

ING - DARE

WELLNESS BANCASSURANCE

JANUARY 2021 - NOVEMBER 2021

CUSTOMER JOURNEY EXPERT

Your daily health services when you need it

Pay XX € per month to get access to 37 on-demand health assistance.

Hello Doctor

XX.XX€ / Month

• Renewed annually • Cancel anytime

Let's go

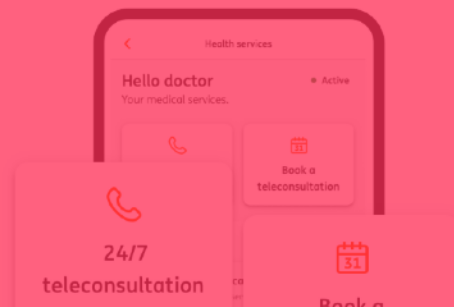


ING DARE

Wellness Bankassurance

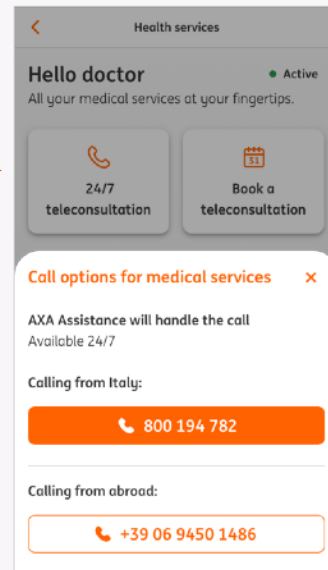
Mobile & desktop applications

24/7 teleconsultation access
without waiting period.



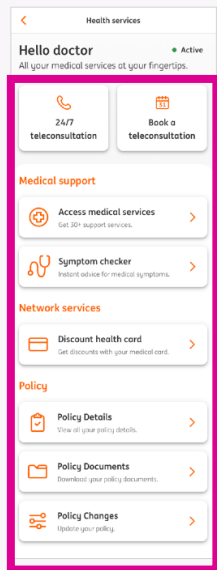


How to be **simple without
diluting the product value**

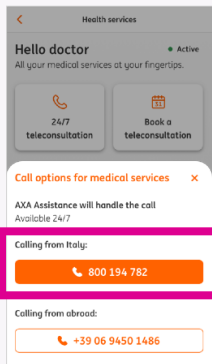


WE USED THE ING ORANGE JUICE TOOLKIT TO DESIGN AN INTERFACE WITH INTERACTIONS THAT COMMUNICATE COMPLICATED INFORMATION IN A CONCISE WAY

Simple 1 click access to all services.



Visual hierarchy gives order to a catalogue of health services.



Book a teleconsultation

Reserve your teleconsultation.

Booking request

Contact phone number

+39 06 678 4343

Email address

diana.cupe@gmail.it

Prescription delivery address

Via Quirino Majorana, 7, Rome

Availability

Today from 2pm to 4pm

How would you like to conduct the consultation?

☒ By phone

☐ By video

Send request

Symptom checker

The symptom checker is carried out by the chatbot Mediktor, owned by TECEK MEDICAL SL, an independent company unrelated to the ING Group.

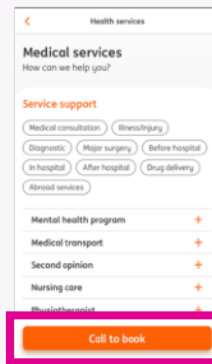
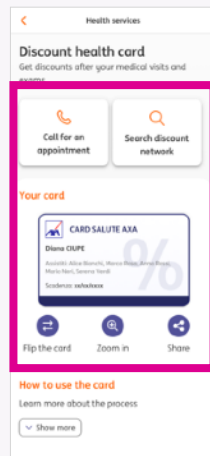
ING will therefore not play any role in the performance of the Service and will not collect or process any personal data when performing the symptom assessment via the Mediktor chatbot. We ask you not to enter personal data that is not specifically requested by the chatbot. This tool does not offer medical advice, it is for informational purposes only. It does not replace professional medical, diagnostic or therapeutic advice. If you believe you have a medical emergency, see a doctor or call the emergency numbers.

For more information, please read carefully the terms and conditions of the portal.

Check your symptoms

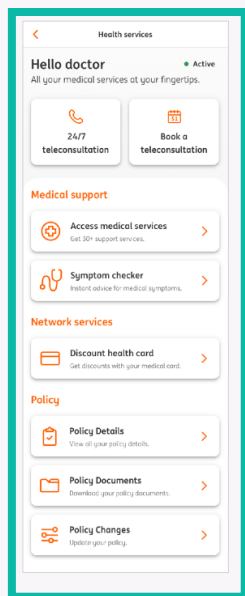
Close

Look & feel aligned to Mobility, where possible.

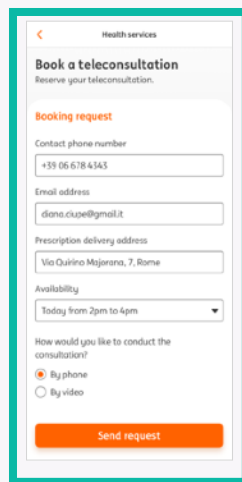


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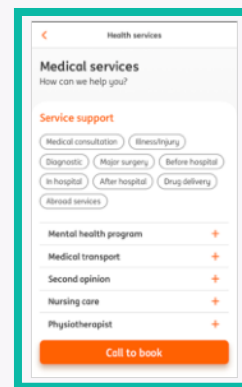
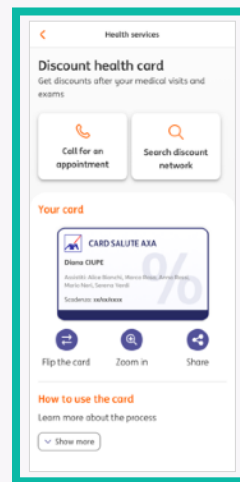
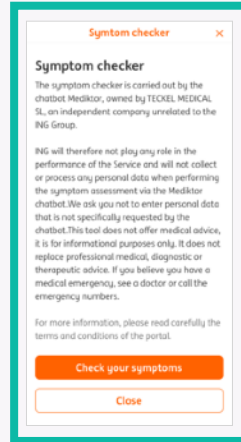
Simple 1 click access to all services.



Visual hierarchy gives order to a catalogue of health services.

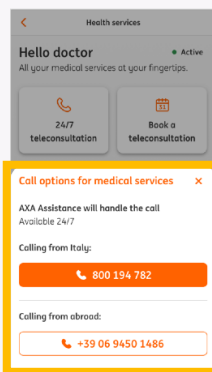


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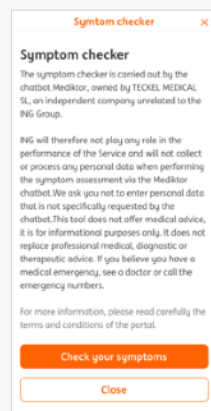


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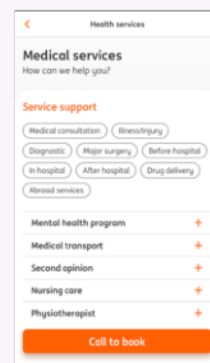
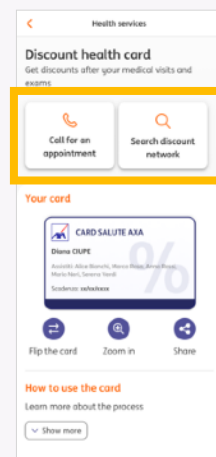
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Visual hierarchy gives order to a catalogue of health services.



Look & feel aligned to Mobility, where possible.



WE LEVERAGED THE 3U'S OF GOOD DESIGN: USEFUL, UNDERSTANDABLE & UNOBTRUSIVE TO INCREASE PRODUCT VALUE & USABILITY

Useful

- Easy to use
- 1 click service access
- Clear purpose

Understandable

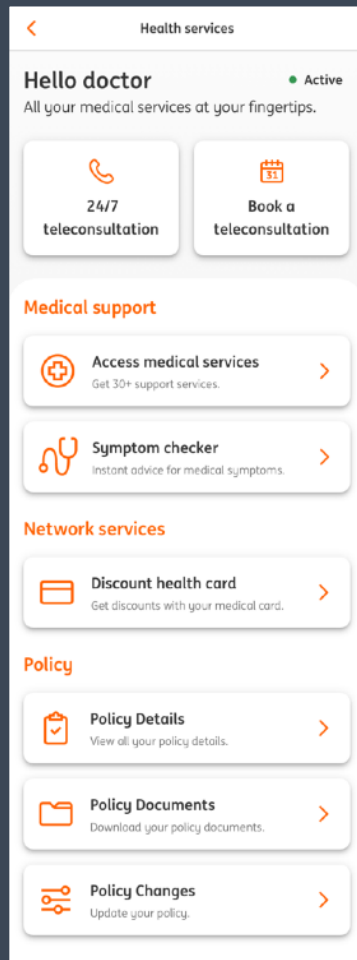
- Clear layout structure
- Straightforward navigation
- Plain language

Unobtrusive

- Show simplicity
- Hide complexity
- Easy to find and access

HEALTH SERVICES

Access to services

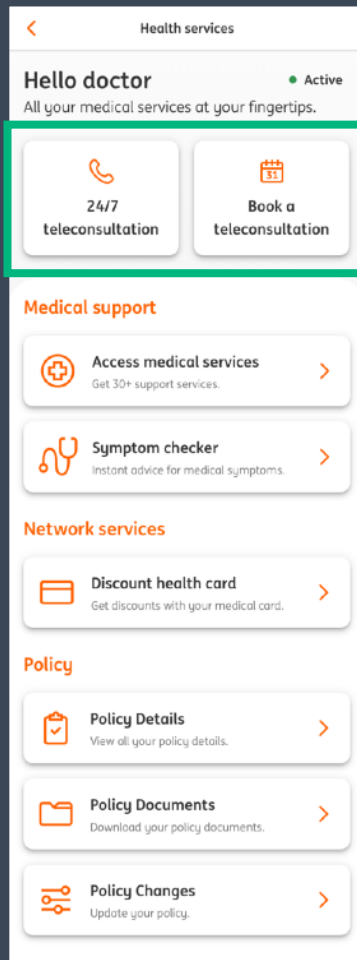


HEALTH SERVICES

How we designed with the 3Us of good design

Useful

- Call for help
- DIY booking

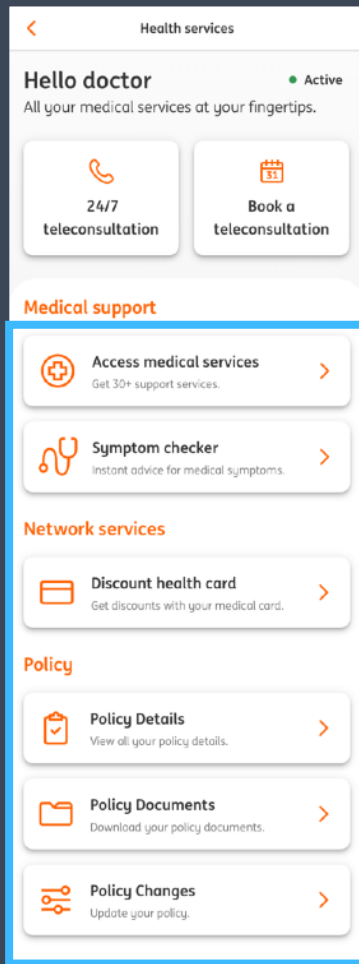


HEALTH SERVICES

How we designed with the 3Us of good design

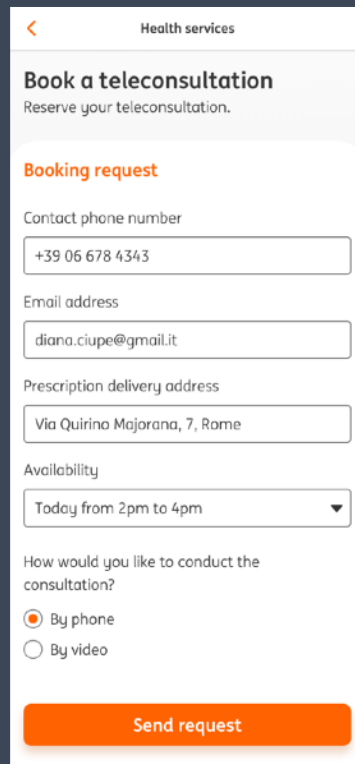
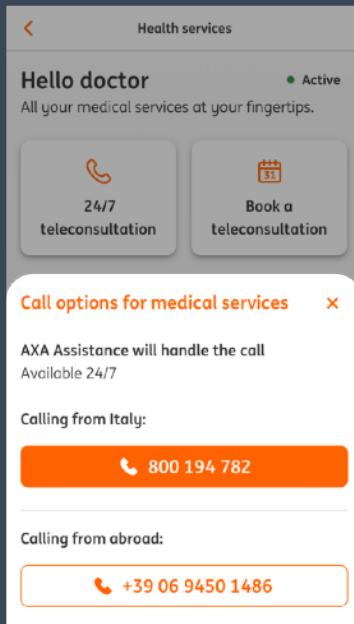
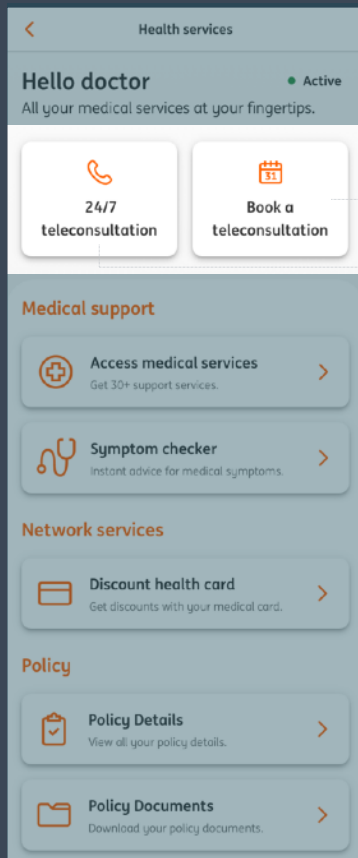
Understandable

- Repetitive button interactions



HEALTH SERVICES

24/7 Teleconsultation - 1st service touchpoint



HEALTH SERVICES

How we designed with the 3Us of good design

Unobtrusive

- Easy to find and access

Health services

Hello doctor Active

All your medical services at your fingertips.

24/7 teleconsultation

Book a teleconsultation

Call options for medical services

AXA Assistance will handle the call
Available 24/7

Calling from Italy:

800 194 782

Calling from abroad:

+39 06 9450 1486

Health services

Book a teleconsultation

Reserve your teleconsultation.

Booking request

Contact phone number

+39 06 678 4343

Email address

diana.ciupe@gmail.it

Prescription delivery address

Via Quirino Majorana, 7, Rome

Availability

Today from 2pm to 4pm

How would you like to conduct the consultation?

☒ By phone

☐ By video

Send request

Unobtrusive

- Show simplicity

HEALTH SERVICES

How we designed with the 3Us of good design

Health services

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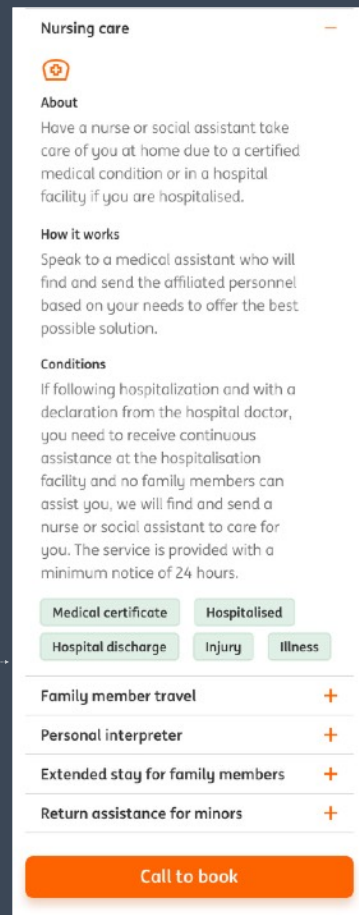
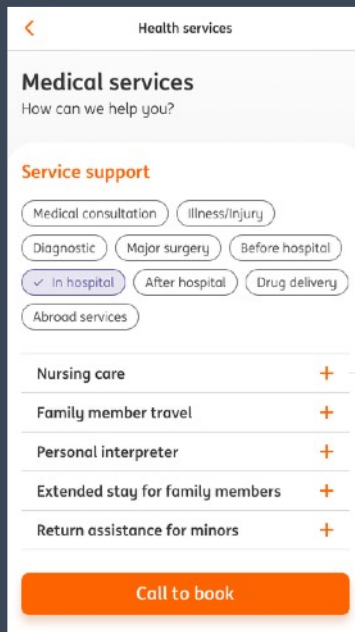
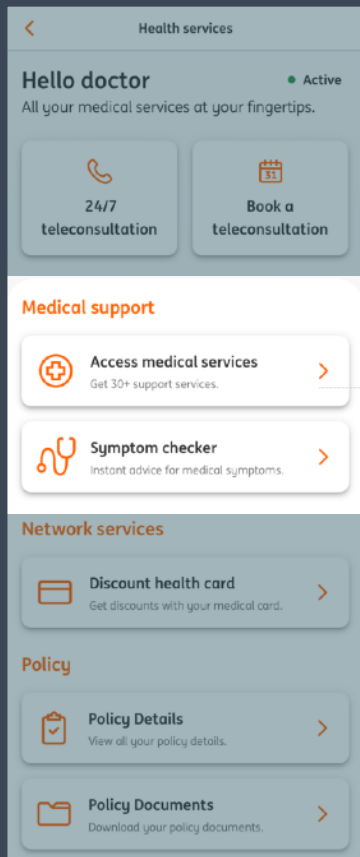
Send request

Understandable

- Plain language

HEALTH SERVICES

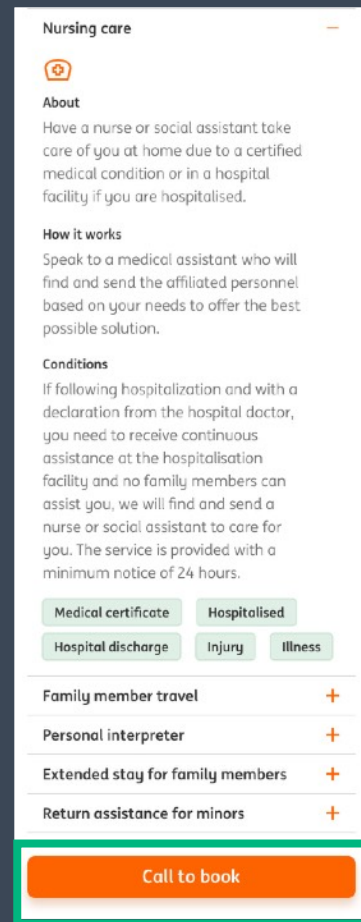
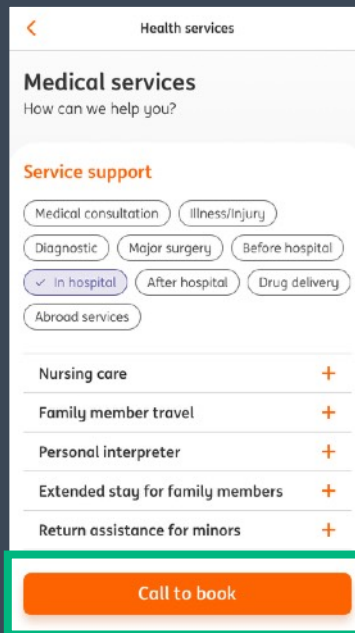
Medical support - 2nd service touchpoint



HEALTH SERVICES

How we designed with the 3Us of good design

Useful



HEALTH SERVICES

How we designed with the 3Us of good design

Understandable

- Filter with chips

Health services

Medical services
How can we help you?

Service support

Medical consultation Illness/injury

Diagnostic Major surgery Before hospital

✓ In hospital After hospital Drug delivery

Abroad services

Nursing care +

Family member travel +

Personal interpreter +

Extended stay for family members +

Return assistance for minors +

Call to book

Nursing care



About

Have a nurse or social assistant take care of you at home due to a certified medical condition or in a hospital facility if you are hospitalised.

How it works

Speak to a medical assistant who will find and send the affiliated personnel based on your needs to offer the best possible solution.

Conditions

If following hospitalization and with a declaration from the hospital doctor, you need to receive continuous assistance at the hospitalisation facility and no family members can assist you, we will find and send a nurse or social assistant to care for you. The service is provided with a minimum notice of 24 hours.

Medical certificate

Hospitalised

Hospital discharge

Injury

Illness

Family member travel +

Personal interpreter +

Extended stay for family members +

Return assistance for minors +

Call to book

Understandable

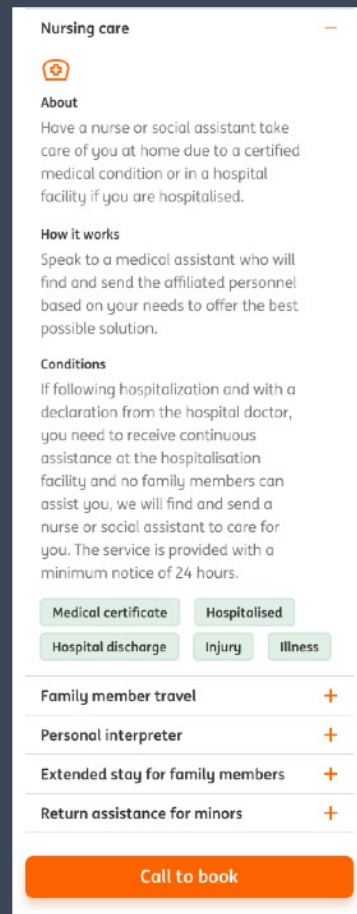
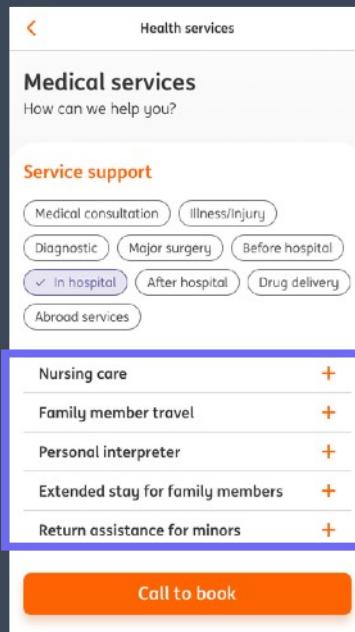
- Plain language

HEALTH SERVICES

How we designed with the 3Us of good design

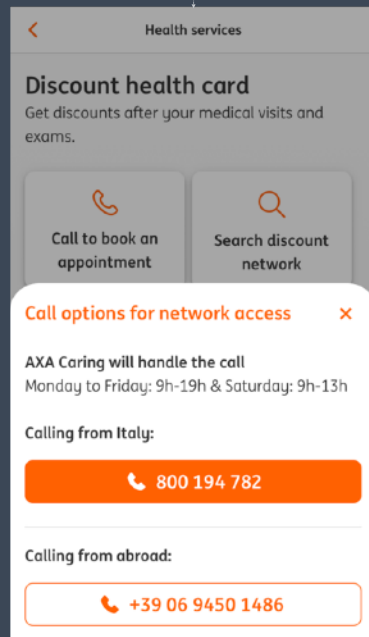
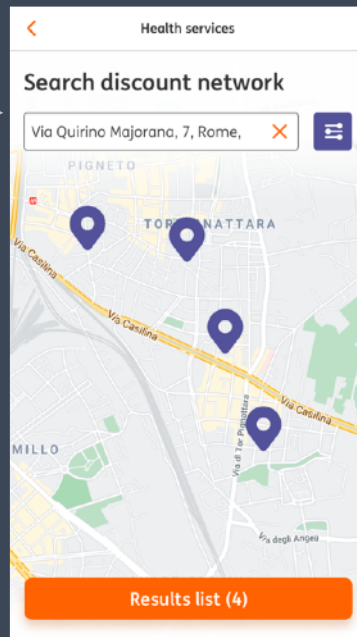
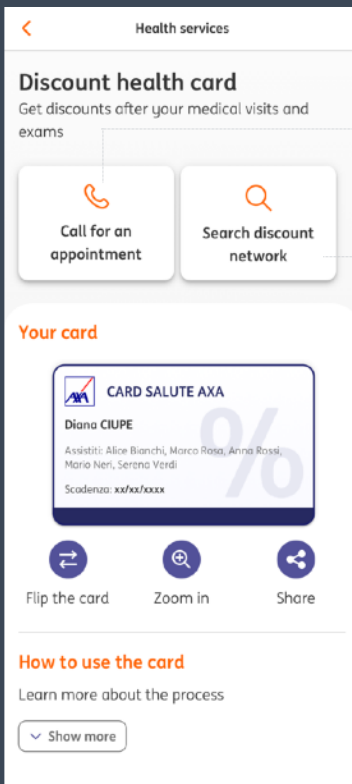
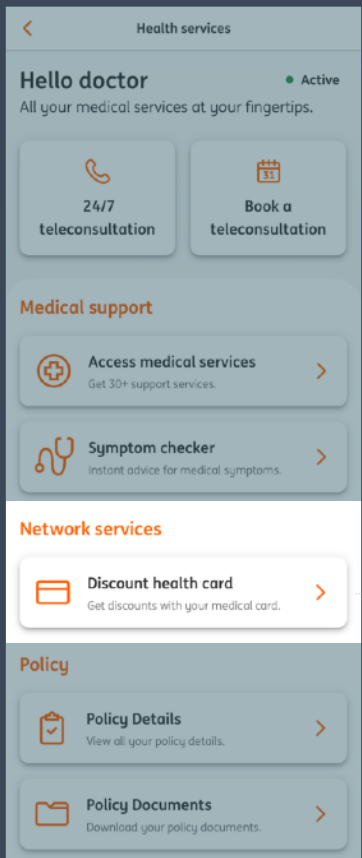
Unobtrusive

- Accordion menu



HEALTH SERVICES

Network services - 3rd service touchpoint

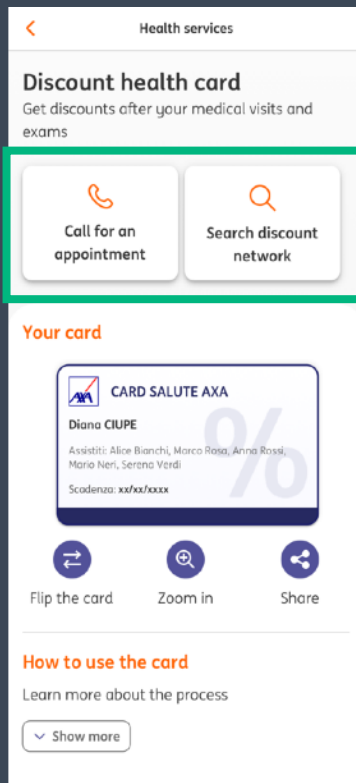


HEALTH SERVICES

How we designed with the 3Us of good design

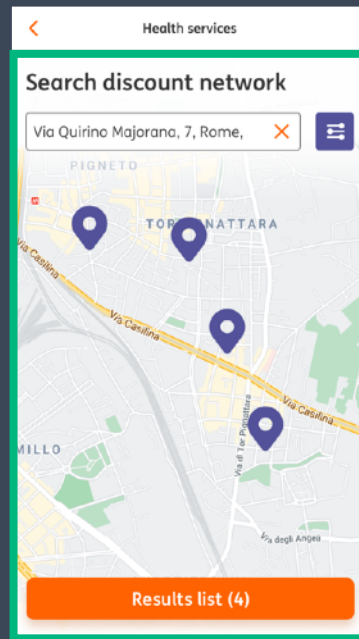
Useful

- Call for appointment
- Search network



Useful

- Progressive information display

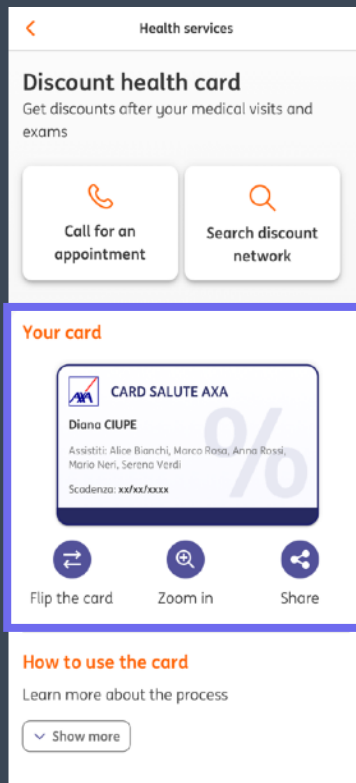


HEALTH SERVICES

How we designed with the 3Us of good design

Unobtrusive

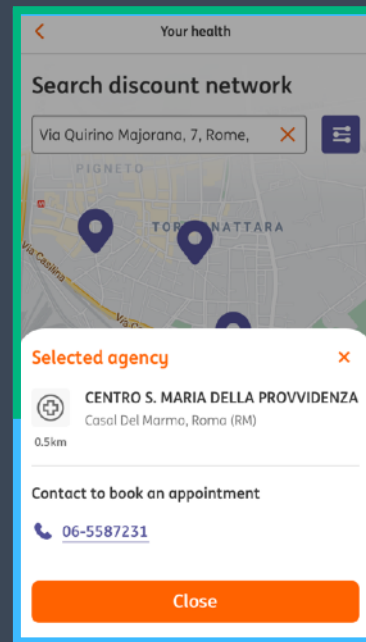
- Easy to find and use



Useful

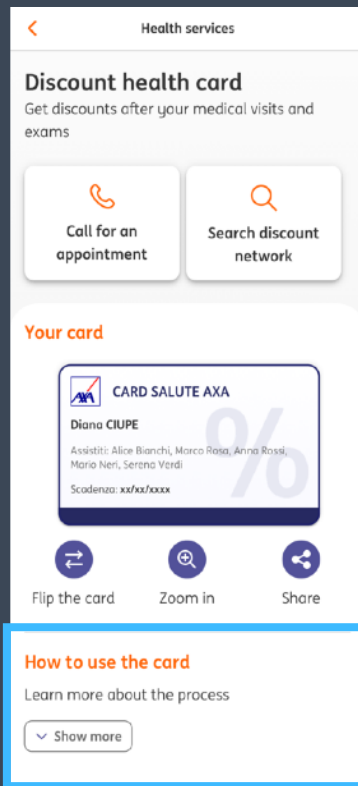
Understandable

- Information overlay with contextual map



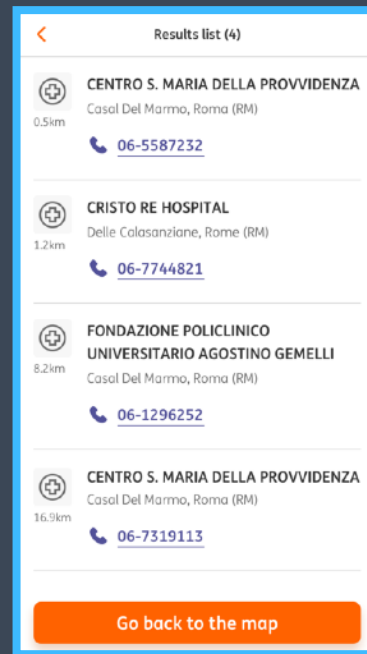
HEALTH SERVICES

How we designed with the 3Us of good design



Understandable

- Expandable buttons

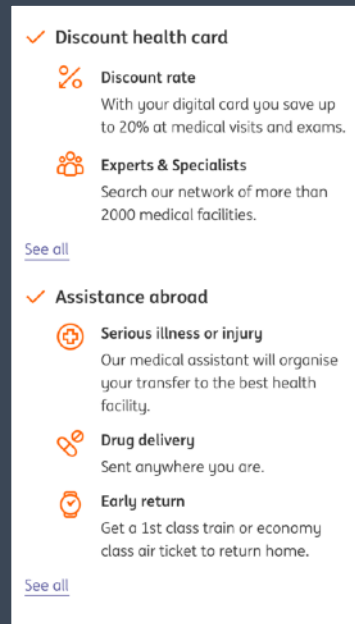
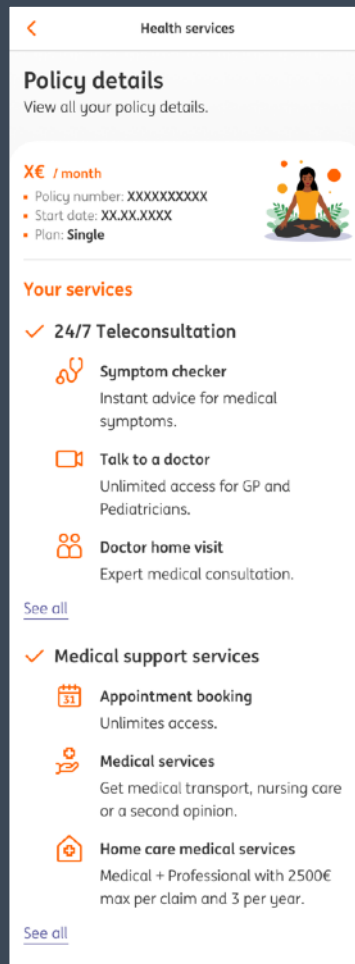
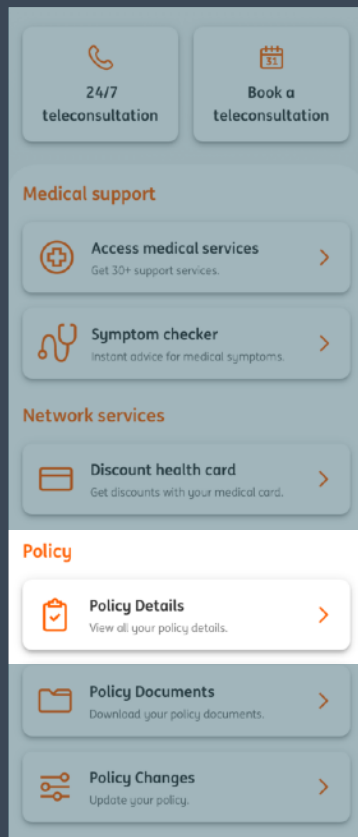


Understandable

- Focused content

HEALTH SERVICES

Policy details - 4th service touchpoint

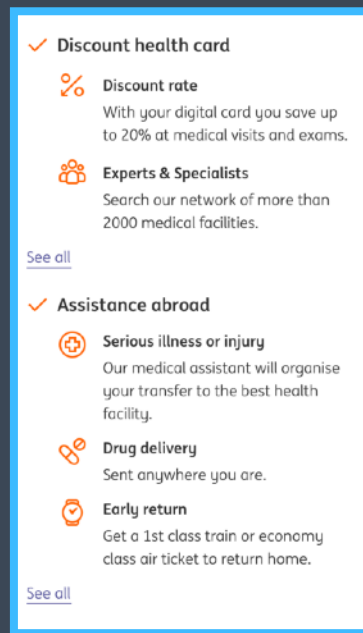
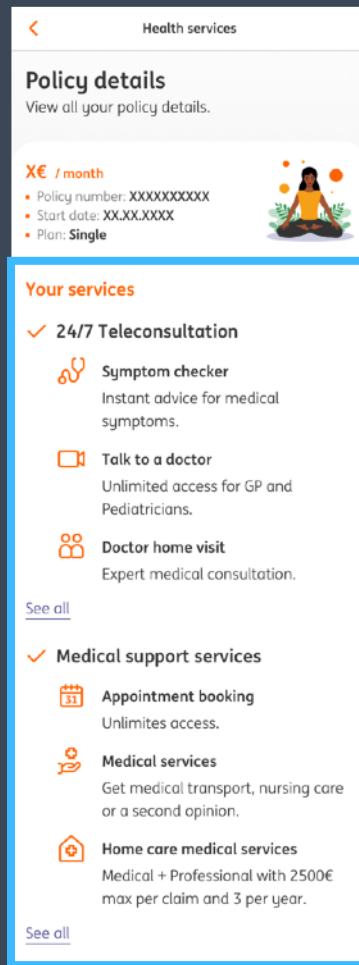


HEALTH SERVICES

How we designed with the 3Us of good design

Understandable

- Clear layout
- Plain language

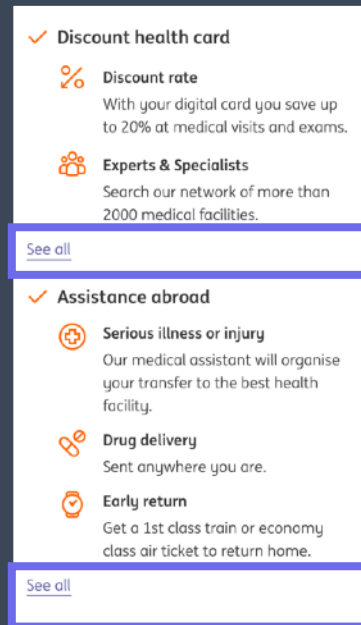
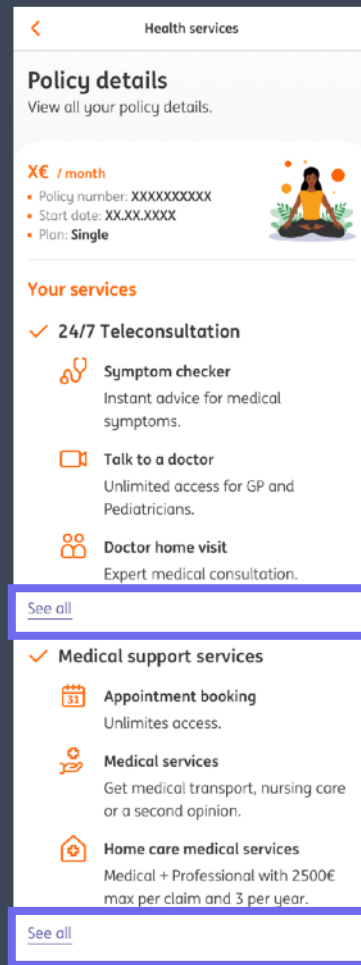


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How we designed with the 3Us of good design

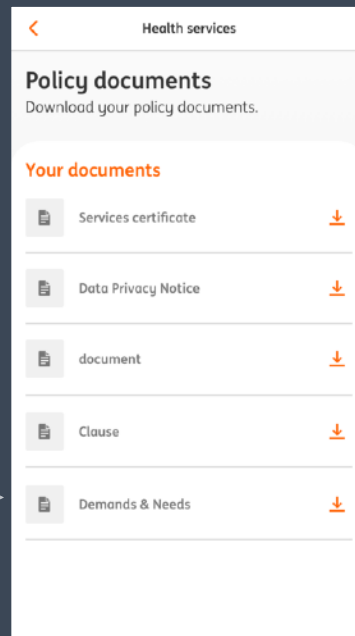
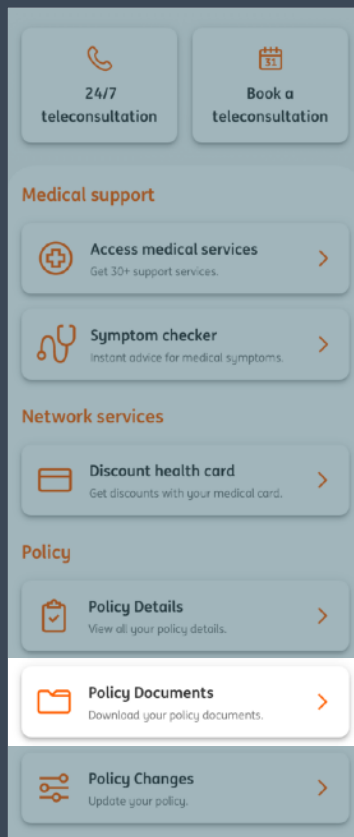
Unobtrusive

- Hide complexity



HEALTH SERVICES

Policy documents - 4th service touchpoint

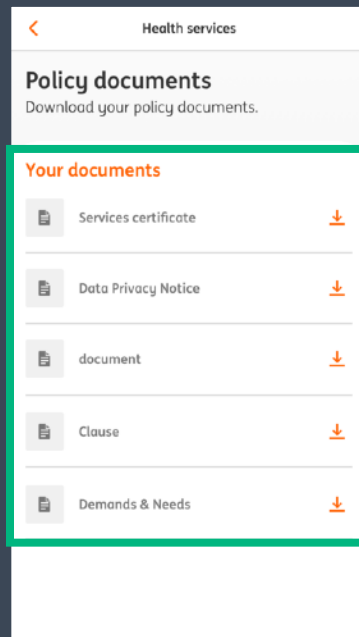


HEALTH SERVICES

How we designed with the 3Us of good design

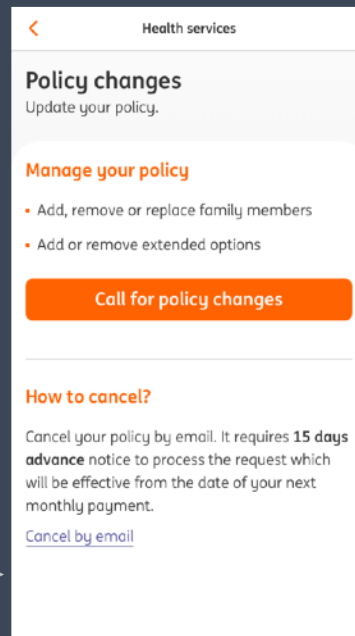
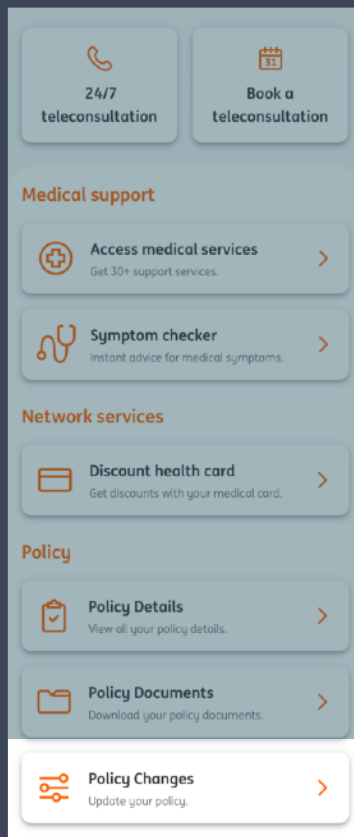
Useful

- 1 click download



HEALTH SERVICES

Policy Details - 4th service touchpoint

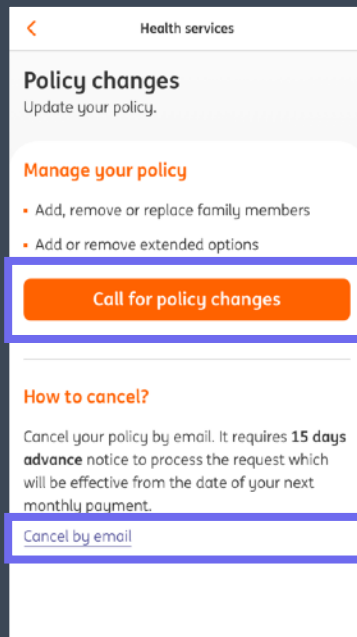


HEALTH SERVICES

How we designed with the 3Us of good design

Unobtrusive

- Easy to find and access





AND WE'RE DONE



Thank you!