

# 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](http://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.



**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



**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

