
Content docs

Told through the NGUAD project

Shop & Pay Design + Content Strategy: Communication Team

June 2021

Where we started

Where we are now

Where we are going

Signed-In Experience

Wireless /SILP

Welcome, Alice.

Quick Updates

- Offers: Save on your bill every month.
- Your current balance is \$300.09.
- Shop the latest tech.
- Manage your device protection.
- You're covered with Verizon Protect.
- Manage your Smart Family settings.
- Manage your TV.
- Security, Support & More
- My Devices
- Browse Popular

Recommended For You

Fios Dashboard + My Fios

Please take a minute to confirm your email address. We'll give you a credit in the amount of \$0.01 to your account due to an upgrade of your Fios TV service. This credit will appear within the next 1-2 billing cycles.

Your Payment is Due By July 31, 2020 View Bill Pay Bill

Account number: [REDACTED]

Internet Fox Gigabit Connection

TV Fox TV Ultima HD

More Offers Disney+ First year of Disney+ on us. Then \$6.99/mo after.

More Offers Disney+ Get gaming goods and learning experiences on us.

Disney+

Hi ALICE

More Offers Disney+ Get it before it's gone.

Disney+ Disney+ First year of Disney+ on us. Then \$6.99/mo after. Enroll in Disney+

Your Payment is Due By July 31, 2020 View Bill Details

My Fios Bill Support

My Verizon / App

Rewards Center Use Rewards Activity

Available balance **\$150.92** Verizon Dollars Questions about Verizon Dollars? Learn more

Use on your bill Spend in the shop

October Rewards Hey, Costello

Your current balance is \$104.91. Auto Pay is scheduled for Sep 8.

Get it before it's gone. Your Monthly Reward expires soon. Claim it now!

AUG2020 PIXEL 0.06 GB used

Usage estimate as of Aug 25 at 1:35 PM

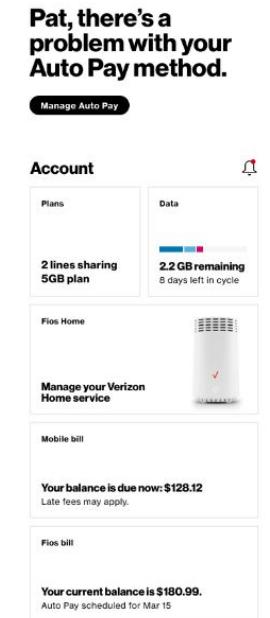
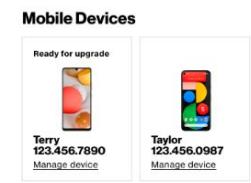
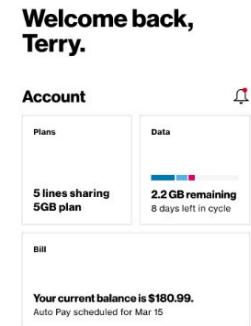
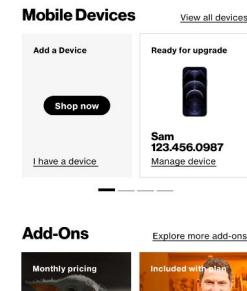
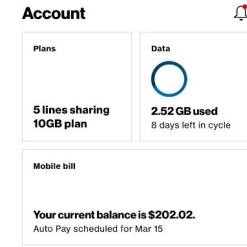
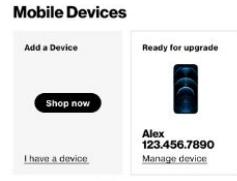
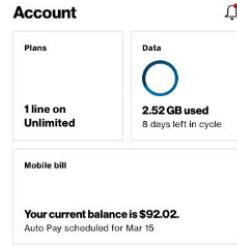
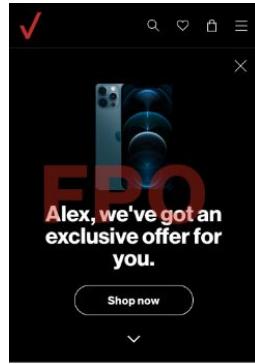
Explore add-ons Manage Plans

Lines

Owner: AUG2020 PIXEL Pixel 3 XL 64 GB White

Home Account Shop Verizon Up More

Where we're going



Content Strategy Docs

Input

- Sorted data set
- Visual bucket

Collab

- Onboarding
- Visual Forum
- Persona
- Scenario sheet
- Persona Mockups

Output

- Content Mapping
- Detail documents

Input

Time to do science.



Where we started

The raw material

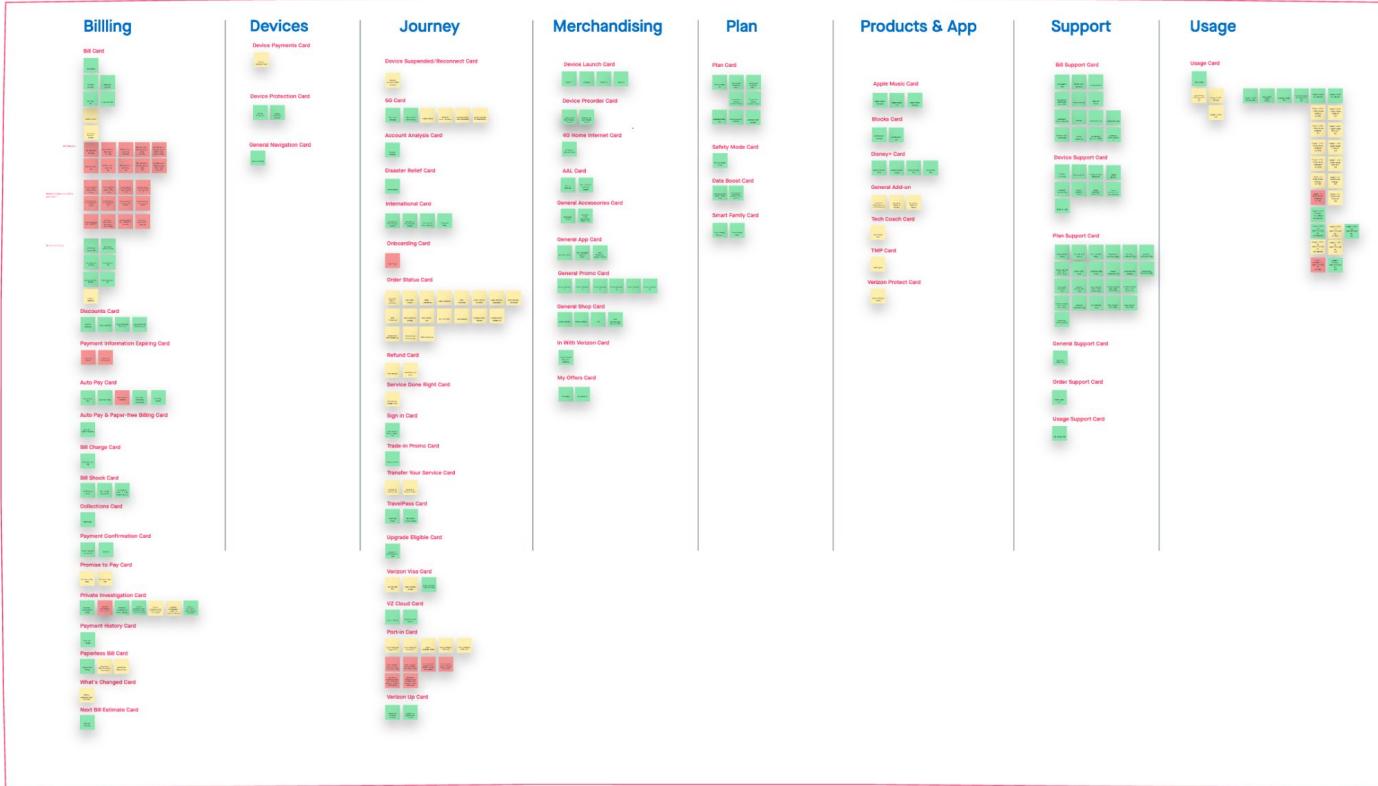
355
Messages

Workshop [deck](#) here

Sorted data set

Category	Subcategory	Sub-Sub Category	Urgency Level (if applicable)	Functional Name	Name / Label (if applicable)	BAU Message	Associated URL (if applicable)
Billing	Bill Card		3	Bill Default	MVO_LT_BILL_DEFAULT	[Copy] See your latest bill. Find your current balance, view bill details and more. [CTA] Caret	https://myvpostpay.verizon.com/ui/bill/ao/viewbill
Billing	Bill Card		2	Charity Upsell	MVO_LT_BILL_CHAR_MILTRY	[Copy] Your bill is ready. Why not make a charitable donation today? [CTA] Caret	https://myvpostpay.verizon.com/ui/bill/secure/pb#/
Billing	Bill Card		3	Video Bill: Account Owner	MVOT_LT_MYBILL_SUNDAYSKY_VIDEO_AO	[Copy] Hi [First Name], check out your video bill. This personalized video can help you understand your bill's recurring charges and new fees. [CTA] Watch your video	javascript:openVideoModalFn
Billing	Bill Card		3	Video Bill: Account Member	MVO_LT_MYBILL_SUNDAYSKY_VIDEO_STDY_AOM	[Copy] Hi [First Name], check out your video bill. This personalized video can help you understand your bill's recurring charges and fees. [CTA] Watch your video	javascript:openVideoModalFn

Visual Bucket



Collab

Time to do... group science.



Where we started

Design Sprint

355 Messages

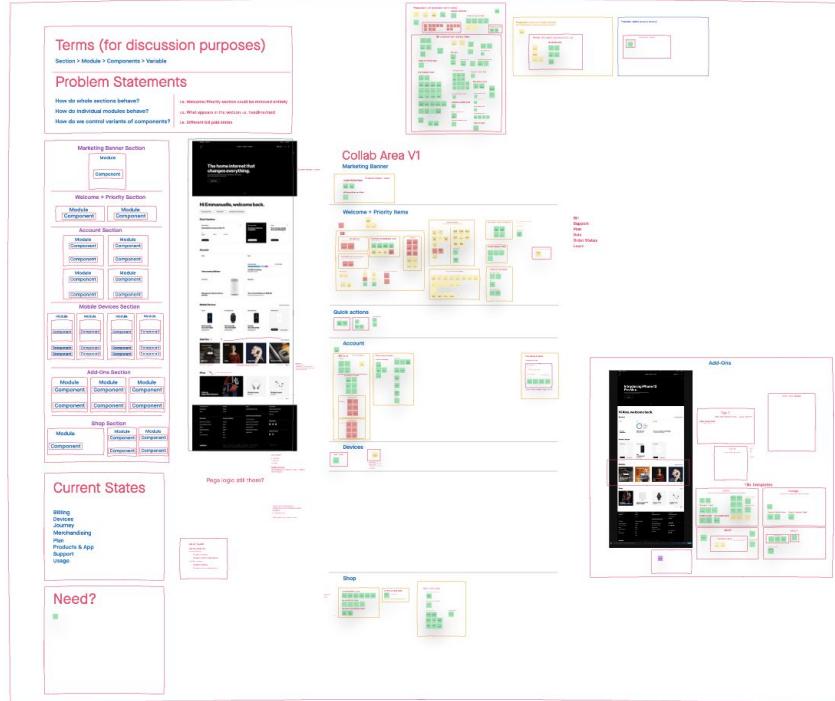
13 Delegates

7+ Teams

1 Direction chosen and one feature

Workshop [deck](#) here

Play Area



Onboarding

Terms (for discussion purposes)

Section > Module > Components > Variable

Problem Statements

How do whole sections behave?

i.e. Welcome/Priority section could be removed entirely

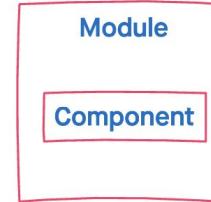
How do individual modules behave?

i.e. What appears in the section i.e. headline/card

How do we control variants of components?

i.e. Different bill paid states

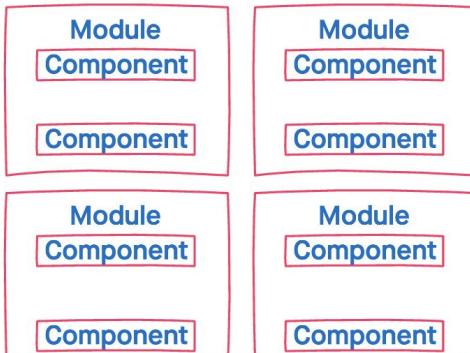
Marketing Banner Section



Welcome + Priority Section



Account Section



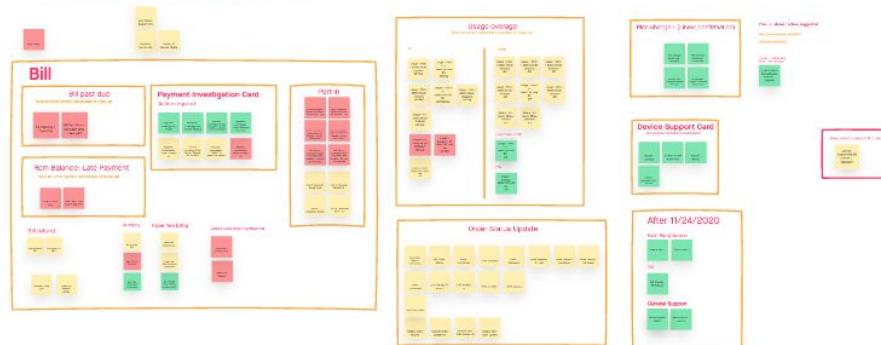
Visual forum

Collab Area V1

Marketing Banner



Welcome + Priority Items



Quick actions



Persona

Persona

Alex: Digital Enthusiast

Age: 20-35



Excited when:

- New product/innovation is launched
- Tech companies help me manage my digital footprint

Specs:

- Just ordered a device and it's shipping
- Bill change bc just added Apple Music
- AO
- Likes to stay updated on the status of his bill/storage
- Open to new devices
- Paid off 50% of current device
- Fairly affluent, digital millennial

Marketing Banner



Welcome + Priority Items



Account



Devices



Services



Shop



Ruleset

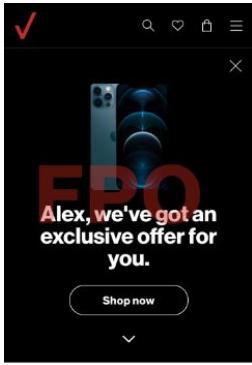
Rules:

- X days after device is shipped > surface notification
- X days after a bill changing transaction > surface notification
- AO/Mgr: Surface for all members
- AM: Surface for own device
- SOI propensity: Account conscious > 50%
- Surface bill/data mgmt info frequently
- SOI propensity: Early Adopter
- Surface to specific AO/Mgr/AM
- Current device paid off > 50%
- Upgrade eligibility card
- SOI propensity: Fairly affluent, Digital Millennial/Gen Z (18-35)
- Surface Charity Upsell

Scenario sheet

Scenarios				
Background Segmentation: Who are they?	Pet: Simple Worrier  Executive summary: Verizon offers a lot of different providers offer one touch support - it's like having all my services (wireless, internet, tv) in one place.	Terry: Knowledge Seeker  Executive summary: I'm always looking for ways to leverage my devices better.	Jordan: Functionalist  Executive summary: I'm here to make sure my devices are working well and I'm getting the most out of them.	Alex: Digital Enthusiast  Executive summary: I'm always looking for new innovations & gadgets to keep me up to date.
Triggers Why do they log into Verizon?	- Got an alert that their mobile bill payment was declined because their credit card expired and bill past due.	- Got an alert that his device performance is not optimal (battery life).	- Wants to see how much he owes this month - Wants the newest tech, but wants a deal to see if he should buy the latest or if he should go to credit.	- Got an alert on Thursday that his Verizon bill changed by \$5 so he came to log into the app.
Account state # of lines / plan type / services + add-on paying for / service + add one eligible for / 1/2/3 account standing	- 1 VZD - Joint customer (wireless, internet, TV, home phone) - 2 lines, monthly shared plan \$5 - Home Phone Protection + Verizon Protect Home (Smart Call Filter) - Bill past due	- Non VZD - Joint customer (wireless, internet only) - 5 lines, unlimited - Home Phone Protection + 3 ways to leverage his devices (better) - Home Phone devices, his devices are not optimized	- 1 VZD - Single, Registered Account Manager - 3 lines, Mix and Match Unlimited - Droid in a Free Trial of Discovery+, World of Warcraft plan - Home Phone Protection + 3 ways to leverage his devices (better) - Home Phone devices, his devices are not optimized - Coming up to the Data throttle constantly from answering too much	- 1 VZD - Single, unlimited - 1 lines, Mix and Match Unlimited - Disney+ - Apple Music (plan to be updated on Entertainment plan) - Home Phone Protection + 2 line calling - Healthy airplay
Level of personalization New Customer, Long time customer	- Long time customer, 10 yrs w/ Verizon	- He has been w/ Verizon 10 yrs, he just added the young daughter	- 5 years, for the whole family, account manager for 3 years	- 1 - 3 years, was originally on T-Mobile but then got a good job and switched to VZ
Last transaction Type and # of days ago	- Purchased a phone last year (upset on services)	- He purchased on GPP basic phones for his daughters but just purchased a phone for himself in 3 yrs (plans to go to newer phone deals, Samsung)	- Got a new phone 1 month ago and new airpods for himself 2 weeks ago - Disney+ - Mail is expiring	- Bought JBL speaker accessory from a VZ Rewards upset 1 week ago and is waiting for certain perks

Persona Mockups



Account

Plans	Data
1 line on Unlimited	2.52 GB used 8 days left in cycle

Mobile bill

Your current balance is \$92.02.
Auto Pay scheduled for Mar 15

Mobile Devices

Add a Device	Ready for upgrade
Shop now	Alex

I have a device

4G Verizon LTE 4:21 PM Account

Hi Jordan,
You have 2 updates.

Order Status
Ready for pickup until May 4.
Ordered Apr 15 Ready for pickup Picked up

View order

Account

Plans	Data
5 lines sharing 10GB plan	2.52 GB used 8 days left in cycle

Mobile bill

Your current balance is \$202.02.
Auto Pay scheduled for Mar 15

Mobile Devices

View all devices

Add a Device Ready for upgrade

Shop now

I have a device

4G Verizon LTE 4:21 PM Account

Welcome back,
Terry.

Account

Plans	Data
5 lines sharing 5GB plan	2.2 GB remaining 8 days left in cycle

Bill

Your current balance is \$180.99.
Auto Pay scheduled for Mar 15

Mobile Devices

Ready for upgrade

Terry 123.456.7890 Manage device

Taylor 123.456.0987 Manage device

Add-Ons

Included with plan Sam 123.456.0987 Manage device

Explore more add-ons.

Monthly pricing

Enroll Learn more

Enjoy discovery+ 600+ hours

Safeguard your personal data with Digital Secure

4G Verizon LTE 4:21 PM Account

Pat, there's a problem with your Auto Pay method.

Account

Plans	Data
2 lines sharing 5GB plan	2.2 GB remaining 8 days left in cycle

Fios Home

Manage your Verizon Home service

Mobile bill

Your balance is due now: \$128.12
Late fees may apply.

Fios bill

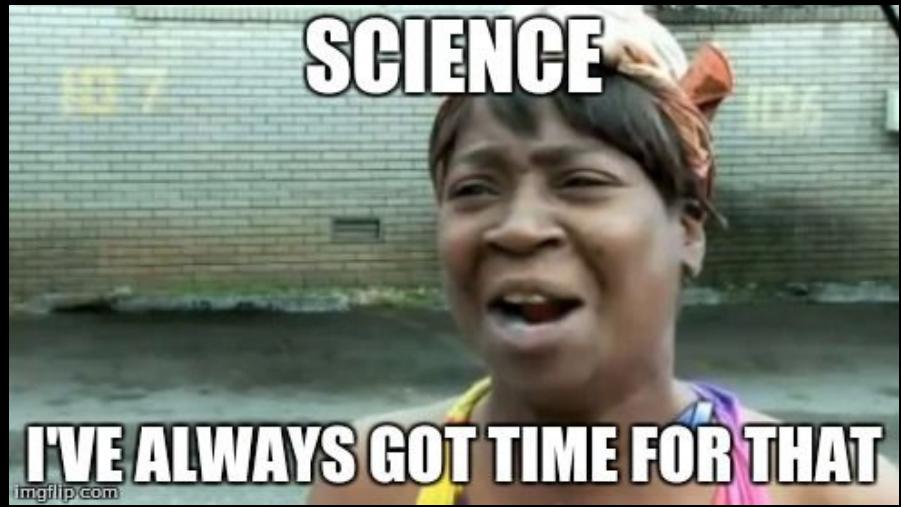
Your current balance is \$180.99.
Auto Pay scheduled for Mar 15

Mobile Devices

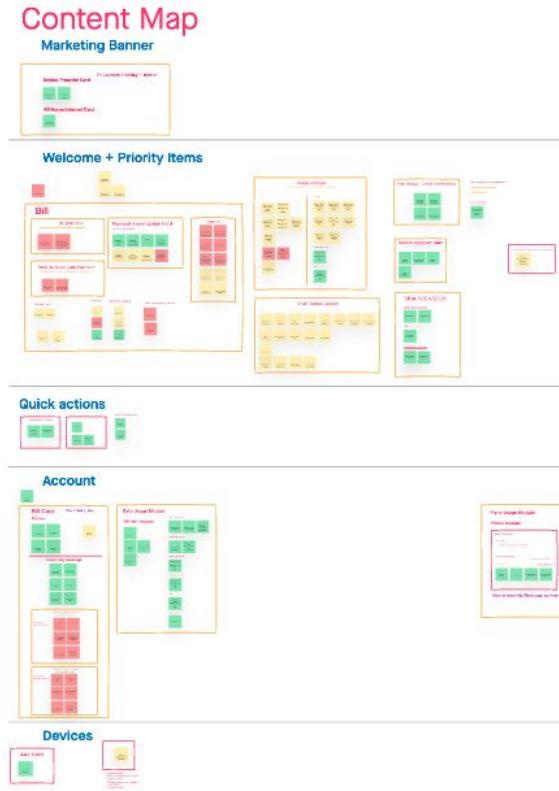
Ready for upgrade

Output

Still science. But it's different science.



Content Mapping



Detail Document 1: Variant States

Plan State	Scenario	Suggested Copy V1	Char Count Scale
Metered	0-95% data used	XX / XX GB data remaining	0-25
Metered	95-100% data used	You're running low on data	25-30
Metered	Out of data	You're out of data	30-35
Metered	Safety mode on / 95%-100% data used	Safety mode is on	35+
Unlimited	0-95% data used	XX GB data used	
Unlimited	More than 95% data used on a line	XX GB data used	
Unlimited	At or beyond throttle limit	You're past your data limit	

Detail Document 2: Priority Messages

Category	Function Statement (Priority Messages)	Ranking	Ranking Category	Ranking Attributes	Rank
Billing Issue	there's a problem with your Auto Pay method.	1	Account Impacting	Disruption of process	1
Order Status	there's a problem with your order.	2		Time sensitive (immediate)	2
Port Status	there's a problem with your number transfer.	3		Time sensitive (within range)	3
Port Status	there's a problem with transferring your service.	4		Open support issue	4
Order Status	pick up your order by May 4. (ISPU)	5	Time Sensitive Service Update	Business priority	5
Trade-in	you have an open trade-in.	6		Passive	6
Port Status	we're working on your support request.	7			
Redeem	redeem your Verizon Gift Card by May 4.	8	Major Redemption	Ranking Attributes	Definitions
Redeem	redeem your data gift	9		Disruption of Process	Your service is currently or might be disrupted

Content Strategy Docs

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- Sorted data set
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Collab

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Output

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Where we started

Where we are now

Where we are going

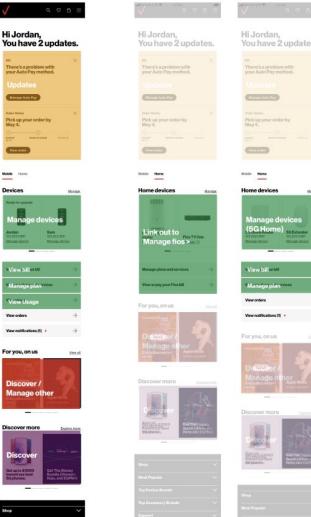
MVO BAU



UAD Concept 1



UAD Current concept





Archive

The science of never looking at things again.

Where we started

Reimagine the role of the account dashboard — putting the customer at the center of the experience.

Our goals.

- Make it easier for existing Home or Mobile customers to complete common actions.
- Provide personalized, discoverable content.
- Remove barriers that prevent customers from managing their account on their own.

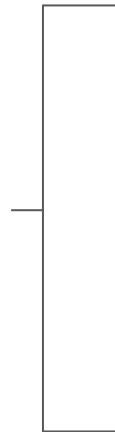
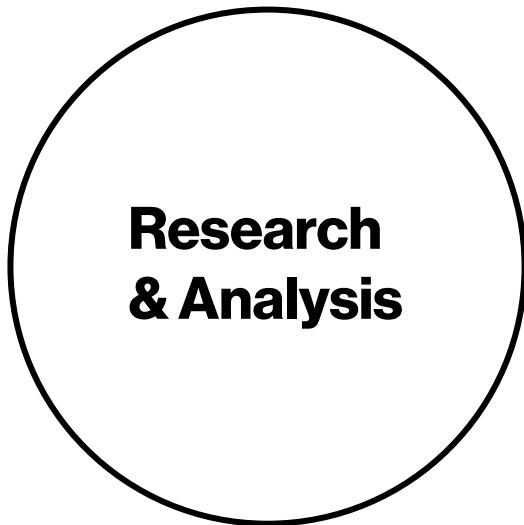
Where we started

Reimagine how we welcome back customers — putting the customer at the center of the experience.

Our goals.

- Make it easier for existing Home or Mobile customers to complete common actions.
- Provide personalized, discoverable content.
- Remove barriers that prevent customers from managing their account on their own.
- Make sure there is alignment on the relationship and role between app & web experiences.

Where we started



Discover

- Business goals
- Research
- Design Sprint
- Stakeholder talks
- Audit

Define

- Personas
- Use Cases
- Requirements

*In process

Where we started

Design Sprint

2

Day sprint
with SMEs

13

Attendees

35

Sketches

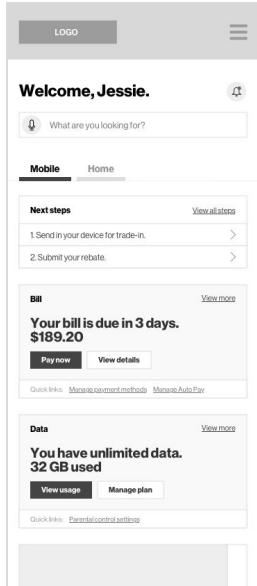
1

Direction chosen and
one feature

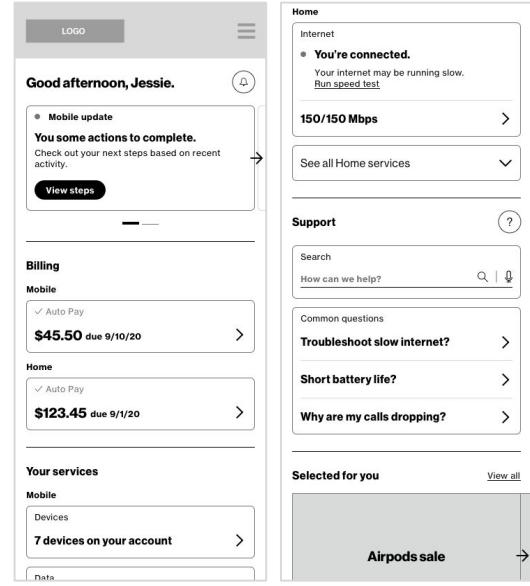
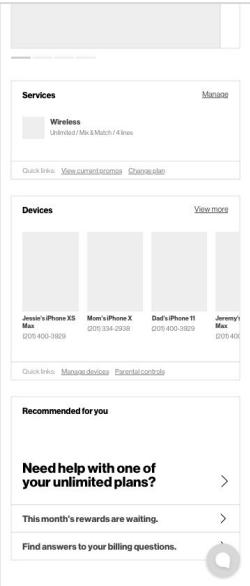
Workshop [deck](#) here

Where we started

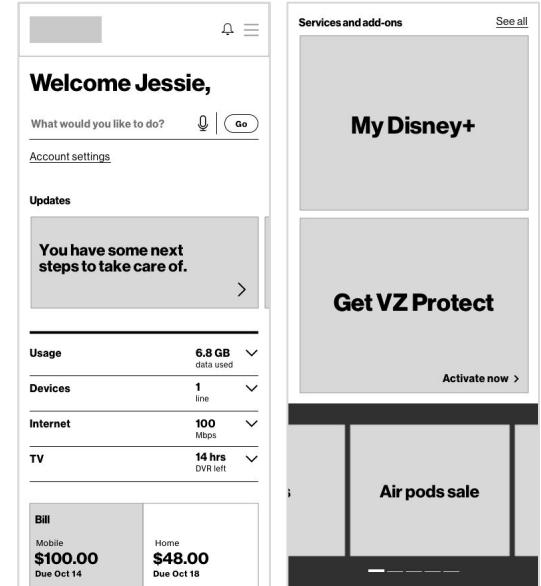
Design Sprint Concepts



Toggle concept



Nested concept



Unified concept

Where we started

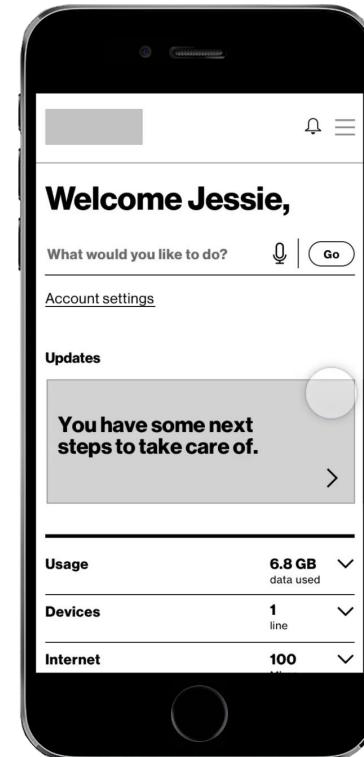
Unified concept

Why the team liked:

- It's predictive upfront
- Combined view of Mobile + Home data
- Has clear content containers
- Easy to see an overview

What user testing told us:

- Including both Mobile and Home account information on the same page felt more unified and streamlined than participant's current account pages.
- Current bill amount due, the billing due date, and the amount of data used were key details participants focused on the most.



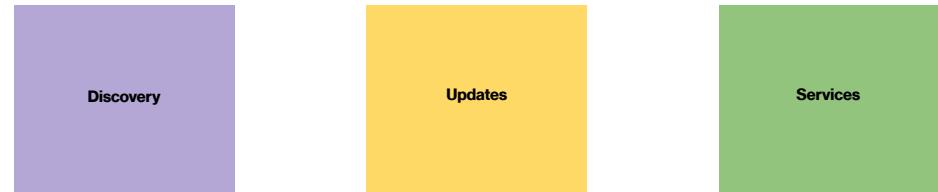
Where we started

Where we are now

Where we are going

Content containers

We grouped information into content containers and explored their structural, organization, and weight on the page.



Containers are either static, dynamic and in some cases predictive.



The ask

How would this concept translate in the app?

How might we think of this project as a logged-in **front door experience**, and how should it work for web and app as a more consolidated ecosystem?

Structural

What content lives where?

Content structure

Updates

Services

Discovery

Add-ons

Potential MVA paths.

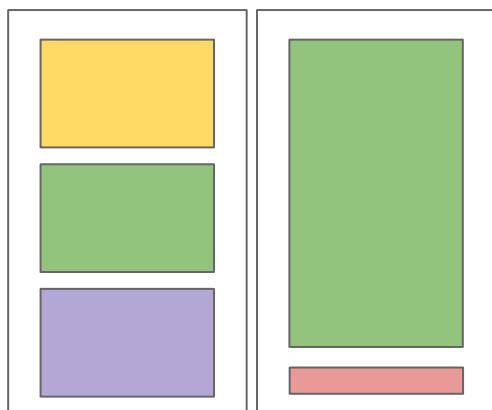
Today

Feed (Home tab)

Account updates
Services status
Discovery / Merchandising

Account tab

Services
Add-ons



Discover offers, see account updates, and status in the **Feed**. View services in **Account**.

Content structure

Updates

Services/Account

Discovery/Shop

Add-ons

Potential MVA paths.

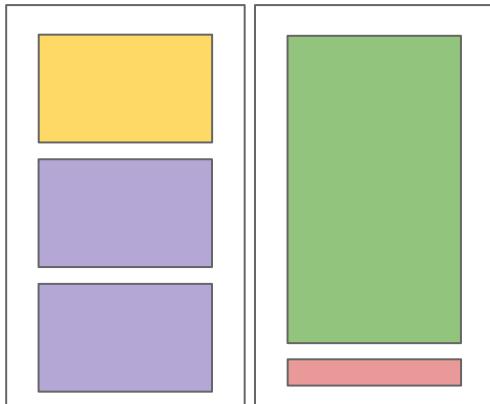
1. Suppress redundancies on the UAD

Feed (Home tab)

Account updates
Discovery / Merchandising

UAD (Account tab)

Services & their status
Add-ons



Discover offers and manage account updates in the **Feed**. Shop on the **Shop tab**. View services and their status in **Account**.

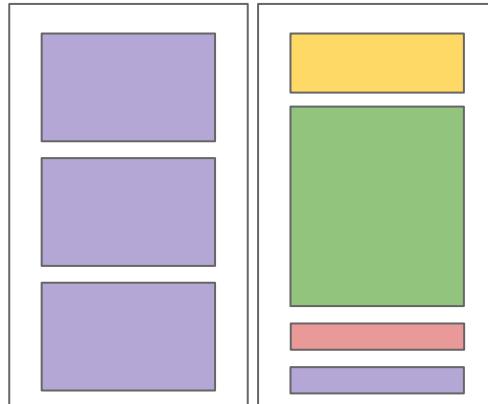
2. Suppress redundancies on the Feed

Feed (Home tab)

Discovery / Merchandising

Account tab

Account updates
Services & their status
Add-ons & Support



Pure discovery in the **Feed**. Manage services and take action on account updates in **Account**.

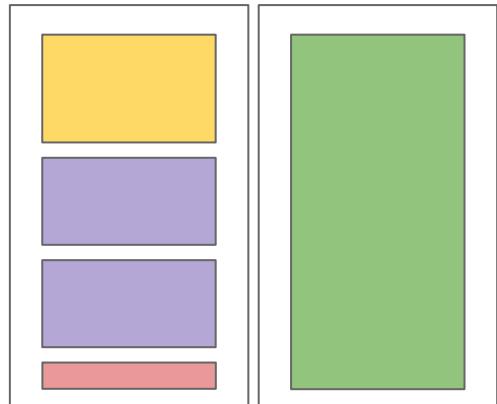
3. Shift select UAD modules to the Feed

Feed (Home tab)

Account updates
Services status
Discovery / Merchandising

Account tab

Services
Add-ons



Discover offers, see account updates, and status in the **Feed**. View services in **Account**.

Potential MVA paths.

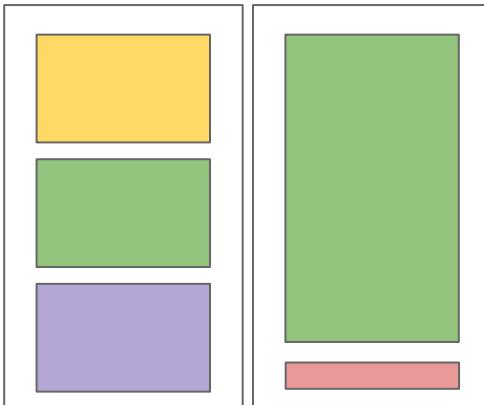
Today

Feed (Home tab)

Account updates
Services status
Discovery / Merchandising

Account tab

Services
Add-ons



Discover offers, see account updates, and status in the **Feed**. View services in **Account**.

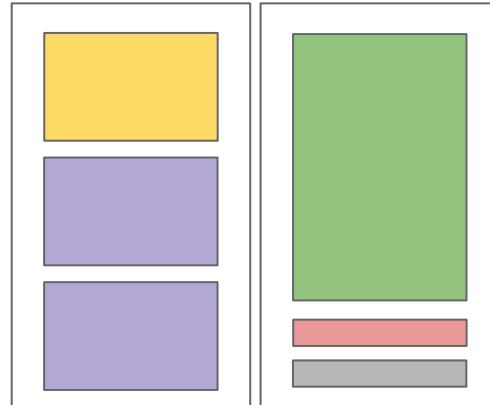
Update-Based Feed (A)

Feed (Home tab)

Account updates
Discovery / Merchandising

Account tab

Services & their status
Add-ons & Support



Discover offers and manage account updates in the **Feed**. View services and their status in **Account**.

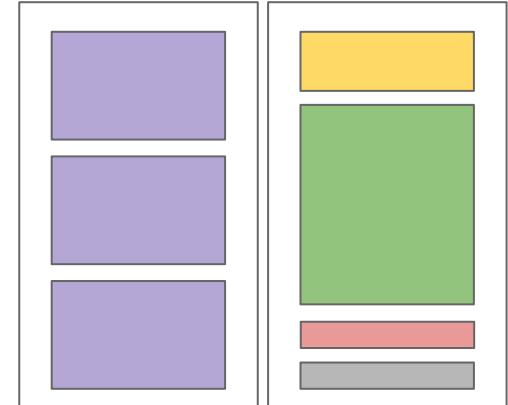
Discovery-Based Feed (B)

Feed (Home tab)

Discovery / Merchandising

Account tab

Account updates
Services & their status
Add-ons & Support



Pure discovery in the **Feed**. Manage services and take action on account updates in **Account**.

Organization

How do we organize the Account experience?

Design

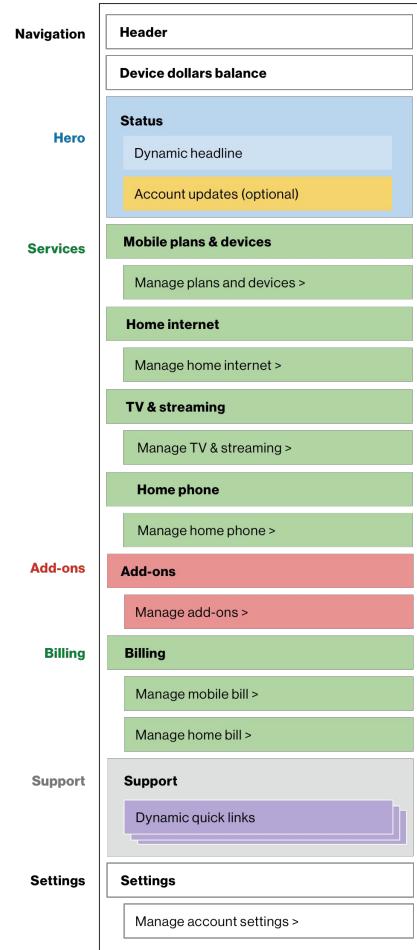
Option 1

Page level structure (MVA)

“What am I paying for?” approach

Key points

- Dynamic hero/greeting area for **account updates**.
- All **services** listed out, with **proactive updates** embeddable in each.
- Standalone **bill** modules.
- Link out to view all **add-ons**.
- Dynamic **Support** to help users get to the right touchpoint/content.



Design

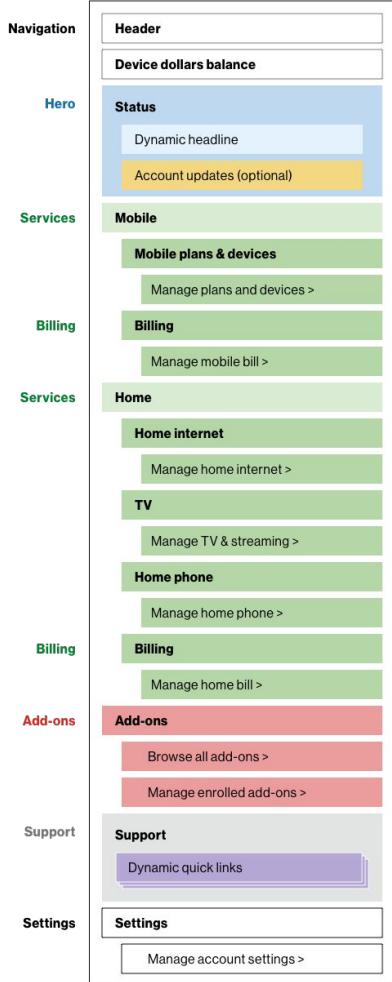
Option 2

Page level structure (MVA)

Line of business approach

Key points

- Dynamic hero/greeting area for **account updates**.
- **Billing** modules connected to Mobile or Home service sections, relevant **services** listed within.
- Links out to browse and view enrolled **add-ons**.
- Dynamic **Support** to help users get to the right touchpoint/content.

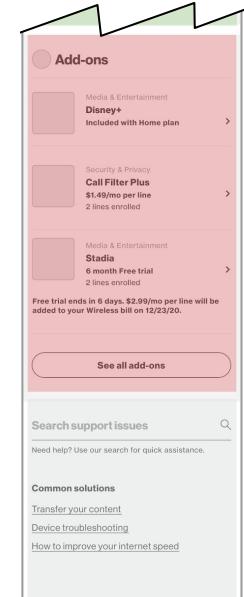
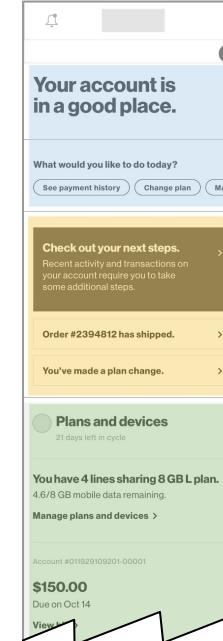
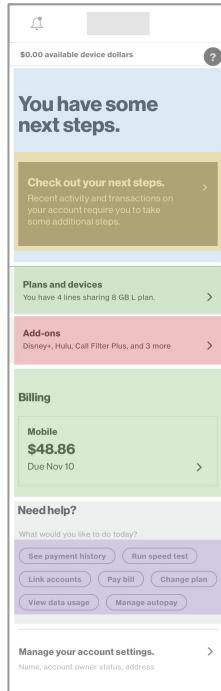
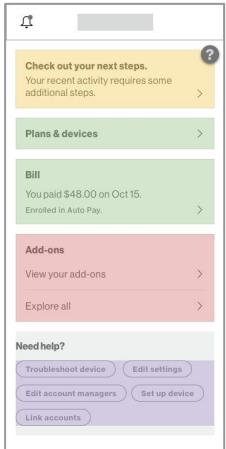


Weight

What is the level of detail on the page?

Design

What is the level of detail to show at the module level?

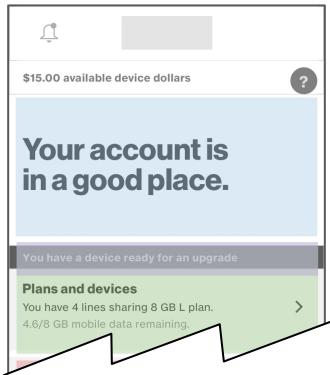


More
navigational

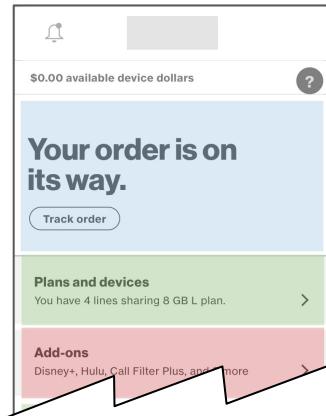
More
informational

Dynamic hero status examples

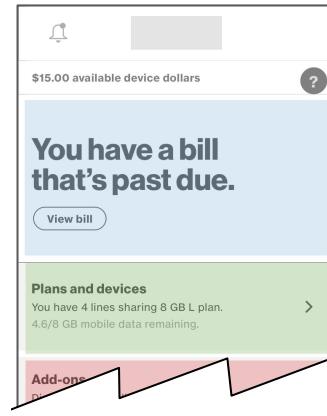
No actions required



Post order



Bill overdue



Where we started

Where we are now

Where we are going

Overarching theme: the NGUAD product will be designed as scalable components.

CMI/Research

Jan 2021

The primary goal of this research effort is to determine which version of the MVA page is most effective at directing users to account related information.

Prototypes will be evaluated across key metrics, including, time on task, success/fail rate, and others.

CMI readout first week in Feb.

Partnership/Stakeholding

Align and partner with the following teams:

VBM MVA/MVO Team (Feed Card/Live Tiles)

MVA Team (Native Account Experience)

Omni Team

Digital Team

SOI Team

Architects/GTS (Home + Mobile)

Collaboration

This is a collaboration effort between Shop, Unity, and Service teams.

Content Strategist: will focus on the real work of crafting clear, useful, and functional content.

