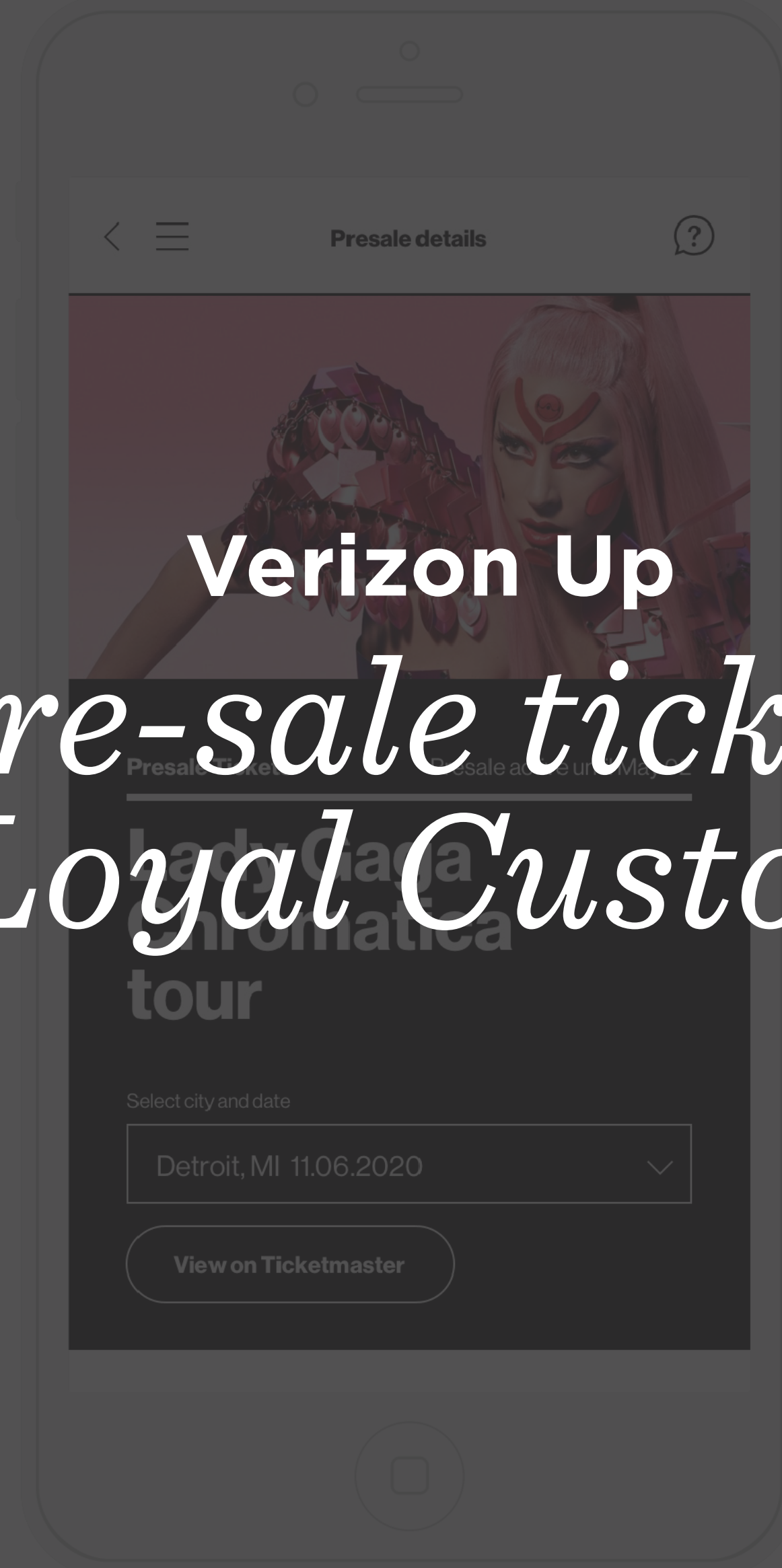**FRANCISCO J HERNANDEZ**
Lead Product Designer

Case Study

Verizon Up

*Pre-sale tickets
for Loyal Customers*

Overview

Verizon Up is the loyalty program at Verizon. As the new lead product designer on the Loyalty Design Team this was my first project.

A few months into my new roll, I really was taking the bull by the horns, not only learning the rewards system, but also meeting and working with new partners, learning about the back-end systems, and working with our external partner Live Nation / TicketMaster, while the Covid-19 pandemic was raging on in the background.

Objective

*Build a core experience for a new offering
to all Verizon customer enrolled
in Verizon Up, the loyalty program.*

My personal goals

Position the Loyalty Design team as a strategic partner

Create, apply and teach a design process to a fairly new design team

*Showcase Human Centered Design process
and deliver a great experience*

My Role

Project Lead + Lead Product Designer

Core Design Team

Erin Newby,
Senior Experience Designer

Austin Adams,
Content Strategist

Extended Design Team

Jacob Kim,
Visual Designer

Lindsay Birch,
Lead Experience Designer

Internal Team

Andres Quesada,
Design Senior Manager

Jeff Kornett,
Experience Manger

Sumalatha Jargala,
Development Manager

Jeanne Caso,
Head of Loyalty Strategy

Leslie Aybar,
Brand + Communications Manager

Rebecca Hennings,
General Counsel

Stakeholders

Angie Klein,
VP of Consumer Segment Margeting

Julia Russell,
Director Verizon Up Loyalty program

External Team

Erin Robinson,
TicketMaster Product Manager

My Responsibilities

Lead project from discovery, develop, define, and deliver

Lead research of competitive and comparative experiences

Partner with research partner to create research roadmap and plan

Translate customer, business, and technology requirements into design decision and rationale

Mentor and manage design team

Partner with Experience Manager to understand business goals and objectives
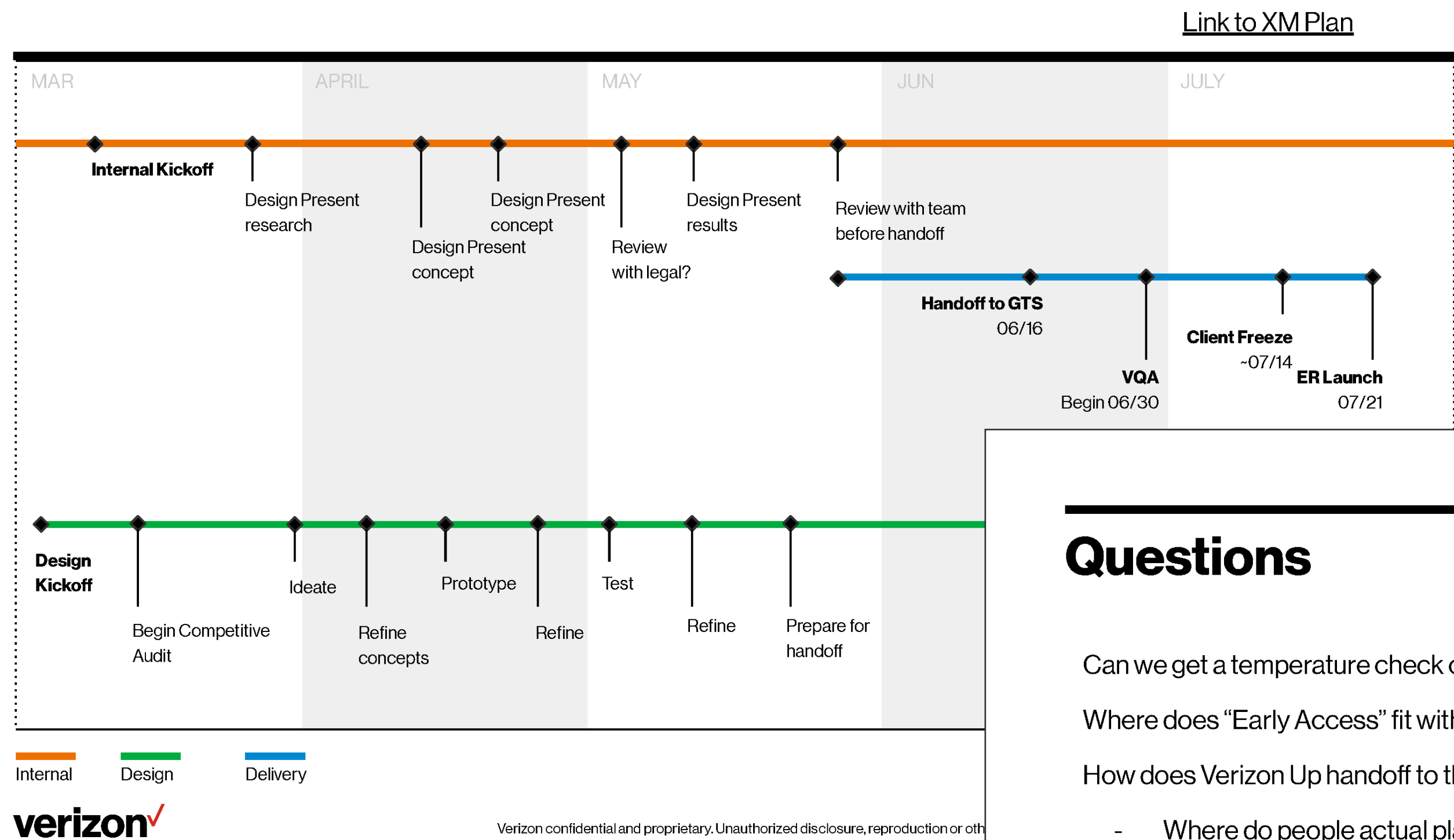
I started by gathering as much information as possible, including the business requirements, the internal and external teams involved, and launch date. I did this all the way before the project was even handed to the design team.

Why?
Well, my time at Verizon has shown that there is no set process and before moving into this new team, I interviewed former and existing team members to learn about their pain-points working on the VerizonUp product. My mission was two fold, to create an outstanding customer experience that was infused by the human centered design process, both a new concept to our partners and stakeholders.

My strategy was to include every partner and stakeholder in the process, making them collaborators and giving them shared ownership of the experience. We kicked off the project and I set expectations through a cadence of design check-in meetings at the end of each design phase.

Link to XM Plan

| MAR | APRIL | MAY | JUN | JULY |

Internal Kickoff

Design Present research

Design Present concept

Design Present concept

Review with legal?

Design Present results

Review with team before handoff

Handoff to GTS
06/16

VQA
Begin 06/30

Client Freeze
~07/14

ER Launch
07/21

Design Kickoff

Begin Competitive Audit

Ideate

Refine concepts

Prototype

Refine

Test

Refine

Prepare for handoff

— Internal — Design — Delivery

verizon√

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or oth...

Questions

Link

Can we get a temperature check on how people feel about current reward systems and their early access (pre-sale) reward?

Where does "Early Access" fit within the verizon up ecosystem? What is the entry point?

How does Verizon Up handoff to the Live Nation system?

- Where do people actual place their order?
- What information are we getting from Live nation to feed back into our experience?

Since we can't really do a competitive audit, are we able to engage CMI to strategize how we move forward?

Is ticketmaster doing the authentication piece? Is this happening during their sign in process?

Will we know when tickets are sold out?

Who is shipping the tickets? Will there be verizon co-branding?

How long does the pre-sale last? When are the tickets released from presale and no longer available for verizon customers?

verizon√

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

Assumption/Business Rules - High level

Business Requirements

- Live Nation will handle all customer inquiries related to the purchased tickets. 800# to be provided.
- Live Nation will retain the ticket inventory and will update the ticketmaster.com site when the tickets are no longer available. Live Nation will pull down ticket type. If a customer is in the "waiting queue", when the tickets are sold out, the customer will receive an error message.
- The final authentication handoff between Verizon and Live Nation will be the san
- Authentication is needed in order to prevent "friendly fraud".
- Account linking (Live Nation request) is TBD.
- Live Nation cannot track # of tickets at an account level. Account level eligibility v OAUTH API will need to support a signal to Live Nation of eligibility at the accou
- Verizon will be responsible to ensure the Verizon ticket rules are implemented, i. conform with the established requirements for the event.

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or oth

User Experience impacts

Business Requirements

- The Up member will be provided with a destination to learn about upcoming presale events.
- A holistic look at the representation of Super Tickets on the Rewards Center tab - now that presale and discounted tickets play in the same area as "access"
- Up members can select an event in app. When the customer clicks on an event purchase link, they are taken to LiveNation/Ticketmaster.com. Ticket inventory will be available in 3 channels (Desktop, Mobile Web, Mobile App), therefore, the customer will need to authenticate on ticketmaster.com. An Up member can also go directly to Ticketmaster.com to view Verizon presale events.

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

Discovery

We kicked off two tasks, one was auditing comparative and competitive experiences and the other was interviews with our customers who had experiences with pre-sale purchases. All partners were invited and attended these interviews.
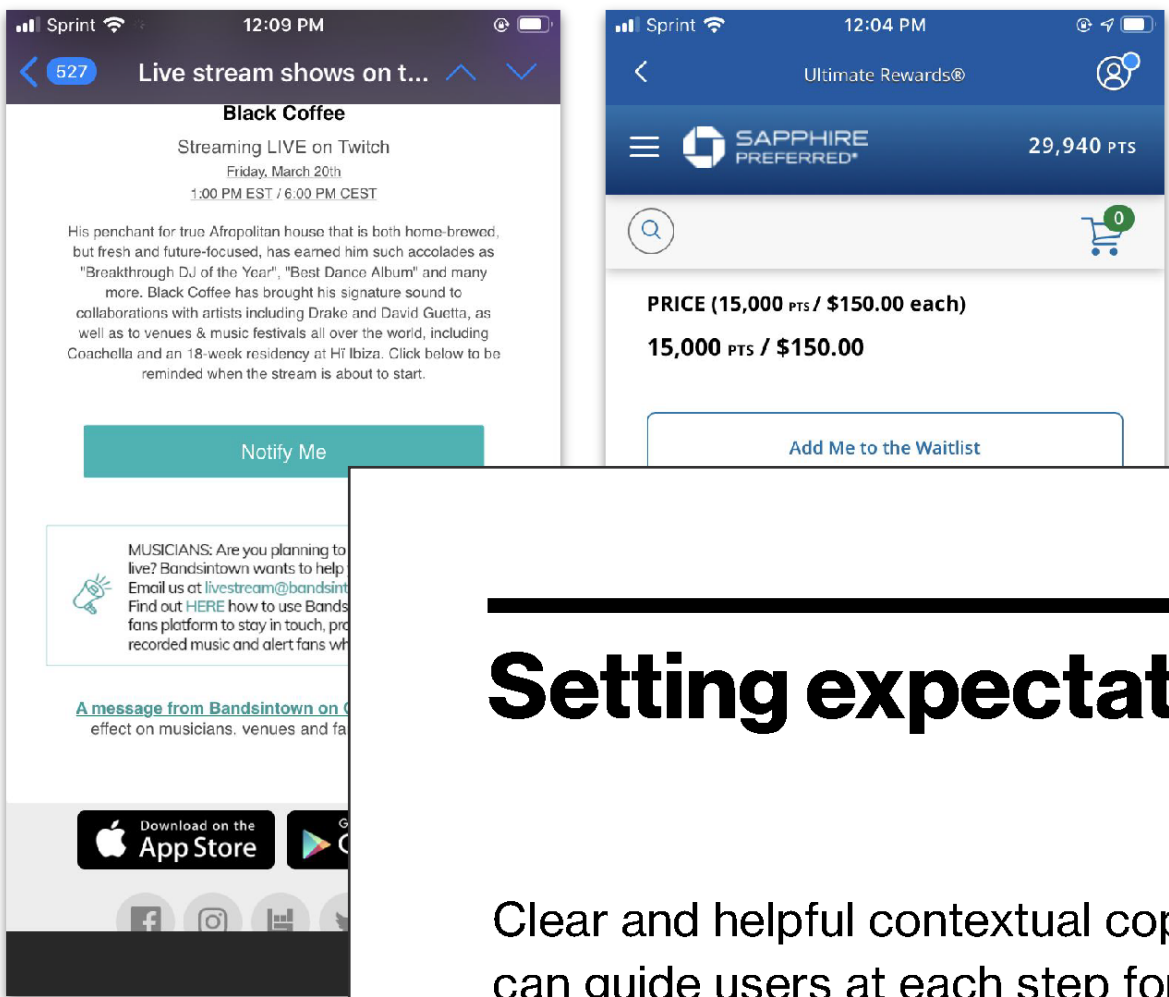
Interesting fact, these interviews were held in March 2020 so we included a question about concert-going during the Covid-19 pandemic.

We gathered all the results from the audit and the interviews, analyzed and presented this back to our partners. This allowed us to have a discussion and create alignment and set expectations.

"Opt -in" notifications:

"Opt-in" notifications gives the customer the option to be alerted to updates, promotions, location changes, and any other useful information that's helpful.

This keeps the customer up to date with the event they're either keeping track of or attending

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or oth...

Setting expectations through copy:

Clear and helpful contextual copy can guide users at each step for a seamless experience.

Messaging can set expectations for the program, how to purchase, how to access what they've bought, when their event is coming up, and how to repeat the process in the future when they're ready.

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.
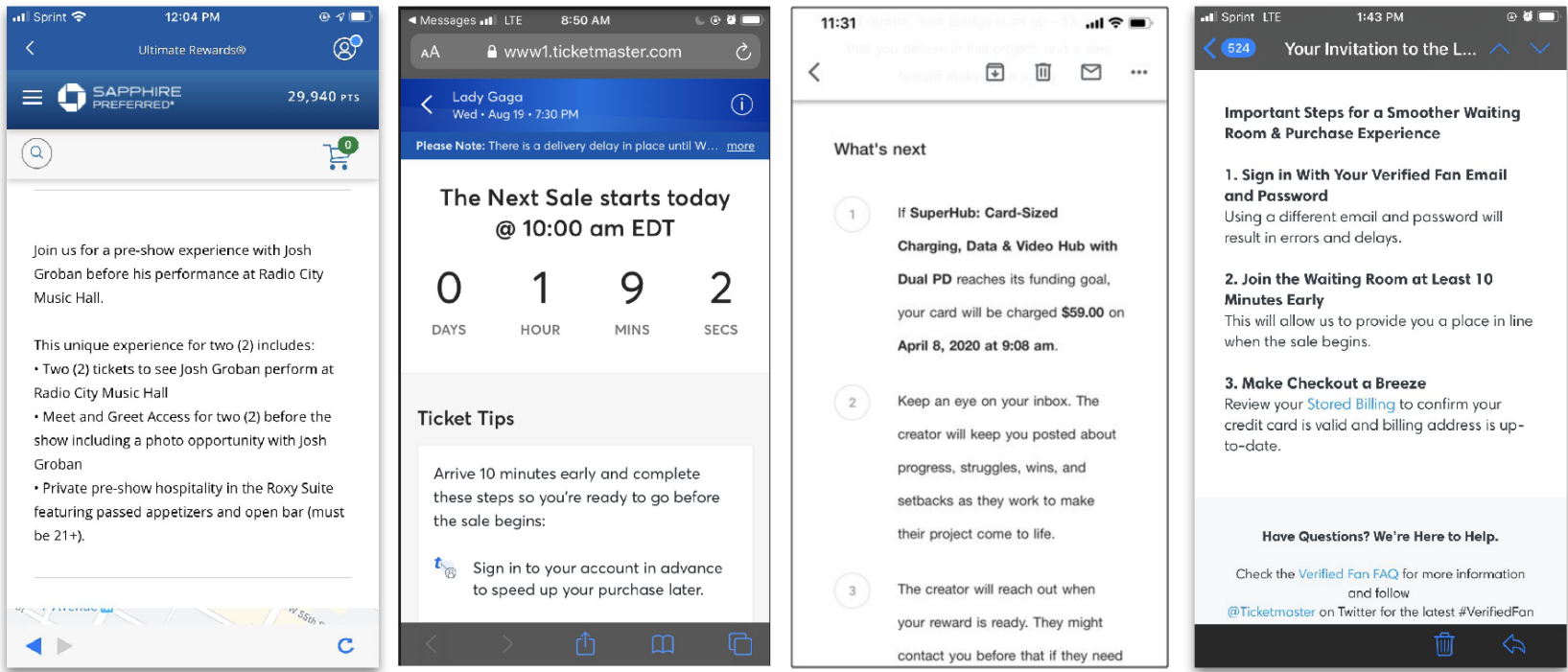
# Preparedness & proper conditions offer a better chance of purchase

Presales feel urgent, even stressful at times; customers need to be on-time when the presale tickets open or they risk losing good seats

Most mentioned they purchased presale tickets on their computers because it provides them with the assurance that they aren't missing important information

Websites which can handle high traffic with minimal steps offered a seamless experience

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.
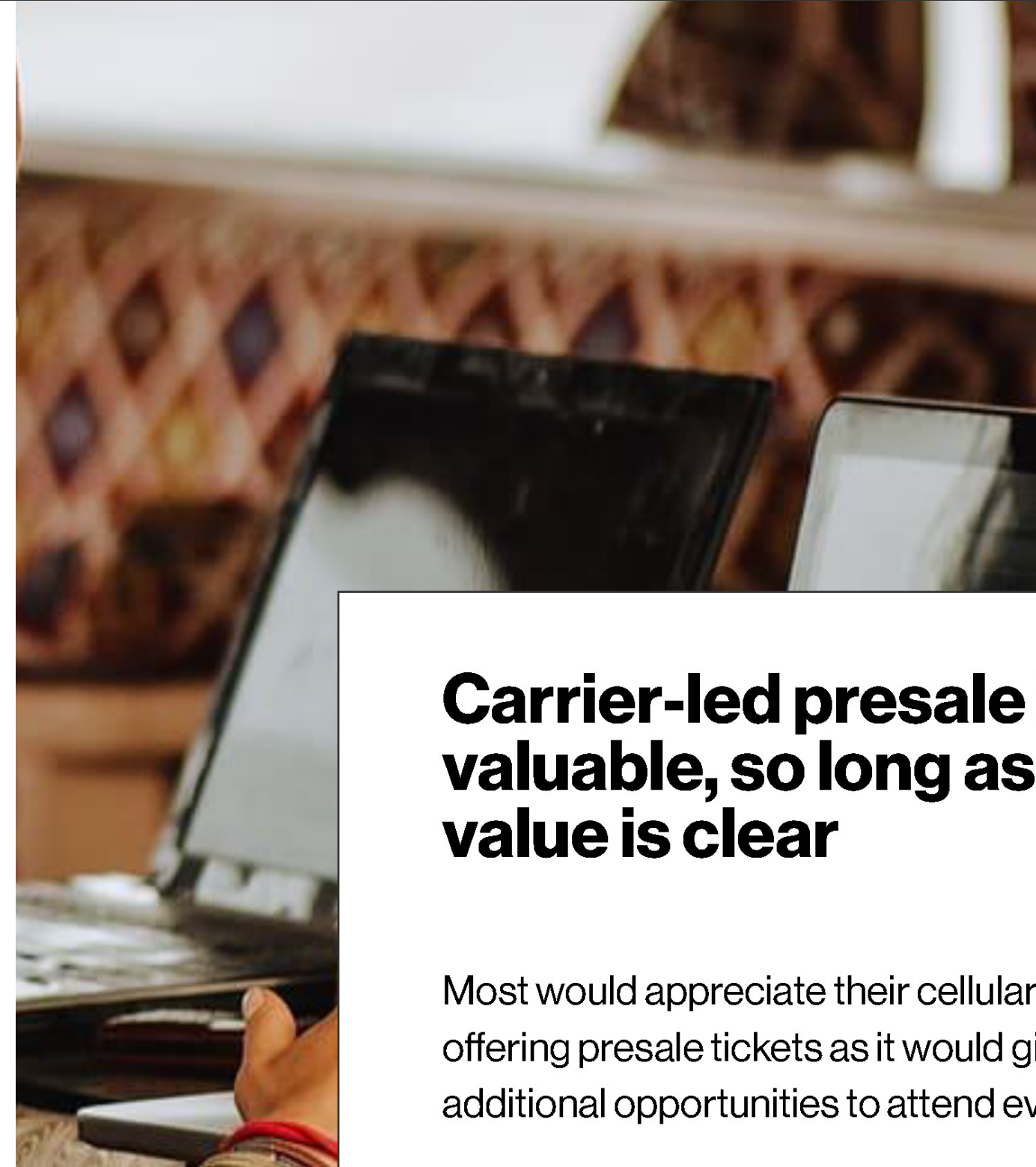
Carrier-led presale is valuable, so long as the value is clear

Most would appreciate their cellular carrier offering presale tickets as it would give them additional opportunities to attend events

However, many wonder why their carrier would get into this business and expected a clear value add for using their carrier over their other tried-and-true methods of securing tickets

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.
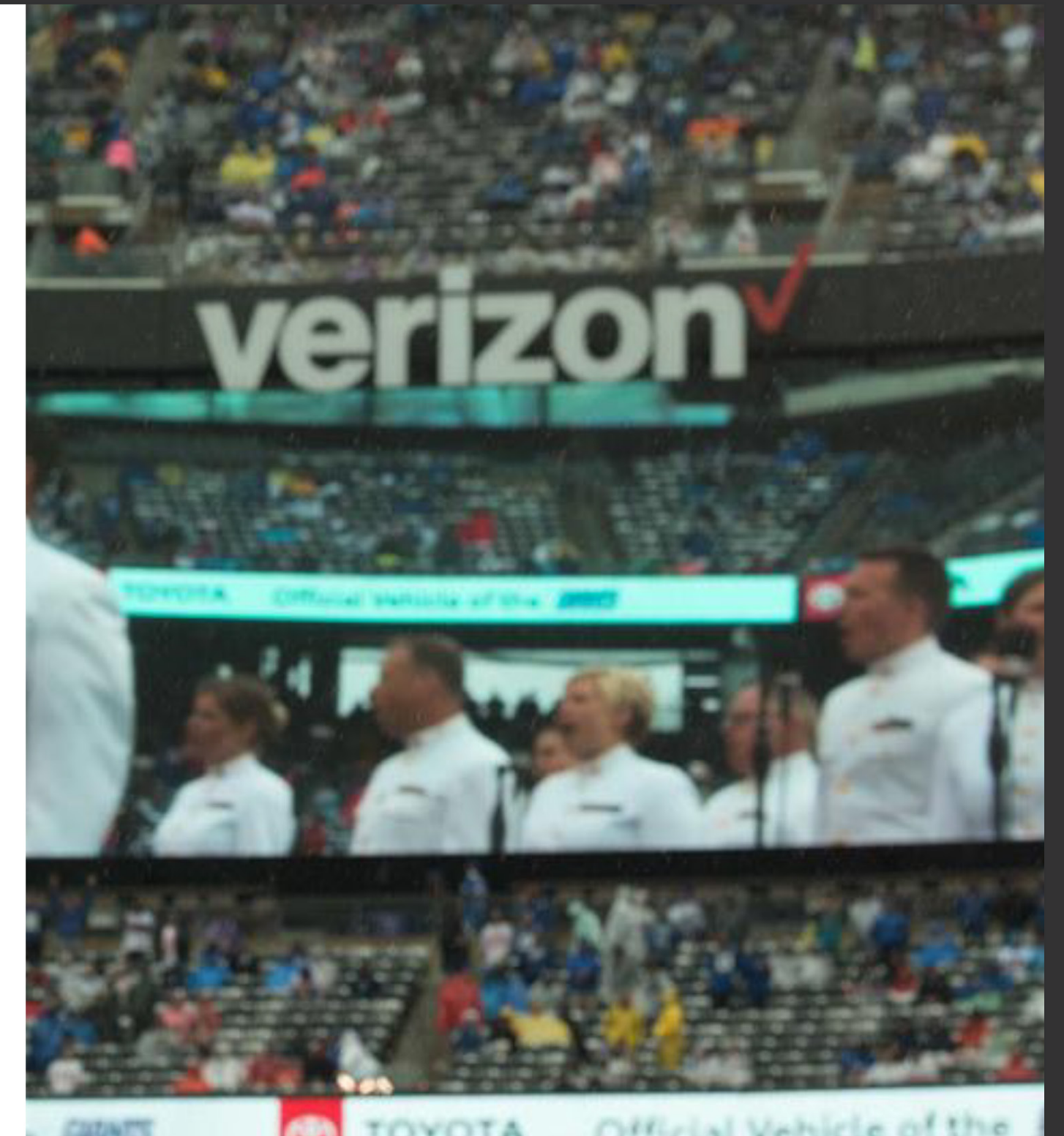
Develop

I then facilitated two ideations sessions.

The first was with my
entire design design team, which included the core team I lead and
my colleagues working on their own track of work. This resulted in
several ideas I divided into MVP and future state.

I used these foundational ideas to lead another ideation session over
two meetings with our partners. This allowed me to have a very focused
ideation session as well as streamline our process and it resulted in core
experience design requirements.

Examples of Internal Design Brainstorm

Buy / Get

Verizon

Pre-sale in VerizonUp. Reward center? Superticket?

Select the event

Move from MVA to TicketMaster

Pre-sale is a perk vs. a marketing prop

event details

Are we actually redeeming a reward?

There is no claim

VZUP is the vehicle to ticketmaster perk

purchase experience contained in in-app browser

Linking account - future state

Pre-filter on VzUp

"Shop" area like FinRewards

access ticket

messaging for confirmation and delivery

TicketMaster

Linking account

Event details

purchase ticket

Login to ticketmaster

select seat

select ticket

delivery of the

Ticket purchase

receipt / confirmation

Use

Verizon

Is the event still available to our customers?

After event date, remove event pre-sale

post-presale tickets are released to public

Different feedback on activity [Future]

Did i use the "perk"?

Where do i find event post pre-sale

what happens when there are no pre-sale tickets available "reminder to comeback"

How is it memorable as a verizonup reward

post-date event - "how did you like your event"?

Probably does not this live in the "use" section

Feels more like marketing

Future: Managing event ticket

TicketMaster

Email reminder before event

Customer attends event

event details

how to get there

Updates on tickets and tour dates: Covid-19 Justin Beaver?Beiber? Email etc?

Use can mean different things depending on platform

show range of integration

How much control do we have of the VzUp side.

Examples of Internal Design Brainstorm →

Process

1. Solution brainstorm sessions aligned with User Journey Map.

2. Pulled viable and technically feasible ideas and plot them against players and mvp vs. future.

3. Regrouped to analyze and flesh-out ideas.

4. Present to group for feedback, alignment on vision, fill-in gaps and clarify assumptions.

Discover & Learn

Verizon | TicketMaster

101 Guide | Main card on MVA feed | MVO account dashboard | e-mail - quality personalization | Cadence of email? What are the next artists coming up etc. | Homepage tag web and app

Verizon Social Media | SMS | in-app message center

in-store promotion | What's new update interstitial

push notification | what events are happening? what are the artists partners?

Prospects? Strategy

Buy / Get

Verizon

Pre-sale in VerizonUp. Reward center? Superticket? | Select the event | Move from MVA to TicketMaste...

event details | Are we actually redeeming a reward? | There is no claim

purchase experience contained in in-app browser

Linking account - future state | Pre-filter on VzUp | "Shop" area like FinRewards

Verizon / **MVP**

MVP · Future

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or oth...
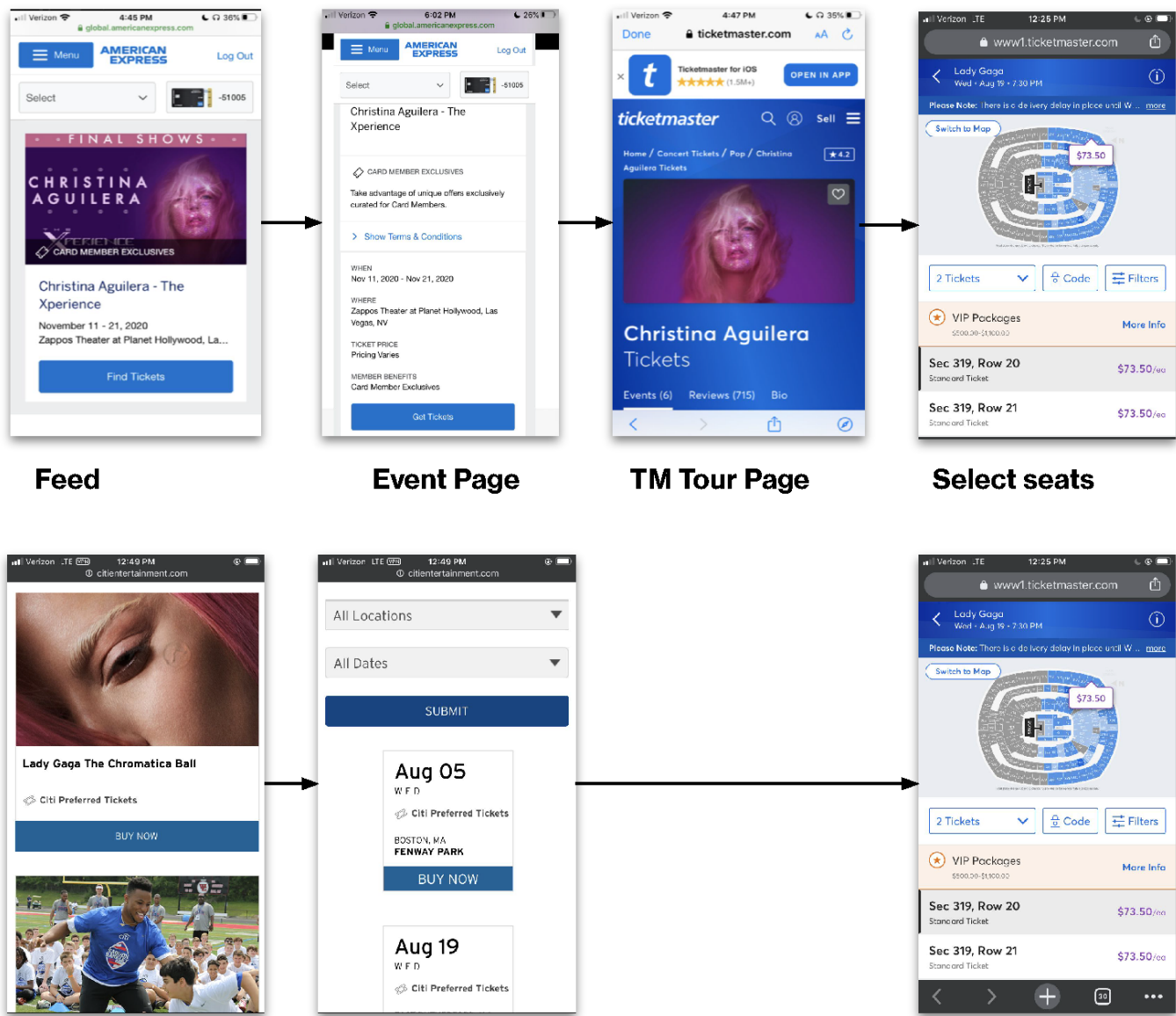
verizon✓

Ready to Purchase

What are the pros and cons to linking to page tour?

What are the pros and cons to linking to event date?

*Assumption: Tickets are limited by tour not by date.

Feed | Event Page | TM Tour Page | Select seats

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.
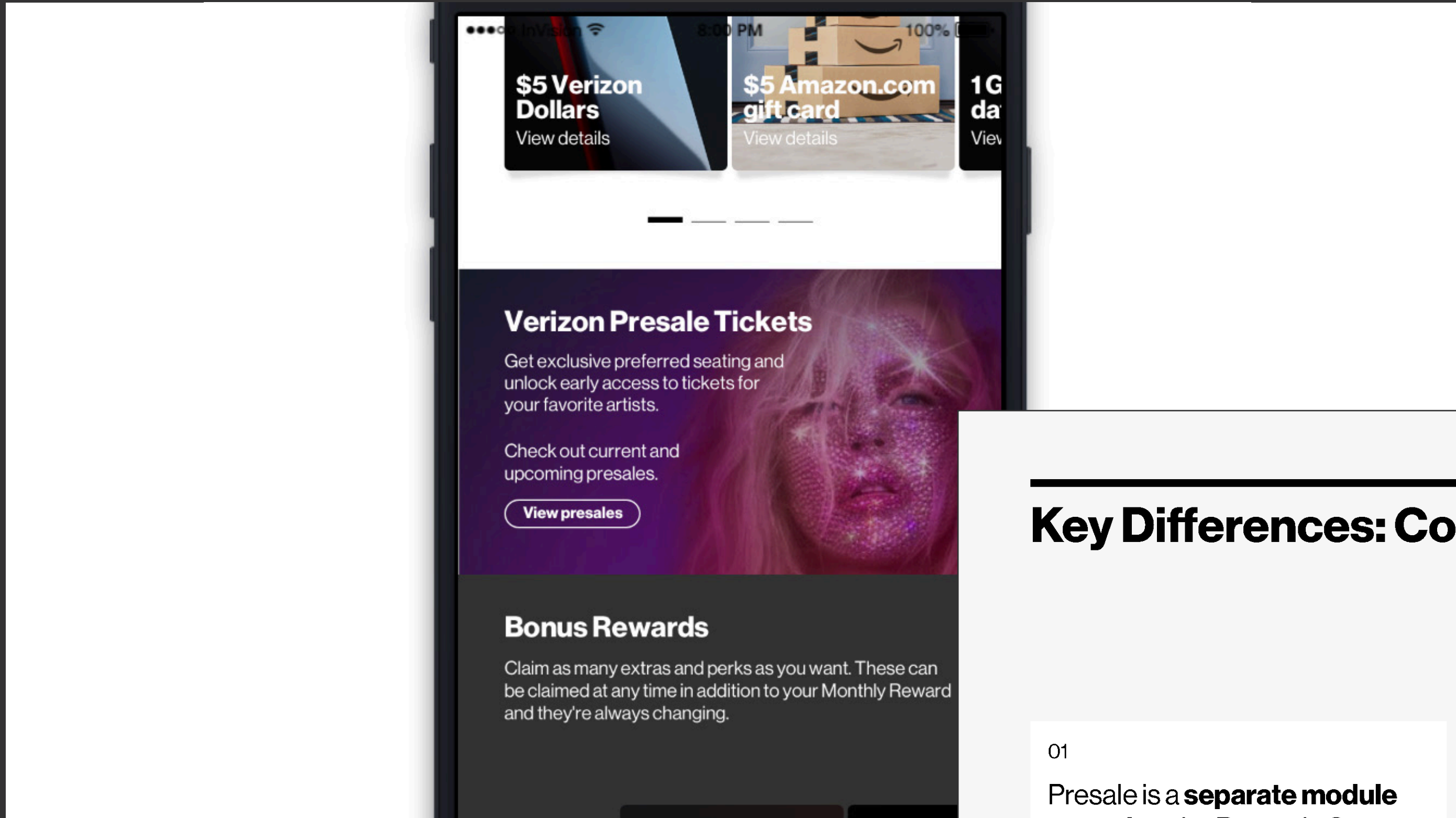
Define

We took the results of the ideation sessions and split them into two completely different concepts. This allowed us to contrast different points of view but also rate the value of individual features. We presented both concepts to our development partners to make sure we worked out any functionality issues.

Both concepts were then tested for both validation of concept and light usability. The results showed that customers had strong preferences for different features from each concept.

We then presented the results of the concept test and created a proposal for the final concept. I presented the final concept to our partners, the stakeholders, Live Nation/TicketMaster, and legal. Surprising to say, but every part of our experience was approved.
We met our customers expectations and our business partners.

Concept 1

Concept 2

$5 Verizon Dollars
View details

$5 Amazon.com gift card
View details

1 G da
View

Verizon Presale Tickets

Get exclusive preferred seating and unlock early access to tickets for your favorite artists.

Check out current and upcoming presales.

View presales

Bonus Rewards

Claim as many extras and perks as you want. These can be claimed at any time in addition to your Monthly Reward and they're always changing.

Key Differences: Concept 1

01

Presale is a **separate module or pod** on the Rewards Center on MVA

02

From MVA the customer is redirected to **Artist Tour Page** to select date on TicketMaster

03

Customer can **Sign up for push notification** to be updated when the presale they are interested in, begins
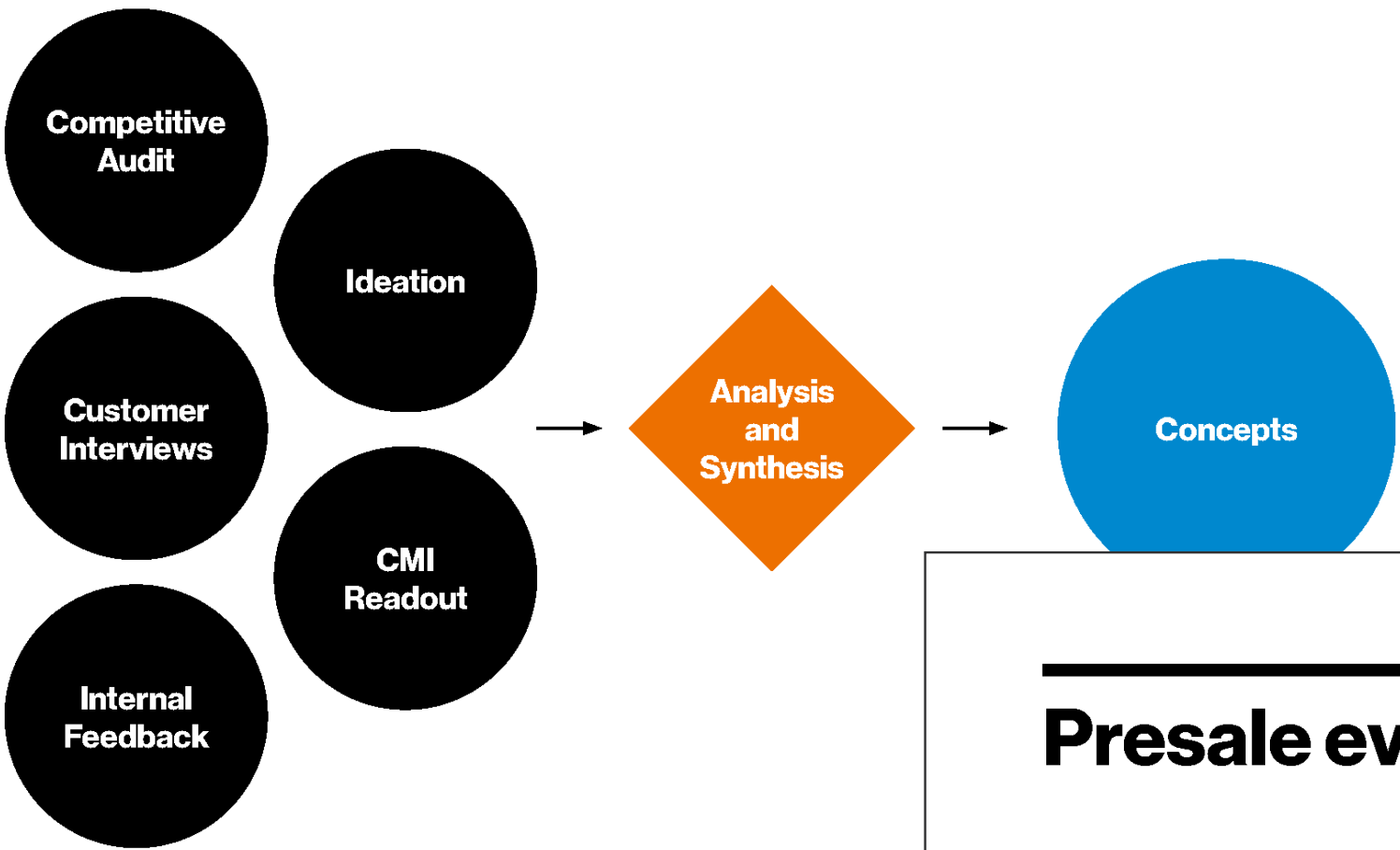
Concept 1 Prototype

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

Process

1. Analyze and synthesize data obtained in our activities

2. Prioritize features internal team and design deem important to the MVP experience

3. Created concepts in the form of user flows and review with design team

4. Translated user flows into working prototypes for feedback from internal team.

Competitive Audit

Ideation

Customer Interviews

CMI Readout

Internal Feedback

Analysis and Synthesis

Concepts

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

Presale Tickets   Presale active until May 7

Christina Aguilera on Tour

View on Ticketmaster

Examples of Concept Test Analysis →

Presale event details

Concept 2 *(preferred)*

All customers liked the date + time feature found in concept 2

+ While customers knew to visit an upcoming presale page to set a reminder, most only felt prepared enough to do so when they were able to view a city and date first
+ Being able to identify when and where a tour was happening was the only real reason one might set a reminder in the first place, as mentioned by most customers
+ For some, this even allowed them to better prepare for the presale and coordinate travel plans if the tour was out of state

    + *"Ah, select city and date... This make a heck of a lot more sense."*

    + *"I'd like to be able to see all the cities he's going to be at beforehand so I can make plans... I don't want to get to the presale—to find out he's not going to be anywhere I'm near."*

    + *"I would want to see the dates and the cities... [In concept 1] I'd go to Ticketmaster for that, which is just another step taking me away from here."*

    + *"I would think that I'd bother to remind myself of the presale only if I had taken a look at where the tour is going and confirm it doesn't conflict with something else going on."*

Presale Tickets   Presale active until May 7

Christina Aguilera on Tour

Get ready for Queen Bey. Get tickets.

Select city and date

Detroit, MI 11.06.2020

View on Ticketmaster

verizon✓

Verizon confidential and proprietary. Unauthorized disclosure, reproduction or other use prohibited.

18
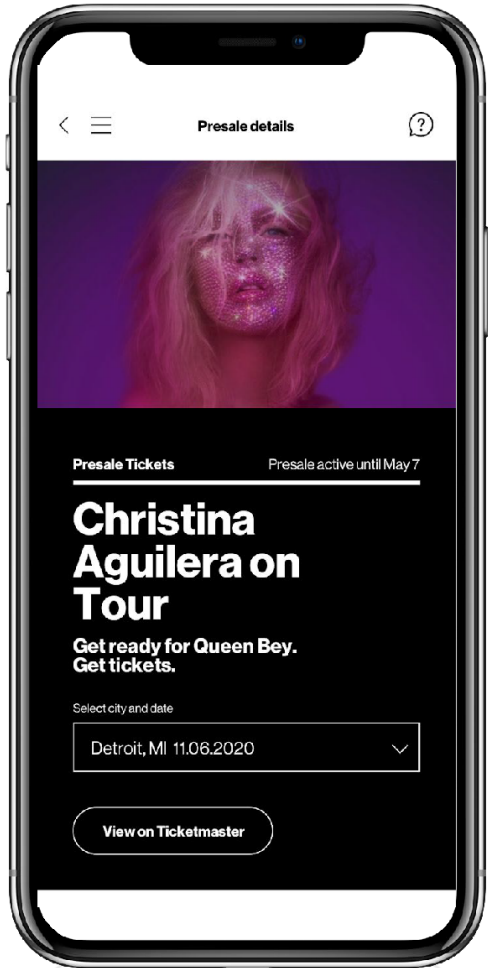
Deliver

We tied up our concepts and then I created a hand-off document for our development team. This included a link to our InVision prototype, access to our content strategy deck, and a breakdown of each individual screen by component as some were brand new to our Design System.

Apollo MVP InVision Prototype

You can find the Apollo project in its entirety with the following link:

Apollo MVP Invision Prototype
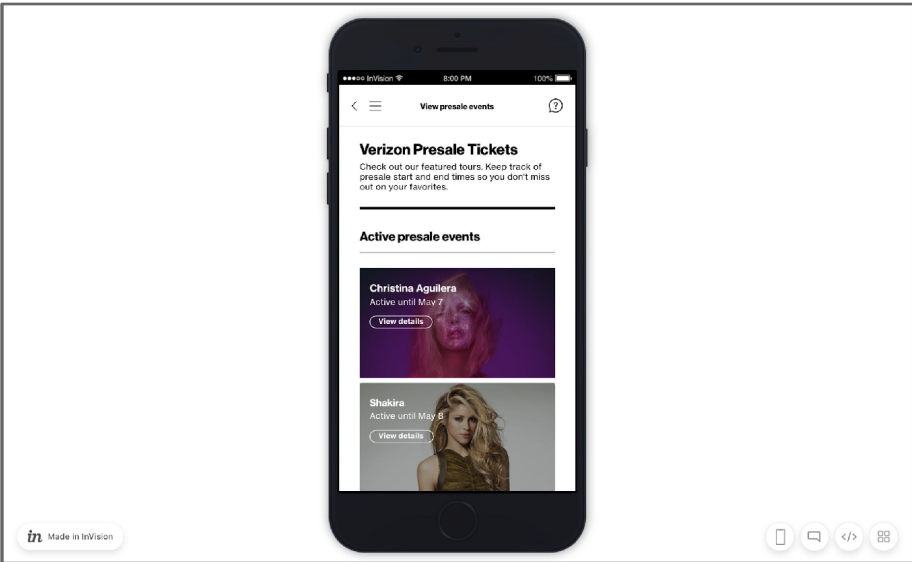
verizon✓

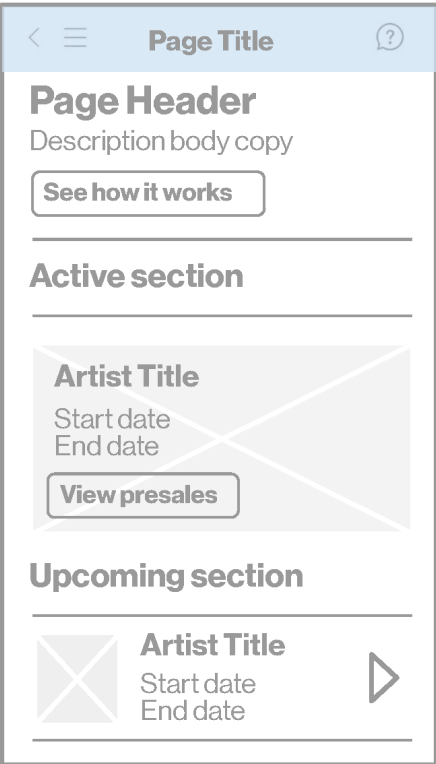
Presale Events List Screen

Link to screen

Note: This is a net new screen.

2. Page header
- Include header title
- Include description body copy
- 'How to" CTA opens up "See how it works" Interstitial

4. Active presale module
- Include artist name
- Include 'Started' date
- Include 'End' date
- 'View presale' redirects customer to Event Details screen

6. Upcoming presale module
- Include artist name
- Include 'Started' date
- Include 'End' date
- List item redirects customer to Event Details screen

Page Title

Page Header
Description body copy

See how it works

Active section

Artist Title
Start date
End date

View presales

Upcoming section

Artist Title
Start date
End date

1. Page title [BAU]
Use apollo title

3. Active Section
- Include section title
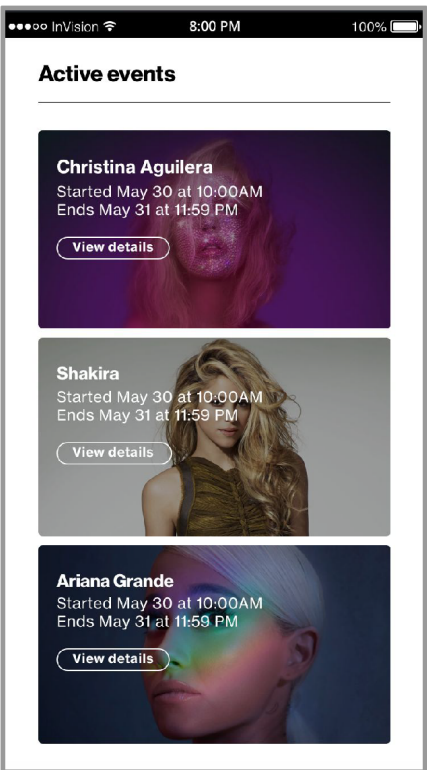
5. Upcoming Section
- Include section title

verizon✓

List of Active Events Logic

Link to screen

- Event modules should display from most recent to least recent.

- When an event goes from "Upcoming" to "Active", it should be added to the top row and other events should move down.

- When a presale ends, event should disappear from list of active events.

Active events

Christina Aguilera
Started May 30 at 10:00AM
Ends May 31 at 11:59 PM
View details

Shakira
Started May 30 at 10:00AM
Ends May 31 at 11:59 PM
View details

Ariana Grande
Started May 30 at 10:00AM
Ends May 31 at 11:59 PM
View details

verizon✓

Presale Module: Active

"Started" date: Display date and time when the presale started.

Ends date: Display date and time when the presale is scheduled to end.

"View Details" Redirects customer to event details screen

Overlay: layer above image a dark overlay. Color Black with 37% opacity.

Christina Aguilera
Started May 30 at 10:00AM
Ends May 31 at 11:59 PM

View details
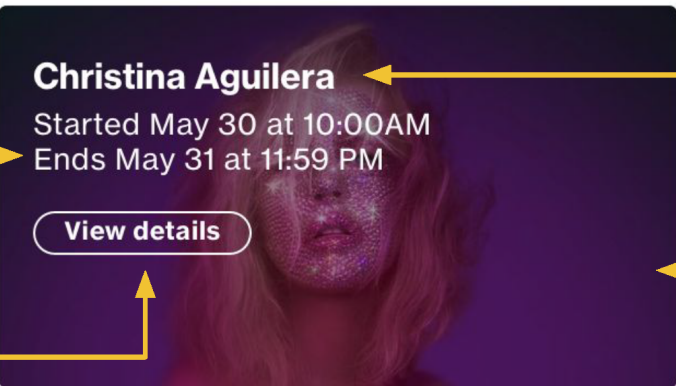
Header title should be pulled from Ticketmaster Discovery API

Container:
- Rounded corners
- Container should be full width of the content well
- Height should respond to the image height.
- Image should be pulled from the **TicketMaster Discovery API.**
- Image should be 100% width of the container.

verizon✓

As of Mid-July 2020

Originally set to launch July 21st 2020, today, the project is in the last stages of being built. We are currently doing VQA (ask me about the VQA process I created and developed at Verizon) and when the project is finished it will only launch in the dark due to the current national pandemic.

Final Prototype

Thank you!