

# Design Brief

## About

PolicyBazaar.com is the gateway for the world to discover the best insurance options.

## UX Assignment

People can buy "**Zero commission Investment**" insurance from the website and expect to understand what it is.

## Tasks:

1. Define various user flows and their journeys to the Quotes Screen on "**Investment Insurance**" journey.
2. Define 2 major user personas for the platform.
3. What are the IA>ID/UI issues with the current implementation?
4. What 3 things can we fix to make it more exciting for the user?
5. Create an Investment journey mockup until the quotes screen low/high that justifies your decision.
6. What are the things you liked about the current "**Investment Insurance**" Journey?

## Questions:

### 1. What software can I use?

Use anything you want, even pen & paper will work.

### 2. How can I define personas in such a short time without research?

Use tools or information on the web at hand while defining personas, the aim is to understand your process.

### 3. Can I cheat on the assignment?

You can cheat in the test, you will have to face the interviewer, who is very thorough, even if you cheat on that you will be gauged in the probation period on a real-world basis, so it is better to not cheat.

# Understanding Design Brief

## Q. What is “zero commision investment” insurance, who uses it, Why is it needed, How is it availed ?

What - “Zero Commision” because no money is deducted from the premium customer invests in. We call it “insurance” as these policies include a death cover to the customer also.

Who - Customers who wants to insure their dependents from any future financial insabilities and at the same time, want good returns from the invested money in case no casualty happens.

Need - SAVING, PROTECTION, RETIREMENT and INVESTMENT. Customers need peace of mind (to know that everything can be managed even in difficult times), and buy it to remain financially safe and under protection. Also some of the policies have tax benefits too.

How - Any citizen can avail such insurance online (directly online via insurance company / via web aggregators) or offline (via the Agents who represent insurance companies).

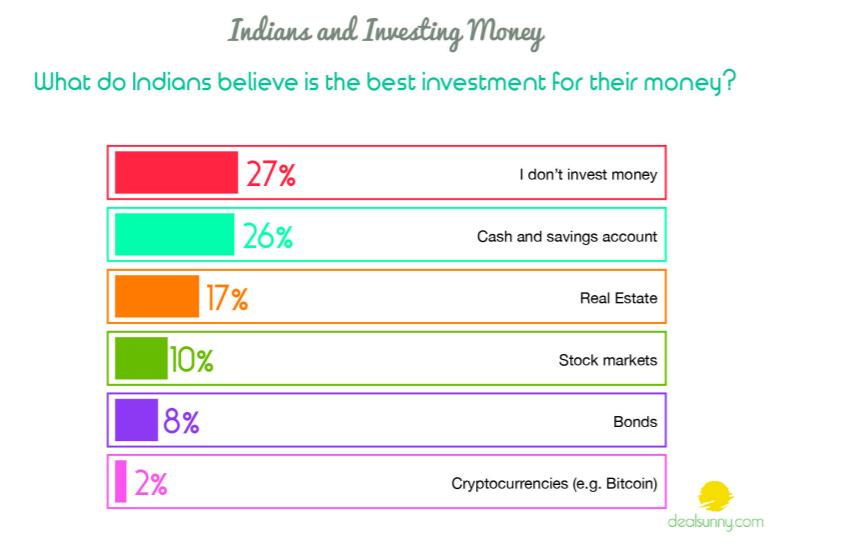
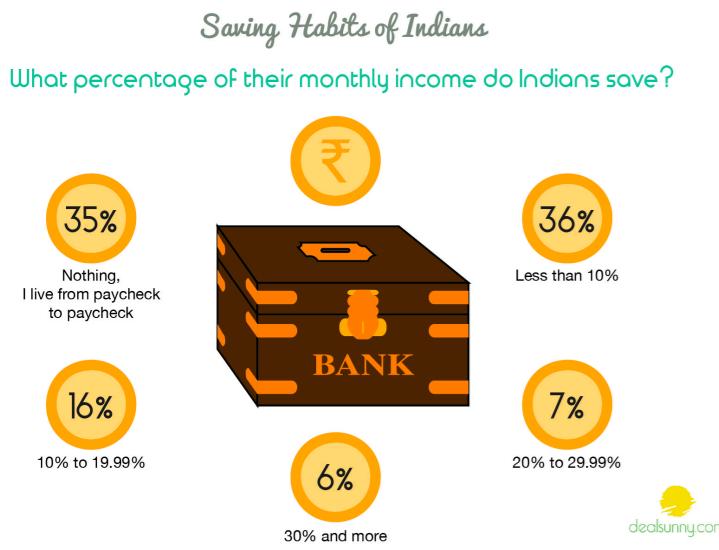
## Q. Can insurance be also an investment or are both different ?

Yes insurance and investment can also be combined, as a policy. For example the Unit Linked Plans are made in such a way that certain amount is divided as a premium to the insurers and the rest is distributed as an investment in market via different modes like MF, equity plans etc,

## Q. If Investing is fruitful, then why not a high number of people invest in such policies ?

Poor Savings, Fear of Losing Money, Lack of awareness etc are main reasons.

You can only invest into such tools when you have enough to save. Also, as these policies are complex and need certain knowledge most of the young individual refrain and invest only in generic bank savings or real estate.

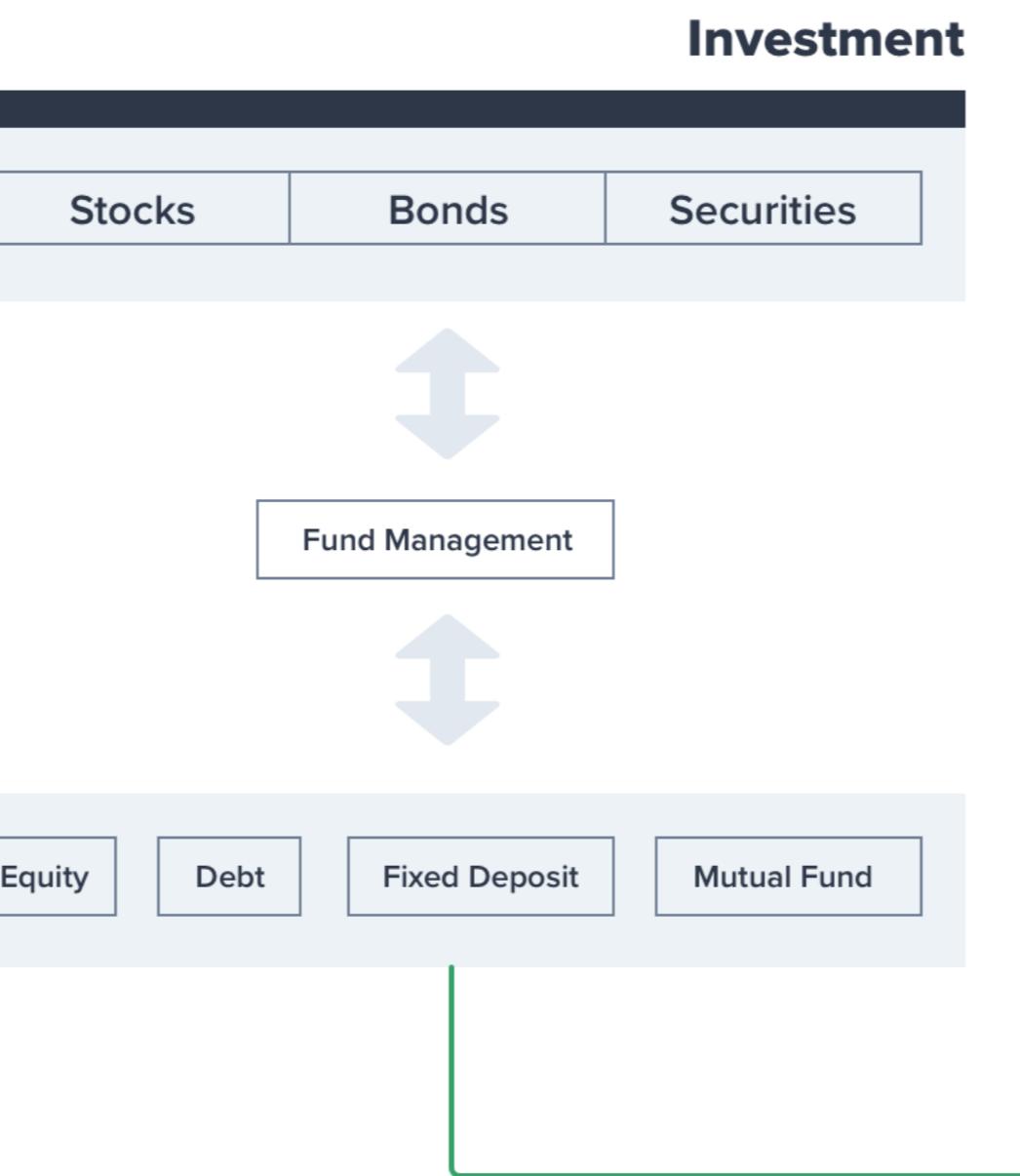
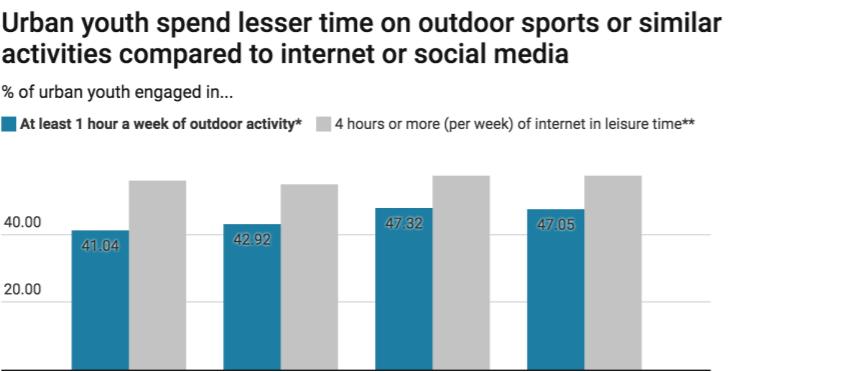


## Q. Where do most of the Indians spend time on ?

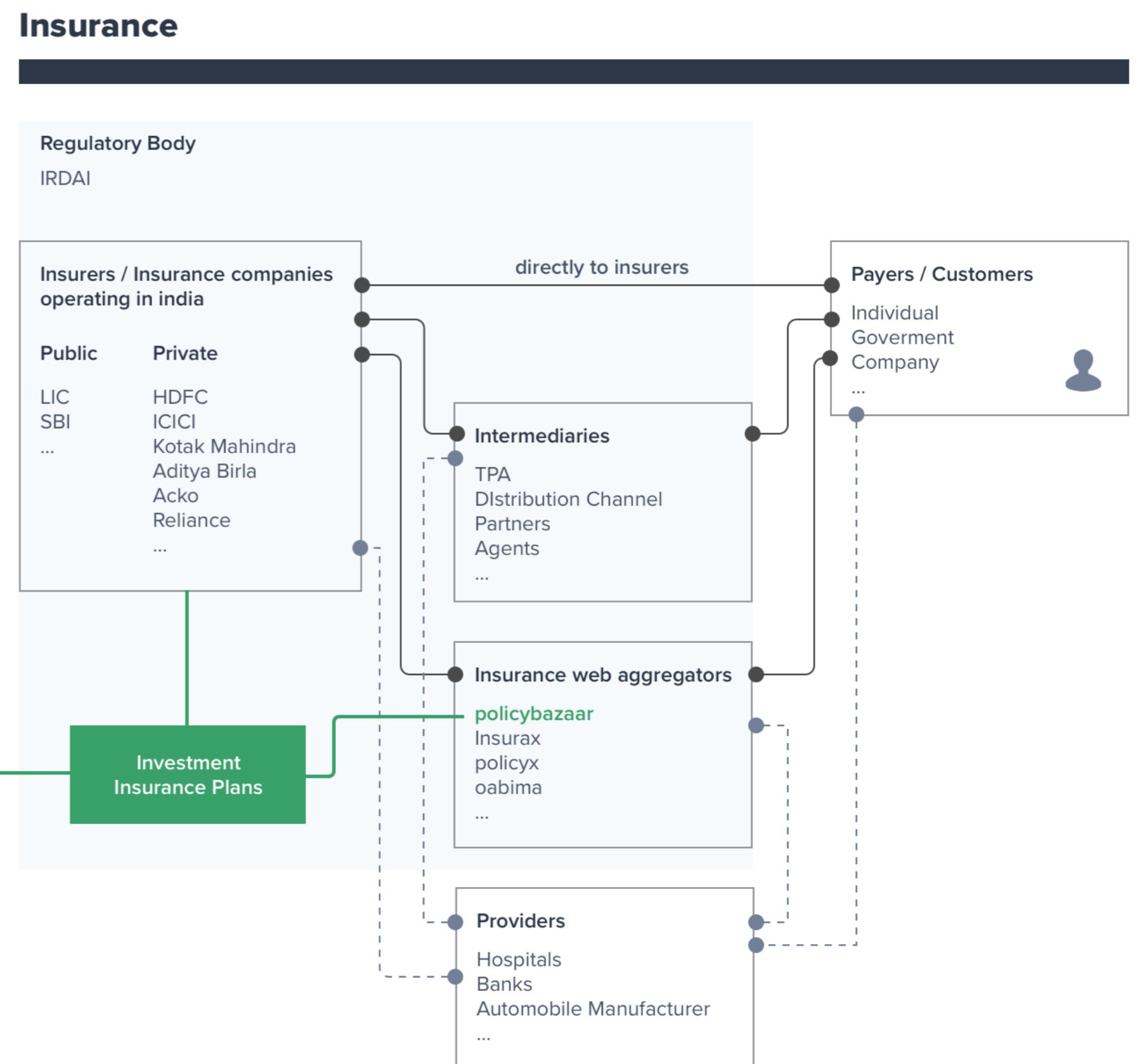
### INTERNET

Unlike previous generations, where savings came up to 35 percent, the millennial savings are only 10 percent. The report highlights that millennials primarily prefer offline retail modes and are gradually shifting towards the online mode, given the convenience and wider options on online channels.

By spending around 17 hours a week on the internet, millennials are gradually driving the market towards an omni-channel approach, the report said.



Anshul Singh

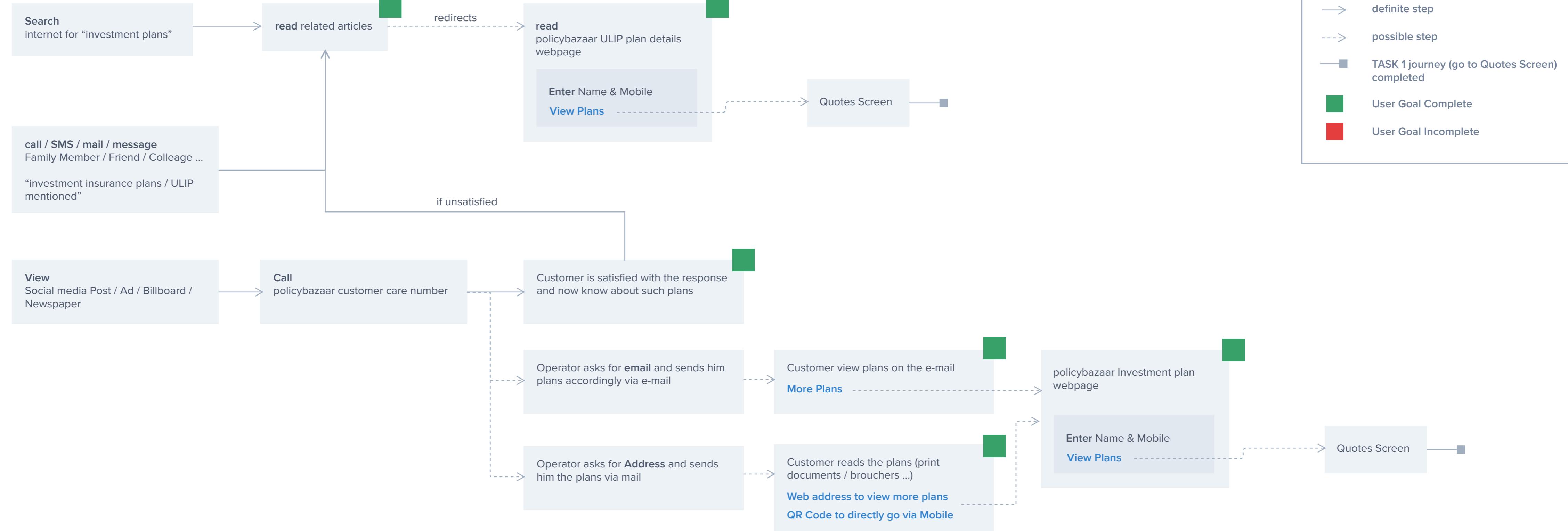


## 1. User Flows

### USER GOAL

to know more about investment plans

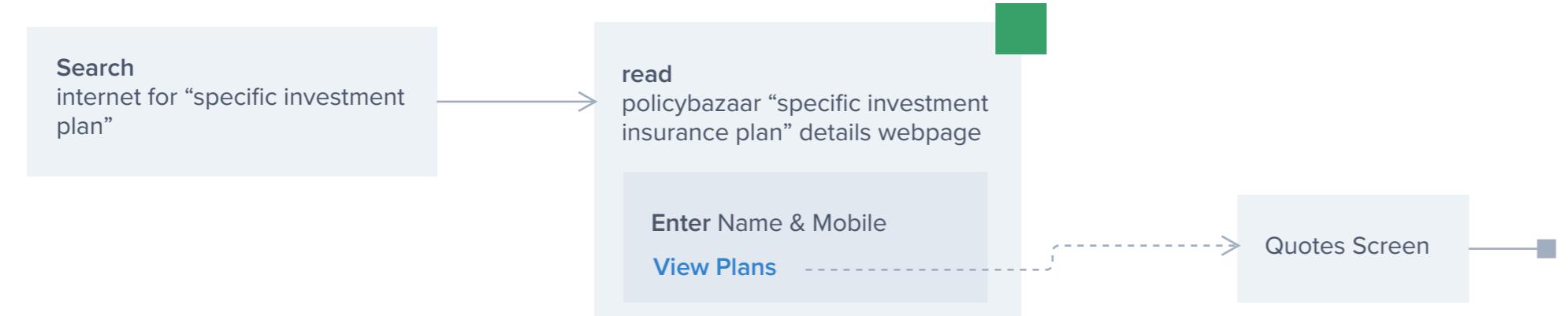
### TASK FLOW



### USER GOAL

view details of a specific investment insurance

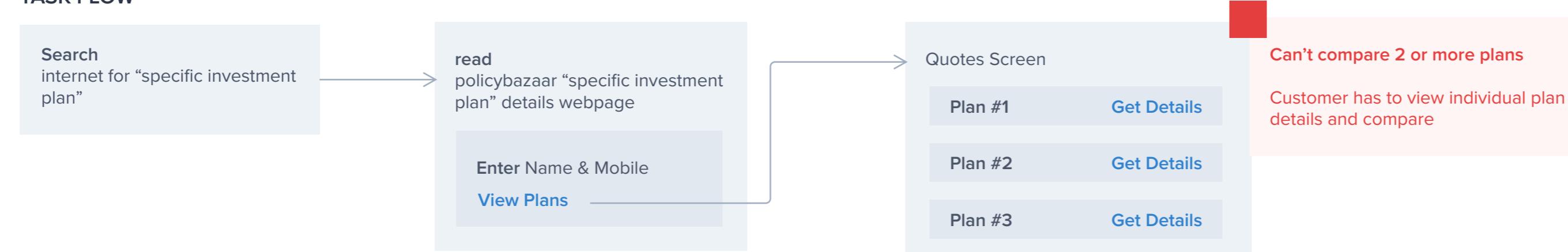
### TASK FLOW



### USER GOAL

to compare different investment insurance plans

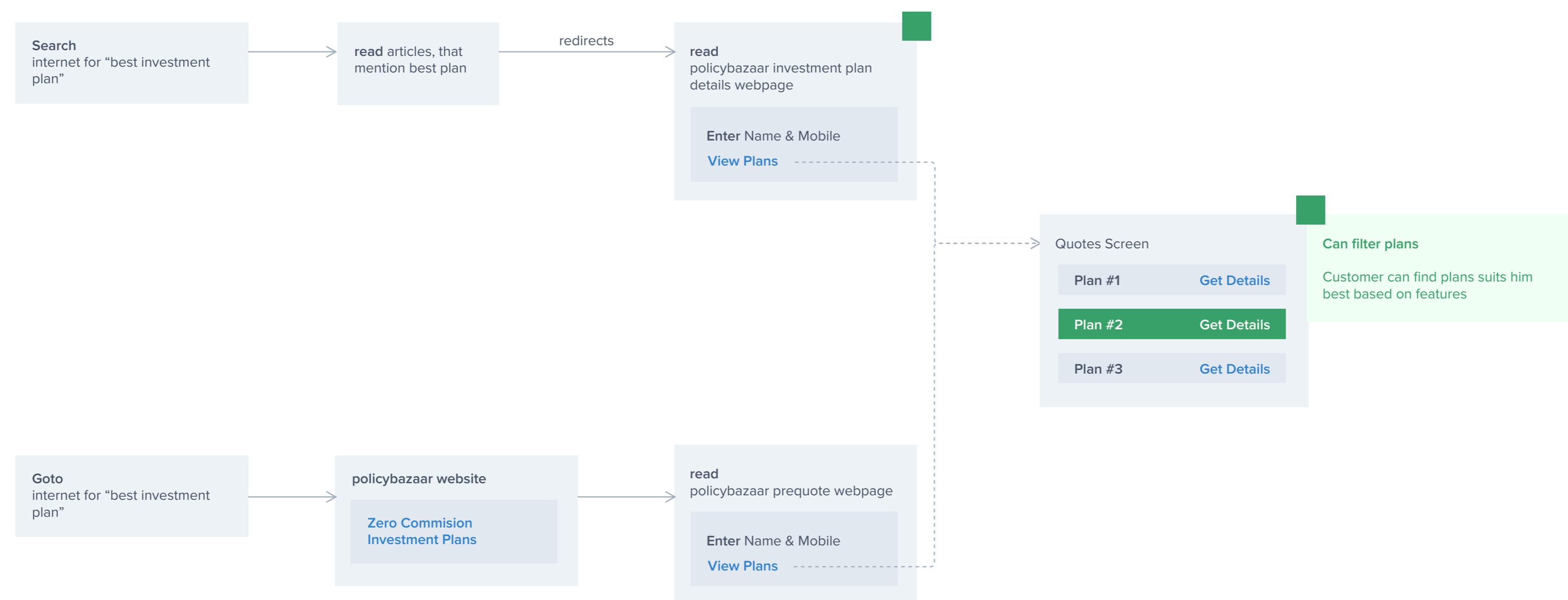
### TASK FLOW



### USER GOAL

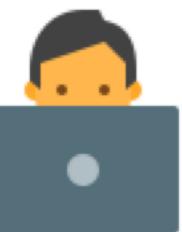
to find best investment insurance plans

### TASK FLOW



## 2. User Persona

Persona 1



### Goals

Long term life plans

1. Comfortable and convenient lifestyle
2. Financially independent
3. Buy quality products only (car/watch/clothes...)
4. To go on foreign vacations
5. Stay competitive in job market

### Tasks

Tasks he does to meet the goal

1. View / Shop most of the products online (at office / home he is connected and can easily add items he want now or later to be bought)
2. Maintain a certain amount of saving for emergency needs and also for distant future (reluctant to ask parents / others)
3. Have a credit card for temporary loans, which allow him to buy air tickets, clothes etc.
4. Be active on social media to be connected and follow people whom he aspire to be (influenced by choice of products and places they visit)
5. Spends time on learning new things from peers in office, also active on job portals to be open for good opportunities.

Name	Dhiraj
Age	29
Company	HCL Technology
Designation	Software Engineer
Location	Noida
Status	Unmarried
Tech Savvy	High, spends most of the time on internet, easily use mobile and other gadgets
Financial overview	Low, has basic financial knowledge

### Gaps

Reasons why he isn't investing in your business

- most of his friends aren't into investing, which leads to lack of clear and accurate knowledge about same
- most of the free time is spent on leisure, even if interested, no single source that he can trust, complex articles and financial jargons are a turn-off
- still believe it is a risk and he might lose all money

- no transparency of what is happening to his invested money and no single place to see all at once

### Wow factor !

Reasons he will surely be interested

- If he is told to invest a very meagre amount initially just to see how everything works.
- one login dashboard that he can access from any platform (mobile / desktop / tablet) and from anywhere and has all details.
- Discounts and free services on certain policies (if he renew a car insurance from policybazaar, he gets a discount on few other new policies)
- Transparency of when he can redeem his money back to his pocket should be very clear

Persona 2



### Goals

Long term life plans

1. To be a Senior Surgeon
2. Top education to her kids
3. Provide consultation as a SME
4. Spend vacation time with family

### Tasks

Tasks she does to meet the goal

1. Spend more work hours, participate in conferences and workshops by the hospital to gain more experience
2. When at home spends most time with her kids. Know that she needs to plan all about there education.
3. Keep connecting with other doctors or patients on events to have a good reputation and future opportunities.
4. When free she looks forward to go out to foreign country on tours with her family members.

Financial overview	Low, has basic financial knowledge
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### Gaps

Reasons why she isn't investing in your business

- because of lack of time, she can't access internet or calls. People have to generally meet her in person.
- her finance is maintained by her CA, who decides on his own what's best for her

- zero awareness of plans and investment schemes, that most people invest in

### Wow factor !

Reasons she will surely be interested

- A face-to-face meet intially can tell her the benefits for the same. Investing a considerable amount anually would be fair for her.
- Option to push notification (via mail/sms) regarding her investment once in a month would be favoured
- New plans that involve better returns (for long term), more benefits can also be suggested (on call / next visit)
- Clearance of claims should be extremly easy (simple process to be followed)

### 3. IA / ID / UI issues in current implementation

The screenshot shows the Policybazaar homepage with a background of a bridge under construction. At the top, there's a navigation bar with links like DOWNLOAD MOBILE APP, ABOUT US, CONTACT US, CLAIM, SALES: 1800-208-8787, and CLAIMS: 1800-258-5881. A "My Account" button is highlighted with a yellow circle and a red dot.

Below the navigation, a banner says "One-stop destination for all your online insurance and financial needs" and features the slogan "Taalo Nahi, Le Daalo". There are several categories of insurance products:

- Term Life Insurance
- Health Insurance
- Zero Commission Investment Plans
- Car Insurance
- Return of Premium Term Life (New)
- Family Floater Mediclaim Health
- Child Plans Investment
- 2 Wheeler Insurance Motor
- Spouse Plans Term Life
- Guaranteed Return Plans Investment
- Retirement Plans Investment (New)
- Travel Insurance Travel

Below these are "Also Buy" options: Group Mediclaim, Corporate Insurance, Cancer Insurance, Home Insurance, Tax Saving Plans, and Global Health Plans.

Group Companies listed include paisabazaar, doc, and QuickFIXcars. A "Beware of Fraudsters" section is also present.

Annotations with yellow circles and red dots highlight specific issues:

- "My account" icon is not appropriate.
- The background pattern is somehow not adding a value to the core page.
- Let say the user knew about "two-wheeler insurance", not familiar with the top bar layout he has to scan the top section to get there. Feels bit cluttered.
- This Space could also be used in a better way to tell if how many people use policybazaar, awards and certificates that instill trust to a customer.
- Even though it is good idea to keep things upfront, if a certain order is maintained, it would look more neat and customer can easily switch immediately from one section to another if interested (for eg. the new tag could all be together having a subsection of new plans launched).
- Word limit not considered while designing this card.

The screenshot shows a landing page for "Growth Plans". It features a large image of a man in a suit sitting in a chair. The page includes fields for NAME, MOBILE, and EMAIL (OPTIONAL), and a summary statement: "You will invest ₹ 5K per month and get ₹ 51.5 L\* tax free on maturity". There are two "View Free Quotes" buttons.

Annotations with red dots highlight specific issues:

- ID issue, when I hover or click on the input field, I am unable to see any visual clue ...:-)
- Repetition. Confusion on which to consider and which to not.
- ID issue on hover the arrow goes backward ...:/
- "clicking on continue" ...but the button says "View Free Quotes"
- Can be placed on the bottom of this page.
- Zero Visibility. The placement of this section is quite low and the section is visible only when user scrolls down. Also has no visual cue to be clicked or not.

At the bottom, there's small text about CIN, IRDAI registration, and privacy terms.

The screenshot shows a section titled "Know more about Investments". It has a heading "Investment" and a paragraph explaining the difference between savings and investments. It then discusses what investment is and lists types of investments: Short term Investments, Mutual Funds, and SIP - Systematic Investment Plan.

Annotations with red dots highlight specific issues:

- Poor Layout. No use of supporting charts or diagram. Background color is dark which makes text hard to read.

## **4. 3 things to make things exiting for user**

**1**

### **EASY AND CLEAR DOCUMENTATION**

clarity gives confidence

Financial policies related sites like policybazaar should have articles and other plans “written” in such a way that they make the people better aware or more interested and easy to know related terms.

More diagram and flow charts should be used so that people can easily understand without much reading. (Most of the people do not read and just skim articles)

The Competition is not among the financial players but with other social networking platforms and mobile app that most users are “familiar” with and pay a considerable amount of time and attention.

**2**

### **LET THEM ALL IN**

Show me how this thing works !

People would know, would learn and get lot of advice on lot of financial plans, but what if they aren’t investing in any plans ?

Onboard them on the journey by letting them take a Investment Plan or insurance with a very basic amount (people can easily spend a sum of 500 or 1000 easily to see how something works). Tell them upfront to return the money invested if they don’t see it grow.

A good UI Design not only facilitate the user to perform his tasks, it gives him the perception of trusting the company and even recommending it to others for such tasks.

This act of letting them in with low investment, will eventually lead to be more interested to invest more and thus adding more user base and future prospective.

**3**

### **MODERN OUTLOOK**

We believe what we see !

Most the interface that we see on financial websites are poor and made without much thought. Even though the job may be done, the user do not remember much.

A good UI Design not only facilitate the user to perform his tasks, it gives him the perception of trusting the company and even recommending it to others for such tasks.

## 5. Create investment insurance journey mockups till quotes screen

**1**

policybazaar "prequote" webpage

Enter Name & Mobile

View Plans

Quotes Screen

Plan #1 Get Details

Plan #2 Get Details

Plan #3 Get Details

**2**

Call us now ! ▾

**1**

Help your money grow by 16.8%

Know more ▾

**2**

Investment Plans

Zero Commision • Tax Benefits • Insurance included

Our top plans give upto 16.8 % return

Name

Mobile Number

Don't call. I am here to view plans only.

View all plans →

by continuing, you agreed to our [Privacy Policy](#) and [Terms Of Use](#)

**2**

You Invest now

Investment amount

Rs. 5,000 per month per year

Time period

5 years 10 years 15 years 20 years

Your Age

25 years

Today 5 years 10 years 15 years 20 years

**2**

Your return then

Rs. 51,50,000

Need Advice ? We know its hard to choose a right plan

Call us anytime 1800 - 208 -8787

**Filter Plans**

INSURER	PLAN	FUNDS AVAILABLE	MATURITY AMOUNT	PAST PERFORMANCE	FEATURES
<input type="checkbox"/> Bajaj Allianz	Goal Assure	5	46.5 lakh	13.4 %	View details
<input type="checkbox"/> Bajaj Allianz	Future Gain	7	45.3 lakh	13.4 %	View details
<input type="checkbox"/> ICICI Prudential	Signature	5	38.5 lakh	11.3 %	View details
<input type="checkbox"/> Edelweiss Tokio	Wealth Gain	5	34 lakh	10.7 %	View details
<input type="checkbox"/> Max Life Insurance	Online Savings Plan	5	56 lakh	14.8 %	View details
<input type="checkbox"/> SBI Life Insurance	eWealth Insurance	5	42.4 lakh	12.5 %	View details
<input type="checkbox"/> HDFC Life	Click2Invest	5	59.5 lakh	15.4 %	View details

## 6. 3 things I like in current investment insurance journey

1

Use of Icons along with text, clear short text labels



2

The input text box and button sizes are quite big...cannot be ignored.

A screenshot of a user interface showing a blue profile icon, the word "NAME" in bold, and a large input field placeholder "Your Full Name".

3

The numbers also do have category Good..



Toll Free



Toll Free

Have Not Paid Yet (Sales)

1800-419-7717

Have Already Paid (Service)

1800-258-5970

(Use Registered Mobile Only)

+91124-6656507

(For NRI's)



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Illustrations from freepik

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