**Project in Digital Media Engineering**

## **PRiA - Insurance Assistant**

**Problem Statement**

People want to buy insurance. But the process of buying an insurance is very tedious, time consuming and lengthy. PRiA is an experiment to develop a new user experience that is engaging, quick and interactive.

**Questions for the users:**

* User Information
  + Age
  + Gender
  + Country
  + Profession
  + Bought insurance before or not?
  + How well versed with buying insurance?
* Data to be logged:
  + Date of experiment/user interview
  + Time at which experiment/user interview was conducted
  + Place
  + Medium - was it in-person or virtual?
* This messenger is being developed to assist customers who have an intent to buy a life insurance or who wants to know more about life insurance before buying
* Questions that are important before testing the messenger app
  + Have customers bought an insurance before?
  + What was the process through which it was bought?
    - Was it through an interaction with an advisor and then bought?
    - Was it through an interaction with a Customer Service Rep, then an advisor and then bought?
    - Was it through an interaction with CSR, advisor and then submitted everything online?
    - Or it was completely digital - what was the interface and how was it done?
  + How was the overall experience of buying an insurance in a scale of 1-5?
  + What do you prefer to continue from that experience and what would you like to see a change?
  + How was your satisfaction level in a scale of 1-5?
* When customers have a need to buy insurance or want to know more about insurance before buying it, will customers be comfortable interacting on Facebook messenger?
  + Yes or No?
  + And why?
* What is the preference?
  + talking to an advisor in person
  + or talking to an advisor digitally
    - through a messenger on Facebook
    - website messenger
    - or through voice assistant
* If we develop a messenger service to assist customers, will they be willing to test it and provide their inputs?

Once these questions are answered, share the link with the users:

* With the users (who have said yes for messenger), let’s share the messenger link and with others the web link
* Let them work with the app without us interfering. Our job will be to monitor user activity and register comments on user behaviour
* Once user is done with using the tool, then have an interview with the user
  + How easy is the interface to use?
  + What problems were faced starting with the interface?
  + Were the responses appropriate?
  + Was the time to response fine? Should it be increased or decreased?
  + The phrases./ the words being used are those appropriate?
  + Is the look and feel of the app appropriate?
  + Were the visualisation of search results appropriate?
  + What would you like to improve?
  + If there are questions from our side, based on the user behaviour that we have experienced during the testing
* Ask for transcript of the conversation if it is not on FB. This will help us analyse the words and phrases used by users and also analyse the user behaviour – how they start the conversation, where do they get frustrated, what do they like etc..