

UX Observations / Goals

User’s emotions regulating from anxiety, stress, sadness, frustration, anger and impatience.

Our goal is to offer a warm, human, conversational UI yet one that is authoritative so we ‘hold the users hand’.

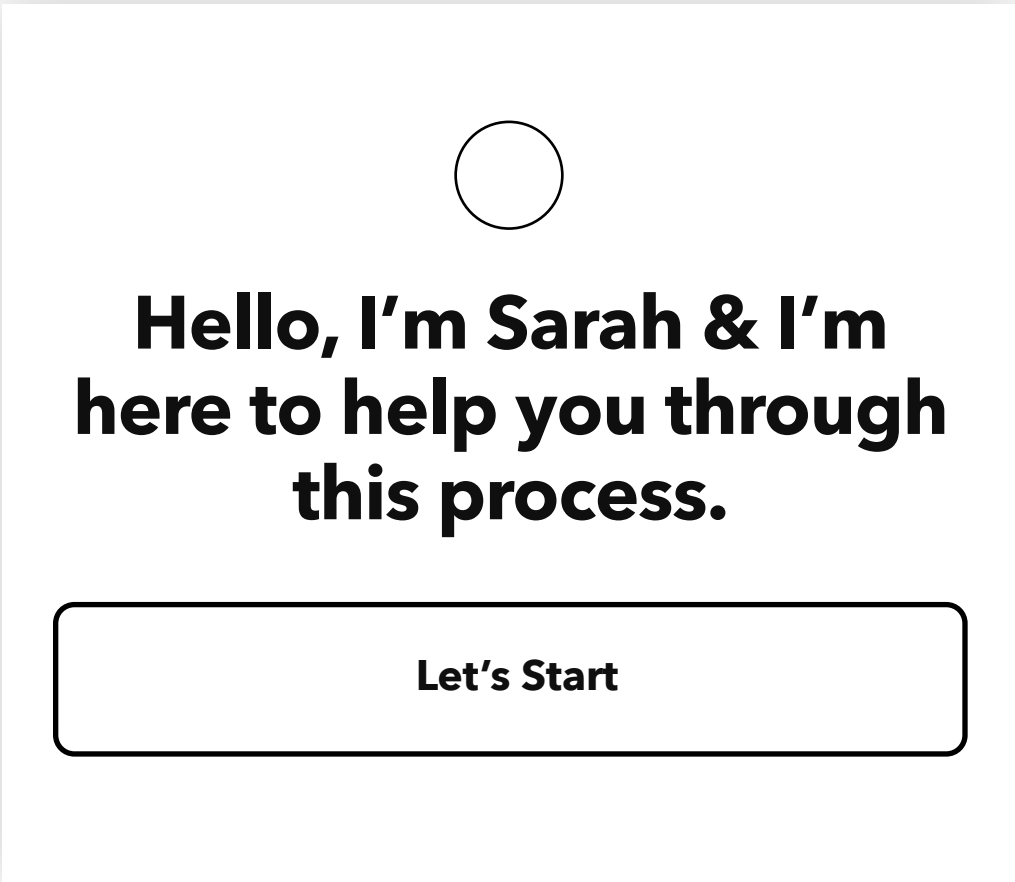
Demographic of avatar specifically selected as per the research findings.

UI Goals

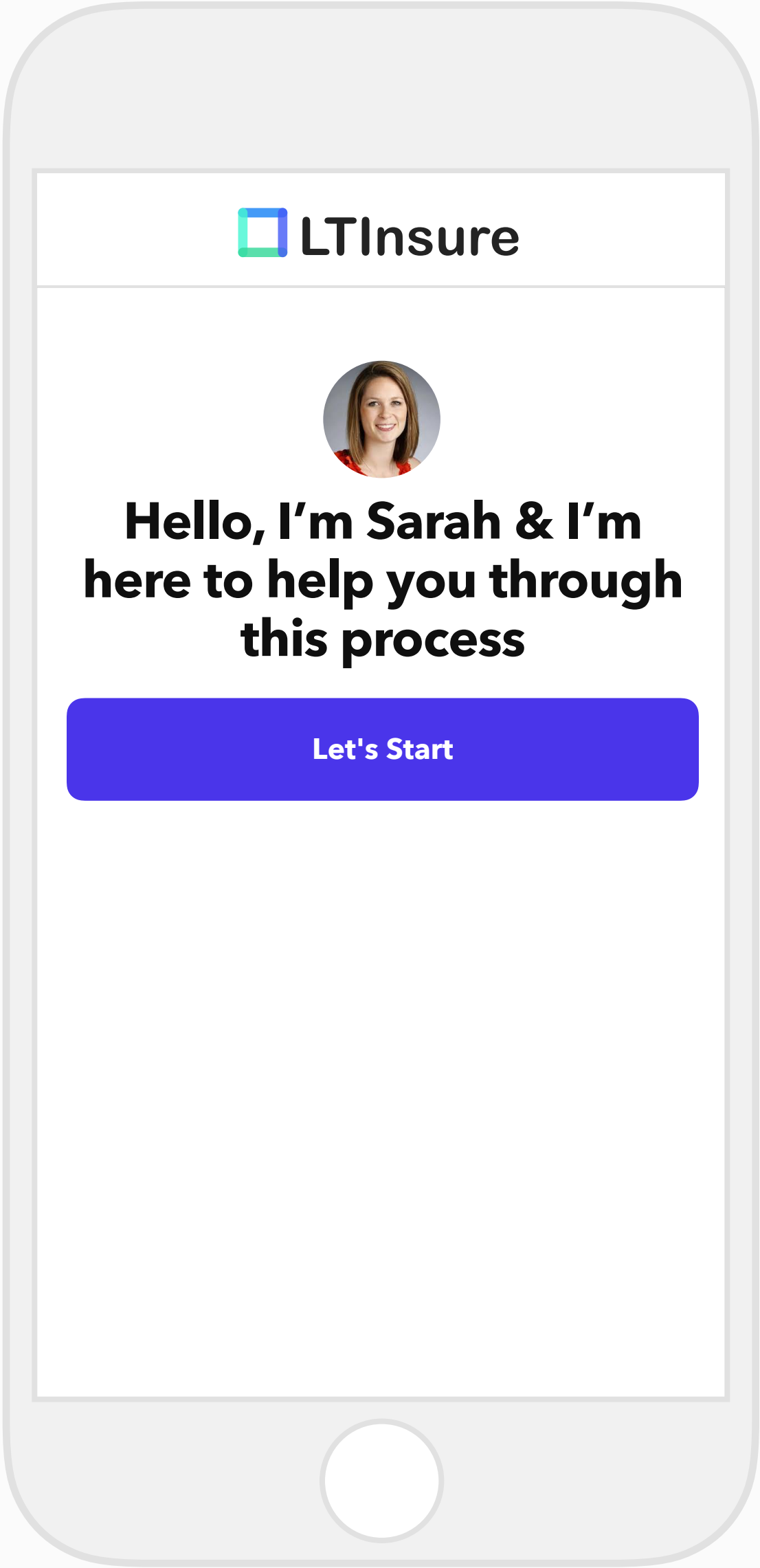
Present the feeling of a quick yet controlled journey.

Reduce the risk of mistakes.

Work in all environments, direct sunlight, distractions from roadside and other factors.



Initial Concept



Opening Screen

Visual Direction

High Contrast to cater for environmental factors in addition to WCAG AA & AAA standards (Buttons 7.03:1).

Oversized UI elements to reduce mistakes and increase touch area.

Adopted soft, round elements. Inspired by nature and allows elements to seperate themselves from one another.

UI Goals

Create our own icon set to guarantee visual consistency.

Large touch areas with clear, legible, readable actions.

What happened?


Accident	Theft
Option	Option
Option	Option

Continue







Back

Initial Concept

LTInsure



What happened?

 Accident	 Fire	 Flood
 Theft	 Malicious Damage	 Other

Continue

Back

Incident Selection

UX Testing Observation

Smaller device resolutions such as iPhone 5 and SE push the continue action too close to the device fold, doubling user effort. Users would tap, scroll, tap.

A 3x3 grid eliminated this scroll interaction.

eFNOL - Photo Capture

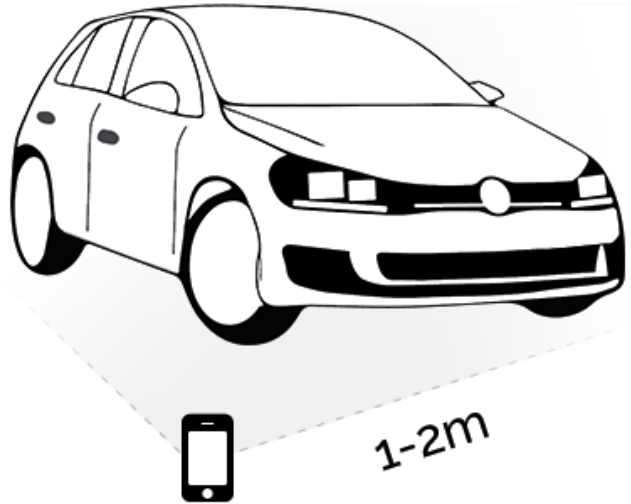
An application that allows claimants to report and create a claim at the roadside

Business Goal

Claimant to capture two photos in addition to damage; front right and rear left.

This provides a 360 view of the vehicle (fraud measure).

Add a photo of the front right corner of your vehicle



Add Photo


Back

UX Testing Discovery

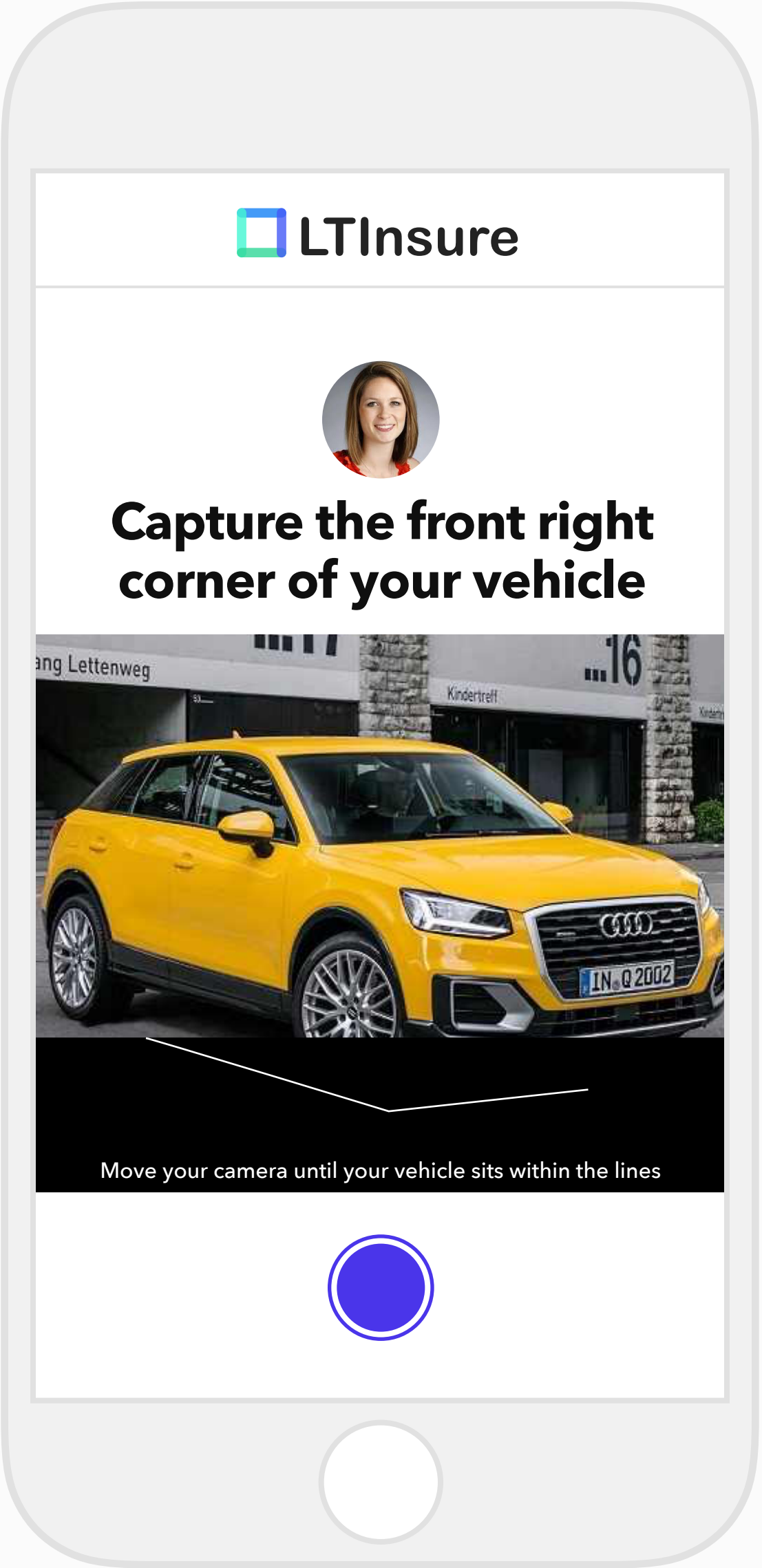
Users inability to store data (instruction) within their short-term memory was exposed.

Due to the steps between 'add photo' and the event of capturing the photo, tester forgot the initial requirement.

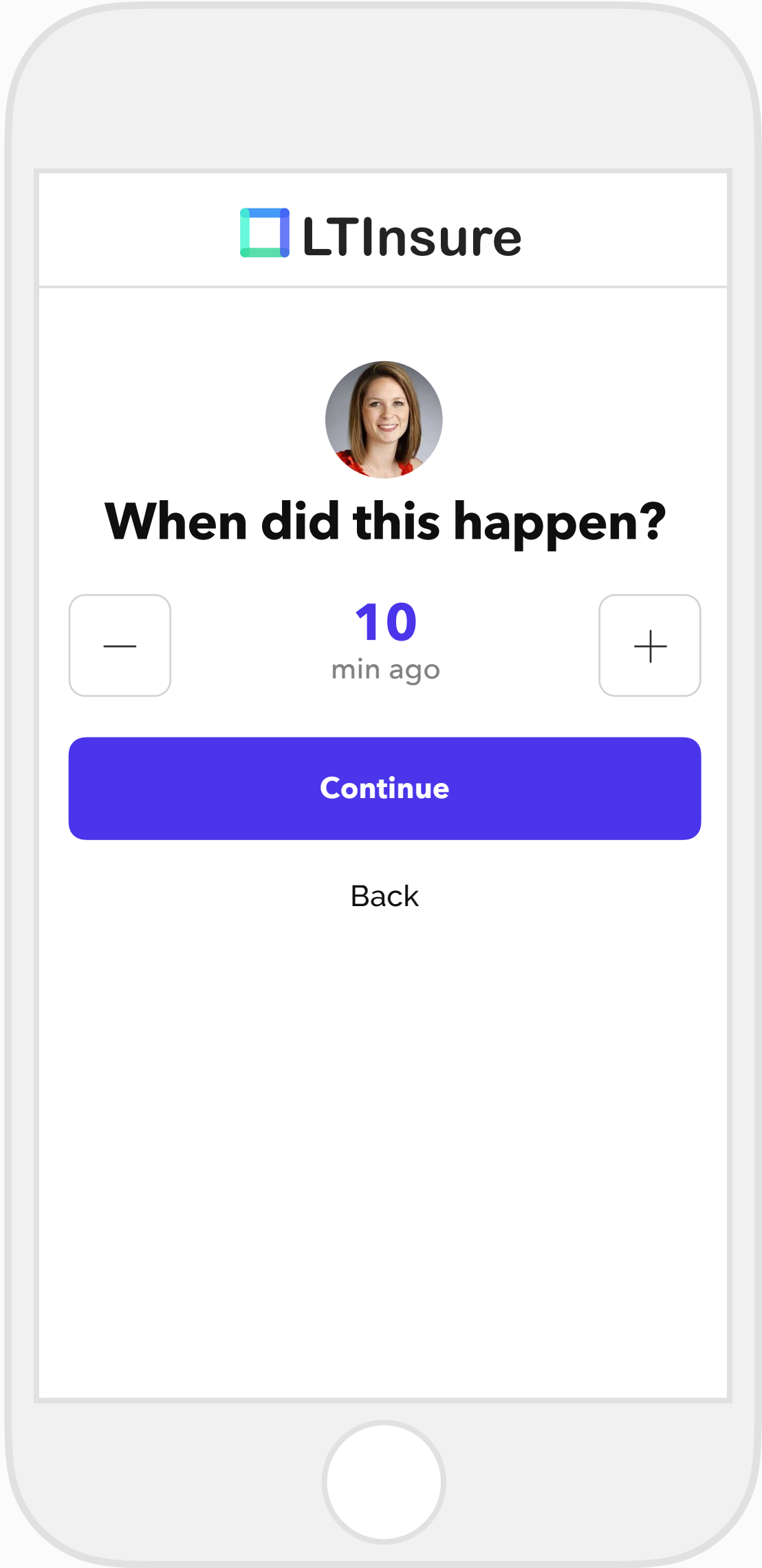
Not 'front right'
But good effort, dad



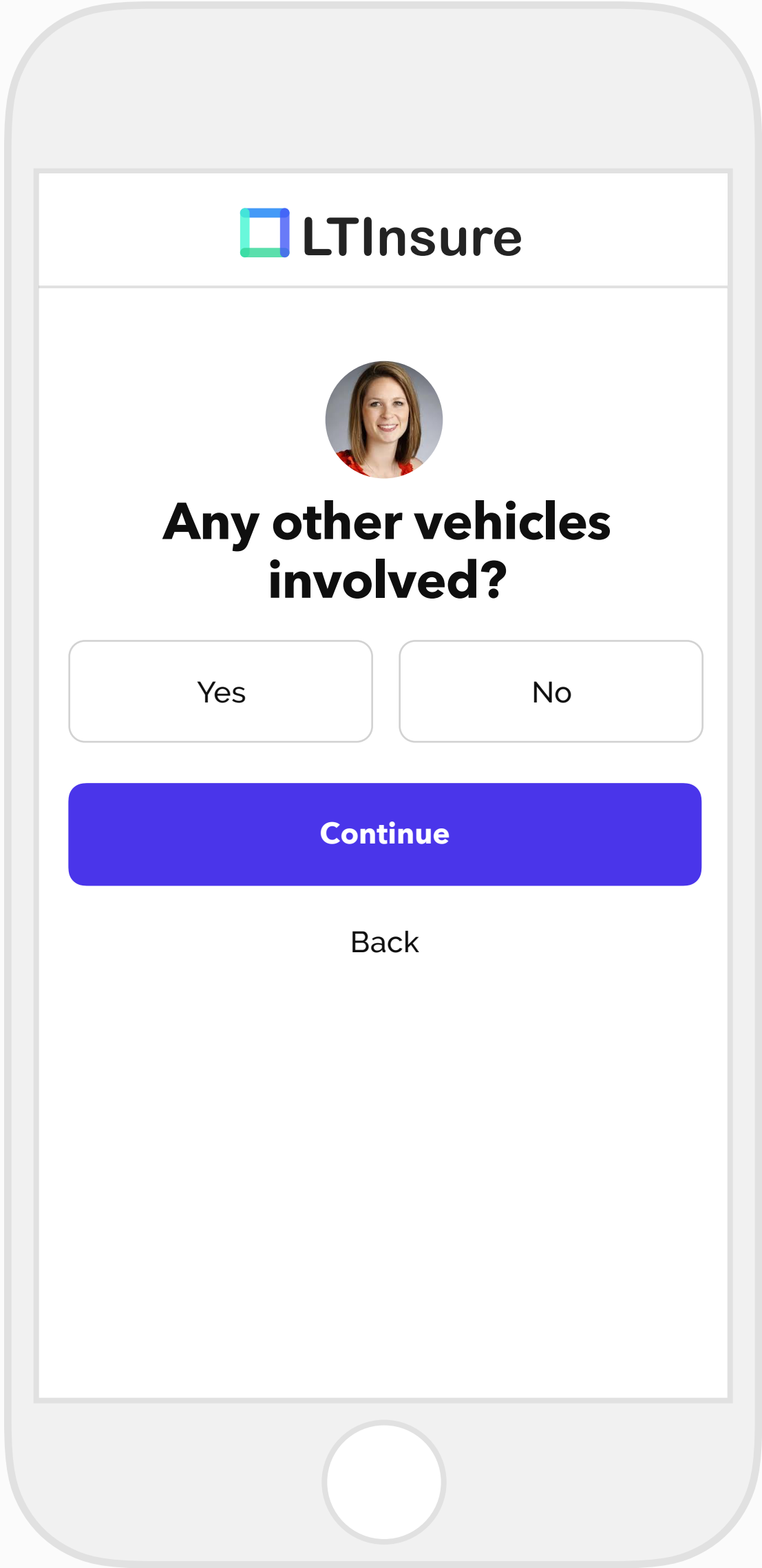
Initial Concept & UX Test



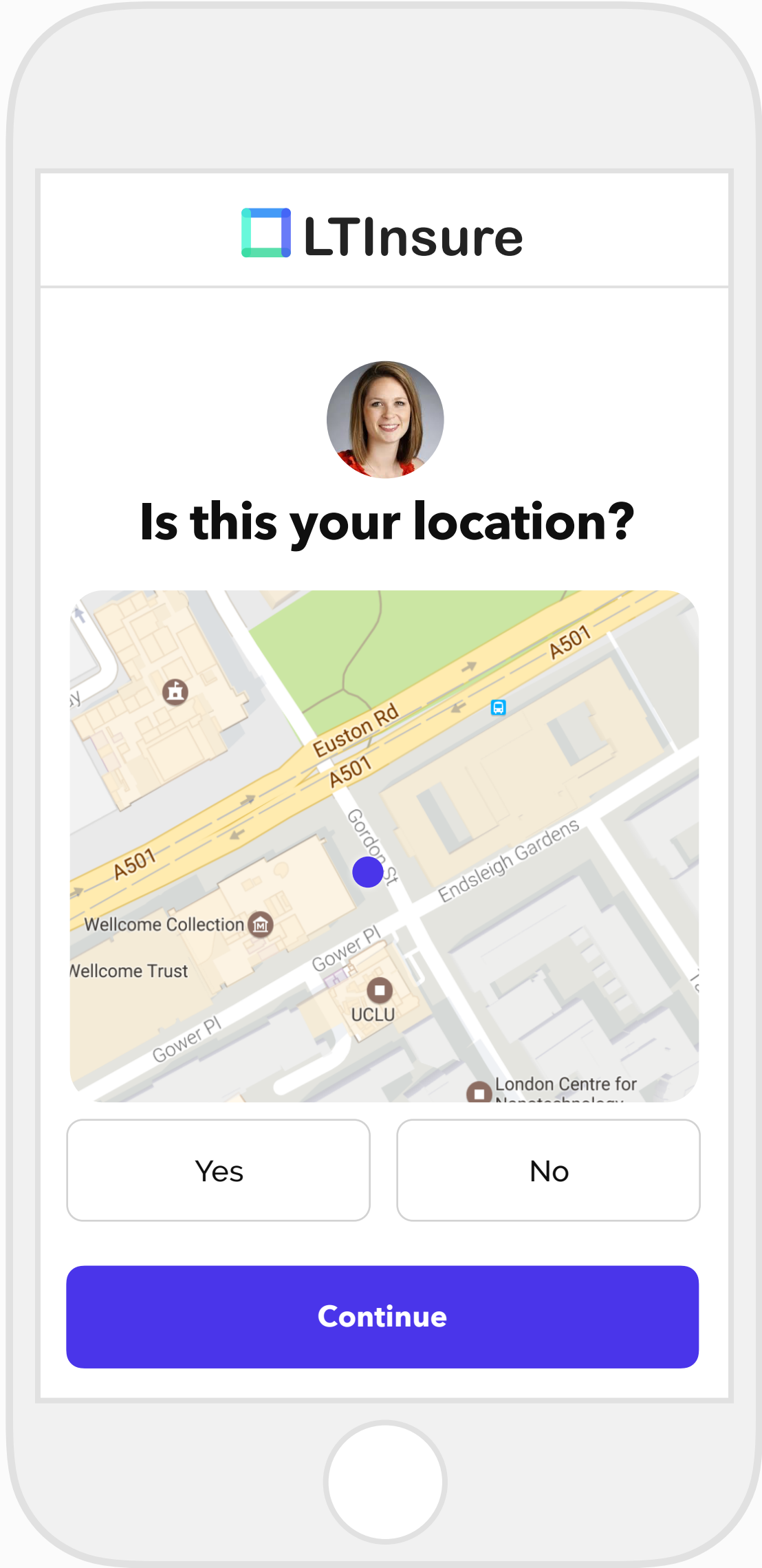
Damage Photos Revised UI



Incident Time



Other Vehicles



Incident Location

Deisgn Goal
A visual tool that would enable the design team to rapidly prototype ideas at a hi-fidelity level. This would create a consistent standard across all RightIndem applications.

Alongside this Sketch Template, I introduced a process for the design team and dev team to work with Zeplin which enabled a closer and stronger communication channel between both teams.

This Sketch Template, along with all design files were introduced to GIT, allowing a tracked source control for design work creating clarity between ideas, concepts and master files.

Typography.

Avenir Next is the system Typeface and used in two weights; Medium and Bold. Always use Avenir Next Bold to highlight important information.

	Color	Size	Line	Weight	Spacing	Margin (b)
Heading 1	#0F0F0F	28	32	Bold	-0.4	32
Heading 2	#0F0F0F	24	28	Bold	-0.4	28
Heading 3	#0F0F0F	20	26	Bold	-0.4	26
Paragraph	#0F0F0F	16	24	Medium	0	24
Paragraph Muted	rgba(0, 0, 0, .5)	16	24	Medium	0	24
Paragraph Bold	#0F0F0F	16	24	Bold	0	24
Paragraph Small	#0F0F0F	14	22	Medium	0	22
Paragraph Small Muted	rgba(0, 0, 0, .5)	14	22	Medium	0	22
Paragraph Small Bold	#0F0F0F	14	22	Bold	0	22
Hyperlink	#318DEF	16	24	Medium	0	24
Hyperlink Small	#318DEF	14	22	Medium	0	22

Buttons.

Buttons initiate action and can contain a label and/or an icon.

Primary

Always use for the primary action.

Primary Large

Primary Regular

Primary Small

Primary X-Small

Secondary

Use as the secondary action or when the button does not demand visual attention.

Secondary Large

Secondary Regular

Secondary Small

Primary X-Small

Destructive

Use for destructive actions as a visual warning.

Destructive Large

Destructive Regular

Destructive Small

Destructive X-Small

Dropdown Lists

Use to conserve screen space and to reveal a list of grouped items or options. Dropdown items can have active, hover and disabled states.

Dropdown

Placeholder left

List Item

List Item

List Item

List Item

Dropdown Active Item

Placeholder left

List Item

List Item

List Item

List Item

Dropdown Hover Item

Placeholder left

List Item

List Item

List Item

List Item

Icons

Car Theft

Car Fire

Car Flood

Car Accident

Car Malicious Damage

Car Other

Weather Lightening

Weather Cloudy

Location

Calendar

Cross

3 Bars H

Check

Camera

Star