

# **Experience Strategy for the App Ecosystem**



## Purpose

Establish a new, aligned App Ecosystem Strategy  
that supports user expectation and business goals.

Note: This is a working document that should evolve with changing knowledge.



## 1. Context & background

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## 2. Heuristics

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## 3. Feature set affinity

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## 4. Models

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## Research Questions

These are the guiding questions that will help us shape the program.

**What is the relationship between MVA and other applications?**

**Going forward, how will we determine whether a feature set should be integrated or stand-alone?**



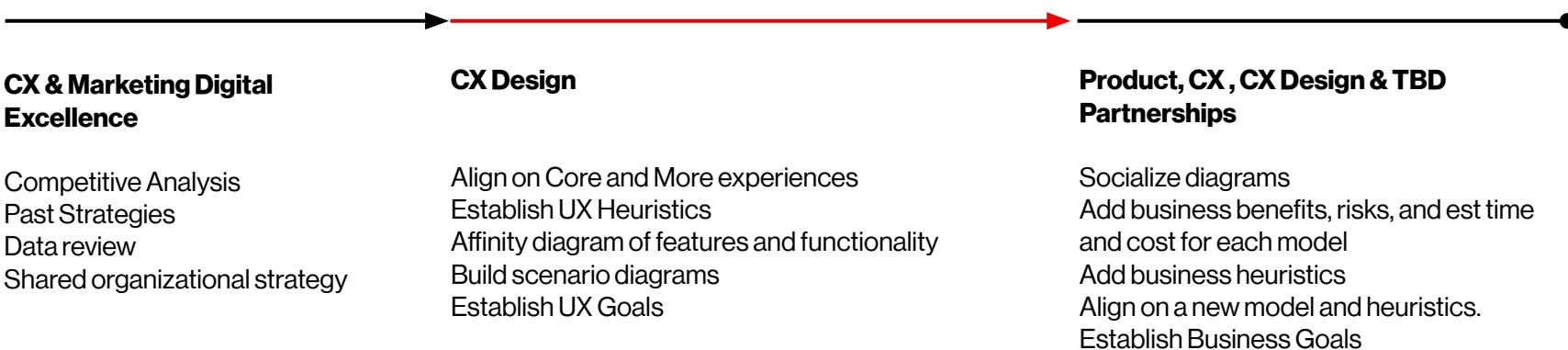
## Process

Teams will collaborate, working in phases to develop a new shared app ecosystem strategy.

### Partner Teams

VCG UX Design  
CX App  
Marketing Digital Excellence  
Product

## Problem Framing                    UX Definition                    Business Evaluation



## UX Definition Activities

Conducted working sessions in Fall 2022 to identify and organize heuristics, feature sets, and ecosystem models.

### Participants:

Alexa Curtis  
Brandy Bora  
Brian Patrick Kelly  
Philip "PK" Kim  
Nat Drapiza

### Establish UX heuristics to establish core & more

Abstract the features and functionalities various Verizon properties perform. Create a shared set of criteria for evaluating what constitutes experiences that are “core” to VCG users and “more” that expand or enrich their relationship with Verizon.

### Affinize features and functions

Organize the abstracted features and functionality into thoughtful groupings and plot against a core and more structure, while identifying other potential ways of organizing individual items or sets.

### Play out scenarios

Reorganize and plot groups of features against different app ecosystem models, identifying benefits, challenges, and contributing factors that would need to exist to support the scenario.



1.0

## Current App Mix

There are currently 35+ applications for VCG users. Down from 42.

### Active Users

June thru Aug. 2022, via Data.ai



My Verizon  
24.1M



Verizon Messages  
13.9 M



Verizon Cloud  
9.6 M



Digital Secure  
4.7 M



Verizon Call Filter  
4.5 M

### App Store Ratings

As of Sept. 2022; min. 100 total reviews



Digital Secure  
4.6★ 4.5★



Inside Verizon  
4.6★ 4.4★



My Verizon  
4.6★ 4.4★



Verizon Cloud  
4.6★ 4.3★



Verizon Visa Card  
4.5★ 4.5★

### Downloads

June thru Aug. 2022, via Data.ai



My Verizon  
1.3 M



Content Transfer  
381K



Verizon Cloud  
350 K



Verizon Messages  
244 K



GizmoHub  
180 K

### % Active Days

June thru Aug. 2022, via Data.ai



Verizon Messages  
71%



Smart Family Companion  
19%



GizmoHub  
16%



Verizon Visa Card  
13%



Inside Verizon  
13%



# US Telcos' Primary Apps

## Active Users

June thru Aug. 2022, via Data.ai



My Verizon  
24.1 M



myAT&T  
11.4 M



T-Mobile  
7.87 M



T-Mobile Tuesdays  
6.45 M



Project Fi  
2.3 M

## App Store Ratings

As of Sept. 2022; min. 100 total reviews



T-Mobile Tuesdays  
4.8★ 4.7★



My Boost  
4.7★ 4.4★



My Verizon  
4.6★ 4.4★



Xfinity Mobile  
4.8★ 3.9★



T-Mobile  
4.8★ 3.6★

## Downloads

June thru Aug. 2022, via Data.ai



T-Mobile  
1.3 M



My Verizon  
1.1 M



T-Mobile Tuesdays  
929 K



myAT&T  
926 K



Mint Mobile  
352 K

## % Active Days

June thru Aug. 2022, via Data.ai



My Consumer Cellular  
12.3%



T-Mobile Tuesdays  
12.1%



Mint Mobile  
11.8%



Project Fi  
10.6%



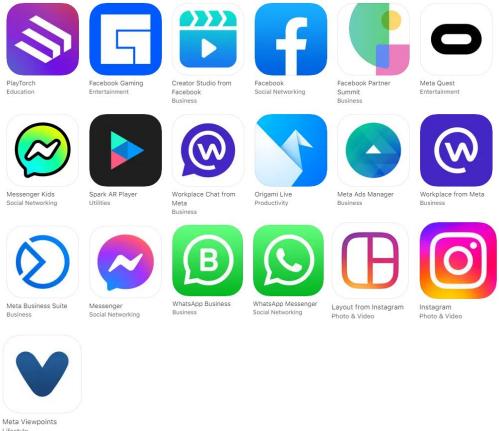
Xfinity Mobile  
10.3%



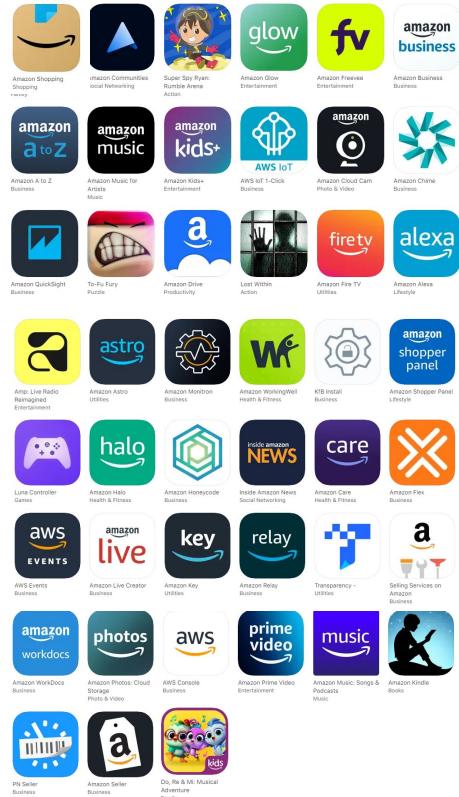
## Competitive Analysis (2022)

# Tech Co Titans: The app is the Experience

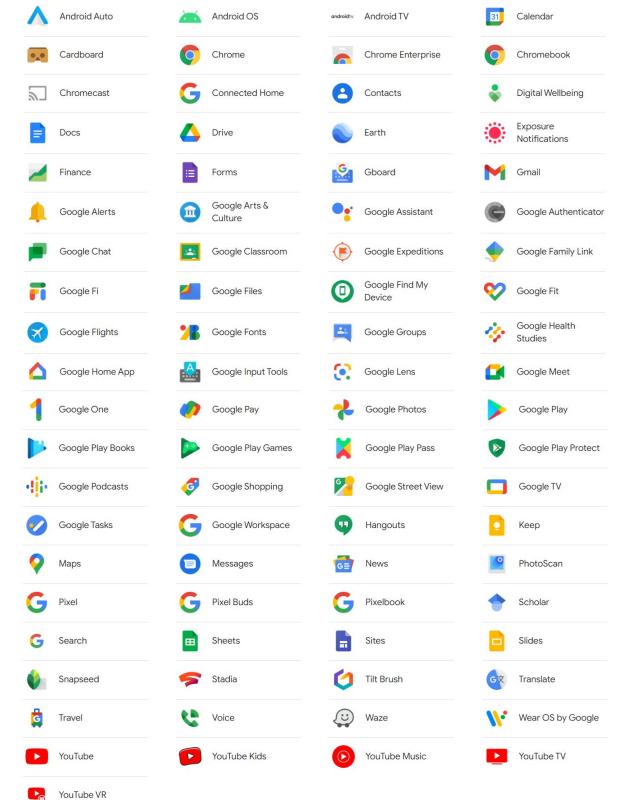
### Meta (19)



### Amazon (45+)



### Google (84)



## Analogous: The app maximizes the experience.

### Fintech

BofA  
Chase  
Amex  
Paypal  
etc.

### Insurance

Lemonade  
Oscar

### Travel & Lifestyle

Car apps: Volvo, Mini, Mercedes etc.  
Transpo:



# 59

## public applications

### Consumer

AppPack  
AppFlash  
Backup Assistant and BUA+  
The Daily  
FiOS Preview  
HopeLine  
In-Drive Mobile App  
Latitude by Verizon Connect  
My Verizon Enterprise  
My Verizon Home Account  
Parental Controls G1100 Router  
Redbox Instant  
Reveal Locator  
Supervisor by VZ Connect  
The Lost Elf  
VDMS Real Time Stats  
VZ Family Locator  
VZ Navigator  
VZGO  
VZW Data Calculator  
VZW South Central Region  
Verizon AR  
Verizon Accessories  
Verizon Business Digital Voice  
Verizon Concierge  
Verizon Connect  
Verizon Content Transfer  
Verizon Fios DVR Manager  
Verizon Fios Mobile  
Verizon Fios Mobile Remote  
Verizon Home  
Verizon Home Control  
Verizon Home Expert  
Verizon Media Manager  
Verizon Mobile Accessory Store  
Verizon Mobile Conference Connect  
Verizon Shuttle (not on app stores)  
Verizon Thought Leadership  
Verizon Tones  
Viewdini  
Virtual Communications Express  
VZ Family Locator  
VZ Player  
**Fios 2023**  
**Bluegrass Streaming Optimizer 2023**  
**Safe Wifi 2023**  
**Family Money 2023**

### Business / Internal (cont'd)

2015 WA B2B Leadership Summit  
Airwave-SE  
Columbia Cafe Verizon  
Carolina Cafe @ Verizon  
Fios Immersive 2  
GPS Product Management Portal  
HCLS  
MSolv  
RMT  
VDMS Real Time Stats  
Verizon Connect  
Verizon Wireless West Area Events  
Verizon Partner Summit  
Verizon Healthcare Symposium  
Verizon Data Symposium (Events)  
Verizon Backup/Share-FiOS&HSI



## Discovering app is challenging

### How customers find us today

~70% use search (per Apple). Data.ai reveals that most customers are finding our apps by including 'Verizon' in the search. What if they don't?

Keyword	Keyword Rank	Search Volume
verizon	1	66.86 <span>^&lt;0.1</span>
my verizon	1	60.89 <span>^&lt;0.1</span>
verizon app	1	46.22 <span>^&lt;0.1</span>
fios	3	48.07 <span>^&lt;0.1</span>

Keyword	Keyword Rank	Search Volume
verizon cloud	1	49.07 <span>v&lt;0.1</span>
cloud	3	47.18 <span>v&lt;0.1</span>
verizon fios	8	38.39 <span>=</span>
my cloud	5	33.49 <span>v&lt;0.1</span>

### Short-Term Opportunities

#### App Store Optimization (ASO)

Refine our Search tags and leverage Data.ai data to ensure keyword-rich descriptions (sort of "app store listing SEO")

#### Smartlinks and link indexing

For customers who have a VZ app and might not know it, smart links would drive engagement, as proven with MVA.

The app stores have evolved over the years!

The focus is on paid ad placements.

"Top 10" Lists, "Utilities" and "Tools" categories are buried for organic discovery.



#### Inbound demand generation

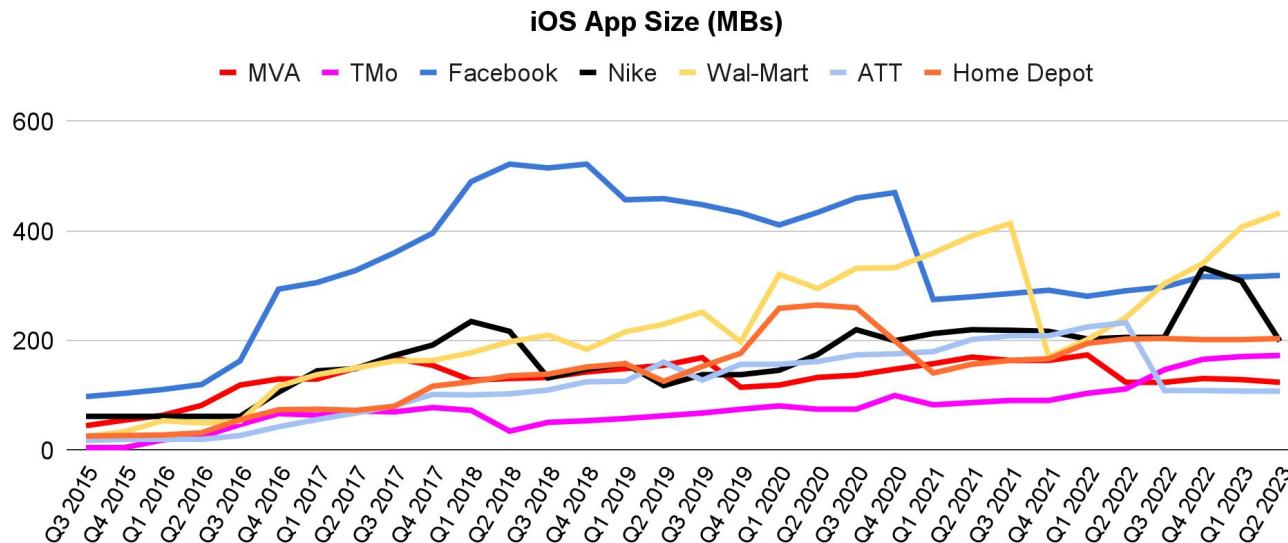
Partner with VBM to create promotions that drive incremental qualified traffic - especially prospects - to our digital products.



## App Size vs. Device Storage

Device storage capacity and network speed have outpaced the growth of app size.

Cloud storage, streaming, hybrid apps and peripherals work together to keep size and capacity down.



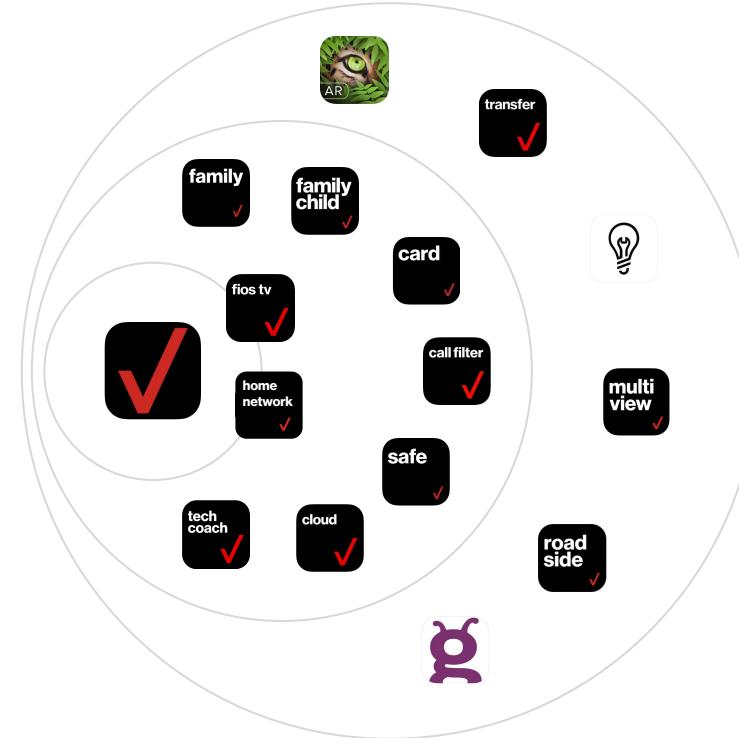
## Original MVA UX strategy

MVA is the center of the user's digital engagement. The remote-control for Verizon.

MVA contains all features and functionality to accomplish tasks for core services: Mobile and Home Internet.

### Top 10 MVA tasks

- Shop for Devices and Accessories
- Upgrade or Add a Line
- Pay Bill
- Set Up Payment Arrangements
- Enroll in Auto Pay
- Update Account Settings
- Enroll in Paper-Free Billing
- Manage Profile
- Update Security Settings
- Plan Change



## Product Integration

In 2019 the omni MVA team created a hypothesis to integrate a short list of apps to build drive stand-alone app engagement through engagement with MVA.

### High Priority



#### Full Integration

Apps, features, and add-ons that score high and should be considered for a full integration.



#### Partial Integration

Apps, features, and add-ons that score in the middle, and may be considered for a partial integration of features that themselves score high across the list of criteria.

### Low Priority



#### Subscription Management

Apps, features, and add-ons that do not score high and should therefore be unlikely candidates for integration.

#### What did happen

Elevate the role and placement of specific apps like Call filter, Cloud, and Smart Family.

#### What didn't happen

Any APIs, widgets or other mechanisms to connect content from other apps to MVA. Needed business case, prioritization, and roadmapping.

Expansive MVA ecosystem strategy

In 2020, CX partnered with AKQA to evaluate the app ecosystem and identify some broad approaches

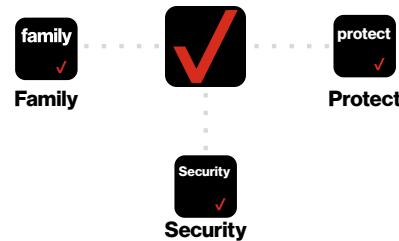
### Single Purpose

2020



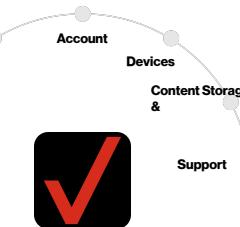
### Simplified Portfolio

Near term



### Expansive

Long term



Standalone

Connected

Expansive



## Expansive MVA ecosystem strategy

### Single Purpose 2020



Customers feel there are too many apps and their overall experience with Verizon is fragmented across too many touchpoints.

**"Too many apps,** I am not interested in and they are taking room."

Medallia 11/17/2021

**"There's too many different apps for Verizon. So now I have three different passwords** I have to remember for anything in Verizon I think it would've been better to have one app and have different sections inside each app."

Medallia 10/4/2021

**"Verizon has too many apps** to search for accounts. Too many passwords to remember."

Medallia 10/27/2021

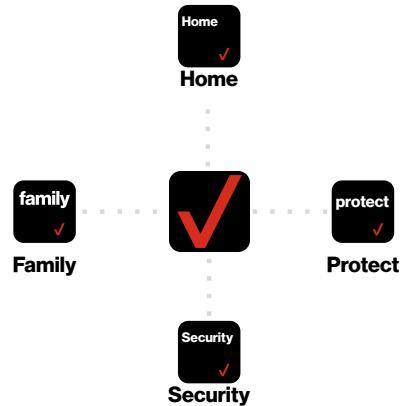
**"Too many apps, My VZ, My Fios, Vz Up.** I totally surrender."

Medallia 8/19/2021

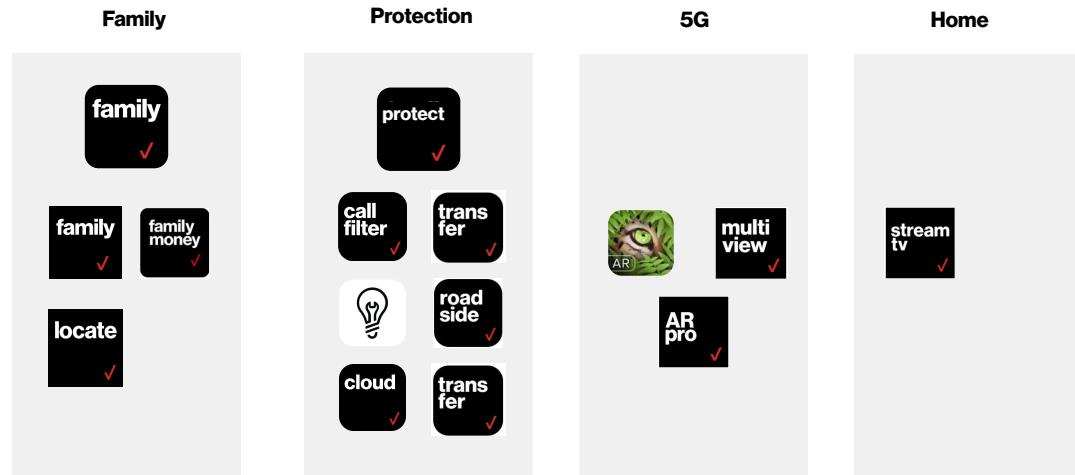
### Standalone

# Defining the Role of MVA in Verizon's Digital Ecosystem

## Simplified Portfolio 2020



Simplified and integrated portfolio of products that has a clear purpose without overwhelming our consumers



## Defining the Role of MVA in Verizon's Digital Ecosystem

### Expansive

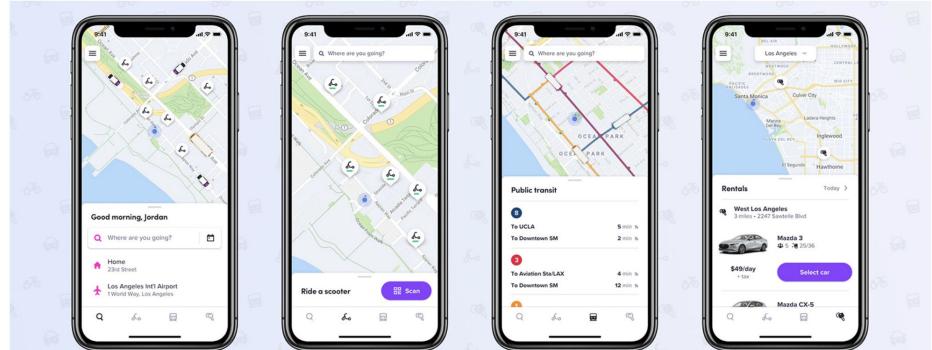
Long term



Simplified app portfolio will lead to fully integrated experiences empowering customers to discover, use, manager all Verizon products in one place

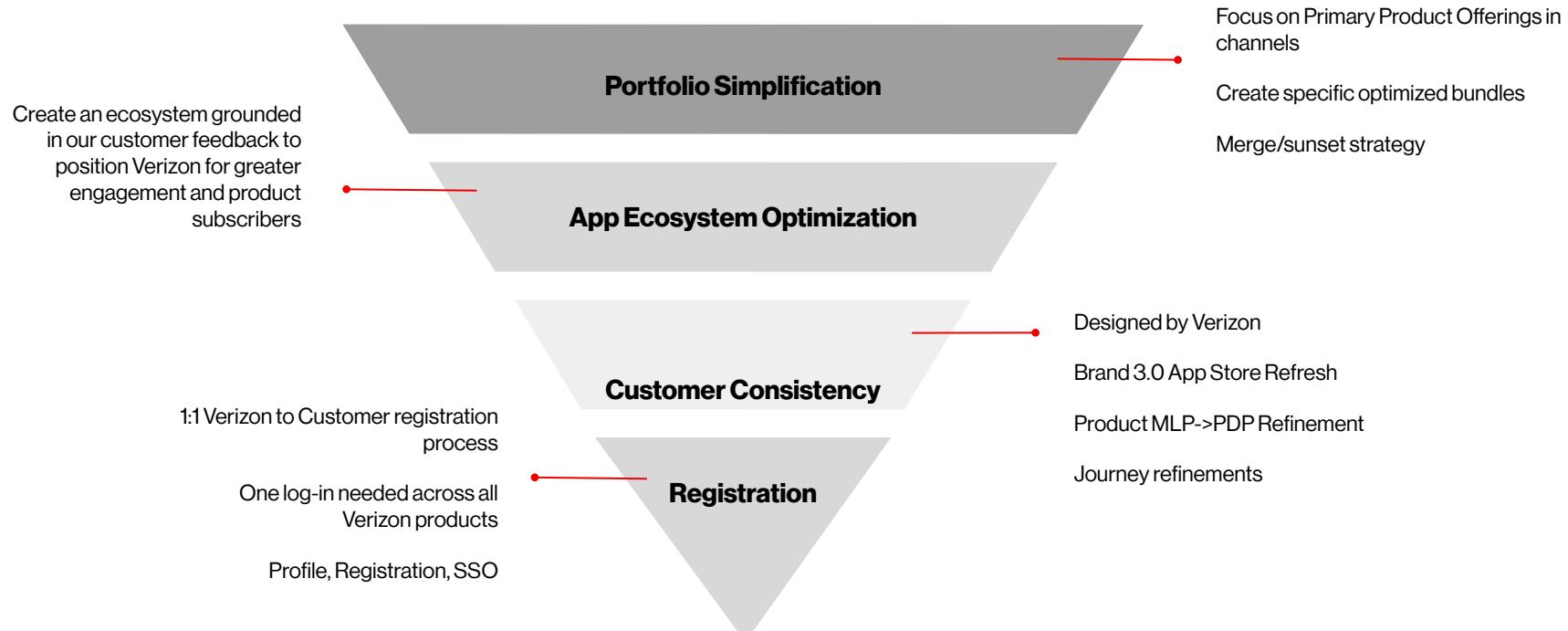


One App to Unlock Your City



## Unified Digital Product Experience Vision

In 2022 Omni CX partnered with Product Marketing Digital Excellence to produce a shared app ecosystem model.

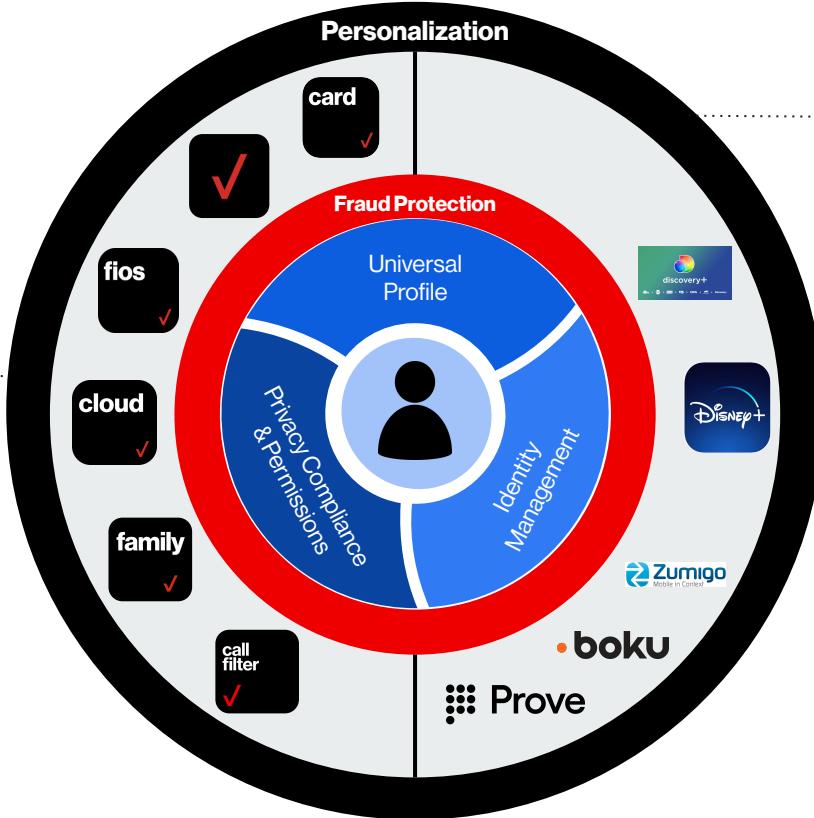


Universal Profile

Shared profile enables cross-product experiences.

#### VZ SSO and universal authenticators

VZ SSO, voice bio, digital ID verification, network authentication or other *universal authenticators* used to access all Verizon products and services. New options integrate with Adaptive Authentication program.



#### • One Identity

Centralized profile data scaled across VCG brings in more VZ data on individuals that can be used for better personalization and cross-selling of VCG products.

#### • Externalize and Commercialize VZ's Identity

Drive incremental revenue by protecting VZW customers from fraud outside of VZW. Offer *adaptive authentication* program to 3rd parties via +Play or other partnership-based initiatives.

Treat me like an individual



2.0

## Features vs Products

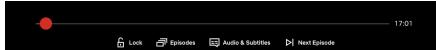
These are the definitions of common terms we will use for this effort to decouple features and functionality from their current placement.



### Function

An element of a service that performs single operation.

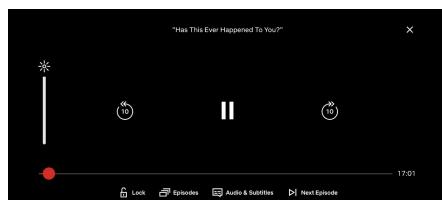
Ex: Pause/Play



### Features

An aspect of a service that performs one or more complex functions. May be a group of functions.

Ex: Login, movie player, speedometer



### Service

A set of orchestrated features that perform a task.

Ex: video streaming service, peer to peer payment, check internet speed



### Products

Comprehensive collection of service with features that may perform a mix of tasks, packaged for purchase or consumption.

Ex: Netflix, Venmo, Speedtest.com



These are the UX criteria for evaluating a feature set and its placement in the ecosystem.

\*Considerations like Cost/Overhead/Speed to market should not be a consideration for UX.

## Who

### User

Is the user or user role the same as other applications?

## What

### Use

Does the feature set need to be accessed or used at a very different cadence than MVA? EX: daily vs monthly, long periods of time.

### Intent

Does the user's purpose of engagement align with the intention of the application?  
Would they look to find the functionality in the app/web first?

## How

### Complexity

Complexity impact the user experience?

### Effort

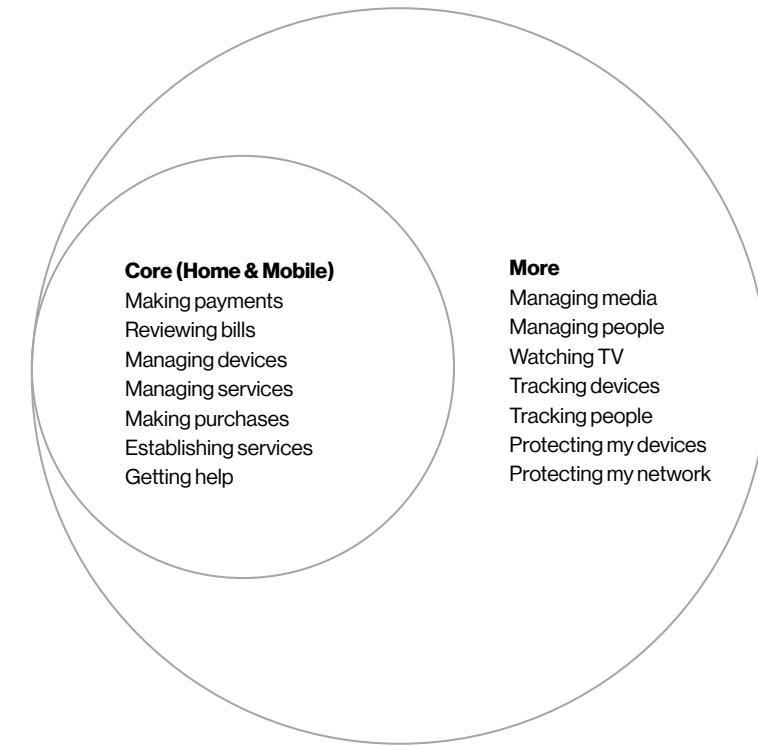
Would the effort to build or maintain the feature set negatively affect the experience?

### Technical Considerations

Do the specific technical needs of the feature set determine what shape the product should take?



The “core” competencies or essential aspects of the Mobile and Home service offerings for consumers.



## Verizon LBGUPS Today

Each app shares the same LBGUPS journey, but with different areas of focus where intents and behaviors are clearly defined.

	Learn	Buy	Get	Use	Pay	Support
<b>Core VCG</b>	Prospects <b>decide</b> to choose Verizon	All users <b>purchase</b> Devices, Services & Accessories	Users <b>receive</b> and <b>activate</b> Devices & Services.	<b>Users manage their profile, devices, plans &amp; services.</b>	Users <b>view</b> their usage and pay for their devices and services.	Users <b>get help</b> with their profile, devices, services, purchases, and bill
<b>New App</b>	User <b>decides</b> to choose new app.	User <b>purchases</b> service.	User <b>enroll</b> and <b>activate</b> service.	<b>Users perform dedicated functions (ex: Watch TV)</b>	Users <b>pay</b> for the service.	Users <b>get help</b> with the service.

Features set affinity

3.0



## Feature Set

# Current features and functionality across consumer applications.

Feature competitive analysis  
<https://docs.google.com/spreadsheets/d/1apLOyOUAuoFCNOe6e5F3Wz278h2wbHZuEAFc-ldXREE/edit#gid=0>

### Foundational Features

*Any application must have to exist.*

Login  
Forgot Password  
Account Management  
Register  
Sign out  
Settings  
Preferences  
Search  
Notifications  
Apply (Financial)

### Support Features

*Help with service and foundation issues.*

Live Chat (Rep assisted)  
Verizon Assistant  
Chat  
Sales Chat (Rep assisted)  
Contact Us  
Store Locator  
Feedback  
App Store Rating  
Outage reporting  
Bug/Error Reporting  
Accessibility  
Legal  
Bill  
Payment  
Order management  
Profile  
Troubleshooting

### Services

*The functionality that drives user engagement (why they are using the app).*

Mobile Device Management  
Home Device Management  
Home Network Management  
Subscription Management  
Mobile Device Purchase  
Home Device Purchase  
Accessory Purchase  
Media Purchase  
Mobile Insurance Purchase  
Mobile Insurance Claims  
Purchase subscriptions  
Connected Car  
Roadside Assistance  
Automotive Diagnostics  
Mobile plan management  
Home plan management  
Mobile privacy settings  
Mobile security tools  
Speed test  
Mobile device diagnostics  
Watch TV (web/app)  
Stream TV (Console)  
Voice Calling  
Voice Message  
Text Message

Voice Mail services  
Hotspot  
Travel services (connectivity)  
Object tracking  
People tracking  
Data transfer  
File storage  
Call filtering  
Spam detection  
VPN  
Browser detection  
Parental controls  
Identity theft protection  
Darkweb detection  
Antivirus detection  
Security Advisor  
Plan recommendations  
Offers  
Discounts  
Credit Card  
Purchase history  
Verizon Dollars  
Rewards  
Event presale tickets



## Affinity: Family Role

Most are available to all roles, with purposeful variations or limitations.

### Adult

The decision maker.

All Foundational	Object tracking People tracking Parental controls
All Support	
Voice Calling	
Voice Message	Mobile privacy settings Mobile security tools
Text Message	Speed test
Voicemail services	Mobile device diagnostics
Internet connectivity	Call filtering
Travel services	Spam detection
VPN	Browser detection
Hotspot	Identity theft protection
Mobile Device Management	Darkweb detection
Home Device Management	Antivirus detection
Home Network Management	Security Advisor
Subscription Management	
Connected Car wifi management	Data transfer
Mobile plan management	File storage
Home plan management	
Account Management	Credit Card Purchase history Verizon Dollars Rewards Event presale tickets
Mobile Device Purchase	
Home Device Purchase	
Accessory Purchase	
Media Purchase	
Purchase subscriptions	
Mobile Insurance Purchase	
Plan recommendations	
Offers	
Discounts	
Mobile Insurance Claims	
Roadside Assistance	
Automotive Diagnostics	
Watch TV (web/app)	
Stream TV (Console)	

### Dependent (Adult, Child, Parent)

Limited control, not the decision maker.

Login
Forgot Password
All Support
Voice Calling
Voice Message
Text Message
Voicemail services
Internet connectivity
Travel services
VPN
Hotspot
Mobile Device Management
Home Device Management
Watch TV (web/app)
Stream TV (Console)
Object tracking People tracking Parental controls
Mobile privacy settings Mobile security tools Speed test Mobile device diagnostics Call filtering Spam detection Browser detection Identity theft protection Darkweb detection Antivirus detection Security Advisor
Mobile privacy settings Mobile security tools Speed test Mobile device diagnostics Call filtering Spam detection Browser detection Identity theft protection Darkweb detection Antivirus detection Credit Card Purchase history Verizon Dollars Rewards Event presale tickets
Mobile Device Purchase Accessory Purchase Plan recommendations Offers Discounts
Mobile Insurance Claims Roadside Assistance
Watch TV (web/app) Stream TV (Console)

### Roommate/housemate/friend/family

Some specific control and decision making.

All Foundational	Object tracking
All Support	Mobile privacy settings Mobile security tools
Voice Calling	Speed test
Voice Message	Mobile device diagnostics
Text Message	Call filtering
Voicemail services	Internet connectivity
Internet connectivity	Spam detection
Travel services	Browser detection
VPN	Identity theft protection
Hotspot	Darkweb detection Antivirus detection Security Advisor
Mobile Device Management	Mobile Device Management
Home Device Management	Home Device Management
Home Network Management	Home Network Management
Subscription Management	Subscription Management
Mobile plan management	Mobile plan management
Home plan management	Home plan management
Some Account Management	Credit Card Purchase history Verizon Dollars Rewards Event presale tickets
Mobile Device Purchase	Mobile Device Purchase
Accessory Purchase	Accessory Purchase
Plan recommendations	Plan recommendations
Offers	Offers
Discounts	Discounts
Mobile Insurance Claims	Mobile Insurance Claims
Roadside Assistance	Roadside Assistance
Watch TV (web/app)	Watch TV (web/app)
Stream TV (Console)	Stream TV (Console)

## Affinity: Device Type

Note: Features that focus on a category of devices (not necessarily IN the device)

Foundational and Support features stand apart and indirectly affect all the other groups of features.

<b>Foundational Features</b>	<b>Support Features</b>	<b>Phone &amp; Tablet</b>	<b>Watch &amp; Wearables</b>	<b>Television</b>
Login	Live Chat (Rep assisted)	Mobile Device Management	Mobile privacy settings	Media Purchase
Forgot Password	Verizon Assistant	Parental Controls	Mobile security tools	Purchase subscriptions
Account Management	Chat	Subscription Management		Stream TV (Console)
Register	Sales Chat (Rep assisted)		Object tracking	Watch TV
Sign out		Mobile Device Purchase	People tracking	
Apply (Financial)	Contact Us Store Locator	Accessory Purchase Media Purchase	Data transfer	Home Device Management
Settings Preferences	Feedback App Store Rating	Mobile Insurance Purchase	File storage	Parental Controls
Search Notifications	Outage reporting Bug/Error Reporting	Mobile Insurance Claims	Call filtering	Home Network Management
	Accessibility Legal	Purchase subscriptions	Spam detection	Subscription Management
	Bill Payment Order management Troubleshooting	Mobile plan management	VPN	
	Profile	Speed test Mobile device diagnostics	Browser detection Identity theft protection	Home Device Purchase
		Voice Calling Voice Message Text Message Voicemail services Hotspot	Darkweb detection Antivirus detection Security Advisor	Home Accessory Purchase
		Travel services (connectivity)	Plan recommendations Offers Discounts Credit Card	Media Purchase
		Watch TV	Purchase history Verizon Dollars Rewards Event presale tickets	Purchase subscriptions
			Car	Home plan management
			Connected Car Roadside Assistance Automotive Diagnostics	Routers (etc.)
				Home Internet service Television Service
				Home Device Management Home Network Management Subscription Management Home Device Purchase Home Accessory Purchase Home Plan management



Affinity: Physical Location

Note: Features that are focused on the location, not just available.

Location is not a meaningful way of grouping our features. Users need access to foundational or support services everywhere.

Home	Work/School/Event	On the Go	Travel	Car
All Foundational All Support	All Foundational All Support	All Foundational All Support	Some Foundational Some Support	Some Foundational Some Support
Watch TV Stream TV	Hotspot VPN	Hotspot VPN	International data International service plans	Connected Car Roadside Assistance Automotive Diagnostics
Object tracking People tracking	Object tracking People tracking	Object tracking People tracking	Hotspot VPN	
Home Network Management	AR Experiences			



Affinity: Behavior/Pattern of use

Some potential product groups readily emerge, while others are unnaturally diffuse.

<b>Communicate with people</b>	<b>Shop</b>	<b>Entertain myself &amp; others</b>	<b>Protect my family</b>	<b>Protect my things</b>	<b>Get help</b>
Most Foundational Some Support	Most Foundational Some Support	Most Foundational Some Support	Parental Controls  People tracking	Object tracking Call filtering Spam detection VPN Browser detection Parental controls Identity theft protection Darkweb detection Antivirus detection Security Advisor	Most Foundational All Support
Voice Calling Voice Message Text Message Voicemail services	Purchase Devices Purchase Accessories Purchase Media Purchase Subscriptions	Watch TV (web/app) Stream TV (Console)  Purchase Media Purchase Subscriptions Manage Subscriptions  Verizon Dollars Rewards Event presale tickets  Connected Car	Call filtering Spam detection VPN Browser detection Parental controls Identity theft protection Darkweb detection Antivirus detection Security Advisor	Mobile Insurance Purchase Mobile Insurance Claims	<b>Travel</b> Most Foundational Some Support
Travel services (connectivity)				Roadside Assistance Automotive Diagnostics	Voice Calling Voice Message Text Message Voicemail services
<b>Manage my network &amp; devices</b>					Travel services (connectivity)
All Foundational Most Support					
Mobile Device Management Home Device Management Home Network Management					
Mobile plan management Home plan management					



## Affinity Insights

1. *Pattern of use* emerged as a subcategory, regardless of affinity.
2. Affinity by location was the most challenging to produce.
3. Affinity by *role* and *pattern of use* were the most interesting to produce.
4. Foundational and Support functions affect all top groups to varying degrees in all affinities.
5. No single affinity produces an ideal product offering, but rather challenges individual products and placement of features.



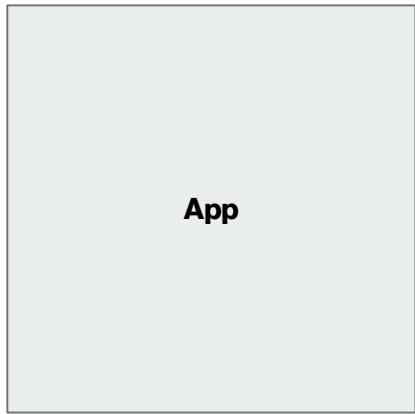
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✓

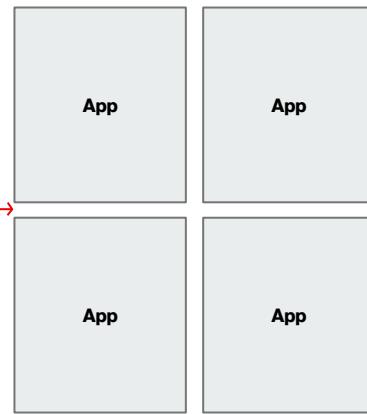
Categories or associated features with shared foundations & support

Similar to our structure today. SSO is assumed across all “Verizon” applications, but each app has its own foundations and support.

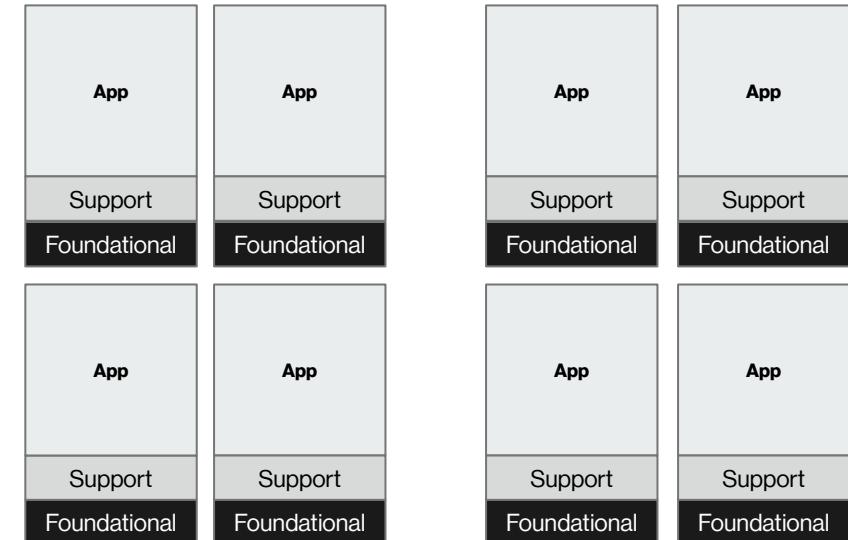
Core



Tier



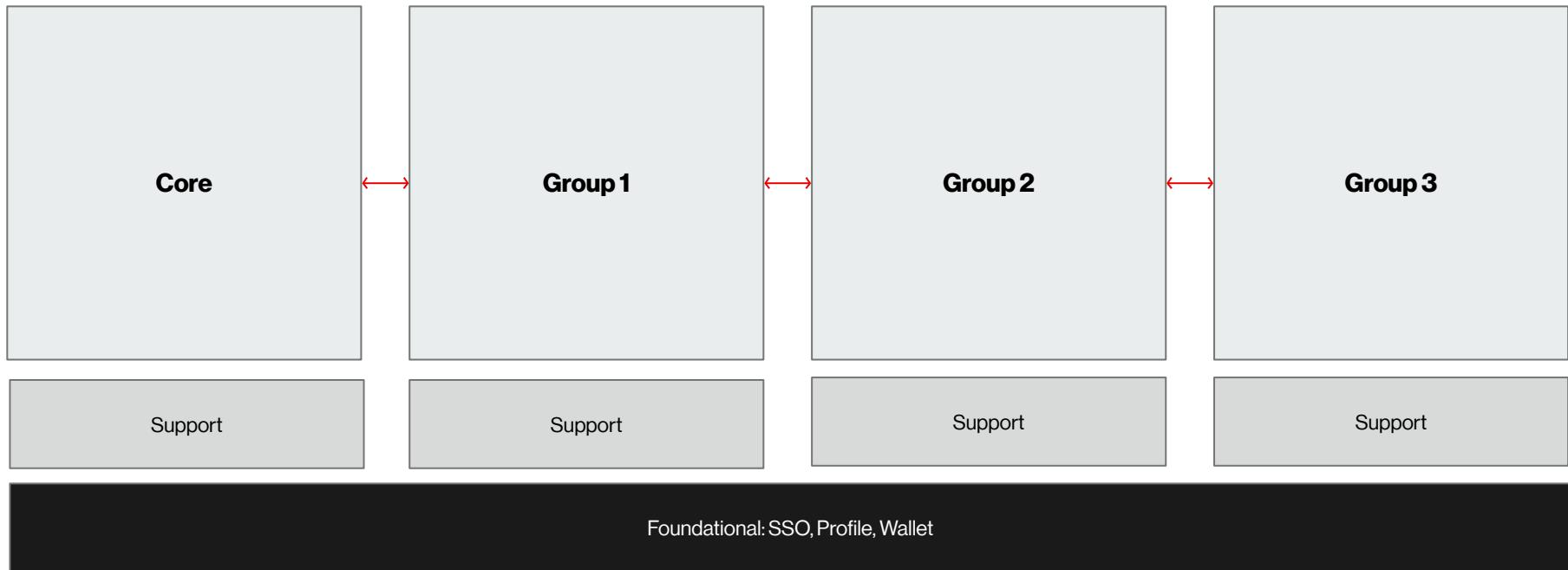
Tier



Foundational: SSO

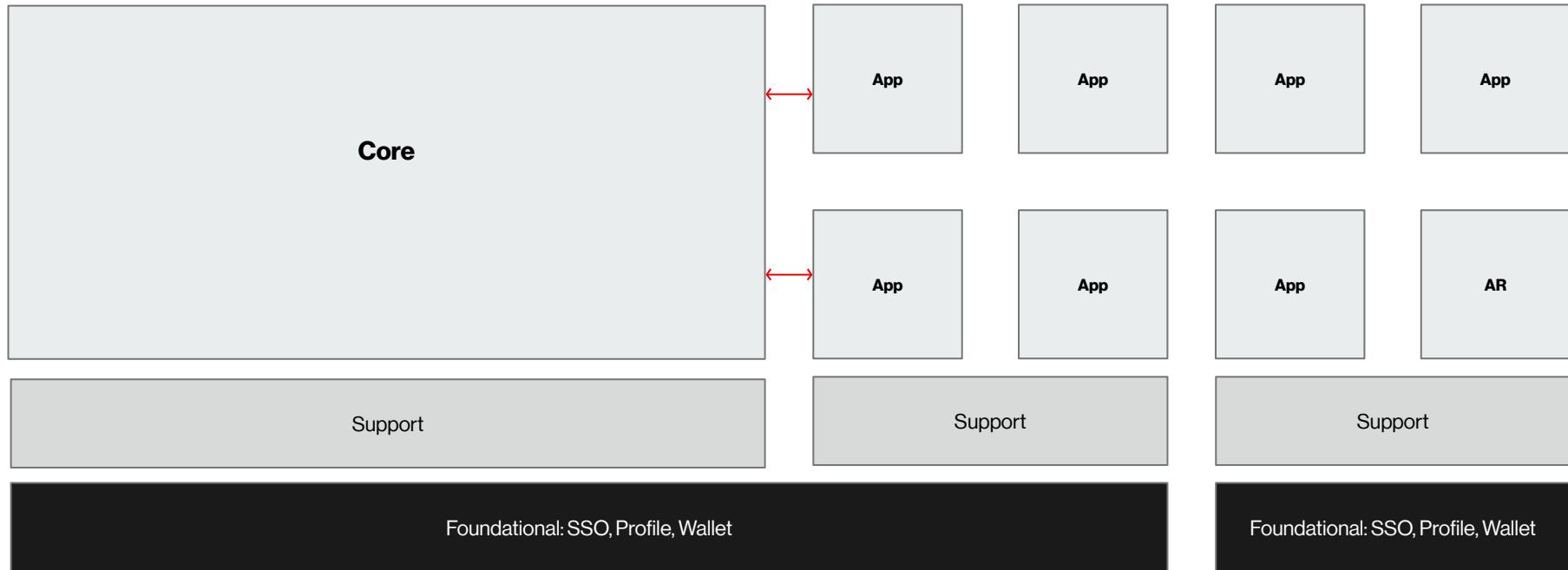
Bundled features into fewer sets of applications, focused on pattern of use

A “core” application with flat, but related groups. Users do not expect support to be shared across applications or groups.  
Users can navigate between applications.



A large app with a very small set of single purpose companion apps

Two tiers of smaller applications more or less connected from the core VCG application.



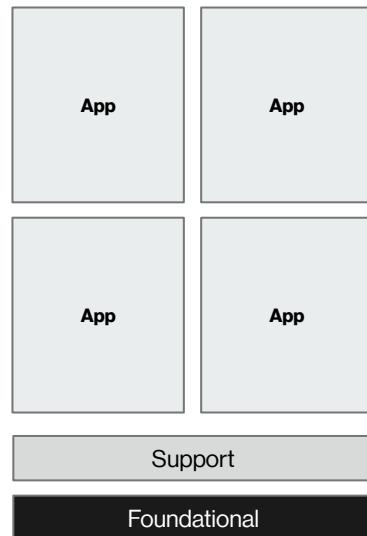
Lots of smaller, single-purpose applications, by group

Groups of single-purpose applications may share some foundational and support features like SSO, but maintain their own product-specific features.

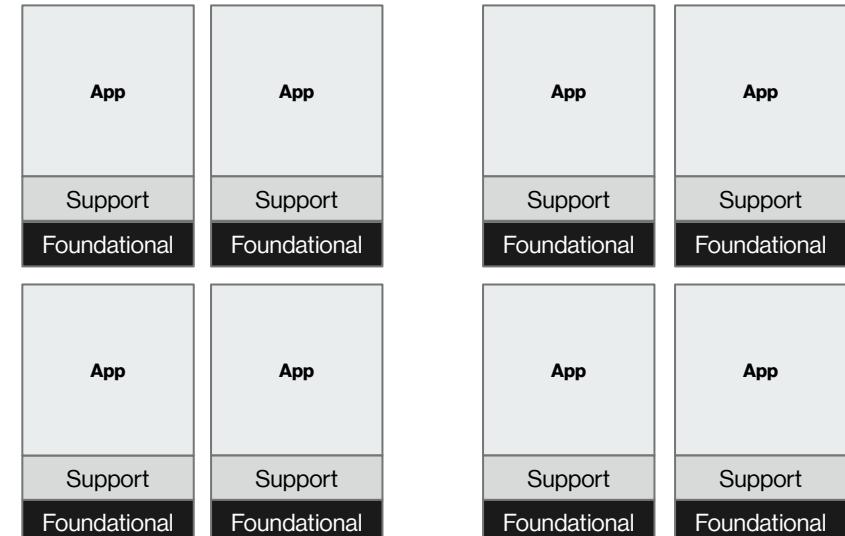
Core



Group



Group

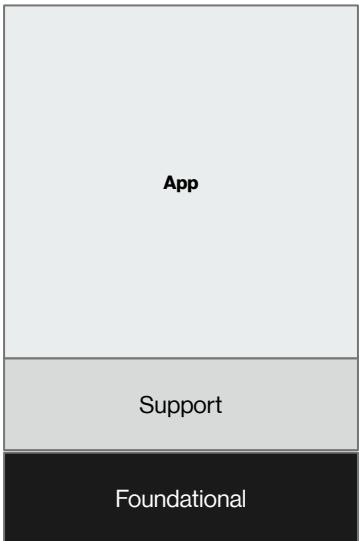


Foundational: SSO

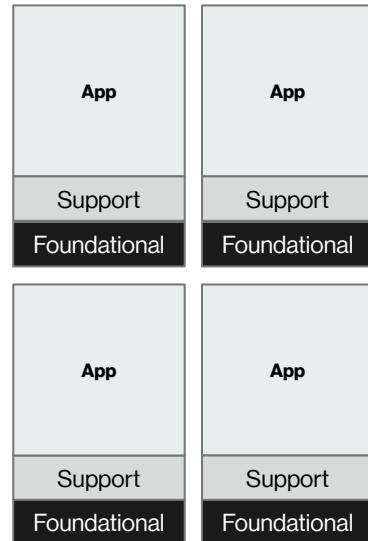
On giant anchor app with lots of satellites

lorem

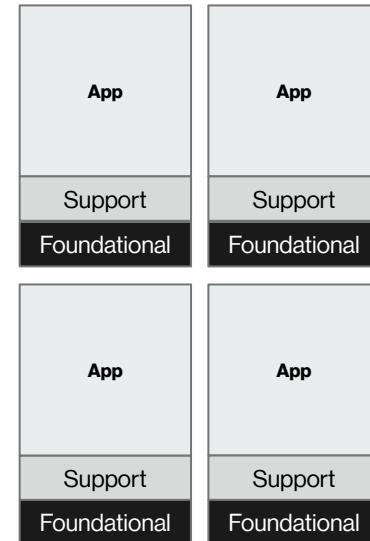
Core



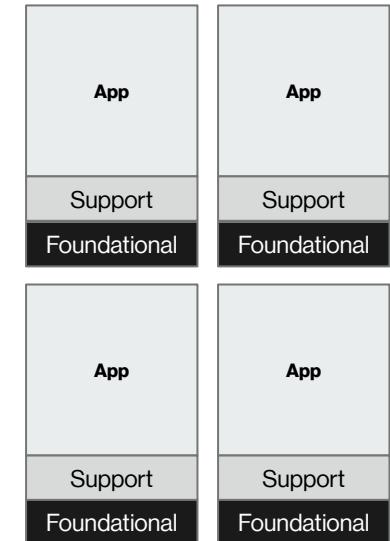
Tier 1



Tier 2



Tier 3



Use

5.0

# Refocus on Use

Distribution of focus and engagement in LBGUPS

Interaction model evolution

App Ecosystem Strategy



## What is the right question to ask first?

From:

Should we have a separate  
Home App outside MVA?

Team driven  
Lacks comprehensive lens

To:

How might we balance **Use**  
experiences with **Foundational**  
activities?

Customer behavior centered  
VCG aligned

**We need an aligned customer centric app  
ecosystem strategy across VCG**

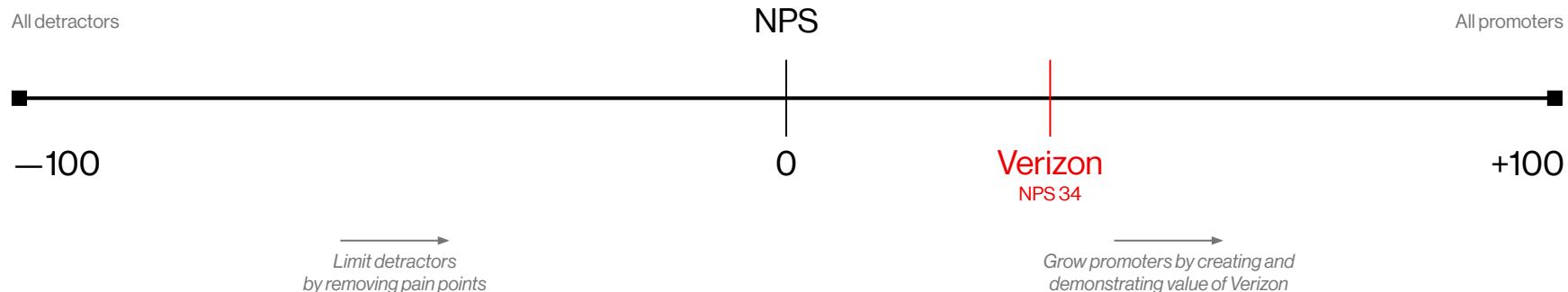


Our Digital experiences do  
not meaningfully deliver the  
full value of Verizon.



We don't create promoters

Current experiences focus on limiting detractors, not growing promoters.



Our users don't love us

# Transactional

Utilities focus on **pay** (bill triage) & **support** functionality (report outage)

ConEd NPS 1



PSE&G NPS -1

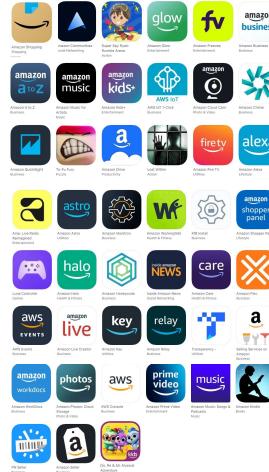


# Relational

Tech companies focus on **use** (read a book)

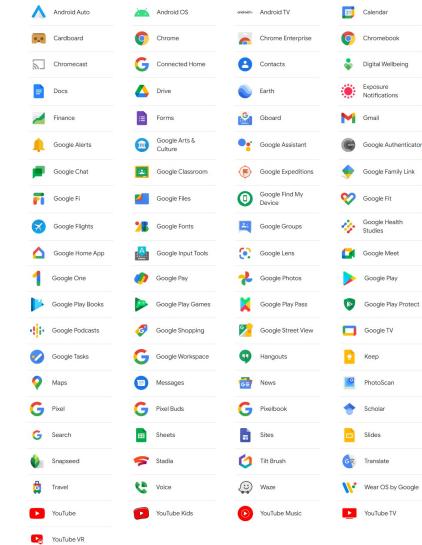
Amazon NPS 51

(45+ apps)



Google NPS 46

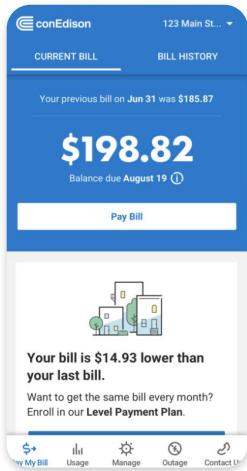
(84+ apps)



We don't deliver value

We want our users to love engaging with us because we deliver value.

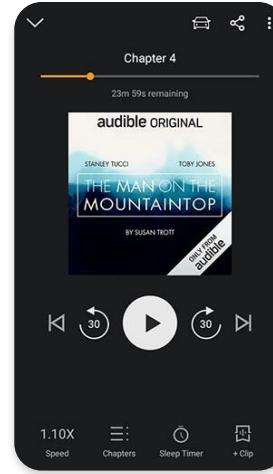
ConEd



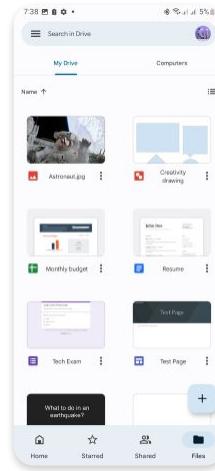
PSE&G



Amazon



Google



We are  
here



Account  
Management



Use

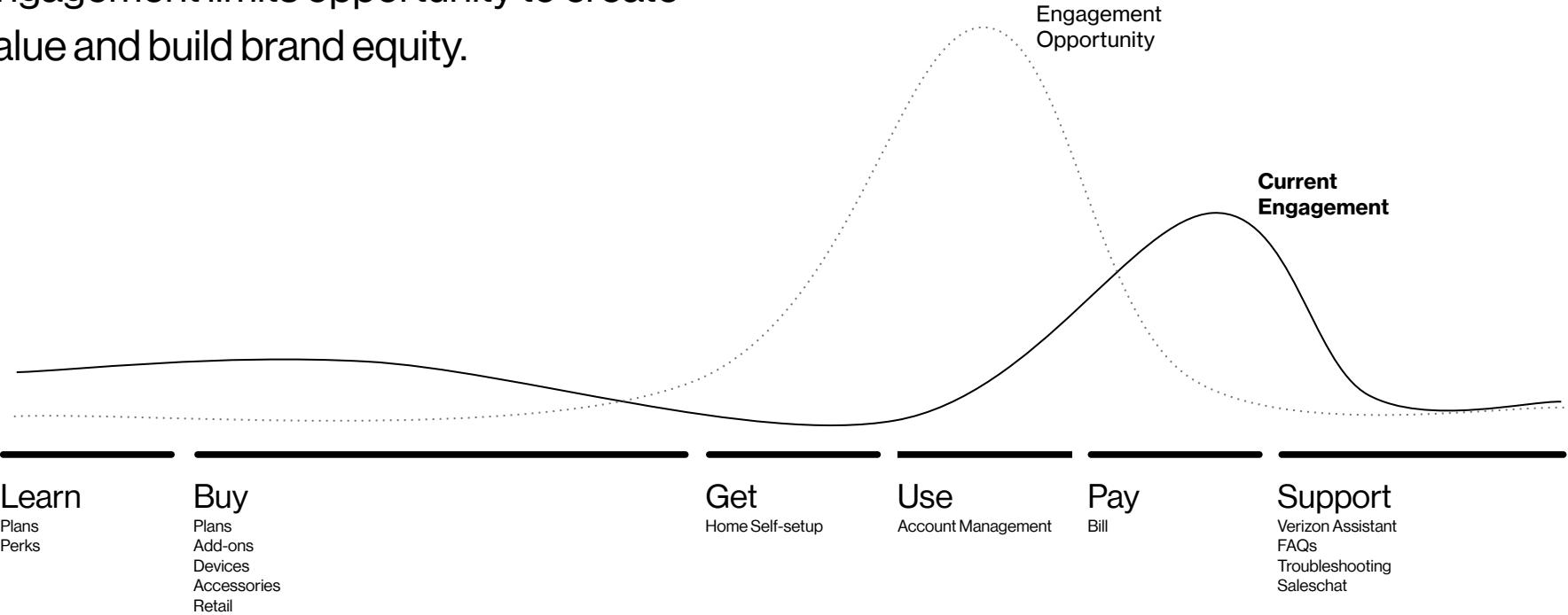
Users don't love Amazon &  
Google because they make  
it easy to pay the bill.

They **love** them because their products deliver **value**  
through meaningful user experiences.



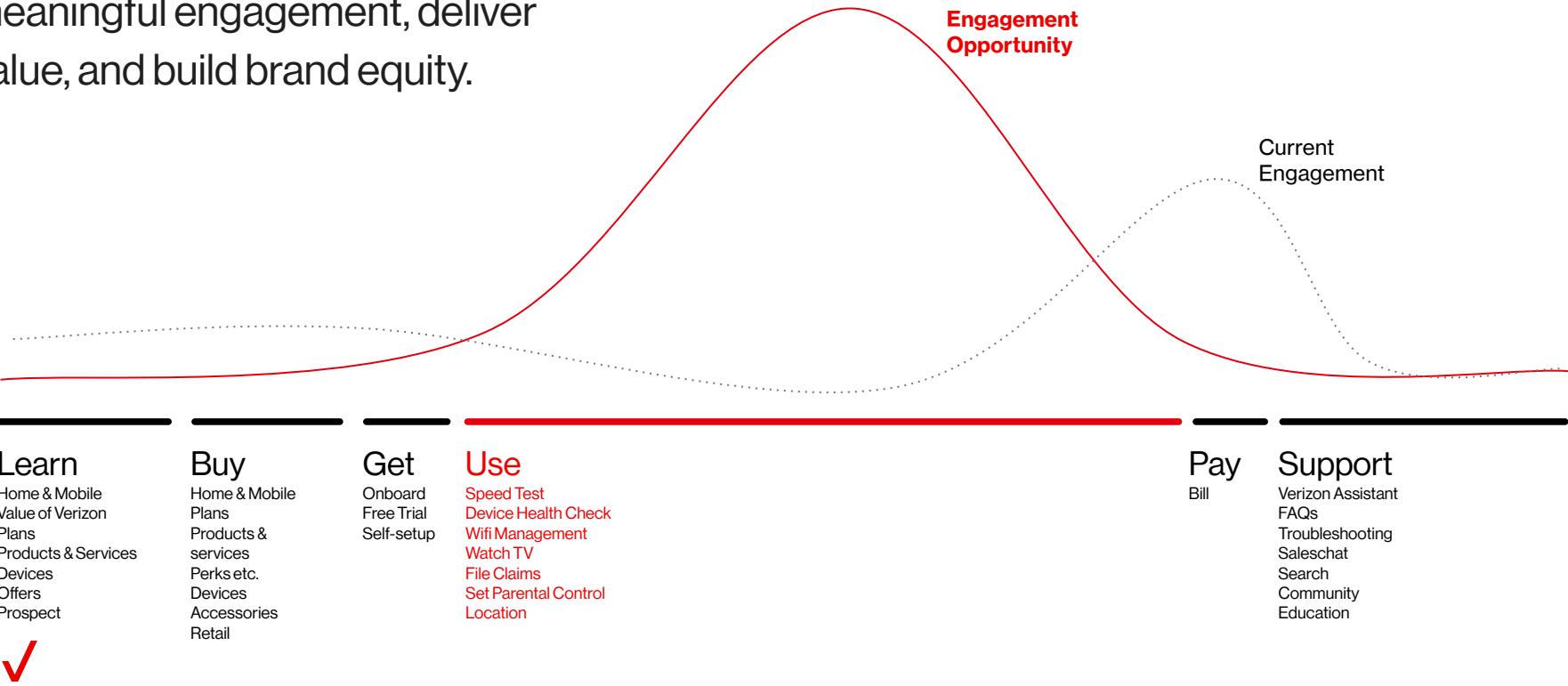
**Current engagement is saturated**

Today, our focus on ill-frequent engagement limits opportunity to create value and build brand equity.



## We refocus on Use

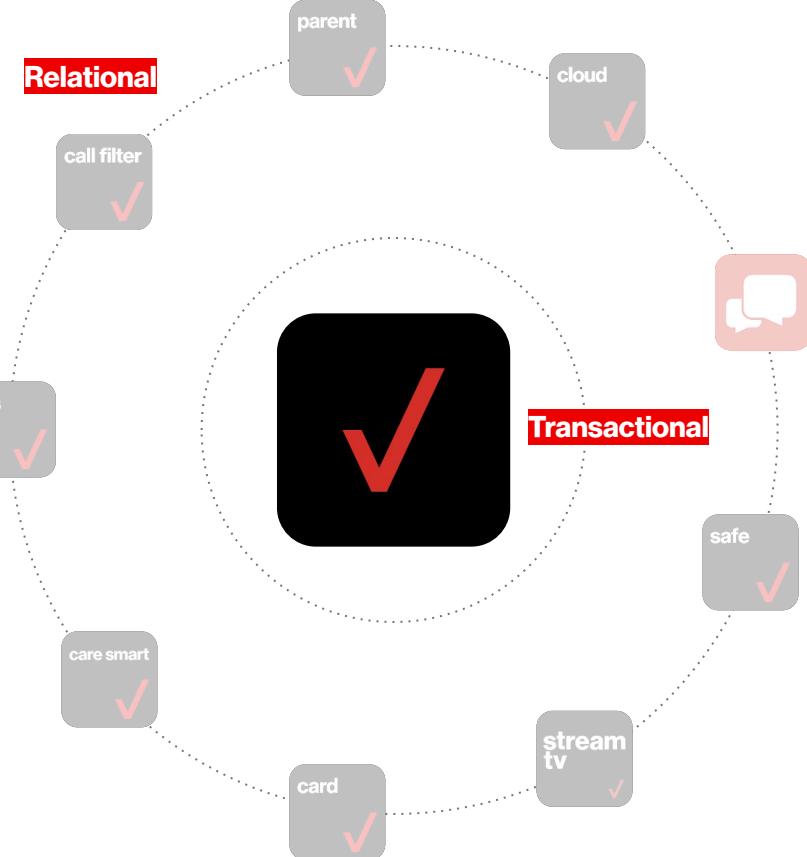
Tomorrow, we focus our experience on Use to increase meaningful engagement, deliver value, and build brand equity.



**Our strategy is inside out.**

If we act like a Utility,  
people will treat us and value us  
like a Utility.

Transactional **learn, buy, get, pay, support**  
experiences at the core.



## We extend through our digital ecosystem

A new app ecosystem strategy should define the relationship between applications and supporting functions with new emphasis on shared foundations.

### Use Behaviors

Check speed  
Store content  
Protect family members

### Supporting Function

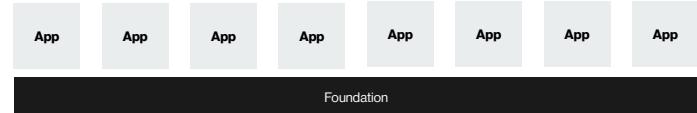
Get help  
Search  
Manage  
Troubleshoot

### Foundational Features

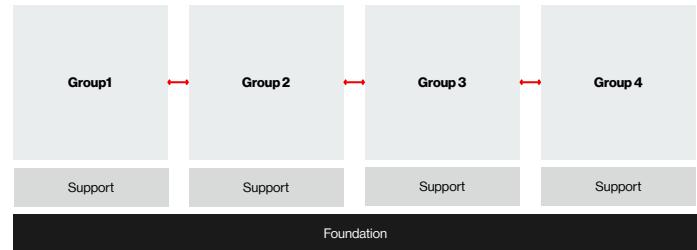
Login  
Pay  
Manage



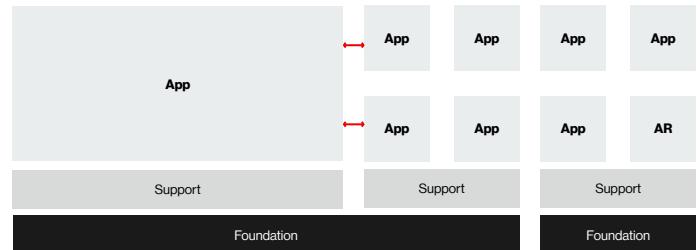
### Single Purpose



### Categorical



### Core and More



## We deliver value in digital experiences

A Use focus elevates actions that encourage discoverability and organic engagement.

### Actions

- Pay Bill
- Test network speed
- Check device health
- Filter calls
- Rename network & password
- Plan an international trip

### Features

- Bill
- Device Management
- Speed Test
- Device Health Check
- Trip Planner



The diagram illustrates two mobile application wireframes side-by-side, separated by a red arrow pointing from left to right, indicating a transition or comparison between different user flows or feature sets.

**Left Screen (Mobile Tab Selected):**

- Header:** Account Management
- Welcome Message:** Welcome, Nat.
- Notifications:** Two notification cards.
- Tab Bar:** Mobile (selected), Home.
- Content:** Subsection (repeated five times).
- Footer:** D A U S ...

**Right Screen (Home Tab Selected):**

- Header:** Use
- Welcome Message:** My Network ✓
- Network Summary:** Connected Drapiza House.
- Action Cards:** Three rows of three action cards each.
- Section:** Get the most of your network
- Card Types:** Service, Feature, Product, Perk.
- Footer:** A M H S ...

# To meaningfully impact engagement we need to make new users and create authentic reasons to engage.

Nail the essentials	Make New People	Elevate existing value	Create new ways to engage	Build equity & Mindshare
We know the historic reasons for visit and VoC complaints...nail those touchpoints.	Simplify access & ability for prospects & all customers across the full base to access our products, services & experiences	Point about removing the product container of feature, sets and elevating their placement to reinforce our strengths and drive regular engagement: speed test, health check, security dash, home network management, device management.	Test into new concepts and existing partnerships both timely and evergreen thoughtfully: polls, live events, Met/Roblox, Thanksgiving livestream etc.	Create contextual opportunities to demonstrate value of the service, network excellence, and best product-fit “for you.”
<ul style="list-style-type: none"><li>• Top 10 tasks</li><li>• Search &amp; Support</li><li>• Authentication</li><li>• Performance</li></ul>	<ul style="list-style-type: none"><li>• Prospect App Expansion</li><li>• Cross Sell Home &amp; Mobile</li><li>• Line Roles &amp; Permissions</li></ul>	<ul style="list-style-type: none"><li>• Whole Home discoverability</li><li>• Feature elevation</li><li>• Device Management</li></ul>	<ul style="list-style-type: none"><li>• Partnership events</li><li>• Product integration</li><li>• Emerging tech preview</li></ul>	<ul style="list-style-type: none"><li>• Tools, tips, &amp; recommendations</li><li>• Educational content</li><li>• Proactive support</li><li>• Focus on value &amp; network performance.</li></ul>

## Next steps

Prioritize and invest in the Foundation and Core services that enable and power our app ecosystem.

- Individual Profile
- Single Sign-On
- Shop/Buy (personalized/contextual)
- Account Management
- Network and Device Management

*\*illustrative list*



Align and build the right ecosystem model that meets customer needs and supports their behaviors.

- Customer behavior centered
- Enterprise alignment with shared success/KPIs
- Clear user-centered criteria on feature development
- Governance and roadmap across products/capabilities
- Prioritization and funding

**#FORWARDTOGETHER**



# 8.14 Beyond Connectivity

## **Original Attendees**

Abby S Knowles  
Andrea A Caldini  
Angeles Borrego  
Ann Elizabeth Donohue  
Annamaria Monticciolo  
Ara Zakarian  
Salla, Arianne  
Brian T Hurd  
Brian Patrick Kelly  
Brian Andrew Stump  
Brian Suchak  
Cecilia Meade  
Che D Phillip  
Emmons, Christopher  
Paul, Chris  
Dasa L Miller  
Deborah Campbell  
Diana Lizeth Cervantes  
Diana F Zaccardi-Yekta  
Dibya Sahoo  
Emily V Bingham  
Emma Grant  
Emmanuel Churchlev

# 8.17 MVA Ecosystem

## **Original Attendees**

CX Design: Alexa Curtis, Brandy Deniz Bora, Philip Kim  
Caroline A Brown, Robert Nelson, Abraham, Deepa, Jeffrey Powers  
CXO: Chris Paul, Chris Romstad, Heather Sodden, Essra D Kibler, Kenan Birsin, Bala Maddali  
Digital Marketing: Pomeroy, Wes, Evan J North  
VBM: Patricia O Foster, Lisa Surgi, Jennifer Kravitz Huckleby  
GTS: Omar Abou-Khamis has moved to Visible  
CMG: Roberto Santellana  
Sapient: Manja Kurzak, Amy Kochert, Julie Doten, Emily Bingham, Hannah Scholly

## **Original goal**

To define the next iteration of the My Verizon app. During this workshop, we will first co-draft what MVA should be focused around to best support business and customer objectives. In the second half of the day, we will generate ideas on how to bring these focus areas to life. This collaboration will deliver a shared path forward and ways to execute on the next iteration of MVA, together.

## **Original Agenda**

Full day workshop, facilitated by Sapient

# Questions to answer

How are we defining  
“Use”, “Support” and  
“Foundational”?

What “Use” experiences  
do we want to elevate?\*

What will we consider as  
support & foundational  
activities?

Which 3-4 products do  
we want to use as  
examples as we define  
the model?

What's the next gen of  
MVA?

What's our marketplace  
strategy?

What is the role of our  
.com ecosystem vs app  
ecosystem for Use,  
Support, and  
Foundational activities?

Which teams are  
responsible vs  
accountable for  
implementation of  
foundations, support,  
and use experiences?  
Governance model?

What activities need to  
be supported natively vs  
webview?

How would product  
roadmaps be adjusted to  
focus on foundations  
over features?



**Workshop reset**

8.14 TBD

8.17 TBD

✓