

How to make it hard to do the wrong thing

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How projects work...



Creative + Direction

Problem identification

Insight mining

Audience research

Competitive research

Product research

Requirements gathering

Analytics

Creative Direction

Art Direction

Technical Direction

Requirements

Desired Outcomes

Ideation

Wireframes

Design comps

Prototypes

A/B Testing

Critical Reviews

User testing

Problem identification

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Guiding Principles

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Execution

This is Strategy

Analysis

Problem identification
Insight mining
Audience research
Competitive research
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Requirements gathering
Analytics

Guiding Principles

Creative Direction
Art Direction
Requirements
Desired Outcomes

Execution

Ideation
Wireframes
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A/B Testing
Critical Reviews
User testing

[Needs Analysis](#)[Knowledge Centre](#)[About Us](#)[Sign In](#)

Small Cost, Big Protection.

Affordable Term Life Insurance.

Let's Get Started

Life insurance isn't an everyday decision, we're here to help!



The project

Forms suck!

How might we make the application process
simpler, faster, and more enjoyable
for parents who want to protect their families?

Simplify

What is your gender?



Male



Female



How does gender affect how much I pay?

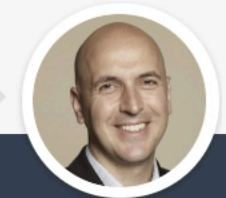
Mortality tables show that women tend to live longer than men, resulting in slightly lower life insurance premiums for women compared to men.

Get more details about [how your gender affects your premiums](#).

Continue

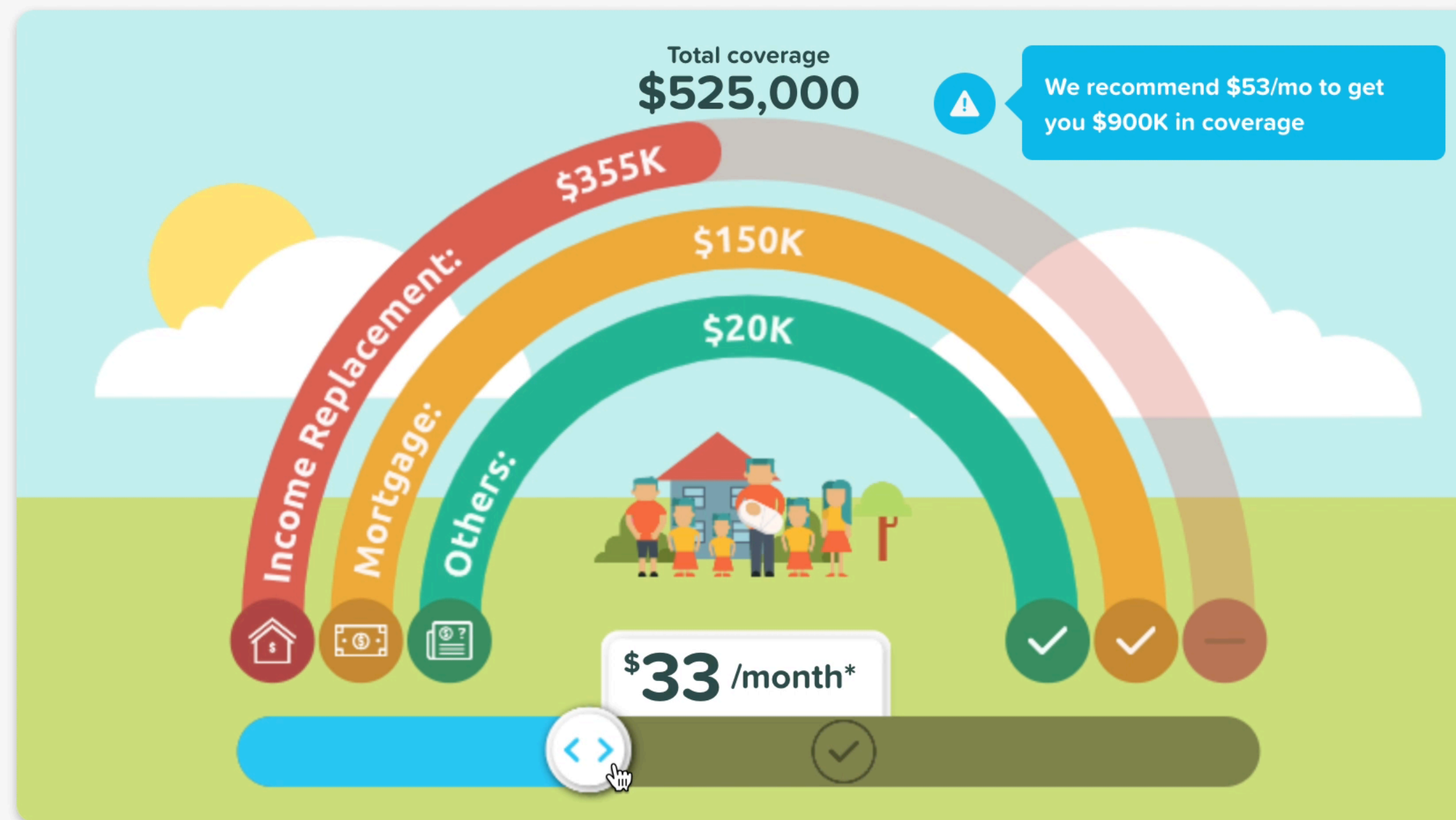
A summary of your answers will appear below.

Life insurance isn't an everyday decision, we're here to help!



Simplify.

Give them feels



Your Recommendation!

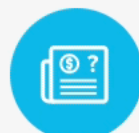

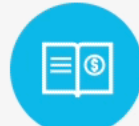
Your quoted coverage amount and premium is shown for 10 yr renewable term life insurance, **Solution 10™** from **Empire Life**.

A licensed advisor may suggest changes after a review of your application and needs analysis. We're always happy to answer your questions.

Your **quoted premium** and your **calculated** insurance coverage explained.

*This monthly premium quote is for the first 10 years only. To see quotes for renewal premiums, click here. Your quoted premiums are based on the age, gender, smoker status and coverage amount indicated, and assume you are in good health.

[Learn More and Next Steps](#)

-  I have other coverage needs of **\$20,000** [Edit](#)
-  I have a mortgage of **\$150,000** [Edit](#)
-  I don't want to pay for my **child's education**

Life insurance isn't an everyday decision, we're here to help!



Give them feels :)

Take shortcuts

Create an Account

Your progress will be saved to your account automatically.

Email Address

grover2@seasamestreet.com

Password

••••••••

First name

Grover

Last name

Puppet

Phone Number

780-

Province 

Would you like us to notify you by SMS text at the number above when we send you a message related to your application?

☐

Yes

☐

No

By clicking **Create My Account**, you have read and agree to our [Advisor Acknowledgement and Consent](#), [Privacy Policy](#) and [Terms & Conditions](#).


Create My Account

Note: you may only apply for insurance on your own behalf.



Take shortcuts.

Help people when they need it

 Needs Analysis Knowledge Centre About Us

Message Centre Application (95%) Grover ?

Policy Information

Male

▼

Nov 10, 1967

USA

Marital status

Single

▼

Preferred telephone

780-242-7884

Preferred telephone type

☒ cell phone

☐ home phone

When would you like to be contacted for the Personal History Tele-interview (PHI)?

?

Best day

Mon - Thu

▼

Best time (MDT)

12:00 pm

▼


Name of employer

Children's Television Workshop


If retired, indicate former occupation. If self employed, specify nature of business. If unemployed, specify reason for unemployment.

Occupation (including job titles).

Smoker Classification



1 error



◀ Prev

Next ▶

Help people when they need it.

Give them wins!

Personal Financial Information

Have you declared bankruptcy, personal or business, within the last 5 years?

☐

yes

☒

no



Insurance History

Do you have any individual life, critical illness or disability insurance in force or pending with Empire Life or any other insurer?

☐

yes

☐

no

This relates to only personal life insurance policies you may be considering to replace or have lapsed in the past 6 months. Creditor insurance (i.e. mortgage coverage at the bank) and group benefits coverage do not need to be listed.

Is this coverage to replace an existing insurance policy, a pending application, a policy terminated in the last 6 months, or that will be terminated within the next 6 months?

☐

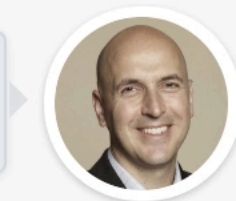
yes

☐

no

Start next section >

Life insurance isn't an everyday decision, we're here to help!



Give them wins!

Celebrate

Submission Successful

Your application has been submitted to your advisor for review. View your application status in the Message Centre.

[Message Centre](#)[Recommend GoLife](#)

Celebrate!

Good design comes from strategy

Questions?

Talk to me afterwards... I have stickers!

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