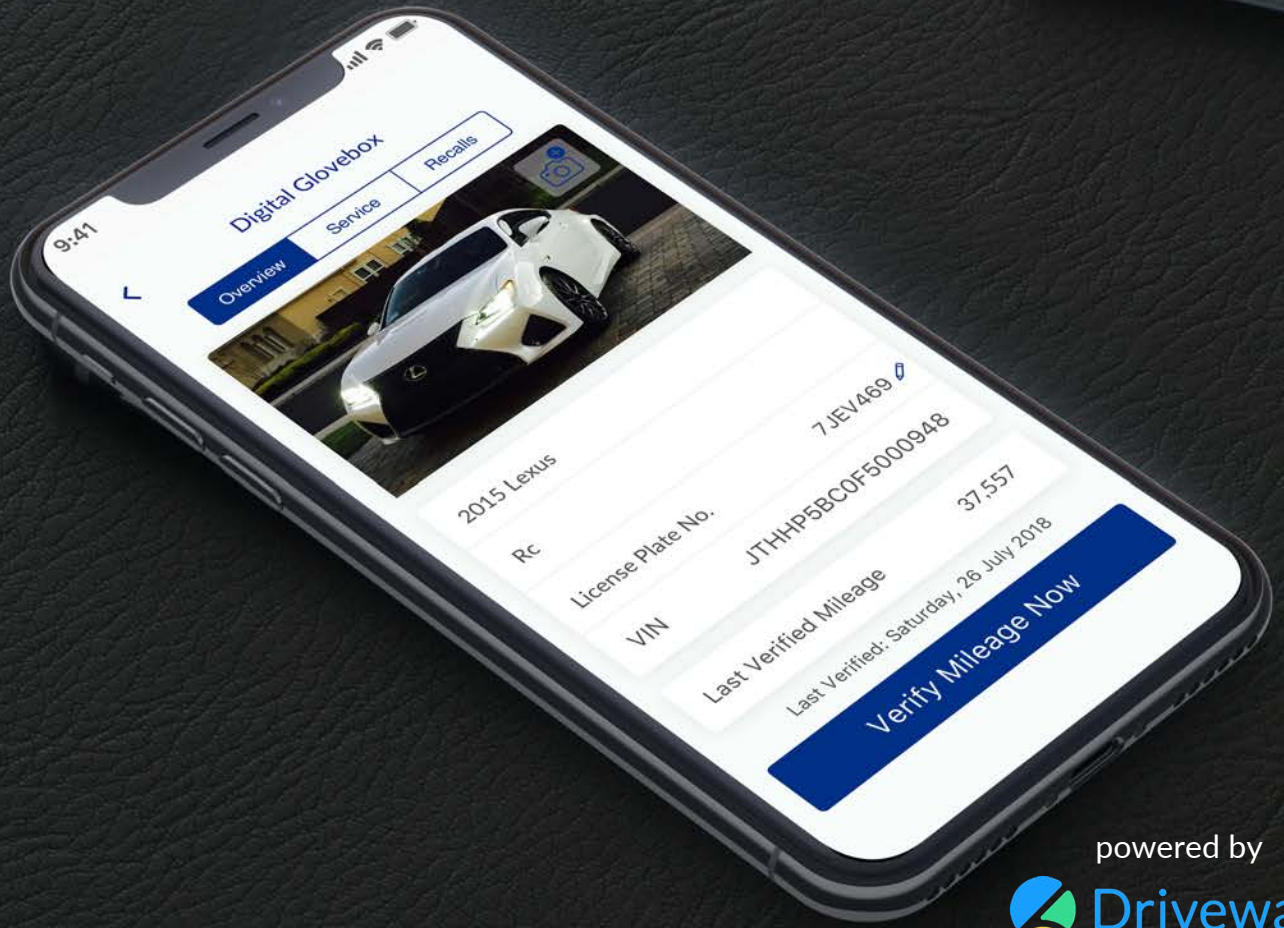
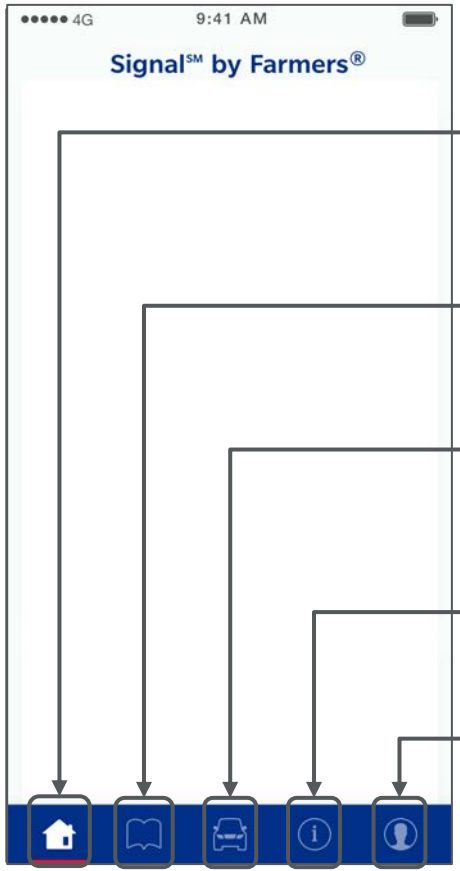
FARMERS INSURANCE

Signal by Farmers
UX Proposal



powered by Driveway

Functionalities



1. Message Center – In-app Notifications
2. Gamification
3. Discounts
4. Last Known Location
5. Scoring
6. Trip List & Route Details
7. Digital Glovebox
8. Service & Recalls
9. Policy & Agent Information
10. Claims & Assistance
11. Profile Settings

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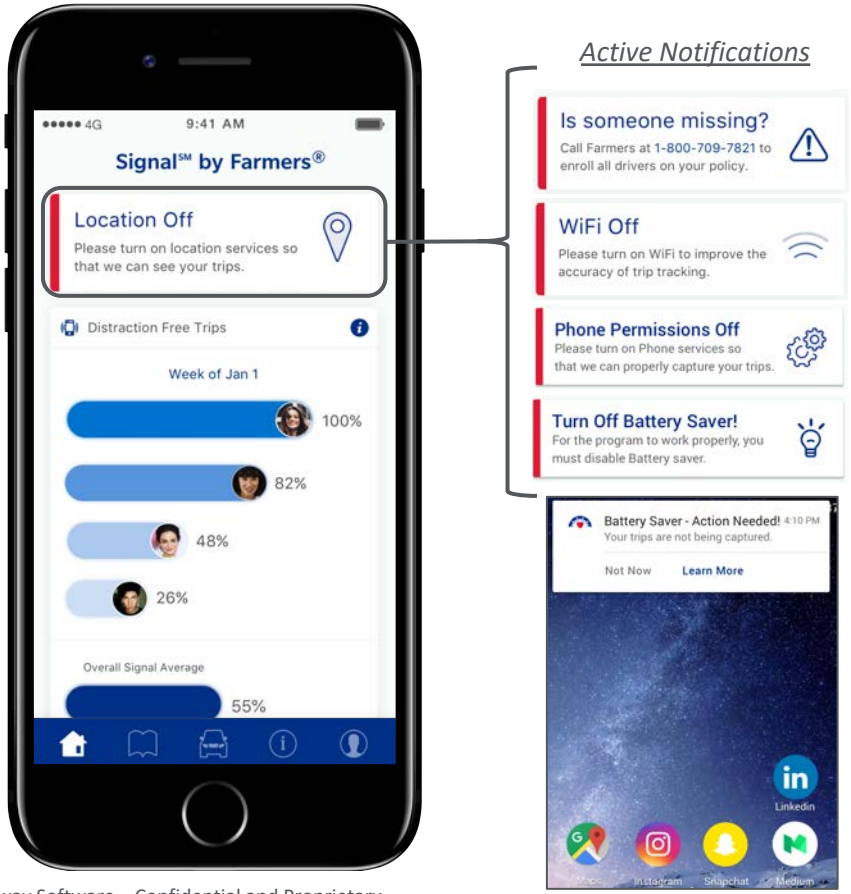
1. Message Center Customer Communication



In-App Notification - Features

- In-app notifications show on homepage to notify users of phone setting issues.
- In-app messages appear based on priority and scroll horizontally.
- By tapping the notification the user is prompted to take action using native OS.
- Push notifications are an important element that helps to persuade users to access the app and review the relevant information.

User Benefits

- The communication guides the user through the relevant issue and provides them with a solution in an easy and timely manner.
- The customer is given action items that will assist in the app recording their trips properly resulting in the ability to receive a higher discount.

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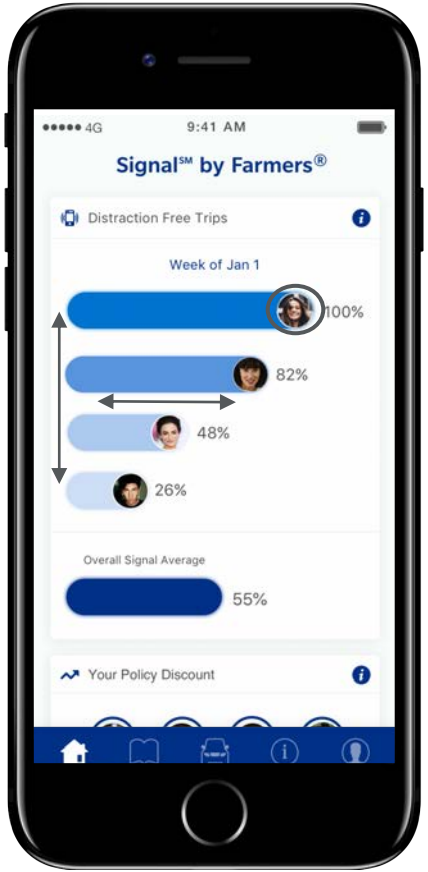
2. Gamification

User Satisfaction



Great App Farmers! 17h ago

★★★★★

This app is exceptional in a lot of ways. My wife and I enjoy the "friendly competition" of being the better driver. I only wish it showed our monthly savings as an amount instead of a percentage. We have stopped texting while driving or at stops. Thanks Farmers!

Saving me money $$ Apr 18

★★★★★

I have been paying $7 a month for a very similar app because I have a teenage driver and want to make sure there isn't any phone use while driving. I'm very happy that I can now get the same thing for free and it will save me money on my insurance. The only down fall is needing to document when you are not the driver so someone else's crumby driving doesn't effect your rate. Great idea Farmers!

Feature Details

- The distraction free leaderboard creates user engagement by allowing them to see how they compare to other members of the family.
- Profile pictures of each member are displayed to personalize the experience.
- Users climb their way to the top of the leader board by practicing safe driving!

User Benefits

- Testing shows that distracted driving is something that Individuals want to improve on and the social pressure of family and friends has proven effective.

★ Signal users gave positive feedback in responds to the leader boards transparency and competitive nature.

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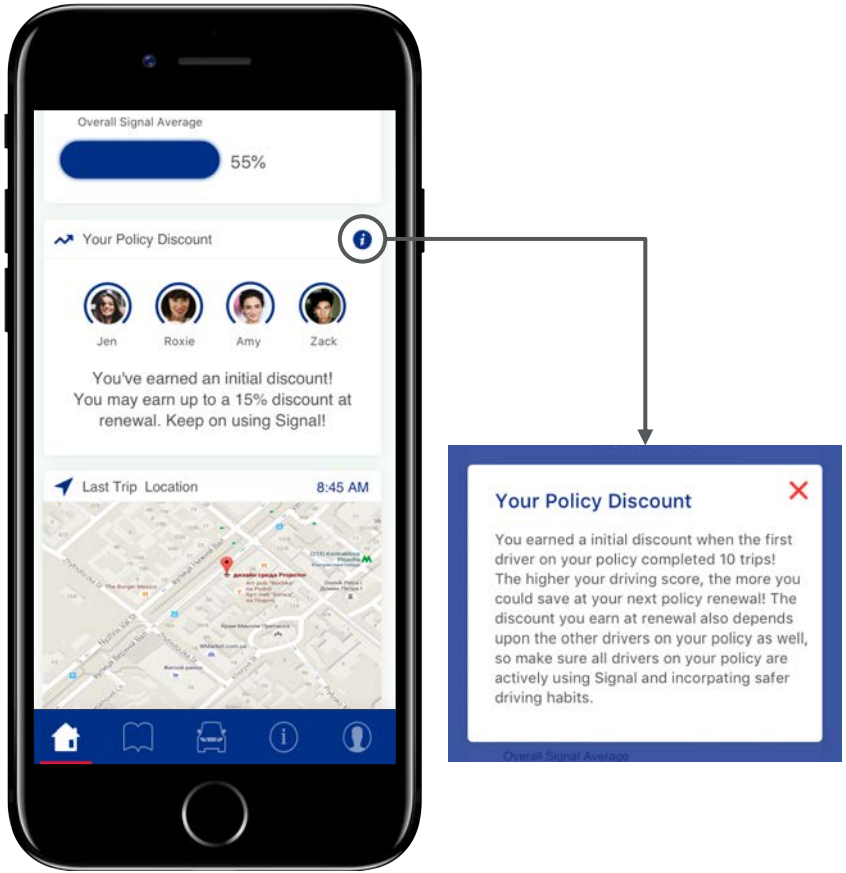
3. Discount

Policy Discount Information



Feature Details

- The user is notified that they have earned an initial discount.
- Safe driving increases the policy discount up to 15% at renewal.
- By tapping the “i” the user is presented with powerful discount renewal information.

User Benefits

- A user is able to retrieve discount related information to better understand the app features and advantages.

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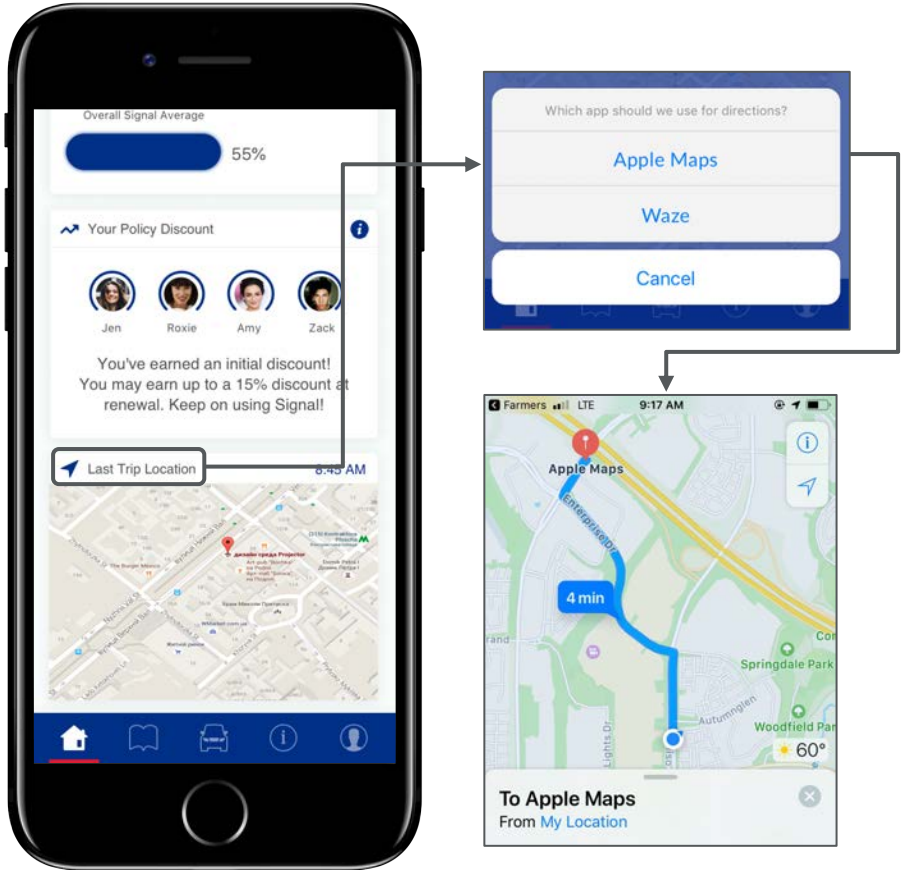
4. Last Trip Location App Directions



Feature Details

- Last trip location allows the user to tap the map and retrieve route information.

User Benefits

- The user has the convenience of selecting a map to view or share directions of last trip location.

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5. Scoring Trips Page

Feature Details

- Users are able to tap the export icon and retrieve trip history including flagged business trips.
- The feature has different areas where safety messages are embedded for individuals looking to improve their scores and potential discounts.
- The user is able to change transportation types by tapping on the wheel icon (i.e. Driver/Passenger)
- In-app animations and other visual cues are subtle indicators that help engage the user.

User Benefits

- The customer can review scoring and compete with themselves to create different outcomes in driving habits.
- The user's ability to export business mileage reports allows for easy mileage tracking.

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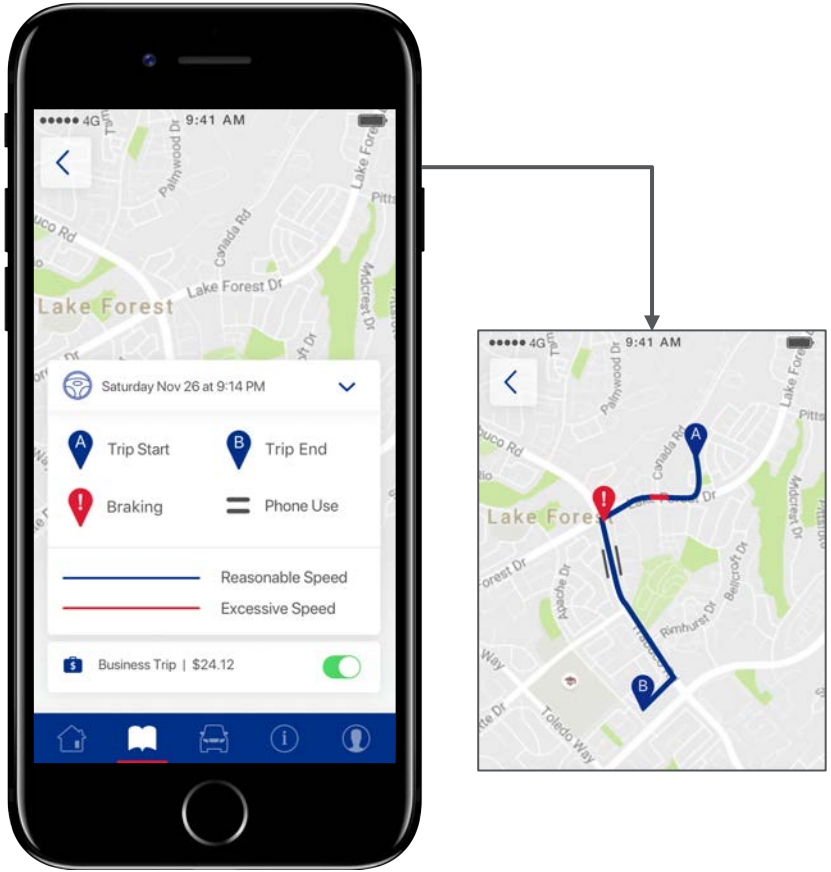
6. Trips Route Details



Feature Details

- The legend feature showcases the key components in each trip such as trip start, trip end, braking, and excessive speed
- The map captures the exact moments in the trip route where activity occurred giving the user insight into their driving patterns

User Benefits

- The route details empowers the user to be more conscious of driving behaviors

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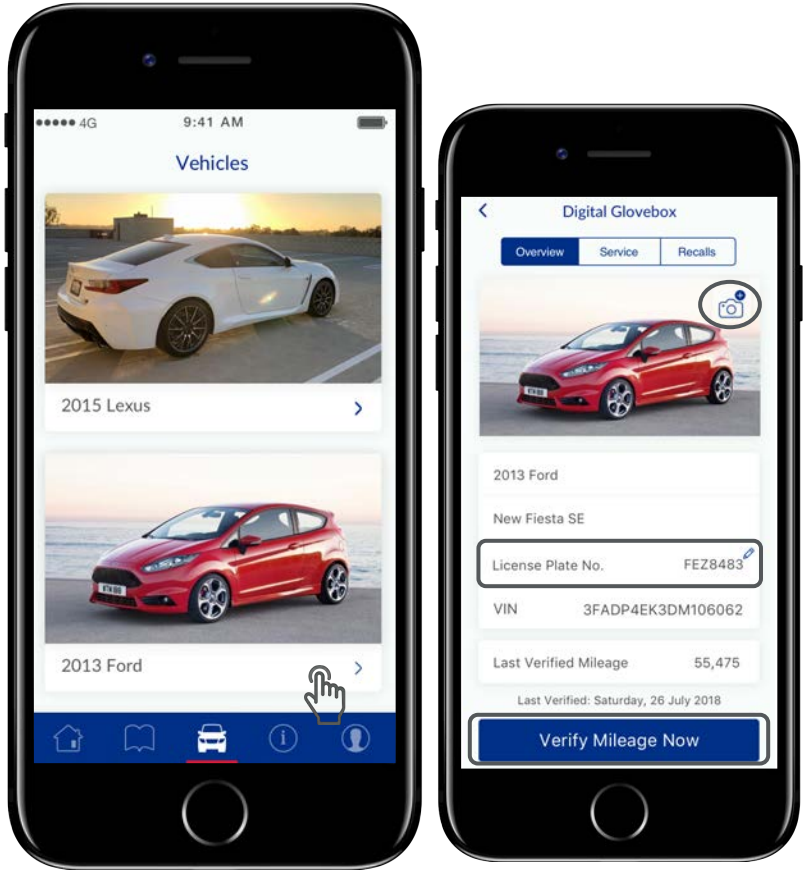
7. Digital Glovebox App Personalization



Feature Details

- The feature encourages users to integrate their vehicle information into the app.
- Users can access vehicle details and update vehicle mileage from the Digital Glovebox at anytime.
- The user is now able to personalize the experience by adding a vehicle picture and License Plate No.

User Benefits

- The user has direct access to important information such as License Plate No, VIN, and mileage without access to the vehicle.
- The personalization within the app allows the user to feel connected to the product.

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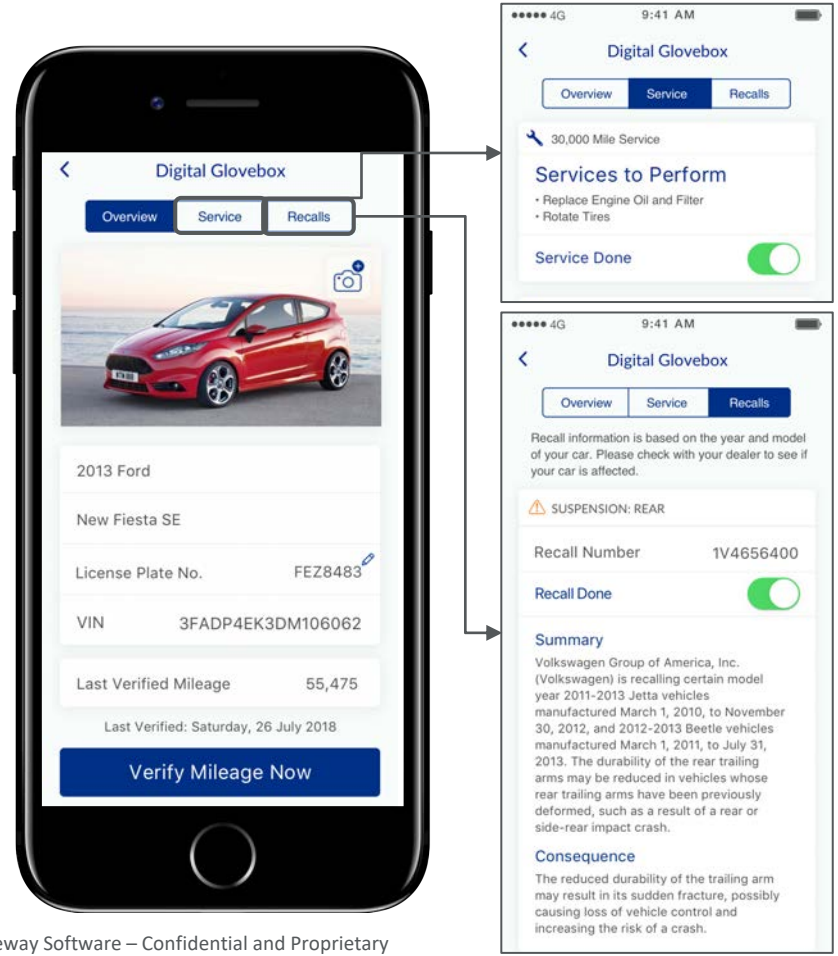
8. Service & Recalls

Vehicle Maintenance



Feature Details

- The service tab allows the users to stay proactive and informed on vehicle maintenance.
- Connecting users to important information on recalls that may affect the safety and performance of their vehicle.

User Benefits

- Testing shows features encouraging vehicle maintenance and recall notification drive user engagement.
- Maintenance tracking within the app creates the preferred digital customer experience.

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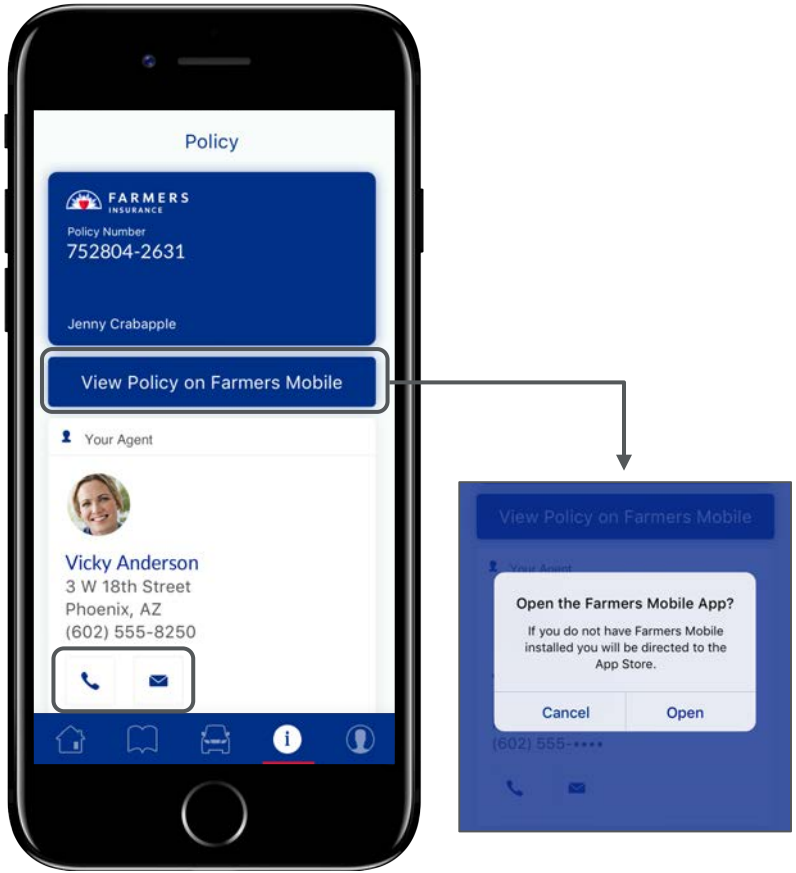
9. Policy & Agent Information



Feature Details

- This page allows the user to view policy information and policy number.
- The users agent information is listed which includes phone number, email address, and agent picture.
- If the user want to view personal policy information they are able to click on the “View Policy on Farmers Mobile” button where they are directly connect to the Farmers Insurance Inc. app.

User Benefits

- User is provided with important policy information in a fast and convenient way.
- The user has the advantage of their agent being a click away.

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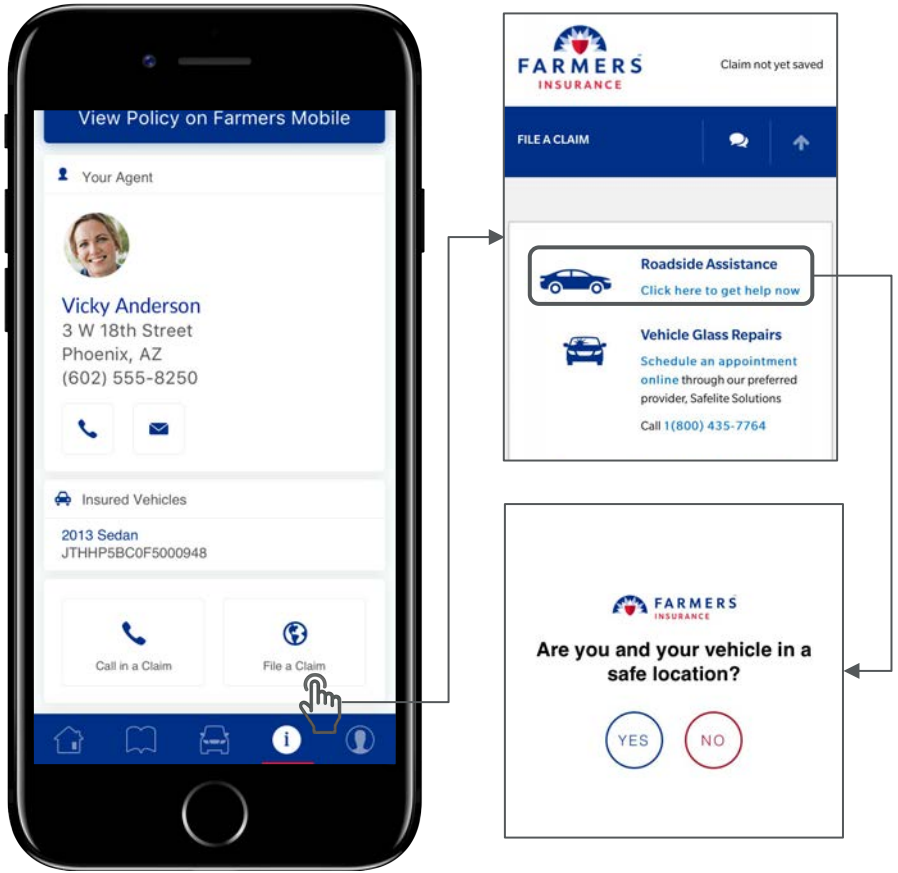
10. Claims & Assistance

Roadside Assistance



Feature Details

- The capability to file a claim directly from the Signal app provides a positive and convenient user experience.
- Situations in which the user requires less-urgent assistance the “File a Claim” button is present to guide the individual through the process.
- Roadside Assistance is just one of the features provided that allows the user to gain access to the Farmers support network.

User Benefits

- The user is able to get fast and helpful assistance in problematic circumstances.

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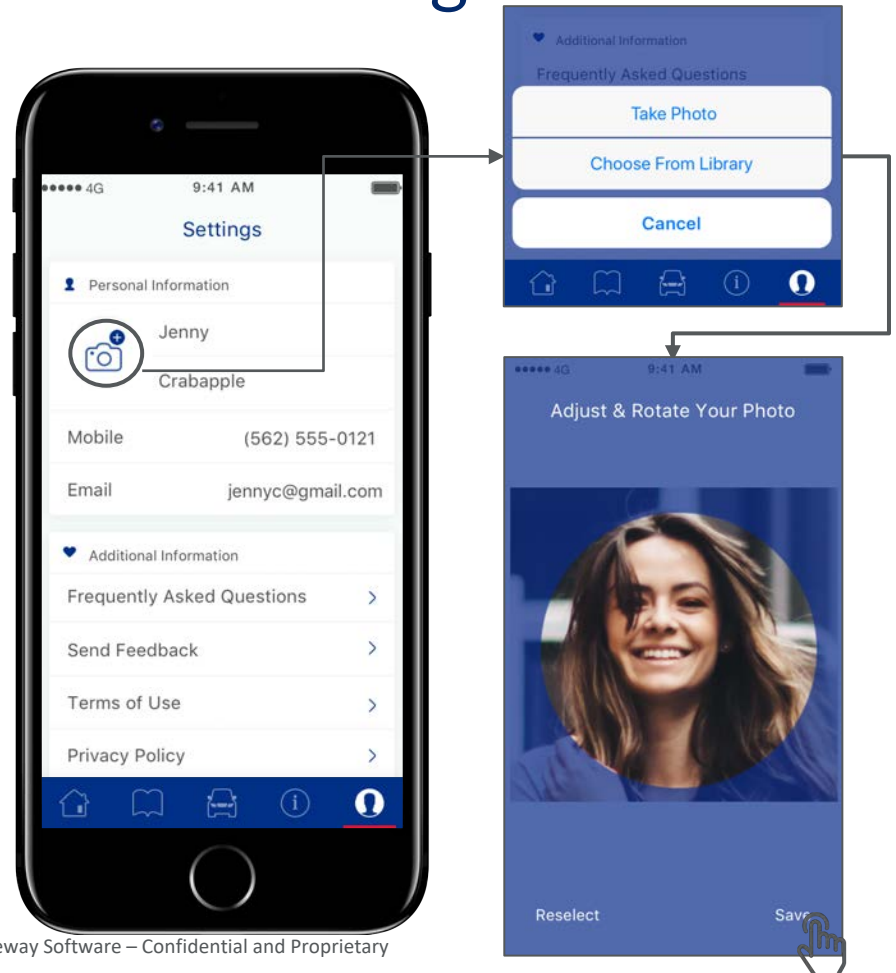
11. Profile Settings Personalization



Feature Details

- Users personal information is presented on the settings page which includes name, mobile number and email address.
- The user is able to take a photo or select from their photo library to create a more personalized experience.
- Profile pictures are presented on the settings page as well as the home page and gamification features (i.e. distracted leader board).

User Benefits

- Testing shows that user engagement rises due to personalization with the app.

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