

VeriSign Payments Services Personas



Andrew

- Technical Manager for a large online travel service
- The business manages up to 500 transactions daily

Quote:

“My main use of the Manager is to generate reports that I send to my managers.”

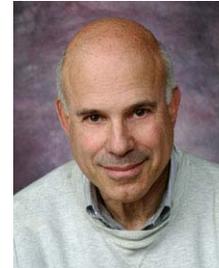


Gary

- Lead Engineer on Andrew’s team
- Uses Payflow Pro to handle company’s needs using the SDKs

Quote:

“I would like it if Manager gave us more flexibility so we wouldn’t have to use our own database to run reports.”



Dave

- Volunteer VP of Finance for a nonprofit organization
- The business manages 50-200 transactions monthly

Quote:

“I would like Manager to run reports that are more verbose and let me define the fields that appear in my reports.”



Elaine

- Owner of an online store selling gourmet bakery items and kitchen items.
- Manages between 30-100 transactions normally; can be well over 100 during holiday season

Quote:

“I only need to do a couple of things and I’ve memorized what I need to do to make them happen. All these extra features are confusing to me.”

Andrew – Technical Manager

Manages up to 500 transactions daily



Summary:

Andrew runs a Web team for a large Internet travel company. His team handles the front and back end and makes sure the system works. Although he's responsible for making sure the payment

service is successful and the transactions come in, he doesn't get involved in the dollar amounts or profits. He considers himself an expert user of VeriSign Manager, but as a supervisor of seven, now uses VeriSign Manager only to run reports that he hands off to his manager. Before taking his present position, he worked regularly with Manager as part of this team. Knows a lot about payments from self-teaching.

One member of his team, Gary, is the lead programmer and manages their in-house home-grown solution. Andrew uses his knowledge of payments to suggest features for the in-house solution. Other members of his team use Manager daily to review and manage transactions.

Personal:

34 years old, married with one child, college-educated. Has a degree in business. His first job in college was at a travel agency and his second and third jobs were at software startups that went out of business, where he worked in engineering and marketing. He is happy to be

working at his current company, which is not only stable, but a well-known internet travel site, and he likes the recognition he gets when he tells people the name. Has been at his current company four years and was promoted to his current position two years ago, although he had been acting as the unofficial lead for 8 months before that. He built his current team over the past two years.

He considers himself an early adopter of technology. He is fairly adept technically, although has not worked as a programmer. His company bought Manager four years ago when he started, and he was part of the team that used it to handle transactions. He considers himself an expert user and even now he tends to think that he knows more about it than anyone else.

Where he works:

- In large enterprise that handles 1000s of transactions in a month.
- His group is responsible for the Web site, so he is involved in a lot of areas of the company, from Web design to seeing that the business works to being responsible for transactions.
- His company also uses VeriSign's SSL to secure the server and transactions, although he has very little to do with managing the SSL certificates.

Job activities:

- Running and reviewing daily reports

- Investigating items that looks suspicious on the reports
- Making sure that his team enables him to sort and run reports in a way that provides his management with the reports they need.

Goals:

- To bring positive recognition upon his team.
- To help make his company the leader in its field. This means fewer customer complaints. He feels that the customer transactions are a key part of the business and if there are problems there, it reflects poorly on the entire company.

Pain points:

- He dislikes the fact that Manager doesn't allow him to assign user roles. He would rather not allow everyone on the team to have access to all the functionality.
- Wildcard search is not supported, so he has had to develop a home-grown application to perform that function among others.

Gary - Programmer

Works for Andrew in the large Internet travel company



Summary:

Gary is a highly technical user. Is the lead engineer in his department, but doesn't particularly want to be a manager because he would rather deal with technology than with people.

Personal:

- 42 years old, college-educated, single. Has a degree in computer science. Has been at his current company six years, starting when the company was just starting to develop its online presence. He got this job during the Internet boom, but before that he was with the same company for 10 years.
- An early adopter of technology and likes to understand the nuts and bolts of what he works on. He enjoys new features of any product even though he doesn't always care about the business application.
- Personal interests include creating open-source programs, reading, kayaking

Where he works:

- For Andrew in the large Internet travel company..

Job activities:

- Most of his use of VeriSign Payments Service is using Payflow Pro to help to develop customized solutions for payments transactions. He doesn't make the decisions on what will go into the solutions, although he will offer an opinion if asked.
- He uses VeriSign Manager occasionally to run reports or test features.
- Most of his job responsibilities have nothing to do with VPS, but instead are involved with the network and the company's Web site.

Goals:

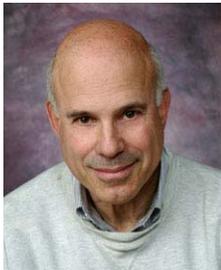
- Doing a good job. He doesn't always have to learn something new; sometimes he is comfortable doing things the way he always has because he knows it works.
- To enjoy his work, get paid for it, and go home at the end of the day.

Pain points:

[Ideas?]

Dave – Volunteer VP of Finance

Manages less than 500 transactions a month



Summary:

Dave normally works full time in the finance department for a Fortune 500 company. His experience with Manager is on a volunteer basis for a nonprofit organization. He considers himself a

moderately skilled user of Manager and a low-to moderate-level computer user.

His understanding of payments is based on his full-time job and education and his understanding of Manager is based on his having read all the product documentation and online help. He is the primary user of Manager except that he occasionally has to share his password with other members of the organization's board. He considers himself a moderate-level user of Manager.

Although he does not have any other VeriSign products, he is familiar with the brand and probably owns some stock in VeriSign.

Personal:

- 54 years old, master's degree. Married with two adult children and one grandchild.

- Somewhat obsessive about following up on details. Makes sure everything is done and feels responsible for follow-up.
- Besides volunteering as chief financial officer for his professional organization, he is involved in other community affairs such as his neighborhood watch and some political volunteer activities.
- He has very high expectations of himself, his staff, and the suppliers he works with.

Where he works

- He uses Manager in his home office, after normal work hours and on weekends
- His organization has up to 5 people who may use Manager at any given time, although he uses it most frequently.

Job activities:

- Spends about 3 hours a week working with Manager. He does not use all the functionality available to him and although he is aware of what Manager can do, he knows he does not need most of these features. He occasionally does manual transactions, but not often.
- Runs reports to find out overall outcome of

transactions. These transactions may be for donations to the organization, dues paid, fees for monthly meetings or dinners, and purchases of items the organization sells with its logo on them.

- He occasionally shares Manager duties with his organization's Web master and membership coordinator. Occasionally other users may do something. Dave spends some time troubleshooting for and helping these occasional users, although he is aware he doesn't know everything there is to know.

Goals:

- Make sure everything is correct.
- Would like to use FPS but doesn't have time to set it up yet.

Pain points:

- He is happy with Manager in general although he would like a way to turn off features he does not need or use.
- He would like to have more ways to customize the reports with Manager.
- Would like Manager to be easier for a first-time user

Elaine – Owner of an Online Business

Manages fewer than 100 transactions a month



Summary:

Non-technical user, whose only computer experience before starting an online business was three years of using Compuserve for e-mail and Web browsing. She has a lot of experience shopping online at retail

sites and on eBay.

Runs her business from an office in her home and manages between 30 – 100 transactions monthly normally; can be well over 100 during holiday season. Uses VeriSign Manager because she has to process credit card payments.

She is the only user of VeriSign Manager although she sometimes asks her husband for help if she doesn't understand something. He has slightly more experience than she does, and is able to help her about 50% of the time. Her college-age son helped her set up her shopping cart and also helped her design her Web site. She would like to ask him for help when she needs it, but he lives out of state and always seems too busy to spend time answering her questions She calls customer support [HOW OFTEN AND FOR WHAT REASONS?]

She considers herself an intermediate user of VeriSign Manager and is pleased that she has figured out how to use it fairly consistently. She is not especially familiar with the VeriSign brand, and bought VeriSign because it was

recommended by the third-party shopping cart solution provider.

Personal:

- 45 years old, bachelor's degree. Married with one child in college.
- Started her online business one year ago. Before that, she worked at a catering company part-time for 4 years, after being a stay-at-home mother and homemaker for the previous 15 years.

Where she works:

- From a home office. She is the sole proprietor and only regular user of VeriSign Manager.

Job activities:

- Performing daily reviews. She is very interested in seeing how much money is coming in.
- Performing manual transactions for orders taken by phone, fax, and mail.
- Once a week, she runs a report to reconcile all her transactions.
- She spends some time actually baking her own products, but in the last 6 months she has been able to outsource nearly all of the production, now only trying out new recipes herself.

- She buys the products wholesale, and repackages them herself in her office..

Goals:

- To grow the business at a rate she can handle. Ultimately, she would like to take on one or two employees to help her.
- To spend as little time on administrative activities as she can. She enjoys making her merchandise and dealing with the things she can see and hold; she does not particularly enjoy the impersonal aspects of the computer or the banks or credit card companies.

Pain points:

- She doesn't know the difference between a processor and a shopping cart and doesn't want to have to learn. She would like the application to be self-explanatory and easy to learn.
- VeriSign Manager is too complicated already, and she doesn't like it when something new is added. She had thought it would be something like PayPal, which she uses often.
- She wants to use only the features she needs; she has figured out how to go where she wants, but has no idea what to do when there is a problem.

