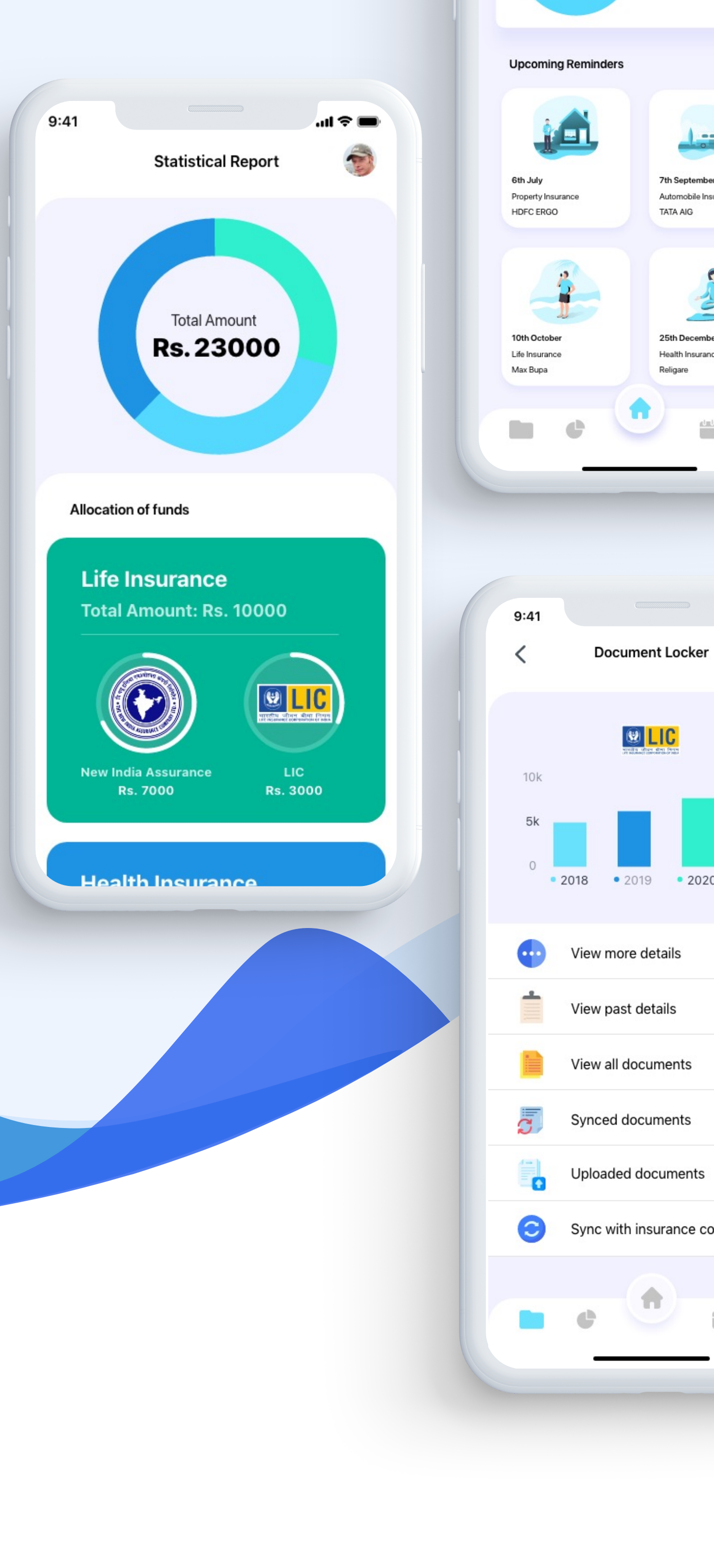


StayInsured

UX Case study



Introduction

What is StayInsured?

StayInsured helps in managing all the insurance policies of a user. This app will give the user an insightful overview of all the policies. The user can access all the document related paperwork digitally on this app. It also helps the user in keeping a track of upcoming policy-related dates with calendar and reminders.

Problem Statement

People face difficulties while keeping track of their insurance policies. They need a platform that allows them to remember which insurance policies are they holding and how much amount have they spent on it. It should allow them to digitally access all policy-related documents. It should also help them in going through all the important dates related to their insurance policies and give them a gentle reminder of upcoming policy-related dates.

The Solution

A single app that keeps the users informed about all their insurance policies access all the related documents digitally, keep track of it with a calendar and stay reminded about upcoming policy dates.

Design process

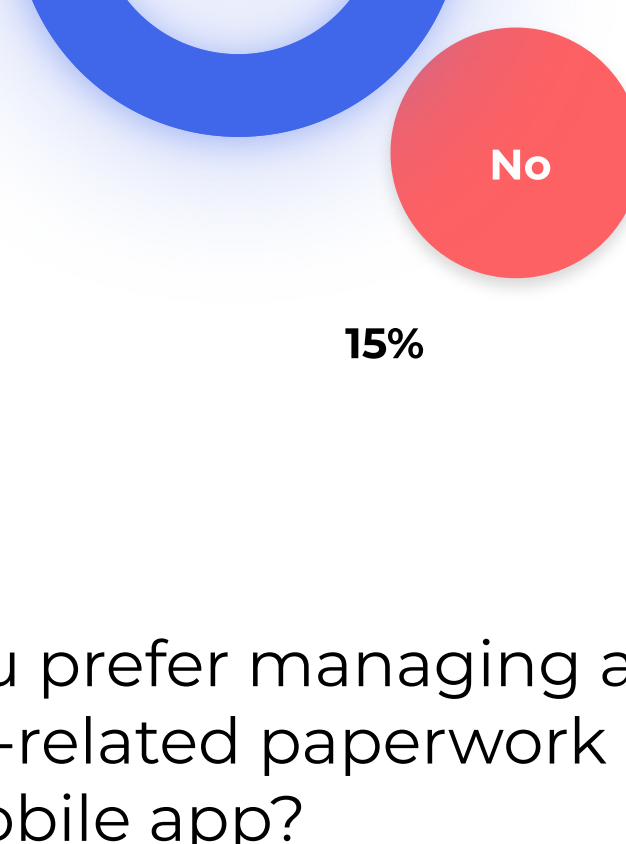
Research	Define	Design	User Testing
Stakeholder Interview	User Persona	Sketches	Usability Analysis
Competitive Analysis	User Journey	Wireframes	Accessibility Analysis
User Interview	Use Cases	Visual Design	Usability Testing
User Observation	User Flow	Prototyping	Interactions
Business Opportunity	Sitemap		

Design Strategy

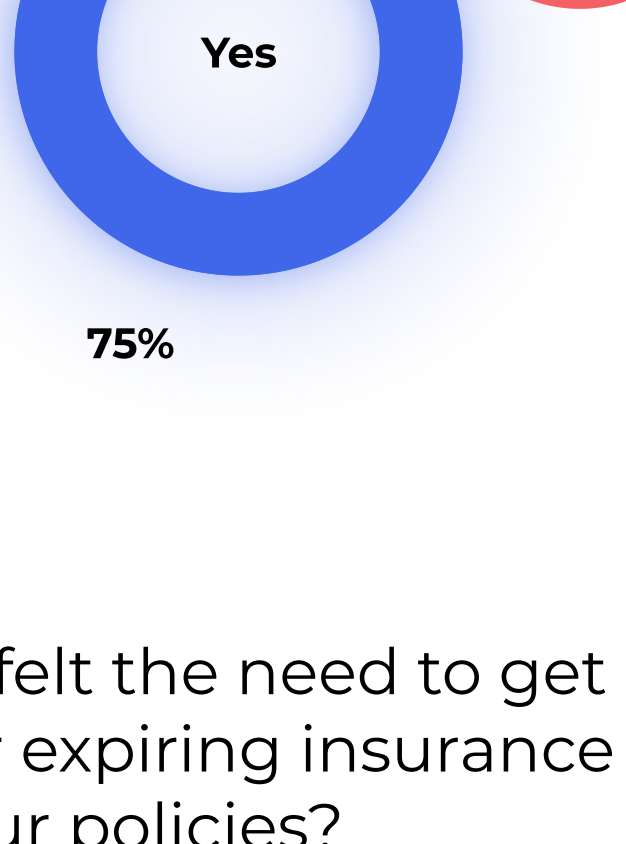
Business Goal	General Tasks	Success Factors	Target Users
Creating a platform for keeping a track of insurance policies with Statistical Report, Document Locker, Calendar and Reminders	Dashboard showing policies Statistical report of policies Access to all documents Calendar with policy dates Reminding policy deadlines	Proper insight to users Easy management of policies Access to all documents digitally Proper reminders	Working Professionals Age group (23-55)

Design process

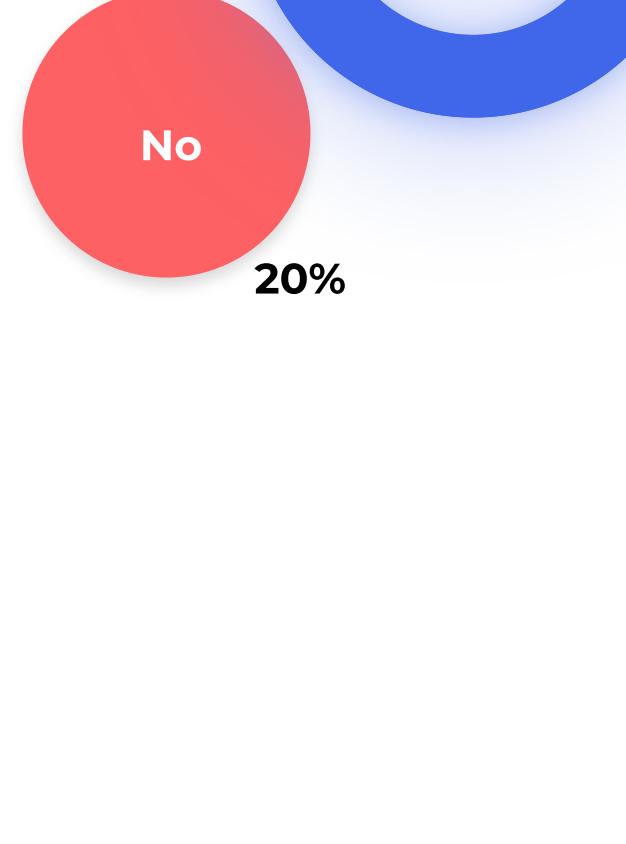
Would you prefer to see all your insurance policies of different companies in one single app?



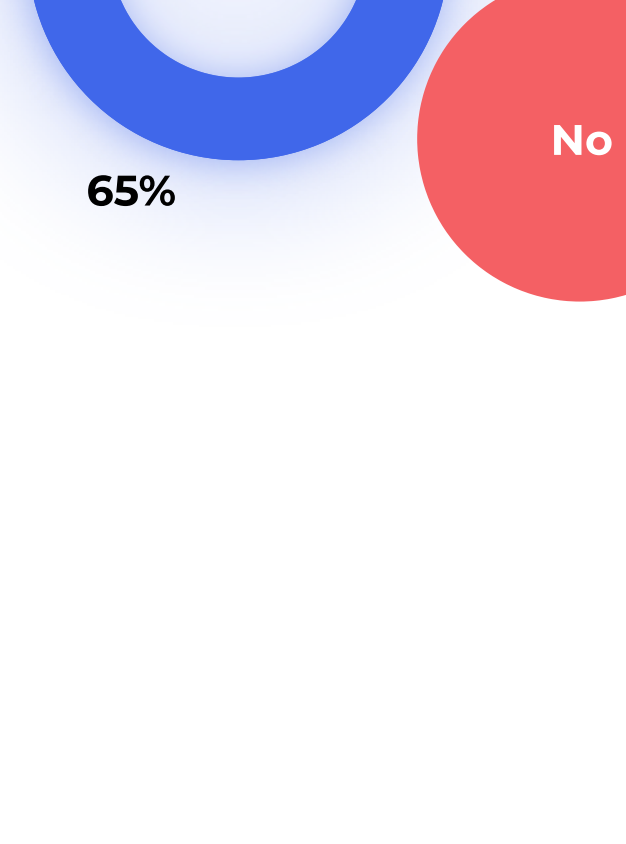
Would you like to get statistical reports of your insurance policies?



Would you prefer managing all your insurance-related paperwork digitally from a mobile app?

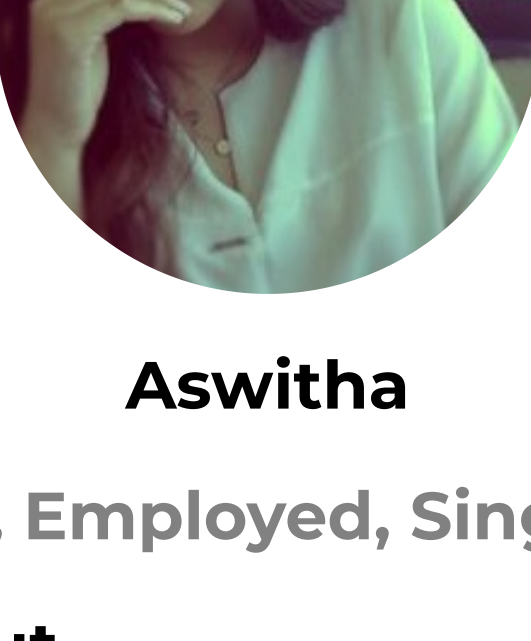


Have you ever felt the need to get reminders regarding your expiring insurance policies/premium due date of your policies?



User Persona

A detailed persona was extracted from the online survey as well as individual user interviews. This persona gives us a deep understanding of their personality, motivation, goals and frustration.



Ashwita
27, Employed, Single

About

Ashwita is a 27-year-old corporate employee who believes that life is unpredictable and that it is better for every individual to stay insured. She keeps herself, her family and her valuable belongings are well-insured. She keeps a check of all the insurances manually going to each website of the respective insurances. She often has to go through paperwork as well as digital documents related to the insurances.

Goals

- Keep all documents organised and accessible.
- Stay reminded about policies.
- Hassle-free platform to access all insurances.

Frustration

- Confusion created with paperwork.
- Scattered documents on mail.
- Forgetting deadlines of policies.

Personality

Tech-savvy Organised Curious

Preferred Channels

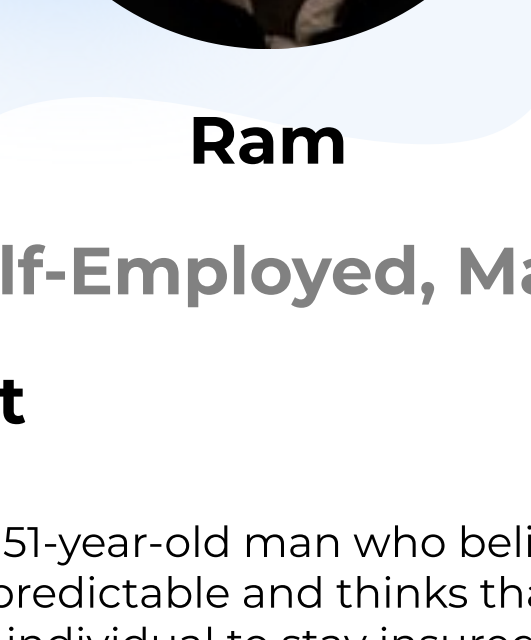
Traditional Insurance Agents

Online Insurance Platforms

Values



Brands that influence



Ram
51, Self-Employed, Married

About

Ram is a 51-year-old man who believes that life is unpredictable and thinks that it is better for every individual to stay insured. He gets his insurance was renewed from a local agent. He keeps a track of his insurances by frequently checking the documents. He has faced scenarios where his agent has been unreachable. To keep track of the policy dates he maintains a calendar and diary.

Goals

- Hassle-free app that helps in policy tracking.
- Stay informed about policies.
- Easily access all policy related documents.

Frustration

- Hard to reach insurance agent.
- Scattered documents on mail.
- Forgetting deadlines of policies.

Personality

Social Well-informed Old-school

Preferred Channels

Traditional Insurance Agents

Online Insurance Platforms

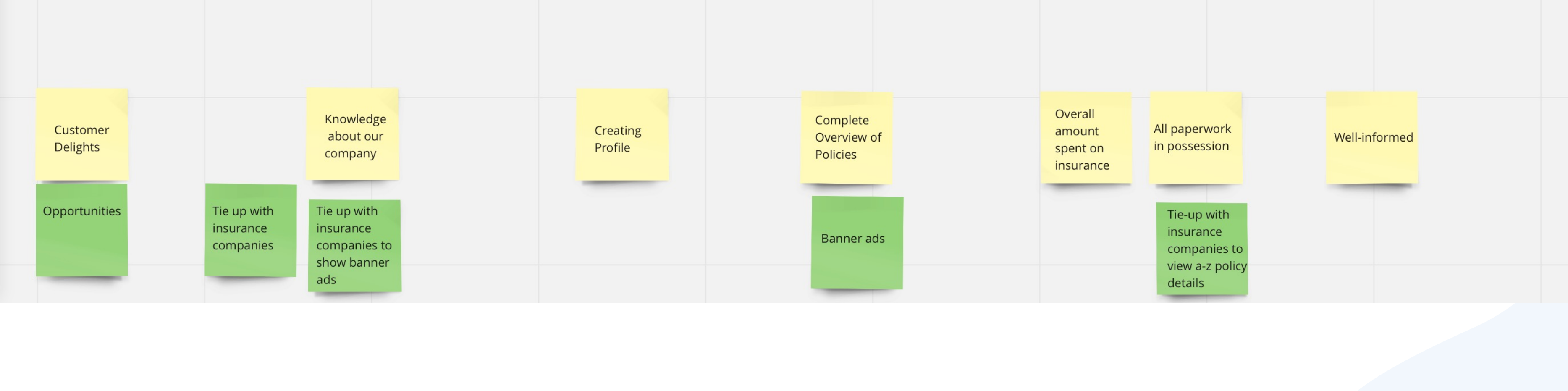
Values



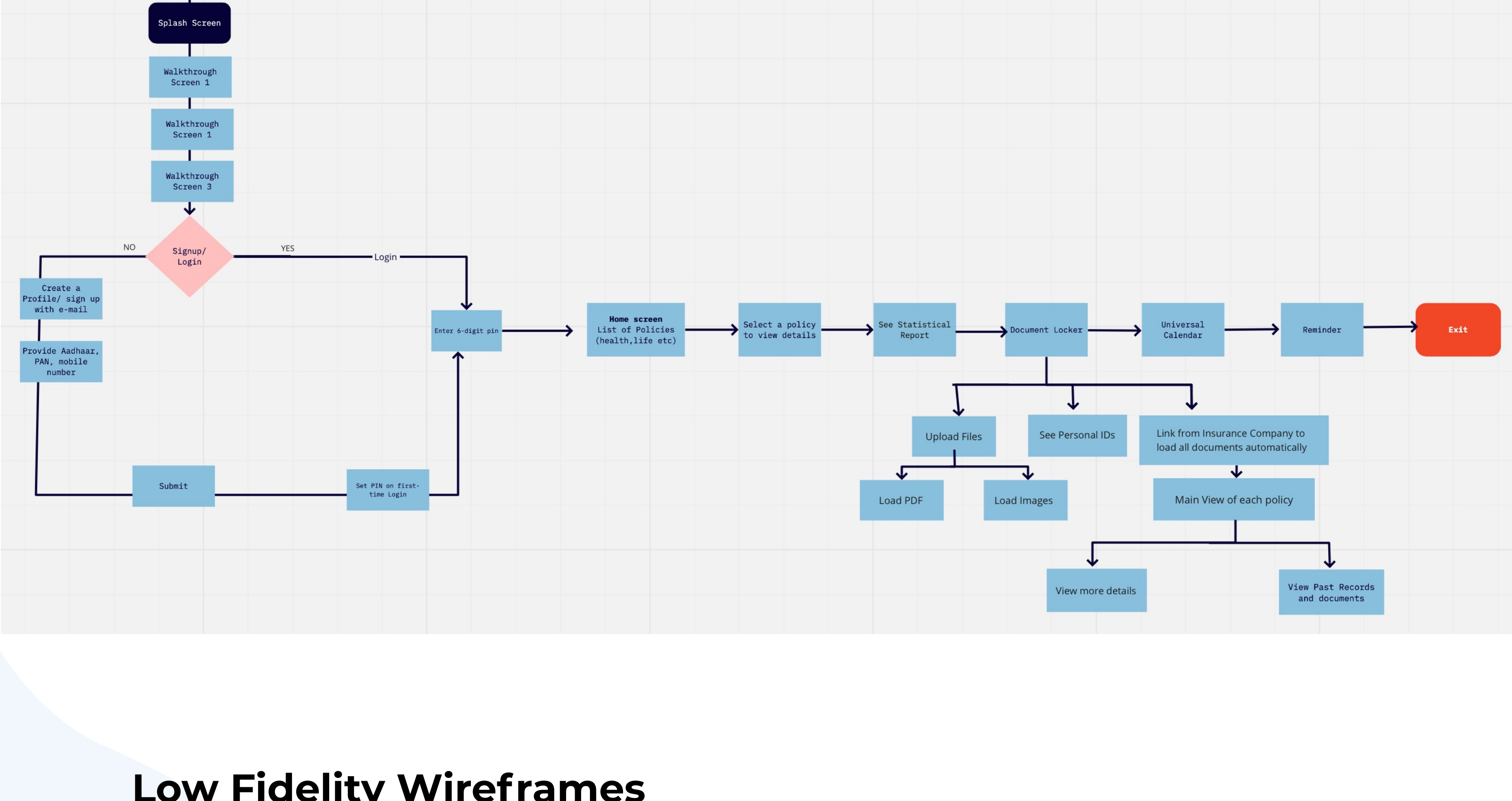
Brands that influence



Journey Map

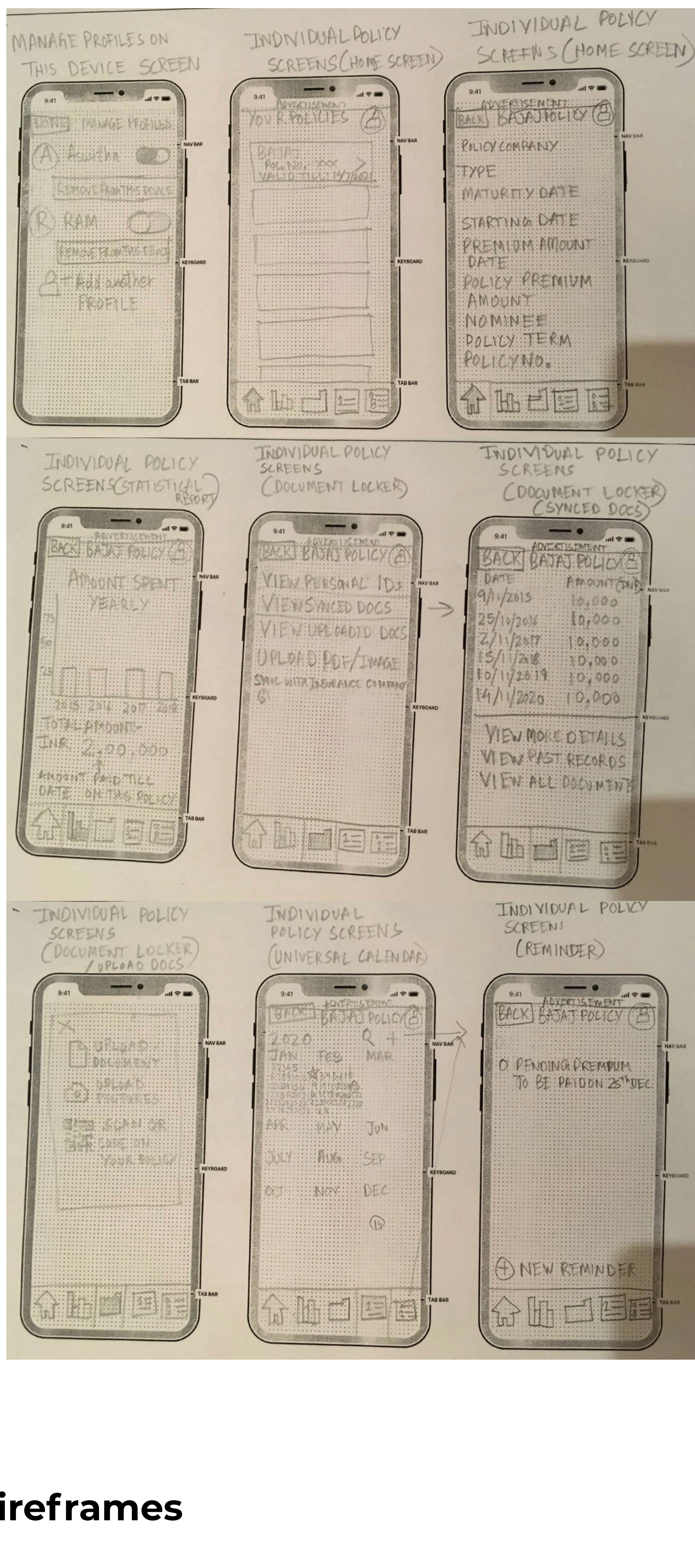


User Flow



Low Fidelity Wireframes

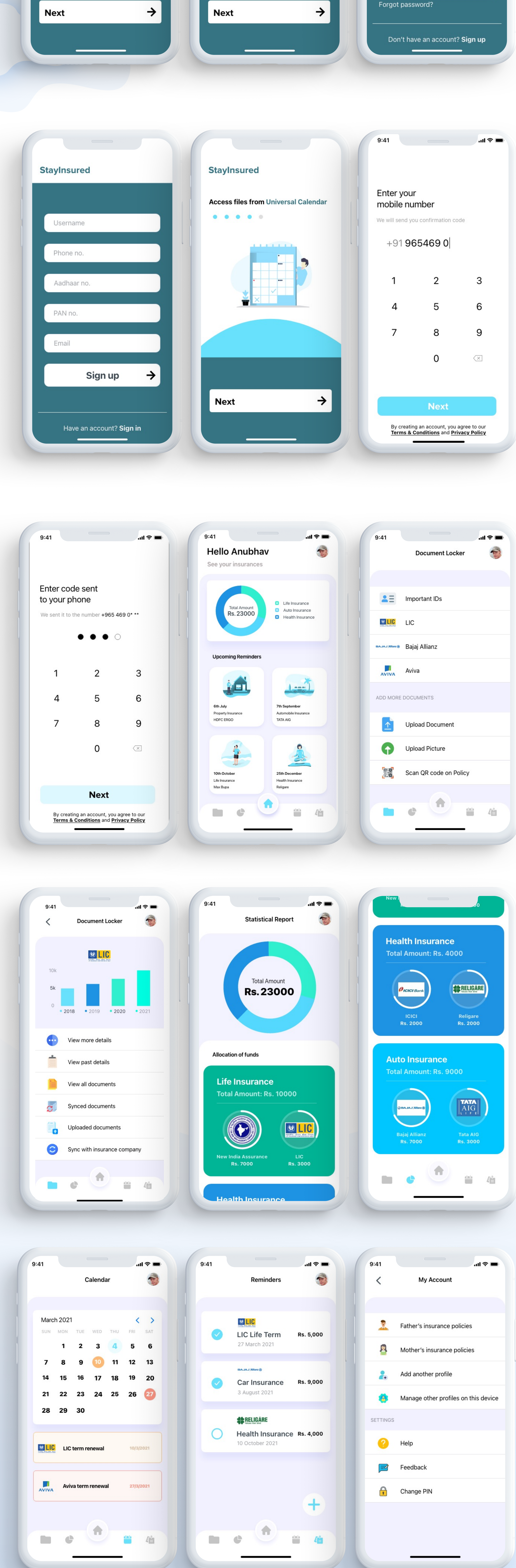


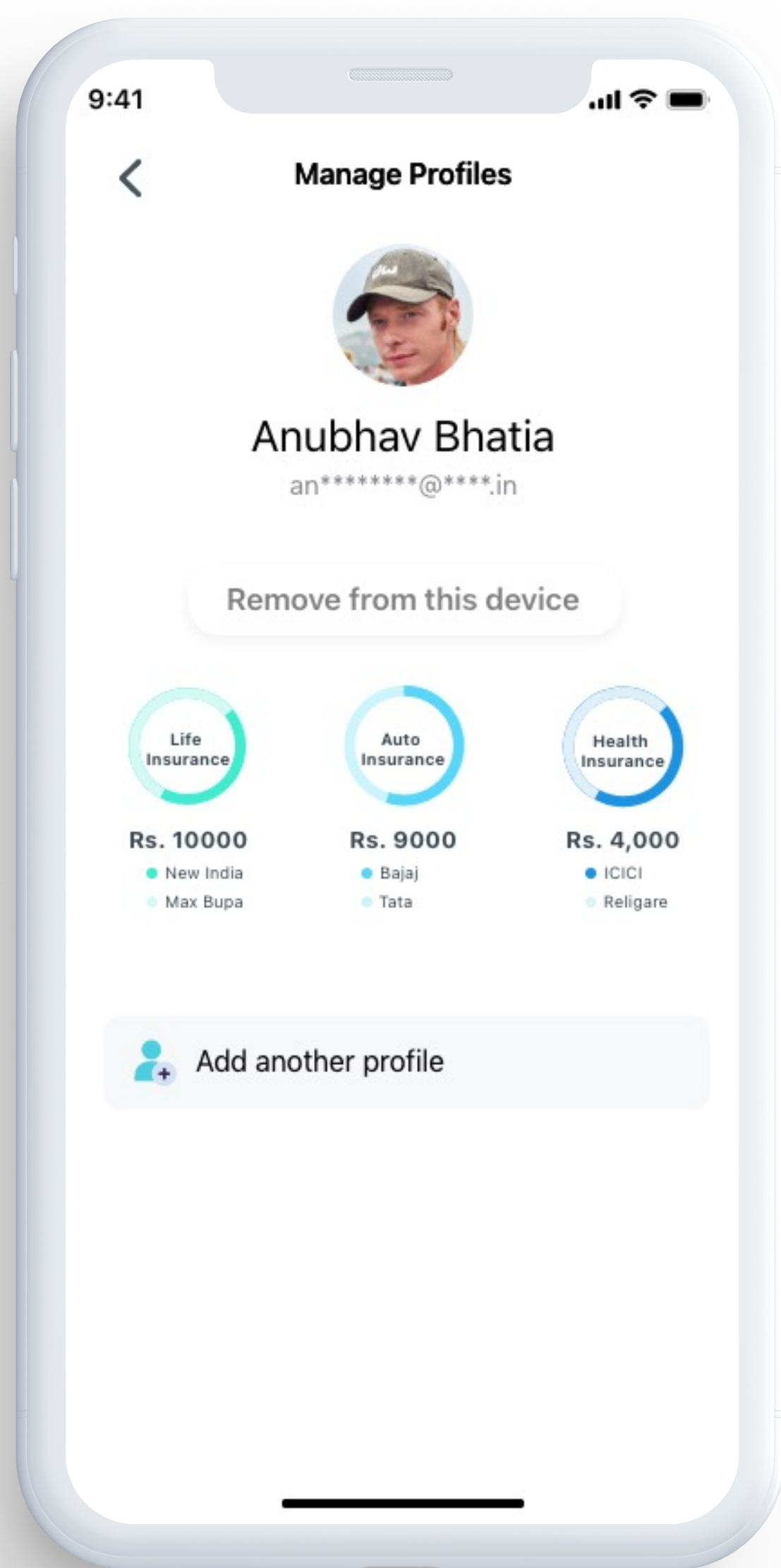


High Fidelity Wireframes



Final UI Screens





Colors

Primary Color	Secondary Color	Other Colors	
#63D8F3	#F2F2FF	#367483	#C4C4C4

Typeface

SF Pro Bold	Aa
AaBbCc	
0123	
SF Pro	Aa
AaBbCc	
0123	

Usability Testing

Usability Testing was done at all levels of the research, especially during the phase of both Low Fidelity and High Fidelity wireframing. The testing was done informally in both offline and online modes. This gives us a clear understanding of how users can navigate through various screens and actions within the application.

- Don't keep individual and cumulative views of Statistical Report, Document Locker, Calendar and Reminders.
- Remove tab bar in secondary screens of features.
- Provide a glance of major features on the Home Screen.

Thank You

Feedback is welcome