Guide to effectively implementing PayID

UX design guide for merchants

Origin of this PayID merchant guide

Background

PayID is currently a payment option that is widely known for consumer-to-consumer payment transfers. It is a payment method that brings enormous value to merchants – for instance, instant fund settlement.

However, this payment method is not currently used for merchant payments. Banks have inconsistent ways of presenting PayID to make payment and different ways that payers can save codes for recurring payments. Without considering and reviewing the customer experience, payers could be left not understanding this payment method and be resilient to adopt.

In the face of this challenge, Azupay commissioned a study to look into the attitudes towards paying bills, invoices and topping up digital wallets to understand the best way for merchants to install PayID and communicate how it works to payers.

This guide was created from explorative research conducted with prospective and current PayID users. Using the research findings, we put forward a user experience that merchants looking to implement PayID can use to install successfully and hopefully increase awareness and adoption.

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How to use this guide

How to use this guide

This guide puts forward tips on how to communicate best the value of PayID and where in the user journey you should do it. We also recommend specific hierarchies and placements and an additional page that should be added along the way to enhance awareness of PayID and other payment methods you offer today.

This guide is compiled to answer the following questions

- 1) What is the best way for my business to set up PayID?
- 2a) How should my business make payers aware of PayID?
  - 2b) How can I optimise my UX to increase PayID adoption?
- 3a) How can I ensure payers know how to pay using PayID?
  - 3b) What is the Azupay checkout app?
  - 3c) How do I personalise the Azupay checkout app?

# 1. What is the best way for my business to set up PayID?

To increase the adoption of PayID, we suggest setting up payment orchestrations using the diagram to the right. Merchants should review the diagram based on their product offering. We suggest specific business rules to simplify the process and increase customer satisfaction.

Our findings:

- Simplifying rules and offering some room for flexibility will lead to a better payer experience as many payers are unaware of payment limits that might be set up. This can lead to confusion when a bill is rejected.
- When a payer is making a recurring payment for a bill/invoice, adding a merchant's code in their banking app for every new payment seems like a lot of effort, even though they can easily copy their code.

How business rules work per payment orchestration:

- Below this report is a list of mapped-out payer experiences using Azupay's available business rules and merchant's obligations when payments are rejected.
  - For digital wallet merchants, see (See Appendix 15)
  - For one-off bill/invoice merchants, see (See Appendix16)
  - For recurring bill/invoice merchants, see (See Appendix 17)
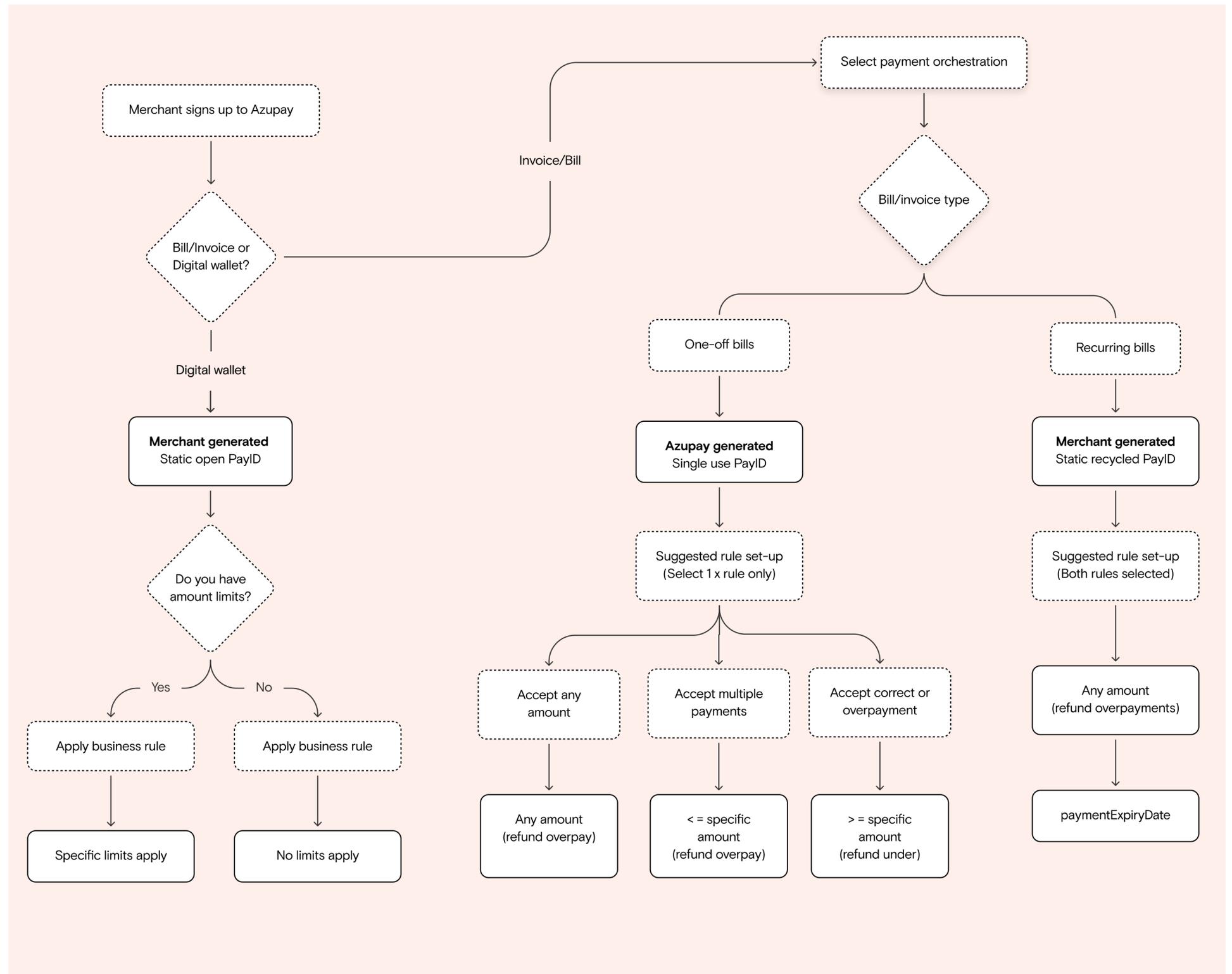
Merchant generated PayID codes

Consistent and ordered PayID codes are trusted over unordered and randomised numbers and letters. Payers like the idea of their PayID referencing their account details, however, people trust Bpay today, and this code consists of random numbers presented in an orderly way. Therefore, personalisation is a nice addition. However, it should not compromise the PayID code by making it too long or random, as many users will not be familiar with their invoice number. We also note that there is enough supporting evidence to suggest that payers will trust non-personalised codes.

Recommendations:

1. Merchants should generate PayID codes to allow eight numbers or the payer's initial and four numbers. Any one of these combinations will be trusted by payers.
   a. Our strongest recommendation is initials and numbers, as this code is easily memorised and will allow for payers to pay within their banking app without copying a code.
2. Adding the payer's unique account number to their code is still ok, but careful consideration should be taken not to confuse users or affect UX/UI layout by making the code too long or wrapping it onto two lines.
   a. Merchants can also add their business name initials. Still, we suggested adding the payers' initials for a personalised touch.

☆ **Initials (two numbers) + four numbers**
Combinations: 6,760,000

> EM9103@originenergy.com.au

☆ **Eight numbers**
Combinations: 100,000,000

> 10479021@originenergy.com.au

☆ **Initials + account number**
If account number is a simple set of numbers

> EM45829010@originenergy.com.au

✕ **Initials + account number**
If account number is a randomised set of numbers and letters

> EMA5F84FF@originenergy.com.au

Note: these instructions are for merchant generated codes. If merchants are using single use codes these codes will be generated by Azupay.

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2a) How should my business make payers aware of PayID?

2b) How can I optimise my UX to increase PayID adoption?

1. Awareness – Bill/Invoice merchants

Merchant generates the bill → Payer receives their email bill → Payer clicks 'Pay Now' from their email bill

Yes

PayID options page

Payer lands on a new page with all the merchants available payment options.

More details on slides 6/7

No

PayID invoice

Payer sees PayID as an option for payment, alongside a QR code to scan for instructions and to copy their code.

More details on slide 8

2a) Email payment options page

Merchants that showcase all payment options to payers on a single page via a 'Pay Now' button or equivalent will bring greater awareness to PayID as a service and ultimately increase adoption. Payers found a payment options page helpful as it gave them a choice and didn't pigeonhole them into only paying via credit card.

Our findings:

- We believe 'Pay Now', or an equivalent button, stands out to payers when reviewing their bill from an email.
- As mobile phones become more sophisticated, more payers will check and pay bills directly from their phones. Therefore having an option to see all payment options and easily copy their payment code is a necessary user experience as it is simple to copy and make payment. It also ensures payers don't enter the incorrect code or need to open their invoice to make a payment.

Recommendations

1. Take payers to a dedicated payment page when they click 'Pay Now' or an equivalent button. (1)
2. Showing all payment options on a dedicated page is recommended to enhance payer awareness of all payment options you offer. (2)
   a. Adding three bullet points for each payment option is easy for payers to digest and will allow payers to understand the difference between each payment method offered.
   b. Not pushing payers to one payment will build a greater payer and merchant relationship, as payers don't feel forced to pay via a payment method that doesn't work for them.
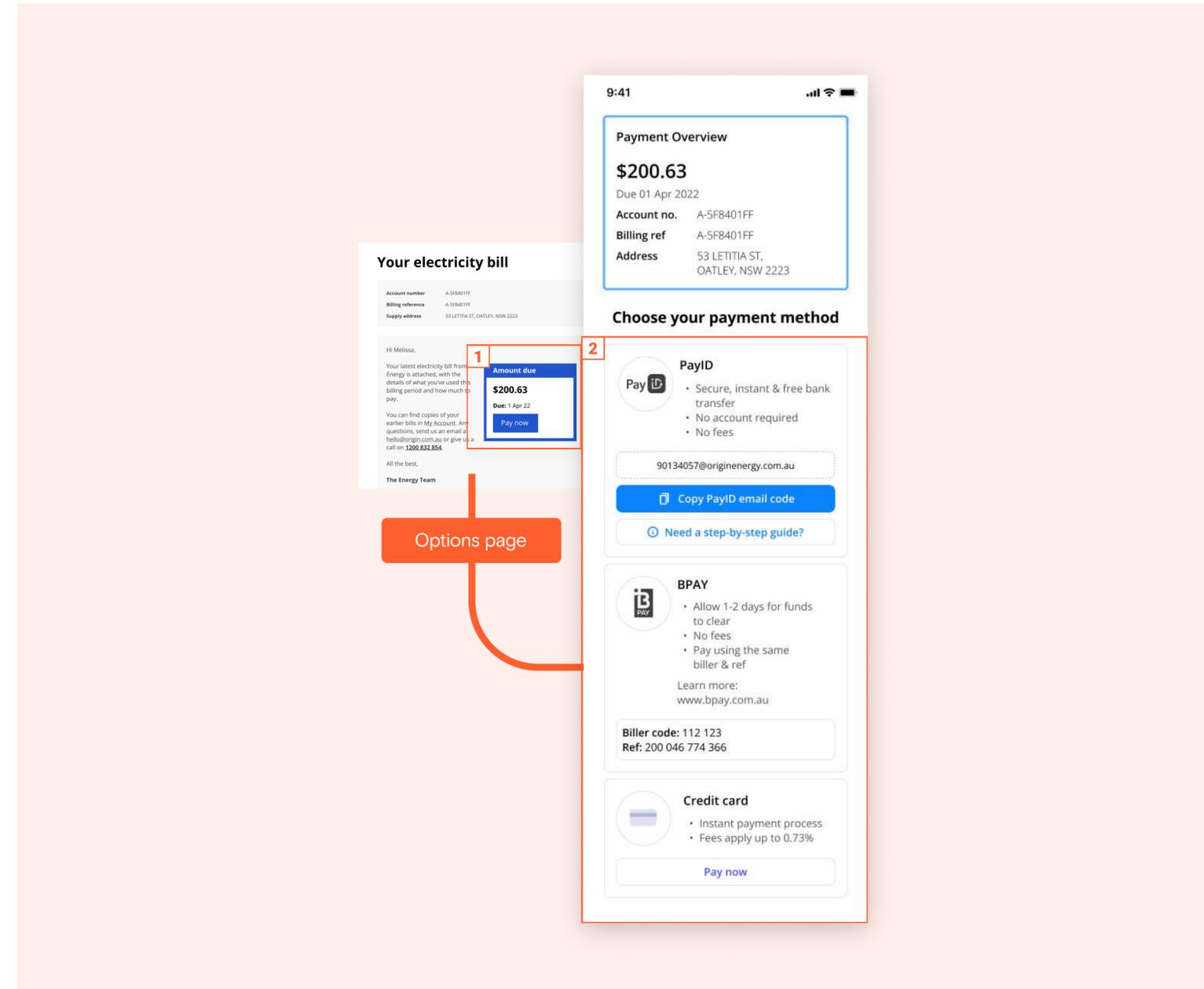
2b) Email payment options page UX/UI

Optimizing the email payment options page lets users see all payment and bill options while enabling them to copy their payment method quickly and easily. It leads to a better user experience and enables payers to make a successful payment with less cognitive load and clicks. Providing an options page and a 'copy' button will allow mobile users to accurately make payments to merchants using the correct codes, which will support merchants' internal procedure for checking/reconciling payments.

Recommendations

1. Showing payers their invoice and bill amount will allow for a consistent experience and allow payers to validate the page they landed on. Allowing payers to feel confident in using this page to make a payment without opening their bill. (1)
2. Showing all payment options vertically, and explaining how they work, allows the payer to understand their options and select their preferred payment method. (2)
   a. Specifically for PayID, we found these three bullet points resonated highly with users. (2a)
   b. As PayID is a new service, some payers may think PayID works similarly to PayPal and believe they need an account to make a payment. (2b)
3. If new payers require additional support, we suggest linking the Azupay checkout app link. i.e. clicking 'need a step-by-step guide?' will take payers to a link to easily copy their PayID code and view instructions. (3)
4. When a payer wants to view their invoice from a desktop but pays via mobile, adding a QR code is suggested to allow payers to copy their code and make a payment directly from their mobile. (4)
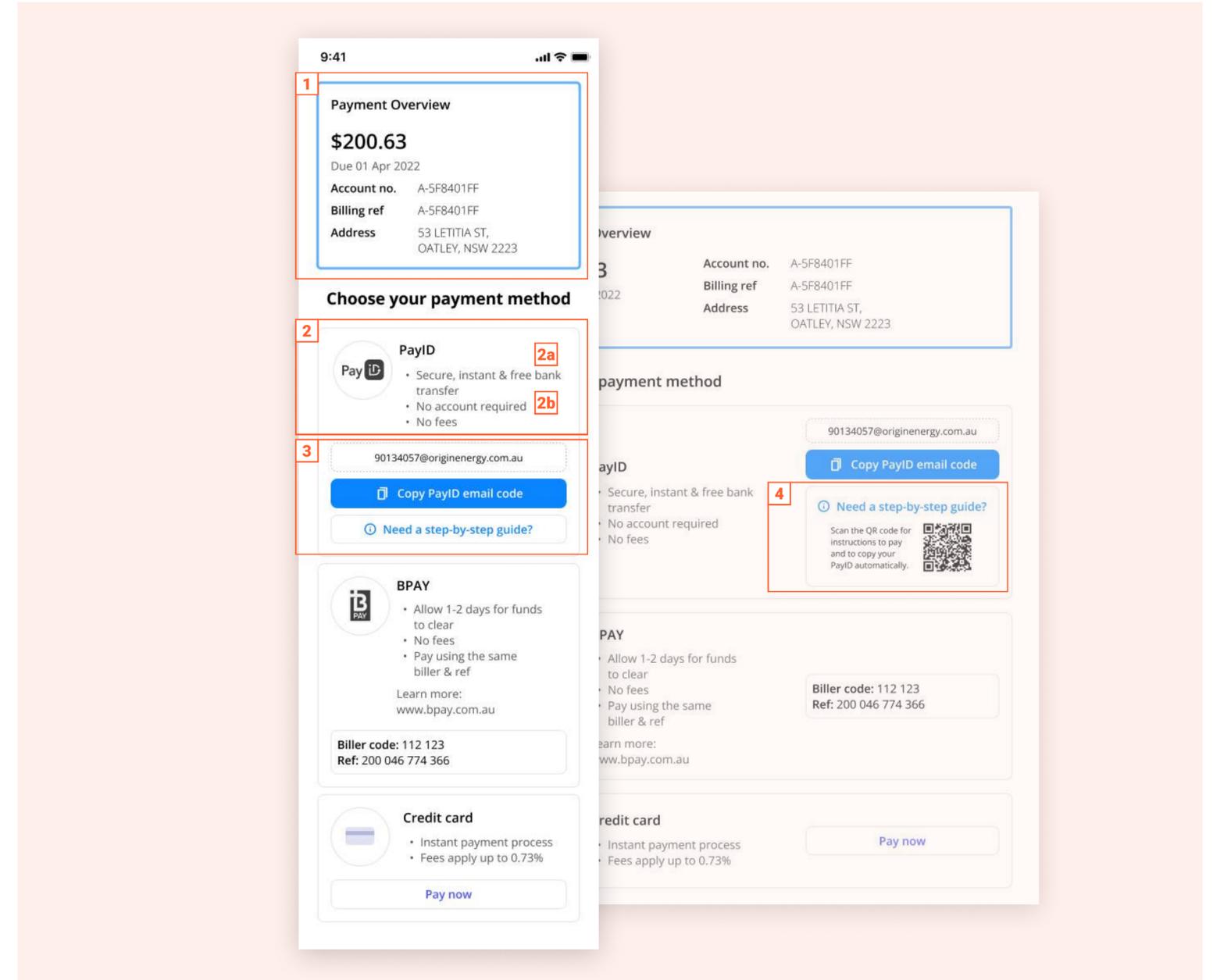
2a) & 2b) Displaying PayID on an invoice of bill

As this may be the first time that payers see PayID on their bill/invoice, merchants should provide further information about how PayID works and its benefits.

Many payers are still unfamiliar with PayID as a service. Merchants should offer relevant messaging and the Azupay checkout app QR code to ensure payers are guided through the experience and understand the benefits of PayID and how to pay.

Our findings:

Payers will open their bills to check and validate their usage when a bill amount is recurring or inconsistent. This is an opportunity to showcase PayID as a payment option.

Recommendations:

1. Payers who were unfamiliar with PayID quickly understood how the service worked when reading the title 'Secure, instant & free bank transfer'. We suggest using this wording when displaying PayID. (1)
2. When payers see a QR code on a bill/invoice, they may believe they can instantly make payment via the QR code link. The explainer text and QR code hierarchy are important to ease payer confusion. (2)
   a. As people read left-to-right, having the heading and instructions left-to-right will direct more payers attention to the instructions and allow them to understand the QR code's purpose.
3. Making the PayID email code bold and stand out on the page may allow payers to scan the code by using their phone. This is available for iOS users who have the latest verison installed. However, this concept is still unfamiliar to many payers. We don't suggest compromising the design of the invoice to allow for this. PayID codes should always appear on one line and never be wrapped/fit on 2 lines. (3)

2a) How should my business make payers aware of PayID?

2b) How can I optimise my UX to increase PayID adoption?

1. Awareness – Digital wallet merchants

Payer lands on your site
and wants to top up their
digital wallet

→

Payment options page

Payer lands on a page
with available payment
options

More details on slides #

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2a & 2b) Displaying PayID as a top up option for digital wallets

When payers want to top up their digital wallets, in most cases, they're looking for an instant, free and simple payment option. Generally, these payers aren't tied to specific payment options and are willing to try new ones if they fit their criteria.

Our findings:

Showcasing all payment options in one vertical view lets payers quickly and easily select which payment option suits them best and brings awareness to all payment methods.

We believe displaying payment options like this will increase customer happiness and conversion for merchant digital wallet top-ups. There would be less cognitive load and clicks for payers to decide which payment option works best for them.

Recommendations:

1. Showing all payment options and explaining how they work allows payers to understand their options and select the correct payment option for them. (1)
    a. Specifically for PayID, we found these three bullet points resonated highly with users.
    b. As PayID is a new service, some payers may think PayID works similarly to PayPal and think they need an account to make a payment.
2. Allowing payers to copy their PayID code directly from this page will allow for a simple and fast way for payers to copy their PayID code. This will also mean fewer manual errors and higher assurance that payment codes are entered correctly via their banking app. (2)
3. If new payers require additional support, we suggest linking the Azupay checkout app link for a helpful step-by-step guide on how to pay. (2)
4. When a payer is viewing your site via desktop and paying via mobile, it is suggested that you add a QR code to allow payers to quickly get their PayID copied to make payment from their phone then (3)
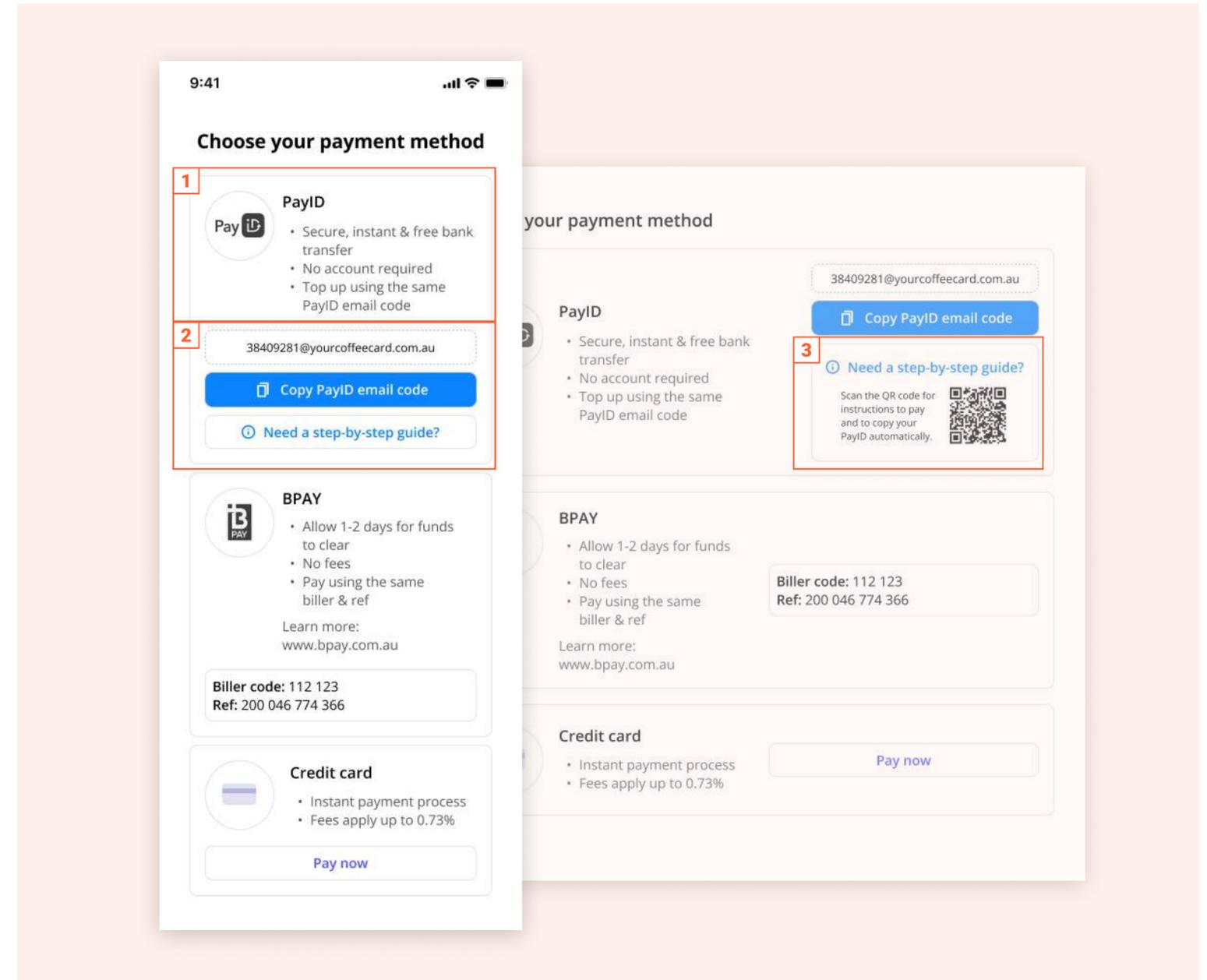
3a) How can I ensure payers know how to pay using PayID?

2. Activation – Bill/Invoice & digitial wallet merchants

Payer wants to pay their bill using PayID

Payer scans the QR code

Yes

Azupay checkout app

Payer's PayID is copied and they can view instructions on "How to using PayID"

More details on slide 19

Payer wants instructions

Azupay checkout app bank instructions

1. Bank specific
2. Generic

More details on slides 20 & 21

No

No

Payers goes to their banking app

They select PayID, paste their code, and make a payment

Payer payment approved

3b) Introducing the Azupay checkout app

The Azupay checkout app serves two primary purposes:

1. Payers can quickly and easily copy their PayID code and paste it into their banking app.
2. It helps first-time users navigate how PayID works and how they may pay within their banking app.

PayID is still a relatively new concept for payer to merchant bills, and banks are still working on the UX/UI for allowing these payments. To combat these problems, we believe having a link or QR code to access the Azupay checkout app is necessary as it ensures payers don't enter the incorrect code or need to open their invoice again to make a payment.

To the right, you can see what this app looks like for payers.

User experience for the payer:

1. Payers are directed to the Azupay checkout app landing page upon scanning the QR code. Their unique PayID is automatically copied to their clipboard as soon as they reach this page; users are notified of this via green toast notification. (1)
2. Payers are given a quick step-by-step guide on paying within their banking app. These instructions are kept generic to fit every bank's unique setup.
3. Payers can also opt for more detailed instructions. However, based on our research, we believe the majority will read steps 1 & 2, copy their code and make payment.(2)
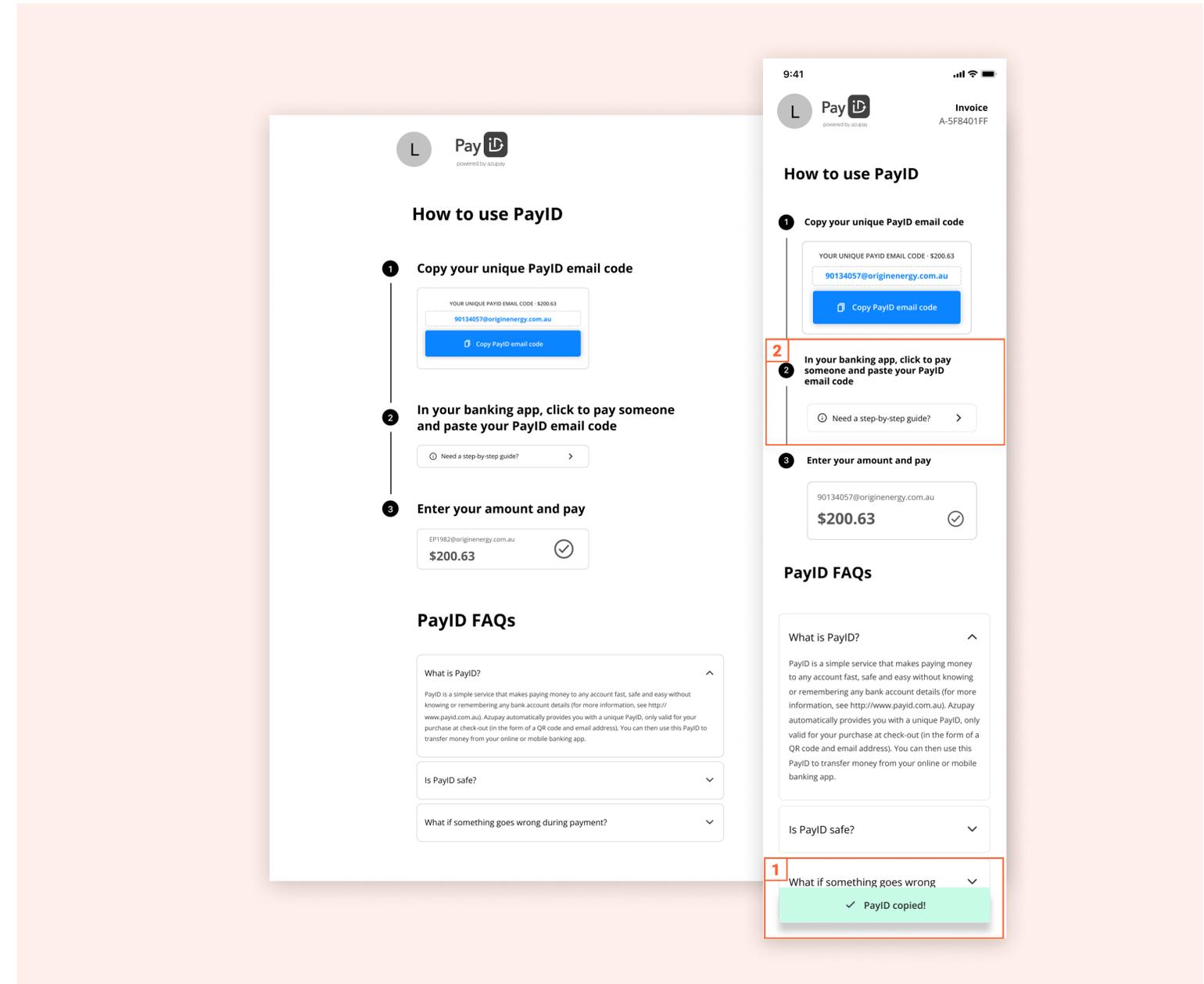
3c) How can I personalise the Azupay checkout app?

Checkout apps are personalised with merchant's branding to allow for a consistent user experience. Once merchants have signed up to Azupay, you will have the option to add your logo via your Azupay portal.

Personalising the app:

1. Upon the landing page, merchants' logos will appear on the top left-hand side of the page. (1)
2. For detailed instructional pages, it will appear over to the right. (2)
3. If payers have a unique invoice reference, this will also be added to the merchant's checkout app. (3)
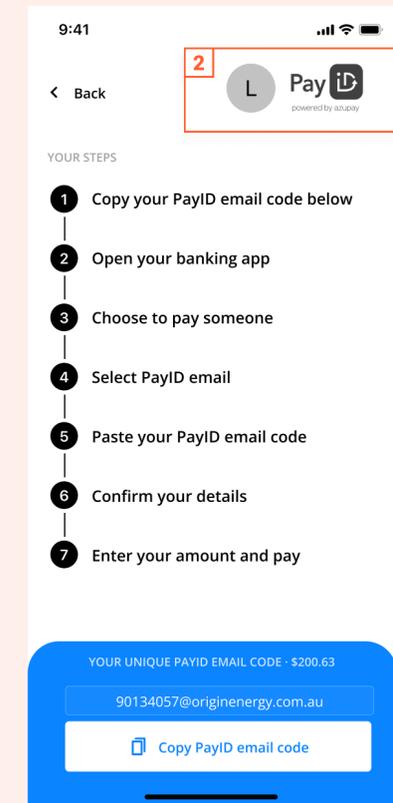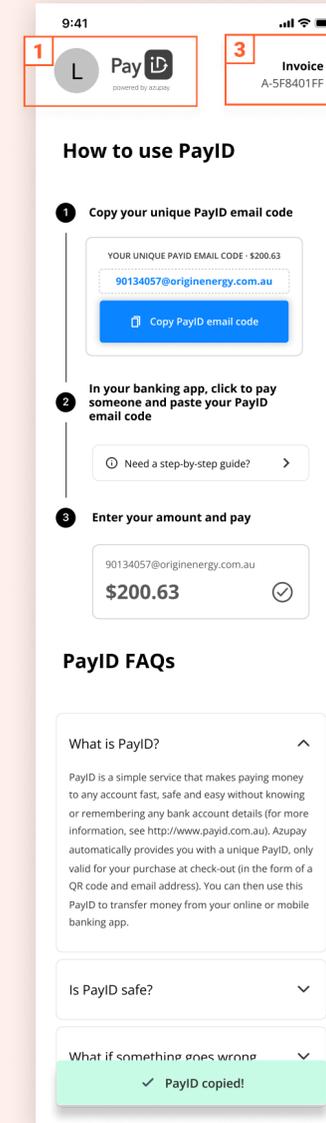
Appendix

1.1 Solution mapping - Acquisition & Activation of PayID (bill/invoice)
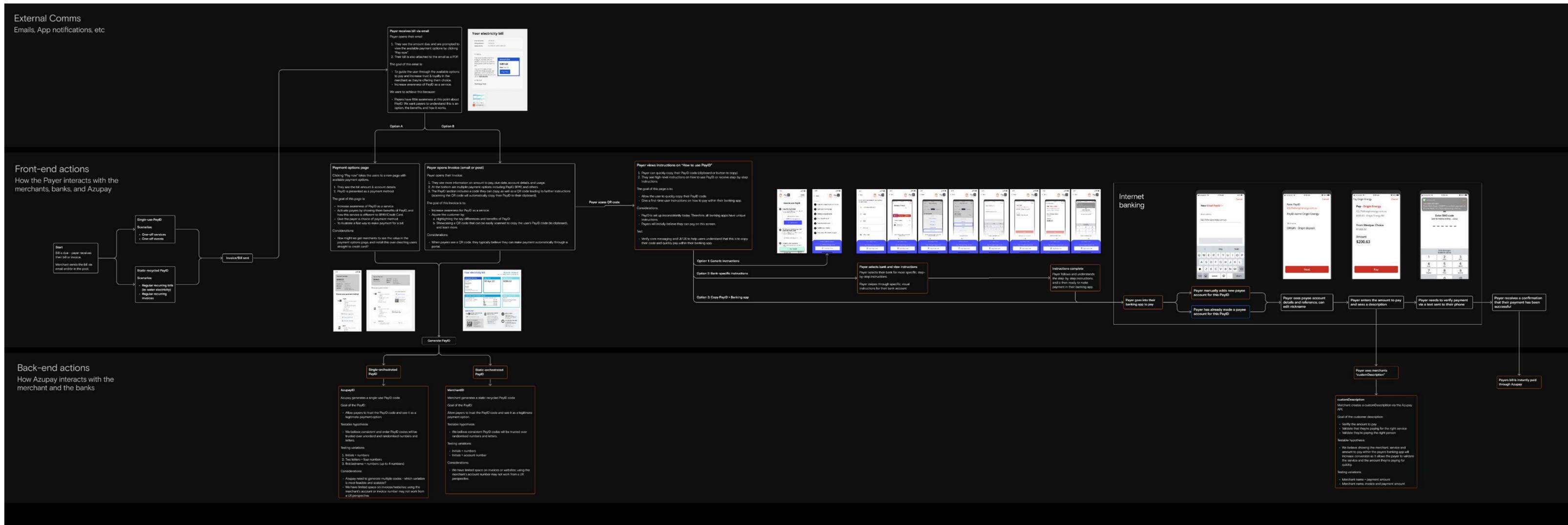
1.2 Solution mapping - Retention - Static-Recycled PayID (bill/invoice)
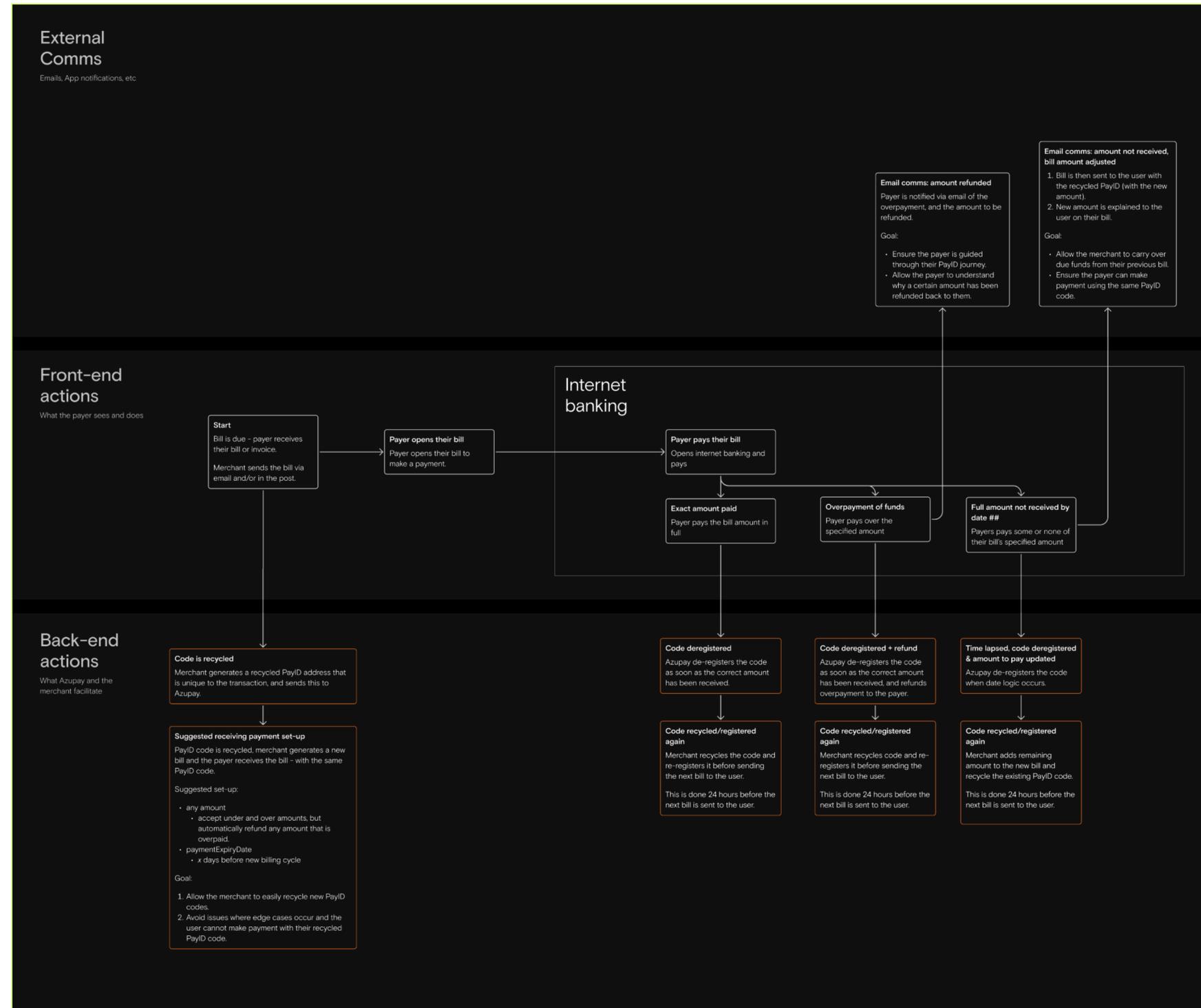
1.3 Solution mapping - Retention - Single use PayID (bill/invoice)

1.4 Solution mapping - Acquisition & Activation of PayID (digital wallet)

1.5 Solution mapping - Retention (digital wallet)

1.2 Solution mapping - Retention - Static-Recycled PayID (bill/invoice)

External Comms
Emails, App notifications, etc

Email comms: amount refunded
Payer is notified via email of the overpayment, and the amount to be refunded.

Goal:
- Ensure the payer is guided through their PayID journey.
- Allow the payer to understand why a certain amount has been refunded back to them.

Email comms: amount not received, bill amount adjusted
1. Bill is then sent to the user with the recycled PayID (with the new amount).
2. New amount is explained to the user on their bill.

Goal:
- Allow the merchant to carry over due funds from their previous bill.
- Ensure the payer can make payment using the same PayID code.

Front-end actions
What the payer sees and does

Internet banking

Start
Bill is due - payer receives their bill or invoice.
Merchant sends the bill via email and/or in the post.

Payer opens their bill
Payer opens their bill to make a payment.

Payer pays their bill
Opens internet banking and pays

Exact amount paid
Payer pays the bill amount in full

Overpayment of funds
Payer pays over the specified amount

Full amount not received by date ##
Payers pays some or none of their bill's specified amount

Back-end actions
What Azupay and the merchant facilitate

Code is recycled
Merchant generates a recycled PayID address that is unique to the transaction, and sends this to Azupay.

Suggested receiving payment set-up
PayID code is recycled, merchant generates a new bill and the payer receives the bill - with the same PayID code.

Suggested set-up:
- any amount
  - accept under and over amounts, but automatically refund any amount that is overpaid.
- paymentExpiryDate
  - x days before new billing cycle

Goal:
1. Allow the merchant to easily recycle new PayID codes.
2. Avoid issues where edge cases occur and the user cannot make payment with their recycled PayID code.

Code deregistered
Azupay de-registers the code as soon as the correct amount has been received.

Code deregistered + refund
Azupay de-registers the code as soon as the correct amount has been received, and refunds overpayment to the payer.

Time lapsed, code deregistered & amount to pay updated
Azupay de-registers the code when date logic occurs.

Code recycled/registered again
Merchant recycles the code and re-registers it before sending the next bill to the user.
This is done 24 hours before the next bill is sent to the user.

Code recycled/registered again
Merchant recycles code and re-registers it before sending the next bill to the user.
This is done 24 hours before the next bill is sent to the user.

Code recycled/registered again
Merchant adds remaining amount to the new bill and recycle the existing PayID code.
This is done 24 hours before the next bill is sent to the user.

External Comms
Emails, App notifications, etc

Email comms amount refunded
Payer is notified via email of their overpayment, and the amount to be refunded back to their account.

Goal:
- Ensure the payer is guided through their PayID journey.
- Allow the payer to understand why a certain amount has been refunded back to them.

Email comms – underpayment received
Payer is notified via email of underpayment and the amount to be refunded.

Goal:
- Ensure payer is guided through their PayID journey.
- Allow the payer to understand why an under amount has been refunded back to them.
- Guide payer through next steps, ensuring they know how to pay correct full amount.

Front-end actions
What the payer sees and does

Internet banking

Start
Bill is due - payer receives their bill or invoice.

Merchant sends the bill via email and/or in the post.

Payer opens their bill/invoice
Payer opens their bill to make a payment.

Payer pays their bill
Opens internet banking and pays

Exact amount paid
Payers has paid the bill amount in full

Overpayment of funds
Payers pays over the specified amount

Underpayment
Amount paid is under what is required

No payment, timelapsed
Amount not paid, time-period to pay has lapsed

Back-end actions
What Azupay and the merchant facilitate

Code is generated (AzupayID)
Azupay generates a single PayID code that is unique to the transaction (send to merchant)

Code deregistered
Azupay de-registers the code as soon as the correct amount has been received.

Code deregistered + refund
Azupay de-registers the code as soon as the correct amount has been received and refund overpayment to the payer.

Underpayment refunded, code remains registered
Azupay automatically refunds the payer any underpayment received.

Code remains registered.

No payment, timelapsed PayID de-registered
Azupay will automatically de-register the code.

Code will no longer be available to use.

Suggested 'receiving payment' set-up
Suggested set-up:

- greater than or equal to specified amount (merchant to refund)
  - accept exact or over amounts, but automatically refund any amount that is overpaid.
- paymentExpiryDate (optional)
  - x days before new billing cycle

Goal:

1. Allow the merchant to receive the correct payment each time.
2. Avoid issues where payment is not paid in full, and the merchant needs to chase the users for payment or generate a new code.

1.4 Solution mapping - Acquisition & Activation of PayID (digital wallet)
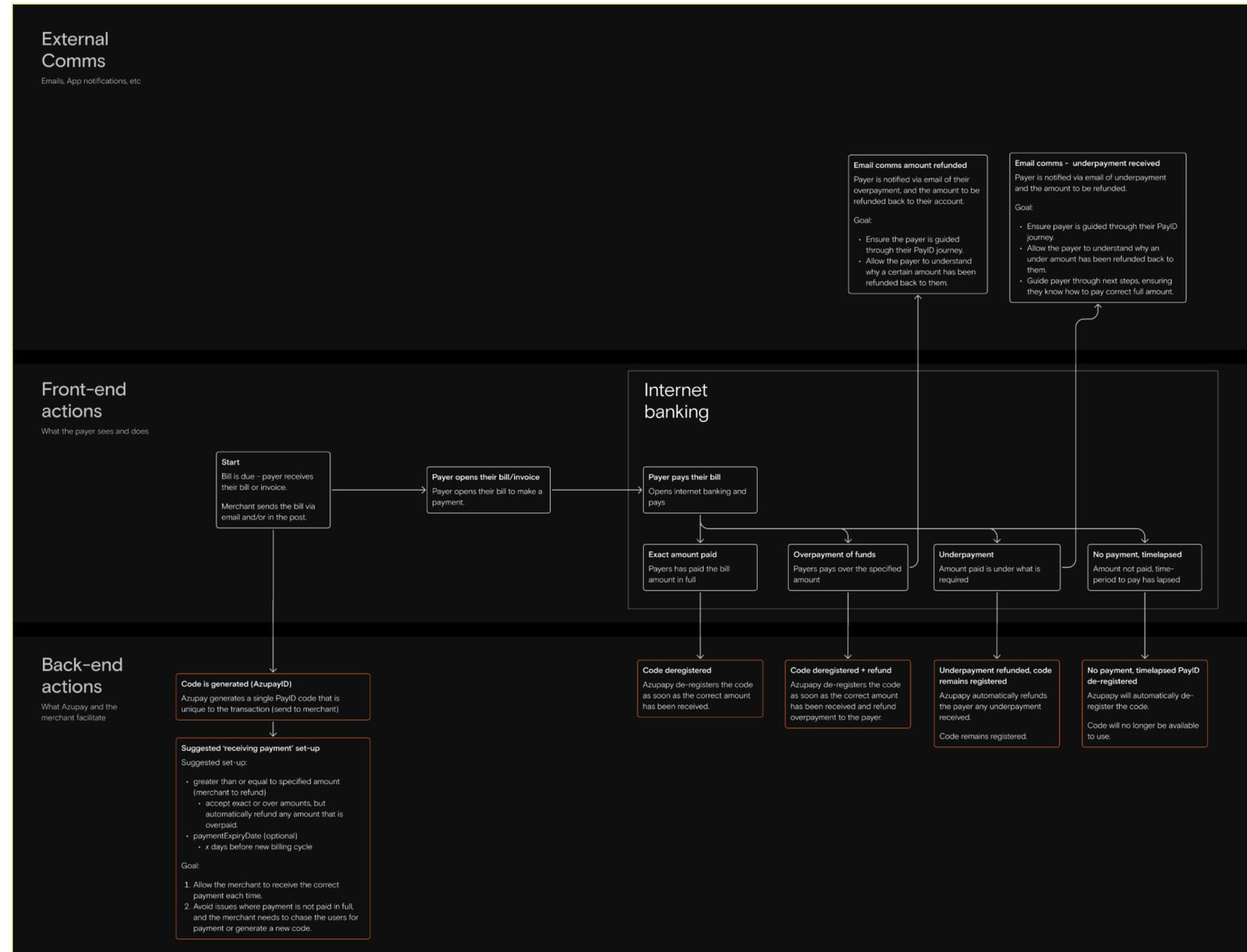
1.5 Solution mapping - Retention (digital wallet)

External Comms
Emails, App notifications, etc

Email comms: amount refunded
Payer is notified via email that their payment doesn't meet specific account limits and their full transfer amount will be refunded back to them in 24 hours.

Payer is notified of the limit on their account.

Goal:
- Ensure the payer is guided through their PayID journey.
- Allow the payer to understand why a certain amount has been refunded back to them and why their account will not be topped up.

Front-end actions
What the payer sees and does

Start
Payers logins into the merchants site and wants to top-up their account.

Payer sees payment options
Payer wants to top up with PayID and copies their PayID code.

Internet banking

Payer tops up
Opens internet banking and pays

No limits apply
Payer transfers any amount

Specific limits apply
Payer pays over the specified amount

Back-end actions
What Azupay and the merchant facilitate

Static-open code viewable
Merchant shows static-open code.

Payment received
Azupay sends payment to merchant

Payment received, amount refunded
Azupay refunds payment amount to the payer

Code remains registered
PayID code will remain registered. Any subsequent payment will be transferred with the same code.

Code remains registered
PayID code will remain registered. Any subsequent payment will be transferred with the same code.

Suggested receiving payment set-up
PayID is static. This PayID code doesn't ever change.

Suggested set-up:

Merchants may select one of the following payment options:

- Less than or equal to a specified amount
  - When payment limits apply ie: palmerbet
  - paymentAmount
  - accept any amount

Goal:

1. Allow the merchant to install PayID as a service easily
2. Ensure appropriate messaging/comms is added if "Less than or equal to limits apply".