



ICE InsureTech UI-UX

Simple. Intuitive. Elegant.



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Introduction

User productivity is as important to us as it is to our customers.

At ICE InsureTech we have always understood the importance of a high-quality, elegant user interface. In fulfilling that promise, our application suite is the human gateway to the vast wealth of complex business functionality.

Using Material Design concepts, our award-winning ICE product suite and ICE Digital Platform Portals are built with our robust, advanced web user interface technology framework, which provides users with a familiar, clean, consistent and modern look and feel across all our applications.

Our continual investment in our user interface framework enables ICE to deliver an intuitive, next-generation, web browser-based user experience, valuing and empowering users in their critical business roles.

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It is all in **the detail**

One of the greatest challenges of any complex enterprise system is conveying to the user the wealth of business facts required to make critical decisions, access system features and workflows, without overloading them with too much detailed information or too many options at once.

The User Interface (UI), and the User Experience (UX), are primary concerns for any application; it is a key factor in determining an application's usability and efficiency. An application that provides a responsive and intuitive UI-UX empowers user productivity.

At ICE InsureTech we made the decision to follow Google Material Design principles, an adaptable system of guidelines, components and tools that support best practices in modern user interface design. It has allowed us to develop a clean and functional layout with a forward-looking design language that is both familiar and memorable for end users.

Many applications, web-based or otherwise, do not focus enough on the user experience. This often creates a situation where end users can feel lost, confused and frustrated by issues such as:

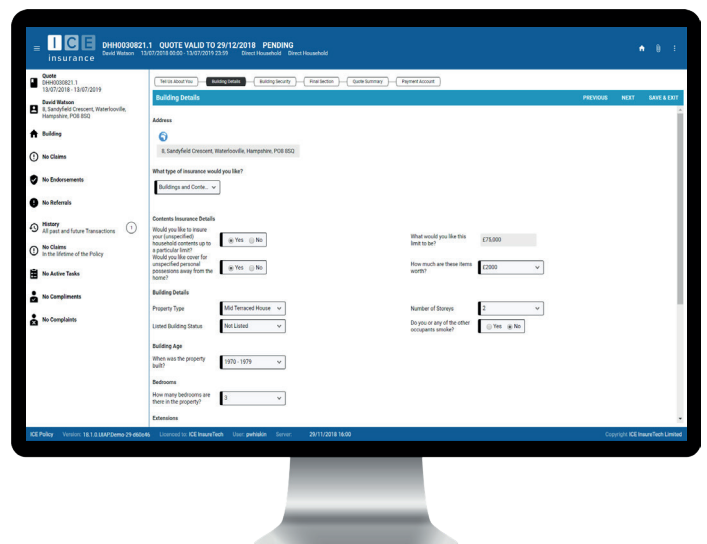
- Cluttered screens with every conceivable feature, whether relevant or not
- Cramping screens with details, requiring significant scrolling to view key information
- Only offering screens containing detailed information, missing the important high-

level key facts that provide context

- Inconsistent layouts and use of whitespace
- Inconsistent or obscure iconography
- Inconsistent or frustrating component behaviours, lack of keyboard accessibility
- Inconsistent navigation mechanisms between screens and workflows

These issues make it harder for the user to quickly see critical information and access appropriate features as part of any application workflow, or require specialist knowledge to efficiently use the application, both of which deplete user productivity and increase user training overheads.

The ICE user interface framework technologies enable us to tackle these problems with ease. Both our enterprise suite solutions and portal offerings follow the same standards, leading to elegant, consistent, simple to use applications that drive both optimal user productivity and satisfaction.



WHAT IS **LOOK AND FEEL**?

“Look and Feel” is a phrase often used to describe the user experience, but few applications appreciate the three key principles that enable delivery of a high-quality, user-focussed experience.

Presentation

- Use of simple, bold colours
- Standard typography and usage of recognised terms
- Meaningful icons
- Appropriate white space around elements to improve readability
- Subtle use of animations to draw the users eye

Behaviours

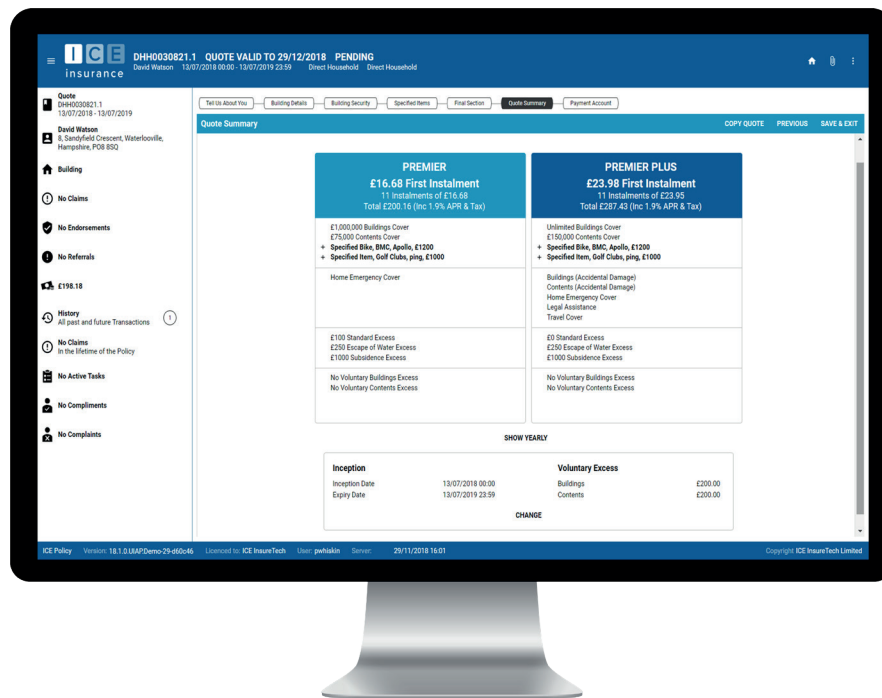
- Form and field data validation feedback
- Data entry hints to add further context to form fields to aid the user
- Keyboard accessibility, such as type-ahead lists, calendar pickers, etc.
- Appropriate use of pop-up dialogs

Consistency

- Both Presentation and Behaviours become meaningless and broken without Consistency
- Every use of colour, every icon, every behaviour, on every screen needs to be consistent to reduce user training and prevent frustrations

When all three of those elements combine, as they do with our user interface technologies, the result is a polished, modern, highly usable and stable user experience. Maintaining consistency in the user interface and user experience across all device types is critical for ease of use and user satisfaction.





At a glance, **uncluttered summaries**

ICE is designed to offer the user as much high-level information at a glance on each screen as possible, rather than having to look through multiple screens to gather key facts to complete a task.

Wherever it makes sense to do so, we use simple, crisp, and consistent icons to add further context to each concise summary text.

Key areas of each screen are clearly signposted by the use of bold, consistent colour as part of our branding facilities, helping draw the user's eye to the relevant information areas displayed at a glance.

Summaries are visible at all times, featuring a one-click drill-down capability to allow the user to see more details for any given item and initiate relevant application workflows.

SUMMARY - **DASHBOARD**

Dashboards form the landing page for any individual Claim, Policy, SIU Investigation or Litigation, offering the user an eagle-eye view of all significant Claim and Policy details. The modern card-based categorised display of our user interface framework technology enables the user to quickly find and drill-down to more detailed information with one click.

SUMMARY - **NAVIGATION**

When in a Claim or Policy, the rich at-a-glance navigation panel provides fast, one-click access to all major areas of a Claim or Policy, and also acts as a micro-overview of all key facts; displaying a short, easily readable, and concise summary of all insured items, financials, parties, and more.

Users never feel lost navigating the workflows or wealth of data stored in ICE, regardless of what screen they are currently viewing – the Navigation panel always provides a clear path for the user to see and access any area of interest in a Claim or Policy.

CONTEXTUALITY

Contextuality the ICE user interface focusses the user on the task at hand, whilst discreetly providing the key facts they need to see.

We don't bloat the page with unnecessary buttons or menus for irrelevant features, clearly signposting the relevant actions the user can perform on each screen to progress application workflows.

SIGNPOSTING

Hand-in-hand with contextuality, it's important that key features are clearly signposted.

Following best Material Design principles, the ICE user interface framework components intelligently make subtle use of hover effects, iconography, and appropriate short animations to draw the user's attention to clearly signposted items of importance.

CONSISTENCY

The advanced ICE user interface framework provides guaranteed consistency of not only overall presentation, appropriate use of colour, white-space, and iconography, but also robust, rich user interface component behaviours.

For example, all ICE drop-down list fields feature type-ahead matching, making it very easy for a user to quickly navigate and filter large lists of data via the keyboard directly, without resorting to using a mouse to scroll and click.

Date fields not only have a pop-up calendar for the user to click to select a date, but also support entering dates via the keyboard in a multitude of formats, leading to improved productivity and ease of use.

Per-field data-entry hints and data validation error messages, in addition to clear signposting of mandatory fields, ensure users are always clear on what they need to enter on any given form to progress the workflow of a screen.

These are just a few small examples of the benefits the ICE user interface framework provides. The consistency of component behaviours and presentation makes every screen in ICE or portals, whether new to the user or not, immediately familiar, logical and easy to use.



Conclusion

ICE InsureTech believe that one of the key advantages our application offers is the attention to detail invested in our user experience.

We have built an enterprise system from the ground up using modern tools and evolved an elegant user interface that follows leading practices in design and usability. ICE InsureTech believe in continual reinvestment in our technologies and frameworks, allowing us to constantly evolve and adapt to our target markets.

Our philosophy is that UI/UX is much more than a technological aspect of our software design. Usability for ICE is about measuring and improving how our end users understand and interact with our solution, targeting increased productivity and satisfaction at all levels for our Claims and Policy users.

The user interface is a key rating factor in the consideration of any enterprise software solution, particularly with data-rich applications such as Claims and Policy handling software. The adoption of a clear set of design principles has allowed us to empower our users to intuitively interact with our software, without having to expend considerable cognitive effort figuring out how things work.

Through regular user groups, we encourage feedback from our clients to engage them in the continuing evolution of our products, factoring their views into upcoming releases of our enterprise suite.

The user experience is about much more than eye candy; it's the key to your user's productivity, the human gateway to the wealth of business functionality the ICE suite provides. By providing a clean, easy to use, next-generation user interface with consistent presentation and behaviours, we empower users in their business roles, enhance their productivity and reduce training overheads, all leading to a lower TCO for our customers.

The ICE user interface technology framework constantly innovates, adapts and evolves, embracing new technologies and design concepts. It provides a single integrated enterprise and portals solution, built on a modern platform with a consistent, familiar and easy to use look and feel.



180+ CORE UI
COMPONENTS

APPROX. 40% OF
CODE IS UI

