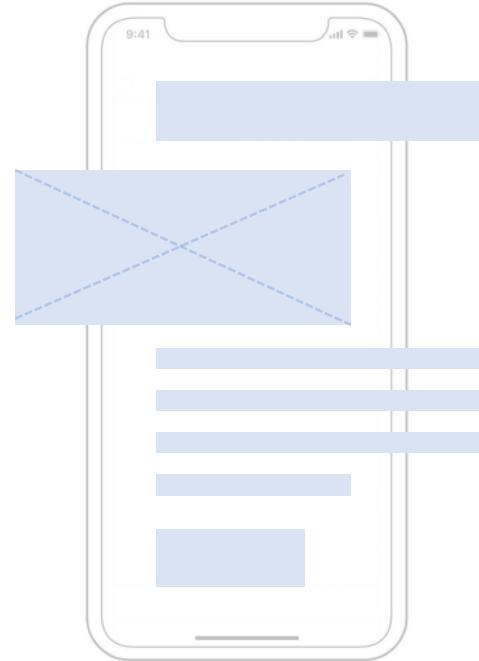


UX

MyCigna Mobile App Redesign Work

Matthew Crowe



Overview

In an everchanging landscape, Cigna strives to be the market leader for delivering quality care at an affordable price. In order to do this, they needed to rethink their overall digital strategy – starting with the mobile app experience.

As part of a small team, **my role** was to assist in current state deliverables while exploring new UI patterns for a more intuitive navigation.

Unfortunately due to the rotational nature of my program, I was not able to see the project all the way through.

What we did



Planning & Strategy

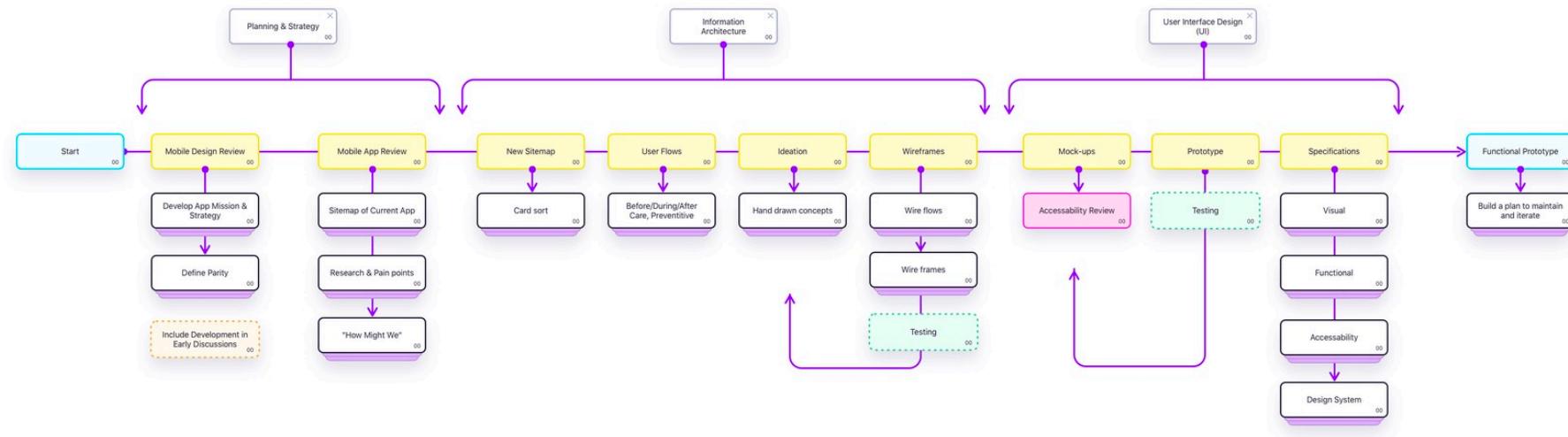


Information Architecture



Wireframes

UX Roadmap



Planning & Strategy



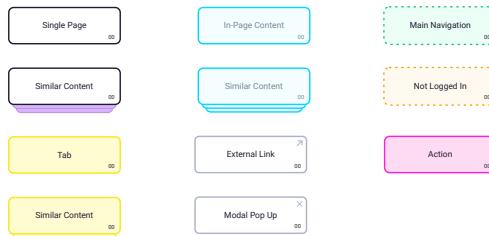
Information Architecture



Wireframes

Our team put together a sitemap of the current mobile app to understand what we were working with, and also to use as a resource for future initiatives.

Legend



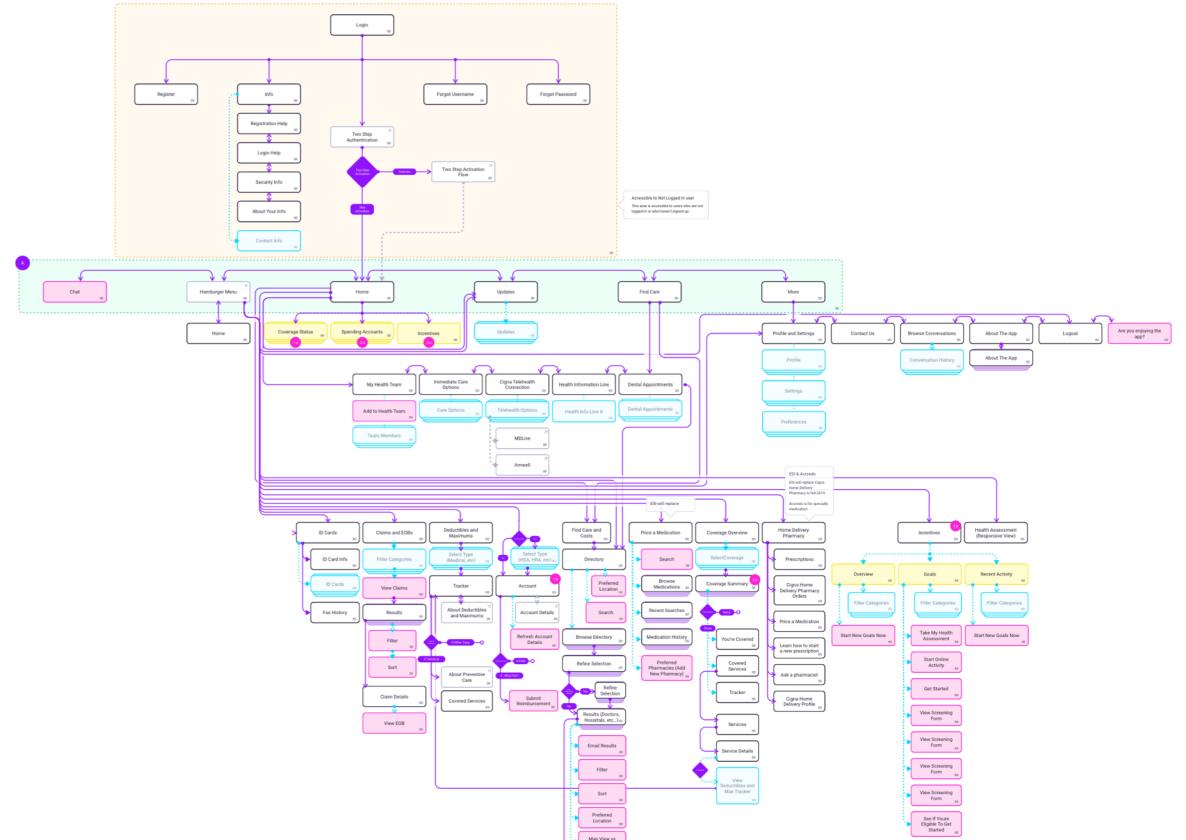
Planning & Strategy

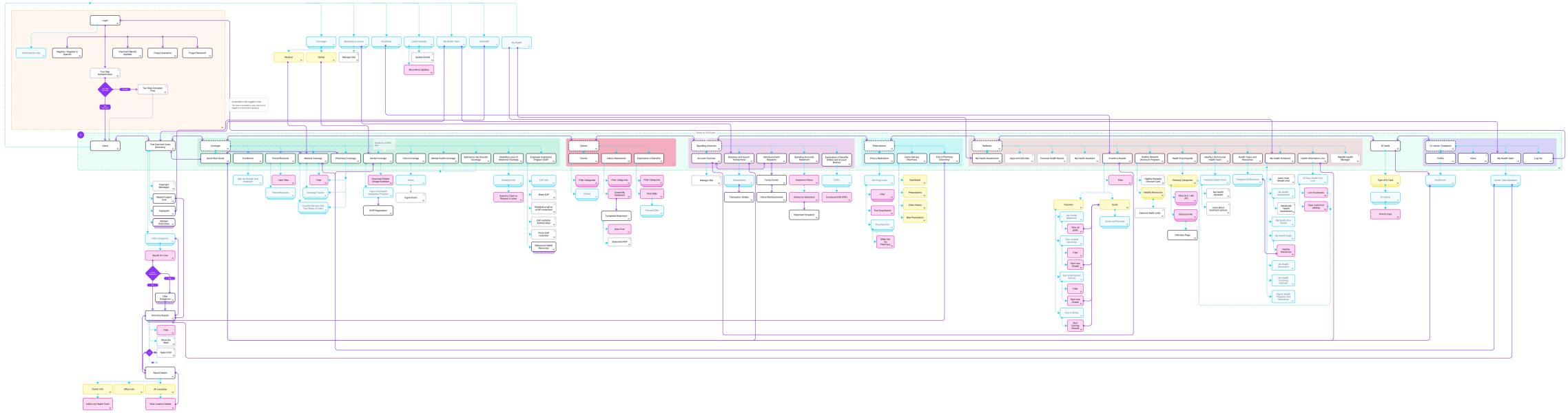


Information Architecture



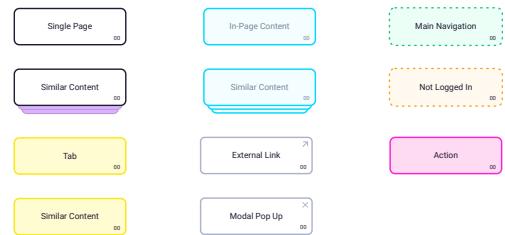
Wireframes





Above is the sitemap we created for the MyCigna web experience to see how it differed from the mobile app. Both sitemaps proved to be very different with various inconsistencies and duplicate flows.

Legend



Planning & Strategy



Information Architecture



Wireframes

Quantitative Research

The main goal with the quantitative research study was to understand what areas of the app were getting the most usage.

The chart on the right shows the usage of the current myCigna mobile app.

Mobile App	Views	Percentage
Find Care	22045696	26.94%
Claims	18698073	22.85%
Dashboard	7269619	8.88%
ID Cards	5336489	6.52%
Home	5012153	6.13%
Coverage	4683227	5.72%
Accounts	4152192	5.07%
Home Delivery Rx	3844172	4.70%
Price a Medication	2361729	2.89%
Other	8417897	10.29%
Total	81821247	100.00%



Planning & Strategy



Information Architecture

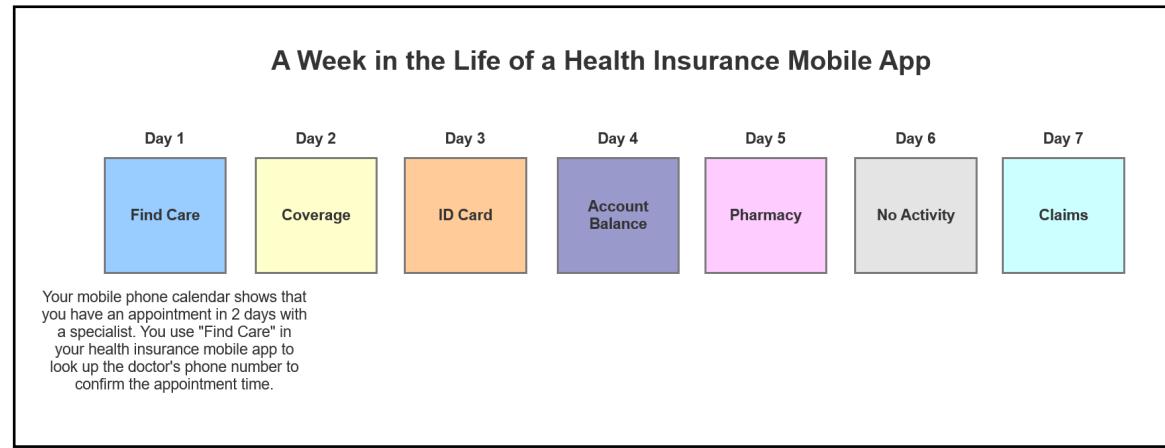


Wireframes

Qualitative Research

The main goal with the qualitative research study was to understand why users used the mobile app and what issues they were running into with it.

Participants used the chart on the right as a starting point to share how the story is similar to, and different from, the way they used the app.



Planning & Strategy



Information Architecture



Wireframes

Takeaways

From the research, we realized the mobile app needed to prioritize quick task interactions (i.e. accessing your ID card, checking a claim, looking up a doctor's info etc.) with a clearer form of communication on updates.

We also had an opportunity to create parity between mobile and web for a better omnichannel experience. In both cases, this meant simplifying the mobile navigation and reorganizing the architecture.



Planning & Strategy



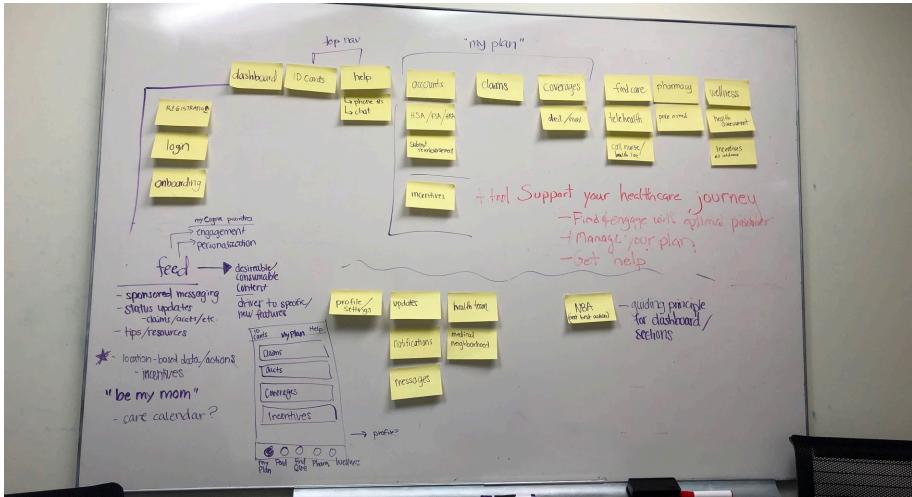
Information Architecture



Wireframes

Card Sorting

Our team conducted a card sorting exercise to organize the different features of the app and re-evaluate the information architecture.



Planning & Strategy

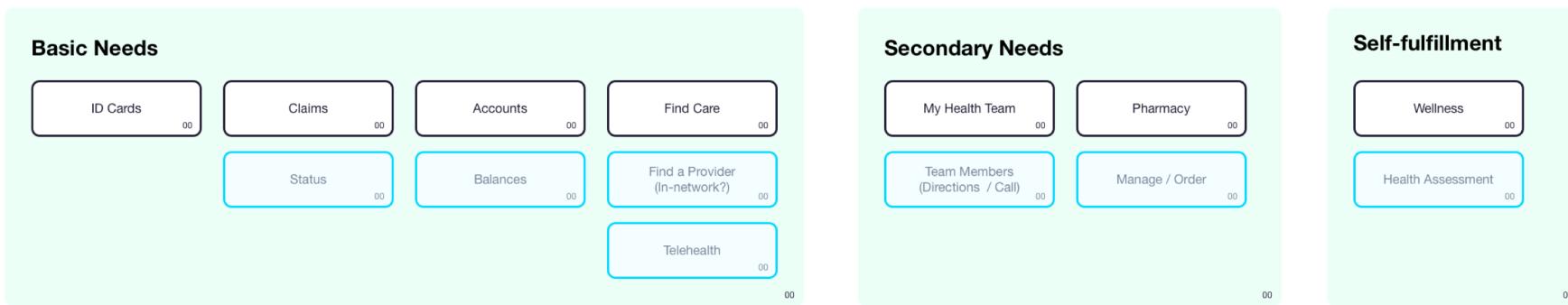


Information Architecture



Wireframes

Priority of Needs by Feature



Planning & Strategy



Information Architecture



Wireframes

Care Journey by Feature



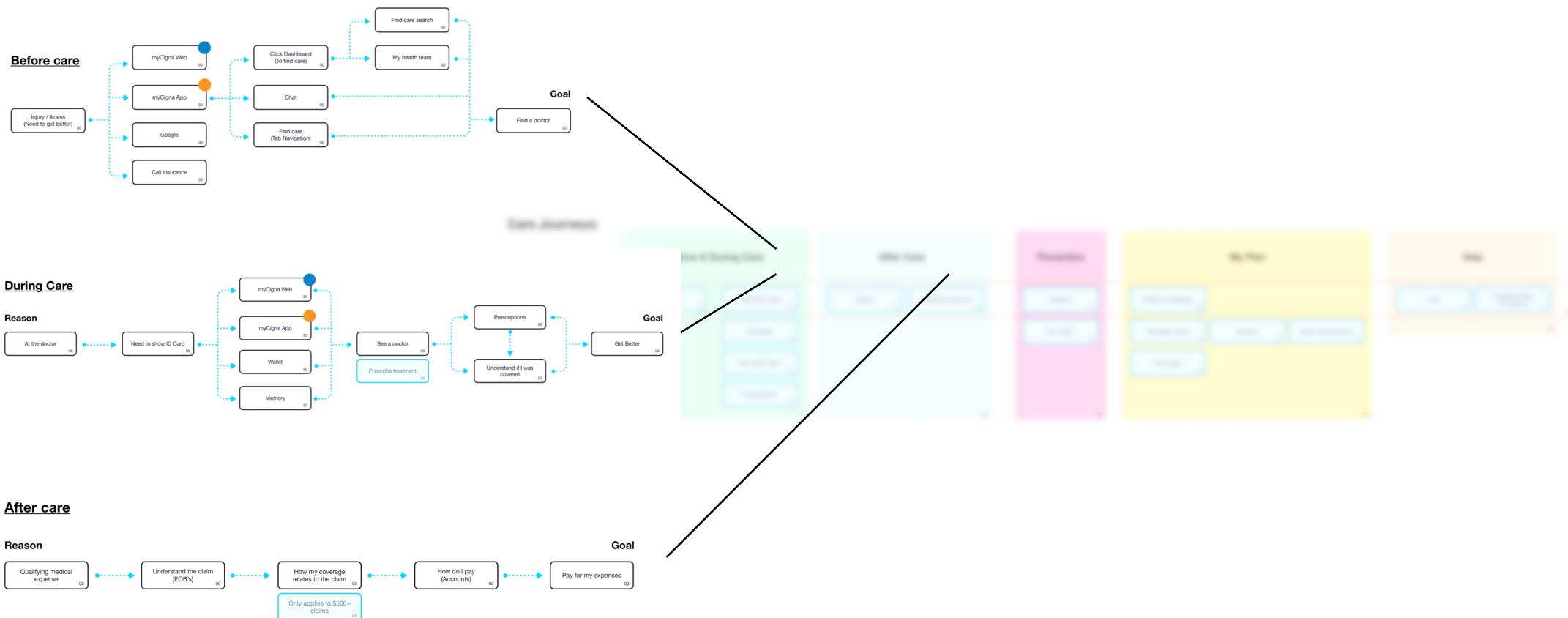
Planning & Strategy



Information Architecture



Wireframes



Planning & Strategy



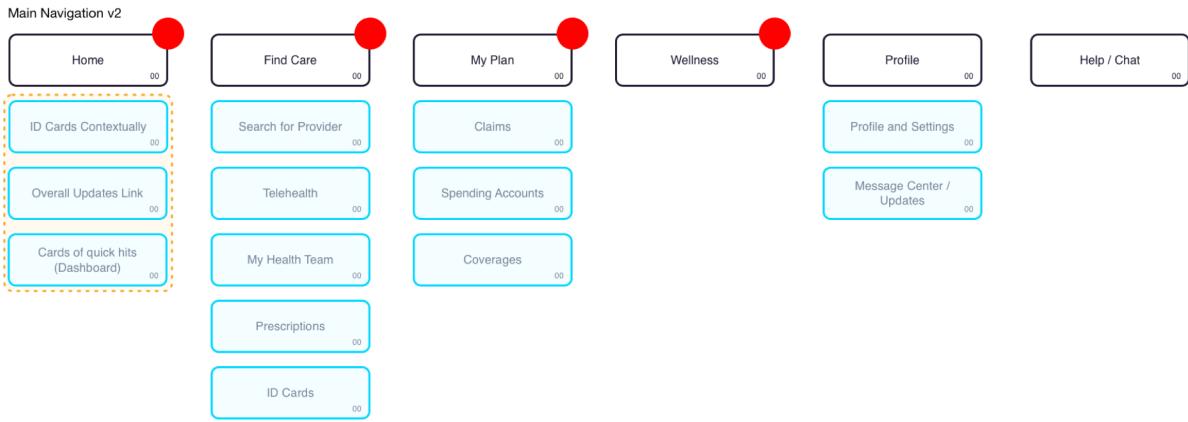
Information Architecture



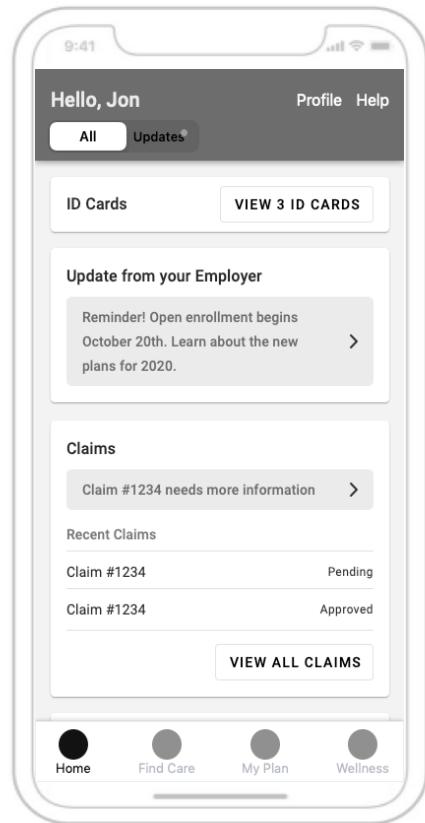
Wireframes

Version 1

● = Bottom Navigation Bar



Version 1 proposed a dashboard that was attune to the top micro-sessions our users made during the use task research session.



wireframe



Planning & Strategy

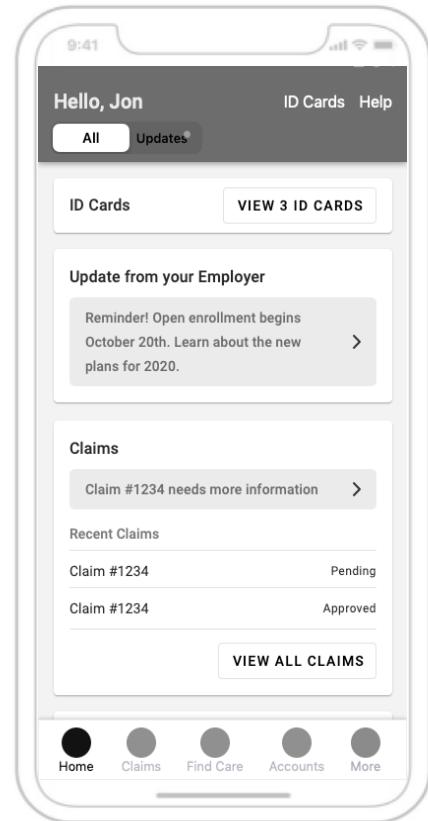


Information Architecture



Wireframes

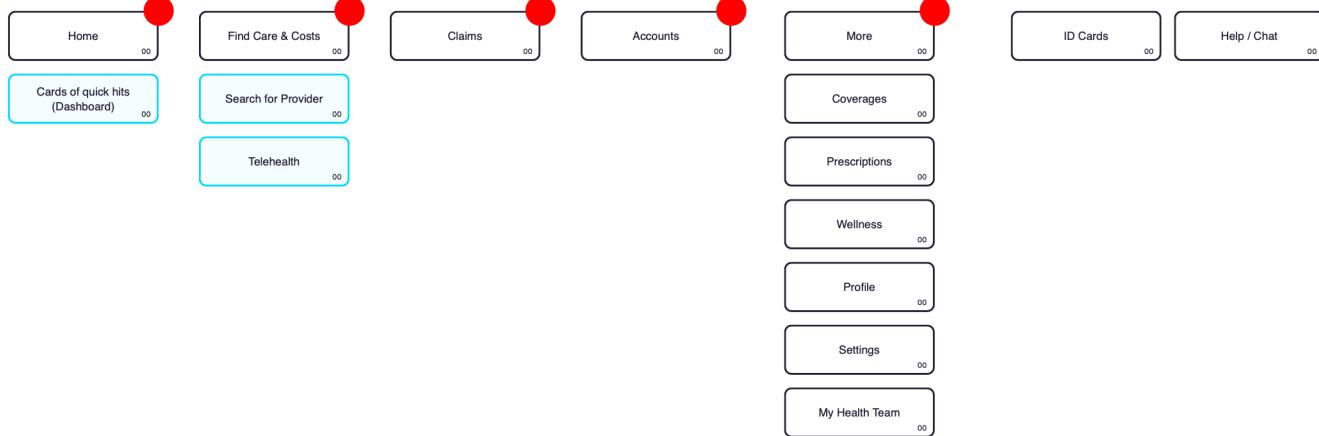
Version 2



wireframe

● = Bottom Navigation Bar

Main Navigation v2



Version 2 maintains familiarity with the current MyCigna infrastructure, without the inefficiencies of the previous UI.



Planning & Strategy



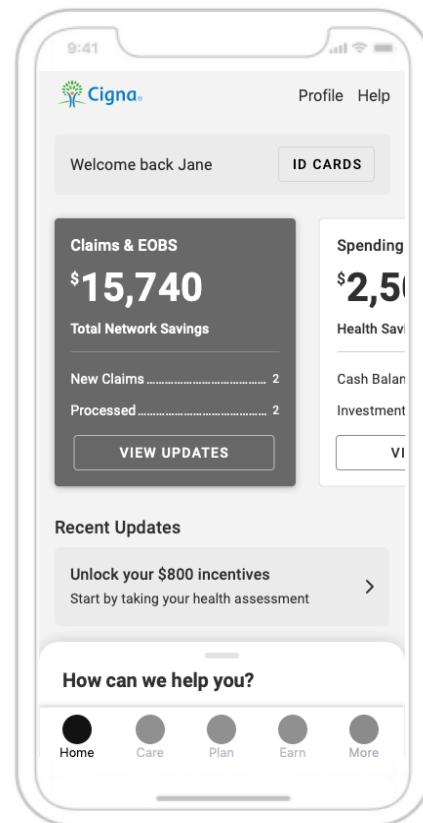
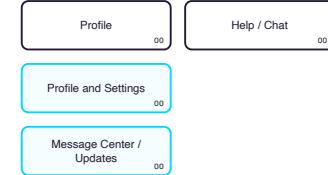
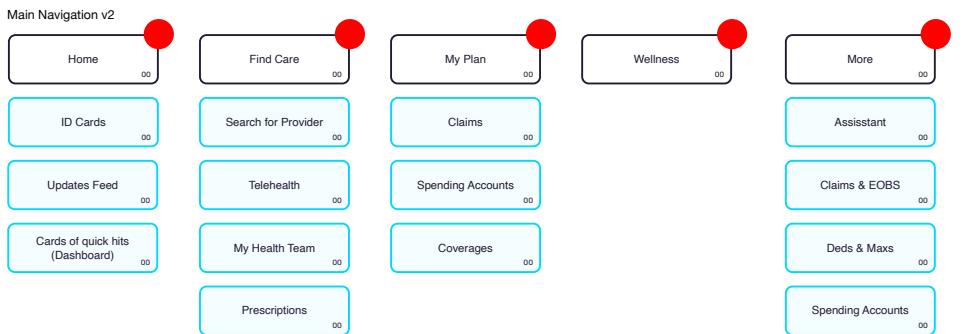
Information Architecture



Wireframes

Version 3

● = Bottom Navigation Bar



wireframe



Planning & Strategy



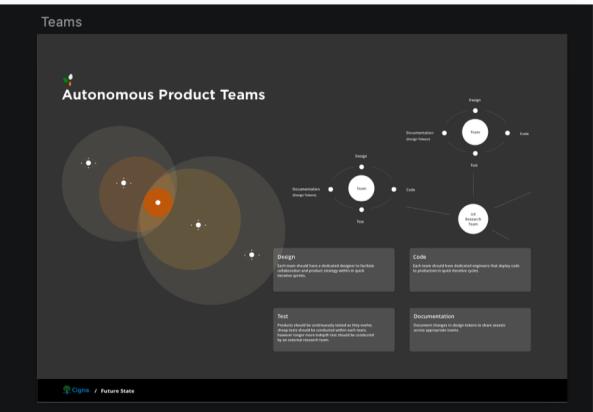
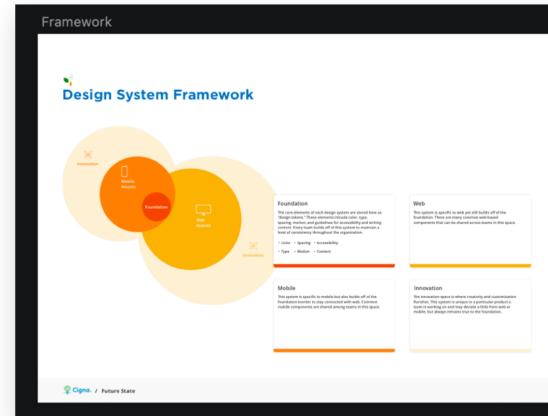
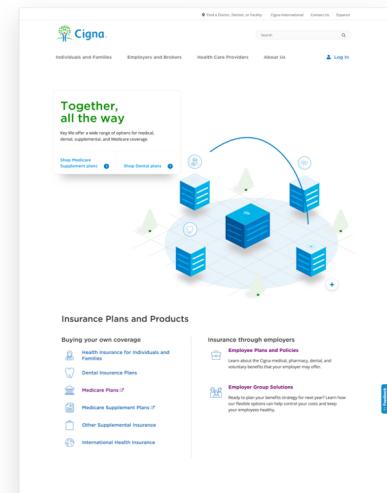
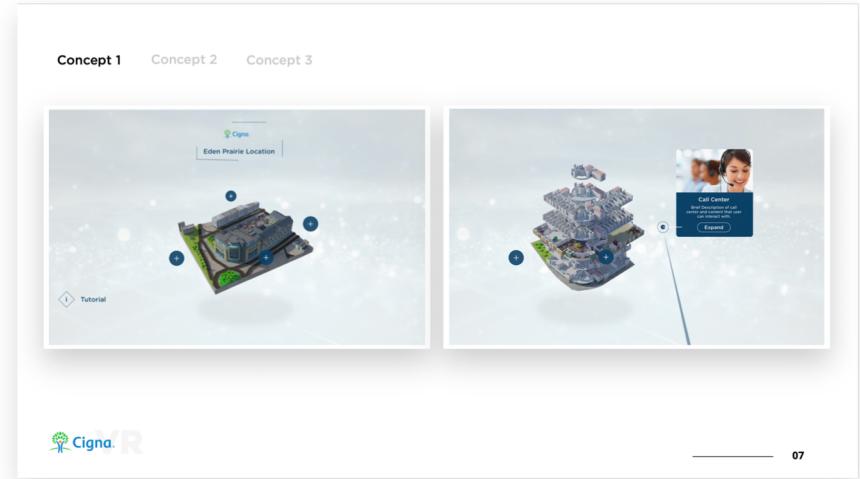
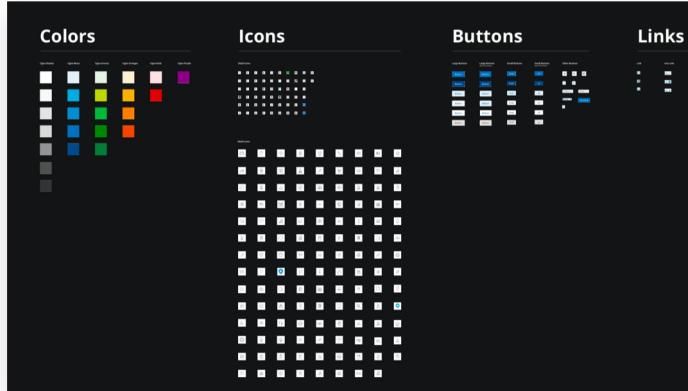
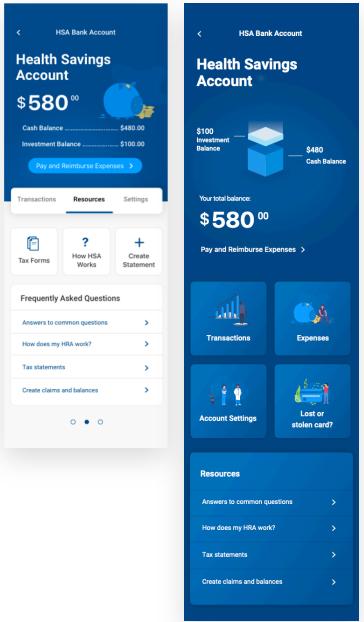
Information Architecture



Wireframes

Outcome

The work I contributed to laid the foundation for the redesign and development of Cigna's mobile and web experience.



Concept Process work

Other Work

Corporate Accelerators

Since 2013 the number of corporate investments in startups has nearly tripled from 980 in 2013 to 2,795 in 2018.

NYC BRAND EXPERIENCE TOUR

Logos for forward HEALTH, Starbucks, Slalom, Amazon, Samsung, and Cigna.

Innovation Pitch Deck

TECDP Diversity Metrics

Attract
Does TECDP currently have a recruiting process that supports the needs of Technology Services? What is the ideal/average Tech candidate profile?

Engage
What is the likelihood of an associate rotating from a non-technical role to a technical role, and vice versa? What factors do associates who choose to stay in their role (not rotate) have in common? At what rate do associates post out into their 1st/2nd/3rd rotation?

Retain
What factors contribute to success after graduation?

TECDP Newsletter

Cigna VFX

Virtual Finalist Experience

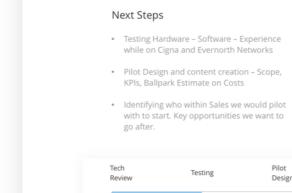
12/4/2020

Project Overview
Sales Team Members want to deliver an incredible digital experience for our clients and partners. It has become clear that the solutions that enable our enterprise to collaborate aren't the best options for our most demanding and critical client-facing Finalist meetings.

VFX provides an experience that allows for greater features and quality of features to deliver our message to the market.

- Project Status**
- Status Overview**
- VFX is currently in the Technology review phase
 - CIP reviews for Zoom & TouchCast Pitch are in-progress. The reviews are cognizant of both Cigna and Evernorth environments.
 - VFX hardware has been delivered to Sales & Leadership team.
 - Hardware testing and prep have been scheduled to provide support with configuration

Completed	In-progress
• TouchCast Pitch Experience Review	• Zoom 3rd Party Requirements & CIP Review
• CIP Comparison & Review	• TouchCast Pitch CIP Review
• Zoom NDA	• Delivery of VFX Hardware to Sales and Leadership Team
• Cignis Test Presentations	
• Presentation Content Developed in Cignis	



Contacts

Steven Graf
Project Manager
steven.graf@cigna.com

Alexis Russell
Project Manager
alexis.russell@cigna.com

Questions or comments, please reach out directly to our Project Managers.

VFX Email

Cigna VFX

Event Title
December 2020

26d 22h 40m 47s

Better Health + Better Outcomes + Better Approach to Care

Scroll to explore

Tuesday November 30, 2020 8:00am - 10:00am

Add to Calendar

Make sure you meet the minimum technical requirements
Test your system

Webcast Link

OVERVIEW
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet diam magna.

SCHEDULE

8:00 - 8:30	8:30 - 9:00	9:30 - 10:00
Lorum ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet diam magna.	Lorum ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet diam magna.	Lorum ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet diam magna.

Panelists

Name	Name	Name
Lorum ipsum dolor sit amet, consectetur adipiscing elit.	Lorum ipsum dolor sit amet, consectetur adipiscing elit.	Lorum ipsum dolor sit amet, consectetur adipiscing elit.

<ABC Client>'s Data Analysis

XX% of your members have a chronic condition driving XX% of <ABC Client>'s drug spend

XX% members are not adhering to their medications in three categories driving XX% waste

XX% of members take a specialty medication driving XX% of <ABC Client>'s drug spend

XX% diabetic patients are missing a heart protective statin

Cost Management

\$207B integrated value with combined medical, behavioral and Rx2

Evernorth Brand Launch



Matthew Crowe

Work: Product designer at Cigna

Education: University of Connecticut, BA in Digital Media & Design

Strengths: Ambition, Empathy, Communication skills

Weaknesses: Management experience

Interests: Anything design related, emerging technologies (XR, crypto, blockchain, IoT)

Fun Fact: Dual citizenship in the US and UK

Bio