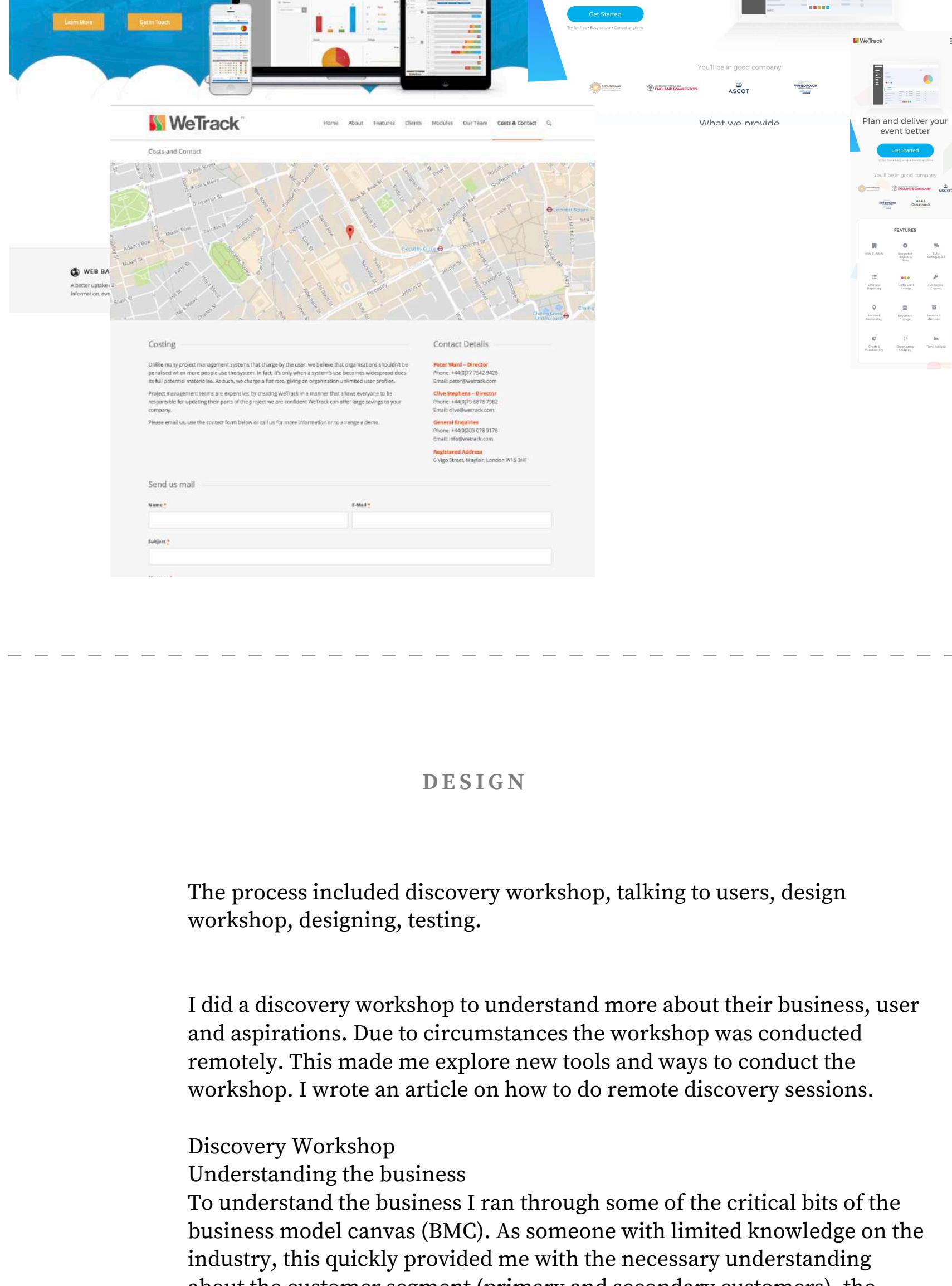


Upgrading onboarding journey



ABOUT WETRACK

WeTrack is a task management software for large events. Clients incl. Expo2020 Dubai, ICC Cricket World Cup 2019, Royal Ascot, Farnborough Air Show, Secret Garden Party, etc.

PROBLEM

WeTrack completed a system redesign in July 2017 which has dramatically improved user experience of the platform reducing the customer support time.

However, they acquire all of their customers through word of mouth. The platform still lack an intuitive onboarding process to make it scalable.

As part of the onboarding journey we decided to focus on the following:

Landing page: Design a customer centric website that would also reflect WeTrack's brand through appealing visuals, clear CTA's, concise messaging and analytics to measure KPIs

Automate the onboarding process: Design a self-explanatory onboarding process that would allow the customers to set-up free trials and explore the product without sales support.

Manage different profiles: If a user is part of different events, allow the user to access and manage different profiles.

DESIGN

The process included discovery workshop, talking to users, design workshop, designing, testing.

I did a discovery workshop to understand more about their business, user and aspirations. Due to circumstances the workshop was conducted remotely. This made me explore new tools and ways to conduct the workshop. I wrote an article on how to do remote discovery sessions.

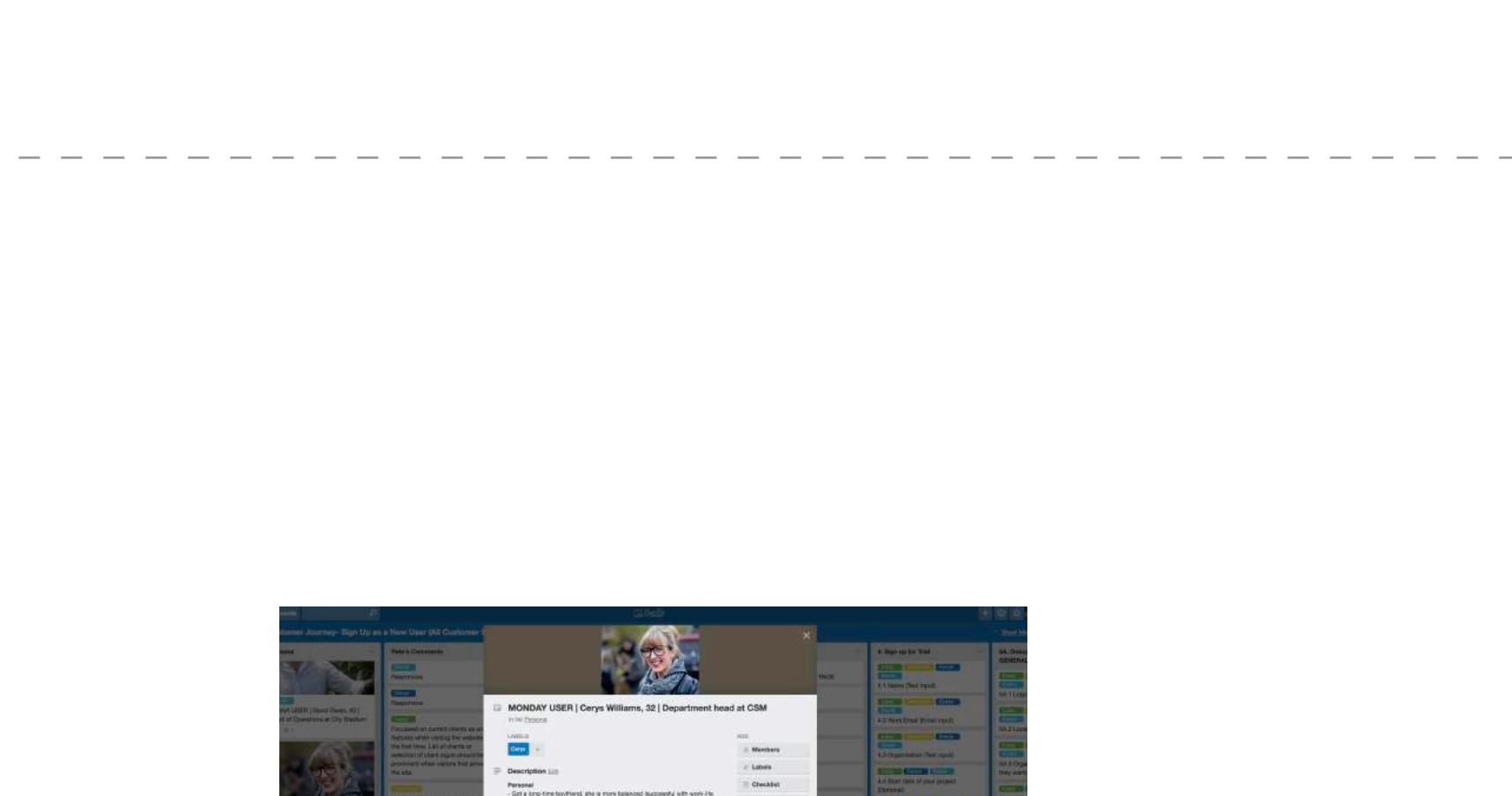
Discovery Workshop

Understanding the business

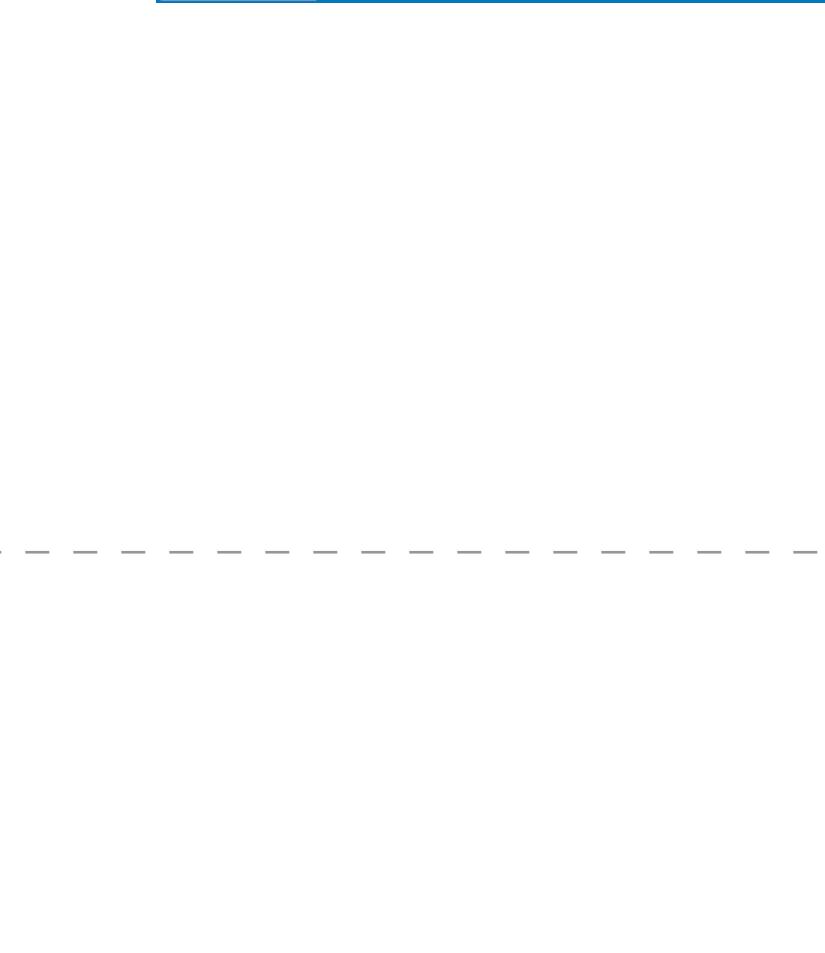
To understand the business I ran through some of the critical bits of the business model canvas (BMC). As someone with limited knowledge on the industry, this quickly provided me with the necessary understanding about the customer segment (primary and secondary customers), the value they provide, the revenue they get in return, the channels and customer relationship they maintain, and the Competitors Landscape. For this I used Google hangouts, with Google docs shared in a huge monitor.

Understanding the users

We then created personas and empathy map for different customer segments to understand the users and build empathy towards them.



DESIGN PROCESS

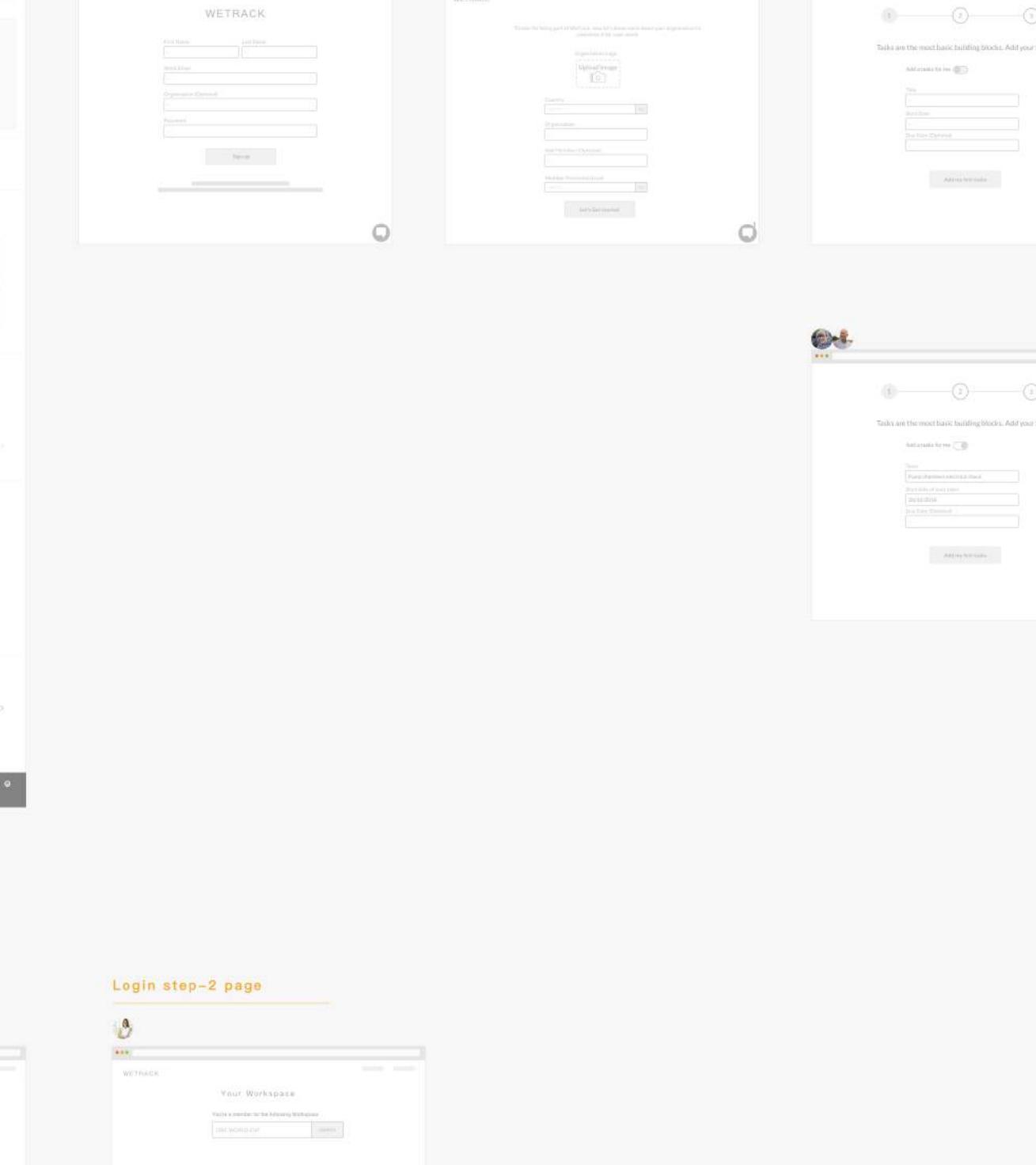
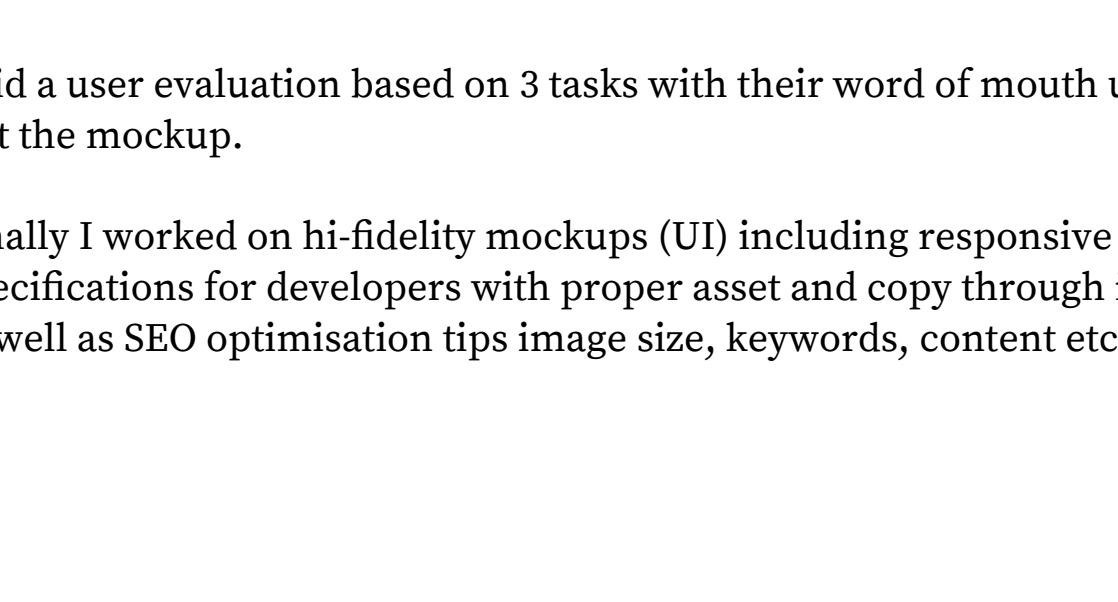
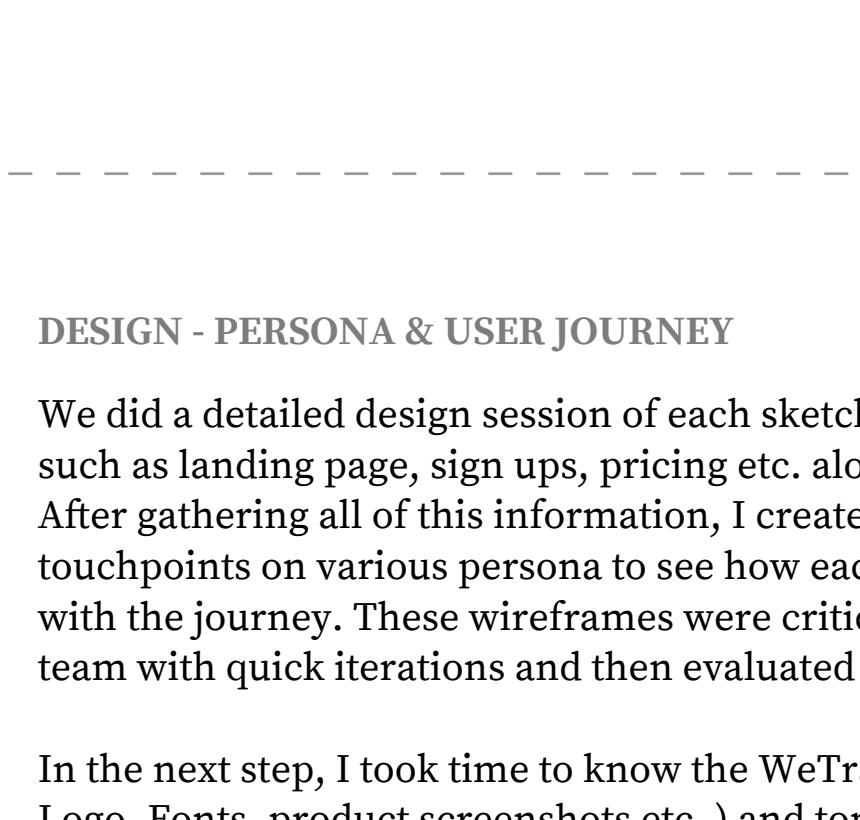


Working in a startup was already challenging. However, with a completely new industry, hundreds of strict regulatory requirements and standards to adhere to and changing age-old habits was a real test in my UX career.

Based on the personas, we mapped out different possible customer journeys. We did this in Trello.

WeTrack built a loyal customer base with their customer centric product who often gives feedback in their product roadmap. They pulled in some of the big names as listed previously such as Expo2020 Dubai, ICC Cricket World Cup 2019 etc. Therefore, on insisting I managed to interview 3 of their word of mouth users that matched 2 different personas to understand how they generally add a new software to their workflow. It was very clear that they would usually know about a new software through Google (10 best event management app articles) and they also get a lot of recommendation from their network who happen to bump into a software through similar article or social media.

The user interactions assured me that the persona's were familiar. I was also more aware of the users and it helped in creating the sketches for the customer journey.



DESIGN - PERSONA & USER JOURNEY

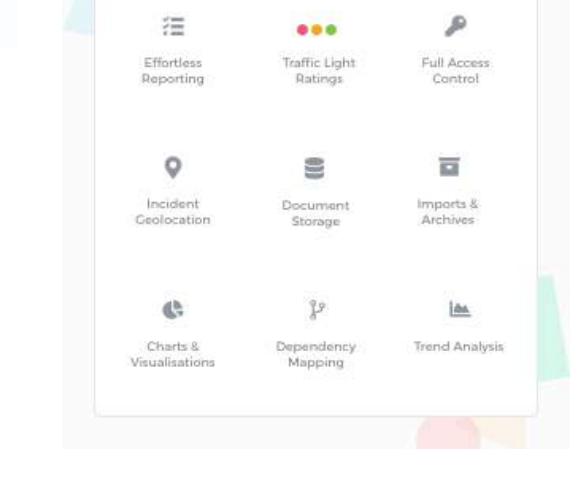
We did a detailed design session of each sketch of the customer journey such as landing page, sign ups, pricing etc. along with high-level contents. After gathering all of this information, I created wireframes with touchpoints on various persona to see how each persona would interact with the journey. These wireframes were critically discussed with the team with quick iterations and then evaluated with users.

In the next step, I took time to know the WeTrack branding (Colours, Logo, Fonts, product screenshots etc.) and tone of voice, I did mock-ups of the wireframes.

I did a user evaluation based on 3 tasks with their word of mouth users to test the mockup.

Finally I worked on hi-fidelity mockups (UI) including responsive design. Specifications for developers with proper asset and copy through invision, as well as SEO optimisation tips image size, keywords, content etc...

Customer Journey - Sign Up as a New User

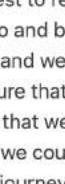
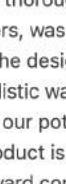
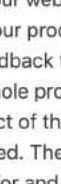


Final Design

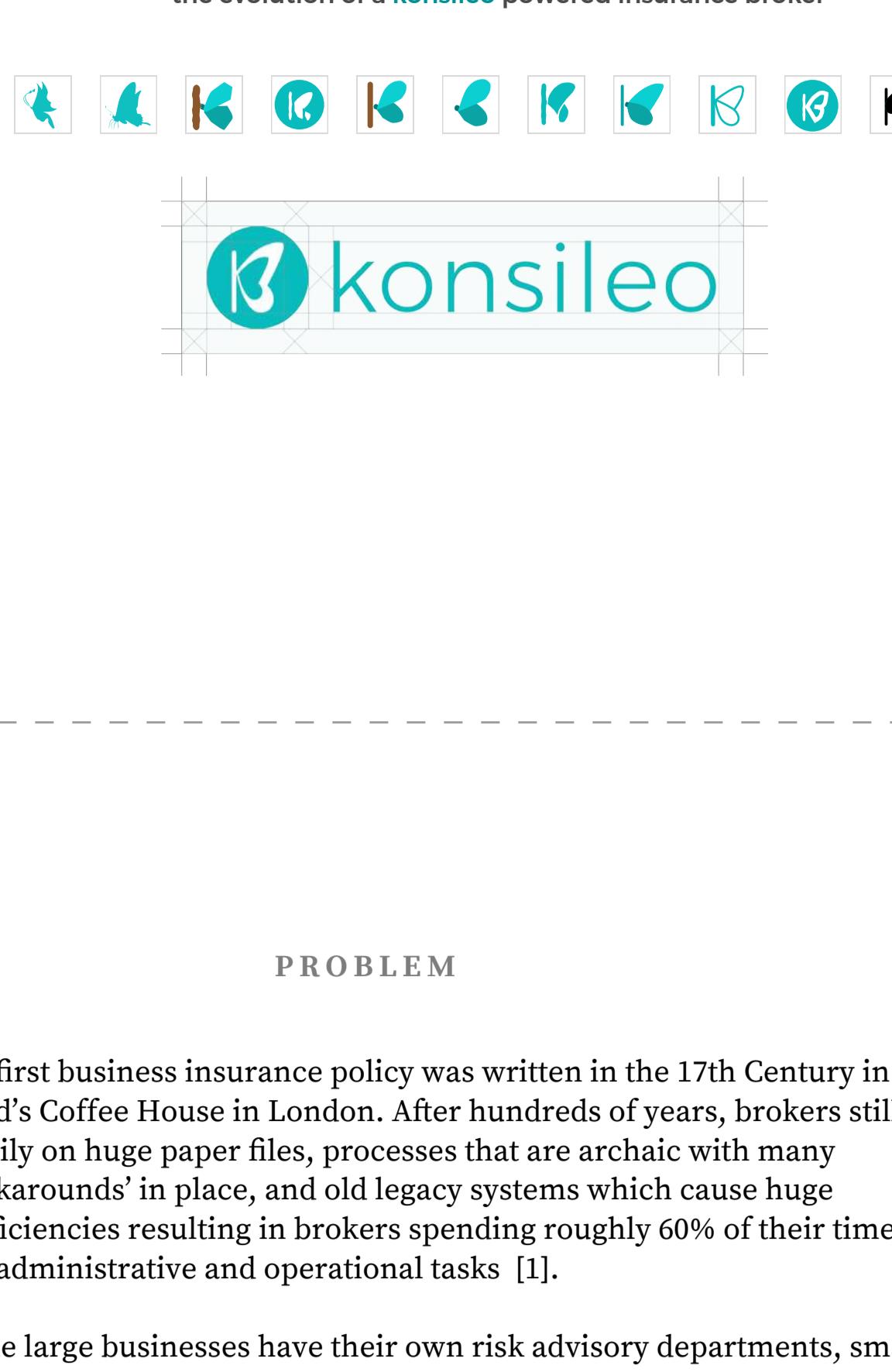
LinkedIn Recommendation

Charlie Vaughan-Fowler, Product and Operations at WeTrack, highlighted that he was a client of Arintra's

Arintra has been managing the WeTrack team, both as a mentor while WeTrack was on its beta stage, and more recently during the redesign of our website. He was thorough in his quest to really understand our product and users, was very open to and uplifted by feedback throughout the design process, and met with us to ensure that the final product reflected what there was aspect of the website or our potential users that we had not considered. The finished product is better than we could have hoped for and we look forward continuing the journey with Arintra in the very near future!



Building a design by compliance system



Arindra Das is the Lead Product Designer at Konsileo. This document presents a case study of his UX/UI work at Konsileo.

ABOUT KONSILEO

Konsileo is aiming to improve insurance brokers' lives by using technologies for repetitive, monotonous paperwork, building intuitive risk prediction and empowering them to build closer relationships with their clients and focus on providing expert services.

Konsileo was founded by industry veterans and engineers, who were frustrated with the current ways of doing things. At that time, Konsileo had already acquired one of the largest insurance brokerage firms to pilot Konsileo's platform. The firm had 200+ insurance brokers and placing premiums of up to £90 million. The researcher in me was excited to know that I had direct access to users from the first day.

In the past 2 years working with Konsileo, I had the opportunity to wear multiple hats. Apart from designing the Konsileo platform, I worked on the creation of the "Investor pack" (Konsileo raised £2.7 million in April 2018), branding guidelines and logo, building the design system with Atomic Design methodology to list a few.

PROBLEM

The first business insurance policy was written in the 17th Century in Lloyd's Coffee House in London. After hundreds of years, brokers still rely heavily on huge paper files, processes that are archaic with many 'workarounds' in place, and old legacy systems which cause huge inefficiencies resulting in brokers spending roughly 60% of their time on dull administrative and operational tasks [1].

While large businesses have their own risk advisory departments, small and medium businesses (clients) depends on insurance brokers, who advise them with business risk and necessary insurances. With new challenges for brokers such as cyber risks, terrorism etc. the paper files are ever increasing.

There are companies that tried to 'improve' insurance broker's process or move them to a 'better' IT system, but all these projects had all resulted in adding yet more admin and paperwork to their already endless list of tasks. One of the most popular software used by broker today is OpenGI (see pic 1).

Due to strong regulatory requirements by the Financial Conduct Authority (FCA) it often becomes more challenging to built better solution without proper compliance. In addition, changing the way an entire industry has operated for hundreds of years is hard! It requires changing people's habits, their ways of thinking and the process they've become so familiar with during their career.



Screenshot of OpenGI software taken from a OpenGI training module [2]

Working in a startup was already challenging. However, with a completely new industry, hundreds of strict regulatory requirements and standards to adhere to and changing age-old habits was a real test in my UX career.

In this case study, I will describe my design process building a intuitive Fact Find that became the foundation of other value-added services that Konsileo would provide to disrupt the insurance broking Industry. Fact find is the most repetitive and time consuming operational tasks, that every broker would do as the first step in knowing about a business client. It is a form filling session between an insurance broker and their client who would like to be insured.

G O A L

The goal was to create a seamless experience of the fact-finding process between insurance brokers and their client while reducing duplicity/ replication and the loss of information.

O U T C O M E

Since, its launch a year ago, Konsileo's system has been used to place around £5 million in premiums and more broker are opting to join the system every day.

U S E R R E S E A R C H

After acquainting myself with the insurance industry, the vision behind the business and problem we are trying to solve with user research and gathering requirements and setting goal, it was time to know the users. I used several user research methodologies to explore the breadth and depth of users (insurance brokers) behaviours and challenges.

USER RESEARCH: FOCUS GROUP

I used focus group with 8 brokers from the client partners including the CEO. This was ideal to open up a healthy conversation regarding big and small operational issues faced during their daily work. I asked them to start sticking the issues up on a whiteboard and discussed each one in turn (starting with the CEO!).

Once they had a good talk about their frustrations, I presented the tagline "If Carlsberg did... insurance broking" and asked them what insurance broking would look like in the ideal world. We labelled these ideas "Opportunities" in the affinity map. The Carlsberg principle

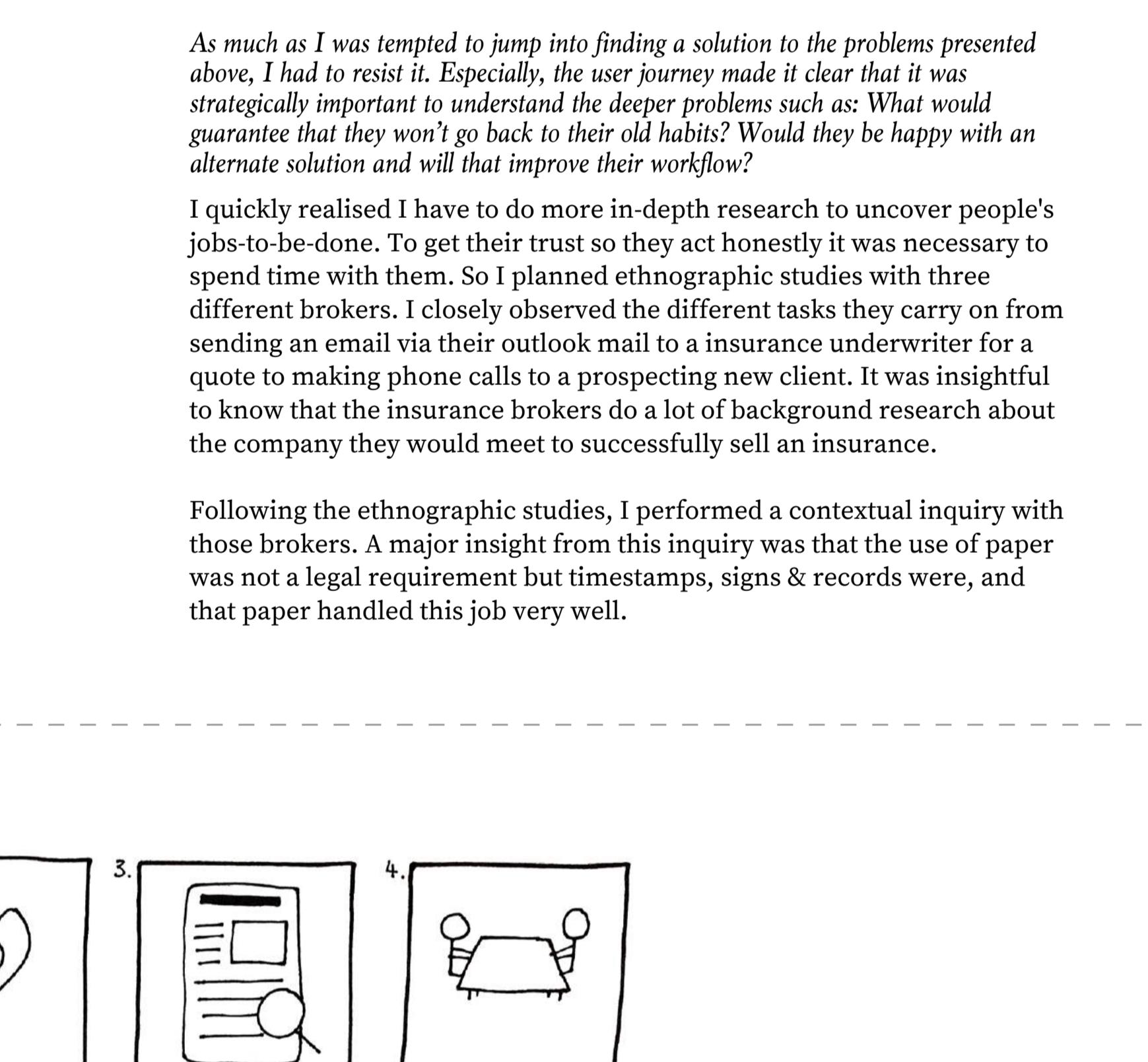
The Affinity map aided us to showcase trends, themes, concerns and areas of opportunity for discovery and improvement.

USER RESEARCH: TASK ANALYSIS & DESK ANALYSIS

Then I wanted to get to the heart of some of the issues raised so to better understand the end-to-end process and find out inefficiencies I asked 5 brokers to help me with a task analysis. Again, this was insightful and it was interesting to see how differently all of them completed the same processes, using different 'workarounds' to overcome inefficient and inadequate IT systems.

Throughout the focus group and tasks analysis processes, I encouraged my whole team to participate to develop empathy towards the users and understand the operational tasks. (show picture).

Finally, I used a desk analysis to investigate regulatory requirements and required outputs (insurance documentation).



D E S I G N - P E R S O N A & U S E R J O U R N E Y

After collating and consolidating my research findings I started spotting trends and created 4 key personas. Using the information from the task analysis I sketched storyboards of their typical work-day and mapped out their user journeys. This was presented back to my team visually to enable them to clearly identify and agree on pain-points and areas for significant improvement.

Pain points to address (from the broker's point of view)

"When I visit a client for Fact finding I need to carry around 20 different paper forms because each type of insurance (e.g. professional indemnity, cyber liability) is captured on a separate form."

"The forms are very rigid and sometimes I need to capture information that is not asked for (or there is no space for) on the form."

"I have to re-key the same information into several different IT systems"

USER RESEARCH: ETHNOGRAPHIC STUDY & CONTEXTUAL INQUIRY

As much as I was tempted to jump into finding a solution to the problems presented I had to resist it. Especially, the user journey made it clear that it was strategically important to understand the deeper problems such as What would guarantee that they won't go back to their old habits? Would they be happy with an alternate solution and will that improve their workflow?

I quickly realised I have to do more in-depth research to uncover people's jobs-to-be-done. To get their trust so they act honestly it was necessary to spend time with them. So I planned ethnographic studies with three different brokers. I closely observed the different tasks they carry on from sending an email via their outlook mail to a insurance underwriter for a quote to making phone calls to a prospecting new client. It was insightful to know that the insurance brokers do a lot of background research about the company they would meet to successfully sell an insurance.

Following the ethnographic studies, I performed a contextual inquiry with those brokers. A major insight from this inquiry was that the use of paper was not a legal requirement but timestamps, signs & records were, and that paper handled this job very well.

D E S I G N - D E S I G N S T U D I O W O R K S H O P

Triangulating between research on existing tools, interviews, observations and user data provided greater validation and insights. Given the time period, I was quite satisfied with my research findings to move forward in the design phase.

It was important to the brokers I'd worked with that they feel part of the solution, so I invited them for a design studio workshops. The goal of the workshop was to explore a wide set of ideas and also create a shared vision to move forward within a short amount of time.

I did a small presentation on my research findings and briefed about the user journey. As well as showed them on how to draw simple pictures with pens and paper.

To set the scene, I introduced them to a persona, a scenario and a task I wanted to solve for them. I started with the question of what could replace paper during a fact finding session?

Persona: A Senior Account Manager

Scenario: At an on-site visit with a client discussing their insurance requirements

Tasks: Need to capture five complex information about different insurance needs, quickly, in front of the client.

During the sessions, individually and then collaboratively the team ideated and started sketching their ideas.

To make the session interactive and soak them fully into the design, I introduced them to Wizard of Oz and Role-playing. I choose Wizard of Oz methodology as this would give the participant full-freedom of interacting with different kind of props and the observers a good understanding of what would be the best option for feedback from users throughout the design process.

For roleplaying I choose various different context such as home, cafe, office, walking in the factory etc. Many different kinds of props (such as a tablet, keyboard, buttons etc.) were cut out of cardboard and participants were free to use anything to complete the tasks while playing the actor.

The session was recorded and then we sat down to discuss and compare how those significant pain points were handled by the brokers using props and which screen size they were more comfortable with.

It was quite an intense session but by the end, we decided to go with a modular table interface as majority of them preferred a relatively medium-sized screen (bigger in size than a tablet) with keyboard, touchscreen and camera facilities which would be portable as well as would be easy to connect to their large sized monitors once they were in office. Additionally, we had produced a couple of sketches and a high-level user flow which everyone supported. The sketch also included ideas to connect various data feeds, such as Google maps, Companies house company data.

With a solid first iteration, I refined the design further with the new findings and started thinking about alternative flows, errors, and other such edge cases. After several iterations of testing and designing lo-fi wireframes in Whimsical, I was able to really refine the design. I constantly reached out for feedback from users throughout the design phases to get valuable as we were able to collaborate and further simplify the flow.

Further, I also took the role of business analyst collaborating with the CEO and the brokers to list the different data feeds that would make their life easy. I listed them in Excel and researched and found 30 different data sources to provide a complete overview of a company, such as Companies house API, ICO registers, Google maps, flood registry, crime data etc.

Working with the management, lead developer and product manager, we defined a product roadmap to determine the release sprints. I then created a backlog of items in Jira formed our first sprint. I worked on the user journeys and screen designs based on the order of priority according to the roadmap. I used Sketch Design software to create hi-fi mock-ups and detailed the specifications in the Jira tickets and conducted walk-throughs with the development team out in Serbia.

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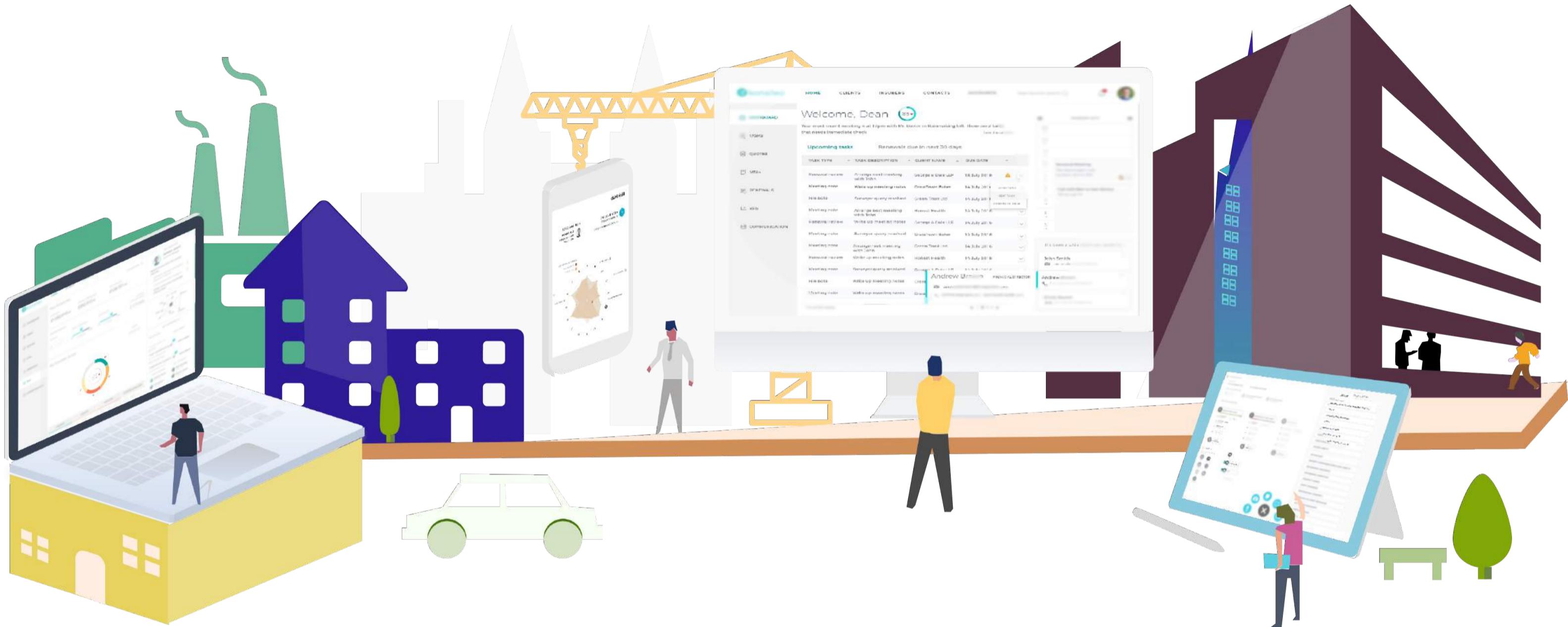
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With



Konsileo is a commercial insurance broker using technology to empower individuals and replace hierarchical management with professional collaboration.

The screenshot displays the Docuvo BETA application interface. At the top left is the Docuvo logo. To its right is a search bar with a magnifying glass icon and the word "Search". Below the search bar is a checkbox labeled "full-text search".

SOURCE: A sidebar on the left shows checked boxes for "GDrive" and "Dropbox".

FILE TYPE: A dropdown menu with "Clear [all]" selected, followed by a list of file types: document (356), spreadsheet (56), presentation (6), pdf (400), image (2), folder (0), and other (0).

DATE MODIFIED: Buttons for "Today", "This week", "This month", and "Custom".

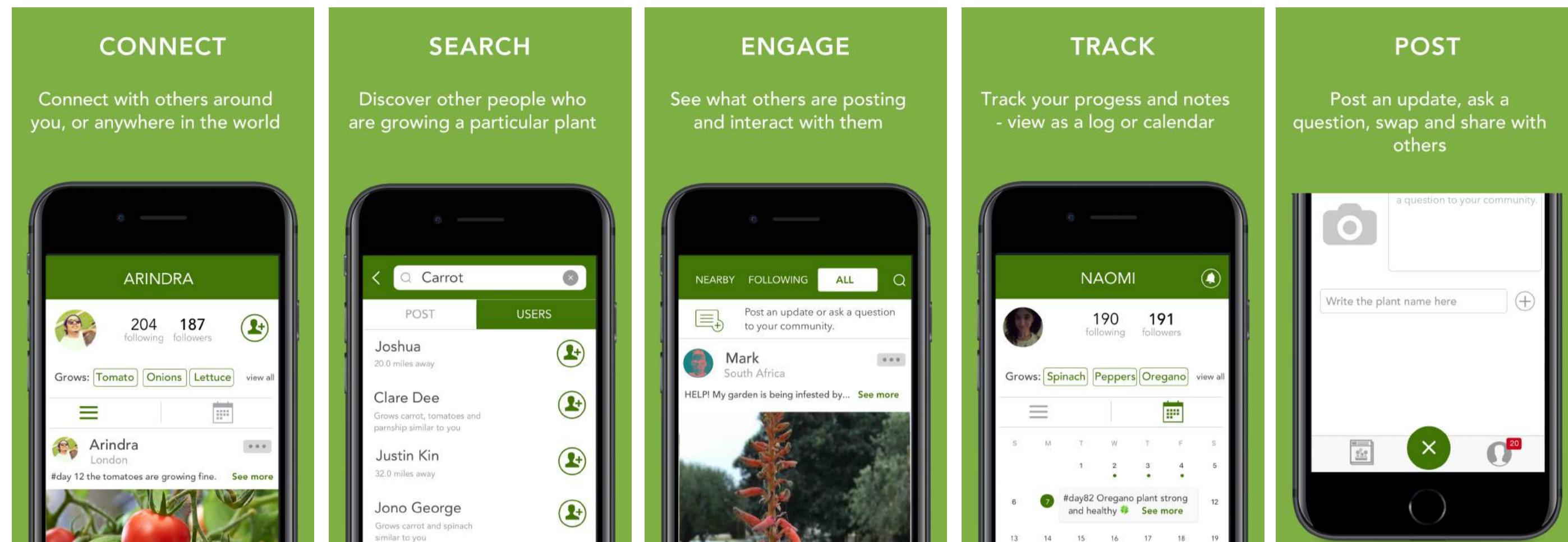
Notifications: A floating window titled "NOTIFICATIONS" lists recent activity from "Steve Musk":

- Shared "datagraph.png" with you about an hour ago
- Shared "searchtuner.png" with you about an hour ago
- Shared "Infinite search.pdf" with you about an hour ago
- Your Google drive sync with email daenerys.tryen@gmail.com is now completed about an hour ago

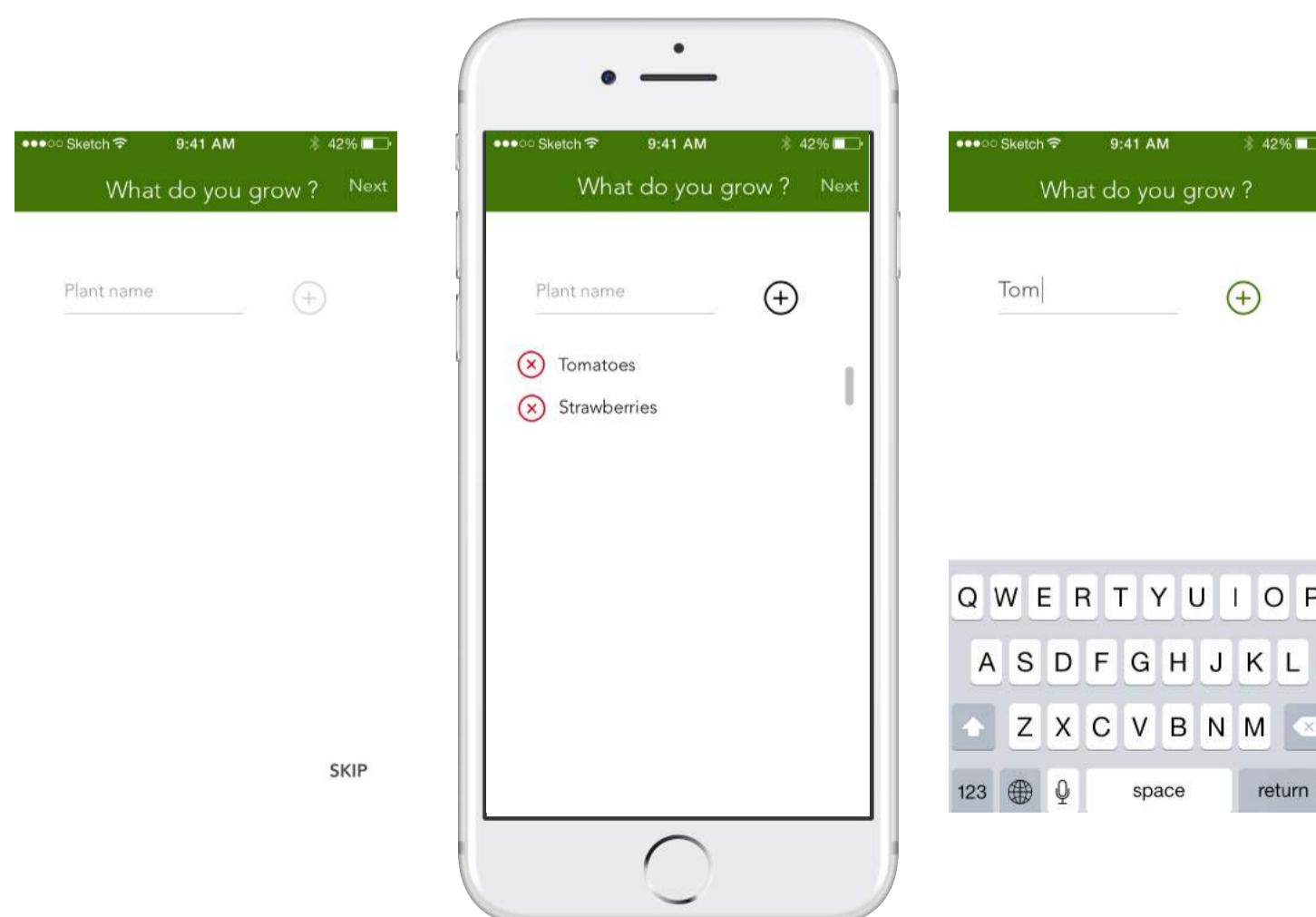
File Preview: Several files are shown in preview mode:

- Feature Testing Checklist.pdf:** A PDF document titled "Feature Testing Checklist" by Steve Musk, dated May 24. It contains a table of authors and a detailed description of a distributed greedy Voronoi tessellation algorithm.
- Feature testing checklist.pdf:** Another version of the same PDF, modified by Steve Musk 4 days ago (11 rev).
- HAIGH.png:** A graphic image featuring the word "HAIGH" in a stylized, geometric font.
- Research by Daenerys Targaryen May 24:** A placeholder card with the text "UPLOAD COVER ART FOR THIS FOLDER".
- Paper Offline by Steve Musk May 24:** A placeholder card with the text "What is Art?".
- Creative Salary Info by Steve Musk May 24:** A placeholder card with a small image of red cherry tomatoes.

Docuvo - sync
multiple accounts
and find the right file
with a smarter search
app



Onboarding process (What do you grow)



Greenseed - The Global community of Food growers

AVAILABLE



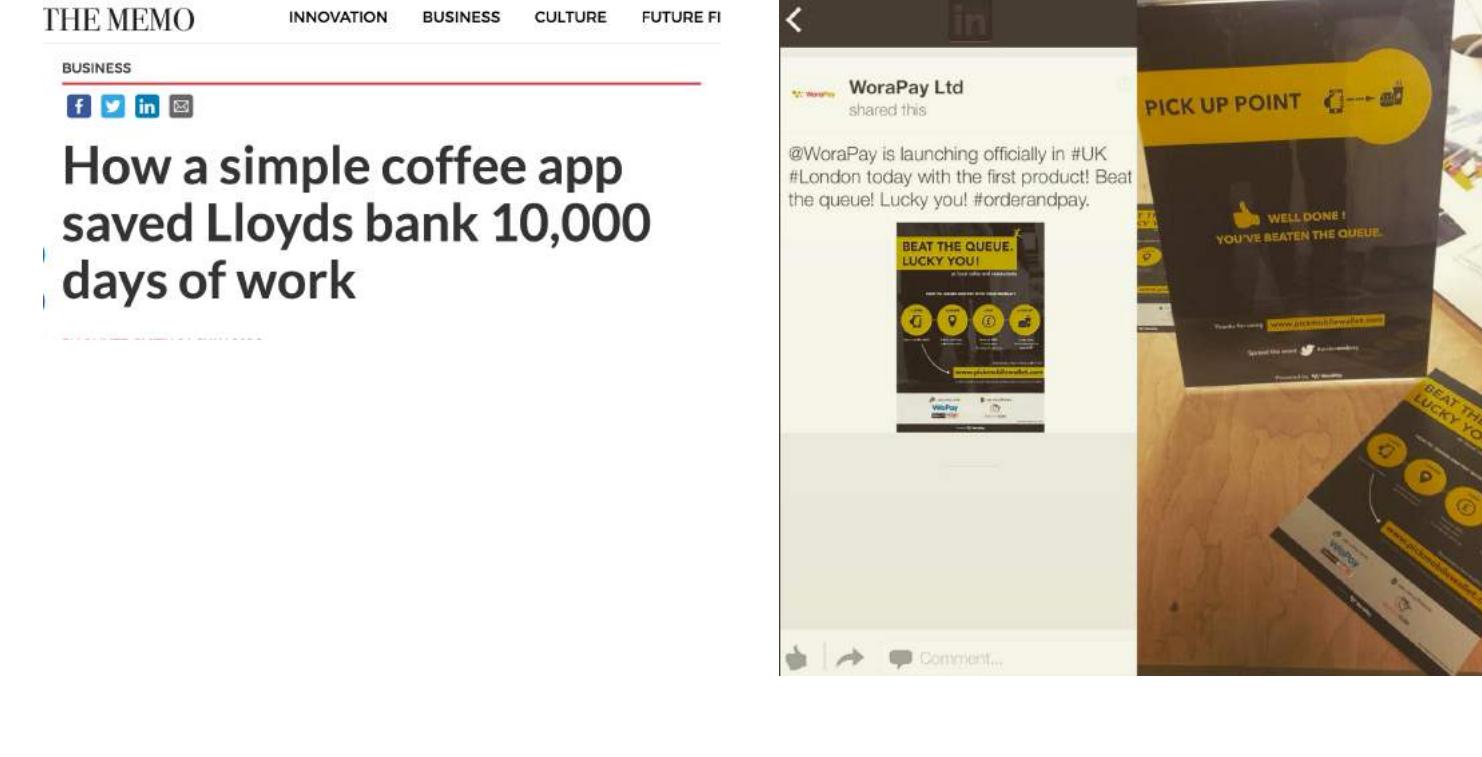
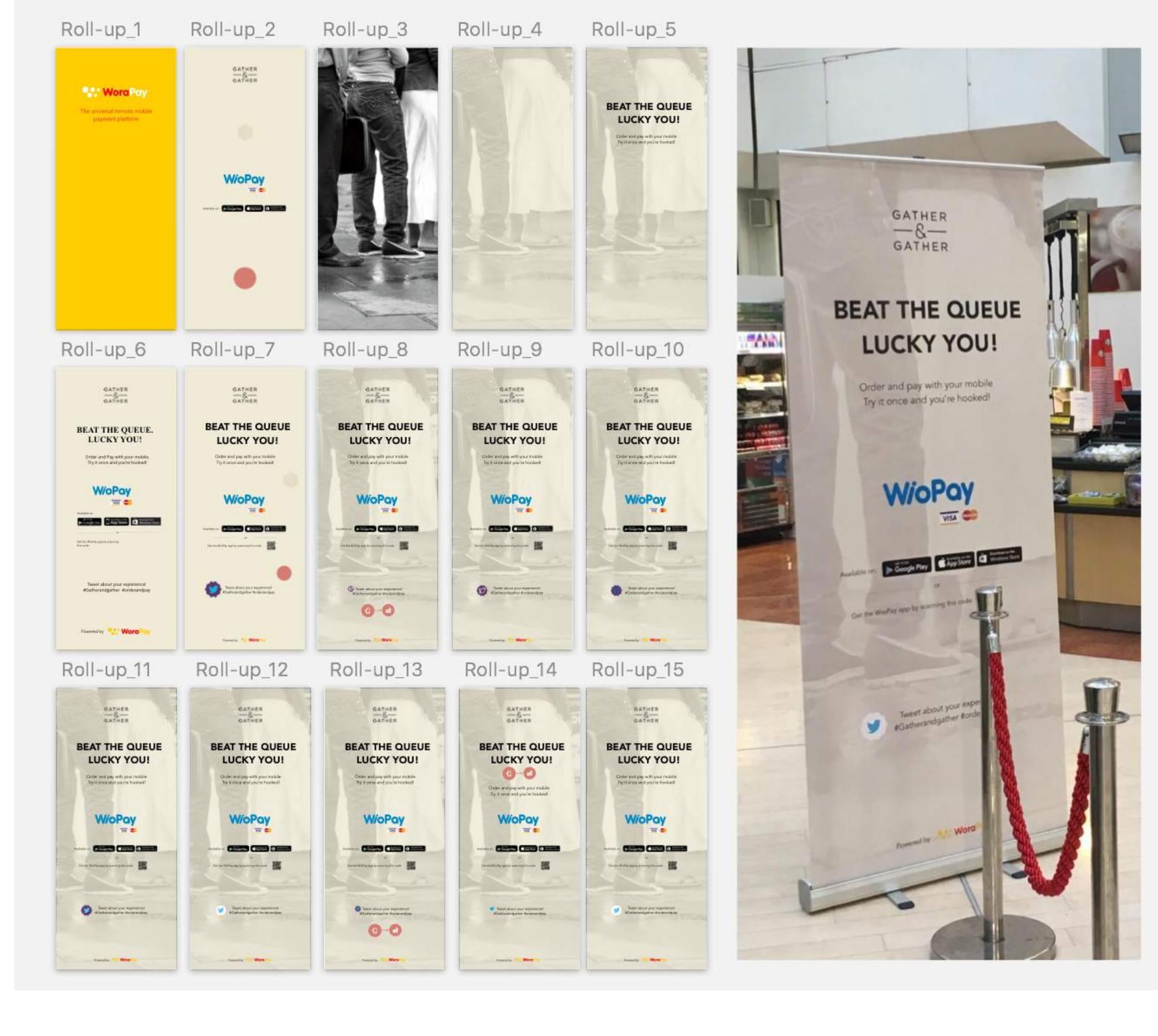


LONDON TUBE MAP

FIREFLY - Firefly is a mobile app that distills the best of trip planning, travel guides, journalling, sharing and personalised mementos, designed for today's smartphone-enabled traveller.

AVAILABLE







Oct 26, 2015 □ Dublin, Ireland
SSE Airtricity Dublin Marathon

Photos Runners Rating Register now!

This will be the 36th year of this great event which is run through the capital's historic Georgian streets and its magnificent Phoenix Park. Thousands of spectators will line the route and in fact, such is the buzz from the crowd, that overseas participants have dubbed it 'the friendly marathon'.

Route description:
The course is largely flat, with 2 long inclines rather than hills, a single lap, and starts and finishes in the city center. Conditions for marathon running are ideal as the average temperatures for October are around 12°–14° C (53°–57° F).

Route map: Open in a new window

Refreshment stations:
10 water stations distributing water in plastic bottles, 3 Lucozade Stations and 2 High 5 Stations issuing Gels.

Venue facilities:
A baggage area will be provided in Merrion Square South and will be open from 7:30 am. In addition there are several toilets near the baggage area and on the course. First aid stations on the course and at the finish. A massage area will be available in the finish.

Distribution of race numbers and timing chips:
Race numbers (race pack) will be available for collection at the Dublin Marathon EXPO. The Dublin Marathon EXPO takes place between Saturday October 24th and Sunday 25th between 11:00 hrs. and 18:00 hrs. You must attend to collect your race (bib) number. As last year the EXPO is in the Main Hall of the R.D.S. in Ballsbridge, Dublin 4. You will require a photo ID to collect your running number at the EXPO.

Entry fees:

EU residents:
Before March 1st 70 €
Before August 1st 75 €
Before September 1st 85 €
Before October 1st 17:00 (I.S.T) 95 €

Non EU residents:
Before October 1st 17:00 (I.S.T) 95 €

Start:
Wheelchair entrants: 8:50 am
First wave (under 3 h 50 min): 9:00 am
Second wave (3 h 50 min to 4 h 15 min): 9:10 am
Third wave (over 4 h 15 min): 9:20 am

Weather:
The Irish climate is influenced by the prevailing light South Westerly winds of the Gulf Stream. The average temperatures for October are around 12 °C (53 °F). Dublin has only about 30 inches of rain annually. Ideal for running.

Cancellation:
Entry fees are non-refundable and entries are non-transferable, no exceptions.

Travel:
Information on official tour operators can be found [here](#).

Chip timing available:
Yes

Number of participants last year:
12247

Link to last year's results:
[Open in a new window](#)

Additional info:
Walkers are welcome in the race as the route is open for 7.5 hours.

Weather:
5-19 °C/Warm

Website:
[Open in a new window](#)

Email:
officedublinmarathon@e...

Telephone:
+353-1-6232250

Photos

[Dublin Marathon photos](#)
7 Photos

Total entries: 89
Search participants Search Filter races All races

There are no reviews yet. Be the first one to rate this event!
[Log in to rate.](#)



HELSINKI MARATHON
Koskikatu 20, Rovaniemi, Finland
29th 10h 21min JANUARY'16
42KM 10KM 05KM Save this event

Description Facilities Previous results Contact Register

Entry fee 565 - 805 More info

Weather 5-19 °C/Warm Check real-time

Timing 12:00-18:00 hrs. Check timing for different categories

Route description Mixed distances, mixed terrain. Goes from Twickenham, to Maidenhead, Henley, Ridgeway, Swindon, Malmesbury, Thambury, Severn Bridge, Newport, Cardiff

Maximum number of participants 2000

Share & bookmark Add to your bookmarks

Event info Labels Road race City race Location Fitzwilliam Square, Dublin, Ireland

Start times Marathon: Oct 26, 2015 9:00 AM

SEB Tallinn Marathon SEB Tallinn Marathon

Tallinn is an ancient and modern city between the East and the West. It is exactly this combination of old and new that the course of Tallinn Marathon will introduce.
[Read more](#)

The Hague Marathon The Hague Marathon

The Hague Marathon will take place on Sunday 20th of September 2015. Around 1500 runners will take on the challenging course that shows all the beauty that The Hague has to offer!
[Read more](#)

Comments

Jones Nov 10, 2015 Reitti on mielenkiintoinen, tasainen ja varmaan hyvälle juoksijalle jopa suhteellisen nopea. Juomapisteitä kiltota. Juomat saa nulloina, jolloin ei tarvinnut käveliä tankkausen sikana vaan pystyi ottamaan pullon mukanaan suoraan juokseen ja juomaan. Hyvin suosittu maraton, joka tuo mukanaan monia erilaisia etuja.

Diana Jan 10, 2016 Reitti on mielenkiintoinen, tasainen ja varmaan hyvälle juoksijalle jopa suhteellisen nopea. Juomapisteitä kiltota. Juomat saa nulloina, jolloin ei tarvinnut käveliä tankkausen sikana vaan pystyi ottamaan pullon mukanaan suoraan juokseen ja juomaan. Hyvin suosittu maraton, joka tuo mukanaan monia erilaisia etuja.

Briana Jan 10, 2016 Reitti on mielenkiintoinen, tasainen ja varmaan hyvälle juoksijalle jopa suhteellisen nopea. Juomapisteitä kiltota.

Hugo Jan 10, 2016 Reitti on mielenkiintoinen, tasainen ja varmaan hyvälle juoksijalle jopa suhteellisen nopea. Juomapisteitä kiltota.

Showing 1 - 6 of 25 results

1 2 3 ... 9 >

Similar race

BARCELONA HALF MARATHON Koskikatu 20, Barcelona, Spain
29th 10h 21min JANUARY'16
245 people registered

View

Search who participated All races

PARTICIPANT [25] RACE TYPE

Aittola Veli-Matti 10 km AF Bostläder

Berger Angelika 10 km

Brumelot Nicolas 10 km Sony Mobile Communications

Foley Richard 10 km

Haahti Esa 05 km

Andersson Pernilla 05 km Tetra Pak IF

Showing 1 - 6 of 25 results

1 2 3 ... 9 >

Timing for different categories

Age 18 - 65

Gender Female Male Unknown

Wheelchair access Yes No

Race type 42km 20km 05km

The race starts at 12:00 hrs on 25th July'16

Save to my calendar

Register

125 people See who's going

42 KM 10 KM 05 KM

Route map: Open in a new window

Refreshment stations: 10 water stations distributing water in plastic High 5 Stations issuing Gels

Venue facilities: A baggage area will be provided in Meriton

Similar race

HELSINKI MARATHON Koskikatu 20, Rovaniemi, Finland
29th 10h 21min JANUARY'16
245 people registered

View

Description Facilities Previous results Contact

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Minimum number of participants 2000

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Minimum number of participants 2000

Price

Race type 42 km 20 km 05 km

1st Oct 16 - 2nd Oct 16 640 Sold out

1st Jan 16 - 2nd Mar 16 545 Open Register now

1st Apr 16 - 29th Jun 16 550 -

On the race day 1st and 2nd Jul 16 895 -

Save to my calendar

Register

125 people See who's going

42 KM 10 KM 05 KM

Page 1

