

# UX Strategy for Sociedad de Seguros de Vida

INTERFAZ

## Client

Sociedad de Seguros de Vida del Magisterio Nacional is an institution that has worked for more than 100 years in the administration of mutual life insurance and personal and mortgage loans for Costa Rican public and private education workers.

## Challenge

Comprehensively improve the healthy credit placement pre-application process to make the user experience more intuitive with less rework, fewer errors, less complexity, and better feedback.

## Solution

We performed a detailed analysis of user behavior to identify possible improvements to the platform. We developed a visually attractive and adaptable digital tool that allows users to apply for loans through an agile and efficient process.

## Highlighted Features

- Research
- UX Strategy
- UI Design
- Digital platform development

## Resources

- Market research
- Planning
- Development

