# USER PAIN POINTS

## First Problem

**Limited options and unclear differentiation amongst policies leading to a 40% drop-off rate**

## Second Problem

**Hidden charges and lengthy process leading to a 50% drop-off rate**

## How Addressing Pain Points Improves the Experience?

**1)** Clearer policy comparisons mean users spend less time feeling overwhelmed or confused.

**2)** Users can quickly identify a policy that suits their needs, increasing their confidence in the process thus reducing hesitation and anxiety.

**3)** Upfront pricing with no hidden charges reassures users, making them feel secure about their purchase.

**4)** Uncertainty during checkout causes anxiety and abandonment, providing clear progress reduces stress and keeps users engaged to complete their purchase

# CUSTOMER PERSONA



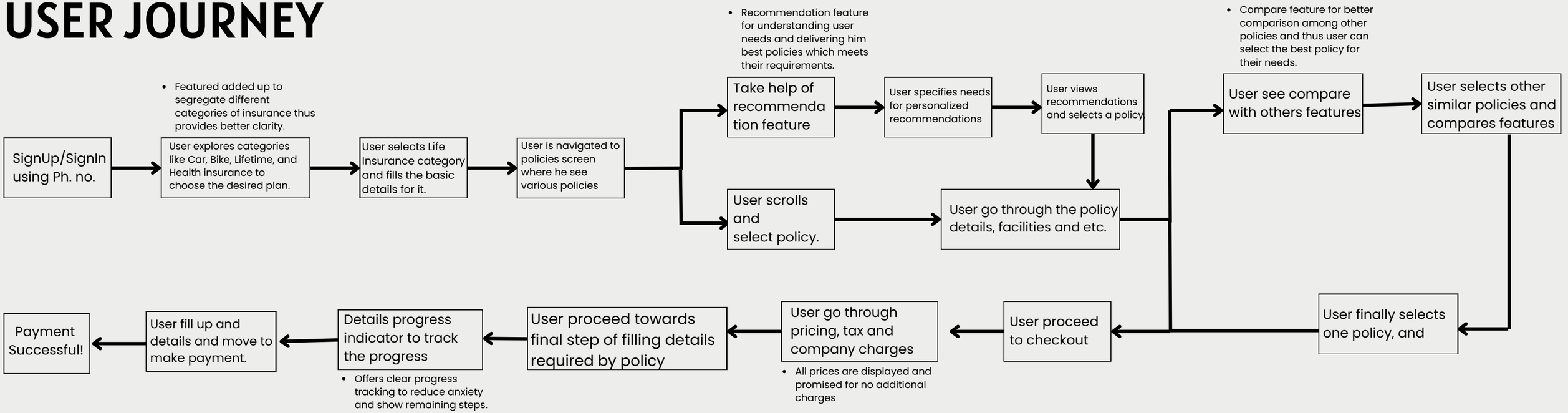
**Name:** Amar
**Age:** 25
**Occupation:** Professional (Salary: ₹10 Lakh per annum)
**Goal:** Looking for a lifetime health insurance plan that includes yearly health checkups and provides maturity benefits at age 50.

**Challenges:**
**1)** Uncertain about which policy best fits his needs due to a lack of clear options.
**2)** Concerned about hidden charges and a lengthy, confusing checkout process.
**3)** Needs a transparent and simple way to understand the insurance options available.

**Needs:**
**1)** A health insurance plan that offers both preventive care (yearly checkups) and long-term benefits (maturity at 50).
**2)** A smooth and straightforward buying process with clear pricing and policy details.
**3)** Confidence in the transparency and value of the policy he's purchasing.

**Behavior:**
**1)** Tech-savvy and prefers researching products online.
**2)** Looks for clear, easy-to-understand information that simplifies decision-making.
**3)** Wants a seamless, quick purchase experience without unnecessary complications.

# USER JOURNEY



# SOLUTION

Problem 1: Limited options and Unclear Differentitation.

## Key Features:

**1) Clear Policy Categorization:** Organizes policies into categories like Car, Bike, Health, and Lifetime insurance to simplify navigation.

**Impact:** Empowers users to quickly find the type of insurance they're interested in, enhancing comfort and clarity.

**2) Personalized Recommendations:** Provides a "Let us help you out with you needs?" option to gather user needs and recommend tailored policy options.

**Impact:** Based on this, the app suggests policies that fit their needs, making the process easier and hassle-free.

**3) Policy Comparison Feature:** Offers a "Compare with others" feature to display detailed comparisons between other similar policies.

**Impact:** Provides better insights into policy benefits, helping users confidently select the best fit for their needs.

Problem 2: Hidden Charges and Lengthy process.

## Key Features:

**1) Transparent Payment Details:** The payment page shows clear instructions about "No hidden charges."

- A detailed breakdown of all charges, including tax, premium, and company fees, ensures users understand exactly what they're paying for.

**Impact:** Builds trust by eliminating doubts about hidden costs, increasing user confidence to complete the purchase.

**2) Segmented Process with Progress Tracking:** The checkout process is divided into smaller, manageable sections.

- A progress tracker shows users how much of the process is complete and what remains, reducing anxiety and improving clarity.

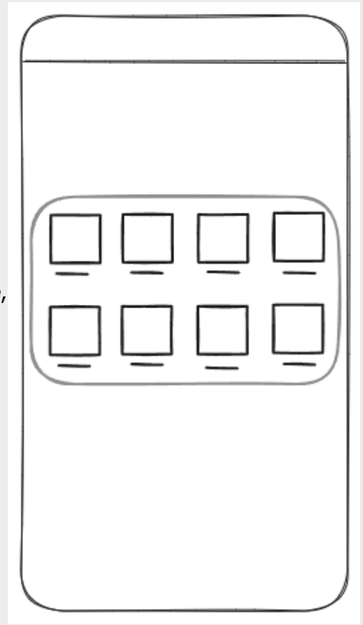
**Impact:** Makes the process feel simpler and more approachable, keeping users engaged until the end of the journey.

# WRIEFRAMES



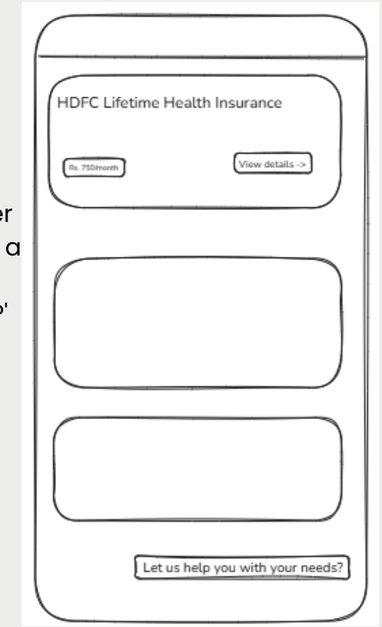
## Category Selection

User selects from various insurance categories (e.g., Car, Life, Health) to easily navigate the offerings



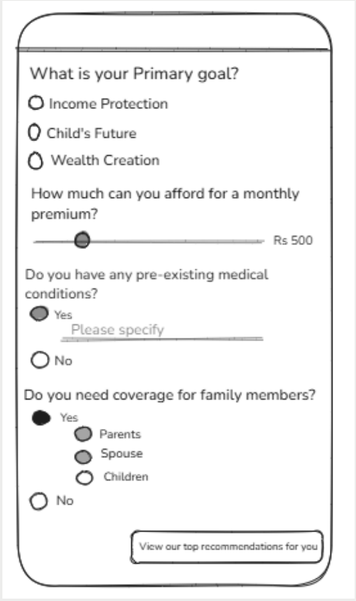
## Let Us Help You With Your Needs

Post category selection, the user is prompted with a 'Let Us Help You With Your Needs?' option to personalize the policy selection process



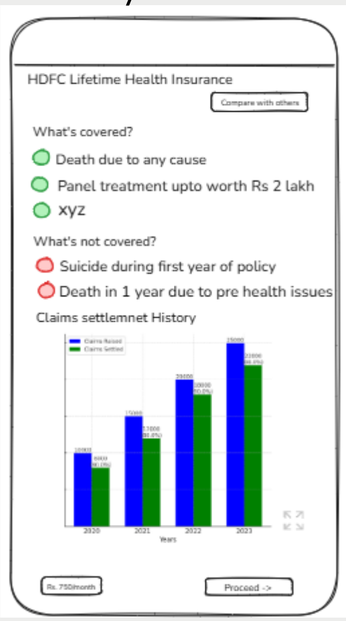

## Questionnaire Wireframe

User answers a few questions based on their specific needs to receive tailored policy suggestions.



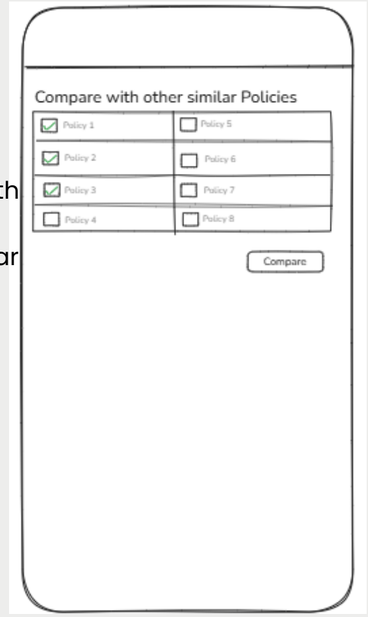

## Policy Details

User selects a policy and views detailed information of Policy along with Compare option.



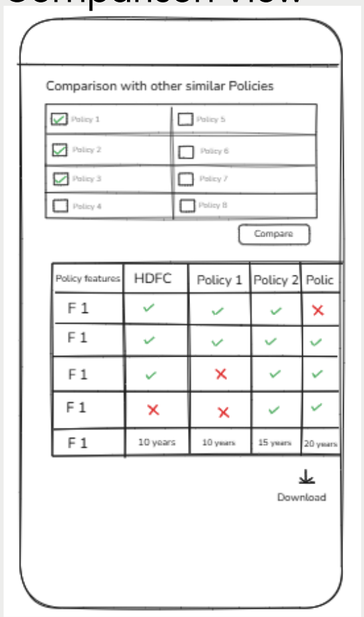

## Compare Policies

User taps on 'Compare with others' to explore similar policies for better decision-making.



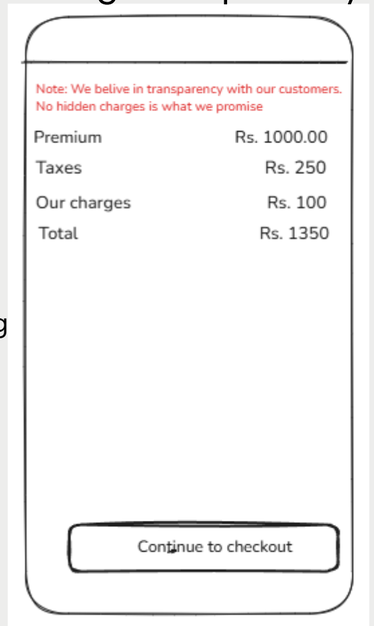

## Comparison View

User compares multiple policies side-by-side to evaluate key differences in coverage, benefits, and pricing.



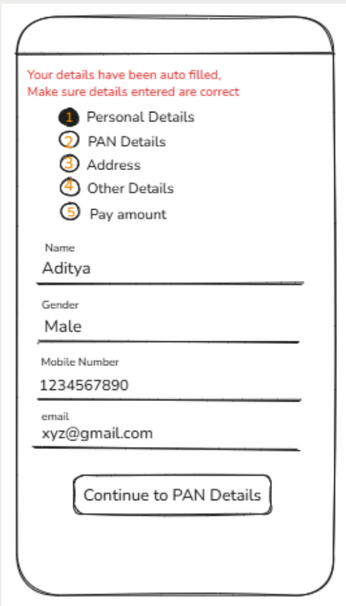

## Billing Transparency

User proceeds to purchase and is shown a detailed breakdown of charges, including taxes and premiums, for transparency




## Progress Indicator

During checkout, the user fills out additional details with a visible progress bar to track completion and minimize anxiety.



# SUCCESS METRICS

## Success Metric for Problem 1

1. **Category Engagement Rate:** Percentage of users interacting with insurance categories on the homepage.
   **Objective:** Measure if clear categorization improves user interaction.
2. **Recommendation Feature Activation Rates:** Percentage of users initiating the "Let us help you out" feature for personalized recommendations.
   **Objective:** Evaluate the adoption and relevance of personalized assistance.
3. **Category Engagement Rate:** Percentage of users interacting with insurance categories on the homepage.
   **Objective:** Measure if clear categorization improves user interaction.
4. **Policy Comparison Utilization Rate:** Percentage of users engaging with the "Compare with others" button on the policy details page.
   **Objective:** Measure if users find the comparison tool useful for decision-making.
5. **Drop-Off Reduction in Policy Selection Stage:** Decrease in the drop-off rate at the policy selection stage.
   **Objective:** Quantify how much the new features reduce confusion and improve retention.

## Success Metric for Problem 2

1. **Drop-Off Reduction in Payment Stage:** Reduction in the drop-off rate at the payment stage after introducing transparency and progress tracking.
   **Objective:** Quantify the impact of new features in improving payment completion rates.
2. **Checkout Completion Rate:** Percentage of users completing the entire payment process.
   **Objective:** Measure the overall improvement in conversion rates post-implementation.
3. **Checkout Time Reduction:** Decrease in the average time users take to complete the payment process.
   **Objective:** Assess how segmenting and progress tracking streamline the checkout experience
4. **User Confidence Score:** Customer-reported confidence in the payment process based on surveys or feedback post-checkout.
   **Objective:** Validate if transparency and process tracking reduce anxiety and improve trust.

# BUSINESS IMPACT

01

**IMPROVED CONVERSION RATES**
By tackling key drop-off points with clear categorization, tailored recommendations, and seamless payment processes, these solutions are poised to significantly enhance funnel conversions.

02

**HIGHER CUSTOMER SATISFACTION**
Simplified policy selection and clear payment processes address customer pain points, enhancing the experience and boosting positive reviews and referrals.

03

**REDUCED OPERATIONAL COSTS**
Fewer queries regarding hidden charges or unclear policies will reduce the load on customer support teams, enabling better resource allocation.

04

**ENHANCED BRAND TRUST**
Transparent pricing and process tracking foster trust and loyalty, positioning the brand as a reliable choice in the competitive insurance market.

05

**DATA-DRIVEN OPTIMIZATION**
Insights from user behavior metrics, such as comparison tool usage and payment completion rates, will drive ongoing optimization of the buying experience, ensuring alignment with customer needs.

06

**SCALABILITY OF SOLUTIONS**
The modular design of enhancements—categorization, personalized flows, and segmented processes—can be applied across various insurance products, boosting business growth potential.