

CHUBB®

Insurance Product | Travel Insurance

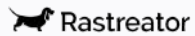
Company | CHUBB®

1. Intro
2. Home Structure
3. Home
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5. Customization
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9. Flow

CHUBB®

1 | Intro

Analyzing the market and the **competition**, I have chosen the elements that I consider most important to create a home that offers **all the information** that a user may search for interest or must obtain to make a **purchasing decision**.



After my research, I have been able to verify that the **purchasing process** can be summarized in **3 simple stages**.

The user will find it **simple** and **fast** while giving us all the **data we need** to close the sale.

Besides, there is a **Wizard** indicating our user there is not more than **3 stages** to complete the process.

2 | Home Structure

The structure of the **Home** page is made up of **10** sections

1. Hero
2. Description
3. Coverage
4. Opinions
5. Posts
6. FAQ's
7. App
8. Data
9. Newsletter
10. Footer

This structure will give users a better understanding of our **identity, services, FAQs**, and pats clients **feedback**. Plus, we'll collect emails for newsletters on new travel insurance benefits.

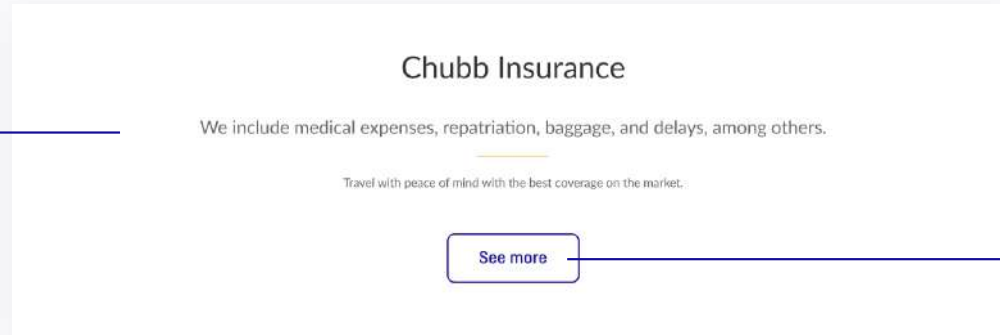
1st stage user Info

CTA

One single page menu

This is the first thing our customer is going to see once he gets into our website.

There is a **main card** where the user is going to be able of completing the **first stage** of the purchasing process.



Promoting some services



See more

CTA



This is the second part of our Home page where the user will have a better knowledge of **who we are** and **what we offer**.

Coverage

Everything you must know before travelling



Full Medical Coverage

Covered medical expenses and fees for healthcare providers attending to you

[View coverage >](#)



24/7 Customer Support

You'll have access to 24/7 support throughout the week

[View support >](#)



Trip Interruption Insurance

See the terms we offer for trip interruption insurance

[View terms >](#)



Lost luggage

What you need to know to ensure your luggage can accompany you

[Ensure >](#)



Deductible

Travel without deductibles. Don't pay more than contracted

[Benefits >](#)



COVID-19

Also, don't worry, COVID-19 is included in your insurance

[View clauses >](#)

[View all](#)

[View prices](#)

Some of the coverage included in our insurances

CTA | Button that we reinforce with dark color

This is the third part of our Home page shows to our visitor some of the different coverages we offer.

The screenshot displays the 'Opinions' section of the Chubb website. The title 'Opinions' is centered at the top, with the subtitle 'What our trusted clients have to say' below it. A blue circular help button with a white question mark is positioned in the top right corner, with an arrow pointing to it from the text 'Sticky button so user will find help always he needs it'. Three testimonial cards are arranged horizontally. The first card, on the left, is for 'García Pérez, Daniel' with a 4.5-star rating and the text 'There are very few insurance options for business trips on the market, and none are as comprehensive.' Below the text is the link 'The Vacations of my Life'. The second card is for 'Arina Gómez, Aitor' with a 5-star rating and the text 'I often travel to fairs and congresses, and my company always relies on the insurance provided by Chubb.' Below the text is the link 'Deserved Vacations'. The third card is for 'Guerrero, Jose' with a 5-star rating and the text 'I've hired before and it's always worked great. I always recommend it and for sure I will hire the service again.' Below the text is the link 'Light Vacations'. A 'View all' button is centered at the bottom of the testimonial cards. An arrow points from the text 'Positive opinions' to the first testimonial card.

Opinions

What our trusted clients have to say

Sticky button so user will find help always he needs it

Positive opinions

García Pérez, Daniel
★★★★☆
There are very few insurance options for business trips on the market, and none are as comprehensive.
The Vacations of my Life

Arina Gómez, Aitor
★★★★★
I often travel to fairs and congresses, and my company always relies on the insurance provided by Chubb.
Deserved Vacations


Guerrero, Jose
★★★★★
I've hired before and it's always worked great. I always recommend it and for sure I will hire the service again.
Light Vacations

View all

We showcase **positive opinions** from our clients to **build trust in the quality of our services**.


Explore

Surprise yourself and anyone you want with...




The Travel Insurance that Fits You
The first insurance that allows you to customize, increasing or decreasing, coverage for Medical Expenses, Accidents, Luggage...

[Purchase card](#) >



Cancel Trip, Get Refund
Don't worry, for whatever reason you deem fit, you'll be able to cancel your trip without losing the money you've paid.

[Buy voucher](#) >

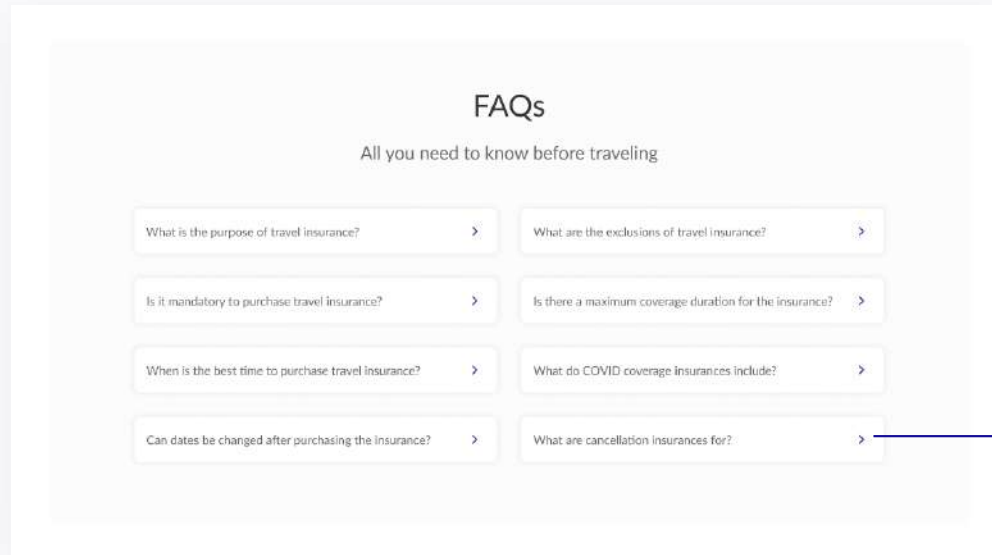


Asistencia en viaje
We design your special trip. Tell us what you need, and we will provide you with a fully personalized service...

[Organize my trip](#) >

→ [Link to post](#)

Posts section to **keep visitors updated** on the **latest news and services** from Chubb insurance company




Accordion

Section where we gather and **respond** to the most common **questions** users may have **about our services**.

Download our app

Having all the information regarding your insurance and trips on your mobile device to perform any necessary action



Discover the Chubb app

Download Chubb's app

Through the Chubb app, you can manage your policies anytime. Additionally, receive notifications about the latest updates and plan your upcoming trips.

[Download on the App Store](#) [GET IT ON Google Play](#)

[Download](#)

App to have a more direct **contact with our users** and be able to **keep them informed** about the latest updates through **notifications**.



Data number to **reinforce** our **brand** in **users mind**

Chubb Newsletter

Subscribe now! We'll keep you updated on all the latest from Chubb Insurance

Input for email address



This section will try to get users email address in order to keep them informed about our **latest news, products** and **promotions**.



Footer with web and social media [links](#).

CHUBB®

3 | Home

The Most Comprehensive Travel Insurance

wherever you go

Design Your Travel Insurance

Single Trip

Annual Coverage - Multi-trip

Annual Coverage - Long Distance

Type of Trip 

I am a partner of Chubb

1 Adult 

SPAIN



MIANMAR



31/05/2024



07/06/2024



Calculate Your Price

Chubb Insurance

We include medical expenses, repatriation, baggage, and delays, among others.

Travel with peace of mind with the best coverage on the market.

[See more](#)

Coverage

Everything you must know before travelling



Full Medical Coverage

Covered medical expenses and fees for healthcare providers attending to you

[View coverage >](#)

24/7 Customer Support

You'll have access to 24/7 support throughout the week

[View support >](#)

Trip Interruption Insurance

See the terms we offer for trip interruption insurance

[View terms >](#)



Lost luggage

What you need to know to ensure your luggage can accompany you

[Ensure >](#)



Deductible

Travel without deductibles. Don't pay more than contracted

[Benefits >](#)



COVID-19

Also, don't worry, COVID-19 is included in your insurance

[View clauses >](#)

[View all](#)

[View prices](#)

Opinions



What our trusted clients have to say

García Pérez, Daniel



There are very few insurance options for business trips on the market, and none are as comprehensive.

[The Vacations of my Life](#)

Arina Gómez, Aitor



I often travel to fairs and congresses, and my company always relies on the insurance provided by Chubb.

[Deserved Vacations](#)

Guerrero, Jose



I've hired before and it's always worked great. I always recommend it and for sure I will hire the service again.

[Light Vacations](#)

[View all](#)

Explore

Surprise yourself and anyone you want with...



The Travel Insurance that Fits You

The first insurance that allows you to customize, increasing or decreasing, coverage for Medical Expenses, Accidents, Luggage,....

[Purchase card](#)



Cancel Trip, Get Refund

Don't worry, for whatever reason you deem fit, you'll be able to cancel your trip without losing the money you've paid.

[Buy voucher](#)



Asistencia en viaje

We design your special trip. Tell us what you need, and we will provide you with a fully personalized service...

[Organize my trip](#)



FAQs

All you need to know before traveling

What is the purpose of travel insurance?



What are the exclusions of travel insurance?



Is it mandatory to purchase travel insurance?



Is there a maximum coverage duration for the insurance?



When is the best time to purchase travel insurance?



What do COVID coverage insurances include?



Can dates be changed after purchasing the insurance?



What are cancellation insurances for?



Download our app

Having all the information regarding your insurance and trips on your mobile device to perform any necessary action



Discover the Chubb app

Download Chubb's app

Through the Chubb app, you can manage your policies anytime. Additionally, receive notifications about the latest updates and plan your upcoming trips.

Download on the
App Store

GET IT ON
Google Play

Download



We take care of you

5.2M

Insured very year

31K

Claim Reimbursements

21M€

Worldwide Assistance

6K

Points of sale

Chubb Newsletter

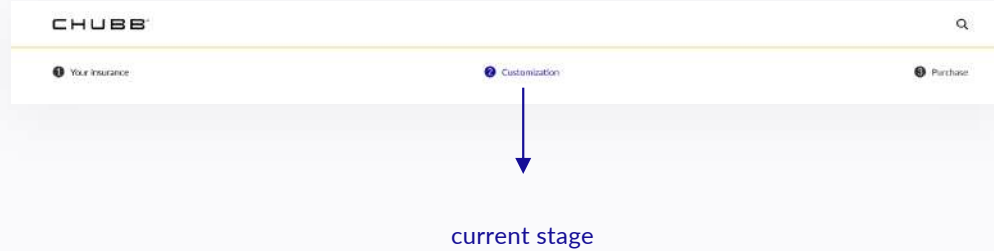
Subscribe now! We'll keep you updated on all the latest from Chubb Insurance

4 | Customization Structure

The structure of the **Customization** page is made up of **4** sections

1. Wizard
2. Data summary
3. Price plans
4. Coverage

This structure lets users see a **summary of what they have selected** in the insurance, **edit** the information if needed, or **select new features** to complete the plan.



Using this Wizard will let the user know where he is and how many stages left he has to complete to finish the purchase.

The screenshot displays two main sections: 'Travel Details' on the left and 'Purchase Summary' on the right. The 'Travel Details' section includes trip information (A single trip, Vacations, Chubb's partner, 1 Adult), a note about previous selections, and fields for Country of origin (ESPAÑA), Destination country (ESPAÑA), Trip start (31/05/2024), and Trip ends (07/06/2024). It features an 'Edit' button and a question 'Do you need to edit the information?'. The 'Purchase Summary' section is titled 'DISERVED VACATIONS' and lists Coverage: Asia, Modality: One week, Country of origin: Spain, Destination Country: Myanmar, Insurance: 1, and a total price of 103.66€. It includes a 'Discount coupon?' field with 'Apply' and 'Cancel' buttons, and 'Pay' and 'Save' buttons at the bottom. Annotations with arrows point to the 'Edit' button (labeled 'Edit previous information'), the 'Summary' text (pointing to the 'Purchase Summary' section), and the 'Pay' button (labeled 'CTA').

Travel Details

A single trip | Vacations | Chubb's partner | 1 Adult

Here is all the information you have selected in the previous step. Please ensure it is correct. If not, you can edit it.

Country of origin: ESPAÑA

Destination country: ESPAÑA

Trip start: 31/05/2024

Trip ends: 07/06/2024

Do you need to edit the information?

Edit

Purchase Summary

DISERVED VACATIONS

Coverage: Asia | Modality: One week

Country of origin: Spain | Destination Country: Myanmar

Insurance: 1 | 103.66€

Discount coupon? | Apply

Total | 103.66€

Pay | Save

Summary

CTA

Users have the chance to **modify** the information they have already entered by viewing the information they have **submitted up to this stage**.

Do you want to change the plan?

Light Vacations	Deserved Vacations	The Vacation of My Life
Go safely	Go more than safely	Don't worry, everything will go great
14€ / month	22€ / month	50€ / month
<ul style="list-style-type: none">✓ Medical expenses coverage: up to 25.000€✓ Medical Repatriation. Includes Covid✓ Luggage up to 400€✗ Civil Liability	<ul style="list-style-type: none">✓ Medical expenses coverage: up to 75.000€✓ Medical Repatriation. Includes Covid✓ Luggage up to 800€✓ Civil Liability: up to 20.000€	<ul style="list-style-type: none">✓ Medical expenses coverage: up to 200.000€✓ Medical Repatriation. Includes Covid✓ Luggage up to 2000€✓ Civil Liability: up to 60.000€
Choose	Selected	Choose

Plan features included

Plan selected

User can modify by one click the plan he has previously selected. The price will be modify in the data summary section

Do you want to expand your coverage?

Luggage

Extend coverage if luggage value exceeds default limit to ensure 100% protection.

- Up to 800€ (included)
- Up to 2.000€ (+67,59€)
- Up to 4.000€ (+67,59€)
- Up to 5.000€ (+67,59€)

Trip Cancellation Insurance

Enhance cancellation coverage: Get 100% refund if your trip costs exceed insured amount.

- Up to 1.000€ (included)
- Up to 2.000€ (+103,20€)
- Up to 3.000€ (+169,17€)
- Up to 4.000€ (+255,84€)
- Up to 5.000€ (+327,15€)
- Up to 6.000€ (+368,58€)
- Up to 7.000€ (+421,44€)

Medical Expenses

Expand the limit to cover expenses for treatment and professionals attending to you abroad.

- Up to 75.000€ (included)
- Up to 110.000€ (+42,20€)
- Up to 120.000€ (+76,92€)
- Up to 130.000€ (+115,44€)
- Up to 150.000€ (+157,74€)
- Up to 200.000€ (+193,92€)

Accident Insurance

Protect your family's lifestyle during travel. No age limit for coverage extension.

- Up to 10.000€ (included)
- Up to 40.000€ (+43,68€)
- Up to 60.000€ (+72,84€)
- Up to 100.000€ (+125,10€)

Can modify by one simple click



Sticky button so user will find help always he needs it

User can modify by one click the plan he has previously selected. The price will be modify in the data summary section,

5 | Customization

Travel Details

A single trip | Vacations | Chubb's partner | 1 Adult

Here is all the information you have selected in the previous step. Please ensure it is correct. If not, you can edit it.

Country of origin

🇪🇸 ESPAÑA

Destination country

🇪🇸 ESPAÑA

Trip start

📅 31/05/2024

Trip ends

📅 07/06/2024

Do you need to edit the information?

Edit

Purchase Summary

DISERVED VACATIONS

Coverage: Asia

Modality: One week

Country of origin: Spain

Departure: 31/05/2024

Destination Country: Myanmar

Back: 07/06/2024

Insurance: 1

103.66€

Discount coupon?

código

Aplicar

Total

103.66€

Pay

Save

Do you want to change the plan?

Light Vacations

Go safely

14€ / month

- ✓ Medical expenses coverage: up to 25.000€
- ✓ Medical Repatriation. Includes Covid
- ✓ Luggage up to 400€
- ✗ Civil Liability

Choose

Deserved Vacations

Go more than safely

22€ / month

- ✓ Medical expenses coverage: up to 75.000€
- ✓ Medical Repatriation. Includes Covid
- ✓ Luggage up to 800€
- ✓ Civil Liability: up to 20.000€

Selected

The Vacation of My Life

Don't worry, everything will go great

50€ / month

- ✓ Medical expenses coverage: up to 200.000€
- ✓ Medical Repatriation. Includes Covid
- ✓ Luggage up to 2000€
- ✓ Civil Liability: up to 60.000€

Choose

Do you want to expand your coverage?

Luggage

Extend coverage if luggage value exceeds default limit to ensure 100% protection.

- Up to 800€ (included)
- Up to 2.000€ (+67,59€)
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extension.

- Up to 10.000€ (included)
- Up to 40.000€ (+43,68€)
- Up to 60.000€ (+72,84€)
- Up to 100.000€ (+125,10€)



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[Opinions](#)

[Coverage](#)

[Chubb insurance](#)

[Help?](#)



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[Privacy Policy](#)

[Cookie Policy](#)

[Purchase Policy](#)

6 | Purchase Structure

The structure of the **Purchase** page is made up of **4** sections

1. Wizard
2. User info + Summary
3. Purchase conditions
4. Payment method

This structure lets users finish the **purchasing process** by introducing their **personal data** and selecting the **payment method**.

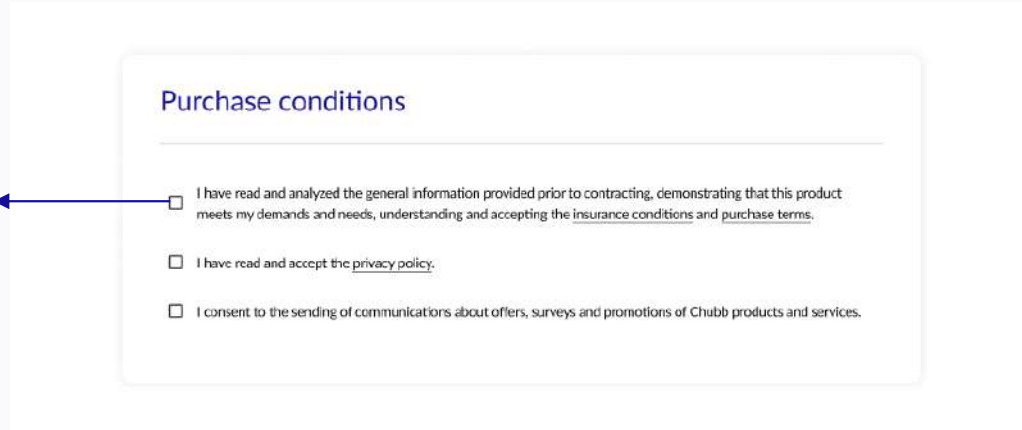
**We will move directly to the second point (User info + Summary) so we do not repeat point number 1 (Wizard).*

The image shows a digital form for purchasing insurance. It is divided into two main sections:

- Insurance member 1:** A form for entering personal data. It includes fields for Name, Surname, Date of birth, Country of residence, Type of document, Document number, Province, Locality, Address, Postal code, Phone number, and Email. A blue arrow points from the text 'Personal data form' to this section.
- Purchase Summary:** A section titled 'DISERVED VACATIONS' showing details of the purchase. It includes:
 - Coverage: Asia
 - Country of origin: Spain
 - Destination Country: Myanmar
 - Modality: One week
 - Departure: 31/05/2024
 - Back: 07/06/2024
 - Insurance: 1 (103.66€)
 - Total: 103.66€
 - A blue button labeled 'Pay with credit card'.
 A blue arrow points from the text 'Summary' to the 'DISERVED VACATIONS' section, and another blue arrow points from the text 'CTA' to the 'Pay with credit card' button.

User must complete the process using his personal data. Also has a summary of what his finally going to pay.

Agree by clicking



The image shows a screenshot of a web form titled "Purchase conditions". The form contains three checkboxes, each followed by a line of text. A blue arrow points from the text "Agree by clicking" to the first checkbox.


Purchase conditions

- I have read and analyzed the general information provided prior to contracting, demonstrating that this product meets my demands and needs, understanding and accepting the insurance conditions and purchase terms.
- I have read and accept the privacy policy.
- I consent to the sending of communications about offers, surveys and promotions of Chubb products and services.


User **must agree terms** and conditions in order to being able of **finishing** the **purchase**.


Payment method selected

Your payment method

Credi card 

Card number: 1234 5678 1234 5678 Date of Expiry: MM Year of Expiry: YYYY

PayPal 

Bizum 

User must select the payment method.

7 | Purchase

Insurance member 1

Dear Name Surname

Date of birth Country of residence

Type of document Document number

Province Locality

Address Postal code

Phone number Email

Purchase Summary

DISERVED VACATIONS

Coverage: Asia

Country of origin: Spain

Destination Country: Myanmar

Modality: One week

Departure: 31/05/2024

Back: 07/06/2024

Insurance: 1 103.66€

Total 103.66€

Pay with credit card

Purchase conditions

- I have read and analyzed the general information provided prior to contracting, demonstrating that this product meets my demands and needs, understanding and accepting the insurance conditions and purchase terms.
- I have read and accept the privacy policy.
- I consent to the sending of communications about offers, surveys and promotions of Chubb products and services.

Your payment method

Credi card 

Card number

1234 5678 1234 5678

Date of Expiry

MM



Year of Expiry

YYYY



PayPal 

○ Bizum  bizum



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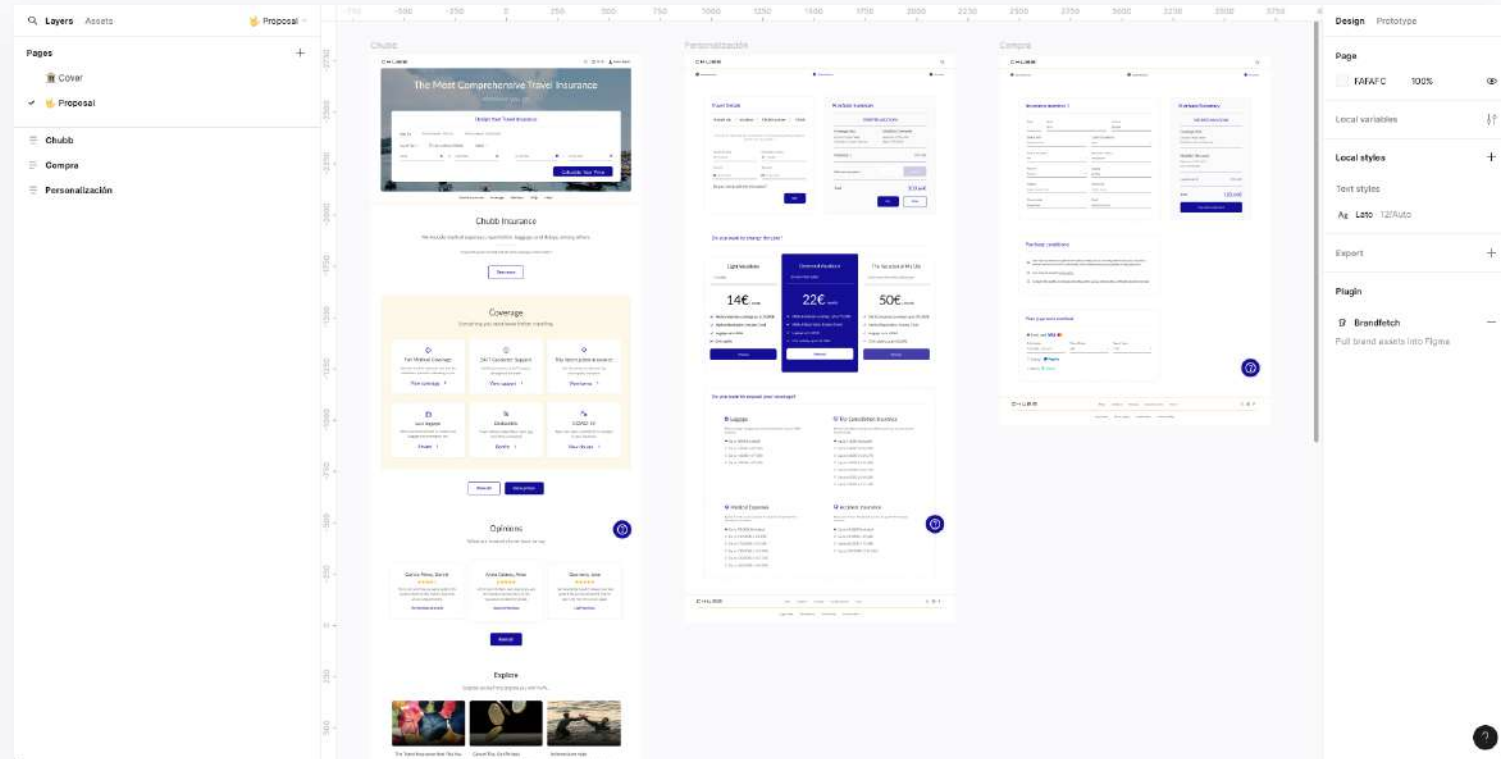
[Legal Notice](#)

[Privacy Policy](#)

[Cookie Policy](#)

[Purchase Policy](#)

8 | Figma



to see the project in Figma, just click on the [Figma icon](#)



CHUBB®

9 | Flow



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Thank you so much

Insurance Product | Travel Insurance

CHUBB®