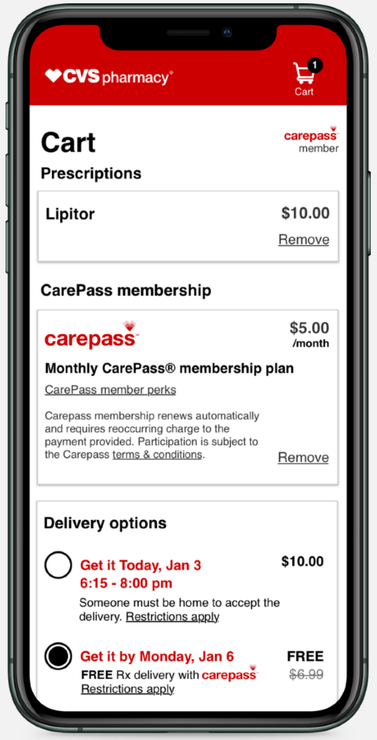
Jeremy Chen

Feature-level Project

Improve CarePass membership enrollment in cart

Platform: Web, iOS, Android



Business goal

The business goal is to upsell CarePass member benefit, FREE Same-Day prescription delivery, to drive member retention and increase enrollments, and to maintain the cost per order. Drive a 2-3% conversion among prescription delivery customers.

UX Outcome

It helps customers to unlock FREE Same-Day delivery and shift towards a highly digitally-engaged experience, which helps CVS customers on their path to better health supports by delivering a unified experience across in-store and digital journey.

Project Collaboration

SCRUM team - Web, iOS, Android

Design folks

- UX Designer **Me**
- UX Writer
- UI Designer
- Accessibility Designer

Product folks

- Product Lead
- Product Owner
- Product Manager
- Developers

Legal team

Marketing team

Retail UX team

What is CarePass?

CarePass® is a paid CVS membership program. Customers join for $5/month (or $48/year) and enjoy benefits like free shipping on CVS.com®, 20% off CVS Health® brand items in store and online, free Rx delivery and a 24/7 Pharmacist Helpline. In addition, as a thank you for being a member, they receive a monthly $10 promo reward they can use online or in store.

Program Strategy

Drive awareness of CarePass® by convincing customers that CarePass is THE program to help them treat themselves well. CarePass is positioned as a more exclusive service, with members treated as VIPs.

FREE 1-2 day shipping at CVS.com®

20% on CVS Health® brand products

FREE Prescription delivery

24/7 Pharmacist Helpline

$10 promo reward every month

Understanding the problem space

Reviewing the current state of knowledge to define what I already know and don't know about the customer's experience.

Level of awareness

Half of CVS in-store shoppers claimed to be aware of CarePass after a recent visit. Far fewer noticed the signage. (n=~10,000)

~50% of shoppers has awareness of CarePass, but
~70% of shopper can't notice the signage.

Feature of Greatest Interest at Signup

Almost three quarters of the people who signed up for CarePass chose the Promotional Reward as feature of greatest interest. (n=~10,000)

$10 promotional reward - 75%
Free pharmacy delivery - 19%

Signup Channel

Almost 70% of CarePass signups are online; most frequently with a mobile device(61%); and for a monthly membership(69%).

CarePass & Competitive Program Satisfaction

CarePass satisfaction ratings are high – but significantly lower than for Amazon Prime. (n=~10,000)

Amazon Prime - 84%
CarePass - 74%
Target REDcard - 63%
Walgreens Plus - 34%

Feature Use

Members accurately assessed at signup, which features they'll be most likely to use.

$10 promotional reward - 94% likely to use at Signup
$10 promotional reward - 71% used in 5 weeks of membership
Free pharmacy delivery - 58% likely to use at Signup
Free pharmacy delivery - 5% used in 5 weeks of membership

51% of CarePass members filled more than 3 Rx on a regular basis

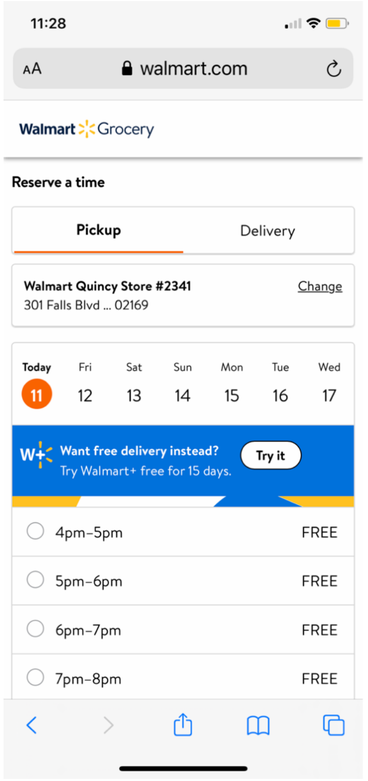
Reasons for cancelation

Not using program benefits enough to continue paying monthly fee(25%) and dislike for recurring monthly fee(24%) were the most frequently cited reasons for dropping out of CarePass.

Competitor Evaluation

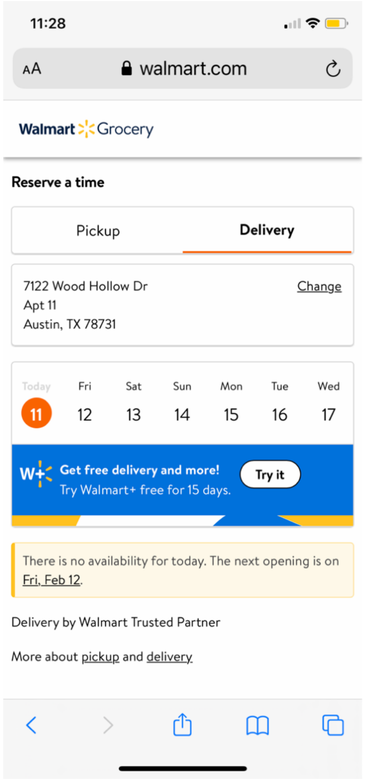
Having a detailed review of the sign up flow of competitors' membership services

Walmart+ enrollment in checkout



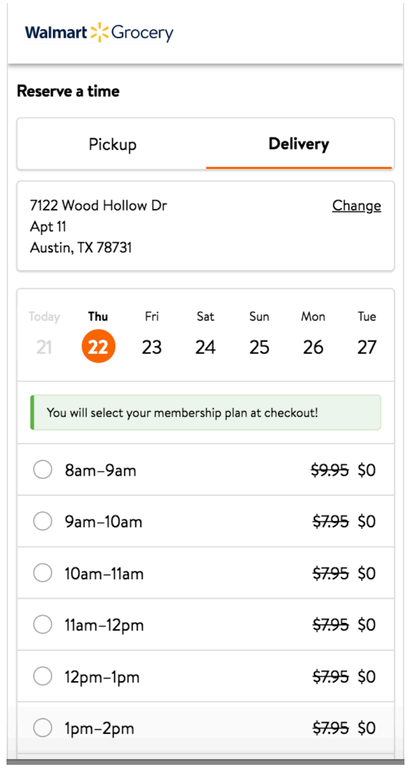
Join banner

at Pickup

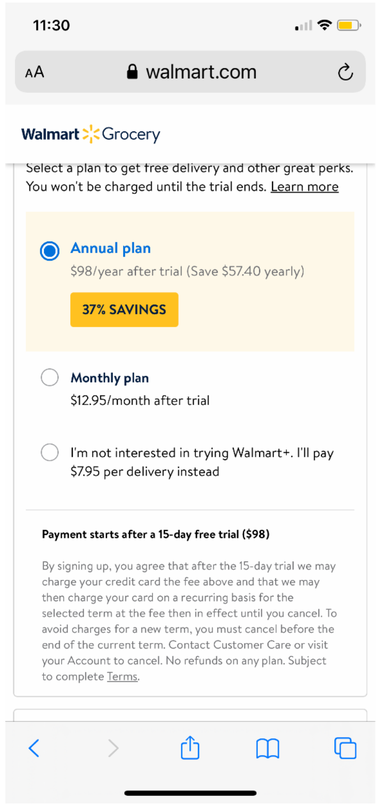


Join banner

at delivery

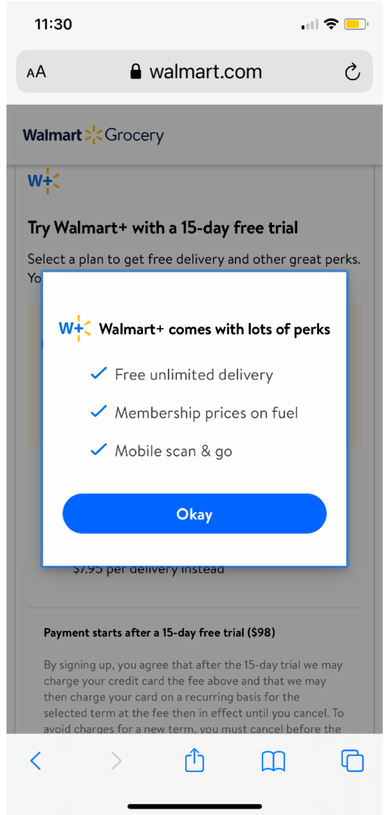


Success msg



Membership selection

at checkout



Learn more

at checkout

Value Proposition

The promise to CVS customer that describes how CVS creates value for customers in order to solve their job-to-be-done and compete against competitors

CVS pharmacy

Strengths

Local pharmacy serves as the center of our omnichannel solutions, a critical piece of a holistic end to end journey across loyalty, Front Store, and Aetna and Caremark channels

Weakness

-CVS pharmacy is not a digital-first pharmacy
-Frequent app crashes & errors
-Ecommerce experience falls behind the industry

Amazon pharmacy

Strengths

Amazon's reputation for easy, predictable delivery and their current onboarding experience creates a threat of switching patients who want maintenance medication on "auto-pilot".

Weakness

-Amazon is not a healthcare-focused company
-Delivery is only existing option
-Amazon Prime membership with free two day shipping

Identify Design Principles

Design Principles are statements that serve as guiding principles during solution design and development. They address the values and important elements of a solution to ensure a consistent experience.

Design Principles #1

Make it easy for customers to sign up CarePass

Prevent customers from being disrupted or unnecessarily distracted during the cart and checkout experience

Design Principles #2

Be transparent about what can and cannot be shipped for free before customer sign up

The most prevalent source of frustration for new members is learning their prescriptions are not eligible for delivery; either due to their insurance, or the type of medication.

Design Principles #3

Help customers to understand the program benefits and value of signing up

Although half of CVS customers claimed to be aware of CarePass after a recent visit, lots of customers are still struggle to understand the program benefits.

Design Principles #4

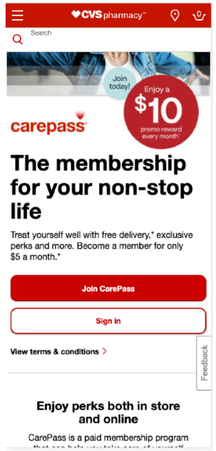
Promote CarePass as a way to skip trip for patients who have high number of scripts filled on a regular basis

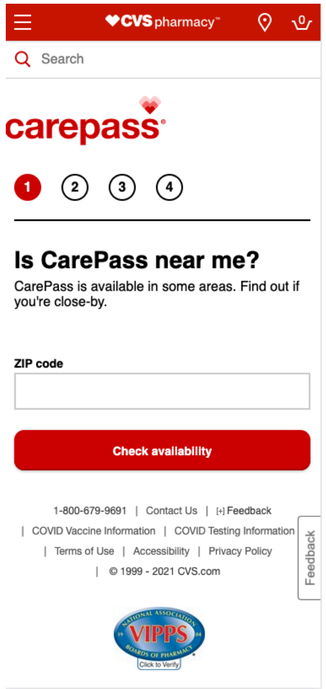
Although some preference for in store Rx pickup is driven by the convenience of our locations, and CVS being an enjoyable part of their routine, we did see a trend of CarePass enrollment due to patients have high number of scripts filled on a regular.

Identify Migration Opportunities

Audit the current CarePass enrollment experience at CVS.com and identify how it can be migrated to the prescription delivery experience.

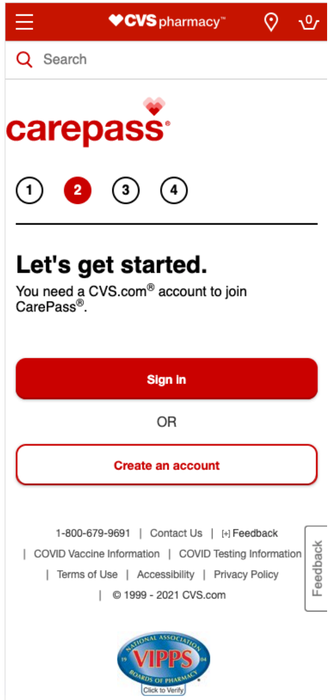
Current digital CarePass enrollment





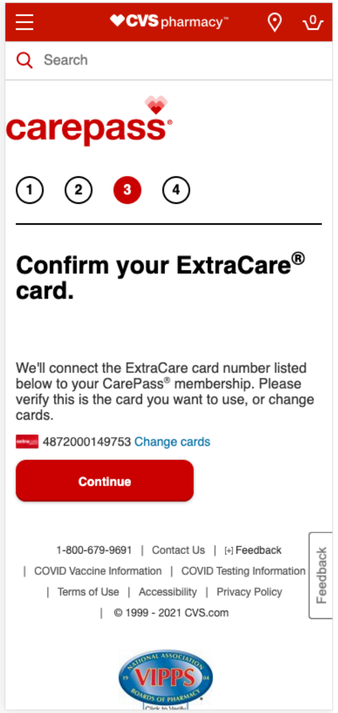
Requirement

-Available area



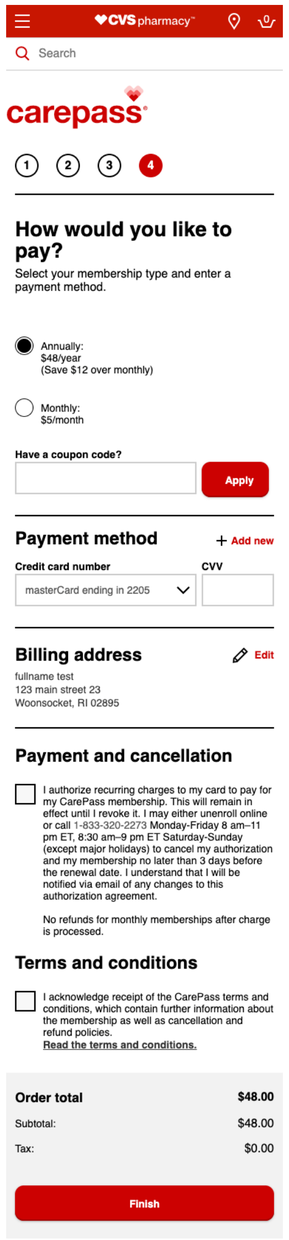
Requirement

-CVS.com account



Requirement

-Enrolled in ExtraCare program



Requirement

-Membership type
-Payment method
-Terms and condition

Audit current cart/checkout flow

Current prescription delivery experience

Submit Refill

↓

Refill processed by local CVS pharmacy

↓

Receive an order-ready SMS

↓

Order tracker page

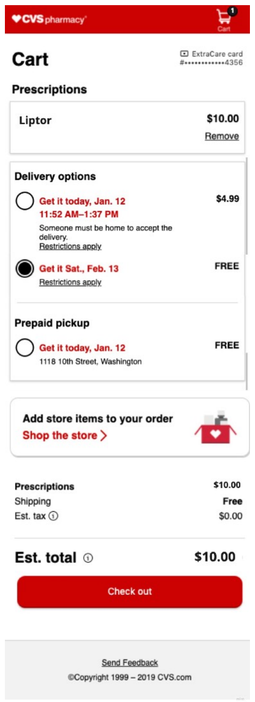
↓

Authenticate

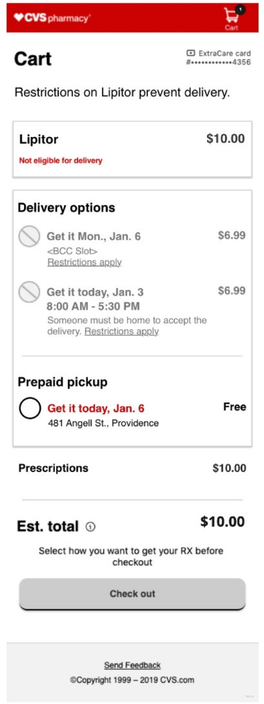
→

~58% as guest in Q4 2020
~42% as signin in Q4 2020

Cart



Ineligible Cart

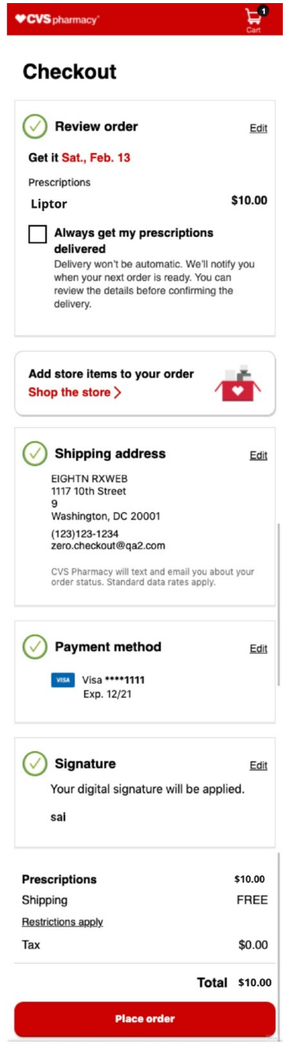


Users Scenarios

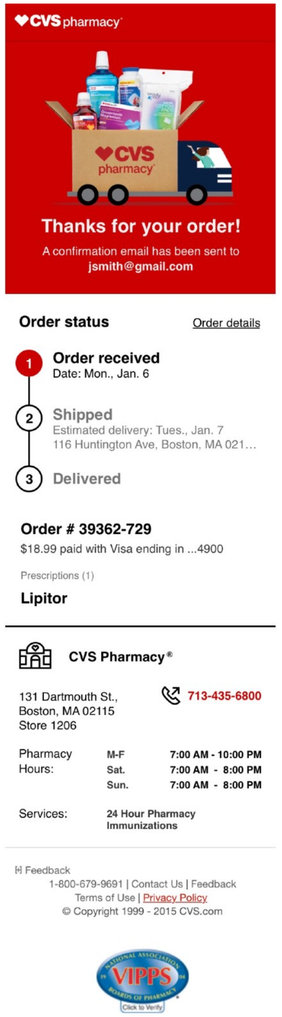
-Signin or Guest users with existing ExtraCare Card
-Signin or Guest users without ExtraCare Card

~1M cart visits in Q4 2020
~37% Rx is ineligible for delivery, but only 5% of cart visits is ineligible for delivery

Checkout



Order Confirmation



Opportunities

-Customer information under shipping
-Customer payment under payment method

Missing feature

- Helping customers to link their existing ExtraCare Card to the enrollment
- Creating new ExtraCare Card for customers who haven't enrolled in ExtraCare
- Letting customers to select membership type
- Helping guest customers to link and create a new CVS.com account

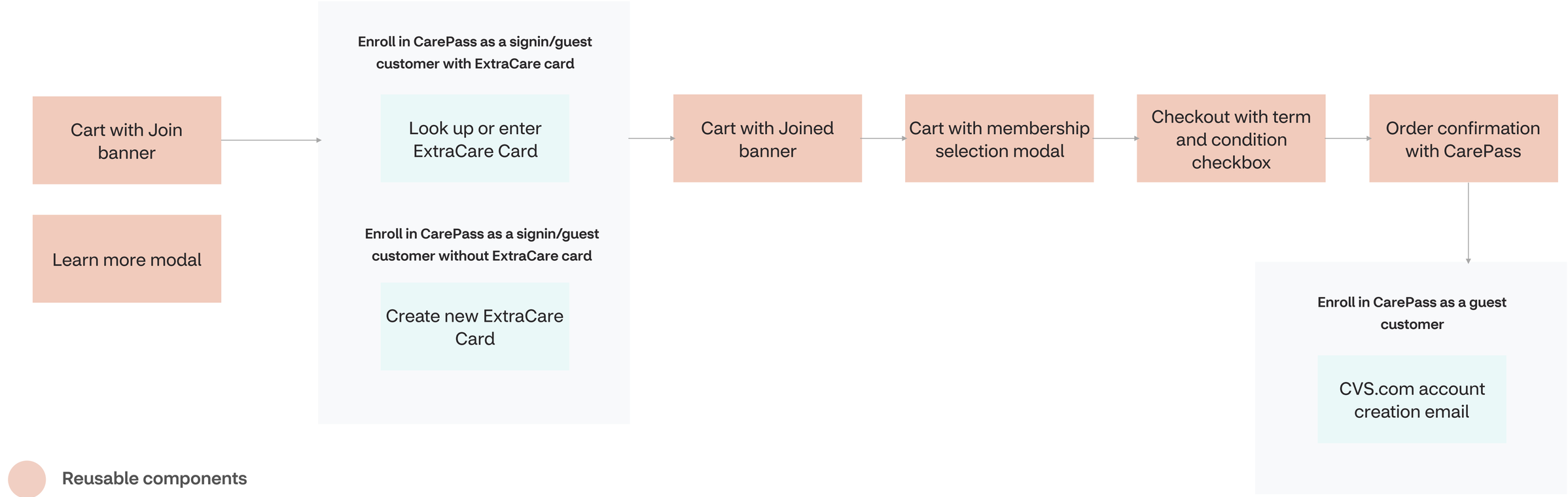
Wireframing Refinement 1.0

Wireframing is about quickly learning and evolving an idea, so it’s better to build just enough to gather feedback of what can or cannot work from tech's point of view and move forward.

Users Scenarios when enrolling in CarePass within prescription delivery flow

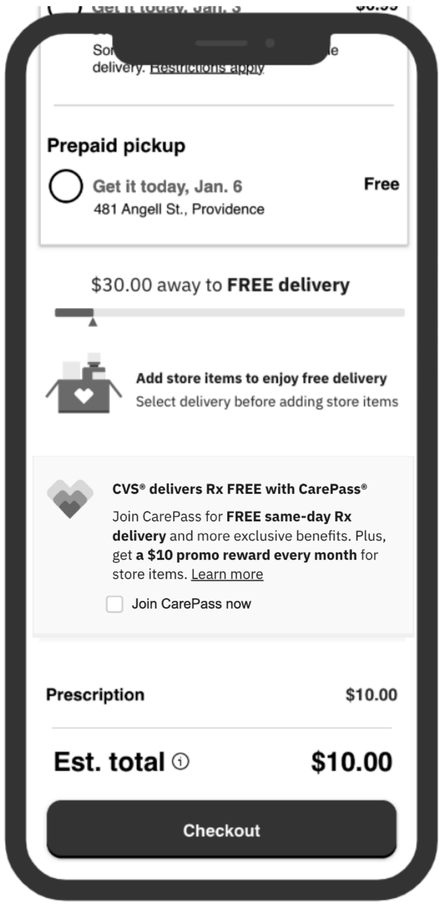
-Signin or Guest users with existing ExtraCare Card
-Signin or Guest users without ExtraCare Card

Flowchart

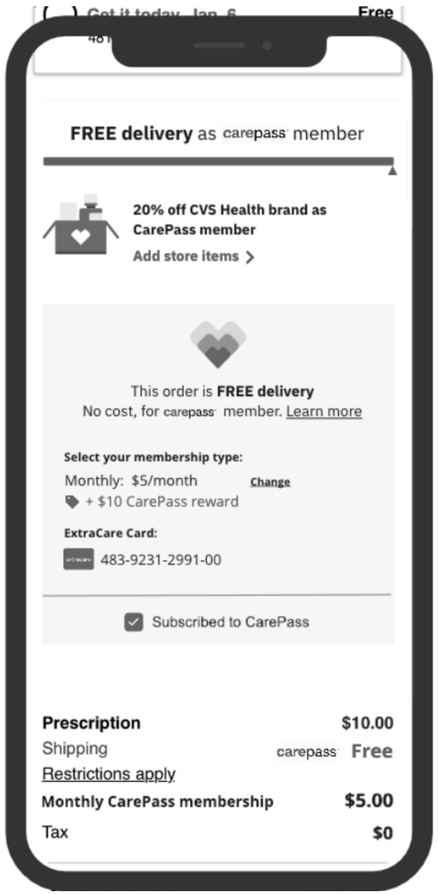


User Scenarios

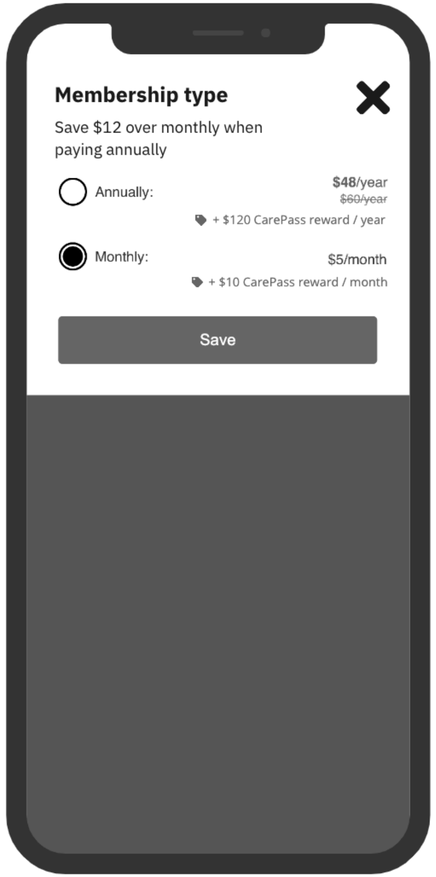
Enroll in CarePass as a Signin customer with ExtraCare card



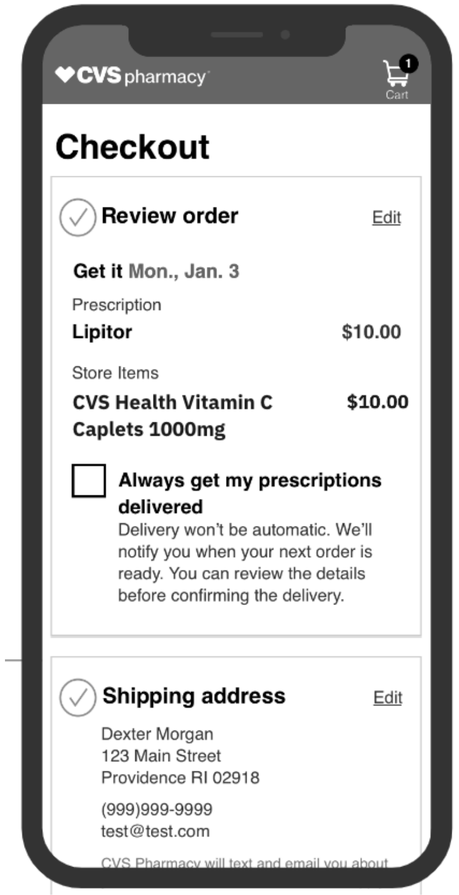
Cart with Join banner



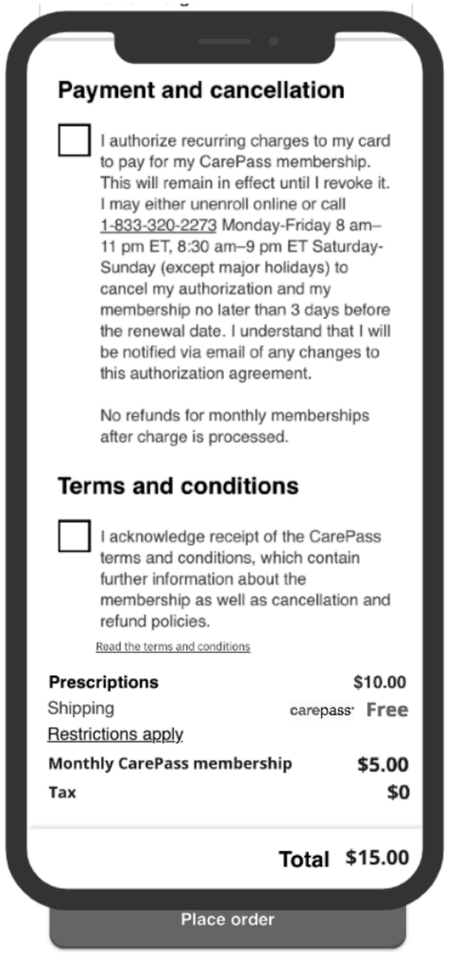
Cart with Joined banner



Membership selection modal



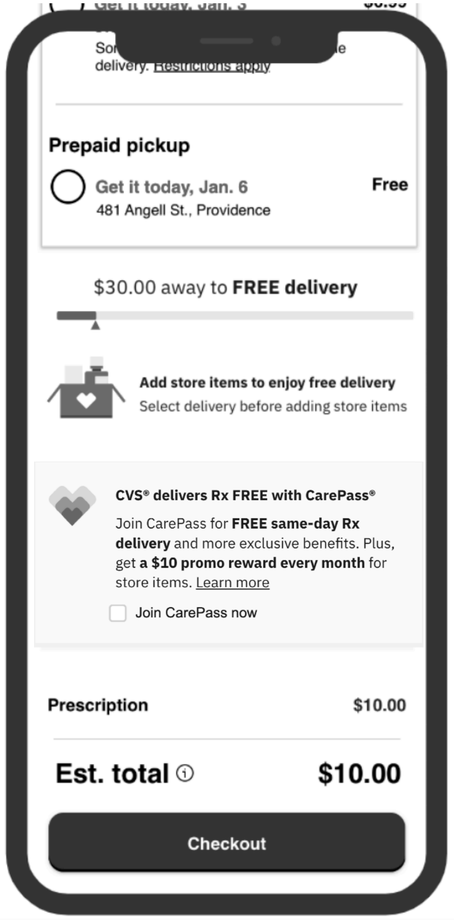
Checkout



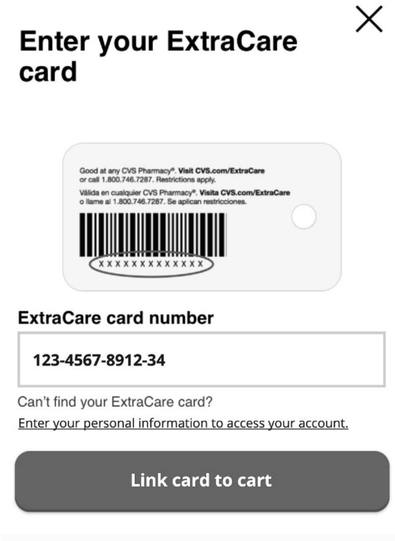
Term and Condition

User Scenarios

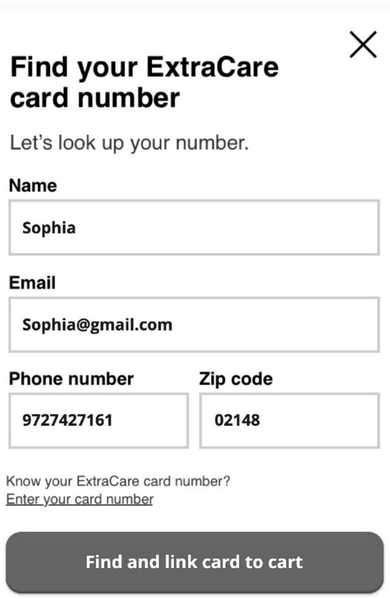
Look up or enter existing ExtraCare Card



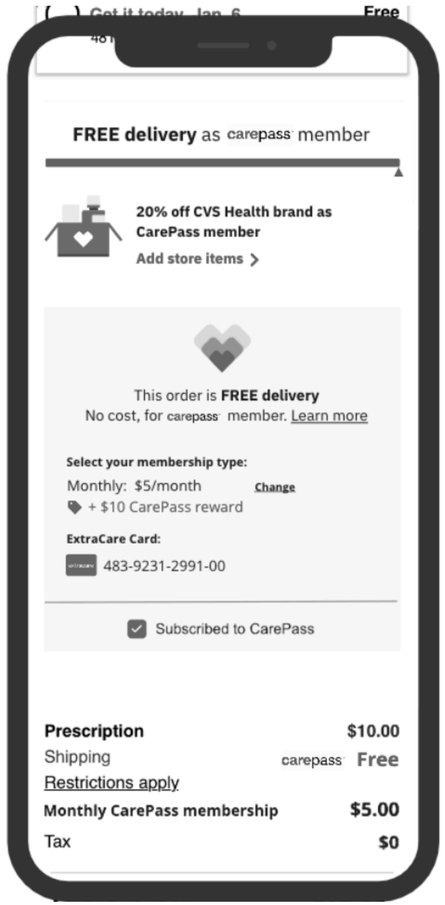
Cart with Join banner



Enter ExtraCare Card



Look up ExtraCare Card



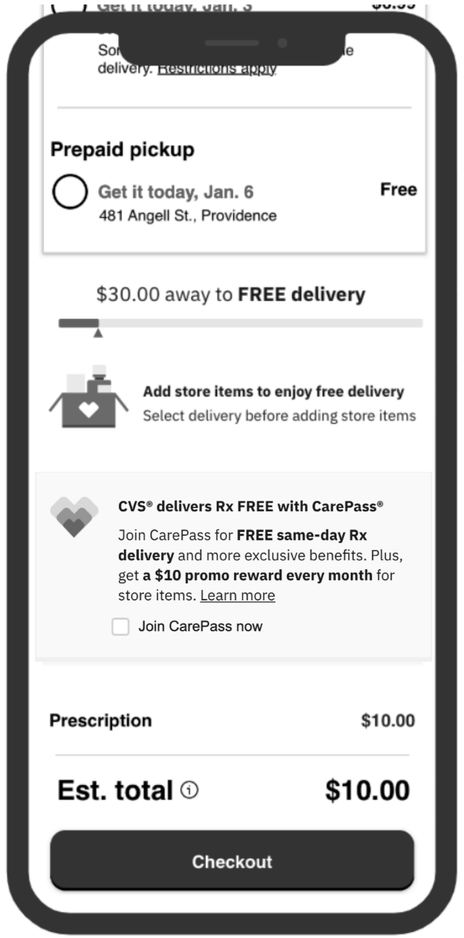
Cart with Joined banner

Design Reviews

Stakeholder Reviews - Legal

Stakeholder Reviews - Marketing

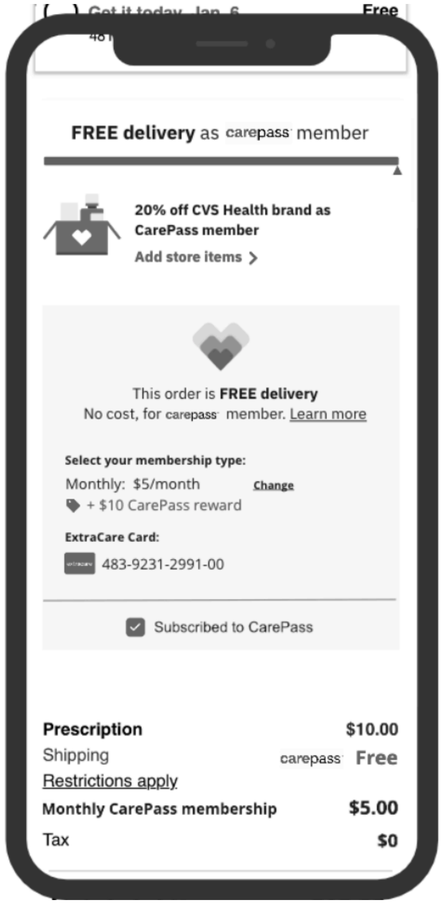
Stakeholder Reviews - Retail UX



Cart with Join banner

Feedback

- Add CarePass is paid membership program
- $10 promo reward can't be shown if the customers haven't had the marketing consent
- The call-the-action is not strong enough
- Revise the copy to clarify only eligible Rx can be delivered
- Banner blindness

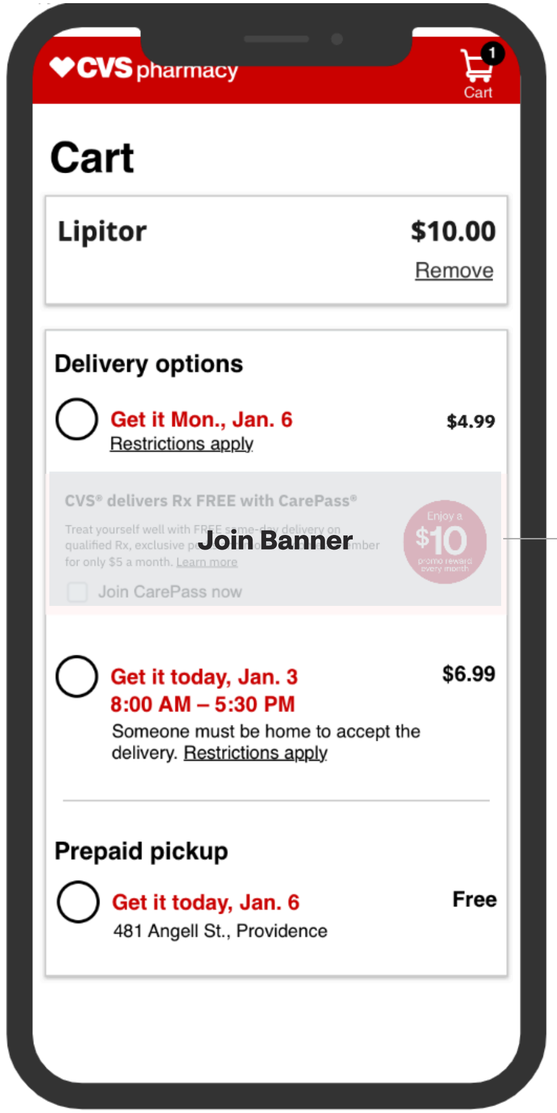


Cart with Joined banner

Feedback

- A disclaimer that monthly charge is reoccurring
- $10 promo reward cannot be marketed as a benefit or held up next to the "pay five" get 10 dollars
- No awareness of changing to yearly plan, which drives our marketing strategy
- The way of opting out CarePass isn't clear

Wireframing Refinement 2.0



Iteration 1

CVS® delivers Rx FREE with CarePass®

Treat yourself well with FREE same-day delivery on qualified Rx, exclusive perks and more. Become a member for only $5 a month. Learn more

Enjoy a $10 promo reward every month

Join CarePass now

Join banner

Iteration 2

carepass What is CarePass®?

FREE Same-day delivery on qualifying Rx with CarePass® for just $5 a month

Join banner

carepass What is CarePass®?

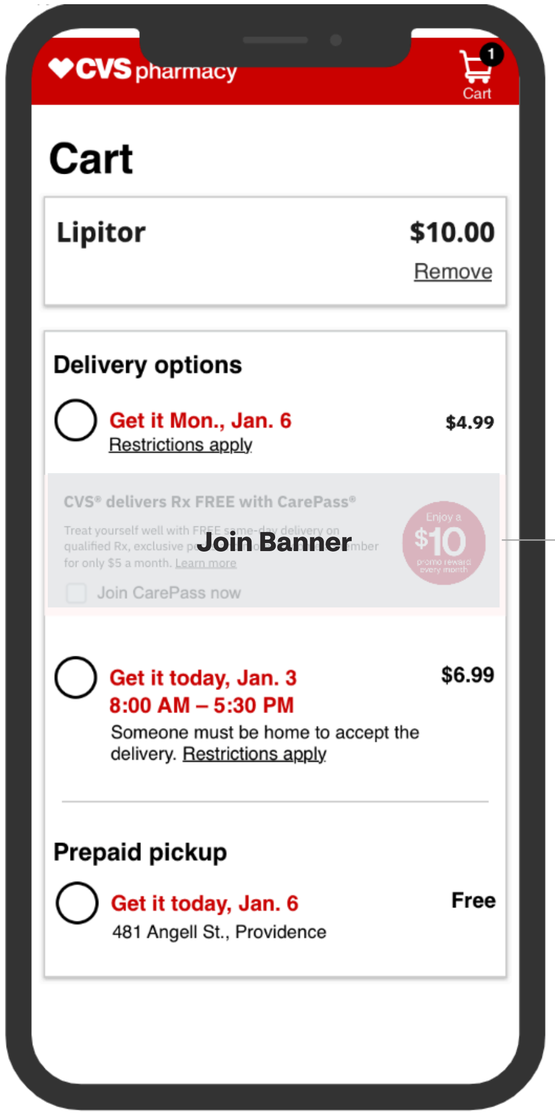
FREE Same-day delivery on qualifying Rx with CarePass®

Monthly: $5/month | Annual: $48/year

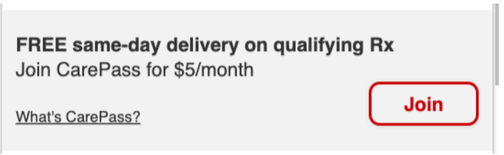
ExtraCare Card: extracare #****6666

Joined banner

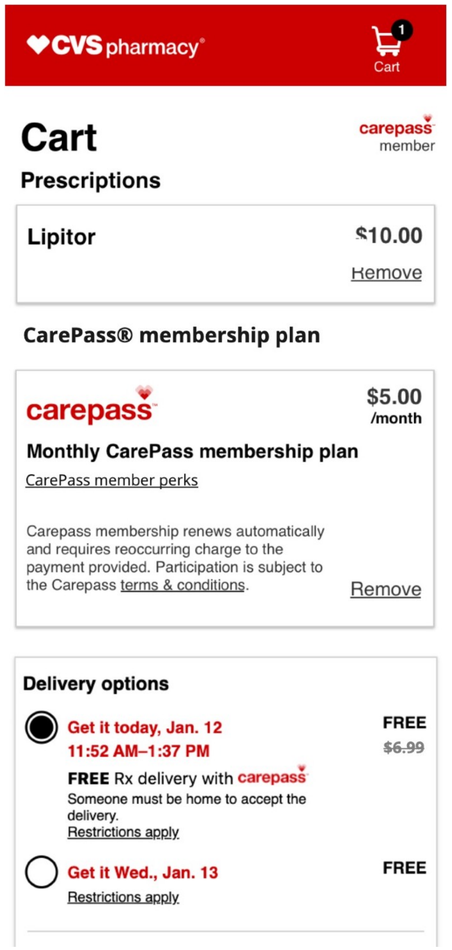
Wireframing Refinement 3.0



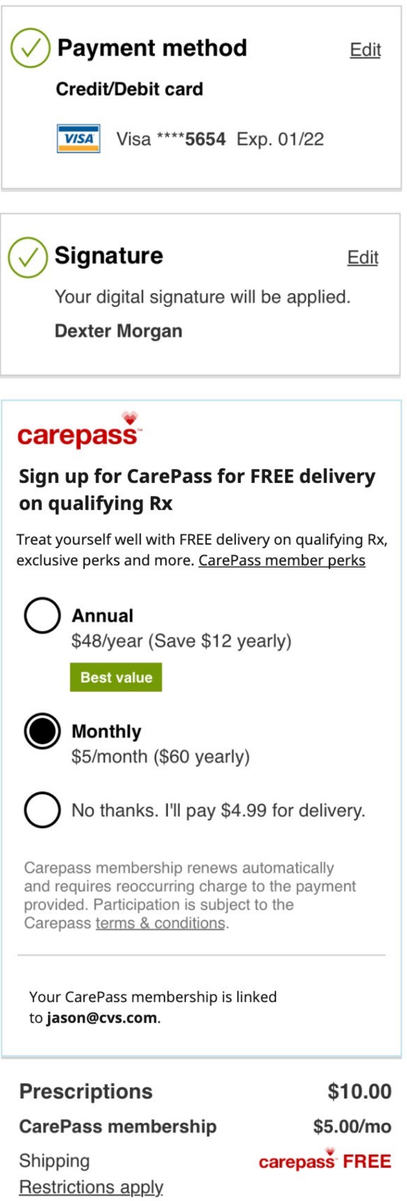
Iteration 3



Join banner



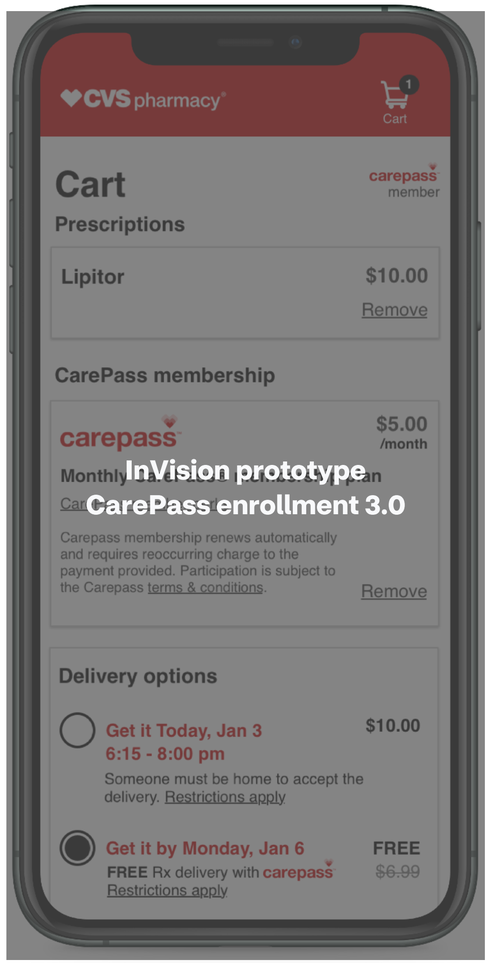
CarePass added to the cart



Membership selection on checkout

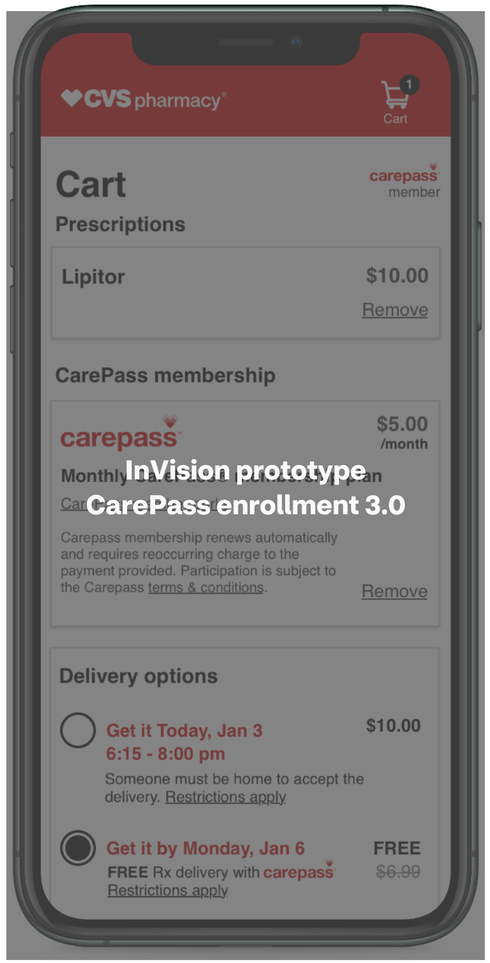
Wireframing Refinement 3.0

Mobile Web



Link

Native App - iOS



Link

Usability Testing

Usability Testing helps to identify problems and opportunities for improvement in the product or service and understand the user's behaviors and preferences

Process

Using Miro to create research plan and identify research questions and assumptions

Using InVision to create interactive prototype for testing

Writing script under usertesting.com

Testing Scenario

Imagine that you've previously filled a few new monthly maintenance prescriptions at your local CVS/Pharmacy. You would like to get your Liptor delivered at your door for free.

Participants

4 CVS pharmacy customers who **have** experience in getting their Rx delivered in the last 3 months, and ExtraCare member(non-CarePass)

4 CVS pharmacy customers who **haven't** experience in getting their Rx delivered in the last 3 months, and ExtraCare member(non-CarePass)

Key Assumptions

- Do non-carepass customers know unlock free delivery with CarePass?
- Do non-carepass customers know how to enroll in CarePass?
- Do non-carepass customers know how to change membership types?
- Do non-carepass customers know what CarePass is?

Success metrics

Easiness

> 4.5 out of 5.0 (5: strongly agree)

Usefulness

> 4.5 out of 5.0 (5: strongly agree)

Confident level of enrolling in CarePass

> 4.5 out of 5.0 (5: strongly agree)

Confident level of getting prescriptions

> 4.5 out of 5.0 (5: strongly agree)

Usability Testing - Key Results

Easiness

90% of CVS Rx customers think it was easy to enroll in CarePass in the cart and checkout experience (avg. 4.9, 5:strongly agree)

Usefulness

80% of CVS Rx customers think it would be useful to unlock Free delivery by enrolling in CarePass (avg. 4.7, 5:strongly agree)

Intention

80% CVS Rx customers are staying neutral on the intention of enrolling in CarePass (avg. 3.3, 5:strongly agree)

"Not sure is it worth it to pay $5 since there's a CVS pharmacy near my home, and it depends on why much prescriptions I am going to fill per month"

Confident level

Enrolled in CarePass

70% of CVS Rx customers are strongly confident in relation to enroll in CarePass in the experience (avg. 4.7, 5:strongly agree)

Getting Prescriptions

80% of CVS Rx customers are strongly confident in relation to enroll in CarePass in the experience (avg. 4.9, 5:strongly agree)

Understanding

80% of CVS Rx customers didn't know what CarePass benefits are before interacting with the prototype

10% of CVS Rx customers didn't know what CarePass benefits are after interacting with the prototype

Delivery Adoption

All CVS Rx customers who never got their Rx delivered are highly motivated to get their Rx delivered when they have enrolled in CarePass.

Final Implementation in QA environment

Collaboration

SCRUM team - Web

UX Designer **Me**

Implementation

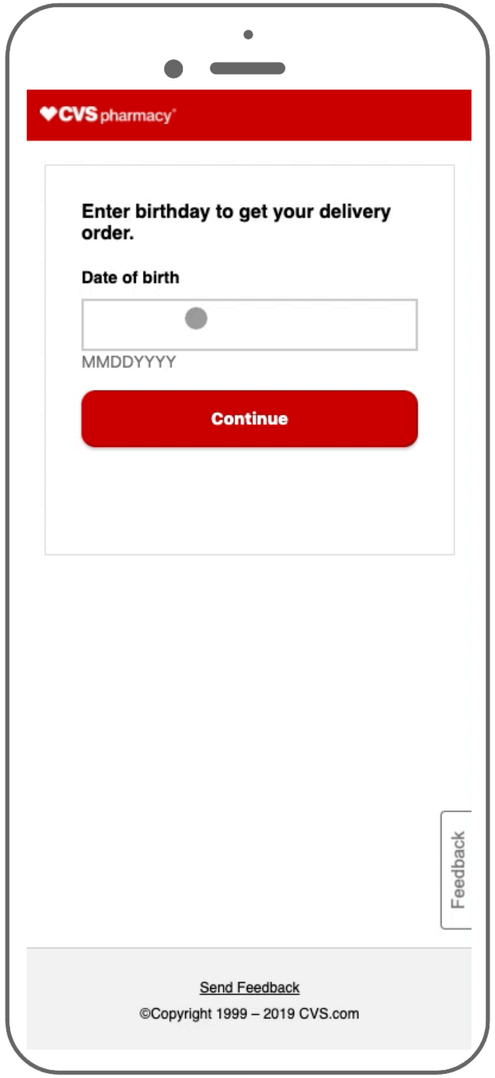
- Product Owner
- Developers

Analytic Tagging

- Analyst

Design QA

- QA engineering

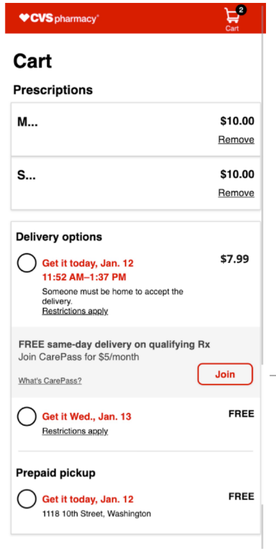


Record video under QA

Review UX Metrics in the first week of release

Enrollment Rate

~2% of cart visits join CarePass upon placing order.

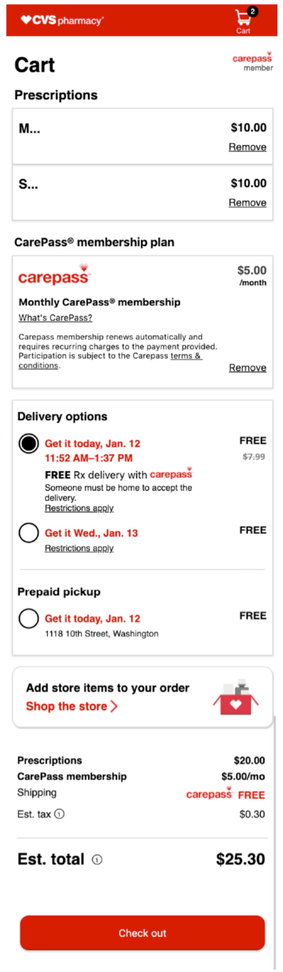


Awareness

~95% of cart visits has a CarePass enrollment banner

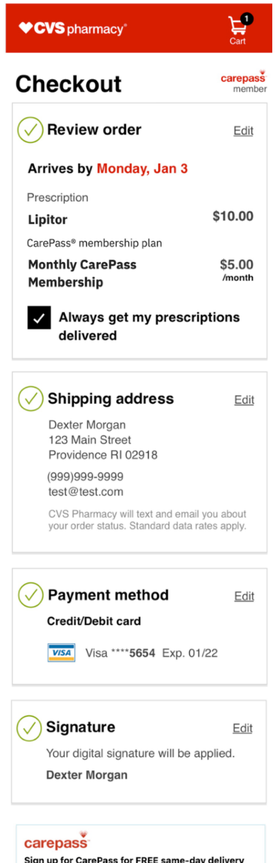
Click Through Rate

~7% of cart visits click the CarePass join banner



Conversion Rate

~37% of cart visits with CarePass added convert to checkout.



Conversion Rate

~34% of cart visits with CarePass added convert to place an order.

Membership type

Monthly: 91%

Yearly: 9%

Let’s unleash great design with Passion!

Thank you!

Jeremy Chen
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