

# Usaycompare

Multi quotation insurance CRM system,  
specialised to the private medical and life  
insurance market, create a new price comparison  
mobile application for travel and pet insurances

*Date: 2018/19*

*Client: Usay Compare, Cirencester*





## What makes this project unique?

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This price comparison based insurance engine focuses on medical insurances, which is unique on the market. It was a real challenge to create this very complex journey. They also required a mobile focused client portal with additional insurances

## Roles & responsibilities

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UX/Product designer  
Deliver customer experience analysis  
Plan and analyse user research sessions  
Deliver process flows, click through wireframes/prototypes  
Create conceptual mobile design  
Lead usability testings

# CX, pain point analysis

## New features and journey optimisation

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- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

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**CX ANALYSIS, MARKETING & COMPARISON**  
Full customer experience and marketing analysis, using HotJar heatmap tools and questionnaires



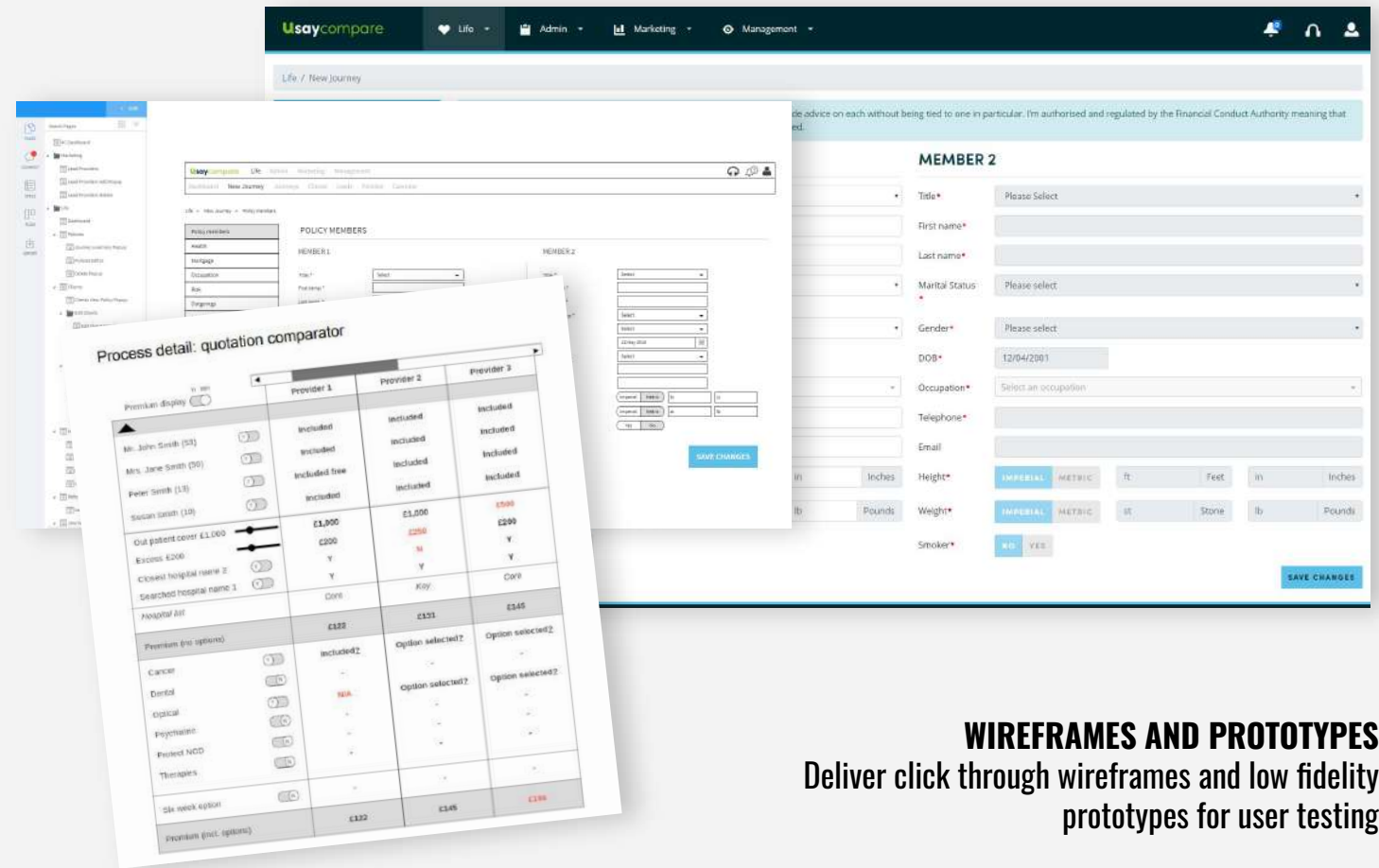
**PAIN POINT ANALYSIS**  
Propose changes on the existing system and new features for the medical insurance quotation



# Create personas and scenarios, prepare and conduct user research

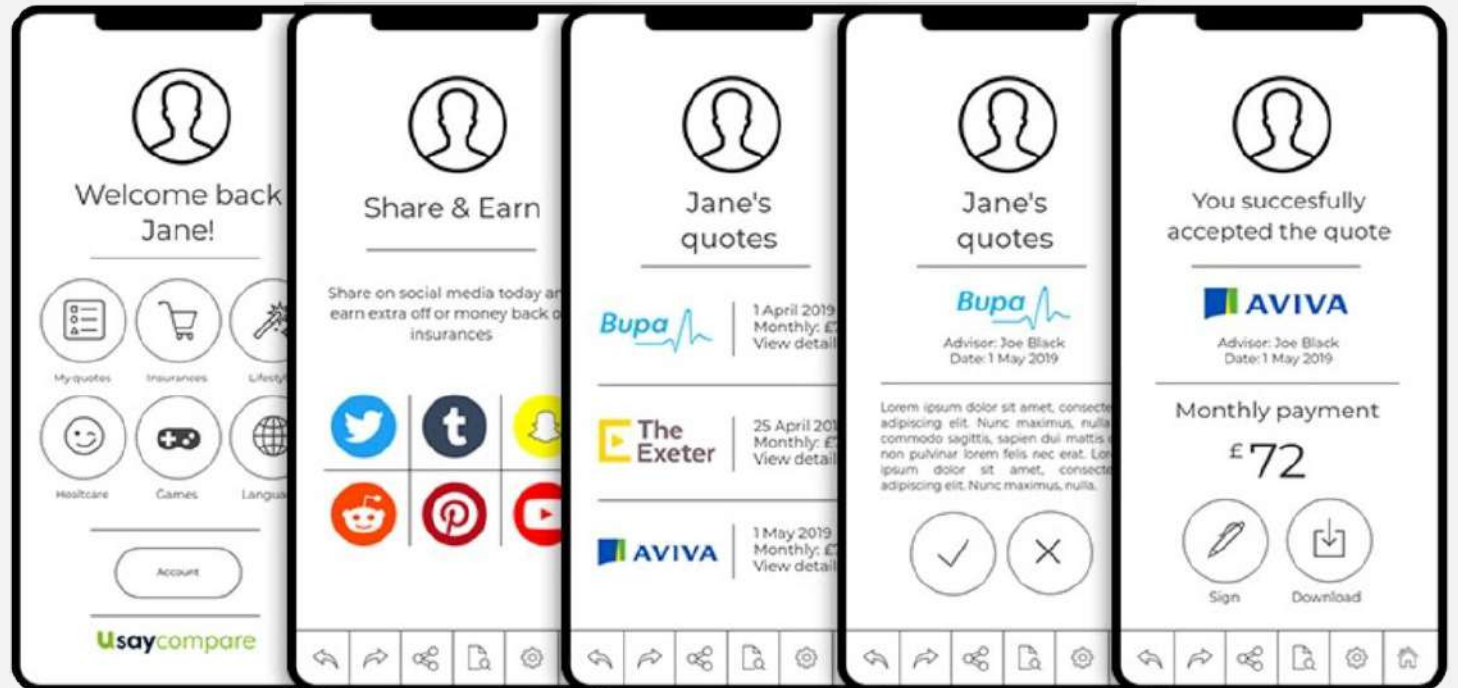
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**WIREFRAMES AND PROTOTYPES**  
Deliver click through wireframes and low fidelity prototypes for user testing

# Creating rich wireframes Deliver lo-fi click through prototype



## CLICK THROUGH WIREFRAMES FOR MOBILE FUNCTIONS

Deliver click through wireframes and walk through videos for stakeholder presentations

 [Presentation video \(click here\)](#)

 [Walk through video \(click here\)](#)

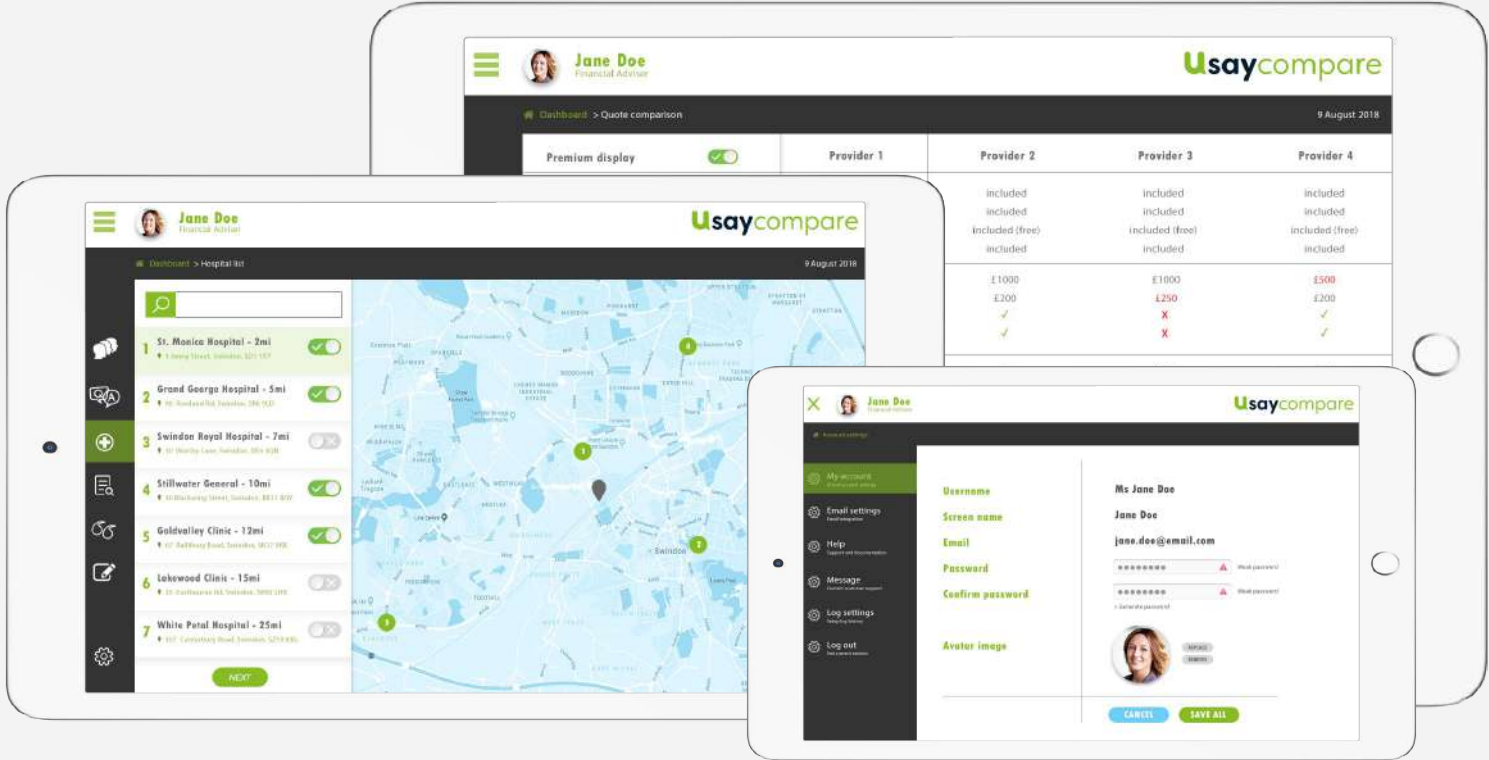
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# Deliver visual designs and UI libraries for desktop and tablet

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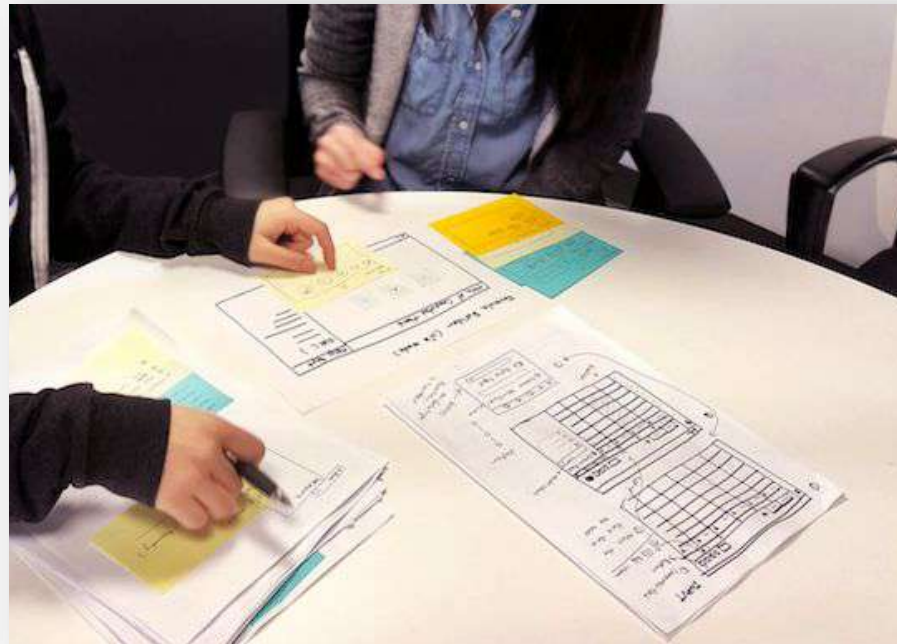
**CLICK THROUGH PROTOTYPE FOR TABLET VERSION OF THE COMPARISON ENGINE**  
Deliver click through prototypes and design/css specifications

# Usability and accessibility

## Monitoring efficiencies

- 01 CX & PAIN POINT
- 02 MODELL & JOURNEY
- 03 RESEARCH & PERSONA
- 04 WIREFRAME & PROTOTYPE
- 05 USABILITY

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P1	P2	P3	Category	Severity
Red	Yellow	Blue	Homepage	Medium
Red			Homepage	Medium
Red			Menu	Low
Red	Yellow	Blue	Menu	High
Red			Menu	Medium
Red	Yellow	Blue	Gallery	High
Red			Menu	Low
			Registration	High
	Yellow	Blue	Menu	Medium
			Menu	Low
			Notification	Low
			Menu	Low
Red	Yellow		Registration	High
		Blue	Notification	High
		Blue	Homepage	Low
S	S	F	Success Rate: 66.7%	
2	3	3	Average = 2.67	
4	4	4	Average = 4	

### USABILITY SESSIONS

Overview and conduct user testing and post-launch improvements (monitoring efficiencies and KPI's)