

User Interview Findings Overview

TSYS.COM INTEGRATED REDESIGN

October 31, 2016



Agenda

Introduction

Methodology

Key Findings

Personas and their Tasks

Next Steps

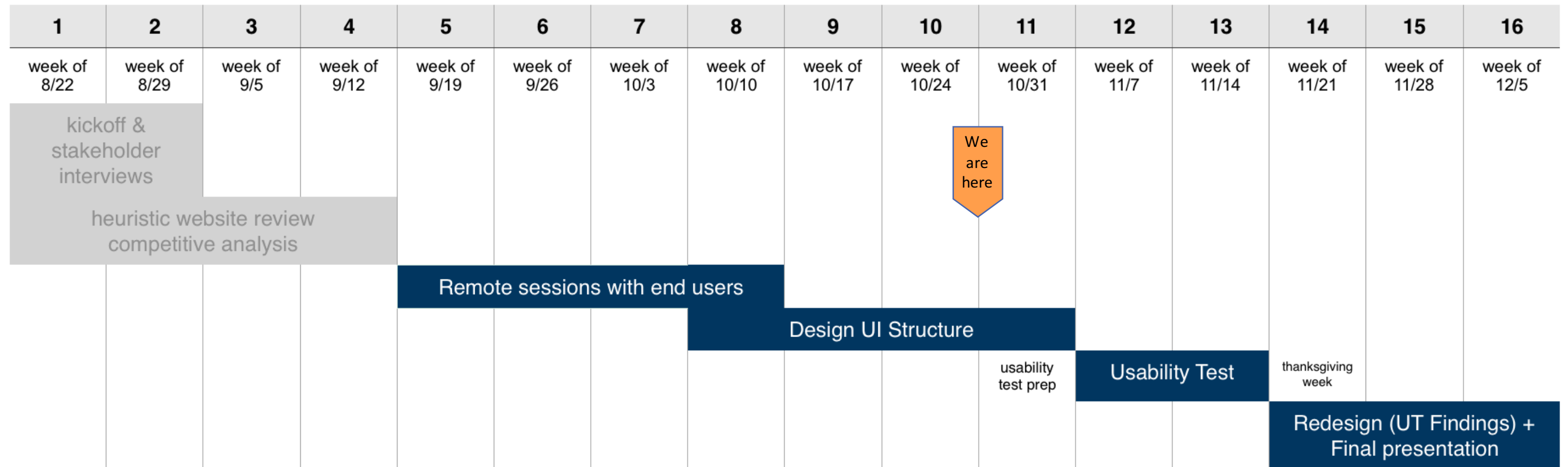
Design Direction

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Timeline

- Total Project: 16 Weeks
- August 22 - December 9, 2016



Why User Interviews?

Talk to site visitors and learn their mental models, expectations, usage patterns, motivations and roadblocks to using the TSYs.com public Websites.

Purpose:

1. Identify the **strengths and opportunities for improvement** of the TSYs site
2. Identify the functions, elements of the design, and terminology that site visitors would find useful in the redesigned TSYs site
3. Use these findings as **input to the website redesign & integration**



Agenda

Introduction

| ***Methodology***

Key Findings

Personas and their Tasks

Next Steps

Design Direction

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Method

- Interviewed 31 participants to understand their current usage of the TSYS sites, expectations of a redesigned site, example resources and example functions that they find valuable (actual interview guide is available as a separate document)
- Summarized the findings as input to the site redesign

Participant Group	Number
Issuing	8
Members (TSYS)	9
Merchants	14
Total	31



User Interview Structure

- In-depth, one-on-one interviews via phone/WEBEX (duration ~1 hour each)
 - Some participants included colleagues on the calls
- Interviews were conducted Sept 19 – October 19, 2016
- Moderator led the participant through the discussion
 - Introductions and confidentiality
 - Understanding participant mental model
 - Understanding activities on the site
 - Understanding overall website interaction (including how to communicate with TSYS and need for languages other than English)
 - Closing and thank you
- Discussion focused on the site that the participant was most familiar with or used:
 - TSYS.COM
 - TSYSMerchantSolutions.com
 - TSYSPrime.com
 - Transfirst.com



Agenda

Introduction

Methodology

| *Key Findings*

Personas and their Tasks

Next Steps

Design Direction

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Overall Impression

A professional site is expected and a minimum requirement for doing business

- But most participants did not spend much time on any of the sites or point clients to the sites
- Content needs to look modern otherwise site visitors will think the content could be outdated

How do potential clients know about TSYS

- Participants knew about TSYS/TransFirst through:
 - Past experience / companies
 - Familiarity from conferences
 - Current partners who have relationships with TSYS
 - Someone they knew who had a relationship with TSYS

Stakeholders and Interview Participants believed their situation was unique and would require contact with a person at TSYS who would know their specific situation

- Participants already had an existing relationship with TSYS or TransFirst and thus relied on their relationship manager for new information



Key Findings



“A creative solution earns a client for life.”

Flexibility of unique solutions with the TSYS platforms isn't clear on the website(s)

- Some clients, identified TSYS as “innovative” because of the powerful configuration, customization and personalization that can be done with the TSYS platforms
Recommendation: Although details can only be shown behind closed doors, the site must illustrate the flexibility of the TSYS platforms on the site.
- Users do not know solutions by name, they do however know their pain points.
Recommendation: Site content must speak to diagnosing a user need to point to an ideal solution.
- Users come to research why they should choose TSYS over the competition or what they currently have
Recommendation: Site must illustrate how TSYS offerings are differentiated from the competition



Key Findings



“Showcase in-market success tied to category leaders”

Some Participants thought TSYS focuses on processing

- Participants felt that ancillary services (i.e. prepaid, loyalty) are more valuable if you do processing with TSYS. Clearly presenting how the TSYS offerings help a customer who does their processing with someone else would show that TSYS is nimble enough to be a good business partner

Recommendation: Clearly display breadth and depth of all of TSYS offerings especially with the new acquisitions



Key Findings

Case Studies

- Some participants thought case studies increase TSYS' credibility and helps them make the decision to partner with TSYS
- One participant thought case studies should be regionally relevant (even in the US) – e.g., community banks handle processing differently depending on their region

Recommendation: Site should highlight TSYS' partners and successes using examples and case studies (demonstrates credibility and also allows potential partners can “see themselves” as a partner with TSYS)



Agenda

Introduction

Methodology

Key Findings

| *Personas and their Tasks*

Next Steps

Design Direction

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Summary of Tasks

TSYS website users want to:

- Log in
- Check what is new at TSYS
- Check the specs for TSYS' platforms (i.e. Developer SDK – Software Developer Kit)
- Explore options for POS (point of sale)
- Find features of specific products
- Find out what TSYS offers
- Find out what is on the horizon in the payment industry
- Find a contact to help with a specific question (e.g., setting up a rewards program)
- Find out about investor relations



User Groups

Historically, the user groups have been:

- Merchants, acquirers, issuers, loyalty users, industry experts, VARs and ISOs

However, the interviews revealed a level of personas higher than the individual roles - focusing more on the the following variables:

- Amount of solution detail needed
- Knowledge of TSYS
- Knowledge of industry (credit card processing)
- Key question they are trying to answer
- Technical knowledge

Note: Previous persona content in Appendix I for reference. These new personas take a new higher-level approach to represent TSYS users. The 2011 personas can fit appropriately into one or more of these new personas

New Primary Personas



Tom Trusting:

Tom is looking for a partner and he expects them to be the expert.



Bonnie Business Detail:

She wants enough detail to know if the solution will work for her.



Sam Solution-Focused:

He will do research himself, but is only focused on a narrow topic.

Note: Previous persona content in Appendix I for reference. These new personas take a new higher-level approach to represent TSYS users. The 2011 personas can fit appropriately into one or more of these new personas.

Tom Trusting

Tom is looking for a partner and he expects them to be the expert. If they instill him with confidence, then he will rely on them as his expert advisor. He doesn't want to / won't do a lot of research on his own



Key Question: Why should I trust TSYS as a key financial partner?

Knowledge of TSYS: May be limited

Level of detail needed: Overview information, he wants the big picture

Information needs:

- Who is TSYS?
- Who else does TSYS serve? (case studies)
- Looking for overview and info about the company
- Wants to know the scope of TSYS

Could be: Business owner, C-level executive

Actions we want them to take: Make contact so that someone can walk him through their needs and TSYS' capabilities

Bonnie Business Detail



Bonnie knows what kind of problem she is trying to solve and has some ideas on the solution she is looking for. She wants enough detail to know if the solution will work for her. She will do solution and industry research herself.

Key Question: How will this solution solve our business problem?

Knowledge of TSYS: Medium to high-level knowledge of TSYS and the industry

Level of detail needed: Detailed information about TSYS, their offerings, and the industry

Information needs:

- What do they offer?
- Why this solution vs others?
- Why are they better than other options?
- What are the specific details of their products?
- What are the trends and innovations in the industry?

Could be: Referring partner, team member at an issuer or acquirer

Actions we want them to take: Make contact with TSYS regarding a specific solution or get information and bring questions back to her TSYS relationship manager

Sam Solution-Focused



Sam knows TSYS likely has a solution for his specific software need. He only cares about understanding how that solution can be integrated with his products and how much effort that will take. He will do research himself, but is only focused on a narrow topic.

Key Question: How difficult will it be to convert to TSYS from our legacy technology?

Knowledge of TSYS: May be low

Level of detail needed: High level of detail about TSYS, but very detailed technical detail about the solution

Information needs:

- Detailed technical specifications (API data, specific POS terminal)
- Will the TSYS platform integrate with my solution?

Could be: Integrated tech partner, merchant

Actions we want them to take on the site: Make contact so that someone can walk him through TSYS' specific solutions and expose him to other TSYS offerings

Agenda

Introduction

Methodology

Key Findings

Personas and their Tasks

| ***Next Steps***

Design Direction

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Next Steps as Time Allows Today

- Discuss TSYS comments on the overall results of the end user interviews
 - Review detailed findings in Appendix II (if needed)
- Preview draft information architecture and initial wireframes
- Discuss plans for upcoming usability test with wireframes

Agenda

Introduction

Methodology

Key Findings

Personas and their Tasks

Next Steps

| *Design Direction*

Appendices (separate presentation)

- Appendix I – 2011 Personas
- Appendix II – Detailed Findings

Information Architecture

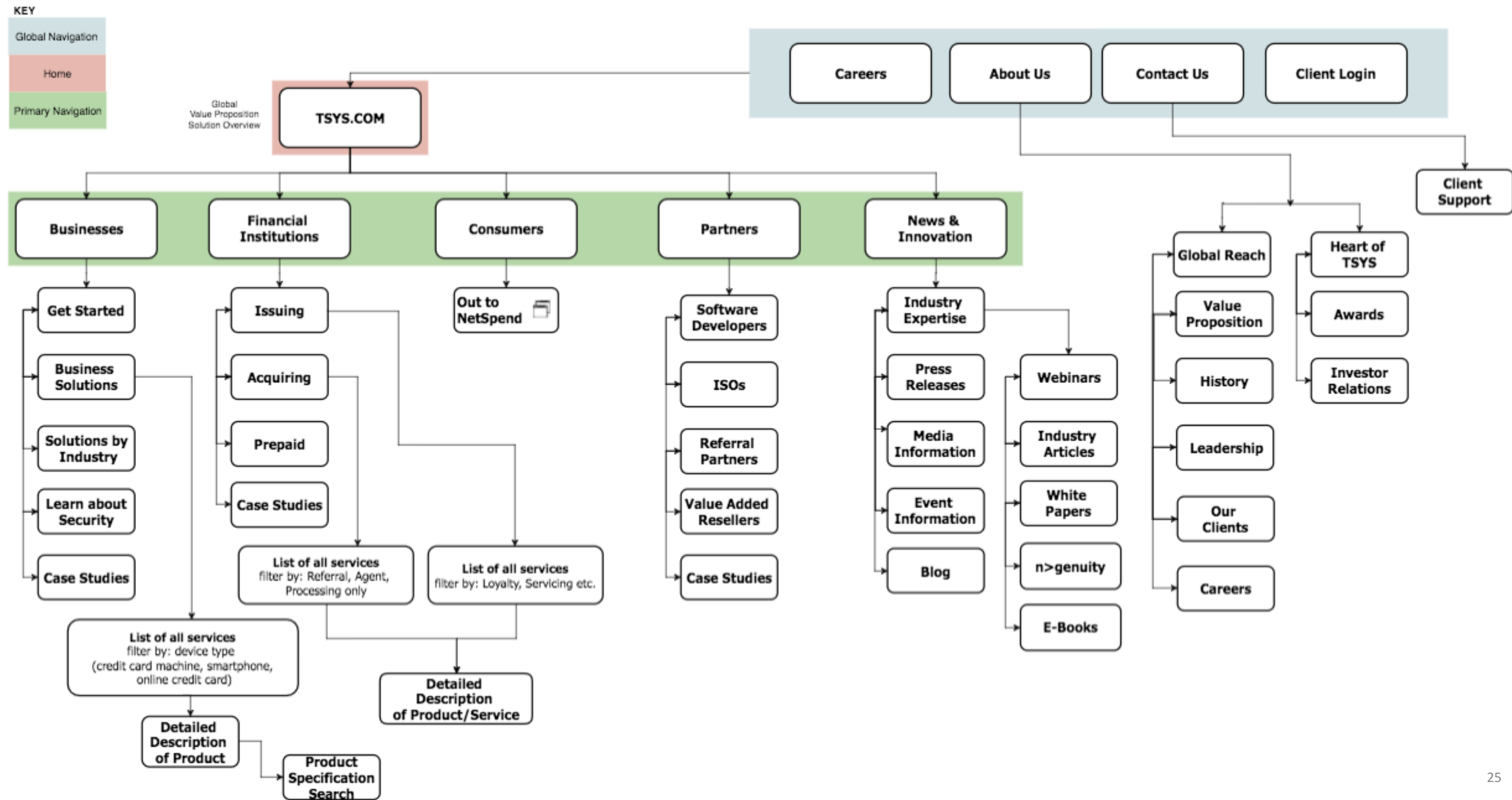
- Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way.
- The goal is to help users find information and complete tasks.
- To do this, we need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system.

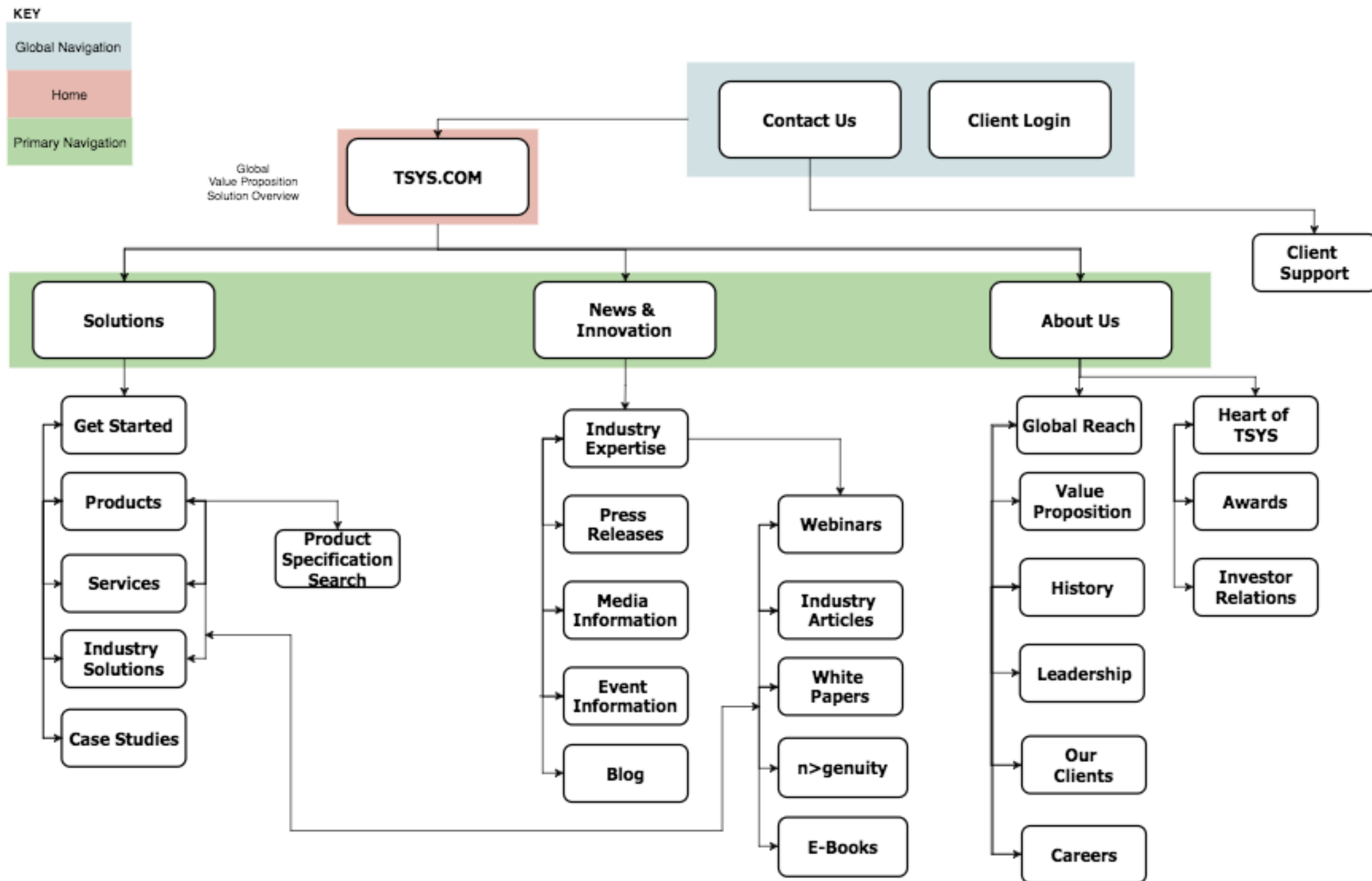


Purpose of IA

- The purpose of the IA is to help users understand where they are, what they've found, what's around, and what to expect.
- As a result, the IA informs the content strategy through identifying word choice as well as informing user interface design and interaction design through playing a role in the wireframing and prototyping processes.








Access Wireframes

Access the updated wireframes via the URL below


- <http://oivyed.axshare.com>
- Password: 2016tsys



Draft Opening Page



Awesome tag line



Careers | About Us | Contact Us | Client Login

Home


Businesses

Financial Institutions

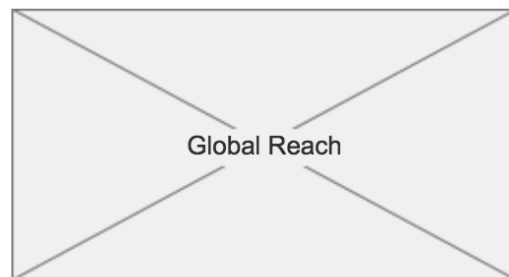
Consumers

Partners

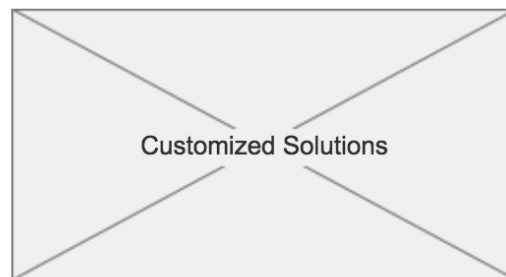
News and Innovation



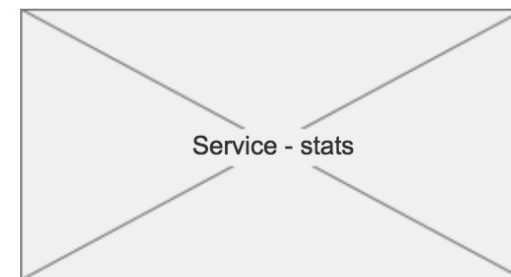
More than 63 million times a day, TSYS® touches someone's life or business by supporting a payment transaction. [Learn more about who we are](#)



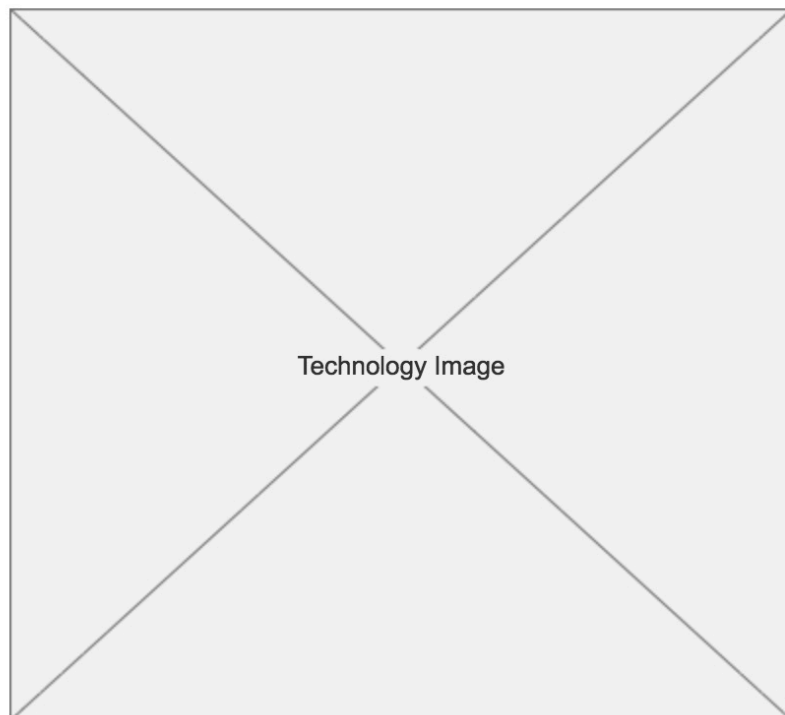
Global Reach



Customized Solutions



Service - stats



Technology Image

Accept credit cards

TSYS supports merchants from beginning to accept card payments in your first new business through managing your payment processing equipment for all your franchises. [Learn more >>](#)

See our services for financial institutions

TSYS partners with financial institutions to make it possible for those in the global marketplace to conduct safe and secure electronic transactions with trust and convenience. [Learn more >>](#)


Leverage TSYS systems

TSYS provides software companies with seamless processing integration. [Learn more >>](#)


Tell us about you

See how TSYS can work with you to create solutions customized for your organization and clients needs. [Learn more >>](#)

Draft Secondary Page






Awesome tag line



Careers | About Us | Contact Us | Client Login

Search

HomeBusinessFinancial InstitutionsConsumersPartnersNews and Innovation



Get Started

[Business Solutions](#)[Solutions by Industry](#)[Learn about Security](#)[Case Studies](#)

Find the right solutions for your business

What kind of business are you in?

Business and Information

How many locations do you have?

1-3

How do you currently accept payments? (check all that apply)

☒ Cash

☒ Credit Cards

☒ Debit Cards

☐ Other

What is your primary method of payment processing?

☐ Internet

☐ Mail Order / Phone

☐ Retail

Go

Accept Credit Cards at Your Business

When you're ready to start accepting credit cards at your business but you're not quite sure how to get started, TSYS can help. We know it's a major step forward for your business, and that you want to get it right the first time. You deserve the best merchant services deal available — one that's tailored to your specific requirements and fits into your budget.

TSYS' has years of experience in the credit card processing industry, making us uniquely qualified to guide you in your quest.

Let's begin with some need-to-know information about how to accept credit cards.

+

The Merchant Account is the basic requirement for accpeting credit cards


+

Transaction types. The two main types are Card Present and Card-Not-Present (CNP) transactions

+

Processing options.

Spotlight on tablet and smartphone payments




Chat access

Merchant login


Sign up with TSYS

29

Draft Tertiary Page






Awesome tag line



Careers | About Us | Contact Us | Client Login

Search

HomeBusinessFinancial InstitutionsConsumersPartnersNews and Innovation



Get Started

Business Solutions

Solutions by Industry

Learn about Security


Case Studies

Products for Merchants

☒ stand-alone machines

☒ for tablets and smartphones


☒ accepting cards online



Product Name

Information about the product, information about the product, information about the product, information about the product


Learn more >>



Product Name

Information about the product, information about the product, information about the product, information about the product


Learn more >>



Product Name

Information about the product, information about the product, information about the product, information about the product

Learn more >>



Product Name

Information about the product, information about the product, information about the product, information about the product

Learn more >>

Chat access

Merchant login

Sign up with TSYS

30

Draft Detail Page



Awesome tag line



[Careers](#) | [About Us](#) | [Contact Us](#) | [Client Login](#)

Home	Businesses	Financial Institutions	Consumers	Partners	News and Innovation
------	------------	------------------------	-----------	----------	---------------------



[Get Started](#)

Business Solutions

[Solutions by Industry](#)

[Learn about Security](#)

[Case Studies](#)

[All Products >](#) **Product Name**



Product information text text text text text

Information about the product,

Product information text text text text text

Information about the product, information about the product, information about the product, information about the product

Related Products



Product Name

Information about the product, information about the product, information about the product, information about the product

[Learn more >>](#)



Product Name

Information about the product, information about the product, information about the product, information about the product

[Learn more >>](#)



Product Name

Information about the product, information about the product, information about the product, information about the product

[Learn more >>](#)

Chat access

Merchant login

Sign up with TSYS

Plans for Upcoming Usability Test of Wireframes

- Finalize plan for recruiting participants – requires at least **2 weeks** lead time
- Continue to refine wireframes
- Develop usability testing moderator guide