

Comments from Retail/Indirect/Telesales Employees on MVA

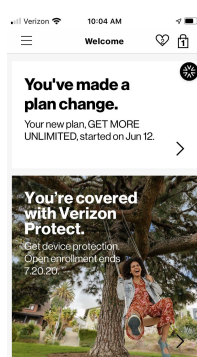
- Overall, employees giving feedback have recognized that quite a few users find difficulty in navigating the app



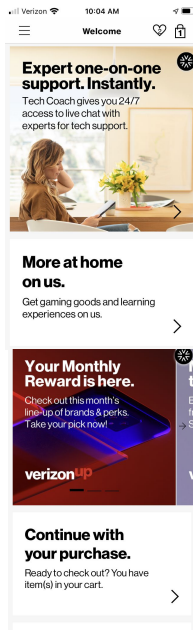
50 links and mva confuses people due to so much content and the paths to find what is needed.

MVA Feed Cards

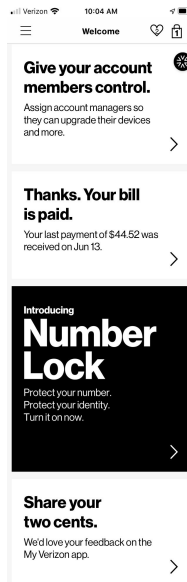
CURRENT



Scroll down

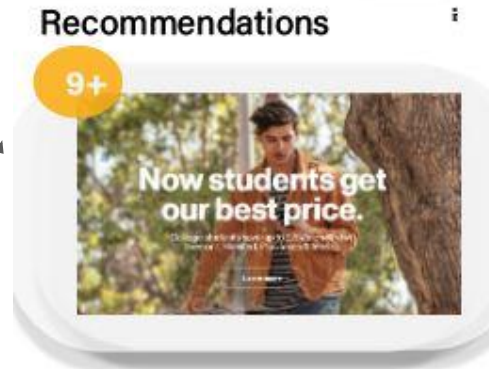
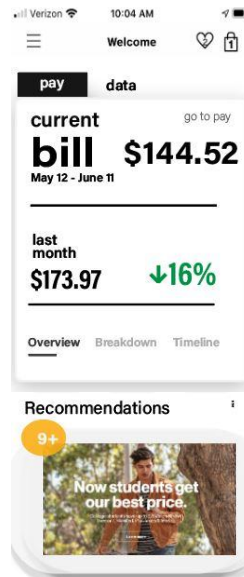


Scroll down



NBA Cards take up too much space

NEW

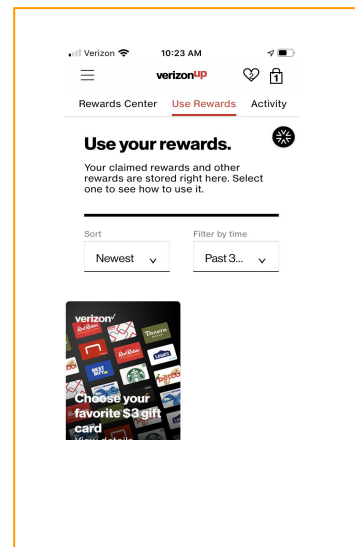
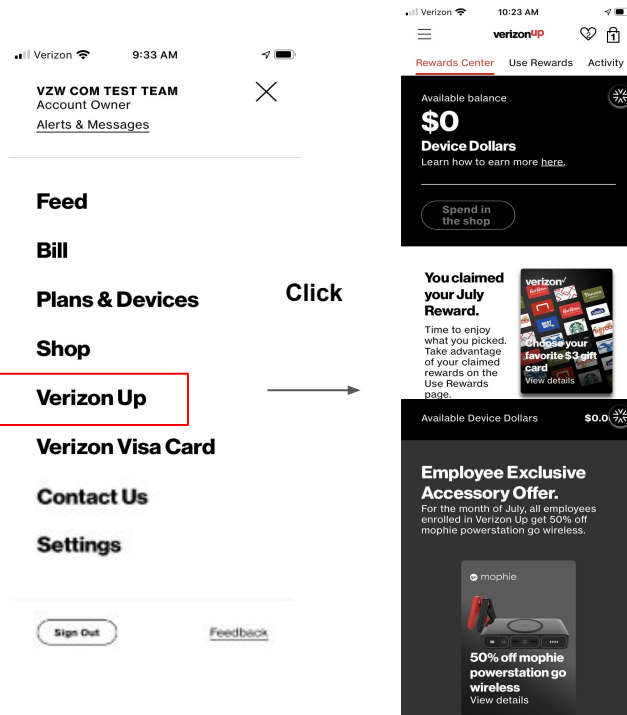


Use space effectively through swipeable stacks

VZ UP Rewards Flow: Current Layout

User Flow

Not a bad flow. Putting on the homepage can increase visibility



filter by date

VZ UP Rewards Flow: New Layout

Remove Option

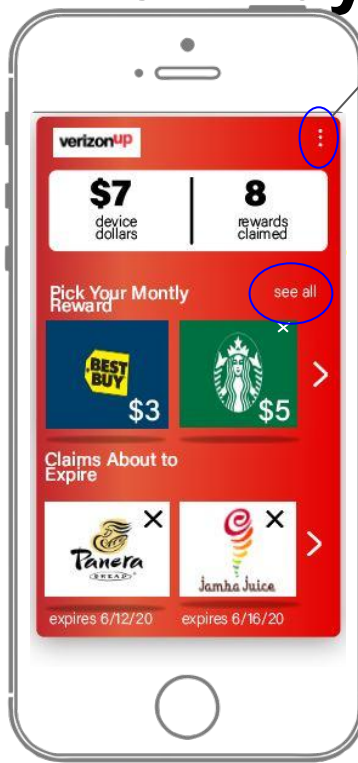
Option to take UP Rewards out of Homepage

Expiring Claims

Overview on homepage

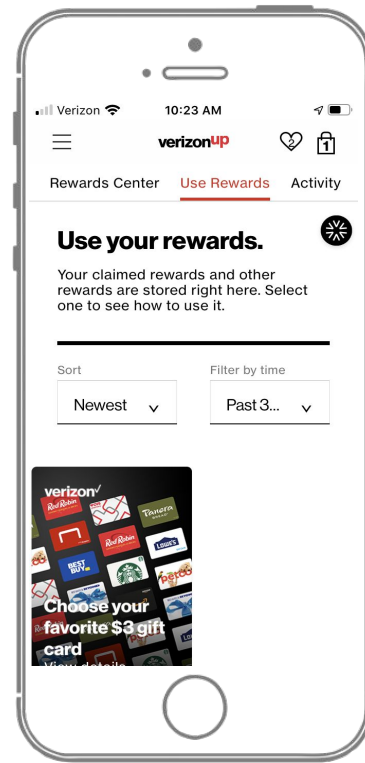
See All

Taken to “Use your rewards” page



Remove Option

redirects



VZ UP Rewards: Program Updates

New MVA Users

Download MVA and opt in
Reward: \$10 Verizon
Rewards

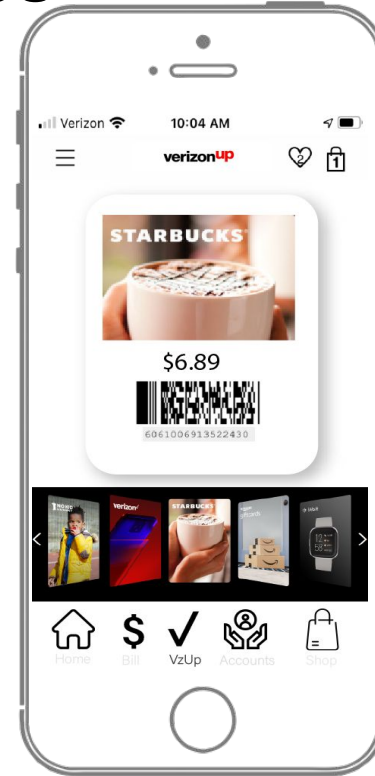
Refer a Friend

User and friend that joined get
reward

Reward: Verizon store gift cards:
\$10 for you, \$10 for them

Digital Scanner

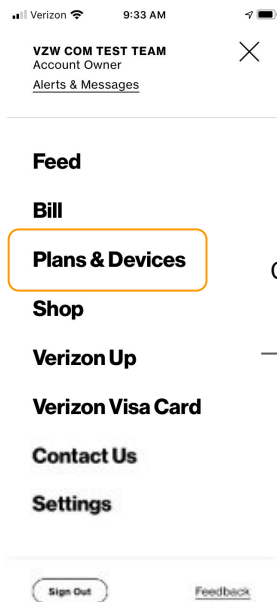
Use rewards barcode in
stores



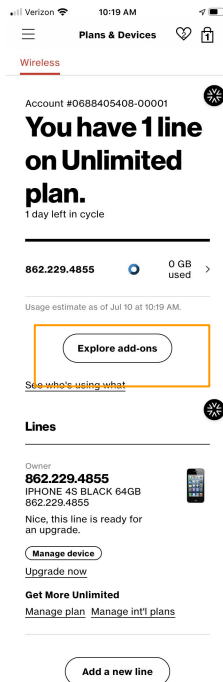
Shop, Add-Ins, and Invite Friend

CURRENT

NEW



Click



Have to go
to Plans &
Devices

Display on
Homepage