

**Digital Unity**

# Quality of digital journeys

A roadmap of 2025 initiatives to improve the quality of our digital journeys.

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**Empower Design  
to elevate the quality of  
our digital experiences.**

**verizon**

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# Challenges

For each journey pushed to production designers face numerous challenges.. These challenges are a constant for every journey tested, every release and almost every time a designer tests.

## Devices & Credentials

Test device availability, getting time with testers for both iOS & Android, and finding credentials for your specific use case is always a challenge.

## Partner buy-in

Assigning ownership and triaging with Cx and Technology partners is a hard task because visual and usability defects are not tied to a KPI, hence not a priority.

## Stability of test environments

Lower environments fluctuate in stability making it difficult to test at any time. Many times designers are only able to test in the morning for an hour before the system crashes.

## Patterns

Design patterns that can be improved, repeating bugs across journeys, certain ACTs needing a resource type, similar performance issues across journeys.

## Standardized process

Lack of standardised testing and documentation process for designers, partners and developers increases LOEs.

## Closing the loop

After defects and user stories are created, they sit on the backlog because of prioritisation issues. Because visual and usability defects are not tied to a KPI.

# Improvement on

Designers can rely on the Digital Unity team to help mitigate some of these challenges.

## Devices & Credentials

Test device availability, getting time with testers for both iOS & Android, and finding credentials for your specific use case is always a challenge.

## Partner buy-in

Partner buy-in is needed in dedicating time to the VQA process. Having support and shared vision that quality is a top priority.

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# Types of testing

To improve the quality of our digital experiences, we have identified two types of testing. Overlaps between the two helps define ownership and streamlines the work that needs to happen.

## Visual QA

Lower environment & Customer facing experiences

Visual QA (VQA) is the process of performing quality assurance testing on digital experiences and documenting any experience and visual design and content discrepancies in what was delivered in the specs versus what was built in code.

- Goal is to ensure application looks and behaves as intended.
- Side by side comparison of developed artefact with approved drawing.
- Single feature or End to end customer journey.
- Done for experiences in production or lower environments.
- Done by Journey designers.
- Every quarter for end to end journey AND Every release for feature additions.

Project Indiana

## Heuristic Analysis

Customer facing experiences

Heuristic analysis is a usability engineering method for finding the usability problems in a user interface design. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognised usability principles (the ‘heuristics’) <sup>1</sup>

- Goal is to Identify usability concerns based on established design principles.
- Evaluation based on predefined Heuristic principles standardised for Verizon.
- End to end customer journey
- Done for experiences in production (not lower environment).
- Done by Journey designers and Digital Unity.
- Every 6 months for each journey and each channel

1. Neilson, Jakob. "The Theory Behind Heuristic Evaluations." NNGroup, Nov. 11 1994, <https://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/theory-heuristic-evaluations/>

# What is Project Indiana?

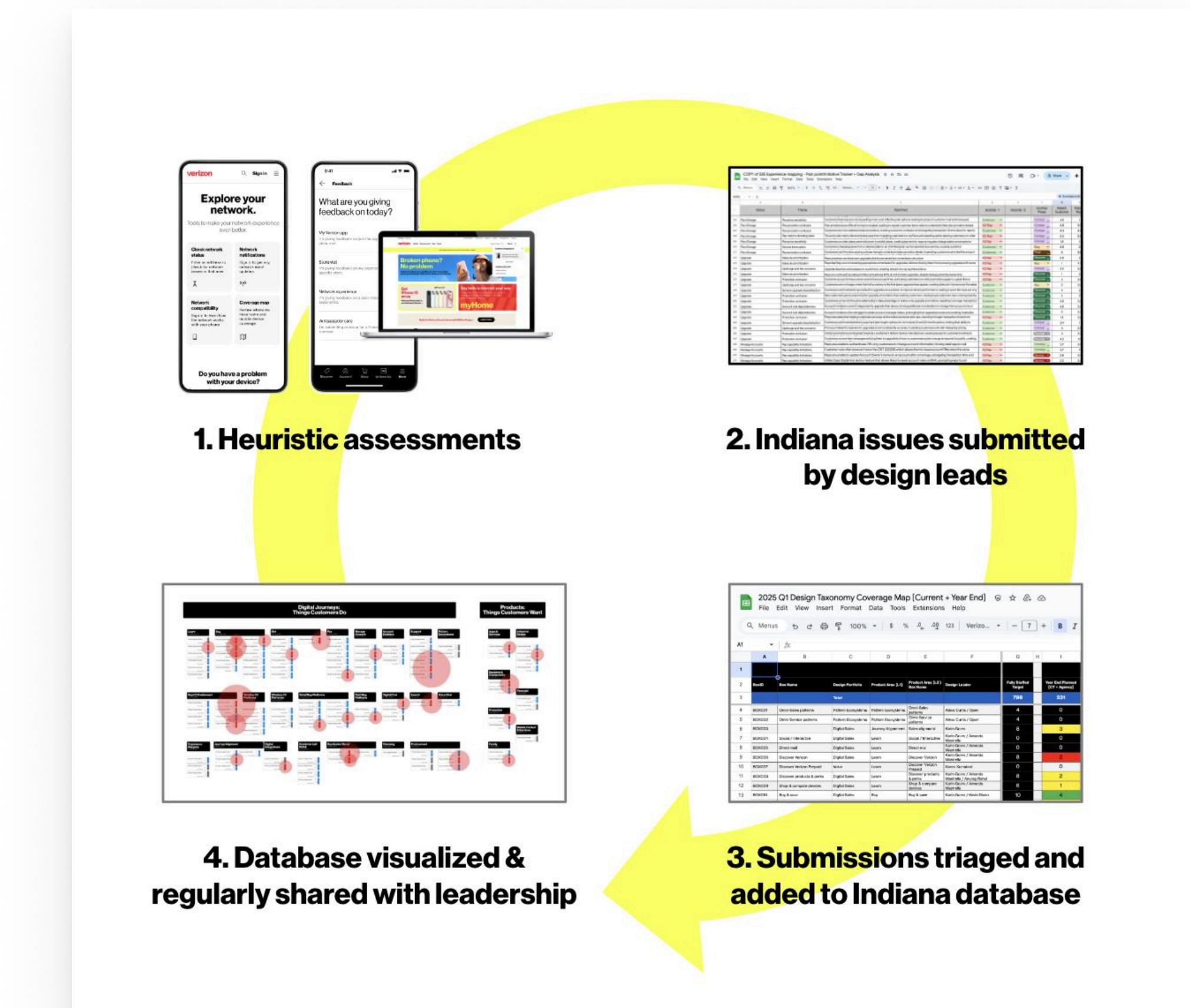
The work done during Heuristic Assessments will directly feed into Project Indiana.

Project Indiana is an internal initiative to **create awareness of customer-facing issues via a unified dashboard**.

As part of this initiative, design teams are expected to own a running list of issues facing their customer in their owned experiences, in order to cultivate shared awareness of the quality of experiences at scale. **The Heuristic Assessment process will provide this list, that can be leveraged and submitted for Project Indiana.**

The ultimate goal of this effort is to equip leadership with a communication tool to help drive decisions and prioritization toward resolving these issues, and improving our overall CX excellence.

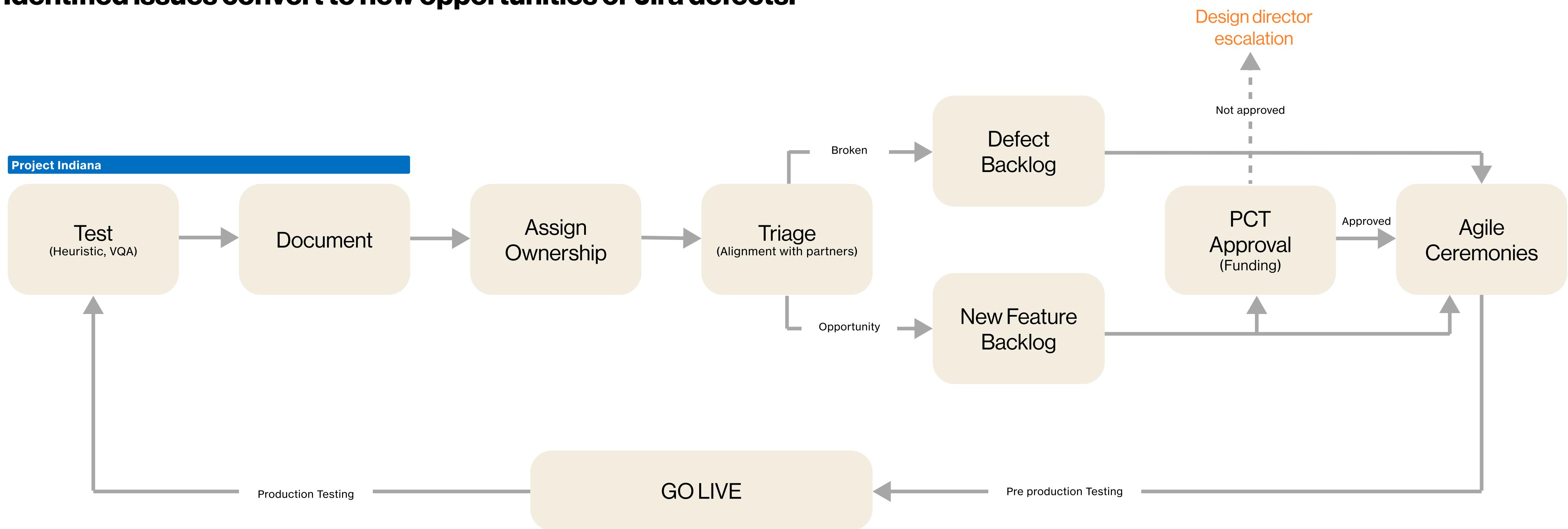
See the [Project Indiana Kickoff](#) presentation for more information, or reach out to [Julie Doten](#).



# Streamlined workflow

This testing process is agnostic of environment, product or channel. It is also agnostic to the granularity or type of test being conducted.

**Identified issues convert to new opportunities or Jira defects.**

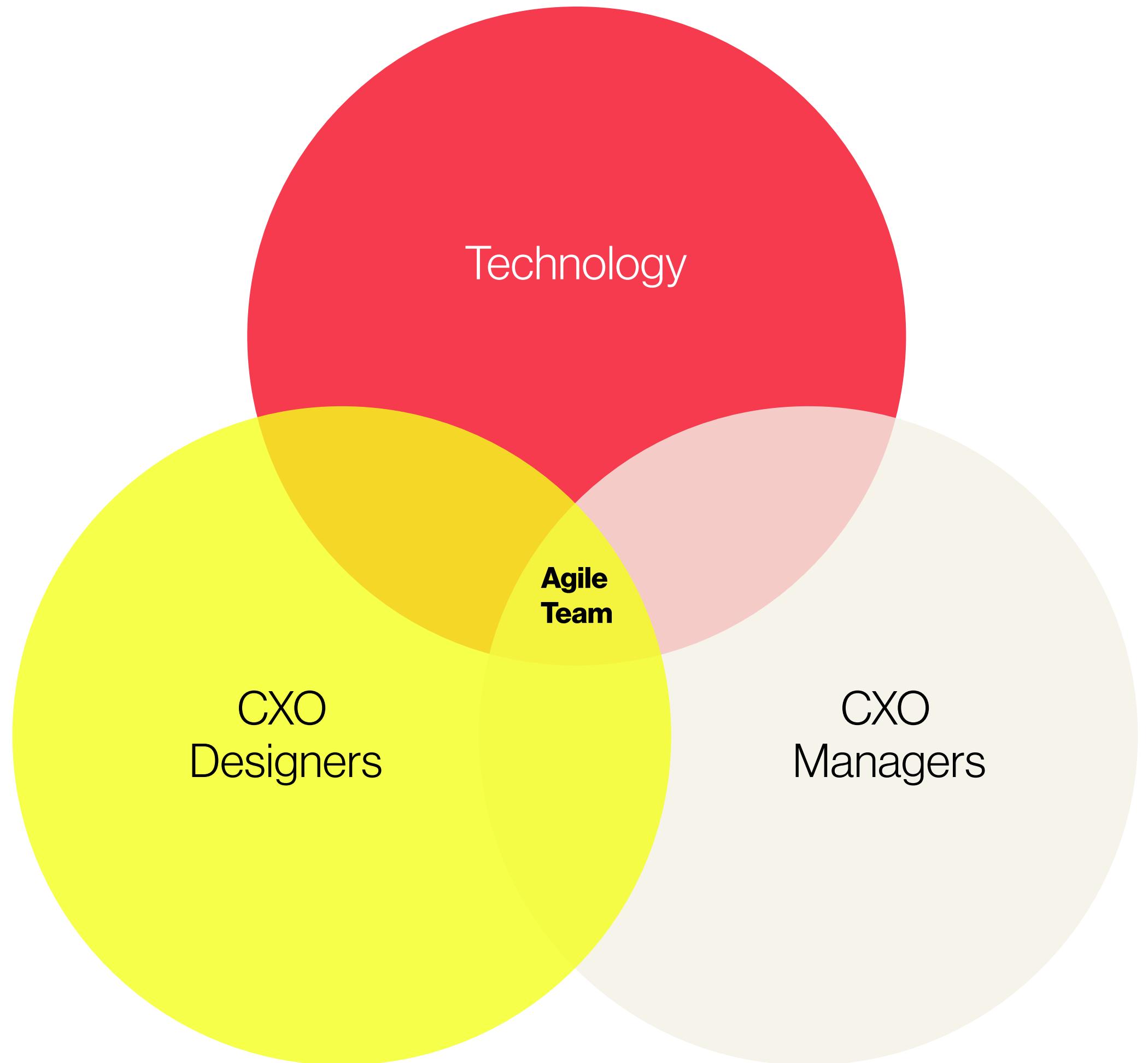


# Responsibilities & timing

Designer's on each team have a role to play. We are not just designers, we are also Verizon customers and brand ambassadors.

**Each designer is empowered to create a production defect or new user story,** work with Cx and Technology partners to take the fix to production.

Our Cx and Technology partners are aware of the design and tech debt that Verizon has. Everyone on the agile team is equally accountable for the quality of the final product.



# Responsibility of a Journey designer

**Journey designers will perform Heuristic analysis and Visual QA. Digital unity designers will help when needed.**

- Designers on the journey team - assigned to an ACT
  - will perform Visual QA in **lower environment & production**, for **every release**
  - will work with their Cx and technology partners
    - to create Jira defects,
    - triage and close Jira defects.
    - define new requirements.
- Group of journey team designers come together & perform Heuristic analysis of their journey - in **production**, **twice a year**. The design team decides when they test.

Q1	VQA	VQA	VQA
Q2	VQA	Heuristic Analysis	VQA
Q3	VQA	VQA	VQA
Q4	VQA	Heuristic Analysis	VQA

Schedule for illustrative purposes only

# Timing of testing

There are two times that we complete these two types of testing. This also impacts how we capture issues, and connect to the Project Indiana initiative to track customer-facing issues.

## **Lower environment experiences** **Visual QA**

Only VQA should be conducted pre-release when assessing in non-production environments.

Output:

- Jira tickets, triaged with agile team (tech & product)

Project Indiana

## **Production experiences** **Visual QA and Heuristic Assessment**

These two types of testing can be done at the same time when assessing in production.

Output:

- Indiana spreadsheet of customer-facing issues\*
- Jira tickets / New user stories, triaged with agile team (tech & product)

This spreadsheet will be used for Project Indiana. ([link](#))

# Responsibility of DU designers

	<b>Visual Design</b>	<b>Content Design</b>	<b>Quality</b>
<b>Lead</b>	<ul style="list-style-type: none"><li>Establish a design strategy to guide the future state of our apps and web experiences.</li><li>Create visual artefacts to communicate forward thinking design explorations.</li><li>Lead the library work with VDS</li></ul>	<ul style="list-style-type: none"><li>Create POVs on major future state of content in apps, products and industrials</li><li>Produce &amp; maintain systemised content assets (guidelines, templates, figma integrations &amp; coded modular content)</li><li>Create &amp; advocate POV on major content-focused issues affecting our digital ecosystem.</li></ul>	<ul style="list-style-type: none"><li>Establish modalities of testing.</li><li>Document testing processes.</li><li>Produce standardised artefacts and templates to facilitate VQA workflow</li><li>Perform heuristic assessment of key user journeys within Verizon and the competitive landscape.</li></ul>
<b>Support</b>	<ul style="list-style-type: none"><li>Consistent feedback loop with each design team regarding ongoing projects.</li><li>Educate designers on the application of latest Verizon standards while updating current experiences</li></ul>	<ul style="list-style-type: none"><li>Respond to ad-hoc needs &amp; requests</li><li>Refer teams to relevant guidance &amp; system assets</li><li>Review/critique to ensure consistency &amp; unity &amp; adherence to principles</li></ul>	<ul style="list-style-type: none"><li>Support escalations to close the loop on Heuristic and VQA defects</li><li>Train designers to independently perform VQA and log defects in Jira,</li><li>Empower design managers to compile relevant VQA metrics.</li><li>Create Jira defects when needed.</li></ul>
<b>Embed</b>	<ul style="list-style-type: none"><li>Integrate with Agile teams to define native capabilities.</li><li>Gather requirements, audit, ideate and design solutions.</li><li>Attend scrum calls and perform Visual QA.</li></ul>	<ul style="list-style-type: none"><li>Involved in project as co-lead designer from kick-off in particular product or channel area.</li><li>Define content requirements with business &amp; IT partners</li><li>Create copy matrices &amp; IA artifacts to justify POV and delivered spec design work</li></ul>	<ul style="list-style-type: none"><li>Conduct VQA for agile teams lacking dedicated design resources.</li><li>Collaborate with Agile team to establish a defect tracking dashboard for designer managers.</li></ul>

# Progress so far

A variety of tools are already available to the designer if they want to start testing.

## Slack channel

**ext-du-vqa** channel with more than 200 members have a common space to discuss challenges that come up during testing.

## Android devices

**Two android devices** were ordered for testing the app. The designers assigned these devices are ready to jump on a call and test for any design team.

## Email box

**VisualQA@verizon.com** is an inbox that has been setup to receive quality related queries.

## Test accounts

**Mobile owner and manager** test accounts are available on request.  
Fios and 5G accounts are a work in progress.

## VQA calendar

**VQA dates** and **Sprint dates** are two google calendars to keep track of VQA begin & end dates., Request to be added.

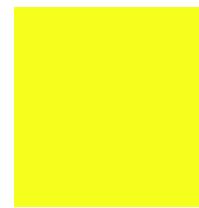
## VQA Training & Working sessions

Training & working sessions to VQA and create Jira defects are available on request.

# Criticality - definitions

**Defects will fall under three categories - experiential, visual and content related.**

Defining criticality to a defect is dependent on the type of defect, the environment it is in and the frequency with which it happens. The higher the friction, the more serious the defect is.



## Medium

Not using industry standards,

Deviations from original design but

Allows the customer to finish the task without friction.



## High

High frequency of errors

Undermined overall quality & integrity of product,

Allows the customer to finish the task with friction.



## Critical

Inaccurate content (legal, pricing),

Misrepresentation of Verizon brand and

Customer is unable to finish the task

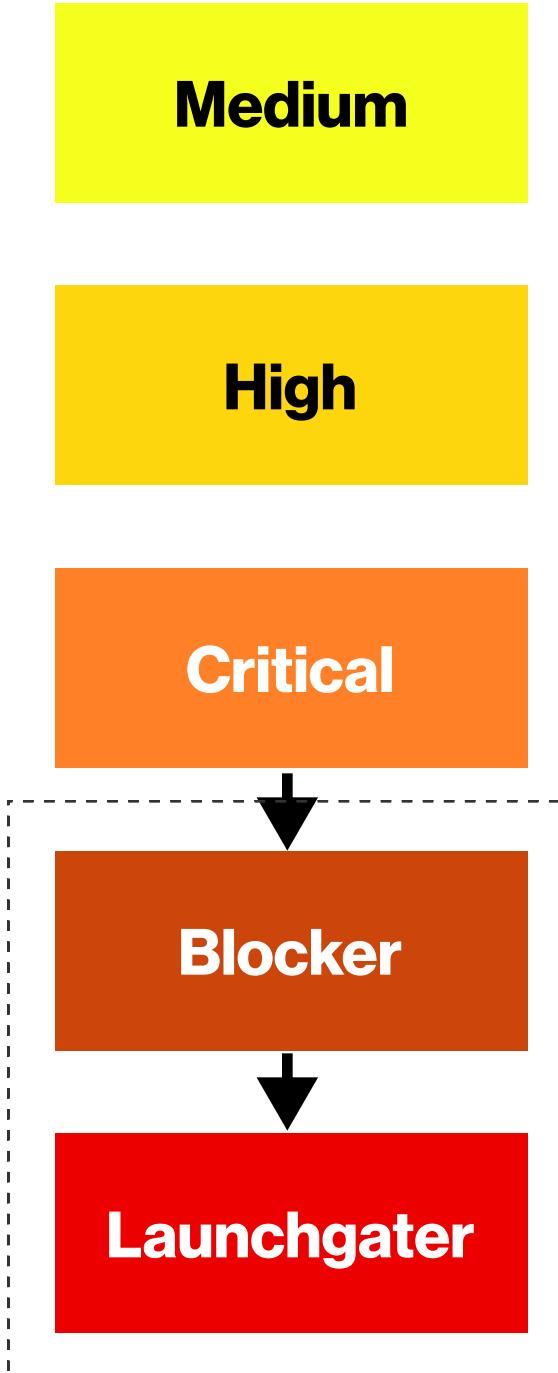
# Examples of Heuristic issues

Because Heuristic analysis is done in prod, designers have three levels of criticality to work with.

	<b>Experiential</b>	<b>Visual</b>	<b>Content</b>
Medium	<b>Inconsistent / Unconventional Ux, Cognitive overload, Load time, Insufficient support.</b>	<b>Alignment, Spacing, Visible errors.</b>	<b>Inconsistencies, Insensitive phrases, Ambiguous labels.</b>
High	<b>Missing elements, Actions unclear / confusing.</b>	<b>Fonts, Imagery, Icons.</b> Distortion of brand elements	<b>Typos, Comprehension.</b>
Critical	<b>Functional, Unable to complete task.</b>	<b>Logo, Word mark, Letter mark.</b> Distortion of brand elements	<b>Inaccurate content.</b> Pricing, Offer language, Legal Terms

# Examples of Visual QA defects

Designers should consider the following when deciding on the criticality of the issue

	Experiential	Visual	Content
Medium	Inconsistent / Unconventional Ux , Cognitive overload, Load time.	Alignment, Spacing, Visible errors	Inconsistencies, Insensitive phrases, Ambiguous labels.
High	Missing element, Actions unclear / confusing	Fonts, Imagery, Icons Distortion of brand elements	Typos, Comprehension
Critical	Functional, Unable to complete task	Logo, Word mark, Letter mark Distortion of brand elements	Inaccurate content Pricing, Offer language, Legal Terms
 <b>Blocker</b> <b>Launchgater</b>			

# Templates ready

Use of standardised documents facilitates easier conversations with Cx and Tech partners and saves time for the designers.

	<b>Heuristic Analysis</b>	<b>Visual QA</b>
<b>Personas</b>	WIP (Alexa's doc)	WIP (Alexa's doc)
<b>Credentials on request</b>	For specific use cases	For specific use cases
<b>Heuristic principles</b>	Google sheet doc	-
<b>Process docs for designers</b>	WIP	Figma doc
<b>Process docs for design managers</b>	-	Figma doc
<b>Test evidence</b>	Evaluation template & Affinity mapping template	Figma for screenshots & G Folder for videos
<b>Issue / Defect list</b>	G Sheet	Jira
<b>Criticality</b>	Included in process doc	Included in process doc
<b>Reporting</b>	G Slides	Jira dashboard - custom created for each project

# Virtual roadshows & Training sessions

The quality team has been socializing the VQA process and taking training sessions.  
We have not yet socialized the heuristic analysis templates with anyone outside of Digital unity.

Journey	Design Lead	VQA Design leaders
<b>Ordering</b>		
Shop - learn	Kevin Dixon	Conversation complete ▾
Shop - Checkout	Amanda Mastrella	Conversation complete ▾
Order tracking	Daniel Newman	Conversation complete ▾
<b>Authentication</b>		
Mobile/5G - Design Lead	Christine Wong	Conversation complete ▾
Fios - Design Lead	Christine Wong	Conversation complete ▾
<b>Profile &amp; settings</b>		
Mobile/5G - Design Lead	Jonathan Berger	Conversation complete ▾
Fios - Design Lead	Bill Chen	Conversation complete ▾
<b>Billing</b>		
Mobile/5G - Design Lead	Jin Hong	Conversation complete ▾
Fios - Design Lead	Rongrong Zhu	Conversation complete ▾
<b>Payment</b>		
Mobile/5G - Design Lead	Makiko Nukaga	Conversation complete ▾
Fios - Design Lead	Makiko Nukaga	Conversation complete ▾
<b>Manage account</b>		
Mobile/5G - Design Lead	Michael Gefaratti	Conversation complete ▾
Fios - Design Lead	Bill Chen	Conversation complete ▾
<b>Network status</b>		
Mobile/5G - Design Lead	Java Khan & Elizabeth L	Conversation complete ▾
Fios - Design Lead		Conversation complete ▾
<b>Troubleshooting issue</b>		
Mobile/5G - Design Lead	Jin Kim & David Bixby	Conversation complete ▾
Fios - Design Lead		Conversation complete ▾

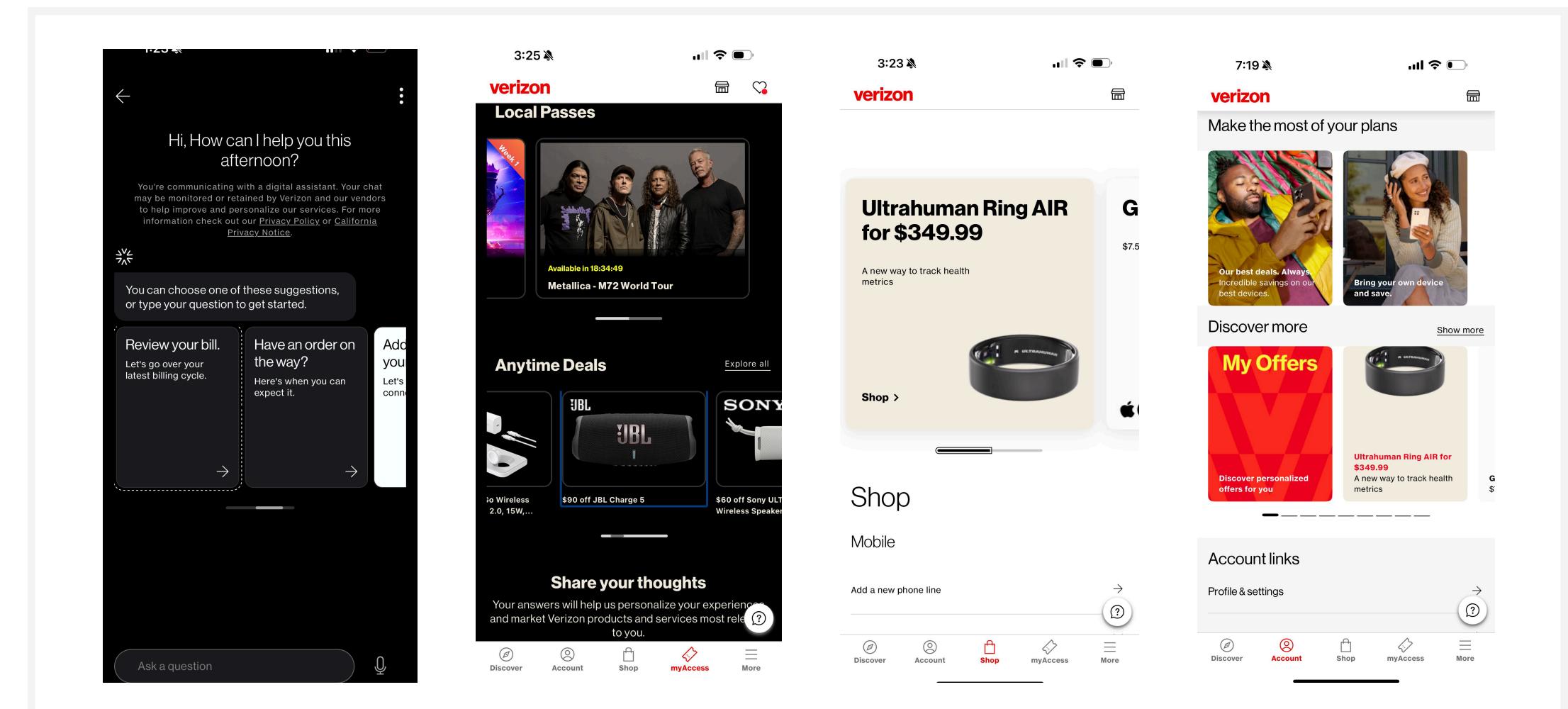
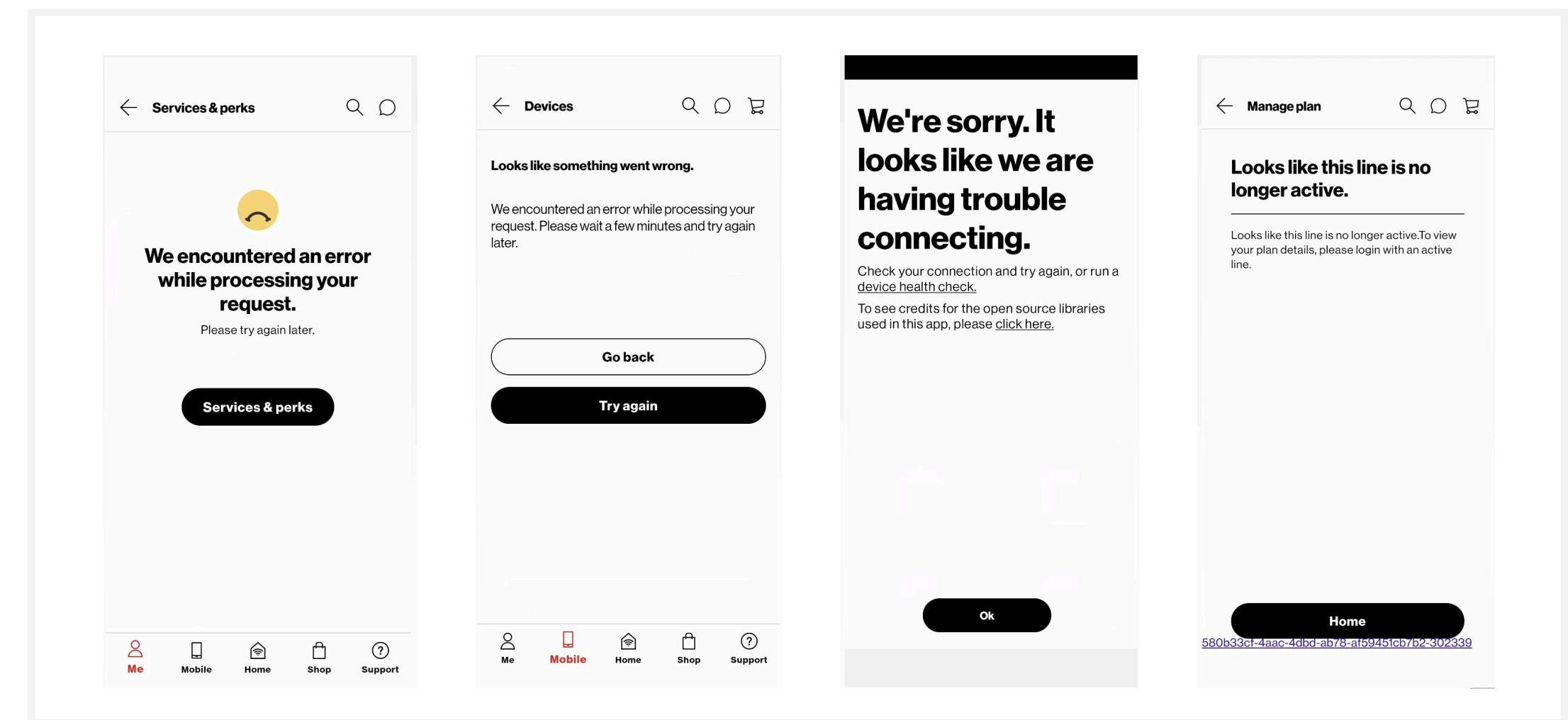
Journey	Design Lead	VQA Design leaders
<b>Track &amp; escalate issues</b>		
Device diagnostics		
Contact Verizon		
Community		
<b>Manage plans &amp; devices</b>		
Mobile - Design Lead	Mike Ortega	Conversation complete ▾
Fios - Design Lead	Bill Chen	Conversation complete ▾
<b>Internet management</b>		
	Jyotsna	Conversation complete ▾
	Anarug	Conversation complete ▾
Change plan & upgrade	Aditya Singh	Conversation complete ▾
Cart & check out	Rukma	Conversation complete ▾
	Preeti	Conversation complete ▾
<b>Retail</b>		
Mobile - Design Lead	Yixiu Wu	Conversation complete ▾

# Identify patterns

## Making the most of testing data

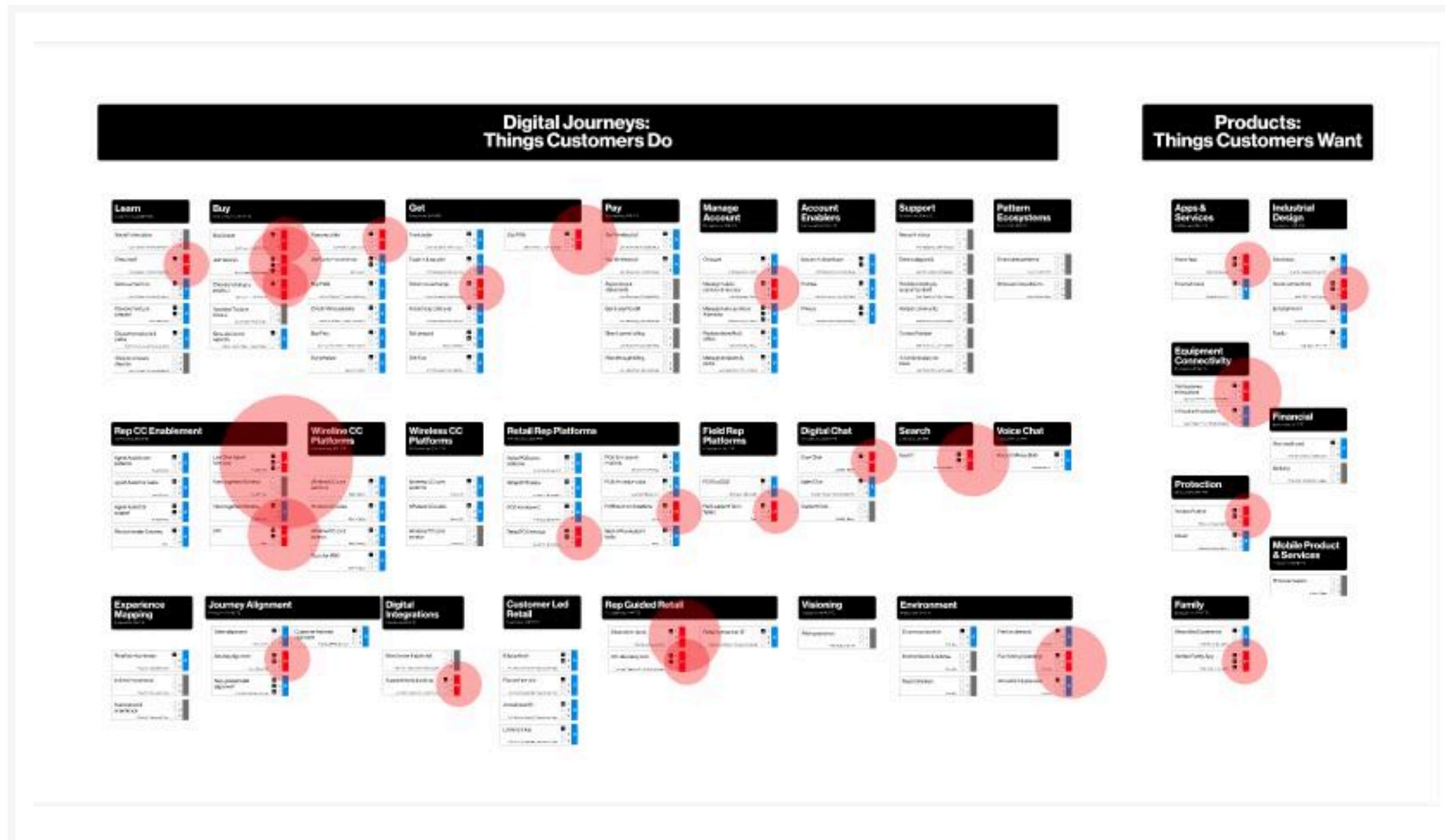
We don't just track individual defects—we look for patterns across journeys and sprints: content patterns, experience patterns and design patterns. These help us understand where issues tend to appear, how long they persist and how efficiently they're resolved.

That insight fuels smarter decision-making across teams, from agile ceremonies to implementation, helping us close the loop and raise the bar on quality.



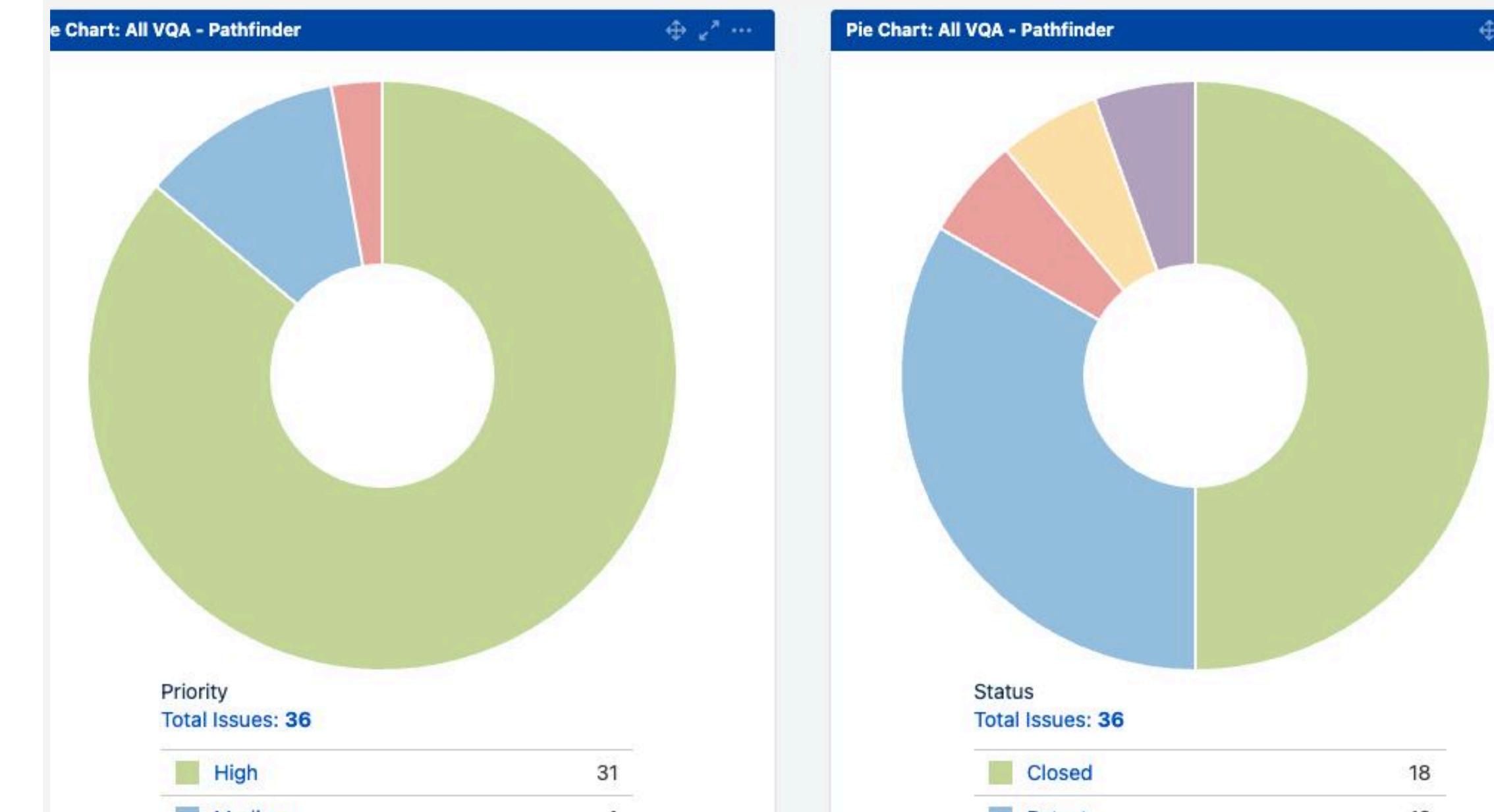
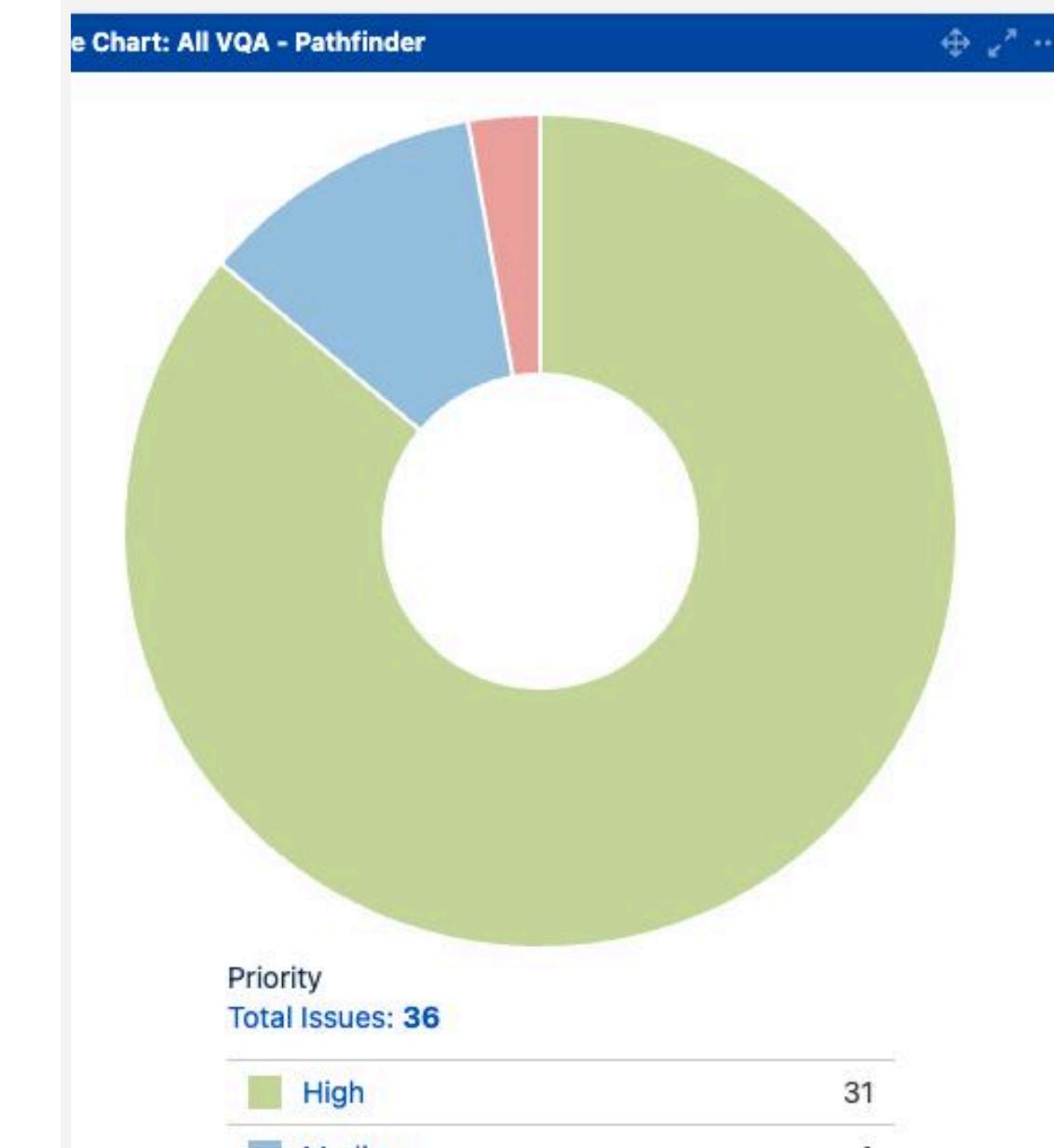
# Heat maps & Jira dashboards

Project Indiana



## Heat maps

The Project Indiana dashboard consolidates customer-facing issues across all design touchpoint areas.



## Jira dashboards

A configurable Jira dashboard can be created to track defects and new user stories.

# Indiana x Heuristic Assessment Pilot as of July 14

We are here

★ 8/13 - Release

July			August				September		
7/14 - 7/18	7/21 - 7/25	7/28 - 8/01	8/04 - 8/08	8/11 - 8/15	8/18 - 8/22	8/25 - 8/29	9/01 - 9/05	09/08 - 9/12	9/15 - 9/19

★ Pilot kickoff

Pilot teams attempt heuristic assessment using provided materials and guidelines

★ Progress Check-in

1:1 sessions with Unity x Pilot teams to review work, provide feedback

★ Pilot target end date

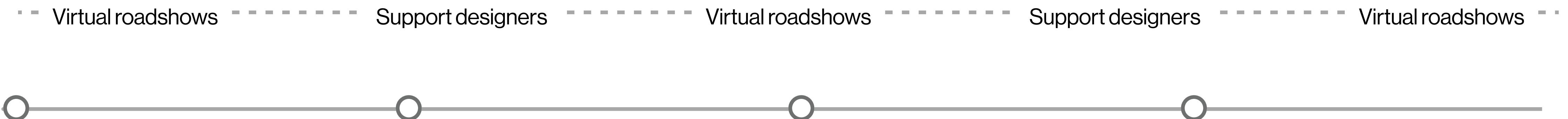
Office Hours

- Pilot teams provide:**
- Spreadsheet of identified issues
  - Completed feedback

A coordinated approach to processes, systems, and tools will help us elevate quality of our digital journeys.

# 2025 Roadmap

This roadmap is based on the challenges designers faced, where the defects surfaced and the type of defects we need to care of.



## Q1 - Define

- Slack channel dedicated to VQA
- Email box dedicated to Visual QA
- Order Android test devices
- Standardise criticality of defects
- Standardise Jira process
- Standardise VQA process
- Process doc for Designers
- Process doc for Design managers
- Review process to request test accounts
- VQA calendars

## Q2 - Build on it

- Heuristic Analysis - Navigation and Authentication
- Heuristic Analysis template
- Heuristic Analysis process doc
- Test accounts Mobile, 5G, Fios
  - Owner in production & lower env
  - Manager, Member in production & lower env
- Specific cases : Onboarding, Visa Card, Autopay, Overdue etc

## Q3 - Test at scale

- Metric tracking dashboard - Pilot with Onboarding & Elysium
- Define Test cases
- VQA Lab - Mobile, 5G and Fios
- Match Personas with credentials
- Standardise VQA for CONTENT
- Process doc for creating test accounts.
- VQA champion badge on Inside Verizon
- Define ways of working
- Defect prevention - Ux documentation

## Q4 - Socialise

- Quarterly Quality newsletter
- Booth at office events
- Quality Microsite / Quality on brand central
- Virtual roadshows
- Research automated tools for VQA