

Managing a subscription without an account

Role / Skills	UX Designer / Product Thinking
Contribution	Designed the overall flow and high-fidelity wireframes for the entire CarePass guest experience
Team	Myself, UI Designer, Content Strategist, 2 Front-End Developers, 2 Back-End Developers, 2 QA Developers, 1 PM
Duration	2020 January – June
Platform	Web

What is
CarePass?

CarePass is a membership program offered by CVS. This program provides:

- (1) free shipping for certain products,
- (2) free prescription delivery,
- (3) 20% off CVS brand items, and
- (4) a 24/7 pharmacist helpline.

They also give a \$10 reward for members every month.

The Problem

Majority of CarePass customers sign up for their memberships in physical CVS locations. However, they still need to fill in further information online to complete a digital account. Otherwise, they can only manage their subscription by calling the customer hotline.

My team and I were tasked with designing and creating a guest experience for customers who didn't create full online accounts to manage their membership.

This was to be an experience that required less effort on the customer side over requiring completion of online sign-up.

User Goal

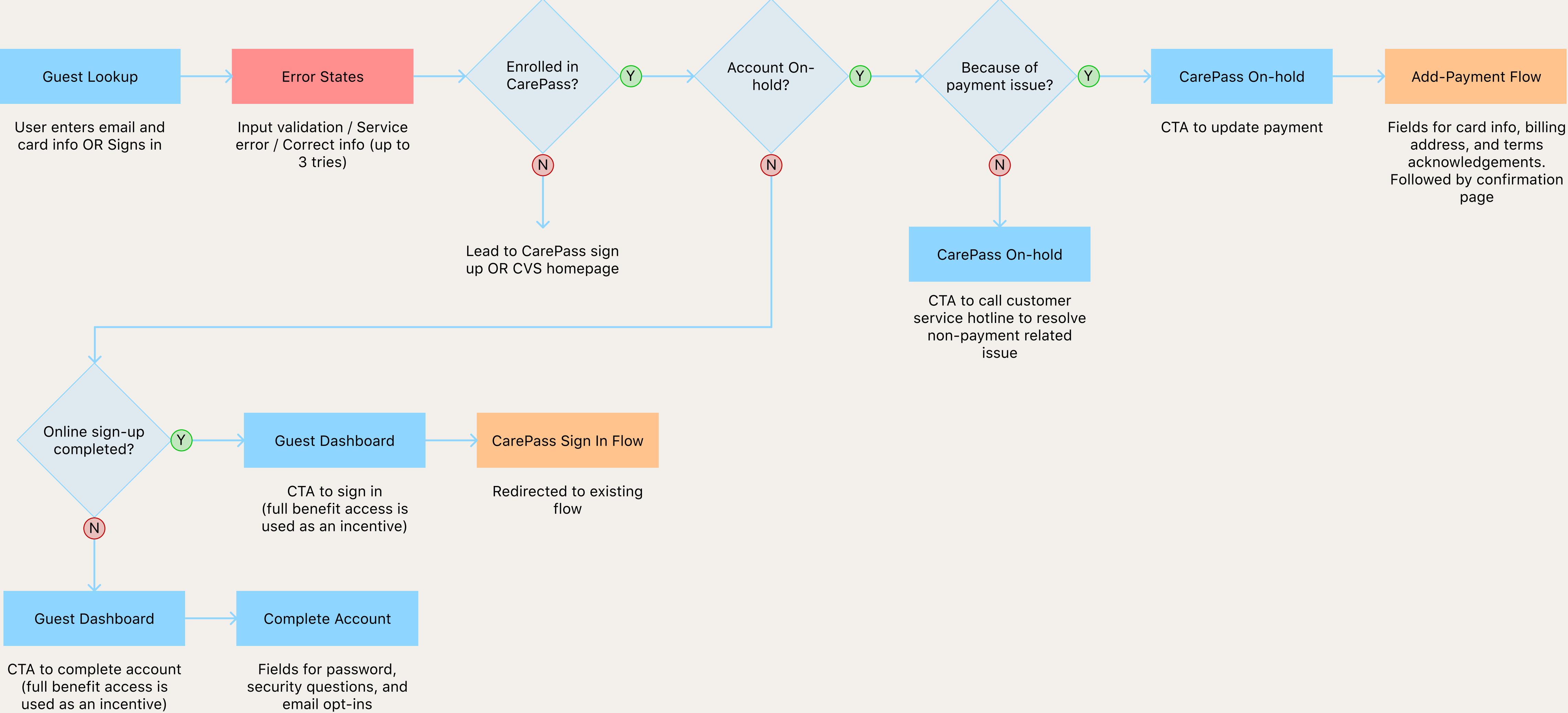
CarePass guests have three possible goals in managing their membership online:

- (1) Update payment method
- (2) Cancel their membership
- (3) Complete account in order to access full benefits

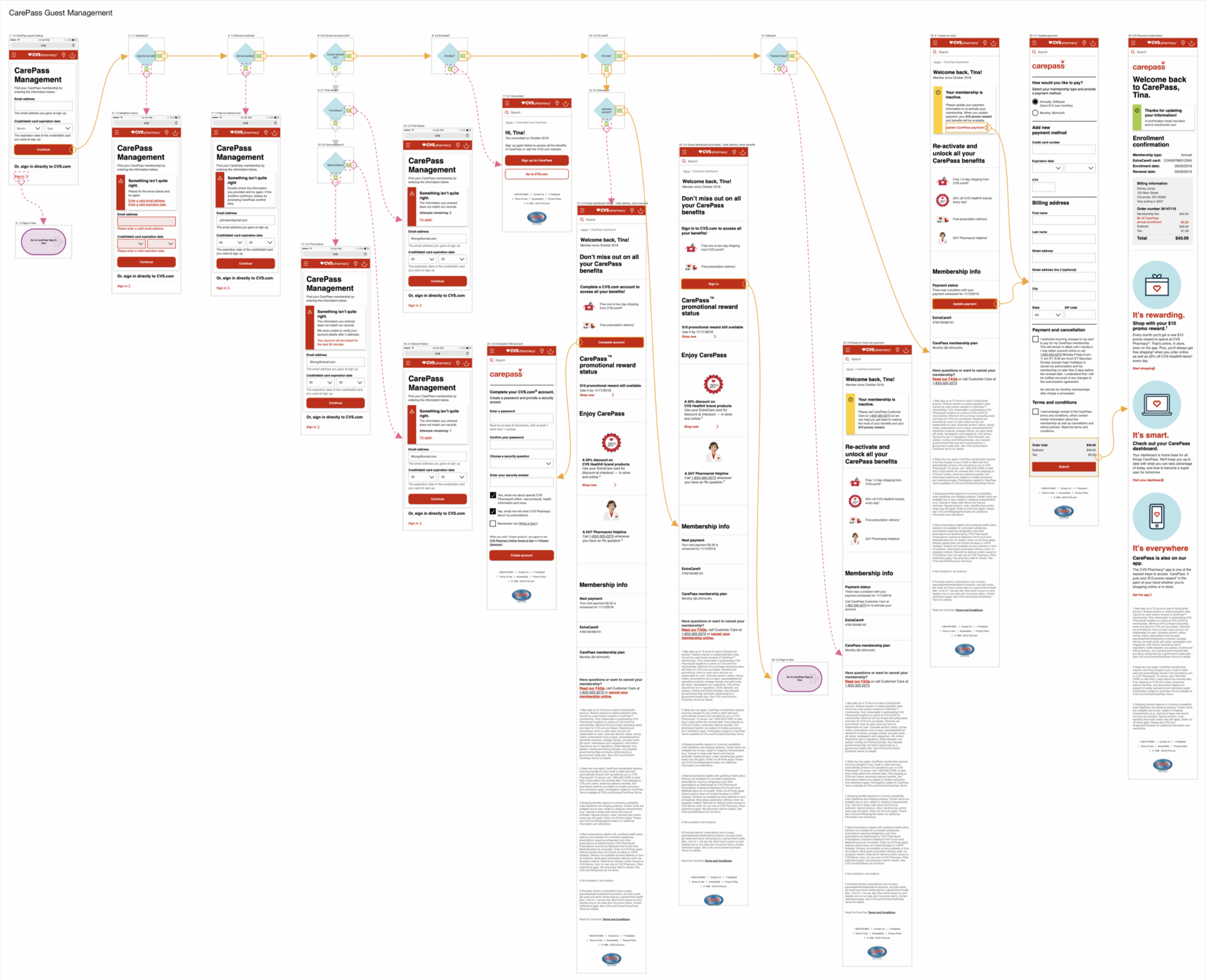
The flow had to ensure that users are led to these options as soon as possible payment issues are squared away.

User States

It was also necessary on my part to understand various back-end states for these guests. Beyond error states, guests might have an account on-hold (payment issue or otherwise) or even actually have a full completed account already without realizing. After careful collaboration with the devs and PM to understand these, I created the following flow.



Wireframes



Next steps

This solution was shipped in June of 2020. Afterwards, I conducted user research for possible areas of improvements in the future. This is linked in the description of this case study in my portfolio.

The main findings from that research were as follows:

- (1) CarePass should be accessible in the main CVS site navigation
- (2) Card info is not always accessible (for initial sign in), OTP could be a better way to confirm sign-in
- (3) Once inside the guest dashboard, users are able to accomplish what they want to easily