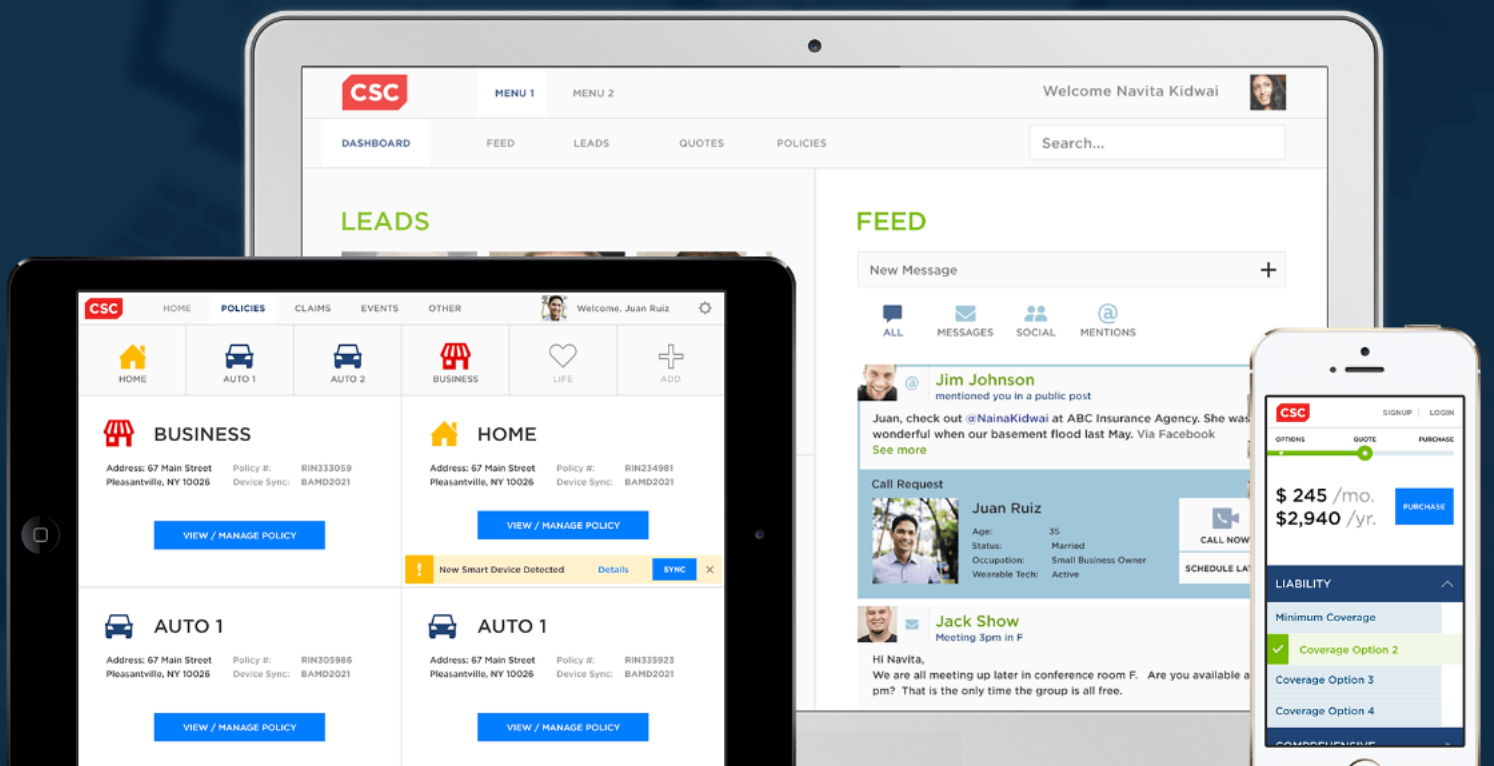CSC

CASE STUDY:

Digital Strategy and Design Enable Transformation of Insurance Offering

> " We were extremely pleased with the quality of the design work and collaboration with Worry Free Labs. [They] helped us take our digital insurance product to the next level. "

Greg Manko, Product Manager, CSC

THE CHALLENGE:

CSC, a global leader in technology-enabled business solutions and services, wanted to transform their digital insurance product, so that they could better compete with industry-disrupting upstarts. The company also wanted to optimize their insurance product for the Cloud.

THE SOLUTION:

CSC engaged Worry Free Labs to guide digital strategy and design, including reimagining the user experience and user interface with the needs of policyholders, insurance agents, and claims processors in mind. One challenge of the engagement was getting input and feedback from a large number of internal stakeholders, while effectively managing project requirements.

KEY PROJECT DELIVERABLES:

- Ideation and Strategy, including a Product Roadmap
- User Research, User Personas, and User Flows
- Information Architecture, Navigation, and Sitemap
- Wireframes / Clickable Prototype

- Style Guide and Layered PSDs of Visual Designs
- Mobile Design
- Video Script and Production

THE RESULTS:

Worry Free Labs' team of four built consensus among CSC internal stakeholders and was able to deliver both strategy and design solutions in about three months.

The executive team at CSC was extremely pleased with the outcome and the next phase of the project (implementation) is in progress.