



SITE AUDIT

# AXA Customer Journey





# Introduction

Main offering is **insurance**, and website does well of featuring this prominently; however, the overall flow can be improved with some suggestions. The focus of this analysis is on this aspect of the customer journey.

Secondary offering is **Information** (Visas) but there is room for improvement here to present this in a less overwhelming way.

Suggestions are categorized as listed below:

## QUICK FIX

Changes that:

- Can be implemented immediately
- Usually without a designer
- Within the existing site structure

## MEDIUM

Changes that require medium effort:

- 3-4 weeks to complete
- A designer to make mockups/ illustration
- Some restructuring may be required

## LONG-TERM

Changes that require long term planning:

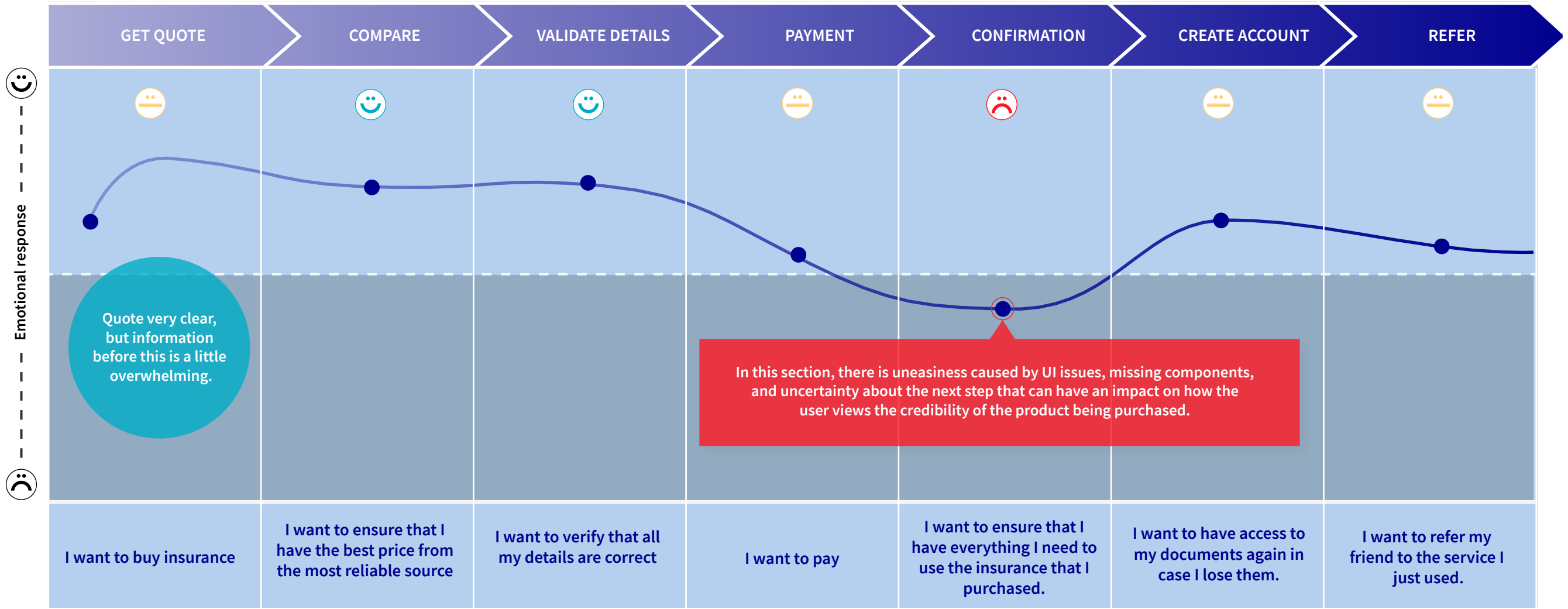
- 5+ weeks to complete
- Requires a designer
- Potentially additional research and data gathering





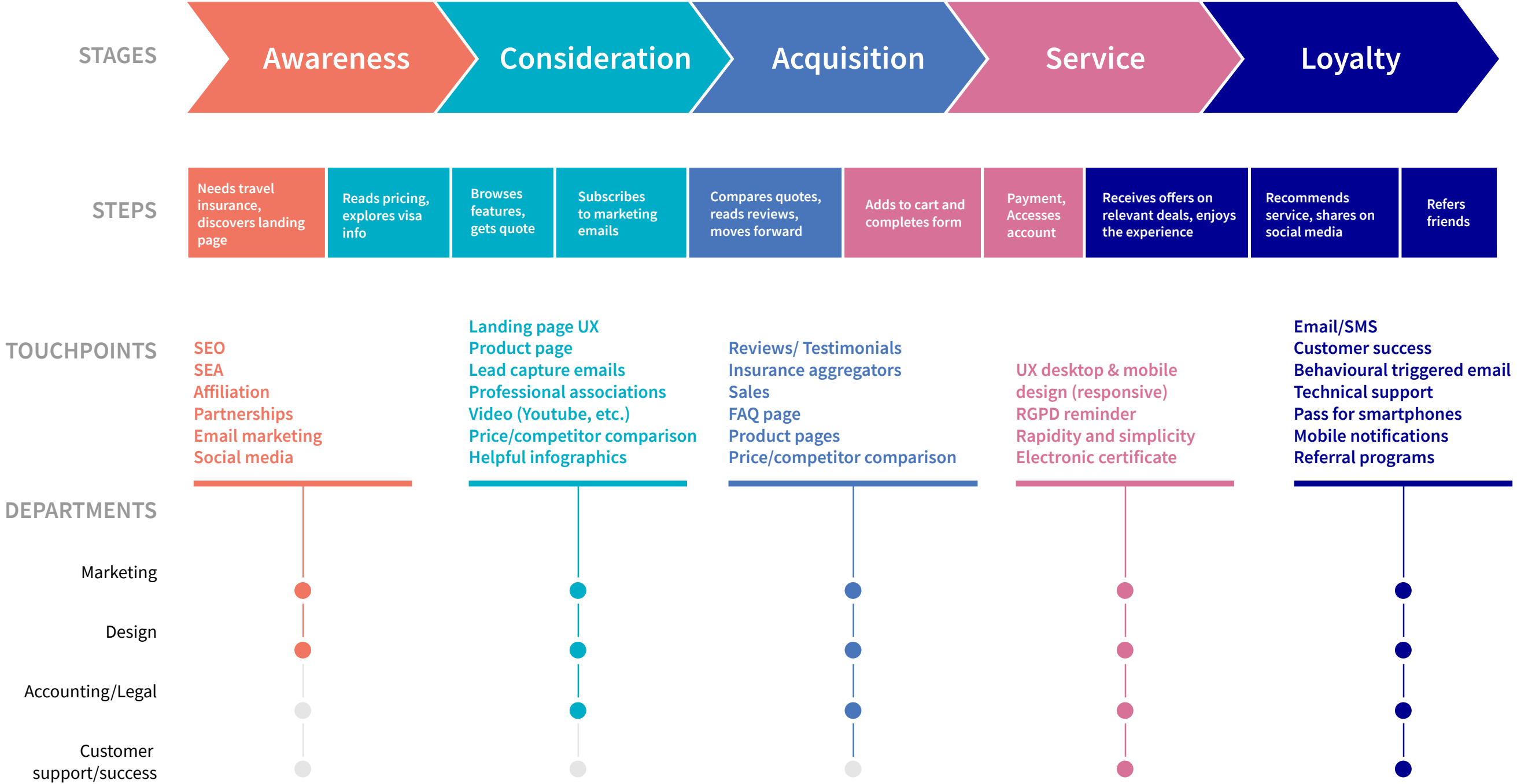
# Customer Journey

## EMOTIONS



# Customer Journey

## LAYERS



# Landing page

2 Quote

User has first contact with site, and engages with the site for the first time to get information on the visa process and purchase insurance.

3 Payment

Main things that are working:

- ✓ Get a quote visibility
- ✓ Community confirmation (“94% SATISFIED...”)

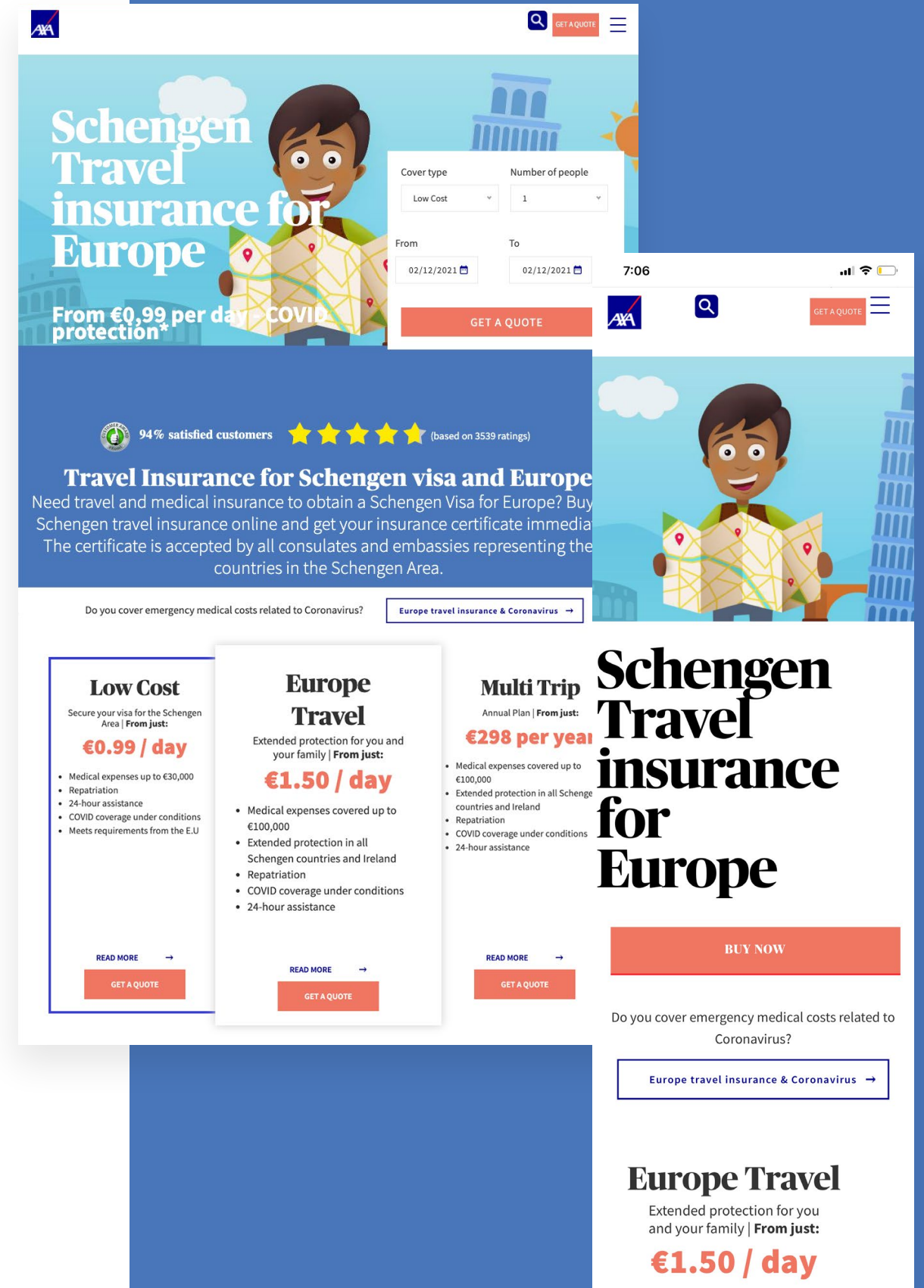
4 Post-pay

Overall needs improvement:

- Responsiveness of design in desktop and mobile
- Information hierarchy (some sections prioritized above others)
- Content refinement

5 Infos

Detailed breakdown follows.



1 Landing Page

2 Quote

3 Payment

4 Post-pay

5 Infos

AXA GET A QUOTE

S1

# Schengen Travel insurance for Europe

From €0,99 per day - COVID protection\*

Cover type: Low Cost Number of people: 1

From: 02/12/2021 To: 02/12/2021

GET A QUOTE

S2

94% satisfied customers (based on 3539 ratings)

## Travel Insurance for Schengen visa and Europe

Need travel and medical insurance to obtain a Schengen Visa for Europe? Buy AXA Schengen travel insurance online and get your insurance certificate immediately. The certificate is accepted by all consulates and embassies representing the 26 countries in the Schengen Area.

S4

Do you cover emergency medical costs related to Coronavirus? Europe travel insurance & Coronavirus →

S5

### Low Cost

Secure your visa for the Schengen Area | From just:

**€0.99 / day**

- Medical expenses up to €30,000
- Repatriation
- 24-hour assistance
- COVID coverage under conditions
- Meets requirements from the E.U

READ MORE →

GET A QUOTE

### Europe Travel

Extended protection for you and your family | From just:

**€1.50 / day**

- Medical expenses covered up to €100,000
- Extended protection in all Schengen countries and Ireland
- Repatriation
- COVID coverage under conditions
- 24-hour assistance

READ MORE →

GET A QUOTE

### Multi Trip

Annual Plan | From just:

**€298 per year**

- Medical expenses covered up to €100,000
- Extended protection in all Schengen countries and Ireland
- Repatriation
- COVID coverage under conditions
- 24-hour assistance

READ MORE →

GET A QUOTE

- ✓ Getting a quote is visible and user-friendly
- ✓ Community confirmation ("94% SATISFIED...")
- ✓ Plan details clear and focused

😊 Having this above the fold gets great visibility, but some may not be ready to fill out form until after they've browsed the site  
**Suggestion:** add quote form again to bottom of page or have fixed navbar

✗ Button selections unclear  
**Suggestion:** Introduce hover state to button

✗ Spacing issues in S2  
**Suggestion:** add space between hero, header and body text.

✗ COVID info lacks visibility  
**Suggestion:**

- High-value info, can add brief answer on landing page
- Caption under quote form (ex. "We cover medical costs related to COVID") to provide extra reassurance to users
- Consistent language "Coronavirus" "COVID"
- Visual design more attention-grabbing

✗ Insurance card clarity issues  
**Suggestion:**

- Currently 'Low Cost' is selected, but still looks like 'Europe Travel is'; Hover state can change size of cards for clarity
- Europe travel: if the intention is to highlight, add a badge (e.g. 'Recommended')
- 'From only' heading incorporated into main offering



1 Landing Page

2 Quote

3 Payment

4 Post-pay

5 Infos

AXA GET A QUOTE

S1

# Schengen Travel insurance for Europe

From €0.99 per day - COVID protection\*

Cover type: Low Cost Number of people: 1

From: 02/12/2021 To: 02/12/2021

GET A QUOTE

S2

94% satisfied customers ★★★★★ (based on 3539 ratings)

## Travel Insurance for Schengen visa and Europe

Need travel and medical insurance to obtain a Schengen Visa for Europe? Buy AXA Schengen travel insurance online and get your insurance certificate immediately. The certificate is accepted by all consulates and embassies representing the 26 countries in the Schengen Area.

S4

Do you cover emergency medical costs related to Coronavirus? Europe travel insurance & Coronavirus →

S5

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- COVID coverage under conditions
- Meets requirements from the E.U

READ MORE →

GET A QUOTE

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- Medical expenses covered up to €100,000
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- Repatriation
- COVID coverage under conditions
- 24-hour assistance

READ MORE →

GET A QUOTE

### Multi Trip

Annual Plan | From just:

**€298 per year**

- Medical expenses covered up to €100,000
- Extended protection in all Schengen countries and Ireland
- Repatriation
- COVID coverage under conditions
- 24-hour assistance

READ MORE →

GET A QUOTE

✗ Design not responsive (*High-value fix!*)

- Many visual/UX bugs while browsing site on mobile/tablet (Issues with overlap, line height, spacing, etc.)
- Mobile responsiveness will improve conversion rate and user session length

✗ Header character style dated, under-used

**Suggestion:**

- Use mascot more — updated with refined, modern style or
- use photography for intro (e.g. [Insurance summary](#) pages)

✗ S1 is visually cluttered

**Suggestion:**

- Move header to top of quote section — this can reduce likelihood of UI overlap when resizing as well.
- Replace quote form with dynamic copy (*Note: quote form not available in mobile*)

✗ S2 adds clutter

**Suggestion:**

- Simplify
- Move to replace quote form in S1; use space for client testimonials or S6

✗ Ratings in S2 do not feel authentic or trustworthy

**Suggestion:**

- If based on personal ratings, add testimonials (e.g. [Axa Home](#))
- If based on third party website, add a logo/link

- 1 Landing Page
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**S6**

1 Need travel insurance for a Schengen visa ?  
2 Buy your AXA Schengen Visa travel insurance online  
3 Get your certificate immediately  
4 File the certificate with your host country's consulate or visa center  
5 Benefit from our guarantee if your visa is refused

**S7**

**How to buy your Insurance?**  
Our travel avatar Priyan will explain how to safely buy your Schengen Visa travel insurance online.  
[READ MORE](#)

**S8**

What is the Schengen visa ?  
How to apply for a Schengen visa ?  
The 26 countries of the Schengen area

**S9**

**\*Do you cover emergency medical costs related to Coronavirus?**

We will cover your medical costs related to Coronavirus provided you haven't travelled against [World Health Organisation](#) or any other government body's advice in your home country or the country you are travelling to) or medical advice.

**\*The embassy states that I must get an insurance certificate with Covid protection. Is this possible?**

All issued electronic certificates purchased on the axa-schengen site include this disclaimer: "Medical fees related to COVID-19 are covered in the terms, conditions & exclusions established in the insurance policy".

**What is Schengen travel insurance ?**

[Schengen travel insurance](#) provides you with travel and medical insurance for all the 26 countries that make up the Schengen Area - covering you for trips across the continent or holidays in any nation within the Schengen Zone. AXA is the leading provider of this type of insurance.

[GET SCHENGEN INSURANCE](#)

*!bug!*

**S10**

*!bug!*

SCHENGEN VISA GUIDE

ABOUT US

CONTACT US

COOKIES

CONFLICT OF INTEREST

TRAVEL INSURANCE

SCHENGEN INSURANCE GUIDE

FAQ

DISCLAIMER

GENERAL CONDITIONS

SCHENGEN INSURANCE COVID

AXA SCHENGEN BLOG

PROCEDURES

PRIVACY

BREXIT

[f](#) [in](#) [t](#)

**FOLLOW AXA ASSISTANCE**

- ✓ Content focused and visual up until S9
- ✓ S6 is a great visual display of process (can be featured more prominently)
- ✓ Visual display of pages in S8

✗ Spacing and consistency issues across devices and sections

✗ S7/S8 not interactive

**Suggestion:**

- S7 imbed video or make images link out
- S8 clickable linked images

✗ S8 adds info clutter

**Suggestion:** Review or remove content, unless needed for SEO

😊 Add titles to section S6 + S8

✗ S9 content review

**Suggestion:**

- Refine or remove altogether
- Add interactivity: answers collapsible under headline
- Questions grouped under clear titles



# 1 Landing Page

## 2 Quote

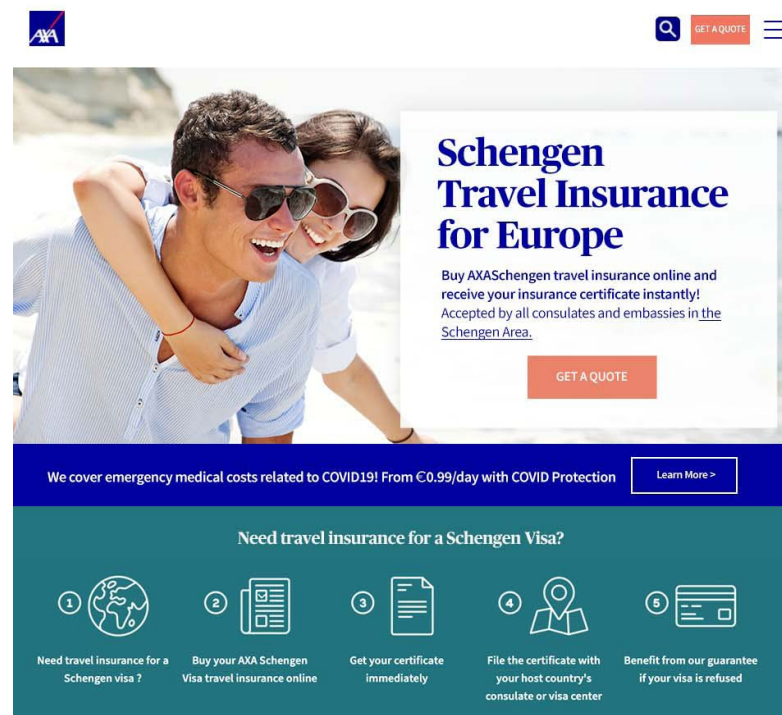
## 3 Payment

## 4 Post-pay

## 5 Infos

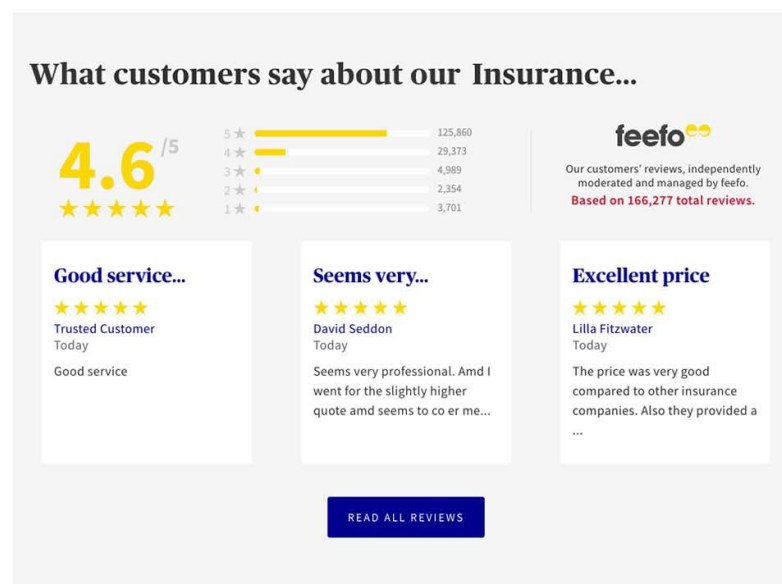
### QUICK FIX

- Responsive design that has proportionate line heights and spacing in every view
- Dynamic copy



### MEDIUM

- Modernize header image
- Rerrange order of information
- Remove input details section



### LONG-TERM

- Addition of customer testimonials

A mockups of the basic suggestions in previous slide.



1 Landing Page

2 Quote

3 Payment

4 Post-pay

5 Infos

**Schengen Low Cost**

Travel dates \*

Start Date\* 01/12/2021

End Date\* 01/12/2021

Duration of the contract 1 day(s)

Number of people 1

Total price EUR - Euro

Loading...

Get quote by Email (optional) example@domain.com

My Promo code My promo code OK

☐ I have read and accept this price, procedures, general terms and conditions, and confirm this meets my needs and requirements.\*

☐ I agree to Interpartner Assistance SA sending me emails so I can receive my online quote as well as newsletters, discounts, and seasonal offers. I can unsubscribe from this list at any time.

**CONTINUE** →

**Other travel insurance options**

**AXA Schengen Europe Travel**  
Covers Europe and medical expenses up to EUR 100,000  
30 EUR / person  
**Upgrade**

**AXA Schengen Multi Trip**  
Covers Europe and medical expenses up to EUR 100,000  
298,00 EUR / year / person  
**Upgrade**

## REQUIREMENTS

- ✓ Repopulates info from landing page
- ✓ Page is clean and easy to navigate
- ✓ Total price is featured clearly in a separate section
- ✓ Quote auto-updates as information is changed

✗ Quote section unclear

### Suggestion:

- Change 'Your choice summary' to 'Your quote summary'
- Requirements (in progress bar), change to 'Choose a Plan' 'Get a Quote' 'Traveller type'

✗ Promo Button too large

### Suggestion:

- 'Ok' button made smaller
- Only show input field if clicked

[I have a Promo Code](#)

Edit the code Submit

✗ Plan options understated

### Suggestion

- Feature more prominently, with details from landing page included — removes friction as user does not have to click back to menu to review

😊 Helpful feature would be to add currency calculator, that the user can see their cost in their own currency

😊 Help feature ("Do you have any questions?") featured prominently in case user needs further instruction



1 Landing Page

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**Schengen Low Cost**

Requirements

**Subscriptions**

Payment

Confirmation

**Schengen Low Cost**  
Please fill in your details. \*Fields must be completed

**Details of the person who is paying**  
(The one who is paying)

Title\*  

Mr. Mrs. Miss.

First name\*

Last name\*

Email\*

Country of residence\*  

Choose a country

☐ Do you want the policy to be in your name?

**Details of the beneficiary**  
(The ones to be insured)

**Person 1**  
Title\*

Mr. Mrs. Miss.

First name\*

Last name\*

Birthdate\*

Country of residence\*  

Choose a country

Nationality\*  

Choose a country

**CONFIRM** →

**Your choice summary**  
**Schengen Low Cost**  
Duration of the contract: 1 day(s)  
Total to pay (Incl. tax): €20.00  
[See details](#) ▼

## SUBSCRIPTIONS

- ✓ Page is clean and easy to navigate
- ✓ Total price is featured clearly in a separate section, directly in the users eyeline

✗ Progress bar language unclear

### Suggestion:

- 'Subscription' implies this is a recurring cost

✗ Plan options unavailable

### Suggestion

- Up until payment, user should be able to change their plan
- Include summary of choice (the details of the plan on top of the price)

✗ Page is too similar to previous

### Suggestion

- A redesign of this page or the previous to differentiate the two distinctly: quote vs. official purchase



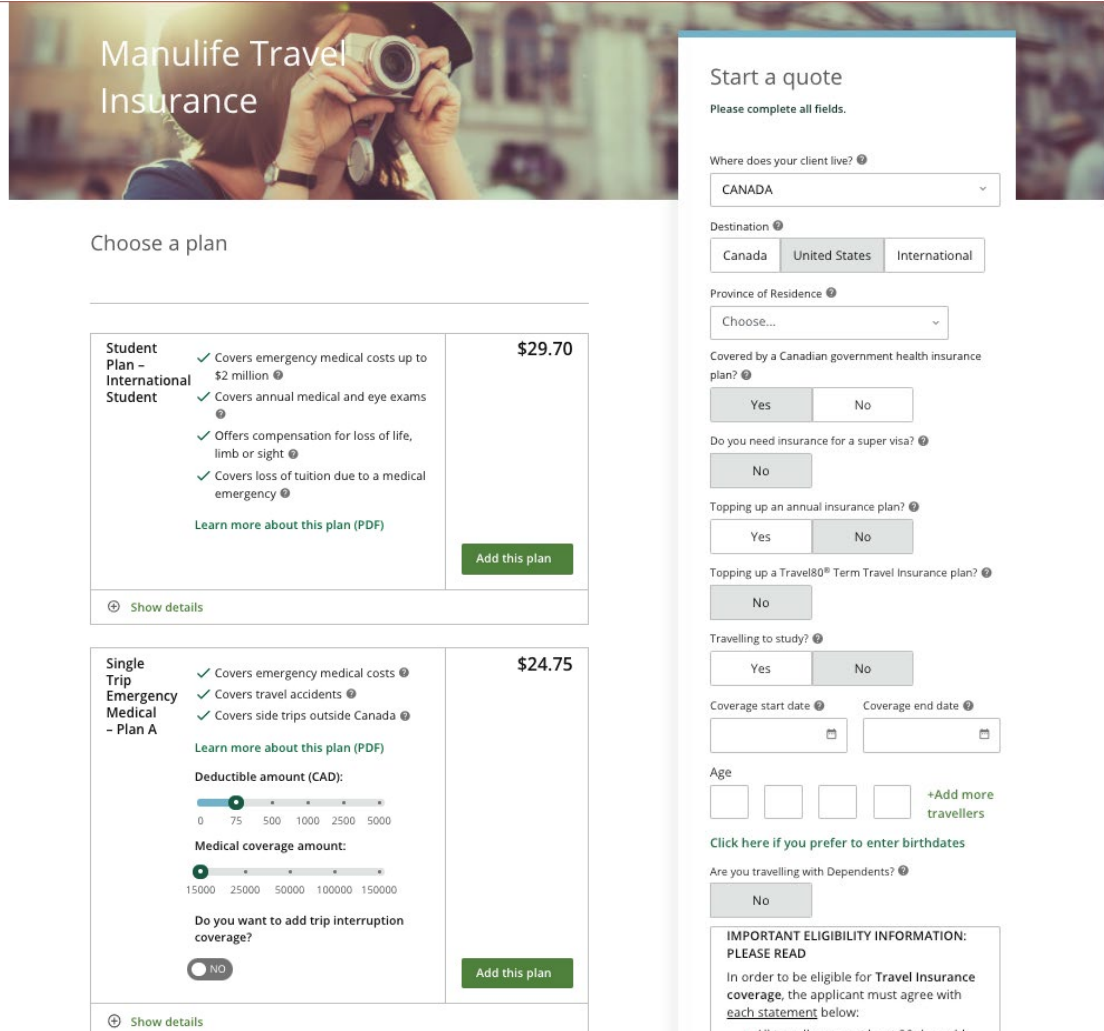
1 Landing Page

2 Quote

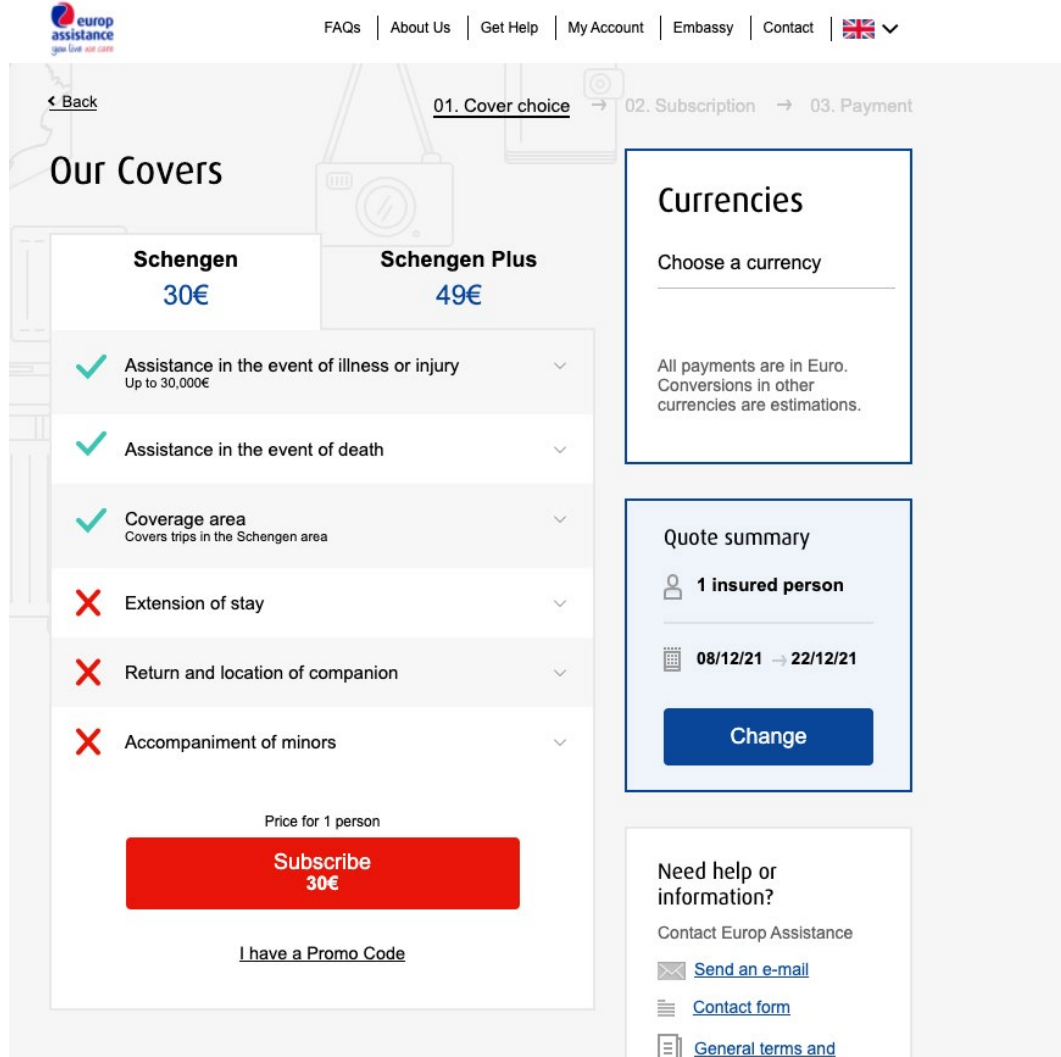
3 Payment

4 Post-pay

5 Infos



The image shows a quote form for Manulife Travel Insurance. The header features the Manulife logo and the text "Manulife Travel Insurance". Below the header, there is a section titled "Choose a plan" with two options: "Student Plan - International Student" for \$29.70 and "Single Trip Emergency Medical - Plan A" for \$24.75. Each plan has a list of benefits and a "Show details" link. To the right of the plan selection is a "Start a quote" section with various input fields: "Where does your client live?" (CANADA), "Destination" (Canada, United States, International), "Province of Residence" (Choose...), "Covered by a Canadian government health insurance plan?" (Yes/No), "Do you need insurance for a super visa?" (No), "Topping up an annual insurance plan?" (Yes/No), "Topping up a Travel80® Term Travel Insurance plan?" (No), "Travelling to study?" (Yes/No), "Coverage start date" and "Coverage end date" (calendars), "Age" (0-100), "Are you travelling with Dependents?" (No), and "Do you want to add trip interruption coverage?" (NO). At the bottom, there is a "Show details" link and a "Start a quote" button.



The image shows the "Our Covers" page for Europ Assistance. The header includes the Europ Assistance logo and a navigation menu: "FAQs", "About Us", "Get Help", "My Account", "Embassy", "Contact", and a language selector (UK). Below the header, there is a progress bar with three steps: "01. Cover choice", "02. Subscription", and "03. Payment". The main content area is titled "Our Covers" and displays two plans: "Schengen" for 30€ and "Schengen Plus" for 49€. Each plan has a list of benefits: "Assistance in the event of illness or injury" (Up to 30,000€), "Assistance in the event of death", "Coverage area" (Covers trips in the Schengen area), "Extension of stay", "Return and location of companion", and "Accompaniment of minors". A red button labeled "Subscribe 30€" is visible. To the right of the covers, there is a "Currencies" section with a "Choose a currency" dropdown and a "Quote summary" section showing "1 insured person" and the dates "08/12/21" to "22/12/21". At the bottom right, there is a "Need help or information?" section with links to "Send an e-mail", "Contact form", and "General terms and conditions".

- ✓ Info heavy, yet clean and focused
- ✓ Plans easy to view while inputting information
- ✓ All plans available for easy comparison
- ✓ Additional information offers further assurance that this is a safe and reliable service
- ✗ Must have an account to go any further

- ✓ Info heavy, yet clean and focused
- ✓ All plans available for easy comparison
- ✓ Promo code discreet
- ✓ Main menu still available at this page
- ✓ Help is readily available

## COMPETITOR BENCHMARK

1 Landing Page

2 Quote

3 Payment

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### Schengen Low Cost

RequirementsSubscriptionsPaymentConfirmation

#### Summary of your policy Schengen Low Cost

Schengen Low Cost insurance for a period of 4 day(s)

Start Date: 11/12/2021

End Date: 14/12/2021

Total price: €20.00 for 1 person(s)

Policy holder: Peter Reynolds

Country of residence: Canada

E-mail: lily@see-design.com

Beneficiary	Title	Last Name	First Name	Date of Birth	Country of residence	Nationality
1	Mr.	Reynolds	Peter	27/12/1981	Canada	Canada

☒ I have read and I agree to the T&Cs and I am aware I must call the Assistance phone line to be covered in case of a medical incident.

- T&Cs
- Insurance Product Information Document

PURCHASE →

After payment, the documents and certificate for your visa application will be available for download and sent to your e-mail address.

**Coverage:**

In case of illness or accident, please call the phone number mentioned in the Special Conditions, before paying for a medical service. AXA Assistance will help you get the best assistance you deserve. AXA Assistance will organize your medical care for a : **maximum of Euro 30,000 in the Schengen area and up to CHF 50,000 in Switzerland** and for:

- Repatriation to your country of residence
- Expenses for urgent medical care and hospitalisation

✓ Clean and focused

✗ Price unclear

- **Suggestion :** feature more prominently on bottom or side

✗ Display of summary can be more visually appealing

- Issues with the UI takes away from credibility, can make the user feel uneasy
- Spacing issues in T&Cs

✗ Notice of Documents/Certificate should be featured more prominently

- Reassures the user that they are proceeding smoothly
- Coverage: likewise, can be discreet but more clear (with the use of contrast, for example



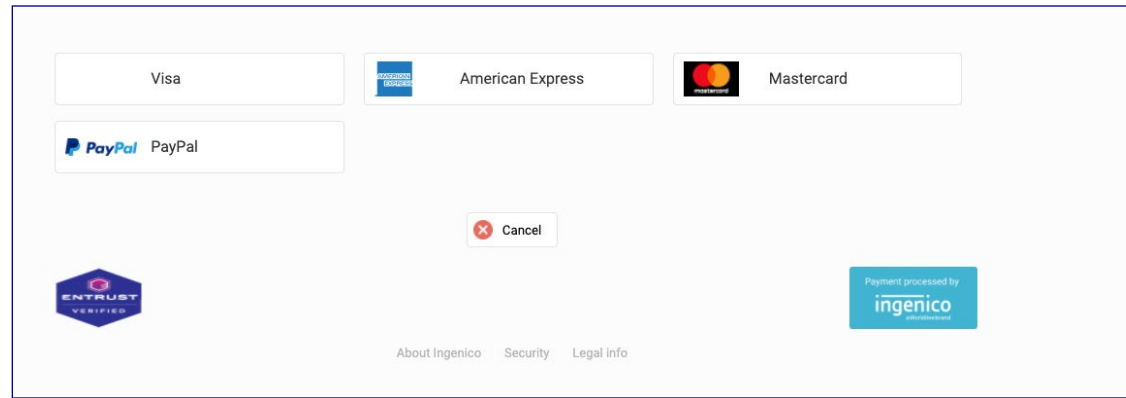
1 Landing Page

2 Quote

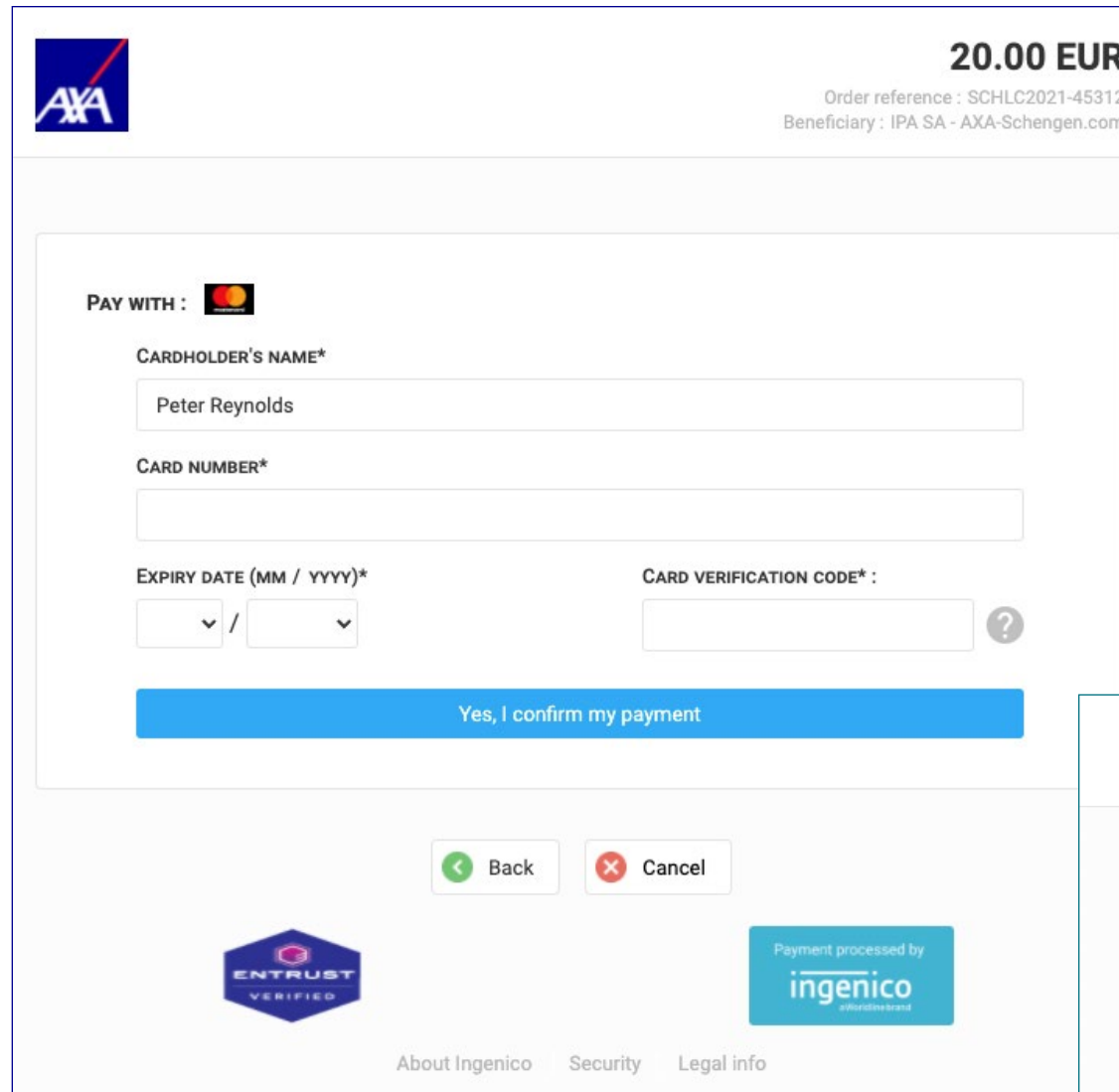
3 Payment


4 Post-pay

5 Infos



Payment method selection screen. It features logos for Visa, American Express, Mastercard, and PayPal. A 'Cancel' button is located below the logos. At the bottom, there is an 'ENTRUST VERIFIED' badge, a 'Payment processed by ingenico' badge, and links for 'About Ingenico', 'Security', and 'Legal info'.

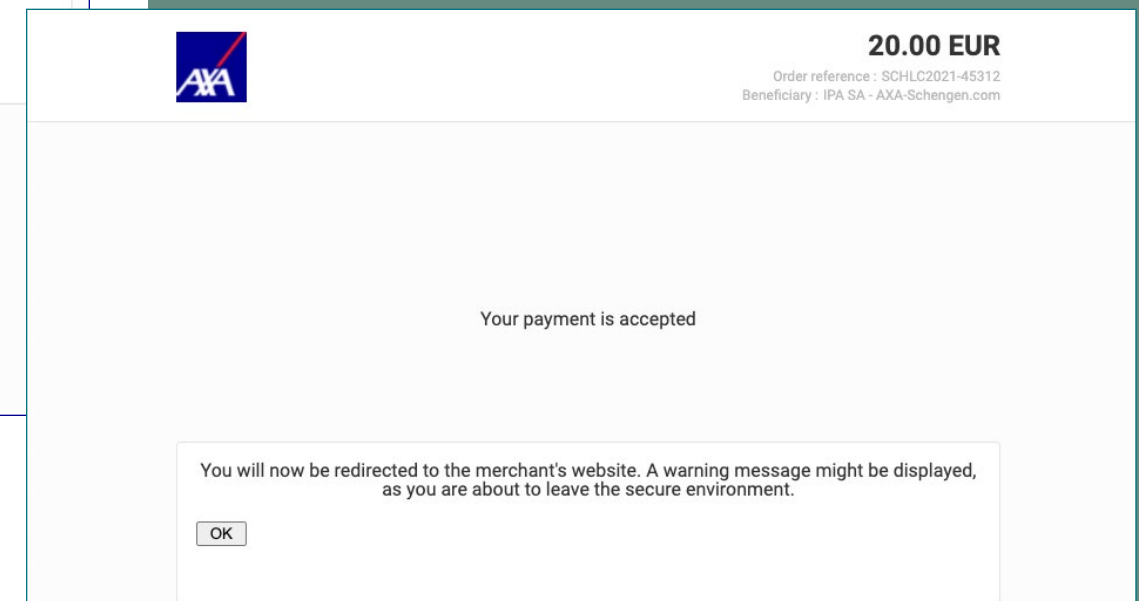


Payment confirmation screen. It displays the AXA logo and the amount '20.00 EUR'. Below this, it shows the order reference 'SCHLC2021-45312' and the beneficiary 'IPA SA - AXA-Schengen.com'. The main section is titled 'PAY WITH : '. It contains fields for 'CARDHOLDER'S NAME\*' (filled with 'Peter Reynolds'), 'CARD NUMBER\*', 'EXPIRY DATE (MM / YYYY)\*' (with dropdowns), and 'CARD VERIFICATION CODE\* :'. A blue button 'Yes, I confirm my payment' is at the bottom. Below the button are 'Back' and 'Cancel' buttons. At the bottom, there is an 'ENTRUST VERIFIED' badge, a 'Payment processed by ingenico' badge, and links for 'About Ingenico', 'Security', and 'Legal info'.

- ✓ Page is clean and easy to navigate
- ✓ Entrust and bank badges adds credibility to payment

- ✗ Overly minimal visual display can make user uneasy (1)
  - Navigated to a new page, progress bar is lost**Suggestion:** If this is a re-direction to a third party website, can set user-expectations by mentioning this on the previous page near 'Continue' button (e.g. By clicking "Continue" you will be redirected to the {name} billing system)

- ✗ Overly minimal visual display can make user uneasy (2)
  - Payment type and payment details on two different pages**Suggestion:** Combine two screens (Maybe **LONG-TERM**)



Payment acceptance and redirection screen. It displays the AXA logo and the amount '20.00 EUR'. Below this, it shows the order reference 'SCHLC2021-45312' and the beneficiary 'IPA SA - AXA-Schengen.com'. The main text says 'Your payment is accepted'. At the bottom, there is a warning message: 'You will now be redirected to the merchant's website. A warning message might be displayed, as you are about to leave the secure environment.' with an 'OK' button.

- 1 Landing Page
- 2 Quote
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- 5 Infos

TD Travel Insurance

French

1 Travel quote 2 Personal info 3 Pay & review 4 Complete

< Back Restart Quote

### Your Travel Quote

Single Trip

**\$67.00**  
(Includes any applicable taxes)

Days travelling: 17

Buy

**Trip details** Edit

Plan type: Single Trip - Single Plan

Dates: December 15, 2021 - December 31, 2021

Travellers: 1

**Coverage details** Edit

Single Trip - Travel Emergency Medical \$ 67.00

Coverage for emergency medical costs up to \$5 million + 24/7 emergency assistance

Certificate of Insurance >

Applicable taxes: N/A

**Your premium total: \$ 67.00**

View limitations & exclusions >

- ✓ A good example of how information input can be more separated but remains smooth and focused, as everything is clear and visually appealing
- ✓ Info heavy but clean and focused
- ✓ Final price is displayed in a clearly and visually, with secondary info closeby
- ✓ 'Limitations & exclusions' a good feature that adds credibility
- ✓ Payment details is part of progress bar

TD Travel Insurance

French

1 Travel quote 2 Personal info 3 Pay & review 4 Complete

< Back Restart Quote

**Traveller 1**

First name: Lily

Last name:

Date of birth: 29/01/1992 Edit

**Enter contact information**

Address:

Unit (optional):

City:

Province: New Brunswick

Postal Code:

Phone number:

Extension (optional):

Email address (optional):

Select how you want to receive your coverage details.

Email Mail Both

The Declaration of Coverage will be sent to the email address you provided. If you do not receive an email from us within 24 hours, please check your spam folder or call our administrator at 1-888-520-8839

I understand that my email address will be used to send confirmation for this application and will contain personal information.

Next

TD Travel Insurance

French

1 Travel quote 2 Personal info 3 Pay & review 4 Complete

< Back Restart Quote

**Payment information**

All transactions are secure

Credit card number: XXXX XXXX XXXX XXXX

Security Code: \*\*\*

(Visa Debit, MasterCard Debit, Visa, MasterCard) (3-digit number on back of card)

Expiry Date: MM / YYYY

On the next screen, please review and confirm your purchase.

Next

## COMPETITOR BENCHMARK



- 1 Landing Page
- 2 Quote
- 3 Payment
- 4 Post-pay
- 5 Infos

**Thank You!**

Your AXA Schengen Insurance Policy has been purchased successfully

In the next few minutes you will receive an email sent to lily@see-design.com, with your certificate, your payment confirmation, the general and special conditions. You will need to present the certificate to the Consulate when requesting your Schengen visa.

**Your documents**

- General conditions
- Schengen certificate for Peter Reynolds
- Special Condition certificate for Peter Reynolds

**Your choice summary**

Schengen Low Cost

Duration of the contract: 4 day(s)

Total to pay (Incl. tax): €20.00

See details

**To modify the policy or if you did not receive the email**

Login to your account by clicking here or going to the home page and clicking on the "My Account" button on the top right corner of the page.

1. Enter the last name of the beneficiary of the insurance (insured person last name / not necessarily the subscriber name)
2. Enter your Schengen policy number (14 characters code looking like this: SCHLC2021-45312)

- ✓ Page is clean and easy to navigate
- ✓ All required documents are available for download
- ✓ Thank you email very visually appealing

- ✗ **Headline hierarchy confusing**  
**Suggestion:** Move lower down, near 'Your Documents' list. This would also make this list more intuitive
- ✗ **Language confusing: side-bar says 'Total to pay' when user has already paid**  
**Suggestion:** Remove this pane, instead focus design on Thanking client and include a purchase summary
- ✗ **Personal account lacks visibility**  
**Suggestion**
  - Use contrasting colours or a larger type for 'Login to your account' and Home
  - Links can be buttons

no-reply@global.ingenico.com  
Ingenico: Confirmation of your order placed with IPA SA - AXA-Schengen.com  
To: Lily Minkova

\*\*\*\*\*  
\* Your order has been accepted.  
\*\*\*\*\*

Please retain this receipt for your records.

This e-mail confirms your order placed with IPA SA - AXA-Schengen.com.

**Payment data**

Beneficiary : IPA SA - AXA-Schengen.com  
Address : avenue Louise, 166 bte 1  
BE-1050 Bruxelles  
Website address : <http://www.axa-schengen.com>

Order date : 30/11/2021 21:38:19  
Order reference : SCHLC2021-45312  
Ingenico Payment reference : 6333435734

Total : 20.00 EUR

Charging method : MasterCard XXXXXXXXXXXX5923  
Sub-brand : UNDEFINED

Status : Payment accepted  
Authorization code : 030135

\*\*\*\*\*  
\* Notice  
\*\*\*\*\*

This email was generated automatically. A direct reply to this email will not be processed.  
Print or save this e-mail for further reference.  
The payment is processed by Ingenico.  
Ingenico guarantees that your financial data are processed according to the highest security standards.  
Should you have any queries about the order, please contact IPA SA - AXA-Schengen.com directly.

**ASSURANCE SCHENGEN**

**Merci pour votre visite sur AXA Schengen !**

Voici votre devis pour assurance voyage personnalisé

**La formule LOW COST comprend:**

- la prise en charge des frais médicaux jusqu'à 30.000 € (y compris en cas de COVID)
- la garantie rapatriement
- l'assistance 24/24
- la couverture (jusqu'à 180 jours) dans tous les pays de l'espace Schengen
- demande de visa: obtention immédiate d'un certificat reconnu par toutes les ambassades

**Votre assurance**

**20.0€**

**JE SOUSCRIS**

Pour couvrir votre séjour en Europe

- ✗ **Confirmation email issues**
  - Confirmation email does not come with attached certificates from this page
  - About 30 mins later, they receive a much nicer email but in the wrong language; still does not include attachments

- 1 Landing Page
- 2 Quote
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**Customer Area**

[Edit](#) [LOGOUT](#)

**Policy Holder**

Subscription Data

Name	Peter
Last Name	Reynolds
Start Date	11/12/2021
End Date	14/12/2021

**Your documents**

- General conditions
- Special conditions

**Beneficiaries**

Beneficiary	Title	Last Name	First Name	Date Of Birth	Country of Residence	Nationality	Passport n°	Download certificates
#1	Mr.	Reynolds	Peter	25/12/0081	Canada	United Kingdom		SCHLC2021-45312-A

AXA Assistance is a wholly-owned subsidiary of the AXA Group and one of the world's market leaders in assistance, with 6000 employees, an international presence in more than 30 countries and activity in more than 200 countries.

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**Customer Area**

**Login**

Surname\*

Policy number\*

[ENTER](#)

- ✓ Page is clean and easy to navigate
- ✓ All documents are easy to locate

✗ Visual hierachy confusing  
**Suggestion:** Most prominent on the page is 'Logout'. Subdue contrast in favour of highlighting Documents or Edit

✗ Sign-in policy number unclear  
**Suggestion:** In the initial confirmation email, the policy number is referred to as 'Order reference number', may cause confusion

✗ Home page is not easy accessible from this page  
**Suggestion:** Have the main home page navbar available when in profile view, so user can easily navigate out or look at other categories if they have further questions

**Warning!** You only have 3 remaining edits

**Customer Area**

[LOGOUT](#)

**Login**

Surname\*

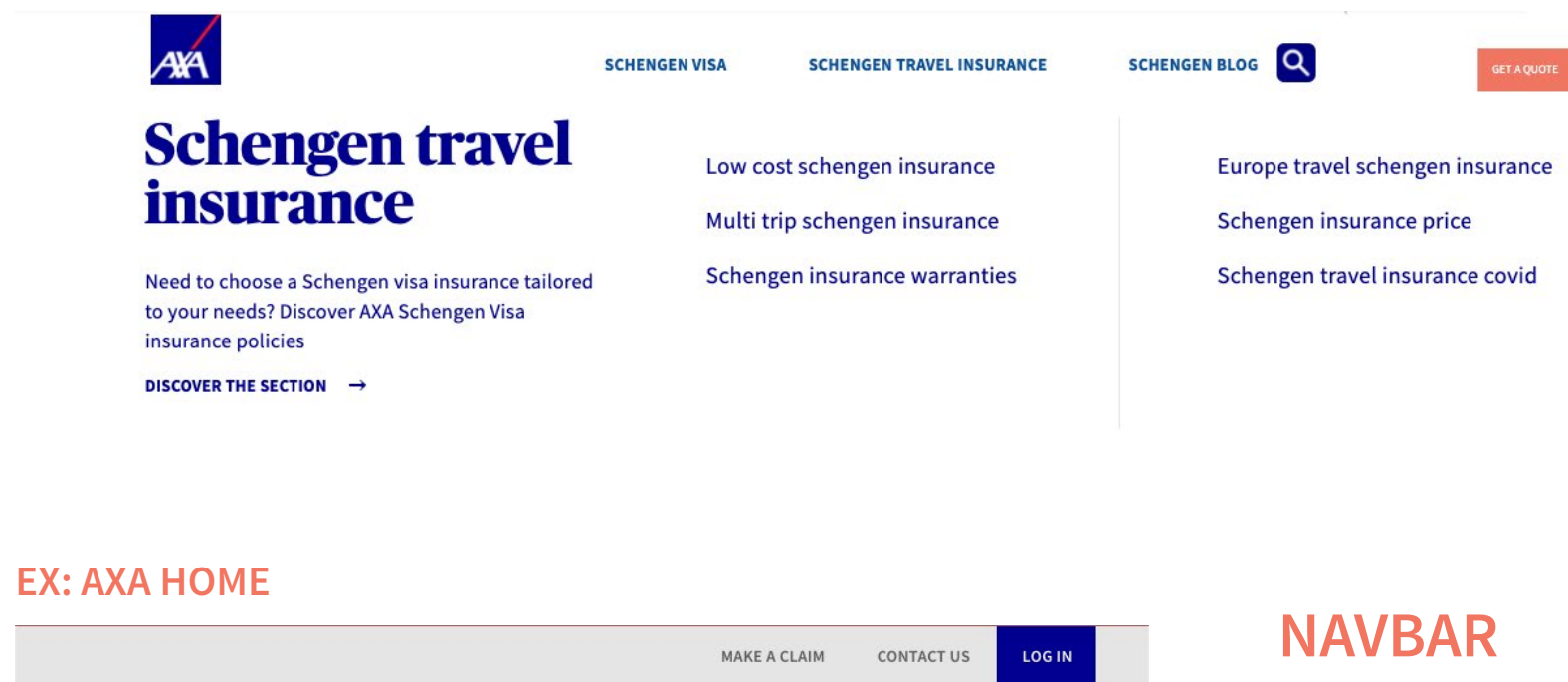
Policy number\*

[ENTER](#)

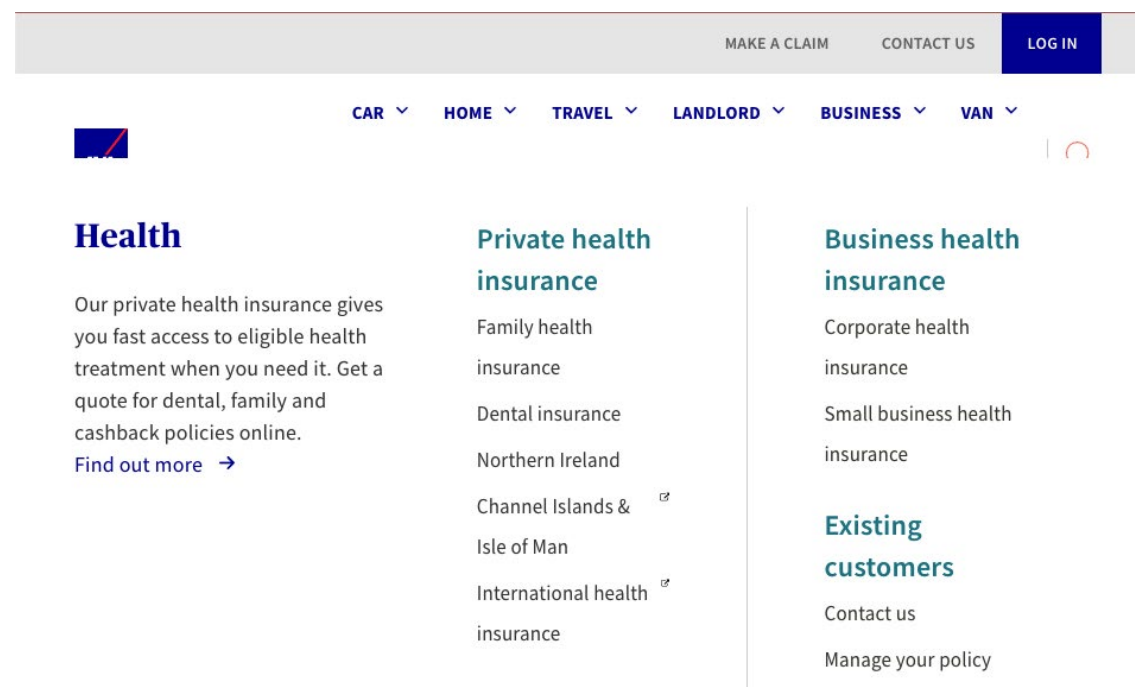
? Odd warning  
When trying to edit my profile, going to the main page it mentions that I only have '3 remaining edits'. Nowhere else does it mention there is a limit to my edits. This can be confusing to the user.



- 1 Landing Page
- 2 Quote
- 3 Payment
- 4 Post-pay
- 5 Infos



## EX: AXA HOME



✓ Titles simple and grouped under relevant headings

## NAVBAR

✓ Few pages keep the navigation clean

✗ Title groupings unclear

### Suggestion

- Group pages under headings (See: [Axa Home](#))
- Group all insurance pages together (Europe Travel Schengen currently on opposite side as the other two)

✗ 'Discover this section' does nothing if already on home page

### Suggestion

- Have this link to the insurance cards on the landing page (S5)

# Summary

## CONSISTENCY across devices

- **Improve responsive design;** currently only optimized for full view on desktop.
  - Many visual design bugs and image sizing issues
- **Language**
  - E.g. The 'Get a Quote' Button appears under a few different names (Also appears as 'Buy Now', 'Subscribe Now' 'Get Schengen Insurance', and in mobile 'Buy now')
- **Visual style**
  - Illustration style changes between infographics, maps, and characters
  - Reviewing the [AXA visual guidelines](#), it can be brought more up to date

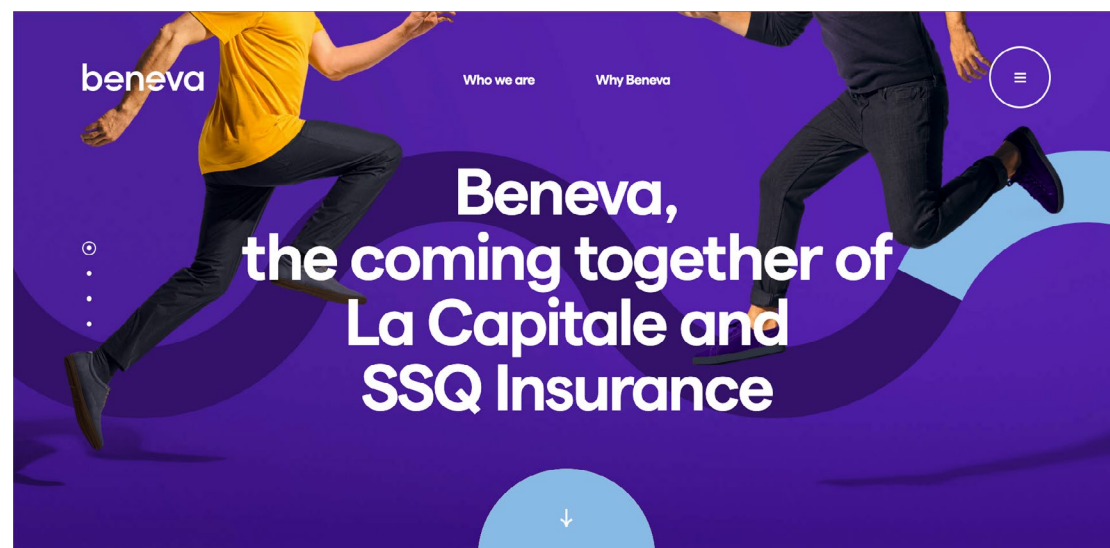
## SIMPLIFY all content

- **Declutter landing page currently, too much info can overwhelm new users.**
  - Change hierarchy to prioritize visually focused sections and product offerings; remove or link out to other secondary information (FAQ)
- **Content dense:** Use lists, heading groupings, and infographics
  - Many pages use solid blocks of text, that can be broken down into more digestible lists. E.g. [Do I need an airport Schengen Visa?](#)
  - Option to collapse content under headline
- **Reduce unnecessary words and repetition**
  - Can be overwhelming and confusing to the user. E.g. [Travel Insurance for countries](#)
- **Certain sections serve similar purposes, can be consolidated**
  - There are also sections where info is consolidated, but they are further separated

## EMPHASIZE credibility

- **Responsive design**
- **Proof of reliability**
  - User testimonials or third party-link
- **Simple UI with effective hierarchy**
- **Language**
  - Warning if user is re-directed for any reason to ensure smooth experience
  - Everything labelled clearly
  - More dynamic copy
- User has plan details available while shopping





## ALTERNATE INSPIRATION: BENEVA.CA

- Clean, focused landing page
- Bold, modern design
- Minimal text
- Good contrast
- Dynamic copy

