



FARMERS®

Farmers.com Redesign

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Section 1 – Background/Overview

The farmers.com and CSS redesign provides an updated look and feel to the web pages used by our customers, as well as adding functionality to improve their self-serve experience. The changes will be introduced over the course of several releases.

Section 2 – Talking Points

- After the customer logs-in to for the first time, the customer will be remembered. The next time they log-in their first name will be displayed on the farmers.com home page and on the My Account log-in page. This feature can be removed if the customer desires by clearing their cache to delete the cookie.
- A primary email address can only be associated with a single account. If there is more than one account in a household, different email addresses must be used. The customer will receive a message if the email address has already been used.

Section 3 – Processing Overview

1) Customer first name displayed on farmers.com home page and log-in page

- a. If a customer successfully logs-in and authenticates, the next time they return the system will remember them and display their first name on both the home page and the log-in page. The customer will only need to enter their password to complete the log-in.
- b. This feature can be removed if the customer desires by clearing their cache to delete the cookie.

2) Unique account email address

- a. If there are multiple accounts in a household each account will be required to have a unique email address.
 - i. A household with two auto policies with different primary insureds, mother and son. If mother registers with an email address the son cannot use the same email address.
 - ii. A customer has two separate households in different states, unless the households are related the customer will have to use different email addresses.
- b. If a customer attempts to change their email address to one that has already been used the following message will display;
“CSSPrimaryEmailUpdateMessage-001 The email you specified must be unique to your account.”
- c. If the format of the email address provided is incorrect the user will receive the following message;
“CSSPrimaryEmailUpdateMessage-002 The email you specified is not in a valid format, please re-enter your email address.”

3) Session Management

- a. Customers who are logged into My Farmers can navigate to and from Farmers.com pages and remain logged into their account.
- b. If the session is inactive for 25 minutes the customer is given an option to end the session or refresh.
- c. After 30 minutes of inactivity the customer will be automatically logged out.

4) Go Green Splash Screen

- a. When a customer logs-in, a check will be done to see if they are enrolled in “Go Green”.
- b. If not, a check is done to determine if they are eligible.
- c. Eligible customers are presented with the “Go Paperless” page and “Go Green” enrollment modal.
- d. Customer may select from three options;
 - i. Get Started Now
 1. If selected the “Go Paperless” page is displayed and they follow the current enrollment process.
 - ii. No Thanks
 1. If selected the “Go Paperless” page is not presented again for three months.
 - iii. Remind Me Later
 1. If selected the “Go Paperless” page will be presented again the next time the customer logs-in.
- e. If the customer is not eligible for “Go Green” they are taken directly to Policy Summary page.

5) Enhanced Online Security

- a. Lost User Name/Password
 - i. Enhanced online security is no longer used for lost user name/password.
 - ii. Customers will be presented with the Security Question that was established at time of registration.

Section 4 – Forms / Screens / Endorsements Changes/Updates

Home Screen with Remembered Name




The image shows the Farmers website home screen. At the top, there is a red navigation bar with links: "Farmers", "Learn about Farmers", "Login", "Register", "Can't access your account?", and "Language". Below this is a white navigation bar with links: "GET A QUOTE", "BROWSE PRODUCTS", "FIND AN AGENT", "CLAIM SERVICES", and "MY FARMERS". The main content area has a blue background. On the left, there is a photo of a man in a suit, identified as Bernie. In the center, the text "Quote & Buy online" is displayed, followed by "Includes personal service from a Farmers agent!". Below this, there is a form with two input fields: "Select a type of insurance" and "Enter your zip code". A green button labeled "START QUOTING" is below the form. To the right of the main content, there is a sidebar with a login section. It says "Pay your bill & manage policies" and "Hi Bernie, Not You?". Below this is a "PASSWORD" input field, a "Login" button, and a link "Can't access your account?". At the bottom of the sidebar, there are links for "Register" and "Forgot Your Password".

Log-in Page with Remembered Name



The image shows the Farmers website log-in page. The main content area has a blue background. On the left, there is a white box with the text "Login to My Farmers" and "Hi Bernie, Not You?". Below this is a "PASSWORD" input field, a green button labeled "LOGIN", and a link "Can't access your account?". On the right, there is a graphic of a tree with the text "Go Paperless BILLING & DOCUMENTS ONLINE" and a link "Learn More".

Message for Unique eMail Address

 **FARMERS**

Log Out Contact Us

- My Policy Summary
- View My eDocuments
- My Claims
 - File A Claim
 - Check An Existing Claim
- Self Service Center

Change My Online Profile

Personal Information

**Our records show there is another account associated with this email address.
Please enter a unique email address for this account.**

Phone: - - * Email:
* Email Confirmation:


Password Information

☐ I would like to change my password

Deactivate Enrollment

Submit Changes

Message for Invalid eMail Format

 **FARMERS**

Log Out Contact Us

- My Policy Summary
- View My eDocuments
- My Claims
 - File A Claim
 - Check An Existing Claim
- Self Service Center

Change My Online Profile

Personal Information

**The email you provided is not in a valid format.
Please re-enter your email address.**

Phone: - - * Email:
* Email Confirmation:

Password Information

☐ I would like to change my password

Deactivate Enrollment

Submit Changes

List of Authentication Messages Displayed to the Customer

ID	Code	Message
1	CSSLoginMessage-001	Invalid user/password combination
2	CSSLoginMessage-002	Enter the code above here:
3	CSSLoginMessage-003	Too many failed login attempts. To help protect all of our policy holders' security, we limit the number of attempted logins per section of time. Please try again in <remaining_minutes> minutes.
4	CSSLoginMessage-004	This account has been locked.
5	CSSLoginMessage-005	We're sorry, but My Farmers is temporarily unavailable. We're currently working to fix the problem - - Please try logging into your account in a few minutes.
6	CSSLoginMessage-006	To view this page, you must be logged in.
7	CSSLoginMessage-007	Can't access your account?
8	CSSLoginMessage-008	Help
9	CSSLoginMessage-009	Register now
10	CSSLoginMessage-010	Remember me.
11	CSSLoginMessage-011	Hi <first_name>. Not you?
12	CSSLoginMessage-012	Username
13	CSSLoginMessage-013	Password
14	CSSLoginMessage-014	Please input your password
15	CSSLoginMessage-015	Please input your username

Section 5 – Landing Page

<http://www.farmers.com/beta/index.html>