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# **POLICY EXPERT**

## **LEAD DESIGNER**

**Brand management, prototyping, UI, UX**

Fast-growing insurance brand and winner of numerous awards for services, products, technologies and e-commerce.

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## Policy Expert Insurance Form

Responsive web pages shown at desktop, tablet and mobile device sizes.

The image displays three side-by-side responsive web pages for a 'Policy Expert' insurance form. Each page is titled 'Policy Expert' and features a purple navigation bar with tabs: Details, Quotes, Extras, Summary, and Payment (only visible on the desktop version). A phone number '0330 0600 601' is displayed above the tabs on all three versions. The main content area is divided into sections: 'About you' and 'Statements about you'. The 'About you' section contains fields for Title, First name, Last name, Date of birth, Marital status, Occupation, and smoking status. It also includes a 'review centre' badge, a 'Trusted provider' badge with a TrustPilot rating of 91%, and a 'Crystal clear' badge indicating plain English approved wordings. The 'Statements about you' section contains a checkbox for agreeing to statements. The desktop version shows a full set of these elements, while the tablet and mobile versions are simplified versions of the same layout.

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## Policy Expert Quotes page

After completing the insurance form, users are presented with a selection of quotes to choose from.

**Policy Expert**

Open now until 20.00 0330 0600 601

1. Details > 2. Quotes > 3. Extras > 4. Summary > 5. Payment Save quote

**Simon, your home insurance quotes**

Scroll for more covers

Main cover	Excess	Buildings accidental damage	Contents accidental damage	
	edit	edit	edit	<b>£178.01</b> £13.80/month
	£200	Basic	Basic	<b>£153.49</b> £11.90/month
	£200	Basic	Basic	<b>£164.22</b> £13.21/month
	£200	Basic	Basic	<b>£1,178.27</b> £19.09/month

**Back**

Policy Expert is a trading name of QMetric Group Limited. Authorised and regulated by the Financial Conduct Authority. Firm Reference Number 529506.

**Policy Expert**

Open now until 20.00 0330 0600 601

1. > 2. > 3. > 4. > 5. Save quote

**Simon, your home insurance quotes**

Scroll for more covers

Main cover	Excess	
	edit	<b>£178.01</b> £13.80/month
	£200	<b>£153.49</b> £11.90/month
	£200	<b>£164.22</b> £13.21/month
	£200	<b>£1,178.27</b> £19.09/month

**Back**

Policy Expert is a trading name of QMetric Group Limited. Authorised and regulated by the Financial Conduct Authority. Firm Reference Number 529506.

**Policy Expert**

Save quote

1. > 2. > 3. > 4. > 5.

**Simon, your home insurance quotes**

Scroll for more covers

Buildings:	Contents:	
£510,000	£50,000	<b>£178.01</b> £13.80/month
£500,000	£45,000	<b>£153.49</b> £11.90/month
£300,000	£40,000	<b>£164.22</b> £13.21/month
£250,000	£50,000	<b>£1,178.27</b> £19.09/month

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## Policy Expert Quote page v1

Alternative design showing each quote as a row, with controls for further cover options.

**Desktop**

Insurer	Buildings cover	Contents cover	Main excess	Legal cover	Home emergency	Key cover	Buildings accidental damage	Contents accidental damage	Price
Policy Expert HOME SELECT	£750.00	£75.00	£350	✓	✓				£168.66 or £13.80/month <a href="#">More &gt;</a>
Policy Expert HOME ESSENTIALS	£500.00	£50.00	£350	✓		Unavailable			£123.45 or £10.02/month <a href="#">More &gt;</a>
AVIVA	£500.00	£50.00	£350		Unavailable	Unavailable			£144.44 or £12.12/month <a href="#">More &gt;</a>
AXA	£500.00	£50.00	£350	✓		Unavailable			£167.89 or £12.12/month <a href="#">More &gt;</a>

[Back](#)

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**Tablet: 1024 x 768**

Insurer	Buildings cover	Contents cover	Main excess	6 Extras (2 selected)	Price
Policy Expert HOME SELECT	£750.00	£75.00	£350	+2 view	£168.66 or £13.80/month <a href="#">More &gt;</a>
Policy Expert HOME ESSENTIALS	£500.00	£50.00	£350	+1 view	£123.45 or £10.02/month <a href="#">More &gt;</a>
AVIVA	£500.00	£50.00	£350		£144.44 or £10.02/month <a href="#">More &gt;</a>
AXA	£500.00	£50.00	£350	+1 view	£144.44 or £10.02/month <a href="#">More &gt;</a>

[Back](#)

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**Mobile (iphone 6/7/8): 375 x 667**

Insurer	Buildings cover	Contents cover	Main excess	6 Extras (2 selected)	Price
Policy Expert HOME SELECT	£750.00	£75.00	£350	+2 extras	£168.66 or £13.80/month <a href="#">More &gt;</a>
Policy Expert HOME ESSENTIALS	£500.00	£50.00	£350	+1 extras	£123.45 or £10.02/month <a href="#">More &gt;</a>
AVIVA	£500.00	£50.00	£350	0 extras	£144.44 or £12.12/month <a href="#">More &gt;</a>
AXA	£500.00	£50.00	£350	0 extras	£144.44 or £12.12/month <a href="#">More &gt;</a>

Buildings cover  
Contents cover  
£750.00  
£75.00

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## Policy Expert Quote page v2

Another alternative design showing three quotes as columns, controls for further cover options and additional quotes as 'paginated' tabs.

The screenshot displays three versions of the Policy Expert quote page:

- Desktop:** Shows a grid of five insurance quotes. Each quote includes a policy name, premium amount, and payment frequency. Below the grid is a table of additional cover options with 'Edit', 'Add', and 'Remove' buttons. A 'View more covers' link is at the bottom.
- Tablet:** A smaller version of the desktop grid, showing the first three quotes. It includes navigation arrows for paginated quotes and a 'View more covers' link.
- Mobile (iPhone 6/7/8):** A compact view of the first three quotes. It features horizontal scroll arrows for navigating through additional quotes and a 'View more covers' link.

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## Policy Expert Quote page: overlay

Variation of previous design, this time showing overlay cover options.

**Desktop**

**Tablet: 1024 x 768**

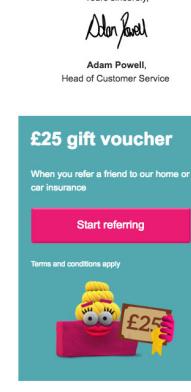
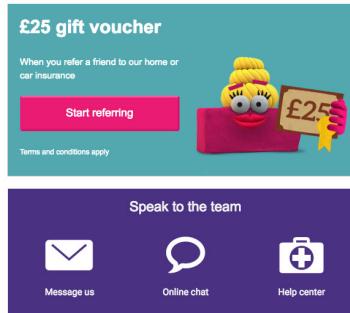
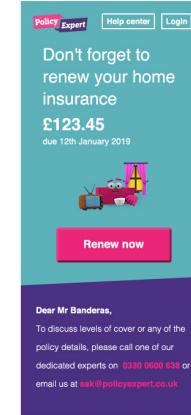
**Mobile (iPhone 6/7/8): 375 x 667**

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## Policy Expert Email template

Browser-tested responsive HTML email template with prioritised content.



\*\* Please note that if we are unable to collect payment from you we will not be able to renew your policy.  
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V2018-auto-renewal.html#body

\*\* Policy Expert is rated the number 1 home insurance provider in the UK on independent review website – Reviewsphere.com. Based on 17,607 customer reviews and a 95% recommendation rating - January 2018.  
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V2018-reviewsphere.html#body

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Policy Expert  
Direct mail: DL

Included in posted marketing  
campaign pack.

The UK's number 1 rated **home insurer**



95% recommend us

review centre  4.6/5 from 17,607 reviews. Source: reviewcentre.com (3 January 2018)

Visit [policyexpert.co.uk/number-one](http://policyexpert.co.uk/number-one) or call **0330 0600 662**  
Lines are open Monday - Thursday 9am - 8pm, Friday 9am - 6pm, Saturday 9am - 2pm.

**Policy Expert**

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## Policy Expert

### Direct mail: A4 letter

Included in posted marketing campaign pack.

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Call 0800 692 1900

Quote Ref: XXXXXXXX



Mr A Sample  
Sample House  
Sample Road  
Samplenton  
Samplecity  
Sampleshire

Your home insurance  
for just

£123.45\*

**Our home insurance includes:**  
**FREE HOME EMERGENCY COVER FOR 1 YEAR**

Dear Mr Sample

As your home insurance is due for renewal in March, now's the perfect time to call one of our policy experts. Because as long as you confirm your premium by 31st March, you'll also receive our Home Emergency cover... absolutely FREE.\*\*

So call today on 0800 692 1900, quoting AB12345678, and we'll get your home insured within a matter of minutes!

#### Same details? Then we're good to go

We've used the same information you gave us previously to prepare the most competitive quotation for you. So as long as nothing has changed, we can set up the policy in a flash. It's that easy.

#### Home emergencies taken care of

You'll be covered for plumbing, drainage and boiler emergencies in your home - 24 hours a day, 365 days a year. So if anything should happen, we'll aim to get a qualified tradesperson out to you within 2 hours, plus we'll also cover the costs of labour or parts up to the value of £300 per claim. But be quick, this offer expires 31st March 2018!

With offers like this, it's no wonder we've been rated as the No.1 Home Insurance Provider on Review Centre!†

Call 0800 692 1900  
[policyexpert.co.uk/letter](http://policyexpert.co.uk/letter)

#### Your most competitive quote

Name: Mr Sample  
Address: 1 Any Road,  
Any Town, Any County  
BH1 1PJ  
Bedrooms: 3  
Excess: £100

Insurer:  
Insurer name

Buildings Cover:  
up to £500,000

Contents Cover:  
up to £75,000

Your estimate: £125.00

Quote Ref: XXXXXXXX †

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## Policy Expert Policy Document

Detailed wording of insurance cover limits provided to customers.

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Policy Expert

HOME PREMIER

## Home insurance policy wording



» Need to claim or change your cover?  
See back cover for useful contact information.



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## Policy Expert Adverts

Print adverts for a variety of publications.

**Top Row (Orange Themed):**

- Policy Expert** www.policyexpert.co.uk/press
- Home insurance** Prices fixed until 2020\*
- Home emergency cover FREE for new customers**
- Call free and quote 'PRESS': 0800 031 9102**
- review centre ★★★★☆ UK's number 1 rated home insurance provider<sup>†</sup>**
- \*Our premium will be fixed for two years providing you haven't: 1) Reported a claim or loss in the first year; or 2) Made any amendments to your cover level. Offer only available on selected products, and may be withdrawn at any time. Not available on all cover levels. <sup>†</sup>Policy Expert is rated the number 1 home insurance provider in the UK on independent review website - Reviewcentre.com. Based on 17,607 customer reviews and a 95% recommendation rating, January 2018. Policy Expert is a trading name of QMetric Group Limited. Authorised and regulated by the Financial Conduct Authority.

**Bottom Row (Teal Themed):**

- Policy Expert** www.policyexpert.co.uk/press
- Home insurance** Prices fixed until 2020\*
- Home emergency cover FREE for new customers**
- Call free and quote 'PRESS': 0800 031 9102**
- review centre ★★★★☆ UK's number 1 rated home insurance provider<sup>†</sup>**
- \*Our premium will be fixed for two years providing you haven't: 1) Reported a claim or loss in the first year; or 2) Made any amendments to your cover level. Offer only available on selected products, and may be withdrawn at any time. Not available on all cover levels. <sup>†</sup>Policy Expert is rated the number 1 home insurance provider in the UK on independent review website - Reviewcentre.com. Based on 17,607 customer reviews and a 95% recommendation rating, January 2018. Policy Expert is a trading name of QMetric Group Limited. Authorised and regulated by the Financial Conduct Authority.

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**Policy Expert**  
**Xmas card designs**

Design variations on a festive scene.



# **MAD JESTER**

## **DIRECTOR**

### **BRAND DESIGN AND DEVELOPMENT**

My own clothing brand: to be for bikers what 'Animal' is for surfers. Now in operation for over ten years, this venture has been the most rewarding, challenging and educational.

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## MadJester Ltd Poster

The MadJester brand concept: "to be to bikers what 'Animal' is to surfers", i.e: a lifestyle brand for anyone who likes bikes - whether they ride bikes themselves or not.

The garments themselves are built to be durable and comfortable, suitable to wear with bike gear, but not exclusively so.

This is a promotional poster for MadJester clothing, including the '18' certification symbol designed to provoke more interest.

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# madJester®



18

motorcycle clothing™

MADJESTER PRESENTS  
A UNIQUE RANGE OF DURABLE CLOTHING  
FOR MORE INFORMATION VISIT [WWW.MADJESTER.CO.UK](http://WWW.MADJESTER.CO.UK) OR EMAIL [INFO@MADJESTER.CO.UK](mailto:INFO@MADJESTER.CO.UK)

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## **MadJester Ltd Exhibition stand**

My own design and built with my own two hands (and at least two other appendages) all assisted by a world-standard specialist carpenter for the pedestals and fireplace.

This helped MadJester announce their presence at the 2007 Birmingham NEC Bike Show and stand out amongst established big-budget brand names.

The joy I felt when my stand was busier than the Honda/Gas Jeans stand was immeasurable.



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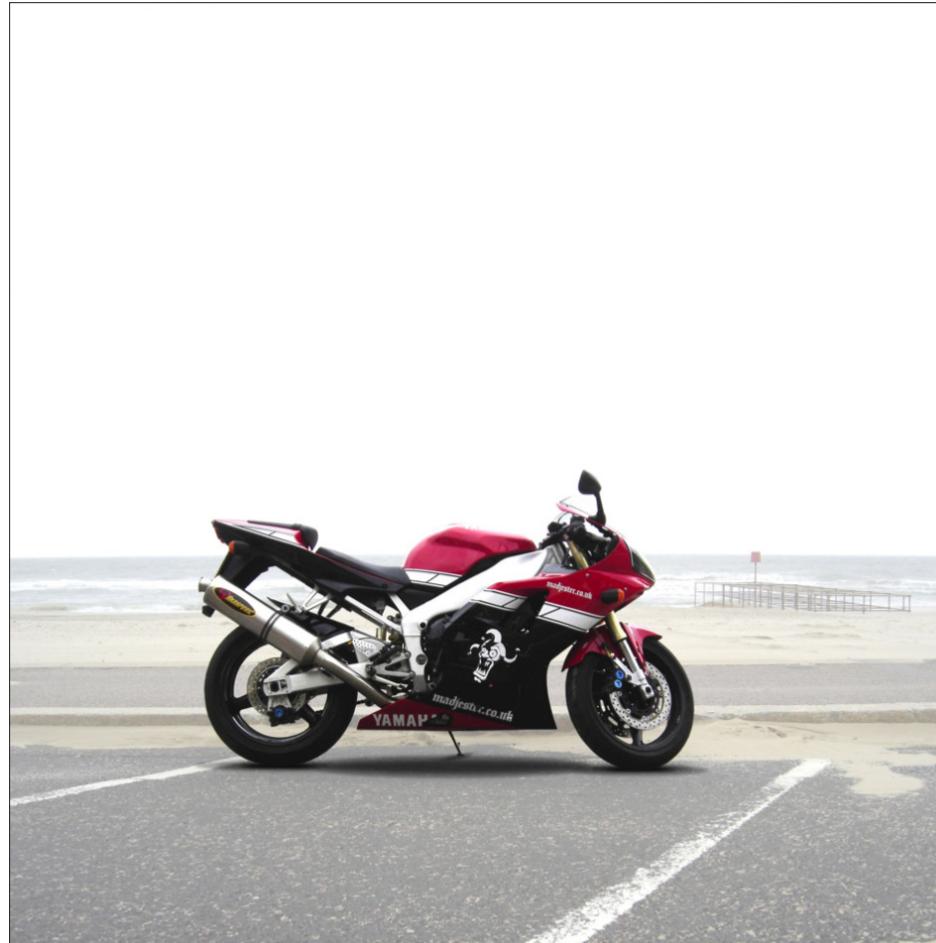
**SJROLETT**

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**MadJester Ltd**  
**Yamaha R1**

Repainted in glorious MadJester colours and seen here reclining on a beach in saucy, sandy splendour, this amazing motorcycle never ceased to amaze: mind-bendingly fast and more reliable than pointless political rhetoric.

Just looking at this photo gives me nostalgic ethereal stirrings. Good job it's after 9pm.



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## MadJester Ltd Website, Desktop view

Online e-commerce: in this example the hard work of the marketing department is done and a customer has 'plopped'\* onto the products t-shirt page.

\* 'Landed' may be a better word.

The screenshot shows the MadJester Ltd website's product pages. At the top, there is a navigation bar with links for STORE, T-SHIRTS, HOODIES, ABOUT, and REVIEWS. Below the navigation, a banner states "FREE shipping on all UK orders - read more". The main content area features two sections: "T-shirts" and "Hoodies". The "T-shirts" section displays five products: "ORIGINAL" (black t-shirt with "madJester" logo), "ALL MINE" (black t-shirt with a circular graphic), "BLACKJACK" (black t-shirt with a Union Jack and "madJester" logo), "GOT A PAIR" (black t-shirt with a graphic of two dice and "madJester" logo), and "PERSEVERE" (black t-shirt with a graphic of a person and "madJester" logo). Each product card includes a heart icon for favoriting and a price of £20.00. The "Hoodies" section is partially visible at the bottom.

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## MadJester Ltd Website, Desktop view

'Content is King' said a wiser person than me, a very long time ago. They were right.

Product images get the lion's share of page space, then the 'how much for how much' info - vital answers to inevitable questions. If the answers can't be found, they'll be sought elsewhere...which is the customer disappointedly sauntering out the door...such a tragic loss...

The screenshot shows a product page for the 'BLACKJACK T-SHIRT'. At the top, there's a navigation bar with links for STORE, T-SHIRTS, HOODIES, ABOUT, and REVIEWS. It also features a 'FREE shipping on all UK orders' banner and a shopping cart icon showing 0 items. Below the navigation is a breadcrumb trail: Home / store / t-shirts / blackjack-t-shirt. The main content area displays a large central image of a black t-shirt with a Union Jack design. To the left of the main image is a vertical stack of five smaller images showing different views of the t-shirt. To the right is a detailed product description and reviews section. The product description includes a 'DESCRIPTION' section with a brief summary and a 'GARMENT CARE' section with washing instructions. The reviews section shows four 5-star reviews from other customers.

**REVIEWS**  
View more

★★★★★ 5/5  
Loved MJ from the start, ace fitting, long

★★★★★ 5/5  
You can't go wrong with a MadJester T-

★★★★★ 5/5  
I've been wearing my t-shirt regularly for

★★★★★ 5/5  
A rare combination of great design on a

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## MadJester Ltd Website, Desktop view

Product page:

Showing 'added to basket' view,  
via Bootstrap modal customised via  
CSS and Javascript into a side nav  
'basket'.

The screenshot shows a product page for a 'BlackJack' t-shirt on the MadJester website. The main content features a large image of the t-shirt with a Union Jack design. To the left is a sidebar with smaller thumbnail images of the same t-shirt from different angles. Below the main image is a 'CLICK TO ZOOM' button and a set of five circular navigation dots. At the bottom of the page, there are sections for 'DESCRIPTION', 'GARMENT CARE', and 'REVIEWS'. The 'DESCRIPTION' section includes a short paragraph about the t-shirt. The 'GARMENT CARE' section provides washing instructions. The 'REVIEWS' section shows three 5-star reviews with brief excerpts. A modal window titled 'BASKET' is overlaid on the page, showing a single item: a 'BlackJack t-shirt' in size M at £20.00. The modal includes a 'Checkout' button and payment method options (VISA, PayPal). It also contains a note about secure payments and a link to the basket.

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## MadJester Ltd Website, Desktop view

Checkout page:

Selected items in basket ready to continue to payment.

Although fully branded payment portal options are available, there is little to be gained in MadJester masking familiar secure payment portals with relatively unknown MadJester branding - and inadvertently compromising consumer confidence.

The screenshot shows the checkout process on the MadJester Ltd website. At the top, the navigation menu includes 'STORE', 'T-SHIRTS', 'HOODIES', 'ABOUT', and 'REVIEWS'. There are also icons for a heart (0) and a shopping cart (2). A banner at the top states 'FREE shipping on all UK orders - [read more](#)'. Below this, the breadcrumb trail shows 'Home / store / checkout'. The main title 'Checkout' is centered above the order summary table. The table lists two items: 'BlackJack t-shirt' (Size: M) at £20.00 and 'Got a Pair hoodie' (Size: M) at £27.00, totaling £47.00. There is a 'coupon code' input field and an 'APPLY' button. At the bottom of the table is a large 'Pay now >' button. To the right of the table, payment method options 'VISA' and 'PayPal' are shown, along with a note: 'Payments are processed through a secure PayPal™ portal. No card details are captured, stored or passed to MadJester Ltd.' The footer contains the copyright notice '© MadJester Ltd. All rights reserved.' and links for 'TERMS & CONDITIONS', 'DELIVERY & RETURNS', and 'PRIVACY POLICY'.

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## MadJester Ltd Website, Mobile

The purchase journey on mobile, prioritising primary info:

- Product
- Price
- Purchase

Evil laughter as customers are effortlessly separated from their hard-earned funds and proceed to browse corporate pages, dreamy-eyed with wonder.

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**madJester**

A UNIQUE RANGE OF DURABLE CLOTHING, DESIGNED, SOURCED AND ENGINEERED TO LAST.

T-shirts   Hoodies

Reviews   ★★★★ 5/5

Loved MJ from the start, ace fitting, long lasting and cool designs...what more do you need in a T!

**T-shirts**

MadJester t-shirts are designed and built with purpose in mind.

ORIGINAL	ALL MINE
£20.00	£20.00

BLACKJACK	GOT A PAIR

**BLACKJACK T-SHIRT**

CLICK TO ZOOM

Size:   £20.00

Add to basket

**BASKET**

	BlackJack t-shirt Size: M	£20.00
--	------------------------------	--------

**TOTAL** £20.00

**Checkout**

VISA    

Use card or PayPal

Payments are processed through a secure PayPal™ portal. No card details are captured, stored or passed to MadJester Ltd.

**Checkout**

	BlackJack t-shirt Size: M	£20.00
	Got a Pair hoodie Size: M	£27.00

**TOTAL** £47.00

coupon code  APPLY

**Pay now >**

VISA    

Use card or PayPal

Payments are processed through a secure PayPal™ portal. No card details are captured, stored or passed to MadJester Ltd.

**About**

How it began

I had a t-shirt once. Actually, I've had a t-shirt more than once, but this *particular* t-shirt impressed me a *lot*. It didn't seem to stretch, the

**Reviews**

★★★★★ 4.8/5, based on 11 reviews

**LEAVE A REVIEW**

★★★★★ 5/5

Loved MJ from the start, ace fitting, long lasting and cool designs...what more do you need in a T!

Rick, November 2018

★★★★★ 5/5

You can't go wrong with a MadJester T-shirt. Great designs and high quality fabric which lasts and lasts. 5-stars all round.

Rick, November 2018

★★★★★ 5/5

I've been wearing my t-shirt regularly for over two years now. It's still looking great!

Alessandro M, October 2018

**LEAVE A REVIEW**

Your review

Your name

Rating out of 5  Choose

★★★★★

**SUBMIT REVIEW**

Rick, November 2018

★★★★★ 5/5

I've been wearing my t-shirt regularly for over two years now. It's still looking great!

Alessandro M, October 2018

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**MadJester Ltd  
Original T-shirt**

The 'Original' t-shirt. Based closely on the one that started it all - this version has an improved fabric composition.



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**MadJester Ltd  
Dog Tag**

A poem in shimmering stainless steel and a halo of rubber. (Well, a pressed slice of metal, really.)



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**MadJester Ltd  
Cartoons**

Examples of the original character prior to the tragic Halloween event that spawned MadJester.

Spooky.



**WANT TO KNOW MORE?**

**CONTACT ME**

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