



Enhancing Contact & Communication
Functions in **Great Eastern Life SG** Mobile App

UX Design Capstone Project
By Peter Woon

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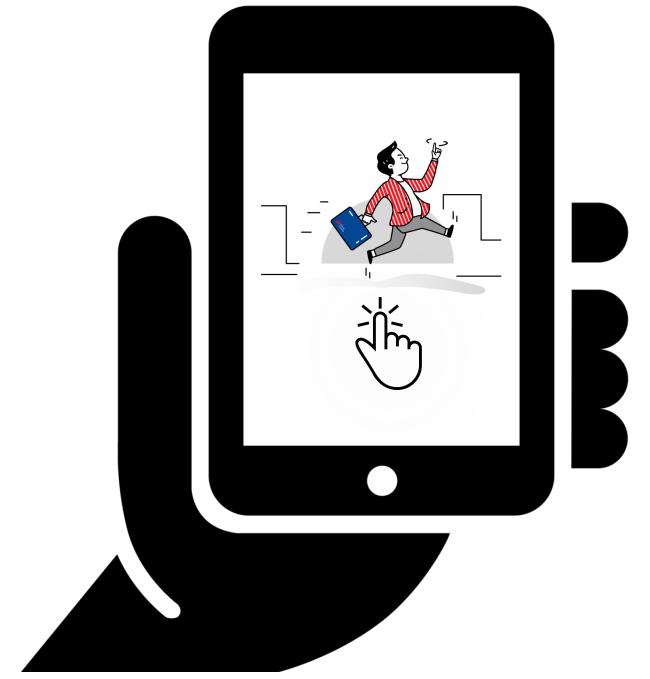
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1 Introduction

- 1.1 Overview
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Enhancing Contact & Communication Functions in **Great Eastern Life SG** Mobile App



1 Introduction

1.1 Overview

1.2 About Great Eastern Life

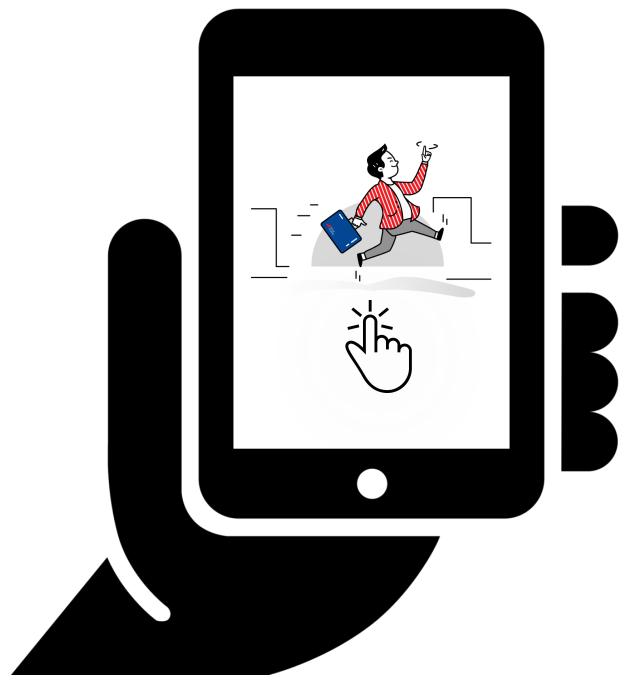
1.3 Defining Challenges & Objectives

The Great Eastern Life SG Mobile App serves as a platform for policyholders to manage their insurance policies and interact with the company. While the app provides several essential features, the contact and communication functions between policyholders and their assigned agents are not prominently highlighted.

This project focuses on improving the user experience (UX) to make these functions more accessible and user-friendly.

Disclaimer

This project suggests revamping the user interface (UI) and user experience (UX) of Great Eastern Life Singapore mobile app. Do note that the prototype does not reflect the final design decisions in any manner.



1 Introduction

1.1 Overview

1.2 About Great Eastern Life

1.3 Defining Challenges & Objectives

Great Eastern Life is a life insurance group that offers a comprehensive range of financial and insurance solutions to individuals and businesses in Singapore and Malaysia, including life insurance, health insurance, and wealth accumulation plans.

Their mission is to "*make life great by providing financial security, and promoting good health and meaningful relationships*".

It was founded in 1908 and is a subsidiary of OCBC Bank. Great Eastern Life also operates in Indonesia and Brunei.

1 Introduction

1.1 Overview

1.2 About Great Eastern Life

1.3 Defining Challenges & Objectives

1.4 Defining Objectives

Below are the key challenges and objectives defined from the research and subsequent strategy for enhancing the Great Eastern Life SG Mobile App.

Key Challenges

Limited Communication Tools

The app currently lacks robust chat or scheduling features for policyholders and agents.

Low User Engagement

Many users only log in for transactional purposes, reducing opportunities for interaction.

Fragmented Information

Important data and updates are not centralised, leading to confusion and inefficiency.

Objectives

Encourage Interaction

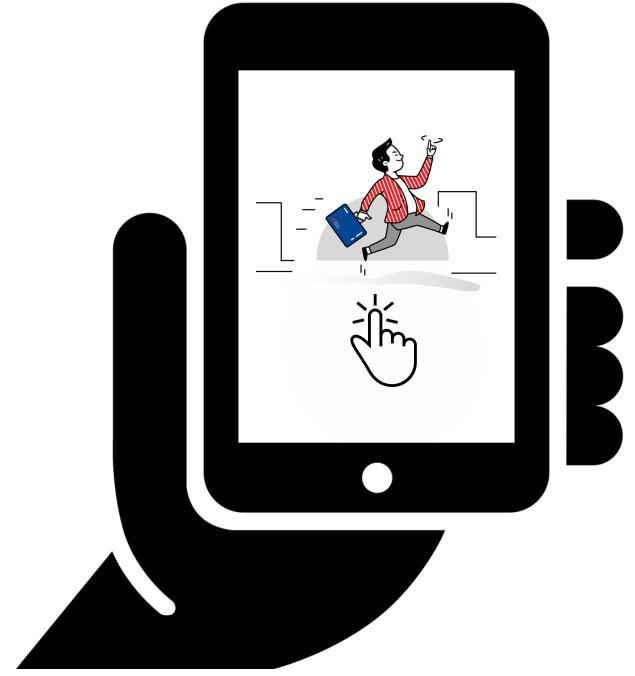
Create features that incentivise policyholders and agents to engage with one another via the app.

Streamline Communication

Ensure seamless, user-friendly tools for discussions, queries, and updates.

Improve App Usability

Simplify navigation and processes to enhance satisfaction and retention.





2 Research

- 2.1 Competitive Analysis
- 2.2 User Research
- 2.3 User Insights
- 2.4 User Personas
- 2.5 Problem Statement

Enhancing Contact & Communication Functions in **Great Eastern Life SG** Mobile App

2 Research

2.1 Competitive Analysis

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2.5 Problem Statement

To analyse how insurance apps like Prudential, AIA and NTUC Income handle agent and customer support interactions, we'll focus on **key features and design practices** that promote effective communication and seamless user experiences. Here's an overview:

Prudential App

Personalised Dashboard for Agents

Agents have a dedicated portal to track their clients' policies and claims.

Best Practices

Highlight the "Contact Your Agent" feature prominently on the main dashboard.

In-App Messaging

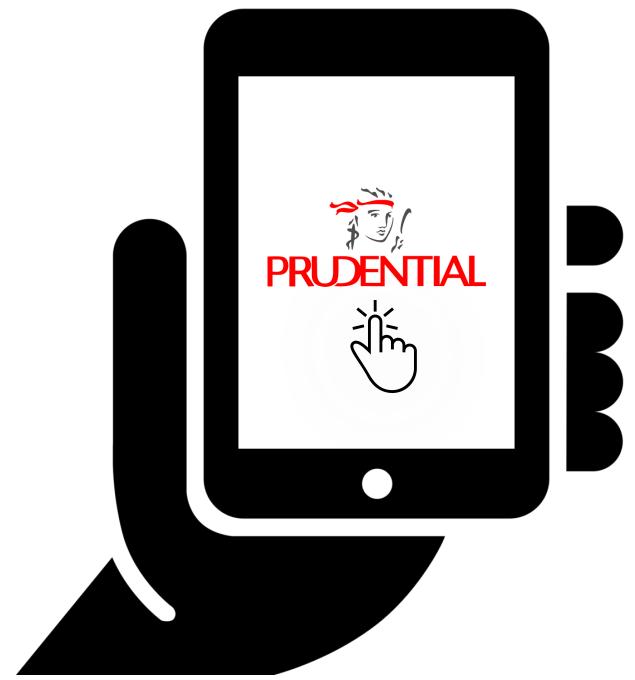
Customers can chat directly with their assigned agents, ensuring immediate assistance.

Use a chatbot for basic queries before connecting to a live agent, ensuring scalability.

Quick Call Button

Prominent call buttons allow users to contact customer service or their agents directly.

Provide options for scheduling calls or appointments with agents.



2 Research

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To analyse how insurance apps like Prudential, AIA and NTUC Income handle agent and customer support interactions, we'll focus on **key features and design practices** that promote effective communication and seamless user experiences. Here's an overview:

AIA App

Interactive FAQs

AIA's app uses a comprehensive FAQ section powered by AI to reduce dependency on live support.

Multi-Channel Support

Offers support via live chat, email, and a 24/7 helpline.

Push Notifications for Agent Updates

Keeps customers informed when agents update their policy details or claims status.

Best Practices

Integrate multi-channel support with a clear, centralised access point.

Employ push notifications to keep users updated on interactions with agents or support teams.

Offer a knowledge base within the app to reduce reliance on human interaction for basic issues.



2 Research

2.1 Competitive Analysis

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To analyse how insurance apps like Prudential, AIA and NTUC Income handle agent and customer support interactions, we'll focus on **key features and design practices** that promote effective communication and seamless user experiences. Here's an overview:

NTUC Income App

Virtual Assistant

"Jiffy Jane" a virtual assistant, helps customers navigate the app and answer common questions.

Claim Tracking

Customers can directly connect to agents to discuss claims without leaving the claims section.

Branch Locator

Includes a feature to locate physical branches and schedule visits if needed.

Best Practices

Place virtual assistant access prominently for immediate support.

Ensure seamless transition between virtual and live assistance when needed.

Combine digital tools with real-world solutions like branch locators for enhanced support.



2 Research

2.1 Competitive Analysis

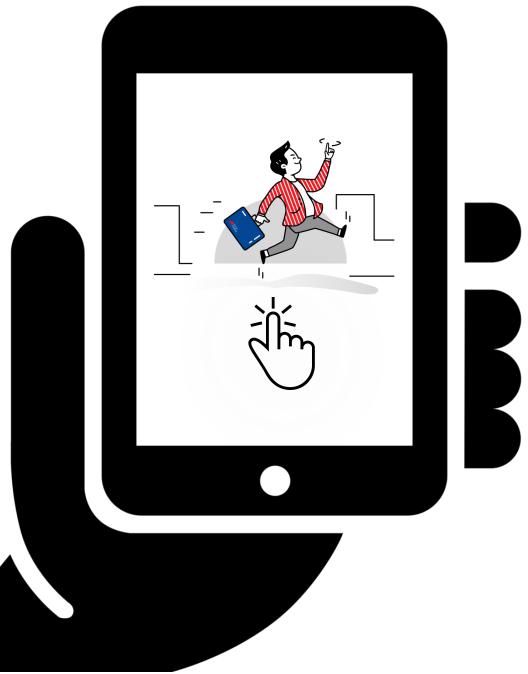
2.2 User Research Interview Questions

2.2 User Insights

2.3 User Personas

2.4 Problem Statement

For user research, interviews were conducted with 5 current Great Eastern Life SG Mobile App users, ranging in age from 25 to 55.



Getting to Know You

- Are you a Great Eastern Life policyholder? Are you a Great Eastern Life SG Mobile App User as well?
- How often do you think about or deal with your policies?

Challenges And Frustrations

- What's something you like about the app? What about it that frustrates you or could be better?
- Have you ever needed to contact your agent or customer support through the app?

Connection With Agents

- How do you usually get in touch with your agent? (Chat, call, email, or something else?)
- What would make it easier for you to talk to your agent or get help from customer support?

What You'd Like in An App

- What's something you've seen in an app that you think works really well?
- How do you feel about notifications or reminders in apps?

New Ideas

- Would it be helpful if you could video call your agent or book a time to talk through the app?
- What if the app had one page where you could see everything — your policies, claims, messages?

Wrapping Up

- If you could change one thing about the app, what would it be?
- Is there anything else you'd like to share about using insurance apps or dealing with your insurance in general?

2 Research

2.1 Competitive Analysis

2.2 User Research

2.2 User Insights

2.3 User Personas

2.4 Problem Statement

Here are the insights gathered from users shared experiences and challenges encountered when utilising the Great Eastern Life Mobile App.

Current Usage

- Most users rely on apps to view policy details and check claim statuses.
- Some only open the app when they get a reminder or need specific information.

Challenges

- **Hard to Navigate:** Users feel some apps are cluttered, making it hard to find what they need quickly.
- **Slow Responses:** Users complain about delayed responses from agents or support teams.
- **Overwhelming Notifications:** Too many reminders or irrelevant alerts frustrate users.

Behavioural Patterns

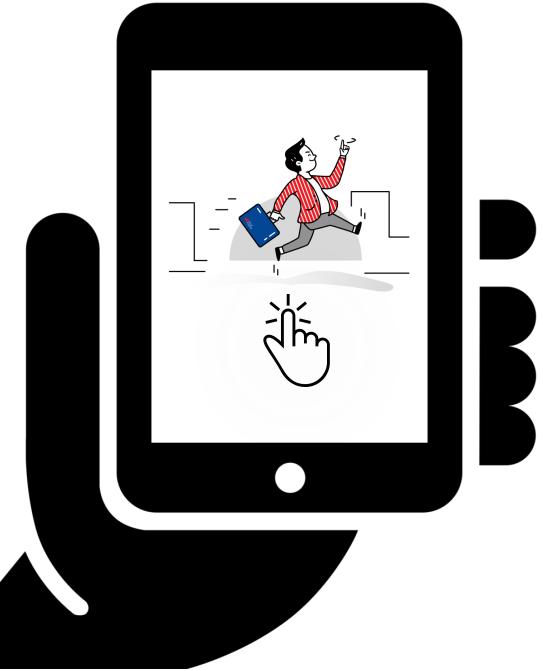
- Younger users prefer chatting or emailing agents, while older users lean toward phone calls.
- Most users will first try to solve an issue themselves before contacting an agent.

Needs

- **Clear Contact Options:** Users want an easy way to contact agents (prominent button/s).
- **Self-Service Tools:** Features like claim filing or document uploads without needing to call someone.
- **Personalisation:** Users appreciate when the app remembers their policies or preferences.

Actionable Insights

- Integrated Help Features:** Adding a chatbot that can assist users with common problems before escalating to live agents.
- Dashboard Customisation:** Letting users decide what's shown on their main screen (e.g., claims, policy details).
- Agent Scheduling:** Allow users to book a call or meeting with their agent directly through the app.



2 Research

2.1 Competitive Analysis

2.2 User Research

2.3 User Insights

2.4 User Personas Policyholder | Agent

2.5 Problem Statement



Patrick Wong Policyholder

Male | Single | Age 45 | Graphic Designer

"I just want to talk to someone from Great Eastern Life without hunting for their number."

Frustration 1: Minimal Interaction with Agents

"Having paid premiums for several years, I've had little to no interaction with my assigned agent. This lack of communication makes me feel disconnected."

Frustration 2: Blind Payments

"Without clear insights or regular updates, it often feels like I'm just paying premiums without understanding the tangible benefits."

Motivation: Value Gap

"There's a strong desire for meaningful communication to feel informed and assured about my policies."



Josh Tan Agent

Male | Married | Age 40 | Great Eastern Life Agent

"I just want to talk to all my clients without hunting for their numbers."

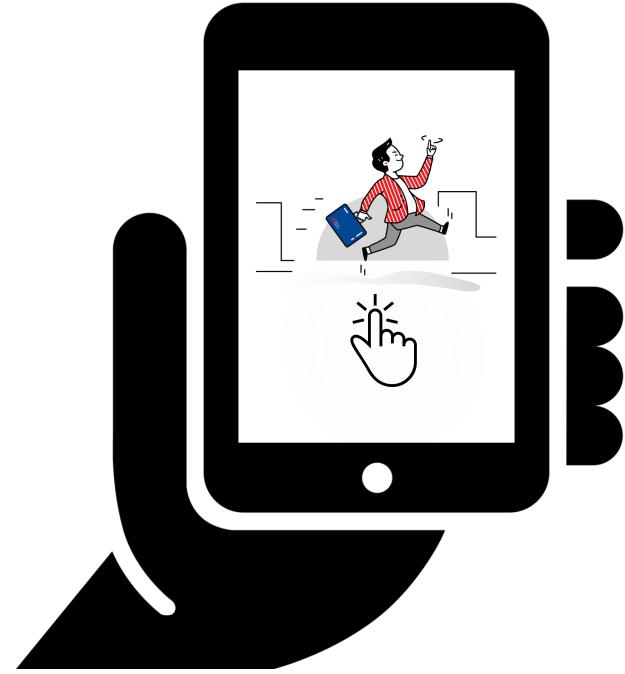
Frustration:

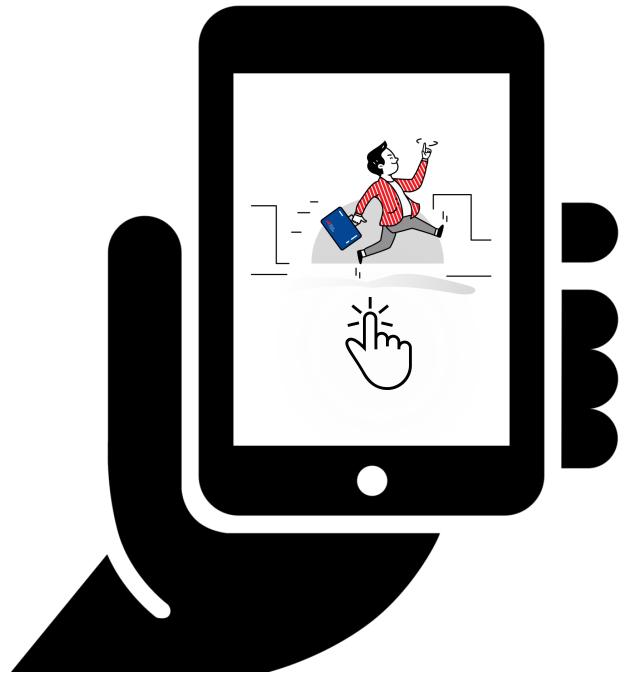
Scattered Information

"Managing multiple clients without a centralised system can lead to inefficiencies."

Limited Tools for Interaction

"The existing app features don't effectively showcase dynamic communication, such as real-time messaging or appointment scheduling."





2 Research

2.1 Competitive Analysis

Policyholders often face challenges when trying to connect with their assigned agents or customer support through the Great Eastern Life SG mobile app.

2.2 User Research

The current interface does not prioritise these features, leading to:

- Difficulty locating contact options.
- Frustration in urgent situations.
- Reduced user satisfaction and engagement.

2.3 User Insights

2.4 User Personas

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2.5 Problem Statement HMW

Here are a few "**How Might We**" (**HMW**) responses based on the problem statement:

Accessibility:

How Might We make it easier for policyholders to locate and access their assigned agents or customer support within the app?

Urgency:

How Might We ensure users can quickly connect with agents or customer support during urgent situations?

Satisfaction:

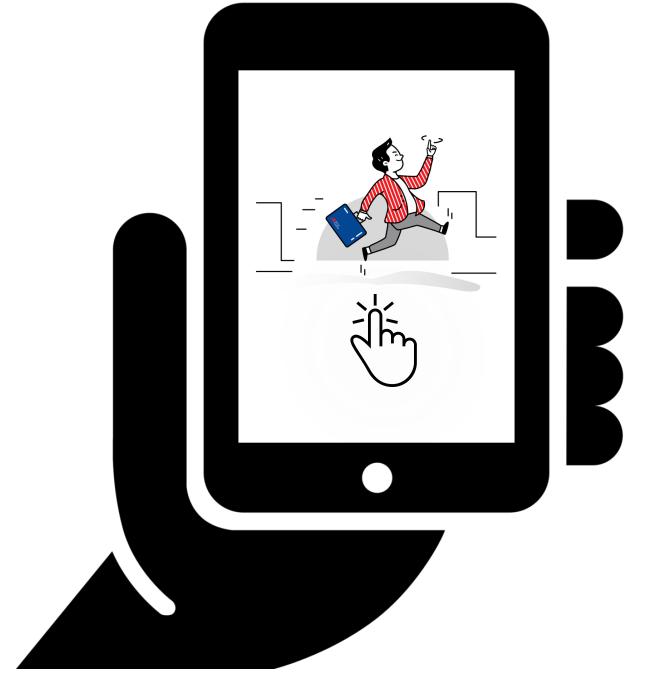
How Might We design the app to reduce user frustration and increase satisfaction when seeking assistance?

Engagement:

How Might We create a seamless and engaging experience that prioritises support features, fostering trust and loyalty?

Usability:

How Might We streamline the interface to ensure contact options are intuitive and visible to all users?





3 Strategy

- 3.1 MoSCow Method
- 3.2 User Journey Mapping
- 3.3 Emotional Journey
- 3.4 Existing & Ideal User Flows

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3.1 MoSCoW Method

3.2 Information Architecture

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3.5 Existing & Ideal User Flows

Now that we have data on users' challenges on the app, this project employs the **MoSCoW Method** to analyse and prioritise certain features for an enhanced user experience.

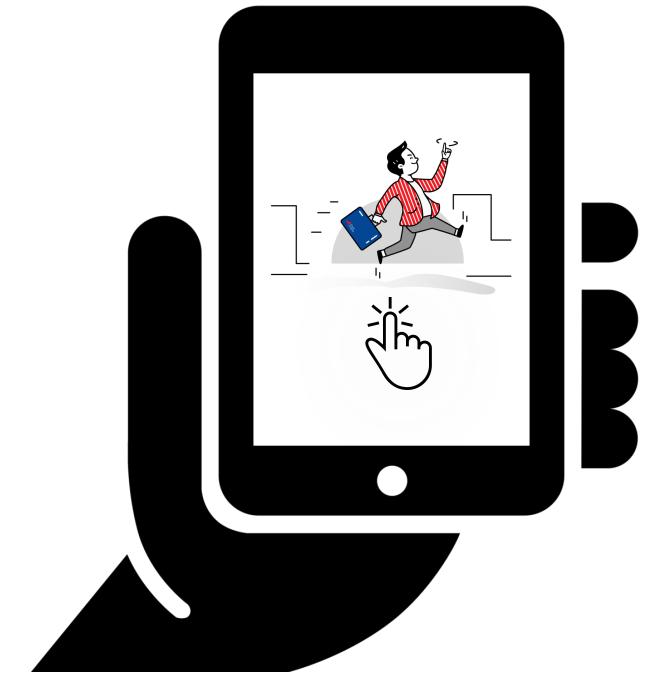
The **MoSCoW Method** is a prioritisation technique used to categorise project requirements into four groups: **Must-Have**, **Should-Have**, **Could-Have** and **Won't-Have (for now)**.

Why Use MoSCoW?

Focus: Helps keep the project scope clear and achievable within deadlines.

Efficiency: Ensures resources are allocated to the most critical features.

Flexibility: Allows for iterative development, adding lower-priority features later.



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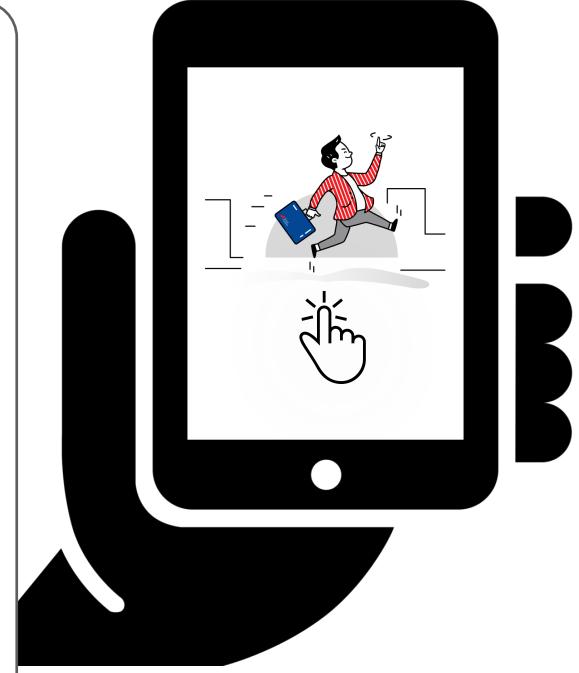
3.5 Existing & Ideal User Flows

Must-Have (Critical Features)
Essential features without which the app cannot function effectively.

- User-friendly dashboard showing policies, claims and payment details.
- Quick access to customer support and assigned agents (chat, call buttons).
- Secure login and data protection (Two-factor Authentication).
- Notifications for important updates (payments, claims).
- Basic self-service tools (claim filing, document uploads).

Should-Have (Important but Not Critical)
Features that add significant value but are not mandatory for the app's core functionality.

- In-app chatbot for answering FAQs and guiding users.
- Appointment booking with agents for calls or in-person meetings.
- Personalised policy recommendations based on user history.
- Multi-language support to cater to diverse users.
- Integration with third-party payment systems (PayNow, Google Pay etc).



Won't-Have (for Now)
Features that are not prioritised for the current version but might be considered later.

- AI-driven policy comparison for optimising user coverage.
- Augmented Reality (AR) tools for explaining policy terms visually.
- Social features (connecting with other users for reviews or advice).
- Advanced analytics for predicting user behaviour or insurance needs.

Could-Have (Nice to Have)
Features that could enhance the user experience but are lower priority.

- Customisable dashboard to allow users to prioritise what they see.
- Video call feature for face-to-face interactions with agents.
- Health tips and wellness resources linked to insurance benefits.
- Integration with wearable devices for health-based discounts.

Creating a **User Journey Map** involves outlining the steps users go through while interacting with the Great Eastern Life SG mobile app. This process helps identify user goals, touch points, pain points, and opportunities for improvement.



User Profile: Patrick Wong | **Age:** 45 | **Occupation:** Graphic Designer

Goals:

- Get quick answers to insurance-related questions.
- Manage policies and claims efficiently.
- Easily contact his insurance agent or customer support.

Scenario:

Patrick needs to understand how to file a claim for a recent medical expense and wants to confirm coverage details with his agent.

3 Strategy

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3.5 Existing & Ideal User Flows

Journey Stages	Awareness	Consideration	Decision	Resolution
Actions	<ul style="list-style-type: none"> • Opens the app and logs in. • Navigates to his policy page. 	<ul style="list-style-type: none"> • Taps on the "Help" section. • Scrolls through FAQs but doesn't find the exact answer he needs. 	<ul style="list-style-type: none"> • Locates agent's contacts within policies pages. • Calls agent but gets voicemail. • Leaves an sms message and waits for a callback. 	<ul style="list-style-type: none"> • Discusses claim details with agent. • Files claim directly in app with agent's guidance.
Touch Points	Patrick opens the Great Eastern Life SG mobile app after remembering he needs to check his insurance policy.	Patrick searches for claim details and options to contact agent.	Patrick contacts agent directly.	Patrick gets a callback from agent and resolves his issue.
Pain Points	<ul style="list-style-type: none"> • Policy information feels overwhelming, with too much text and technical terms. • Unsure where to find contact details for his agent. 	<ul style="list-style-type: none"> • Can't easily find agent's contact information. 	<ul style="list-style-type: none"> • No immediate resolution, leading to frustration. • No way to track whether agent has seen his message. 	<ul style="list-style-type: none"> • Patrick still wishes he could have resolved issue on his own. • Filing claims felt complicated, requiring agent's help.
Opportunities	<ul style="list-style-type: none"> • Use clear labels and simple summaries for policy details. • Add a visible and intuitive "Contact My Agent" button on the dashboard. 	<ul style="list-style-type: none"> • Place a "Chat with Agent" or "Call My Agent" button on home page. 	<ul style="list-style-type: none"> • Add a scheduling feature to book a call with agent. • Provide status updates for messages sent to agent (e.g., "Message Delivered," "Agent Responded"). 	<ul style="list-style-type: none"> • Simplify claim submission process with step-by-step guidance in app. • Introduce a "Claim Assistant" feature that automates filing processes.

3 Strategy

3.1 MoSCoW Method

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3.3 User Journey Mapping

3.4 Emotional Journey

3.5 Existing & Ideal User Flows

Creating a **Emotional Journey** involves outlining the emotions users go through while interacting with the Great Eastern Life SG mobile app.

User Profile: Patrick Wong | **Age:** 45 | **Occupation:** Graphic Designer

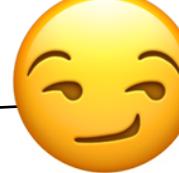
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Touch Points	Patrick opens the Great Eastern Life SG mobile app after remembering he needs to check his insurance policy.	Patrick searches for claim details and options to contact agent.	Patrick contacts agent directly.	Patrick gets a callback from agent and resolves his issue.	
Emotional Journey					

3 Strategy

3.1 MoSCoW Method

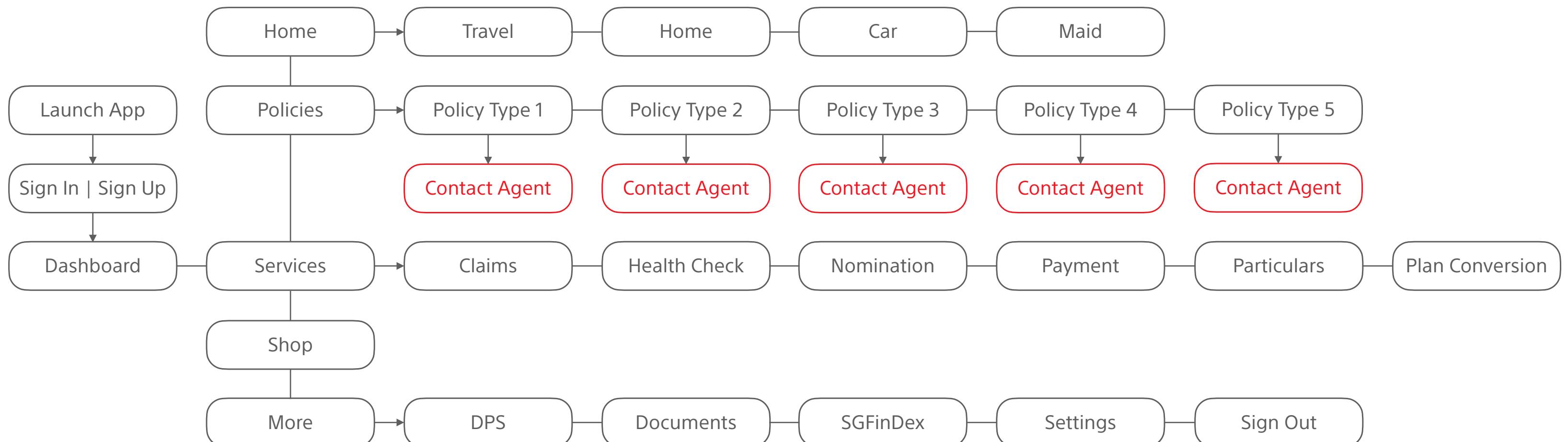
3.2 Information Architecture

3.3 User Journey Mapping

3.4 Emotional Journey

3.5 Existing User Flow

Existing User Flow



Proposed Enhancements for Communication

- **Prominent Agent Access:** Add “Contact Agent” functions upon sign in..
- **Scheduling and Notifications:** Let users book calls or chats with their agent and get reminders or status updates about their inquiries.
- **Claim Assistant:** Include a guided claims process with visuals, progress indicators, and links to FAQs for common questions.
- **Feedback Integration:** After every interaction, prompt users to provide feedback to improve future experiences.

3 Strategy

3.1 MoSCoW Method

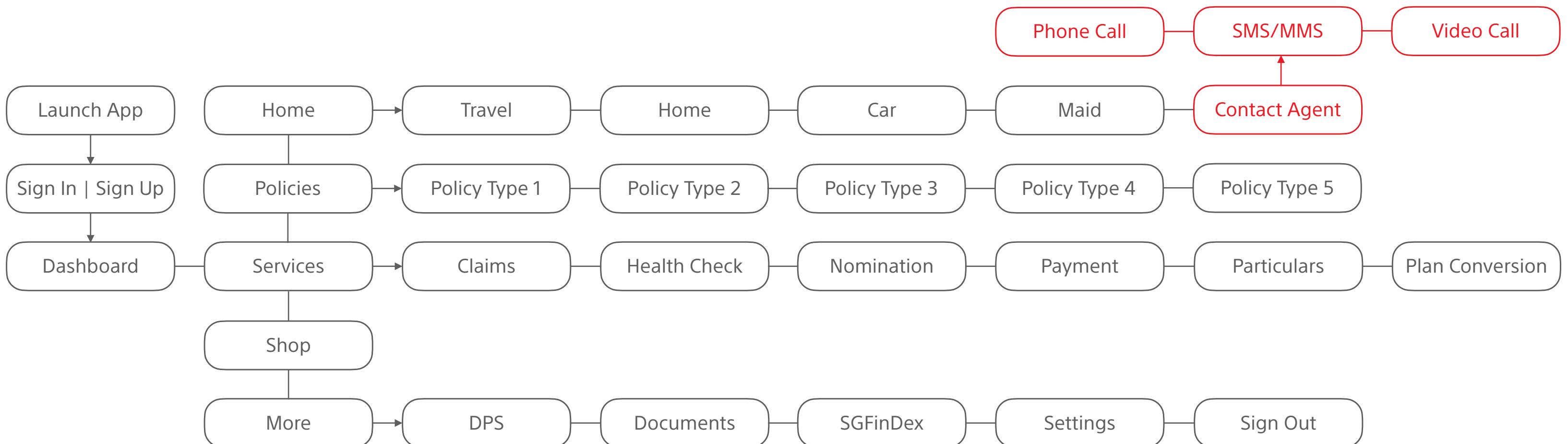
3.2 Information Architecture

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3.4 Emotional Journey

3.5 Ideal User Flow

Ideal User Flow





4 Design Iterations

- 4.1 Low Fidelity Wireframes
- 4.2 GE Life Style Guide
- 4.3 High Fidelity Prototype

Enhancing Contact & Communication Functions in **Great Eastern Life SG** Mobile App

4 Design Iterations

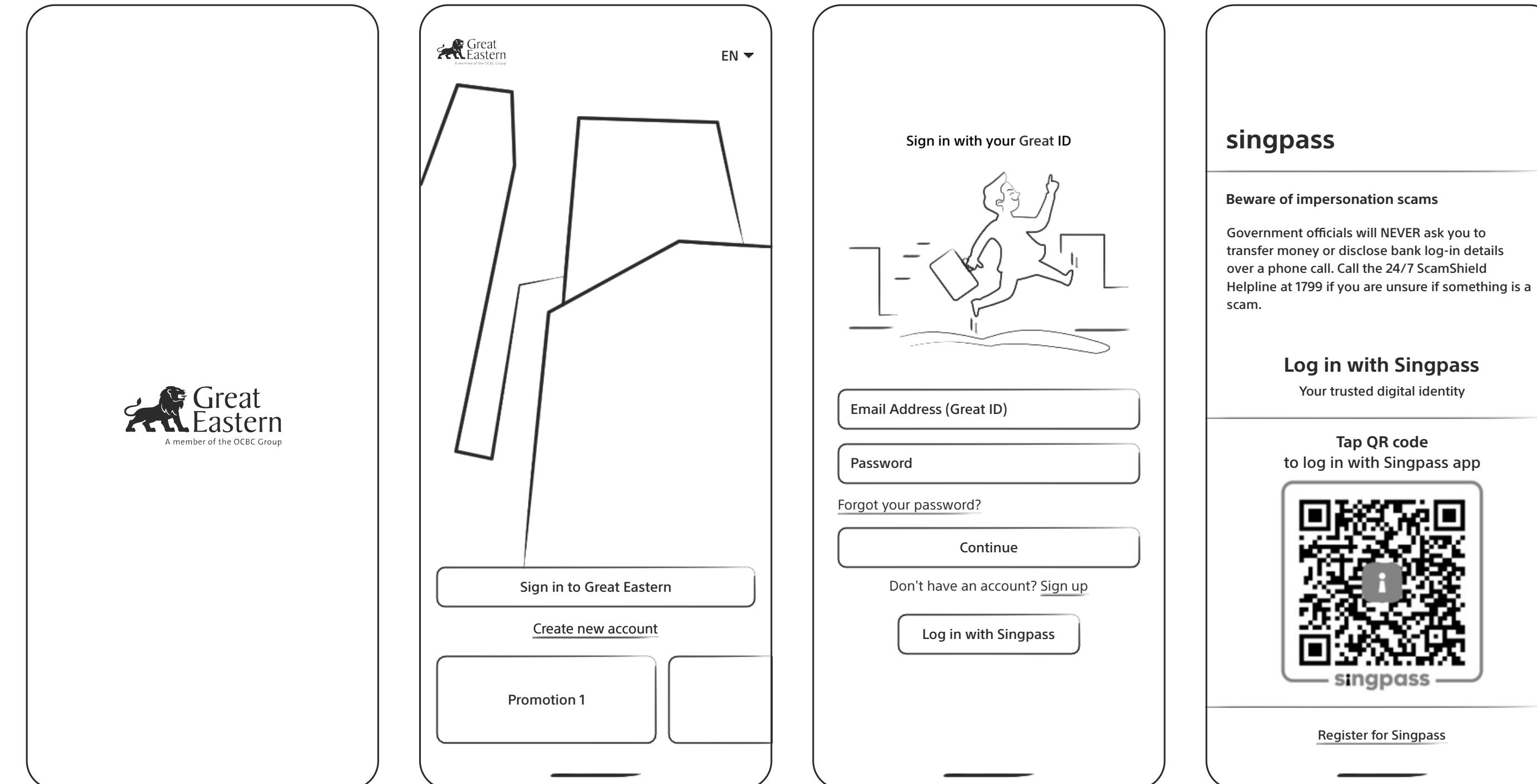
4.1 Low Fidelity Wireframes Onboarding

4.2 High Fidelity Prototype

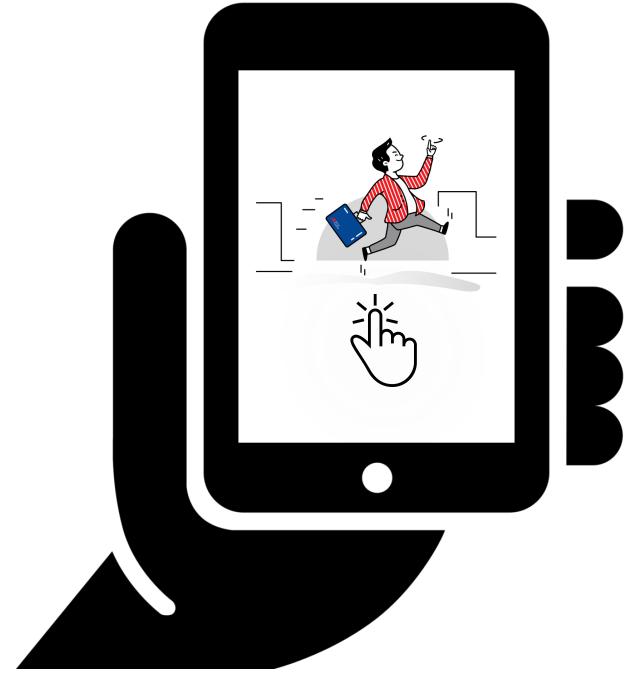
View Lo Fi Prototype



<https://bit.ly/42IQB6I>



Enhancing Contact & Communication Functions in **Great Eastern Life SG** Mobile App



4 Design Iterations

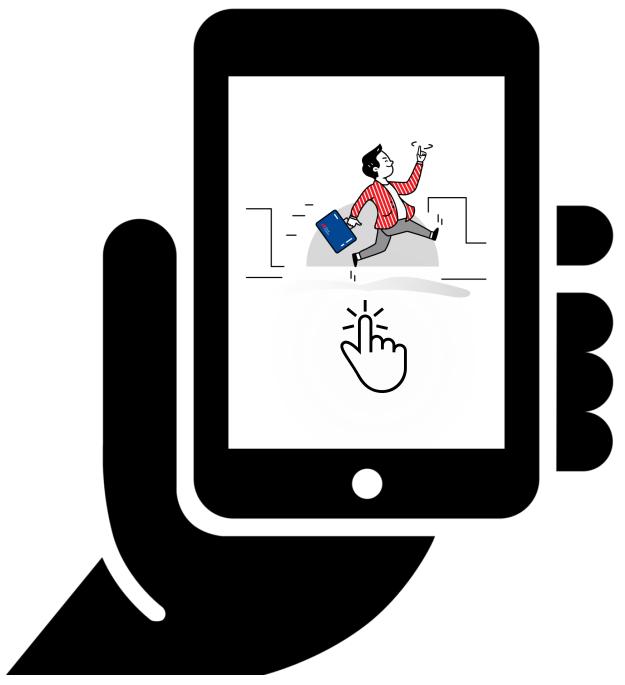
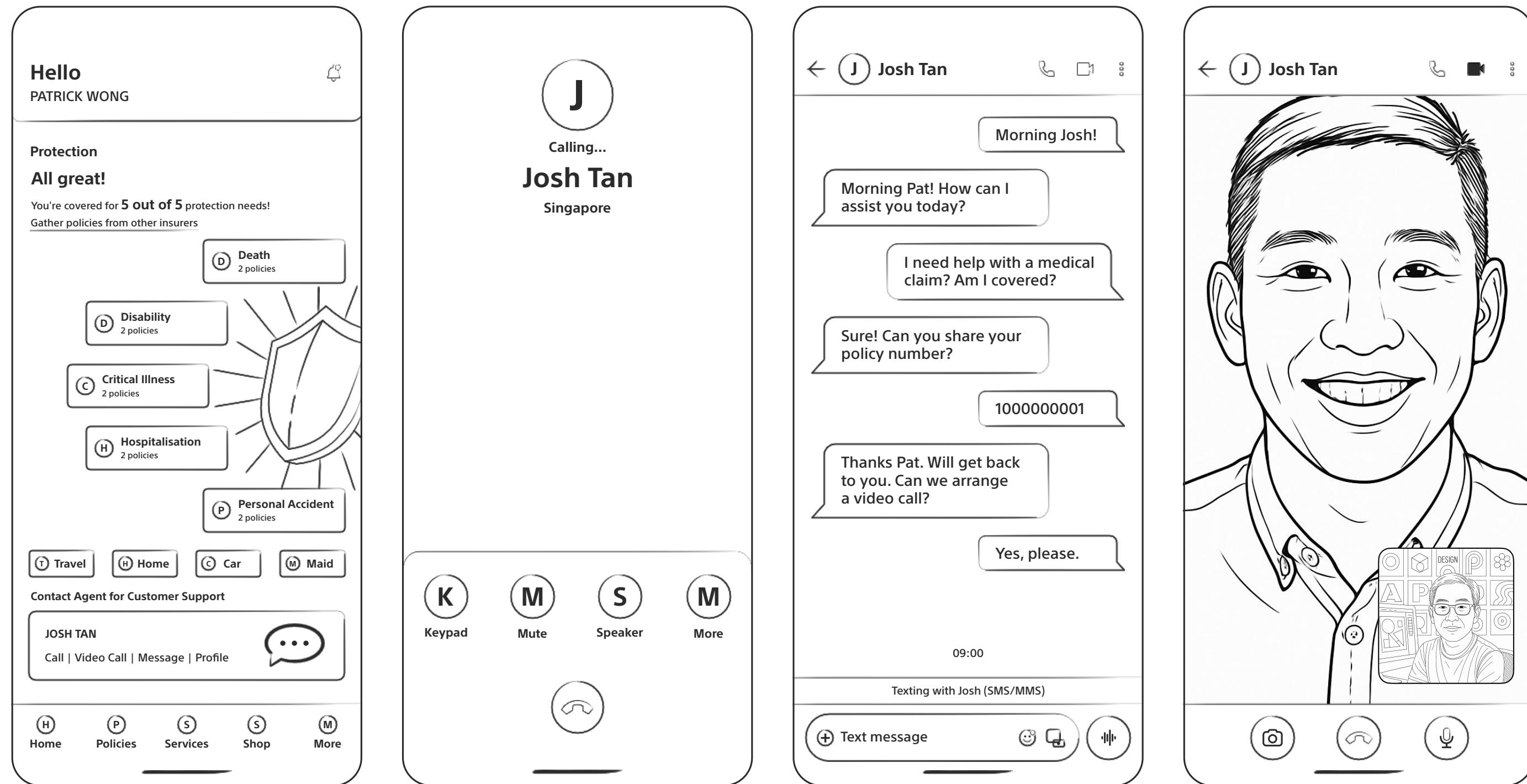
4.1 Low Fidelity Wireframes Proposed Iterations To Chat Functions

4.2 High Fidelity Prototype

[View Lo Fi Prototype](#)



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From the research and strategic thinking, low-fidelity wireframes and high-fidelity prototypes were developed for the redesigned contact features.

4 Design Iterations

4.1 Low Fidelity Wireframes

4.2 High Fidelity Prototype

View Lo Fi Prototype

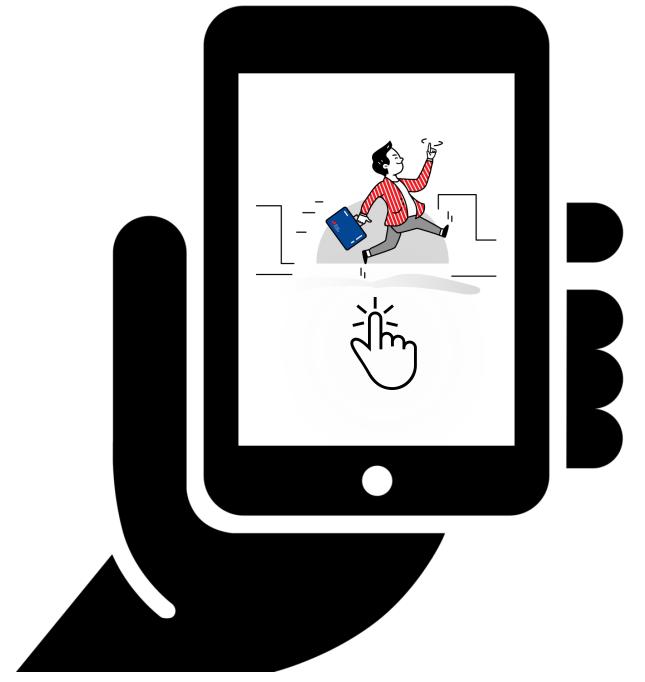


<https://bit.ly/42IQB6I>

The image displays four wireframe prototypes for a mobile application. The first screen, 'Policies', shows a summary of five policies for 'PATRICK WONG' with options to view details or start a new policy. The second screen, 'Services', lists services like Claims, Financial health check, Nomination, Payment, Personal particulars, and Plan conversion. The third screen, 'Products', highlights travel, health, and all products with a special offer for bonus growth. The fourth screen, 'More', includes Dependants' Protection Scheme, Documents, SGFinDex, and Settings, along with a sign-out button and terms and conditions link.

4 Design Iterations

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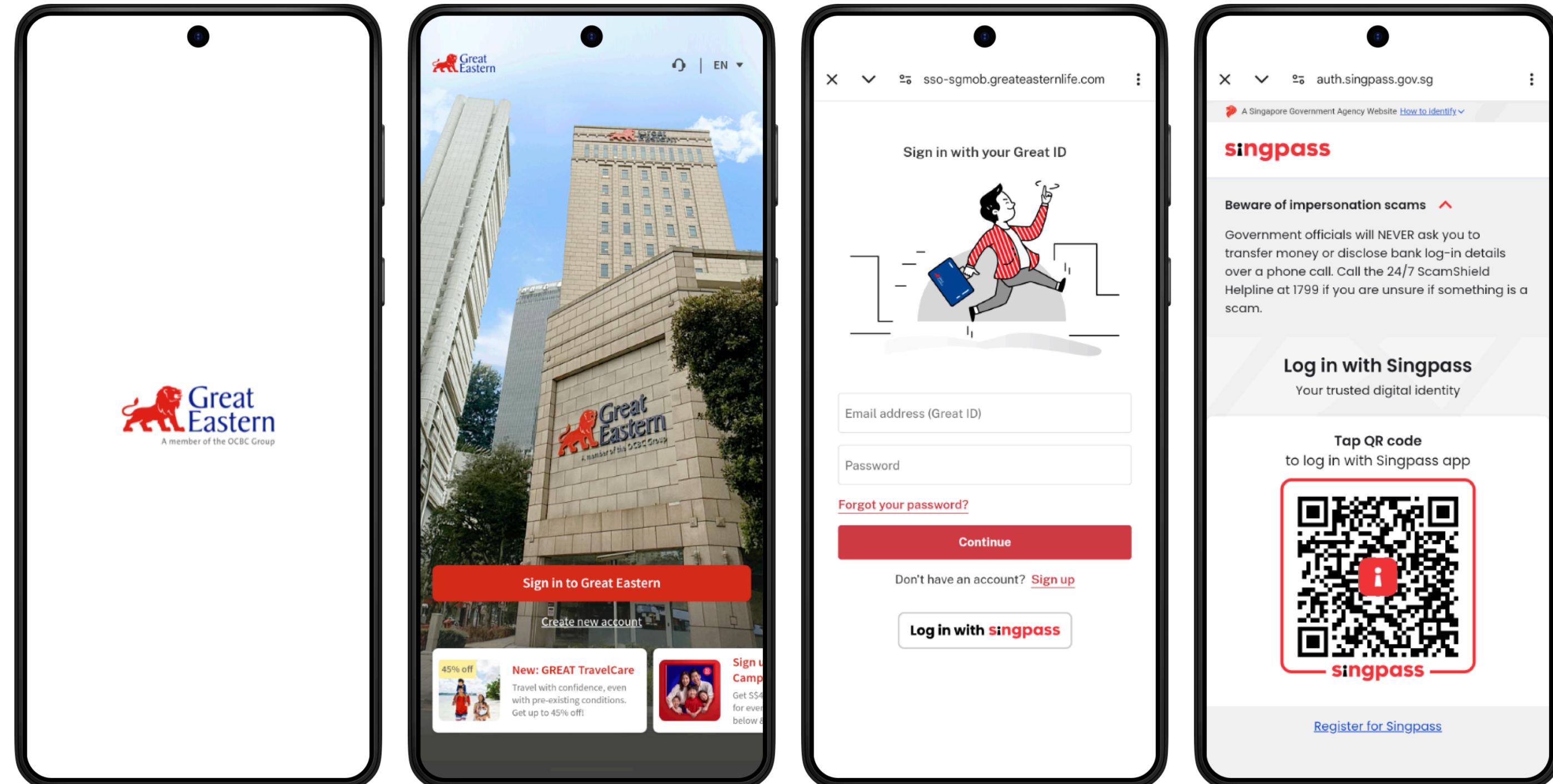
4.1 Low Fidelity Wireframes

4.2 High Fidelity Prototype Onboarding

[View Figma Prototype](#)



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4 Design Iterations

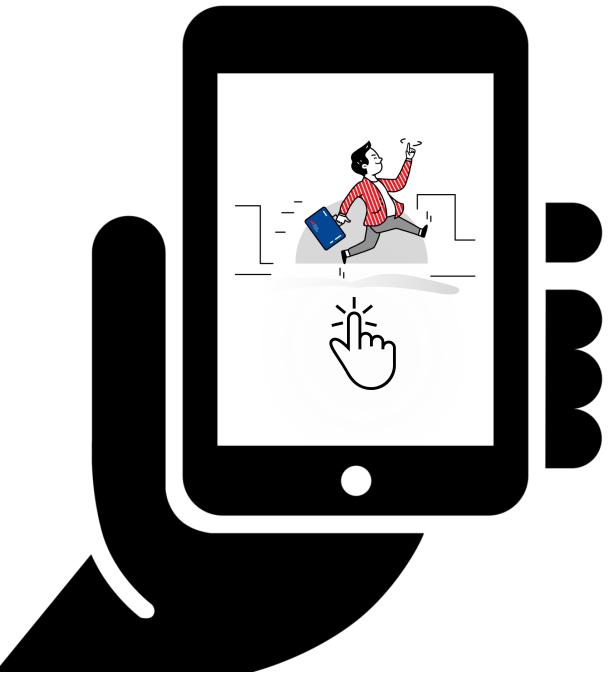
4.1 Low Fidelity Wireframes

4.2 High Fidelity Prototype Proposed Iterations To Chat Functions

[View Figma Prototype](#)

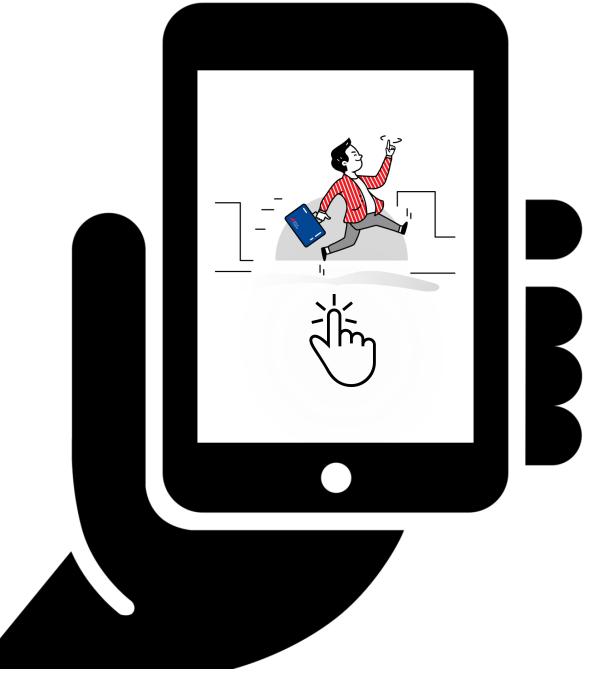


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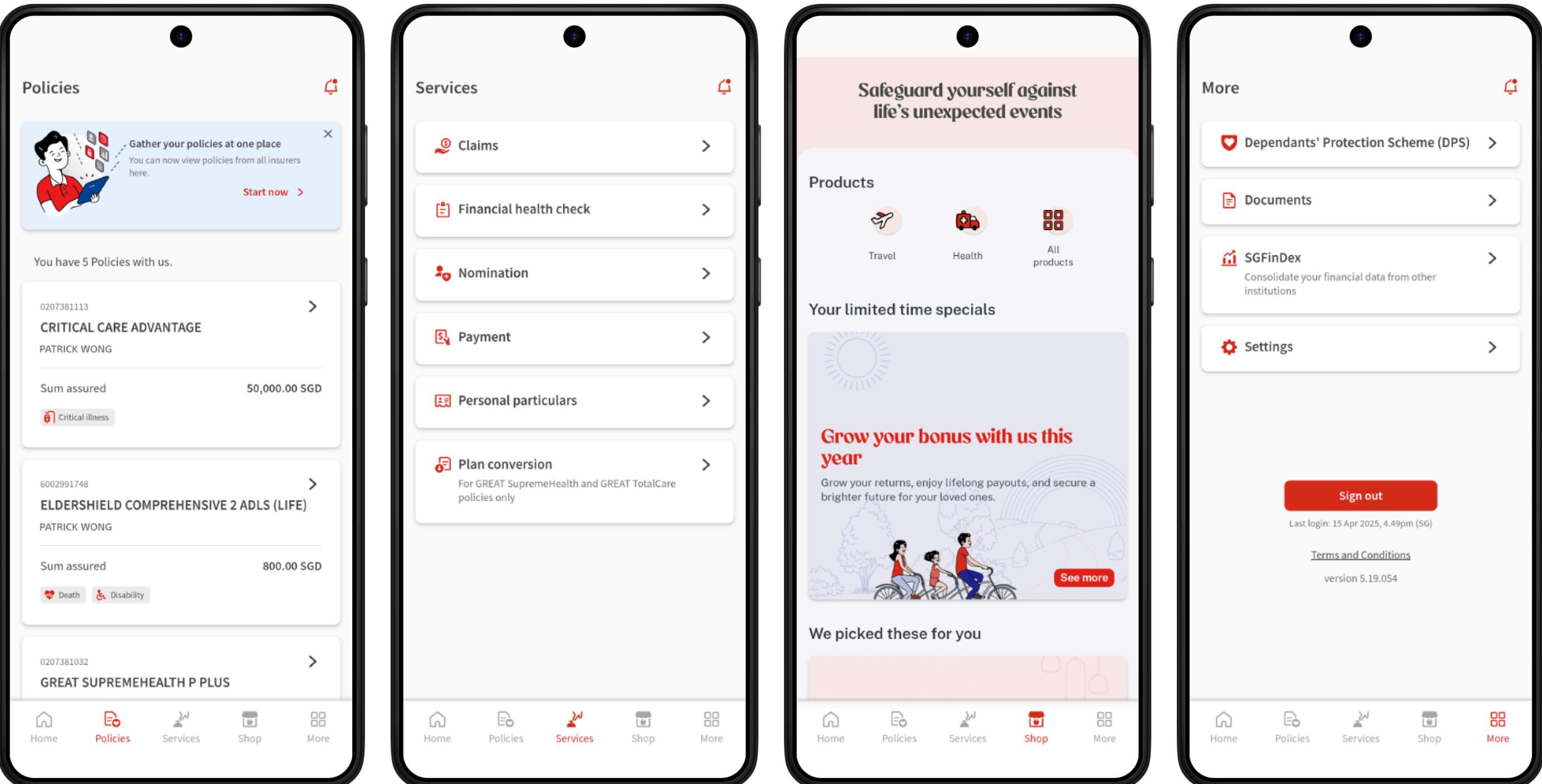
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5 Evaluations

5.1 Usability Testing

5.2 Conclusions

5 Evaluations

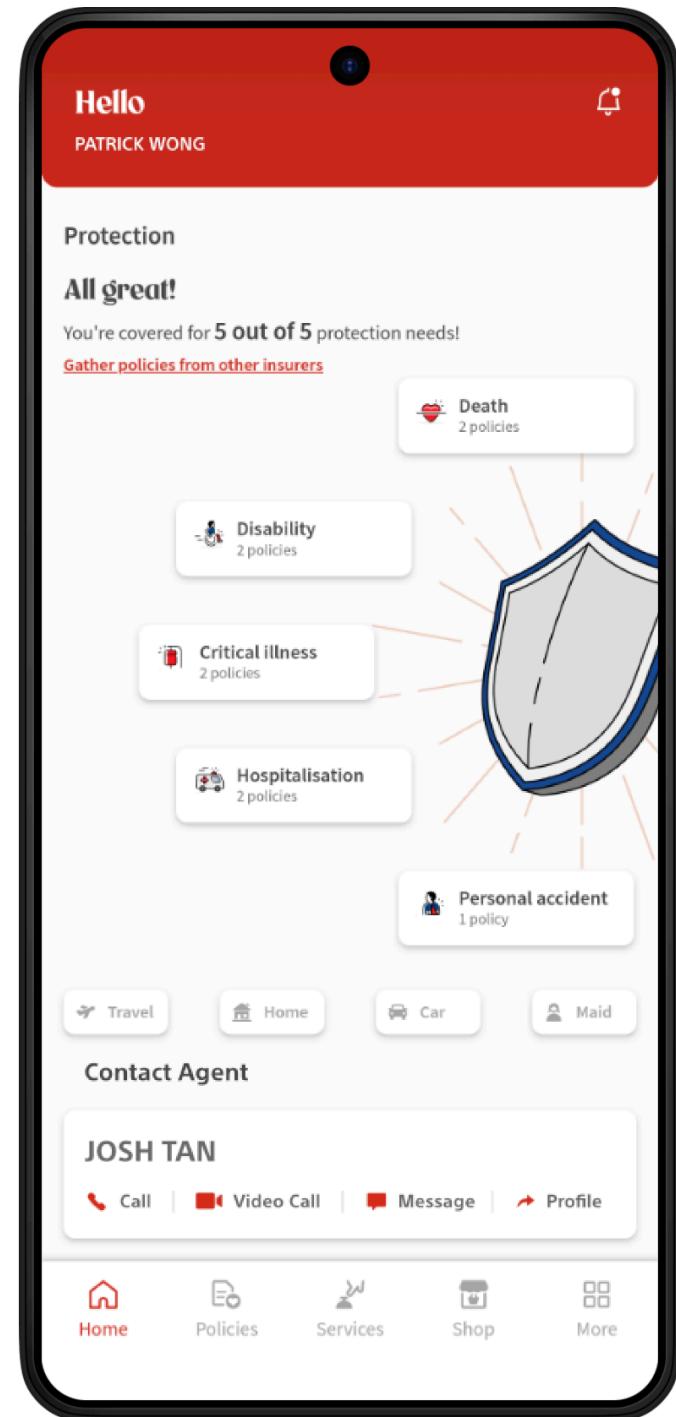
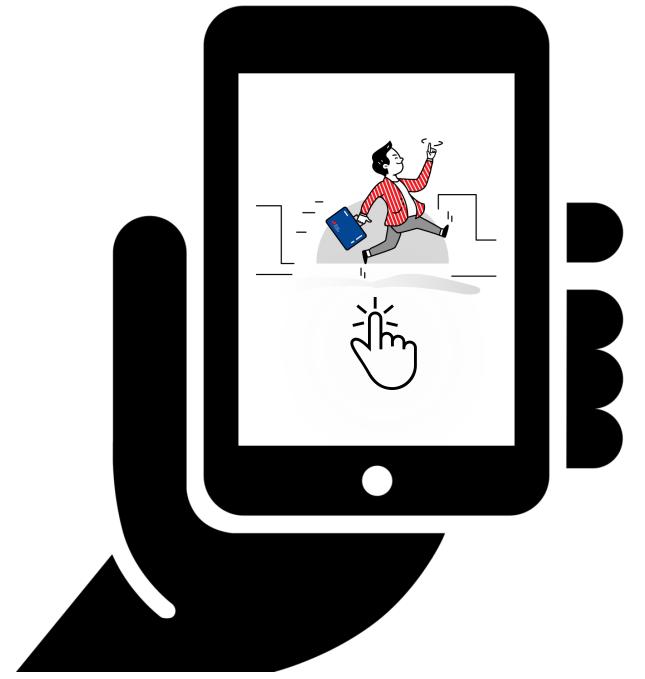
5.1 Usability Testing Plan

5.3 Conclusions

The primary objective was to improve communication functions between policyholders and designated agents and enhance the experience for users using the Great Eastern Life SG Mobile App and also promote adoption. The implementation of the proposed changes resulted in significant improvements to the Great Eastern Life SG Mobile app dashboard's user experience.

Policyholders were able to:

- Navigate the platform more efficiently.
- Access to designated agents quickly.
- Gain valuable insights communicating with their agents.



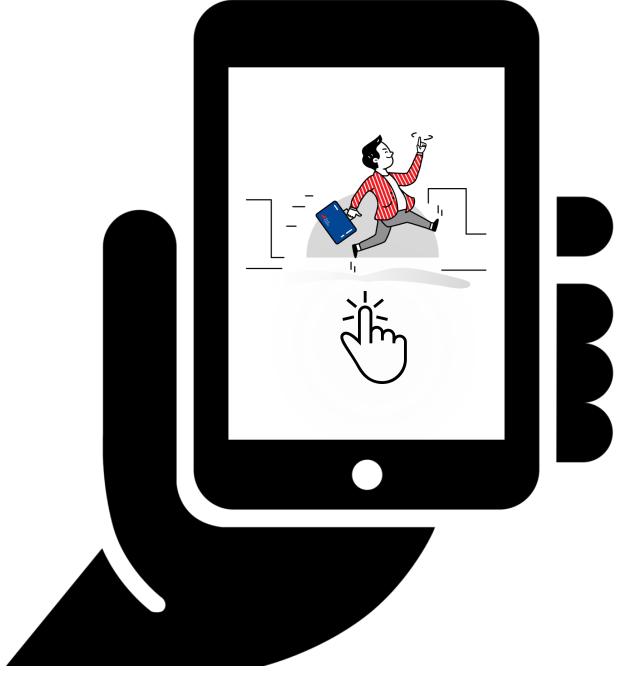
5 Evaluations

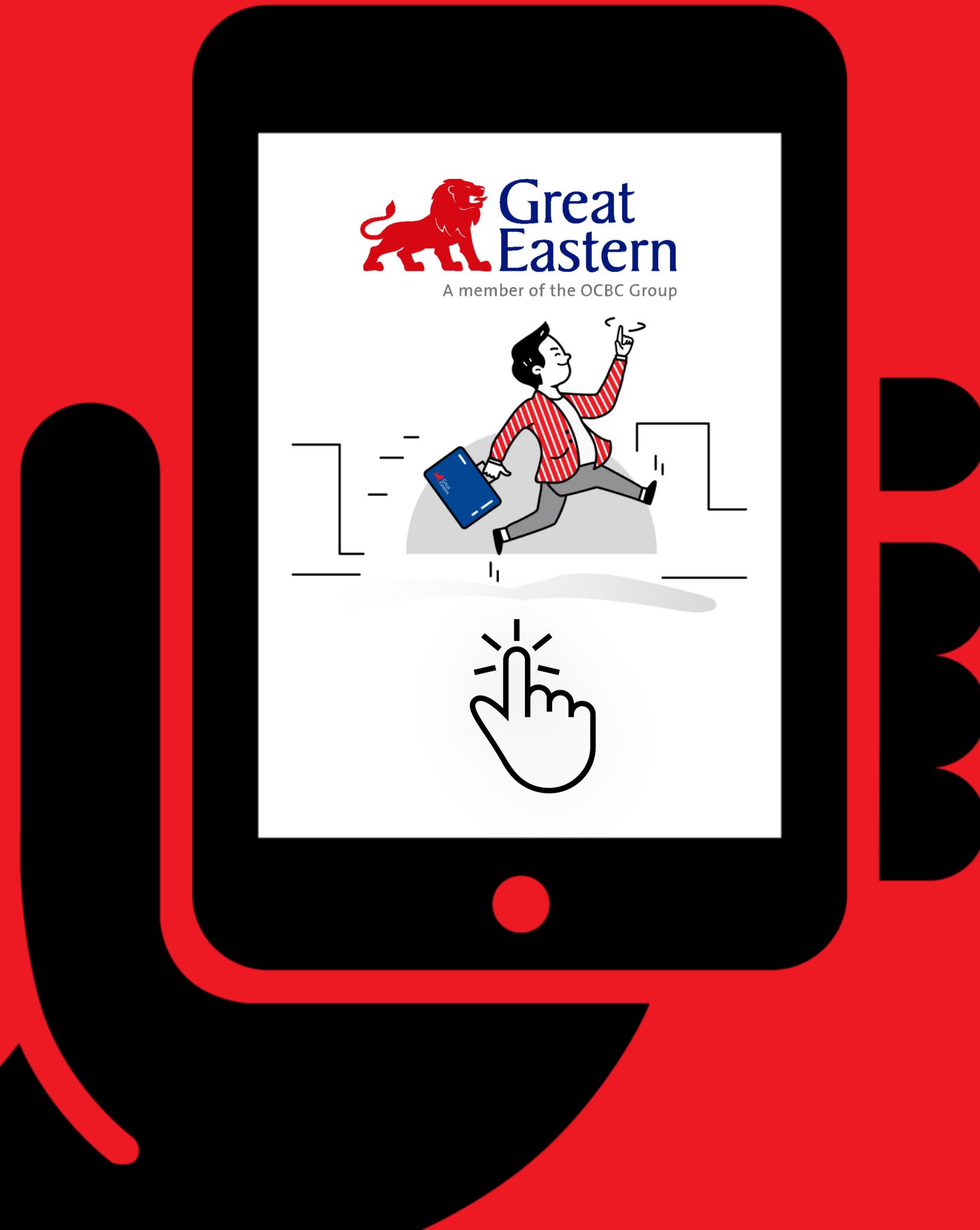
5.1 Usability Testing Plan

5.3 Conclusions

Through strategic redesign and optimisation, this case study successfully improved the efficiency and usability of Great Eastern Life SG Mobile App's dashboard, providing users with a more intuitive and rewarding experience.

By prioritising communication functions between policyholders and their agents, enhancing visibility on the home dashboard, and integrating valuable insights, this project has enhanced its platform to meet the needs of its users.





Thank You

Enhancing Contact & Communication
Functions in **Great Eastern Life SG** Mobile App

UX Design Capstone Project
By Peter Woon

Contact me @



Enhancing Contact & Communication Functions in **Great Eastern Life SG** Mobile App