# **VeriSign Payment Services Wireframe Guide**

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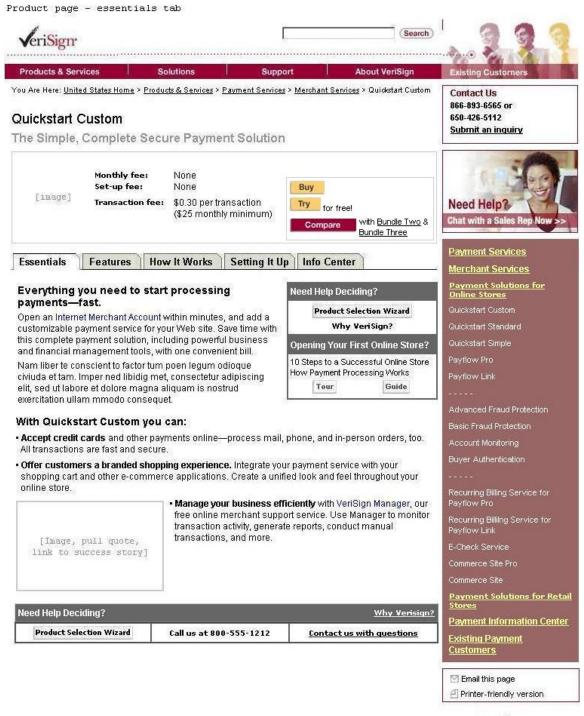
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## **Product Page — Essentials tab — Wireframe**



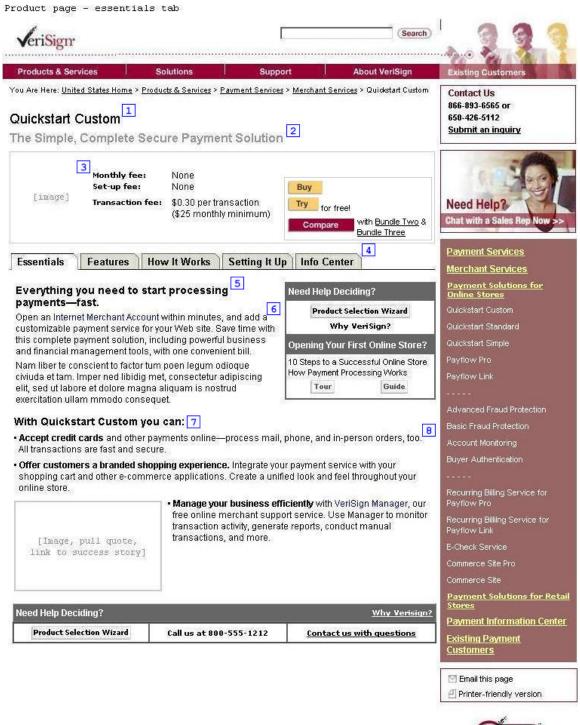


## **Product Page — Essentials tab — General Specifications**

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EADER	DESTINATION
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LOBAL NAVIGATION	
[Same as VPS Gateway Page]	
breadcrumb]	[generated automatically]
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PRICING AREA	[Coo NDown Highworks // for Down Power and the heavened]
Buy Box	[See "Page Hierarchy" for Buy Box variant to be used]
AB NAVIGATION	
Bundle #1	
Essentials	Payment Services > Merchant Services > [bundle #1] product
Essericiais	page – essentials tab
Features	Payment Services > Merchant Services > [bundle #1] product
. 3333. 33	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
oundle #3	page – info center tab
Bundle #2	Daymont Convigee > Marchant Convigee > [hundle #2] duct
Essentials	Payment Services > Merchant Services > [bundle #2] product page – essentials tab
Features	Payment Services > Merchant Services > [bundle #2] product
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How It Works	Payment Services > Merchant Services > [bundle #2] product
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Setting It Up	Payment Services > Merchant Services > [bundle #2] product
3	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
Harry Th Mary	page – features tab
How It Works	Payment Services > Merchant Services > [bundle #3] product
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Setting It Up	Payment Services > Merchant Services > [bundle #3] product page – setting it up tab
Info Center	Payment Services > Merchant Services > [bundle #3] product
Ino conci	page – info center tab
Payflow Pro	F-200 00co. tab
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
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Essentials	Payment Services > Merchant Services > Payflow Link product
Footures	page – essentials tab
Features	Payment Services > Merchant Services > Payflow Link product page - features tab
How It Works	Payment Services > Merchant Services > Payflow Link product
LIOW IL WOLKS	rayment services / merchant services / raynow 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
dvanced Fraud Protection Service	page – info center tab
Essentials	Payment Services > Merchant Services > Advanced Fraud
Essentials	product page – essentials tab
Features	Payment Services > Merchant Services > Advanced Fraud
. 6464. 65	product page – features tab
asic Fraud Protection Service	
Essentials	Payment Services > Merchant Services > Basic Fraud product
	page – essentials tab
Features	Payment Services > Merchant Services > Basic Fraud product
. D.W. C . C D C D	page – features tab
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Essentials	Payment Services > Merchant Services > Recurring Billing Pro
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	product page – how it works tab
ecurring Billing Service for Payflow Link	· · · · · · · · · · · · · · · · · · ·
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	product page – essentials tab
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HOW IT WORKS	product page – how it works tab
Setting It Up	Payment Services > Merchant Services > E-check Service
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Info Center	Payment Services > Merchant Services > E-check Service
	product page – info center tab
oint-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
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Setting It Up	Processing product page – setting it up tab
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Marketing and Content]	
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ottom Box	[See "Page Hierarchy" for Bottom Box variant to be used]
	[See Tage Theratery Tot Doctor Dox Variant to be used]
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## **Product Page — Essentials tab — General Content Items**





Ітем		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.