

VeriSign Payment Services Wireframe Guide

2 August 2005 • v1.1

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Product Page — Essentials tab — Wireframe

Product page - essentials tab



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Solutions

Support


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Existing Customers

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Quickstart Custom

The Simple, Complete Secure Payment Solution



Monthly fee: None

Set-up fee: None

Transaction fee: \$0.30 per transaction
(\$25 monthly minimum)

for free!

with [Bundle Two](#) & [Bundle Three](#)

Essentials

Features

How It Works

Setting It Up

Info Center

Everything you need to start processing payments—fast.

Open an Internet Merchant Account within minutes, and add a customizable payment service for your Web site. Save time with this complete payment solution, including powerful business and financial management tools, with one convenient bill.

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Need Help Deciding?

Opening Your First Online Store?

10 Steps to a Successful Online Store
How Payment Processing Works

With Quickstart Custom you can:

- **Accept credit cards** and other payments online—process mail, phone, and in-person orders, too. All transactions are fast and secure.
- **Offer customers a branded shopping experience.** Integrate your payment service with your shopping cart and other e-commerce applications. Create a unified look and feel throughout your online store.
- **Manage your business efficiently** with VeriSign Manager, our free online merchant support service. Use Manager to monitor transaction activity, generate reports, conduct manual transactions, and more.


[Image, pull quote, link to success story]

Need Help Deciding?

Why VeriSign?

Contact Us

866-893-6565 or
650-426-5112
[Submit an inquiry](#)



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Payment Services

Merchant Services

Payment Solutions for Online Stores

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[Quickstart Standard](#)

[Quickstart Simple](#)

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[Payflow Link](#)

[Advanced Fraud Protection](#)

[Basic Fraud Protection](#)

[Account Monitoring](#)

[Buyer Authentication](#)

[Recurring Billing Service for Payflow Pro](#)

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[Commerce Site Pro](#)

[Commerce Site](#)


Payment Solutions for Retail Stores

Payment Information Center

Existing Payment Customers

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Product Page — Essentials tab — General Specifications

HEADER		DESTINATION
[Same as VPS Gateway Page]		
GLOBAL NAVIGATION		
[Same as VPS Gateway Page]		
[breadcrumb]	[generated automatically]	
PRICING AREA		
Buy Box	[See "Page Hierarchy" for Buy Box variant to be used]	
TAB NAVIGATION		
Bundle #1		
Essentials	Payment Services > Merchant Services > [bundle #1] product page – essentials tab	
Features	Payment Services > Merchant Services > [bundle #1] product page – features tab	
How It Works	Payment Services > Merchant Services > [bundle #1] product page – how it works tab	
Setting It Up	Payment Services > Merchant Services > [bundle #1] product page – setting it up tab	
Info Center	Payment Services > Merchant Services > [bundle #1] product page – info center tab	
Bundle #2		
Essentials	Payment Services > Merchant Services > [bundle #2] product page – essentials tab	
Features	Payment Services > Merchant Services > [bundle #2] product page – features tab	
How It Works	Payment Services > Merchant Services > [bundle #2] product page – how it works tab	
Setting It Up	Payment Services > Merchant Services > [bundle #2] product page – setting it up tab	
Info Center	Payment Services > Merchant Services > [bundle #2] product page – info center tab	
Bundle #3		
Essentials	Payment Services > Merchant Services > [bundle #3] product page – essentials tab	
Features	Payment Services > Merchant Services > [bundle #3] product page – features tab	
How It Works	Payment Services > Merchant Services > [bundle #3] product page – how it works tab	
Setting It Up	Payment Services > Merchant Services > [bundle #3] product page – setting it up tab	
Info Center	Payment Services > Merchant Services > [bundle #3] product page – info center tab	
Payflow Pro		
Essentials	Payment Services > Merchant Services > Payflow Pro product page – essentials tab	
Features	Payment Services > Merchant Services > Payflow Pro product page – features tab	
How It Works	Payment Services > Merchant Services > Payflow Pro product page – how it works tab	
Setting It Up	Payment Services > Merchant Services > Payflow Pro product page – setting it up tab	
Info Center	Payment Services > Merchant Services > Payflow Pro product page – info center tab	
Payflow Link		
Essentials	Payment Services > Merchant Services > Payflow Link product page – essentials tab	
Features	Payment Services > Merchant Services > Payflow Link product page – features tab	
How It Works	Payment Services > Merchant Services > Payflow Link product	

	page – how it works tab
Setting It Up	Payment Services > Merchant Services > Payflow Link product page – setting it up tab
Info Center	Payment Services > Merchant Services > Payflow Link product page – info center tab
Advanced Fraud Protection Service	
Essentials	Payment Services > Merchant Services > Advanced Fraud product page – essentials tab
Features	Payment Services > Merchant Services > Advanced Fraud product page – features tab
Basic Fraud Protection Service	
Essentials	Payment Services > Merchant Services > Basic Fraud product page – essentials tab
Features	Payment Services > Merchant Services > Basic Fraud product page – features tab
Recurring Billing Service for Payflow Pro	
Essentials	Payment Services > Merchant Services > Recurring Billing Pro product page – essentials tab
Features	Payment Services > Merchant Services > Recurring Billing Pro product page – features tab
How It Works	Payment Services > Merchant Services > Recurring Billing Pro product page – how it works tab
Recurring Billing Service for Payflow Link	
Essentials	Payment Services > Merchant Services > Recurring Billing Link product page – essentials tab
Features	Payment Services > Merchant Services > Recurring Billing Link product page – features tab
How It Works	Payment Services > Merchant Services > Recurring Billing Link product page – how it works tab
E-check Service	
Essentials	Payment Services > Merchant Services > E-check Service product page – essentials tab
Features	Payment Services > Merchant Services > E-check Service product page – features tab
How It Works	Payment Services > Merchant Services > E-check Service product page – how it works tab
Setting It Up	Payment Services > Merchant Services > E-check Service product page – setting it up tab
Info Center	Payment Services > Merchant Services > E-check Service product page – info center tab
Point-of-Sale Payment Processing	
Essentials	Payment Services > Merchant Services > POS Payment Processing product page – essentials tab
Features	Payment Services > Merchant Services > POS Payment Processing product page – features tab
How It Works	Payment Services > Merchant Services > POS Payment Processing product page – how it works tab
Setting It Up	Payment Services > Merchant Services > POS Payment Processing product page – setting it up tab
Info Center	Payment Services > Merchant Services > POS Payment Processing product page – info center tab
BODY	
[Links and glossary items TBD by Marketing and Content]	
Novice Box	[See “Page Hierarchy” for Novice Box variant to be used]
Bottom Box	[See “Page Hierarchy” for Bottom Box variant to be used]
RIGHT COLUMN	
[Same as Merchant Services page – Online Stores tab]	

Product Page — Essentials tab — General Content Items

Product page - essentials tab




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Quickstart Custom¹

The Simple, Complete Secure Payment Solution²



Monthly fee: None

Set-up fee: None

Transaction fee: \$0.30 per transaction (\$25 monthly minimum)

for free!

with [Bundle Two](#) & [Bundle Three](#)

[Essentials](#) | [Features](#) | [How It Works](#) | [Setting It Up](#) | [Info Center⁴](#)

Everything you need to start processing payments—fast.⁵

Open an Internet Merchant Account within minutes, and add a customizable payment service for your Web site. Save time with this complete payment solution, including powerful business and financial management tools, with one convenient bill.

Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam is nostrud exercitation ullam mmodo consequet.

With Quickstart Custom you can:⁷

- **Accept credit cards** and other payments online—process mail, phone, and in-person orders, too. All transactions are fast and secure.
- **Offer customers a branded shopping experience.** Integrate your payment service with your shopping cart and other e-commerce applications. Create a unified look and feel throughout your online store.
- **Manage your business efficiently** with VeriSign Manager, our free online merchant support service. Use Manager to monitor transaction activity, generate reports, conduct manual transactions, and more.

[Image, pull quote, link to success story]

Need Help Deciding?

Opening Your First Online Store?


10 Steps to a Successful Online Store
How Payment Processing Works

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Account Monitoring
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ITEM	GUIDELINES
1 Page title	Product names TBD by Marketing.
2 Page subtitle	TBD by Marketing and Content.
3 Pricing	TBD by Marketing. See Rules, below.
4 Tab labels	Vetted in usability testing. Keep as is.
5 Description & Value heading	TBD by Marketing and Content. See Rules, below.
6 Description & Value text	TBD by Marketing and Content. See Rules, below.
7 Functionality heading	TBD by Marketing and Content. See Rules, below.
8 Functionality text	TBD by Marketing and Content. See Rules, below.

NOTE

42. Content items for the Buy box, the Novice box, and the Bottom box are covered in their respective sections.

Product Page — Essentials tab — General Rules

VARIANTS

43. Three areas of the Essentials tab vary:

The Buy box (top right, containing the Buy, Try, and Compare buttons)

The Novice box (center right, containing the headings “Need Help Deciding?” and “Opening Your First Online Store?”)

The Bottom box (bottom, with the heading “Need Help Deciding?”).

44. Which variants a page uses are noted in the Page Hierarchy. The variants are described in their respective sections.

PRICING AREA

45. For any given product, the pricing area remains the same, no matter which tab is selected.

Pricing

46. **Issue:** The pricing categories and their labels are TBD by Marketing and Content. Make the categories consistent across all the offerings—bundles, a la carte products, and add-ons—so it’s easy for prospective customers to understand and compare the prices. (Doing so will also make the comparison tables consistent and easy to build—and will probably help to promote the bundles as the best, most cost-effective solutions.)

TABS

47. Not every product uses all five tabs. However, every product that uses tabs must have the Essentials tab.
48. A product can’t use the Essentials tab alone. If there isn’t information for any of the other tabs, use “no tabs” version of the product page. (See “Product Page — no tabs”.)

BODY

Description & Value area

- 49. The description and value area consists of one or two brief paragraphs that identify what the product is and its value in meeting a prospective customer's needs.
- 50. The area and its heading work best if the focus is on our #2 site goal ("Organize information and navigational paths in a customer-centric rather than VeriSign-centric fashion"):
- 51. Keep the concepts and language customer-centric.
- 52. Use the concepts and language to differentiate one offering from another (so customers know what they're choosing among).
- 53. Emphasize the value of the products in terms of the needs that characterize and differentiate prospective customers (so customers can match their needs to the offering that best suits them).

Functionality area

- 54. The functionality area describes the three or four most important things the prospective customer can do with the product; or the three or four most important results of using the product.
- 55. Emphasize the benefits of the functionality in customer-centric rather than VeriSign-centric language
- 56. Keep the heading of the section as consistent as possible across all the offerings. For example: "With [product name] you can:" or "What XXX can do for you".
- 57. Bullet each item.
- 58. Begin each item with a run-in head so the list is easy to scan.

Image area

- 59. Whenever possible use an image with a pull-quote from a pertinent success story and a link to the success story.
- 60. If there's no pertinent success story, an image by itself is fine.
- 61. The area can also be used to promote a special offer, event, or the like.

RIGHT COLUMN

Navigation

- 62. Same as the Merchant Services page — Online Stores tab.