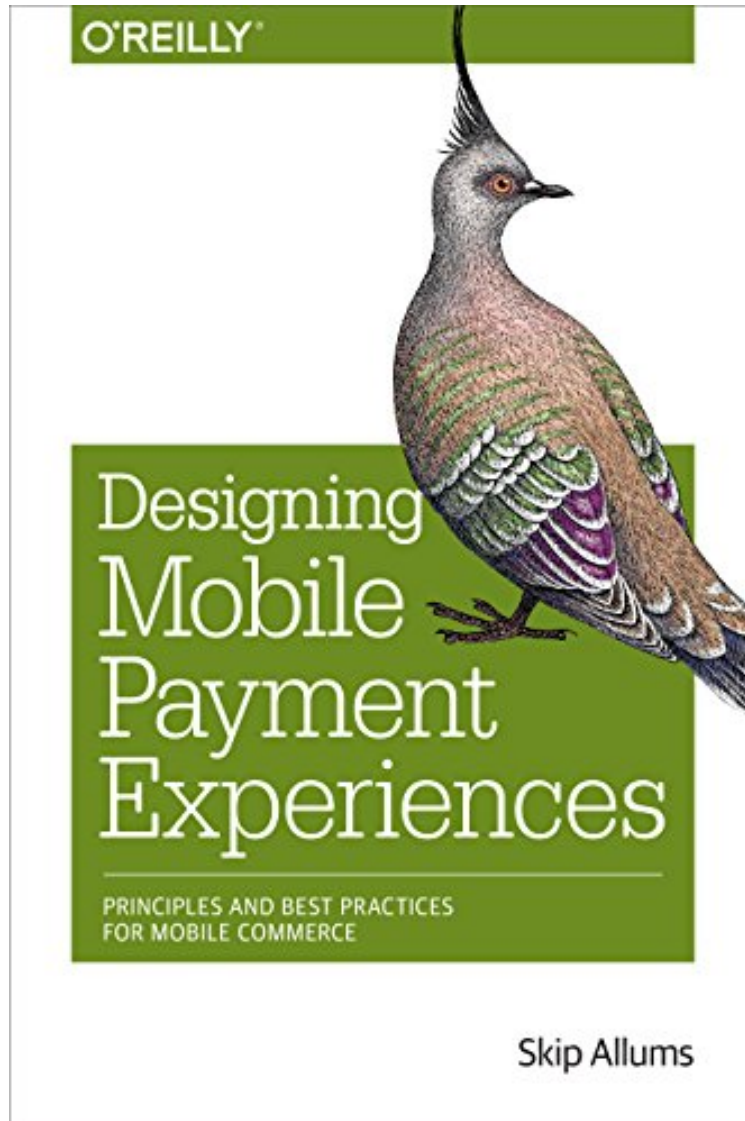


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Mastering Mobile Money
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While not a how to book, this primer provides a good review of principles and practices that will optimize the mobile check out experience. A poorly designed check out will alienate customers and cost sales. Nicely written, this book covers the mechanics of the online marketplace. Probably most valuable for developers and designers, it is useful for anyone who does or is considering doing business online. The most interesting section to me was the one dealing with security and building trust. Security concerns and well publicized breaches and snafus have made many justifiably wary of mobile payments. Convenience alone will not override safety concerns and it behooves the business to address these issues head on. Overall, this is a thorough book that addresses the basics of mobile payments.

Now that consumer purchases with mobile phones are on the rise, how do you design a payment app that's safe, easy to use, and compelling? With this practical book, interaction and product designer Skip Allums provides UX best practices and recommendations to help you create familiar, friendly, and trustworthy experiences. Consumers want mobile transactions to be as fast and reliable as cash or bank cards. This book shows designers, developers, and product managers—from startups to financial institutions—how to design mobile payments that not only safeguard identity and financial data, but also provide value-added features that exceed customer expectations. Learn about the major mobile payment frameworks: NFC, cloud, and closed loop. Examine the pros and cons of Google Wallet, Isis, Square, PayPal, and other payment apps. Provide walkthroughs, demos, and easy registration to quickly gain a new user's trust. Design efficient point-of-sale interactions, using NFC, QR, barcodes, or geolocation. Add peripheral services such as points, coupons and offers, and money management.

About the Author
Skip Allums is a UX Lead at Monitise, one of the largest mobile banking and payments technology companies in the world. A former library scientist, Skip entered the payments world as a true consumer advocate, challenged with designing elegant user experiences for technologically complex mobile transactions. This book is a product of four years of groundbreaking work in the mobile payments space.