

Verizon Flex Upgrade

Moderated Interviews

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Objectives & Methodology

Business Objective:

- Objective 1: Evaluate the clarity, comprehension, and user experience of the proposed enrollment placement in the standalone full page for the new Verizon Flex Upgrade program.
- Objective 2: Determine which enrollment placement is more effective at driving customer enrollment and understanding of the Verizon Flex Upgrade program.

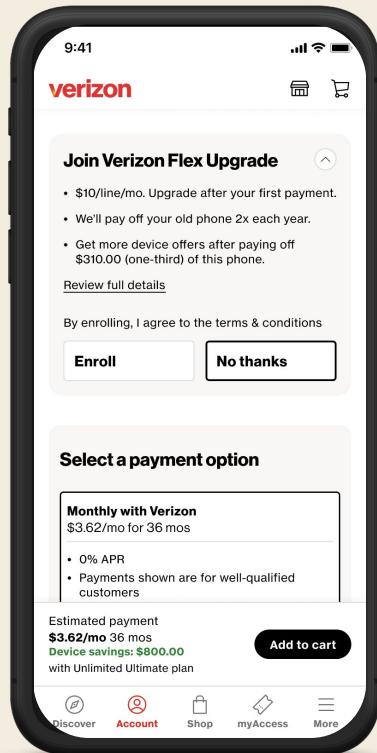
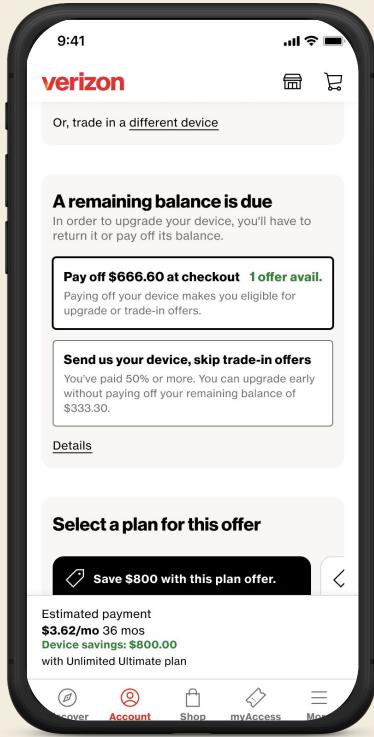
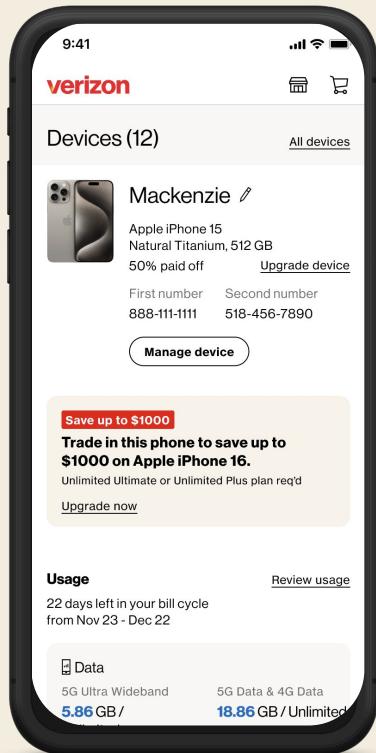
Research Objectives & Key Questions:

1. How well do customers understand the key benefits and requirements of the Verizon Flex Upgrade program based on the information provided in each placement?
2. Do customers understand when they will be charged the \$10 enrollment fee for the program?
3. Do customers understand that the remaining balance on their current device is separate from the Verizon Flex Upgrade program?

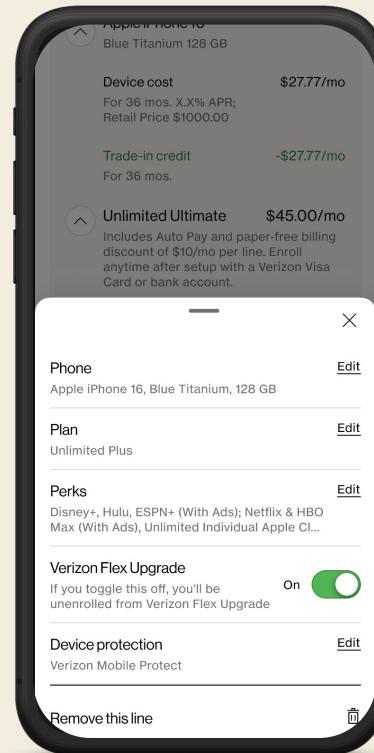
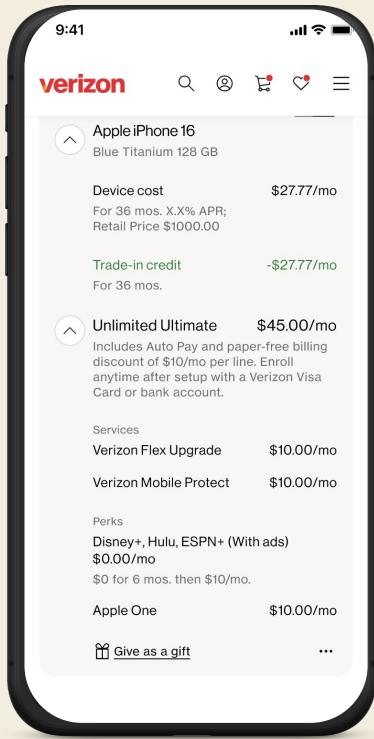
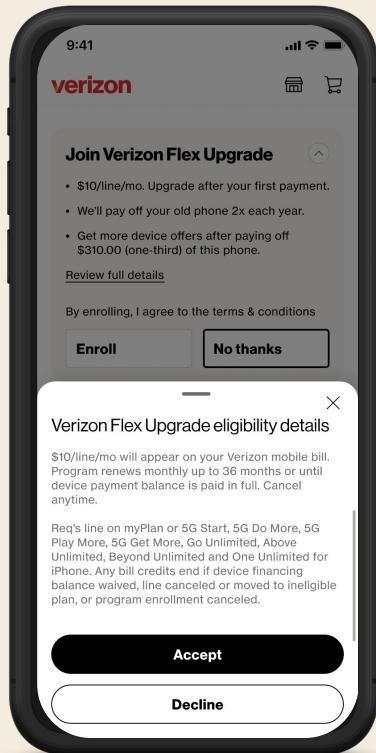
Methodology Overview:

- **Research Method:** Remote moderated, 25-30 minute interviews
- **Sample Size & Definition:**
 - 6 current Verizon customers and 2 non Verizon customers
 - Account owners & decision makers
 - Mix of gender identities, ages (21-65), ethnicities, and household incomes

Evaluated Stimuli: Prototype



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Key Takeaways

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1 **Users are excited about the program... IF it makes sense**

People expressed wanting to sign up or even switch from their current provider if this program is live, however, people would need to do the math to understand if it makes sense for them. Participant suggested to see a personalized breakdown of the savings in their account and bill.

2 **There was some confusion on the language used around the upgrade**

Some users were confused how phones could be paid off 2x a year,, when to upgrade and what phone applies for the upgrade.
Most users were confident on what phone plans they needed to enroll in for eligibility on the Flex program.

3 **Findability of the Verizon Flex Upgrade is an issue**

All participants scrolled past the Verizon Flex Upgrade tab, and indicated wanting it more noticeable or higher on the page.

4 **Users had trouble navigating to the Flex upgrade content and editing feature on the cart page**

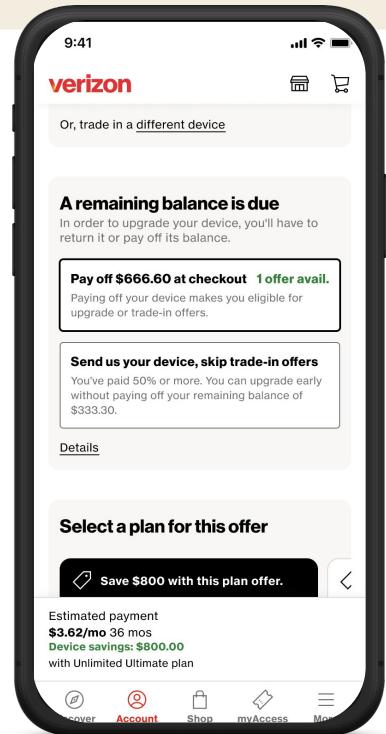
Users indicated seeing an edit button in the cart would make it easier to find where they could remove the enrollment into the program.
Participants were confused where to find the breakdown of their bill and did not initially think to click on the first section of the screen.

Detailed Findings

Users addressed confusion about the trade in value and savings of their phone upgrade

This confusion continued with the trade-in vs buyout option.

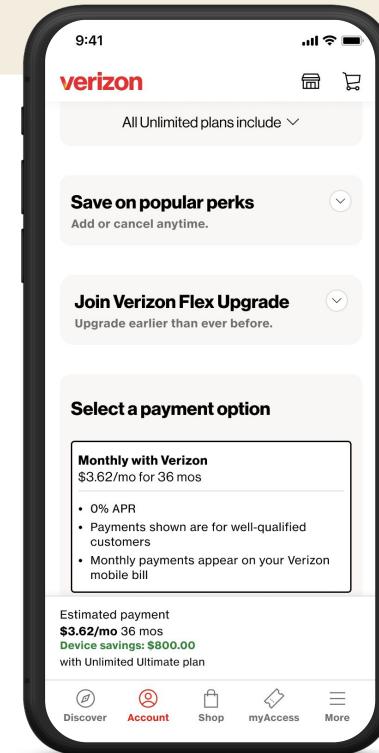
- + You pay 50%, you can upgrade early without paying off your remaining balance of \$330, and here is pay off \$660 at checkout. Paying off your device makes you eligible for upgrade or trading. So this is kind of confusing to me here, because you basically... you gotta figure out which is gonna be the best deal for yourself, as far as paying off your phone and getting the thousand... or getting the \$800, or... Sending in your trade-in. (Rick, Verizon)



Participants scrolled past the Verizon Flex Upgrade

None of the participants opened the Verizon Flex Upgrade tab by themselves. Only 4/8 participants noticed the Verizon Flex program tab, and participants indicated wanting to see the tab more noticeable or higher up on the page.

Once users did learn about the Verizon Flex Program, they did click the details link to find out more details.



Users are excited about the program

Users expressed excitement about the program with the potential to upgrade their phone earlier than previously expected. However, most Users indicated only upgrading when their current phone no longer suffices (e.g. battery issues) or when the new phone offers major improvements.

- + If this is something that is being rolled out, you do have me interested, and I do plan on looking into it to see if it's already out, or when it is going to be rolled out. So, thank you. (Christi, non-Verizon)
- + I have to take in consideration, okay, now I have to upgrade my plan, now we're all going to be paying an extra \$10, Is that worth being able to trade in our phones, you know, to do two upgrades two times a year? (Melody, Verizon)

Several participants needed to do the math on whether it “made sense” financially to upgrade. One participant indicated wanting a tool to see how much it could save them.

- + In a perfect world, it showed me the, you know, the breakdown of the cost savings, or what more I'm going to be saving or spending per year by doing this. (Melody, Verizon)

If participants don't see the value in the number of upgrades and the price associated with these upgrades, they are more likely to ignore this deal.

Language used remains confusing

Users expressed a confusion about the exact way the program worked, due to seemingly conflicting language.

Pay off twice a year

Although most users seemed to understand this referred to the ability to attain a new phone twice a year, some users were confused about how a phone can be paid off twice. In addition, users were surprised about the desire to upgrade a phone more than once a year.

When to first upgrade

One participant believed this was exclusively for future upgrades, 2 users were uncertain, 1 did not respond, and 4 reported the pay off offer counts toward their current phone.

Pay \$10 vs pay off $\frac{1}{3}$

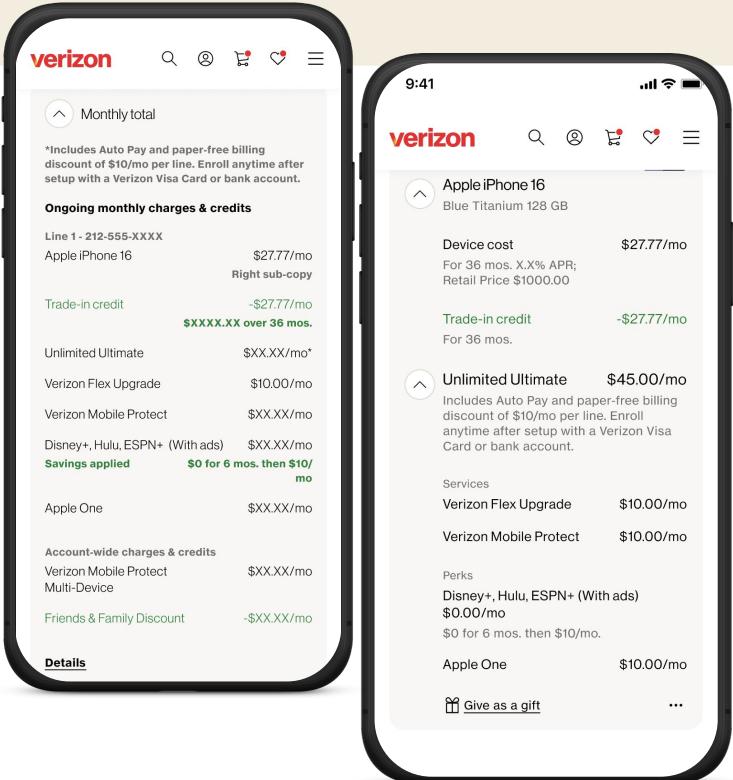
Participants did notice they could upgrade once they pay \$10 and more options opened up when they pay $\frac{1}{3}$ of their phone, however, when reading about $\frac{1}{3}$ payment were expressing some doubts about when the upgrade could happen and what benefits open up.

“This sounds like a fantastic plan, but it's so jumbled up that I would veer off of it just because it doesn't even seem to know itself what it's saying.” (genuinegirl, Verizon)

Cart edits were difficult to navigate

Some participants expected the charges to appear in the monthly payments, a few customers found the “...”, where the edit was located, but none found it immediately. Instead, users indicated they would:

- + “I wanted to see if there was an edit button. Let's see... So I would expect an edit button, but I'm not seeing... Place for it... I would do is just clear my card out and start over, but that's not usually ideal, right?... If I could avoid that, I'd like to.” (Joshua, Verizon)
- + (After finding the edit button herself) “I would [change the navigation]. I would not make it a two-step, or to hit the more button, I would just, you know, basically put the edit button right there, or the ability to... it had a pill switch, I would just put the pill switch right there if I wanted to turn it off.” (genuinegirl, Verizon)





Appendix

Interviews

A generative method to uncover deep insights regarding participant mental models, motivations, and attitudes toward an experience, brand, or topic in order to inform design. This is often run in person or remote moderated and occasionally unmoderated.

+ Good for:

- + Uncovering deep mental models around a particular journey, product, or brand
- + Identifying opportunity areas for innovation, experience strategy or design intervention
- + Identifying areas for understanding scale / impact using quantitative studies

+ Not good for:

- + Identifying *where* a specific design needs refining and *how* to improve it
- + Tracking metrics or KPIs for statistical significance or benchmarking
- + Understanding or measuring actual behavior

+ How to interpret findings:

- + Each insight reflects a category of thought in relation to participant past experiences, expectations, attitudes and motivations. These should be read in full to understand the information collected.
- + Generally, the more frequent the feedback comes up across participants, the stronger an insight may be

Findings Key

To help interpret terms used in this report, follow this key:

- + ‘All’: 8 participants
- + ‘Most’ or ‘Many’: 5-7 participants
- + ‘Half’: 4 participants
- + ‘Some’ or ‘Few’: 2-3 participants
- + ‘None’: 0 participants

