

Quick start guide to The Pass Designer

Passbook Refresher

ECOSYSTEM

Passes Exist in a Larger Ecosystem

- ▶ Passes are created as a package =
 - ▶ Template (created in Pass Designer) +
 - ▶ Relevant data (e.g. pass.is, Facebook, your database etc.) +
 - ▶ Private key (certificate, uploaded to Pass Designer)
- ▶ Passes can be updated at anytime using PassKit Push Update
- ▶ Your app (if you have one) can interact with Passes

Ecosystem design

- ▶ PassKit creates and distribute passes (using your template + data + certificate)
- ▶ Passes are presented and managed by the Passbook App (or PassWallet App) (or Samsung Wallet or Google Wallet for some territories)
- ▶ Your app can interact with passes using PassKit
- ▶ Your systems can interact with PassKit
- ▶ PassKit interacts with Passbook (and other mobile wallets)
- ▶ PassKit server can update passes at any time (all, some or one)

Real world action

- ▶ Interact with the Pass via 2D Barcode
- ▶ You are responsible for Pass scanning (using your own hardware, application of the PassKit Pass Manager App)

FEATURES

Key features of a Pass

- ▶ Pass style (5 main types) sets the overall visual appearance
- ▶ Fields contain text displayed on the pass
- ▶ Fields support formatting (to an extent)
- ▶ Pass colours can be customised
- ▶ Images fill their allotted space
- ▶ The Front of the pass does not have any links, other than share button and 'flip the pass button'
- ▶ The back of the pass provides additional space for unlimited text and links
- ▶ Barcodes link passes to your records
- ▶ A link to a Pass can be displayed on the lock screen when relevant for the Pass owner
 - ▶ At a certain date/time
 - ▶ When near a certain location (GPS)
 - ▶ When near a bluetooth beacon (iBeacons in iOS7)
- ▶ Passes support localisation
- ▶ Passes are cryptographically signed and compressed
- ▶ Passes can be distributed via email, SMS, MMS, the web, social media, an app and as QR codes (using the built in Passbook scanning app in iOS7)

The Pass Designer

The quickest and easiest way to design Pass templates



A Pass

=



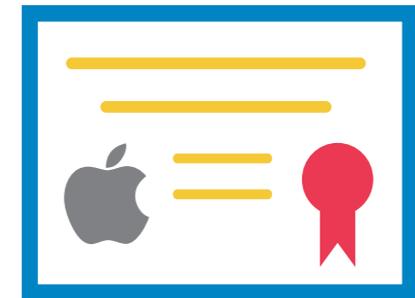
Pass Template

+



Pass Data

+



Certificate

First Things First

Plan your objective and implementation before designing your pass templates



Pass Objective



Pass Distribution Methods



Manage Dynamic data



Pass Redemption



Leveraging your existing system



Staff and Customer Support

! The designer will auto choose the fields of each type.

- Pass Settings
- Colors & Images
- Front Content
- Back Content
- Lock Screen
- Languages
- Distribution
- Save Pass

Pass Settings



Change pass type

- Transit
- Coupon
- Store Card
- Membership
- Event Ticket

Choose the template type

Template Name *

Pass Certificate *

Organization Name *

Pass Description *

Pass Serial Number * Auto generated serial
 Entered at pass creation
 Use the same serial for each pass

Enter your unique template name

Choose a certificate type to sign the pass^a

This will display on pass.is screen

Set the serial number to be auto generated



Pass Timezone

Integration Options

These options allow you to configure your pass to integrate into your existing systems and/or apps.

Link to App

You can associate your pass with any number of apps. Passbook will automatically display the most appropriate one depending on the user's device and locale

iTunes Identifier(s)

App Launch URL

Custom JSON Data

Callback Notifications

PassKit can send notifications to an email address or url of your choice after each Pass action. Each notification contains details about the pass

Pass Issued

Pass Registered

Device Updated

Pass Unregistered

For automated notifications when customer received and uses a pass enter your email or your server URL

^a For commercially distributed passes you must use one of your own certificates.

! Image selection will automatically change depending on your campaign type. Below shows a coupon example.

- Pass Settings
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You can customize the look and feel of the Pass by changing the colors and images below. Only options relevant to the selected pass type will be displayed.

- Background Color • 118CD4
- Label Text Color • DBDBDB
- Value Text Color • 290573



Use the colour picker or enter the hex value

- Icon Image •  Icon images should square and at least 120px wide

The image that appears on lockscreen



- Logo Image  Logo images should be at least 100px high

- Strip Image  Suppress Shine Effect
Strip Images should be at least 640px wide. When using a QR or Aztec Code, the strip image height will be slightly cropped

Click or drag an image for use on the standard Pass Template

Colors & Images



! A field/item is made up of 3 pieces of information: 1. The Name (not displayed to the pass holder), 2. The Label and 3. The Data

- Pass Settings
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Front Content



Logo Text

Item Name *

Item Label Fixed: * Value *

Dynamic: Default

Passholder can change default value

Item Data Fixed: * Value *

Dynamic: Default

Passholder can change default value

Notification to display when data changes

► Formatting Options

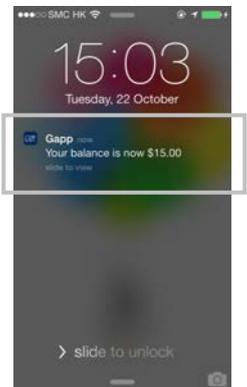
Click and edit the fields in a particular position

Fixed: a field for every pass

Dynamic: can be different for every pass

"%@" is required in the lock screen notification and refers to the new value of this fields (when it changes)

eg: when a pass holder balance changes to \$15, the lock screen message will say "Your balance is now \$15"



! A field/item is made up of 3 pieces of information: 1. The Name (not displayed to the pass holder), 2. The Label and 3. The Data

- Pass Settings
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Front Content



Item Name * Name

Item Label

Fixed: * **Value *** Customer Name

Dynamic: Default Customer Name

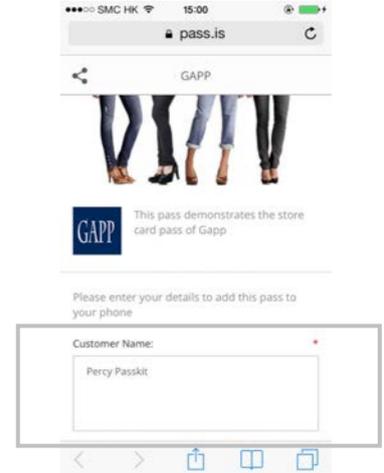
Passholder can change default value

Item Data

Fixed: * **Value *** Required

Dynamic: Default Optional

Passholder can change default value



Passholders can enter their personalized information of the field after you ticked the box

Edit

Barcode Type

- Aztec Code
- PDF417 Code
- QR Code
- Encrypted Aztec Code
- Encrypted PDF417 Code
- Encrypted QR Code
- Do not display a barcode

Encoded Message

Alternative Text

Text to Display

GAPP

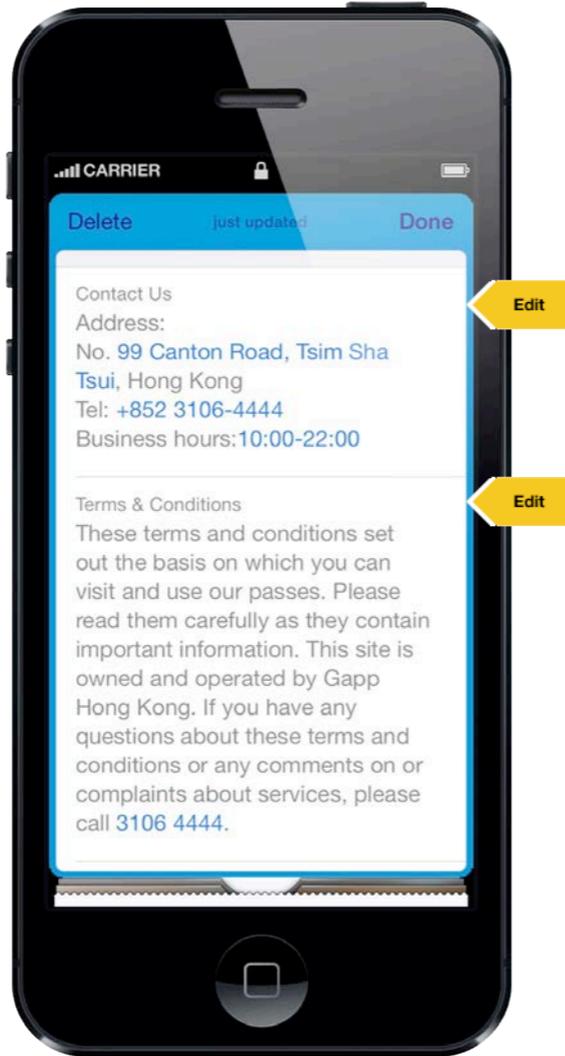
▶ Advanced Options



! URLs, phone numbers, addresses will "Autolink" (unless you choose to suppress) for ultimate customer convenience

Pass Settings > Colors & Images > Front Content > **Back Content** > Lock Screen > Languages > Distribution > Save Pass

Back Content



Item Name * Contact

Item Label Fixed: * Value * Contact Us

Dynamic: Default Contact Us

Passholder can change default value

Item Data Fixed: * Value * Address: No. 99 Canton Road, Tsim

Dynamic: Default Address: No. 99 Canton Road, Tsim

Passholder can change default value

Notification to display when data changes

Optional - E.g. You now have %@ reward points

► Formatting Options

Item Name * Terms

Item Label Fixed: * Value * Terms & Conditions

Dynamic: Default Terms & Conditions

Passholder can change default value

Item Data Fixed: * Value * These terms and conditions set out the

Dynamic: Default These terms and conditions set out the

Passholder can change default value

Notification to display when data changes

Optional - E.g. You now have %@ reward points

► Formatting Options

Enter the information which display on the pass back page

Drag and drop the order of the back fields

! Make notification messages less than 43 characters so the full message appears on the lockscreen.

- Pass Settings
- Colors & Images
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▼ Location details

Max distance [?]

Address * [Find Latitude & Longitude ...](#)

Latitude *

Longitude *

Altitude



Use the map to find the lat and long of your business

Notification to display when near this location *

Message will appear on lockscreen when close to this location



Add Address

If you would like the Pass to display a message on the screen when the user is close to a Bluetooth Beacon where it can be used, you can enter up to 10 Bluetooth Beacons below.

▼ Beacon details

Name *

UUID * [?]

Major ID * [?]

Minor ID * [?]

Enter the name of Beacon

Enter the unique major & minor ID

Notification to display when near this beacon *

Message will appear on lockscreen when close to this Beacon



Add Beacon

Lock Screen



! Attach up to 35 languages per template. The pass will automatically display in the chosen language of the customer's phone.

Pass Settings > Colors & Images > Front Content > Back Content > Lock Screen > Languages > Distribution > Save Pass

Languages



Pass Language: English

Language: 繁體中文 (Traditional Chinese)

Original Text *	Local Text *
Balance	餘額
Outlet	門市
Expiry Date	有效日期

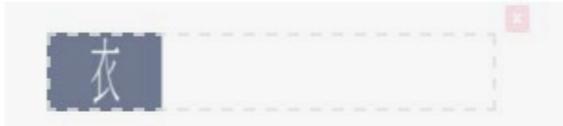
Add Row

Choose the alternative language. Make sure you copy and paste the full text from each field. i.e. do not enter each word to be translated. Enter the complete label or data text.

Icon Image: 

Icon images should be square and at least 120px wide

You can also have different images for "localised" version

Logo Image: 

Logo images should be at least 100px high

Strip Image: 

Strip Images should be at least 640px wide. When using a QR or Aztec Code, the strip image height will be slightly cropped

Add Language

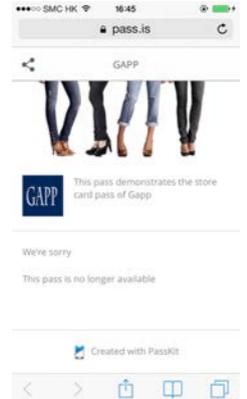
Distribution



<input checked="" type="checkbox"/> Pass link type *	Public
Disallow multiple installs	<input type="checkbox"/> Limit to 1 pass per user
Void Passes	<input type="checkbox"/> Flag all passes as expired
Auto expire passes after	Optional
Quantity restriction *	Limited quantity
Stop issuing passes after *	1000
Date restriction *	Do not issue passes after a date
Stop issuing passes after *	2014-10-21T11:32:00+08:00
Need password to issue *	No password required
Need password to update *	Fixed password
Update password *	gapp
Social Sharing	<input checked="" type="checkbox"/> Enable social side panel

Can issue unlimited number of passes or specify a restriction

Set date expiry to stop issue passes



Set password for pass update URL's (push notification update)



Allow for convenient sharing of the pass.is screen

! Make sure you save the pass template. You will be able to access this template from Your Account view.

- Pass Settings
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Final Product



Pass URL
<https://pass.is/E1A3Qa>

Pass Update URL
<https://p.pass.is/ZHGVNAykiYpnOymV>

Push Changes to All Passes
[Send Push](#)
 Reset dynamic fields to default values

Pass URL
<https://pass.is/E1A3Qa>

Pass Update URL
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Push Changes to All Passes
[Send Push](#)
 Reset dynamic fields to default values

- This is the unique URL to this Pass Template
- This is the URL to be able to update an individual pass
- If you make changes to the template and want to push the update to all passholders, click Send Push.
- If you want to reset dynamic fields to default values when updating be sure to check the box.



Learn everything about PassKit:
PassKit.com

