

Mobile Design Study

Pacific Blue Cross

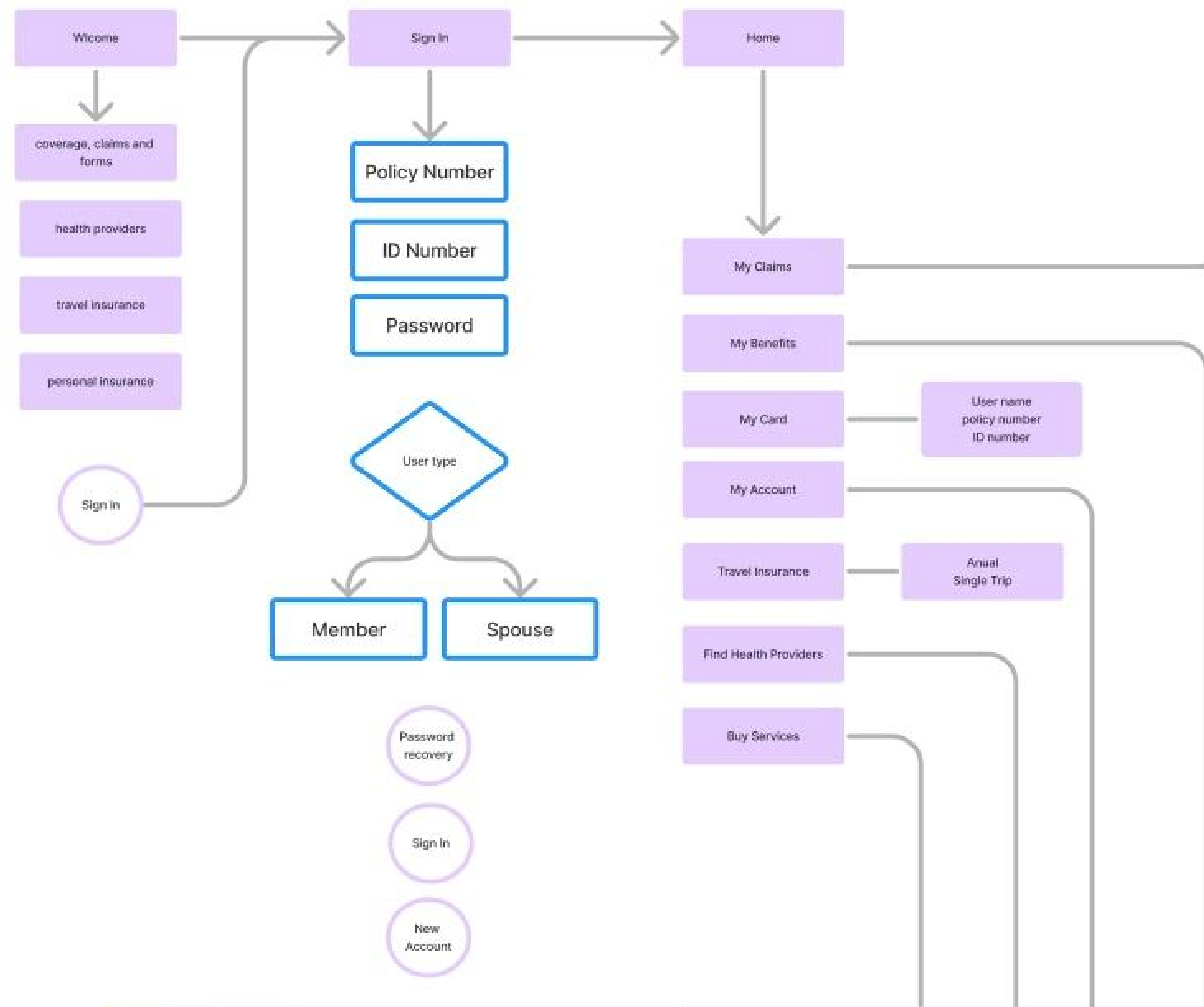
Angeles Arroyo
100406623

Pacific Blue Cross



PBC helps users manage insurance benefits and review current and previous claims. It provides easy access to insurance information and shortcuts to third-party apps to help find useful information (walk-in clinics, pharmacy map, etc.). It also includes travel information with current limitations on your plan and how to get access to premium insurance benefits. Additionally, users can buy other services from Pacific Blue Cross.

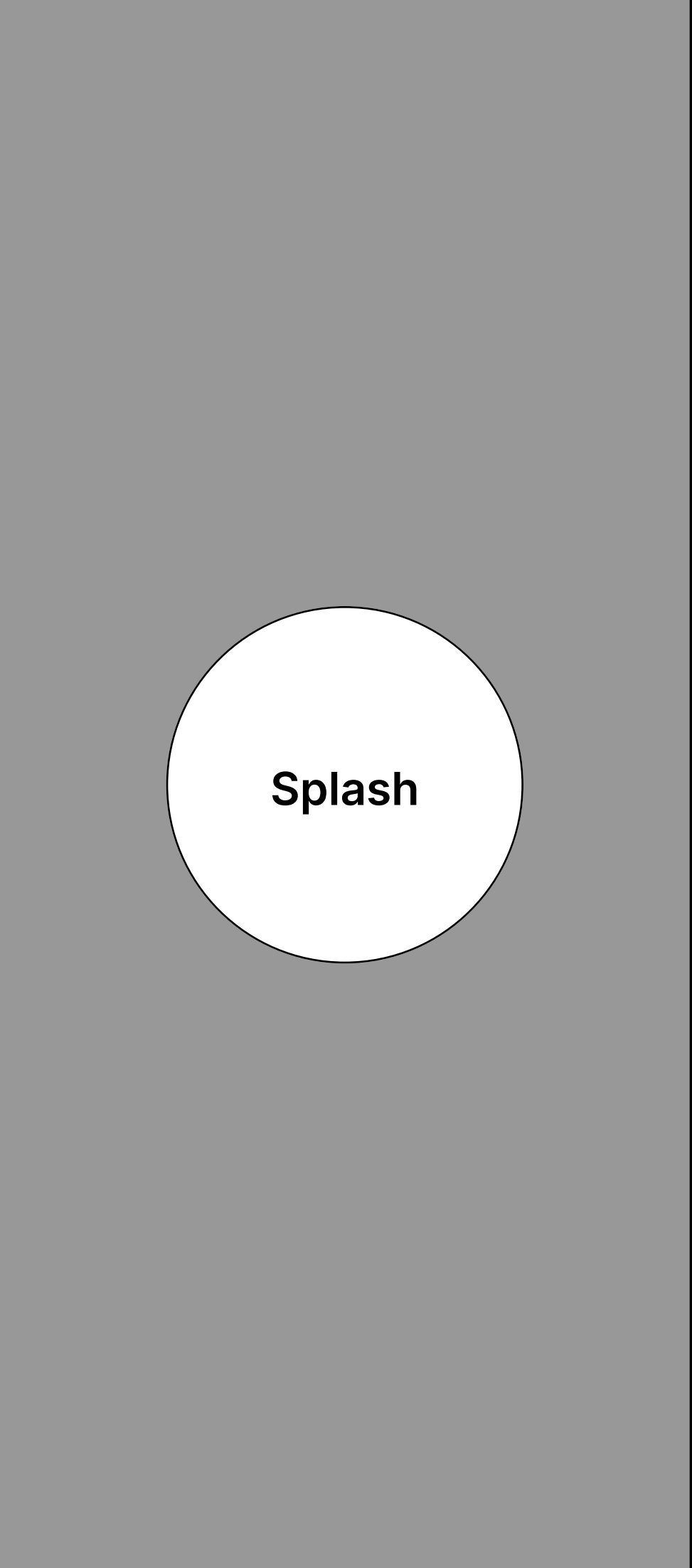
User Flow



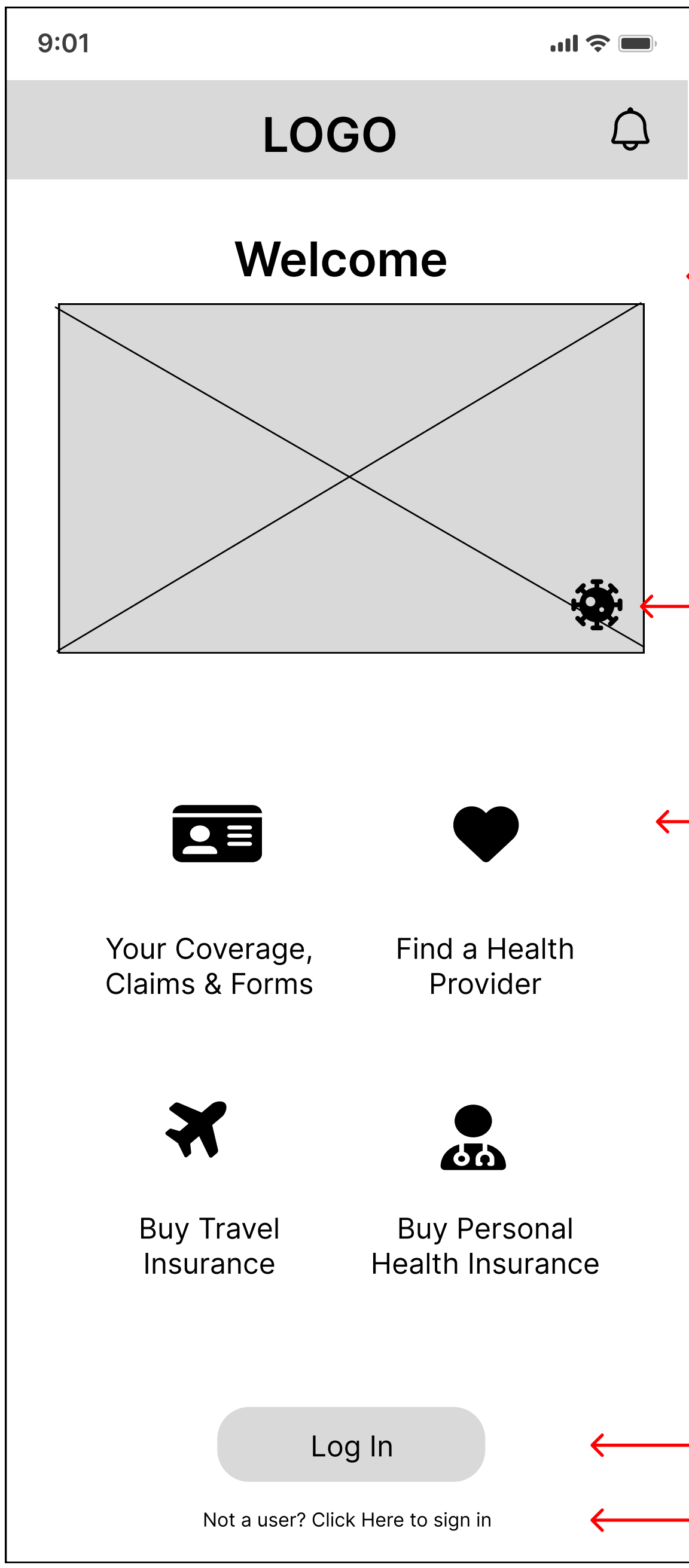
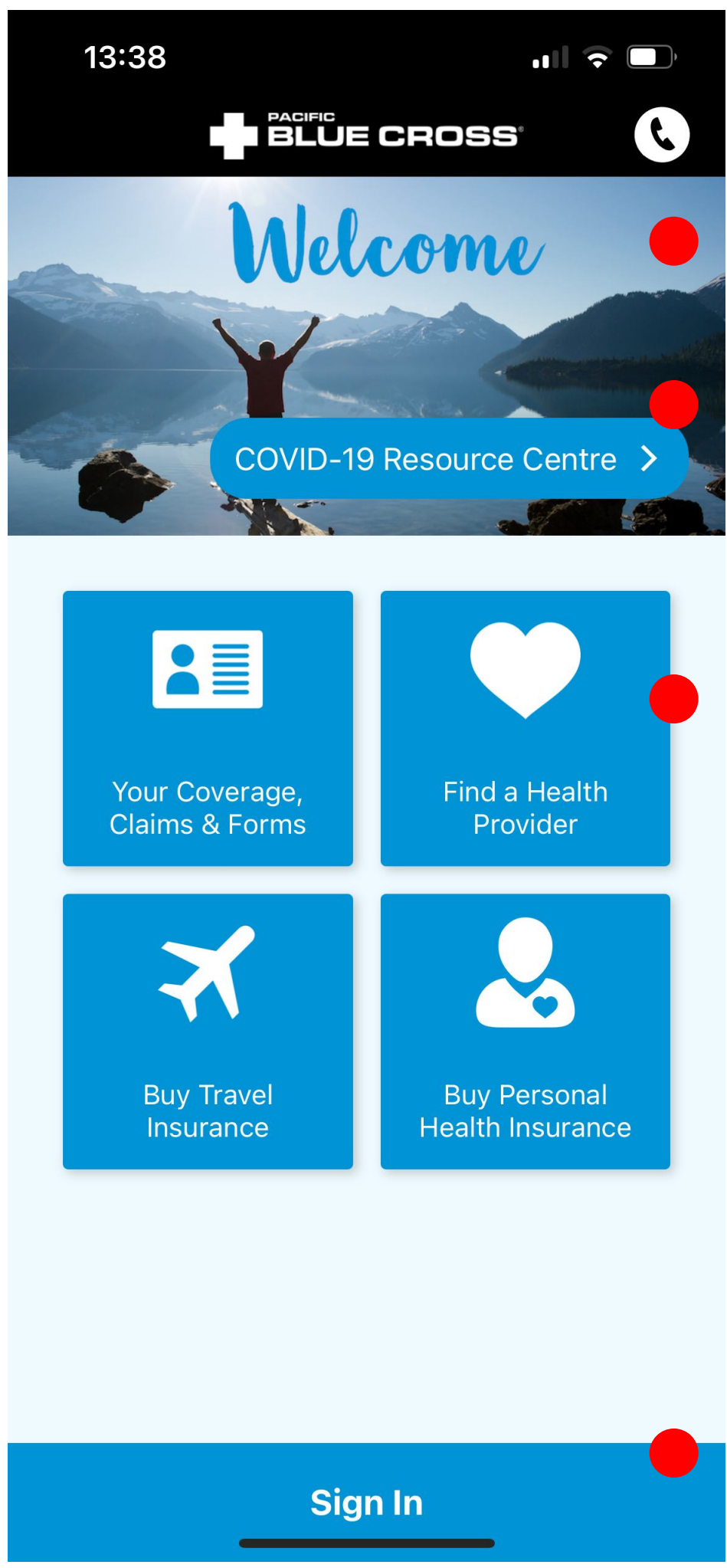
How can we make a long user flow with a lot of important information into a summary without affecting any of the feature and respecting the importance and sensitivity of the information?

[click here to see a full view of the User Flow and the current optimization](#)

Original Screens vs New Design



Landing



Reduce image size and align to the center, since the image reflects some relaxation, padding and white space will give some breathability

Reduce the call to action to an icon, this will allow the user to focus on the nice image and the title

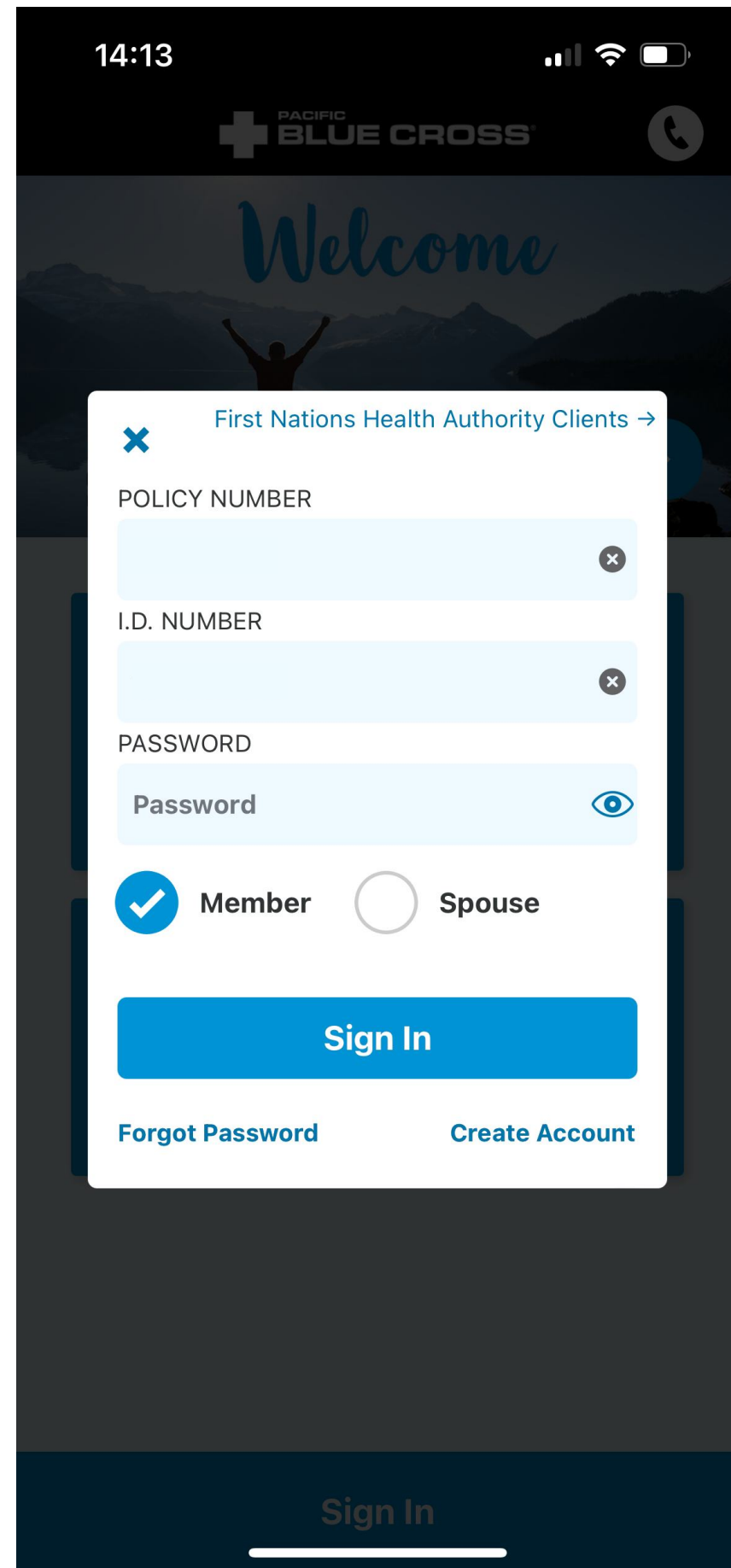
By separating the cards and keeping icons separate from their call to action we can do a bigger icon and work with colors and transparencies.

Delete the dropshadow from the cards so we have a clean screen with more white space

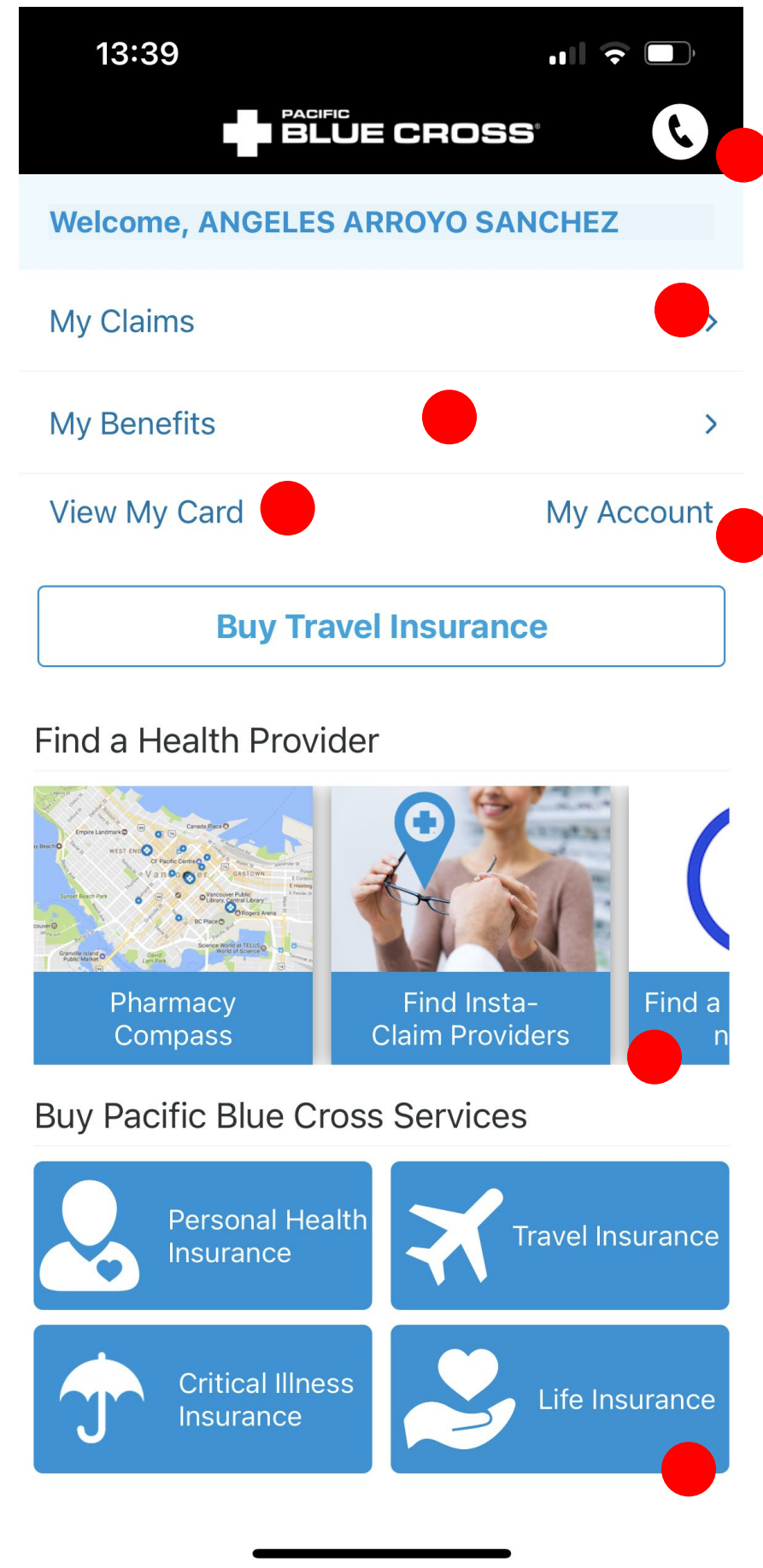
Modify sign in button to a generic version

Link to browser, for better resolution use desktop

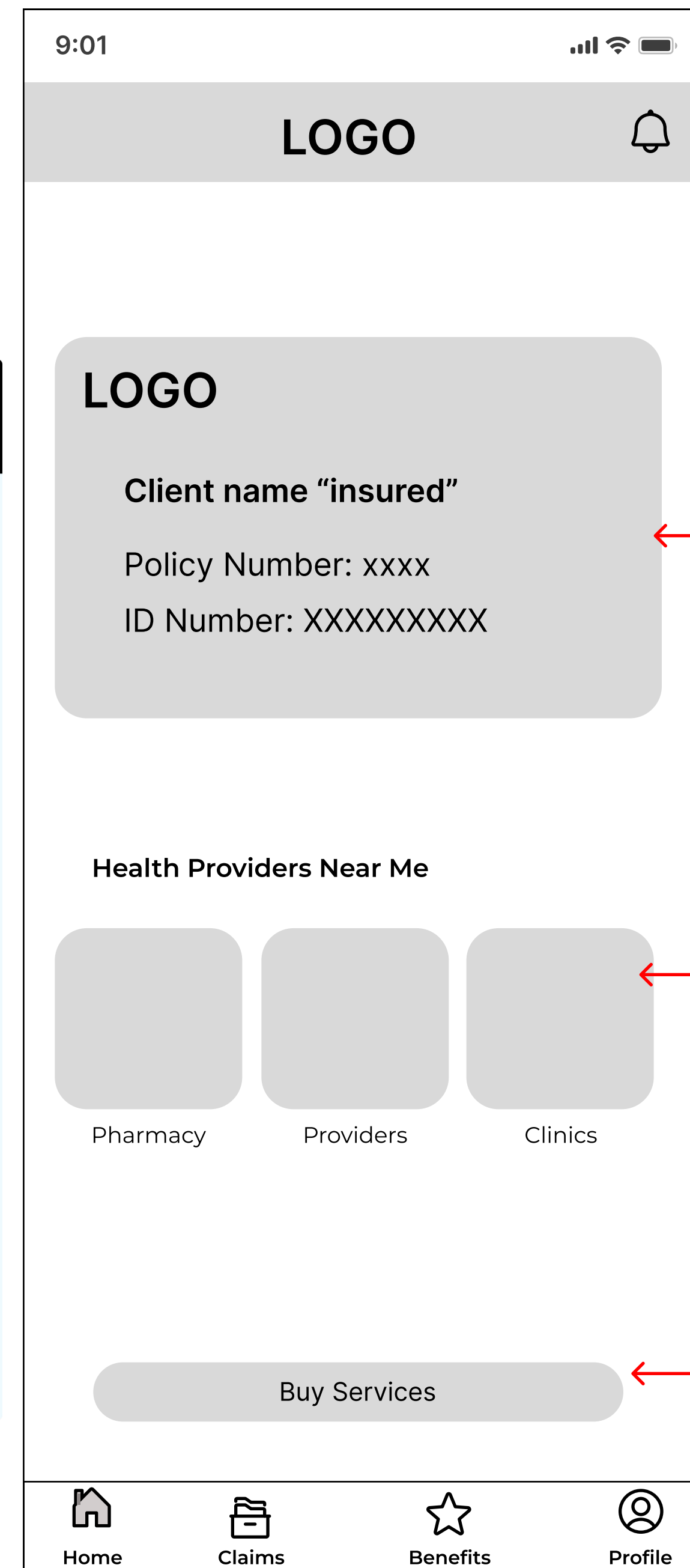
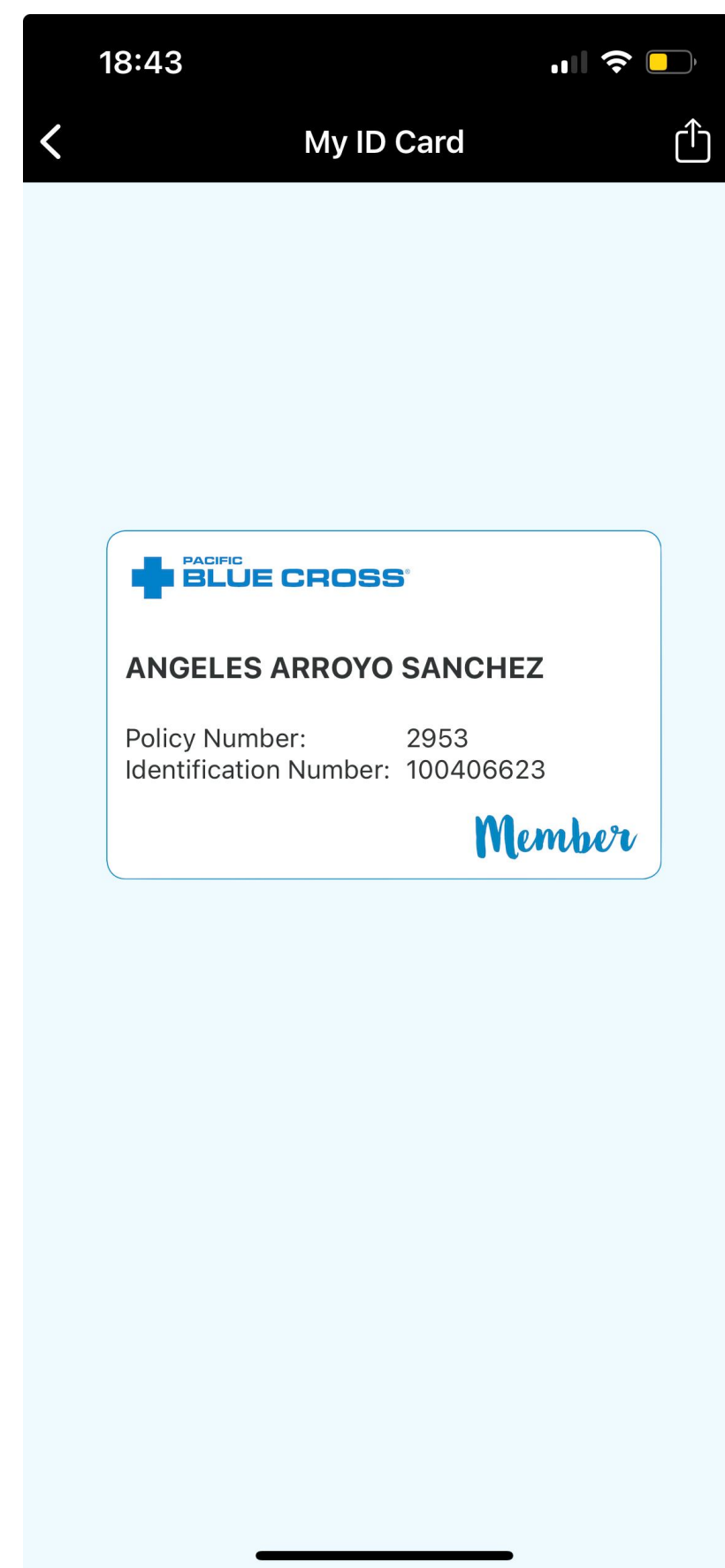
Log In



Home



My ID



Notifications, get updates on your policy, important notifications from providers, spouses, etc

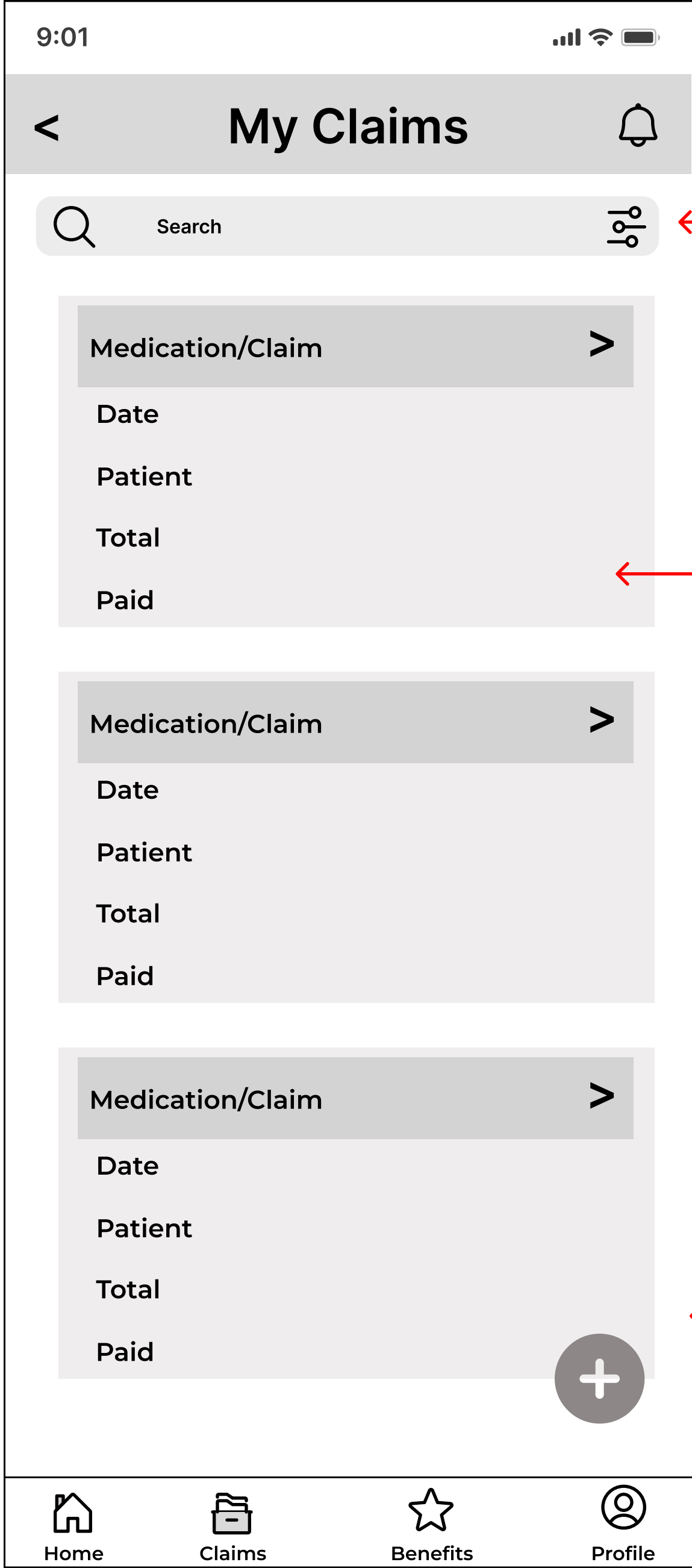
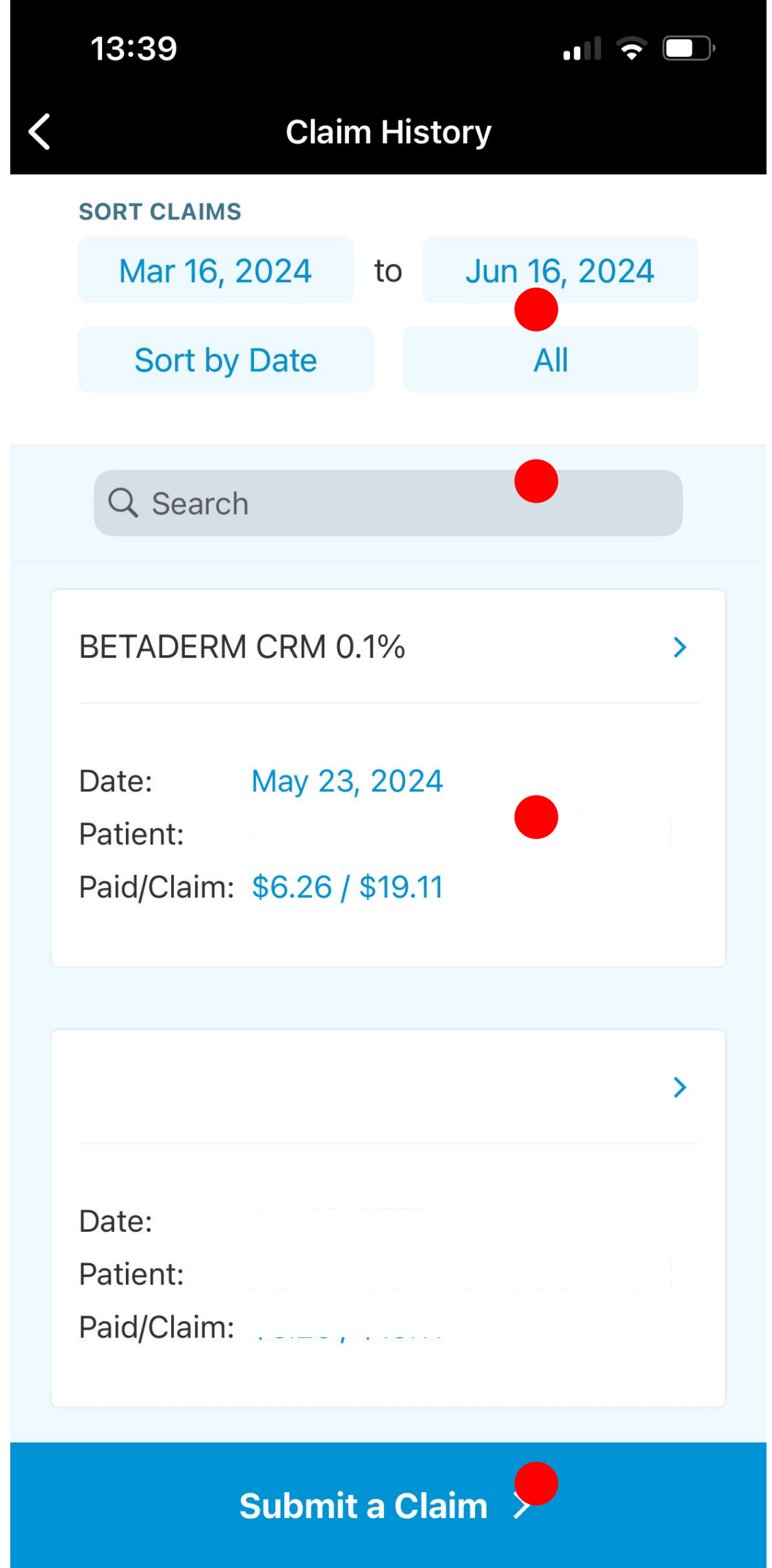
Shorten the clicks and the flow, keep the insurance card handy

Smaller cards that link to a map, without having to scroll and find different third party providers

Buy Services redirects to landing page on browser to be able to check all important information

Create a navigation menu with the important shortcuts, depending on the navigation status the icon will highlight

My Claims (history)

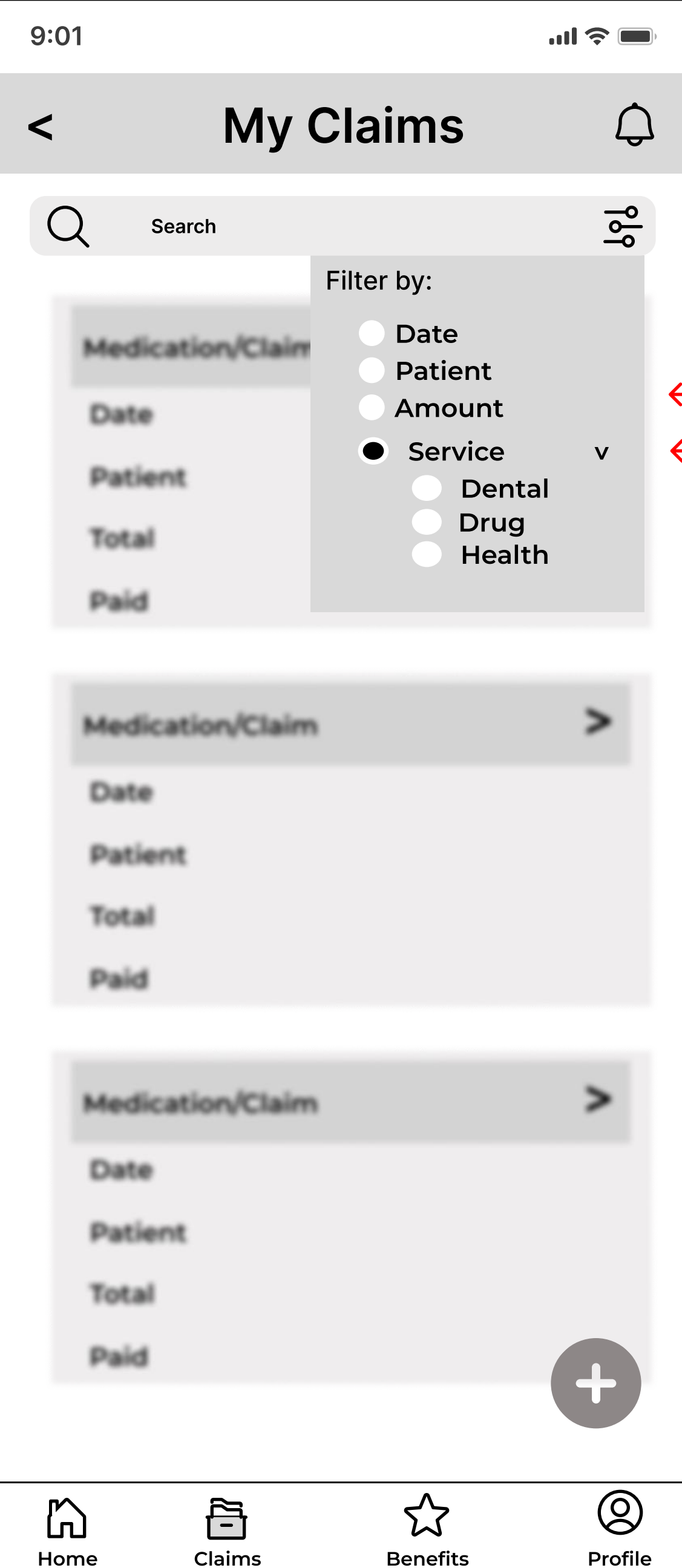


add a filter icon next to the search bar. user can search by keywords and sort/filter results by a dropdown menu with selectors

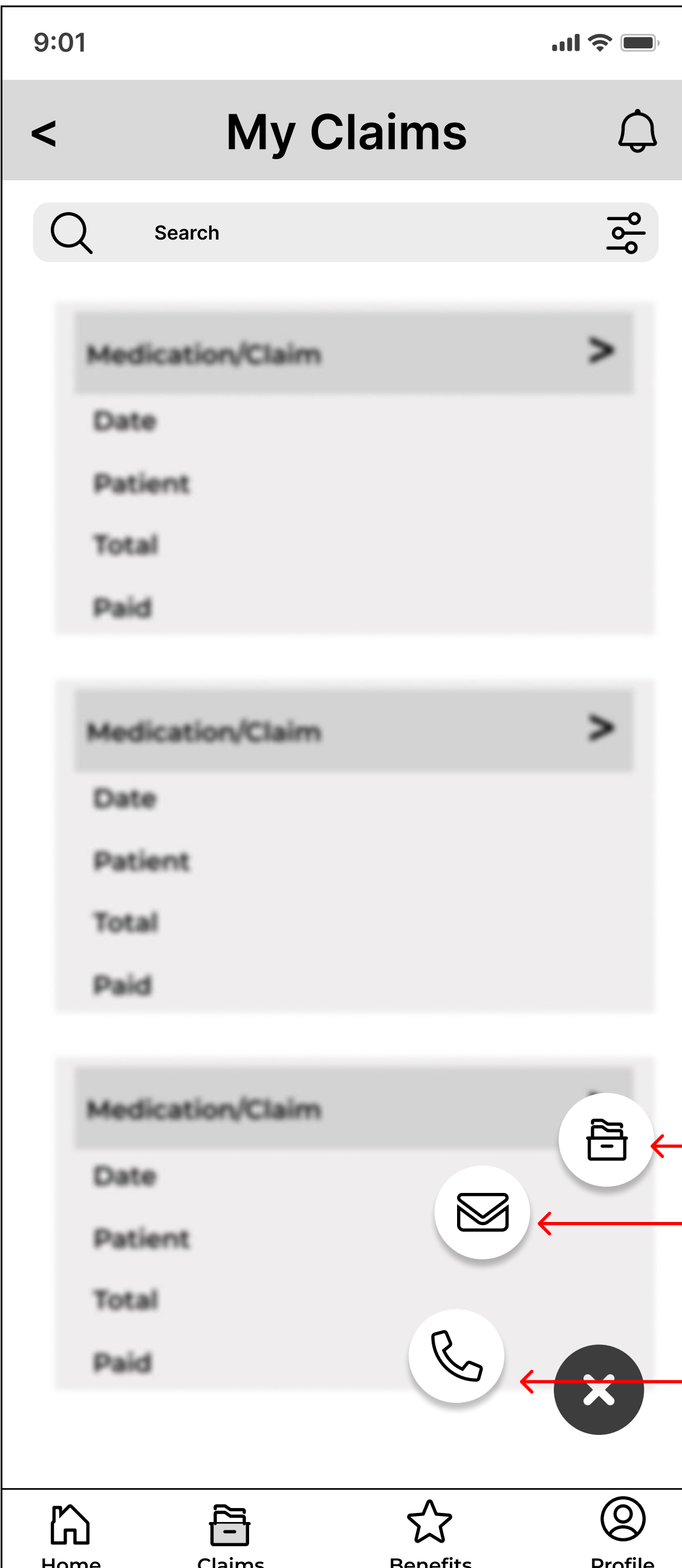
Separate the "Paid/Claim" tab for better readability

add a FAB that substitute the "submit a claim" this action will triggers the same functionality

My Claims (history)

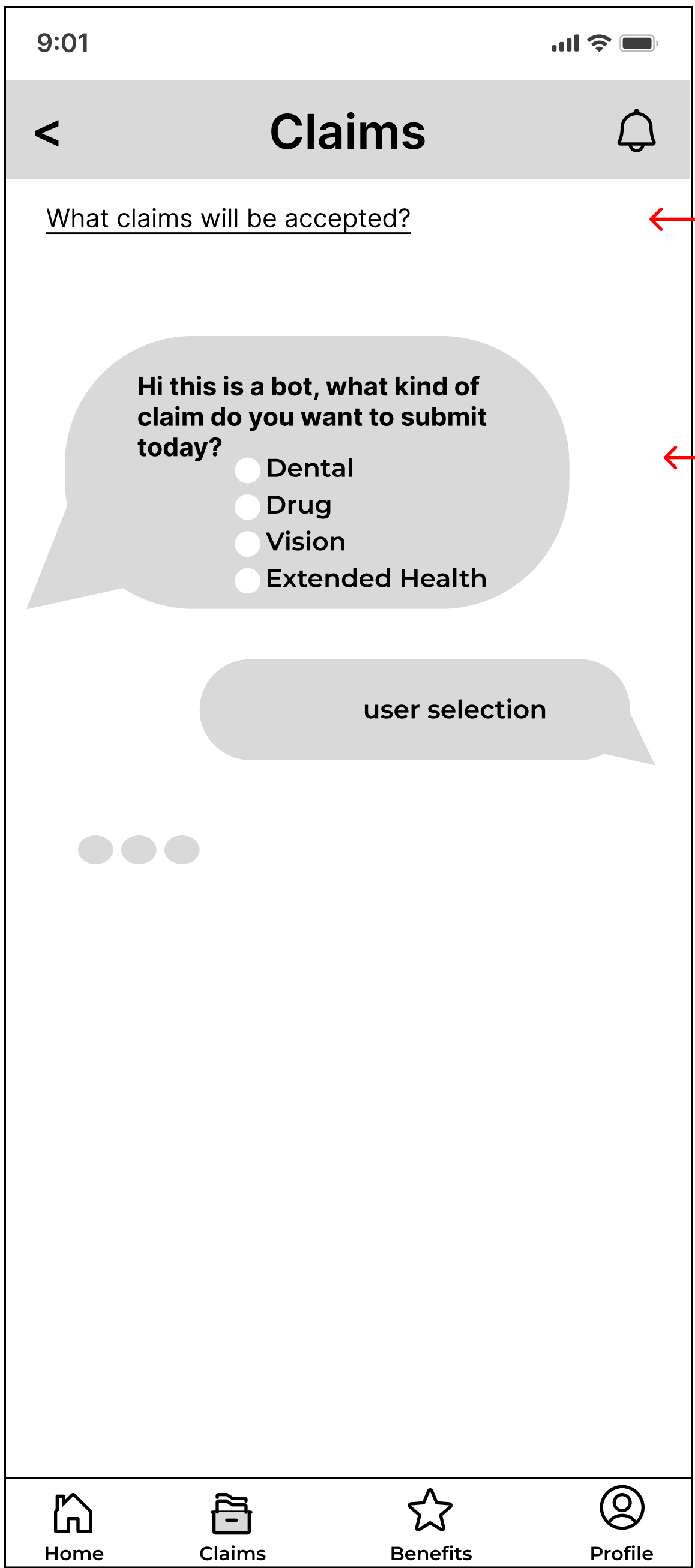
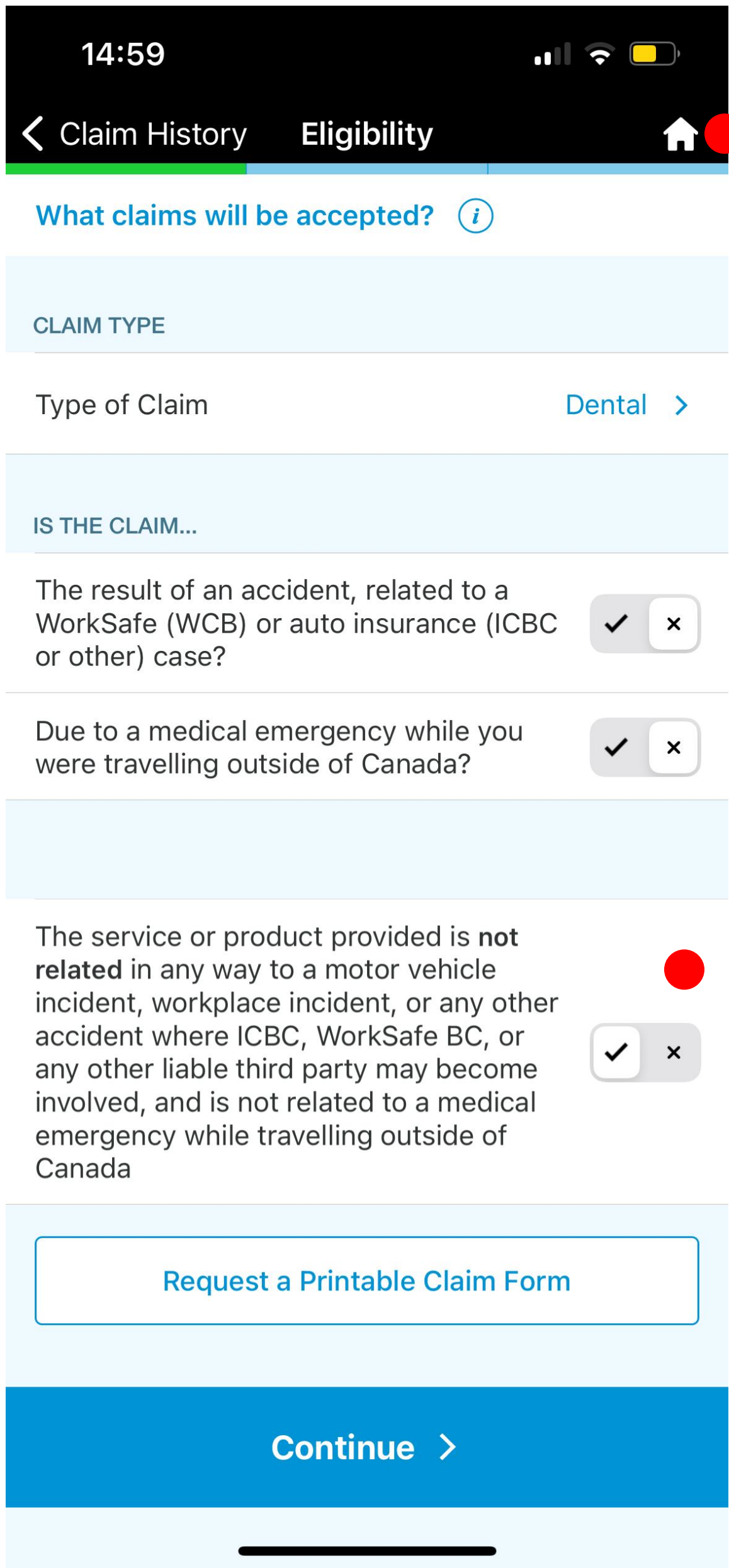
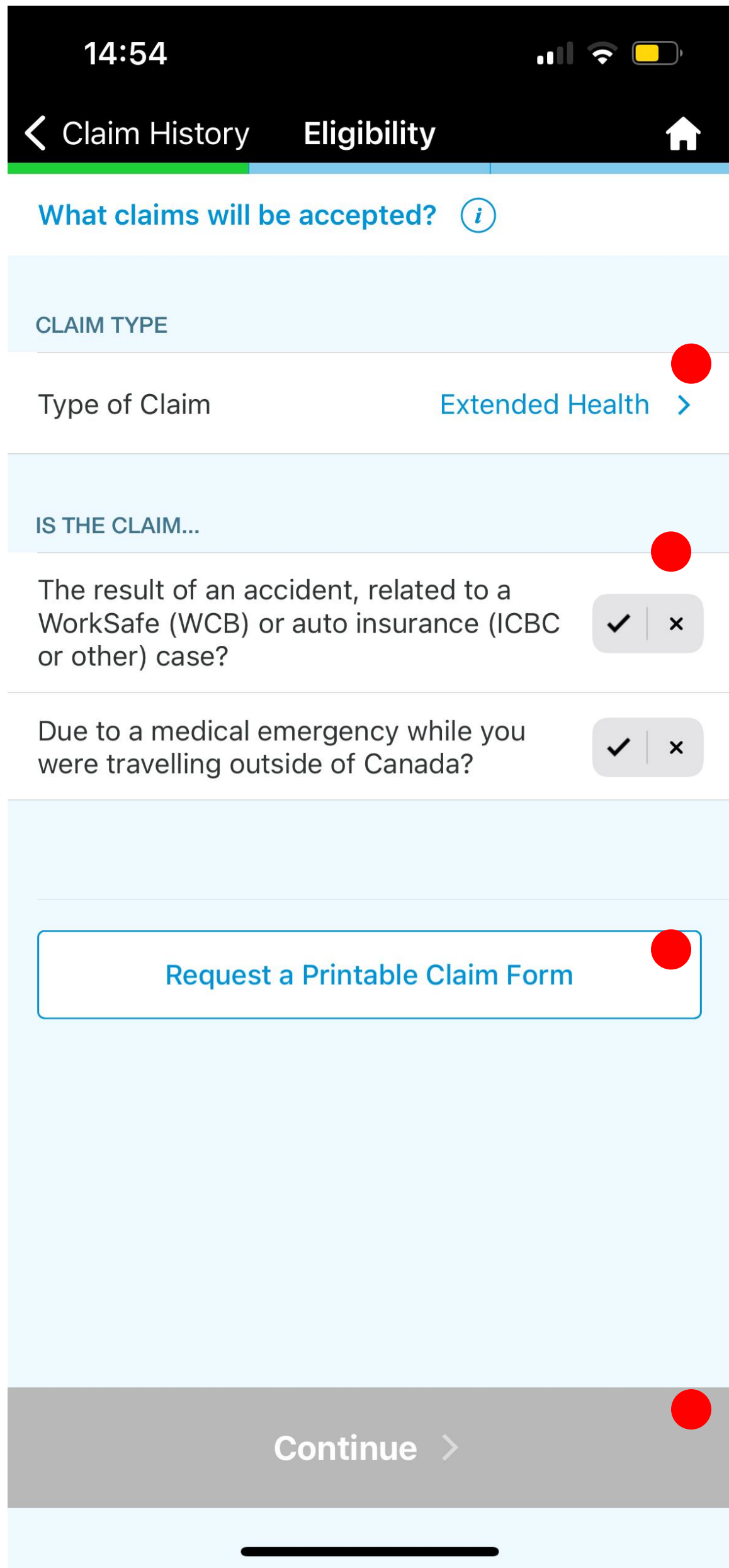


Sort and filter all claims by selectors
Triggers a second selector that allows the filter the information per service recieved



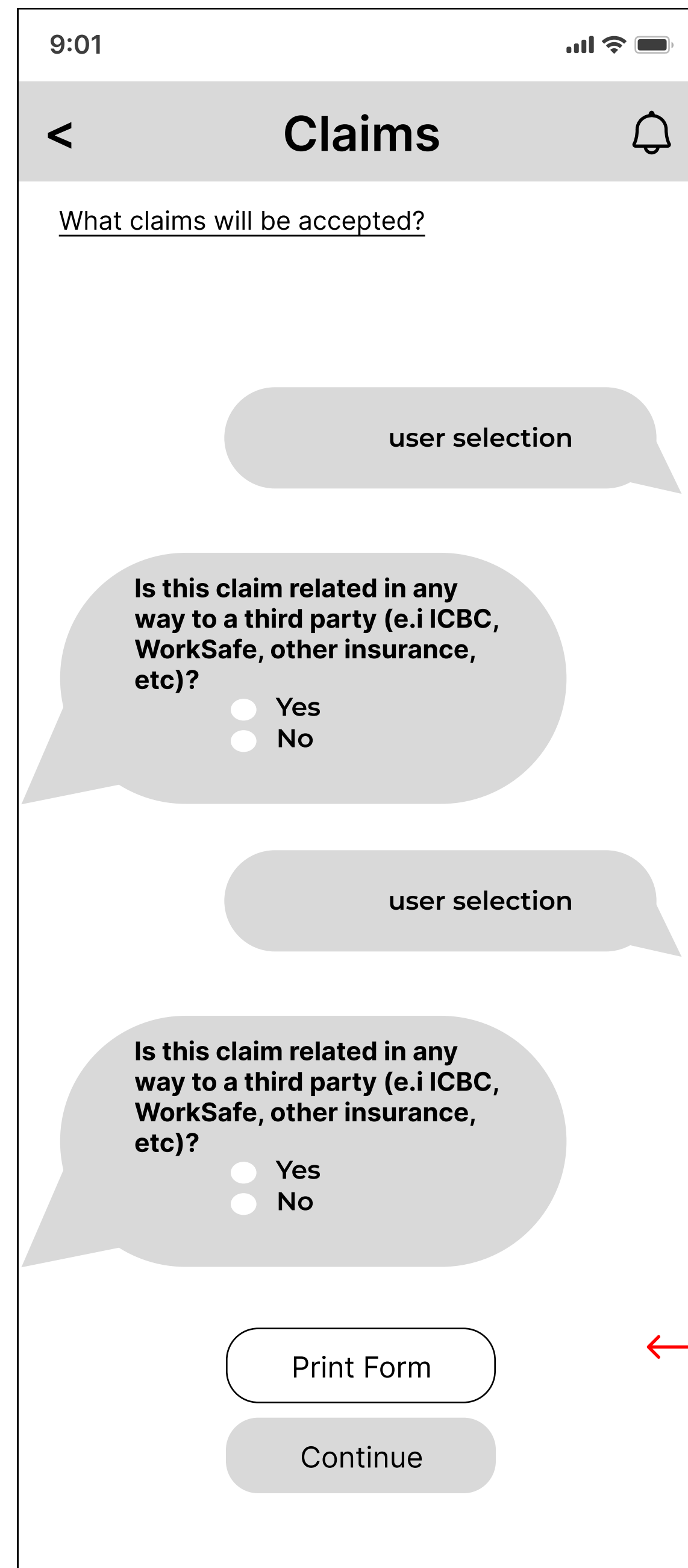
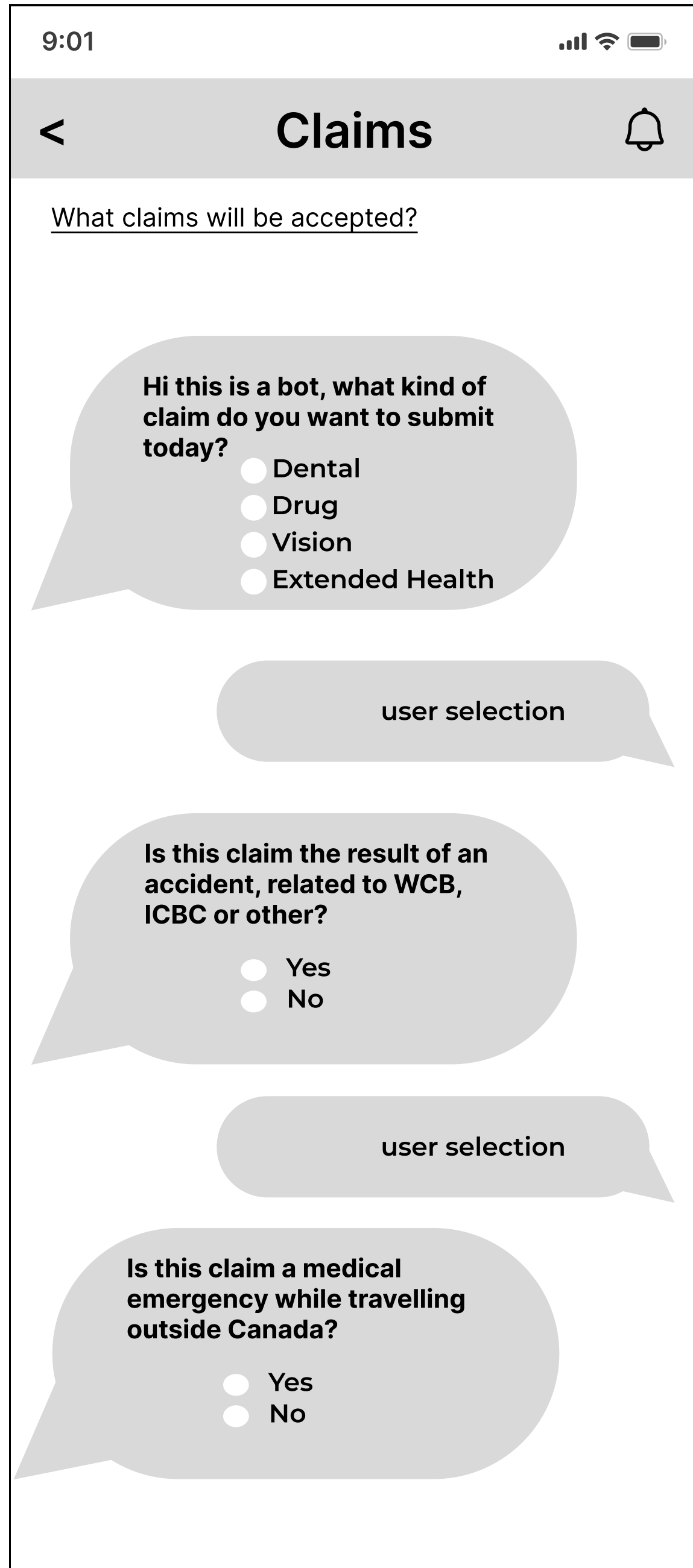
Submit a claim
Request a printable form (triggers an email)
Contact an agent/ customer service (triggers a phone call)

My Claims (Submit a claim)



Keep standard information handy, user can always reach the T&C of their policy

Conect with a bot that will filter user inputs and selections to provide the right information, based on a "if/else statement" prompts will change according to the information

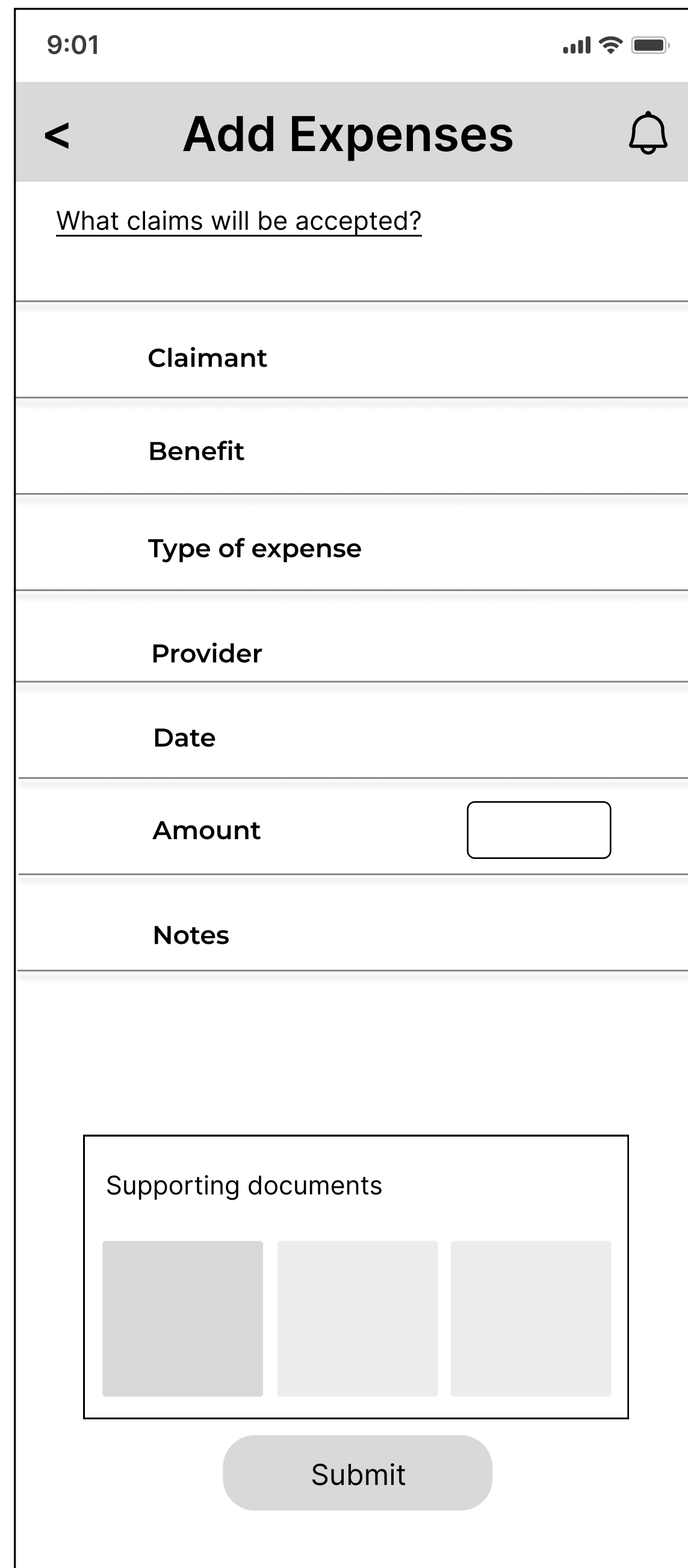
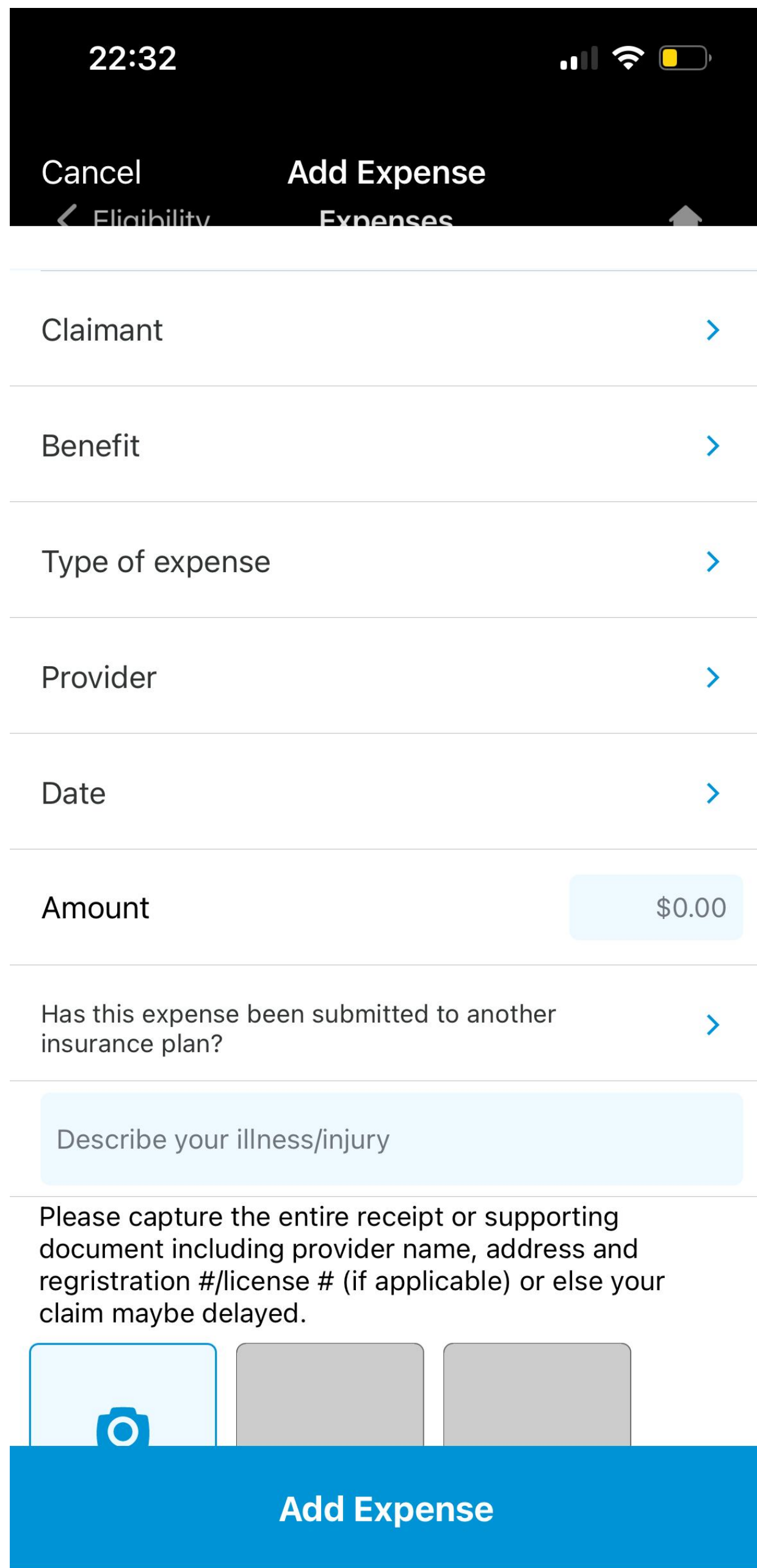


Scroll bar to allow the user to follow the "conversation" and change answers if need it

based on the "if/else statement" the prompts will trigger the corresponding button

*in case the "print form" is trigger, the conversation will be added on the email sent to the user

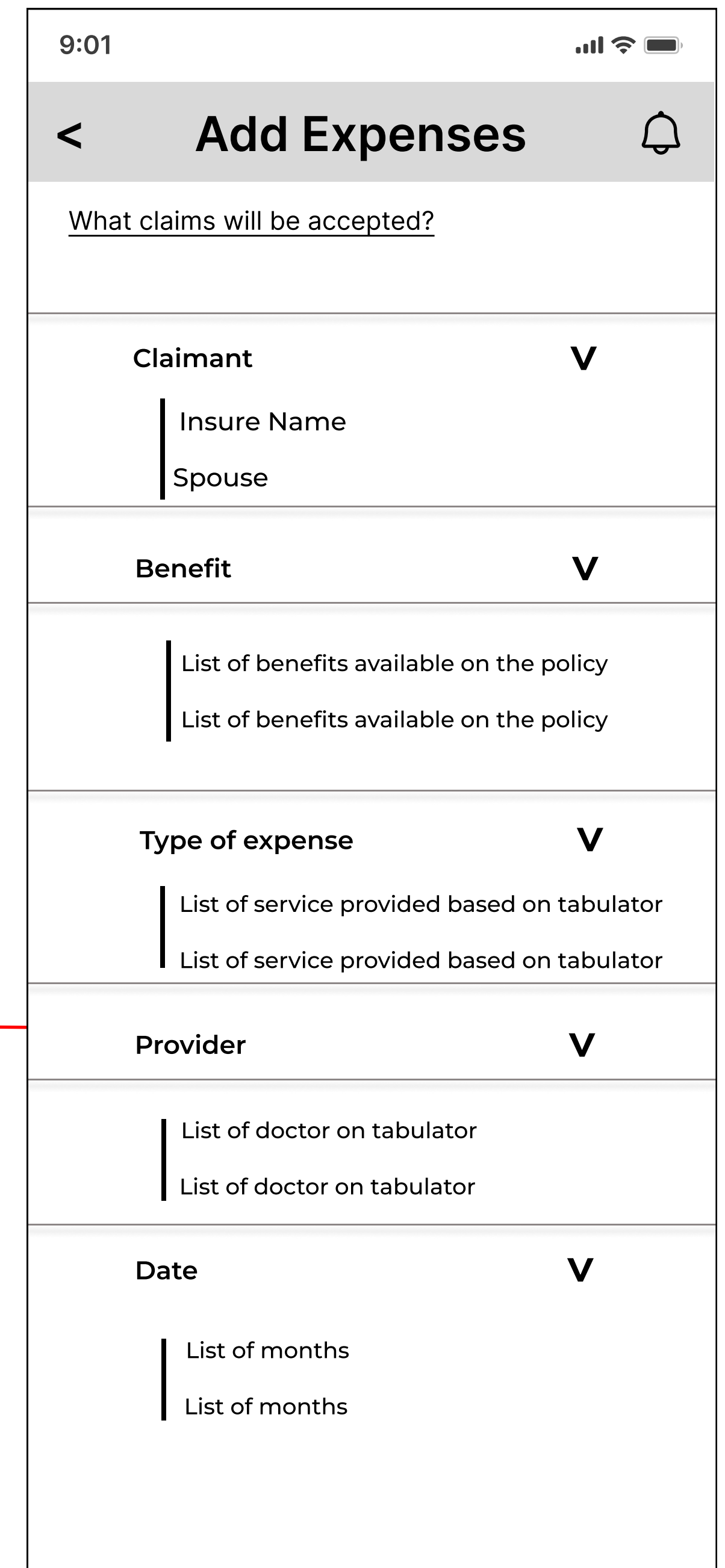
When the "continue" button displays, the action will allow the user to submit recipes, tickets, etc for expenses purposes



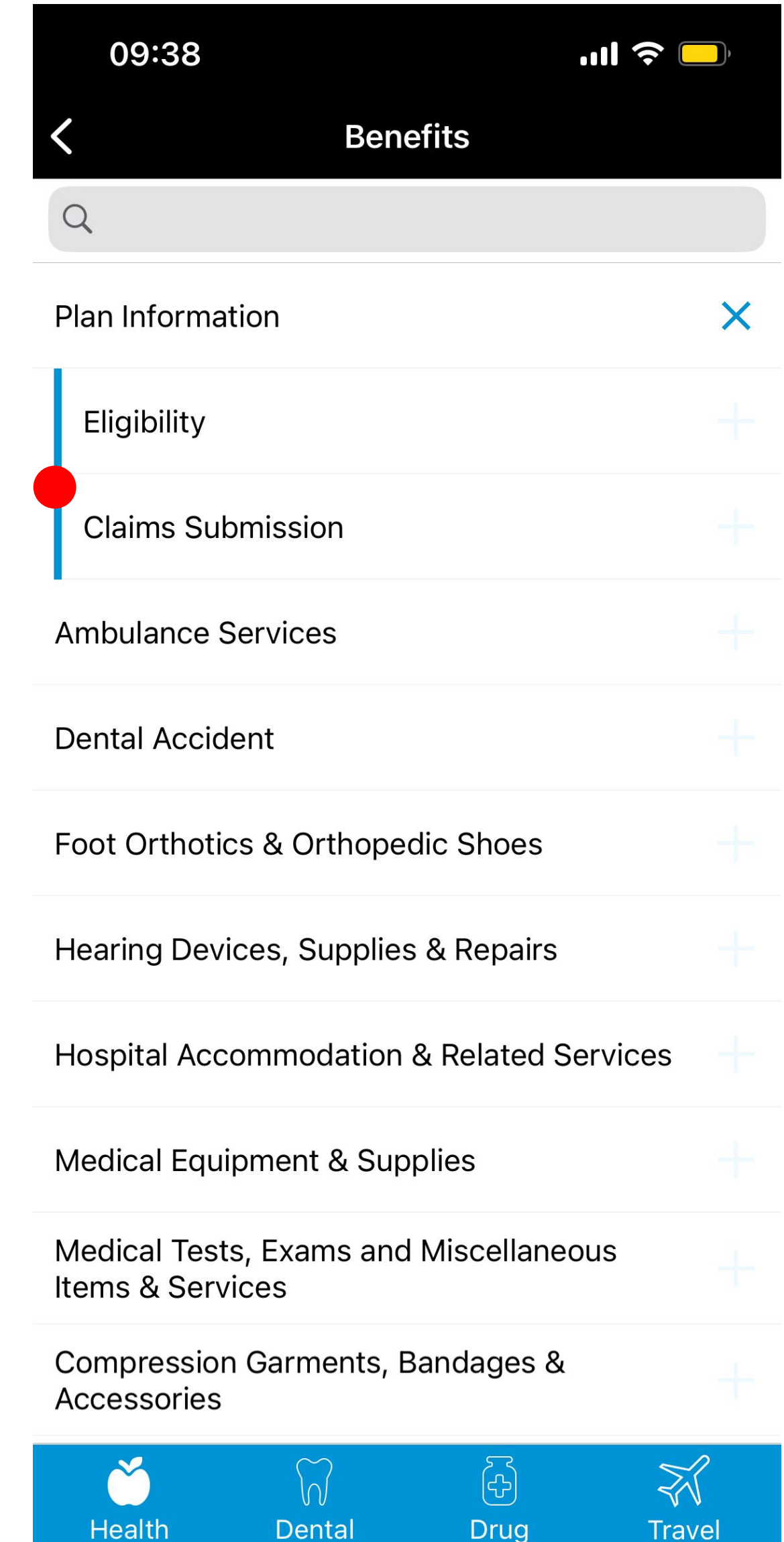
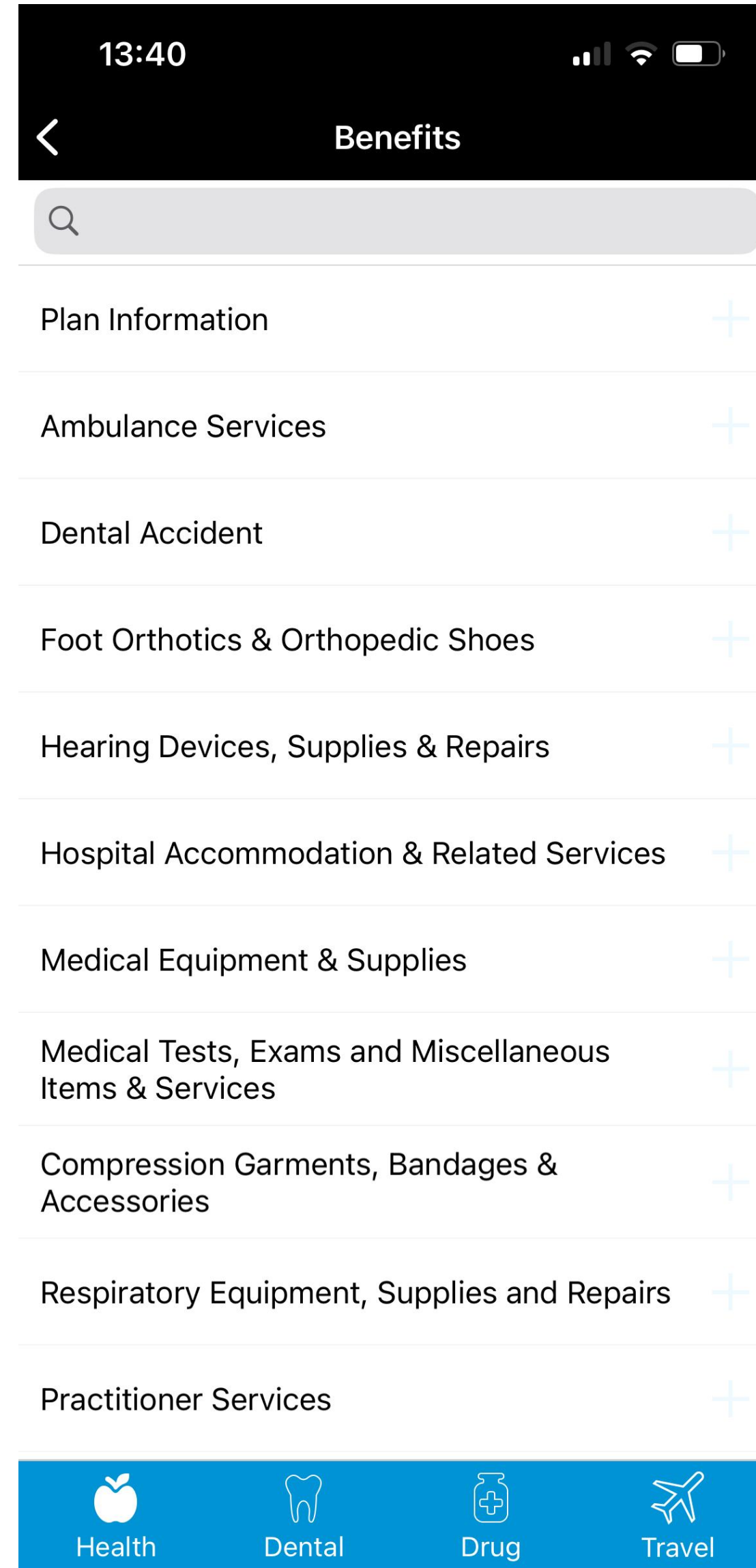
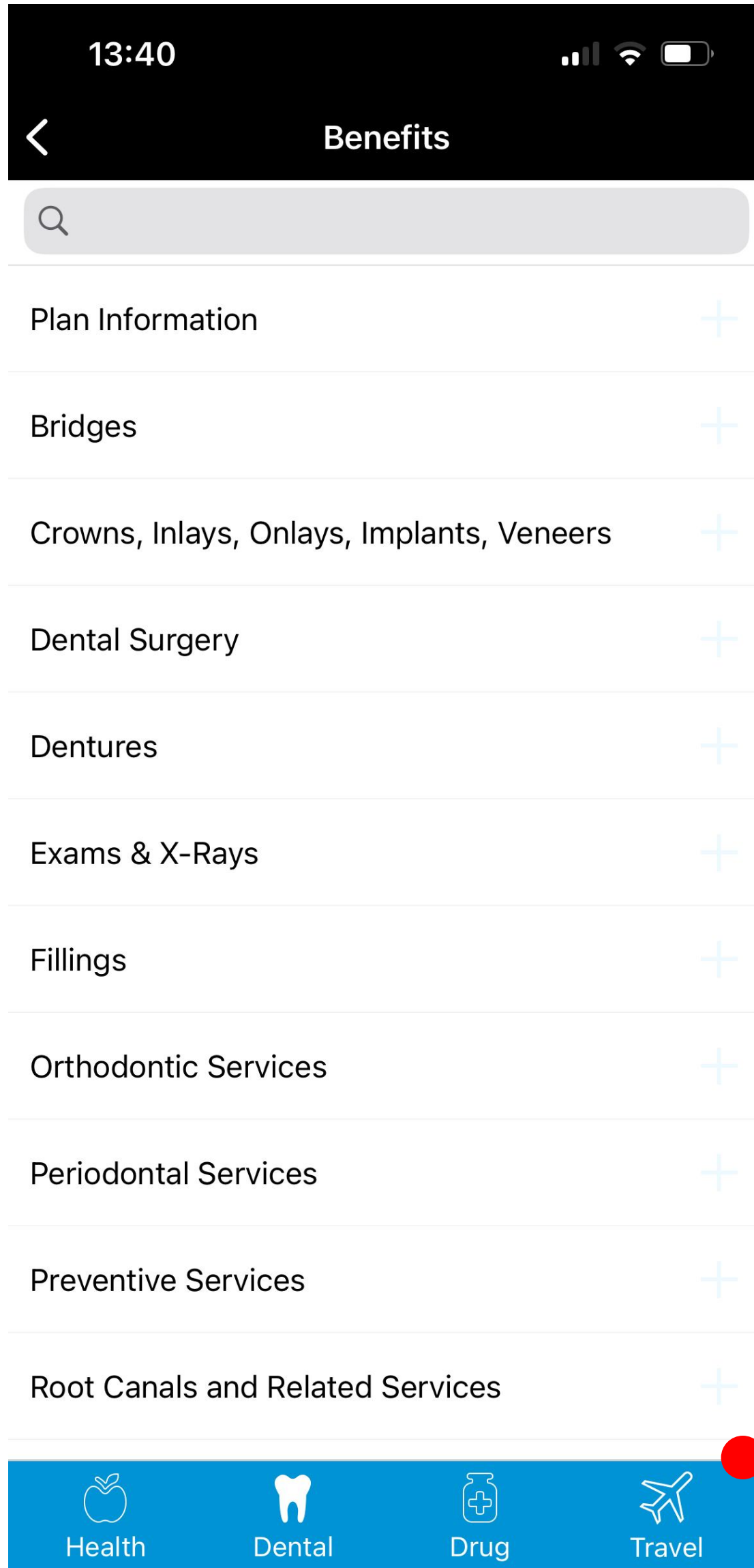
informative prompt,
always available

Dropdown menus,
that allow the user to
submit their
information without
having to change to a
next screen in every
step

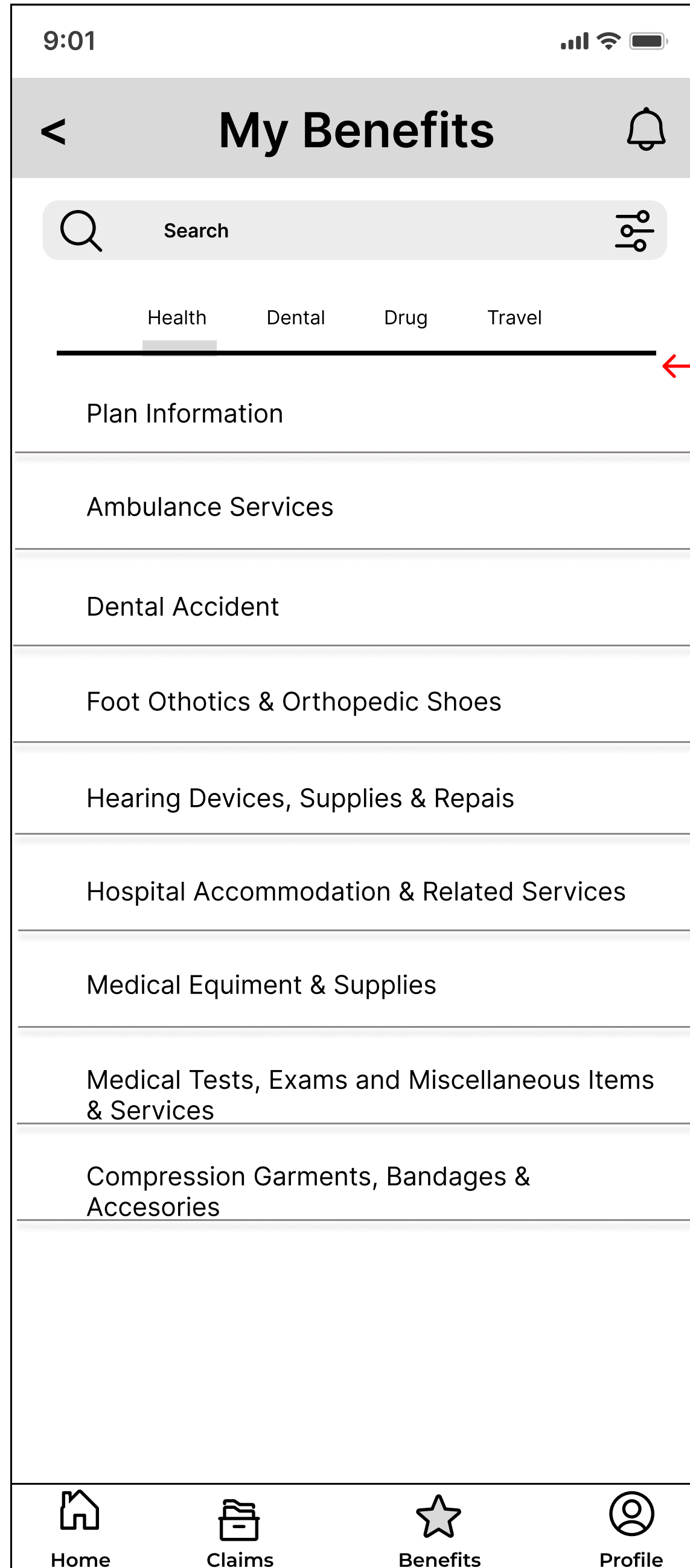
Once a tab is open,
arrows change state
to add a visual
activation, a
shadowed tab will
highlight the
selection on each tab



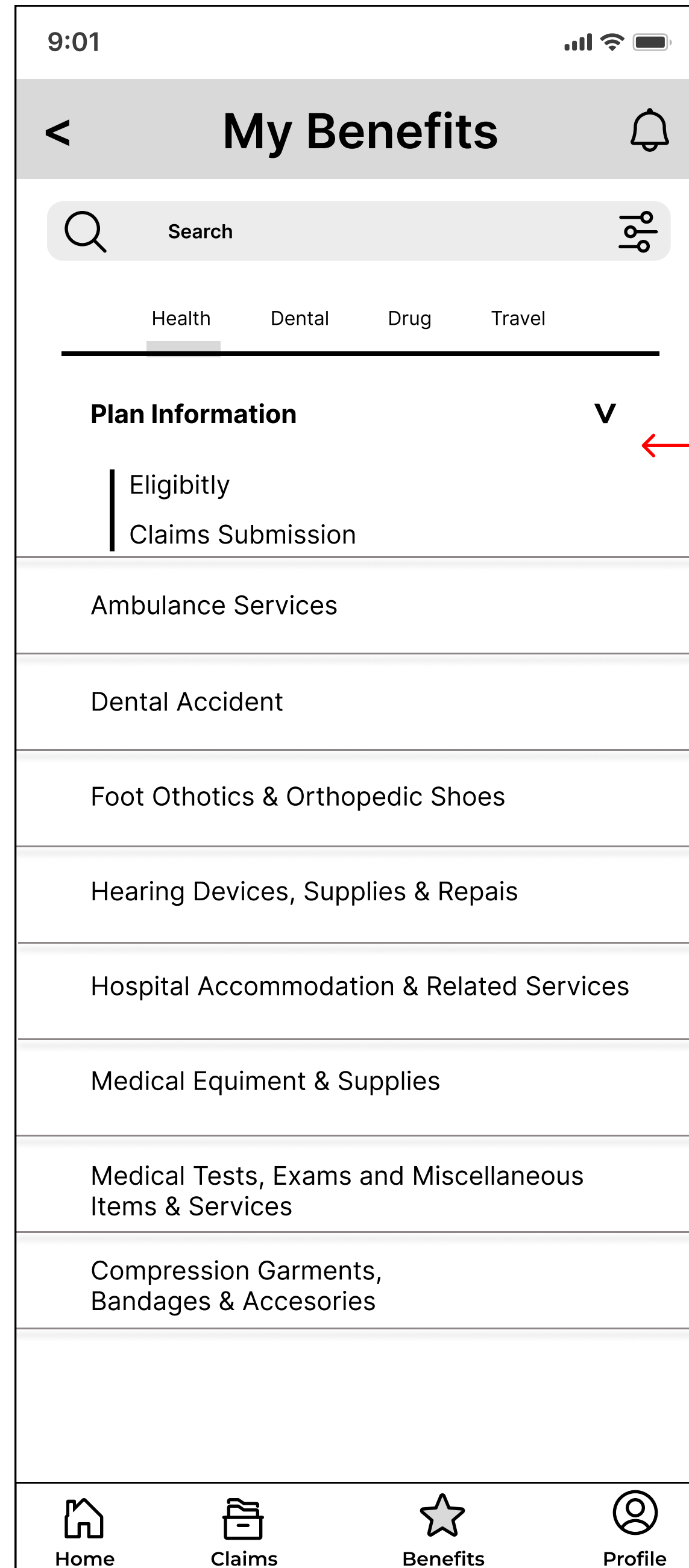
My Benefits



My Benefits

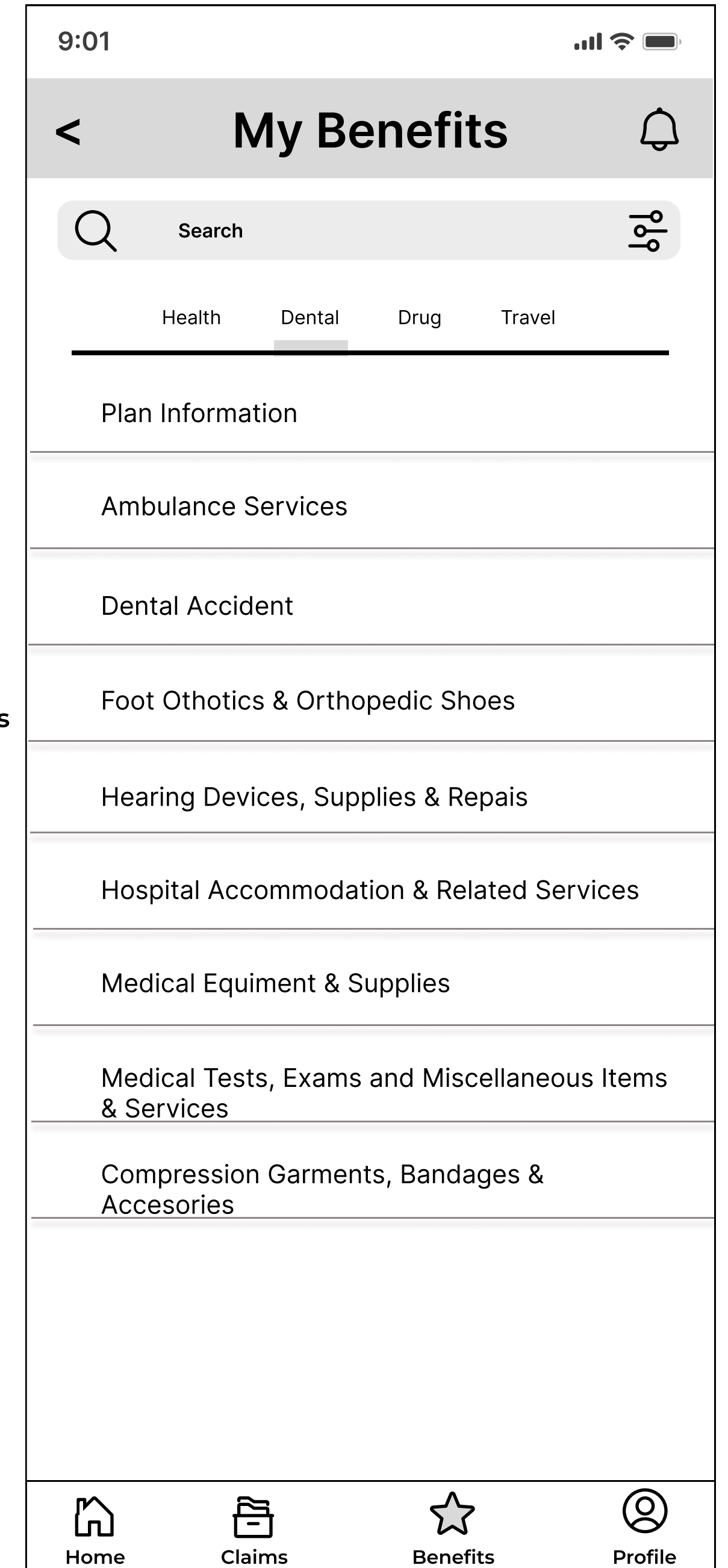


Menu on top of the screen with a bar to switch between menus and transition information

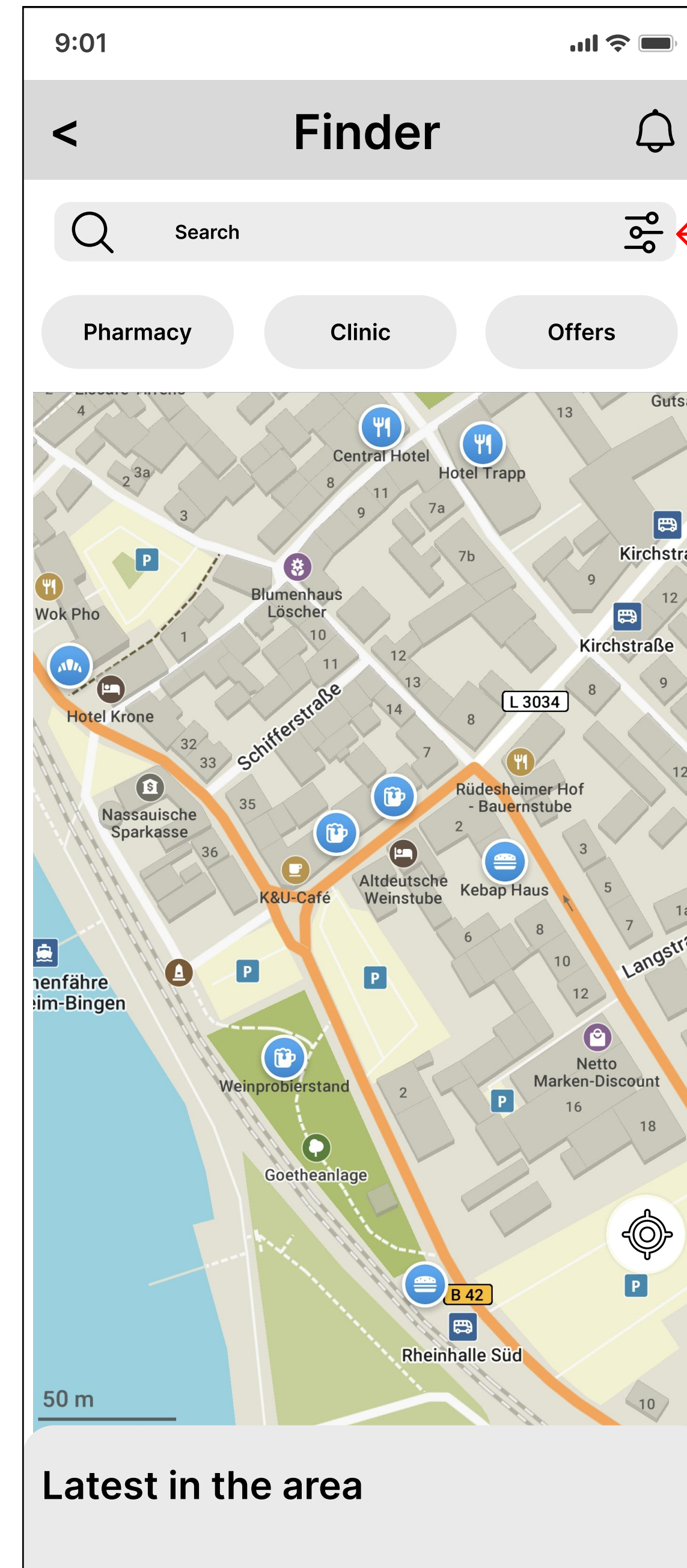
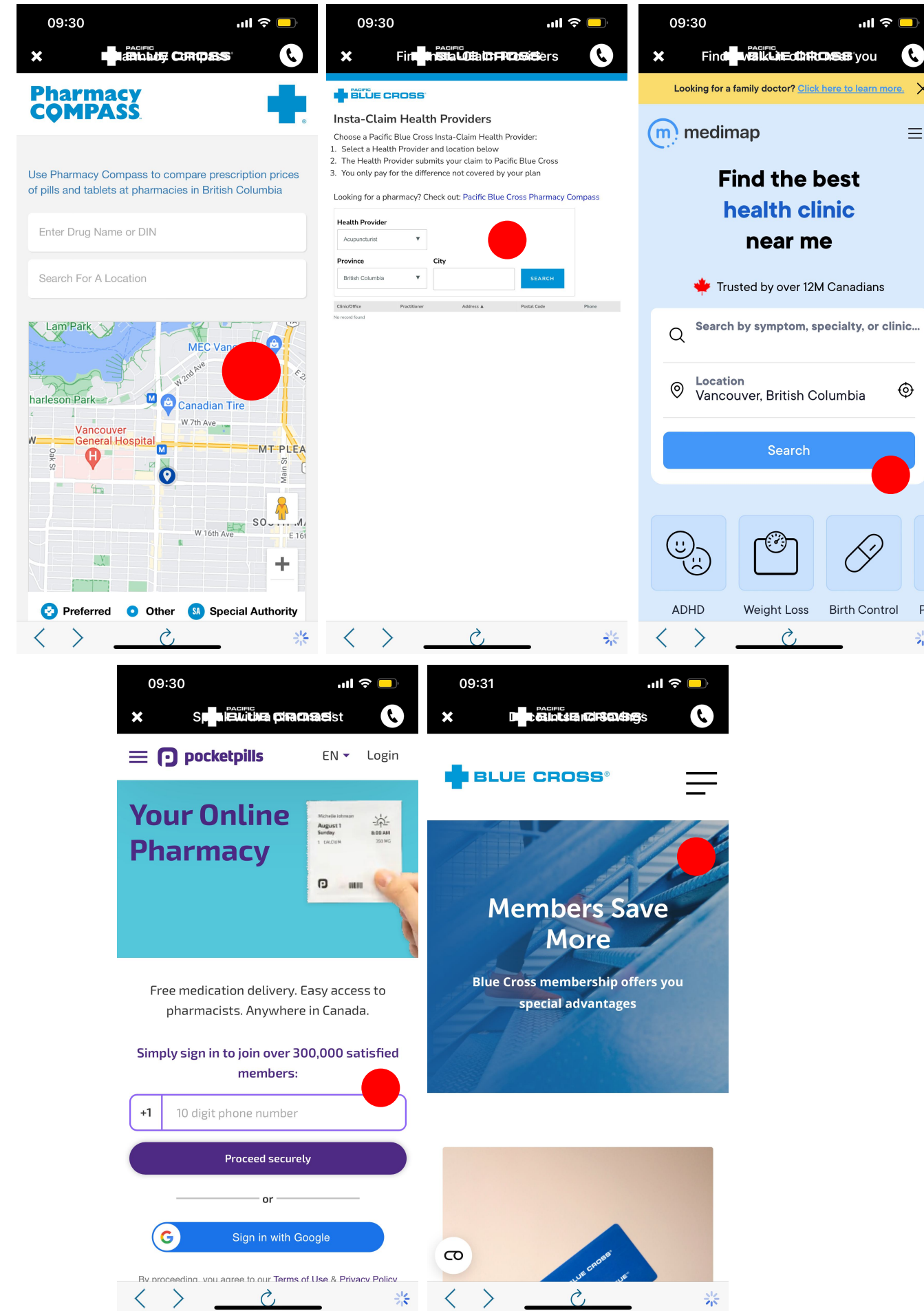
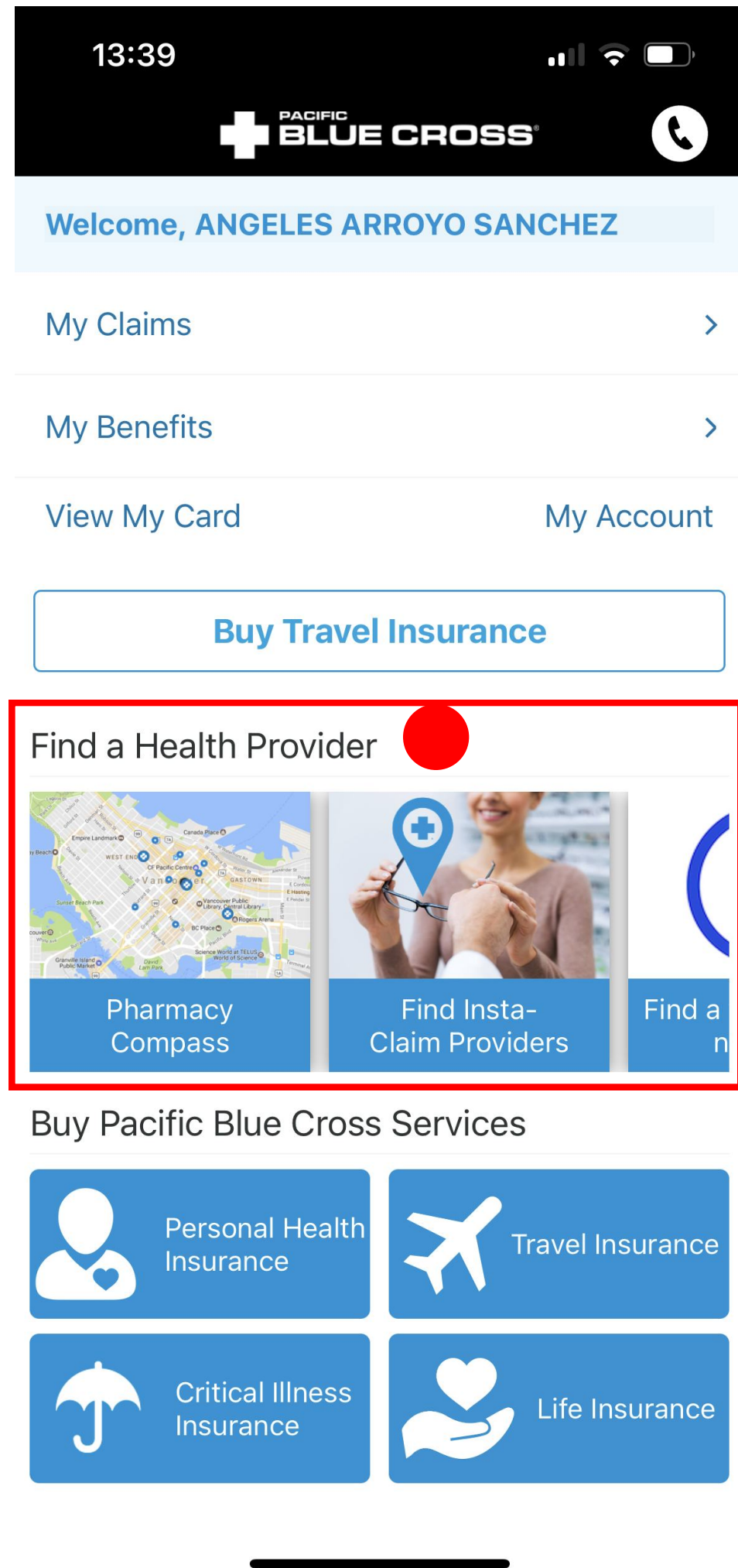


Keep same layout for each dropdown to keep it readably and informative

Interactive arrow activation for dropdowns



Health Provider Near Me



Sort by/Filter icon it will trigger a submenu with the same information third party apps requires

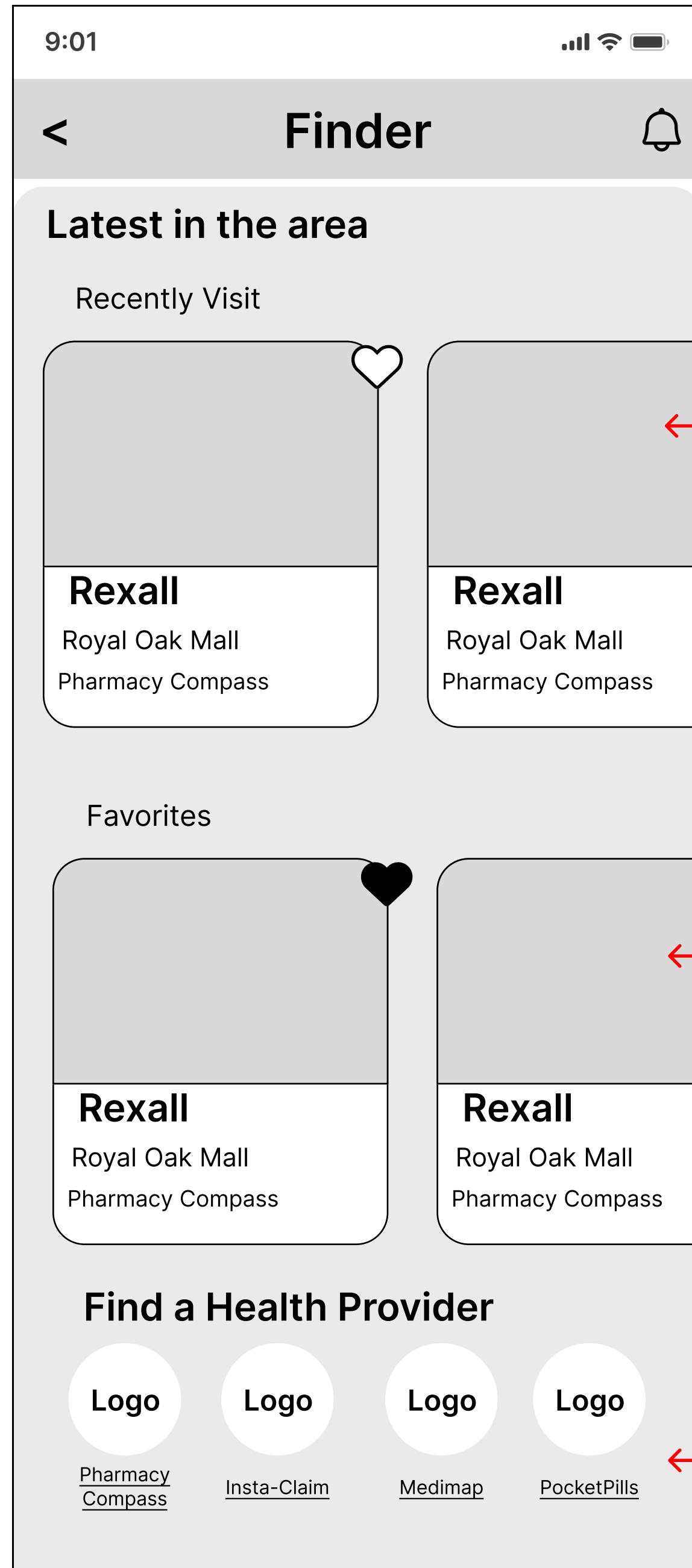
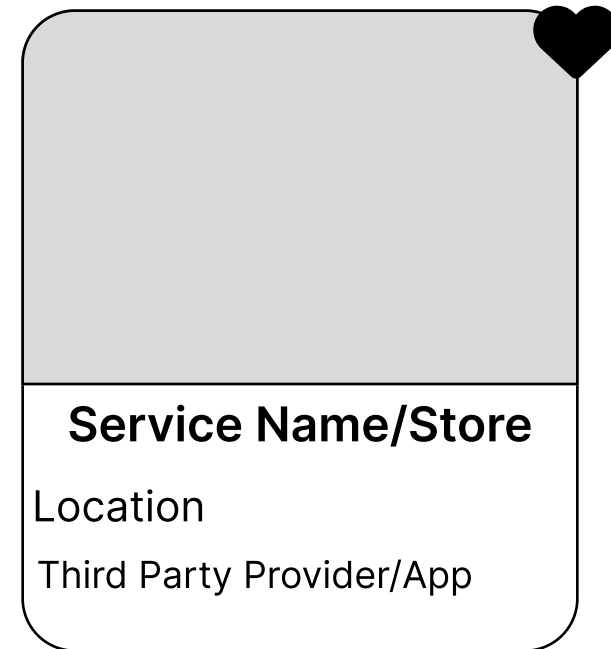
Chips as shortcuts, will display the adequate icons on the map search

Generic map with icons according to search: pharmacies hospitals walk in clinics

Location action to allow access to user location

keep track of the latest searches, favorite places and access to third party apps

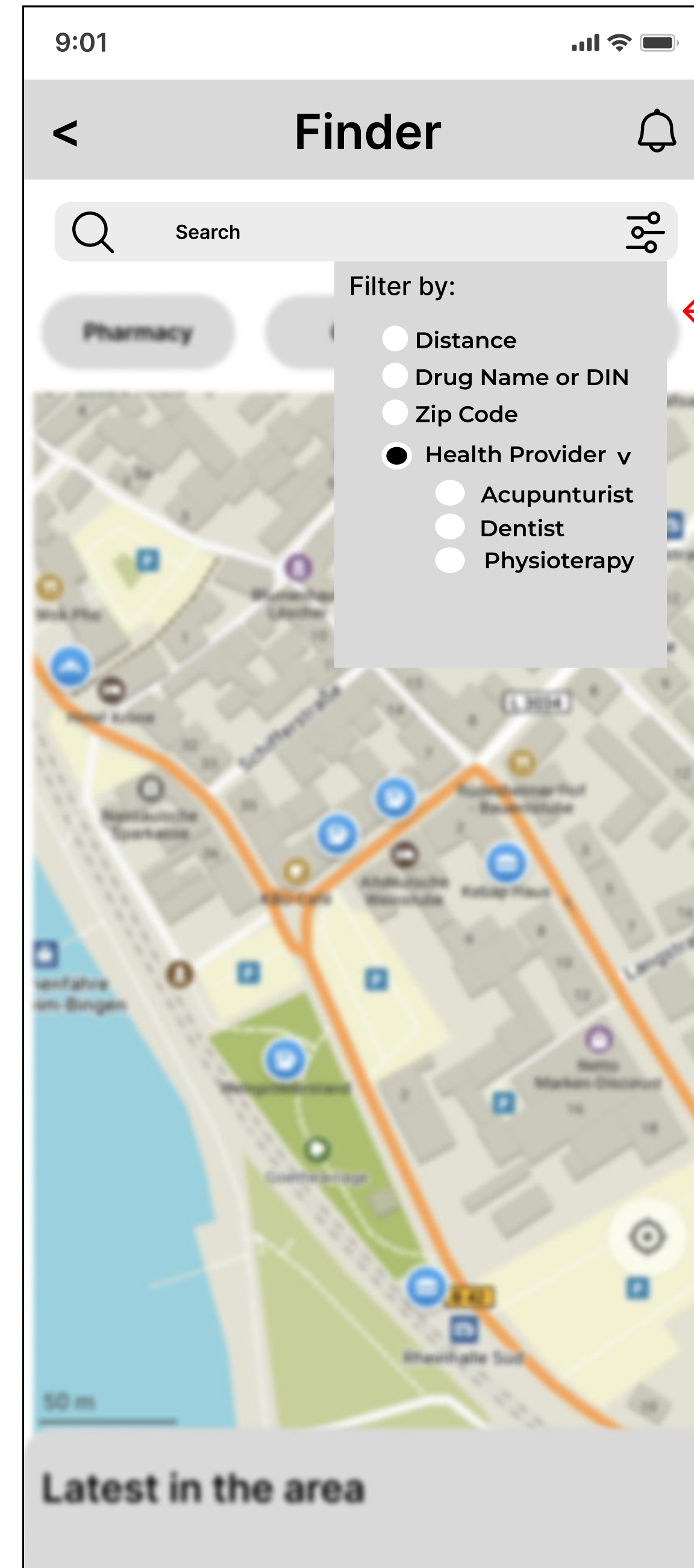
Health Provider Near Me



Recent locations/
cards visited

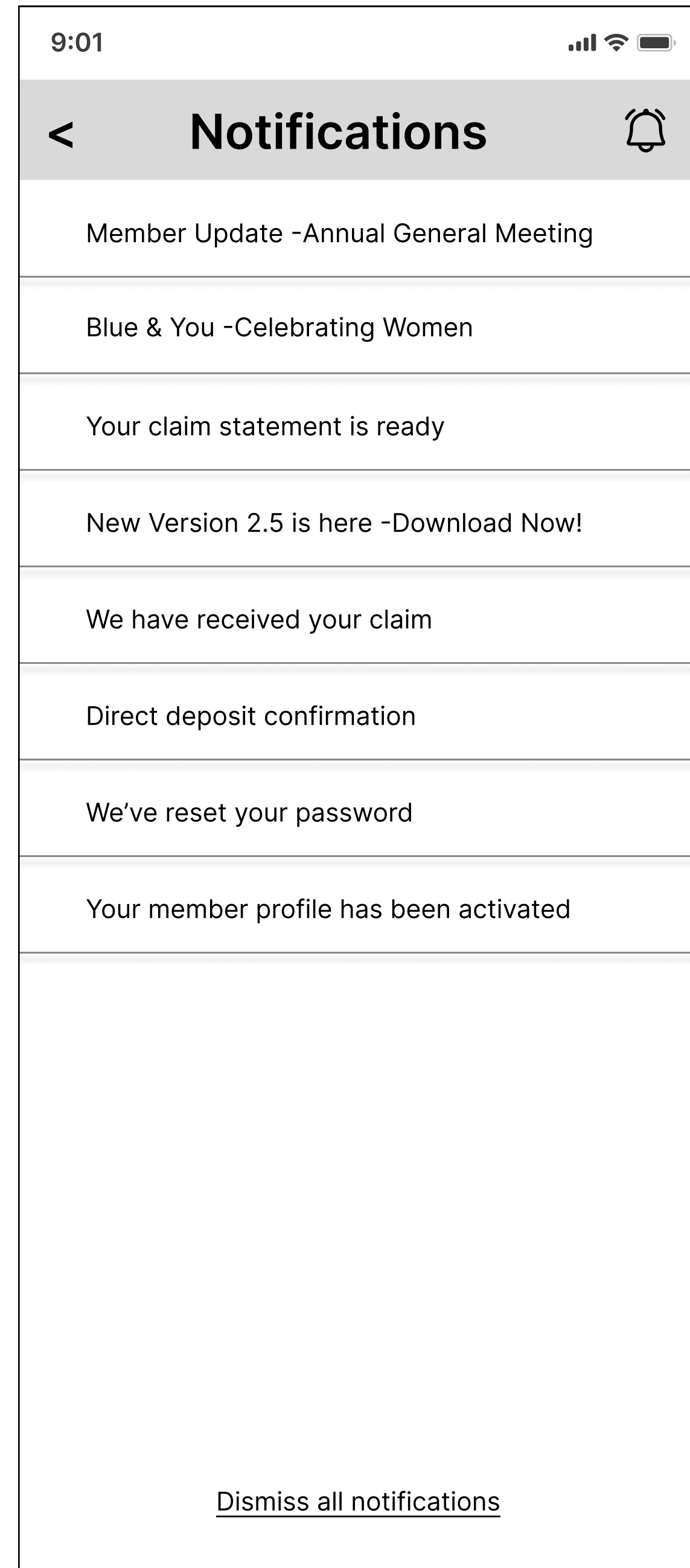
Allow to save
different locations for
faster access

link to each third
party provider to get
full access and more
information



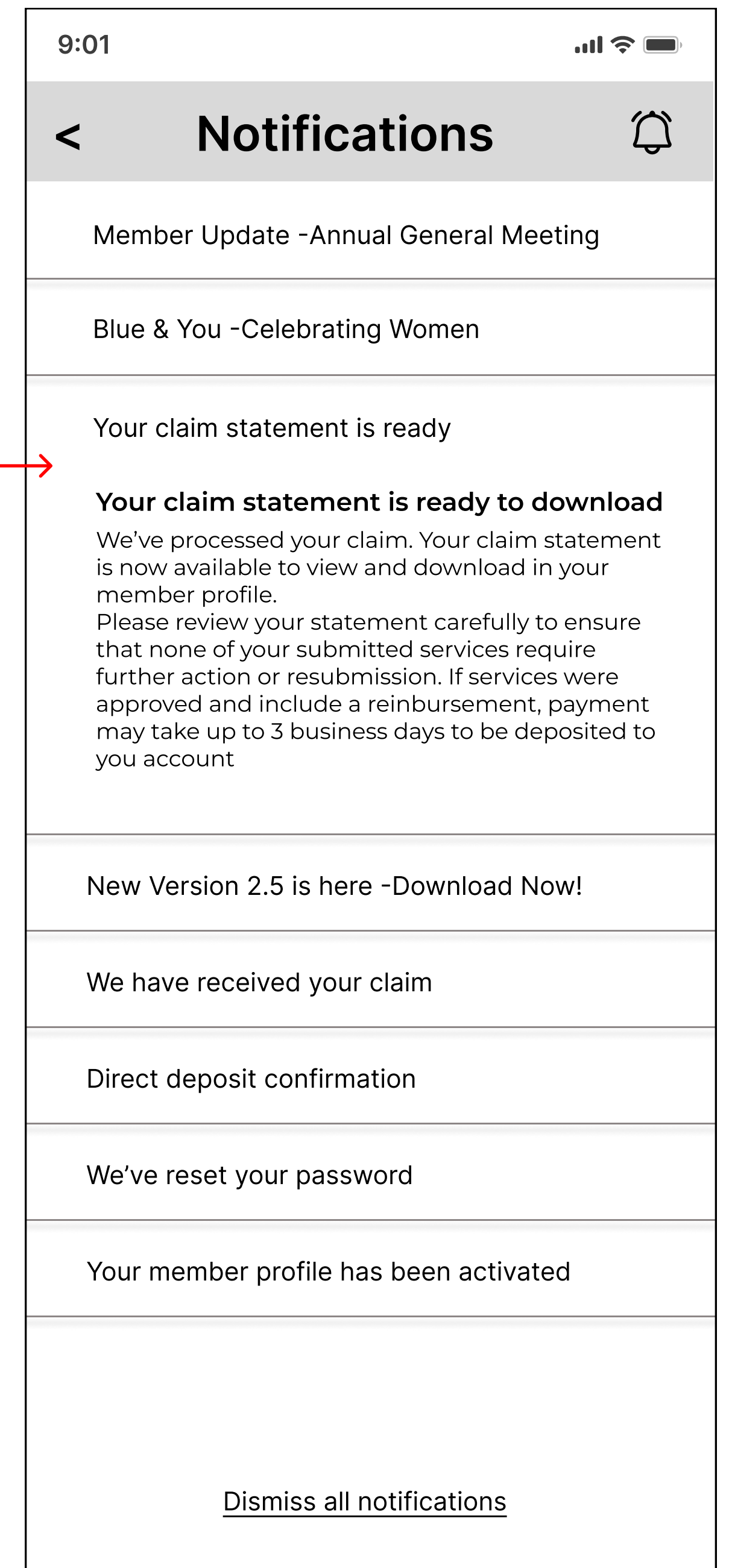
Drop menu with
different selectors
and submenus to get
a customize search

Notifications

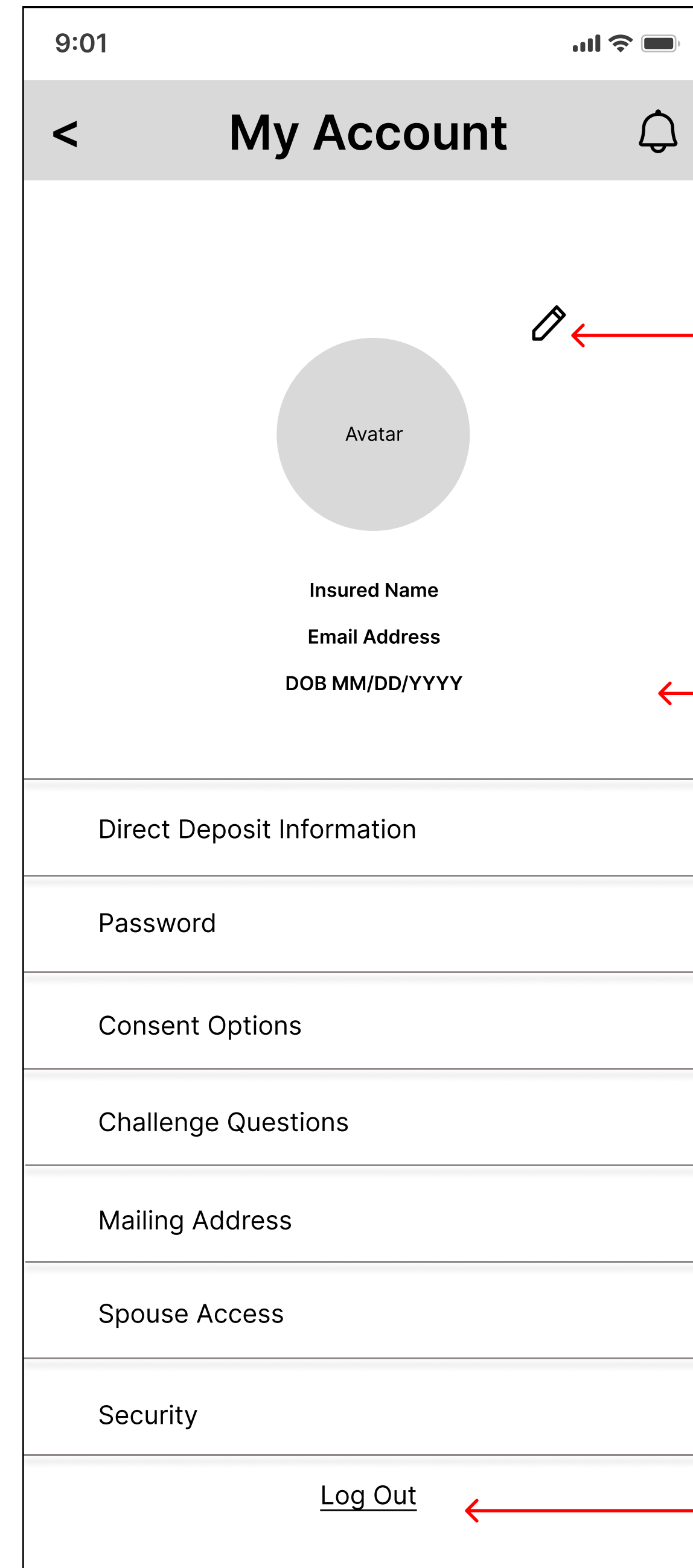
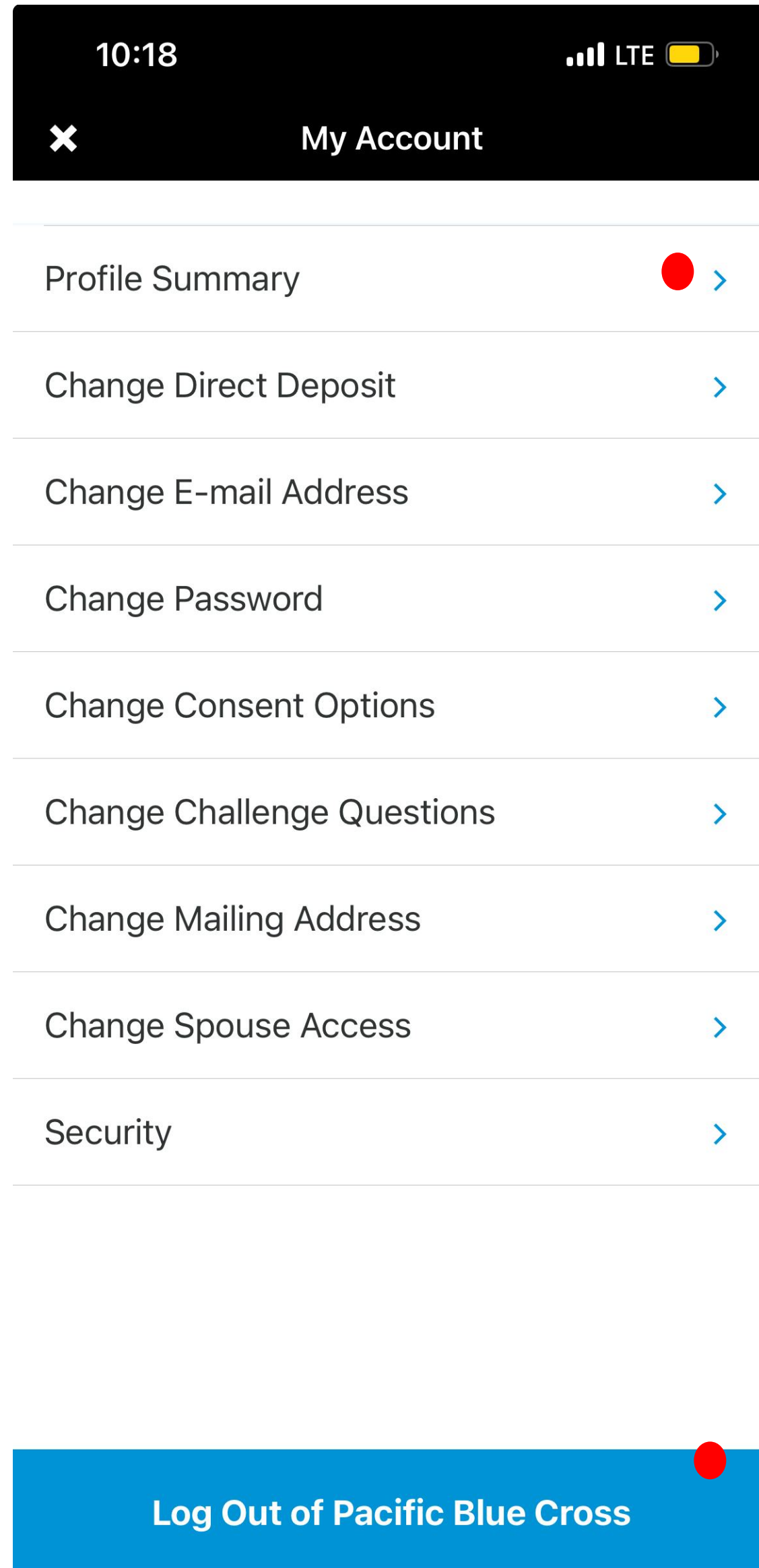


Notification icon in active state, when clicked in displays a preview of all notifications

Click the tab to open the information, this action will dismiss the notification and mark it as read



My Account



edit icon to change any information on user profile, this action allows to edit all information in the screen

Separate the profile summary for the other menus, to get a better visibility

fast log out link

Thank

you

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