

# Metlife Unity Case Study

MetLife, Inc. is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe, the Middle East and Africa.

Metlife tasked Gleikh Design & Consulting - a lead visual and user experience professional company to execute a proof of concept/prototype for the company's internal day to day desktop application for service provider representatives. The redesigned new application (Unity) would take customer service tasks to the next level in terms of technology, communication feedback, transparent user experience on desktop as well as other devices giving the application a modern look and feel that aligned with more current applications designed for Metlife in the consumer arena.

The team performed a number of requirement gathering, brainstorming and sketching sessions with key stakeholders and soon after actual internal employees to understand their needs for improvements. Many things were taken into consideration, such as providing accessibility for users with disabilities and supporting government and legal standards.

From minor branding ideas, sketches and wireframes to visual flows and design - the team built an interactive application prototype which was used to perform user testing and further adjustments to deliver the final proof of concept.

Amazing ideas were introduced within the application: dashboards, access to multiple communication tools through instant chat, notification systems, email, discussion boards; interface options and customization; voice search and voice commands, tagging mechanisms for smart search, geolocation restrictions of content and privileges for different clients and service providers; touch screen interfaces for phone & tablet screens to help customer service representatives present contracts and policies to clients in a modern and very visual approach.

A short video was manufactured as a chosen delivery method to present the new Unity product to all the teams within Metlife.

Proof of concept was very well accepted and Metlife began development of the product phase by phase. The team continues to help with the design of the product as it was established to this day with additional responsibilities for quality assurance and user testing, visual design improvements, and other.

## KEYWORDS:

BRANDING, STRATEGY, UI/UX, VISUAL DESIGN SYSTEM, INTERVIEWING, USER SCENARIOS, WIREFRAMING, SKETCH & BRAINSTORM SESSIONS, WORK WITH STAKEHOLDERS AND USERS, QUALITY ASSURANCE, USER TESTING, VIDEO PRODUCTION & CASTING, PROTOTYPING, PRESENTATION.

