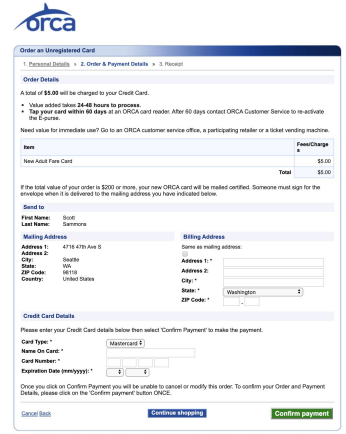
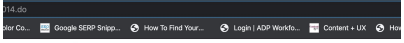
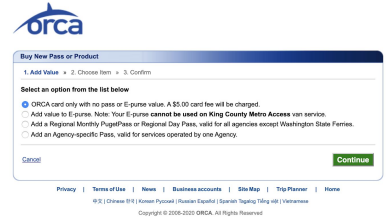
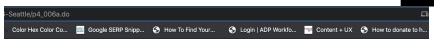
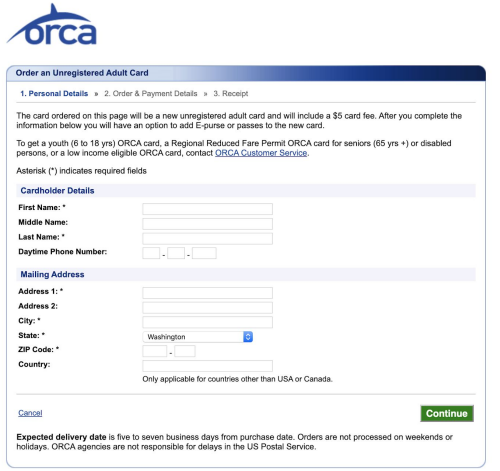
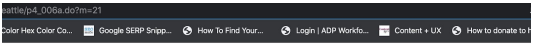
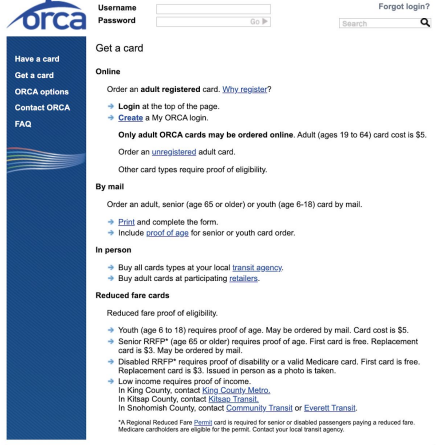
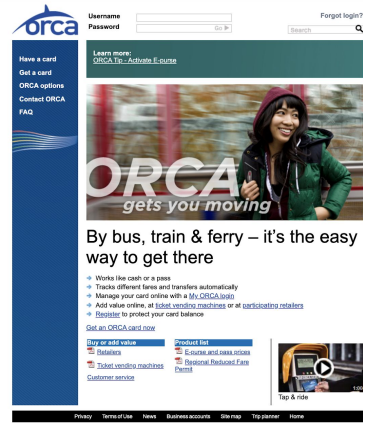
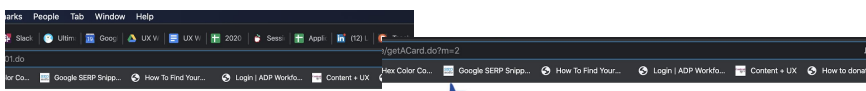


Orca Card Flow

“Order an unregistered adult card”



Current:

- Too much content
- Too many choices
- No clear path forward

Goals:

- Remove unnecessary copy (cognitive load)
- Clearer understanding of where one is in the flow.
- Voice and tone: efficient, accessible, trustworthy, clear, helpful

Bonus:

- What does that **Cancel** button do?

ORCA Card

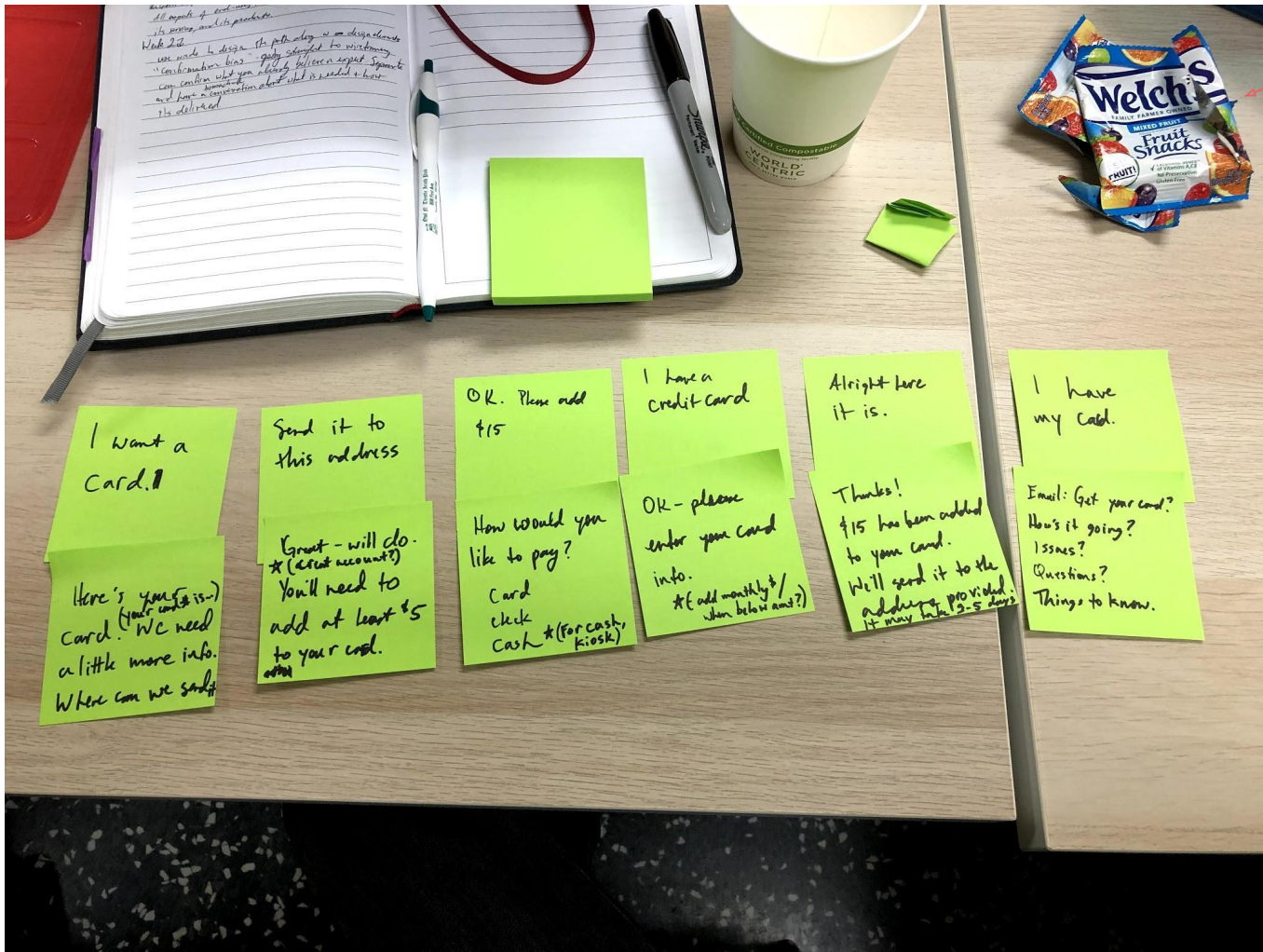
Short style guide

Voice: Efficient, Accessible, Trustworthy, Clear, Helpful

Tone: Direct, Guiding, Celebratory


Style: Use contractions; sentence case; spoken language; no punctuation, unless needed for clarity

Terminology: Choose, not Select; Account, not E-purse; Add money, not Add value




These helped, too!

The Happy Path illuminated my (way) thinking.



Username
Password [Go ▶](#) [Forgot login?](#) Search

- Have a card
- Get a card
- ORCA options
- Contact ORCA
- FAQ




ORCA
gets you moving

By bus, train & ferry – it's the easy way to get there

ORCA card manages your transportation fares

Have a card
Get a card
About ORCA



Tap & ride 1:00

Too much info on home page.
Statement about what ORCA is.
Simplify options, keep the video.

Before:

After:



Username [Forgot login?](#)
 Password

Get a card

Online

Only adult ORCA cards, for ages 19 to 64, may be ordered online and cost \$5.00.

- [Order a card and create](#) a My ORCA account ⁽ⁱ⁾ [Why create an account?](#)
- [Order a card](#) without creating a My ORCA account
 - You can always create an account later

By mail

Order an adult, senior (age 65 or older) or youth (age 6-18) card by mail.

- [Print](#) and complete the form.
- Include [proof of age](#) for senior or youth card order.

In person

- Buy all cards types at your local [transit agency](#).
- Buy adult cards at participating [retailers](#).

[Reduced fare cards](#)



Username [Forgot login?](#)
 Password

Get a card

Online

Order an **adult registered** card. [Why register?](#)

- [Login](#) at the top of the page.
- [Create](#) a My ORCA login.

Only adult ORCA cards may be ordered online. Adult (ages 19 to 64) card cost is \$5.

Order an [unregistered](#) adult card.

Other card types require proof of eligibility.

By mail

Order an adult, senior (age 65 or older) or youth (age 6-18) card by mail.

- [Print](#) and complete the form.
- Include [proof of age](#) for senior or youth card order.

In person

- Buy all cards types at your local [transit agency](#).
- Buy adult cards at participating [retailers](#).

Reduced fare cards

Reduced fare proof of eligibility.

- Youth (age 6 to 18) requires proof of age. May be ordered by mail. Card cost is \$5.
- Senior RRF^P* (age 65 or older) requires proof of age. First card is free. Replacement card is \$3. May be ordered by mail.
- Disabled RRF^P* requires proof of disability or a valid Medicare card. First card is free. Replacement card is \$3. Issued in person as a photo is taken.
- Low income requires proof of income.
 In King County, contact [King County Metro](#).
 In Kitsap County, contact [Kitsap Transit](#).
 In Snohomish County, contact [Community Transit](#) or [Everett Transit](#).

*A Regional Reduced Fare [Permit](#) card is required for senior or disabled passengers paying a reduced fare. Medicare cardholders are eligible for the permit. Contact your local transit agency.

Registered vs Unregistered is confusing, even with an explanation.

An *ideal* flow would not need to differentiate. (Or fold one within the other.)

I simplified it for this exercise to: create an account, or don't create an account.

After:



Order an **Adult Card**

1. **Personal Details** » 2. Order & Payment Details » 3. Receipt

Fill out the information below for a new adult card. You won't have an ORCA card account, but you can create one later.

This card costs \$5.00. In the next step, you'll be able to add more money to it.

[Choose a different card](#)
[Order a card and create account](#)

Cardholder Details

First Name: *

Middle Name:

Last Name: *

Daytime Phone Number: - -

Mailing Address

Address 1: *

Address 2:

City: *

State: *

ZIP Code: * -

Country:

Only applicable for countries other than USA or Canada.

[Cancel](#)

Continue

You should receive your card in 5 to 7 business days.

Text was in passive voice

Before:



Order an **Unregistered Adult Card**

1. **Personal Details** » 2. Order & Payment Details » 3. Receipt

The card ordered on this page will be a new unregistered adult card and will include a \$5 card fee. After you complete the information below you will have an option to add E-purse or passes to the new card.

To get a youth (6 to 18 yrs) ORCA card, a Regional Reduced Fare Permit ORCA card for seniors (65 yrs +) or disabled persons, or a low income eligible ORCA card, contact [ORCA Customer Service](#).

Asterisk (*) indicates required fields

Cardholder Details

First Name: *

Middle Name:

Last Name: *

Daytime Phone Number: - -

Mailing Address

Address 1: *

Address 2:

City: *

State: *

ZIP Code: * -

Country:

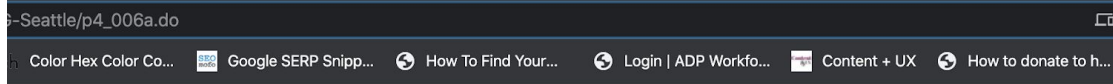
Only applicable for countries other than USA or Canada.

[Cancel](#)

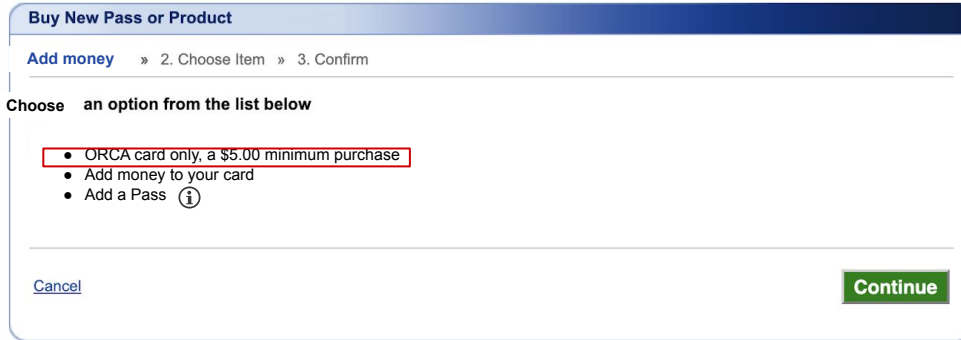
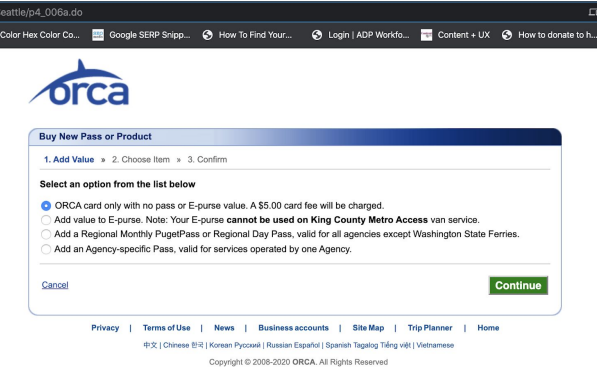
Continue

Expected delivery date is five to seven business days from purchase date. Orders are not processed on weekends or holidays. ORCA agencies are not responsible for delays in the US Postal Service.

After:



Before:



[Privacy](#) | [Terms of Use](#) | [News](#) | [Business accounts](#) | [Site Map](#) | [Trip Planner](#) | [Home](#)

[中文](#) | [Chinese 한국](#) | [Korean Русский](#) | [Russian Español](#) | [Spanish Tagalog Tiếng Việt](#) | [Vietnamese](#)

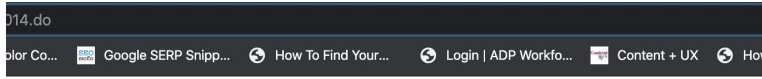
Copyright © 2008-2020 ORCA. All Rights Reserved

i Informational tool tip:

Pass options include: Regional Monthly PugetPass or Regional Day Pass, valid for all agencies except Washington State Ferries, or, an Agency-specific Pass, valid for services operated by one Agency.

Before:

After:



Order an Unregistered Card

1. Personal Details » 2. Order & Payment Details » 3. Receipt

Order Details

A total of **\$5.00** will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
- Tap your card **within 60 days** at an ORCA card reader. After 60 days contact ORCA Customer Service to re-activate the E-purse.

Need value for immediate use? Go to an ORCA customer service office, a participating retailer or a ticket vending machine.

Item	Fees/Charges
New Adult Fare Card	\$5.00
Total	\$5.00

If the total value of your order is \$200 or more, your new ORCA card will be mailed certified. Someone must sign for the envelope when it is delivered to the mailing address you have indicated below.

Send to

First Name: Scott
Last Name: Sammons

Mailing Address

Address 1: 4716 47th Ave S
Address 2:
City: Seattle
State: WA
ZIP Code: 98118
Country: United States

Billing Address

Same as mailing address:
Address 1: *
Address 2:
City: *
State: * Washington
ZIP Code: *

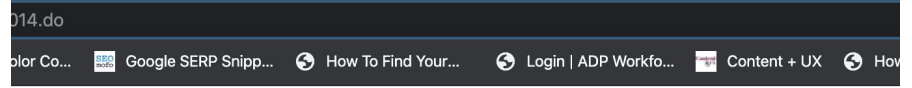
Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: * Mastercard
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Grouped info together that made sense to go together.

Omitted unnecessary info for this point in the flow.



Order ai | Card

1. Personal Details » 2. Order & Payment Details » 3. Receipt

Order Details

Your credit card will be charged \$5.00

- Your card funds will be available for use within 24-48 hours.
 - If you need it for immediate use, visit an ORCA customer service office, a participating retailer, or a ticket vending machine.
- Tap your card within 60 days to activate it.

Item	Fees/Charges
New Adult Fare Card	\$5.00
Total	\$5.00

Send to

First Name: Scott
Last Name: Sammons

Mailing Address

Address 1: 4716 47th Ave S
Address 2:
City: Seattle
State: WA
ZIP Code: 98118
Country: United States

Billing Address

Same as mailing address:
Address 1: *
Address 2:
City: *
State: * Washington
ZIP Code: *

Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: * Mastercard
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Once you click on Confirm Payment you will be unable to cancel or modify this order. To confirm your Order and Payment Details, please click on the 'Confirm payment' button ONCE.

[Cancel Back](#) [Continue shopping](#) [Confirm payment](#)



Order an Unregistered Card

1. Personal Details » 2. Order & Payment Details » 3. Receipt

Order Details

A total of **\$5.00** will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
- Tap your card within 60 days** at an ORCA card reader. After 60 days contact ORCA Customer Service to re-activate the E-purse.

Need value for immediate use? Go to an ORCA customer service office, a participating retailer or a ticket vending machine.

Item	Fees/Charges
New Adult Fare Card	\$5.00
Total	\$5.00

If the total value of your order is \$200 or more, your new ORCA card will be mailed certified. Someone must sign for the envelope when it is delivered to the mailing address you have indicated below.

Send to

First Name: Scott
Last Name: Sammons

Mailing Address

Address 1: 4716 47th Ave S
Address 2:
City: Seattle
State: WA
ZIP Code: 98118
Country: United States

Billing Address

Same as mailing address:

Address 1: *
Address 2:
City: *
State: * Washington
ZIP Code: *

Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: * Mastercard
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Once you click on Confirm Payment you will be unable to cancel or modify this order. To confirm your Order and Payment Details, please click on the 'Confirm payment' button ONCE.

[Cancel Back](#) [Continue shopping](#) [Confirm payment](#)

Existing edit:

Your credit card will be charged \$5.00

- Your card funds will be available for use within 24-48 hours.
 - If you need it for immediate use, visit an ORCA customer service office, a participating retailer, or a ticket vending machine.
- Tap your card within 60 days to activate it.

Accessible, but still personal:

Your credit card will be charged \$5.00

- Your card funds will be available for use within 24 to 48 hours.
 - If you need it sooner than that, visit an ORCA customer service office, a store that sells ORCA cards, or a ticket machine.
- Tap your card within 60 days to activate it. [See how](#) [link to video]

Simpler language, add link to existing video that shows people “tapping” their cards.

Trustworthy, but still approachable:

We'll charge your credit card \$5.00 for this purchase

- You'll have to wait 24 to 48 hours before your funds are available.
 - If you need it immediately, visit an ORCA customer service office, a participating retailer, or a ticket vending machine.
- Just “Tap” your card at any ORCA reader within 60 days to activate it.



Order an Unregistered Card

1. [Personal Details](#) » 2. **Order & Payment Details** » 3. [Receipt](#)

! ERROR

- Credit card name is invalid.
- Credit card number is invalid.
- Credit card expiration month is invalid.
- Credit card expiration year is invalid.

Order Details

A total of **\$5.00** will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
- **Tap your card within 60 days** at an ORCA card reader. After 60 days contact ORCA Customer Service to re-activate the E-purse.

Need value for immediate use? Go to an ORCA customer service office, a participating retailer or a ticket vending machine.

Item	Fees/Charges
New Adult Fare Card	\$5.00
Total	\$5.00

If the total value of your order is \$200 or more, your new ORCA card will be mailed certified. Someone must sign for the envelope when it is delivered to the mailing address you have indicated below.

Send to

First Name: Scott
Last Name: Sammons

Mailing Address

Address 1: 4716 47th Ave S
Address 2:
City: Seattle
State: WA
ZIP Code: 98118
Country: United States

Billing Address

Same as mailing address:

Address 1: * 4716 47th Ave S
Address 2:
City: * Seattle
State: * Washington
ZIP Code: * 98118

Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: * Mastercard
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Once you click on Confirm Payment you will be unable to cancel or modify this order. To confirm your Order and Payment Details, please click on the 'Confirm payment' button ONCE.

[Cancel Back](#)

[Continue shopping](#)

[Confirm payment](#)



Order an Unregistered Card

1. [Personal Details](#) » 2. **Order & Payment Details** » 3. [Receipt](#)

To purchase your card, please enter valid information

- Name on card
- Card number
- Expiration date

Order Details

A total of **\$5.00** will be charged to your Credit Card.

- Value added takes **24-48 hours to process**.
- **Tap your card within 60 days** at an ORCA card reader. After 60 days contact ORCA Customer Service to re-activate the E-purse.

Need value for immediate use? Go to an ORCA customer service office, a participating retailer or a ticket vending machine.

Item	Fees/Charges
New Adult Fare Card	\$5.00
Total	\$5.00

If the total value of your order is \$200 or more, your new ORCA card will be mailed certified. Someone must sign for the envelope when it is delivered to the mailing address you have indicated below.

Send to

First Name: Scott
Last Name: Sammons

Mailing Address

Address 1: 4716 47th Ave S
Address 2:
City: Seattle
State: WA
ZIP Code: 98118
Country: United States

Billing Address

Same as mailing address:

Address 1: * 4716 47th Ave S
Address 2:
City: * Seattle
State: * Washington
ZIP Code: * 98118

Credit Card Details

Please enter your Credit Card details below then select 'Confirm Payment' to make the payment.

Card Type: * Mastercard
Name On Card: *
Card Number: *
Expiration Date (mm/yyyy): *

Once you click on Confirm Payment you will be unable to cancel or modify this order. To confirm your Order and Payment Details, please click on the 'Confirm payment' button ONCE.

[Cancel Back](#)

[Continue shopping](#)

[Confirm payment](#)

Appendix

01.do

olor Co... Google SERP Snipp... How To Find Your... Login | ADP Workfo... Content + UX How to dd

orca

Username Password Go Forgot login? Search

Learn more: [ORCA Tip - Activate E-purse](#)

Have a card
Get a card
ORCA options
Contact ORCA
FAQ

ORCA
gets you moving

By bus, train & ferry – it's the easy way to get there

- Works like cash or a pass
- Tracks different fares and transfers automatically
- Manage your card online with a [My ORCA login](#)
- Add value online, at [ticket vending machines](#) or at [participating retailers](#)
- [Register](#) to protect your card balance

[Get an ORCA card now](#)

Buy or add value
[Retailers](#)
[Ticket vending machines](#)
[Customer service](#)

Product list
[E-purse and pass prices](#)
[Regional Reduced Fare Permit](#)

Tap & ride

Privacy Terms of Use News Business accounts Site map Trip planner Home

Out of curiosity, I clicked “Cancel” and it took me to the homepage with no notification question to confirm action.

I would suggest:

Are you sure you want to cancel this order?

Never mind Cancel order