

# **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

### CX & Marketing Digital Excellence

Competitive Analysis  
Past Strategies  
Data review  
Shared organizational strategy

### CX Design

Align on Core and More experiences  
Establish UX Heuristics  
Affinity diagram of features and functionality  
Build scenario diagrams  
Establish UX Goals

### Product, CX, CX Design & TBD Partnerships

Socialize diagrams  
Add business benefits, risks, and est time and cost for each model  
Add business heuristics  
Align on a new model and heuristics.  
Establish Business Goals



## 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*

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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.

### Affinitize features and functions

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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

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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  
24.1 M



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★ Apple 4.5★ Android



Inside Verizon  
4.6★ Apple 4.4★ Android



My Verizon  
4.6★ Apple 4.4★ Android



Verizon Cloud  
4.6★ Apple 4.3★ Android



Verizon Visa Card  
4.5★ Apple 4.5★ Android

### Downloads

June thru Aug. 2022, via Data.ai



My Verizon  
1.3 M



Content Transfer  
381 K



Verizon Cloud  
350 K



Verizon Messages  
244 K



GizmoHub  
180 K

### % Active Days

June thru Aug. 2022, via Data.ai



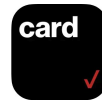
Verizon Messages  
71%



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

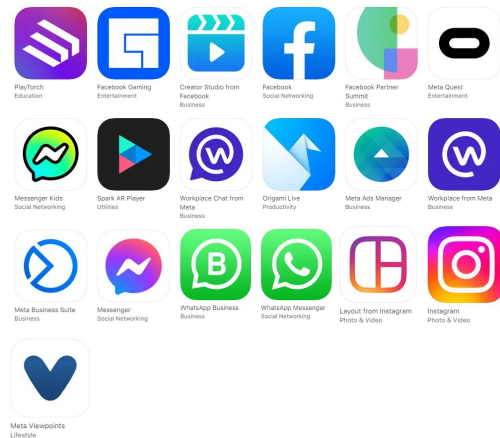
June thru Aug. 2022, via Data.ai

	My Consumer Cellular 12.3%
	T-Mobile Tuesdays 12.1%
	Mint Mobile 11.8%
	Project Fi 10.6%
	Xfinity Mobile 10.3%

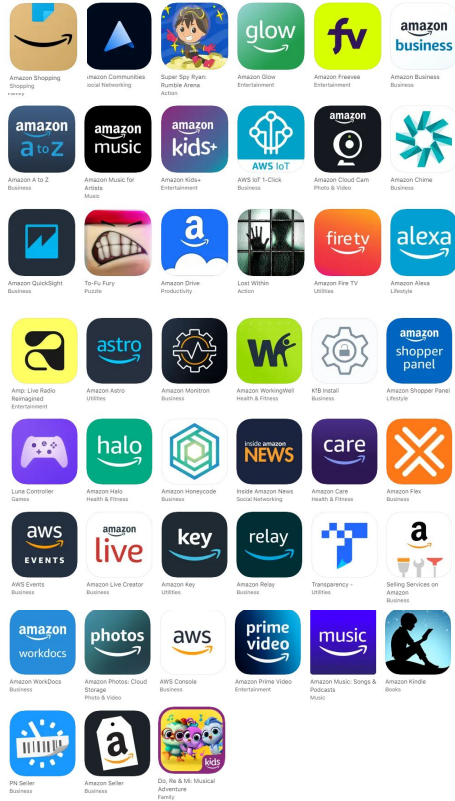


# Tech Co Titans: The app is the Experience

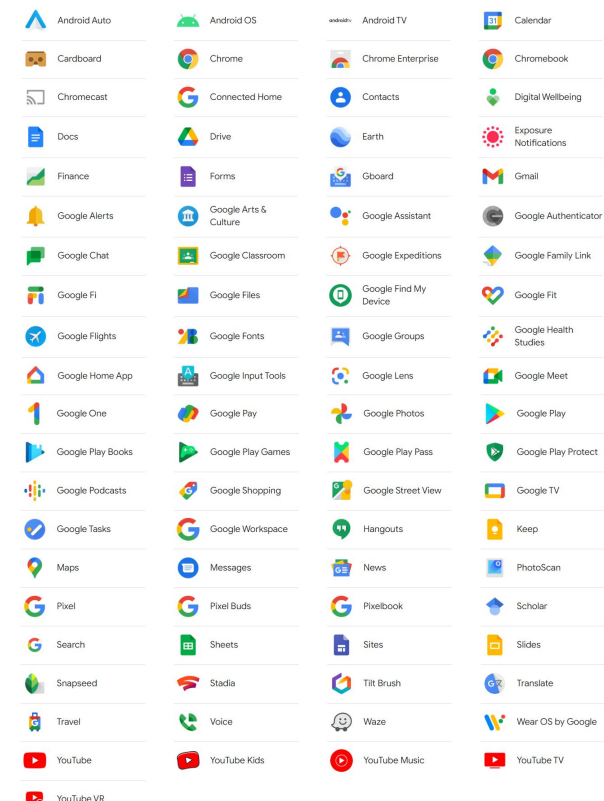
## Meta (19)



## 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
my verizon	1	60.89
verizon app	1	46.22
fios	3	48.07

Keyword	Keyword Rank	Search Volume
verizon cloud	1	49.07
cloud	3	47.18
verizon fios	8	38.39
my cloud	5	33.49

## 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")

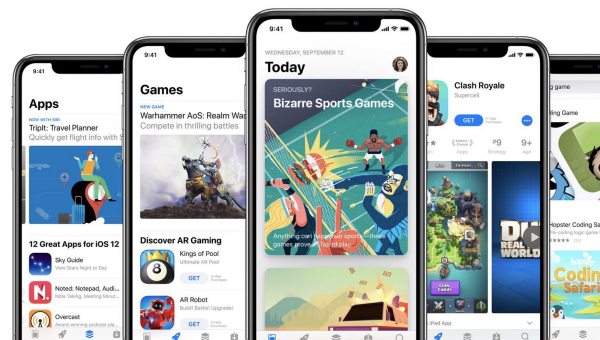
### Smartlinks and link indexing

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

### Inbound demand generation

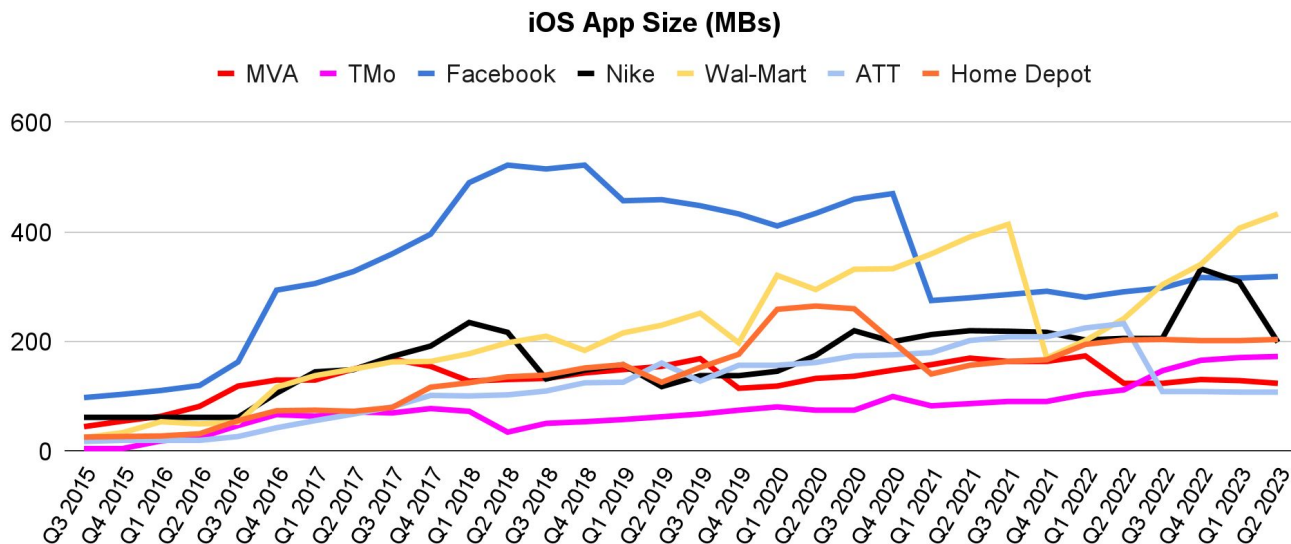
Partner with VBM to create promotions that drive incremental qualified traffic - especially prospects - to our digital products.

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.



## 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

Low 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.

### 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

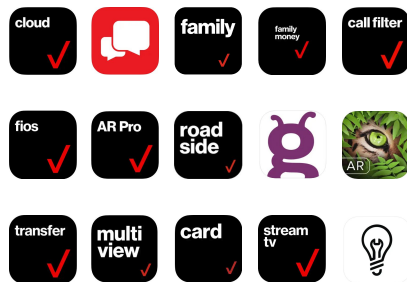
Any APIs, widgets or other mechanisms to connect content from other apps to MVA. Needed business case, prioritization, and roadmapping.



## Expansive MVA ecosystem strategy

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

### Single Purpose 2020



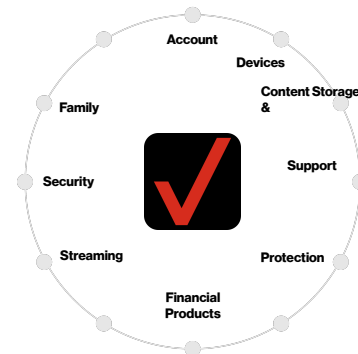
Standalone

### Simplified Portfolio Near term



Connected

### Expansive Long term



Expansive



### Single Purpose 2020



Standalone

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

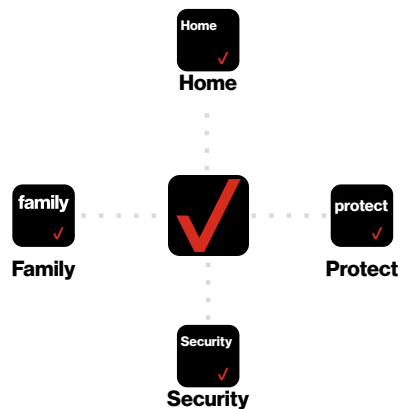
**"Too many apps, My VZ, My Fios, Vz Up.** I totally surrender."

Medallia 8/19/2021

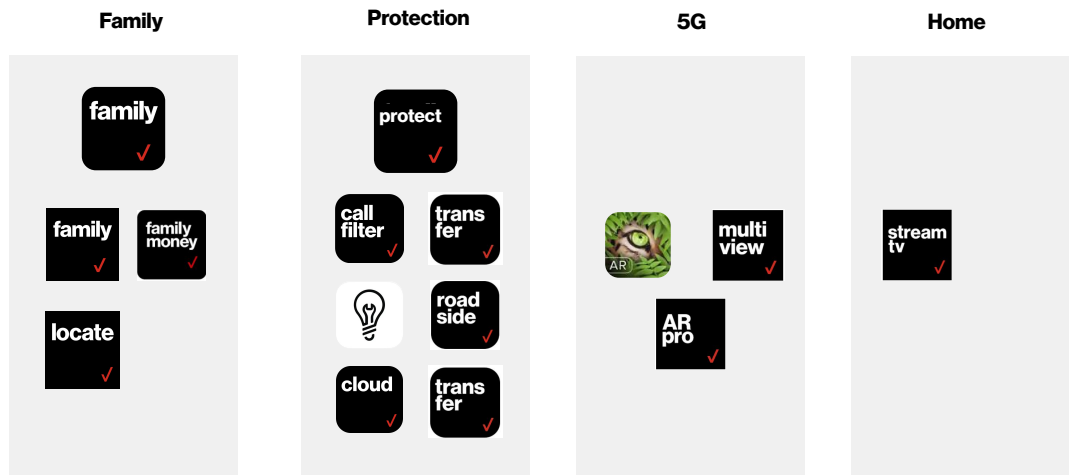
**"Too many apps.** My VZ, My Fios, Fios TV. Why can't you have one app for both my TV, Internet and wireless."

Medallia 3/8/2021

### 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

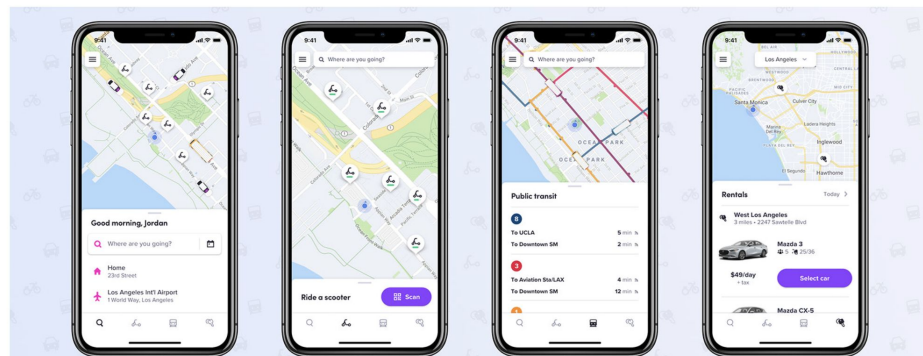


Simplified app portfolio will lead to fully integrated experiences empowering customers to discover, use, manager all Verizon products in one place

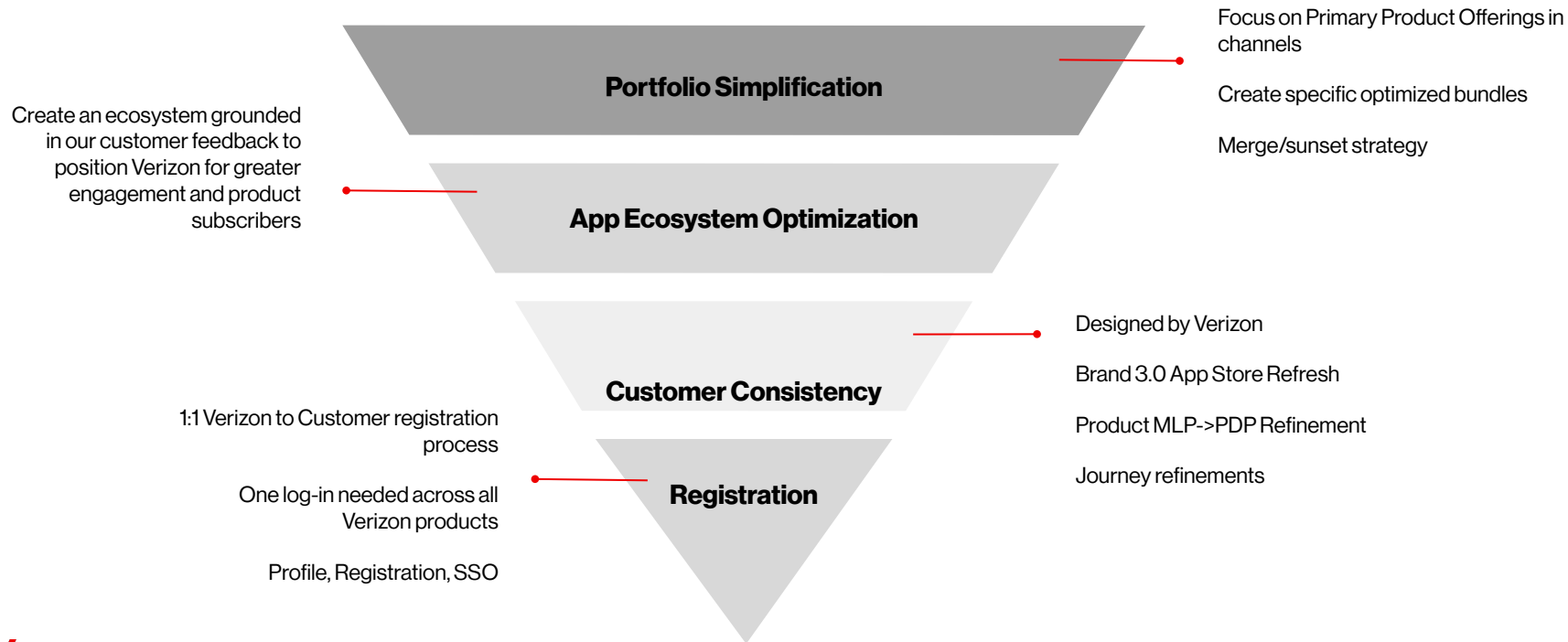


September  
**24**  
2019

### One App to Unlock Your City



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

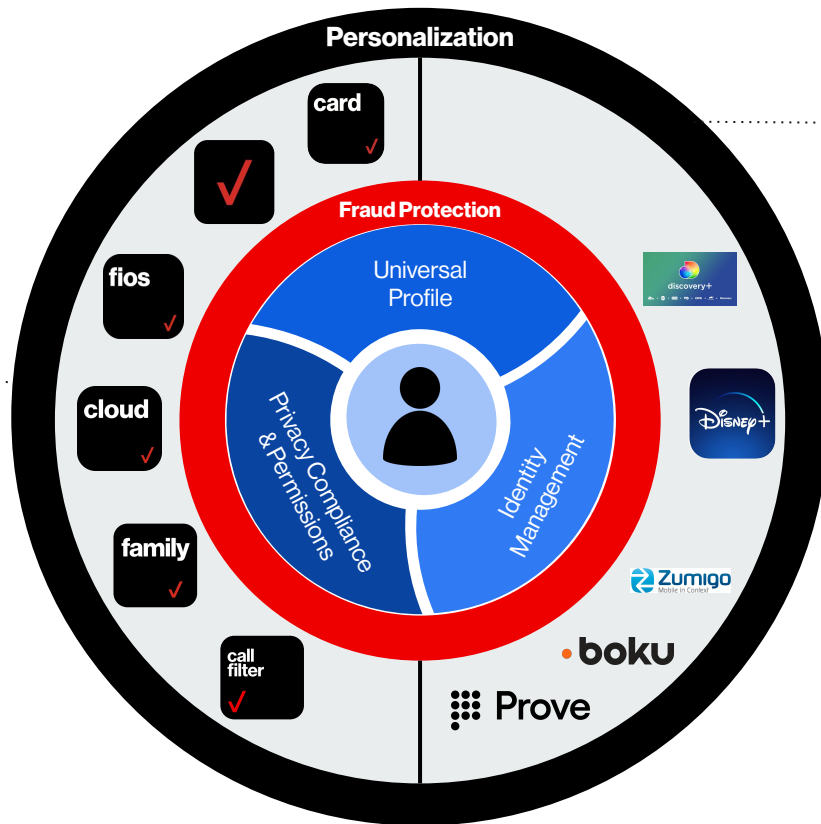


## Universal Profile

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.

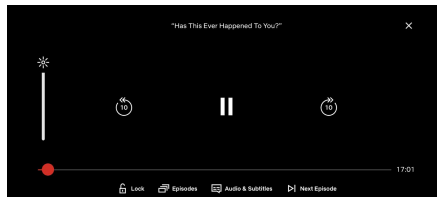
Ex: Pause/Play



### 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

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#### **User**

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

### What

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#### **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

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#### **Complexity**

Complexity impact the user experience?

#### **Effort**

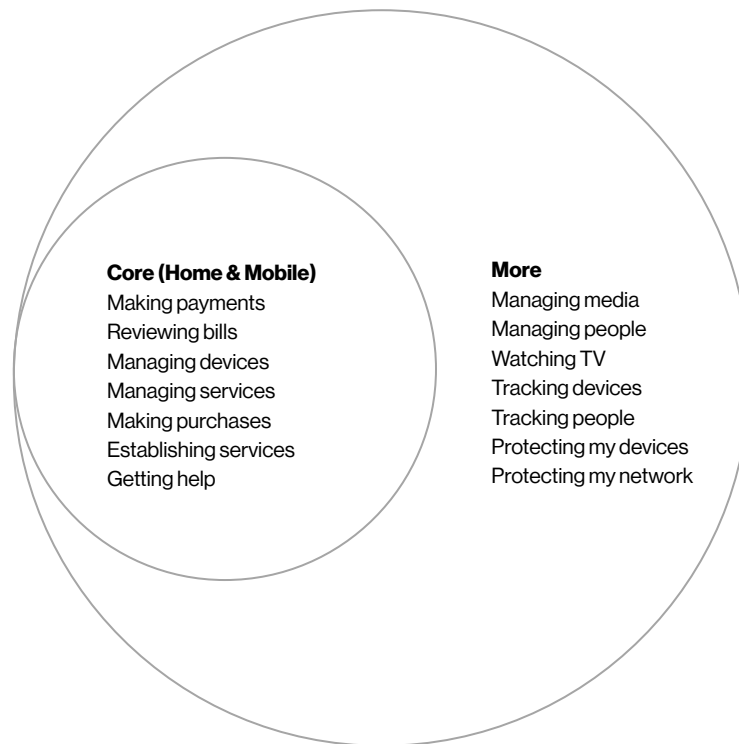
Would the effort to build or maintain the feature set negatively affect the experience?

#### **Technical Considerations**

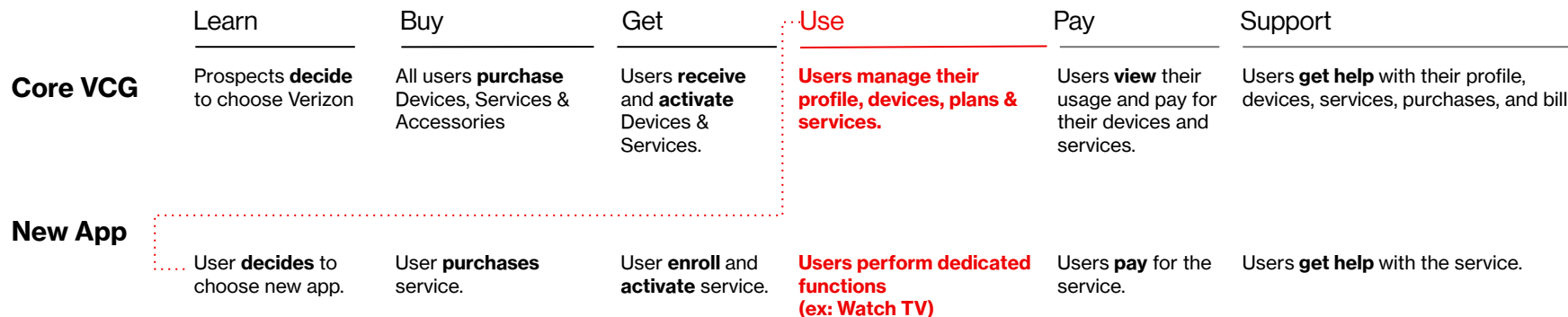
Do the specific technical needs of the feature set determine what shape the product should take?



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



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



3.0



# Current features and functionality across consumer applications.

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



## Affinity: Family Role

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

### Adult

The decision maker.

All Foundational All Support	Object tracking People tracking Parental controls
Voice Calling Voice Message Text Message Voicemail services Internet connectivity Travel services VPN Hotspot	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 Device Management Home Device Management Home Network Management Subscription Management Connected Car wifi management Mobile plan management Home plan management Account Management	Data transfer File storage
Mobile Device Purchase Home Device Purchase Accessory Purchase Media Purchase Purchase subscriptions Mobile Insurance Purchase Plan recommendations Offers Discounts	Credit Card Purchase history Verizon Dollars Rewards Event presale tickets
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	
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	

### Roommate/housemate/friend/family

Some specific control and decision making.

All Foundational All Support	Object tracking
Voice Calling Voice Message Text Message Voicemail services Internet connectivity Travel services VPN Hotspot	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 Device Management Home Device Management Home Network Management Subscription Management Mobile plan management Home plan management Some Account Management	Data transfer File storage
Mobile Device Purchase Accessory Purchase Plan recommendations Offers Discounts	Credit Card Purchase history Verizon Dollars Rewards Event presale tickets
Mobile Insurance Claims Roadside Assistance	
Watch TV (web/app) 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.

### Foundational Features

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

### Support Features

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  
Troubleshooting  
  
Profile

### Phone & Tablet

Mobile Device Management  
Parental Controls  
Subscription Management  
  
Mobile Device Purchase  
Accessory Purchase  
Media Purchase  
  
Mobile Insurance Purchase  
Mobile Insurance Claims  
Purchase subscriptions  
Mobile plan management  
  
Speed test  
Mobile device diagnostics  
  
Voice Calling  
Voice Message  
Text Message  
Voicemail services  
Hotspot  
Travel services (connectivity)  
  
Watch TV  
  
Mobile privacy settings  
Mobile security tools  
  
Object tracking  
People tracking  
  
Data transfer  
File storage  
Call filtering  
Spam detection  
VPN  
Browser detection  
Identity theft protection  
Darkweb detection  
Antivirus detection  
Security Advisor  
  
Plan recommendations  
Offers  
Discounts  
Credit Card  
Purchase history  
Verizon Dollars  
Rewards  
Event presale tickets

### Watch & Wearables

Mobile Device Management  
Parental Controls  
Subscription Management  
  
Object tracking  
People tracking  
  
Mobile Device Purchase  
Accessory Purchase  
  
Mobile Insurance Purchase  
Mobile Insurance Claims  
  
Mobile privacy settings  
Mobile security tools  
Object tracking  
People tracking

### Car

Connected Car  
Roadside Assistance  
Automotive Diagnostics

### Television

Media Purchase  
Purchase subscriptions  
Stream TV (Console)  
Watch TV  
  
Home Device Management  
Parental Controls  
Home Network Management  
Subscription Management  
  
Home Device Purchase  
Home Accessory Purchase  
Media Purchase  
Purchase subscriptions  
  
Home plan management

### 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

All Foundational  
All Support

Watch TV  
Stream TV

Object tracking  
People tracking

Home Network Management

### Work/School/Event

All Foundational  
All Support

Hotspot  
VPN

Object tracking  
People tracking

AR Experiences

### On the Go

All Foundational  
All Support

Hotspot  
VPN

Object tracking  
People tracking

### Travel

Some Foundational  
Some Support

International data  
International service plans

Hotspot  
VPN

### Car

Some Foundational  
Some Support

Connected Car  
Roadside Assistance  
Automotive Diagnostics





Affinity: Behavior/Pattern of use

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

**Communicate with people**

Most Foundational  
Some Support

Voice Calling  
Voice Message  
Text Message  
Voicemail services

Travel services (connectivity)

**Manage my network & devices**

All Foundational  
Most Support

Mobile Device Management  
Home Device Management  
Home Network Management

Mobile plan management  
Home plan management

**Shop**

Most Foundational  
Some Support

Purchase Devices  
Purchase Accessories  
Purchase Media  
Purchase Subscriptions

**Entertain myself & others**

Most Foundational  
Some Support

Watch TV (web/app)  
Stream TV (Console)

Purchase Media  
Purchase Subscriptions  
Manage Subscriptions

Verizon Dollars  
Rewards  
Event presale tickets

Connected Car

**Protect my family**

Most Foundational  
Some Support

Parental Controls

People tracking

Call filtering  
Spam detection  
VPN  
Browser detection  
Parental controls  
Identity theft protection  
Darkweb detection  
Antivirus detection  
Security Advisor

**Protect my things**

Most Foundational  
Some Support

Object tracking  
Call filtering  
Spam detection  
VPN  
Browser detection  
Parental controls  
Identity theft protection  
Darkweb detection  
Antivirus detection  
Security Advisor

Mobile Insurance Purchase  
Mobile Insurance Claims

Roadside Assistance  
Automotive Diagnostics

**Get help**

Most Foundational  
All Support

**Travel**

Most Foundational  
Some Support

Voice Calling  
Voice Message  
Text Message  
Voicemail services

Travel services (connectivity)



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.

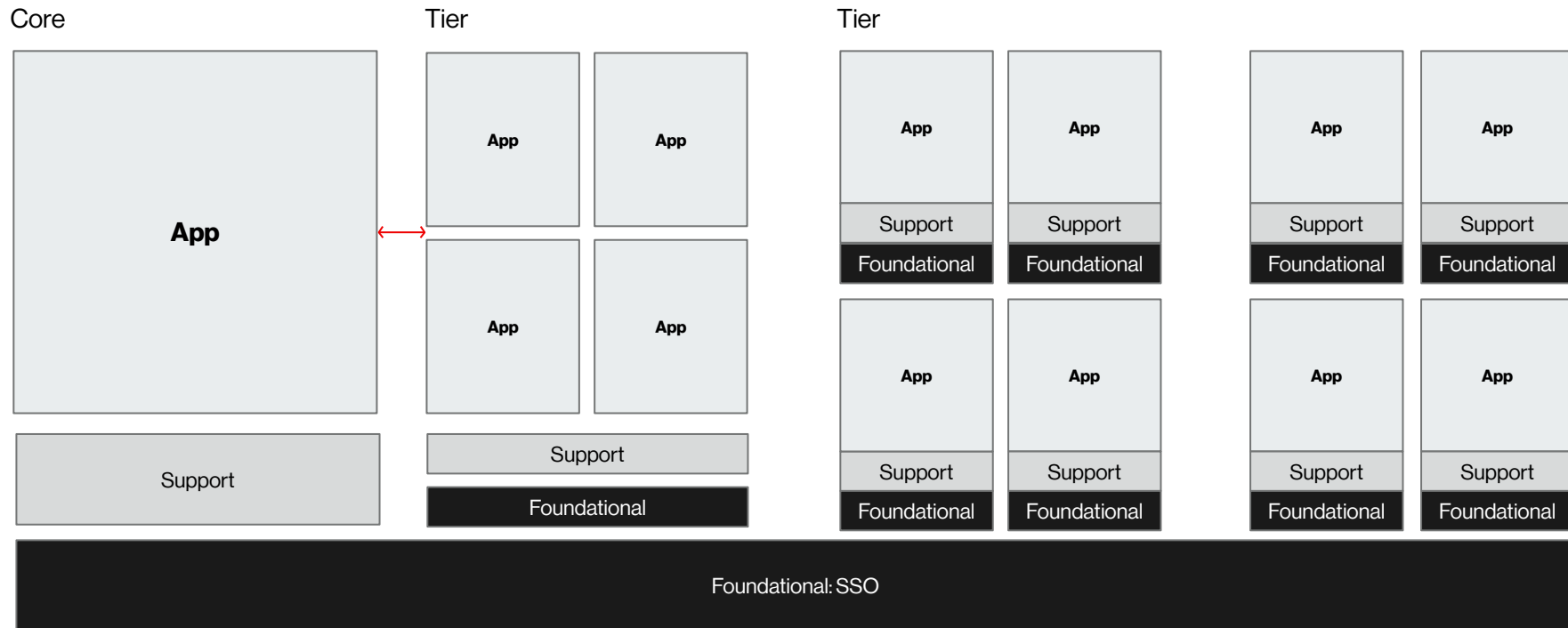


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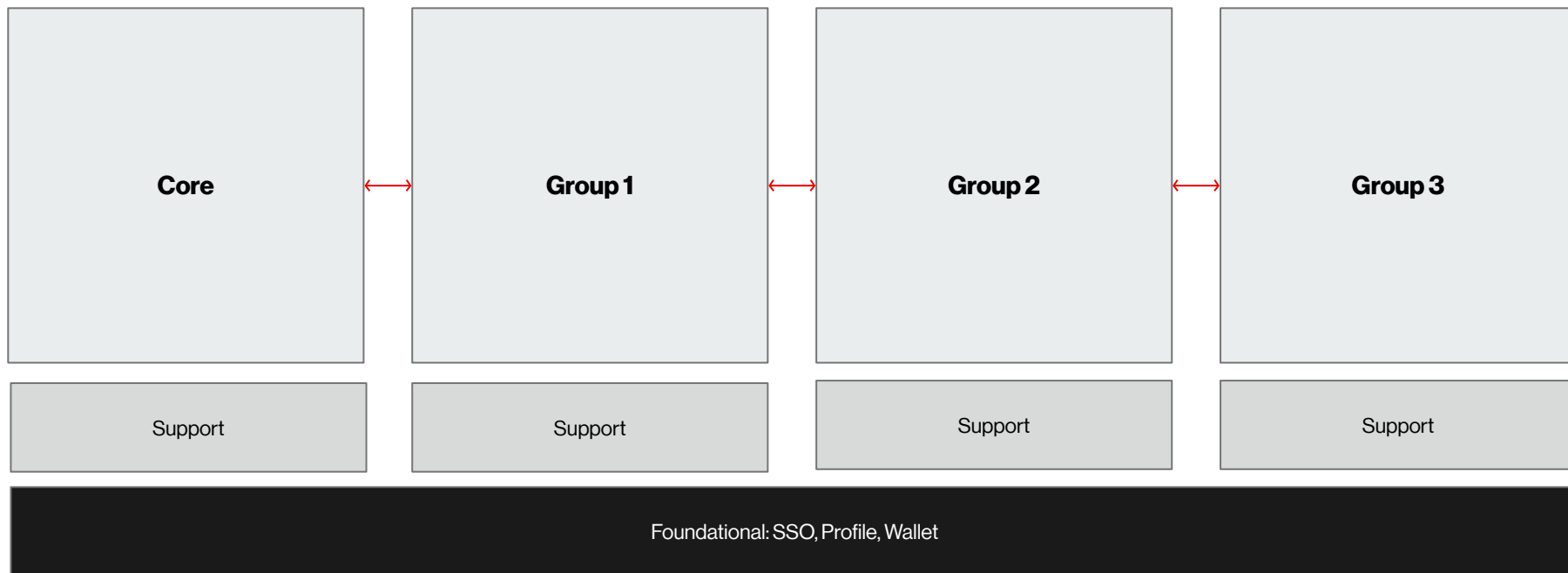
Categories or associated features with shared foundations & support

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



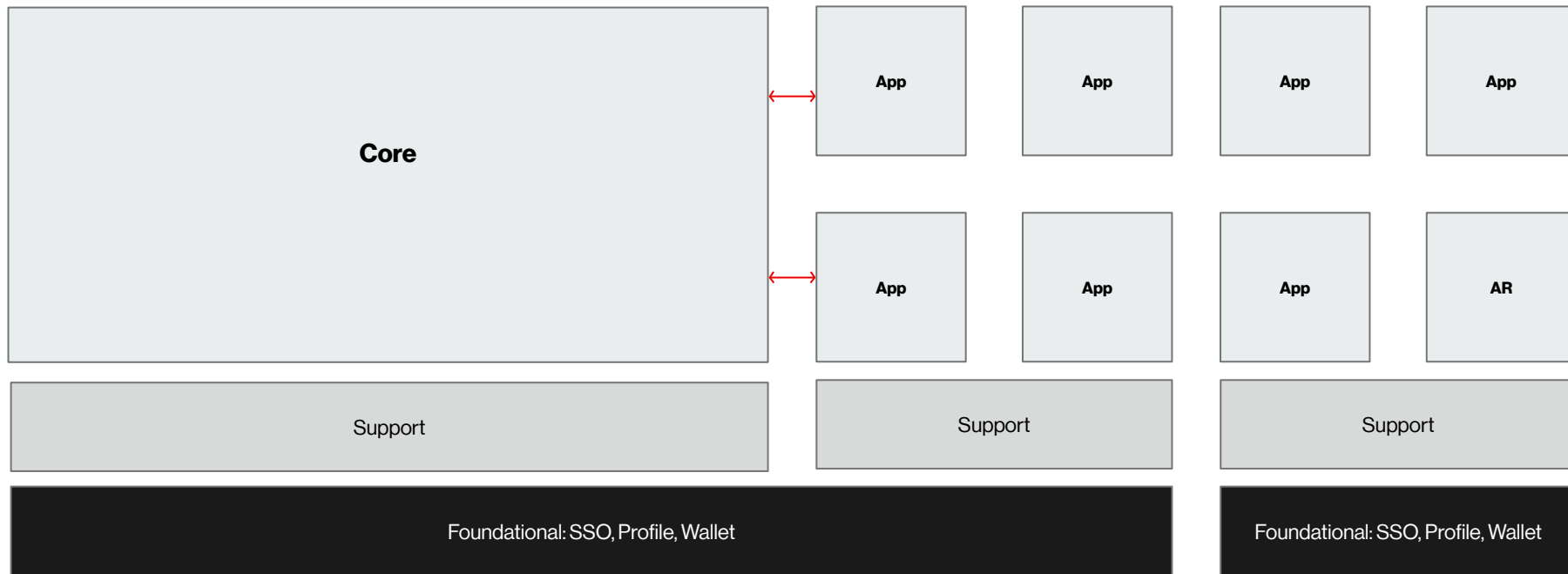
Bundled features into fewer sets of applications, focused on pattern of use

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

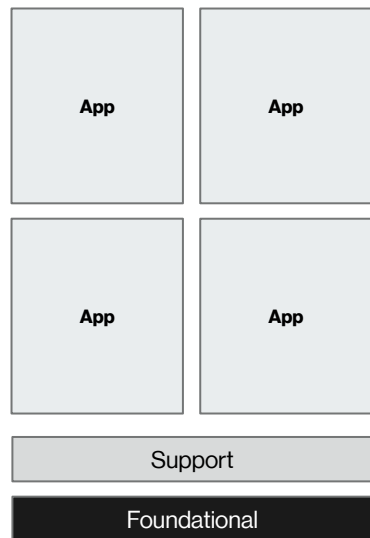
Two tiers of smaller applications more or less connected from the core VCG application.



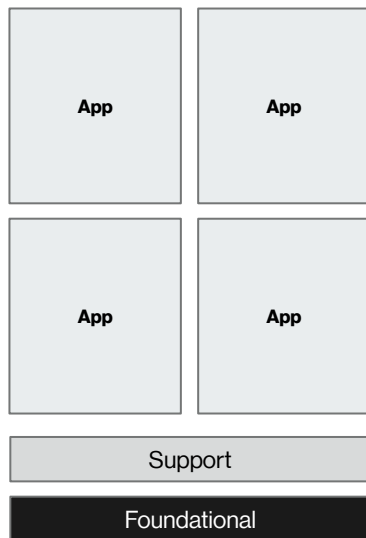
Lots of smaller, single-purpose applications, by group

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

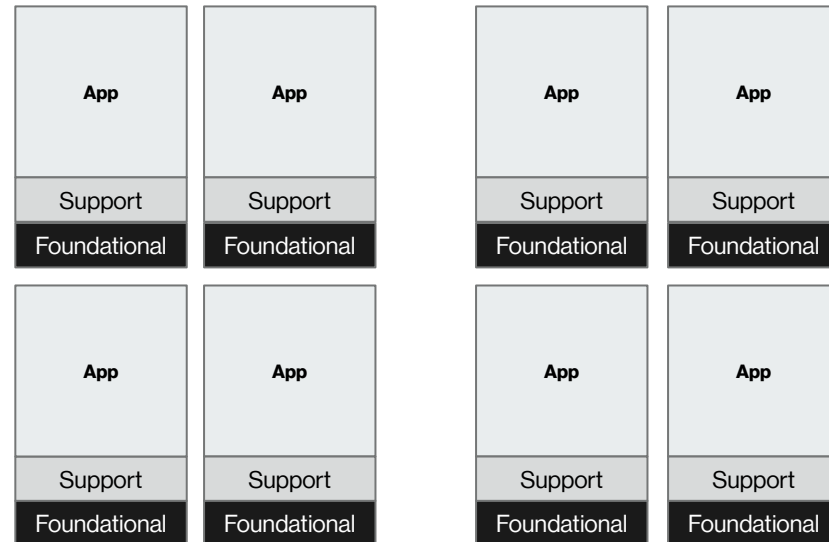
Core



Group



Group

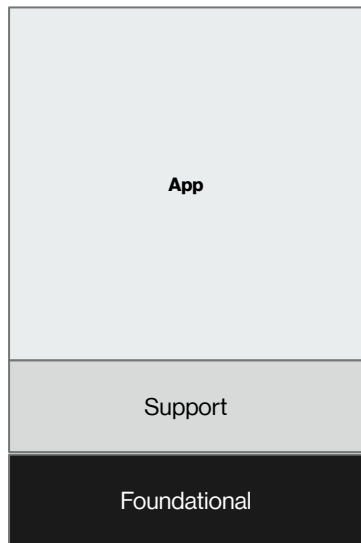


Foundational: SSO

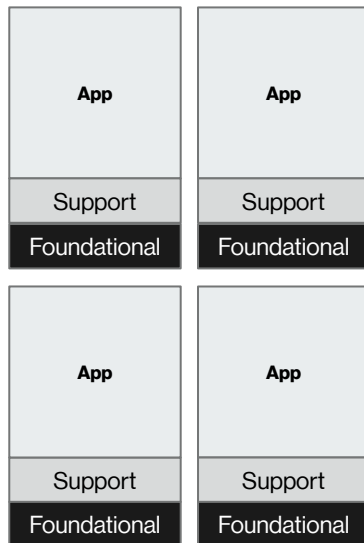
On giant anchor app with lots of satellites

lorem

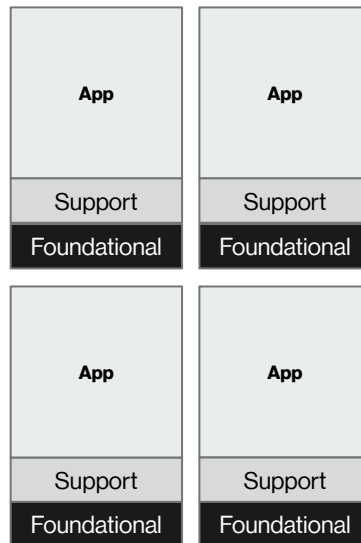
Core



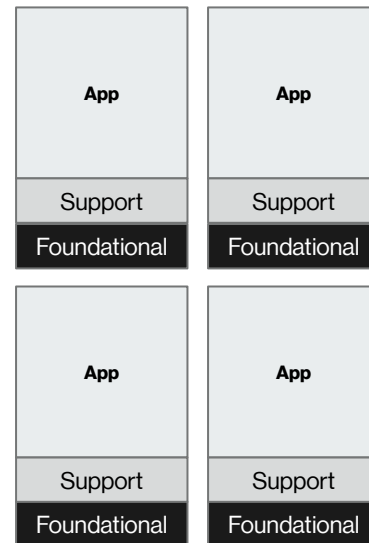
Tier 1



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**

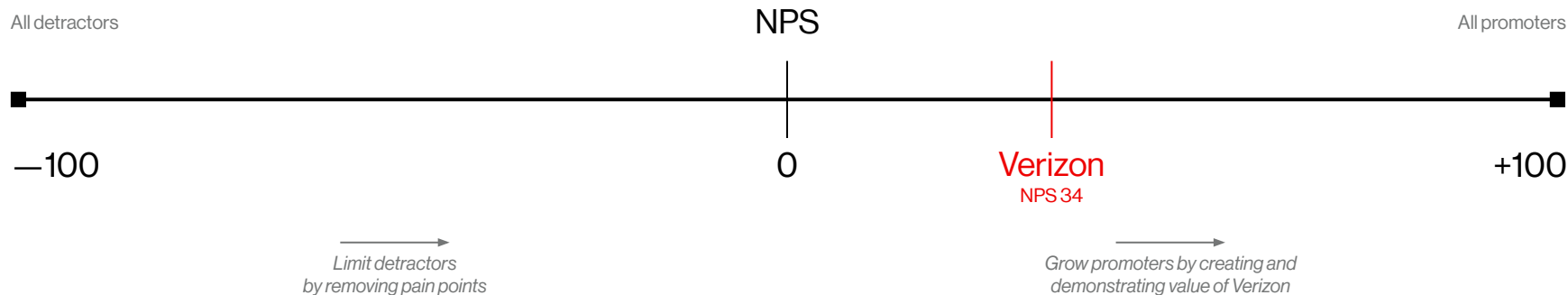


Our Digital experiences do  
not meaningfully deliver the  
full value of Verizon.



**We don't create promoters**

# Current experiences focus on limiting detractors, not growing promoters.

























































# Transactional


















































































# ConEd NPS 1



# Relational

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

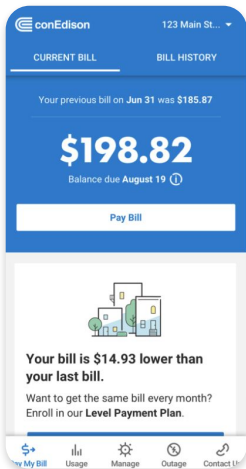
					
Amazon	Amazon Music	Amazon Kids	Glow	Amazon TV	Amazon Business
					
Amazon a-z	Amazon Music	Amazon Kids	Amazon Kids	Amazon Music	Amazon Music
					
Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music
					
Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music
					
Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music
					
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Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music
					
Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music
					
Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music	Amazon Music

 Android Auto	 Android OS	 Android TV	 Calendar
 Cardboard	 Chrome	 Chrome Enterprise	 Chromebook
 Chromecast	 Connected Home	 Contacts	 Digital Wellbeing
 Docs	 Drive	 Earth	 Email Notifications
 Finance	 Forms	 Gboard	 Gmail
 Google Alerts	 Google Arts & Culture	 Google Assistant	 Google Authentication
 Google Chat	 Google Classroom	 Google Expeditions	 Google Family Link
 Google Fi	 Google Files	 Google Find My Device	 Google Fit
 Google Flights	 Google Fonts	 Google Groups	 Google Health Studies
 Google Home App	 Google Input Tools	 Google Lens	 Google Meet
 Google One	 Google Play	 Google Photos	 Google Play
 Google Play Books	 Google Play Games	 Google Play Pass	 Google Play Protect
 Google Podcasts	 Google Shopping	 Google Street View	 Google TV
 Google Tasks	 Google Workspace	 Hangouts	 Keep
 Maps	 Messages	 News	 PhotoScan
 Pixel	 Pixel Buds	 Pinterest	 Scholar
 Search	 Sheets	 Sites	 Slides
 Sweepstakes	 Stadia	 Tilt Brush	 Translate
 Travel	 Voice	 Watch	 Wear OS by Google
 YouTube	 YouTube Kids	 YouTube Music	 YouTube TV
 YouTube VR			

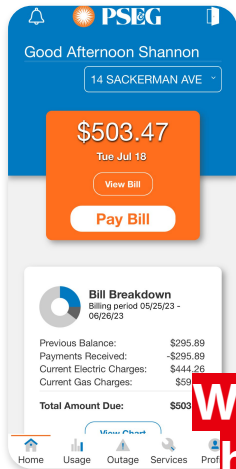
**We don't deliver value**

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

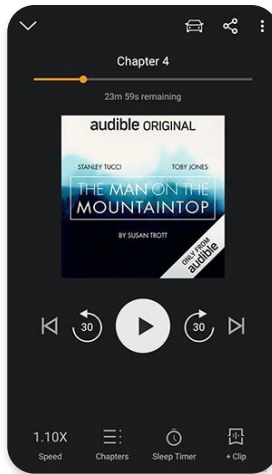
**ConEd**



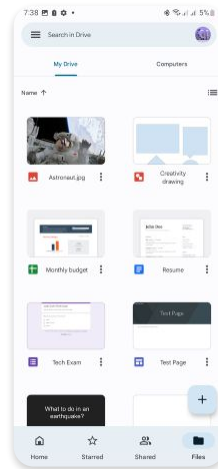
**PSE&G**



**Amazon**



**Google**



**We are here**

**Account Management**

**Use**



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

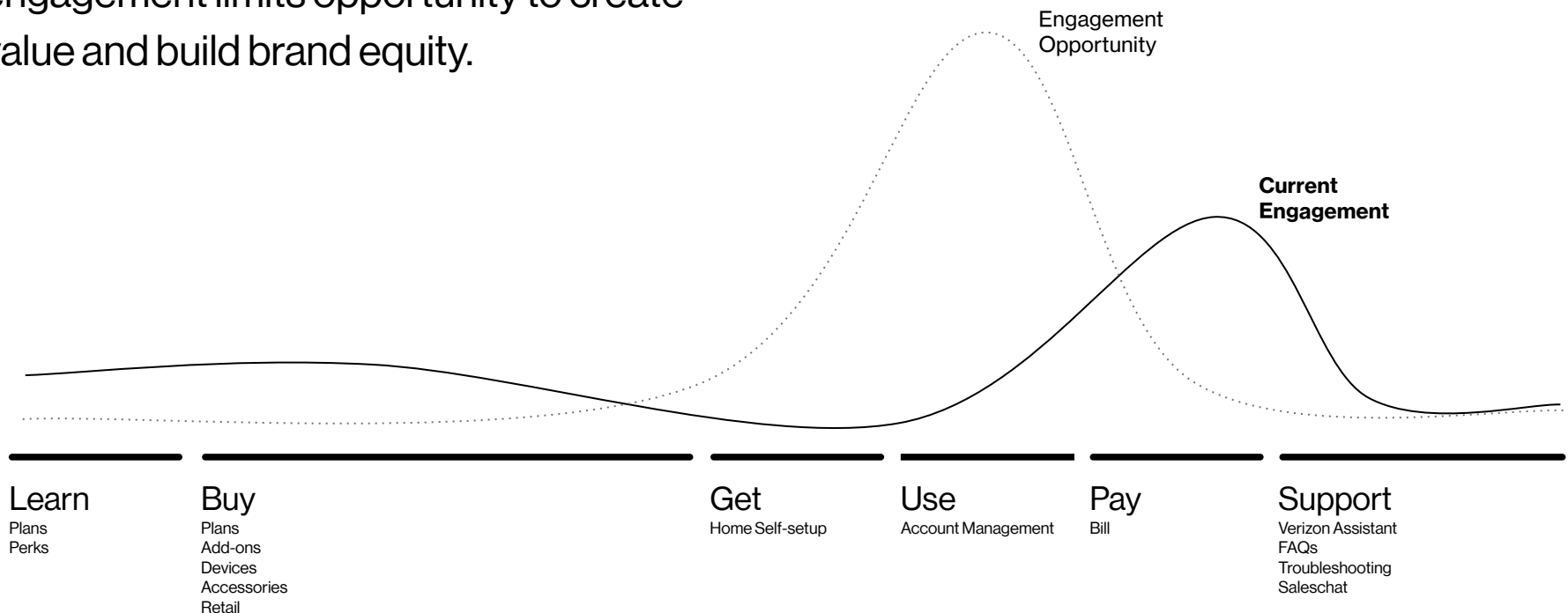
They **love** them because their products deliver **value** through meaningful use experiences.





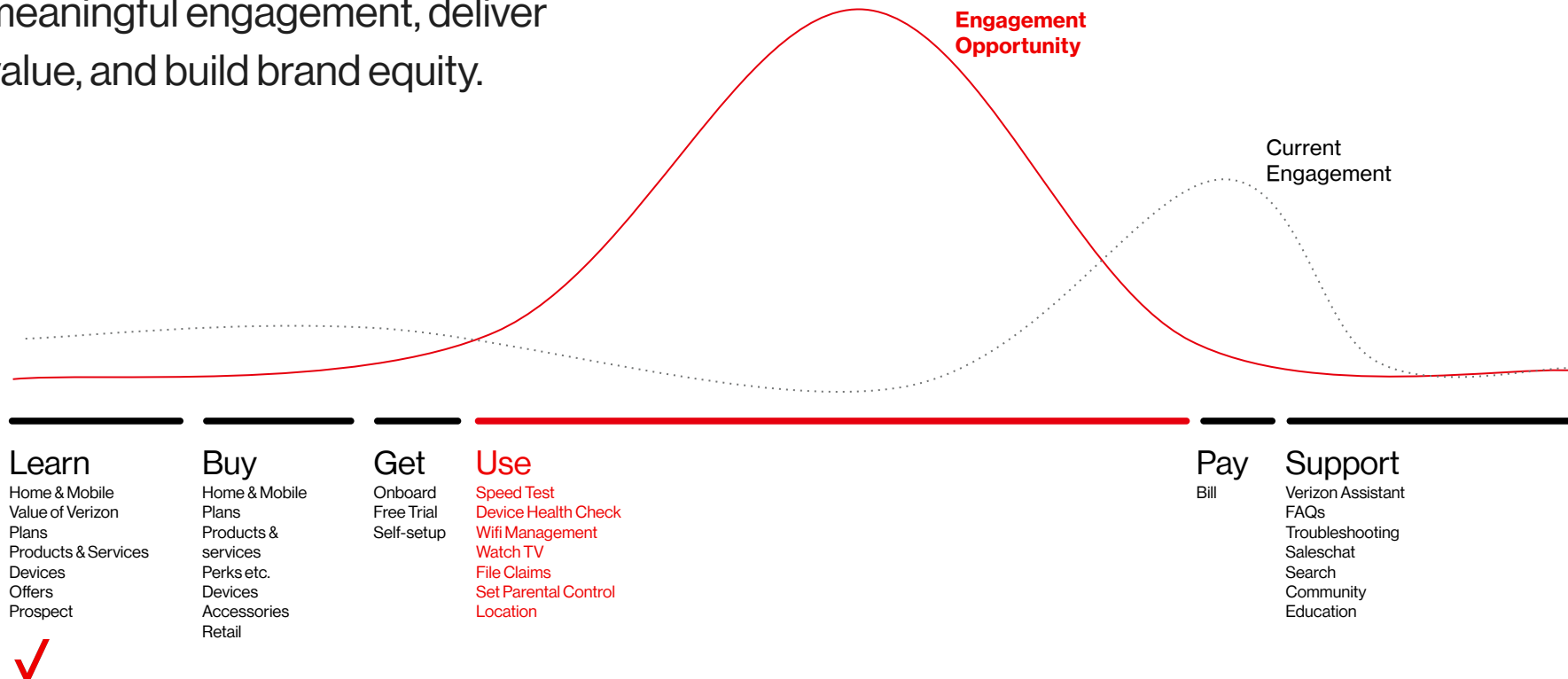
## Current engagement is saturated

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



## We refocus on Use

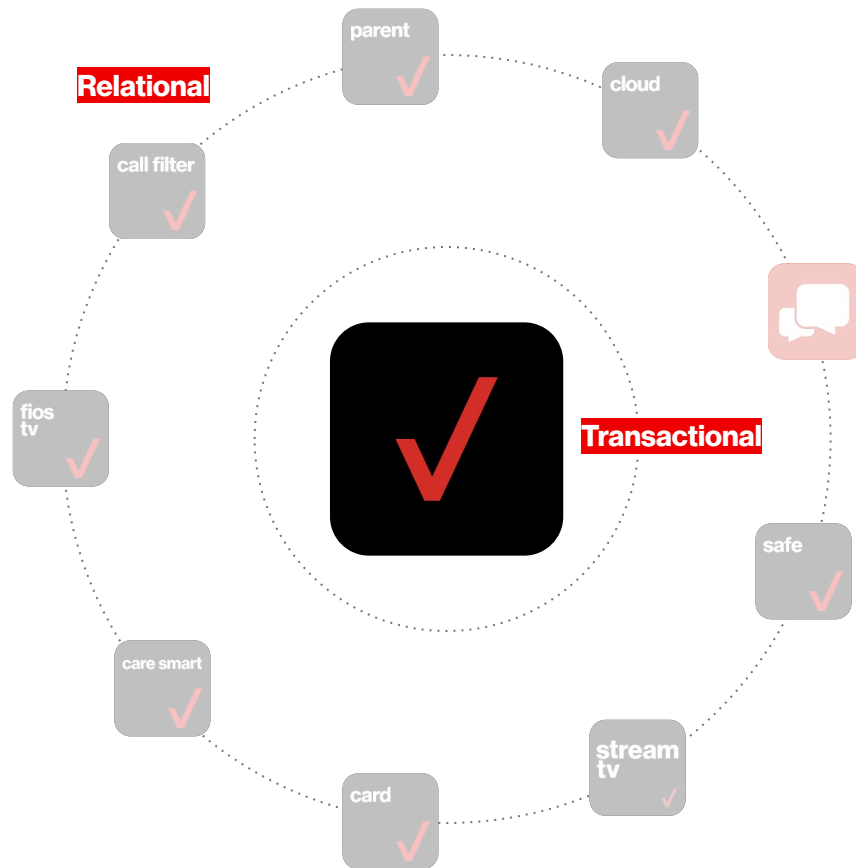
Tomorrow, we focus our experience on Use to increase meaningful engagement, deliver value, and build brand equity.



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

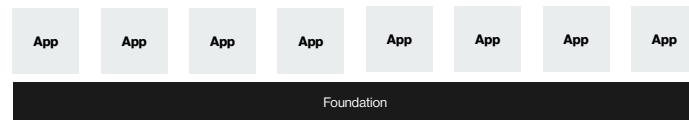
### Supporting Function

- Get help
- Search
- Manage
- Troubleshoot

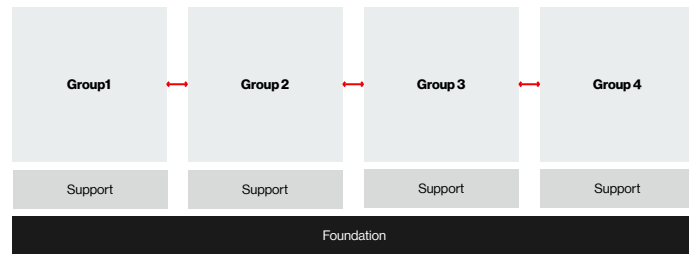
### Foundational Features

- Login
- Pay
- Manage

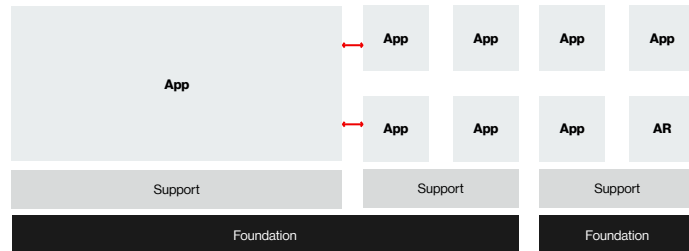
### Single Purpose



### Categorical



### Core and More



**We deliver value in digital experiences**

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

### Actions

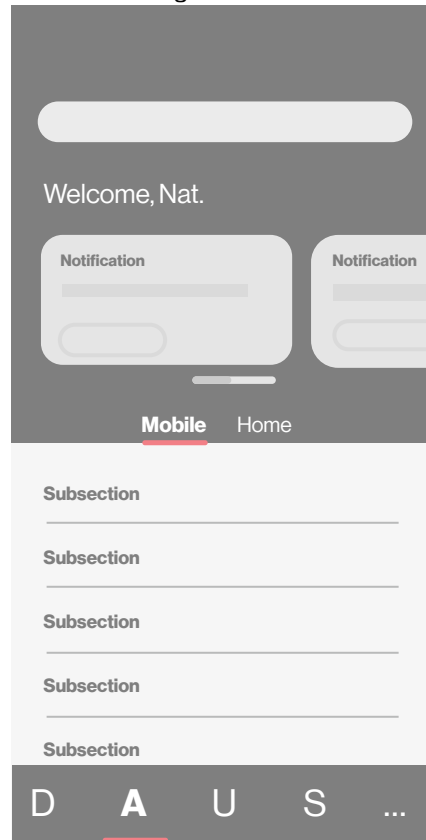
Pay Bill  
Test network speed  
Check device health  
Filter calls  
Rename network & password  
Plan an international trip

### Features

Bill  
Device Management  
Speed Test  
Device Health Check  
Trip Planner



Account Management



**Use**



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

## Nail the essentials

We know the historic reasons for visit and VoC complaints...nail those touchpoints.

- Top 10 tasks
- Search & Support
- Authentication
- Performance

## Make New People

Simplify access & ability for prospects & all customers across the full base to access our products, services & experiences

- Prospect App Expansion
- Cross Sell Home & Mobile
- Line Roles & Permissions

## Elevate existing value

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.

- Whole Home discoverability
- Feature elevation
- Device Management

## Create new ways to engage

Test into new concepts and existing partnerships both timely and evergreen thoughtfully: polls, live events, Met/Roblox, Thanksgiving livestream etc.

- Partnership events
- Product integration
- Emerging tech preview

## Build equity & Mindshare

Create contextual opportunities to demonstrate value of the service, network excellence, and best product-fit “for you.”

- Tools, tips, & recommendations
- Educational content
- Proactive support
- Focus on value & network performance.

## 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 Schoo  
Emily 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's the next gen of  
MVA?

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

What activities need to  
be supported natively vs  
webview?

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

What's our marketplace  
strategy?

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

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

What will we consider as  
support & foundational  
activities?

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



8.14 TBD

8.17 TBD

