Direct Line Group

Direct Line Insurance - Green Flag Digital Transformation

YEAR – March 2017 – June 2019

DESIGN SERVICES PROVIDED - UX / UI / Brand Identity / Style Guides / Team Lead

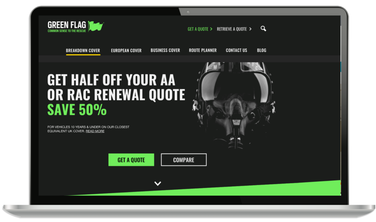
ABOUT
Direct Line provides insurance to millions of customers. Green Flag Rescue, is a British roadside assistance and vehicle recovery provider, which is part of the Direct Line Group. They offer a range of breakdown products, from basic roadside assistance to full European cover with recovery, covering cars, motorbikes, trailers and small vans.

MAIN GOAL
The main goal was to rebrand and reposition Green Flag with a new marketing strategy and proposition for their website as well as creating an App for customers. Helping to bring brand awareness and attract more customers, competing against their biggest competitors AA and RAC.

GREEN FLAG

DESIGN APPROACH
My roles as Senior UX/UI Designer was to deliver high quality, user-centered, engaging and usable solutions in an agile environment. To provide leadership to the Digital Design Team and lead the digital transformation for Green Flag . To help deliver the proposition and produce visual designs for the website as well as the App. Research and complete competitive analysis while creating prototypes and undertaking user testing. To also create a brand identity and visual style guides.

SOLUTION
A re-branded Green Flag bringing more brand awareness to existing and new customers. The website has a simple to use navigation and gives relevant information to users. The site allows customers to get a quote, retrieve a quote and get assistance if broken down or stranded. Sales increased showing a clear success to the new brand identity making Green Flag a strong competitor.
The App which is downloadable on both Google Play and the App Store allows customers to request for assistance when their vehicle has broken down.



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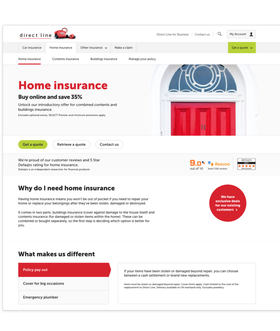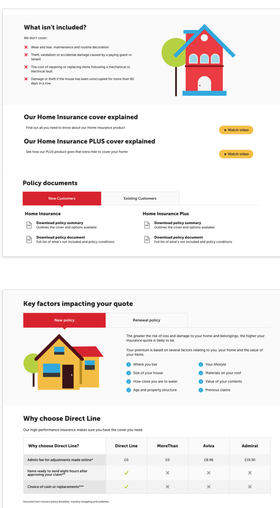
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