

Blue Cross Digital Strategy

Preference Center (Day 2) Wires

DRAFT

1/31/2020

Channel: Web / App /

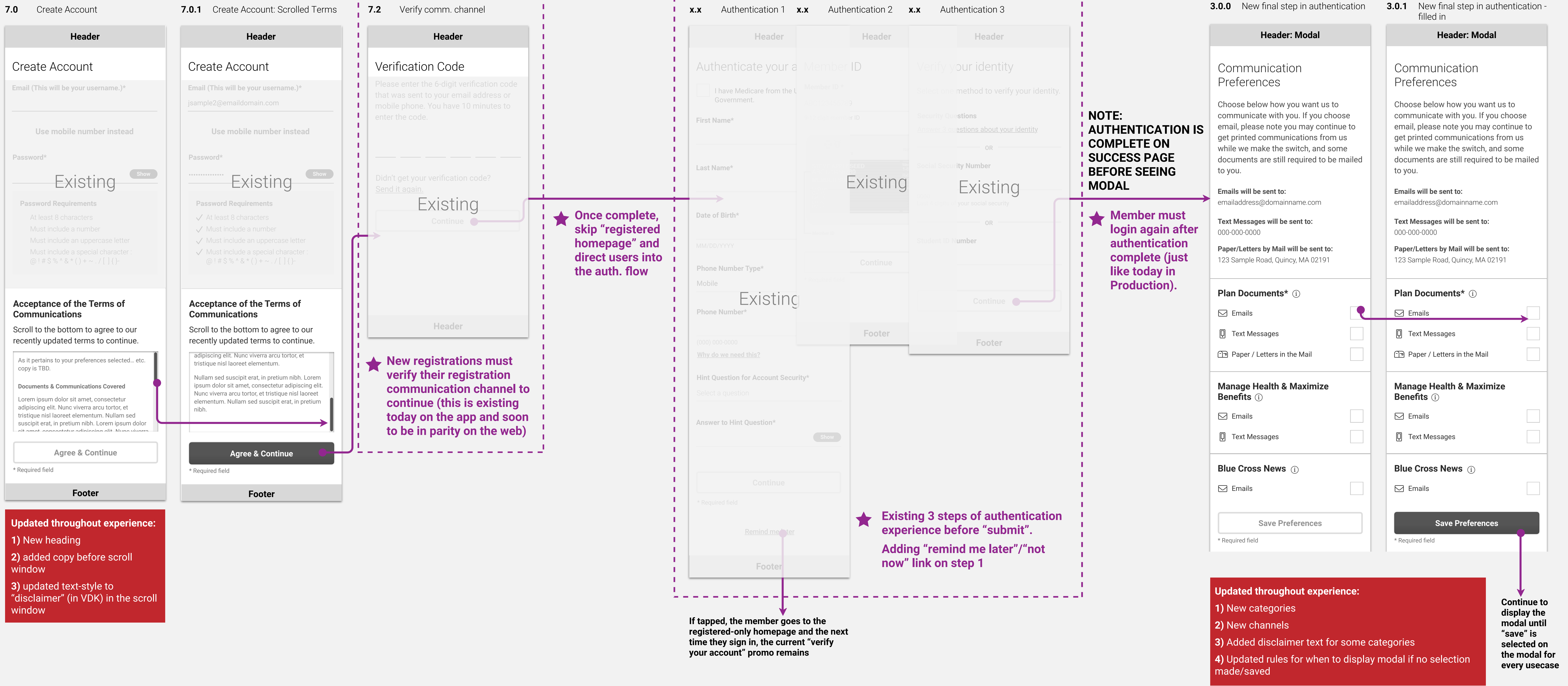
Design: Fallon Boegemann

Product: Dianna Southiseng / Lynn Thompson

Preference Center – Day.2 Wires

Impacts to Registration & Authentication

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* Existing

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 Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

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

Documents & Communications 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. 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

* Required field

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* Existing

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 Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

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Agree & Continue

* Required field

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.](#)

Existing

Continue

Header

Once complete, skip "registered homepage" and direct users into the auth. flow

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)

x.x Authentication 1 Authentication 2 Authentication 3

Header

Authentication 1

☐ I have Medical Records from the Government

First Name*

Last Name*

Date of Birth*

MM/DD/YYYY

Email Address*

sample@email.com

Why do we need this?

Hint Question for

Select a question

Answer to Hint Question*

Show

Continue

* Required field

Remind me later

Footer

NOTE: AUTHENTICATION IS COMPLETE ON SUCCESS PAGE BEFORE SEEING MODAL

Member must login again after auth is complete (just like today in Production).

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

Communication Preferences

Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.

Emails will be sent to: emailaddress@domainname.com

Text Messages will be sent to: 000-000-0000

Paper/Letters by Mail will be sent to: 123 Sample Road, Quincy, MA 02191

Plan Documents* ⓘ

☒ Emails

☐ Text Messages

☐ Paper / Letters in the Mail

Manage Health & Maximize Benefits ⓘ

☐ Emails

☐ Text Messages

Blue Cross News ⓘ

☐ Emails

ⓘ To receive communications, you may be asked to verify your email or mobile number after saving your preferences.

Save Preferences

3.2.2 New final step in authentication - filled in

Header: Modal

Communication Preferences

Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.

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Plan Documents* ⓘ

☒ Emails

☐ Text Messages

☒ Paper / Letters in the Mail

Manage Health & Maximize Benefits ⓘ

☐ Emails

☐ Text Messages

Blue Cross News ⓘ

☐ Emails

ⓘ To receive communications, you may be asked to verify your email or mobile number after saving your preferences.

Save Preferences

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

FLOW

Trigger verification code & begin verify email flow

Email verification successful?

Y

Follow the same errors/success scenarios for authentication today

N

Current Errors Flow to try again or contact us

Updated throughout experience:

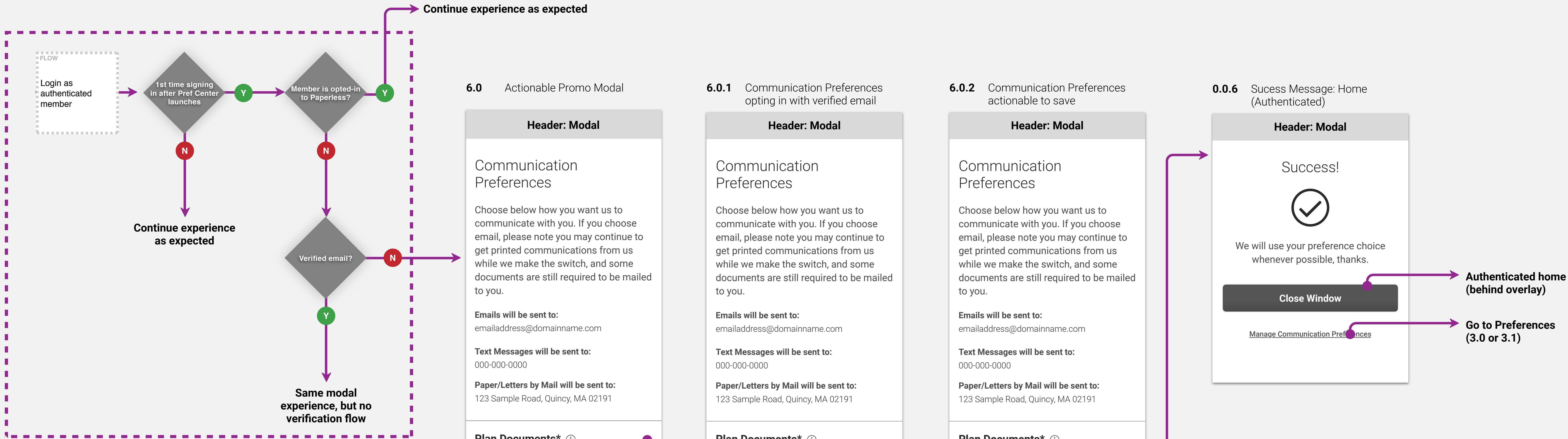
1) only force verification flow if an unverified channel is selected for any category... NOT everyone as in day 1.

MASSACHUSETTS

Preference Center – Day.2 Wires

First time signing in after launch




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




6.0 Actionable Promo Modal


Header: Modal	
Communication Preferences	
<p>Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.</p>	
<p>Emails will be sent to:</p> <p>emailaddress@domainname.com</p>	
<p>Text Messages will be sent to:</p> <p>000-000-0000</p>	
<p>Paper/Letters by Mail will be sent to:</p> <p>123 Sample Road, Quincy, MA 02191</p>	

Plan Documents* ⓘ

-  Emails ☐
-  Text Messages ☐
-  Paper / Letters in the Mail ☐

Manage Health & Maximize Benefits ⓘ

 Emails

 Text Messages

Blue Cross News ⓘ

✉ Emails ☐

A screenshot of a web page titled "Acceptance of the Terms of Communications". The page has a light gray background. At the top, the title is in a large, bold, black font. Below the title, there is a paragraph in a medium-sized black font that says "Our terms updated recently... Scroll to the bottom to agree and continue." To the right of this paragraph is a vertical scrollbar. Below the paragraph, there is a white rectangular box with a thin gray border. Inside this box, the text "As it pertains to your preferences selected..., copy is TBD." is displayed in a smaller, gray font. Below this box, the heading "Documents & Communications Covered" is shown in a bold, black font. Underneath this heading, there is a paragraph of placeholder text in a gray font: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc viverra arcu tortor, et tristique nisl laoreet elementum. Nullam sed suscipit erat, in pretium nibh. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc viverra...". At the bottom of the page, there is a white rectangular box with a thin gray border, containing the text "Agree & Save Preferences" in a bold, black font.

* Required field

6.0.1 Communication Preferences opting in with verified email

Header: Modal

Communication Preferences

Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.

Emails will be sent to:

emailaddress@domainname.com

Text Messages will be sent to:

000-000-0000


Paper/Letters by Mail will be sent to:

123 Sample Road, Quincy, MA 02191


Plan Documents* ⓘ

✉ Emails	<input type="checkbox"/>
📱 Text Messages	<input type="checkbox"/>
📄 Paper / Letters in the Mail	<input type="checkbox"/>

Manage Health & Maximize Benefits ⓘ

 Emails

☐

 Text Messages

☐

Blue Cross News ⓘ

✉ Emails ☐

http://www.

Acceptance of the Terms of Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

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

Documents & Communications Covered

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

Agree & Save Preferences

* Required field

6.0.2 Communication Preferences

Header: Modal

Communication Preferences

Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.

Emails will be sent to:

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Text Messages will be sent to:

000-000-0000

Paper/Letters by Mail will be sent to:

123 Sample Road, Quincy, MA 02191

Plan Documents* ⓘ

	Emails	<input type="checkbox"/>
	Text Messages	<input type="checkbox"/>
	Paper / Letters in the Mail	<input type="checkbox"/>

Manage Health & Maximize Benefits ⓘ

Blue Cross News ⓘ

✉ Emails ☐

Acceptance of the Terms of Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

adipiscing elit. Nunc viverra arcu tortor, et tristique nisl laoreet elementum.

Nunc sed suscipit erat, in pretium nibh. 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 & Save Preferences](#)

* Required field

0.0.6 Success Message: Home (Authenticated)

A screenshot of a mobile application interface. At the top, there is a dark grey header bar with the text "Header: Modal" in white. Below the header, the main area is white and contains the text "Success!" in a large, black, sans-serif font. Centered below the text is a large black circle containing a white checkmark. Further down, the text "We will use your preference choice whenever possible, thanks." is displayed in a smaller black font. At the bottom of the screen, there is a dark grey rectangular button with the text "Close Window" in white. Below the button, there is a thin grey line, and underneath that, the text "Manage Communication Preferences" is shown in a smaller, underlined black font. The entire interface is set against a light grey background.

**Authenticated home
(behind overlay)**

Go to Preferences (3.0 or 3.1)

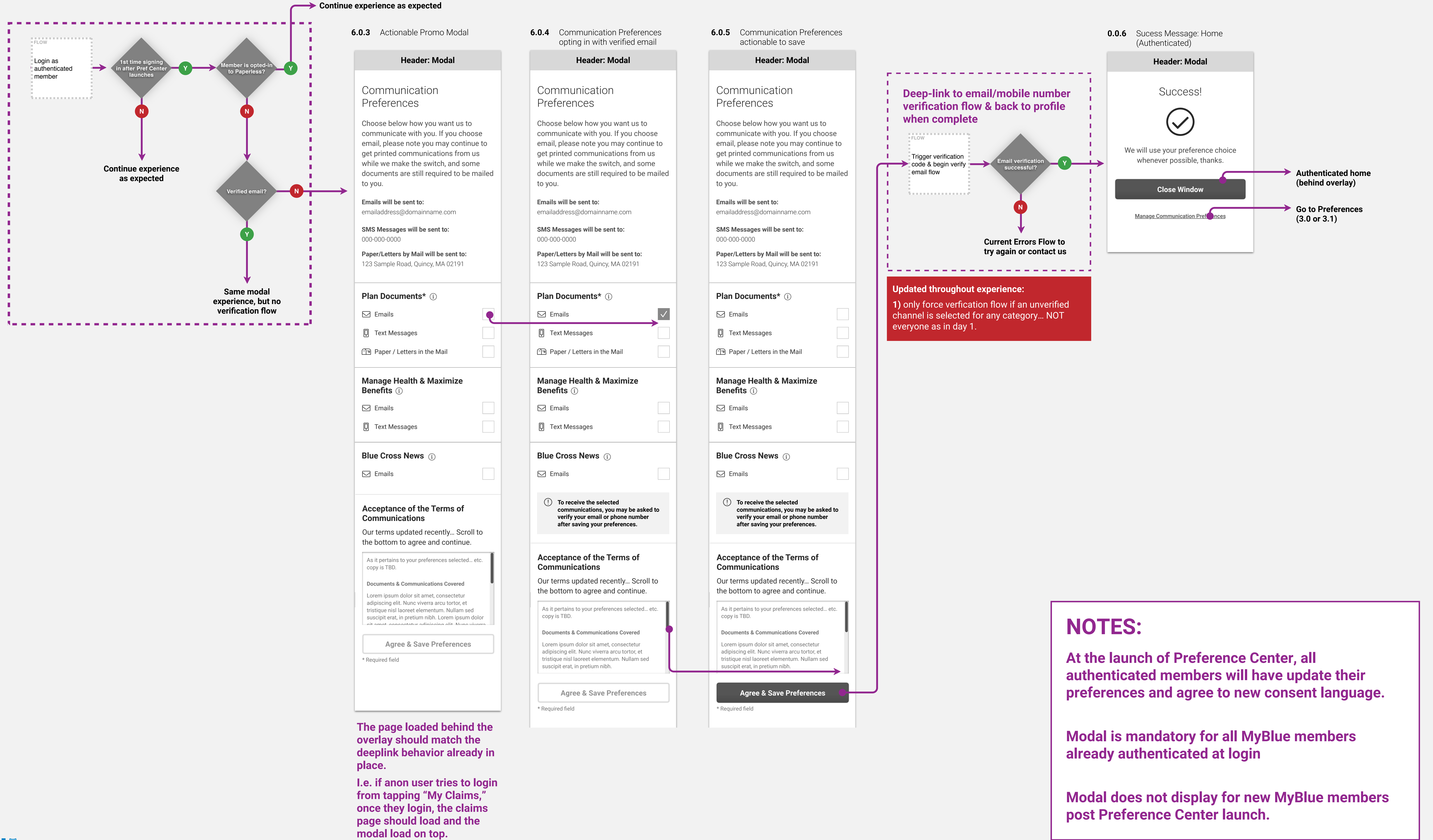
NOTES:

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 (NON-VERIFIED EMAIL) 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

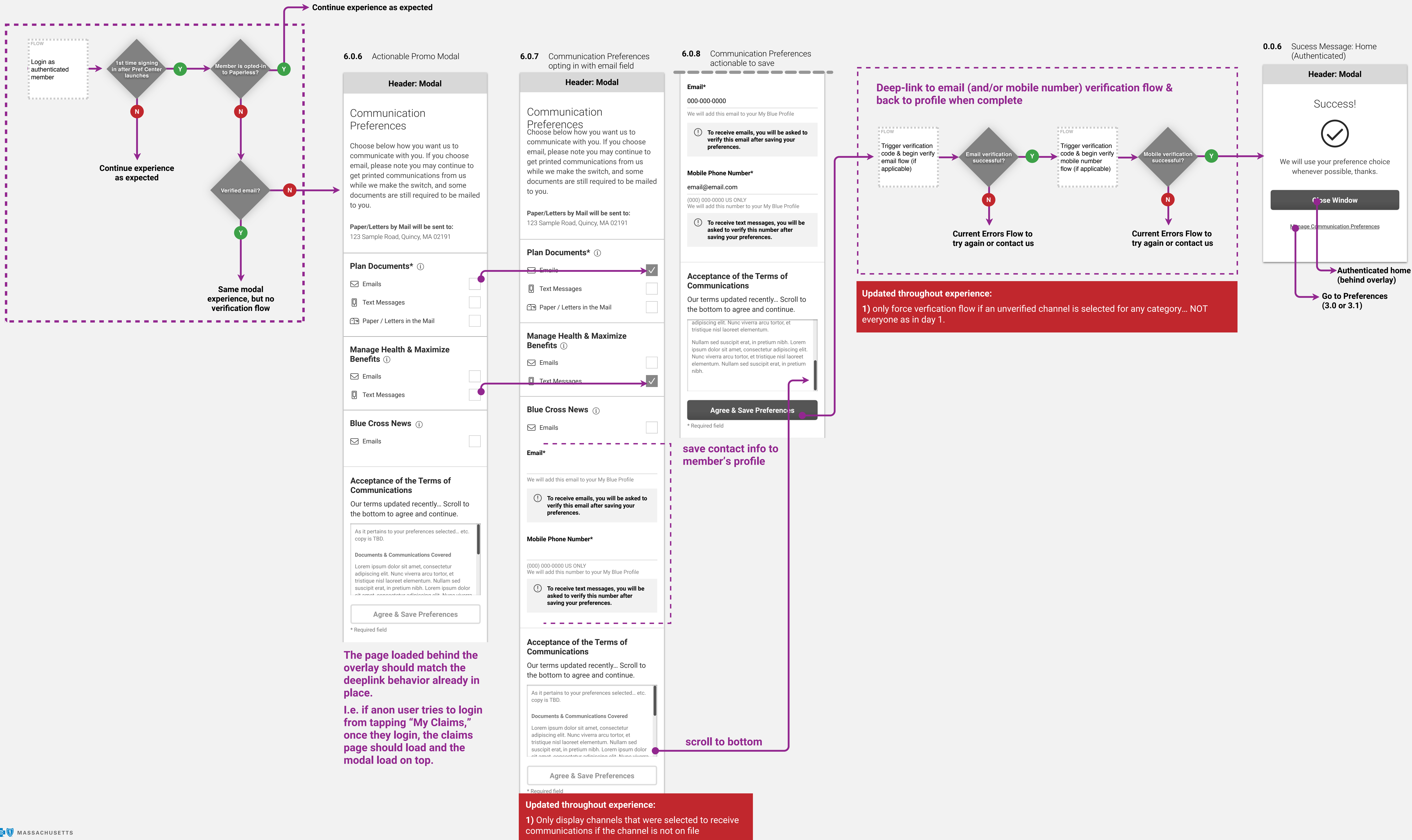
Modal does not display for new MyBlue members post Preference Center launch.

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

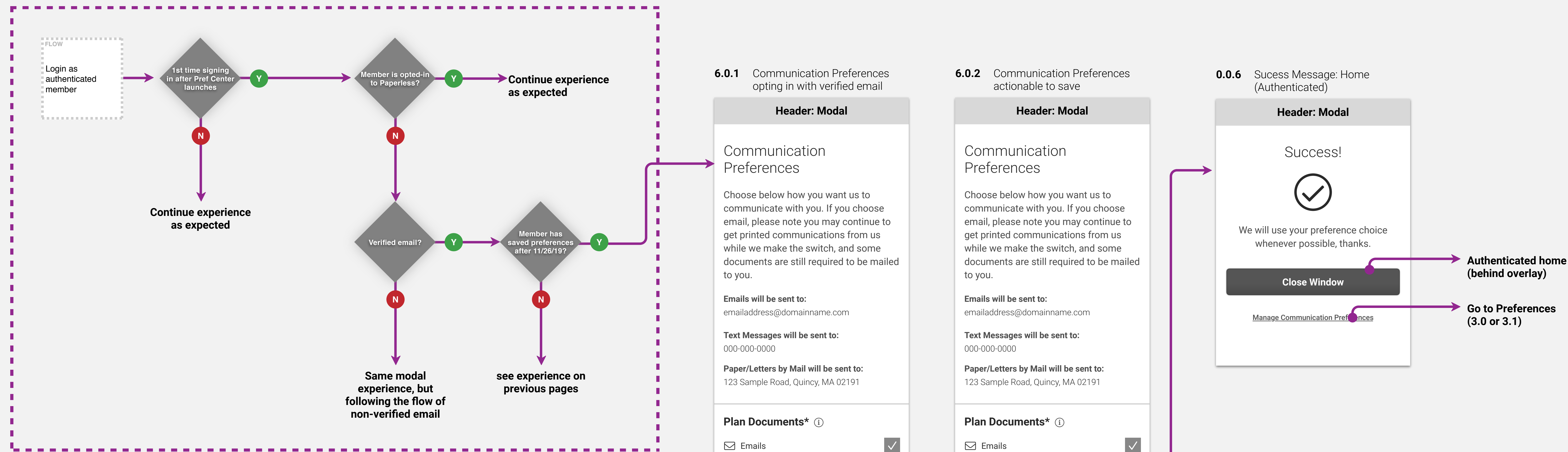
I.e. if anon user tries to login from tapping "My Claims," once they login, the claims page should load and the modal load on top.

MASSACHUSETTS

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



Authenticated Members that have previously opted in (W VERIFIED EMAIL) prompted to accept updated terms after login (Modal)



Added new experience for existing members that have already made communication preferenes

6.0.1

Communication Preferences opting in with verified email

Header: Modal

Communication Preferences

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000-000-0000

Paper/Letters by Mail will be sent to:
123 Sample Road, Quincy, MA 02191

Plan Documents* ⓘ

Emails

Text Messages

Paper / Letters in the Mail

Manage Health & Maximize Benefits ⓘ

Emails

Text Messages

Blue Cross News ⓘ

Emails

Acceptance of the Terms of Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

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

Documents & Communications 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. 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 & Save Preferences

* Required field

6.0.2

Communication Preferences actionable to save

Header: Modal

Communication Preferences

Choose below how you want us to communicate with you. If you choose email, please note you may continue to get printed communications from us while we make the switch, and some documents are still required to be mailed to you.

Emails will be sent to:
emailaddress@domainname.com

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Plan Documents* ⓘ

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Blue Cross News ⓘ

Emails

Acceptance of the Terms of Communications

Our terms updated recently... Scroll to the bottom to agree and continue.

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Agree & Save Preferences

* Required field

0.0.6

Sucess Message: Home (Authenticated)

Header: Modal

Success!

✓

We will use your preference choice whenever possible, thanks.

Close Window

Manage Communication Preferences

Authenticated home (behind overlay)

Go to Preferences (3.0 or 3.1)

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.

Preference Center – Day.2 Wires

Promos & Entry Points to Profile

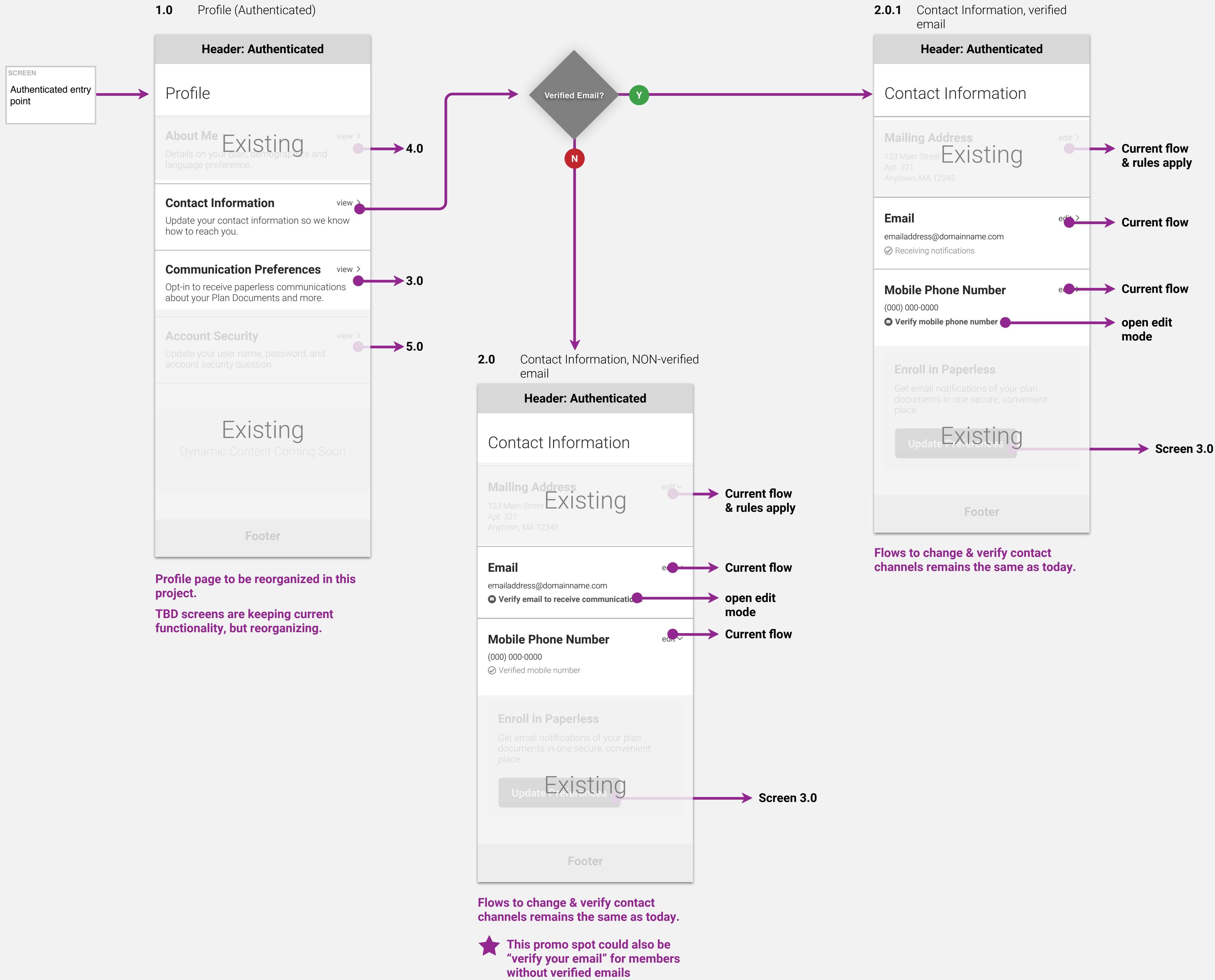
0.0.0	Home (Authenticated)	0.1	Menu (Authenticated)	0.2	My Account (authenticated)
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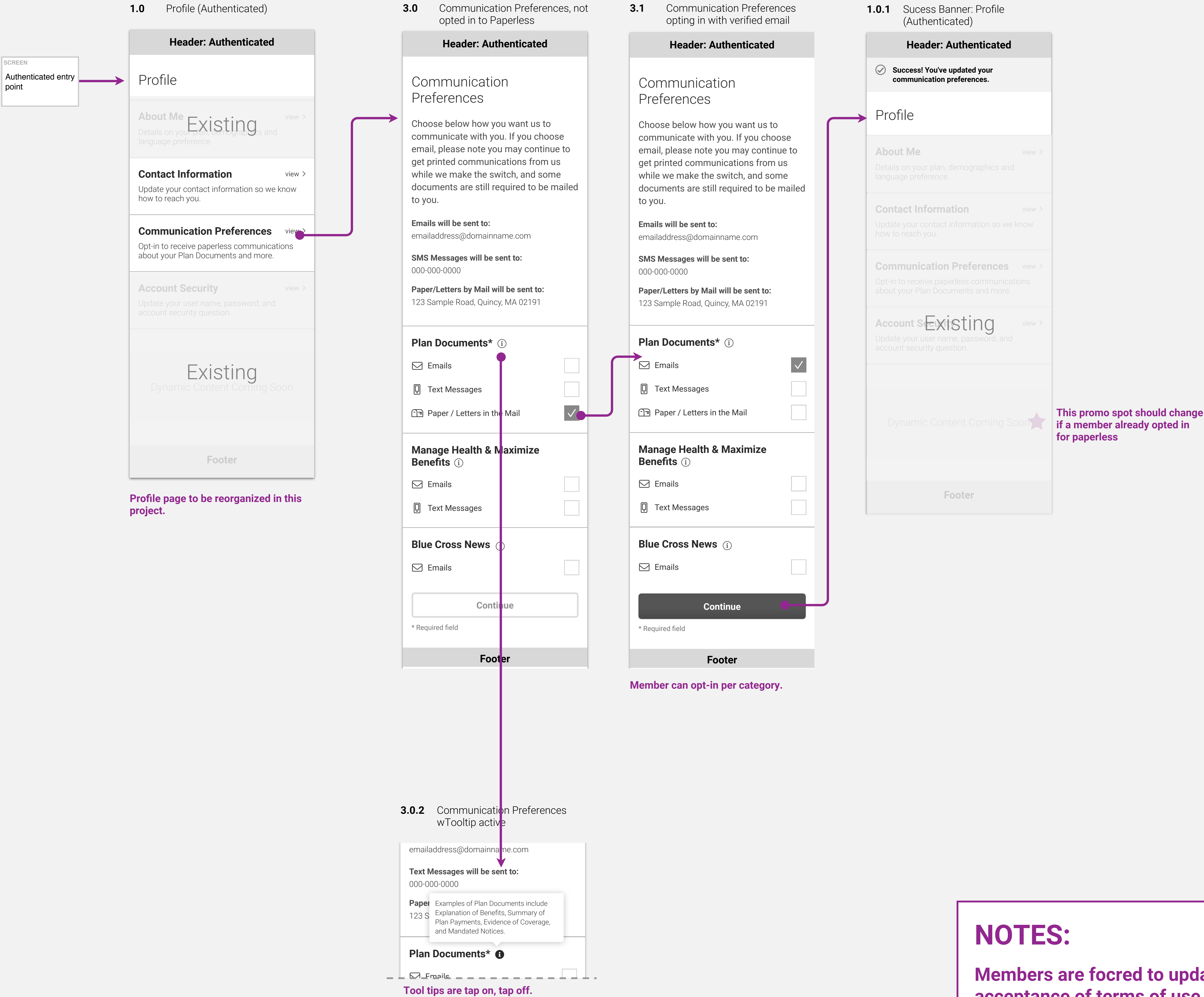
Preference Center – Day.2 Wires

Impacts to Profile

Contact Information (Verfied Email and NON-verified email)



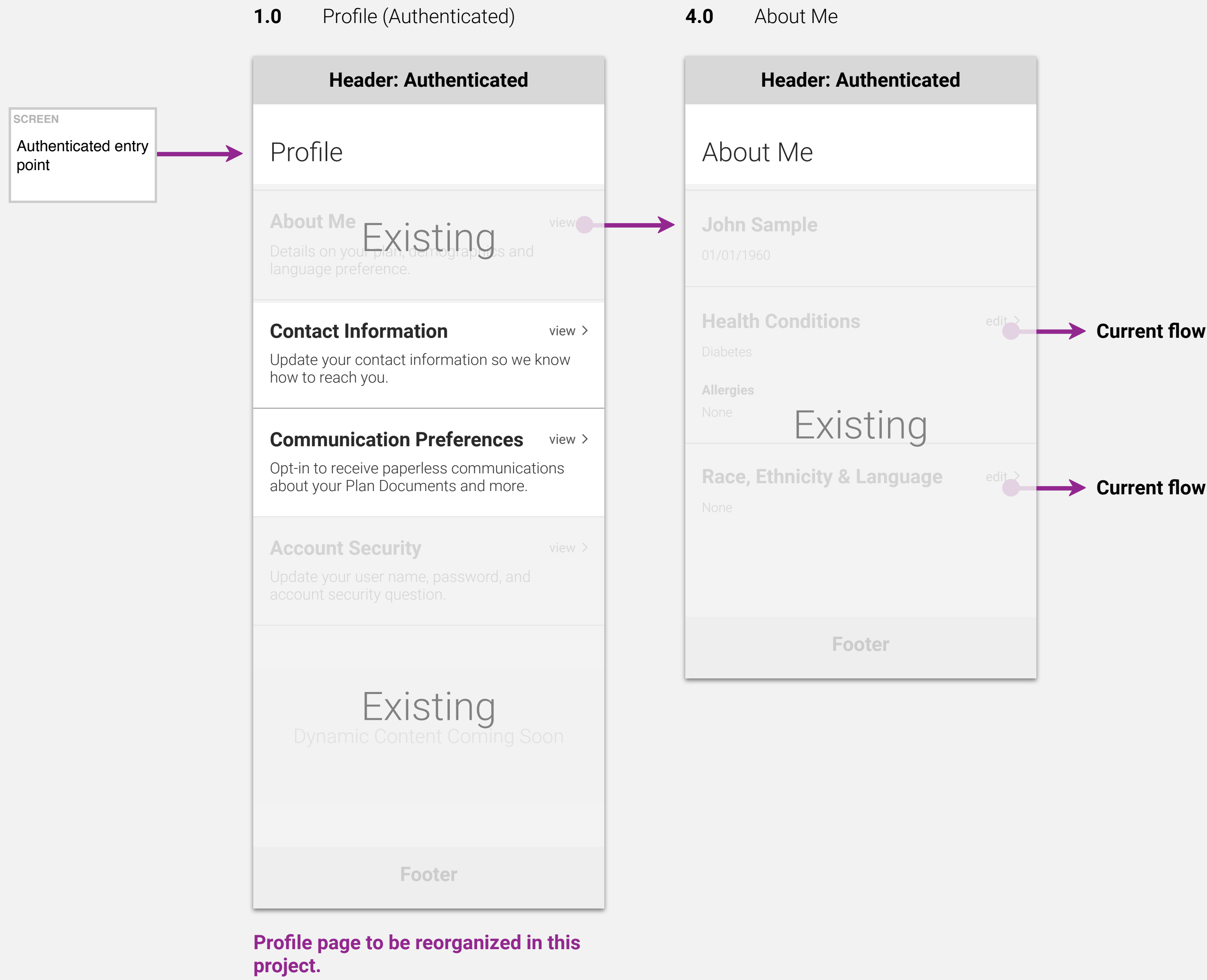
Communication Preferences: Already consented (changing preferences with a Verified Email)



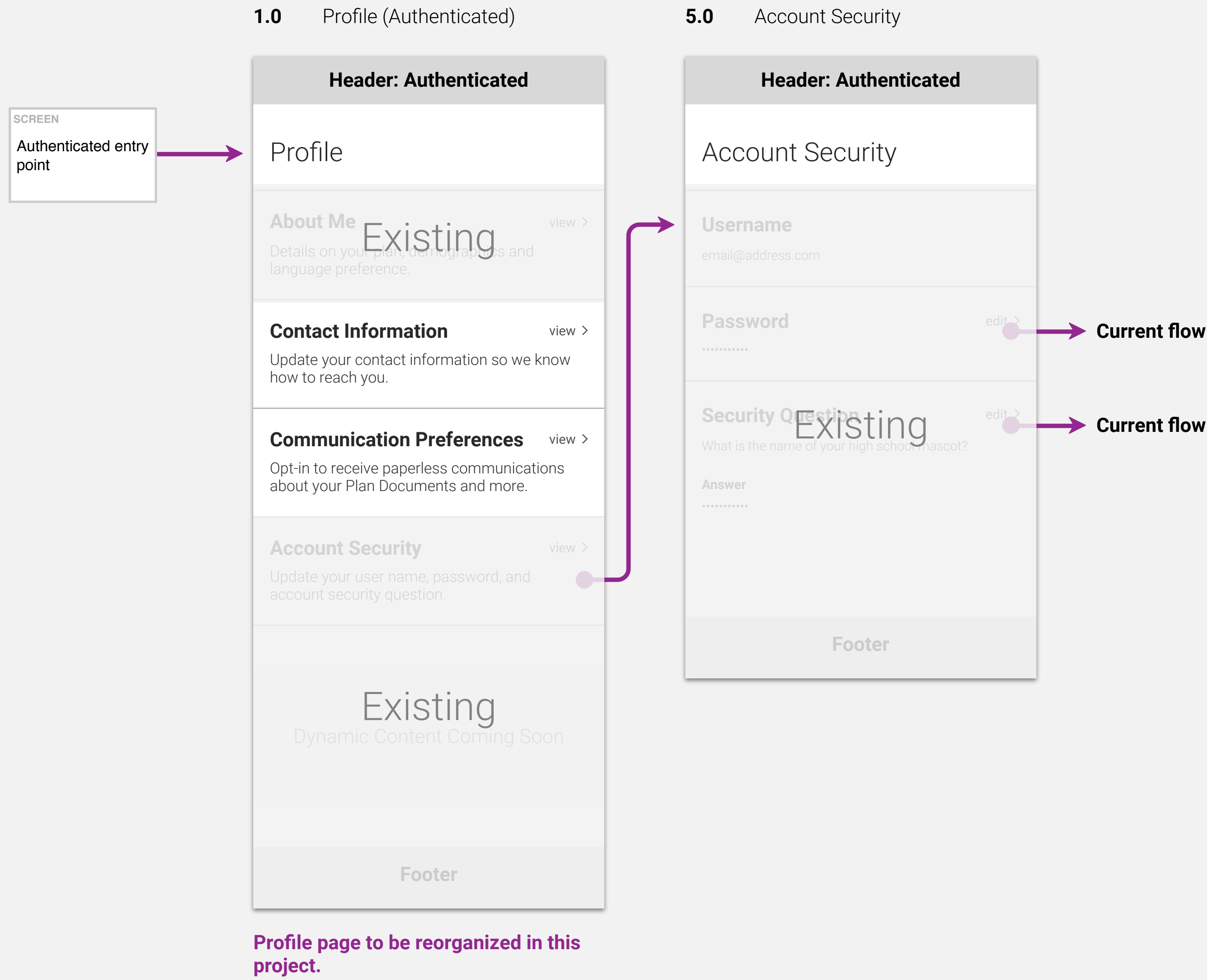
NOTES:

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



Preference Center

Marketing Consent

Giving consent for marketing & paperless (Contact information)

