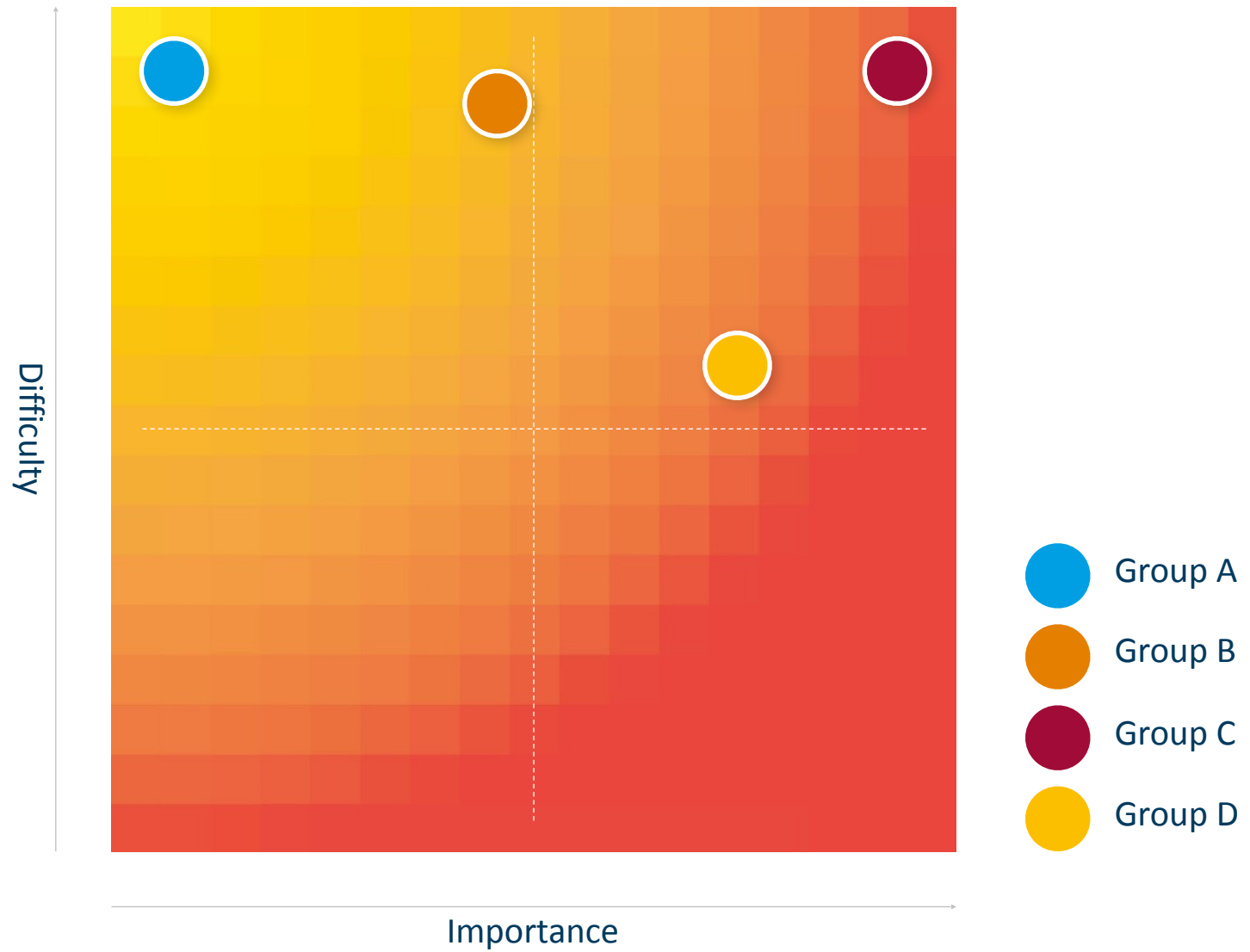
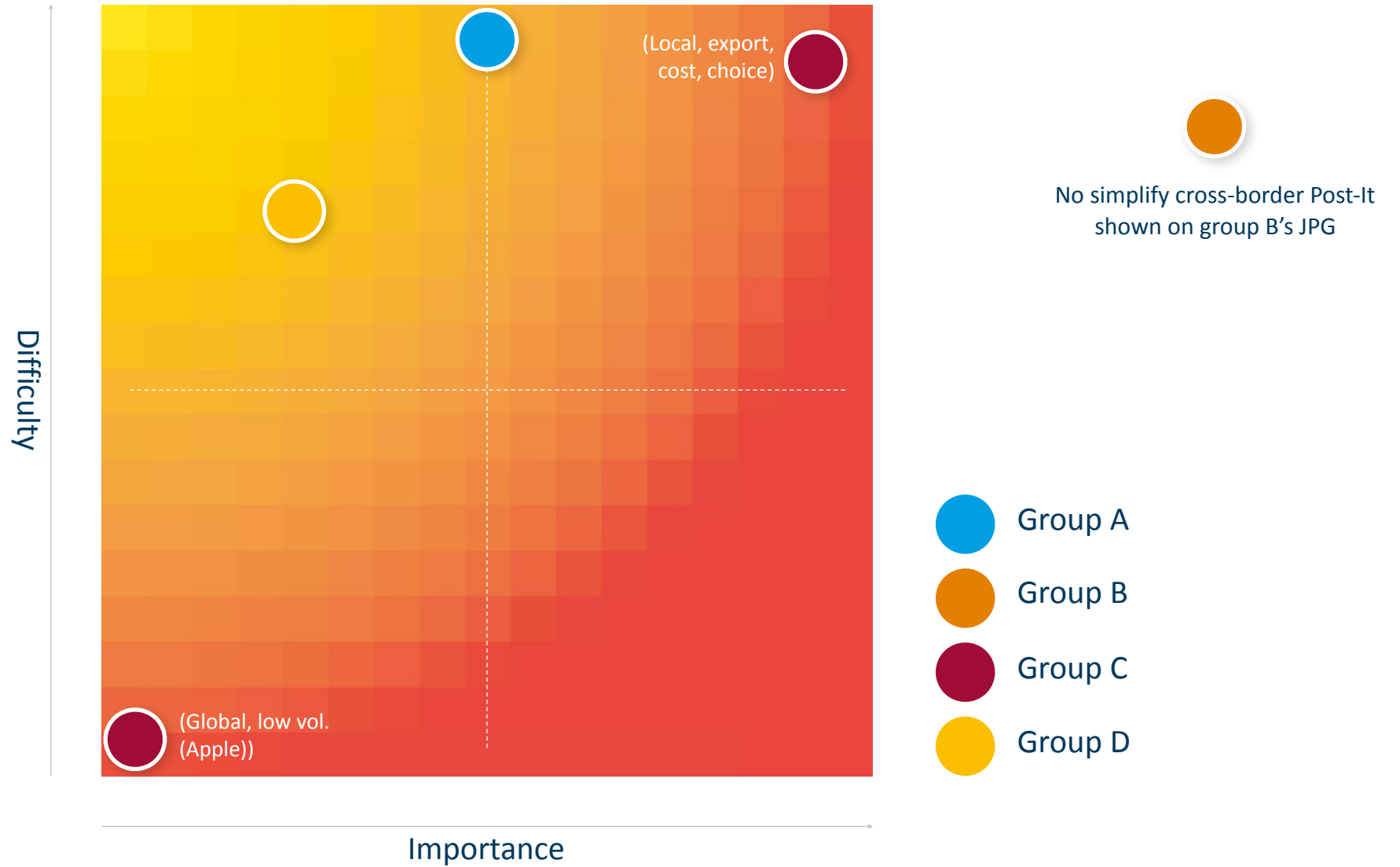


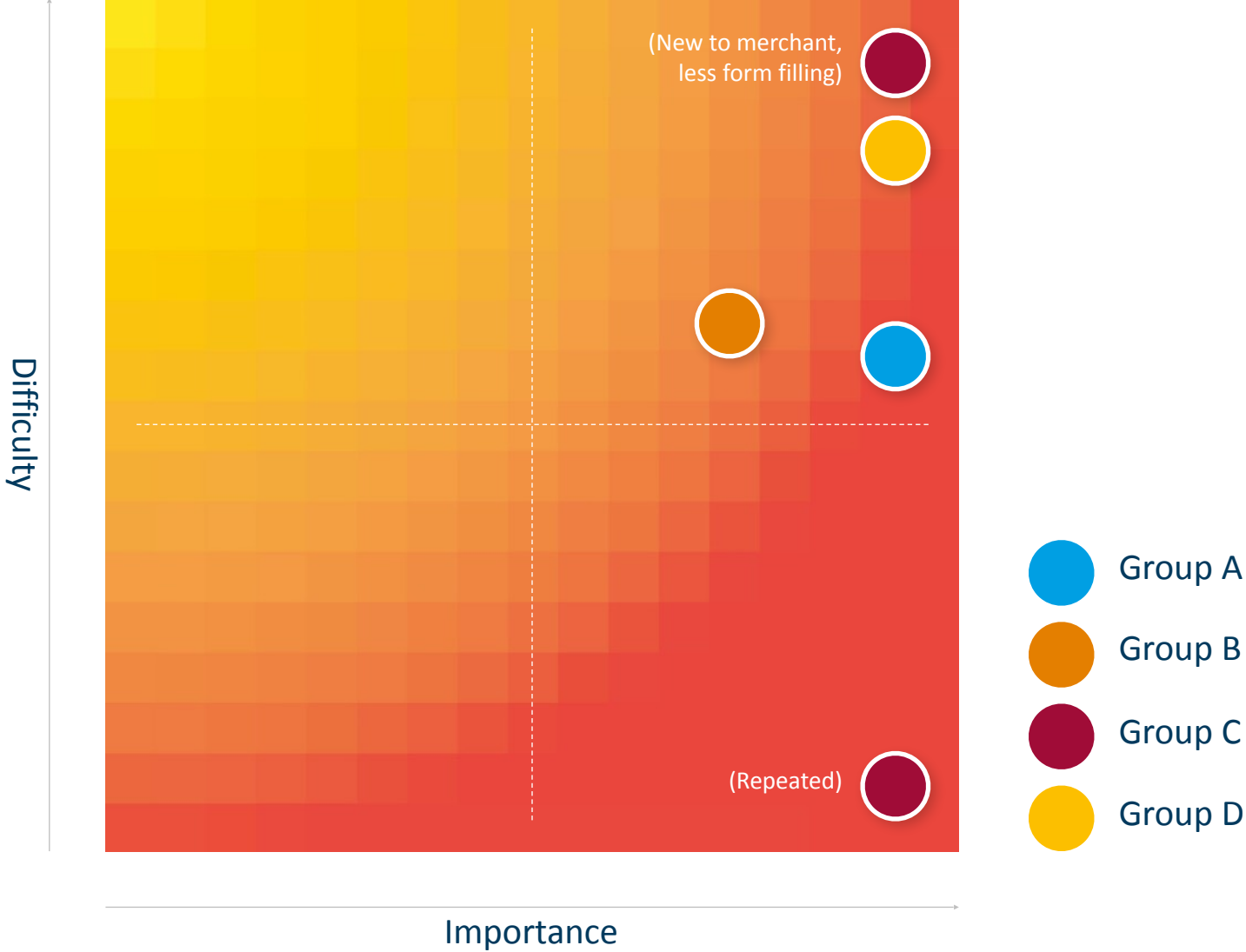
Pain point 1: Improve trust in payments



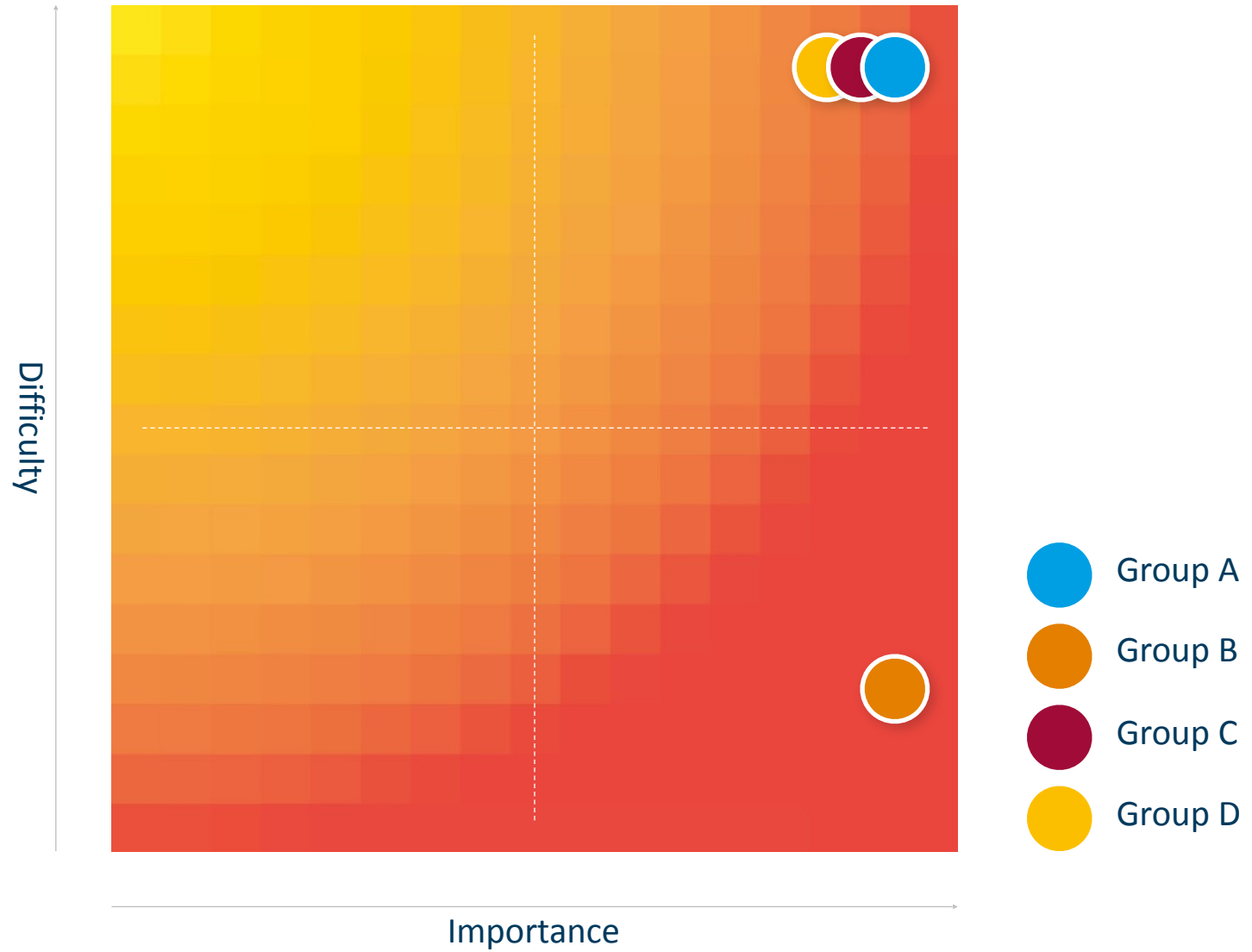
Pain point 2: Simplify cross-border



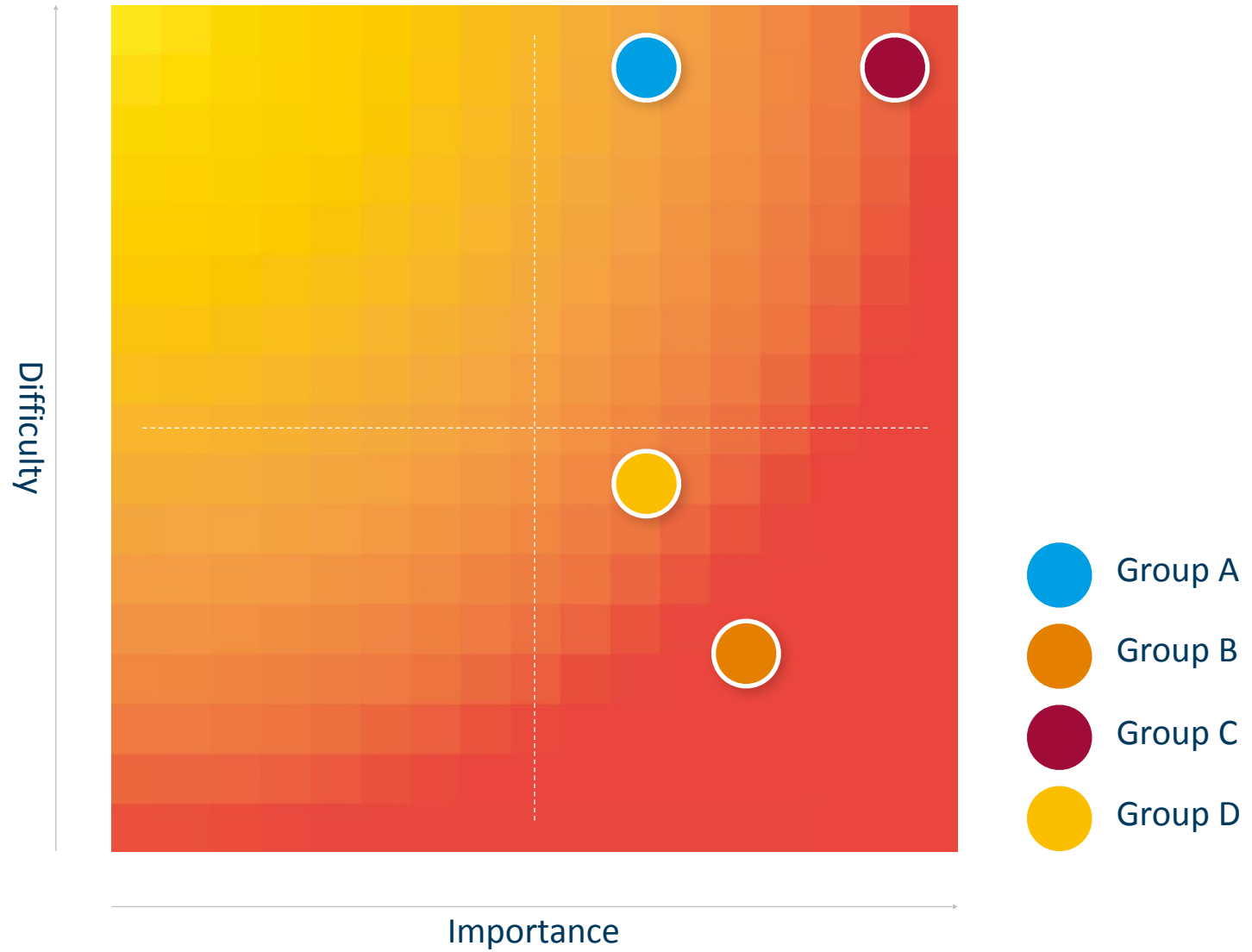
Pain point 3: Speed up checkout



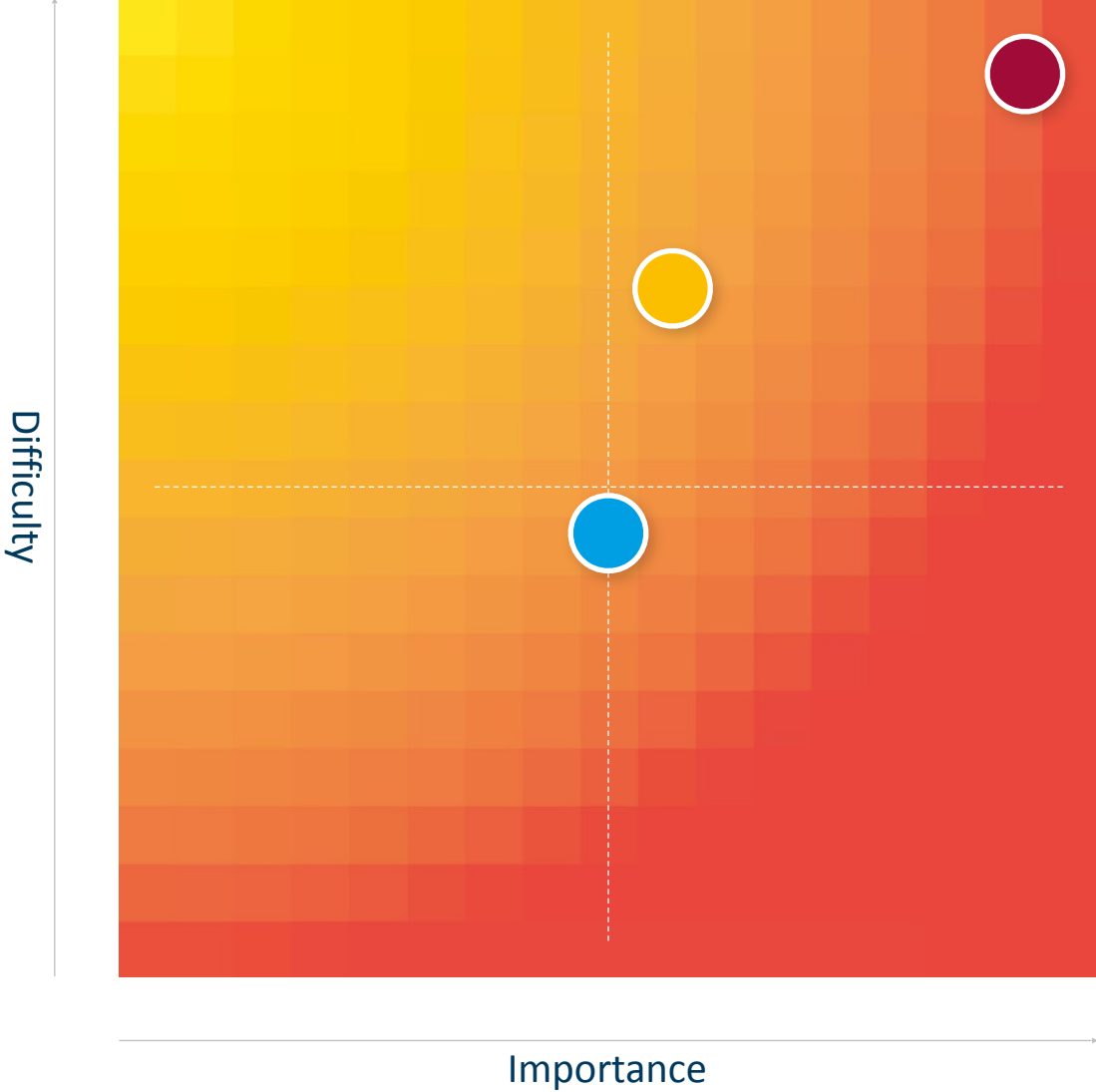
Pain point 4: Reduce auth friction



Pain point 5: Lower risk/cost of securing user data



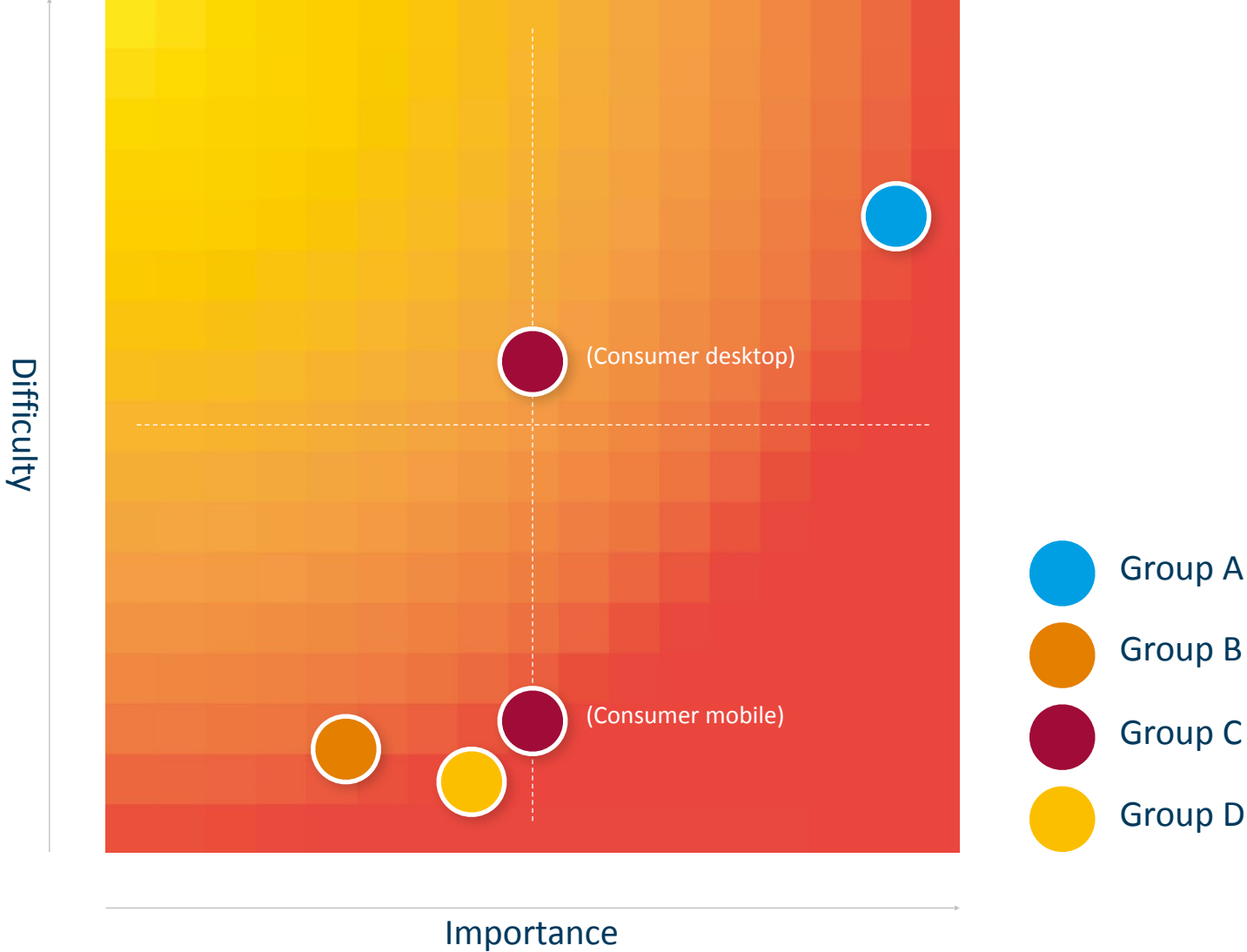
Pain point 6: Improve privacy in payments



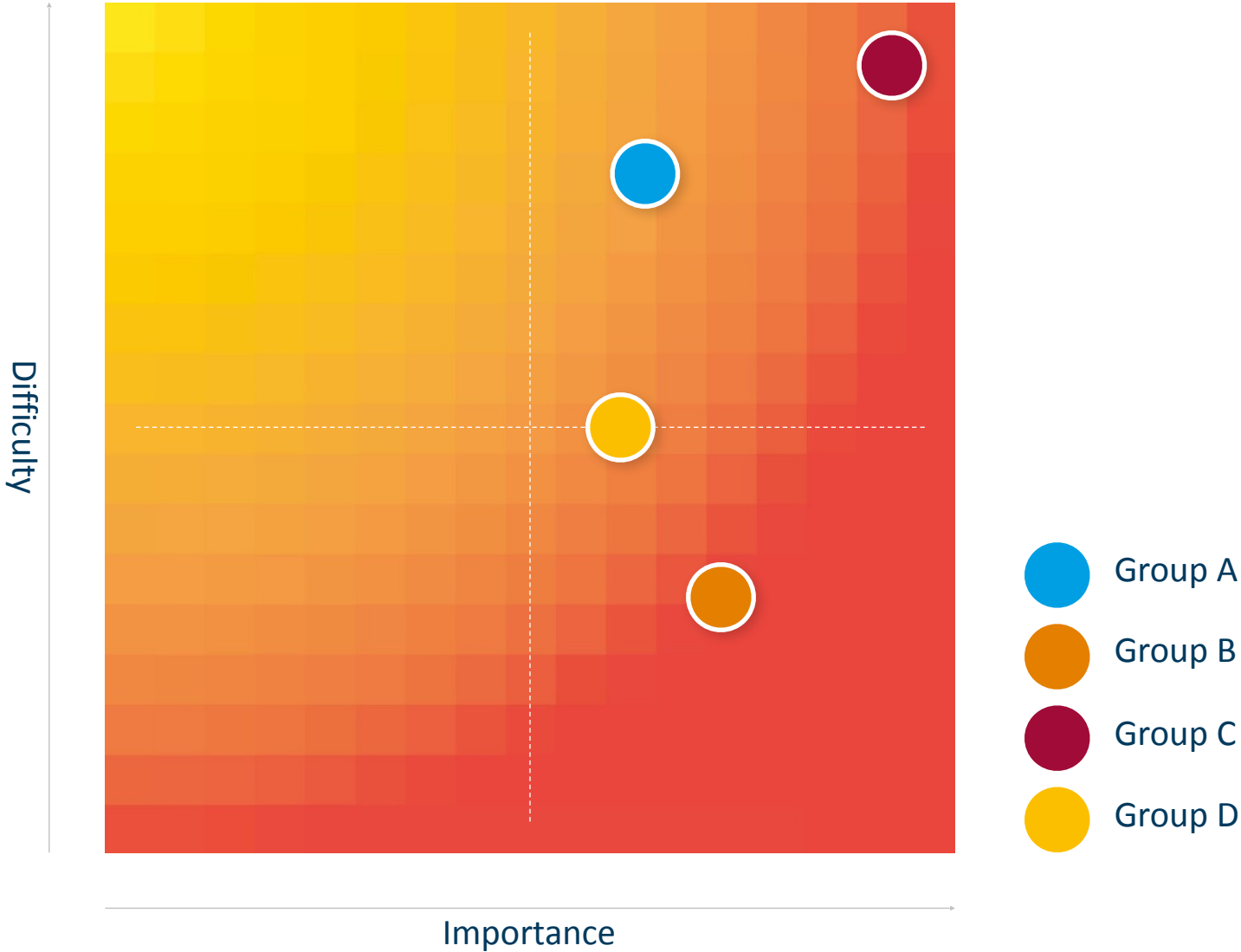
- Group A
- Group B
- Group C
- Group D

No improve privacy in payments
Post-It shown on group B's JPG

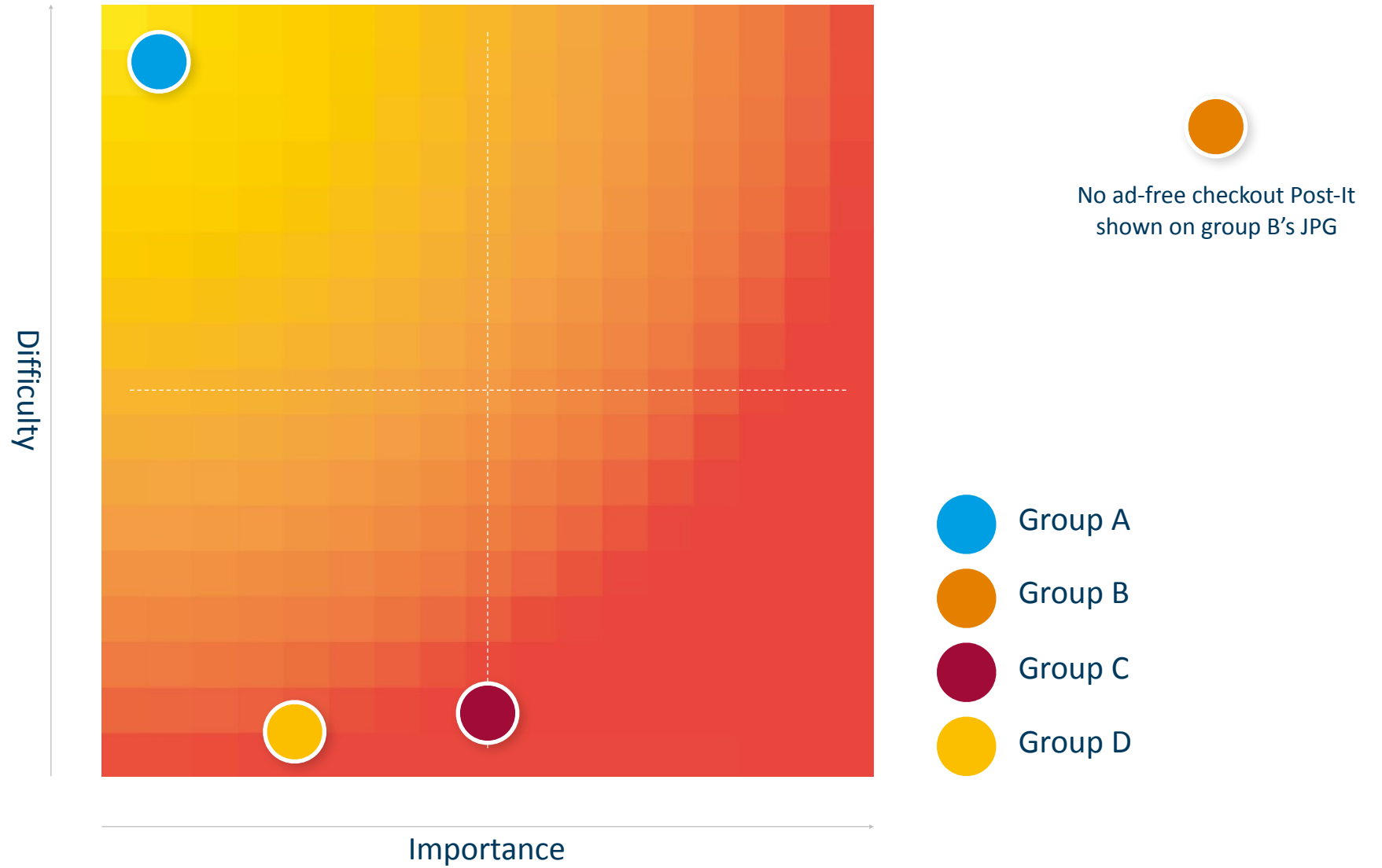
Pain point 7: Match styles between payment and checkout UX



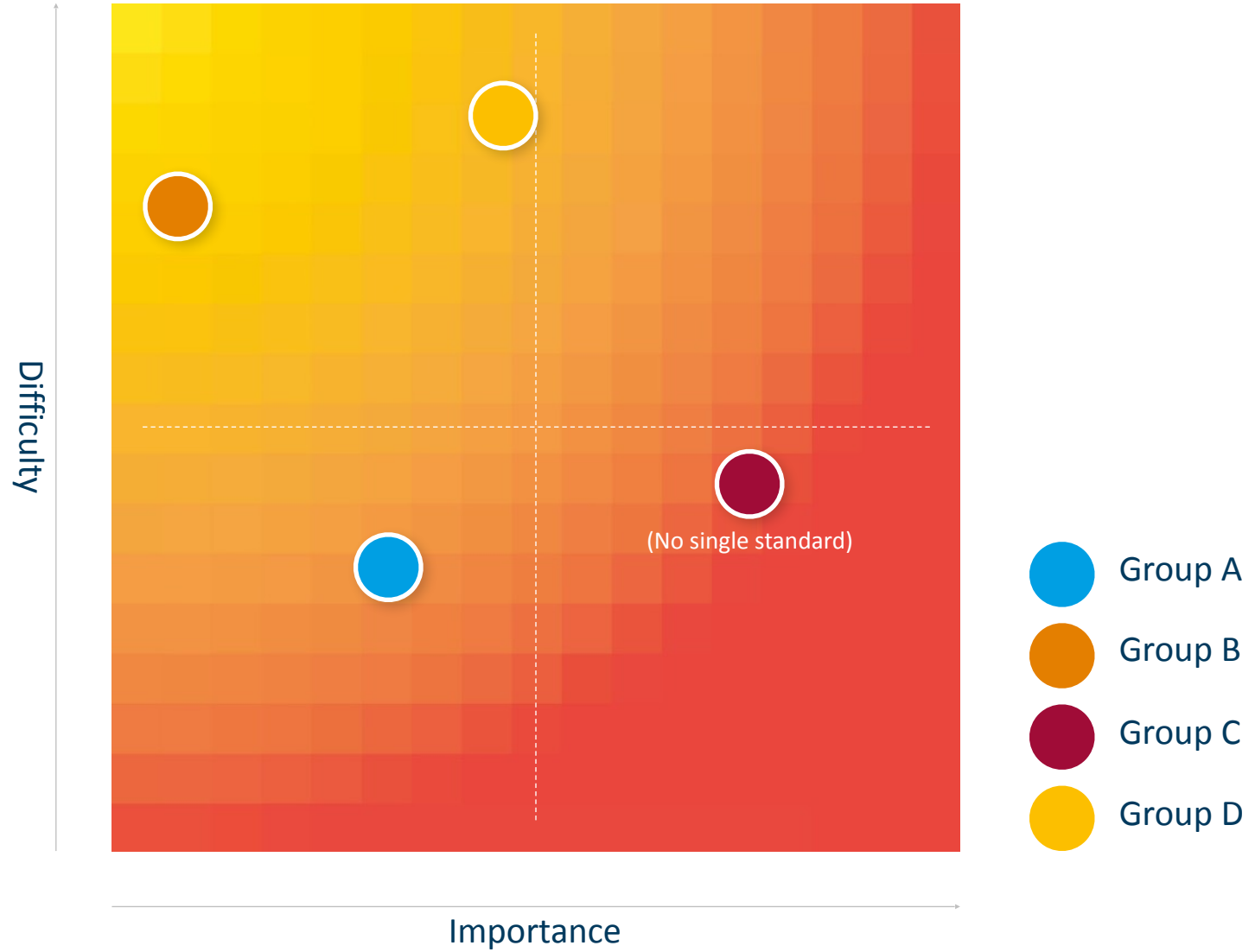
Pain point 8: Lower PCI burden of payment page



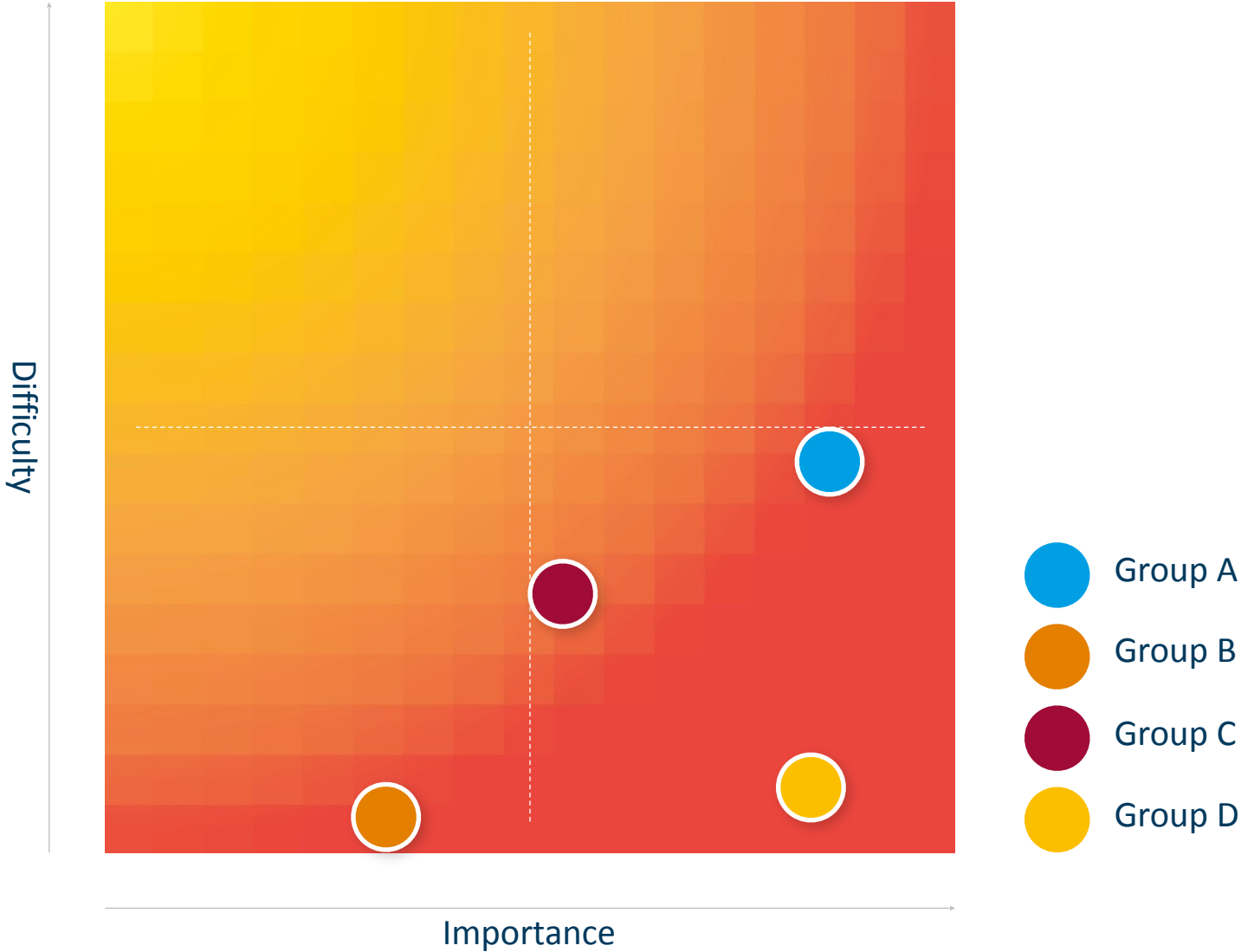
Pain point 9: Ad-free checkout



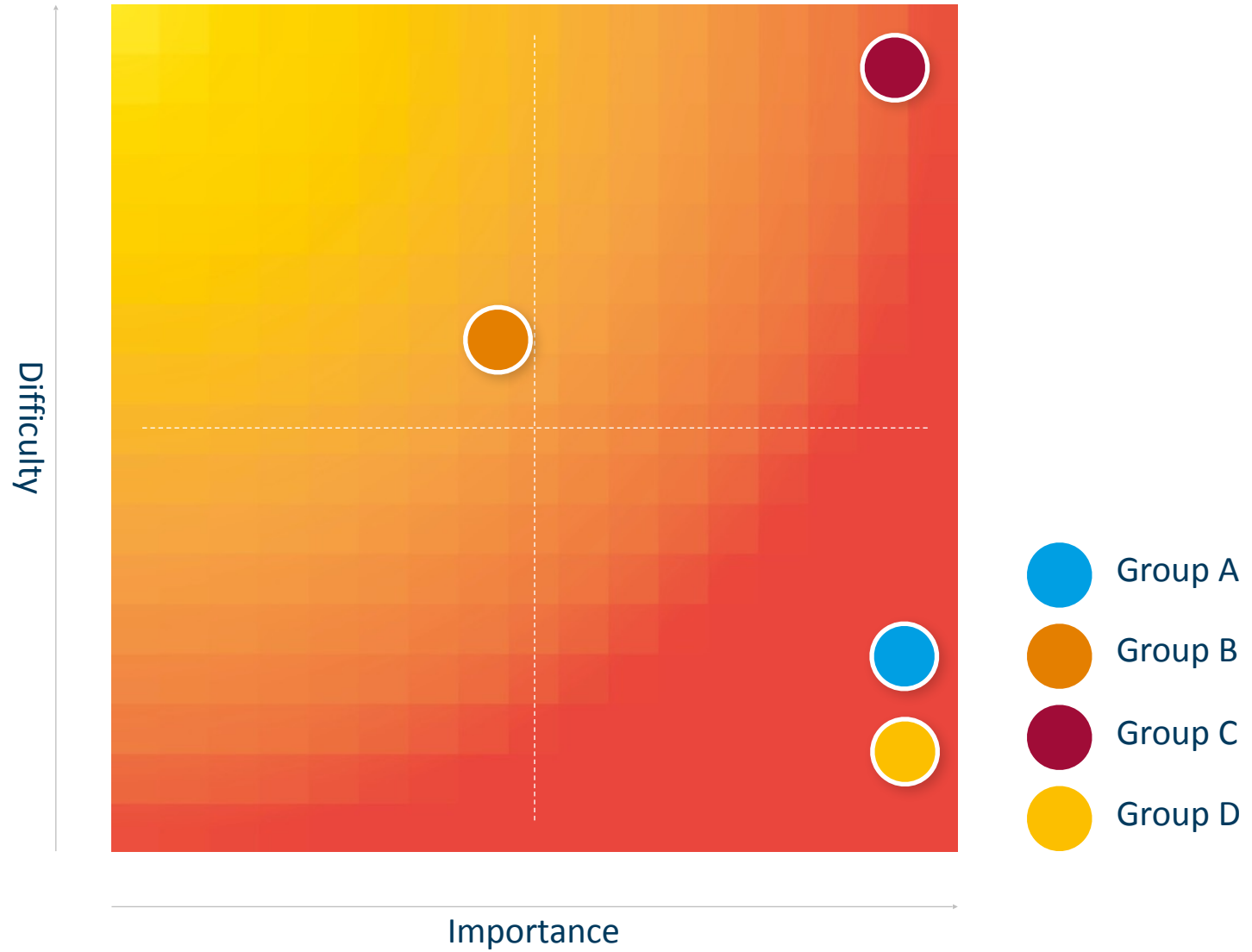
Pain point 10: Improve some aspect of shipping



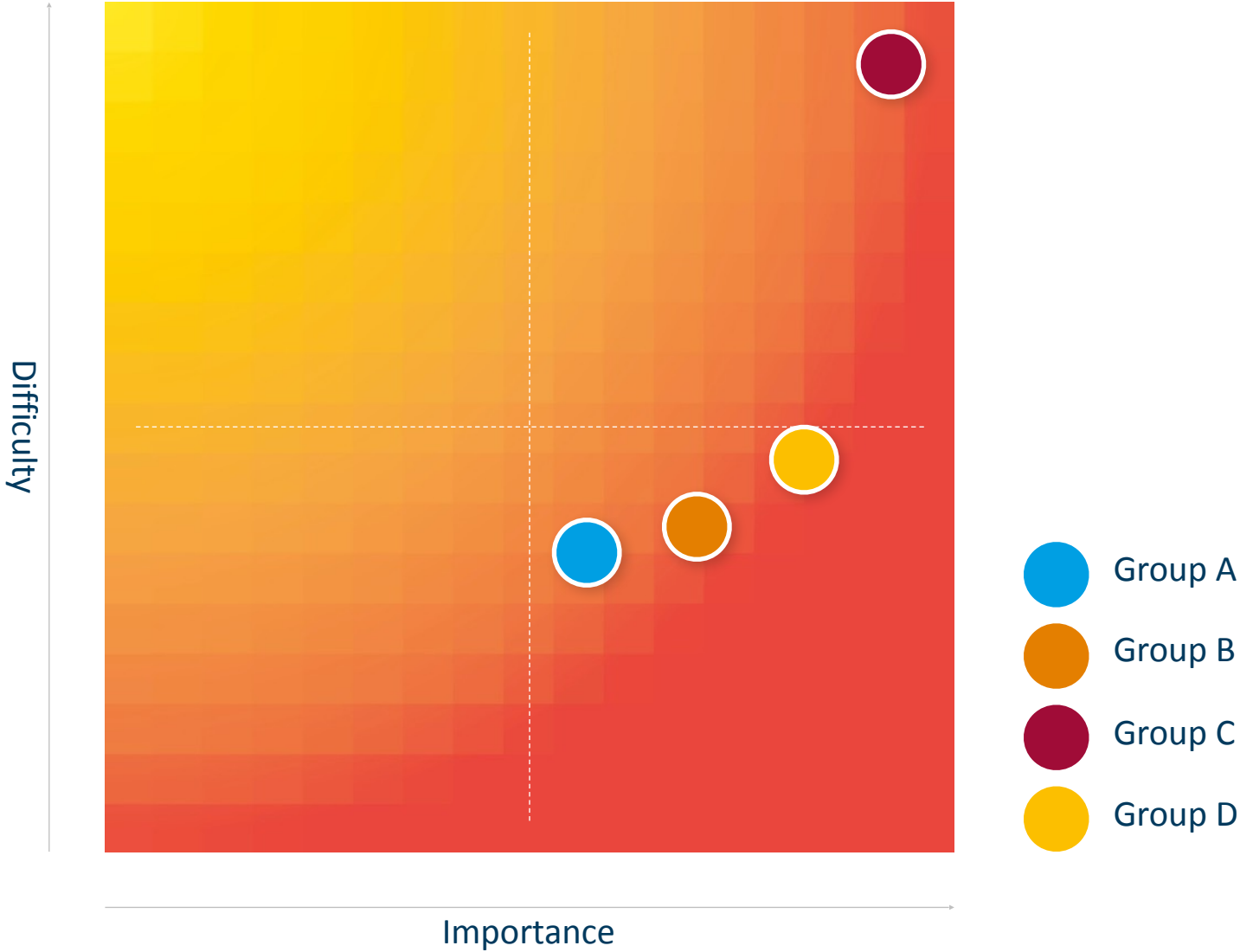
Pain point 11: Account-free payment



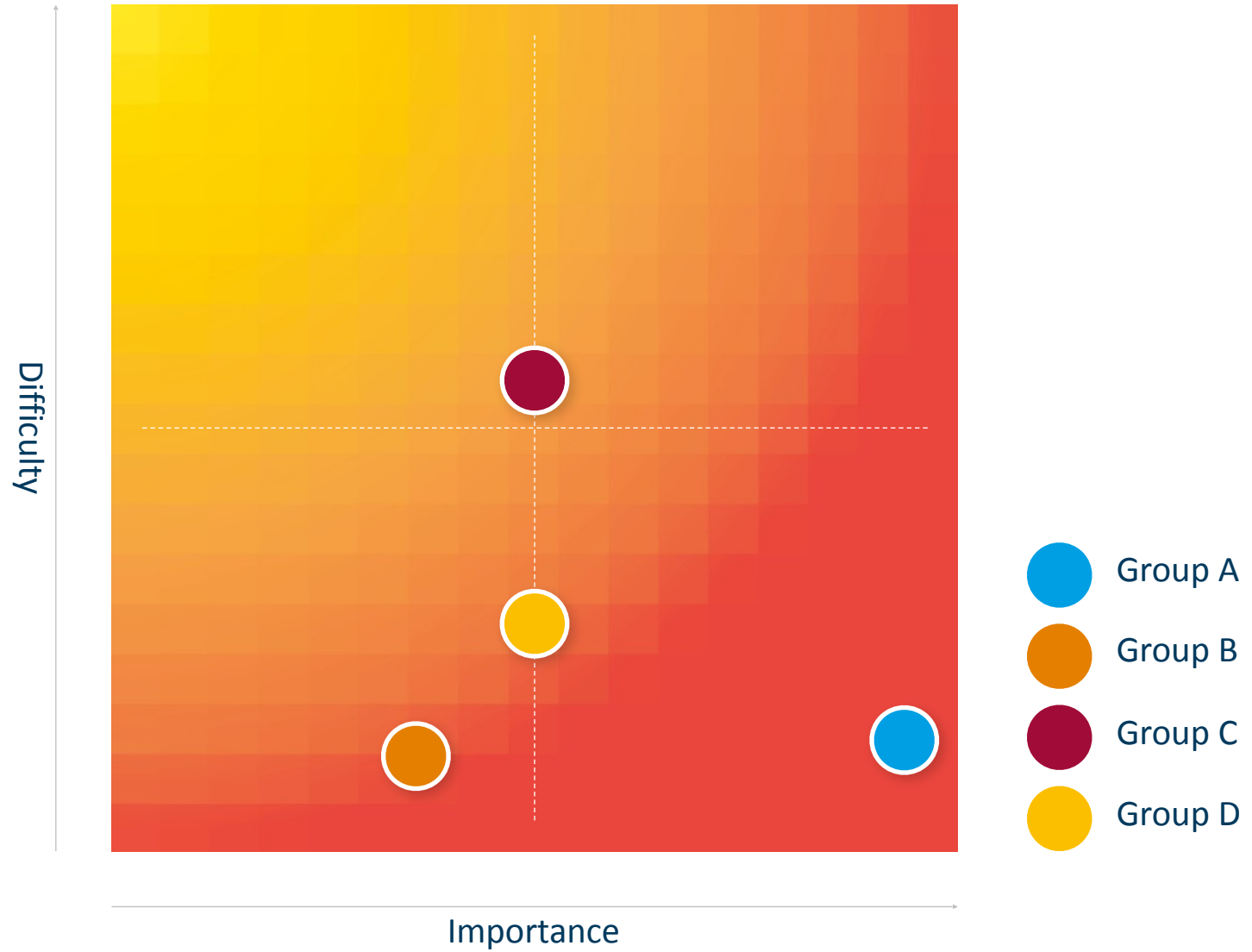
Pain point 12: Reduce data entry



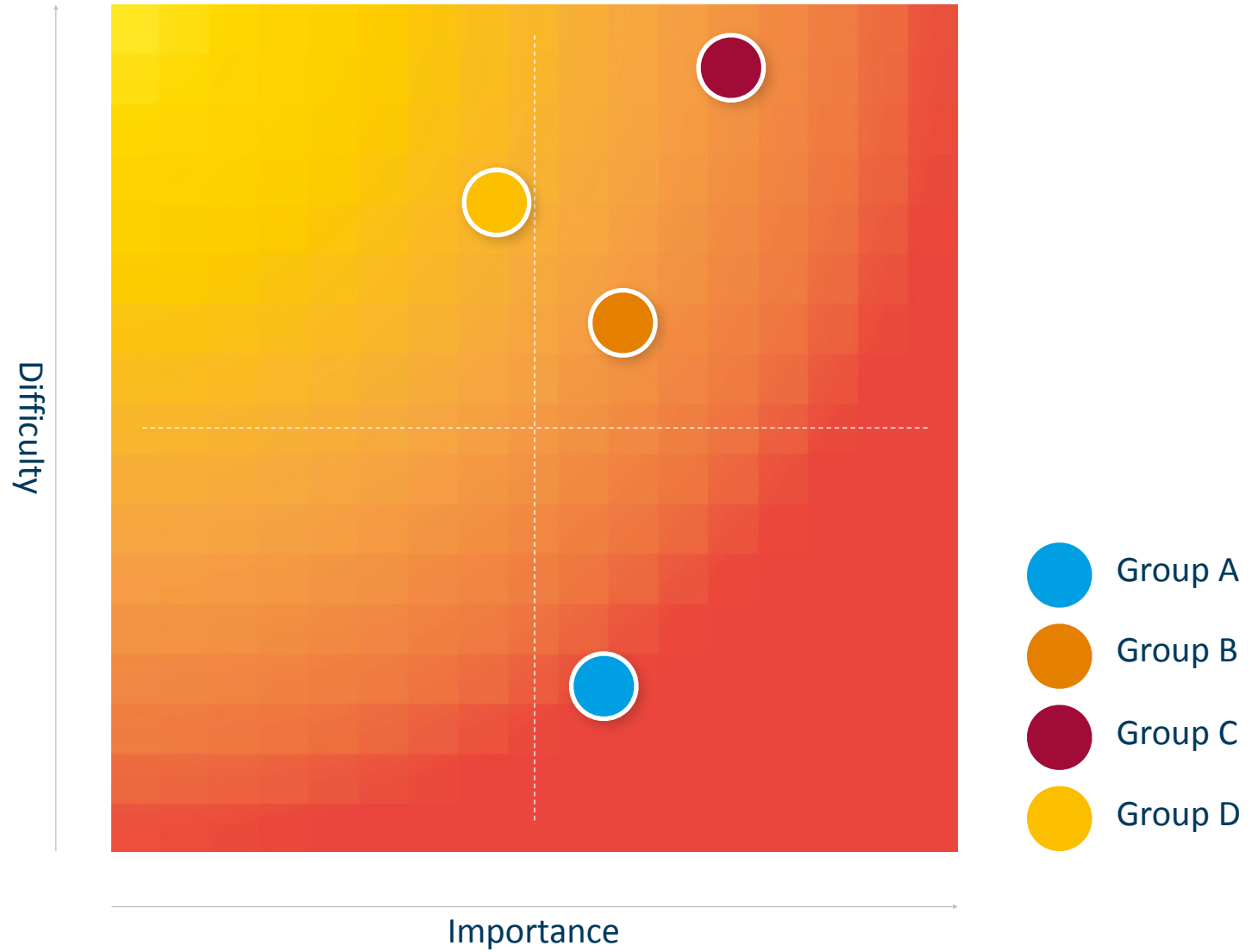
Pain point 13: Reduce sharing card numbers



Pain point 14: Reduce redirects to hosted pages



Pain point 15: More payment options



Group B bespoke pain point 1: Closer tie between accounts and payments

