Adding Value to an ORCA Card: A UX Writing Case Study

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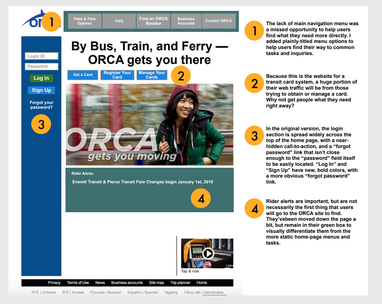
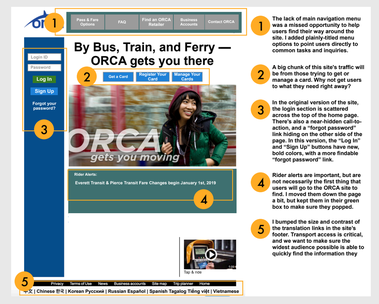
Original Site → Step 1: Assess the goals of each page → Step 2: Find areas for improvement → Step 3: First Draft Edits → Step 4: Second Draft Edits, First Draft Annotations → Step 5: Final Draft

Page 1: Home

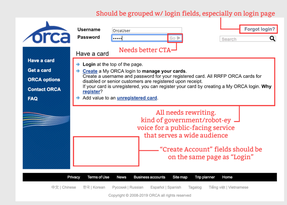
1. Provide general overview of organization/ product, most important info.
2. Provide a starting point for site navigation.
3. Help users answer basic questions.
4. Provide shortcuts to popular or critical functions/areas of the site.
5. Assist users w/ finding help if they need it.
6. Show personality of organization
7. News/alerts.

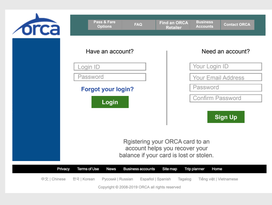


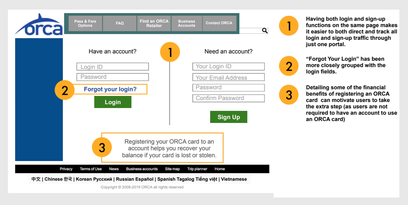


Page 2: Log in & Sign Up

1. Help users create or access their accounts (create and login forms on same page)
2. Let users know why they might want an account.
3. Let users know what they can do with their account.
4. Be authoritative and reassuring (accounts are secure, helpful)
5. Let users know what the limitations of *not* having an account are.

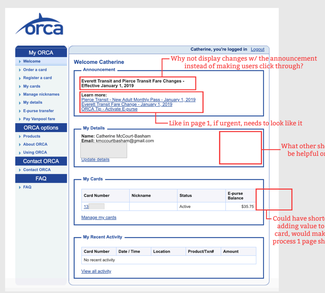


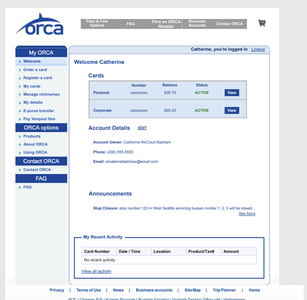


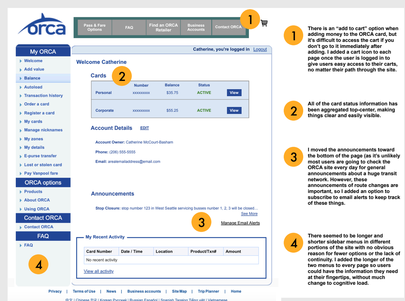


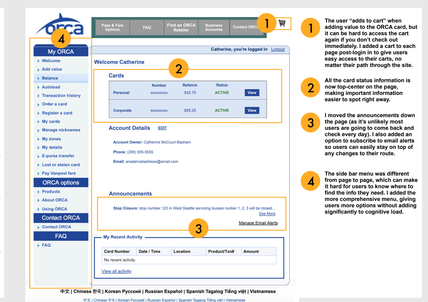
Page 3: Account Home

1. Access main account functions.
2. Accomplish popular/critical tasks
3. View general account status information (balance, recent account activity, etc)
4. Display account/user details
5. Let users know where they are on the site.



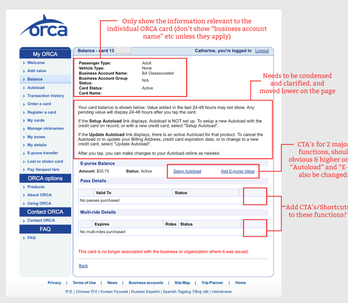


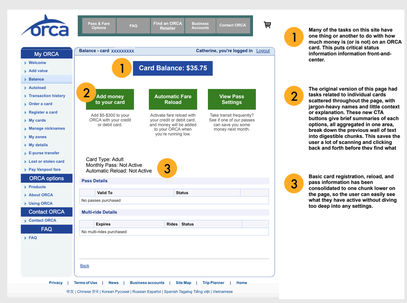


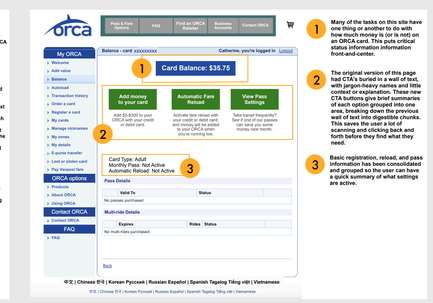


Page 4: Individual ORCA Card

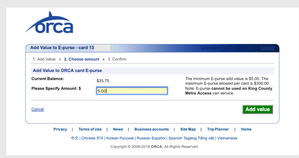
1. Show detailed information for individual card.
2. Lead directly to popular/critical functions related to the card.
3. Provide detailed status/balance information.
4. Show recent card activity.
5. Let users know where they are on the site.

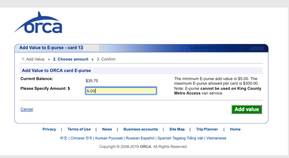




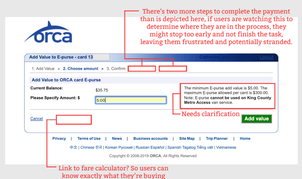


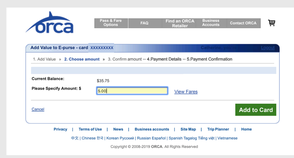
Page 5: Add value to an ORCA Card

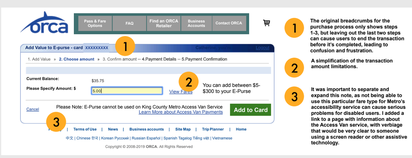




1. Allow user to choose amount to add to card.
2. Provide information about requirements or restrictions for adding money to card.
3. Let users know where they are in the process.
4. Only the most critical info, so users are not distracted from the task at hand.
5. Give users information EARLY about limitations of adding money via website (if they need it immediately, should go to vendor or to light rail station)
6. Maybe allow user to calculate # of rides the amount they're adding will cover?

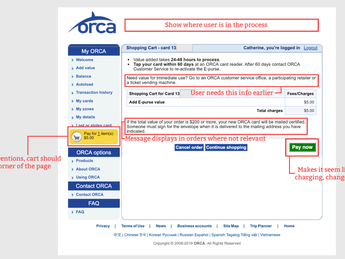


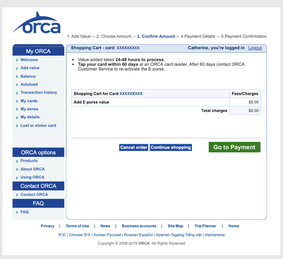


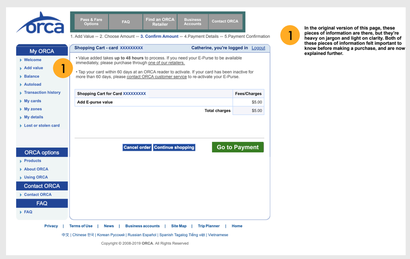


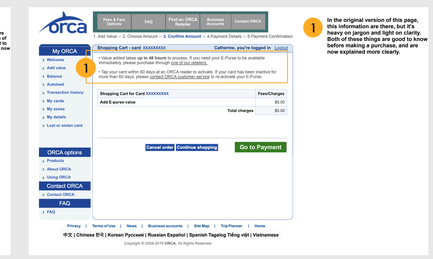
Page 6: Confirm Added Value

1. Confirm dollar amont entered
2. Allow user to cancel or continue
3. Let them know how long it will stay in their cart (until they are logged out? until they x out the screen? will it stay after they're logged out?)
4. How long it takes for purchase to be active
5. Any special considerations for their purchase ($200 or more info above)
6. Let them know that they're not being charged yet ("pay now is misleading", especially if they have their card saved)

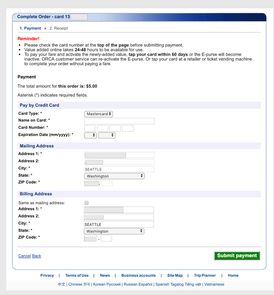


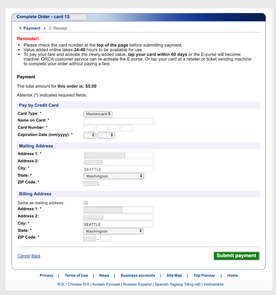




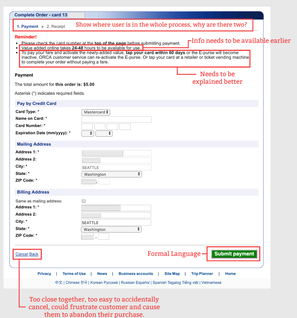


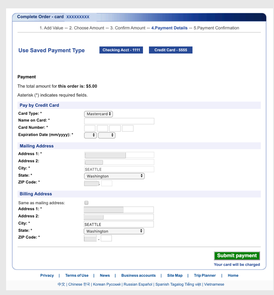
Page 7: Payment

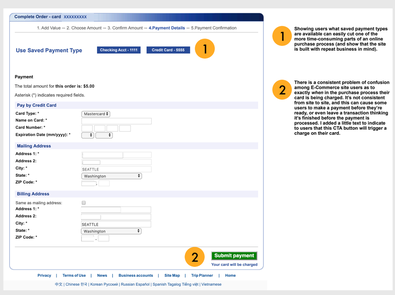


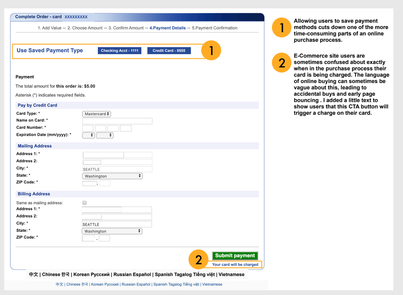


1. Collect all necessary payment information
2. Want users to feel reassured that their information is secure.
3. Confirm amount being charged.
4. Give any additional information about delays, conditions, imitations, or additional tasks. ("reminder" area at the top)
5. Confirm where the money is going (card number, etc)
6. Let them know this is where their card is being charged
7. Let users know where they are in the process.

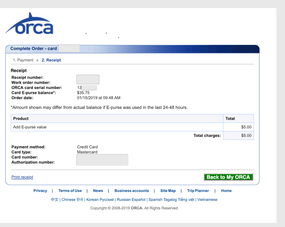


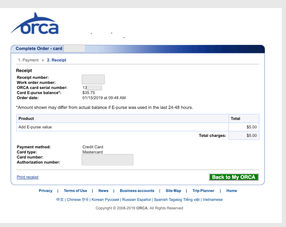






Page 8: Confirmation





1. Confirm that payment was processed successfully.
2. Allow user to send email receipt.
3. Confirm amount paid.
4. Confirm card it was applied to.
5. Again give info about any limitations ("may take 24-48 hours")
6. Give users links back to other things they might need to do (main account, log out, etc)