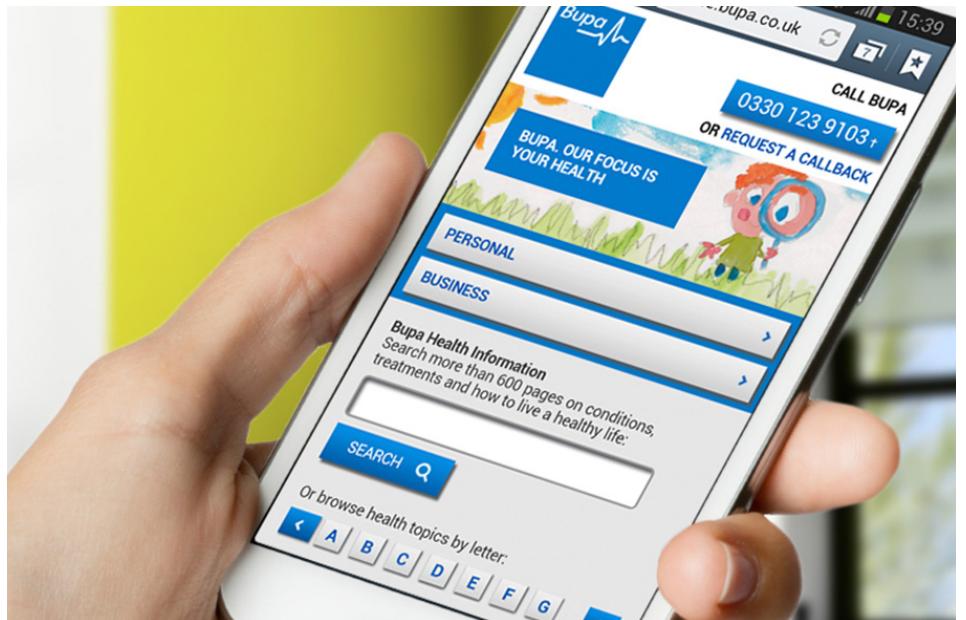




GALVANIZE
DIGITALSOLUTIONS

BUPA





BUPA



Problem/Opportunity

Bupa has a large suite of health products and informational health related content. These products and the related information are managed by a disparate team within their organisation. This led to poorly managed content that was difficult for the visitor to consume. With the rapid increase in content consumption over mobile devices, they needed a mobile portal that could offer intuitive user journeys leading the visitor through their informational content whilst promoting their products and services. However not everyone realised this...

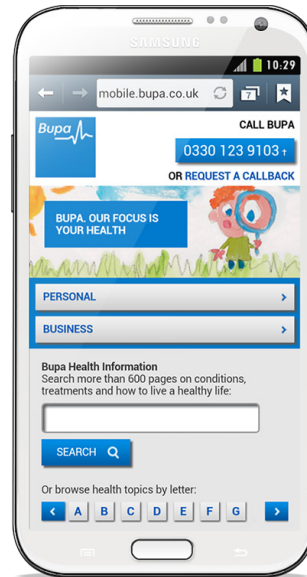
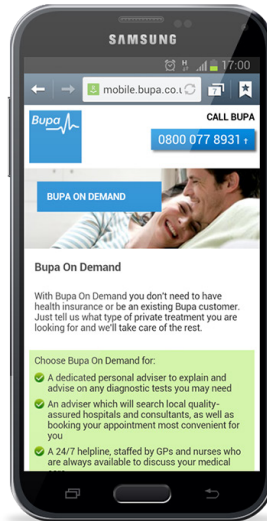
The Solution

To get the internal support of the large number of stakeholders we held a series of workshops.

Our goal was to properly gather the various department's requirements, but also to get everyone aligned with the organisations goals. Next we analysed the make up of the content and the User Journeys of existing visitors. It was clear that there was a definite user split between business and personal visitors so we made that nice and clear on the homepage to begin the first step of the guided user journey, and "wizardized" many of the forms and weighty data-entry points.

It was also clear that their large library of Health Factsheets would be great searchable material to bring visitors to the site but as they were all held in various formats and locations we also built in a service layer to ingest the factsheets and publish semantic usable feeds for the mobile site.

The result was an increase in traffic, longer visit times and increased calls to the call centre.



SERVICES



BRAND & CREATIVE



BUILD & INTEGRATE



IMPLEMENT & MANAGE

TECHNOLOGY

