



Reimagining the
**Religare Travel
Insurance**
Buying Journey

Mantra.Design

A Mantra Labs Initiative

Objective

Reinventing the **Travel Insurance Buying Journey** for Religare using a **data driven & human centric approach.**



The Drive

| The Story behind the **Change**

While analysing the web analytics for a major insurance firm, we saw that there was a lot of quality traffic going to the travel insurance page.

However, there was a significant **70% bounce rate** for mobile users in the funnel.

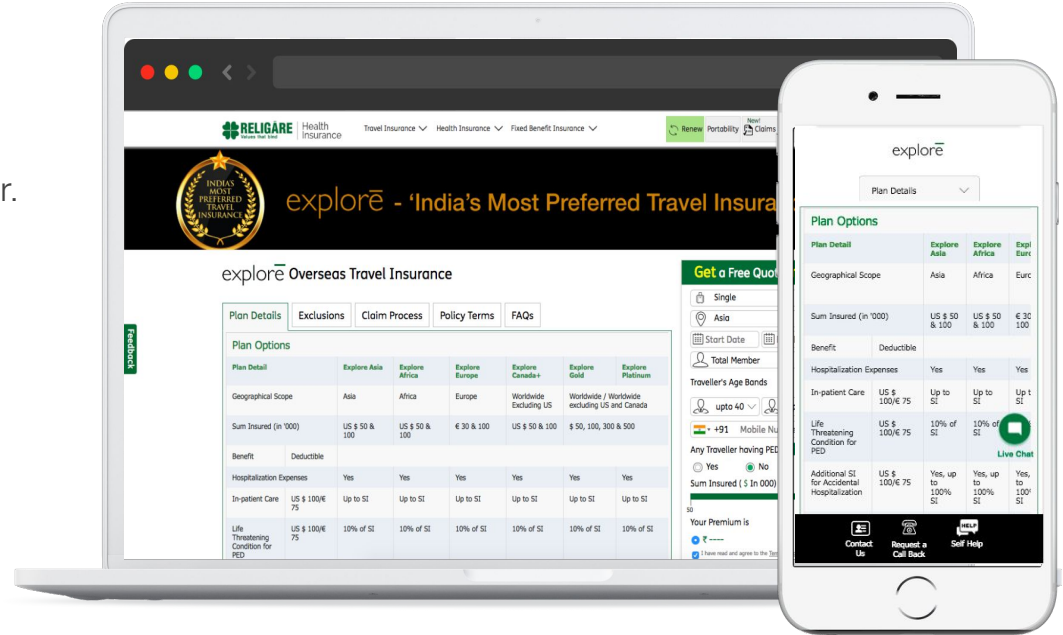
This required a deep-dive into the causality and a design led way of solving it.



Key Problems

Key issues with the page.

- ◆ Confusing plans all gelled together.
- ◆ Misleading text.
- ◆ Not SEO friendly.
- ◆ Key USPs not called out.
- ◆ Painful quote box with too much cognitive load.
- ◆ No mobile first approach.



New Customer Journey

Our methodology deep dove into available data and the human psyche to come up with **insights** for a new way forward.

Using these insights a new customer journey was created.



Analysis

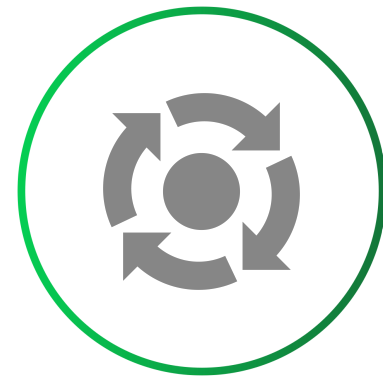
User Behavior
Data & Web Analytics
Business Objectives



Synthesis

New buyer journey
Intuitive options
SEO friendly landing page

Stages of the Engagement



- ◆ Analytics -- to understand user behavior and drop-off points.
- ◆ User Persona & Research -- To understand customer needs and wants.
- ◆ Interview/ Analysis of customer touchpoints and business -- Insights generated from telecallers about frequently faced problems and content mistakes in the website.
- ◆ Defining the key goal: Ability to buy the right policy with one-tap decision points and limited text inputs.
- ◆ Prototyping and Experimentation --
- ◆ Visual Design & Development



Wireframes

| Wireframes





Trip



Destination



Duration



Travellers



Details

Leisure >

Kind of trip



Single trip

Duration of insurance: upto 6 months
Best for: holiday goers, etc.

Single trip travel insurance covers you for one trip for a specific period of time. Also, you don't over-pay for year-round insurance that you may not need

[Read more](#)


Multi trip

Duration of insurance: 1 year
Best for: PHD students, business travellers, etc.

Frequent holidaymakers/travellers that plan to go away three or more times a year could save money with an annual multi-trip travel insurance policy, rather than buying a single trip policy every time a holiday is booked.

[Read more](#)

Leisure > Single >

I need insurance for



USA

Ex: Lorem, Ipsum, Lorem
Ipsum, Ipsum, Lorem

[View list](#)


Asia

Ex: Turkey, Singapore, Indonesia, Malaysian, Thailand...

[View list](#)


Canada

Ex: Lorem, Ipsum, Lorem
Ipsum, Ipsum, Lorem

[View list](#)


Europe

Ex: Lorem, Ipsum, Lorem
Ipsum, Ipsum, Lorem

[View list](#)


Worldwide

Multi continent travel
Ex: New Zealand,

[View list](#)


Africa

Ex: Lorem, Ipsum, Lorem
Ipsum, Ipsum, Lorem

[View list](#)

Leisure > Single > Europe >

Duration of Journey

FROM

DD/MM/YYYY



July



Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Trip



Destination



Duration



Travellers



Details

Leisure > Single > Europe >

Duration of Journey

FROM: 11/07/2018

TO

DD/MM/YYYY



Leisure > Single > Europe > 11 jul - 12 oct > 6 ppl >

No. of Travellers 3

3rd Traveller

choose the Age group

0-40

40-60

60-70

70-80

80+

Enter Mobile number

9876543210





Trip



Destination



Duration



Travellers



Details

Leisure > Single > Europe > 11 jul - 12 oct > 6 ppl >

Do you have PED ?

What is PED

Pre-Existing Diseases (PED) - heart diseases, liver diseases, cancer, stroke, paralysis, kidney diseases and others.
Example: Diabetes, high blood pressure, thyroid, etc.

[List of P.E.D](#)

YES

NO

Leisure > Single > Europe > 11 jul - 12 oct > 6 ppl >

Plans

Compare

Explore gold

Premium
240

- Example: Single trip is simply dummy text
- of the printing and
- typesetting industry. Lorem Ipsum has been
- the industry's
- standard dummy text ever
- since the 1500s,
- since the 1500s,
- since the 1500s,

Sum insured — \$ 100

KNOW MORE

BUY NOW

Explore Platinum

Premium
290

Explore gold +5 features

- Example: Single trip is simply dummy text
- of the printing and

Sum Insured

\$50 k

\$100 k

\$200 k

\$500 k

Visual Journey





Trip



Destination



Duration



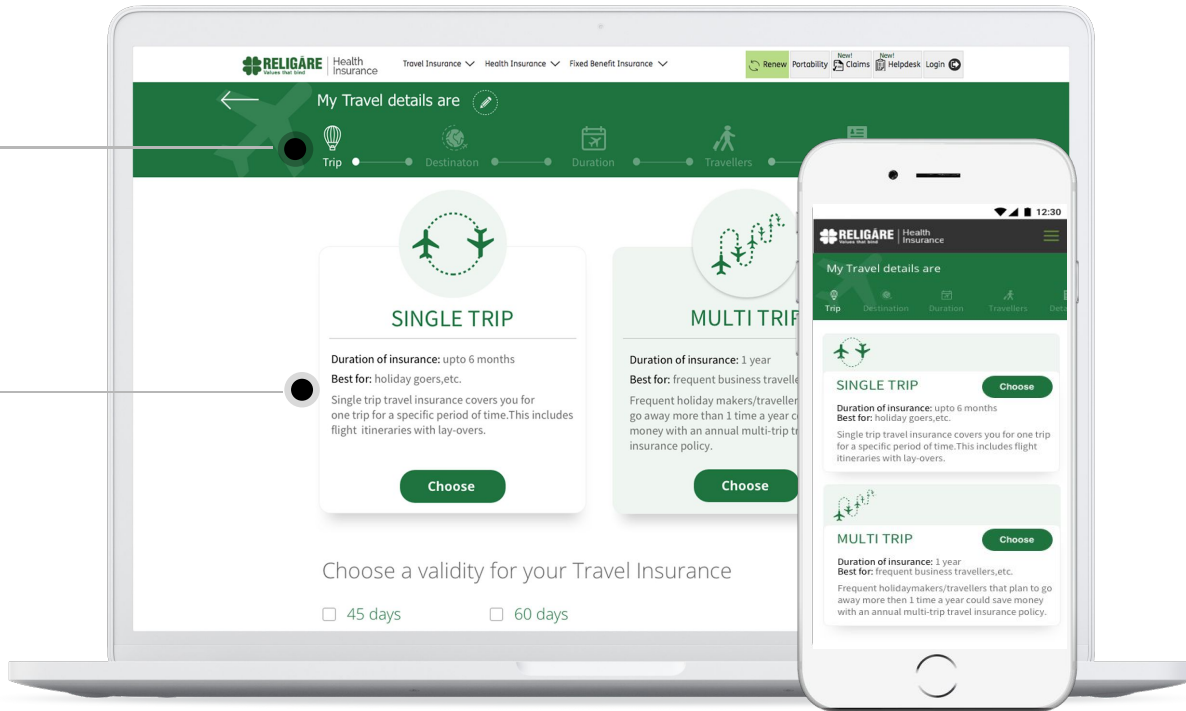
Travellers



Details

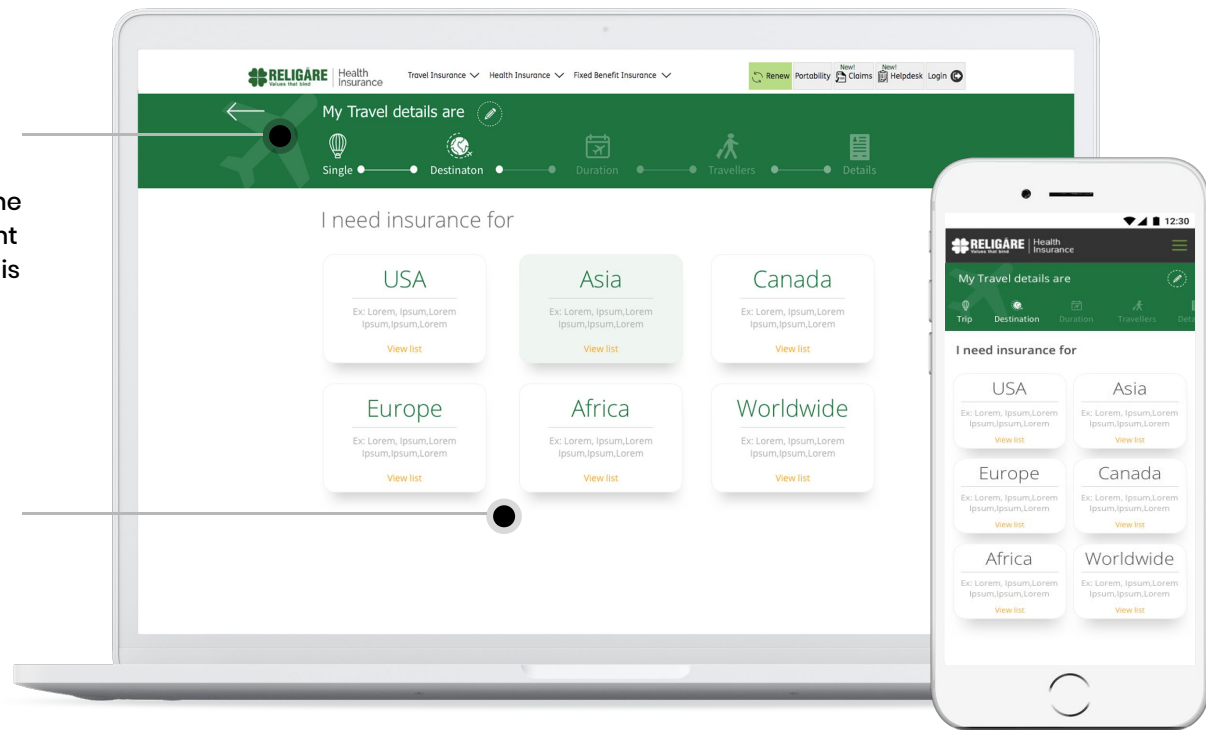
- ◆ We divided the form of information and showed the divided information in the a serious which would give them a human touch.

- ◆ As per our research Most of the user where not clear about the difference between single and multi trip. So, to solve this we showed information upfront with supporting icons on the cards of selection.





- ◆ Through the progressive bar we are helping the user to know their current location. the filled fields are shown in bright white. also the last filled data is also shown so that they can check without navigating anywhere else
- ◆ Hint text and more details on click for each destination to help users.





Single



Asia



01 Dec -02 jan



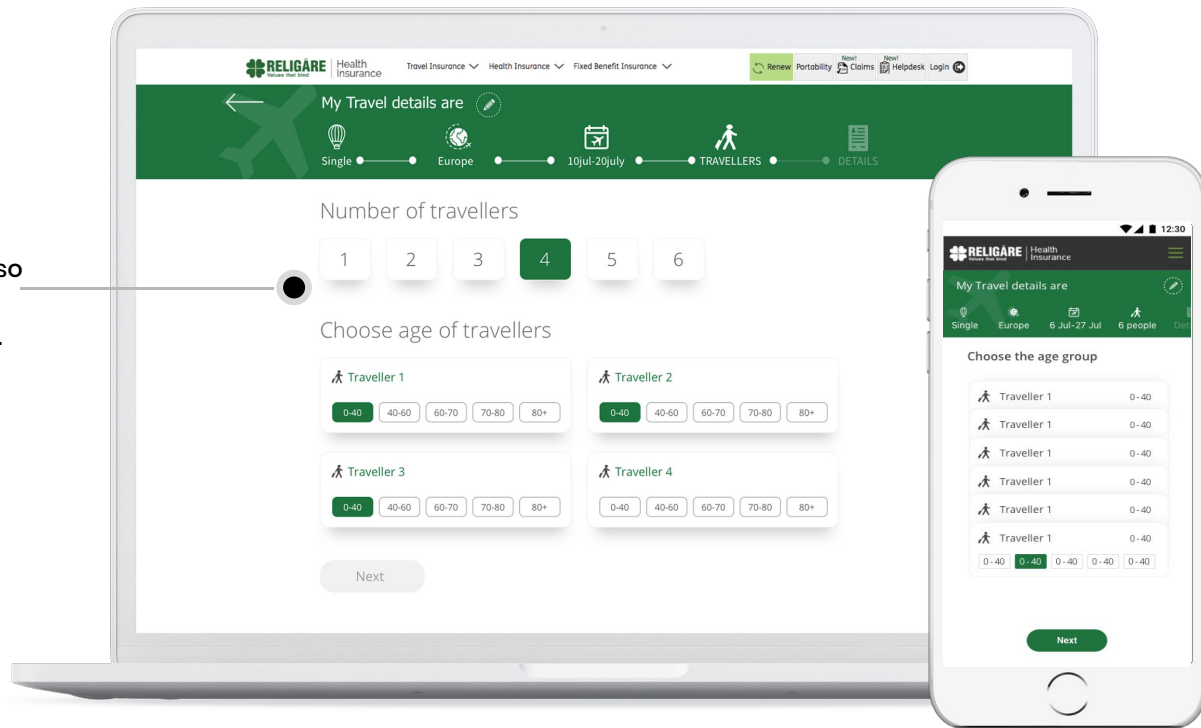
4 People



Details

◆ Every input in one click

◆ Every input is shown upfront so that users can check and changes at any point of time.





Single



Asia



01 Dec -02 jan

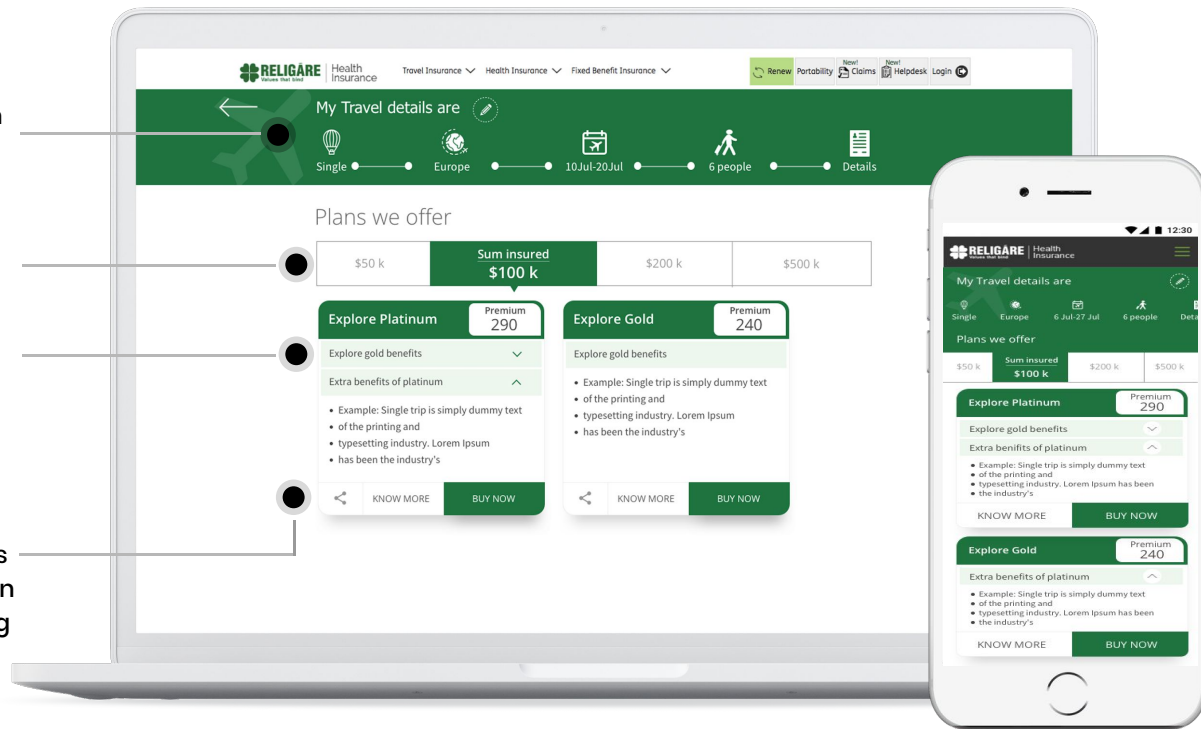


4 People



Details

- ◆ In this page also the user can re-check all the data filled shown in the header bar.
- ◆ Toggle between offered sum insured is easy to handle through this design.
- ◆ To avoid reading buckets of information, we have highlighted the important data helpful for decision making for end customer.
- ◆ Share button is also added as buying Insurance is a decision where users prefer discussing with relatives/friends.



Benefits

- Bounce Rate decreased from **70% to 28%**

Mantra Design

Customer Experience Strategy
For **Evolving Enterprises**

Our Services

- ◆ User Centered Experience Strategy
- ◆ Customer Journey Mapping
- ◆ Product Innovation
- ◆ Interaction Design
- ◆ UI/UX Development over Web, Mobile, AR, VR

Portfolio

[More Details of Our Portfolio](#)

Apollo AR

Evolved Augmented Reality Experience for eCommerce



Experience it

SAAB

Reimagining The Visual Journey



Experience it

SPRITE

Customer Engagement Hack Concept



Experience it

AVIVA

Customer Rewards and Engagement App Concept



Experience it

Mantra Labs

Key Facts



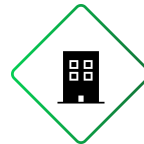
- ✓ Domain Focused Products and Solutions for Digital Enterprises
- ✓ Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting



100+
PROJECTS

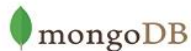


150+
GEEKS



03
OFFICES

Key Partnership



THANK YOU



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Bangalore | Delaware