

## VeriSign Payments Services — Personas & Scenarios

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**Pamela**  
Owner, Rosetta Gifts  
[www.rosettagifts.com](http://www.rosettagifts.com)

### Pamela's Story

Frankly, Pamela had been dreading retirement. She's a gregarious woman who needs to be active. About 18 months before the dreaded day arrived, she started to think seriously about planning for an Afterlife. She thought about making boutique cheeses—the notion of an extended research junket to France was extremely tempting—but then realized that squeezing cows, a pasture, and aging caves onto her modest suburban lot wasn't altogether realistic. So she tried her hand at making soap instead. She was astonished with her success. She set up a table at a holiday craft fair and was sold out by noon. Inspired by her annual trip to the Shakespeare Festival in Ashland, she conceived Shakespearean Soaps, a line of soaps each scented with a flower mentioned in one of Shakespeare's plays and labeled with a citation of the appropriate verse. Within weeks they were selling briskly at gift shops in Ashland.

Pamela told her friends about her success—and it's important to note here that Pamela collects friends like a well-lubricated sucker dropped by one of the kids in the backseat of the car collects dog hair—and before long she'd traded in her little table at the holiday craft fair for a booth at the weekly flea market. Her simple line of soaps had grown into a robust consignment business where she sold her friends' handiwork as well as her own. Soon, Pamela and three of her friends were planning a shop of their own—and she couldn't wait to retire.

For the past year, Pamela has been co-owner and the driving force behind Rosetta Gifts, which sets itself apart from other gift shops by serving and selling teas from around the world—another of Pamela's passions. (There's a Starbucks across the street: she insists its days are numbered.) She's expanded the shop's inventory to include some high-ticket items like handcrafted jewelry.

Pamela is convinced that the next step is to set up an online store. The store currently has 7 employees. She figures if she adds 4 more she can handle the brisk online business she expects. Her target is 100 online sales a day averaging \$35—which adds up to about \$1.25M a year.

The only drawback is that she doesn't have a clue about how to go about doing business online. A friend has recommended that she take a look at VeriSign.

### Scenario 1: Pamela learns about what VeriSign has to offer

- ▶ Pamela goes to [www.verisign.com](http://www.verisign.com).
- ▶ She's looking for something like "online store". She doesn't see anything that really

resonates. She finally clicks “Merchants”.

- ▶ On the “Services for Merchants” page she immediately sees “Accept Online Payments,” —exactly what she’s looking for. She clicks the link. The Payments landing page appears.
- ▶ She sees an area for Web merchants and clicks the link there. She’s taken to a page that offers bundles and a la carte items such as the payments gateways, an IMA account, and recurring billing services.
- ▶ There’s a bundle described as a complete starter package. There’s a Buy button, but she wants to learn more first.
- ▶ She takes a look at the features list. She prints the page.
- ▶ She notices a link to a comparison chart. She clicks the link.
- ▶ A quick look at the chart tells Pamela that the starter package is the right one for her: it’s meant for merchants who expect under 1000 sales a month.
- ▶ She goes back to the features list. She clicks a link to a page that provides a step-by-step overview of setting up an online store.
- ▶ She reads through each step of the process. She prints the page.
- ▶ She reads about what a storefront is. She finds out that she can build the site herself or hire another third-party developer to do it.
- ▶ She reads about what a payments gateway is. She prints the page.
- ▶ She reads about what an internet merchant account is. She prints the page.
- ▶ She watches a slide show that shows her how payments are processed.
- ▶ She reads about fraud protection services. She prints the page.
- ▶ She goes to the savings calculator, selects the items she wants. The calculator calculates how much the bundles saves her over buying the items a la carte. (It itemizes the StoreFront bundle she wants and includes that savings.) It offers her the options of printing the results and bookmarking the page. She does both.
- ▶ There are a couple of things that still aren’t clear to Pamela. She notices the number for sales. She calls the number, talks with a sales rep for about 5 minutes, and gets the answers to her questions.
- ▶ Pamela decides she’s going to study the information she’s printed out more carefully—and look at some other solutions—before she decides.

### **Scenario 2: Pamela decides to buy**

- ▶ Pamela uses the bookmark she’s created to return to the savings calculator page.
- ▶ She reviews her selections just to make sure they’re right—and to make sure she knows how much everything is going to cost.
- ▶ She clicks the Buy button. A pop-up window opens; it lists all the choices she’s made. A page appears that lists all the info she’ll need to complete the registration process.
- ▶ Pamela gathers the information and starts the online registration process...