

A person wearing a red cap and a backpack is seen from behind, paddling a yellow kayak on a river. The water is calm, reflecting the city skyline and trees on the opposite bank. A large, semi-transparent pink triangle is overlaid on the right side of the image.

ZenSár

Upgrade and redesign company website to increase user adoption

CASE STUDY

Upgrade and redesign company website to increase user adoption

Client is well known for transforming the business of insurance for over 45 years to more than 20,000 agencies, carriers and MGA customers. The client wanted to upgrade and redesign 'VIC' to optimize for SharePoint 2013 and office 365 features. To make the new VIC design- information centric and to increase adoption was the main concern.

How did Zensar bring about the visible transformation?

We began with user interviews & contextual inquiries to understand user behaviour and the response towards the old design to plan and prepare. Card sorting was done to understand user's style of grouping information. Old design's navigation analytics report was carried out to understand usage pattern, feature designs and number of click. Content analysis was done and data was regrouped based on similarities. The regrouped version was latter discussed in a JAD session to derive the final information architecture. Ideation and wireframes helped in quick decision making. Visual designs were created to improve communication on internal communication platform. Web developer worked closely with the SharePoint team to ensure all requirement are rightly addressed to deliver optimum results.

Company:

A global medical, clinical and security services provider

Business Benefits

- The new revamped design received positive response the achieved the goal of increasing user adoption.
- Intuitive UI design
- User friendly content grouping
- Increased efficiency
- Increased user adoption

Top Benefits Achieved



Intuitive
UI Design

Increased
efficiency

Increased
user
adoption