

Product Redesign Case Study

Website Revamp QUOTE JOY

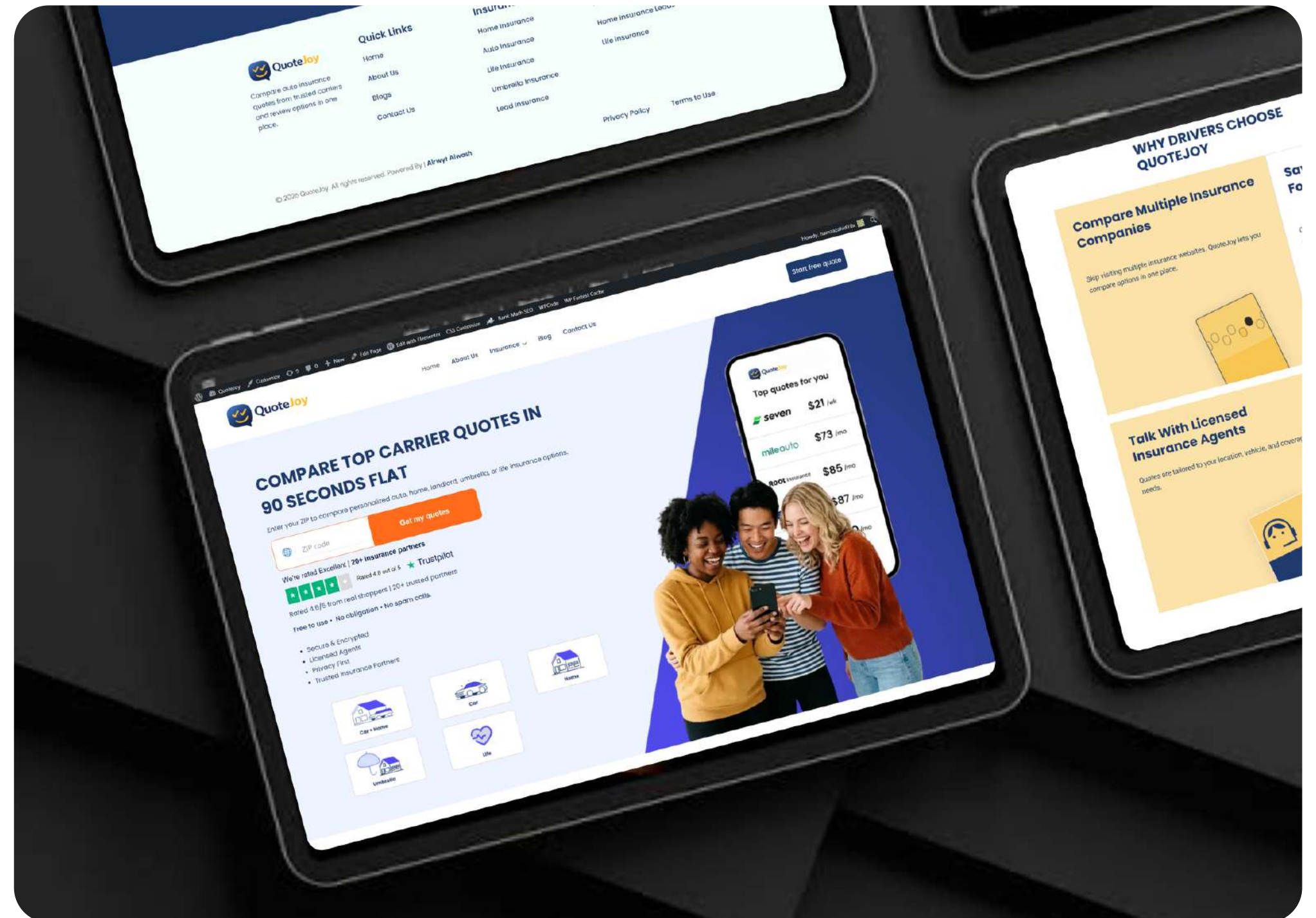
Website Redesign | UI/UX Case study | Insurance Funnel Optimization

TYPE

Insurance Platform

PLATFORM

Web- Responsive





What is *Quote Joy*?

QuoteJoy is an AI-powered quotation generation platform that helps businesses create professional quotations quickly and efficiently.

Company Vision

To simplify insurance shopping by connecting consumers with personalized coverage options through an intuitive and data-driven digital experience.

Goal

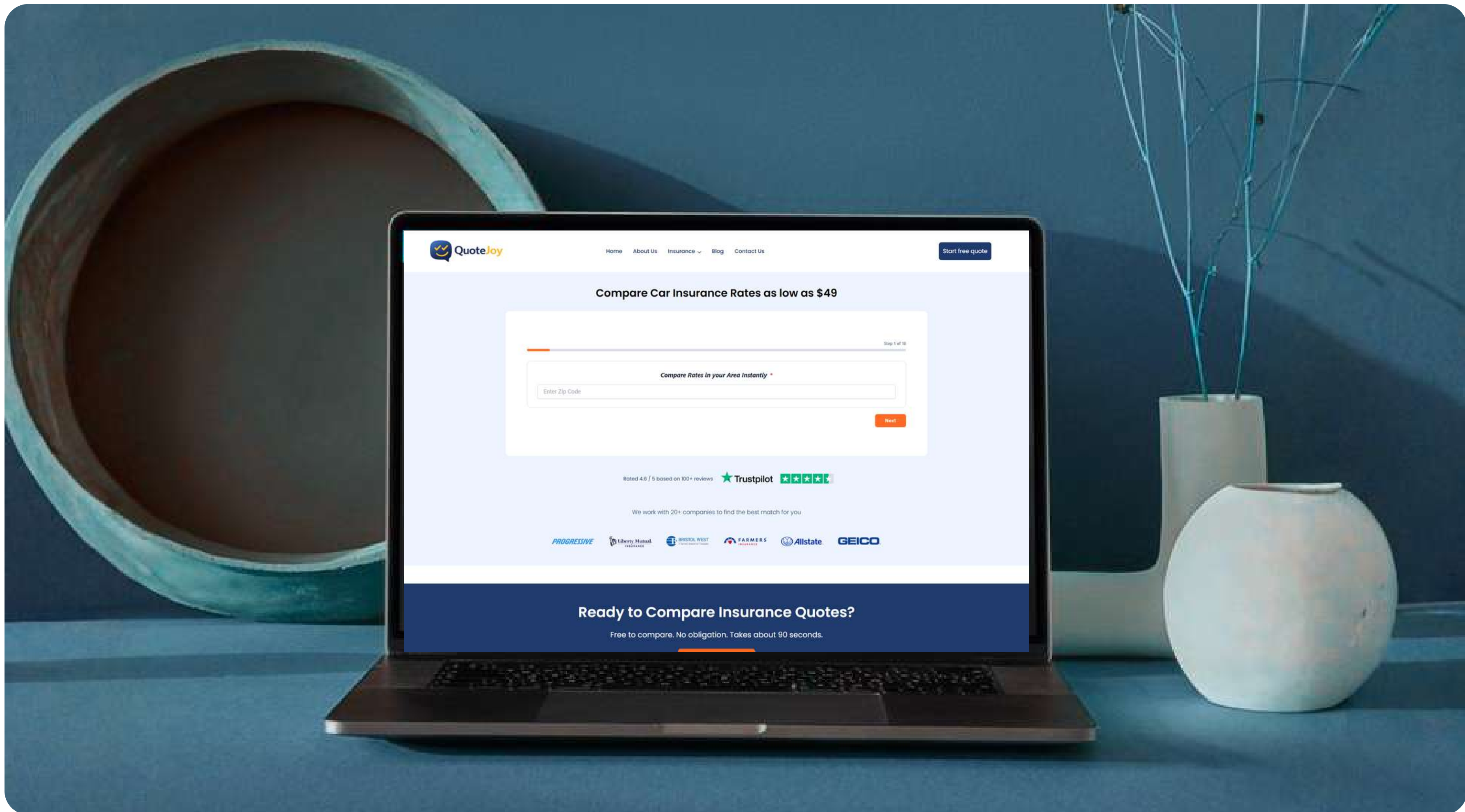
To help users quickly compare insurance rates, qualify leads efficiently, and match customers with the most relevant insurance providers.

Scope

The platform streamlines the insurance discovery process, reduces user effort, and increases conversion opportunities for both customers and insurance partners.

Impact

The project focused on redesigning multiple insurance funnels (Life, Home, Auto, Umbrella, and Landlord) to improve usability, lead qualification, engagement, and overall conversion performance.



The Challenge

Before optimization, the Insurance pages had several conversion bottlenecks:

- Users struggled to understand the value proposition quickly.
- Long and confusing forms caused drop-offs.
- Lack of trust for first-time users.
- Complex insurance jargon confused users.
- Users couldn't visualize coverage options effectively.
- Difficulty in completing multi-insurance funnels.

The Solution

We redesigned the customer journey around:

- Redesigned hero sections with clear, benefit-driven messaging and AI-powered quote generation demonstration.
- Split flows into multi-step funnels with concise, progressive questions for each insurance type.
- Added social proof, partner logos, testimonials, and security indicators throughout the funnel.
- Simplified language, contextual hints, and dropdown options for each question.
- Introduced dynamic inputs, tooltips, and previews for coverage amounts, dates, and vehicle/property info.
- Standardized card-based UI, step indicators, and clear navigation arrows across all funnels.



Strategy & Execution

QuoteJoy streamlines insurance quotes through intuitive funnels, personalized journeys, and seamless lead generation.

- ### Funnel Optimization

Refined the multi-step insurance funnels (Life, Home, Auto, Umbrella, Landlord) to maximize user flow efficiency, reduce drop-offs, and simplify lead capture.

Progressive form steps

Mobile-friendly UI

Clear CTA placement
- ### User Experience & UI Redesign

Redesigned the interface to improve clarity, visual hierarchy, and engagement across all funnel touchpoints.

Clean, modern card-based layout

Consistent color coding & typography

Glassmorphic effects
- ### Personalization & AI Integration

Introduced intelligent pre-fill, AI-powered quote matching, and personalized recommendations to increase funnel completion and lead quality.

AI-driven coverage suggestions

Smart question branching

Custom partner matching
- ### Analytics & Performance Tracking

Implemented tracking to measure engagement, conversion, and funnel performance, enabling iterative improvements.

Funnel step analytics

Conversion tracking per insurance type

A/B testing of messaging and UI
- ### Partner Engagement & Monetization

Streamlined partner integration and lead distribution to maximize revenue potential while improving user trust.

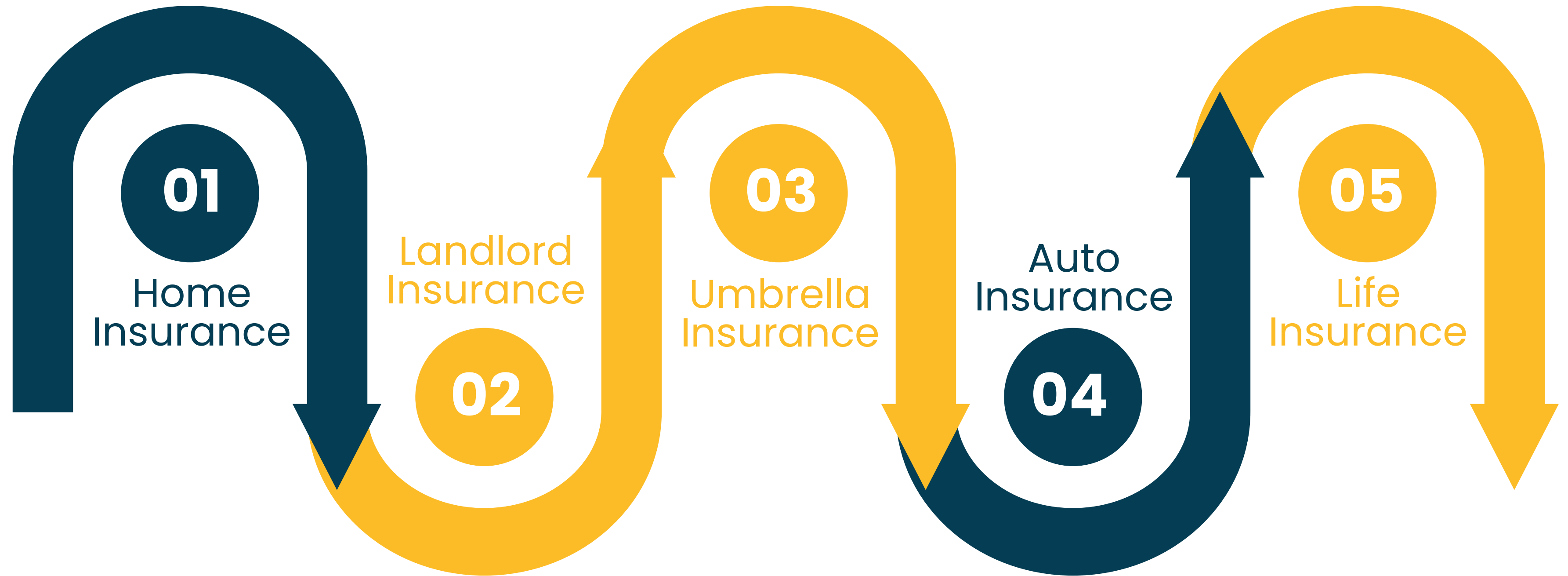
Featured insurance partner display

Transparent lead capture flow

Real-time quote delivery

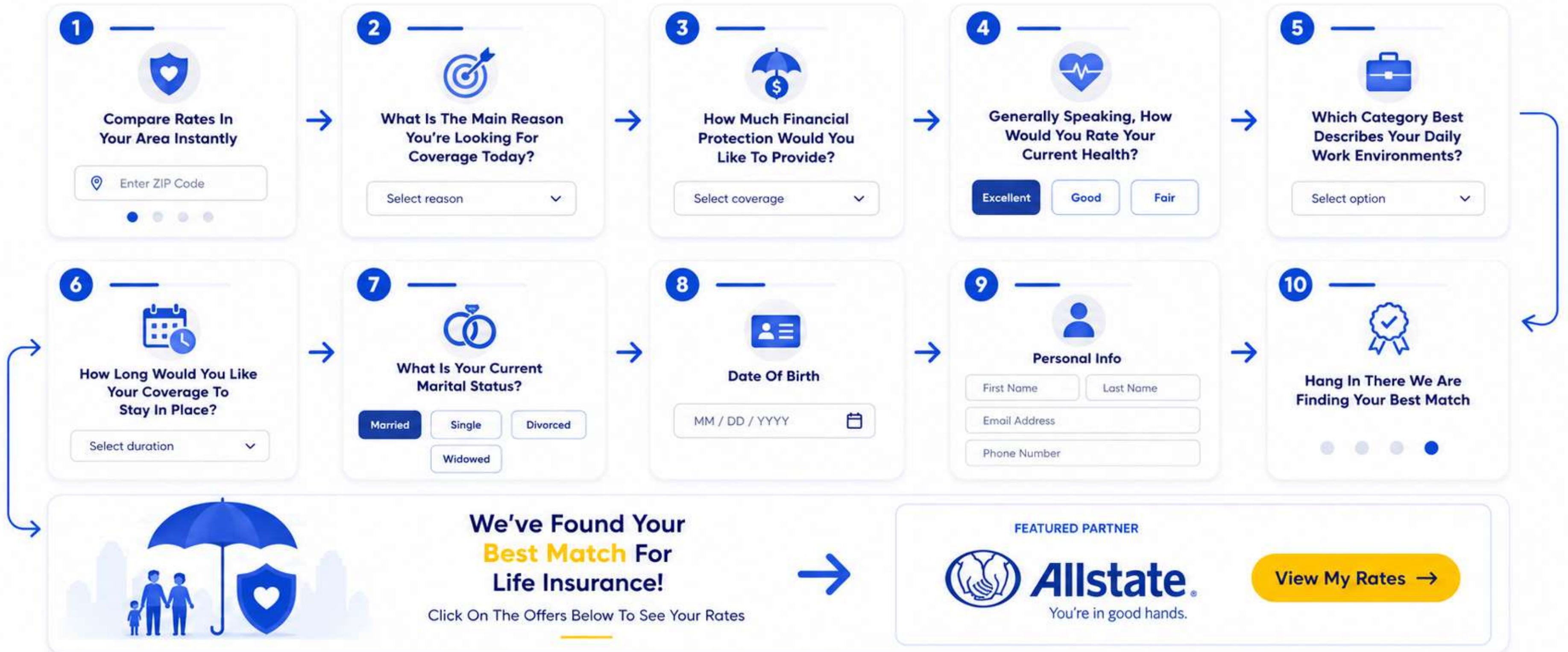
Insurance Funnel Classification

An insurance funnel step-by-step digital process is created that guides users through qualifying questions to match them with the most relevant insurance coverage efficiently.



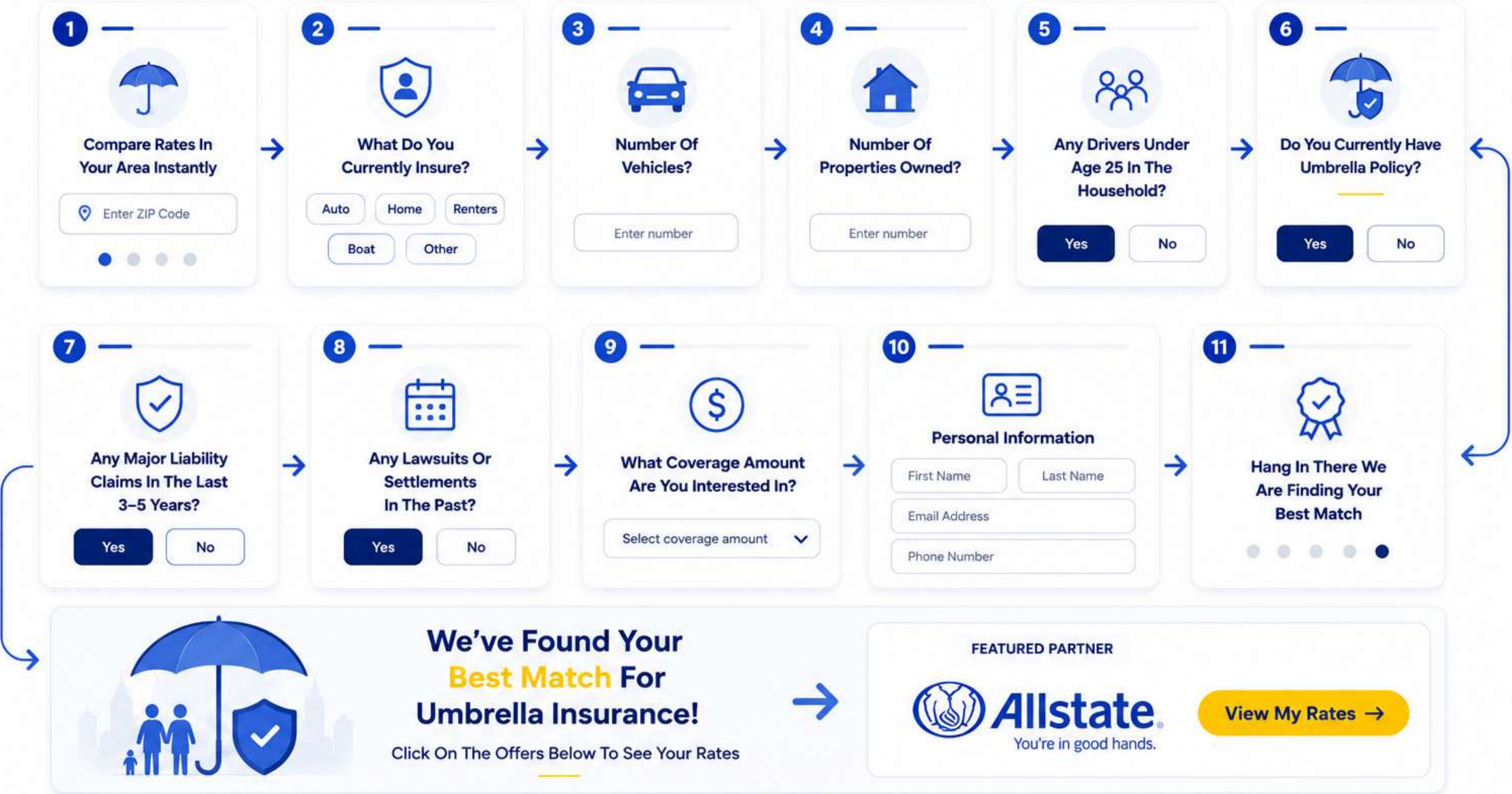
LIFE INSURANCE FUNNEL

— • Simple Questions. Instant Match. Best Life Insurance Quotes. • —



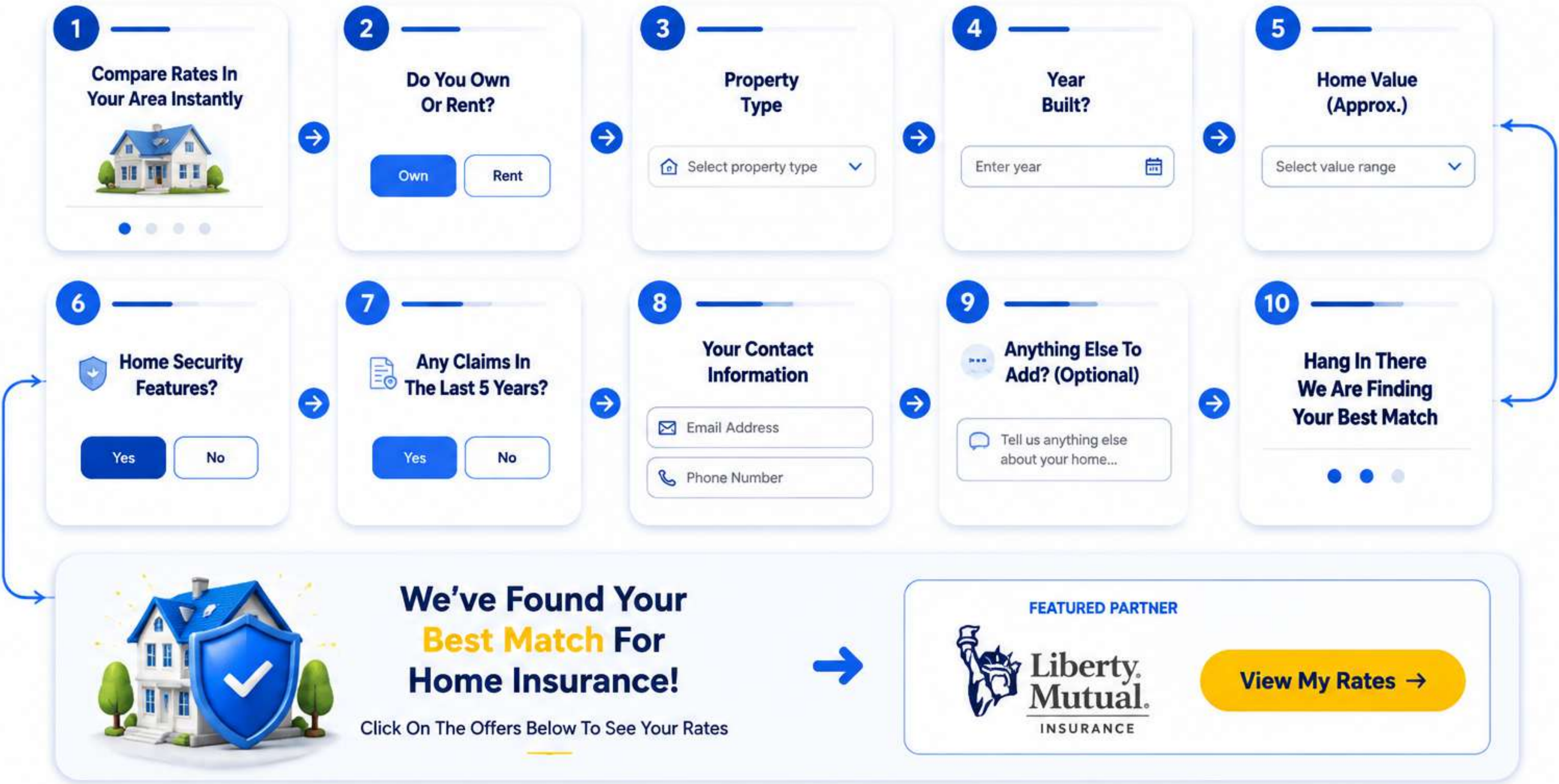
UMBRELLA INSURANCE FUNNEL

Simple Questions. Instant Match. Best Umbrella Insurance Quotes.



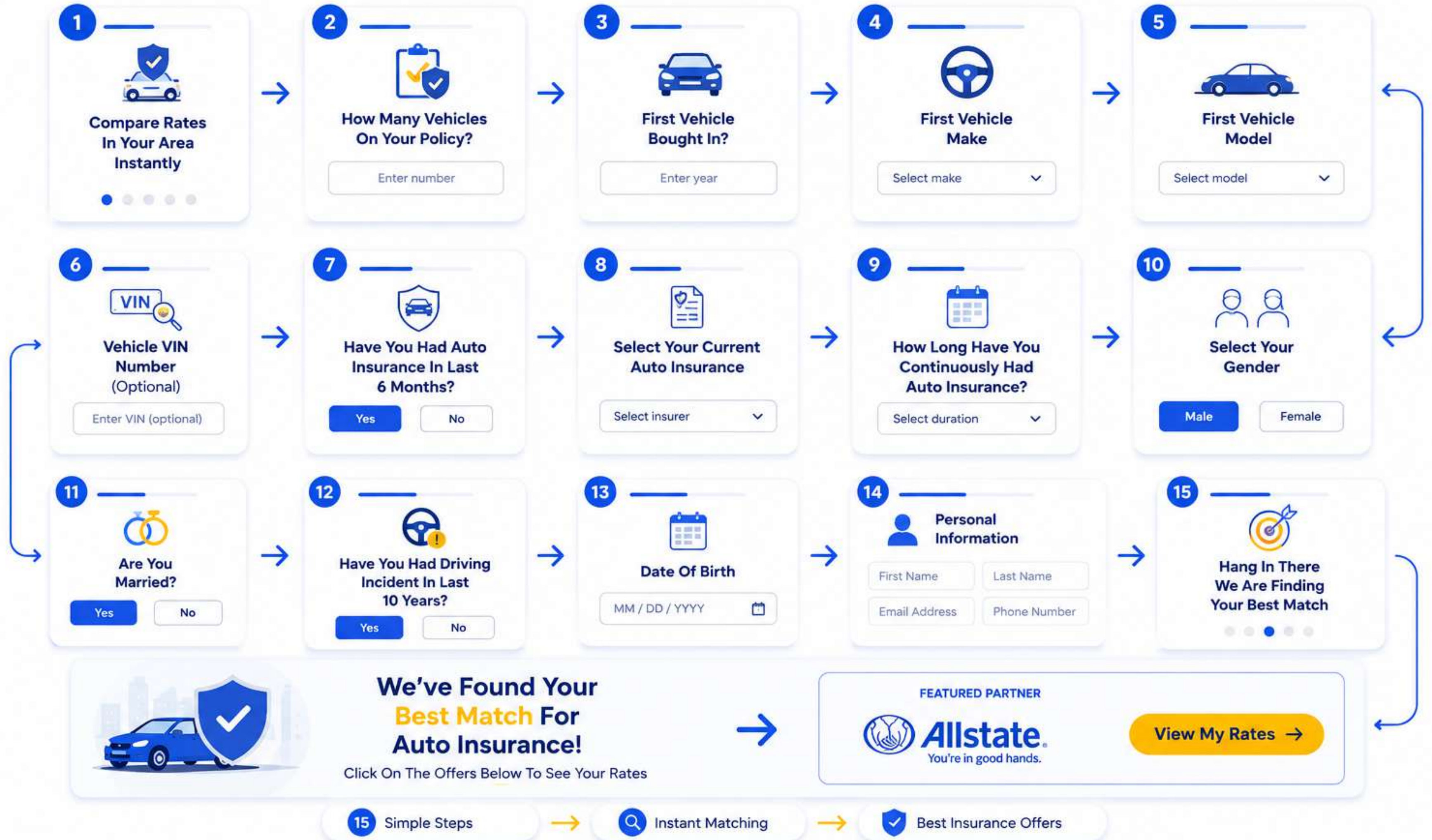
HOME INSURANCE FUNNEL

— • Simple Questions. Instant Match. Best Home Insurance Quotes. — •



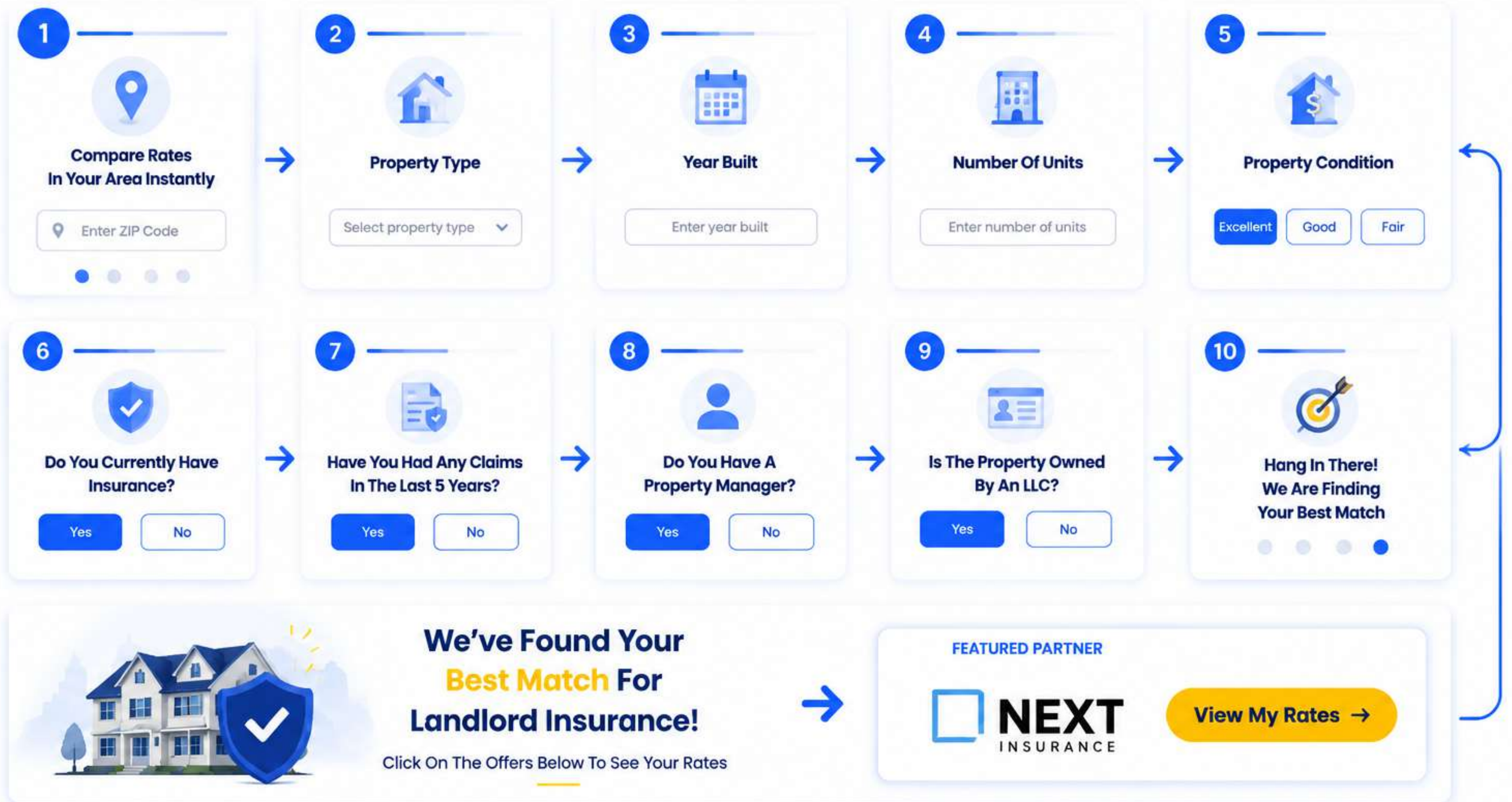
AUTO INSURANCE FUNNEL

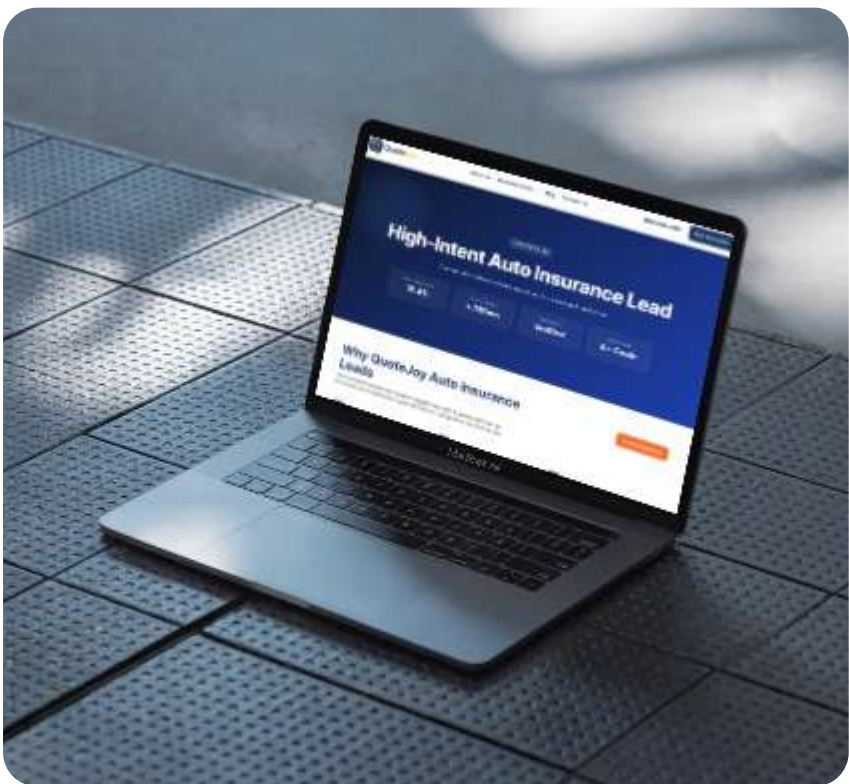
Simple Questions. Instant Match. Best Auto Insurance Quotes.



LANDLORD INSURANCE FUNNEL

— • Simple Questions. Instant Match. Best Landlord Insurance Quotes. • —





Full Preview

