Ronan Sprake

UX Designer - Portfolio

About me

I've spent 14 years working in digital - researching, designing and transforming customer experiences by:

- Focusing on solving the right problems, from both user and business perspectives
- Following User Centred Design practices and gaining a deep understanding of the customer
- Collaborating widely across disciplines and constantly gathering feedback

I'm driven by curiosity and the satisfaction I get from delivering inclusive, delightful experiences.

For more about me, including my full employment history, please see my CV: https://ronansprake.co.uk/cv-rsprake.pdf

Aviva

Global Design System

Challenges

Aviva is a complex organisation, with dozens of connected systems and products. In 2017, most products had different styling, resulting in disjointed customer experiences.

Each time a team had a new requirement, they designed and coded new features from scratch, unable to re-use design assets or front-end code from other products. This inefficiency caused an overhead at every stage, for every product. The waste of time and money was huge.

There was a general perception that design conformity would stifle creativity and remove independence from product teams, which was seen as a bad thing. This wasn't just a technical and creative challenge, there was a need to win hearts and minds too.

Solutions

In 2018, I led the UX function of an atomic design system team. We were internal consultants to global teams, deciding which components were candidates for re-use. We owned the end-to-end process including research, ideation, design, build and usage guidelines.

The team produced great work, but the model wasn't scalable. Our solution was in DesignOps, evangelising design across the business and adopting an open source model, allowing product teams to submit designs and code for review. This expanded our capacity to ship new features and cultivated a company-wide sense of ownership.

Within 3 years, adoption of the Framework system went from <10% to >80% across Aviva's global digital estate, used by 120 designers in 9 countries.

An example of UX iterations of a Design System component, improved through rounds of user testing

Property ownership
Permanent residence, mortgage or owned outright

Won't be left unoccupied for more than 60 days at a time

Has fewer than 5 bedrooms and isn't regularly used for business purposes

Isn't a listed building and is built of brick, stone or concrete walls, with a tile or slate roof

Hasn't been flooded (from outside sources such as sea, river, rainfall) or suffered from subsidence, heave or landslip damage

Make a correction

Tell us a bit about your home

The home I want to insure [is ▾] built from brick, stone or concrete walls. It has [4 bedrooms ▾] and the roof [is ▾] made of tile or slate.

It [hasn't ▾] suffered from subsidence, heave or landslip damage.

It [doesn't ▾] have any previous external flood damage.

It [isn't ▾] a listed building and [isn't ▾] regularly used for business purposes. It will be unoccupied no longer than [60 days ▾] at a time.

Assumptions
Please agree that the following statements are true to view your cover summary.

You and any other traveller named:

✓ Are a UK resident. You must have been resident in the UK (including the Channel Islands and the Isle of Man) for at least 6 months at the time of buying the policy.

✓ Have had less than 3 travel insurance claims in the past 3 years.

✓ Have not already commenced the trip to be covered.

✓ Are not travelling against medical advice and have not received a terminal prognosis for any medical condition.

✓ Have never had travel insurance refused, cancelled or special terms imposed.

✓ Have not received any criminal conviction for fraud, dishonesty or deception in the last 5 years.

Your quotation and policy will be based on the above criteria and the answers to the questions in this application.

⬤ **True**   ○ False

Challenges

Upside had used agencies and contractors to design separate parts of their startup proposition in isolation. Before long, inconsistencies in design files, customer journeys, aesthetics and content caused pain.

Little consideration had been given to accessibility or content optimisation across the website or app, resulting in awkward interactions and customer pitfalls, driving costly failure demand into a time-poor team.

Many B2B retailer conversations had taken place with no clear tracking of propositions feedback, meaning few lessons had been learned with no actionable insights or analysis of outcomes.
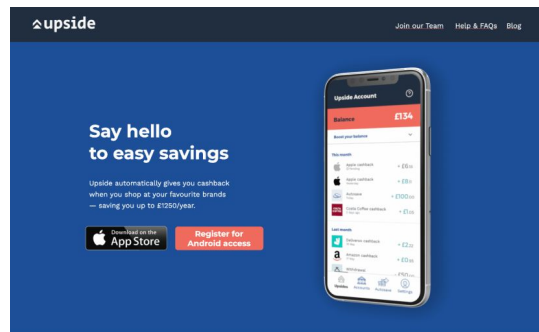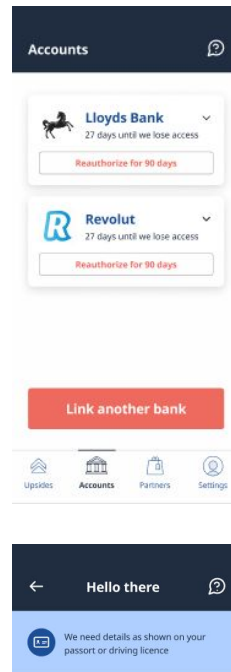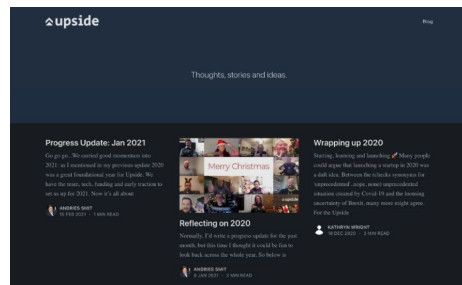
Solutions

I mapped the top causes of customer complaints, failure and abandonment, prioritised the high impact / low effort tasks, considering both happy and unhappy paths. I re-designed interactions across the onboarding process (currently in build) and re-wrote content to bring a more informative, consistent and trustworthy tone of voice across products.

To address inconsistency, I founded a design system in Figma, bringing developers into the process from the start to allow a rapid rollout of new, accessible designs.

I collaborated with our Sales lead to clearly define a set of testable propositions to ensure consistency in retailer conversations. I interviewed dozens of retailers, scoring responses, capturing pain points and opportunities, converting findings into clear, actionable items to feed into our product roadmap.
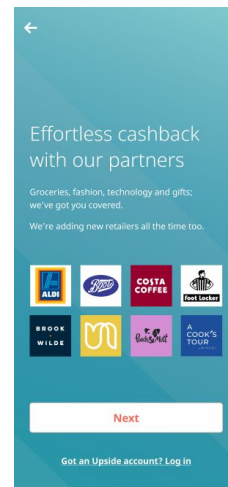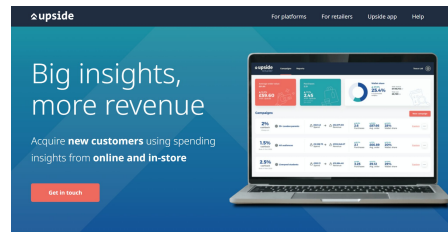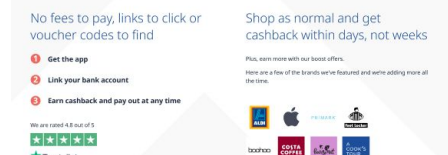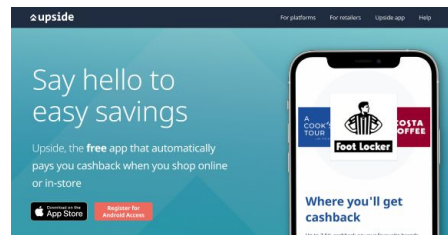
A lot of research and analysis went on behind the scenes to map customer pain points, jobs to be done and feedback.
I've had to blur the details, but it's a flavour of my process.
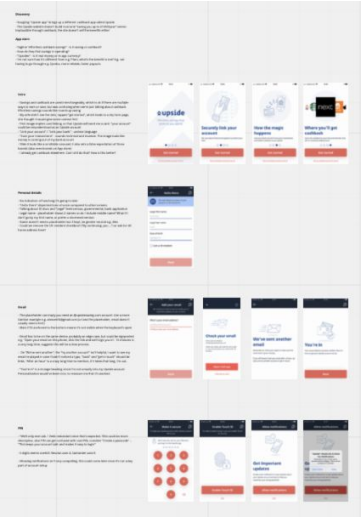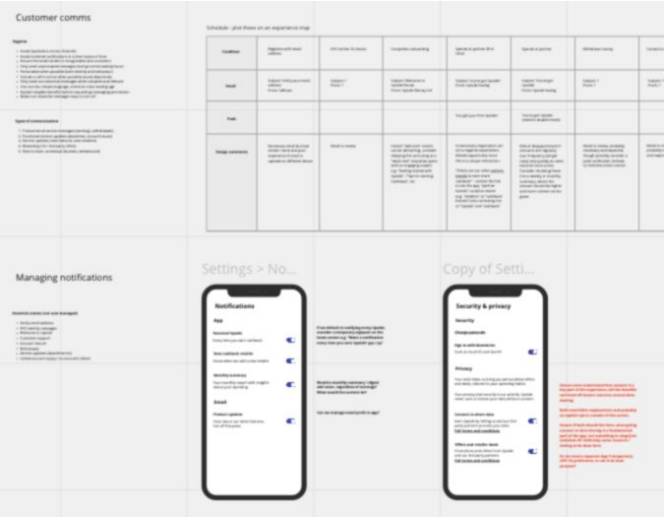
Aviva

Car insurance quote & payment

Challenges

In 2019, Aviva were reacting to a rapid consumer shift to price comparison websites and rushed to launch new journeys on a new tech stack. This resulted in an extremely poor customer experience and early signs showed a 20% reduction in quote completion, a big drop.

In partnership with the Head of Design, we identified serious usability, accessibility and architectural issues with the journey which had caused a high level of failure demand. I needed to prioritise the issues and remove bottlenecks for offshore development teams.

On top of the usual regulatory and systemic complexity, stakeholders were closely guarding budgets and needed to be convinced of the value of a redesign before they would sign off the cost.

Solutions

I planned and delivered remote usability testing to validate my assumptions and uncover pain points and friction, in turn reassuring stakeholders of the merits of a redesign.

Through workshops and rapid ideation, I designed new journey wireframes and high-fidelity prototypes for a second round of testing, which yielded positive feedback.

To manage expectations, I worked with key stakeholders early and often throughout the design process. In close partnership with visual designers and developers, I shared designs in Zeplin and joined Sprint ceremonies to ensure quality and to be on hand for questions during build.

As we rolled out the new experience, quote completion rose and customer enquiries fell. As a result, our stakeholders decided to use the same design-led approach for the equivalent home insurance product.

Persona — Arthur Riverdowns

"I try to buy things online but sometimes it looks too intimidating. I prefer to talk to someone face-to-face but moving to the countryside means calling in will have to do."

Goals
He wants to renew his car insurance policy without having to pay more than necessary.

Story
Arthur is widowed and lives in the countryside. He has a small car that he uses to visit his brother and to conduct other day-to-day aspects of his life.

Device Usage
- Uses tablet device for most tasks as he finds it easier to use than other devices he's used in the past, like a computer or smart phone

Insurance History
- Has been with the same provider for 10 years
- Has a good relationship with his current insurers and has had positive experiences with them when it comes to claims or queries

Motivations
- Having my car is part of my independence but I don't want to pay more than necessary

Arthur Riverdowns
Golden Years / Later Life
PRICE SENSITIVE   BRAND LOYAL

AGE	77
OCCUPATION	Retired
STATUS	Widowed
LOCATION	Chester, UK
SALARY	£20,000
CAR	Ford
HOME	Detached 3 bed (owned)
FAMILY	No children
FINANCIAL STRESS	Mid

Values
PRICE, COVER, BRAND, REVIEWS, CUSTOMER EXPERIENCE

Insurance saviness — LOW ... HIGH
Approach — REACTIVE ... PROACTIVE
Research time allocation — LOW ...
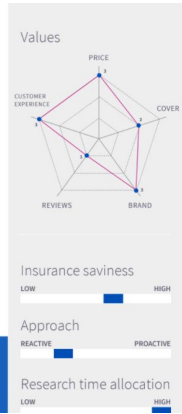
Project summary

Structure

1 days
Usability testing took place over one day via remote moderated testing on Zoom

6 participants
Focusing on motor owners with car insurance, a mix of gender, segment and lifestage with a mix of current providers

45 minutes
Sessions averaged 45 minutes per participant and involved interview questions and tasks on mobile.
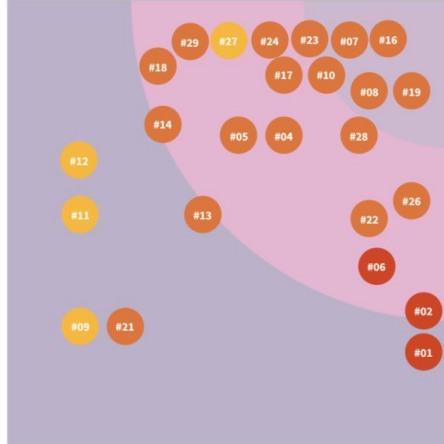
Prioritization chart
easy / hard · Business effort · User benefit (low / high) · Primary · Secondary · Backlog
#29 #27 #24 #23 #07 #16 #18 #17 #10 #08 #19 #14 #05 #04 #28 #12 #26 #11 #13 #22 #06 #09 #21 #02 #01

Upgrade to Aviva Premium

Cover Includes:	Aviva Online £360.99 (£30.08 / month)	Aviva Premium £383.55 (£31.96 / month)
Driving other people's cars	Third party only	Comprehensive (activate on request)
Personal Belongings	Up to £150	Up to £2000
Courtesy Car during repair	3 door car	5 door car
Hire Car after theft or write-off	Can be added (3 door car) for £25.00	5 door car
Motor Legal Services	Can be added £0.00 for first year	✓
Excess cover for rental cars	✗	✓

Would you like to upgrade to Aviva Premium?
- I'm happy with Aviva Online
- I'd like to upgrade (+£22.56)

System Usability Score 82.08
6 Respondents
16.3 Standard Deviation

WORST IMAGINABLE · POOR · OK · GOOD · EXCELLENT · BEST IMAGINABLE
0 10 20 30 40 50 60 70 80 90 100
Not Acceptable · Marginal · Acceptable
Grade F · D · C · B · A
82.08
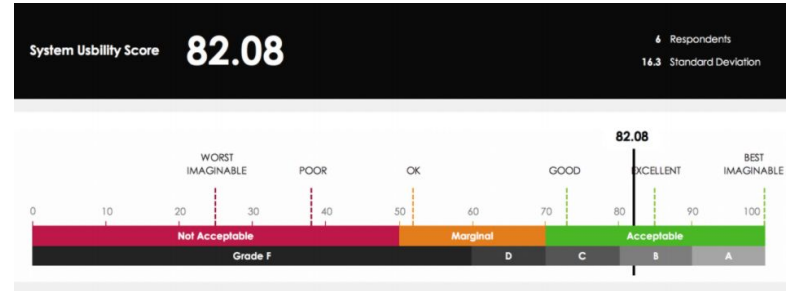
Barclays

Consultancy for accessibility & usability

Designing for users with physical or motor disabilities

Do...

Don't...

make large clickable actions — Yes

demand precision — No

give form fields space

bunch interactions together

design for keyboard or speech only use — Tab

make dynamic content that requires a lot of mouse movement — 1 2 2a 3 2b 2c

design with mobile and touchscreen in mind

have short time out windows — Your session has timed out

provide shortcuts — Postcode — Find address

tire users with lots of typing and scrolling — Address

Home Office   Home Office Digital

Challenges

While at Aviva, I worked with strategic partners including HSBC, Santander and Barclays.

Having successfully collaborated on another project, Barclays asked me to perform a UX review of their home insurance journey that had unusually high drop-off.

They were also interested in running the same Multivariate Tests (MVTs) that we used to continuously optimise our online journeys at Aviva. However, they didn't know how or what to test.

I needed to deliver thorough, clearly actionable insights and I could see opportunities for further work by demonstrating a simple, clear design process with tangible outcomes.

Secure | FAQ's

Barclays
Home insurance

Step 1 of 5: Your details

1 — 2 — 3 — 4 — 5

Your details

(i) You must give us full and accurate answers. If you don't, we may cancel or change your policy (including the price or your excess) or refuse to pay all or part of a claim.

Title

Please select... ⌄

First name

Solutions

I used Axe and Lighthouse to audit each screen in the Barclays journey, performed a heuristic review and thoroughly tested against WCAG standards.

I turned the raw data into a clear presentation, including suggested design improvements, impact assessments and viable candidates for MVT. I then presented remotely to multiple teams within Barclays.

The Barclays partnership team were delighted with my practical, actionable approach that allowed them to implement changes quickly. Within a month, they had fixed all major issues and requests came in for similar audits across other key journeys.

When I re-tested the new code in Lighthouse, their accessibility score had increased from 43 to 92.

#	Section	Issue	Recommendation	Severity
9	Your details	Personal assumptions – incorrect use of <h2> heading "Are all the assump	Use appropriate text styling for "Are all the as	Very high
15	Cover	The cover cards do not look like interactive form elements due to the qua	Include help text above all options, with a link	Very high
17	Cover	Property assumptions have many of the same issues as personal assumpt	Ensure consistency and apply any improveme	Very high
2	All	Inline form errors appear below their related inputs. In some cases this ca	Move errors above data entry field for a bette	Medium
3	All	There are no session timeout warnings after a period of inactivity. Custom	Ensure customers are given the option to turn	Medium
5	Your details	When using a dropdown for year selection, avoid including invalid years (	Change DOB entry to text inputs	Medium
6	Your details	The "you must give us full and accurate answers" paragraph feels out of p	Apply "info" notification styling and move bel	Medium
13	Your details	The "Using your information" section causes this first step to be very long	Consider moving this to a later step and if the	Medium
16	Cover	The cover start date text field is not editable, which is inconsistent with o	Allow customers to fill in the date themselves	Medium
18	Tailor cover	The price options are similarly styled to the interactive cover options on t	Change the visual appearance of the price ca	Medium
19	Tailor cover	The information card styling appears broken on mobile (this applies to oth	Fix styling and improve wording (ideally inclu	Medium
20	Tailor cover	The sticky price bar causes the page content to jump on both desktop and	Add spacing around the fixed element, reduce	Medium

Step 2 – Your cover

Severity High

DOTO

2.0 The cover cards do not look like interactive form elements due to the quantity of content, making this interaction unclear. The cards are indented on mobile, which looks incorrect and the interaction is unexpected and confusing (outlines disappear, text disappears, and the selected indicator is very small).

Recommendation: Include help text above all options, with a link to a full explanation of the types of cover. Remove help text from each option, make the selected state clearer, consider using radio buttons if customers still struggle to understand the interaction.

Your cover
Choose the cover you want
Building and contents
Combined cover to protect your home and what's in it, cover for things such as burst pipes, fire and storm damage.

Existing

Your cover
Choose from 4 types of cover. Our covers are explained here
Building and contents
Buildings

Improvement

Building and contents
Buildings
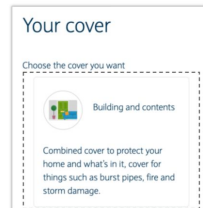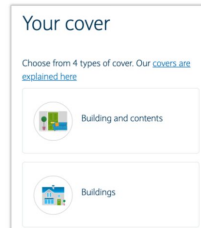
Improvement (selected)

AVIVA

23

Severity High

A **high** impact on the user experience often leading to task failure or abandonment. **Extremely frustrating** to users.

Severity Medium

A **medium** impact on the user experience creating obstacles or friction when customers are completing tasks. It may be that considerable extra effort is required to perform a task, which **customers will find annoying**.

Severity Low

A **low** impact on the user experience is when a user is successful in a task but **isn't aware** of an issue they encounter **or innocently blames the issue on themselves**.

Step 1 – Your details

Severity Low / **DOTO***

1.5 Asking correspondence address before risk address is not intuitive in a home insurance journey.

Recommendation: Ask for address to be insured, then ask if the customer has a different correspondence address.

Severity Low / **DOTO**

1.6 Customers are frequently reluctant to give their email and phone details.

Recommendation: Indicate in help text that these details will only be used to manage the account.

Severity Low

1.7 Phone number and email fields don't use the correct contextual keyboards on mobile (e.g. phone number is easier to enter using a number pad rather than the qwerty keyboard).

Recommendation: Use more appropriate HTML input attributes (type="email" and type="tel").

Severity Medium / **DOTO***

1.8 The "Using your information" section causes this first step to be very long, which makes the journey feel long-winded from the start.

Recommendation: Consider moving this to a later step and if these accordion elements need to be expanded by default, use a more appropriate heading / text layout (without accordions).

AVIVA 20

DOTO*

Optimisation and testing

Our Digital Optimisation Team's (DOT) purpose is to understand how customers interact with our digital offerings, continually **optimising the experience to drive improvements** in business performance.

92

Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

Personal feedback

Aviva's Head of UX

"It's the best piece of design we've done since I've been at Aviva. It's a beacon that leads the way into a brighter, better future."

Aviva's Head of Propositions

"He is calm, focused and tenacious. His methodical approach to design is brilliant and the work he produced was outstanding, in a particularly challenging environment."

"The project was incredibly challenging and you have taken it in your stride. Reliability and quality are critical for me, and you've proven this over and over."

Thank you.

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