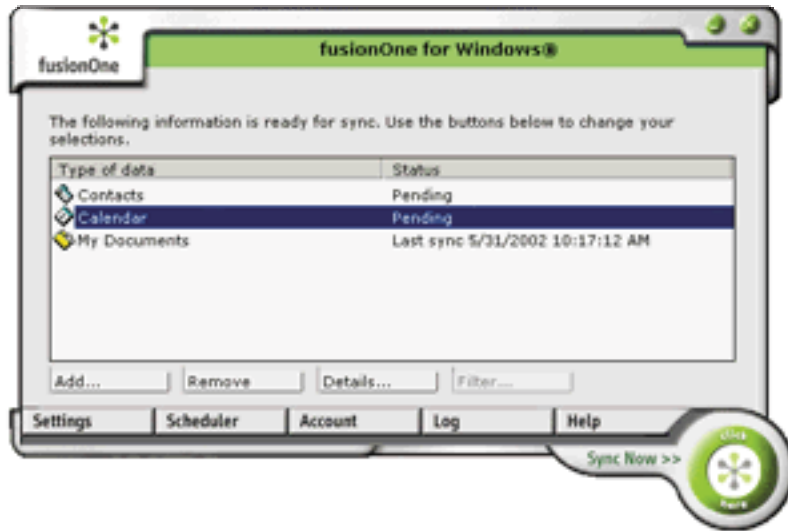


fusionOne



Windows-based sync application

This was the PC sync application when I arrived at the company. It looked nothing like any of the other products & reminded me of a bad WinAmp skin. The sync button was moved out to the lower right corner & looked more like branding than a button.



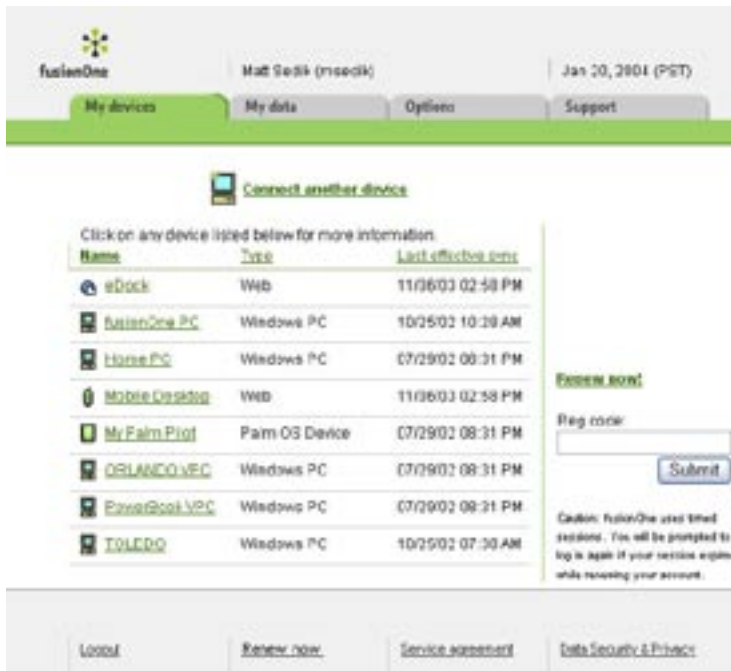
Sync app redesigned

This was how it looked when I left, the sync button moved to a more prominent location. The application's window was also reduced in size. (Sidenote fusionOne's sync technology was licensed by Apple & provided the foundation for their iSync software.)



Phone-based calendar

This was a feature proposal I had to help simply data input in one of our phone products. Mobile phones are pretty much the nightmare scenario UI-wise: matchbook-sized screen & slow, limited text entry. I wanted to give the user a menu that would help cut-down on text entry, acting like a macro of sorts. By selecting one of the preset event types, subsequent text fields would be populated according to a defined ruleset (I included some examples in the screenshot). I chose the times because they were in/towards the middle of the window available: 10am, so if you had a meeting that started at 9 or 11am, you'd only need to shift the value (which resides on another screen) once.



Web-based device management

This was the web interface for adding/removing devices from a user's account. I thought it was a bit overwhelming. The page design looked like a Windows control panel. There were too many actions that a user could trigger from this page.



The redesigned Sync Manager

The new design puts the various devices you can sync front & center (they were bullet-sized in the previous design). It also provides a cleaner, less cluttered design.

The functionality was also split into 2 pages: the first was for adding devices to their account. Sync should be an invisible process. After some research, we learned users aren't interested in all the little details about each & every sync, so I pushed that information to a second page.

I also provided links at the bottom of each page, in simple language, to help & support tools.

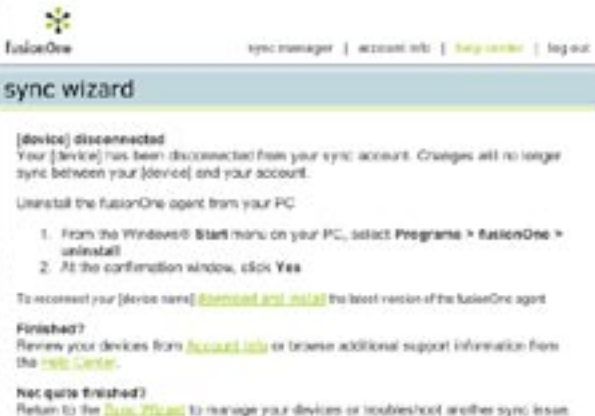


Trouble-shooting wizard

I wanted to offer users a “tier 0” (pre-customer support) trouble-shooting tool, something they could use to walk them through adding/removing devices & trying to solve common sync issues.

The initial options were based on discussions I’d had with the customer support group. I asked for a top 10 list of the most common support issues users have, & then tried to supply the solutions via this wizard.

This is a series of screens from fusionOne’s Sync Wizard. In example to the left, the user wants to remove a device from their account. Previously, fusionOne had this functionality on another screen, but it was cluttered with other functions, not all of which were related (or happened so often they required the level of prominence they had been given). I moved the functionality into the wizard to clean up the account page & also to show users this one wizard was the one-stop place to go for managing their devices.



InsWeb examples

INSWEB
Lower your insurance costs.
Not your expectations.

Site Map | Log Out
Have Questions? See our Live Help Options | Live Help

Insurance Quotes | My InsWeb Account | Learning Center

My InsWeb Account > Contact Information | Get Quotes: Auto | Go

Update My...
- User name
- Password
- Password hint
- Contact information

Moved recently?
Update your contact information here. Some types of insurance are based on where you live, so if you've changed ZIP codes, check to see if your insurance rates have changed as well.

First name: Matt
Last name: Smith
Residence address: 320 Washington St #302
City: Daly City
State: California
ZIP code: 94015
Daytime phone: 415 - 991 - 3000
Evening phone: - - -
Contact e-mail: mrsmith@yahoo.com

Update

Centralized user information

InsWeb allows you to enter your information once & then get auto insurance quotes from a variety of companies. The problem was it wasn't very easy to go back and change contact information, or share it among the various insurance quoting engines InsWeb offers (auto, homeowners, etc.) The design group wanted a page that consolidated a user's basic contact info, so they could update it outside the app & then reapply for quotes if needed.

INSWEB
Lower your insurance costs.
Not your expectations.

Have Questions? See our Live Help Options | Live Help

Start | Vehicles | Drivers | Usage | Coverage | Discounts | Quotes

Desired Coverage

CoverageAssistant™ simplifies your choices by automatically filling in amounts based on the level you choose.

CoverageAssistant™
Coverage Level
Standard coverage | Select

Note: We've selected the standard coverage level. You can select a different level, or change individual amounts below.

Coverage

Bodily Injury Liability: \$10,000/\$30,000
Property Damage Liability: \$25,000
Medical Payments: \$1,000
Uninsured and Underinsured Motorist Bodily Injury: \$10,000/\$30,000
(cannot be higher than Bodily Injury Liability)
Uninsured Motorist Property Damage: \$3,500
(available if you choose Uninsured and Underinsured Motorist Bodily Injury)

Vehicle #: 1997 SATURN

Comprehensive Deductible: \$100
Collision Deductible: \$500
(available if you choose Comprehensive)
Rental Reimbursement: \$30 Per Day
(available if you choose Comprehensive)
Towing & Labor: \$50
(available if you choose Comprehensive)
Loan/Lease Gap Coverage: No
(available if you choose Comprehensive)

Continue

Bumps in the road

I was lead designer for the online auto insurance application, InsWeb's flagship product. One thing I learn was that auto insurance was never easy. The sheer number of parameters that drive a quote (car type, driver history, coverage amounts, etc) is overwhelming. One section that always seemed to bring a user's session to a screeching halt was the coverages page. Who is supposed to know this stuff? I was there 5 years & I still don't know what to put. There must be an easier way. We decided to build a tool that is based on the various filed rates for insurance carriers (and the minimums required by each state). We chose 4 options to help get a user started: standard coverage (for that state), above average, street legal & the ability for them to skip the tool & pick amounts themselves. Once this tool went live, the page went from a roadblock to a non-issue.

INSWEB
Lower your insurance costs.
Not your expectations.

Have Questions? See our Live Help Options | Live Help

Start | Vehicles | Drivers | Usage | Coverage | Discounts | Quotes

Driver #1 Info

Personal Information

First name: Matt
Date of birth: MM DD YYYY
09 / 12 / 1970
Gender: M F
Marital status: Single
? Married or Separated, is your spouse a licensed driver? Yes No
Occupation: Technical

Driving History

In which state are you licensed to drive? California

Continue

Seamless error correction

This was a minor fix we added. People were constantly putting in a 2-digit year for their date of birth. Rather than slow them down by flagging the error & serving the page again, we added some javascript to add a "19" before any 2-digit year. Of course, it will have to get revisited in 2016, when kids born in 2000 will be able to drive. ;)

Let us do the math

This was another little tweak to avoid triggering errors on the page. Instead of making a user figure out how many miles they drive annually, we would do some math behind the scenes to give them a starting point & then load the result into the annual miles field.

Smoother page flow

This is a typical auto app page. One of the changes we made flow wise to the entire process was rearranging the screen order. Originally the app asked for driver information first & the drop-offs were high. People wanted auto insurance quotes & the first thing they need to enter is 1-2 pages of personal info. Not good. We put the vehicle pages first to get people warmed up to the process. Those screen were simple & shorter: ask year & make, then model, etc. We were able to get people farther into the flow, faster.

Better error reporting

This is the same page as above, only with an error triggered. Previous problems with error reporting were people being unable to spot the bad field in question on a page. I created a CSS style that would turn the specific row orange (as well as the tab & header) to help direct a users attention.