



# ***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...	£10.00
Item price: £10.00	
Quantity: 1	
Test item 2 - this is the second te...	£16.00
Item price: £8.00	
Quantity: 2	
<b>Item total</b>	<b>£26.00</b>
<b>Total £26.00 GBP</b>	

**Choose a way to pay**

**Pay with my PayPal account**

**PayPal**

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



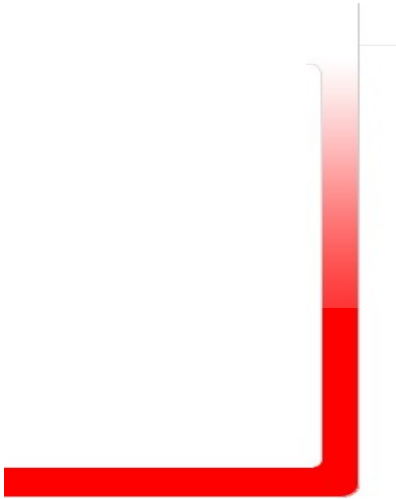
**SetExpressCheckout**

### 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	
<b>Item total</b>	<b>£26.00</b>
Postage and packing	£5.00
<b>Total £31.00 GBP</b>	

### 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 <sub>n</sub> :	Item name (n starts from 0 for the first item)
L_NUMBER <sub>n</sub> :	Item number
L_QTY <sub>n</sub> :	Item quantity
L_AMT <sub>n</sub> :	Cost of item
L_DESC <sub>n</sub> :	Item description
L_TAXAMT <sub>n</sub> :	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)

**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
<b>Order details</b>	<b>\$168.00</b>
Tax	\$15.54
Shipping and handling	\$18.50
<b>Total \$202.04 USD</b>	

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](#).

## 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 gray gradient background and contains a table with the following content:

Description
Current purchase

Below the table, it says: 'You'll be able to see your order details before you pay.'

The 'Choose a way to pay' section has a white background and contains the following options:

- Pay with my PayPal account** (with the PayPal logo): Includes fields for Email and Password, a 'LOG IN' button, and a link for 'Forgot email address or password?'.
- Pay with debit or credit card** (with the text 'If you don't have a PayPal account'):

At the bottom of the 'Choose a way to pay' section, there is a link: 'Cancel and return to <Merchant name>'.

At the bottom of the page, there is a footer: 'PayPal protects your privacy and security. For more information, read our [User Agreement](#) and [Privacy Policy](#).'

Annotations on the image:

- 1: Points to the user name 'John Morris' at the top left.
- 2: Points to the gray gradient background of the 'Your order summary' section.
- 3: Points to the 'Current purchase' text in the order summary table.