

# *Past Project Work*

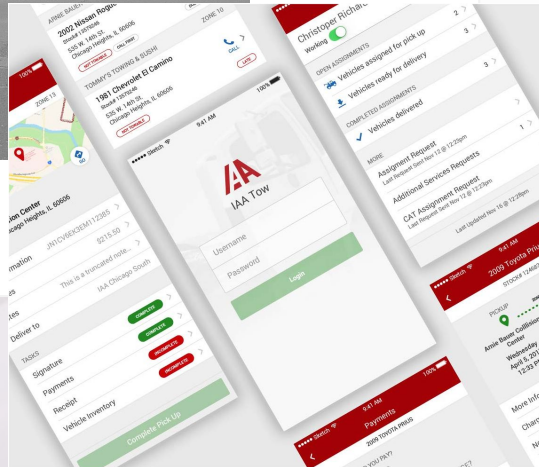
**THAD PERKINS**

# *Case Study*

**TRANSPORTATION NATIVE APP**

# TRANSPORTATION & LOGISTICS MOBILE APP

*Native iOS & Android App: Initial Product Launch*



## PROBLEM SPACE

Picking up and delivering vehicles is antiquated, and it involves too many physical processes which creates a lot of wasted time and unnecessary overhead costs.

## PRODUCT GOALS

- Reduce the amount of time that it takes the transportation teams to pick up and deliver vehicles
- Add value to empower tow truck drivers with the ability to make logistic decisions.

# TRANSPORTATION & LOGISTICS MOBILE APP

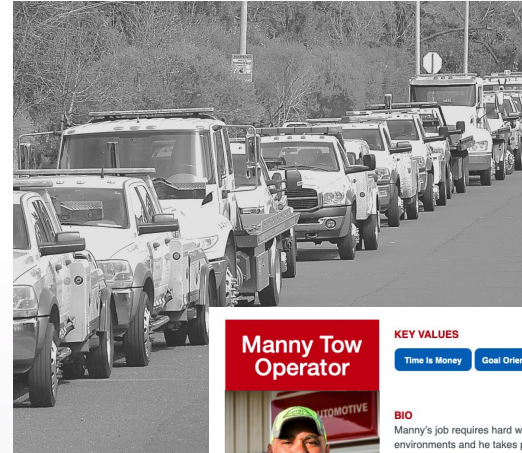
*Native iOS & Android App: Initial Product Launch*

## TARGET USERS

IAA Contracted Tow Truck Operators

## SUCCESS METRICS

We would measure the percentage of successfully meeting our SLAs (Service Level Agreements)



**Manny Tow Operator**

*"If I am sitting around waiting for someone or something, then I am not making any money"*

**BIO**  
Manny's job requires hard work in harsh environments and he takes pride in that. The more tows he can pick up and drop off, the more money he makes. Each tow is a new problem to solve so the more information he has prior the better he can do his job. Manny knows his way around vehicles and has a lot of knowledge about how they work.

**KEY VALUES**

- Time Is Money
- Goal Oriented
- Pride in Work

**MOBILE PLATFORM**

Platform	Percentage
iOS	18%
Android	71%
Both	11%

Navigation Apps is the most commonly used mobile tool

- Google Maps
- Apple Maps
- Waze

**GOALS**

- Maximize the amount of pickups and drop-offs that he can make each day
- Be prepared for situations so he can pick up and deliver with as few complications as possible
- Earn a good wage equal to the hard work that is performed
- Earn the respect of his fellow towers by being dependable and knowledgeable

**NEEDS**

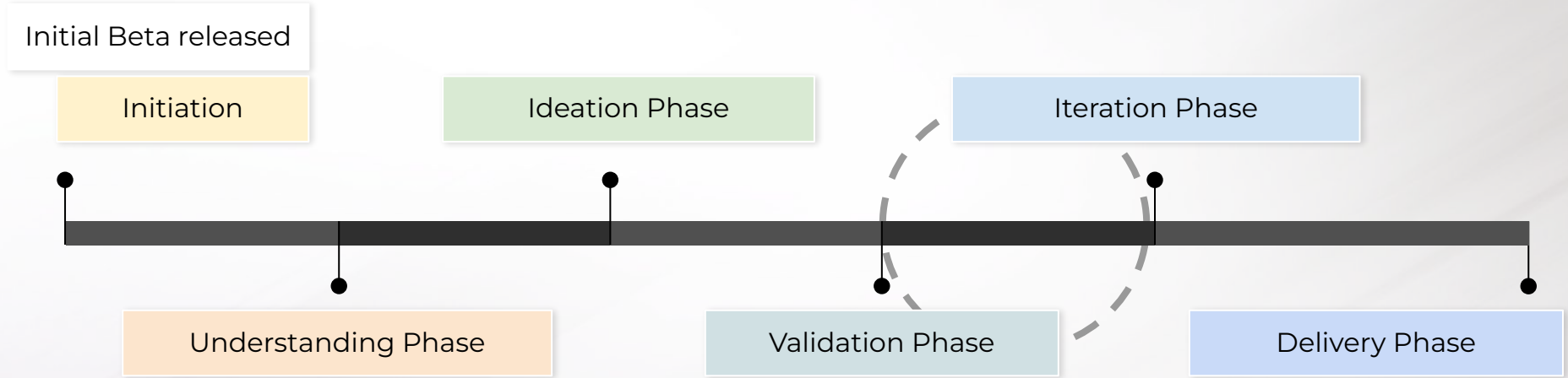
- Efficient logistics to maximize the vehicles that can be picked up
- Have a level of input into the process
- Release & Vehicle Information - Reduce unknowns
- Access to resources that can assist in solving problems that are out of their control

**PAIN POINTS**

- Arriving to pick up a vehicle and having to come back empty handed
- Not having enough information causes my job to be more difficult
- No flexibility to manage my work

# TRANSPORTATION & LOGISTICS MOBILE APP

*My Role & Design Process : End to End Participation*



# TRANSPORTATION & LOGISTICS MOBILE APP

## *My Role & Design Process : End to End Participation*

### **PROCESS**

- Followed our user-centered design process but had to make some modifications to hit extremely short deadline for delivery start date
- The main difference that you will notice is that the introduction of an acquired product that was released as a Beta to a small group during a high volume disaster recovery effort. Any time there is a natural disaster, specifically hurricanes, we concentrate our efforts across the organization to process all of the flooded and damaged vehicles that are a result of the disaster.

### **ROLE**

- Single designer on the product - responsible for all design tasks



# TRANSPORTATION & LOGISTICS MOBILE APP

## Understanding Phase

A	B	C	D	E	F	G	H	I	J	K
TOW CO. vs SELF EMPLOYED	TOWER TYPE	USE APP Y/N	DEVICE TYPE	OTHER APPS	IS VOLUME AS EXP?	GOALS	NEEDS	MAJOR PAINPOINTS	IAA EXPERIENCE	
Self	CAT	Yes	Android	GPS, Global Logistics, T Dispatch	Lower	Pickup & Dropoff as many as possible	Ability to record damage to vehicle	Notifications Not Working, No Verification of Pickup	New	
Company	CAT	Yes	Android	Maps	Lower	Complete Assignment Given		Waiting 3 hours for paperwork, Location of PU & Drops Extremely Far, IAA Checks Not Correct	New	
Company	CAT	Yes	Android	Maps	No expectation			Traffic	New	
Company	Both	Yes	iOS	Hornk App	As Expected (but expectation was low)	Pickup & Dropoff as many as possible	Routes plotted	Speed of notifications, status	New	
Company	Both	Yes	Android	Maps	Lower					
Company	CAT	Yes	Both	Maps	As Expected	Pickup & Dropoff as many as possible				
Company	CAT	No	Android	Maps	Lower	Pickup & Dropoff as many as possible				
Company	Both	No	Android	Maps	Lower	Pickup & Dropoff as many as possible				
Company	Both	Yes	Android	Maps	Lower	Pickup & Dropoff as many as possible				
Self	CAT	Yes	iOS		Lower					
Company	CAT	Yes	Android		As expected					
Company	Both	Yes	Android	Maps	As expected					
Company	CAT	Yes	Android	Maps	Lower	Pickup by means				



*"If I am sitting around waiting for someone or something, then I am not making any money"*

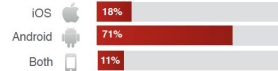
### KEY VALUES

- Time Is Money
- Goal Oriented
- Pride in Work

### BIO

Manny's job requires hard work in harsh environments and he takes pride in that. The more tows he can pick up and drop off, the more money he makes. Each tow is a new problem to solve so the more information he has prior the better he can do his job. Manny knows his way around vehicles and has a lot of knowledge about how they work.

### MOBILE PLATFORM



Navigation Apps is the most commonly used mobile tool



### GOALS

- Maximize the amount of pick up and drop-offs that can be completed each day
- Be prepared for any complications that arise during the process
- Earn a good wage for the work that is performed
- Earn the respect of customers by being dependable and knowledgeable

### NEEDS

- Efficient logistics to maximize the number of vehicles that can be picked up and dropped off
- Have a level of input into the process
- Release & Vehicle Information - Reduce unknowns
- Access to resources that can assist in solving problems that are out of their control

### PAIN POINTS

- Arriving to pick up a vehicle and having to come back empty handed
- Not having enough information causes my job to be more difficult
- No flexibility to manage my work



# TRANSPORTATION & LOGISTICS MOBILE APP

## *Understanding Phase*

### **PROCESS & ROLE**

- Understanding Phase
  - Initiated and led the understanding and research phase
    - conducted both qualitative and quantitative research including some “shadowing/ride along” sessions as they performed pickups and dropoffs.
    - Created and shared a document that the told a story of the “normal day” for a tower
    - Created personas based on that research to help drive future decisions
    - Identified major enhancements and features aligned with problems learned



# TRANSPORTATION & LOGISTICS MOBILE APP

## *Ideation Phase*



# TRANSPORTATION & LOGISTICS MOBILE APP

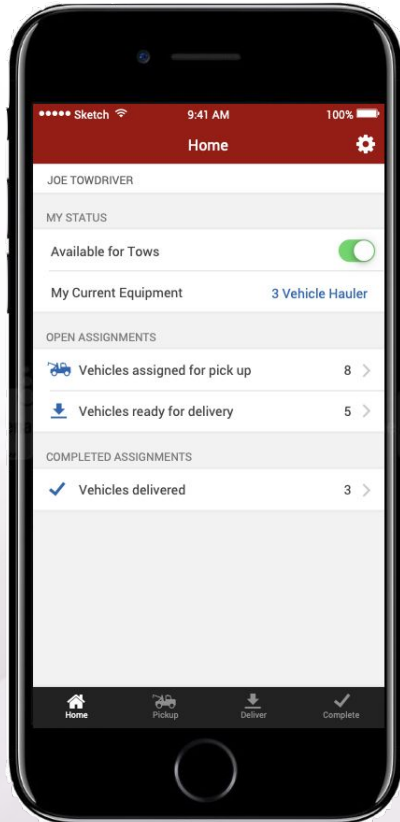
## *Ideation Phase*

### **ROLE DURING IDEATION**

- Created low-fidelity concepts to visualize a general flow that spanned both existing features and new features learned from the research over several iterations
  - Iterated quickly based on tech teams feedback

# TRANSPORTATION & LOGISTICS MOBILE APP

## *Validation & Iteration Phases*



## **INVISION PROTOTYPE**

<https://invis.io/NFQ24AFVXP3>

A high fidelity prototype was used to validate initial concept and usability risk with a select group of towers.

# TRANSPORTATION & LOGISTICS MOBILE APP

## *Validation & Iteration Phase*

Created a high fidelity prototype to be used for concept testing

- Led and executed the concept testing with real towers
- Iterated on concept and used these prototypes as advanced visualization for dev teams to understand how things should flow together
  - What did we learn?
    - No major issues with the flow of the app
    - Concerns about the amount of “Inventory” questions that existed. We later reduced that list
    - Towers were very interested in knowing how they might request additional assignments

# TRANSPORTATION & LOGISTICS MOBILE APP

## *Delivery Phase*

### **RESPONSIBILITIES**

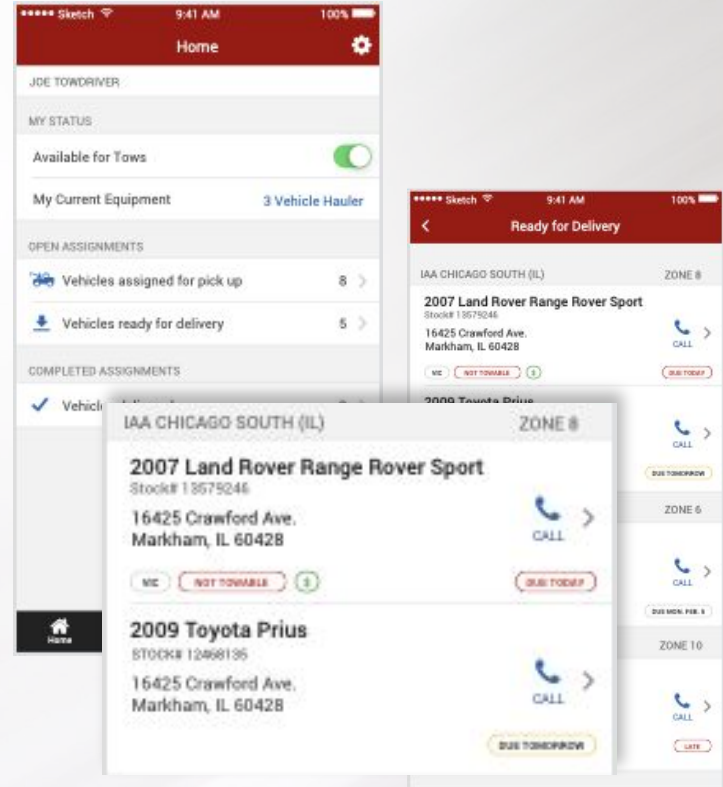
- Communicated the vision and value to the delivery teams
- Attended daily syncs to provide direction and ensure delivery met the design specifications and product objectives
- Provided assets
- Worked with team on any small technical compromises

# TRANSPORTATION & LOGISTICS MOBILE APP

*Constraints that we had to work around*

## Very little time

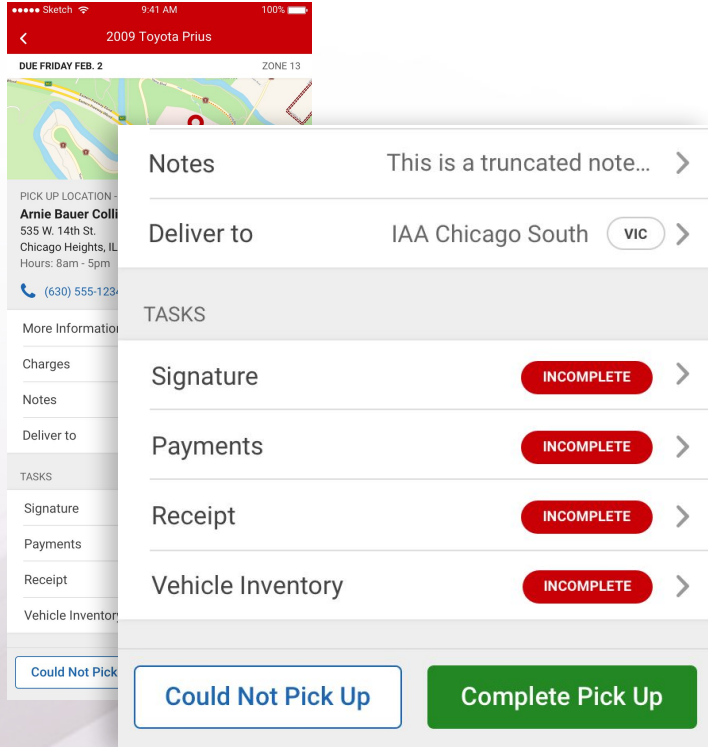
- Delivery team was meant to get started quickly and move fast to deliver
- Forced to keep some bad design decisions inherited from beta product
- Not able to test the prioritization of data





# TRANSPORTATION & LOGISTICS MOBILE APP

*Constraints that we had to work around*

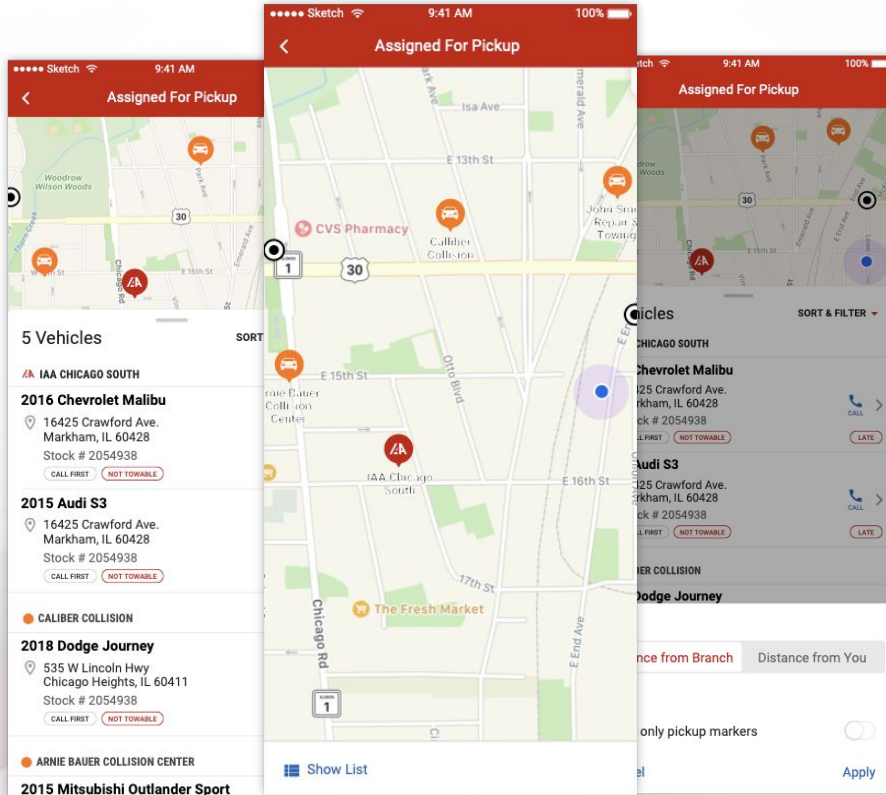


Product would introduce new tasks to towers

- Required to wait for the release of key, “value-aligned” features and better crafted designs

# TRANSPORTATION & LOGISTICS MOBILE APP

## Key Design Decisions



## INTEGRATED MAP & LIST VIEW

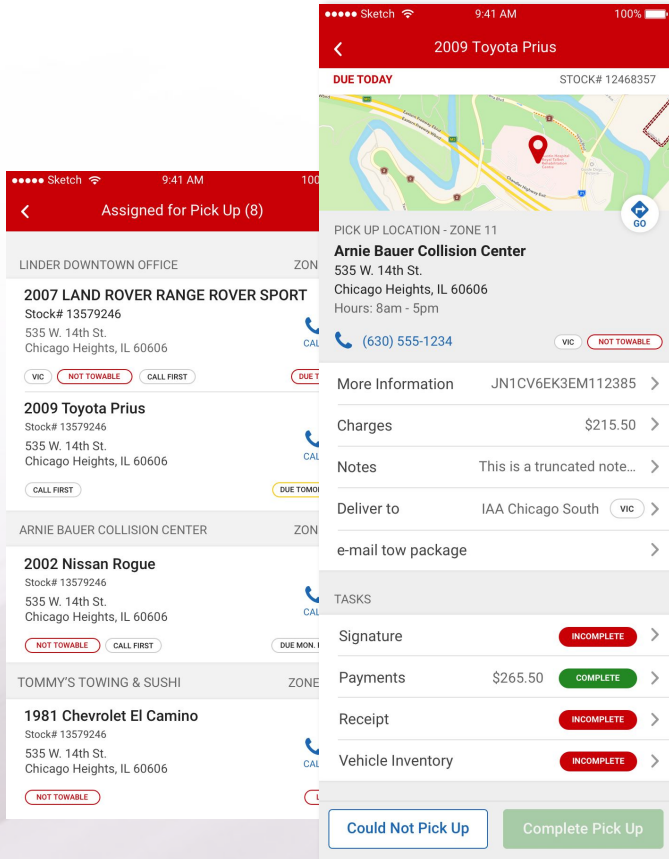
Designed an integrated map and list view to empower users to make logistical decisions.

# TRANSPORTATION & LOGISTICS MOBILE APP

## Key Design Decisions

### USING VISUAL HIERARCHY

With so much data trying to be presented, it was important to use visual hierarchy and challenge priority of content.



# TRANSPORTATION & LOGISTICS MOBILE APP

*The Outcome*

## **WAS THE PROJECT SUCCESSFUL?**

12 months after all branches were “turned on” for towers to utilize the app for day-to-day operations, SLA success rates rose almost 13% and almost \$1 million in operational costs were reduced

Success rates were expected to continue to rise as the product adds more value and adoption continues to grow.

# *Case Study*

## **CONTACTLESS PICKUP INITIATIVE**

# CONTACTLESS PICKUP INITIATIVE

## *Cross Application Initiative*

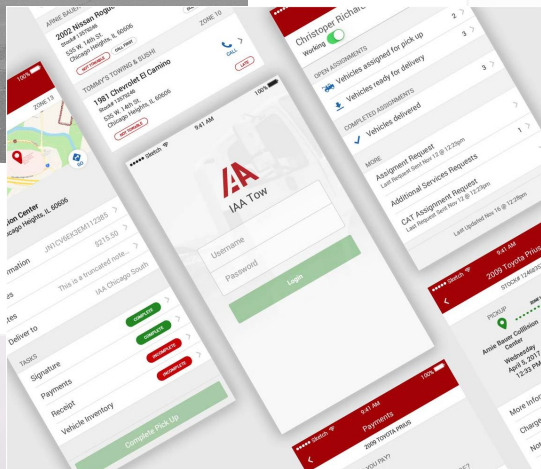


### **PROBLEM SPACE**

High volume branches have excessive wait times

### **PRODUCT GOALS**

Reduce the wait times at these branches and minimize person to person contact during a pandemic





# CONTACTLESS PICKUP INITIATIVE

## Cross Application Initiative

### AFFECTED PRODUCTS

IAA Tow - Tower logistic native app

IAA internal ERP web application

Buyer Products (both web & native apps)

PAM Queue 3 Stocks Empty PAM Queue View PAM Queue

Help Select Branch

### Post Auction Management

Open Stocks Scheduled Pickups Completed Stocks History

Scheduled Arrived Show Pull Out Queue Add to Queue Search by Tower ID

Action Required				Expand All
<b>Alisher Khadshayev</b> A & T Trucks ID# 982940309	708-420-9898	7 Vehicle(s) 3 Boies	Payment Due Pickup Title	
<b>Hoovert Reyes Sanchez</b> Hoovert Towing ID# 99500299	708-666-9999	3 Vehicle(s)	Payment Due Pickup Title	
<b>Mario Garcia</b> S&M Towing ID# 888888777	708-444-7777	1 Vehicle(s)	Payment Due	

IAA Tow MV

IAA Health and Safety | Covid 19 Update:  
[View IAA's Statement of Essential Business](#)

IAA Assignments Buyer Requests

### Picking up from IAA for a buyer?

Search for stocks and schedule your pickup before arriving to save you time.

Search by Stock #

Search

To Be Picked Up

Save time and minimize contact at the branch by scheduling a contactless pickup below.

### Self Pickup

TO BE PICKED UP 3 Stock(s)

Sort

Select All

- 2017 TOYOTA 4 RUNNER XLT**  
Stock#: 12345678 Past Due 2 Days  
Boise  
Keys: Present  
Title: Send via FedEx
- 2017 TOYOTA 4 RUNNER XLT**  
Stock#: 98765432 Past Due 2 Days  
Boise  
**Outstanding Fees: \$80**  
Keys: Present  
Title: Send via FedEx
- 2017 TOYOTA 4 RUNNER XLT**  
Stock#: 12345678 Past Due 2 Days  
Chicago-West  
Keys: Present  
Title: Pickup (Murali Venugopalan)

Schedule Pickup

Home Find Vehicles Auctions My Account More

# CONTACTLESS PICKUP INITIATIVE

*Cross Application Initiative*

## **TARGET USERS**

IAA Contracted Tow Truck Operators

IAA branch & yard employees

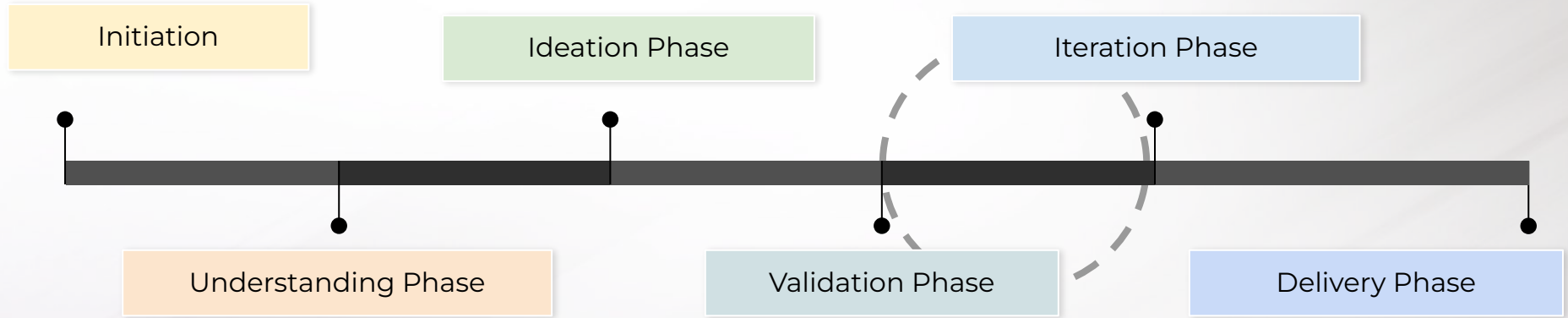
3rd party towers

## **SUCCESS METRICS**

Success will be measured by average wait times at high volume branches in a given month

# CONTACTLESS PICKUP INITIATIVE

*My Role & Design Process : End to End Participation*



# CONTACTLESS PICKUP INITIATIVE

## *My Role & Design Process : End to End Participation*

### **PROCESS**

- Followed our user-centered design process but had to make some modifications to hit extremely short deadline for delivery start date
- With it being an initiative that impacted 3 different products, initiation was critical to align on scope and the path to a solution.

### **ROLE**

- Team Lead for the entire initiative that spanned 3 products
- Product lead and contributor for the transportation app along with one other UX Designer
  - Responsible for leading all design tasks
  - Contributed on all tasks
- Led and participated in understanding and research phase
- Created and led low fidelity wireframes for all 3 products
  - Created high fidelity prototypes
  - Led concept testing with another UX designer
- Supported Dev teams during delivery



# CONTACTLESS PICKUP INITIATIVE

## *Initiation & Understanding Phase*

In collaboration with the product team it was apparent from the beginning that there was a fair amount of complexity in this initiative. So we ran an exercise where I started an ecosystem map, and the team (various product team members and UX designers) collaborated to map out the multiple touch points so we could visualize:

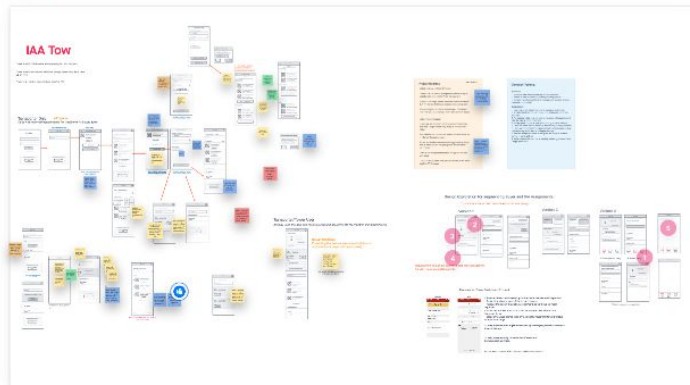
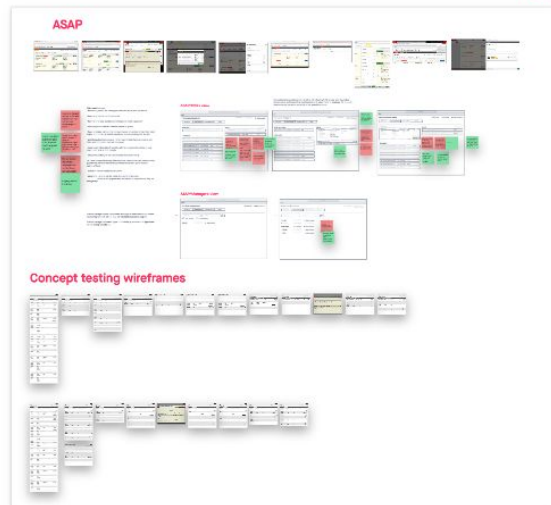
- Opportunities that weren't obvious
- Barriers of entry for affected users
- Service layers that would need to exist to create a viable experience
- Touchpoints for apps
- This exercise also helped prioritize features and align deliveries across multiple products.



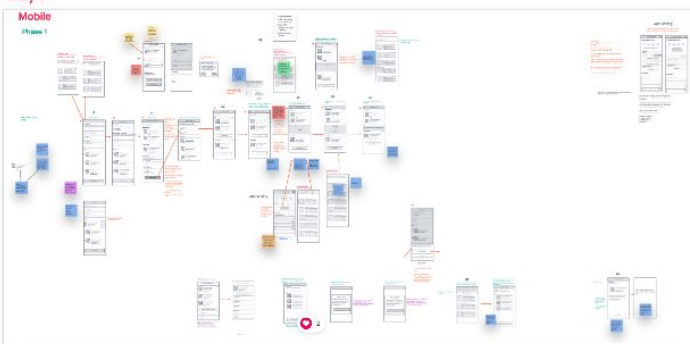
# CONTACTLESS PICKUP INITIATIVE

## *Ideation Phase*

### Operations



### Buyer

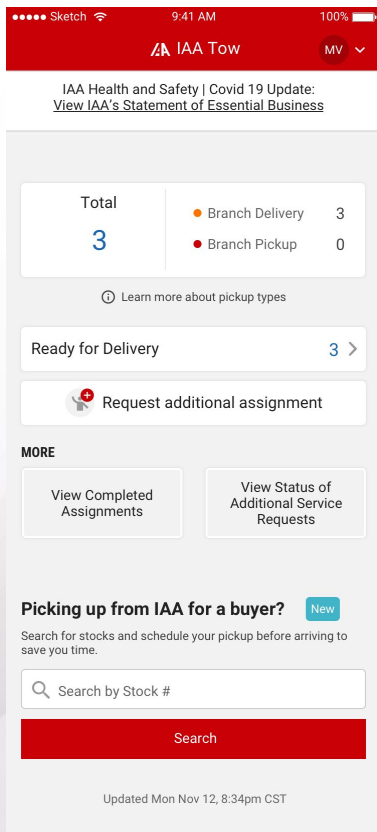


During the ideation phase, I encouraged the respective teams to work together in the same space so we could continue to share and learn as we get more granular with our solutions.

This approach helped us see how each system might need to account for scenarios as products interacted.

# CONTACTLESS PICKUP INITIATIVE

## Validation and Iteration Phases



## INVISION PROTOTYPE

<https://iaai.invisionapp.com/overview/IAA-Tow-ContactlessPickup-v1-0-cklacy9vp00ce013x9qsm9g0v/screens>

Prototype was used to validate initial concept and test usability risk

# CONTACTLESS PICKUP INITIATIVE

## *Validation and Iteration Phases*

### **WHAT WE LEARNED**

- The main takeaways from the concept testing were around the verbiage used to help communicate the “queue” idea that we iterated to based on the technical constraints of scheduling multiple vehicles that came from the operational product (that we would be receiving the requests).
- We went back and iterated on the flow. I will cover this more in another slide shortly.

# CONTACTLESS PICKUP INITIATIVE

## *Delivery Phase*

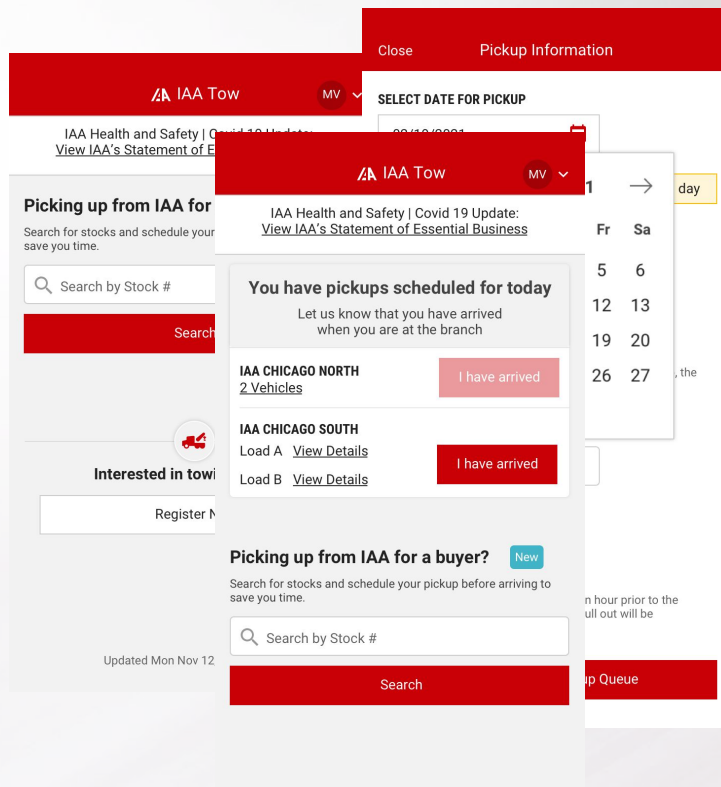
### **RESPONSIBILITIES**

- Communicated the vision and value to the delivery teams to my product
- Teamed up with other designers to provide support to them as they did the same for their respective teams.
- Attended daily syncs for my product team to provide direction and ensure delivery met the design specifications and product objectives
- Provided assets and interaction clarity
- Worked with team through any compromises that we might encounter
- Supported other designer and had check ins to make sure that they didn't need support or have questions about the direction

# CONTACTLESS PICKUP INITIATIVE

*Constraints that we had to work around*

- Pre-defined delivery date and budget
- Initiative's product impact and scope were larger than assumed when prioritized and estimated
- Limited research with branches that had high wait times
- Technical limitations with operational systems for scheduling multiple vehicles
- Limited staff at branches would not be able to provide the extra service layers to deliver titles to towers



# CONTACTLESS PICKUP INITIATIVE

## *Key Design Decisions*

IAA Tow MV

IAA Health and Safety | Covid 19 Update:  
[View IAA's Statement of Essential Business](#)

IAA Assignments Buyer Requests <sup>2</sup>

Total

- Branch Delivery 3
- Branch Pickup 0

Learn more about pickup types

Request additional assignment

Pending Dropoffs 3 >

MORE

- View Completed Assignments
- View Status of Additional Service Requests

IAA Tow MV

IAA Health and Safety | Covid 19 Update:  
[View IAA's Statement of Essential Business](#)

IAA Assignments Buyer Requests

**Picking up from IAA for a buyer?** New

Search for stocks and schedule your pickup before arriving to save you time.

Search by Stock #

Search

## DASHBOARD REDESIGN

Redesigned the dashboard to help promote hierarchy as well as align business needs and concerns



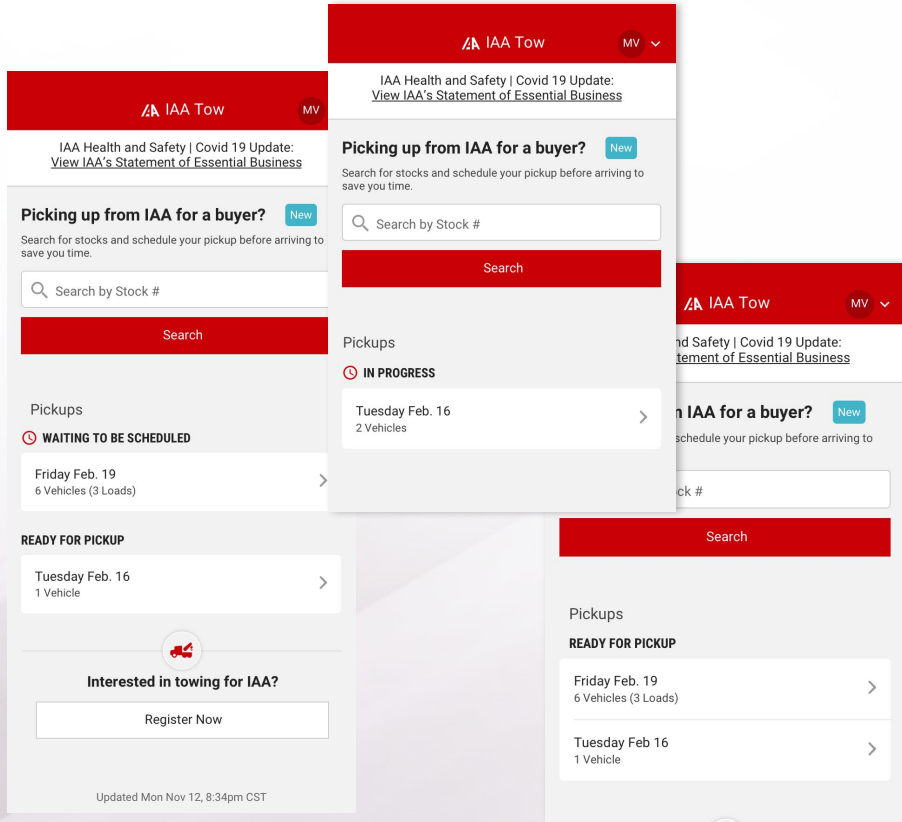
# CONTACTLESS PICKUP INITIATIVE

## *Key Design Decisions (cont.)*

- We redesigned the dashboard / landing view to help promote visual hierarchy to the items that are most important. We also provided visibility to the types of tows; picking up at the branch or delivering to the branch. This helps them understand some general logistics. If they are picking up and delivering to the branch as well as picking up from the branch they can save trips and save time.
- We also segmented out the different request types for towers that might be doing both: picking up for IAA and picking up for a buyer. Meeting our sellers SLAs is critical to the business so we didn't want the design to be a facilitator so we purposely segmented it. Knowing that it wouldn't stop their behavior especially if a buyer is paying them more.
- We consolidated user information under a user profile menu consistent with how similar apps are approaching the same type of content. This reduced the cognitive load of the dashboard which had several items competing for attention.

# CONTACTLESS PICKUP INITIATIVE

## *Key Design Decisions*



## THE FLOW FOR SCHEDULING MULTIPLE VEHICLES AT THE SAME TIME

Had to iterate a few times to come up with a concept that we felt was understandable considering the technical impediments in our operational product

# CONTACTLESS PICKUP INITIATIVE

## Key Design Decisions

< Stock #28783601

**2014 CHEVROLET CRUZE**

\$1,200 Due

Free Storage Ends Mar. 31

VIN \*\*\*\*\*111137

Location IAA Chicago North

Primary Damage Front End

Keys Present

Drive Line Front Wheel Drive

Type

Start Code Run & Drive

Added to Waiting to be scheduled on Mar. 30

Updated Mon Mar. 30, 8:34am CST



## ADDING VEHICLE IMAGES TO A DETAIL VIEW

Images of the vehicle are “gold” to towers so that they have an idea of the condition of the vehicle so that they can come prepare to pickup

# CONTACTLESS PICKUP INITIATIVE

## *Key Design Decisions*

### **OTHER KEY DESIGN DECISIONS**

- Providing context to a barrier of entry in the process for non-contracted towers
- Creating visual prominence to search control
- We moved the product to a new design pattern

# CONTACTLESS PICKUP INITIATIVE

*The Outcome*

## **WAS THE PROJECT SUCCESSFUL?**

6 months after all branches were “turned on”, high volume branches saw a reduction in wait time on an average of 35 - 45 minutes.

Tower feedback has shown that their pickup experience with IAA is significantly better than our major competitor

# *Case Study*

**VEHICLE OWNERS &  
THE TOTAL LOSS PROCESS**

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *Overview*

- Insurance companies leverage the expertise of IAA to handle the needs of a total loss claim
- This B2B2C relationship is perceived as an extension of the insurance company to their customers
- A total loss claim is complicated
- A vehicle owner's experience is already full of mistrust and negativity
- Customer delight comes in the form of support



# VEHICLE OWNER & THE TOTAL LOSS PROCESS

*Native iOS & Android App: Initial Product Launch*



## **PROBLEM SPACE**

Vehicle owners are very unfamiliar with the total loss process which leads to a lot of questions and mistrust.

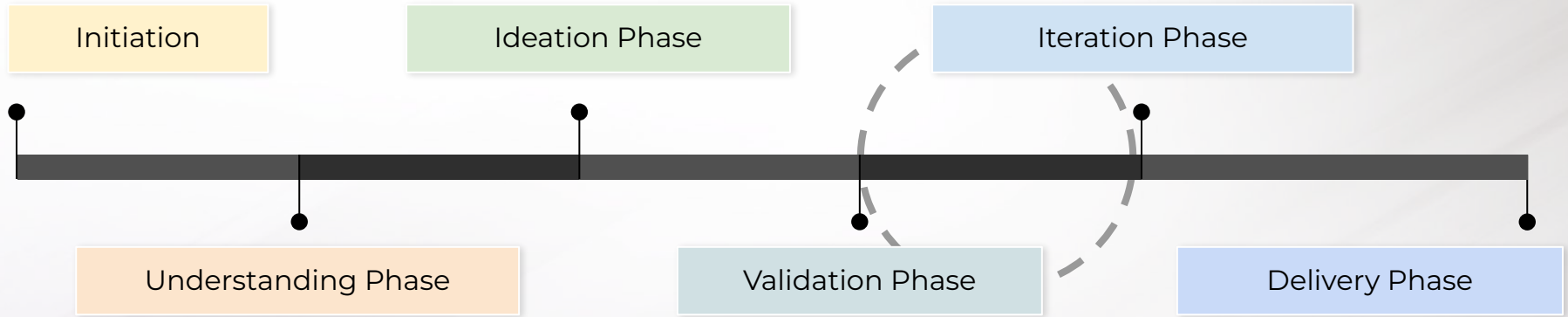
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## **PRODUCT OBJECTIVE**

A digital solution that guides a vehicle owner from assignment through sale could provide a better customer experience, instill more trust in customers by providing visibility to expectations, and reduce the load on intake teams so they can better support the insurance customer

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

*My Role & Design Process : End to End Participation*



My role was the single designer taking a new product team through a user centered process to showcase the value of design in a discovery format.

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## Initiation: Getting Alignment

### My Vehicle Claim: Providing Vehicle Owner Process Visibility

Feb 09, 2022

#### Problem Statement

##### Problem Statement

Write the user problem, not your need, general context, etc.

- **Vehicle owners are very unfamiliar with the total loss process**
- **A lot of time and resource are being spent addressing customer's questions which creates a bad experience for the customer**
- **Time is being taken away from being able to service the insurance customer**

Why do customers want to know what the total loss process looks like? Why is it important to them?

What's the impact of this problem on our customers or on our business?

- **We do very little to guide seller customers through the process. They are frustrated as customers and it is creating more service work for seller customers.**
- **Our seller customer's service expectation is not being met.**

#### Hypothesis

##### Hypothesis

We believe that... (providing a digital solution that guides a vehicle owner from assignment through sale)

for... (vehicle owners) will achieve... (deliver a better customer experience at a lower cost and better position ourselves so to retain existing seller customers and obtain new ones AND reduce the load on intake teams so they can better support the insurance customer)

Why do vehicle owners want to know the total loss process?

#### Needs & Use Cases

##### Needs & Use Cases



How do we know this is a need?

How do we know this is a use case?

How do we know this is a requirement?

How do we know this is a goal?

How do we know this is a success measurement?

#### Opportunities

##### Opportunities



How do we know this is an opportunity?

How do we know this is a goal?

How do we know this is a success measurement?

#### Goals

##### Goals



How do we know this is a goal?

How do we know this is a success measurement?

#### Success Measurements

##### What is success?



How do we know this is a success measurement?

How do we know this is a goal?

#### Pace Expectations

##### Project Pacing



How do we know this is a project pacing goal?

How do we know this is a success measurement?

#### Next steps

##### Next steps

What are the next steps?

• **Identify Map (map out the user)**

- **Focus on new journey for**
- **Don't want to create as out on new insights as**

#### Who are the users in this domain?

##### Understanding Users

What are their biggest struggles and pain points?



How do we know this is a user understanding goal?

How do we know this is a success measurement?

##### Who are the users in this domain?

PRIMARY USERS



How do we know this is a primary user goal?

How do we know this is a success measurement?

SECONDARY USERS



How do we know this is a secondary user goal?

How do we know this is a success measurement?

How do we know this is a user understanding goal?

How do we know this is a success measurement?

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *The Design Process*

### **THE INITIATION PHASE**

This kickoff event for design is always crucial and was even more important in this initiative as it introduces a completely new opportunity in the potential form of a new stand-alone product. There is a lot of room for assumptions to create wasted time so this alignment exercise is focused on the following:

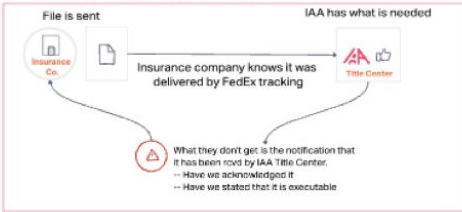
- The problem space - we want to fall in love with the problem
- The users affected
- What the product team predicts could be achieved
- What we know and what we need to validate
- Defining goals and how we will measure success
- Identifying next steps

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## Understanding: Stakeholder Interviews

### Impact of today's process

#### Payment Notification originates from IAA



Each of these steps where the customer (vehicle owner) doesn't know what is going on... They are going to call IAA or Insurance Company

### Why is that a problem?



#### Potential alerts in the process



### The Transportation Variable

INSURANCE  
 Vehicle owner HAS possession

Vehicle is drivable AND is being used

Most descriptive workflow for customer

Insurance Co. has received the title and is processing it. IAA Title Center has received the title and is processing it.

Vehicle is drivable AND NOT being used

File was not sent and customer is not aware of the situation through IAA/Insurance

Vehicle is NOT drivable

Insurance Co. has received the title and is processing it.

### Vehicle owner DOES NOT have possession

Owner has ability to release but not located at his residence (not located at his residence)

Vehicle is towed to Park, family, location

Vehicle is towed to another 3rd party facility

### NON-INSURANCE

Likely not an individual

Owner has possession and willing to release

Insurance Co. has received the title and is processing it.

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### Backstory of Title Space (Does not include Vehicle Release)

#### At the beginning

Insurance was on the hook for timeline

Request would have to be sent to lienholder or owner, they mailed Title back to insurance company signed, who would have to have a scanning center, touch it, check it then processed within the insurance company.

#### Industry collectively agreed for efficiency

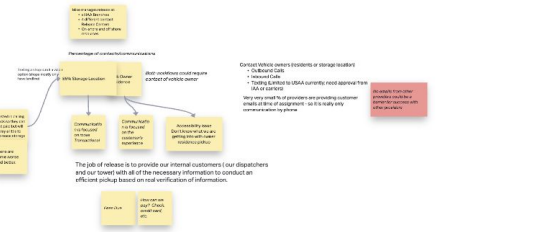
Send title to IAA from lien holder (along with power of attorney)



#### Title Direct

#### Notes from meeting with Mike Dusa (Release Center)

What does release look like?



There are several different indicators for the vehicle owner in the release process. There are only Release Problems which are not presented or communicated to the vehicle owner

Release Work Flow v1.0.pdf



#### VPS - Vehicle Purchase Solutions

99.9% of all purchases happen at a residence

The responsibility for the customer is a signature

Can be reached on first 3 calls

Can be reached on 4th call

Can be reached on 5th call

Can be reached on 6th call

Can be reached on 7th call

Can be reached on 8th call

Can be reached on 9th call

#### Test is a big differentiator in VPS and insurance customers. VPS picks are more readily able to test customers

#### Cash for Cars (VPS/Charity)

VPS number one reason for non-release or cancellation

the inability to reach the customer once they've agreed to give the car to the provider.

VPS has a completely different set of needs from everyone in the "non-insurance" space than the commercial and dealer space

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *Understanding: Stakeholder Interviews*

### **UNDERSTANDING THE DOMAIN**

There are a lot of services happening today in the ecology so I conducted various stakeholder and SME interviews and got deeper insights on the following:

- The backstory of the various titling services
  - Many services are working independently of each other
- The impacts of today's process & understanding the different scenarios transportation variable
  - This really tells the story from a business and service perspective
- Learning about what the “Release” phase looks like; the many pain points as well as opportunities or ideas that have proven to be effective
  - Again another piece that exists that has a lot of problems primarily due to the fact that sellers are NOT vested to work with IAA to make processes better

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *Understanding: Empathy Maps*

### **UNDERSTANDING USERS**

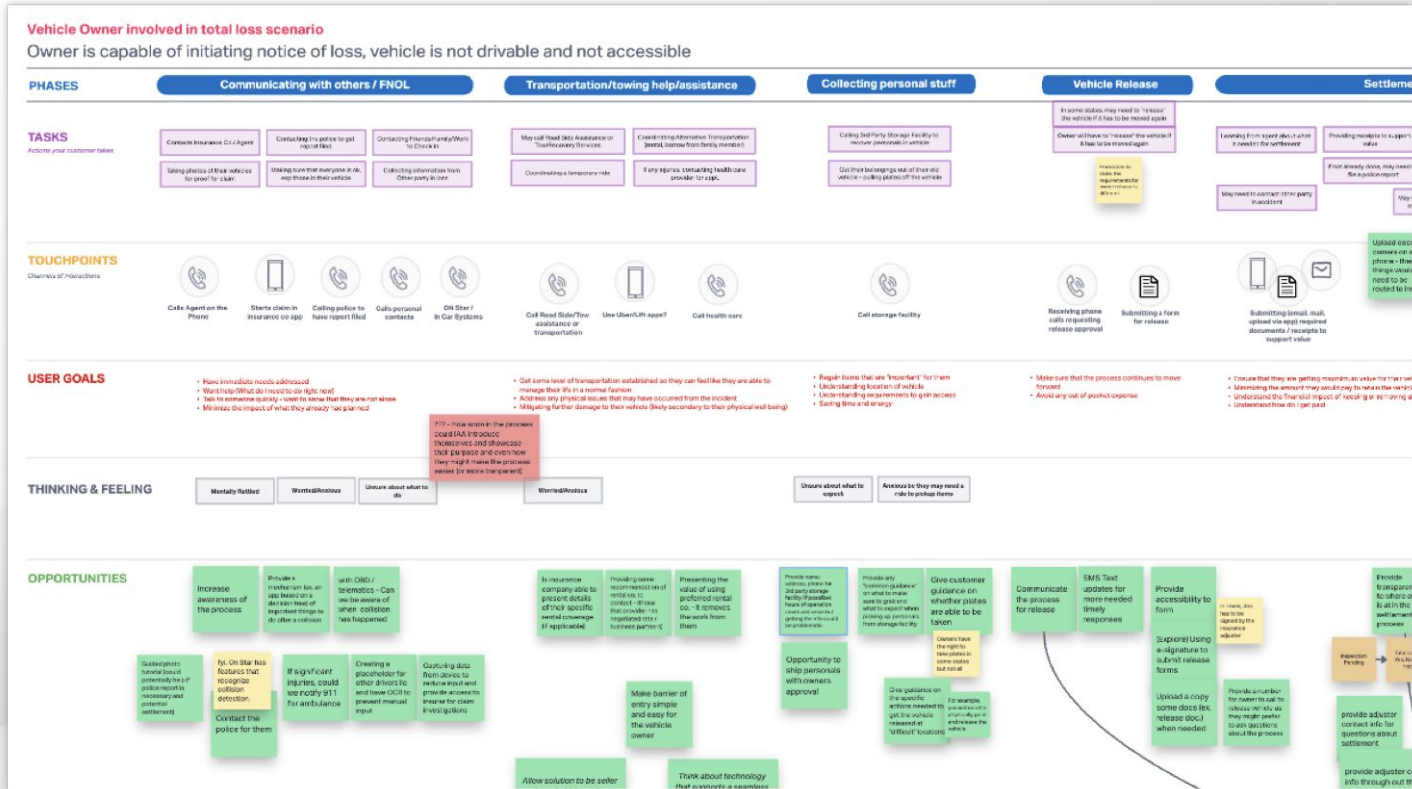
With two main users and several secondary users in this ecology, I ran empathy map sessions with product team members and subject matter experts. Despite obstacles getting access to our customer's customer, we validated assumptions with highly experienced members within the customer's internal teams.

Even though the vehicle owner in the insurance space is the main focus of our discovery, it was important that we completed the exercise for all of the users in the domain so we could effectively identify opportunities.



# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## Understanding: Journey Maps



There were 5 different journeys needed for just the vehicle owner in the insurance space

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *Understanding: Journey Maps*

### **UNDERSTANDING USERS JOURNEYS**

After exploring the users in the domain, I ran journey mapping sessions that looked to explore what actions or tasks a vehicle owner would take along the journey of the total loss process.

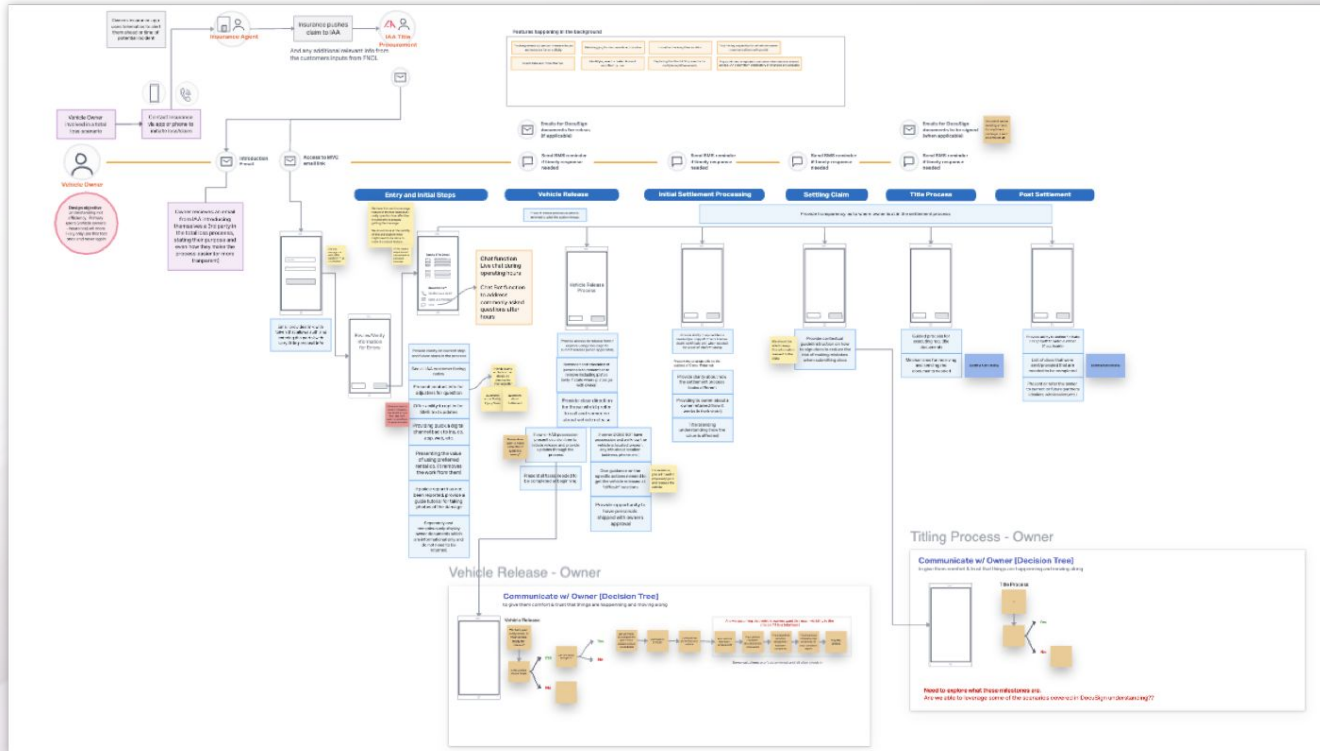
Within this user, we identified 5 different journeys that could be possible in the insurance space. (Keep in mind there is a whole non-insurance space that we are planning to explore after this project. We are learning about the non-insurance space along the way but we are keeping our focus on the insurance space.)

As a group, we included stakeholders to learn about what happens today and then defined steps or stages for each set of tasks and defined the goals of each stage. Utilizing what we discussed from the empathy map sessions, we began exploring opportunities along these journeys that were aligned with solving the user's problems or adding value to their journey.

Note: I provided an example of a completed journey map to the team to help set some expectations.

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## High Level Context to Discover Opportunities



There were 5 different journeys needed for just the vehicle owner in the insurance space

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

*High Level Context to Discover Opportunities*

## **HIGH LEVEL CONCEPT & ALIGNMENT**

After our journey mapping session, we had an artifact filled with opportunities that started to give way to a high-level concept or idea. So in order to give better context to those opportunities and assist with feature prioritization, I mapped out the flow and listed out opportunities with respect to a possible concept. This kind of mapping helped with identifying things that we might be missing, usually at a more granular level.



# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## *Feature Prioritization*

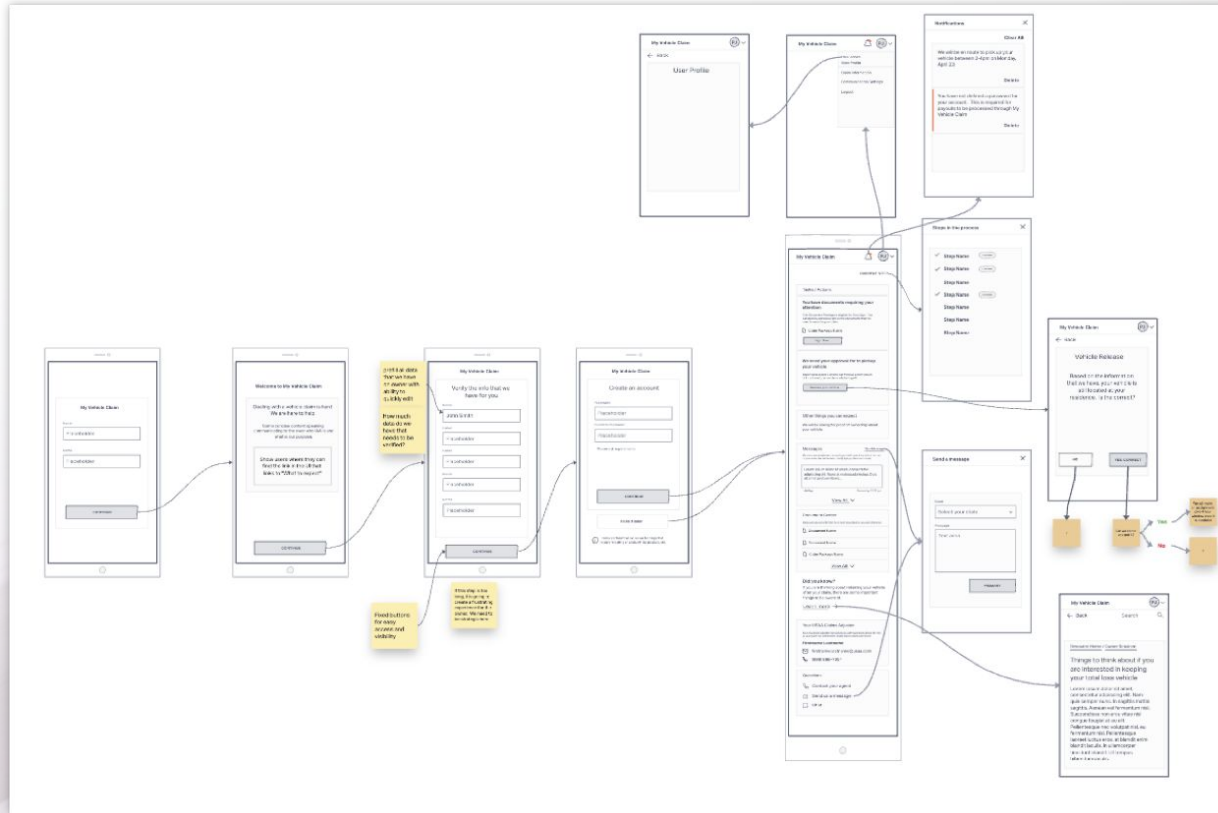
### **PRIORITIZATION MATRIX**

As we looked to streamline our work and potential concepts and discover how we might need to be strategic with the various features, I ran a feature prioritization exercise with product and engineering that looked to rank opportunities by value and effort so we can understand what we would “Do Now”, “Do Next”, “Do Last”, “Think about doing”.

There were some opportunities that we discovered that would add significant value but would live in the insurance customer’s domain. Those items are still pending discussion and will likely become things “we do last”

# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## Ideation: Low Fidelity Wireframes



I created low-fidelity wireframes to get early feedback on an early concept that was focused on providing vehicle owners with relevant tasks and what to expect paired with resources and information to help give them visibility into the process.



# VEHICLE OWNER & THE TOTAL LOSS PROCESS

## NEXT STEPS

- Get engineering involved more in-depth to address any additional feasibility issues
- Get feedback from other internal teams especially designers to address any major usability risks.
- Create low fidelity prototype with 2-3 scenarios in mind to perform concept testing
  - We have challenges with getting access to users through our customers but we will explore getting some independent sourced feedback since ideally, anyone could be a user tomorrow.
- Prepare more strategic roadmap details for the customer
- Iterate based on feedback
- Create high-fidelity prototypes to use for both future concept testing sessions as well as using artifacts or deliverables for delivery teams as we prepare to get closer to preparing for delivery.

NOTE: I left my position before I was able to take this project further through the process

# *Additional Information or Work Samples*

Please email me at [thad@aestheticseven.com](mailto:thad@aestheticseven.com) for more information about these case studies or for additional work samples