

Amazon PayCode Checkout CX

Payments Experience Design
navgr@

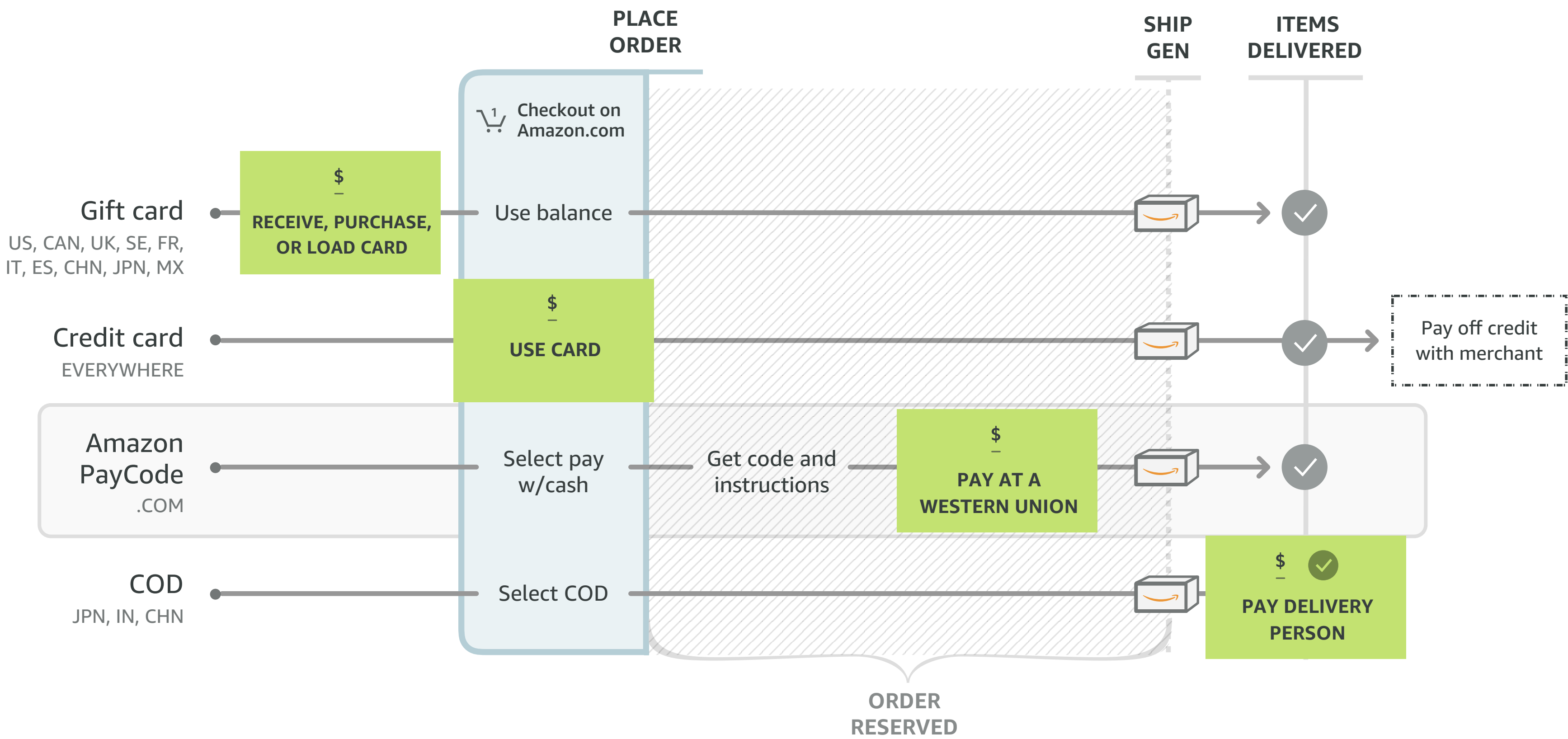
PLATFORM	Mobile, Destop
LOCALES	Global
UPDATED	March 09 , 2020



PAYCODE OVERVIEW

A cash alternative to credit/debit cards. It allows customers to pay at a designated location after placing their order.

International usability shows a significant split in understanding of this method, dependent on whether a similar method is already available for e-commerce.



COUNTRIES WITH PAYCODE-LIKE METHODS

Philippines, Japan, Malaysia, Thailand, Colombia

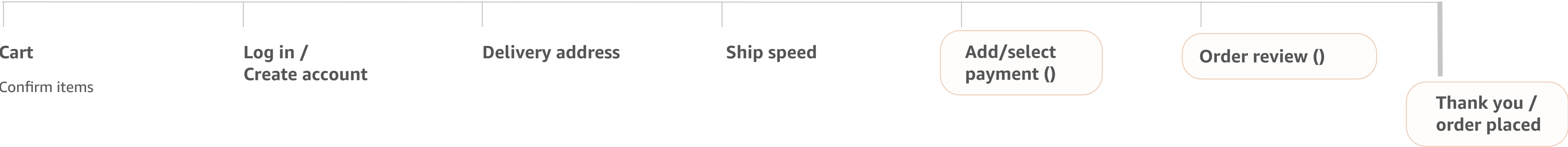
- Require less detailed instructions
- Less hand holding
- Glean details of method relatively faster
- Need specifics of where to pay sooner

NO EXPERIENCE WITH PAYCODE-LIKE METHOD

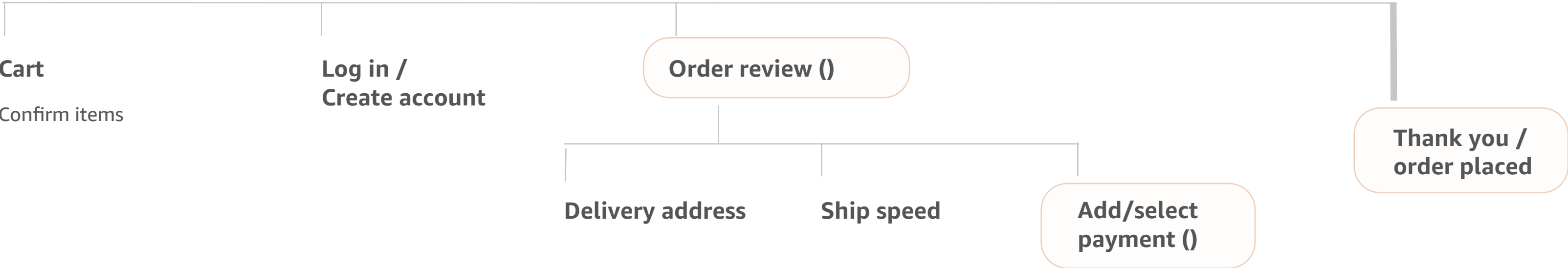
US

- Need to know about option before/during shopping
- Benefit from a slower introduction to method — usually need a spell to understand/internalize method itself before ingesting details
- Require detailed, specific instructions
- Need more hand holding/reassurances through checkout

new customer - no defaults



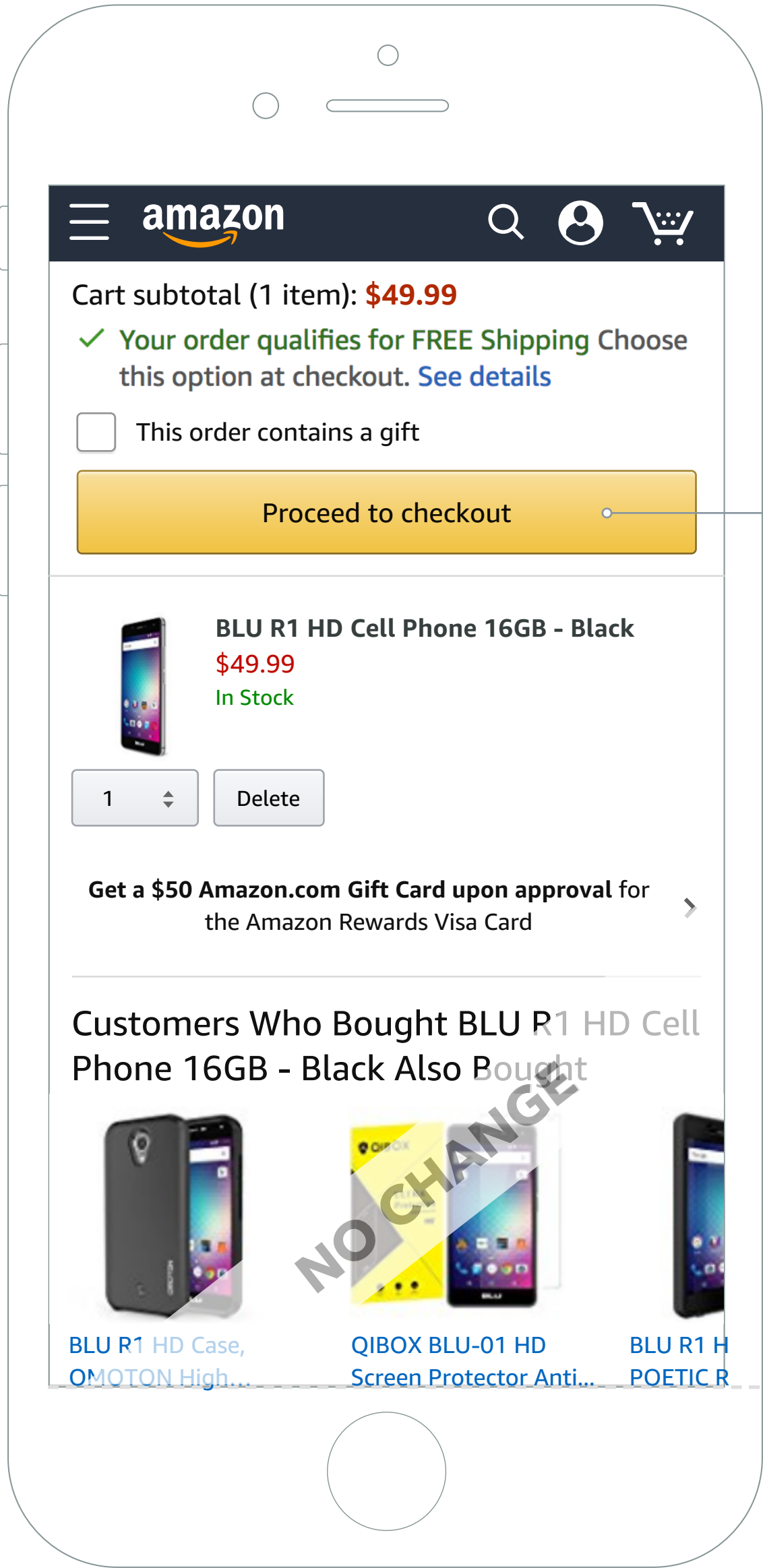
repeat customer - saved defaults



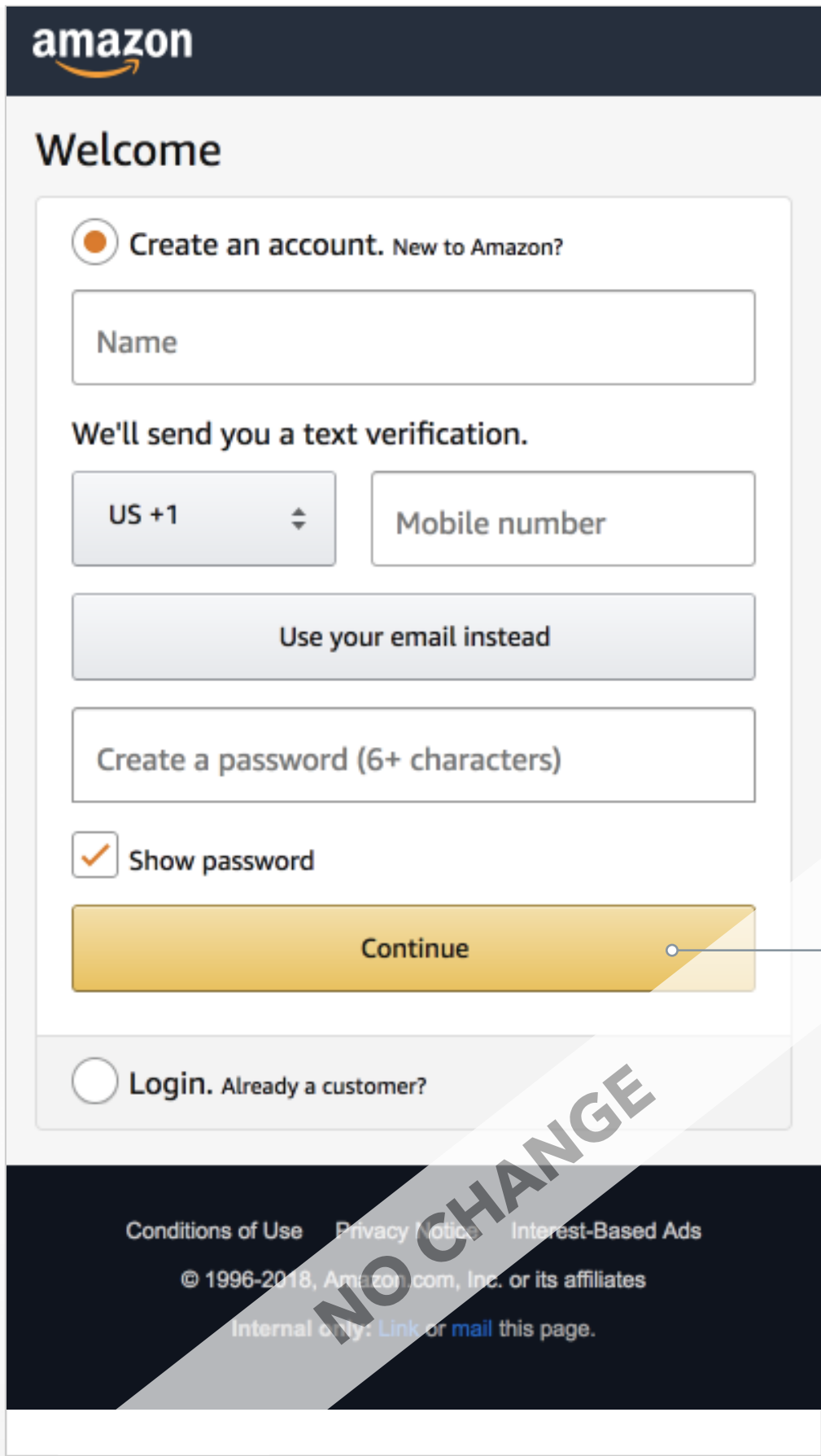
checkout user flows

= PayCode interactions

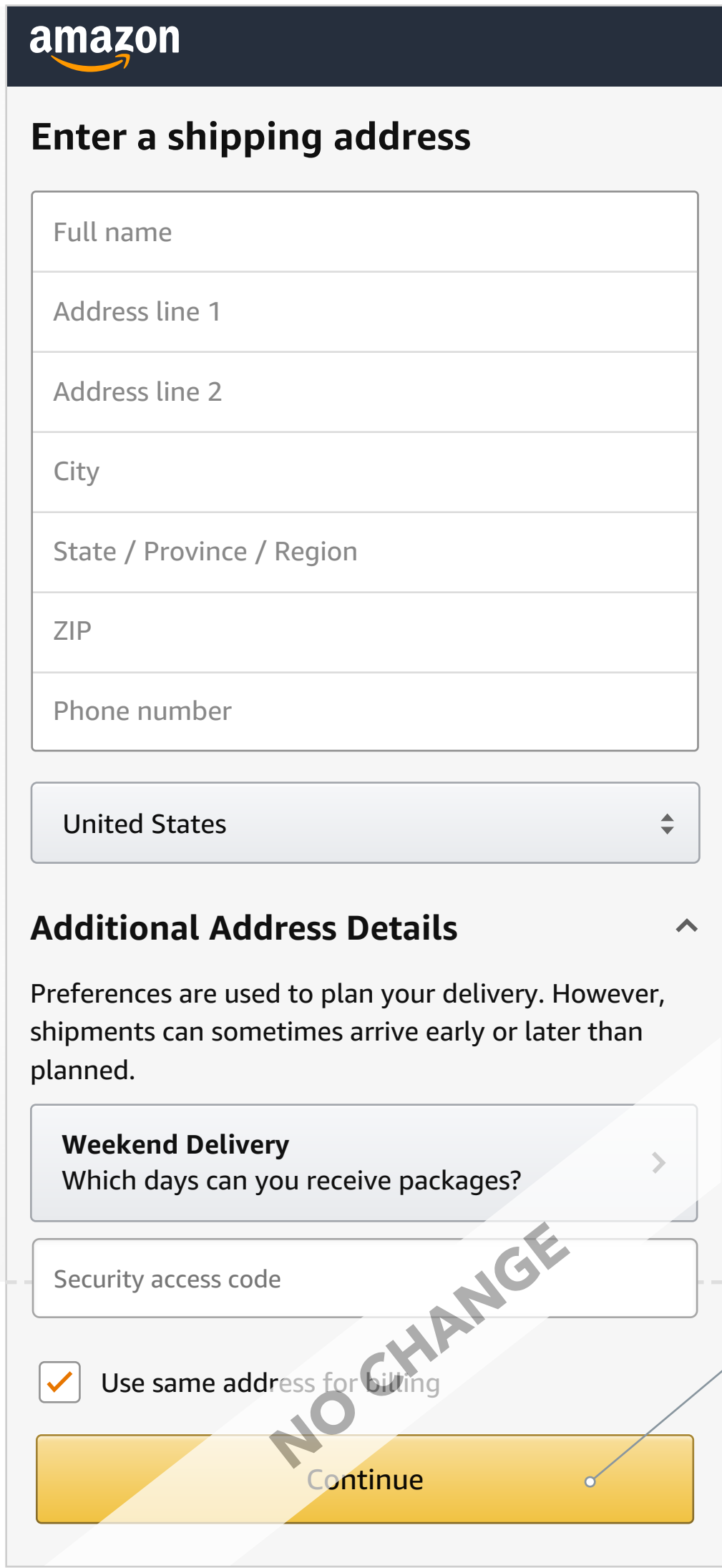
1.1 Cart / Initiate checkout



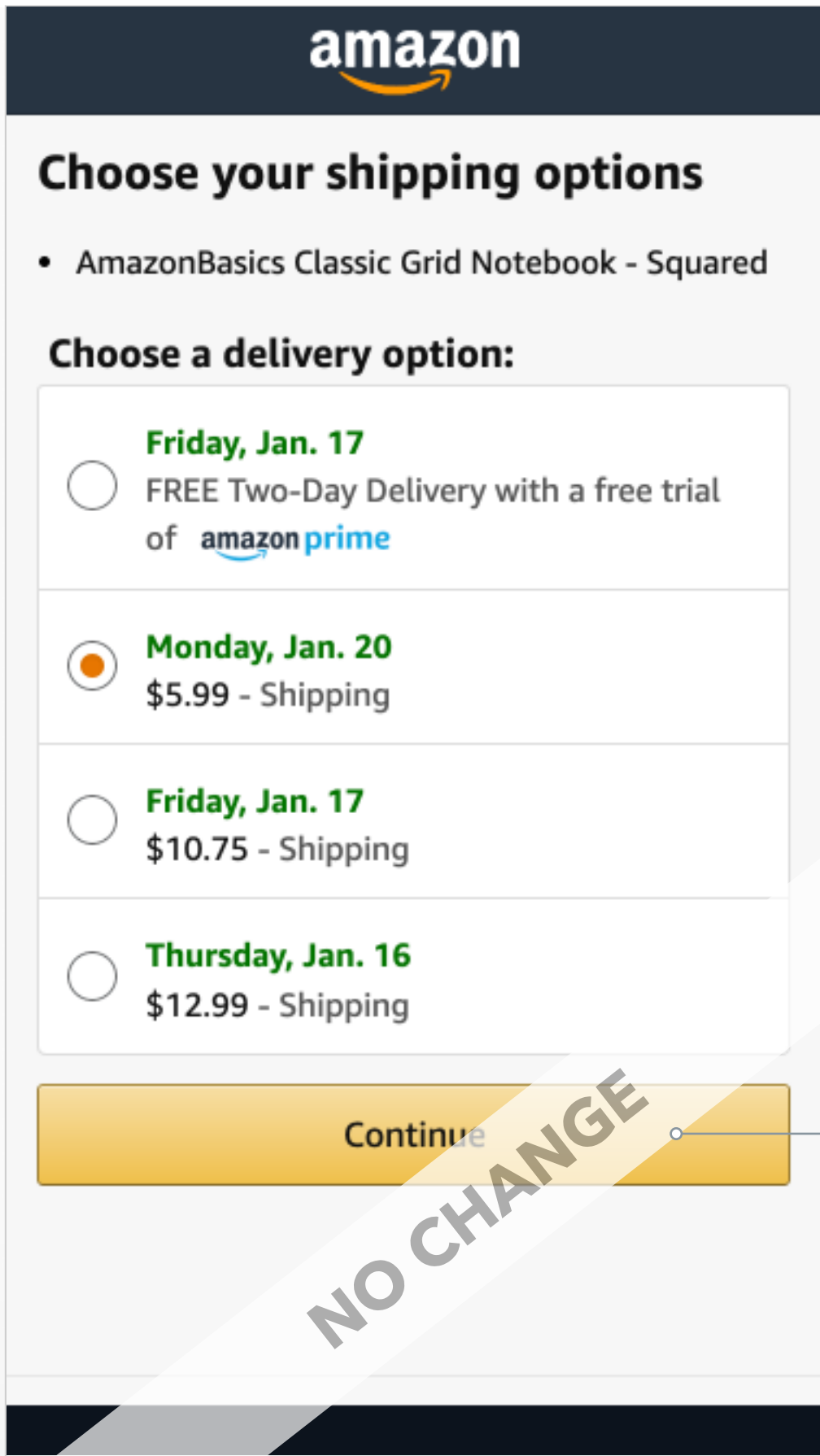
1.2 Create account



1.3 Delivery Address



1.4 Ship speed



DEVICE FOLD

checkout m-web new customer

* customer-driven inputs that affect details, dates, and totals are placeholder text

1.5 Add new payment

amazon

^ Add a credit or debit card

Enter your credit card information

☐ Use name on account

Name on card

Card number

Expiration date

01

2018

☐ Use this card across all of Amazon

What's this

Add your card

^ { Pay with cash name }

^ { Payment method 3 }

^ { Payment method 4 }

Gift Cards & Promotional Codes

Enter code

Apply

1.6 Select Amazon PayCode

amazon

^ Add a credit or debit card

^ { Pay with cash name }

1 | Reserve your order online now

2 | Pay at a location in cash within { 48 hours }

3 | Order ships to delivery address after you pay in store. [Learn more](#)

Continue

^ { Payment method 3 }

^ { Payment method 4 }

Gift Cards & Promotional Codes

Enter code

Apply

1.7 ID requirements

amazon

^ Add a credit or debit card

^ { Pay with cash name }

ID required to accept cash

You must **present a government-issued ID** when you pay. Payment can't be accepted if the name below doesn't match your ID.

Full name (must match ID)

[First and last name]

Date of birth

Month

/

Day

/

Year

Current residence

[Prefill]

[Delivery Address]

Your information is being collected and will be shared with Western Union for the purpose of processing your payment.

Continue

^ { Payment method 3 }

^ { Payment method 4 }

Gift Cards & Promotional Codes

Enter code

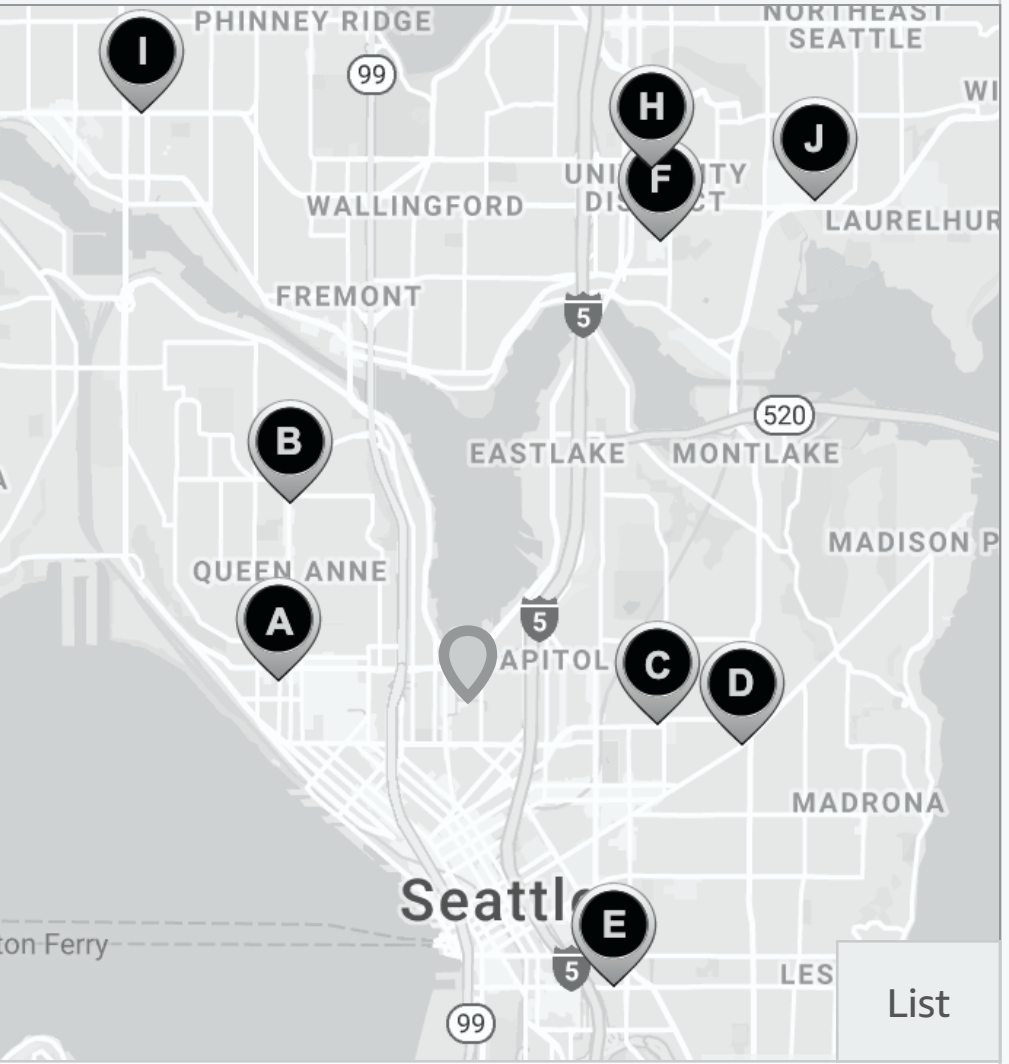
Apply

1.8 Select location (PENDING APPROVAL)

< Back

Select a place to pay near

[Prefill shipping address]... [Edit](#)



A

Safeway Western Union

.7 { mi / km }

516 1st Ave W

Open - Closes at 9pm

Pay here

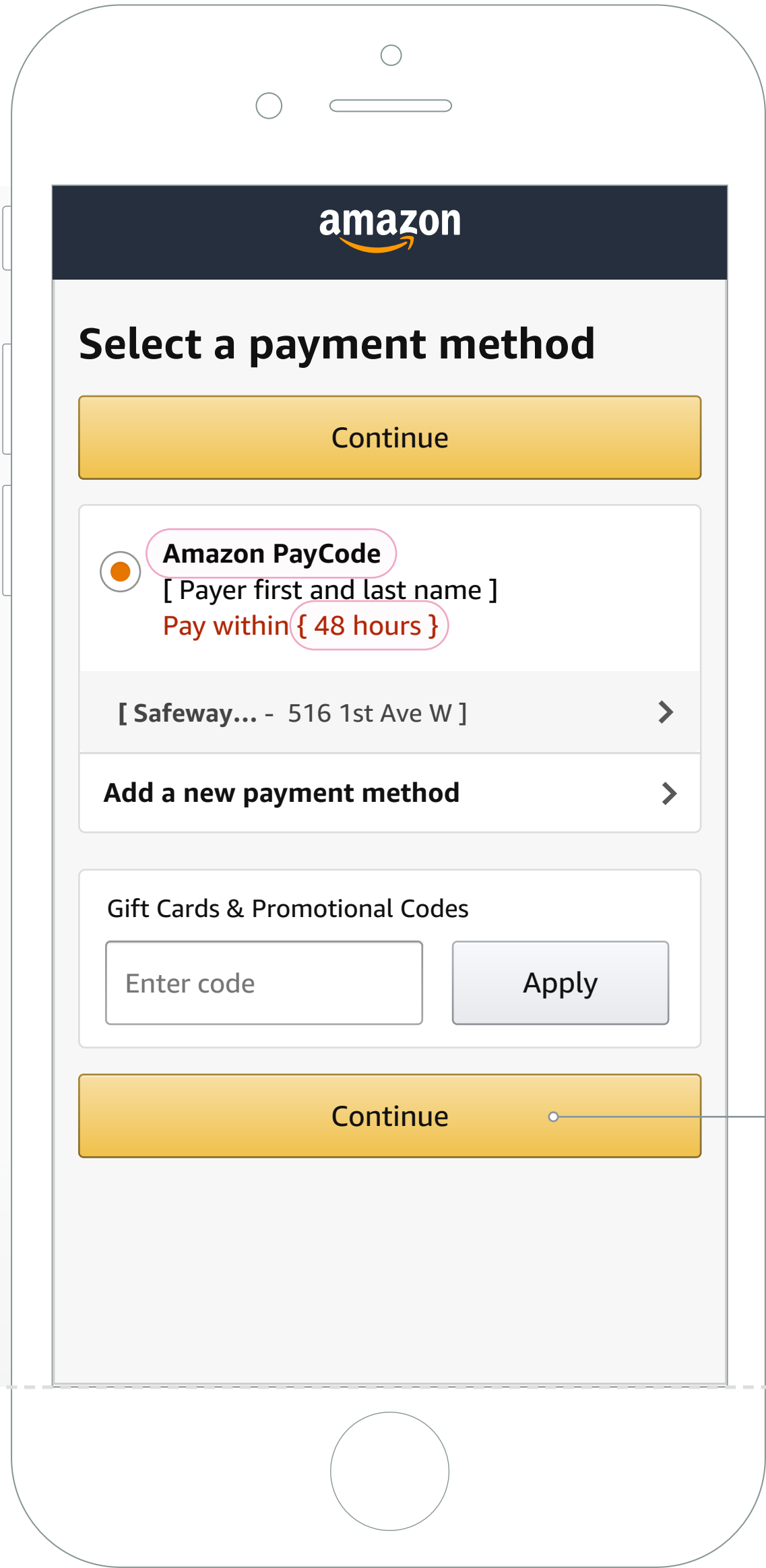
checkout m-web new customer

Localize Test/Weblab

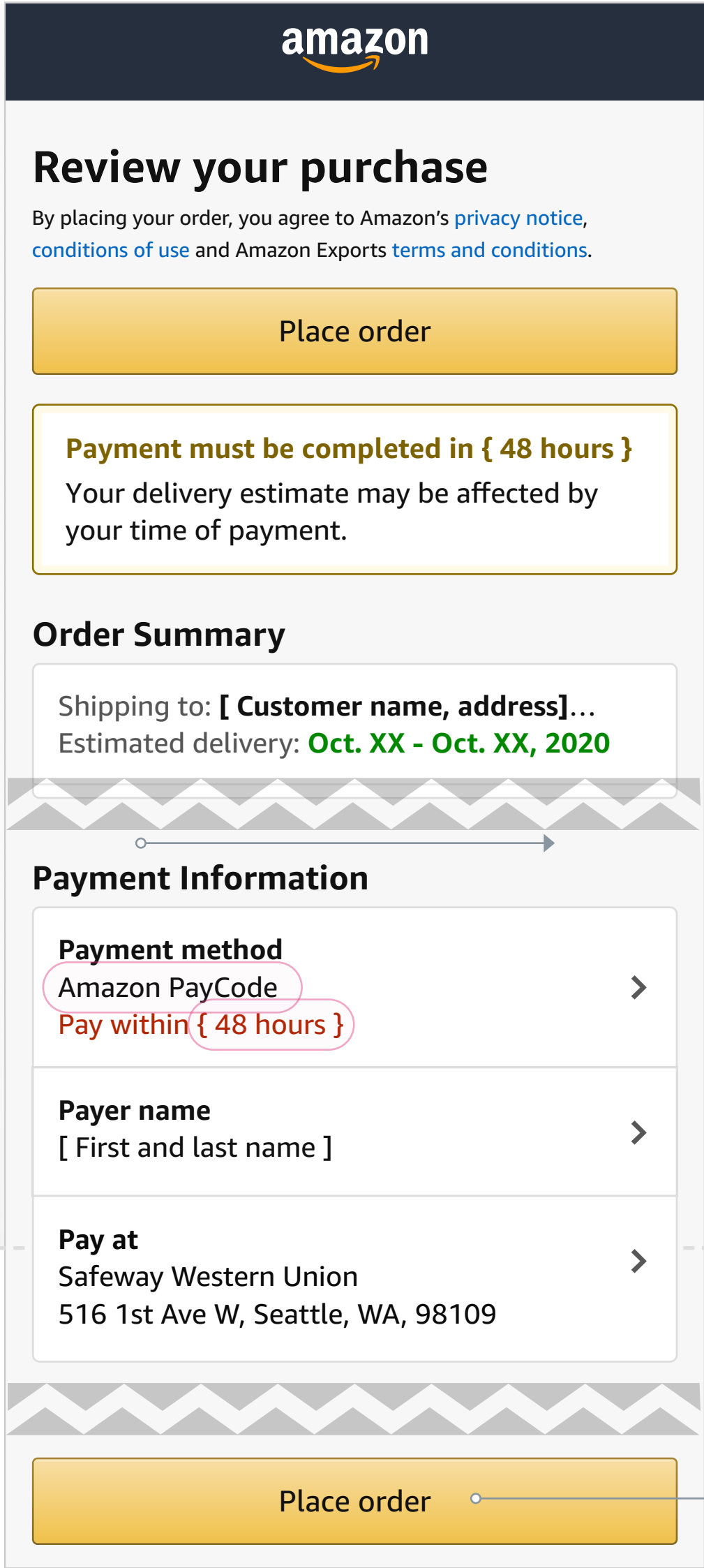
DEVICE FOLD

Checkout Mobile Web | Amazon PayCode CX |

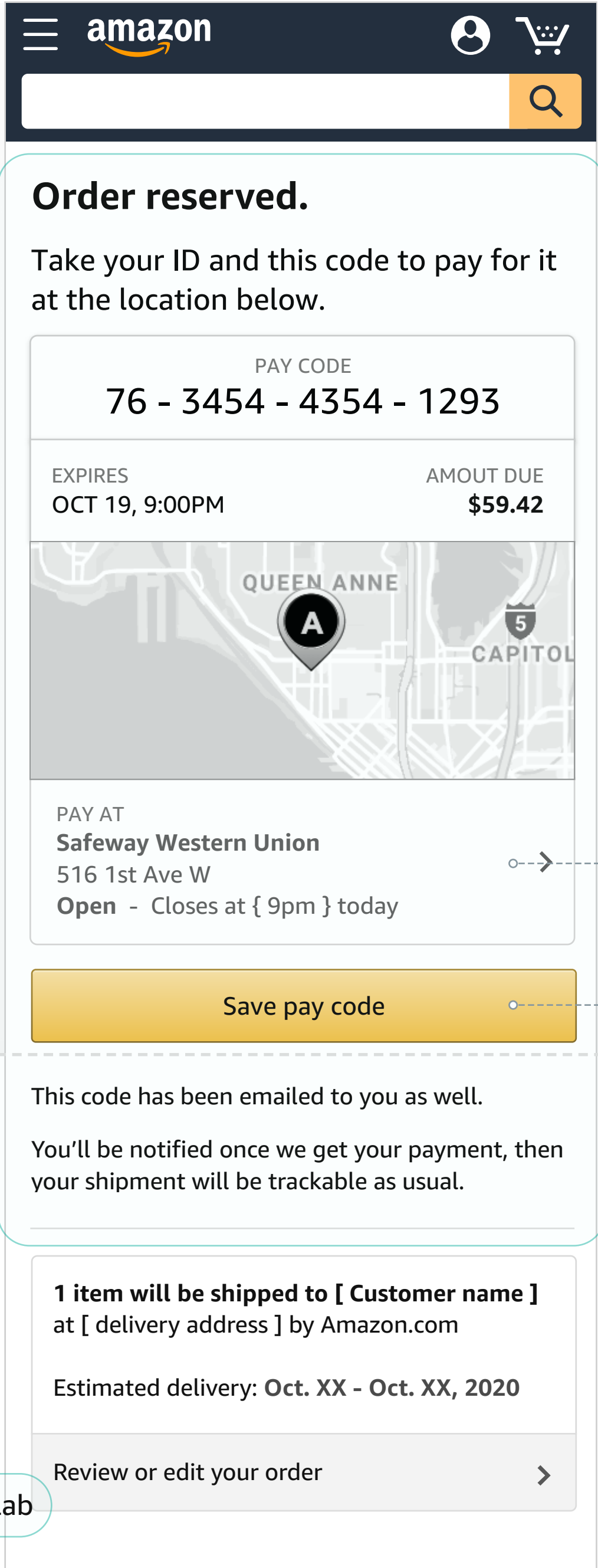
1.9 Confirm/select method



1.10 Order review



1.11 Thank you

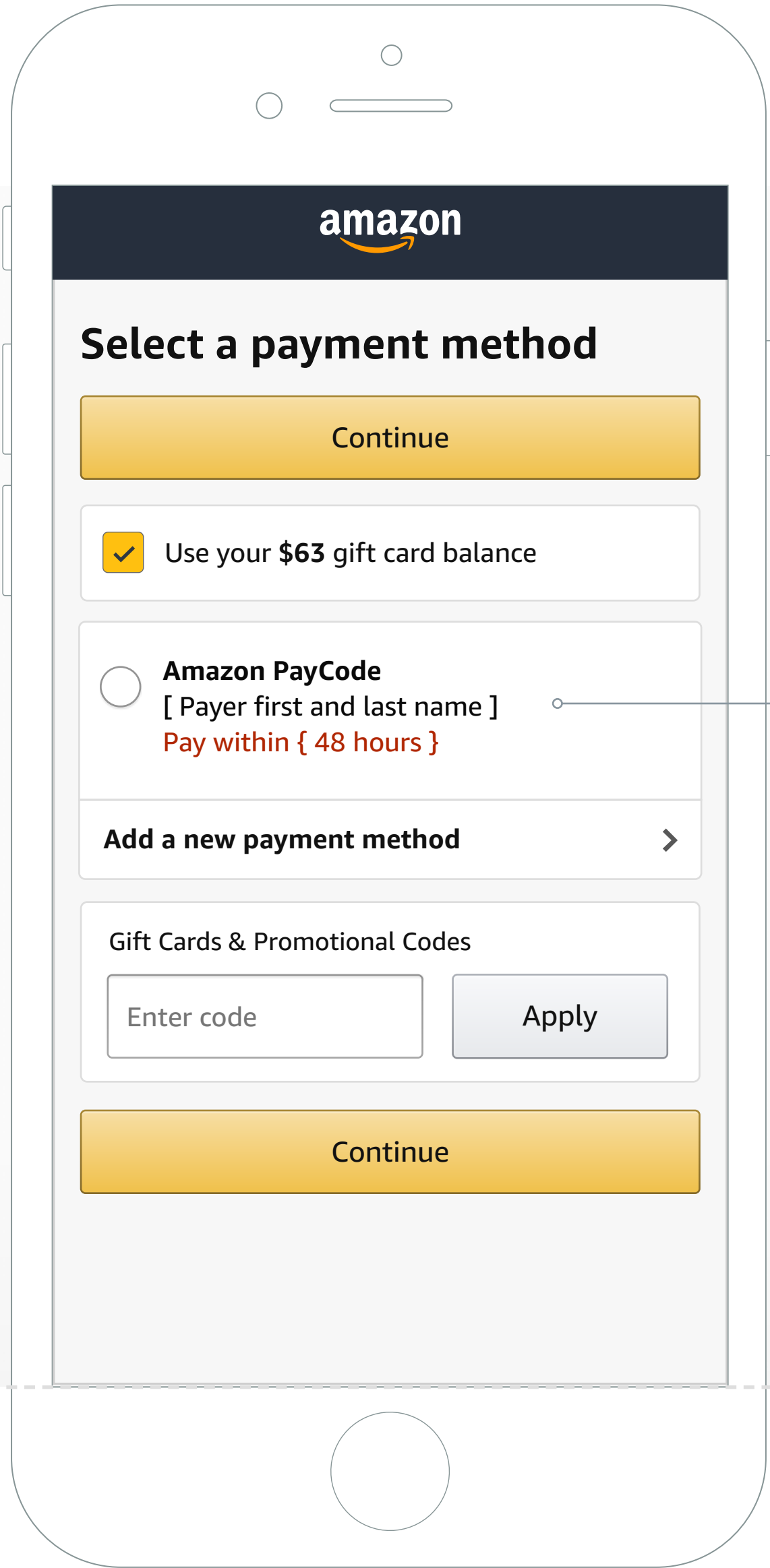


checkout m-web new customer

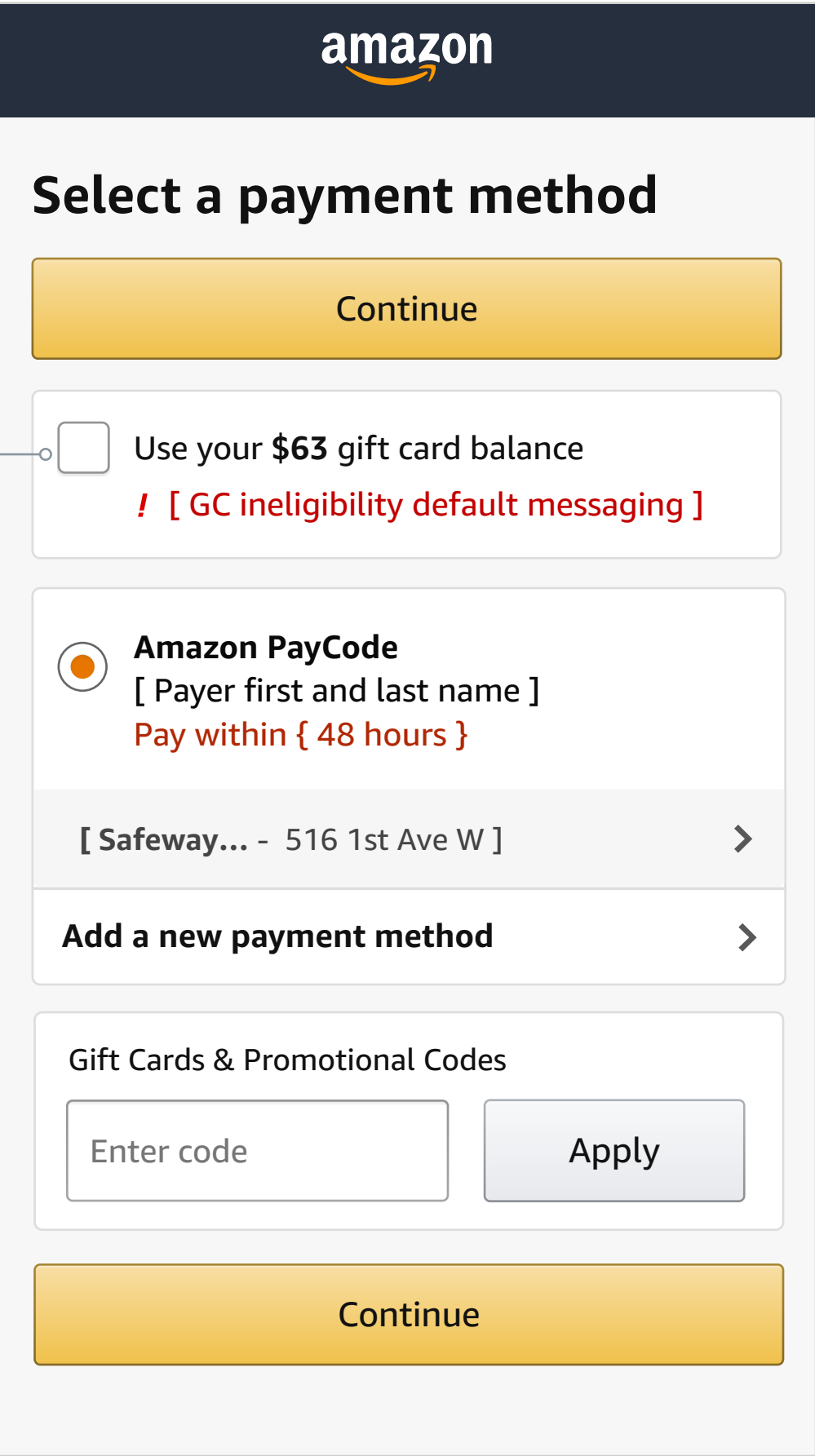
Localize Test/Weblab

DEVICE FOLD

3.1 GC covers total

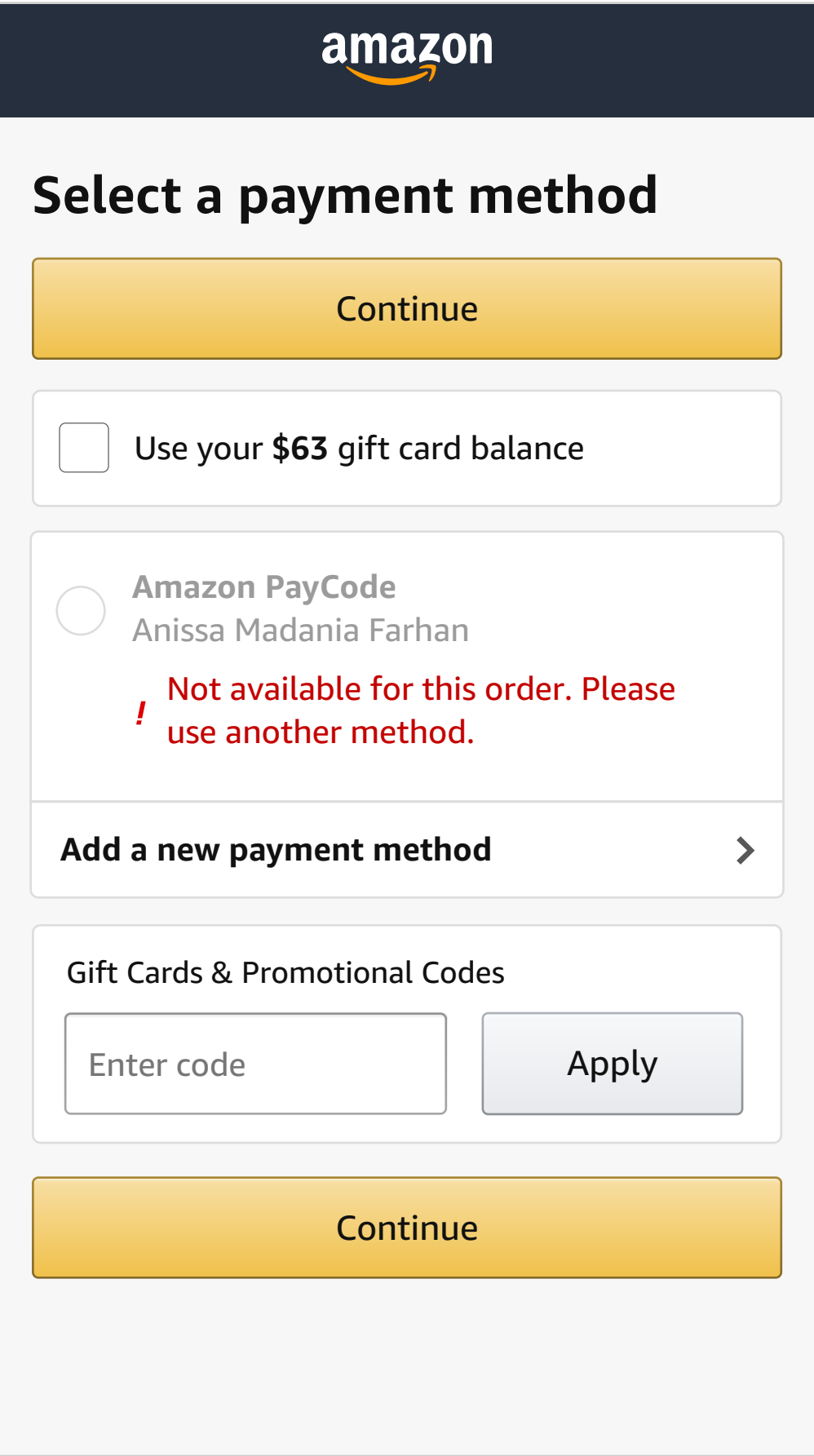


3.2 GC Incompatible



PayCode can't be used with GC— message on GC when PayCode is selected.

3.3 Ineligible



PayCode ineligibility— after it has been added to wallet, let customer know why it's unavailable (order total, cart items, location)

DEVICE FOLD

checkout m-web exceptions

6.1 Create method

amazon.com

SIGN IN

SHIPPING & PAYMENT

GIFT OPTIONS

PLACE ORDER

Select a payment method

Enter how you'd like to pay below, and we'll save it as an option.

Continue

You can review this order before it's final.

Add a Payment Method

Credit or Debit Cards

Amazon accepts all major credit and debit cards:

▶ Add a Card

Enter your card information:

Name on card

Card number

Expiration date

01

2018

Add your card

Pay with cash at a location near you

Pay at a participating location after you place your order

▶ Set up Amazon PayCode

Gift Cards & Promotional Codes

▶ Enter a gift card or promotional code

Continue

You can review this order before it's final.

Do you need help? Explore our [Help pages](#) or [contact us](#)

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6.2 Create method

amazon.com

SIGN IN

SHIPPING & PAYMENT

GIFT OPTIONS

PLACE ORDER

Select a payment method

Enter how you'd like to pay below, and we'll save it as an option.

Continue

You can review this order before it's final.

Add a Payment Method

Credit or Debit Cards

Amazon accepts all major credit and debit cards:

▶ Add a Card

Pay with cash at a location near you

Pay at a participating location after you place your order

▼ Set up Amazon PayCode

1 | Reserve your order online now

2 | Pay at a location in cash within 48 hours

3 | Order ships to delivery address after you pay in store. [Learn More](#)

Continue

Gift Cards & Promotional Codes

▶ Enter a gift card or promotional code

Continue

You can review this order before it's final.

Do you need help? Explore our [Help pages](#) or [contact us](#)

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6.3 Payer info

amazon.com

SIGN IN

SHIPPING & PAYMENT

GIFT OPTIONS

PLACE ORDER

Step 1 / 2

ID required to accept cash

You must present a **government-issued ID** when you pay. Payment can't be accepted if the name below doesn't match your ID.

Full name (must match ID)

Paul Smith

Date of birth

Date

/

Month

/

Year

Current residence

333 BOREN AVE N, SEATTLE, WA, 98109...

Your information is being collected and will be shared with Western Union for the purpose of processing your payment.

Continue

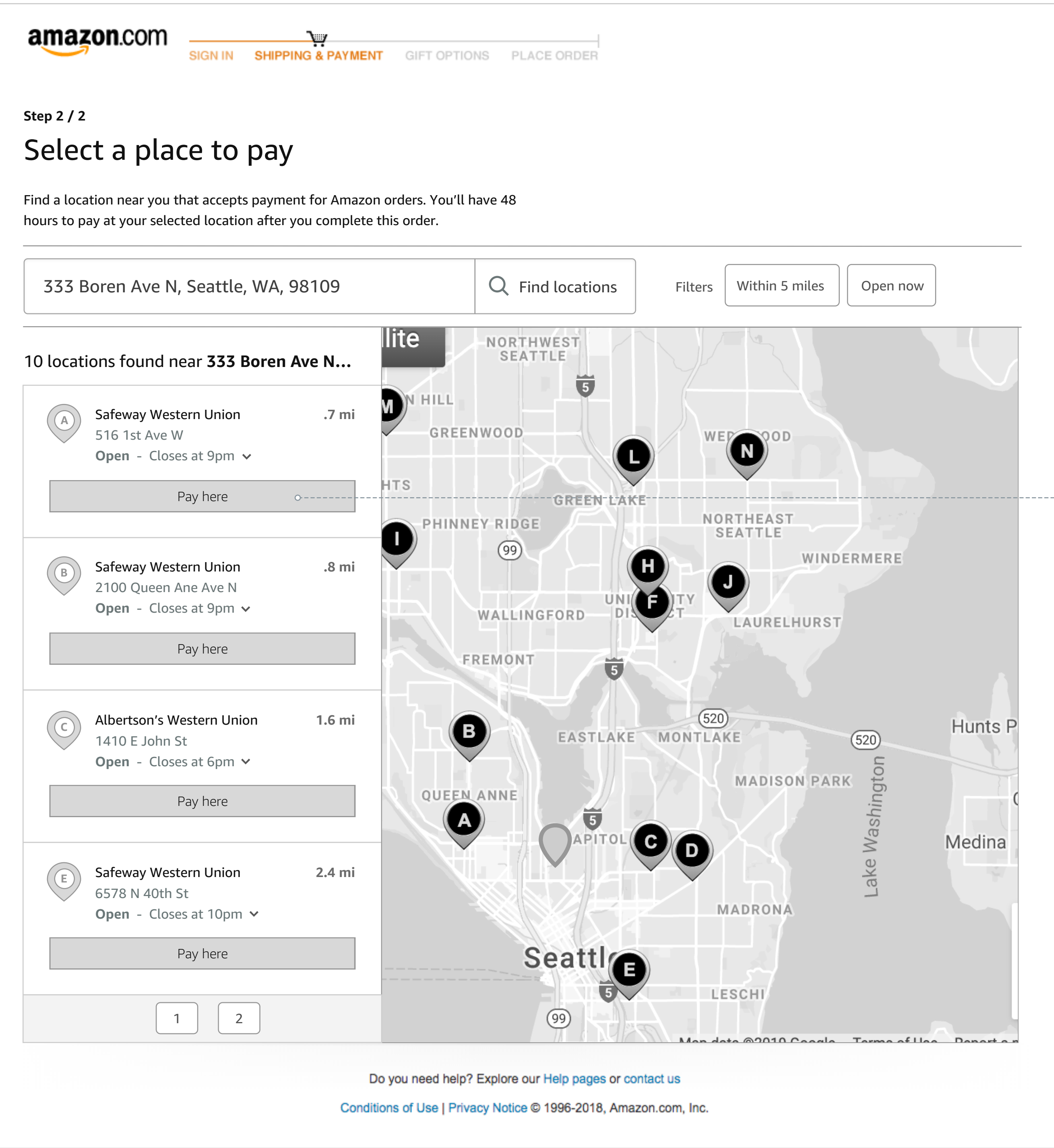
Do you need help? Explore our [Help pages](#) or [contact us](#)

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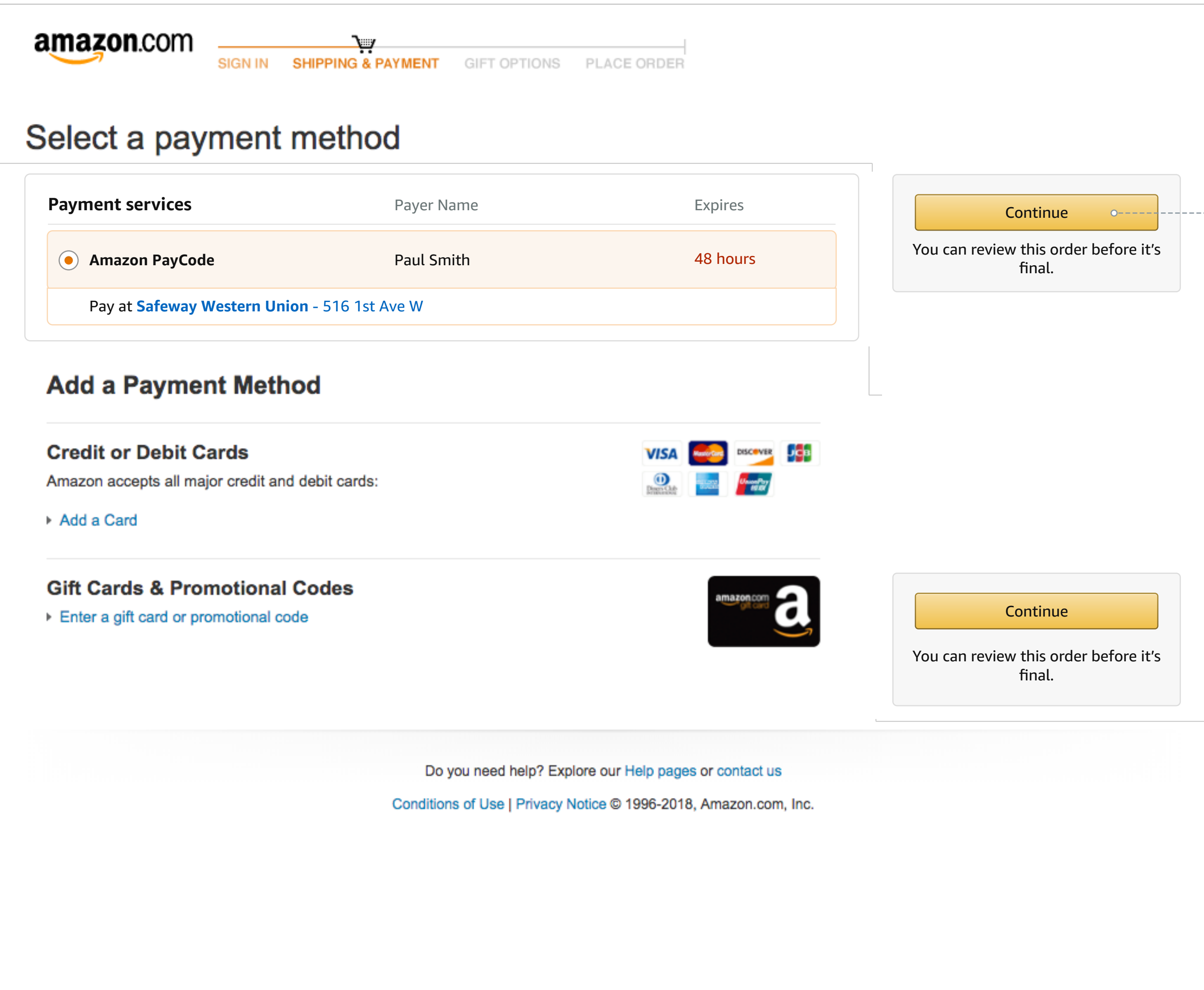
checkout desktop new customer

* customer-driven inputs that affect details, dates, and totals are placeholder text

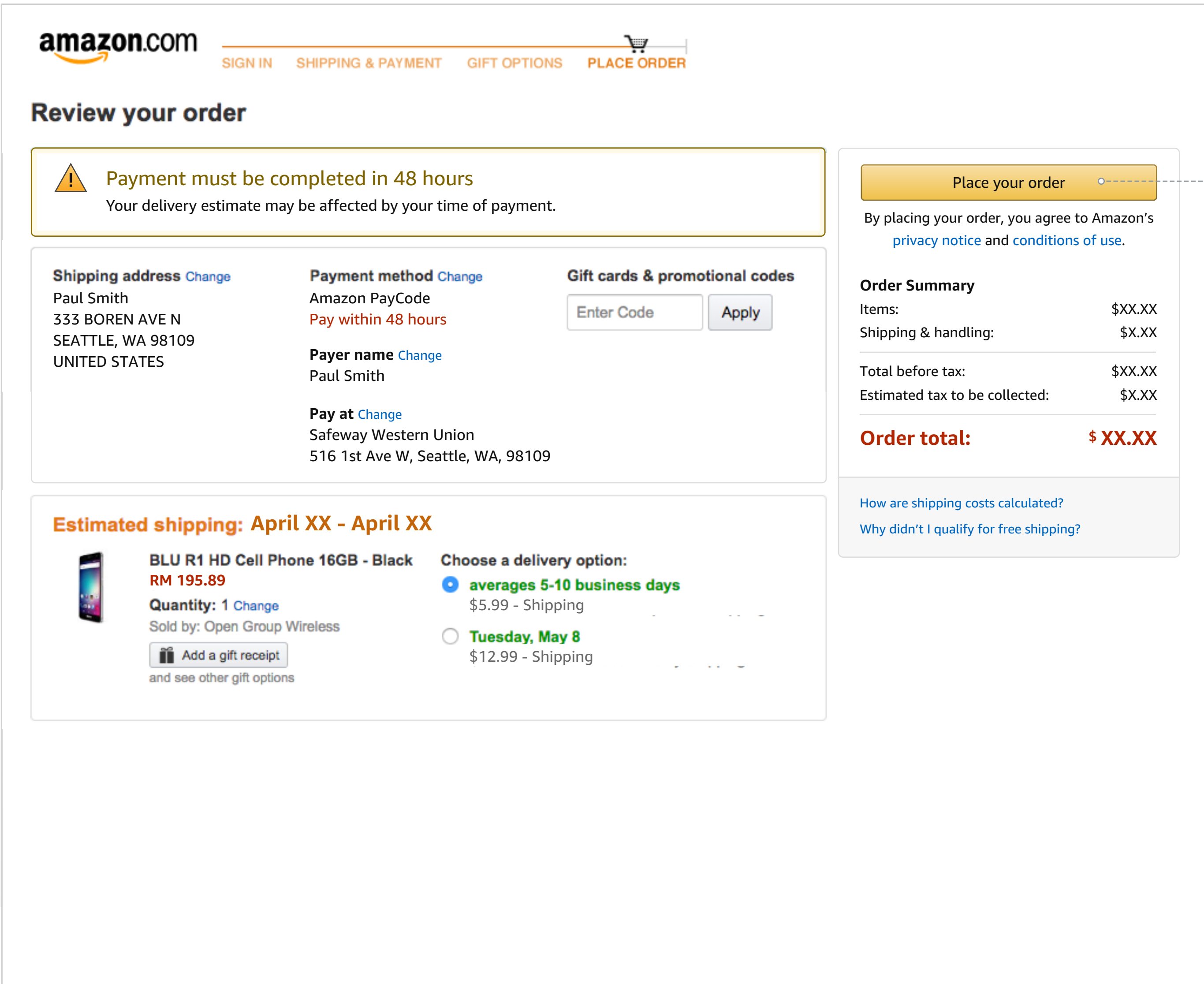
6.4 Select location



6.5 Confirm/select method



6.6 Order review



6.8 Thank you (PENDING APPROVAL)

NEW & INTERESTING FINDS ON AMAZON

EXPLORE

amazon

Try Prime

All

Shower Mom with flowers

Departments

Browsing History

EN

Hello, N

Account & Lists

Orders

Try Prime

0

Cart

Order reserved.

PAY CODE

76 - 3454 - 4354 - 1293

EXPIRES

OCT 19, 9:00PM

AMOUT DUE

\$59.42

QUEEN ANNE

CAPITOL

Safeway Western Union

516 1st Ave W

Open - Closes at 9pm today

Save pay code

Take your ID and this code to pay for it at the location you selected.

This code has been emailed to you as well. You'll be notified once we get your payment, then your shipment will be trackable as usual.

New! Get shipment notifications on your mobile device with the free Amazon app.

Order number: 028-5345948-2177968

• BLU R1 HD Cell Phone 16GB - B... will be shipped to Anissa Madania Farhan Amazon.com.

Estimated delivery: Apr. XX - Apr. XX, 2018

Review or edit your order

Order number: 028-5345948-2177968

• BLU R1 HD Cell Phone 16GB - B... will be shipped to Anissa Madania Farhan Amazon.com.

Estimated delivery: Apr. XX - Apr. XX, 2018

Review or edit your order

(extra example for multiple items)

Checkout Desktop

Amazon PayCode CX

CUSTOMER CAN RETRIEVE PAYCODE THROUGH...

0.1 Thank You

amazon

Search

Order reserved.

Take { your ID and } this code to pay at { a participating Western Union. }

FPO pay code

Save code to phone

Find a place to pay

Order will ship after payment. Your code has been emailed and texted to you, as well.

download PDF

locator tool

0.2 Download code

Print or save this info to take with you

amazon

Take { your ID and } this code to pay at { a participating Western Union® }.

Tell the cashier you're paying an Amazon PayCode

Show your { ID and } code

Pay the amount due

FPO pay code

To find a pay location near you, visit [amazon.com/paycodeagents](#)

Visit [amazon.com/yourorders](#) or check your emails to see order status.

Order number: 028-5345948-2177968

0.3 Email

amazon

Hi [Customer], remember to pay for your order by :
{ Day, Month XX 00:00 GMT }
Take { your ID and } this code to pay at { a participating Western Union® }.

FPO pay code

Find a place to pay

Tell the cashier you're paying an Amazon PayCode

Show your { ID and } code

Pay the amount due

Manage purchases in [Your Orders](#)

Order details

ITEMS

[ASIN Name]...

Order #XXX-XXXXXX-XXXXXX

0.4 Your Orders

amazon

Select delivery location

Your payment is expected

Take { your ID and } this code to pay at { a participating Western Union® }.

FPO pay code

Save code to phone

Find a place to pay

Order will ship after payment. Your code has been emailed and texted to you, as well.

Change your delivery

Tell us where to leave your package

Address info

Stephen Strange
177A Blecker Street
London, UK HDS YKN

current

amazon

PAY CODE 76 - 3454 - 4354 - 1293

PAY BY

APR XX, 16:30 GMT

AMOUT DUE

\$1039

amazon


PAY CODE 76 - 3454 - 4354 - 1293

PAY BY

APR XX, 16:30 GMT

AMOUT DUE

\$1039



MINIMAL

BARCODE

QR CODE

COLLAPSIBLE

proposed

PAY BY

APR XX, 16:30 GMT

AMOUT DUE

\$21.22

PAY CODE

76 - 3454 - 4354 - 1293

PAY BY

APR XX, 16:30 GMT

PAY CODE

76 - 3454 - 4354 - 1293 - 1234 - 1234



PAY BY


APR XX, 16:30 GMT

AMOUT DUE

RM 1039

PAY CODE

76 - 3454 - 4354 - 1293



PAY BY

APR XX, 16:30 GMT

AMOUT DUE

RM 1039

PAY CODE

76 - 3454 - 4354 - 1293

QR CODE

▼

PAY BY

APR XX, 16:30 GMT

AMOUT DUE


RM 1039

PAY CODE

76 - 3454 - 4354 - 1293

QR CODE

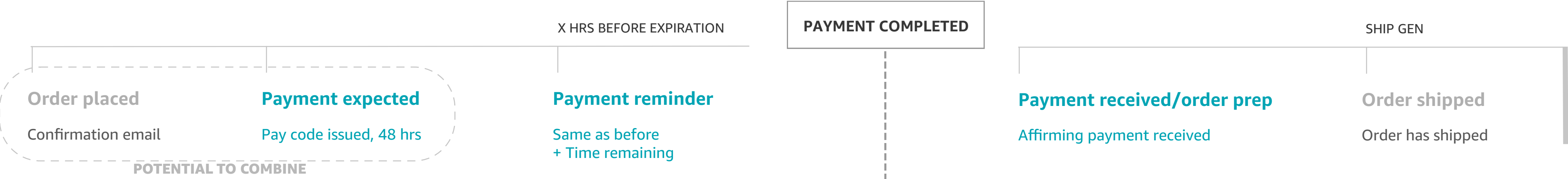
▲



generic paycode variations

Variations of pay codes, depending on available code types and display intent

purchase



CANCEL / PAYMENT ISSUES

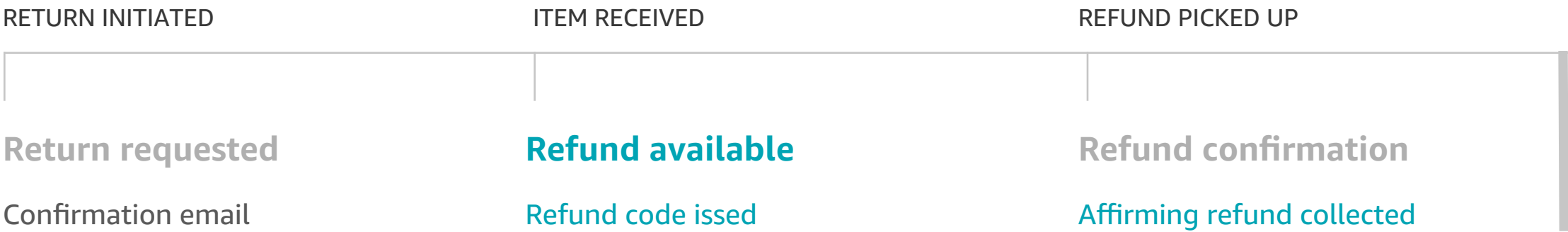
Customer cancels order
Confirmation of cancellation

Payment not received in time
Order cancelled, missed payment

CANCEL

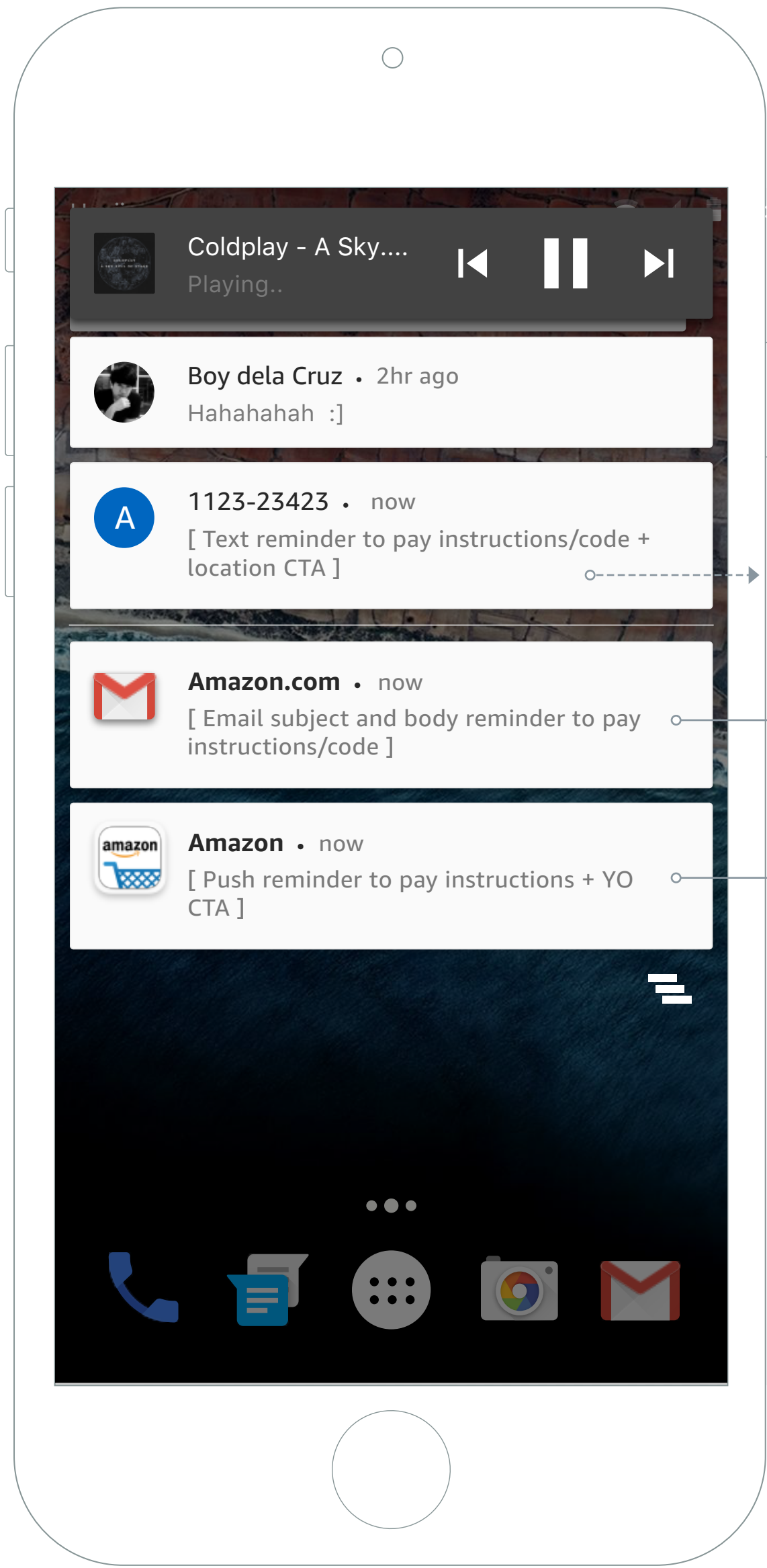
Customer cancels order
Confirmation plus refund code

returns



notification timeline

PayCode specific items in blue



payment expected
under 24 hours

From: Amazon.com
Subject: Pay instructions for [ASIN]

Hi [Customer First Name], as a reminder you have :

24 hours left to pay for this purchase.

Take { your ID and } this code to pay at { a participating Western Union® }.

Find a place to pay

Tell the cashier you're paying an Amazon PayCode

Show your { ID and } code

Pay the amount due

Order will ship after payment. If payment isn't received in time, order will be canceled.

Reserved order details

ITEMS

[ASIN Name]...

+X more items

amazon

Your Orders

Buy Again

Search and filter your orders

Filter >

Payment expected today by 8 PM

Tap for instructions

Past three months

Nike Women's Running Shoe, Size 6.5, Grey/Teal...

Delivered Month XX

amazon

Select delivery location

Payment expected today by 8 PM

Take { your ID and } this code to pay at { a participating Western Union® }.

Save code to phone

Find a place to pay

Order will ship after payment. Your code has been emailed and texted to you, as well.

Change your delivery

Tell us where to leave your package >

Address info

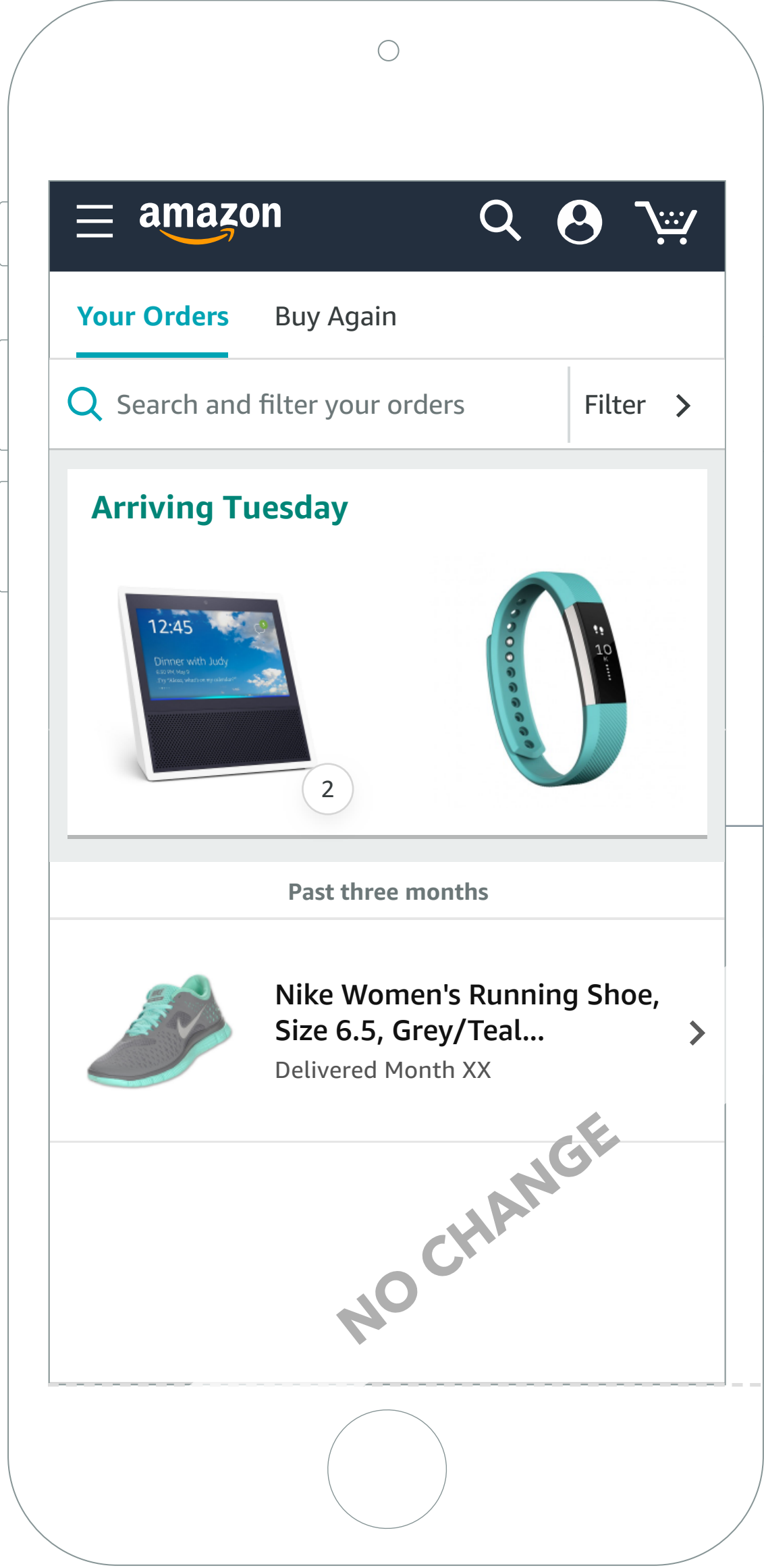
Stephen Strange
177A Blecker Street
London, UK HDS YKN

Change your access code

Current access code: 1234 >

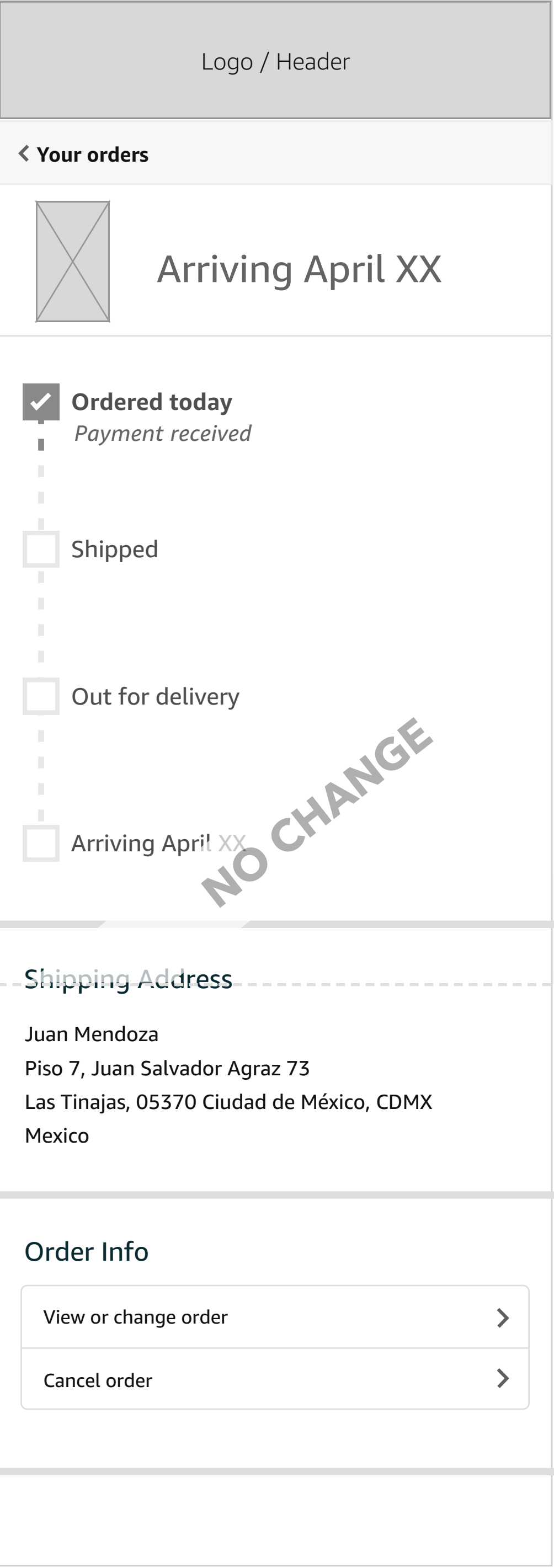
DEVICE FOLD

5.1 Your Orders

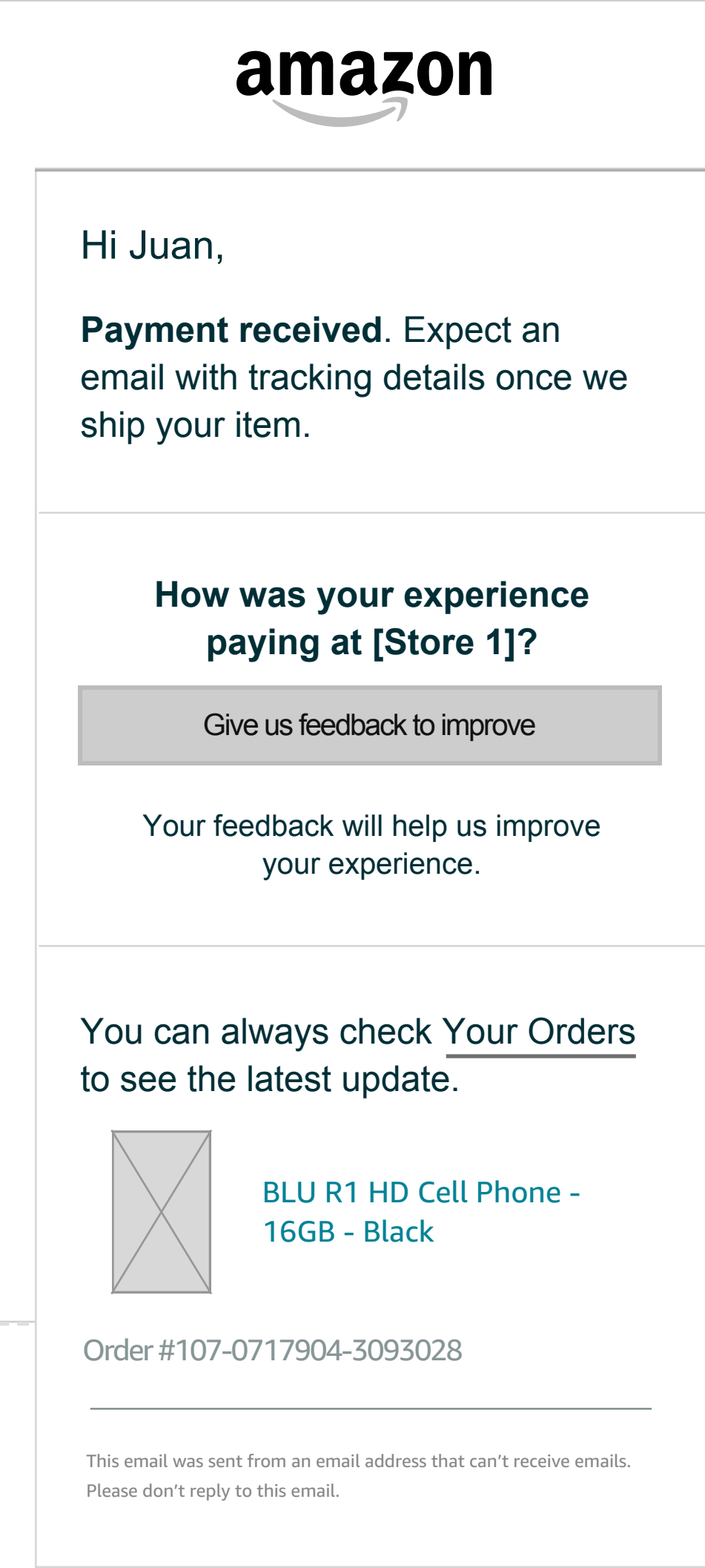


order status
payment received

5.2 Order Details



5.3 Email Confirmation/Reminder



DEVICE FOLD