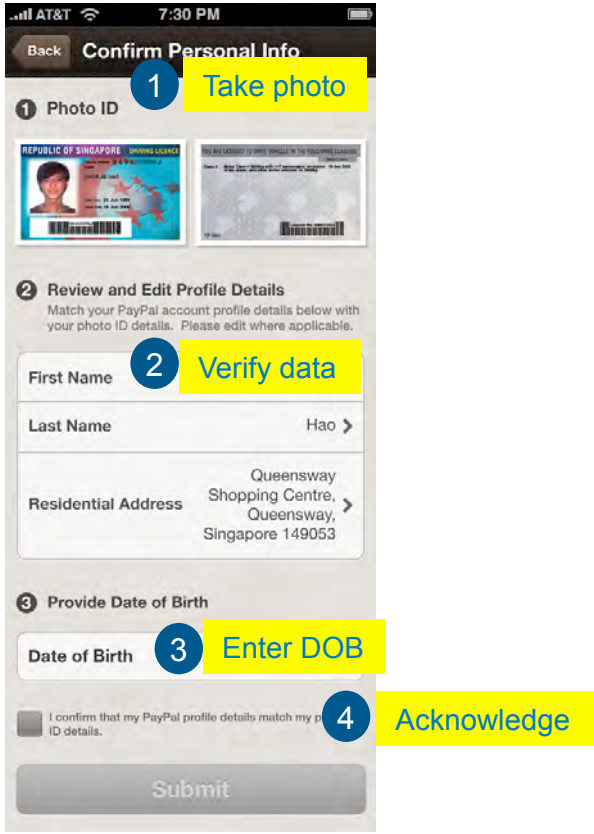
DESIGN HYPOTHESIS – FINDINGS

C) Users acknowledge that their profile details match the submitted documents before clicking 'Submit' on Review page

Users never seemed to comprehend that they had to verify the details before submitting the information to PayPal. Most users were focused on capture and sending the documents across to PayPal. Additionally, the review page seemed overwhelming where users had to complete multiple tasks on the same page.

(go to page 6 for detailed findings)

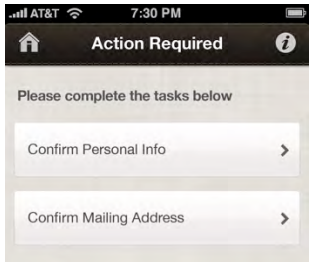


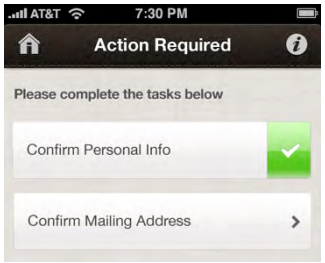
D) Scroll length will not impact the discovery of primary CTA 'Submit' on the review page

It didn't. Our thumbs have grown accustomed to the demands of gestures. Flicking the page up and down to gauge the boundaries of a mobile page comes naturally to users. Discovery will not be impacted as long as we follow basic Mobile First principals.

E) Users will be able to clearly notice and comprehend the status of each to-do

The to-do page was simple and very straightforward. It tells the users what they had to do and clearly highlights the current status.





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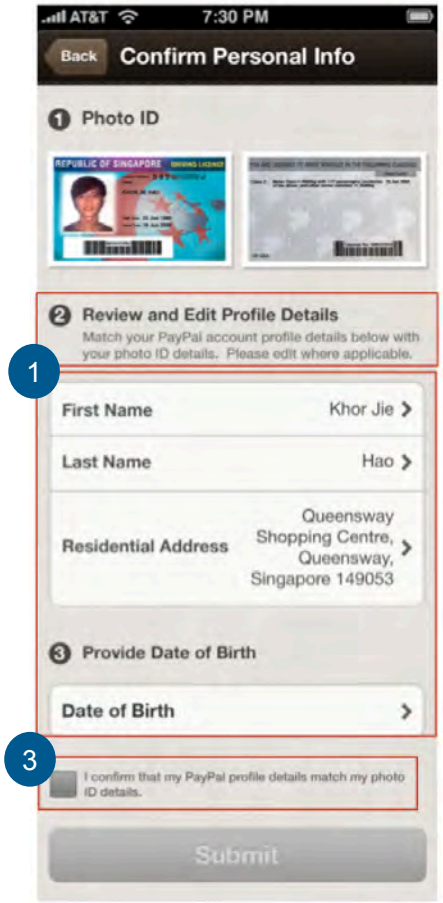
REVIEW PAGE – DETAILED ISSUES AND RECOMMENDATION

The primary goals on this page is to verify PayPal profile details by
-capturing data through camera
-get users to align and match profile details with captured data



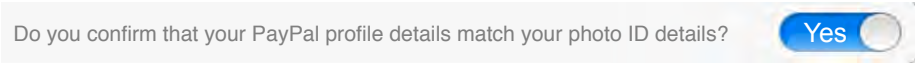
1. The layout of the page made users feel that the details were extracted from the drivers license. Users would obviously respond better when they are working with their own information, still there is lot going on this page which tends to overwhelm the user.

After capturing the license data, most users didn't realize that they have to verify and match their profile details with the license.

Lets emphasize the goal on verifying PayPal profile. Capturing data through phone camera is a tool to facilitate that goal. The current design tone tends to lead users to believe that data capture is the goal of the task.

2. Most users either failed or ignored to read the checkbox assuming it be a standard 'agree and continue' checkbox. The goal of gatheringg an explicit consent from the user to verify details failed primarily due to choice (checkbox) and placement of interaction.

Consider communicating the consent as a yes/no question for better contextual awareness and comprehension



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- UI -

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- Content -

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