

Ronan Sprake

UX Designer - Portfolio

About me

I've spent 15 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.

AVIVA

Santhia complementary health quote

1 Les personnes à assurer 2 Tarif

The main insured:

The insured is ☐ man ☐ women

What is his date of birth ?

What is its social regime? Choose ...

What is your main place of residence?

The other beneficiaries:

Would you like to add a spouse? ☐ Yes ☒ no

Number of child (ren) to be insured

[To pursue](#)

In accordance with the regulations on the protection of personal data, personal information is processed by Aviva Assurances, 13 rue du Moulin Bailly, 92270 Bois-Colombes. The purpose of this processing is the signing, management and execution of insurance contracts, as well as the execution of the legal, regulatory and administrative provisions in force. [See more](#)

The terms of application of the guarantees and exclusions, specified in CG n° 17947 and Annexes 17950, are available at the branch.

CHANGER D'ASSURANCE TROUVER UNE ASSURANCE

PROJET > ASSURÉ(S) > RESULTATS

1 Capital restant dû €

2 Durée restante du crédit à date anniversaire Mois

3 Mois de signature initiale du prêt mmm/aaaa

4 Taux du prêt (hors assurance)

5 Type de prêt Prêt amortissable Prêt à taux zéro Prêt in fine

6 Usage du bien -- Choisissez --

7 Etablissement bancaire -- Choisissez --

[Suivant](#)

Thank you for insuring with us, your payment has been received

Your policy number is: MHO059699355.
Cover starts on 28 November 2017 at 11:49.



Your documents are saved on MyAviva - simply log in to view them.

Thank you for insuring with Aviva. As an existing customer you can get 12 months FREE Annual European Multi-Trip Insurance [T&Cs apply](#).

If you are registered please enter your password in the log in to MyAviva section below
If you are not yet registered please follow the activation link included in the online access email we've sent you



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.

Element library

Our atomic design element libraries: currently available templates, organism, molecules, atoms... Guidelines and examples: they're all here

[Use the elements](#)


Icon library

Providing links to the official Aviva icon set hosted within the Aviva CDN

[Read more](#)


How to guides

Building a website with the Framework? Here's how to use it and how to add / edit elements

[Read more](#)


Release log



Contact us

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 built from brick, stone or concrete walls. It has and the roof made of tile or slate.

It suffered from subsidence, heave or landslip damage.

It have any previous external flood damage.

It a listed building and regularly used for business purposes. It will be unoccupied no longer than

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

Upside

iOS app, design system & website

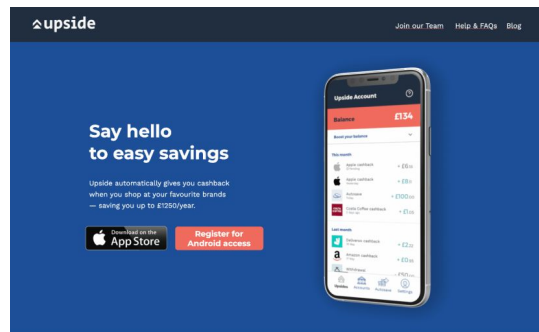


Challenges

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.



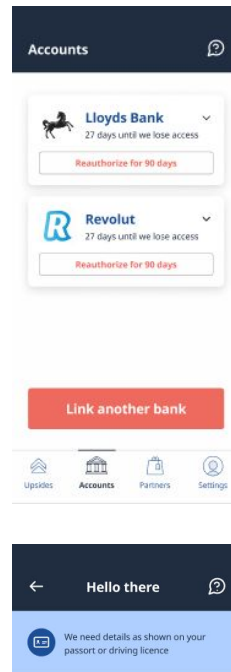
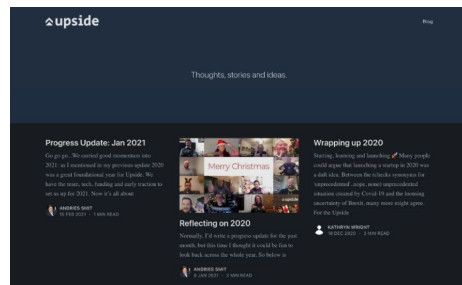
How It Works



STEP 1

Securely link your bank account

We use state of the art encryption meaning your information is guarded and protected.



Legal first name

Sarah Alice

Legal last name

Smith

Date of birth

DD/MM/YYYY

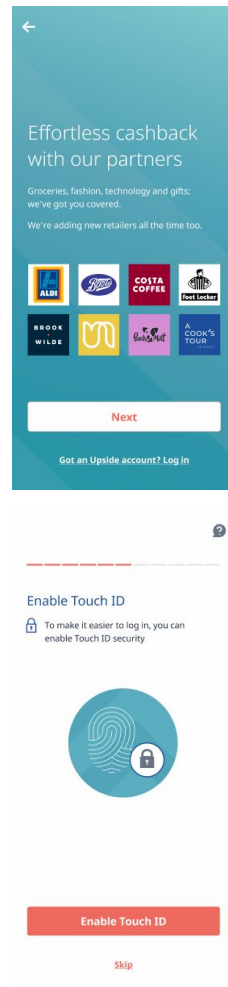
You must be 18+

☐ I am a UK resident

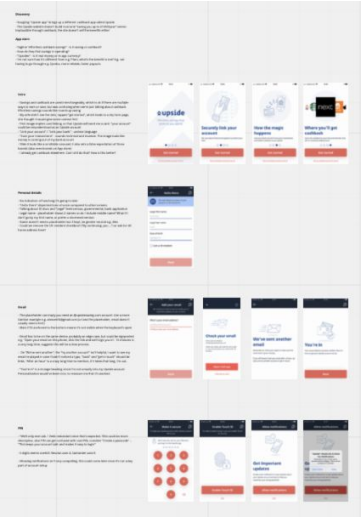
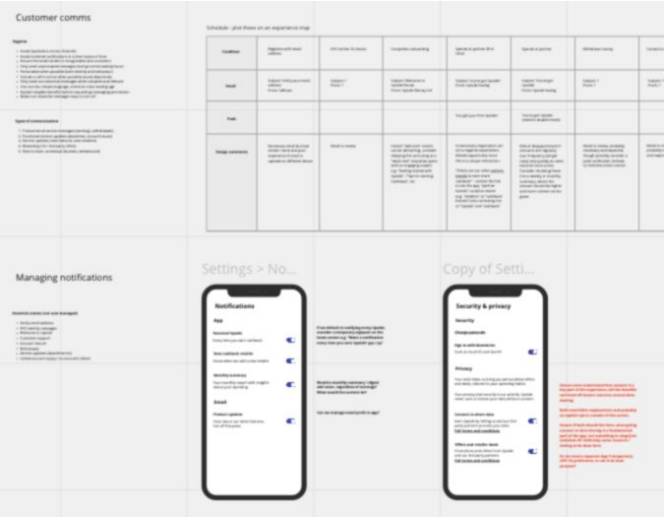
I mapped the top causes of customer complaints, failure and abandonment, prioritised the high impact / low effort tasks, re-designed interactions across the onboarding process (currently in build) and re-wrote content to bring a more informative and consistent tone of voice across products.

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. Together, we 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.



A dramatic scene from inside a car. The windshield is shattered with a large hole in the center. A brown rabbit is perched on the dashboard, looking out the window. A small green lizard is on the left side of the dashboard. Two women are in the front seats, looking towards the front. The rearview mirror shows a close-up of a man's face. The car's interior, including the dashboard and seats, is visible.

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 and accessibility issues with the journey which had caused a high level of call centre demand. I needed to prioritise the issues to solve first 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.

The screenshot shows the 'Aviva Online - Low cost, self-service car insurance' page. It features three main benefits: 'No call centre support', 'Online only', and 'No admin fees'. Below these, there's a section for 'Motor insurance quote Step 4 of 5'. The quote details include: 'Hi Here is your quote - You can retrieve your quote from your quote confirmation email. This remains valid up until 09/05/2021.', 'Test Test', 'FORD FIESTA GHIA 16V', 'Cover start: 31/03/2021', 'Cover end: 31/03/2022', 'Cover type: Comprehensive', and 'You've selected to pay yearly £543.31'. On the right, there's a summary section with 'LS07RXM', 'Quote AQ02146177169', 'How would you like to view your quote?', and two options: '£49.88 / month' and '£543.31 / year'.

Functionality of content is not keyboard operable



Insight: Interactive elements on the page do not receive focus. If interactive elements do not receive focus, the website is unusable to assistive technology users, and people who cannot use a mouse.

Who this benefits: People who are blind (who cannot use devices such as mice that require eye-hand coordination); People with low vision (who may have trouble finding or tracking a pointer indicator on screen); Some people with hand tremors find using a mouse very difficult and therefore usually use a keyboard.

The screenshot shows the 'First name' field in the quote form. The field is highlighted with a red dashed border, indicating it is not keyboard operable. The form includes fields for 'First name', 'Surname', 'What's your email address?', 'What's your daytime/mobile telephone number?', and 'Date of birth (dd/mm/yyyy)'.

Recommendation: If the natural tab order is already logical, remove the tabindex. Otherwise, consider restructuring the page so that tabindex is not needed. If tabindex is maintained, ensure that the resulting navigation is logical and complete. Refer to 'Sufficient Techniques' in the link below. Also ensure that focus is visible, and once implemented re-check for keyboard traps.


Solutions

I planned and delivered remote usability testing to validate my assumptions and uncover customer pain points, 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 collaboration with visual designers, we handed over designs in Zeplin and joined Sprint ceremonies to oversee quality and ensure accessibility bugs were resolved in build.


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





Here's your quote, Alex

£360.99/year
or £30.08 / month (excludes interest)
Quote ref AQ0237447839 expires in 60 days

- ✓ **FREE** Motor Legal Services
- ✓ 99.4% of claims settled in 2019
- ✓ **Fully comprehensive** Defaqto 5 star cover
- ✓ **Online self-service** means changes are free



 **comparethemarket**™ Thank you for choosing Aviva Online



1 Quote

2 Cover

3 Review


4 Payment

Cover 1 of 3

Breakdown cover

All RAC patrol vans carry over 500 parts and tools

- ✓ 4 out of 5 vehicles fixed at the roadside
- ✓ No call out charge



Price cut
We recently dropped our prices

Would you need assistance if your vehicle broke down?
Without cover, it could cost you over £300 to be towed off the motorway

Yes please

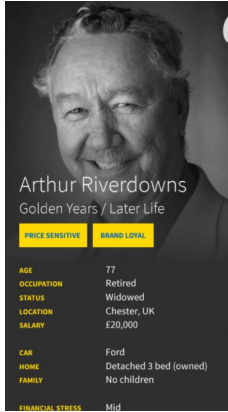
No thanks

Choose the option that best suits your needs

Important documents

All your policy documents are available to view online in MyAviva. [View full product information](#)

Aviva Online Breakdown policy (optional)



“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



Project summary

Structure

1 days

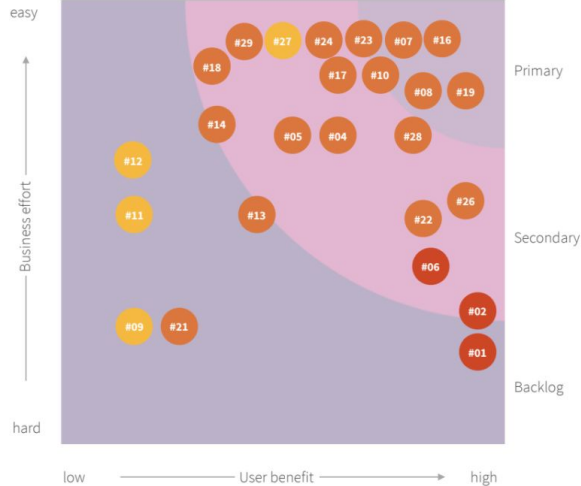
Usability testing took place over one day via remote moderated testing on Zoom

6 participants

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

45 minutes

Sessions averaged 45 minutes per participant and involved interview questions and tasks on mobile.



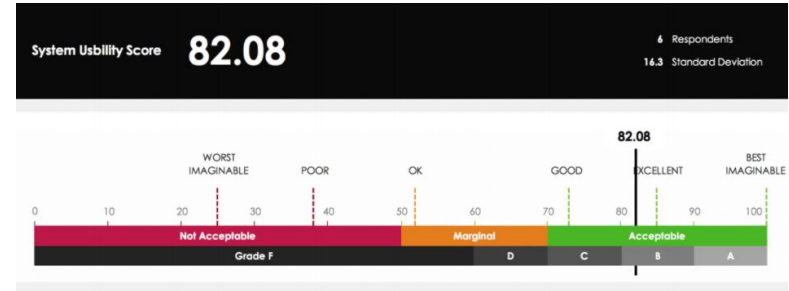
Upgrade to Aviva Premium

	Aviva Online £360.99 (£36.09 / month)	Aviva Premium £383.55 (£38.36 / month)
Cover Includes:		
1 Driving other people's cars	Third party only	Comprehensive (activate on request)
1 Personal Belongings	Up to £350	Up to £2000
1 Courtesy Car during repair	3 door car	5 door car
1 Hire Car after theft or write-off	Can be added (3 door car) for £25.00	5 door car
1 Motor Legal Services	Can be added £0.00 for first year	
1 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)



Barclays

Consultancy for accessibility & usability



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



Your details



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 assum	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 improve	Very high
2	All	Inline form errors appear below their related inputs. In some cases this ci	Move errors above data entry field for a better	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 c	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 car	Medium
19	Tailor cover	The information card styling appears broken on mobile (this applies to ot	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, reduc	Medium

Step 2 – Your cover

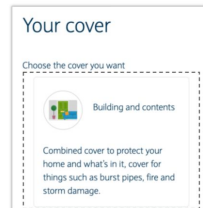
Severity
High

DOTO

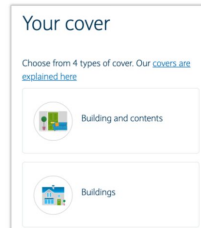
2.0

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.



Existing



Improvement



Improvement (selected)

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**.

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.

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).



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.”

Principal Product Owner

“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.