Insurance website redesign

### Role

IA, design, user research + testing

Tools

Paper sketches, Whiteboard, Squarespace

Pro-bono website redesign for an online restaurant insurance broker that brought improvements of 89% in trustworthiness, went from 20% to 82% of users recommending the service and +100% in conversion rate.

Research set the stage for design

During the kick-off meeting with our client, we learned the constraints we needed to tackle for this project: no available budget for development nor time or resources available for adding content regularly to the site (such as running a blog, a newsletter, videos, etc).
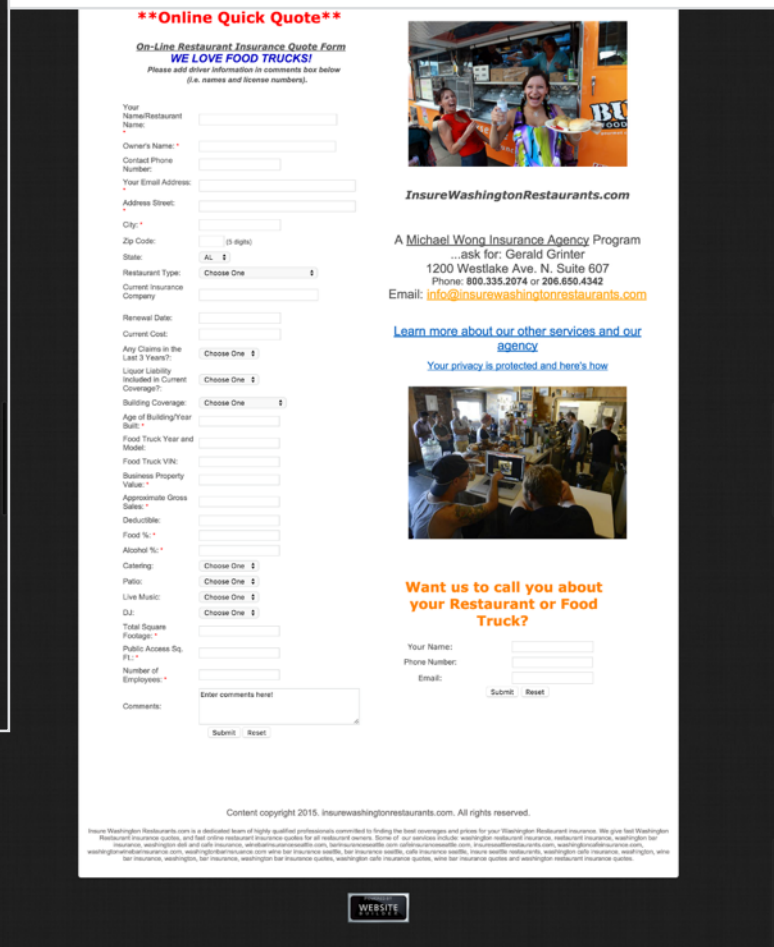
The original website design
Shown: Home page, split in two to fit this page

Research on competing insurance sites (Geico, Farmer's, among others) gave us a good feeling of what was available today and how most people were getting their insurance. Later, when talking to restaurant owners, we learned what they felt (insurance is difficult to understand), needed (they usually just trust what the broker says) and were not getting from those sites (after going through them, they felt equally lost about insurance).
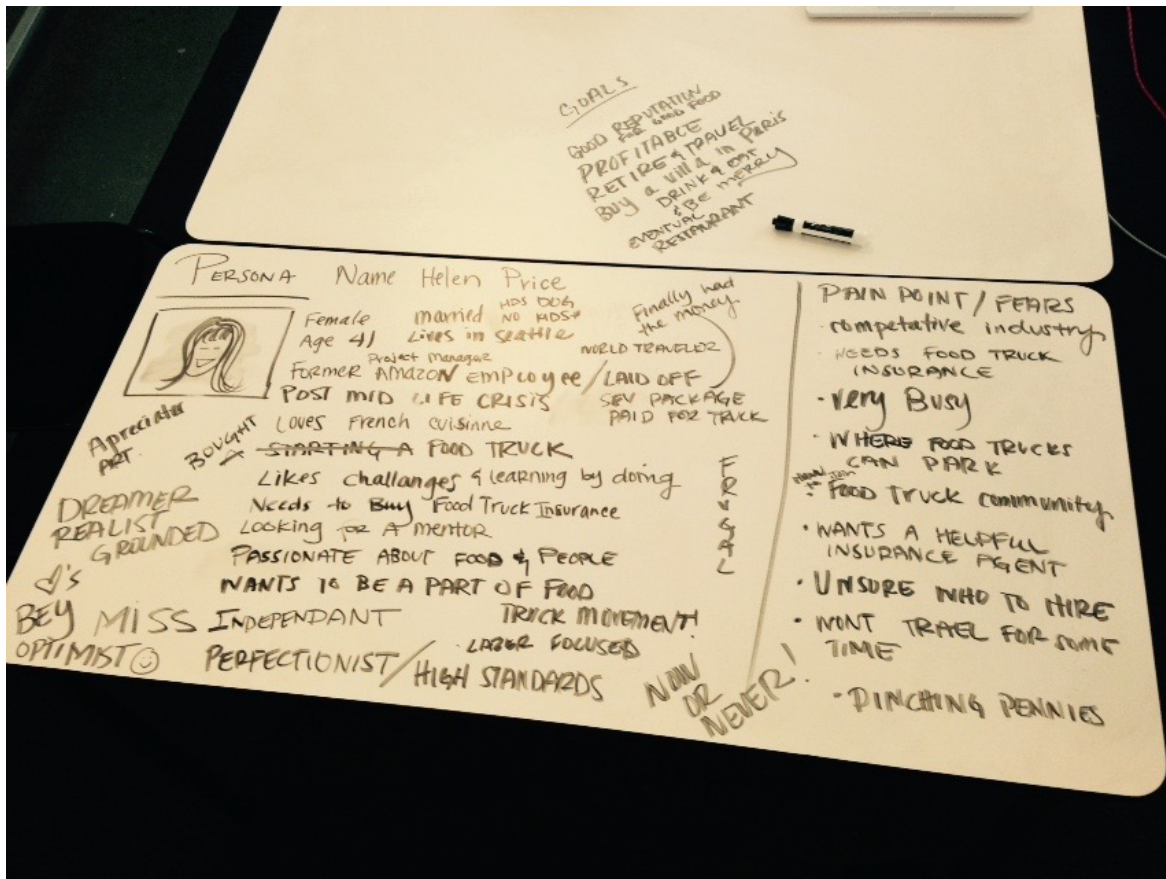
We created a Persona that helped guide our design process

A strategic design decision

Gerald had an ambitious goal: not just provide small restaurant owners with insurance but get them the right coverage and a just price. He wanted to make insurance understandable for them and even offer his experience and advice from many years of experience in the industry. He wanted to put himself out there for them. The value proposition in many ways...was him. The new site had to communicate this.

The character we designed to represent Gerald as more friendly and welcoming than other insurance brokers

Everyone loves dreaming the perfect design; but our client didn't need that. He needed something that didn't need a developer to implement (nor to make changes to in the future). With all this considered, we decided to use Squarespace. After sketching and planning the site's structure, we dived in to designing and creating the pages directly in the platform. You can see the final design here.
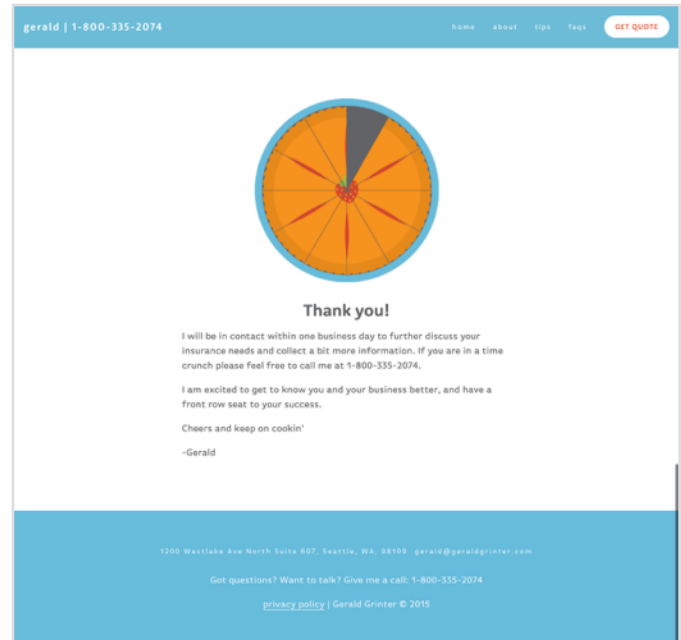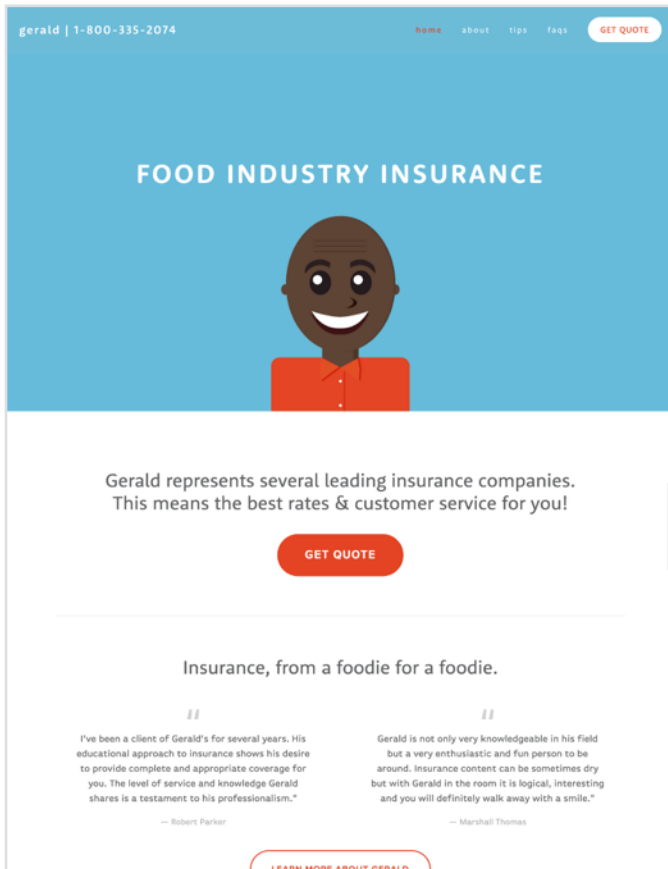
The final website design
left: home page, right: Request for insurance confirmation page

Our bet

The site we designed was simple. Gerald (our client) is front and center, along with clear tag lines such as "Gerald represents several leading insurance companies. This means the best rates & customer service for you!". It includes a page for requesting each of the types of insurances he offers, an about page and a resources page. That's it.

We tested the site with UserTesting.com and refined the forms for contacting Gerald, and made it easier for them to reach the resources page from the home page.

When compared to the old site, trustworthiness had increased by 89%, insurance requests had doubled and recommendations from users increased from 20% to 82%.

There's more to this project and I'd love to tell you about it. Send me an email to arturo@arturogoicochea.com and let's schedule something.