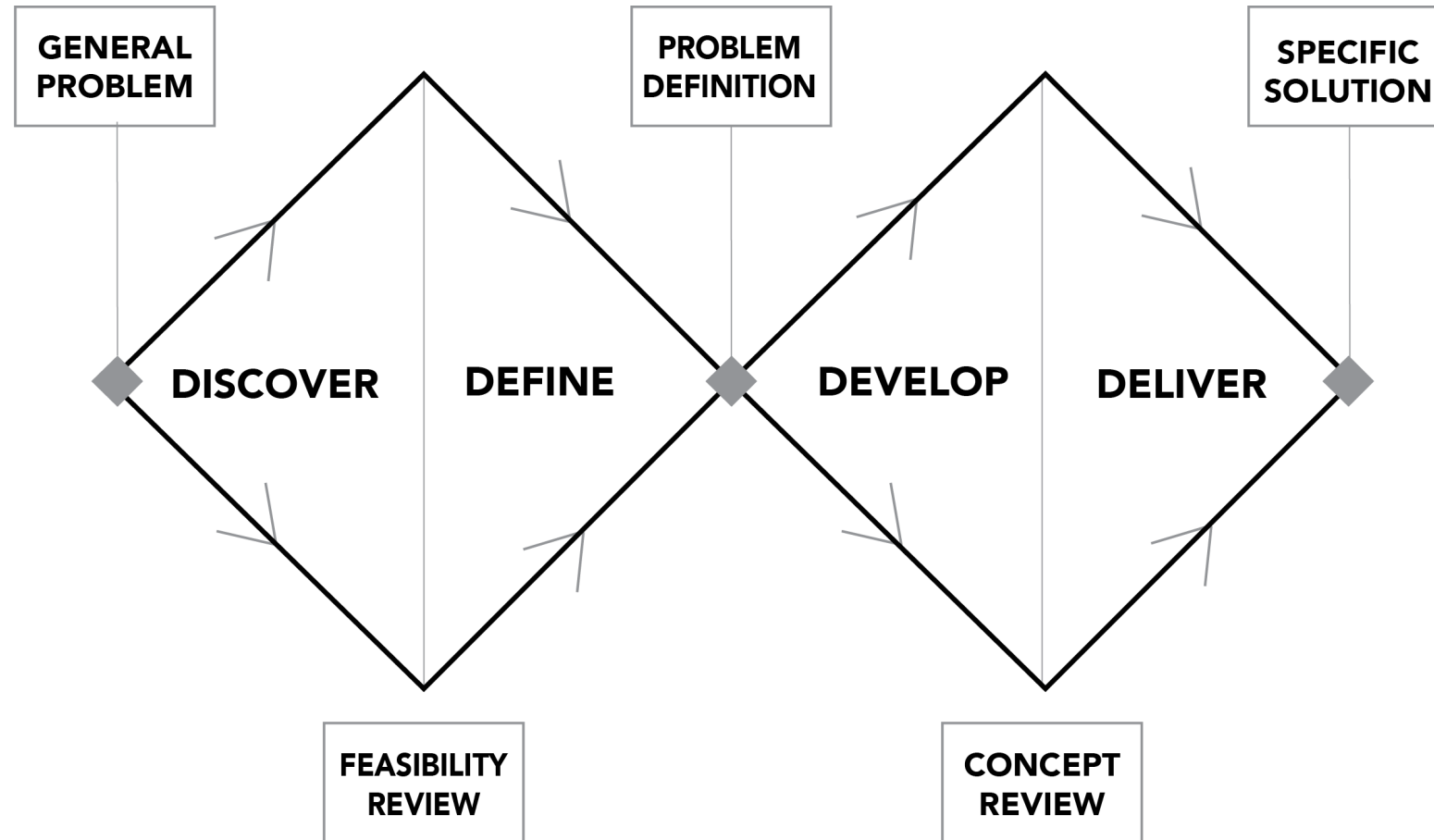insure safe

ux report

christopher lewis

THE PROBLEM

Property renters/owners experience loss through various means and many don't keep track of their belongings for insurance or police reports.

USER GOALS

- To allow users a quick and easy way to inventory their belongings

- Allow users to feel that their list is stored safely and securely

- Users can retrieve lists from app after any incident and email to insurance company or police.

DOUBLE DIAMOND METHODOLOGY

The method used to drive our process will be using the double diamond process. Using this process will help us focus and to stay on track with the project We will also be able to communicate which step we are on to team members and stakeholders.

GENERAL PROBLEM	PROBLEM DEFINITION	SPECIFIC SOLUTION

DISCOVER　　**DEFINE**　　**DEVELOP**　　**DELIVER**

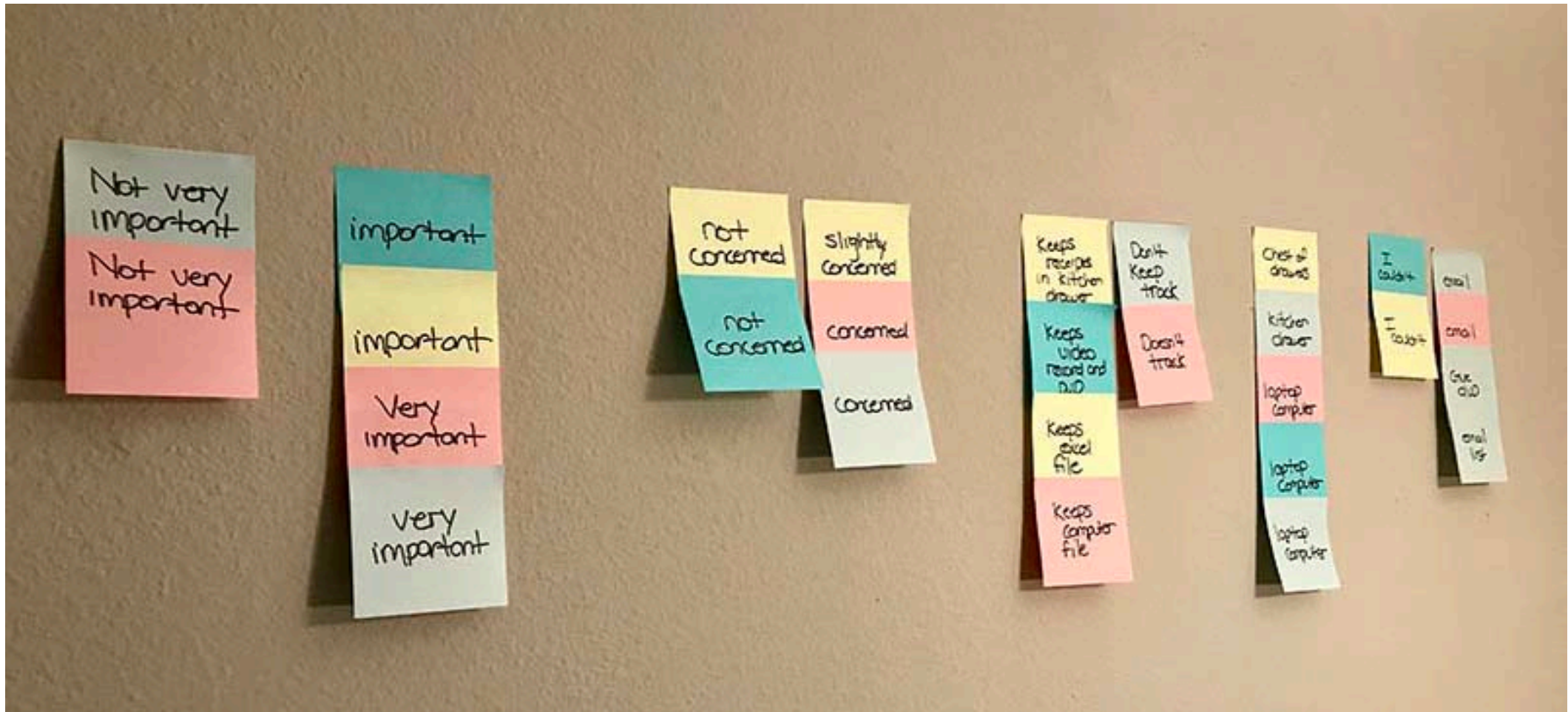**FEASIBILITY REVIEW**

CONCEPT REVIEW

COMPETITOR ANALYSIS

There are two competitors in the app market for our product. I downloaded and compared two apps. Liberty Mutual Home Inventory App owned by the insurance company and Home Inventory App. Below are a list of features that each offers.

	Liberty Mutual Home Improvement App	Home Inventory App
Tutorial on App Use		
Cloud Back-up and Sync		
Login/ Register		
Add Item Feature		
Photo feature		
List feature		
Offers Room List		
Export PDF or Excel File		
Find Quote		
Can see cash amount of Belongings		
Scan an items barcode		

InsureSafe

AFFINITY MAP

Our affinity map session helped reveal core concerns most important to users. We were also able to validate our assumptions about the apps feasibility.

USER RESEARCH SYNTHESIS

We engaged in user research with 8 users using a set of questions to gain insight into current behaviors. From the user interviews the common themes were:

All interviewees communicated that their belongings were important to them. They didn't have a good way to catalog and safeguard a list of their belongings for insurance purposes.

They didn't do a proper job cataloging their items because of time.

USER PERSONA SYNTHESIS

The following persona was created from synthesizing results from our User Interviews and Affinity Map Session. This is a guide we can use to help us focus for whom we are developing.

Jeremy Daniels
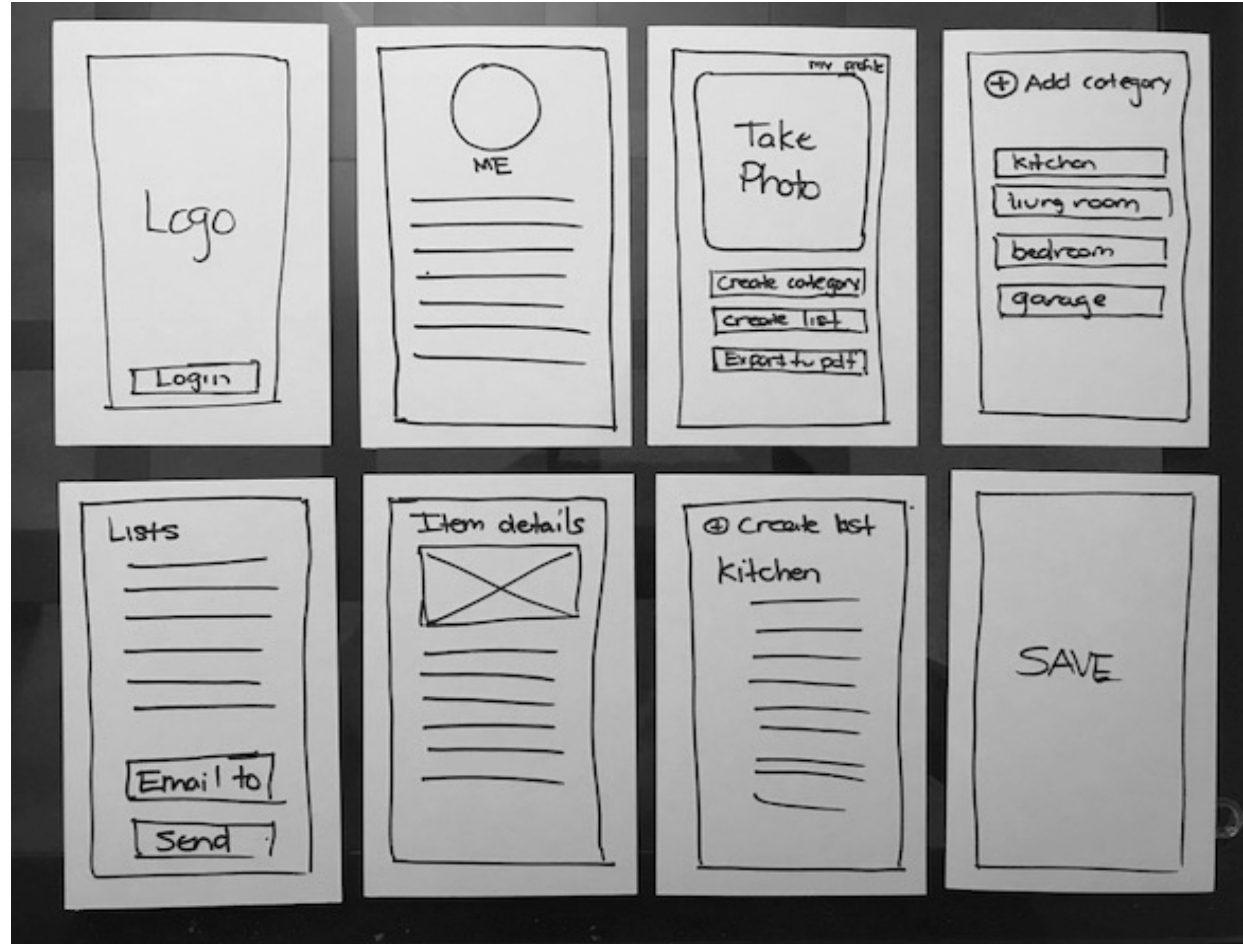31, Nashville, TN
Nurse
Owns a condo
Works various shifts

GOALS: Wants to keep track of personal belongings in case of break-in. Works various shifts and sometimes overtime so not at home all the time. Wants to accessible record in case of loss.

PAIN POINTS: Jeremy has thought about making time to log his belongings using an excel doc but has been too lazy to do it.
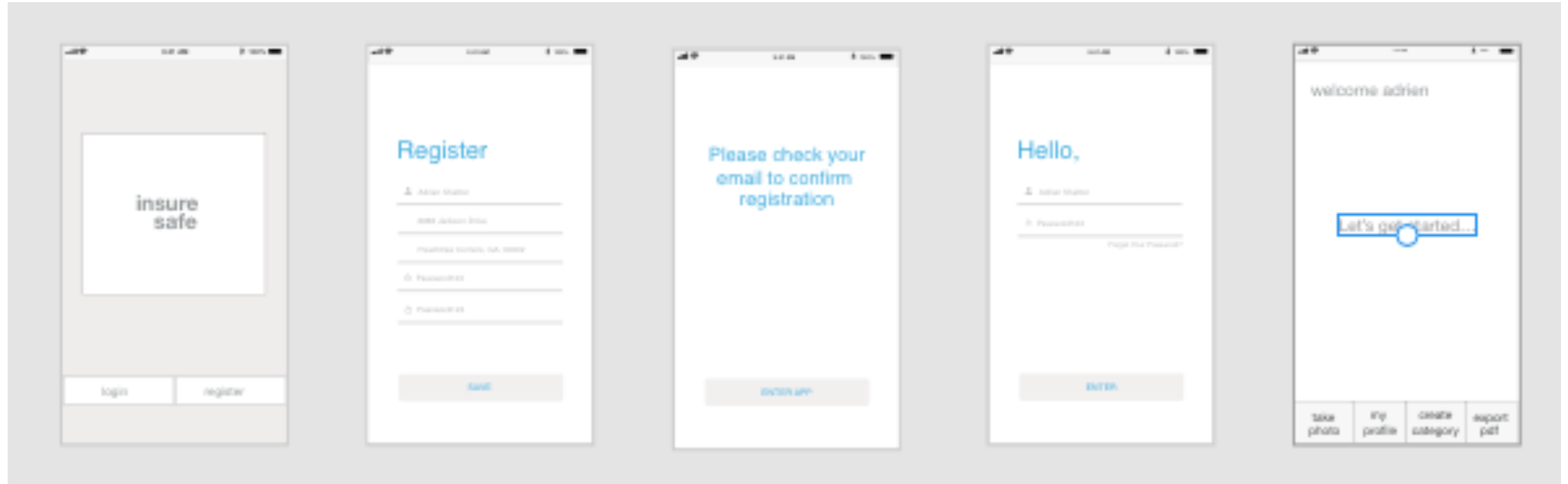
SKETCH SESSION

A sketch session was initiated to hash out ideas from feature list and help to initiate ideas for the information architecture and screen layouts.

USER FLOW

A user flow was created to show the various paths the user can take to do various tasks and the paths they can take to accomplish tasks.

View User Flow Online

PROTOTYPE

A wireframe of the app was created in AdobeXD using information from the feature priority list and sketch session activity.

View interactive wireframe link

HI-FIDELITY PROTOTYPE