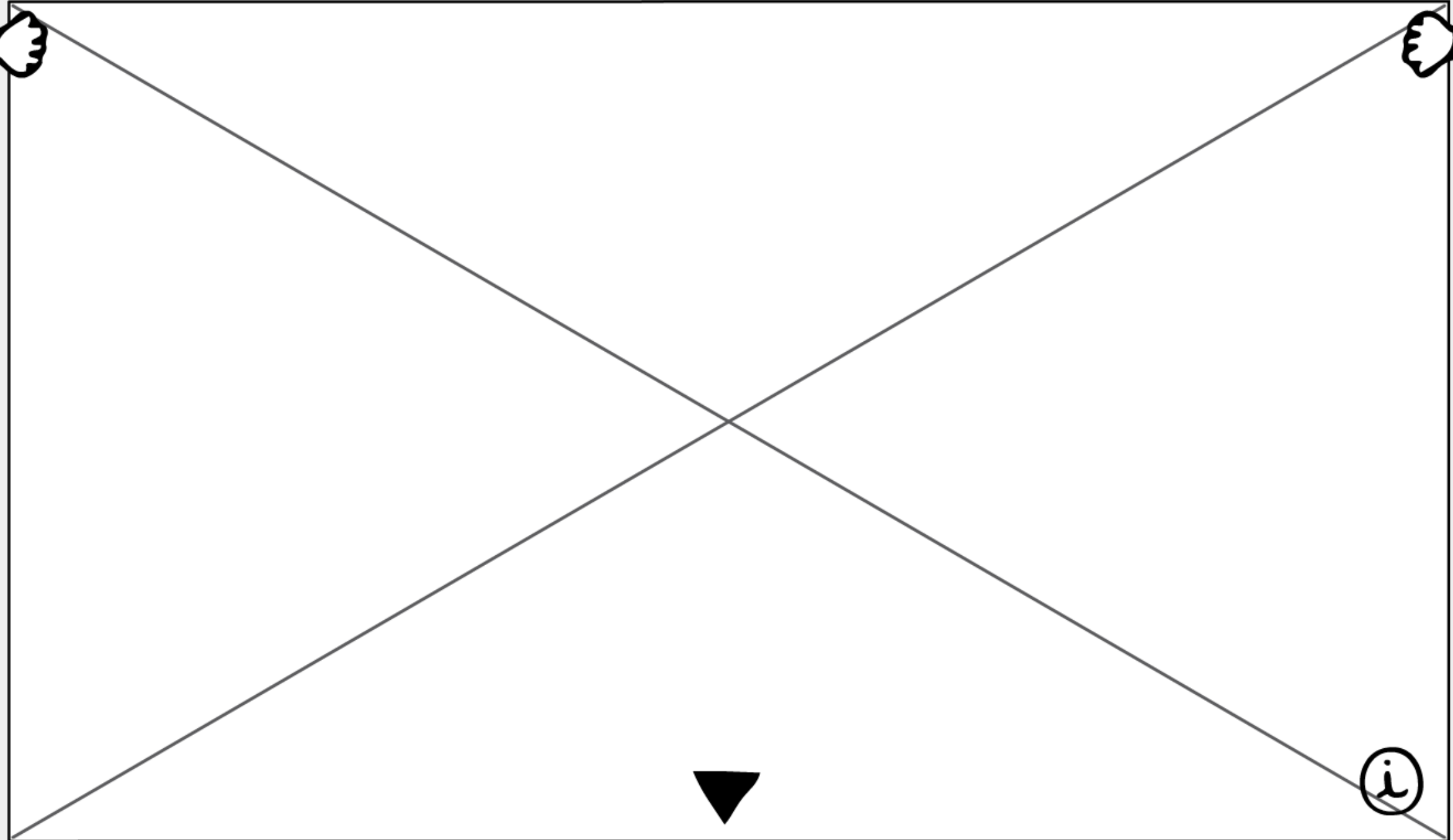
 Back to home

PROJECT TITLE UP HERE



Tap to get info
means that
users don't
have to scroll

Desktop Tablet Mobile



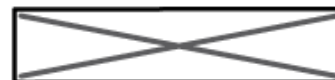
Case study below



Thumbnails,
could also sit
in image?

jQ Des UX

Display
design
discipline.
Tooltip
explanation.



Menu

PROJECT TITLE UP HERE

The decision was taken by the business to redesign the adviser-facing quote and apply system in 2011. The previous system was old, slow and had a number of usability issues. Key among these was an awkward, double layer of tabs which we realised from the analytics meant that advisers were clicking through each benefit tab even if they only wanted to quote on one product/benefit.

BUSINESS OBJECTIVES

Drive sales and revenue

Customer centric, support and assist the sales process

Cost savings/efficiencies (decrease quote time and increase STR)

Improve navigation and usability

Starting with a business requirements document I worked with our business analyst to break-down the process into use cases, and from there into individual screens.

To solve the problem of advisers clicking through tabs it was decided to use a 'quote workspace' area. From here advisers could access a 'menu' of all the products and additional benefits. Each product or benefit would open in its own modal window.

Now began the wire framing process (alas I no longer have the sketches for this process). Numerous layouts were worked-up, first on paper and then in Illustrator. Myself, our business analyst and the marketing stakeholder would then crib each one intensively in order to arrive at the final design of the quote workspace.

One of the largest projects I undertook for PruProtect was the redesign of the entire adviser quote and apply system. With something in the region of 30,000 quote being produced by advisers every month and providing the backbone of PruProtects business this was no small feat. The old system was creaky, unintuitive and slow to progress through. I was tasked with bringing it up-to-date.

I worked on the interprocess on this, from taking the BRD and creating wireframes through the UX journeys to the final design and a fully-functioning front-end build finishing by helping our development team to deliver something close to the original designs.



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jQ

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UX