

Liverpool Victoria (LV=)

50+ Life Insurance

- UX Audit & Usability Test
- 20 Users
- 89% conversion increase





“Since going live we have seen an
89% increase in conversion rates
and through the roof customer satisfaction
scores.”

David Oliver
Digital Experience & Analytics Manager
LV=





About the project



Overview

LV= is a financial services business focused on doing the right thing for the people that buy their range of insurance, investment and retirement products. As the UK's largest Friendly Society LV= has more than five million members and customers and exist to grow the value of the business for the benefit of these members.



Brief

LV= required help to shape a new user centered design, by firstly reviewing their site against competitors then testing prototypes of various designs. Our Audit and Testing approach allowed the LV= Design Team to evolve the designs following input from our expert and independent UX Consultants, then test ideas with the target audience. This provided the LV= team with full confidence before handing the final designs over to the Implementation Team.



Solution

Three fully functional high fidelity prototypes were created based on designs provided by LV=, which included input from our previous UX Audit of competitor sites. 10 Users were asked to get a quote, starting from Google. This open task provided context and allowed us to compare the prototype to other user journeys. Having reviewed a few competitor sites, we then asked users to complete a range of tasks on the LV=prototypes to assess the good and bad, and establish which prototype performed best.



We produced a usability improvement plan making 21 recommendations

This consisted of:

- 11 high priority recommendations
- 3 medium priority recommendations
- 7 low priority recommendations

Next we share one of the high priority recommendations that we reported during the project.





Key recommendation:

Be obvious that users choose either a 'Premium' or a 'Level of cover'

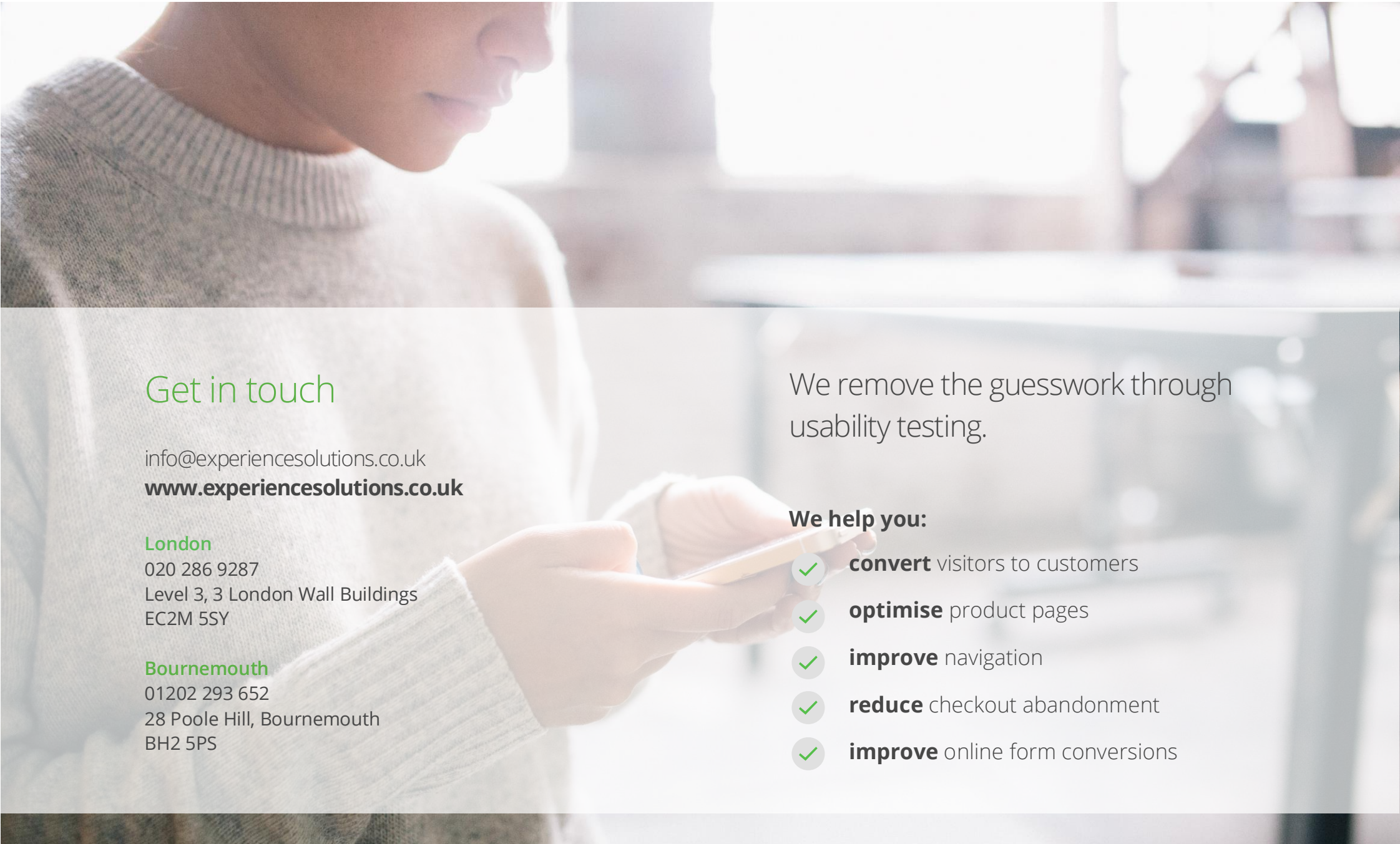
On the Quick Quote page participants entered a monthly premium into one box and then proceeded to enter the amount of cover in the second box and were then confused that only one option was selected.

We recommended:

- Increasing the space between the two options
- Enlarging the 'Or' font
- Reducing the prominence of the second option once a user has made a selection.

For the final version: www.lv.com/50-plus

Original design (top) and recommendation (bottom)



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We remove the guesswork through usability testing.

We help you:

- ✓ **convert** visitors to customers
- ✓ **optimise** product pages
- ✓ **improve** navigation
- ✓ **reduce** checkout abandonment
- ✓ **improve** online form conversions