



# Estrella Murray Design Process

Below is a brief description of my workflow process.

Step 1

**Identify key words and phrases in the task:**

- Agency
- Agents
- Active US states 5-7
- Manage 5-7 US states agency can work in
- Agency Licence for each state (active states)
- Agent licence
- Data entry for agent licence, Upload and view
- States and Policy types 7-9

Step 2

**Research**

I research established Insurance companies, rate how visually engaging their interface is, take notes and screenshots of elements that make their interface pleasant. I navigated through State Farm and Prudential’s websites.

Step 3

**UX Wireframe Preparation**

In my designs I like to challenge current digital experiences (without reinventing the wheel) implementing UX industry best practices. Information Architecture and functionality are key when creating the wireframes, I go back to the above bulleted list and sketch out what needs to be where.

Step 4

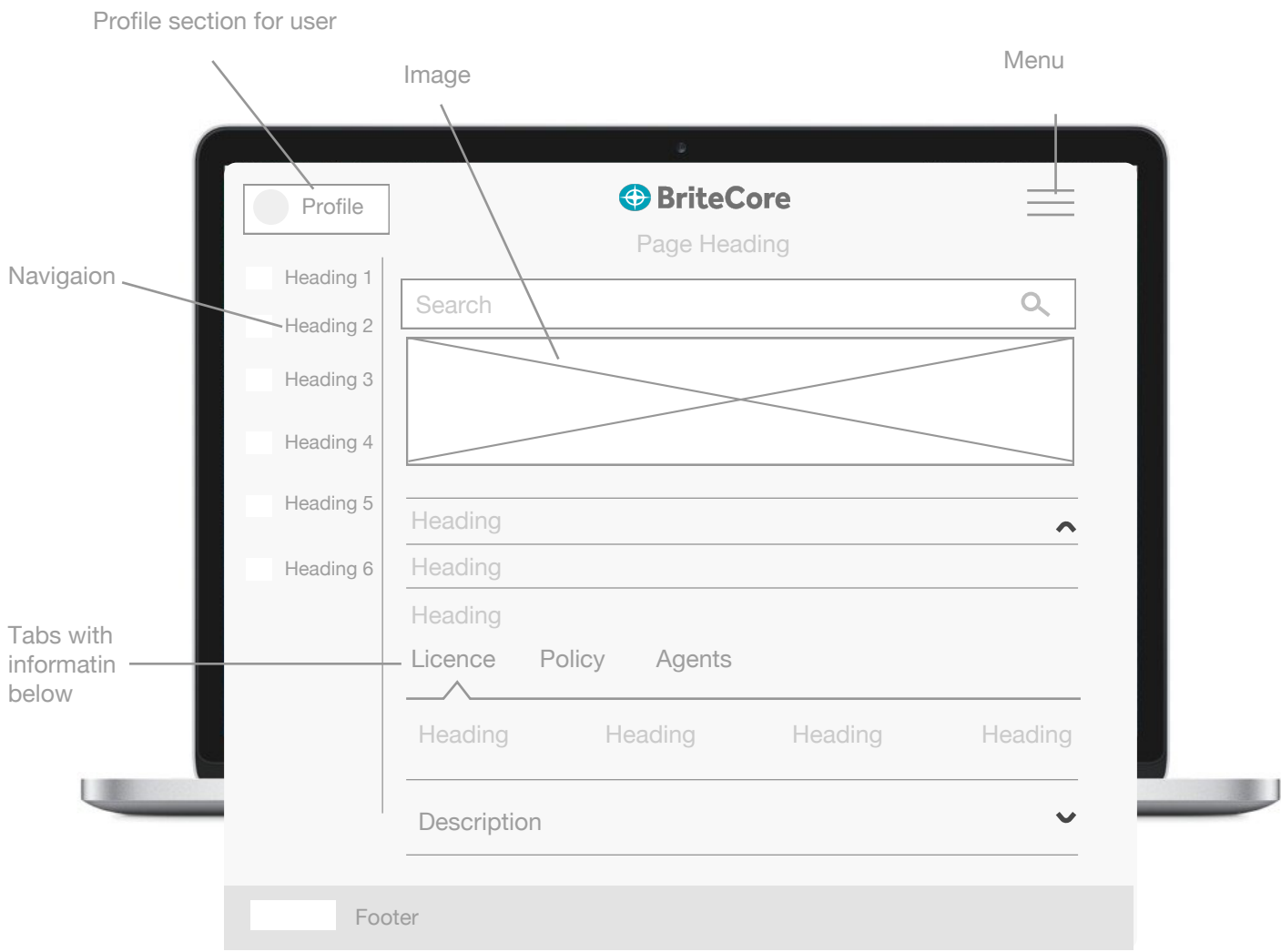
**UI Design**

For creative inspiration I go to Dribbble and Pinterest. I often to go back to previous projects to see if I can take an idea or two. Accessibility is one of my passions, when designing I keep in mind users with disabilities, font sizes and colours are my main focus. After collecting screen shots, I’ll move on to creating themes for the design. For this project I decided to go with two themes Vibrant, and Classic.

Main Pages

Below are wireframes of two crucial pages.

Dashboard/  
Landing page  
after login



Create Profile page

