

Building a Safe and Engaging Digital Payment Experience on Your Website

It isn't enough to just put a form on your website, you need to create something that your families and alumni will want to engage with. Use this worksheet to build safe, user-friendly forms on your website.



Define Your Form's Purpose & What You Want to Ask

01. Determine the purpose of your digital form: (tuition payments, general school payments, non-payment/volunteer, student information, etc.)?



02. Determine what data you need:

- O First Name
- O Last Name
- O Payment Information (Payment Type, Card Details, Etc.)
- Student Information
- O Inventory
- O Donation/Gift Details
- O Emergency Contact Information
- O Liability Waivers
- O Clothing Sizes
- O Other: _____

03. Write out the questions you want to ask below:

(for example: shirt size, student name and grade, this donation is in memory of:)



Improve form
engagement and
completion rates with a
limited number of simple,
direct and easy to
understand questions.
Avoid asking too many
questions and
confusing your
parents, alumni and
donors.

Optimize the Experience

04. Brand your form with school logo and colors.



Use an easy form builder like CampusPay to quickly and easily build a branded

payment form that integrates with your website to create a seamless Payment experience for your payees.

06. Check to make sure the form is easy to use with these simple tips.

- O Use clear, concise wording to avoid confusion
- Take advantage of drop downs and check boxes to simplify information entry
- Set up error validation that works to assist the end user during the form fill process
- Include automations (like smart form-fills or suggestions) where possible

05. Secure your form data:

- O Enable Anti-Spam features like Captcha
- Process payments with a PCI Compliant Payment Processor like Diamond Mind
- O Use a Payment Gateway
- O Never send full bank account numbers or credit card numbers via email
- Review form data regularly to make sure sensitive information was input correctly

07. Are you making your form accessible for all users?

- O No
- O **Yes** (if yes make sure your form follows our checklist below to enhance user accessibility)
- All form fields can be navigated with the tab key
- O No flashing graphics have been used
- O Bright color is not used for communication
- O All form fields can be read by a screen reader

Make Online Payments Simple

CampusPay by Diamond Mind is designed to make it easy for you to build an engaging digital payment experience.

- · Simple drag-and-drop form builder.
- Seamless integration with your web site and easy branding.
- Secure payment processing through Diamond Mind.







www.diamondmindinc.com/products/campuspay/