

Challenge ID: #PC092

Company Name **Verizon**

Company Website verizon.com

Division/Team Open Innovation

HMW

How might we improve the customer's content experience by using data that is collected on how the consumer interacts with that content?

Why you should select this challenge

Verizon believes that everyone is entitled to learn more about themselves and their data usage, and we want to find interesting ways to highlight this data for users. The Open Innovation team at Verizon is exploring new media modalities of how to engage consumers.

Every provider and business in today's day and age is collecting information on their users. This data sits locked away. We see, however, that when this information is freed amazing things can happen for example with cities releasing public data sets.

Verizon wants to explore the next generation of personalization by driving recommended content through users' self-curation.

Oath, formerly known as AOL and Yahoo, a Verizon Company, now sits atop a diverse house of brands with 50+ media and technology brands. We reach over 1 billion consumers around the world. Oath is newly formed and there is a great opportunity to be involved from the beginning

Learning Objectives

This challenge provides students an opportunity to learn about Verizon's large content business. Oath is only starting to emerge as a brand and there is a great opportunity to be involved from the beginning.

Students will learn to leverage data science, UX/UI testing, consumer surveys, design prototyping, and market research to help design and build a solution.

Product Challenge Domain

Ecommerce

Internet of Things

Media

Security

Media

Company Advisor

Name Lemu Coker

Title Product Strategy & Business Development

ORIE	CM	HT	ECE	Design	MBA	CS	LLM
N	Y	N	Y	Y	Y	Y	Y