



UX Integration Guide

A quick reference to use the new PayPal user interface

July, 2010 PayPal

What is Unified Experience Checkout?

PayPal

Your order summary

Description	Amount
Test item 1 - this is the first tes... Item price: £10.00 Quantity: 1	£10.00
Test item 2 - this is the second te... Item price: £8.00 Quantity: 2	£16.00
Item total	£26.00
Total £26.00 GBP	

Choose a way to pay

▼ Pay with my PayPal account



Email

PayPal password

Log In

► Pay with a debit or credit card

Cancel and return to [Example Merchant](#)

Unified Experience Checkout is a new, consistent PayPal user interface that:

- ✓ improves your buyer's experience
- ✓ improves your conversion
- ✓ increases your sales

Three main UX adjustments

1

Custom Logo

- Brand the checkout: Your logo will be displayed in the shopping cart.

2

Custom Color Gradient

- Your custom color for the border of the shopping cart - for a seamless look.

3

Order Transaction Details

- The buyer's shopping cart details are displayed. That provides more transparency and consistency.

1 Custom Logo

Effect



How to configure it

There are two ways to configure the custom logo:

1. PayPal API parameter

SOAP: cpp-logo-image

NVP: LogoImg

Example (NVP):

LogoImg=https://www.url.de/logo.gif

2. Your PayPal profile

You can add a logo in your PayPal Profile. Simply go to:
Profile > Custom Payment Pages > Add

Where to use it



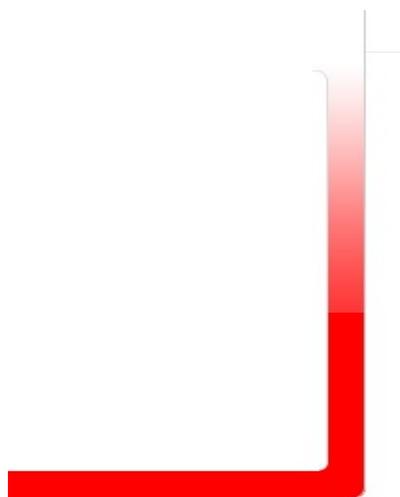
SetExpressCheckout

Please note

- Your logo will be displayed in the PayPal order details box.
- Size: max. 190x60 Pixel.
- Use a https location only.

2 Custom Color

Effect



How to configure it

There are two ways to integrate your custom color:

1. Alternative – via PayPal API parameter

SOAP: `cpp-cart-border-color`

NVP: `BorderColor`

Example (NVP):

`BorderColor=FF0000`

2. Alternative – via your PayPal profile

You can change your color in your PayPal Profile. Simply go to:
Profile > Custom Payment Pages > Add

Where to use it



SetExpressCheckout

Please note

- Your custom color in hex format (6 characters)
- Fades to white.

Order Transaction Details (Shopping Cart)

Effect

Your order summary

Description	Amount
Test Item 1 - this is the first tes...	£10.00
Item price: £10.00	
Quantity: 1	
Test Item 2 - this is the second te...	£16.00
Item price: £8.00	
Quantity: 2	
Item total	£26.00
Postage and packing	£5.00
Total £31.00 GBP	

How to configure it

Match the following parameters with your shopping cart information:

AMT:	Total of order (including shipping, handling, and tax).
ITEMAMT:	Sum of cost of all items in this order.
TAXAMT:	Sum of tax for all items in this order.
SHIPPINGAMT:	Total shipping costs for this order
L_NAME _n :	Item name (n starts from 0 for the first item)
L_NUMBER _n :	Item number
L_QTY _n :	Item quantity
L_AMT _n :	Cost of item
L_DESC _n :	Item description
L_TAXAMT _n :	Item sales tax(optional)

Consider the following correlations:

$$AMT = ITEMAMT + TAXAMT + SHIPPINGAMT$$

$$ITEMAMT = L_QTY_0 * L_AMT_0 + \dots + L_QTY_n * L_AMT_n$$

$$TAXAMT = L_QTY_0 * L_TAXAMT_0 + \dots + L_QTY_n * L_TAXAMT_n$$

Where to use it



SetExpressCheckout



DoExpressCheckout

Please note

For more information please refer to the [NVP](#) or [SOAP](#) documentation.

Example: All three UX features used

If logo graphic, color gradient & Order details are provided:

1 LogoImg=https://url/logo.gif

2 BorderColor=569EF0

3 LineItems (Shopping Cart)

The screenshot shows a PayPal checkout page. On the left, there is a 'Your order summary' box with a blue border. It contains a table of items and a total amount. On the right, there is a 'Choose a way to pay' section with two options: 'Pay with my PayPal account' and 'Pay with debit or credit card'. The 'Pay with my PayPal account' option includes a 'LOG IN' button and a link to 'Forgot email address or password?'. The 'Pay with debit or credit card' option includes a link to 'Cancel and return to <Merchant name>'. At the bottom of the page, there is a footer with the text: 'PayPal protects your privacy and security. For more information, read our [User Agreement](#) and [Privacy Policy](#).'

1 YourLogo

2

3

Your order summary

Description	Amount
Kodak EasyShare C160 Digital Camera Item # 896265 Item Price: \$214.99 Qty 1	\$79.00
Next 26" Women's Power Mountain Bike Item # BK3233 Item Price: \$37.13 Qty 1	\$89.00
Order details	\$168.00
Tax	\$15.54
Shipping and handling	\$18.50
Total	\$202.04 USD

Choose a way to pay

Pay with my PayPal account

Email

Password

LOG IN

Forgot [email address](#) or [password?](#)

Pay with debit or credit card
If you don't have a PayPal account

Cancel and return to [<Merchant name>](#)

PayPal protects your privacy and security.
For more information, read our [User Agreement](#) and [Privacy Policy](#).

Example: No UX features used

If required elements are not available

- 1 Brand / Owner Name
- 2 Gray Gradient default
- 3 Default Text

The screenshot shows a PayPal checkout page for a user named John Morris. The page is divided into two main sections: 'Your order summary' on the left and 'Choose a way to pay' on the right. The 'Your order summary' section has a table with columns for 'Description' and 'Current purchase'. The 'Current purchase' row contains the text 'You'll be able to see your order details before you pay.' The 'Choose a way to pay' section has two options: 'Pay with my PayPal account' and 'Pay with debit or credit card'. The 'Pay with my PayPal account' option includes fields for 'Email' and 'Password', a 'LOG IN' button, and a link for 'Forgot email address or password?'. The 'Pay with debit or credit card' option includes a link for 'Cancel and return to <Merchant name>'. Annotations 1, 2, and 3 are placed on the page to highlight specific elements: 1 is on the name 'John Morris', 2 is on the gray gradient background of the 'Your order summary' section, and 3 is on the text 'You'll be able to see your order details before you pay.'.

John Morris 1

Your order summary

Description	Current purchase
	3 You'll be able to see your order details before you pay.

2

Choose a way to pay

Pay with my PayPal account **PayPal**

Email

Password

LOG IN

Forgot [email address](#) or [password](#)?

Pay with debit or credit card
If you don't have a PayPal account

Cancel and return to <Merchant name>

PayPal protects your privacy and security.
For more information, read our [User Agreement](#) and [Privacy Policy](#).