



Designing Mobile Payment Experiences: Principles and Best Practices for Mobile Commerce

By Skip Allums

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Now that consumer purchases with mobile phones are on the rise, how do you design a payment app that's safe, easy to use, and compelling? With this practical book, interaction and product designer Skip Allums provides UX best practices and recommendations to help you create familiar, friendly, and trustworthy experiences.

Consumers want mobile transactions to be as fast and reliable as cash or bank cards. This book shows designers, developers, and product managers—from startups to financial institutions—how to design mobile payments that not only safeguard identity and financial data, but also provide value-added features that exceed customer expectations.

- Learn about the major mobile payment frameworks: NFC, cloud, and closed loop
- Examine the pros and cons of Google Wallet, Isis, Square, PayPal, and other payment apps
- Provide walkthroughs, demos, and easy registration to quickly gain a new user's trust
- Design efficient point-of-sale interactions, using NFC, QR, barcodes, or geolocation
- Add peripheral services such as points, coupons and offers, and money management

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Editorial Review

About the Author

Skip Allums is a UX Lead at Monitise, one of the largest mobilebanking and payments technology companies in the world.

A former library scientist, Skip entered the payments world as a trueconsumer advocate, challenged with designing elegant user experiencesfor technologically complex mobile transactions. This book is aproduct of four years of groundbreaking work in the mobile paymentsspace.

Users Review

From reader reviews:

Dorothy Jaramillo:

Nowadays reading books be than want or need but also work as a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge your information inside the book that will improve your knowledge and information. The data you get based on what kind of publication you read, if you want get more knowledge just go with education books but if you want truly feel happy read one using theme for entertaining for example comic or novel. Typically the Designing Mobile Payment Experiences: Principles and Best Practices for Mobile Commerce is kind of guide which is giving the reader erratic experience.

Marie Nitta:

People live in this new moment of lifestyle always make an effort to and must have the extra time or they will get lot of stress from both daily life and work. So , when we ask do people have free time, we will say absolutely of course. People is human not only a robot. Then we question again, what kind of activity have you got when the spare time coming to you of course your answer can unlimited right. Then do you try this one, reading textbooks. It can be your alternative within spending your spare time, the particular book you have read will be Designing Mobile Payment Experiences: Principles and Best Practices for Mobile Commerce.

Shawn Jones:

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Roger Lee:

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