

Pru.com Evolution

Overview

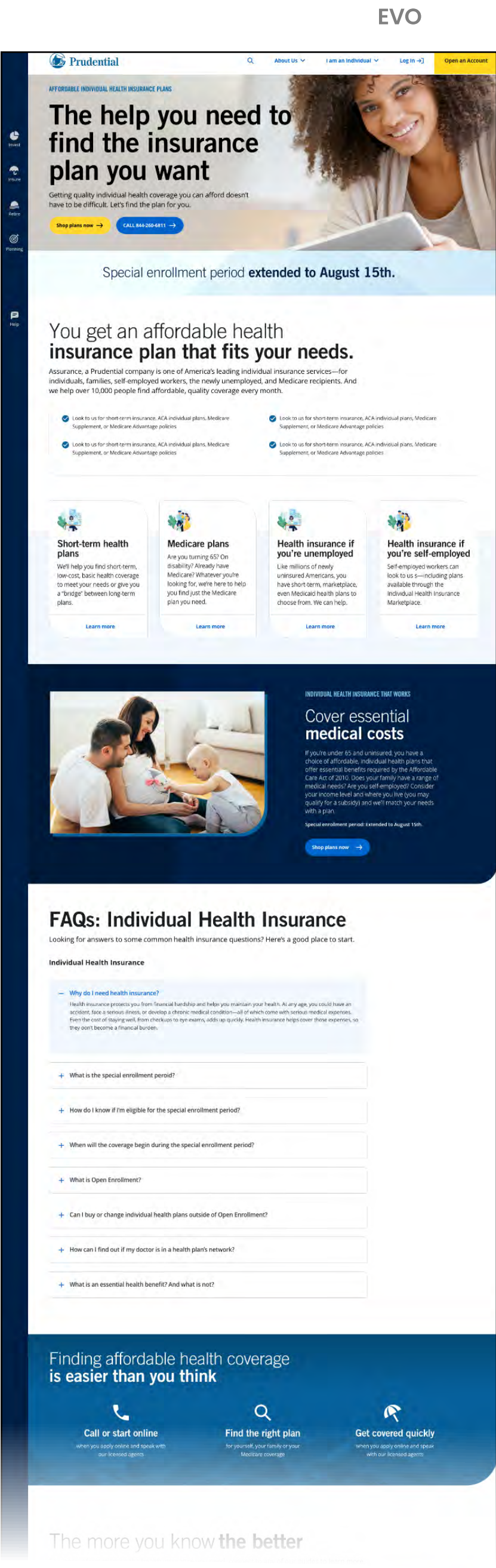
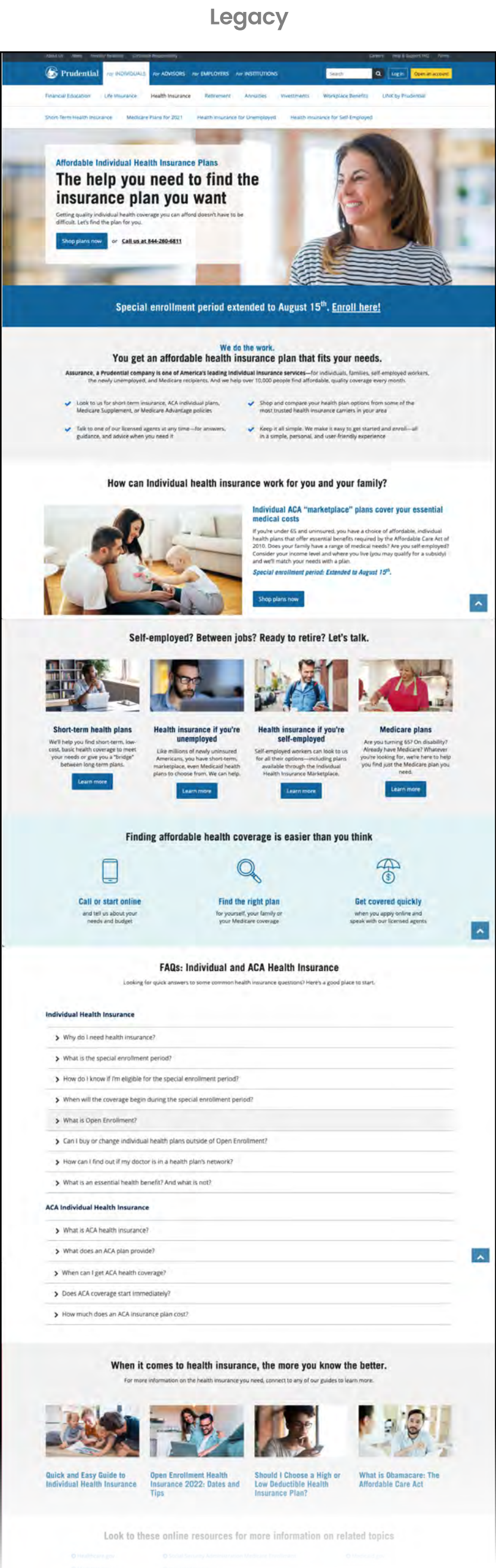
With the creation of a new design system there was a need to update and evolve the enterprise Prudential.com experience to build a more modern and flexible website and drive lead generation for digital retail and advisor businesses.

EVO Migration Initiatives

- Migrate all Pru.com experiences over to the new EVO design system.
- Create and repurpose responsive components and reusable EVO patterns.
- Modify and optimize flows to give users more meaningful ways to interact with Pru.com and drive conversions.

Projects I worked on:

- **Health Insurance journey migration:**
 - Designed both web and mobile prototypes for the EVO Health Insurance journey.
 - Created 10 new responsive design system components for the EVO design system.
 - Optimized Health Insurance journey content hierarchy and product path strategy.
- **Footer Page Migration:**
 - Designed reusable EVO templates and components for 140+ footer pages.
- **Help Center Project:**
 - Launch MVP for the new Prudential.com Help Center.



Help Center Initiative

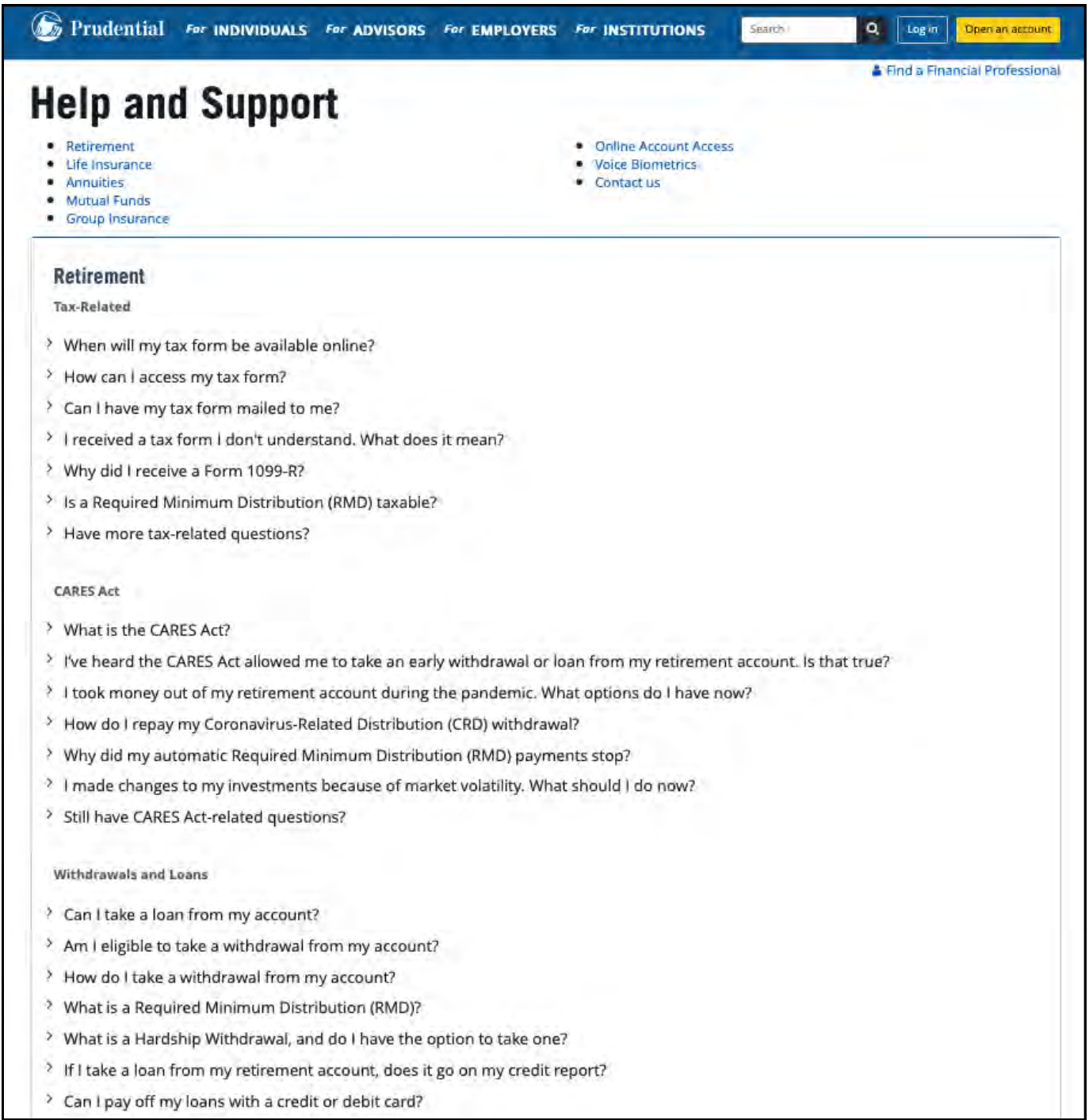
Background

Prudential wanted to update their online Help Center experience. The goal of the first release is to provide easy-to-understand information in a personalized user experience that allows customers to better self-serve and reduce call center inquiries.

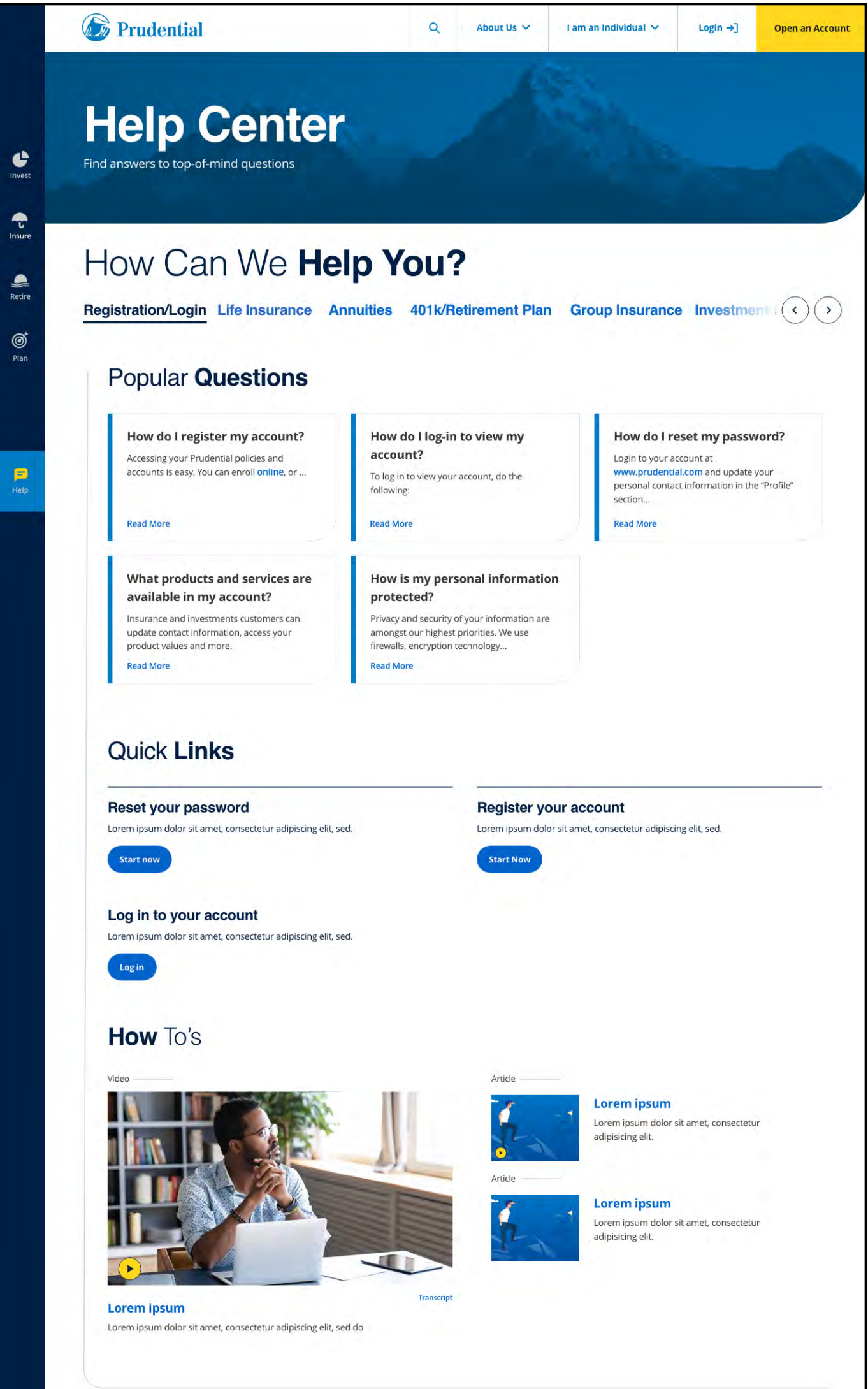
The Challenge

Take the future-state UI designs provided by external design agency and launch a minimum viable product for the new Prudential.com Help Center for Q4.

Legacy Help Center



New EVO Help Center

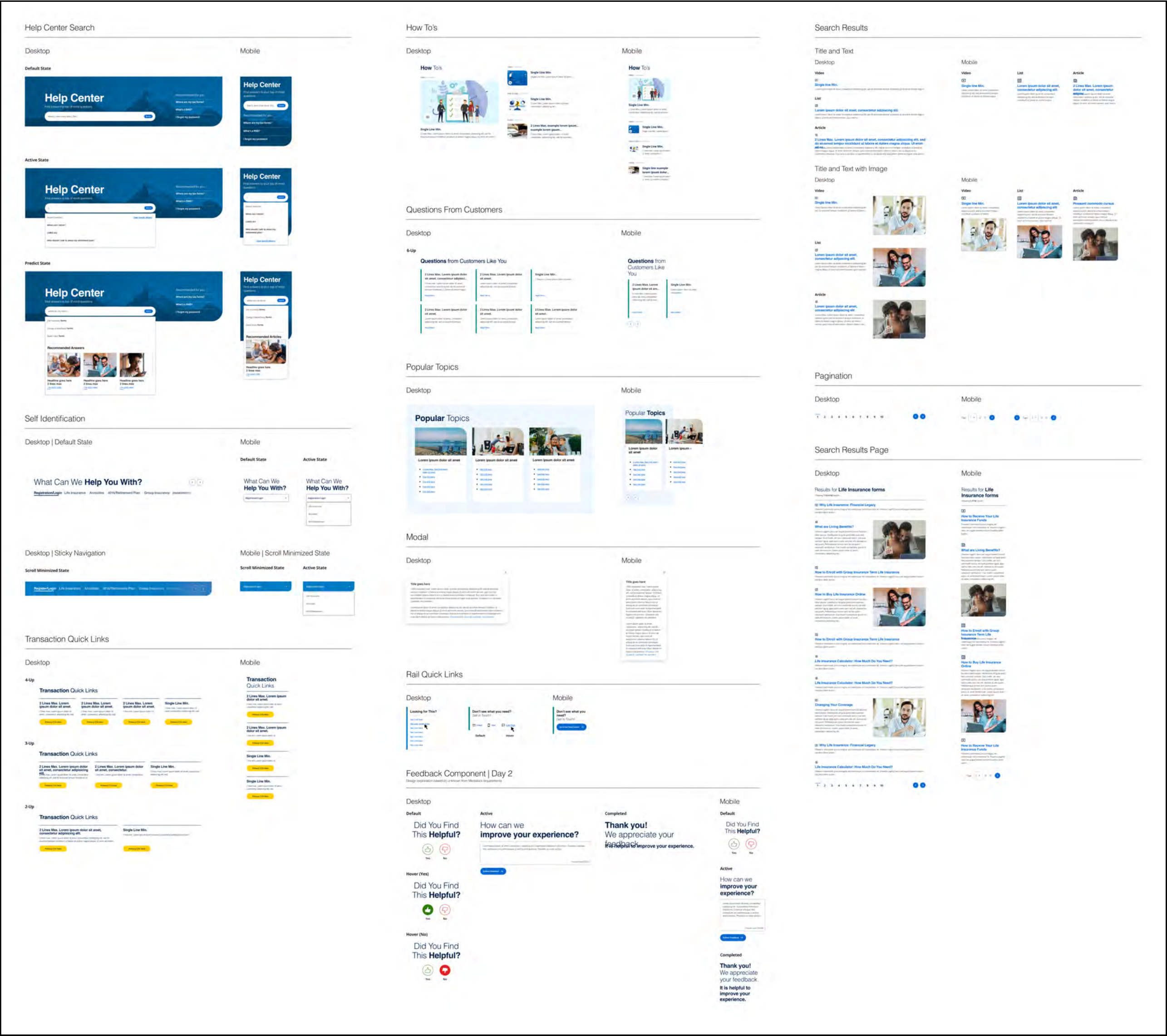


Project Scope

Parameters

- Prudential wanted to update their online Help Center Update and modify design components handed off by the design agency to be consistent with the Prudential EVO design system.
- Prioritize and test new Help Center design components.
- Create responsive Help Center prototypes for desktop, mobile, and tablet.
- Prioritize the Help Center features that are technically feasbile to implement to achieve initial MVP for Q4.

The agency’s UI components we were given:



Testing

Objective

Determine if users are able to intuitively navigate through the Help Center experience and complete various tasks. Collect user's general impressions, what they like, don't like, or find confusing.

Method

Unmoderated click test with 11 unique respondents.

Results

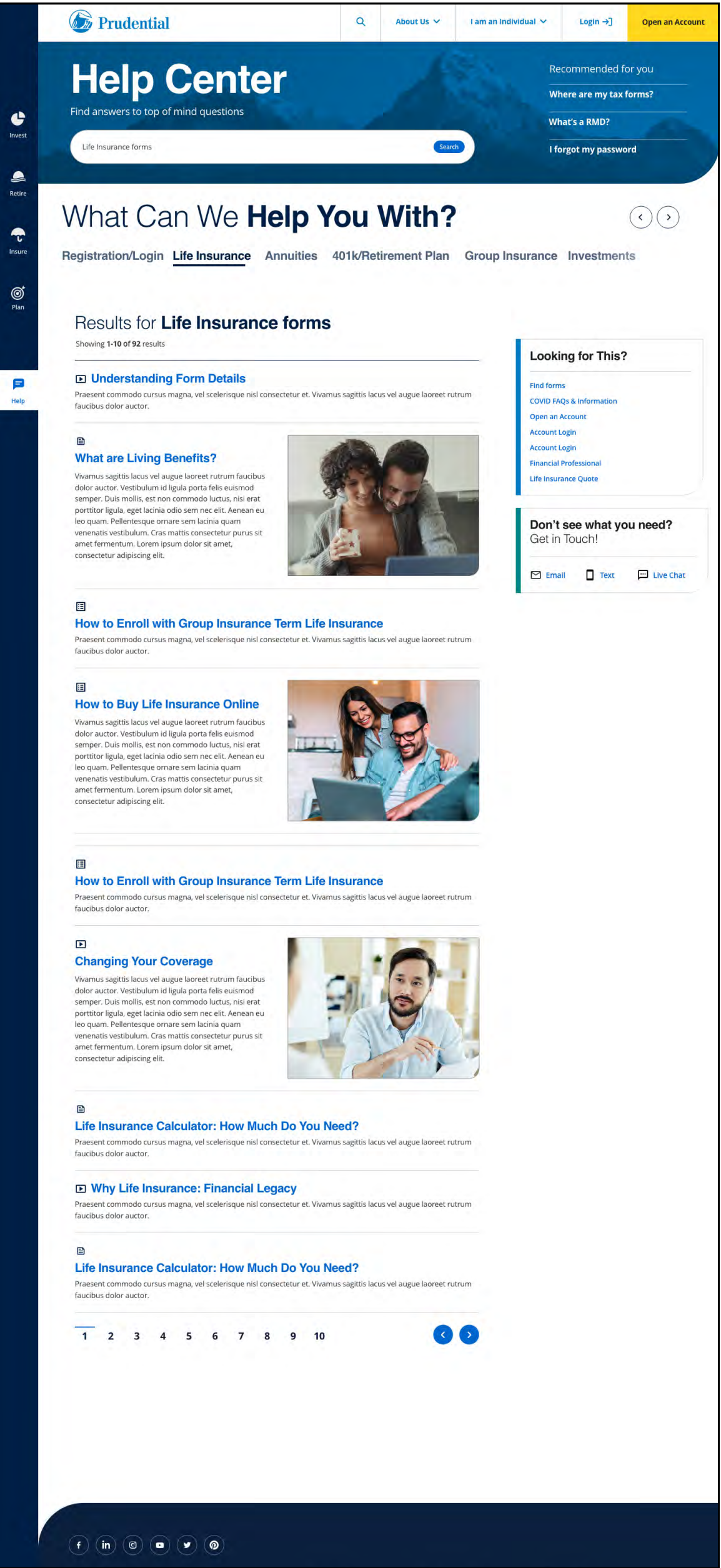
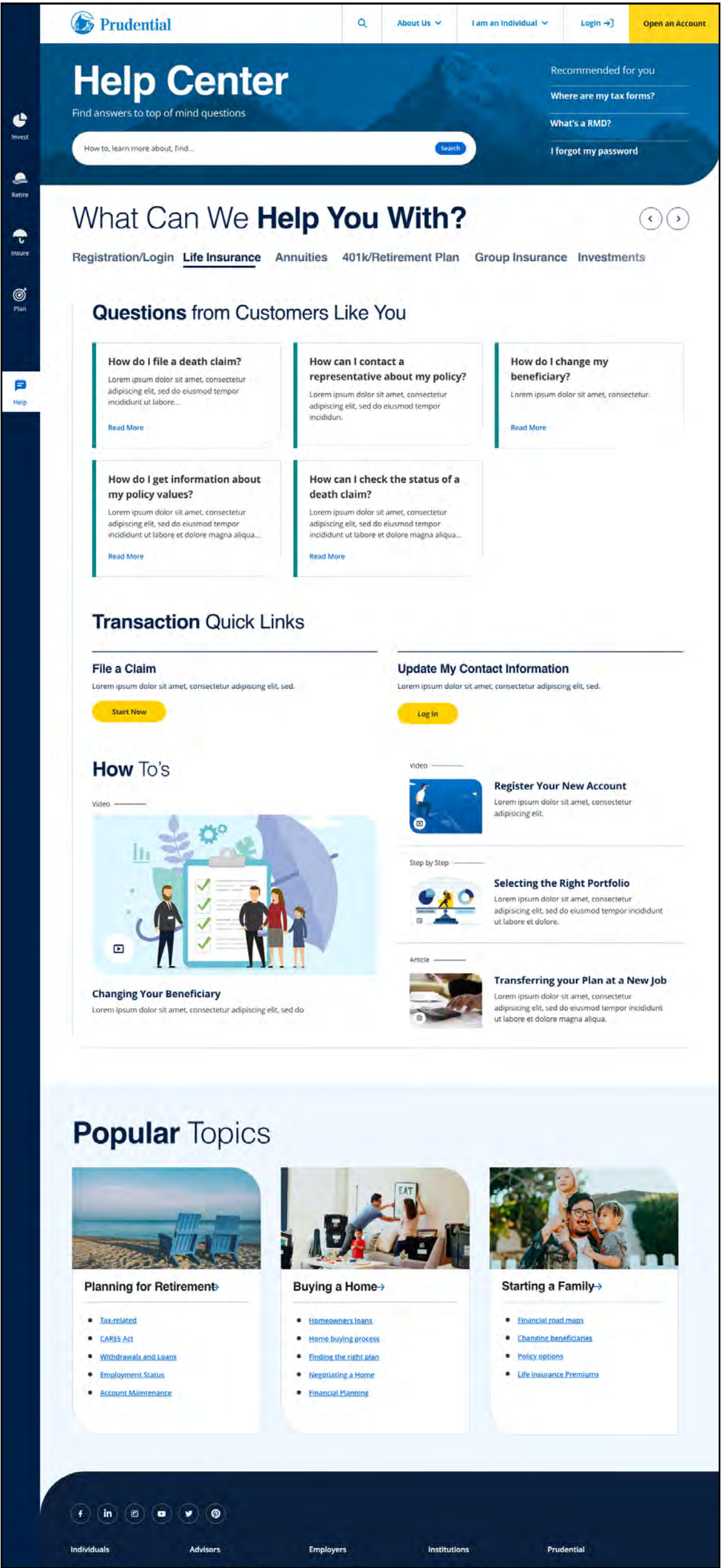
Users responded with positive feedback with 100% task completion. 98% ranked the experience between easy and very easy.

However for the last task in the assessment users expressed confusion as to how to return back to the Help Center from the search results page. 8 out of 11 users also expressed that they thought the search results page was visually overwhelming.

Recommendations

The search results page would benefit from implementing clearer navigation and direction as well as a more simplisitic visual style.

Help Center prototpye screens

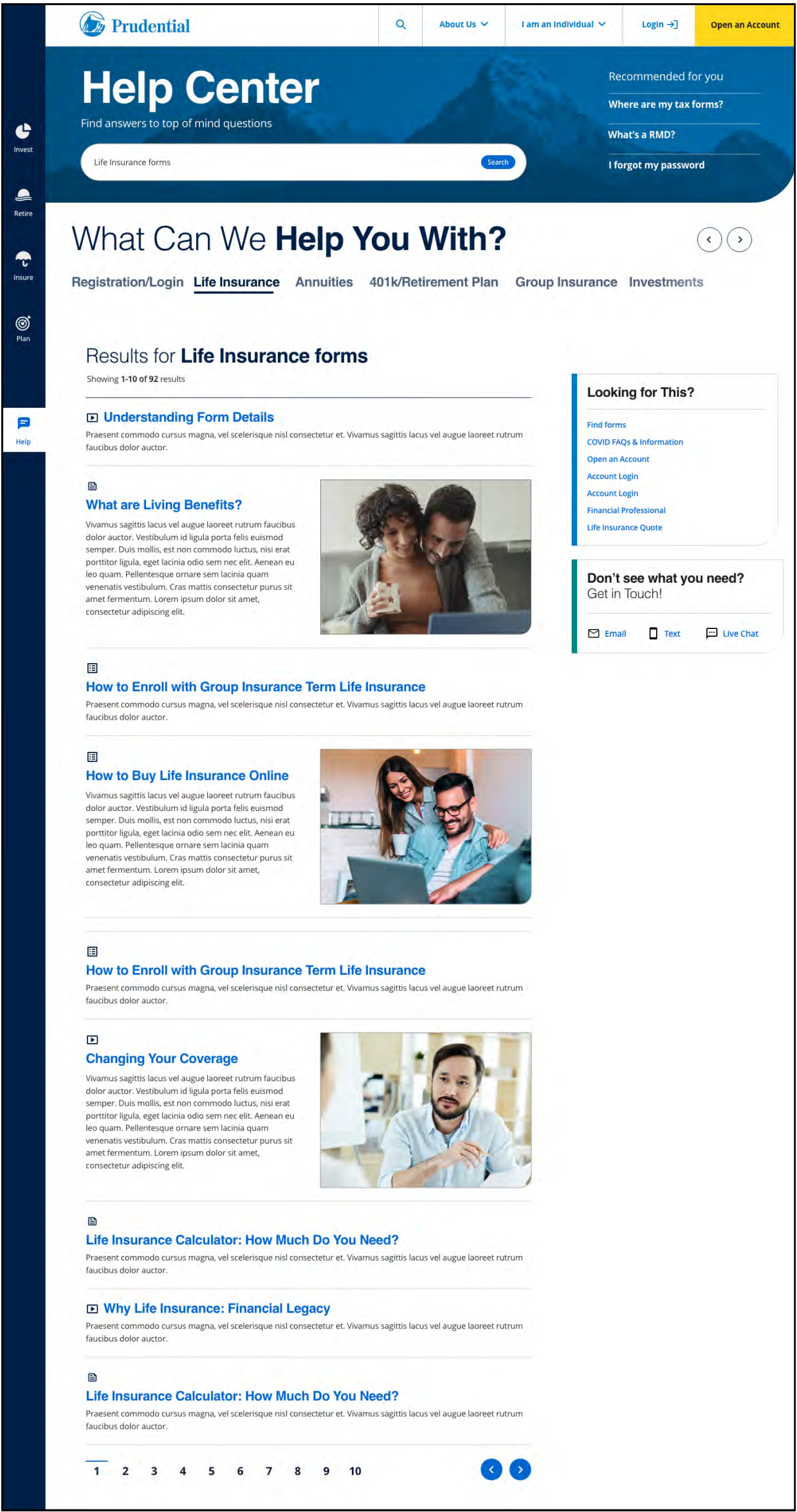


Iterations

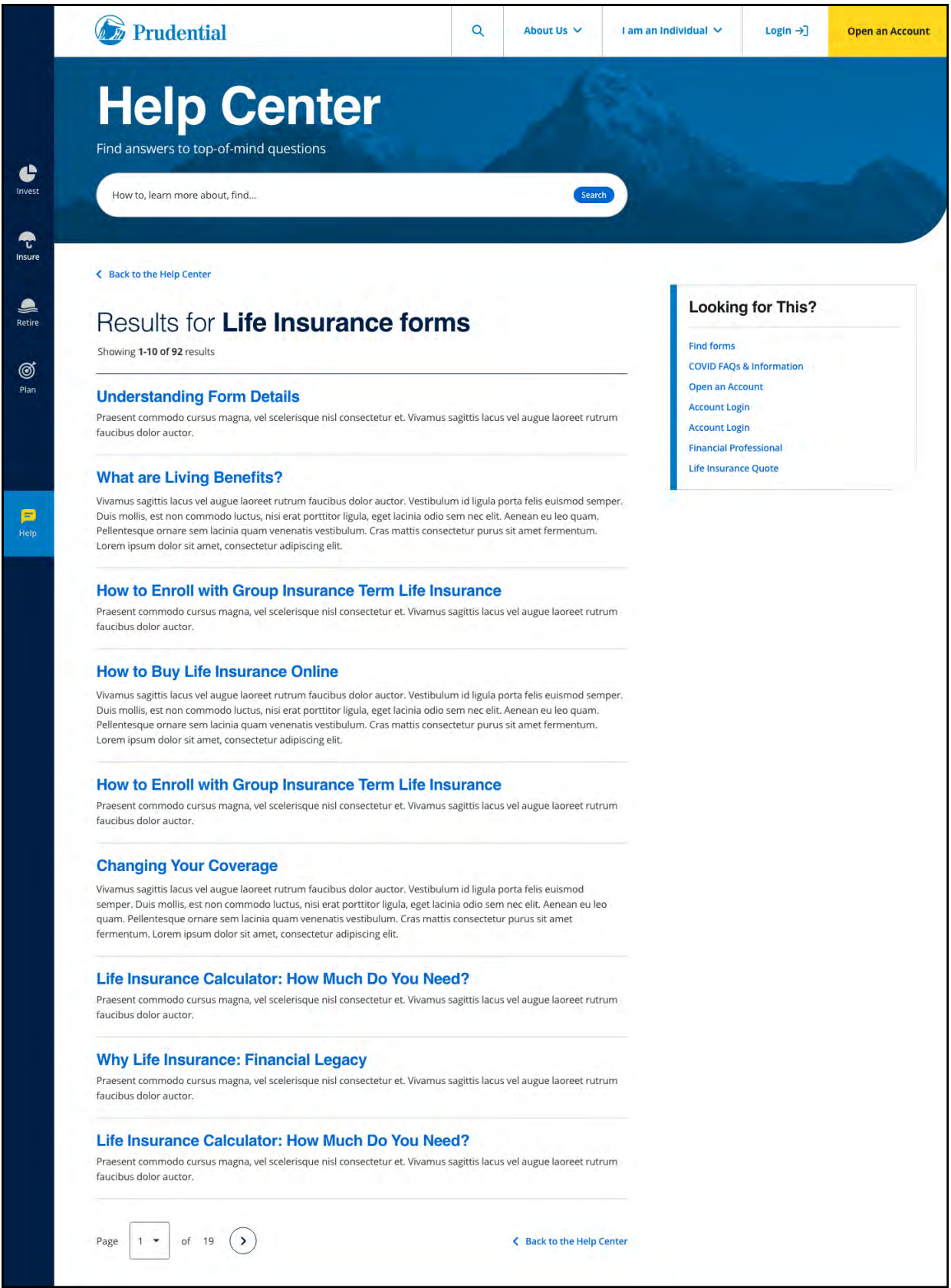
Combing user feedback and technical feasibility

- Added navigational back buttons and eliminated the tab feature on the search results page.
- Simplified the visual treatment of the search results links and eliminated any unnecessary features that didn't directly correlate to the search results.
- Consult with front-end and back-end teams to determine what would be technically feasible for the Help Center's Day one launch.

Old Search Results Page



New Search Results Page Iteration

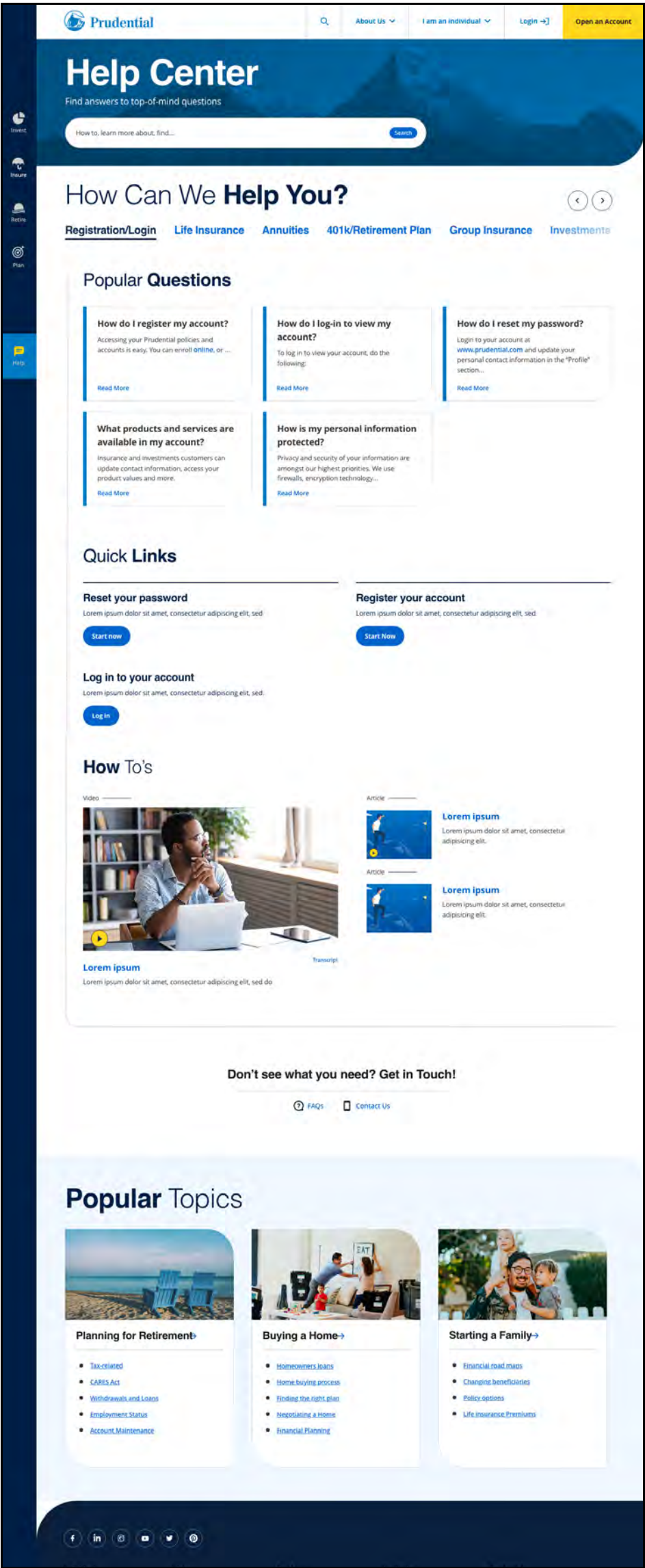


Solution

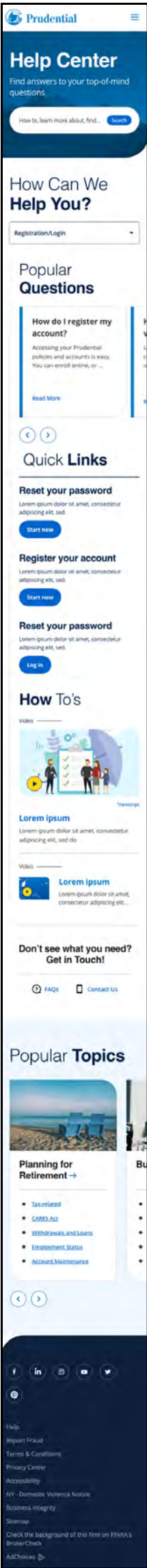
Combing user feedback and technical feasibility

- Continue collaborating with front-end and back-end teams for new Help Center launch.
- Conduct more user testing to implement the Help Center search for future state.
- Standardize video player component and sizing across all Prudential digital experiences.
- Continue migrating new Pru.com website sections.

Desktop:



Mobile:



Tablet:

