

Britecore

Design project - April 2018

The project explanation and some consideration for all decision making for visual design and usability in this sample project.

The project have 3 main part:

- 1 - Research and understanding**
- 2 - Exploration (mockups, wireframes)**
- 3 - Visual exploration**
- 4 - Ui/UX**

I'm going to navigate for the 3 steps here as a documentation of my design process.

01 - Research and understanding.

Here manly the process was done into different subjects: agencies, policies and the britecore itself. The goal was to understand better the job and get to know better how all the subjects are related.

Some findings:

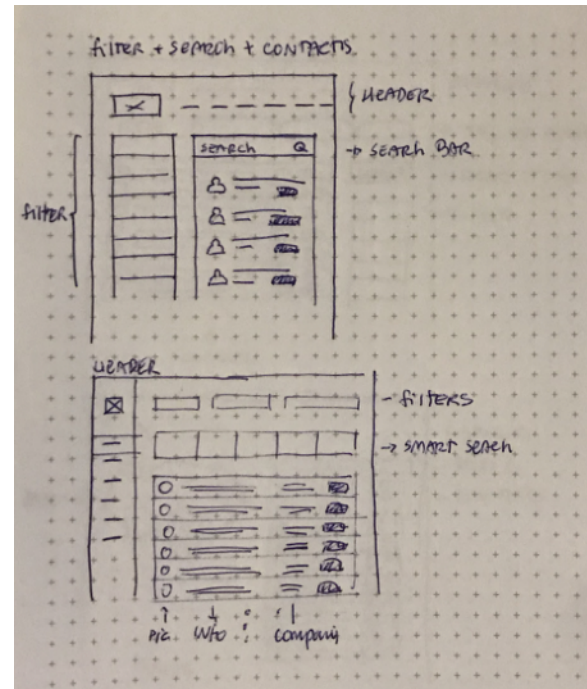
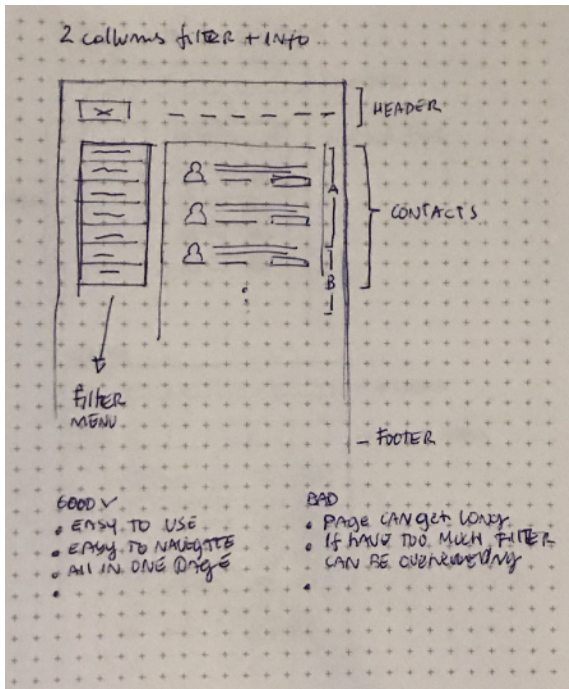
- 1 - Contacts holds all the user information as much for agencies and agents
- 2 - Agents work for agencies under contract so they can work for more than 1 company
- 3 - The company have different policies for each state
- 4 - Companies operate in multiple states at once
- 5 - the content is searchable by location (state), type, contact and policies restriction

This was an important step and could have be done a little further with some access to the britecore software and clientes itself but for this interview I will continue assuming this is enough to keep going.

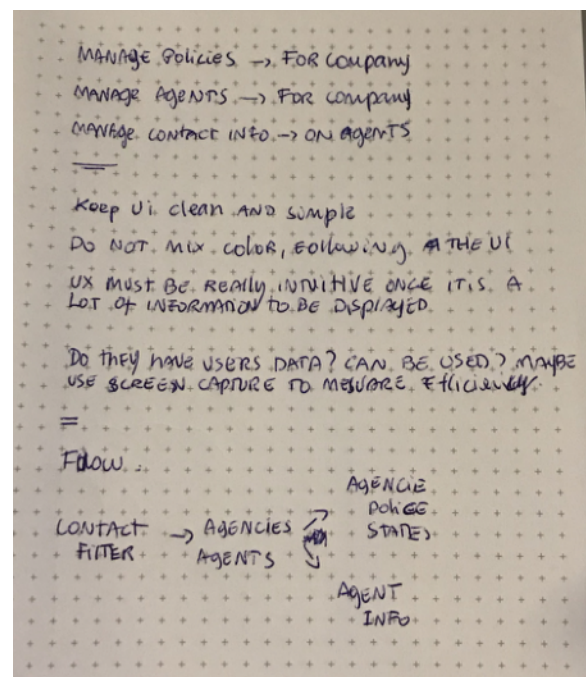
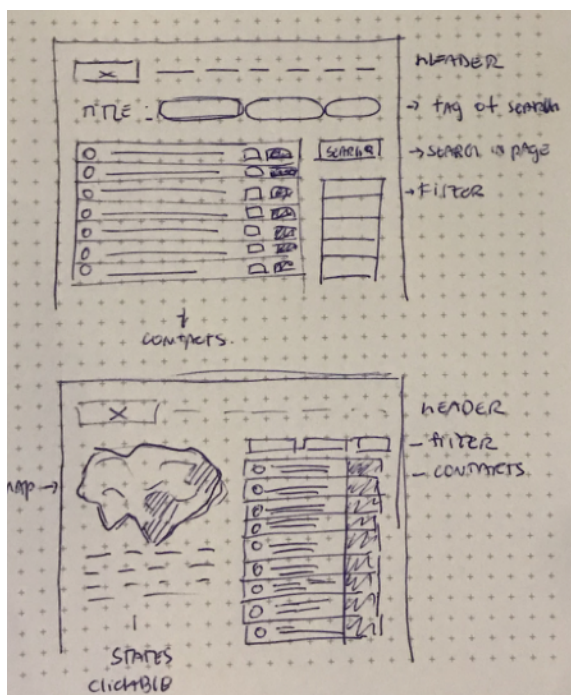
02 - Exploration

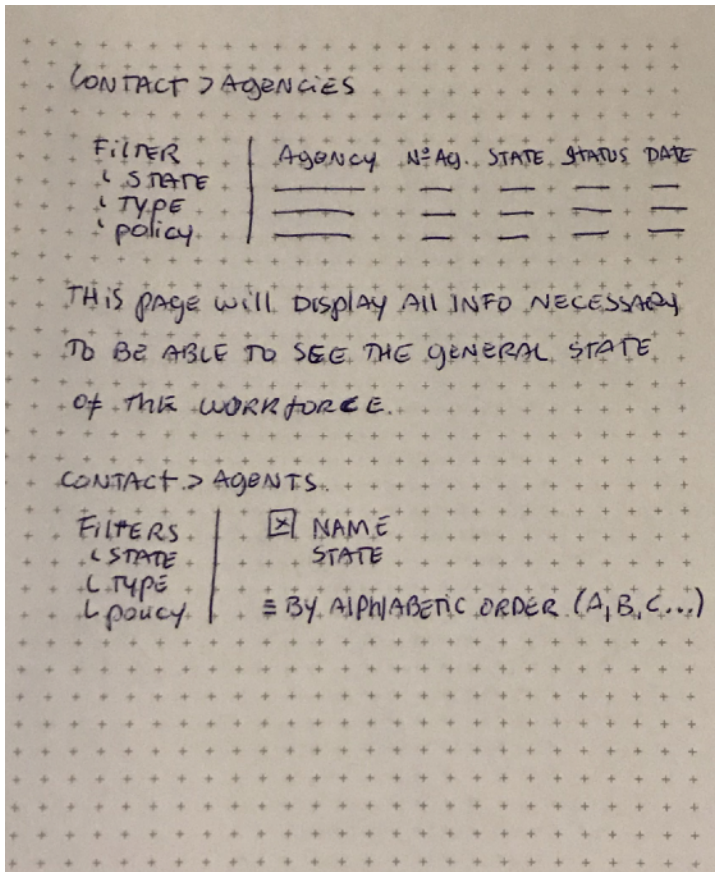
This step starts on paper, and goes to digital to get closer to the final product. The main goal first is to laydown information, organize structure and map the user flow and information needed in each page. This process would have greater impact with access to Britecore team, to have feedback faster to functionalities and what is already tested previously.

Some paper wireframes/mockups:



The main goal here was to test some ideas before going to sketch. There is a lot of trying and going back and Forward to see if there is any idea that survive the process. Some ideias I tried while exploring: visual map on screen for state policies selection. Lateral filter like online e-commerces for creating easy to filter secondaries menu. Smart search creating based on navigation of user and most used searches. Suggestion of search by user, etc.





Suggestion of information to contain on pages/sections based on information collected for that type of filter.

03 - Visual Exploration

agencies page copy

BriteCore

Agencies

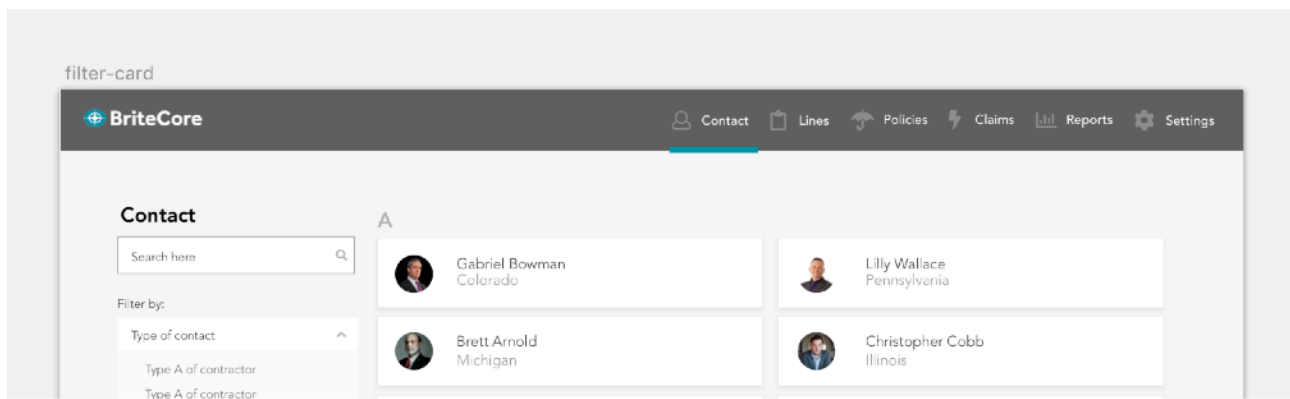
Agency Name	N° Agents	Status	Created
Insurance Inc.	12	09	07 Jan 2018
Theodore Lloyd Ltd	10	00	07 Apr 2018
RBC Farmers	38	07	20 Jun 2018
Gibson Insurance	22	12	14 Nov 2018
Insurance Inc.	12	09	07 Jan 2018
Theodore Lloyd Ltd	10	00	07 Apr 2018
RBC Farmers	38	07	20 Jun 2018
Gibson Insurance	22	12	14 Nov 2018

agencies page

BriteCore

Agencies

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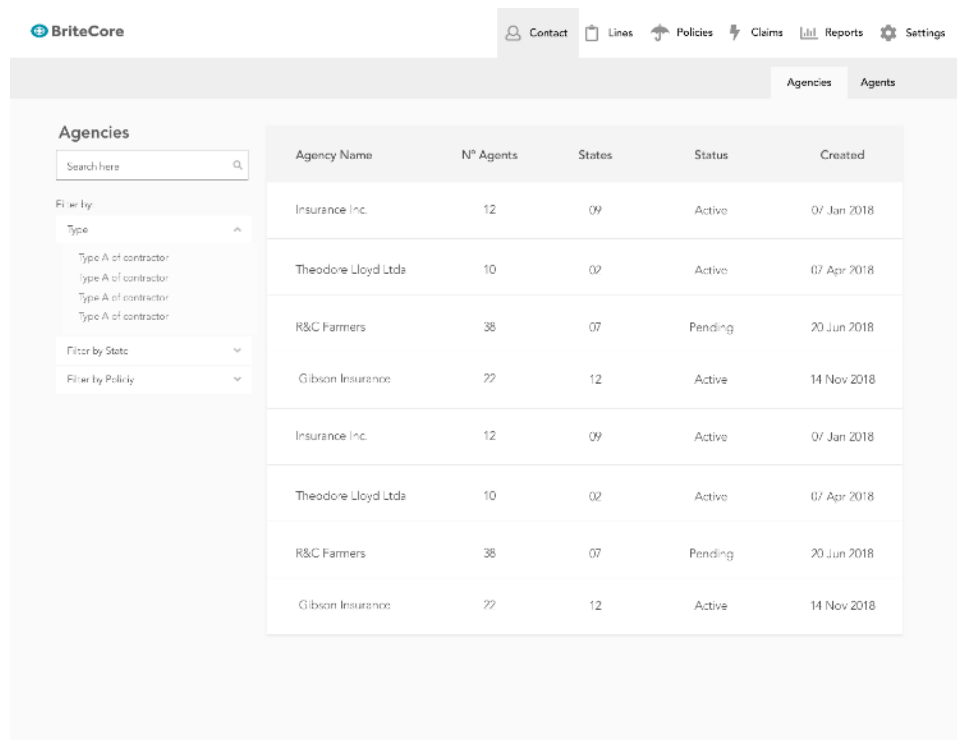
Here starts the process on sketch where I'm trying how to get the best possible user experience using my information from the wireframes and mockups and creating a visual compelling interface without compromise the present interface.

The use of strong and bold colors and Type was limited as no reference was found in any Britecore interface. I tried to create new interfaces to simplify the process but not going all new about design language or brand usage. I did 2 exploration, initially: lateral fixed menu and top-fixed menu:

Dark color theme was abandoned for not following the britecore software already live. This is a dark theme that could be used to generate contrast with all the content and generate easy to visualize navigation but do not follow current design and brand identity for the client.

04 - UI/UX Prototype

The final prototype is a variation from the first wireframes and mockups I tested. The final product is about simplicity to use, information hierarchy and keep in mind that each page has a specific point of contact with the user. I did 4 pages as my prototype to show how my user flow works. You can see it below:



BriteCore

Contact

Lines

Policies

Claims

Reports

Settings

Agencies

Agents

Contact

Search here

Filter by:

Type of contact

Type A of contractor

Type A of contractor

Type A of contractor

Filter by State

Filter by Policy

A

Gabriel Bowman

Colorado

Lily Wallace

Pennsylvania

Brett Arnold

Michigan

Christopher Cobb

Illinois

Alta Quinn

Louisiana

Lizzie Davidson

Michigan

Rebecca Carlson

Texas

Ora Greene

Nebraska

Ellen Sutton

Montana

Jordan Hogan

Alaska

B

Lucile Boyd

Indiana

Luis Chambers

Mississippi

Nancy Fox

Hawaii

Ricardo Moss

Indiana

Duane Brown

Texas

Patrick McCoy

Wisconsin

Luan Maia Carneiro
luanmaialmc@gmail.com

BriteCore

Contact

Lines

Policies

Claims

Reports

Settings

Jordan Goodwill farmer Insurance

fidai_juelwrtz@yahoo.com 727-436-8186

ActiveStates

Policies

Idaho

Agent Name	Company	date created	Active	Actions
Ryan Lambert	Goodwill inc.	date created	Active	<div></div> <div></div>
Lillian Smith	Long gone insurance	date created	Active	<div></div> <div></div>
Lula Jefferson	Long gone insurance	date created	Active	<div></div> <div></div>
Isiah Francis	Long gone insurance	date created	Active	<div></div> <div></div>

Oklaohoma

Agent Name	Company	date created	Active	Actions
Ryan Lambert	Goodwill inc.	date created	Active	<div></div> <div></div>
Lillian Smith	Long gone insurance	date created	Active	<div></div> <div></div>
Lula Jefferson	Long gone insurance	date created	Active	<div></div> <div></div>
Isiah Francis	Long gone insurance	date created	Active	<div></div> <div></div>

West Virginia

Agent Name	Company	date created	Active	Actions
Ryan Lambert	Goodwill inc.	date created	Active	<div></div> <div></div>
Lillian Smith	Long gone insurance	date created	Active	<div></div> <div></div>

BriteCore

Contact

Lines

Policies

Claims

Reports

Settings

Jordan Goodwill farmer Insurance

fidai_juelwrtz@yahoo.com 727-436-8186

ActiveStates

Policies

Policies by State

Homeowner Policies

Homeowners Policies

Farmowners Policies

Commercial Policies

Dwelling Fire Policies (Rental Coverage)

Liability Protection Policies

+ ADD NEW