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.

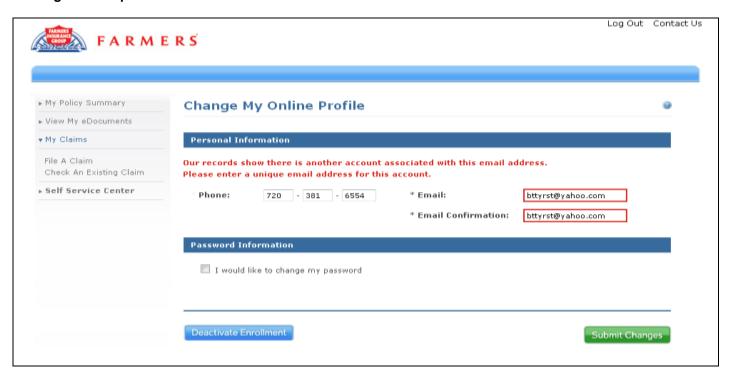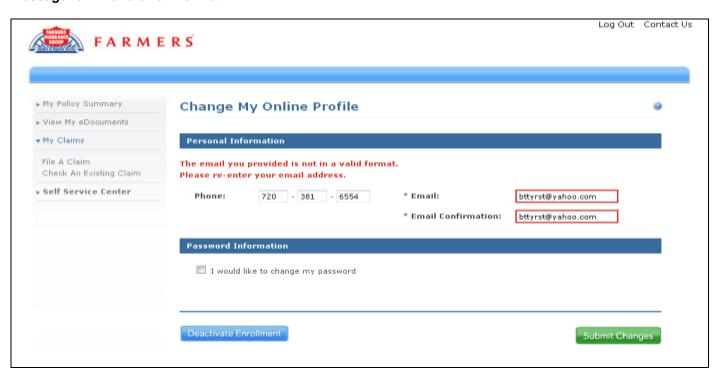**Home Screen with Remembered Name**

Log-in Page with Remembered Name

Message for Unique eMail Address

Message for Invalid eMail Format

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