Digital
Life Insurance
Product Design

an intro with Emily, Gabe & Kenge

MVP vs. New Product Development

Experience First

Determine vision for customer and advisor experience through UX research

Feasibility

Gather input from Legal, Actuarial, UX, Development, and Product

Build

Deliver first increment of working software (Minimally Viable Product or MVP)

Iterate

Deliver further increments of working software with enhancements

Needs First

Determine customer needs through advisor input

Feasibility

Gather input from Legal, Actuarial, and IT

Build

Deliver finished, Full-featured, market ready product

EMPATHIZE
- Interviews
- Shadowing
- Seek to Understand
- Non-judgemental

DEFINE
- Personas
- Role Objectives
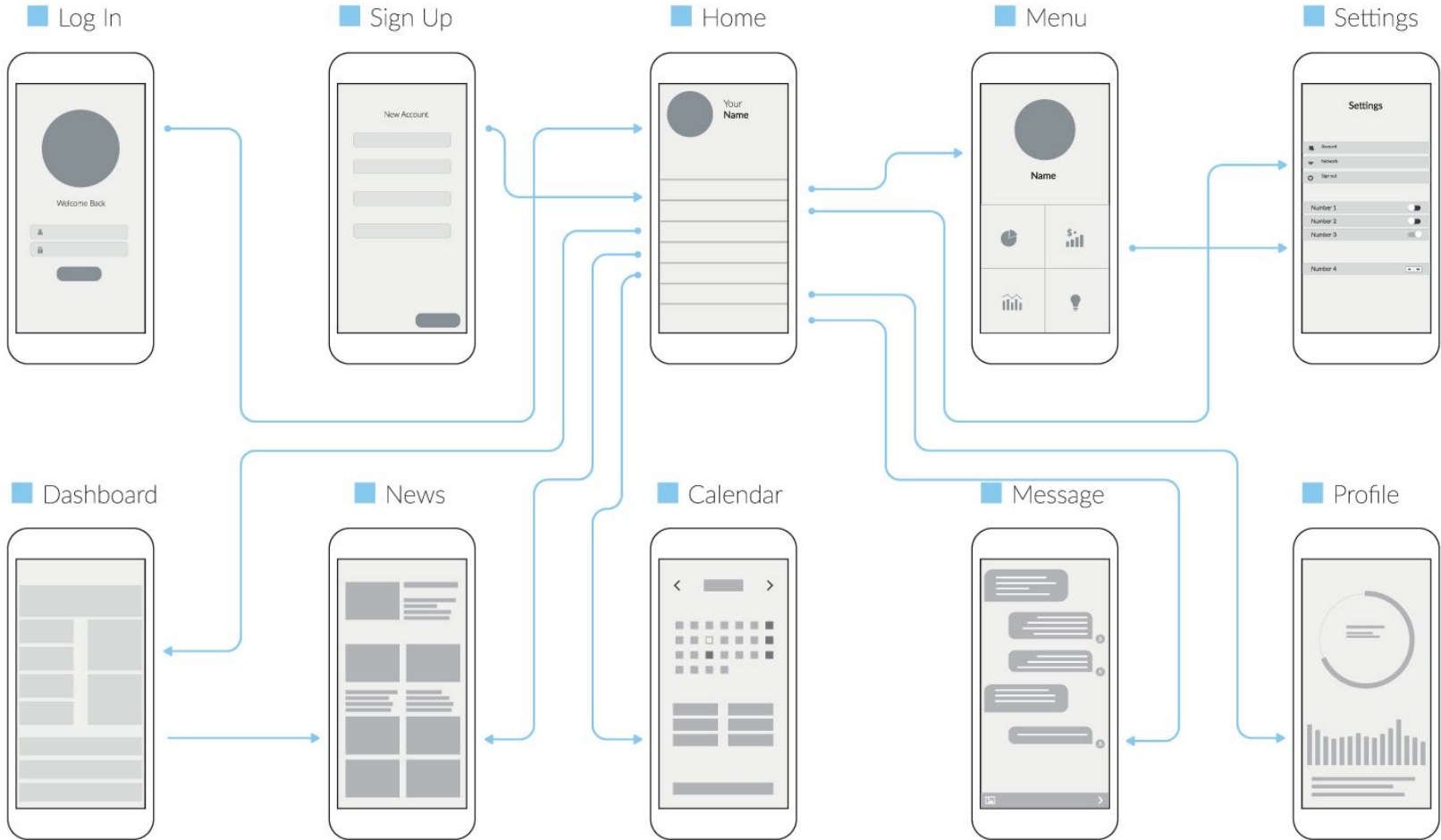- Decisions
- Challenges

IDEATE
- Shares Ideas
- All ideas worthy
- "Yes and" thinking
- Prioritize

PROTOTYPE
- Mockups
- Wireframes
- Keep it simple
- Fail Fast
- Iterate Quickly

TEST
- Understand imprediements
- What works
- Role play
- Iterate Quickly

Credit: Design Thinking
Stanford D School

Log In

Welcome Back

Sign Up

New Account

Home

Your
Name

Menu

Name

Settings

Settings

Account
Network
Sign out

Number 1
Number 2
Number 3

Number 4

Dashboard

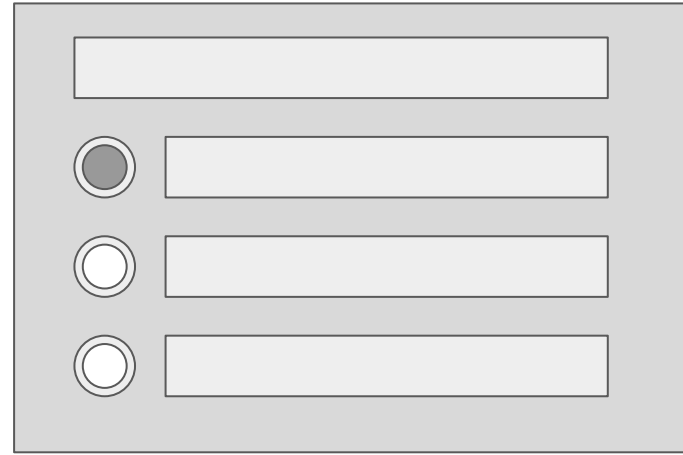# News

Calendar

Message
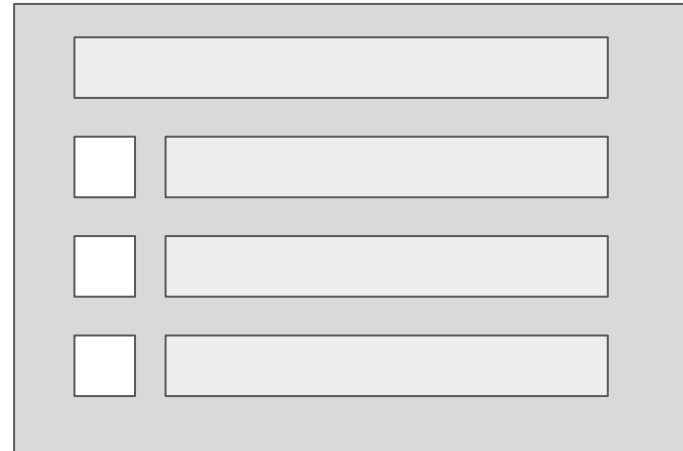
Profile

Software Automation Constraints Innovation

Imagine we have built a tool that renders application questions. Meaning that we can have all kinds of questions in any order, and instantly get them on the internet in front of our customers with minimal configuration.

Great right?

Yes and no. Tools that render automatically also have constraints. Let's talk about the difference between the two boxes on the right. What if your rendering tool only provides one type?

HOW NOT TO BUILD A MINIMUM VIABLE PRODUCT

1   2   3   4

HOW TO BUILD A MINIMUM VIABLE PRODUCT

1   2   3   4

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Iterate vs Reprice

Waterfall, at a glance

An Agile Process

Vision

Product Backlog

Increment Backlog

Increment Planning

Daily Meetings

2 week work block

Increment

Rapid Release, Learn, Repeat
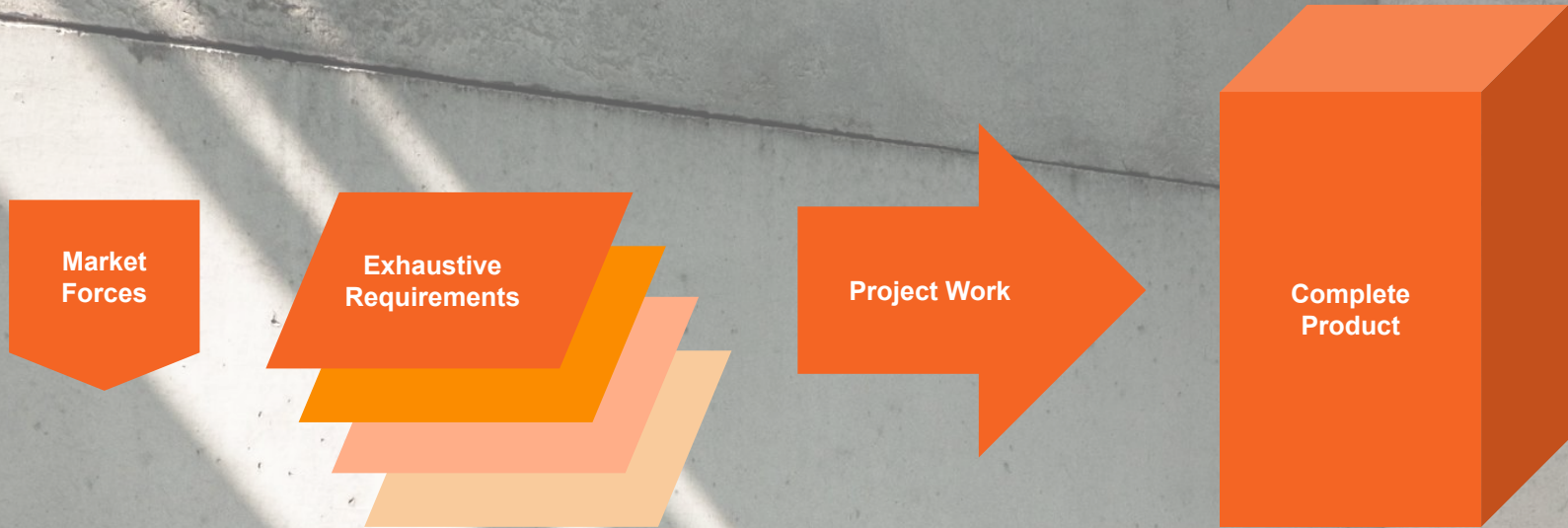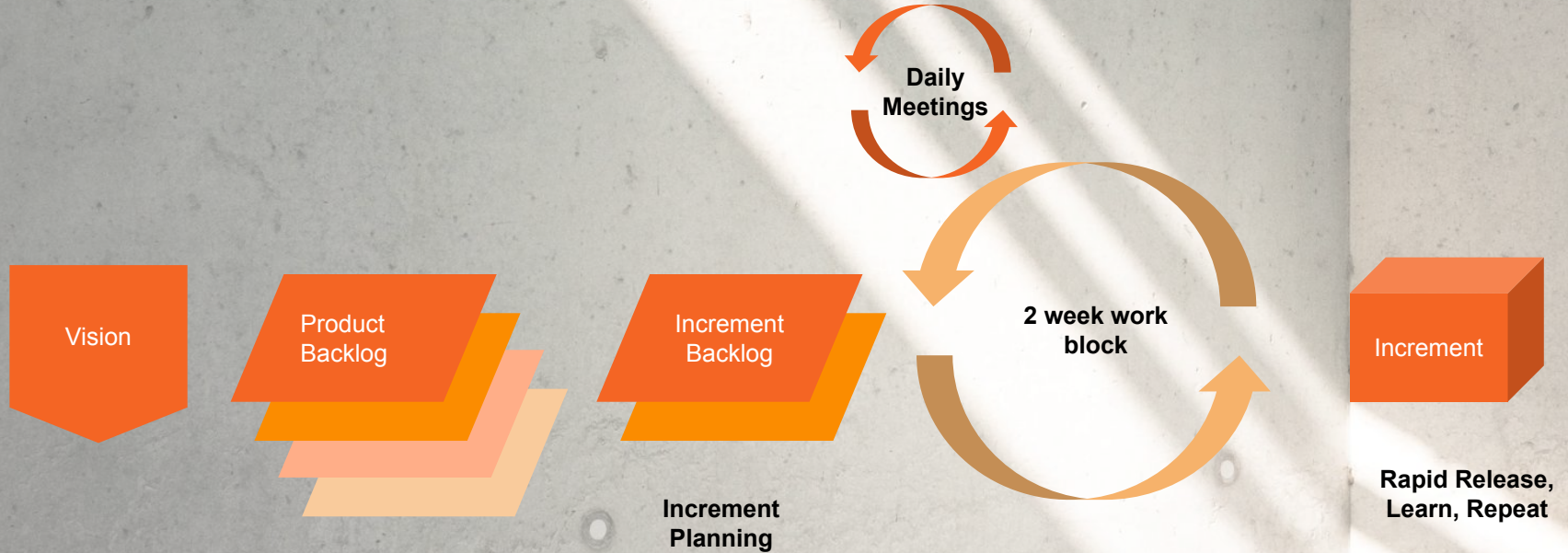
REACTIVE

PROACTIVE

Backlog

ˈbakˌlôg,ˈbakˌläg (noun)
*A collection of User Stories
& Acceptance Criteria in
Priority Order*

Harness
Change
For
Competitive
Advantage