



Verizon SUMS Quick-Hit Design Advice

February 15, 2013



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Purpose of This Deck

Communicate short-term and medium-term recommendations for low-invasive UI enhancements for the UIS administration portions of the SUMS application

Requirements for Short-Term Recommendations



- » Ultra quick-hit recommendations for inclusion in the version of SUMS being presented at HIMSS
- Synthesized information received from SUMS team at 5:00 PM into actionable recommendations that same night
- » Primary requirements:
 - Make the user feel comfortable with providing the last 4 digits of their SSN and the Year/Month of their birthday
 - Communicate that the User ID and Nickname they select will be used in the From field of SUMS messages the user sends





Already Offered



UIS Universal ID registration

Please enter your contact information

Enter appropriate profile information in the fields below to continue your registration.

Before

Prefix	Mr 💌	Suffix:		
Name	First Name	Middle Name	Last Name	•
Nick Name				
Month & Year of Birth	Select Month 👻	Select Year		× *
Email Address				
Country	USA			* *
Address	Street 1			•
	Street 2			
	Street 3			
	City	Select State	▼ Zipcode	•
	The telephone number enter Please choose your preferre			assword (OTP) that is generated on each login.
	Phone 👻	+1 w		● SMS _ IVR

Please create your username and password

You may choose a username from the suggested names below or create your own unique username. The system will verify username availability.

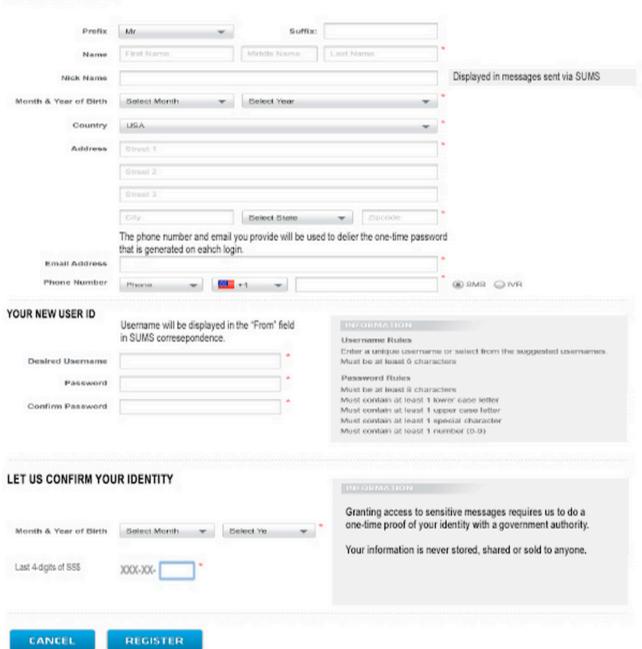
Desired Username Password Confirm Password	INFORMATION Username Rules Enter a unique username or select from the suggested usernames. Must be at least 6 characters Password Rules Must be at least 8 characters Must contain at least 1 lower case letter Must contain at least 1 upper case letter Must contain at least 1 upper case letter Must contain at least 1 special character Must contain at least 1 number (0-9)
Social Security (Last 4 digits only)	•
REGISTER CANCEL	

After 5 hours

- Grouping of form sections is more pronounced
- SSN and username prompts are revised
- » "Let us confirm your identity" section
- Email address and phone number prompts grouped together

UIS Universal ID registration

CONTACT INFORMATION





Other Elements

- » Remove the word "Please" from titles
- > Changed order of cancel and register button
- > All fields are now required so that red asterisks are not necessary
- SMS and IVR radio buttons have been removed because users would not recognize them anyway and the option is on the login screen
- » Would need more information to support use of country code dropdown.





Other Low Hanging Fruit

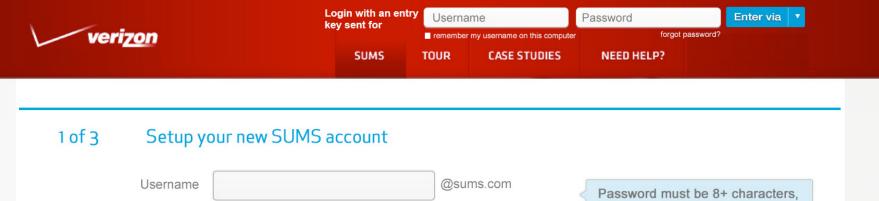


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Stronger

- Groupings use language that guide users
- Identity information is all grouped and labeled for its purpose, with disclaimers called out
- Fields are larger and labels use more familiar language
- » Clicks and time are saved, conversions are maximized

Verizon Net of the sum of the s	(vorizon		ogin with an e ey sent for	Userna		Password	Enter via
Username Password Pas	veri <u>zon</u>		SUMS				5.000
Username Password Password Password Retype Password Retype Password Others will see me as Inickname 2 of 3 We will send you an entry pass for each login Via email to you@domain.com Via texts/calls to main mobile ### ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number My birthdate is Birth month Birth year Via texts/calls to My current Street 1 Street 1 Street 3	1 of 2 Sotup v		ccount				
Password must be 8* characters, mixing upper and lower case, numbers, and symbols Retype Password	Tor 3 Setup y		ccount				
Password numbers, and symbols Retype Password Others will see me as nickname 2 of 3 We will send you an entry pass for each login Via email to you@domain.com Via email to you@domain.com Via texts/calls to main mobile 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License My birthdate is Birth month My social security is XXX-XX- My current primary residence Street 1 Street 2 Street 3	Username			@su	ms.com		
Others will see me as nickname 2 of 3 We will send you an entry pass for each login Via email to you@domain.com Via texts/calls to main mobile • ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number My birthdate is Birth month • Birth year • Vour security is our priority, We will never share or sell your Personal information to anyone. My social security is XXX-XX- My Current Street 1 Street 2 Street 3	Password						
Others will see me as nickname 2 of 3 We will send you an entry pass for each login Via email to you@domain.com Via texts/calls to main mobile • ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number My birthdate is Birth month • Birth year • Vour security is our priority, We will never share or sell your Personal information to anyone. My social security is XXX-XX- My Current Street 1 Street 2 Street 3	Retype Password	•••••					
2 of 3 We will send you an entry pass for each login Via email to vou@domain.com Via texts/calls to main mobile • ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number I I don't have a medical license My birthdate is Birth month • Birth year • Your security is our priority. My social security is XXX-XX- My Current Street 1 primary residence Street 2 Street 3							
Via email to you@domain.com Via texts/calls to main mobile • ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number I I don't have a medical license My birthdate is Birth month • Birth year • Vour security is our priority, My social security is XXX-XX- My social security is XXX-XX- My Current Street 1 Street 2 Street 3	Others will see me as	nickname					
Via email to you@domain.com Via texts/calls to main mobile • ### #### 3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number I I don't have a medical license My birthdate is Birth month • Birth year • Your security is our priority, My social security is XXX-XX- My social security is XXX-XX- My Current Street 1 Street 2 Street 3	2 of 3 We will s	end you an entry	pass fo	or each lo	gin		
Via texts/calls to main mobile					5		
3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority. My name is First Last Medical License Number □ I don't have a medical license My birthdate is Birth month ♥ Birth year ♥ Your security is our priority, We will never share or sell your personal information to anyone. My social security is XXX-XX- My Current Street 1 Street 2 Street 3	Via email to	you@domain.com					
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My social security is XXX-XX- My Current Street 1 Street 2 Street 3	My birthdate is	Birth month 🛛 💌	Birth year	r V		We will never sh	are or sell your
primary residence Street 2 Street 3	My social security is	XXX-XX-				personal informa	ation to anyone.
Street 3		Street 1					
		Street 2					
City State V Zip code		Street 3					
		City	State		de		



Username Password	@sums.cor	n	Password must be 8+ characters, mixing upper and lower case, numbers, and symbols
Retype Password	••••••] 🖌	
Others will see me as	nickname		

2 of 3 We will send you an entry pass for each login

Via email to	you@domain.com	
Via texts/calls to	main mobile 🔹 🗸	

3 of 3 For sensitive medical messages, we need a one-time proof of identity with a government authority.

My name is	First	
Medical License Number	I don't have a medical license	
My birthdate is	Birth month 🛛 🕶 Birth year 🖌 🕶	 Your security is our priority, We will never share or sell your personal information to anyone.
My social security is	XXX-XX-	personal mormation to anyone.
My Current	Street 1	

2 01 3 We will send you an entry pass for each login

	/ // 0	
Via email to	you@domain.com	
Via texts/calls to	main mobile	
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My name is	First	
Medical License Number	☐ I don't have a medical license	
My birthdate is	V Dirar Monar	′our security is our priority, Ve will never share or sell your personal information to anyone.
My social security is	XXX-XX-	
My Current primary residence	Street 1	
	Street 2	
	Street 3	
	City State Zip code	
	Cancel Register	
opyright 2013. All Rights Reserve ut Us Terms & Conditions Pr		VERIFIED & SECURED SSL: Secure Socket Layer





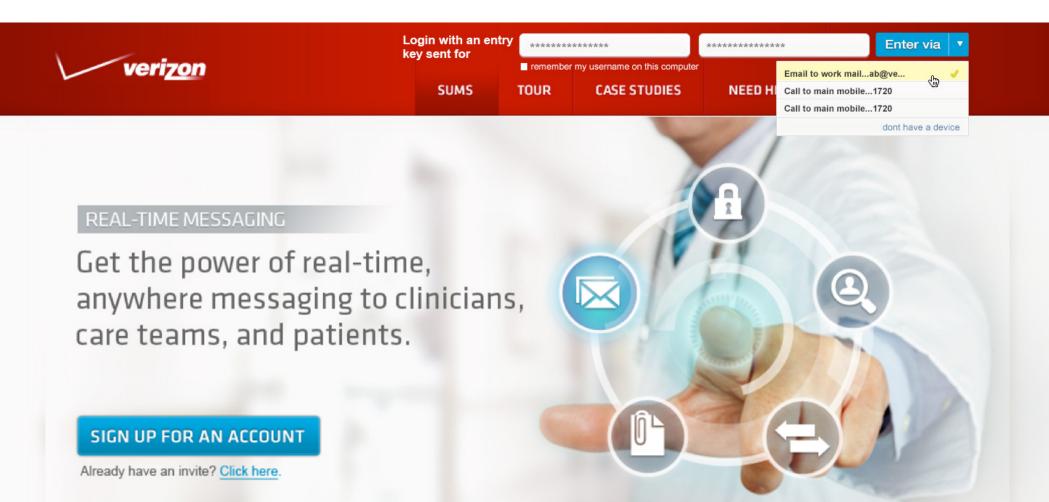
Future Considerations





Login Form

- » Include login functionality on the main landing page
- Leverages direction from the UIS design initiative (Unlock Button plugin model)





Higher-Effort Recommendations

» Consider the use of IFRAME's and CSS enhancements to go from current 2-page approach to the "Unlock Button" approach