

STREAMLINING WEB COMMERCE



Shopfronts based on the Web have increasingly faced problems of app fatigue and shopping cart abandonment in their customer bases. As the world of the Web moves more and more toward speed and convenience, you need a method to keep customers engaged throughout their checkout process. Customers are constantly looking for ways to make their checkout experience faster and easier.

Give your customers the more convenient channels that they want for online payment, and provide safer, more secure online payment options.

A Progressive Web App, accessed from a mobile browser and integrated with W3C's Payment Request API, helps to increase the reach of your business, allows a greater number of users to shop with you in confidence, and lowers front-end development costs. It creates a quicker checkout experience, which will increase your customer's satisfaction with your site.

W3C has formulated APIs that greatly reduce checkout times for online purchases. They also make it more convenient for your customers to make purchases online. In addition to the benefits to your customers, these standards lower front-end development costs to the merchant.



Join our Web Payments Groups

w3.org/payments/wg w3.org/securepay

Find out more about working with the W3C: www.w3.org



GETTING INVOLVED

W3C Web Payment Groups

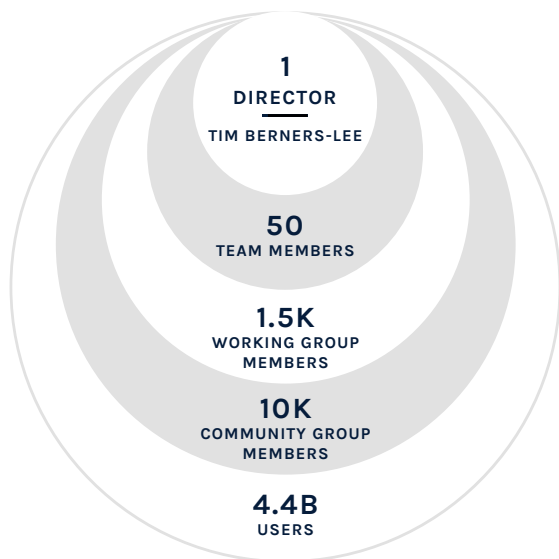
W3C has two main Web Payment-focused groups.

The **Web Payment Working Group** works to create and implement software and APIs to make web payments easier and more secure.

The **Web Payment Security Interest Group** provides a forum for discussion and implementation of new security standards. It also allows members to discover and fix gaps in interoperability of W3C's standards and APIs.

The overarching goal of W3C is to create and provide Open Web Standards. To help us achieve that goal, it's imperative that those with interest and knowledge about Web Payments and Security join these groups. The more voices and ideas we have, the better we can implement these standards.

By joining these W3C Web Payment groups, you have the ability to discuss and drive the standards produced by W3C. The conversations occurring in the group concern both current and future standards. You'd be able to take part in guiding the future of the web.



About W3C

The World Wide Web Consortium is an international organization focused on creating and maintaining standards for the Web. W3C aims for an Open Web Standard in order to push the Web forward. Standardization creates greater overall compatibility across the Web and a foundation upon which to build toward the future.

Through advancements in standardizing accessibility, privacy, security, and internationalization, W3C works towards creating a Web for All. Today, W3C has 450 Members around the world that contribute to the creation of web standards, a key element in keeping the Web open and accessible.

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