



Google
Developers



Selling physical goods on Android with Google Wallet Instant Buy

Michael Galpin - Software Engineer

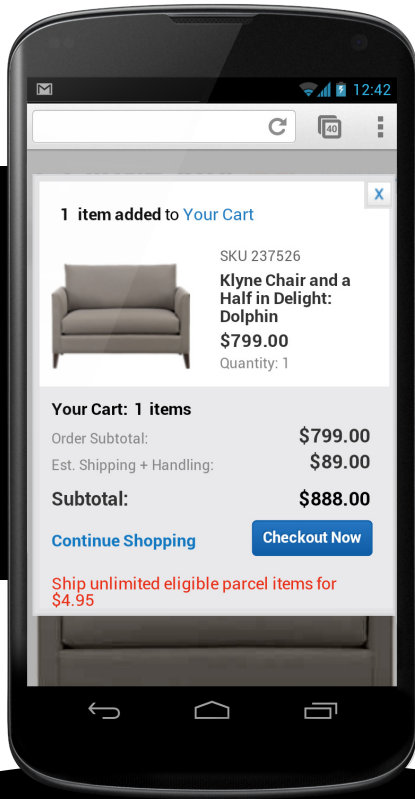
Prakash Hariramani - Senior Product Manager

Jonathan Taylor - VP of Mobile, Priceline

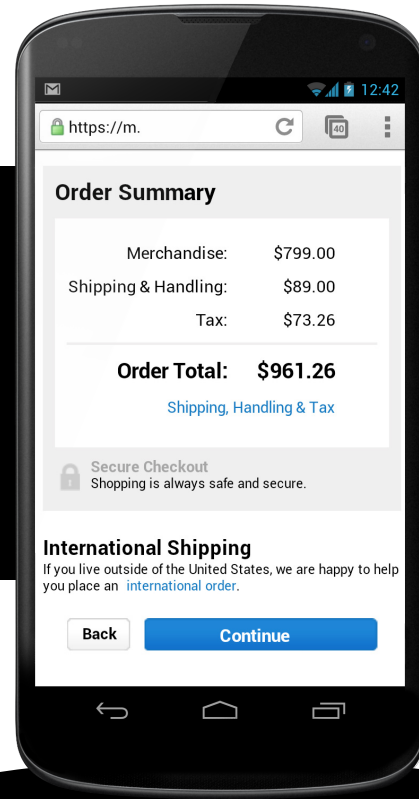




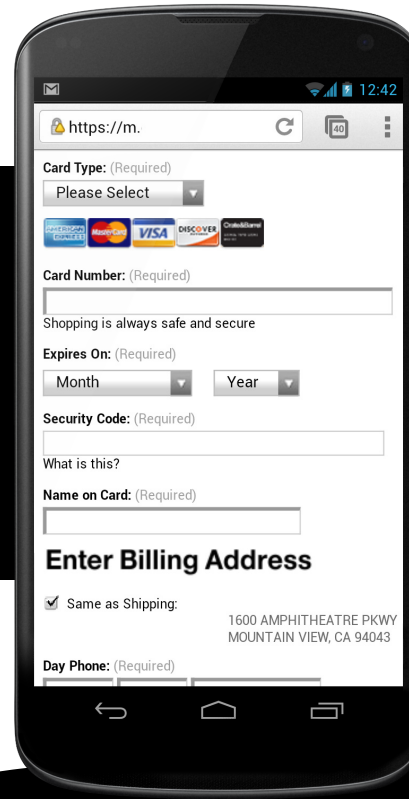
Typical mobile checkout requires 24+ steps*



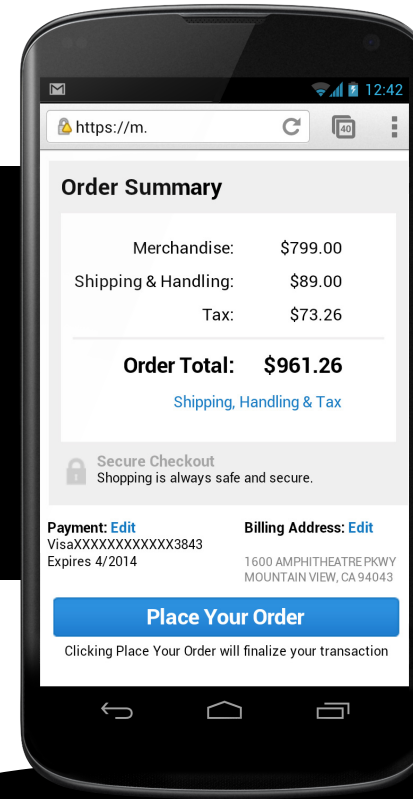
1. Shopping cart



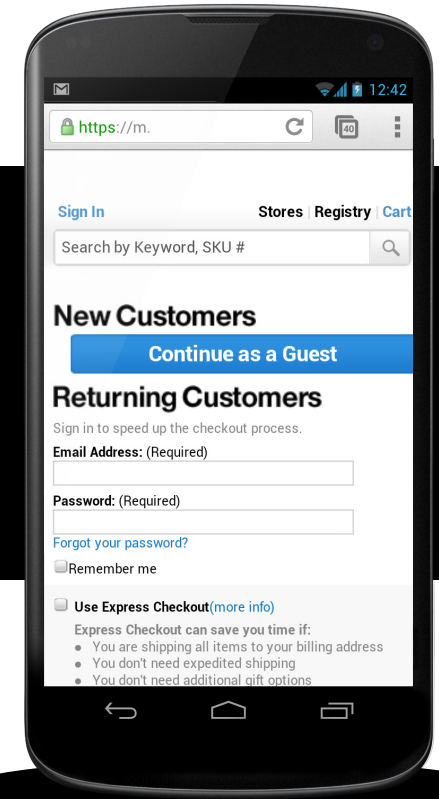
2. Confirm order



3. Fill out forms



4. Order complete



5. Account sign-up



97%

of users abandon a mobile
purchase in mid-flow

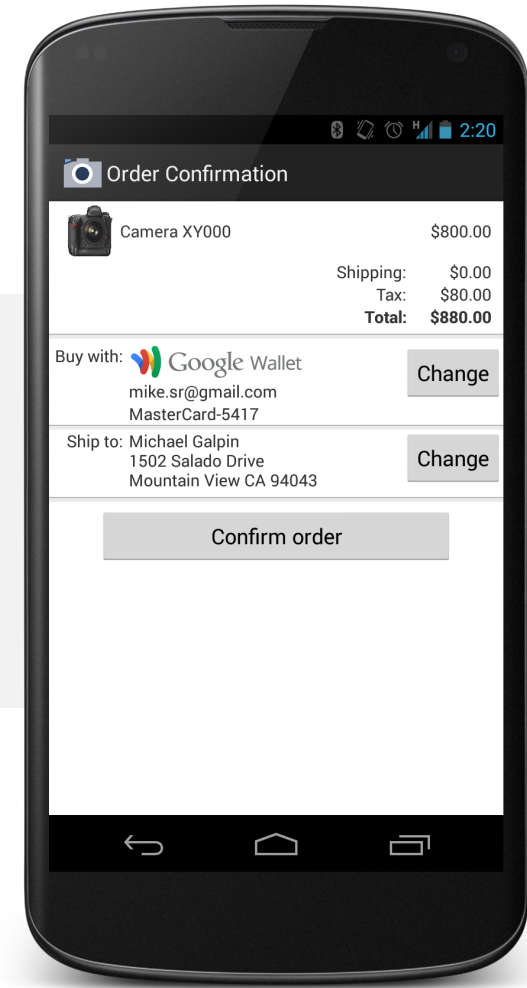
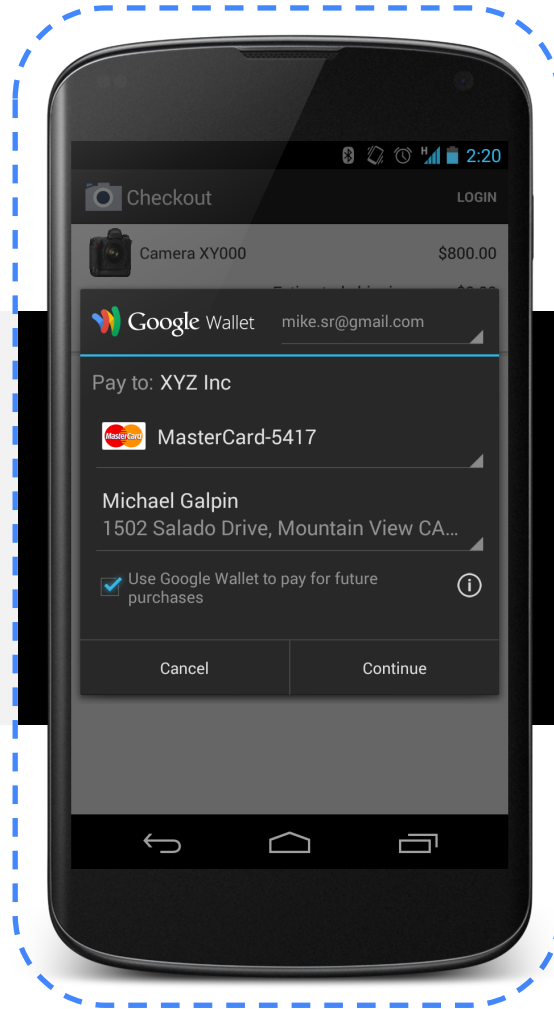
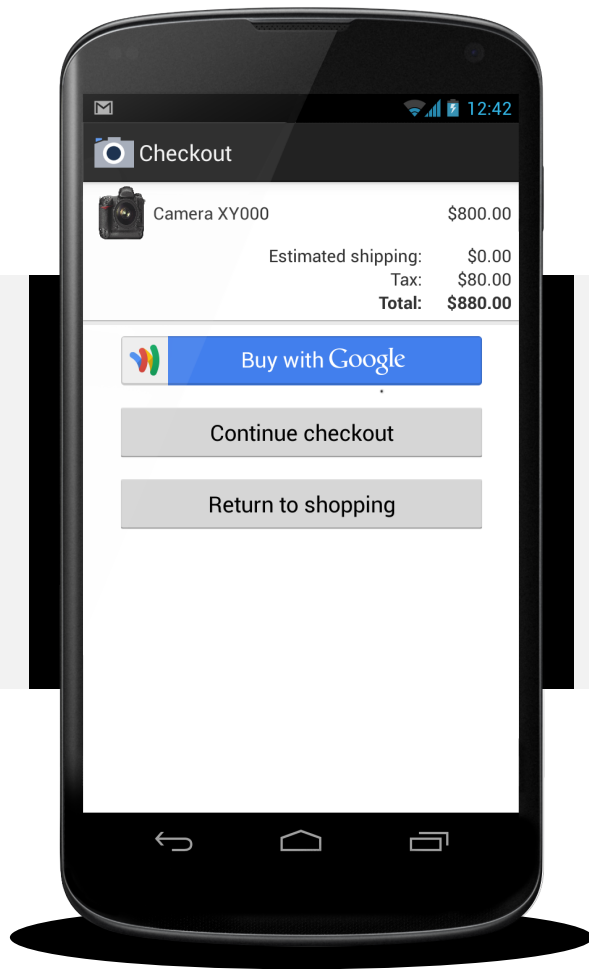


Google Wallet Instant Buy



1. Faster checkout for physical goods
2. Skip registration and sign-in
3. Secure
4. Lightweight integration
5. No additional fees





skip after first time





Instant Buy

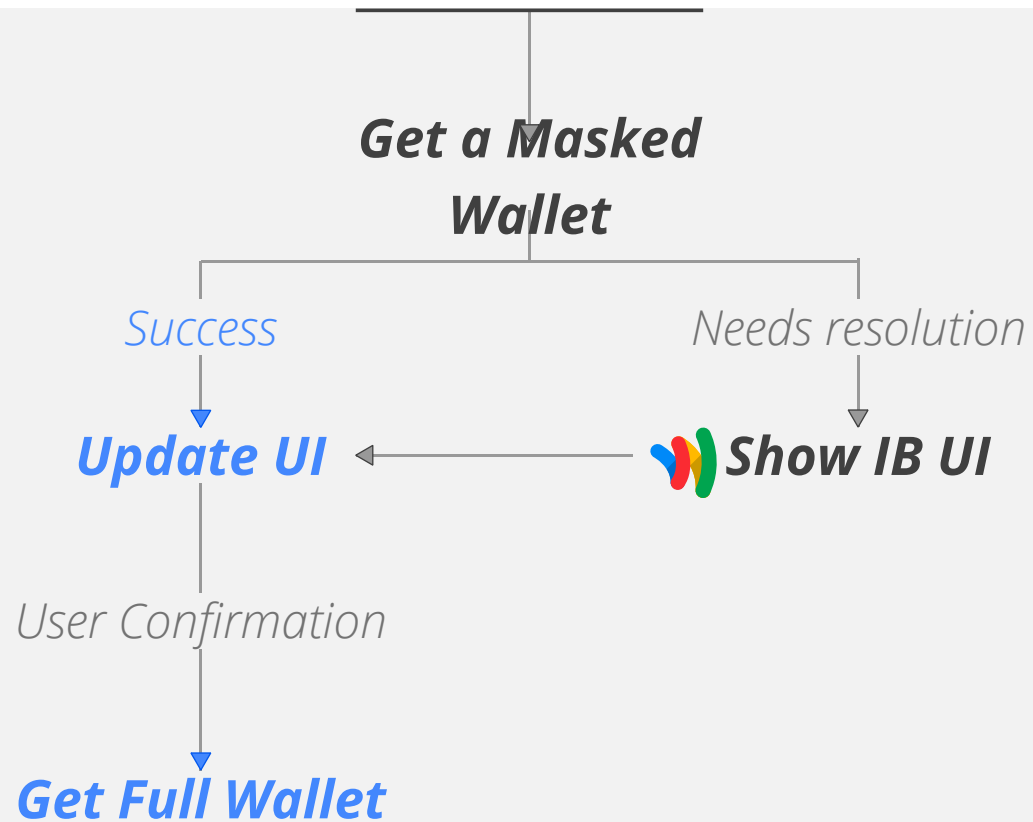
Priceline Demo





Faster checkout

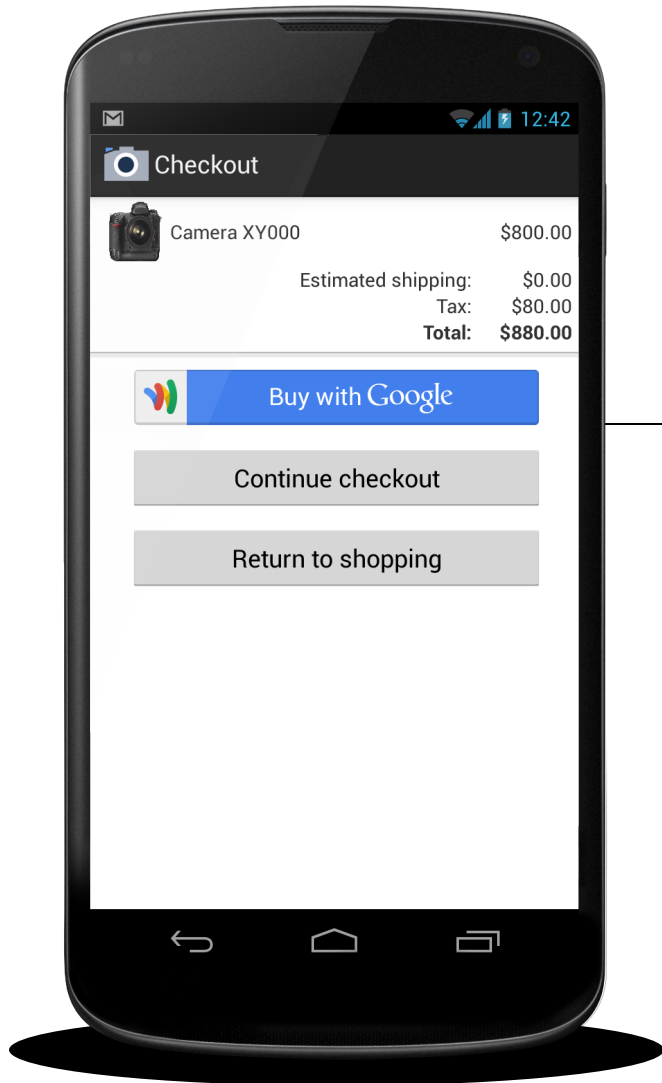
The Instant Buy flow



Four Steps

1. Get a Masked Wallet
2. Show Instant Buy UI
3. Update your UI
4. Get a Full Wallet





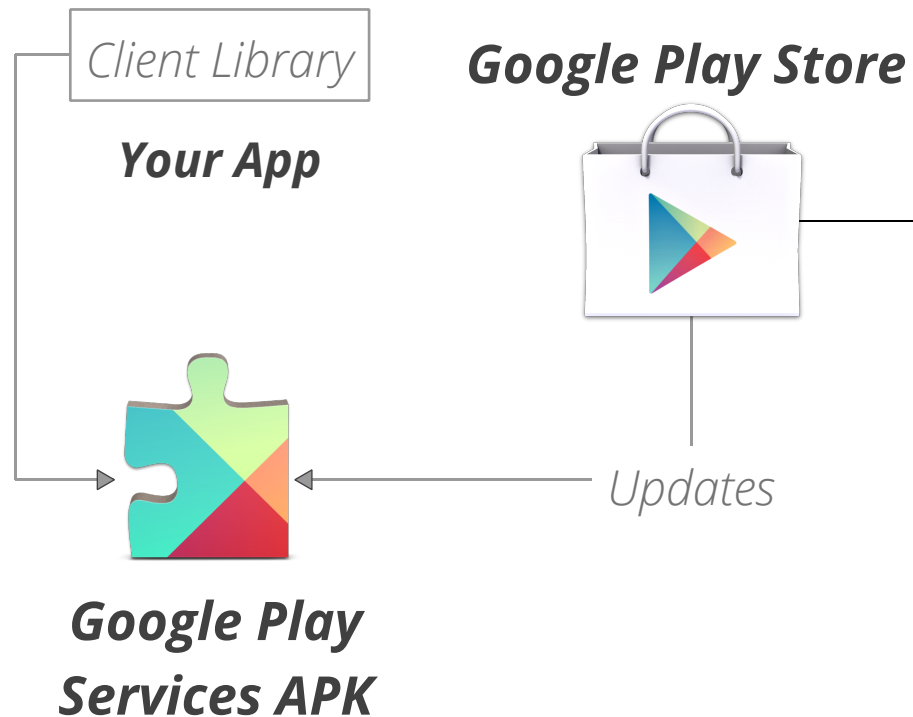
Integrating Instant Buy

Wallet branded button

Establish connection



Instant Buy Architecture



Part of Google Play Services

All Android 2.2+ devices with Play Store

Thin client library compiled in your app

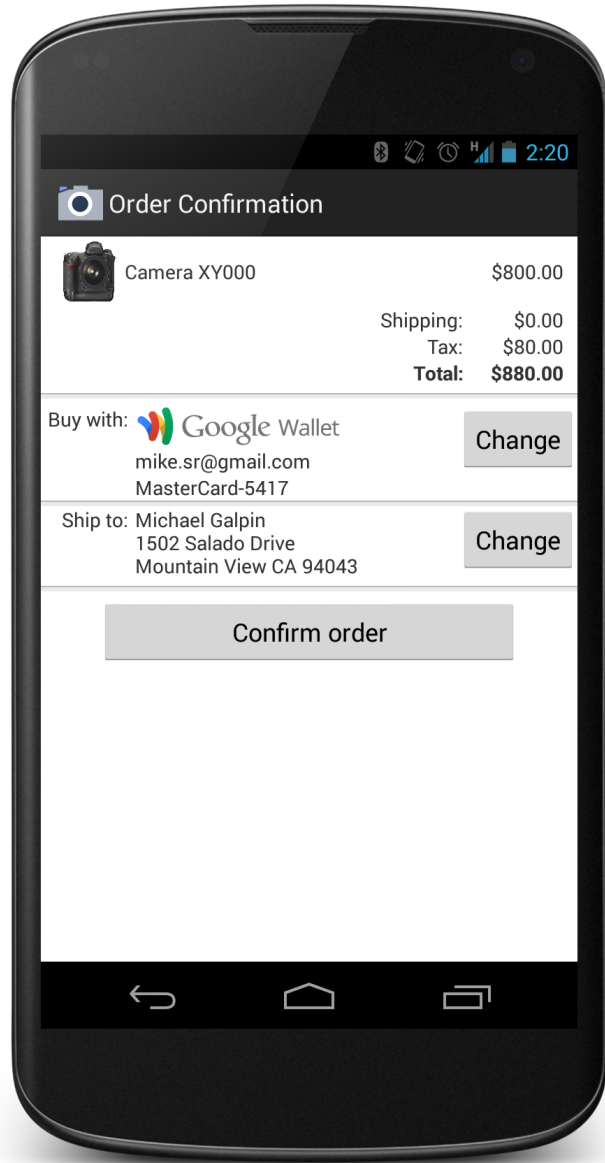


Establish connection

JAVA

```
mWalletClient = new WalletClient(activity,  
    Constants.WALLET_ENVIRONMENT,  
    /* Account */ null,  
    connCallback,  
    connFailureListener);  
  
mWalletClient.connect();
```





Getting a masked wallet

Build a request

Full billing address?

Shipping address?

Phone number?

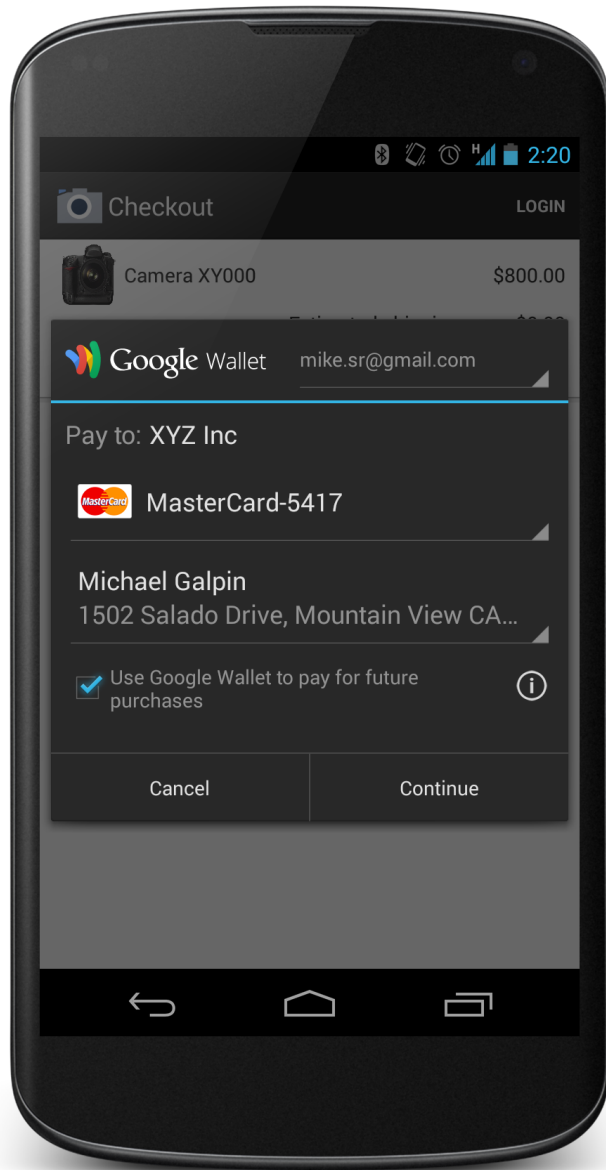


Request a Masked Wallet

JAVA

```
protected void onConnected(Bundle connectionHint) {
    mMaskedWalletRequest = MaskedWalletRequest.newBuilder()
        .setMerchantName(Constants.MERCHANT_NAME)
        .setShippingAddressRequired(true)
        .setCurrencyCode(Constants.CURRENCY_CODE_USD)
        .setEstimatedTotalPrice(toDollars(context,
            itemInfo.getTotalPrice()))
        .build();
    mWalletClient.loadMaskedWallet(mMaskedWalletRequest, listener);
}
```





Show Instant Buy UI

Callbacks receive a `ConnectionResult` (success or failure)

Success = data, no UI to show

Failure = need to show UI

`startActivityForResult / onActivityResult` paradigm



Show Instant Buy UI

JAVA

```
public void onMaskedWalletLoaded(ConnectionResult result, MaskedWallet wallet) {
    if (result.isSuccess()) {
        mMaskedWallet = wallet;
        updateUiToShowMaskedWallet();
    } else {
        mConnectionResult = result;
        if (mConnectionResult.hasResolution()) {
            mBuyWithGoogleWalletButton.setOnClickListener(new OnClickListener() {
                public void onClick(View view) {
                    mConnectionResult.startResolutionForResult(mActivity, mRequestCode);
                }
            });
        }
    }
}
```

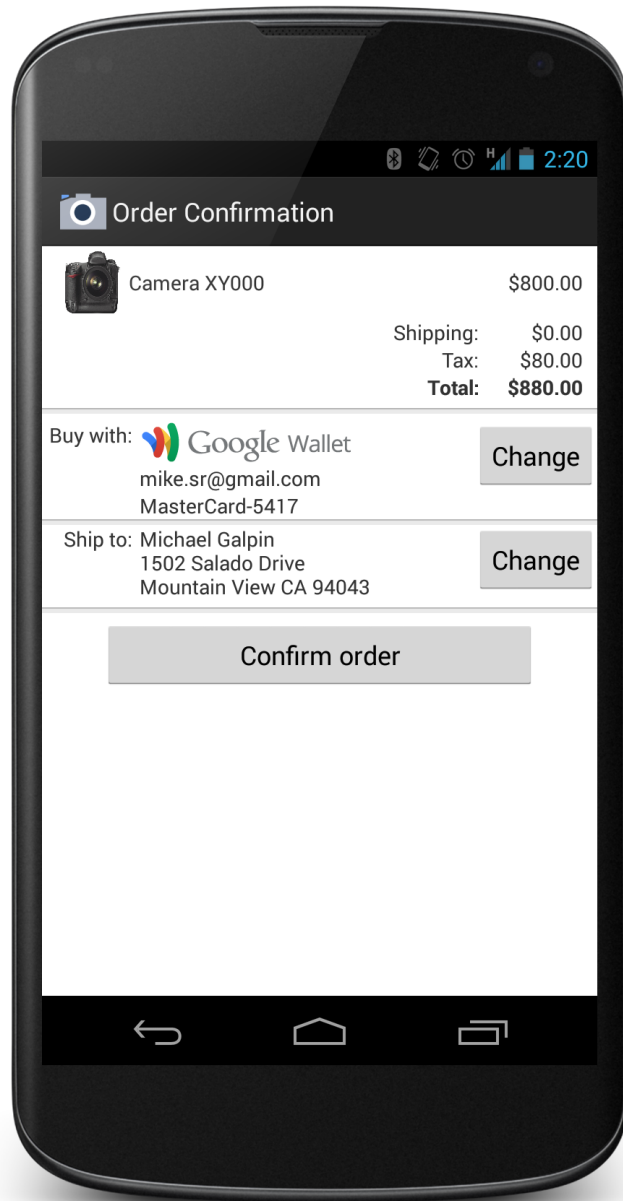


Show Instant Buy UI

JAVA

```
public void onActivityResult(int requestCode, int resultCode, Intent data) {  
    switch (requestCode) {  
        case REQUEST_CODE_RESOLVE_LOAD_MASKED_WALLET:  
            switch (resultCode) {  
                case Activity.RESULT_OK:  
                    mMaskedWallet = data.getParcelableExtra(  
                        WalletConstants.EXTRA_MASKED_WALLET);  
                    updateUiToShowMaskedWallet();  
                    break;  
                default:  
                    int errorCode = data.getIntExtra(  
                        WalletConstants.EXTRA_ERROR_CODE, 0);  
                    handleError(errorCode);  
            }  
            break;  
    }  
}
```





Using the Masked Wallet

Calculate sales tax & shipping

Update your UI

Give option to change

Give option to purchase



Get a Full Wallet

```
FullWalletRequest request = FullWalletRequest.newBuilder()
    .setGoogleTransactionId(googleTransactionId)
    .setCart(Cart.newBuilder()
        .setCurrencyCode(Constants.CURRENCY_CODE_USD)
        .setTotalPrice(toDollars(context,
            itemInfo.getTotalPrice()))
        // add line items to shopping cart
        .build())
    .build();
mWalletClient.loadFullWallet(request, listener);
```

JAVA



Get a Full Wallet

JAVA

```
public void onFullWalletLoaded(ConnectionResult result,
    FullWallet fullWallet) {
    if (result.isSuccess()) {
        mFullWallet = fullWallet;
        sendToServer(mFullWallet);
    } else if (result.hasResolution()) {
        result.startResolutionForResult(getActivity(),
            REQUEST_CODE_RESOLVE_LOAD_FULL_WALLET);
    }
}
```





ACCEPTED HERE

And now you are accepting Google Wallet!

Get a Masked Wallet

Show Instant Buy UI (not always necessary)

Get a Full Wallet



Instant Buy at I/O

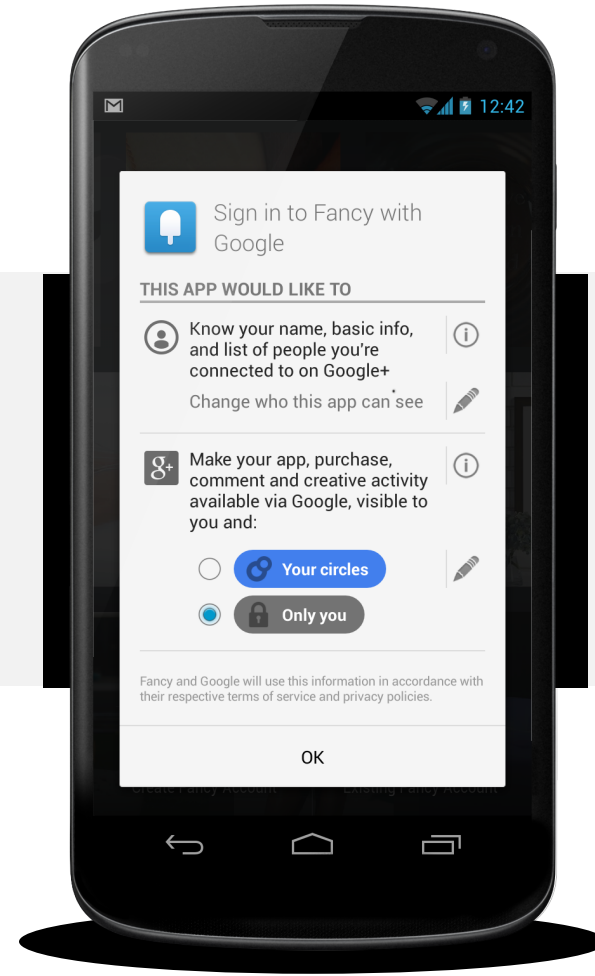
Building Compelling mCommerce
Experiences on Android

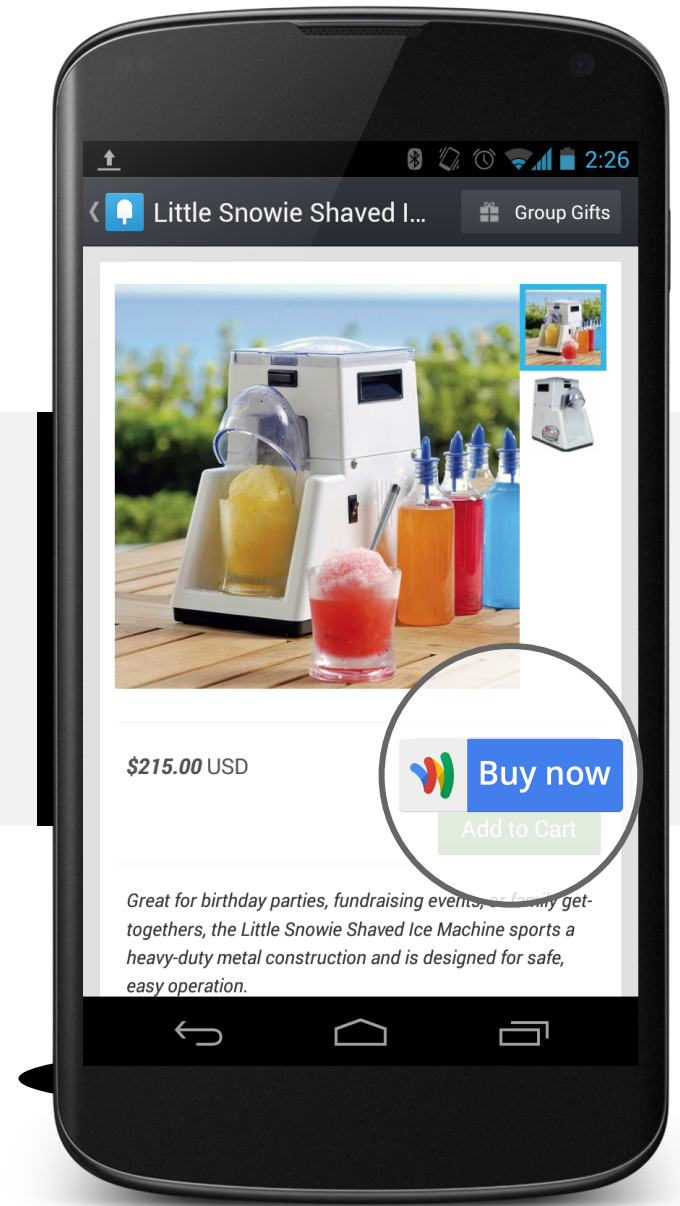
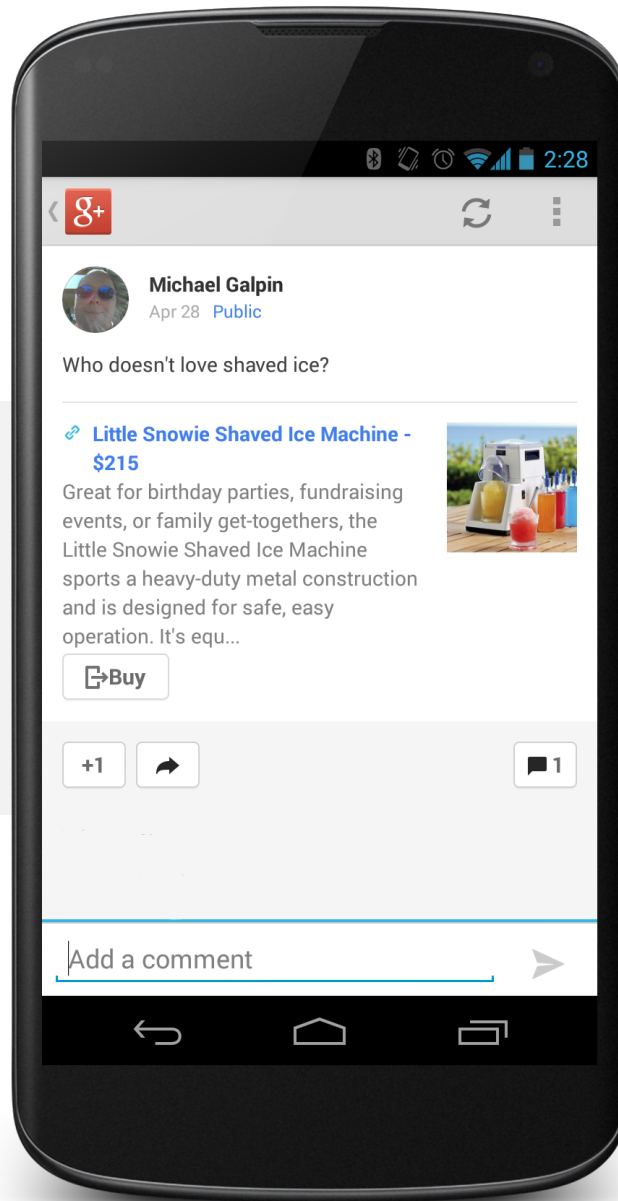
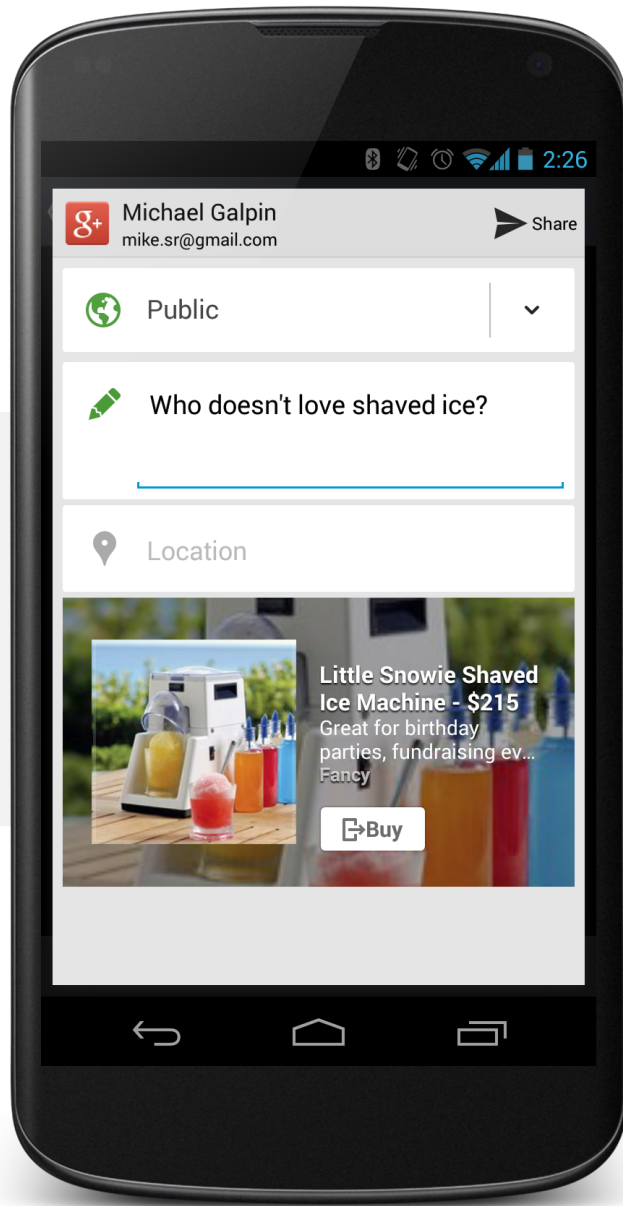
Google Wallet Instant Buy
for Android Code Lab





No registration or log in





Instant Buy at I/O

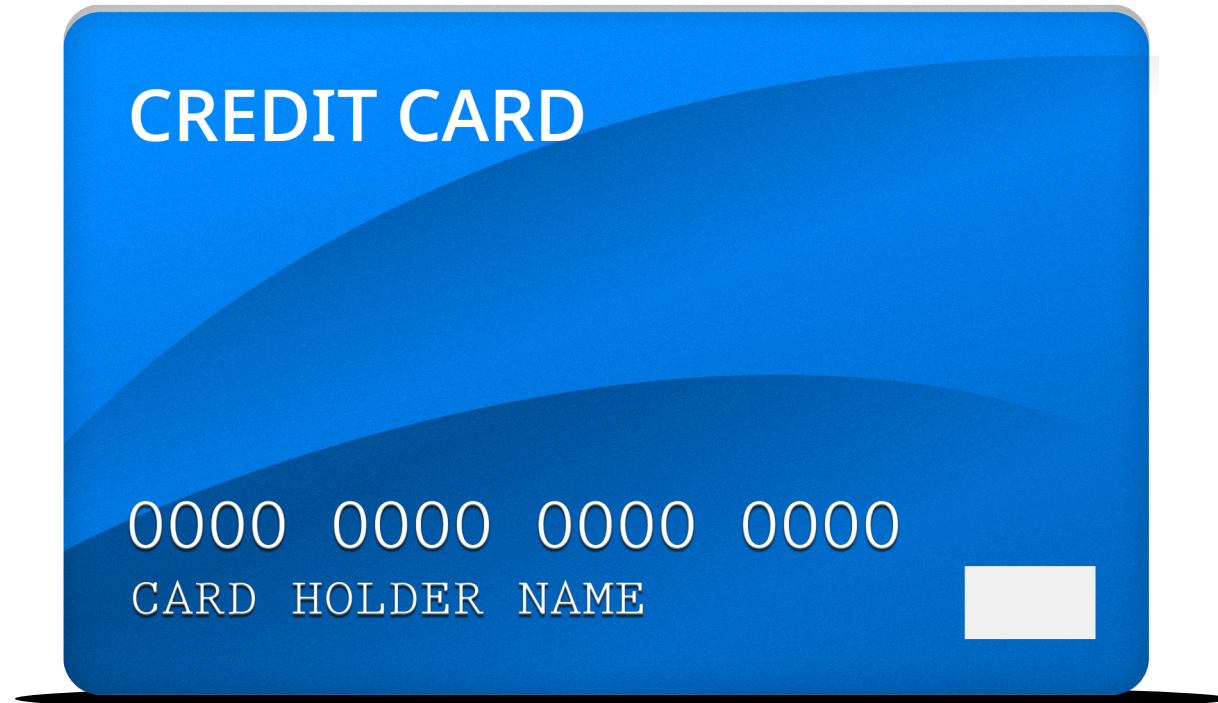
Google+ Sign In for
Android Developers



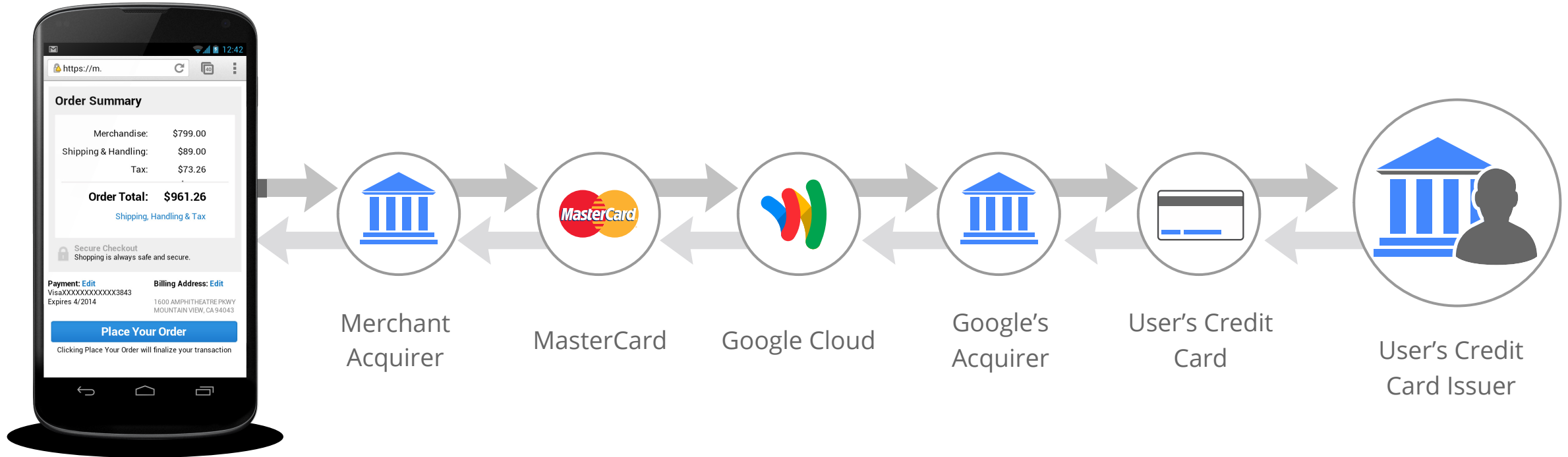


Secure

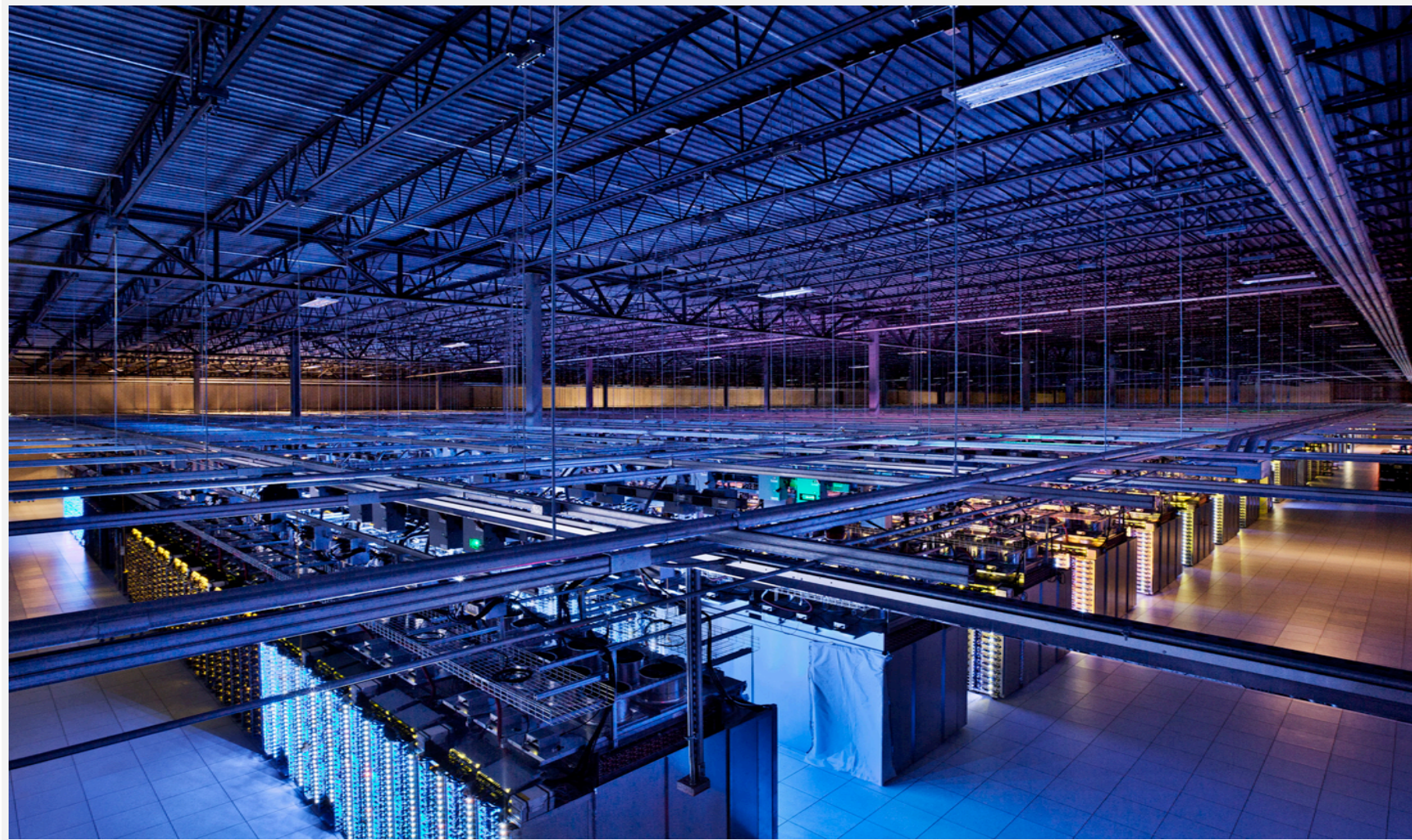
Easier and more secure...



...with no changes to payment processing



Fraud protection



Google Wallet Purchase Protection



100% of Purchases protected

Report within 180 days of purchase

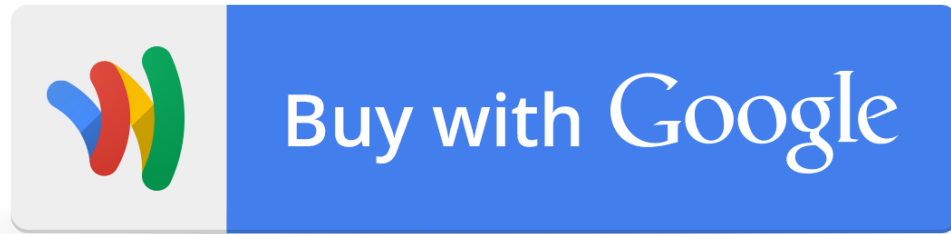
Supplements protections provided by users' card issuers





Instant Buy

Instant Wrap Up



Why Instant Buy?

Faster checkout for physical goods

Skip registration and sign-in

More secure

Lightweight integration

Google wallet does not charge any additional fees



Sign up for early access

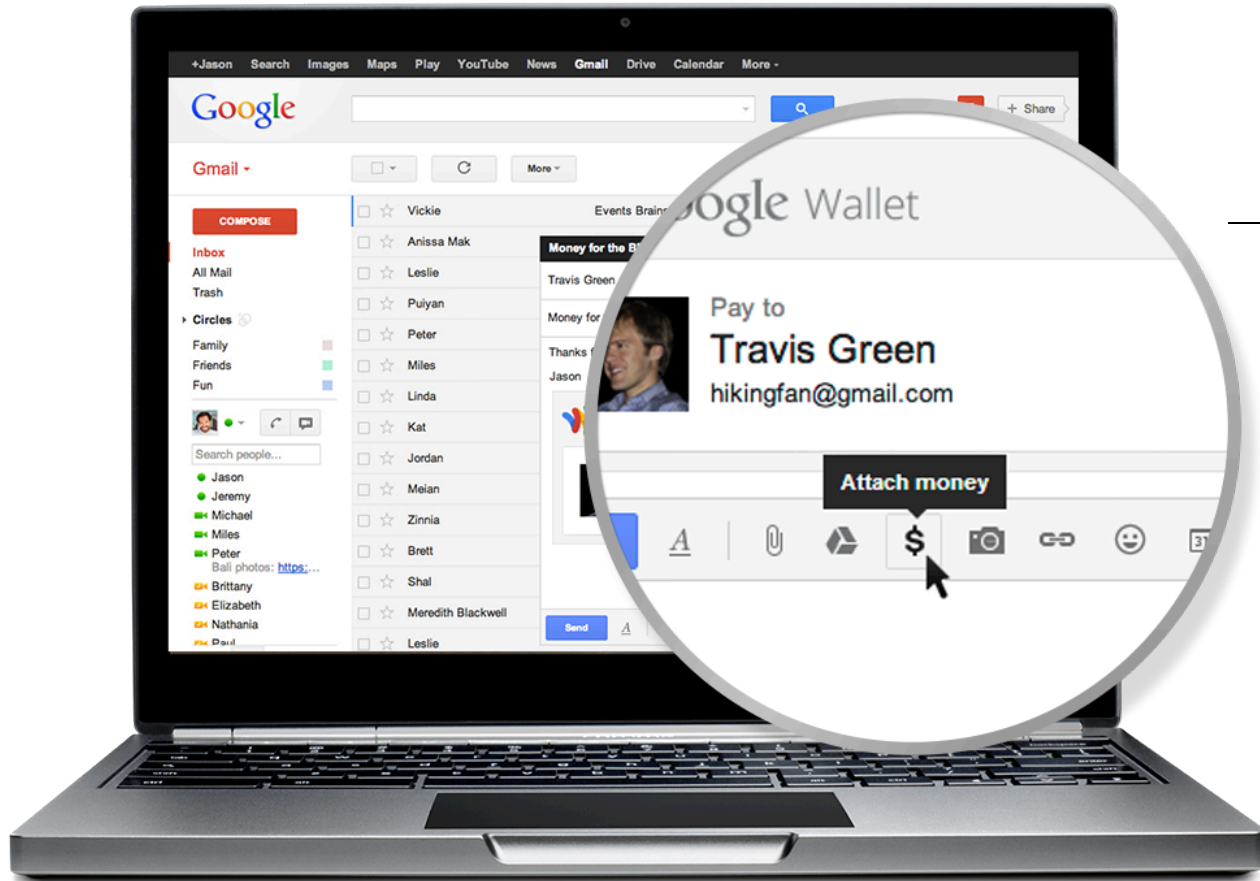
Limited availability

Interest form: <http://getinstantbuy.withgoogle.com/>

Only sign up if you sell physical goods and services



Send money...without leaving your Gmail inbox



Without leaving your Gmail inbox

Easy and Convenient

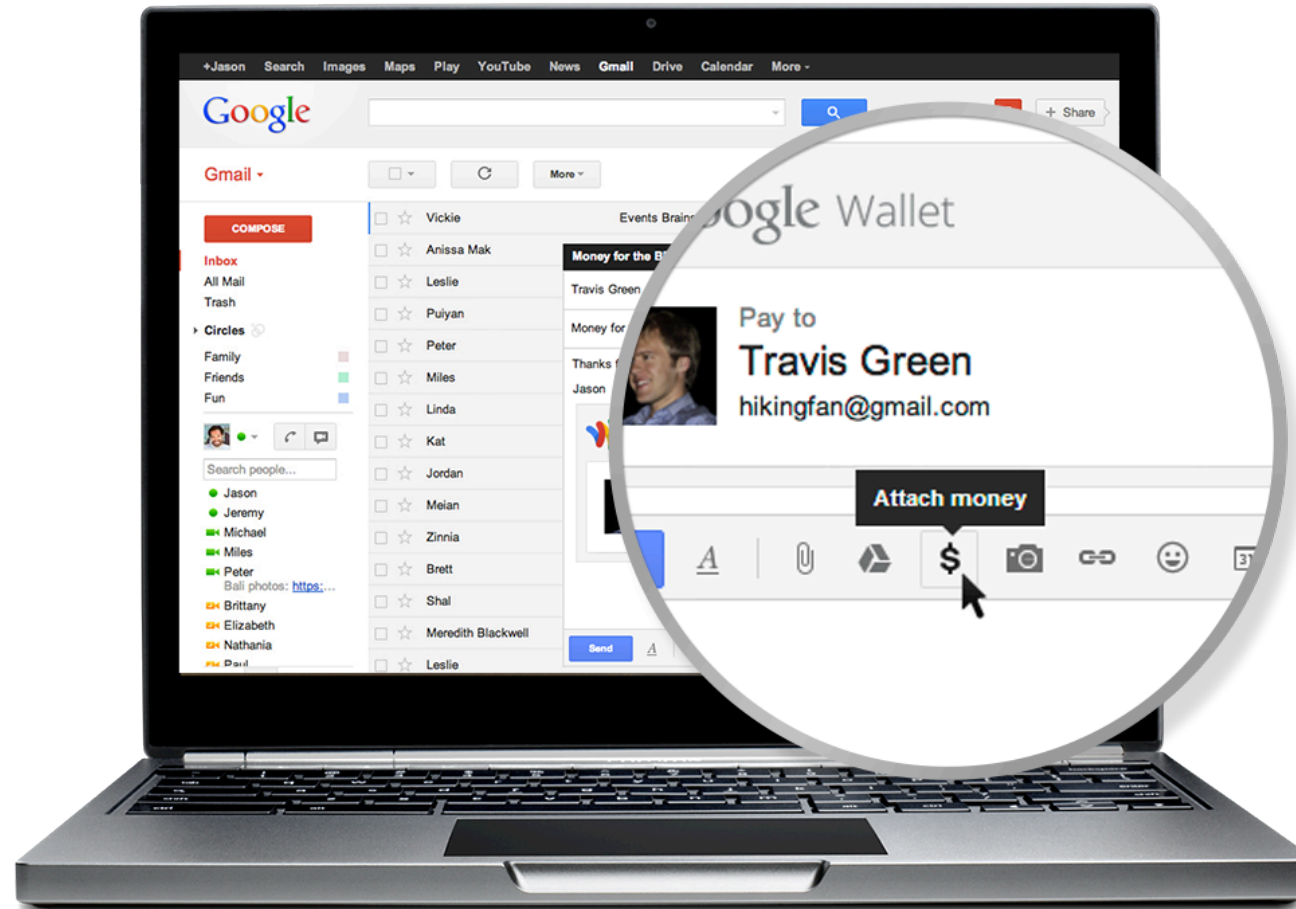
Free

Secure



Send money in Gmail

Send or receive money from friends securely and easily with Gmail and Google Wallet



Thank You!

<https://developers.google.com/commerce>

Michael Galpin - galpin@google.com

Prakash Hariramani - phariramani@google.com

Jonathan Taylor – jonathan.taylor@priceline.com





Google
Developers