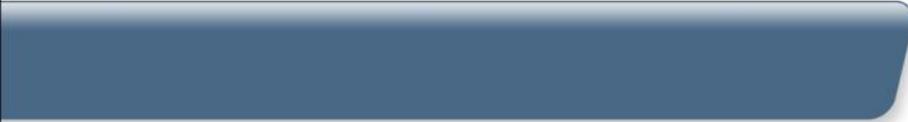




## ***Mobile checkout BEST PRACTICES***

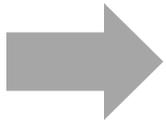
*The Ultimate Mobile Checkout Experience*

A thick, dark blue horizontal bar with rounded ends is positioned below the subtitle text.

# ***WHY SHOULD YOU USE PAYPAL BEST PRACTICES?***

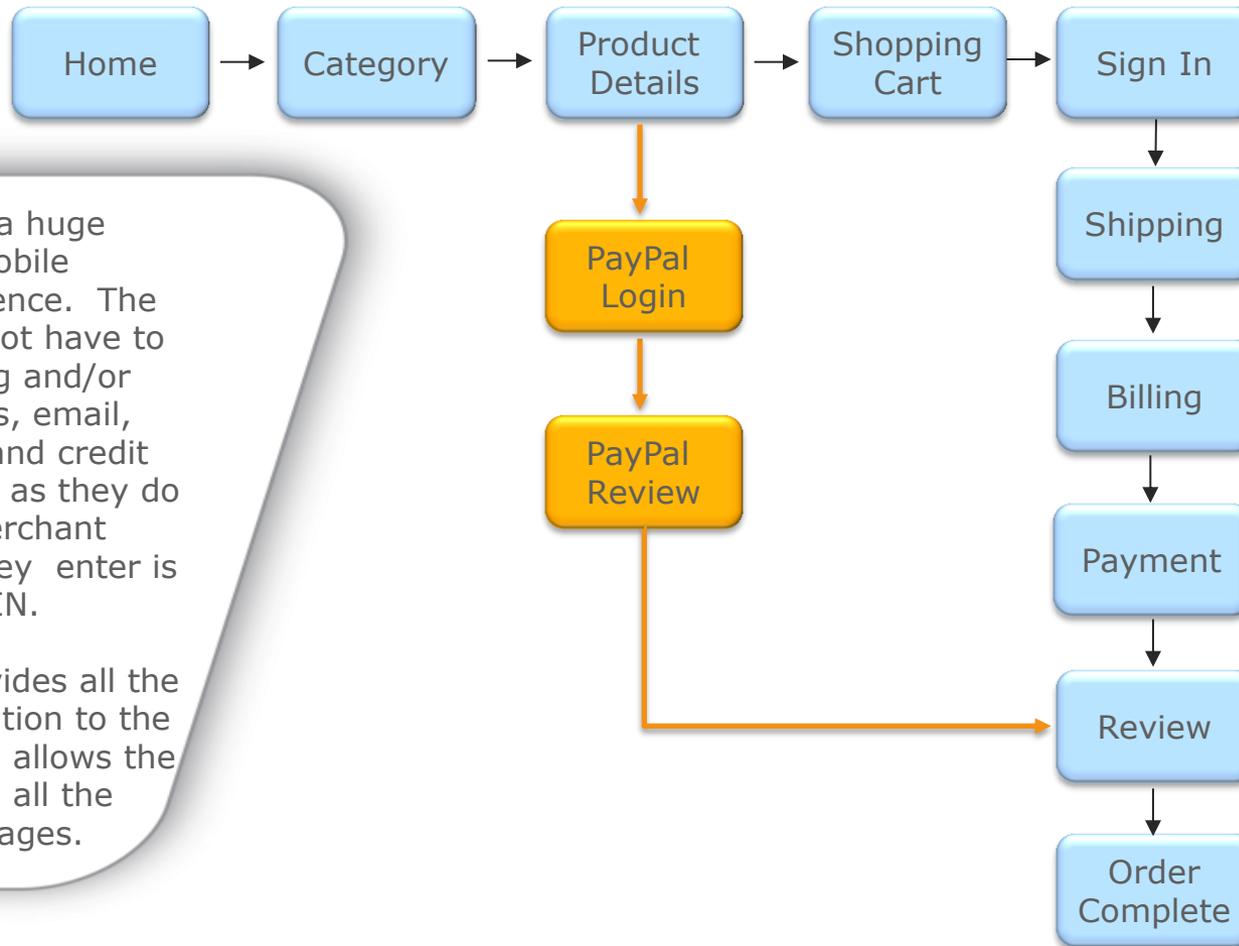
**Mobile checkout best practices can increase conversion up to 30%**

- PayPal collects user feedback to create the best checkout experience
- PayPal runs quantitative testing to ensure the best conversion



Create the best possible shopping and checkout experience

# PRODUCT PAGE BUTTON



PayPal provides a huge benefit to the mobile checkout experience. The customer does not have to enter their Billing and/or Shipping address, email, phone number, and credit card information as they do in the typical merchant checkout. All they enter is a password or PIN.

PayPal then provides all the required information to the merchant, which allows the customer to skip all the data collection pages.

**Checkout buttons download:** <https://github.com/paypal/sdk-packages/blob/gh-pages/mobile-checkout-buttons/PayPal--mobile-checkout-buttons.zip?raw=true>

# PRODUCT PAGE

Adding a PayPal "Buy Now" button to your product page, next to your "add to cart" button can increase your sales by 10%.

Use the supplied mobile version of the "Buy Now" button

PayPal supplied graphics must not be resized or altered

Checkout with PayPal button takes the customer directly to PayPal





# SHOPPING CART

Add a PayPal button above the fold or if not possible on top and bottom of the page.

Use the supplied mobile version of the "Checkout with PayPal" button

PayPal supplied graphics must not be resized or altered

Place Checkout with PayPal button before any substantial data entry

Checkout with PayPal button takes the customer directly to PayPal



# PAYPAL LOGIN AND REVIEW

The customer can login with a password or PIN

The customer can easily change funding source or shipping address if needed

Order details should be provided for continuity in the shopping and checkout experience

PayPal Login

Merchant X

My Total: **\$99.95 USD**

**Login** **PayPal**

Log in with email and password :

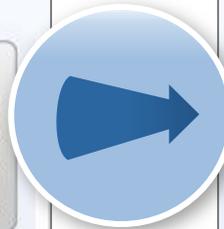
BCustomer@aol.com X

Password

**Log In**

[Go to the full PayPal website for checkout.](#)

[Problem with login?](#)



PayPal Review

Merchant X

My Total: **\$99.95 USD**

**Review** **PayPal**

Funding ▼

PayPal Balance: \$10.00

Ship To ▼

Bob Customer  
9690 Deereco Rd. STE 705  
Timonium, MD 21093

**Continue**

# ORDER REVIEW

PayPal drives the customer to the purchase decision very quickly

PayPal is shown as selected payment method on order review with account and email text

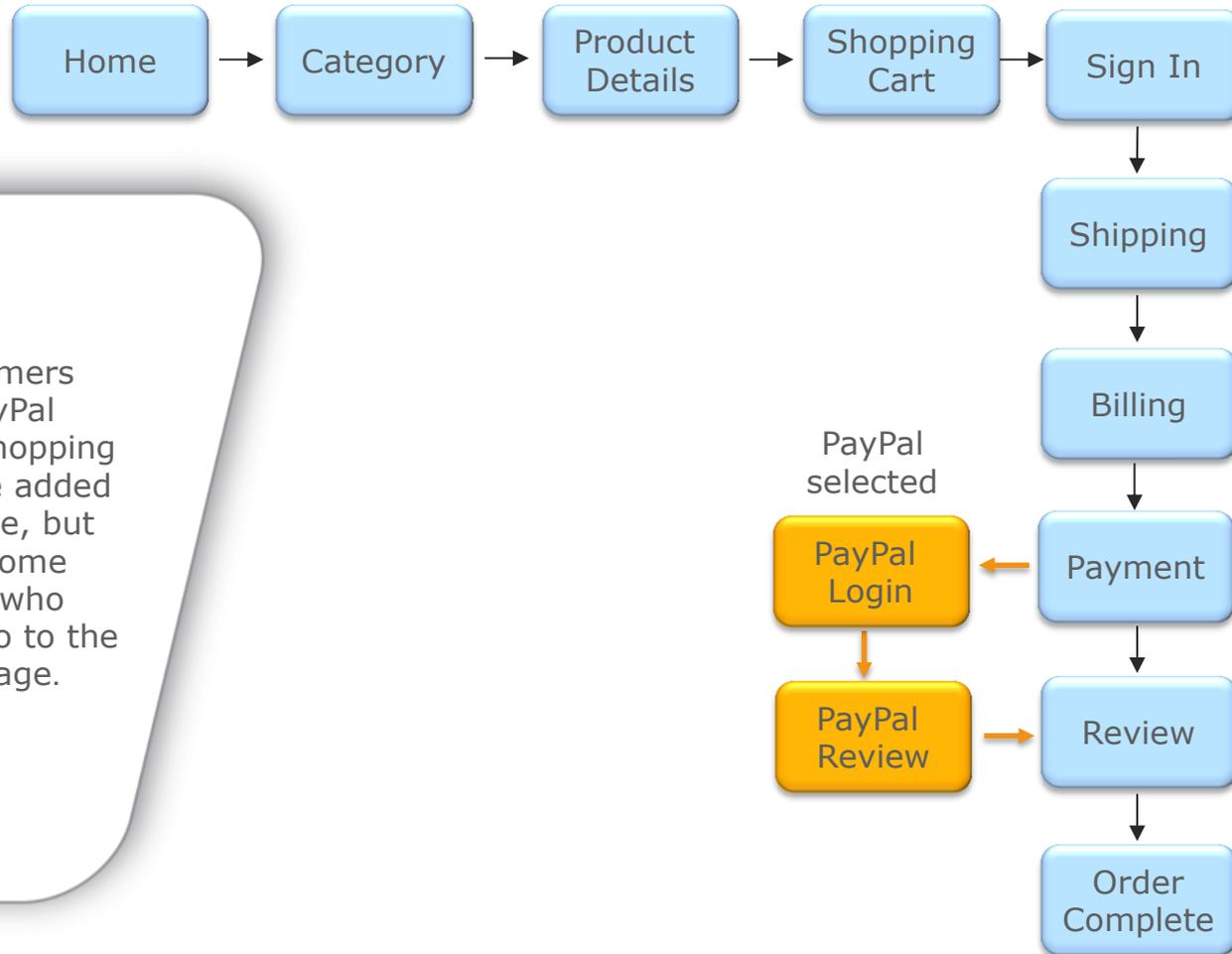
Shipping Address section populated with data returned from PayPal

Above the fold break

The screenshot shows a mobile application interface for an order review. At the top, the status bar shows 'AT&T 3G' and '1:15 PM'. The app header includes 'Merchant', 'Shop', 'Search', and 'Cart'. The main content is titled 'Order Summary' and features a green 'Submit Order' button. Below this, several sections are listed, each with an 'Edit' link: 'Order Total' (Total Cost: \$104.94), 'Shipping Method' (Standard - \$0.00), 'Shipping Address' (Bob Customer, 9690 Deereco Rd, Timonium, MD 21093, (443) 921-1900), 'Payment Method' (PayPal Account bcustomer@aol.com), and 'Gift Card' (with an input field for the number and an 'Apply' button). At the bottom, the 'Order Description' section shows 'Fiesta 16-piece Dinnerware set (1)' with a breakdown: 1 item Subtotal (\$99.95), Shipping (\$0.00), Tax (\$4.99), and Total Cost (\$104.94). A second green 'Submit Order' button is located below the order description. The footer contains links for 'Help', 'Terms', 'Contact Us', and 'Full Site'. The bottom of the screen shows standard mobile navigation icons.

Order Summary	
Order Total	<a href="#">Edit</a>
<b>Total Cost</b>	<b>\$104.94</b>
Shipping Method	<a href="#">Edit</a>
Standard - \$0.00	
Shipping Address	<a href="#">Edit</a>
Bob Customer 9690 Deereco Rd Timonium, MD 21093 (443) 921-1900	
Payment Method	<a href="#">Edit</a>
PayPal Account bcustomer@aol.com	
Gift Card	<a href="#">Edit</a>
<input type="text" value="Enter Gift Card Number"/>	
<input type="button" value="Apply"/>	
Order Description	<a href="#">Edit</a>
<b>Item</b> Fiesta 16-piece Dinnerware set (1)	
1 item Subtotal	\$99.95
Shipping	\$0.00
Tax	\$4.99
<b>Total Cost</b>	<b>\$104.94</b>

# PAYMENT PAGE PLACEMENT



Most customers will use PayPal from the shopping cart for the added convenience, but there are some customers who prefer to go to the payment page.

# PAYMENT PAGE

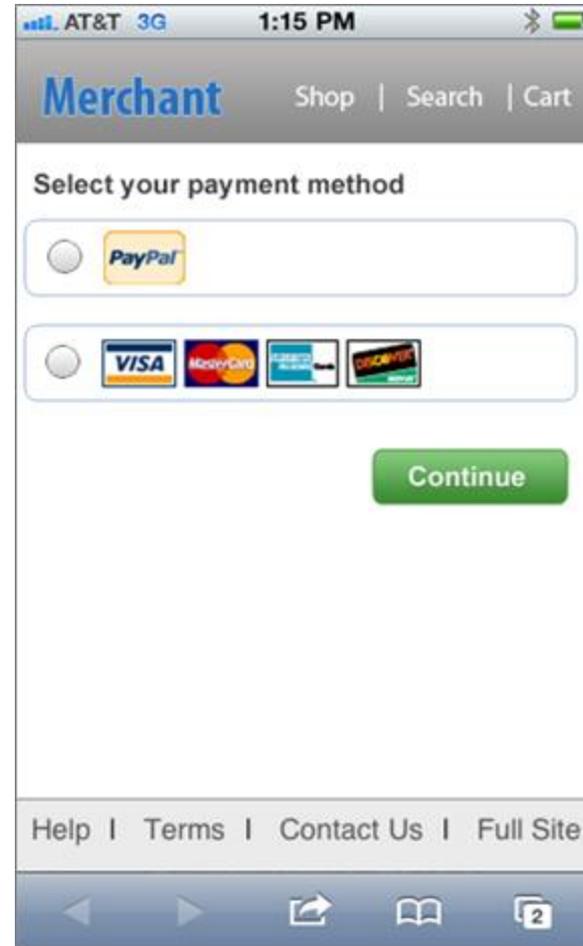
All available payment options are clearly visible prior to interaction

There is a clear and distinct choice between payment options

PayPal has equal prominence with other payment options

Radio buttons have at least 44 pixels between them

Credit card fields are hidden until credit card radio button is selected



# PAYPAL LOGIN AND REVIEW

PayPal Login

Merchant

My Total: \$99.95 USD

Login PayPal

Log in with email and password :

BCustomer@aol.com

Password

Log In

Go to the full PayPal website for checkout.

Problem with login?

PayPal Review

Merchant

My Total: \$99.95 USD

Review PayPal

Funding  
PayPal Balance: \$10.00

Ship To  
Bob Customer  
9690 Deereco Rd. STE 705  
Timonium, MD 21093

Continue



The customer can login with a Password or PIN

Merchant supplied shipping address is displayed

Order item details should be displayed for continuity in the shopping and checkout experience

# ORDER REVIEW

PayPal shown as selected payment method on order review with account and email text

Above the fold break

The screenshot shows a mobile application interface for an order review. At the top, the status bar shows 'AT&T 3G' and '1:15 PM'. The app header includes 'Merchant', 'Shop', 'Search', and 'Cart'. The main content area is titled 'Order Summary' and features a green 'Submit Order' button. Below this, several sections are visible: 'Order Total' with an 'Edit' link; 'Total Cost' showing '\$104.94'; 'Shipping Method' set to 'Standard - \$0.00' with an 'Edit' link; 'Shipping Address' for 'Bob Customer' at '9690 Deereco Rd, Timonium, MD 21093' with an 'Edit' link; 'Payment Method' set to 'PayPal Account bcustomer@aol.com' with an 'Edit' link; and 'Gift Card' with an 'Edit' link and an input field for the card number. At the bottom of the main content area, there is a table for 'Order Description' showing 'Fiesta 16-piece Dinnerware set (1)' with a subtotal of \$99.95, shipping of \$0.00, and tax of \$4.99, resulting in a total cost of \$104.94. A second green 'Submit Order' button is located below the table. The footer contains links for 'Help', 'Terms', 'Contact Us', and 'Full Site'. The bottom of the screen shows a standard mobile OS navigation bar with back, forward, home, and app icons.

Merchant Shop | Search | Cart

Order Summary [Submit Order](#)

Order Total [Edit](#)

**Total Cost \$104.94**

Shipping Method [Edit](#)

Standard - \$0.00

Shipping Address [Edit](#)

Bob Customer  
9690 Deereco Rd  
Timonium, MD 21093  
(443) 921-1900

Payment Method [Edit](#)

PayPal Account  
bcustomer@aol.com

Gift Card [Edit](#)

[Apply](#)

Order Description [Edit](#)

**Item**  
Fiesta 16-piece Dinnerware set (1)

1 item Subtotal	\$99.95
Shipping	\$0.00
Tax	\$4.99
<b>Total Cost</b>	<b>\$104.94</b>

[Submit Order](#)

Help | Terms | Contact Us | Full Site

# PAYPAL BEST PRACTICES CHECKLIST #1

## Best practices

Done

### I. "Checkout with PayPal" buttons on the shopping cart page

- a. The "Checkout with PayPal" button must appear before any substantial data entry
- b. The checkout must be done no more than 2 pages after PayPal, unless screenscraping from web is used
- c. The "Checkout with PayPal" button must take the customer directly to PayPal
- d. For a faster checkout, add the PayPal checkout button on top and bottom of the cart page

### II. "Buy now with Paypal" button on product pages

- a. Add a PayPal "Buy now" button next to your "add to cart" button on each product page.
- b. Recommended for all merchants who sell physical goods

### III. Offer PayPal on the payment page, if there is one

- a. All available payment options are clearly visible prior to interaction
- b. There must be a clear and distinct choice between payment options
- c. PayPal must have equal prominence with other payment options
- d. Selection options must have at least 44 pixels between them to reduce usability issues
- e. No Payment method should be defaulted

### IV. Use approved PayPal graphics

- a. PayPal supplied graphics cannot be resized or altered by the merchant
- b. Use the mobile version of the "Checkout w/PayPal" button on the shopping cart



NOTE: If there is no shopping cart or no way to leverage the data, the requirements outlined in section (I) do not apply. This determination should be made jointly with your PayPal representative

# PAYPAL BEST PRACTICES CHECKLIST #2

## Best practices

Done

- V. **When using a webview** from within a mobile application, please show the PayPal pages in full screen with no application interface elements on top or bottom
  
- VI. **Your process should not cause excessive performance issues/ delays.**  
Redirect to PayPal login page: After clicking on the PayPal checkout button, the redirect should be as fast that the PayPal login page loads <10sec (ideally 2-3sec on a good carrier connection)
  
- VII. **You should append the –mobile variable to the end of the redirect command.** So the customer gets redirect to the PayPal mobile optimized pages.
  
- VIII. **You should pass the correct return and cancel URLs for mobile site** or support deep linking/redirects so the user is automatically redirected back to the mobile pages