

UNIQA APPlause

Mobile App Design Brief - Mar 18, 2016

 **Deadline:** 10 May 2016

 **Industry:** Financial Services

 **Budget:** top 3 ideas will be awarded: 1. trip to Vienna (visit to UNIQA Tower inc.) ; 2. tablet 3. portable speakers

Purpose:

- To improve user experience
- to help customers in some aspect of their life connected with the safety, security and enjoying life in general



Product or service description:

We want to empower YOU- digital creatives, to think wide in terms of possibilities to connect insurance with a smartphone users in a cool, fitting & useful way (a possibility to do that lies in every interaction customers have with our Brand), through an app.

CUSTOMER



Age group:

Young adults



Gender:

Men & Women



Target audience:

Target group is the same as the briefing audience- YOU (designers, young professionals, digital natives, tech savvy creatives...).



Location:

- Europe



Language(s):

- English (US)
- Since international marketing managers will vote, mockup should be in English

COMPETITION

• Cool insurance mobile apps -

www.insurancetech.com/channels/mobile-strategy-8-cool-insurance-apps/d/d-id/1319600

We like apps that are simple and helps you in your daily life, with safety and security as a main topics. We don't like technical and insurance terminology based apps.



Mobile app should communicate and reflect:

Design should reflect UNIQA's brand positioning: "Joy of life". Like a committed family, we enable a "joy of life" to our customers. That's not hedonism, but health, vitality, confidence, courage to face life, fight for your dreams and live them as you wish.

MARKETING



People will use my service to:

- To have fun
- To get inspired
- To find practical information
- To buy something
- To contribute to a cause
- To learn something



Actions as a result:

- Email us
- Call us
- Buy a product
- Subscribe
- Register for a trial
- Subscribe to a newsletter
- Download content
- Refer a friend



Brand traits the design should reflect:

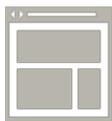
- Friendly
- Honest
- Playful
- Pragmatic
- Resourceful
- Social
- Innovative



Brand's tone of voice:

- Conversational, warm & friendly
- Straightforward and honest

MISC.



Functionalities:

- Newsletter sign up
- Contact form
- Facebook connect
- Social share buttons
- Online shop
- Media gallery
- Online demo
- Testimonials
- mockup should contain at least ONE of the above mentioned functionalities- or a completely new one



Type of content:

- Text
- Photos
- Videos
- Downloadable documents
- Graphic design elements
- Illustrations
- it should contain at least one of the above mentioned contents



Content status:

- we need a general idea, mockup and a mechanism (basic user experience explanation & visualisation), maybe a demo, NO BACKEND and PROGRAMING needed

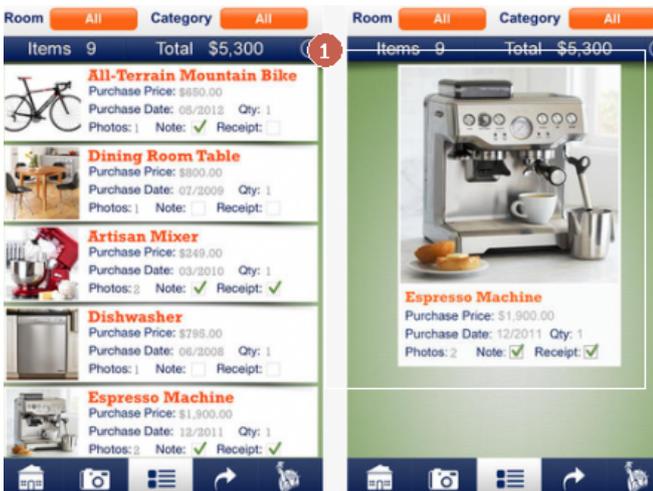
LOOK & FEEL



Comments:

Send your questions, ideas and proposals by 10.05., on the following e-mail addresses: muhamed.hadzic@uniqa.at; gabriela.rusu@uniqa.at and patricia.pallauf@uniqa.at. Looking forward to applaud your creativity!

♥ FAVORITES



1. In the case of a loss or theft, having a home inventory is essential. Home Gallery® app helps you create a home inventory to catalog your belongings quickly and easily.