

verizon^v

+Play Case Study

@Publicis Sapien

As senior UX designer, I was responsible for designing the MVP features to Verizon's +Play, a new streaming management platform. I worked on the MVP features, focusing on user activation.



Project Overview :
Insight + Value Prop
Design Principles
Experience Key Moments

Customer insight

Customers are **overwhelmed**
and fatigued finding new
content and managing
multiple services.

Verizon + play

**Easily discover, manage,
and get more from the best
subscription services —
all in one place.**

Project Overview :
Insight + Value Prop
Design Principles
Experience Key Moments

These underlying principles define our experience strategy

Simple & effortless flows

Introduces a new design system and streamlined architecture that consolidates information and focuses interfaces to simplify customer actions.

Seamless mobile-driven experiences

Advances the mobile web as the destination for integrated assisted, one-touch resolution, discover, and manage experiences that are all built mobile-first.

Personal & contextual content

Leverages data to power dynamic, contextually sensitive experiences – while building more robust personalized recommendations, insights, and customer profiles.

Conversational lead CX

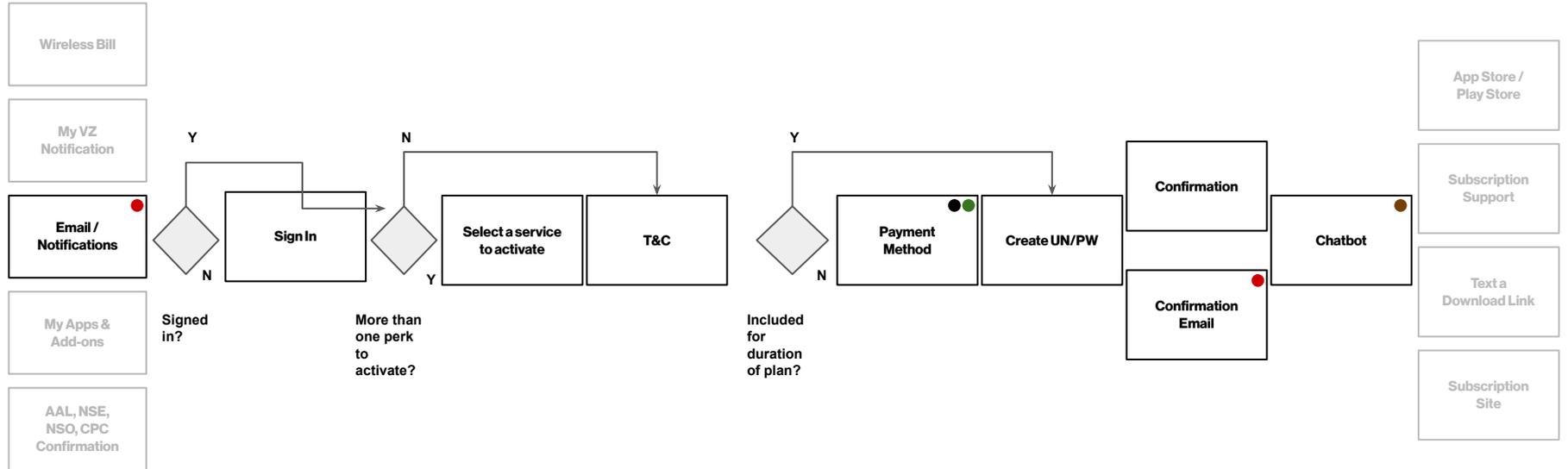
Emphasizes dialogue with a humanized tone and style that drives voice enabled interaction.

Project Overview :
Insight + Value Prop
Design Principles
Experience Key Moments

Inclusion activation

CX Impact Key

- Plans & Promos
- Shop & Activate
- Account Exp. (Billing)
- Assisted Experiences
- App & Loyalty
- Integrated Messaging
- Conversational AI
- EHub (NPI)



Anthony is informed about his plan inclusion

He signs in

And selects his first inclusion to activate

Anthony accepts terms & conditions

Then selects a billing method (PVOD/roll off)

Finally, Anthony creates a username and password for the service

Anthony receives confirmation of his subscription activation

He then looks up instructions to set up his service on TV / device

Once set up, he starts watching

Verizon Customer Inclusion Activation Flow

Anthony receives an email reminding him of the perks included in his Start Unlimited plan.

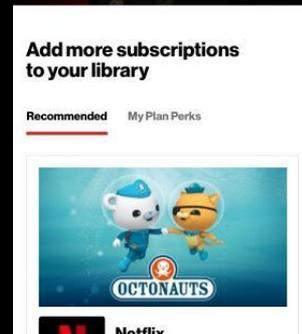
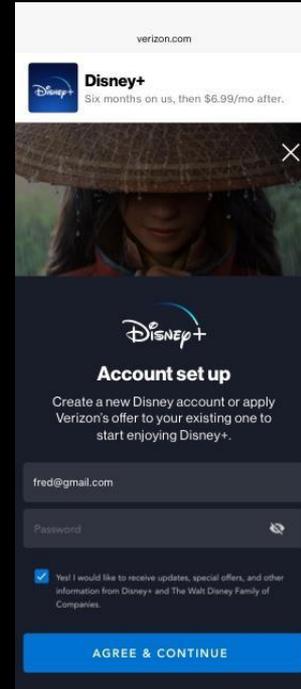
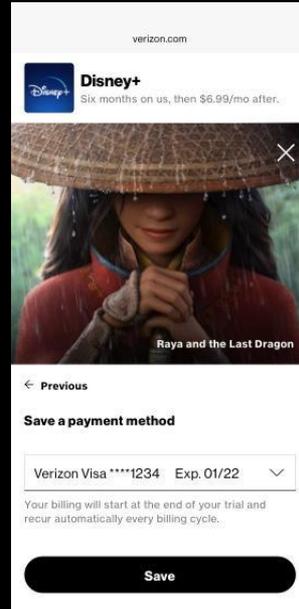
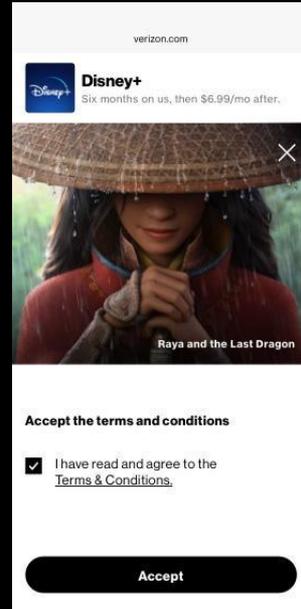
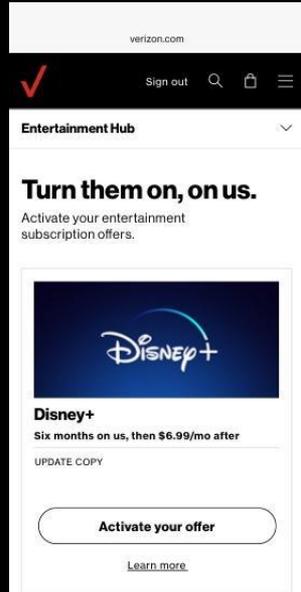
Anthony chooses to activate Disney+ today.

He accepts the Terms & Conditions for the offer.

Then sets his billing method to his default Verizon autopay card for when billing starts after 6 months.

And completes the process by creating a username and password to sign in to Disney+.

Anthony receives a confirmation within EHub helping him set up his new subscription.



Account Dashboard

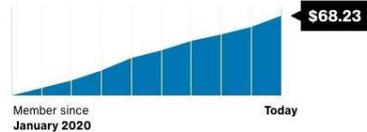
Overview

Monthly usage

Highest Lowest

- 1** **Apple Music**
126 hours **+25 hours** ↑
- 2** **Xbox Game Pass**
48 hours **+16 hours** ↑
- 3** **Disney+**
23 hours **-8 hours** ↓
[See what's new](#)

Lifetime savings



Upcoming payments

December

	1	2	3	4	5
			\$14.99		
6	7	8	9	10	11
		\$4.99	\$5.60		
13	14	15	16	17	18
	\$14.99		\$4.99		\$6.99
20	21	22	23	24	25
27	28	29	30	31	

Anticipated spending in December **\$47.56**

December savings **\$6.12**

Payment method

Verizon Card **1234**

[Manage payment method](#)

Notifications (3)

Next month your Peacock subscription will increase to \$9.99.

Account profiles

Profiles

- Fred
- Dana
- Jimmy

Permissions

- All maturity rating
- All maturity rating
- Little kids only

[Manage account profiles](#)

Anthony opens his recent EHub receipt to review his charge, and clicks in to EHub to check in on his other upcoming payments.

Thank you

Any questions?
MayaYenlin@gmail.com