

UX Strategy Document

– Online Claims Submission (TripCan) –

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1. Vision

Improve the user experience for members by allowing them to submit claims online. This self-service will reduce the time and cost of processing claims by bridging data gaps and streamlining the process. Long-term this will improve customer satisfaction and increase repeat business.

2. Circumstances of Use

- Who:** Insureds
- What:** Submission of claim for a TripCan policy
- When:** A loss has incurred
- Where:** Online
- Why:** For reimbursement

3. Design Criteria

Be empathetic: users file claims when something negative has happened. Make the experience as personable as possible. Be an advocate and not a hindrance.

Make it intuitive: only collect the information needed to process the claim and explain why it is needed.

Be transparent and trustworthy: keep the member informed of their status and tell them what is next. Go the extra mile for the user.

4. Success Metrics

Decrease:

- **Communications:** reduce the number of phone call/email exchanges for additional information.
- **Confusion:** be transparent about the information collected and why it's needed.
- **Time:** reduce the lifecycle of a claim...from entry to payment.

Increase:

- **Customer experience:** allow for self-service and visibility into their claim status.
- **Web traffic:** get more members visiting MyAccount.
- **Sales:** generate repeat business.