

Blue Cross Digital Strategy

Preference Center

DRAFT

11/07/2019

Channel: Web / App /

Design: Fallon Boegemann

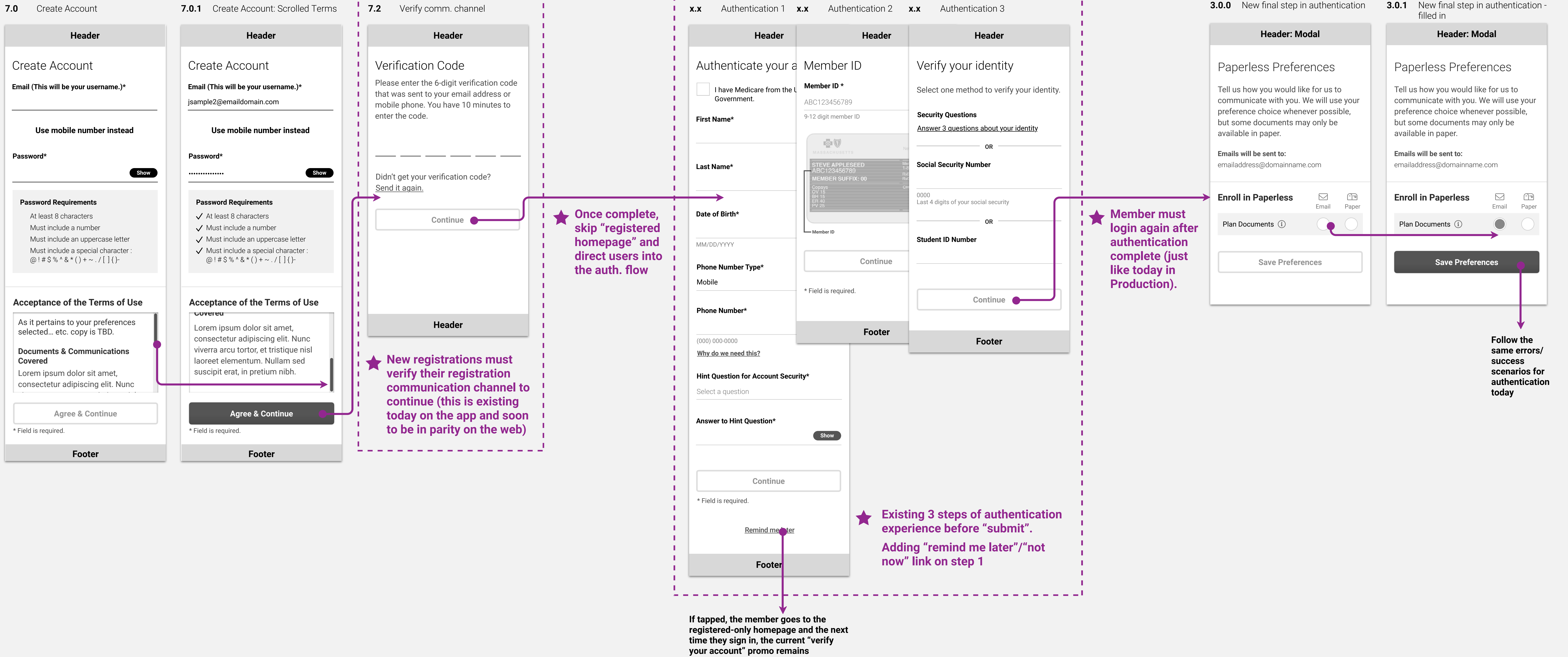
Product: Dianna Southiseng / Lynn Thompson

##	Date	Area impacted	Description of changes
1.0	07-16-19	Mobile-first	Document set-up
02	07-24-19	Mobile-first	Feedback from Product & Vendor SMEs to segregate Contact Info & Notification Preferences Add authenticated entry points
03	08-01-19	Mobile-first	Feedback from Product & Vendor SMEs to include consent collection for paperless Added additional scenarios for verified / NON-verified emails Added Promo opportunities Added future state example of categories for paperless
04	08-06-19	Mobile-first	Updates per Feedback from Vendor SMEs and updated copy for some placeholders
05	08-07-19	Mobile-first	Updates per feedback with Karen M and Abbie S with Product - Profile page re-org
06	08-16-19	Mobile-first	Updates per Vijay: Remove explicit opt-in and simplify experience
07	08-21-19	Mobile-first	"none" option is now "paper." Added Opt-out experience
08	09-03-19	Mobile-first	Updated legal disclaimer behavior per feedback from Product post reviews
09	09-05-19	Mobile-first	Added promo modal to initiate experience when users login from the main header or homepage banners
10	09-09-19	Mobile-first	Changed login promo to land on home page after successful completion
11	10-01-19	Mobile-first	Added anon, registered, future concepts, and unsubscribe features.
12	10-08-19	Mobile-first	Minor updates and document organization
13	10-10-19	Mobile-first	Reg. & Authentication flows updated to reflect current state (approved by Aditya 10/10)
14	10-11-19	Mobile-first	Marketing consent on the contact information page
15	10-31-19	Mobile-first	Paperless Preference name change Adding members with no email on file experience

Preference Center

Wires: Day 1

New members registering & authenticating (username is EMAIL)



New members registering & authenticating (username is MOBILE PHONE)

7.0.3 Create Account

Header

Create Account

We'll send a text verification. Message and data rates may apply.

Mobile Number (This will be your username.)*

000-000-0000

Use email instead

Password*

Show

Password Requirements

At least 8 characters

Must include a number

Must include an uppercase letter

Must include a special character : @!#\$%^&*()+~./[]{}-

Acceptance of the Terms of Use

As it pertains to your preferences selected... etc. copy is TBD.

Documents & Communications Covered

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc

Agree & Continue

Footer

7.0.4 Create Account: Scrolled Terms

Header

Create Account

We'll send a text verification. Message and data rates may apply.

Mobile Number (This will be your username.)*

123-123-1234

000-000-0000

Use email instead

Password*

Show

Password Requirements

✓ At least 8 characters

✓ Must include a number

✓ Must include an uppercase letter

✓ Must include a special character : @!#\$%^&*()+~./[]{}-

Acceptance of the Terms of Use

Covered

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc viverra arcu tortor, et tristique nisl laoreet elementum. Nullam sed suscipit erat, in pretium nibh.

Agree & Continue

Footer

7.2 Verify comm. channel

Header

Verification Code

Please enter the 6-digit verification code that was sent to your email address or mobile phone. You have 10 minutes to enter the code.

Didn't get your verification code? [Send it again.](#)

Continue

Header

★ New registrations must verify their registration communication channel to continue (this is existing today on the app and soon to be in parity on the web)

★ Once complete, skip “registered homepage” and direct users into the auth. flow

x.x Authentication 1 Authentication 2 Authentication 3

Authentication 1

Authentication 2

Authentication 3

Member ID *

ABC123456789

9-12 digit member ID

First Name*

Last Name*

Date of Birth*

MM/DD/YYYY

Email Address*

sample@email.com

Why do we need...

Hint Question for

Select a question

Answer to Hint Question*

Show

Continue

* Field is required.

Remind me later

Footer

★ Existing 3 steps of authentication experience before “submit”.

Adding “remind me later”/“not now” link on step 1

If tapped, the member goes to the registered-only homepage and the next time they sign in, the current “verify your account” promo remains

3.2.1 New final step in authentication

Header: Modal

Paperless Preferences

Tell us how you would like for us to communicate with you. We will use your preference choice whenever possible, but some documents may only be available in paper.

Emails will be sent to: emailaddress@domainname.com

To receive paperless communications, you will be asked to verify this email after saving your preferences.

Enroll in Paperless

Email

Paper

Plan Documents ⓘ

Save Preferences

3.2.2 New final step in authentication - filled in

Header: Modal

Paperless Preferences

Tell us how you would like for us to communicate with you. We will use your preference choice whenever possible, but some documents may only be available in paper.

Emails will be sent to: emailaddress@domainname.com

To receive paperless communications, you will be asked to verify this email after saving your preferences.

Enroll in Paperless

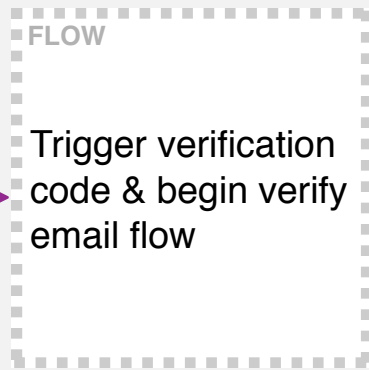
Email

Paper

Plan Documents ⓘ

Save Preferences

Deep-link to email verification flow & back to profile when complete



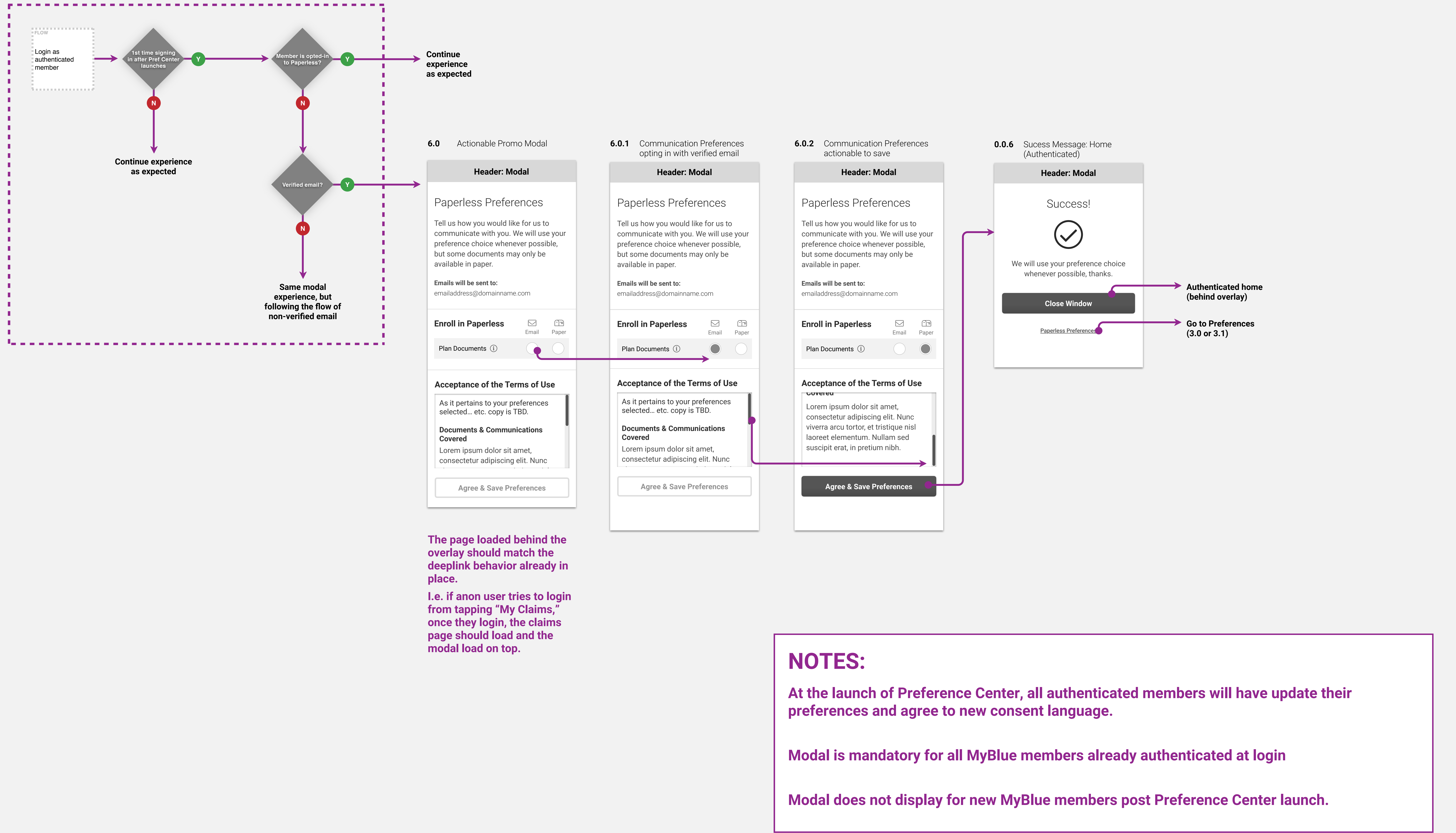
Follow the same errors/success scenarios for authentication today

NOTES:

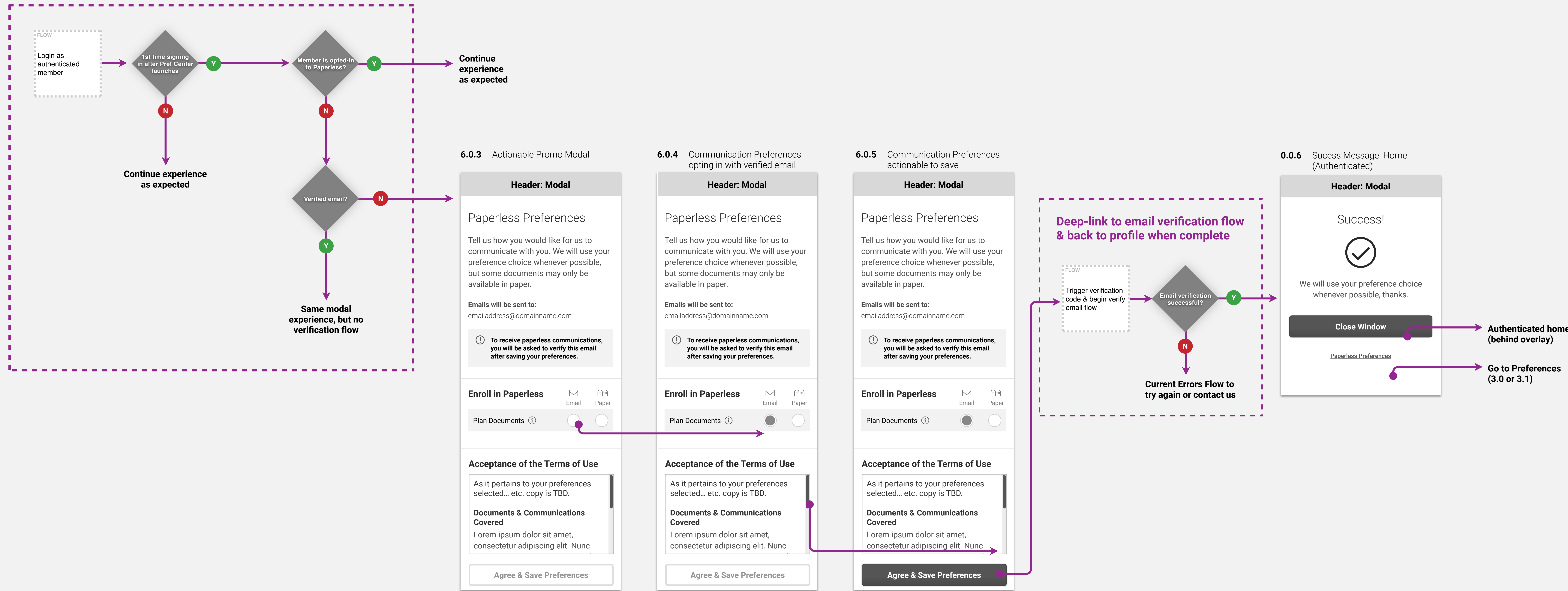
Consent language to be updated to match the new language in Registration.

The final step in authentication will be to update preferences. Since a member already consented at registration, they will not have to repeat giving consent.

Authenticated Members (W VERIFIED EMAIL) prompted to Opt-In to Paperless after login (Modal)



Authenticated Members (NON-VERIFIED EMAIL) prompted to Opt-In to Paperless after login (Modal)



The page loaded behind the overlay should match the deeplink behavior already in place.

I.e. if anon user tries to login from tapping "My Claims," once they login, the claims page should load and the modal load on top.

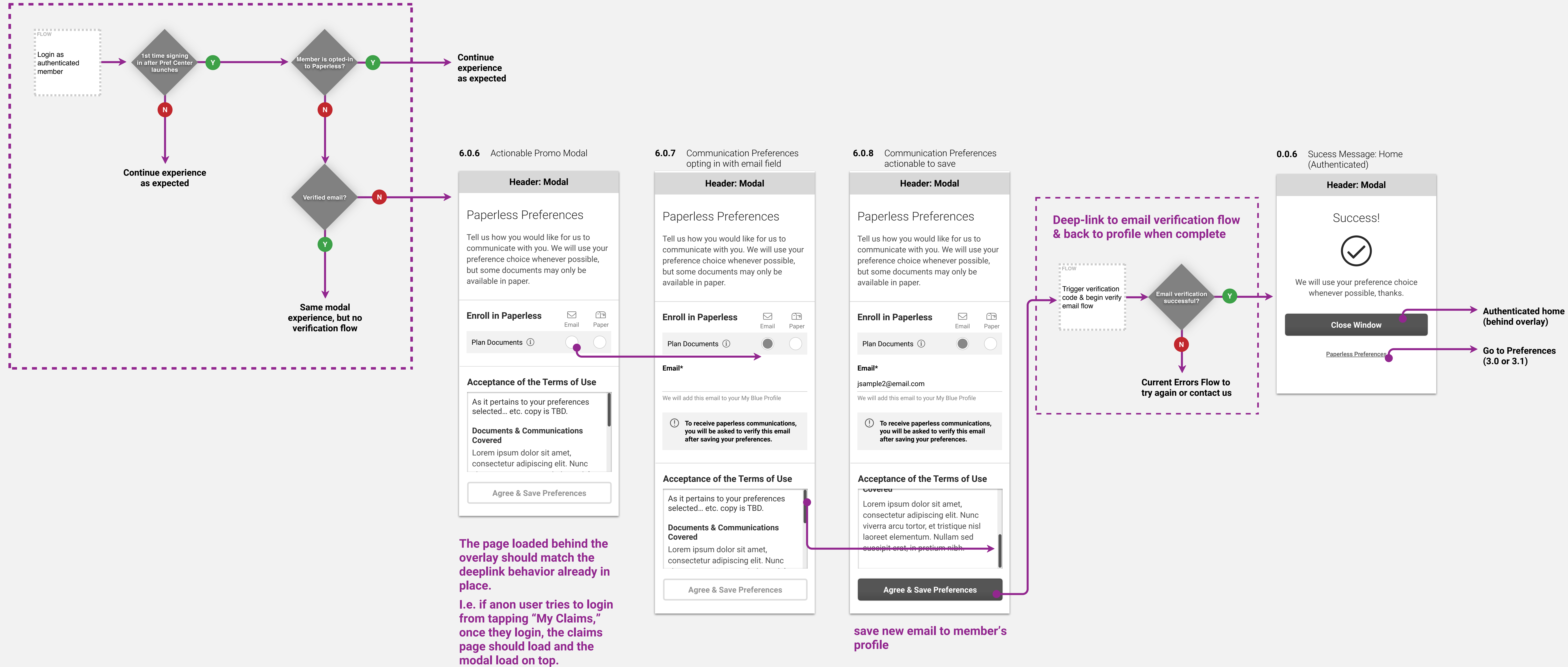
NOTES:

At the launch of Preference Center, all authenticated members will have update their preferences and agree to new consent language.

Modal is mandatory for all MyBlue members already authenticated at login

Modal does not display for new MyBlue members post Preference Center launch.

Authenticated Members (NO EMAIL ON FILE) prompted to Opt-In to Paperless after login (Modal)



NOTES:

At the launch of Preference Center, all authenticated members will have update their preferences and agree to new consent language.

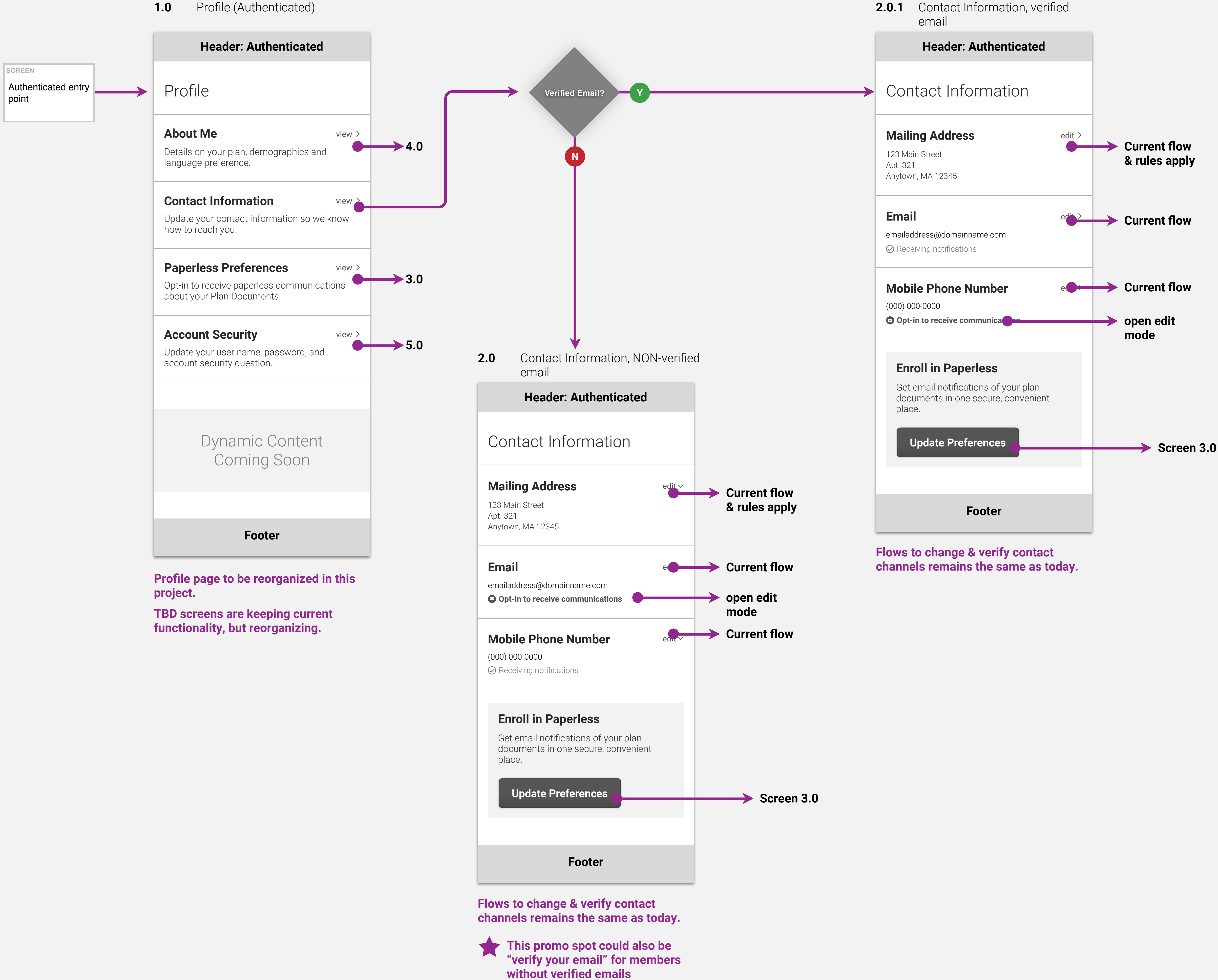
Modal is mandatory for all MyBlue members already authenticated at login

Modal does not display for new MyBlue members post Preference Center launch.

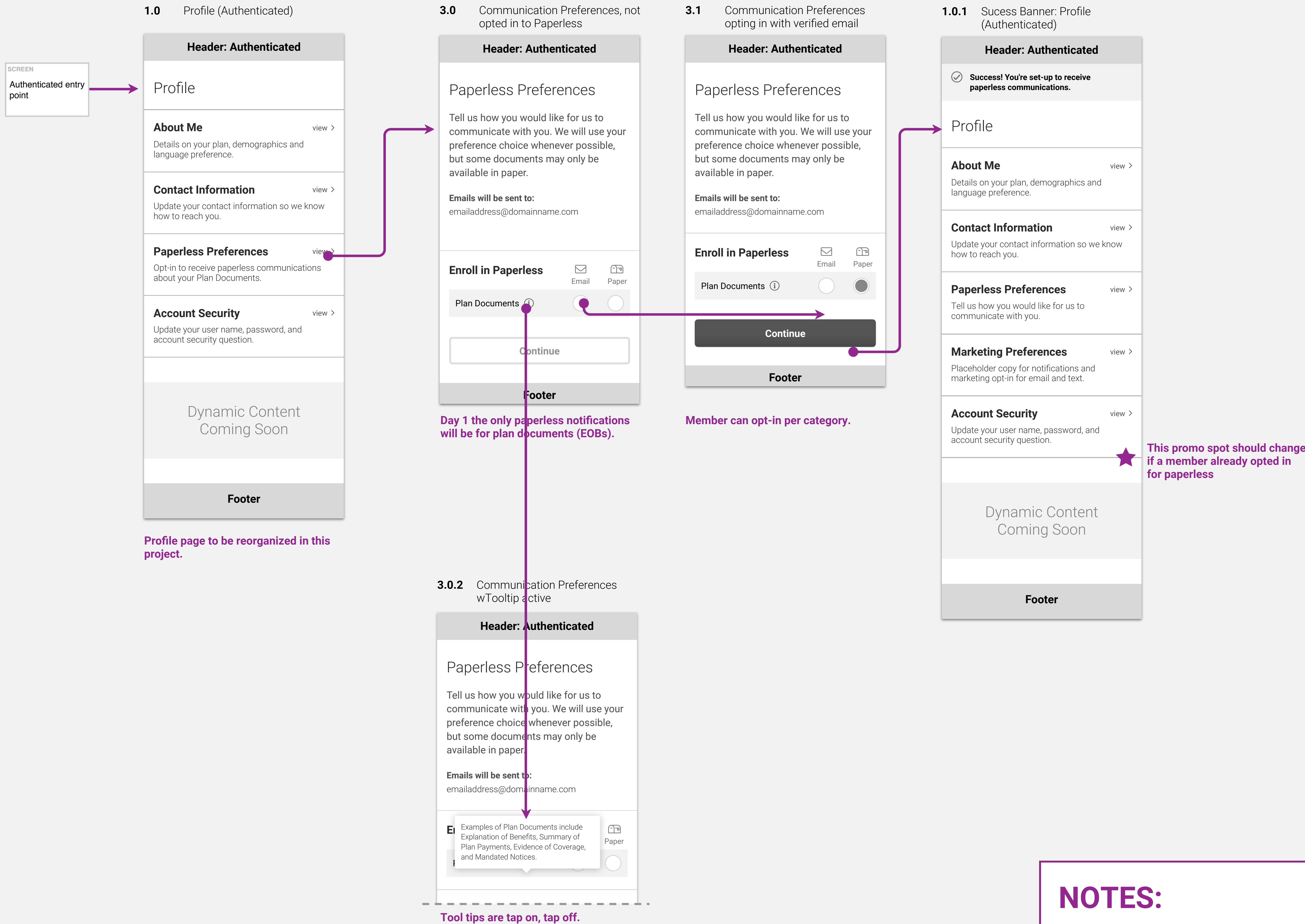
0.0.0	Home (Authenticated)	0.1	Menu (Authenticated)	0.2	My Account (authenticated)
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Contact Information (Verified Email and NON-verified email)



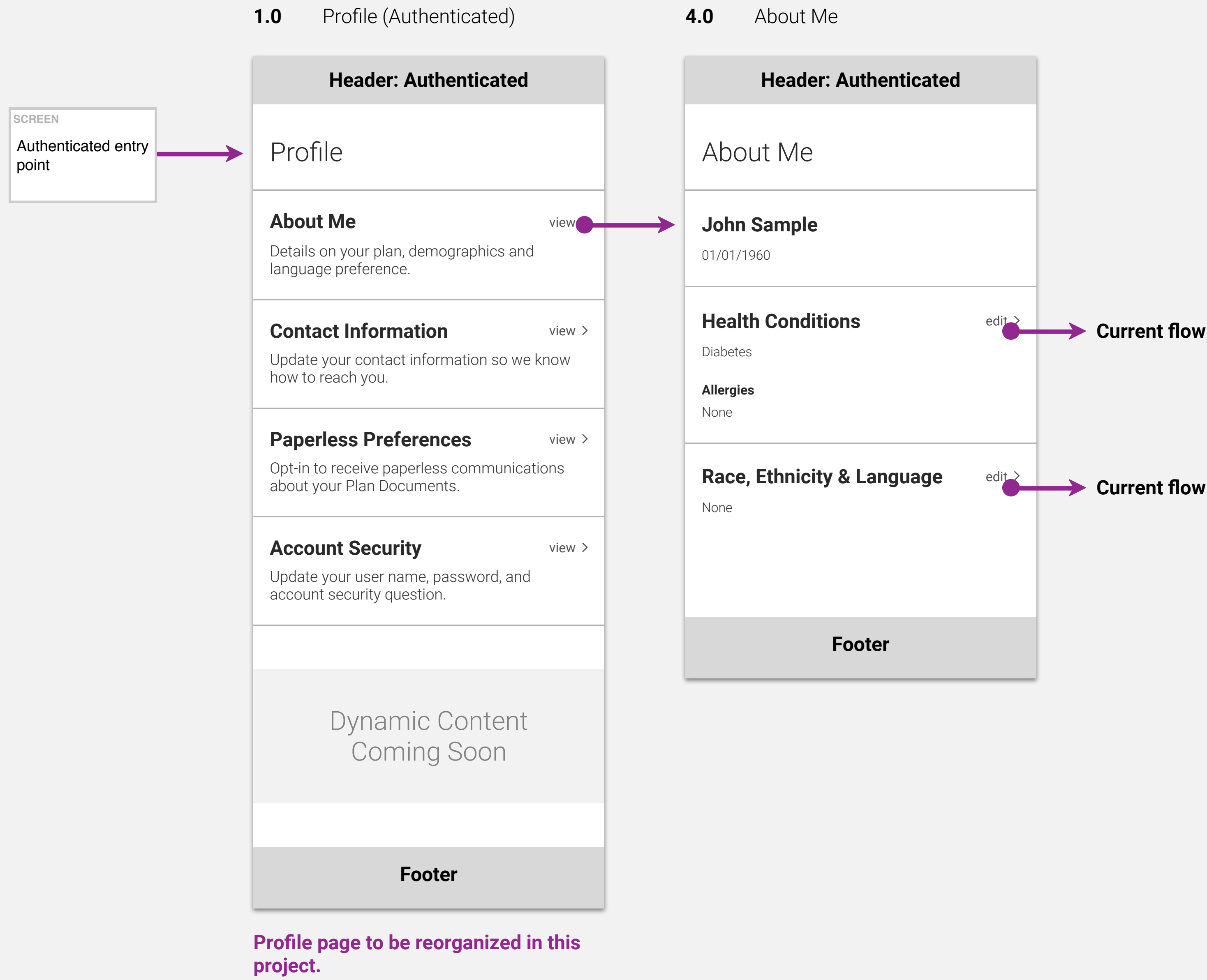
Paperless Preferences: Already consented (changing preferences with a Verified Email)



NOTES:

Members are forced to update settings the first time they login - they will never see the acceptance of terms of use because they've already done it for the channels shown on Day 1.

About Me: UI Updates to current experience



Account Security: UI Updates to current experience

