Native App: Design Considerations

Research

What's the problem? A list of customer problems that need solving or addressing:

Goal	Observations
User is trying to signup for an account with their mobile phone number and credit card	1. Customers creating accounts without '0' zero when registering - some customers have 2 accounts, one with, one without a leading zero. 2. Some confusion around what 'country' is on the login page - is it country that you are parking in? 3. In North America new users are trying to register accounts that already exist. Better self help here (reset account via SMS?). Also consider closing accounts/prompting users for account that are unused for 3 months. 4. Some users are mistakenly attempting to sign up with their mobile number and PIN on the sign in form. The PIN used here was commonly the last 4 digits of the credit card. (Are people reading that this constitutes the PIN and not knowing that they need to register??) In doing this people are spending a lot of time on this page double and triple checking details before figuring out there is a sign up page. - need to either make the page do both or clearly label SIGN IN/SIGN UP 5. The PIN field is causing confusion. People need guidance on number of digits. Some people are missing the fact it's a numeric PIN 6. Credit Card entry errors if there are spaces. It should deal with them. 7. Account number entry is not dealing with spaces, dashes or parentheses - they should be automatically stripped out. 8. People have asked how safe the credit card details are - they need more trust in the app

User is trying to login on the mobile app after having registered and subsequently logged out	1. Temporary account suspensions.
	  a. Customers have no indication of the length of the suspension. Some confusion around why suspension has happened.
	  b. Need to ensure sign in page can't be mined for account numbers
	  c. Incorrect credentials being used. Better help on login.
	2. PIN recovery via SMS needs to be obvious (prompt for it on login failure?) - if account number is not a mobile phone, then what? Last 4 digits?

User is trying to update their credit card via the options menu	1. Some indication of current credit card details
User is attempting to park	1. General slowness of page transitions 2. Lack of user feedback when confirm pages don't load 3. Account suspensions happening due to failed payments/incorrect CVV - this is occuring after one failure and only in some circumstances. 4. Some confusion around why credit card failures are happening. Feedback to user is far too generic. Need to accurate state that the issue is with processing (PSP timeout) or CVV or a straight decline, etc. 5. Users are failing to confirm transactions. Carefully consider how users are prompted to confirm payment (note: some transactions are free, so choose language carefully) 6. Concern about how parking enforcement would know if they had paid to park without a parking sticker receipt.
User is attempting to extend their parking session by opening the app	1. Users are parking at a new location instead of extending. UX on choose location page is a problem as too much information is being presented. Need to change page based on whether or not there are active parking sessions. 2. Extend button is not visible enough
User is attempting to extend by responding to the text reminder	1. Some people are taking reminders at face value and think that they need to go to m.paybyphone.com in order to extend. If they've used the app to make the initial parking session then they will need to log in again to do this. 2. One person replied to the SMS directly
User is trying to see the current state of their parking session(s)	1. There was no evident way to see any active parking sessions from the options menu - users were not clicking 'park again' 2. Consider need for a dashboard page or a homepage
Users want to see their parking history	1. Users are forced to go to the consumer site 2. No way to print out or email receipts

Service Enhancements

1. Corporate Accounts
2. Promo codes
3. Potentially store multiple credit cards via storage of Credit card UIDs? NOTE: How can we securely ensure that the card/payment method chosen is attached to the member account?