

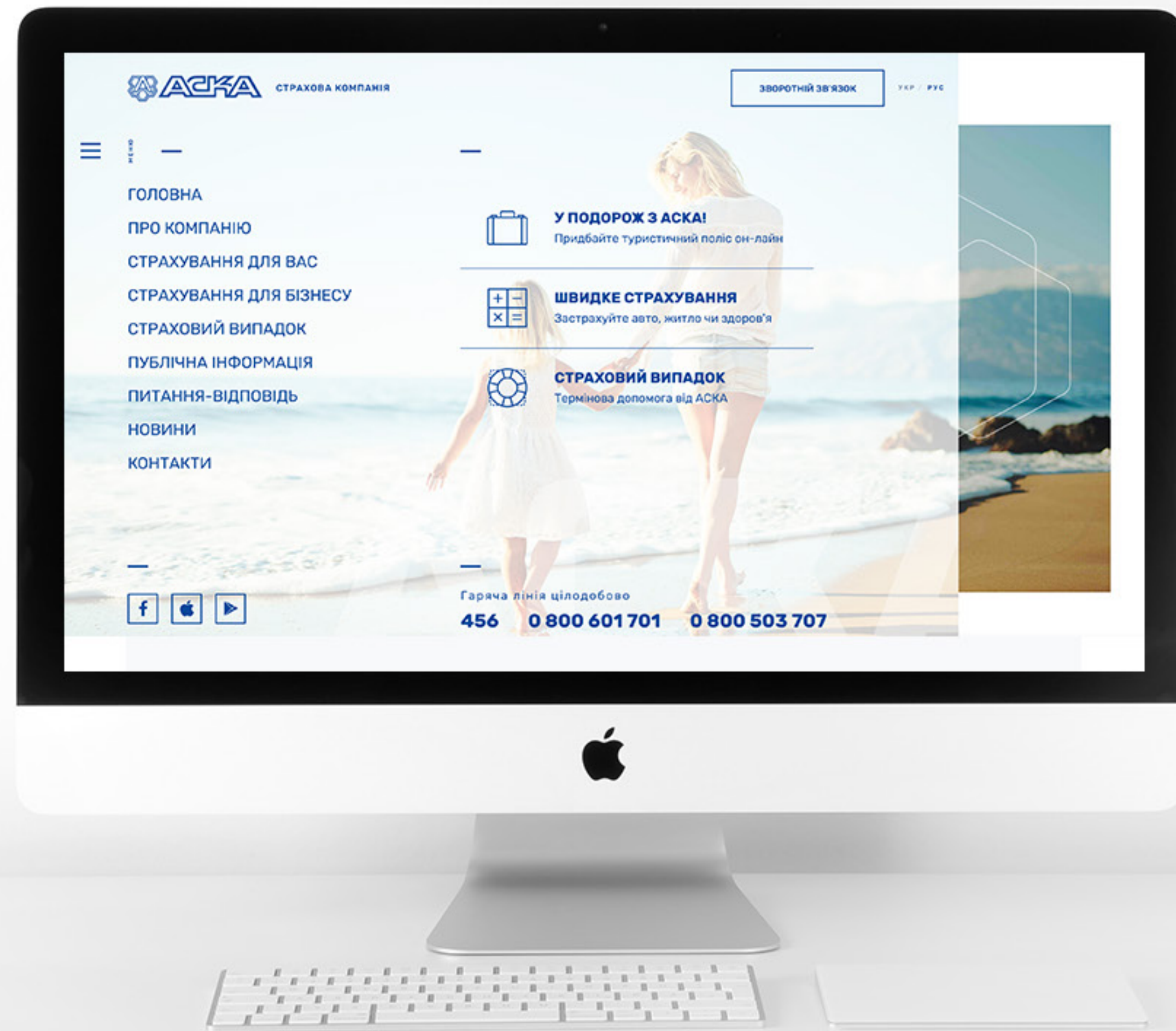
A blurred background image of a modern office interior. It features several wooden desks with ergonomic chairs, and large windows in the background letting in natural light. The overall color palette is muted, with blues and greys.

— **CREATING THE WEBSITE FOR ASKA INSURANCE COMPANY, 2018-2019**

Developed by Sparkle Design

OBJECTIVES

- To update the Website for ASKA Insurance Company which we created before.
- To make ordering the Insurance Products more quick and convenient.
- To create the feasibility of developing the users' paths on the Website within the frameworks of the goals prescribed.
- To update the major directions of the Company's activities, reflecting thereof on the Website.



01

02

03

...

PROTOTYPES

20

prototypes in the first phase



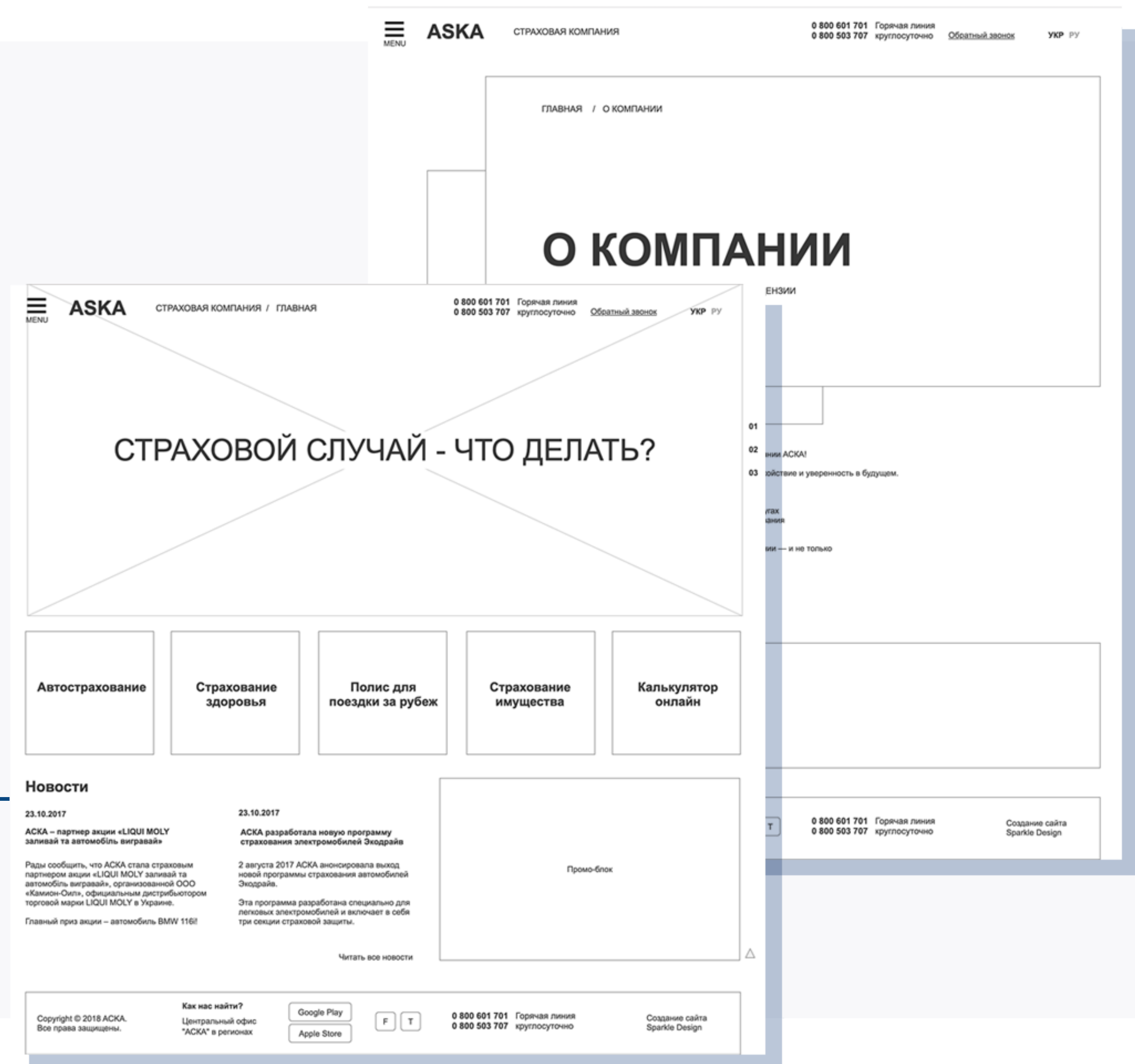
we design each module

9

final prototypes

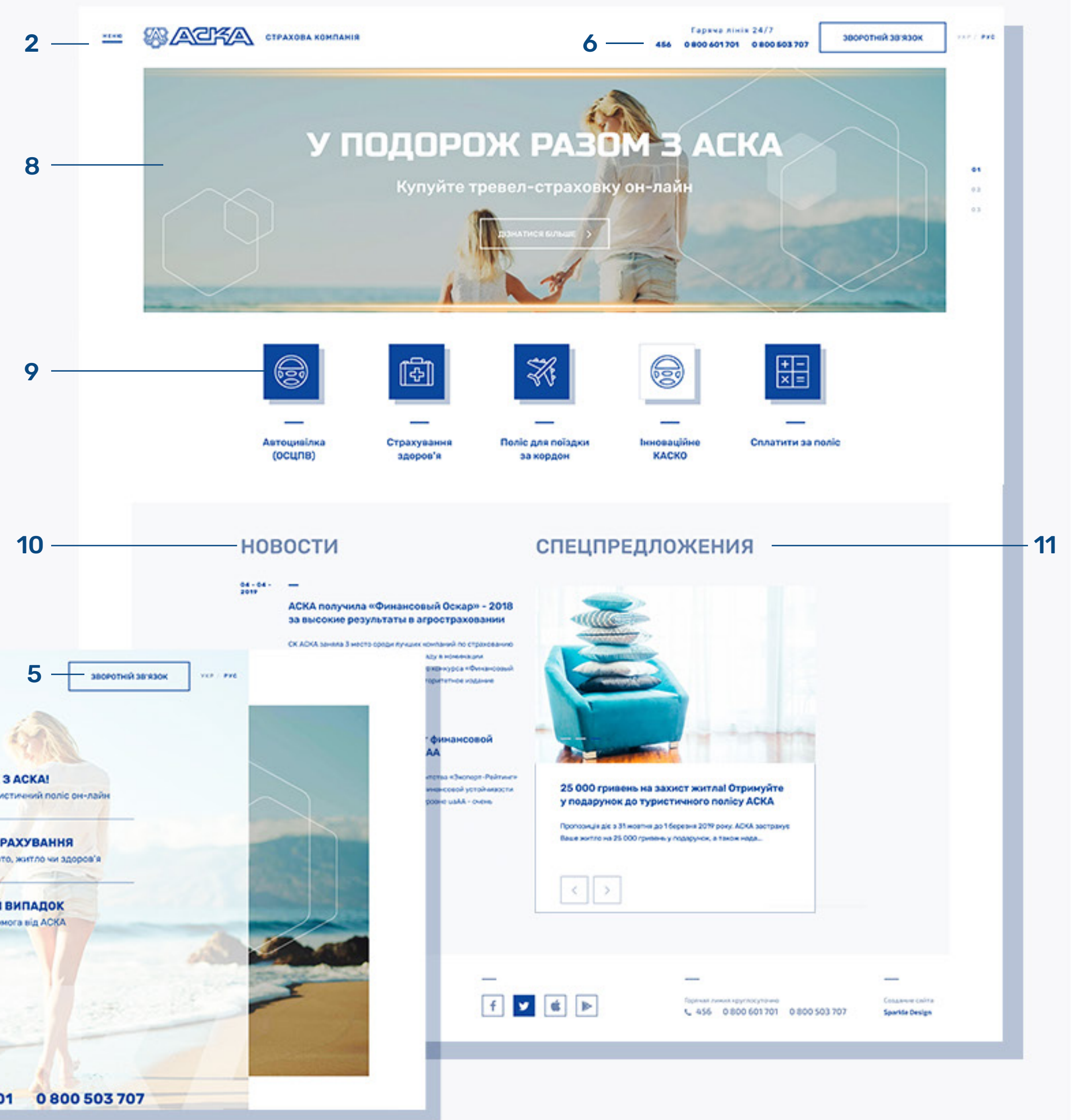


the prototype of the home page



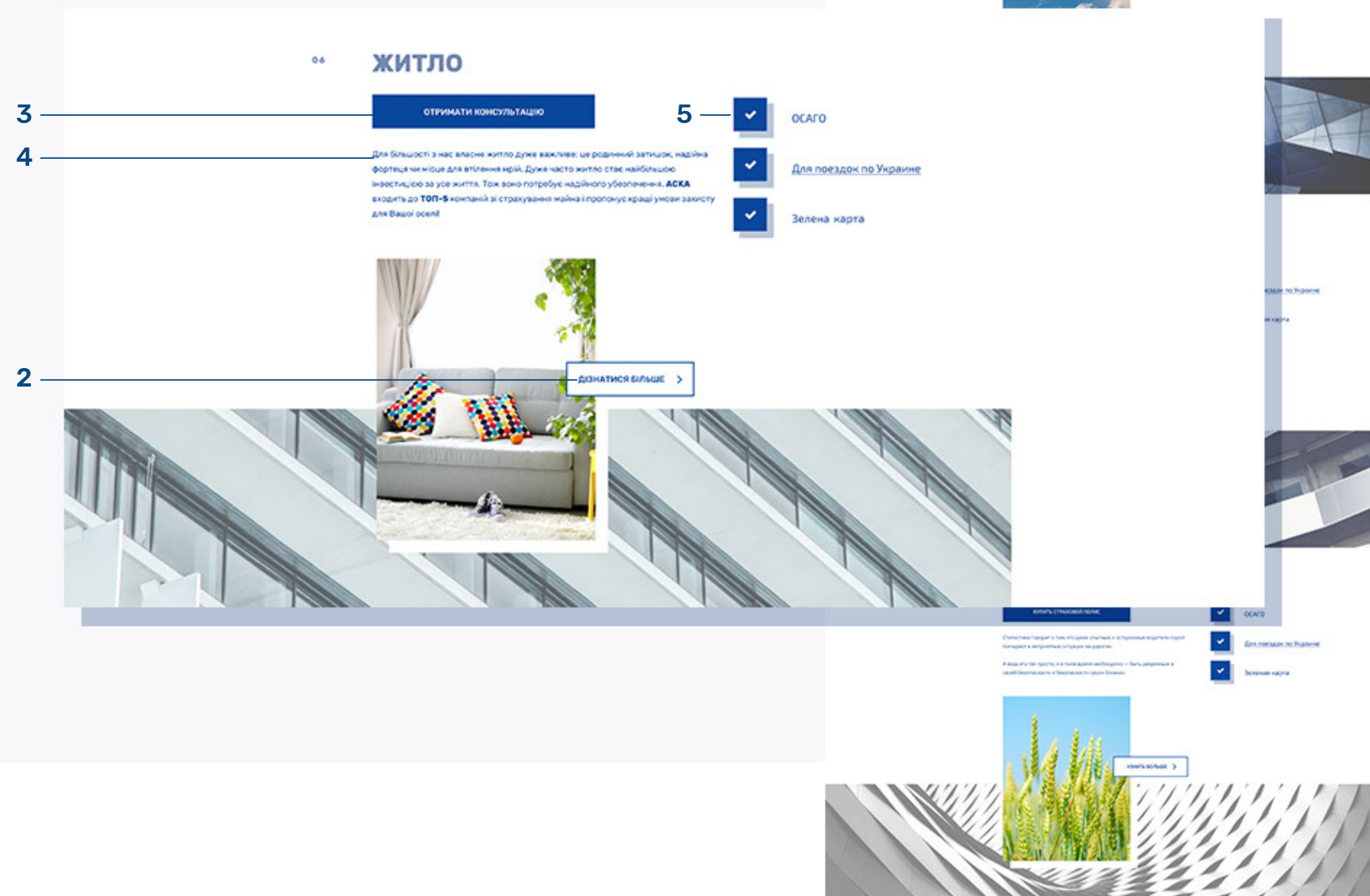
THE HOME PAGE

- 1 — Nonstandard browsing
- 2 — We have renewed the concept of the home page
- 3 — 3 basic direction of the work
- 4 — Menu entries with the level of nesting
- 5 — Callback
- 6 — Website call
- 7 — Social networking sites
- 8 — Slider
- 9 — Services visualization
- 10 — News
- 11 — Special offers



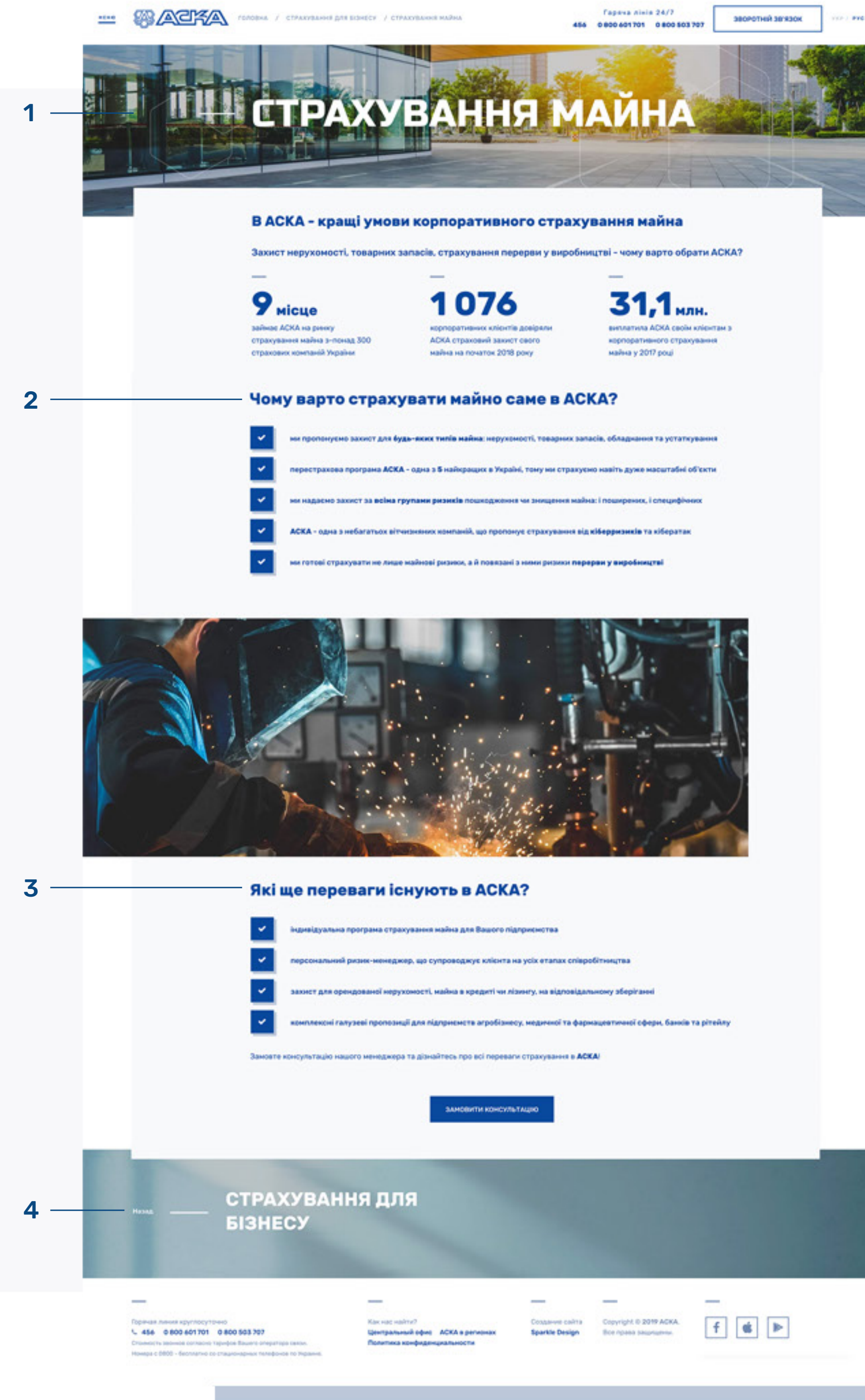
THE PAGE OF INSURANCE PRODUCTS

- 1 — The concept of services presentation
- 2 — Shifting to an Insurance Product
- 3 — Making an express order
- 4 — Service description
- 5 — The Brief List of benefits
- 6 — Configurable conceptual shifts



INSURANCE PRODUCT PAGE

- 1 — Major benefits of the Product
- 2 — Why should you choose us?
- 3 — Complementary information
- 4 — Configurable conceptual shifts



INSURANCE EVENT

- 1 — Insurance event steps
- 2 — Emergency Telephone Numbers
- 3 — Types of insurance events
- 4 — Application Form
- 5 — Configurable conceptual shifts
- 6 — Successive steps for settling the insurance event
- 7 — Instructions on further actions

6



3

06

07

08

5

CALCULATOR

Functional

- 1 — The amount is calculated automatically
- 2 — Drop-down menus
- 3 — Selecting the items from the lists
- 4 — Data input fields
- 5 — Date picker
- 6 — Digital data
- 7 — Checkpoints

1

5

6

7

2

1

3

2

4

...

07

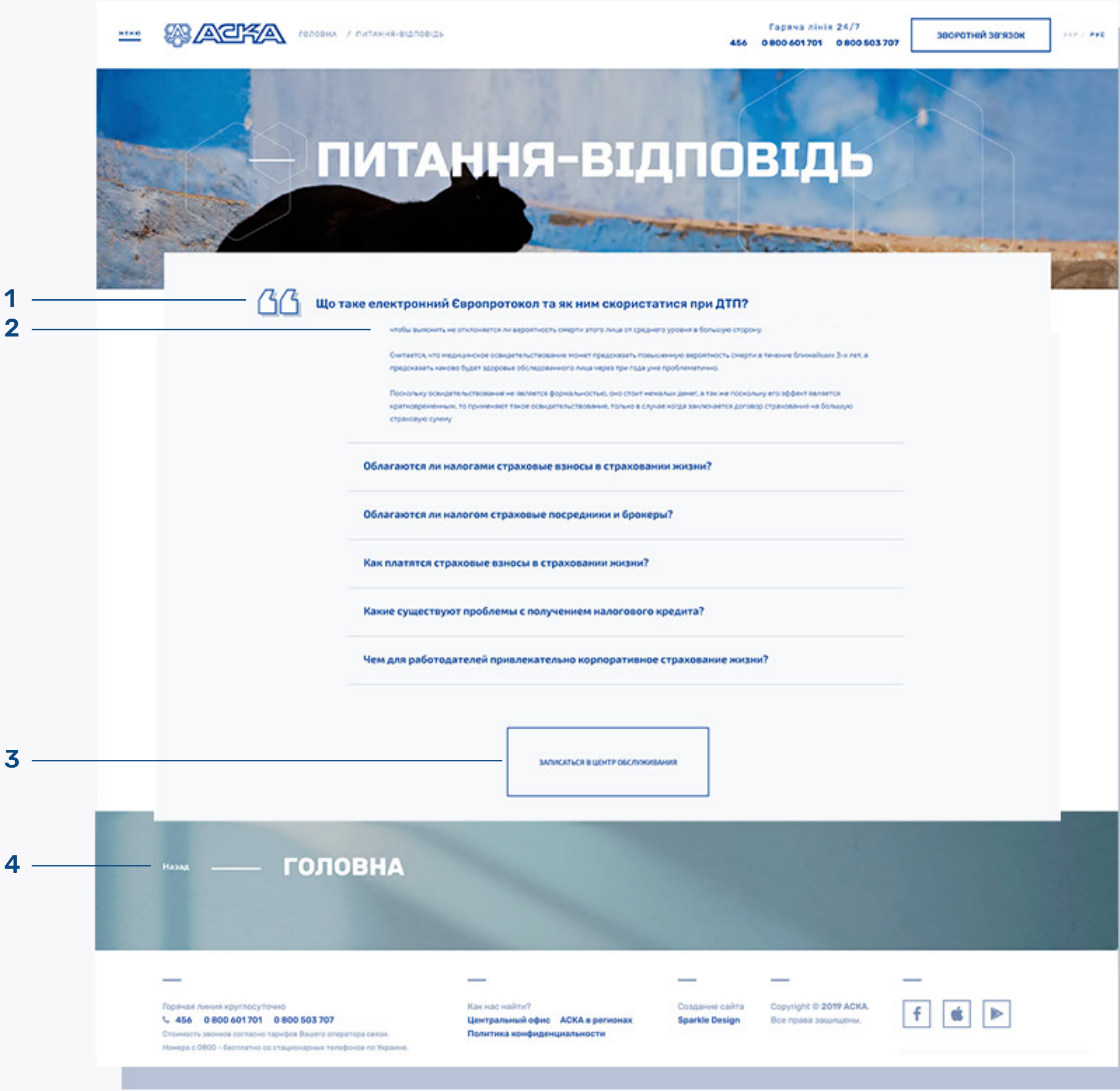
08

09

...

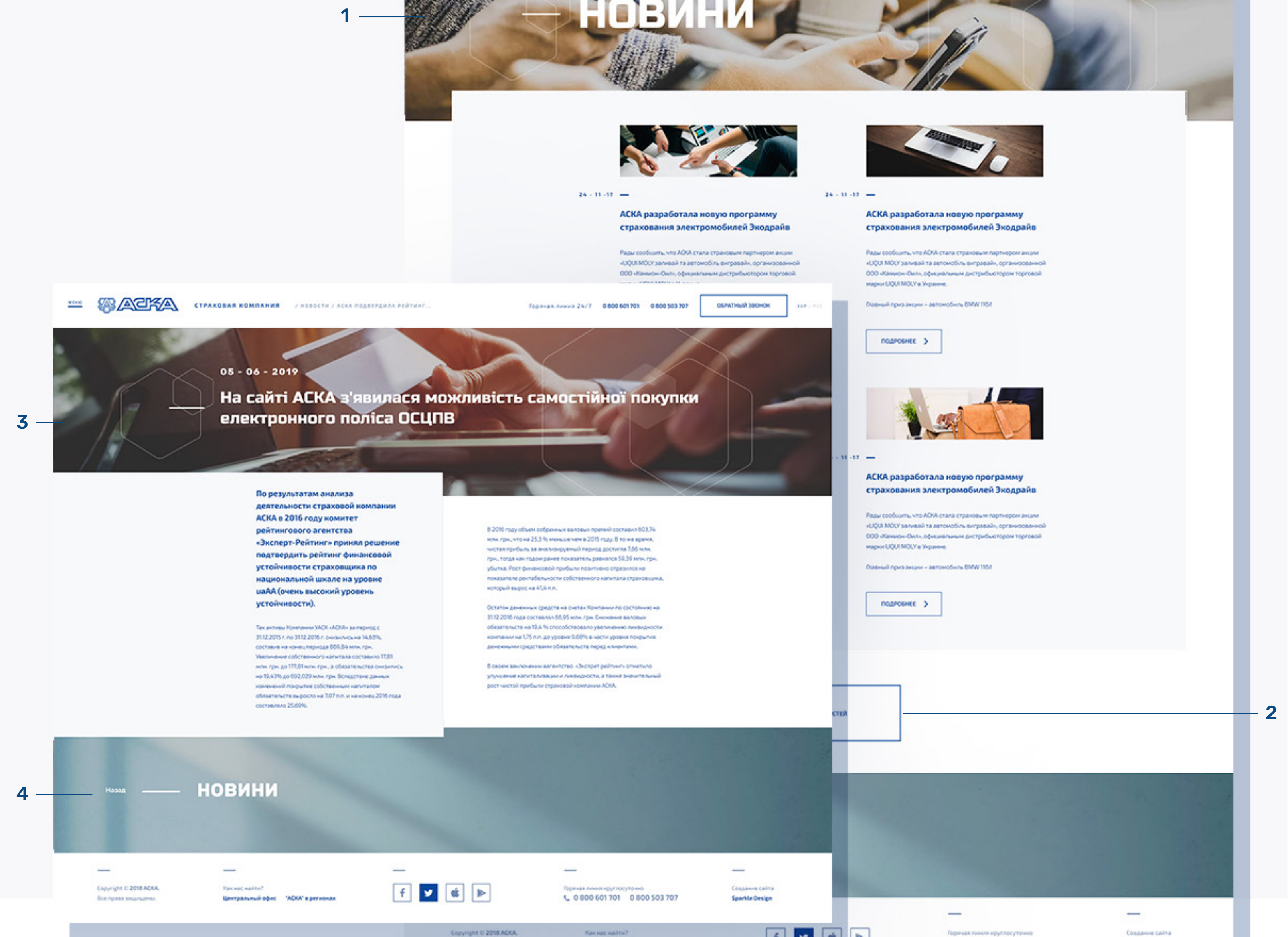
QUESTION-AND-ANSWER DIALOGUE

- 1 — Drop-down list box
- 2 — Response to the question
- 3 — The icon for registering to the Counseling Center
- 4 — Configurable conceptual shifts



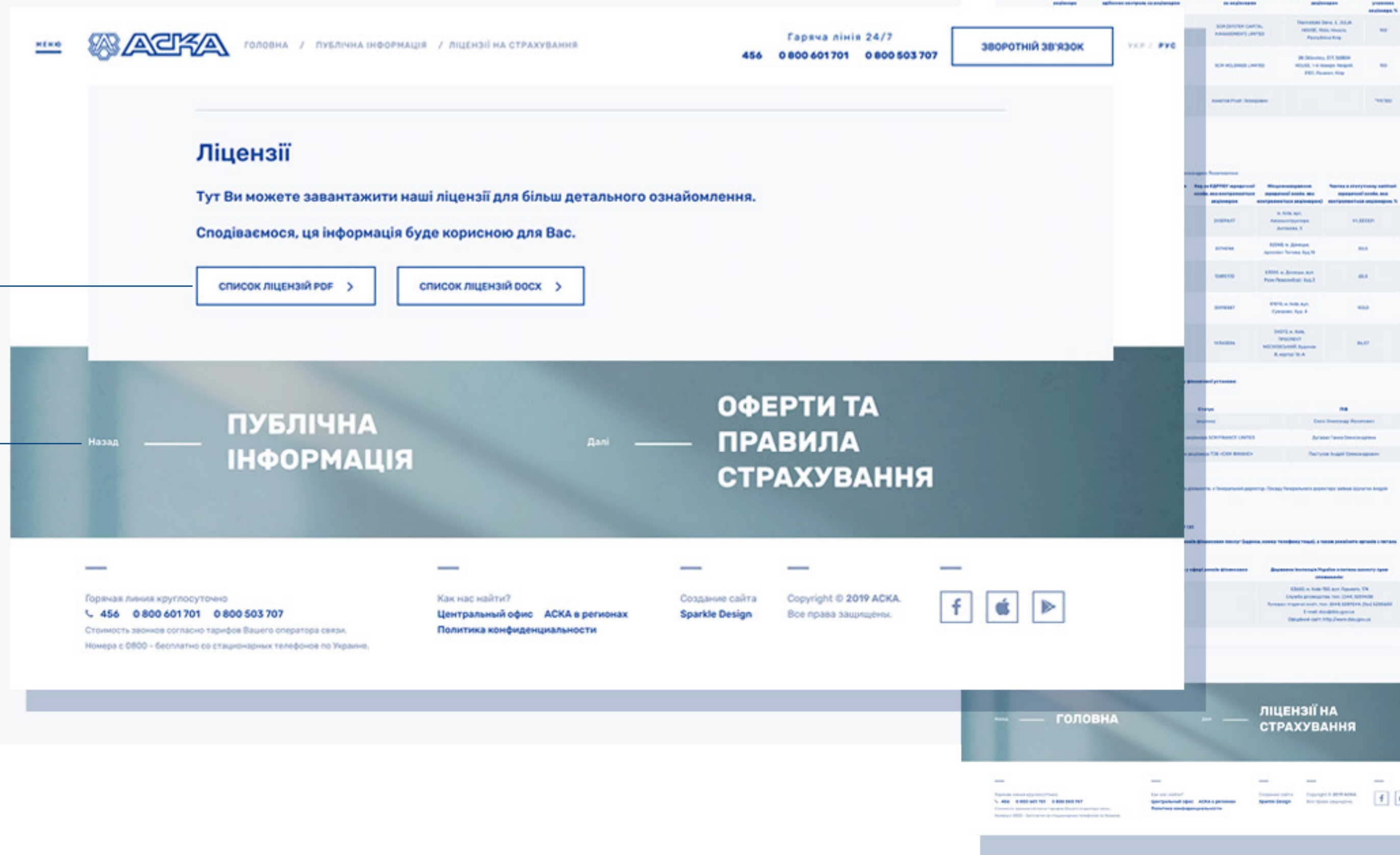
THE NEWS

- 1 — News Catalogue
- 2 — Uploading the News cycles
- 3 — The core text of the news
- 4 — Configurable conceptual shifts



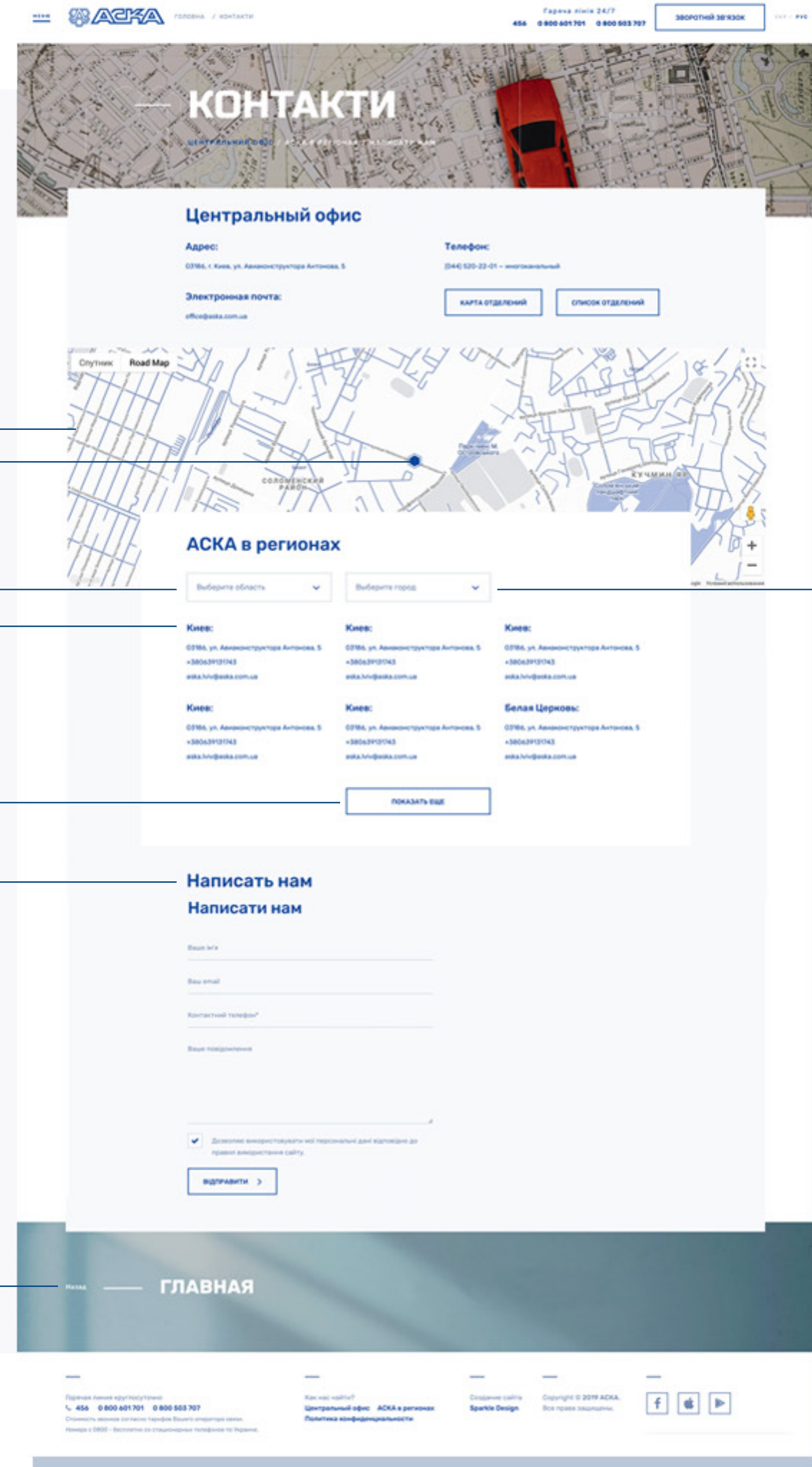
PUBLIC INFORMATION

- 1 — Property structure description
- 2 — The feasibility of getting the financial statements
- 3 — Configurable conceptual shifts



CONTACTS

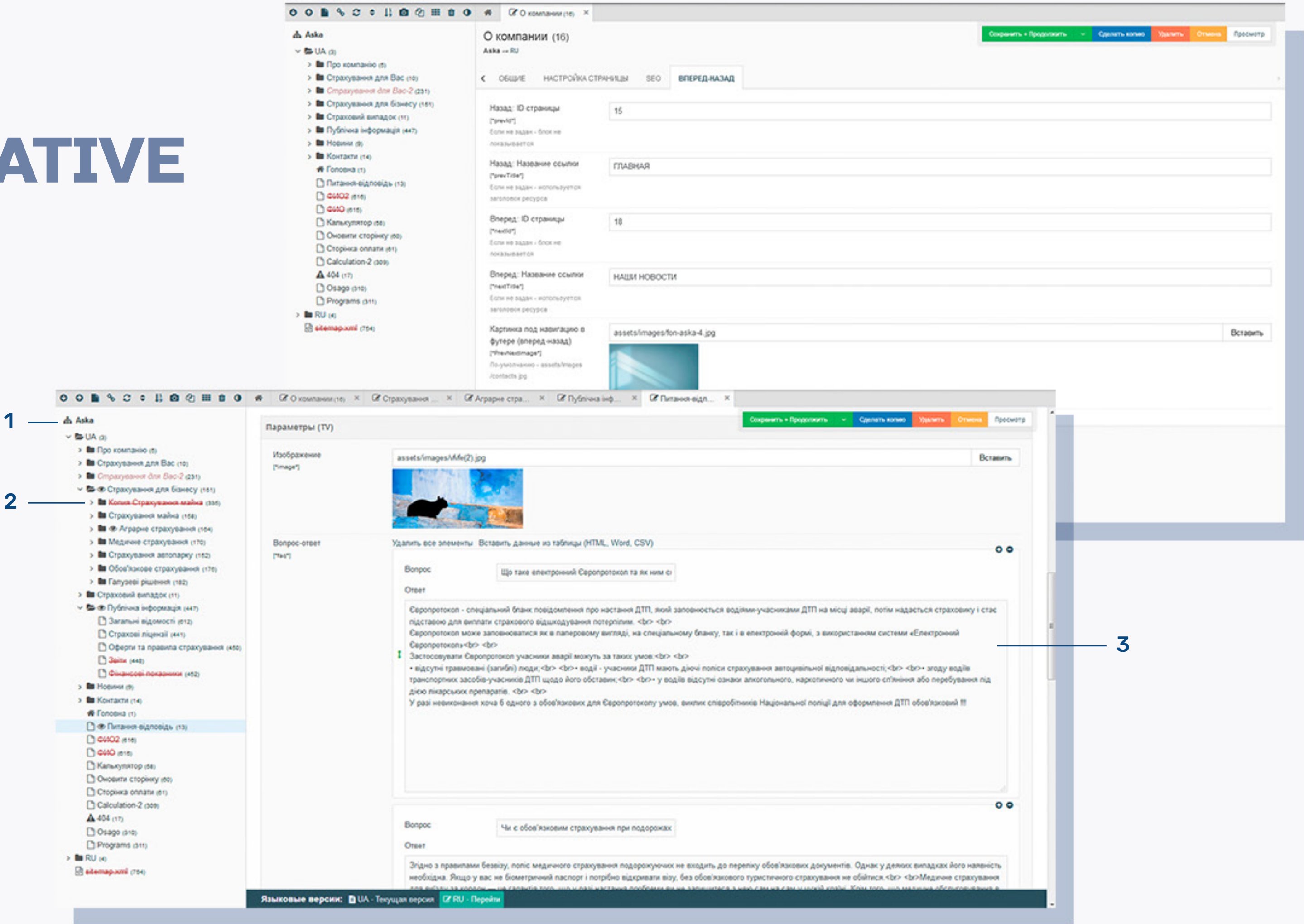
- 1 — Displaying the map of branches
- 2 — Complementary information when clicking
- 3 — Displaying the branches as a list
- 4 — Selecting the Oblast
- 5 — Selecting the City (Town)
- 6 — Load more
- 7 — Contact Form
- 8 — Configurable conceptual shifts



THE ADMINISTRATIVE PANEL

Website elements management

- 1 — Comprehensive and easy Website management
- 2 — The intuitive interface making it easy to administrate thereof
- 3 — Editing of whatever fields and values on the Website



LANDING

"Health formula"

1 — Start screen

2 — Service description

3 — The slider with description

4 — Amount of outpayments

5 — Service options

6 — Service benefits

7 — Company's profile

8 — Feedback Form

9 — Contact telephones

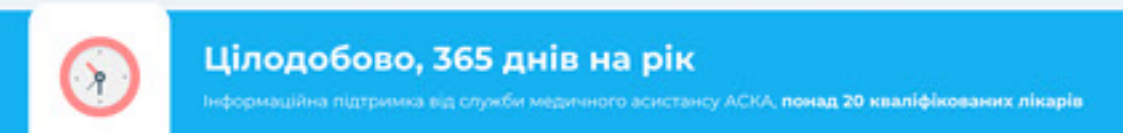
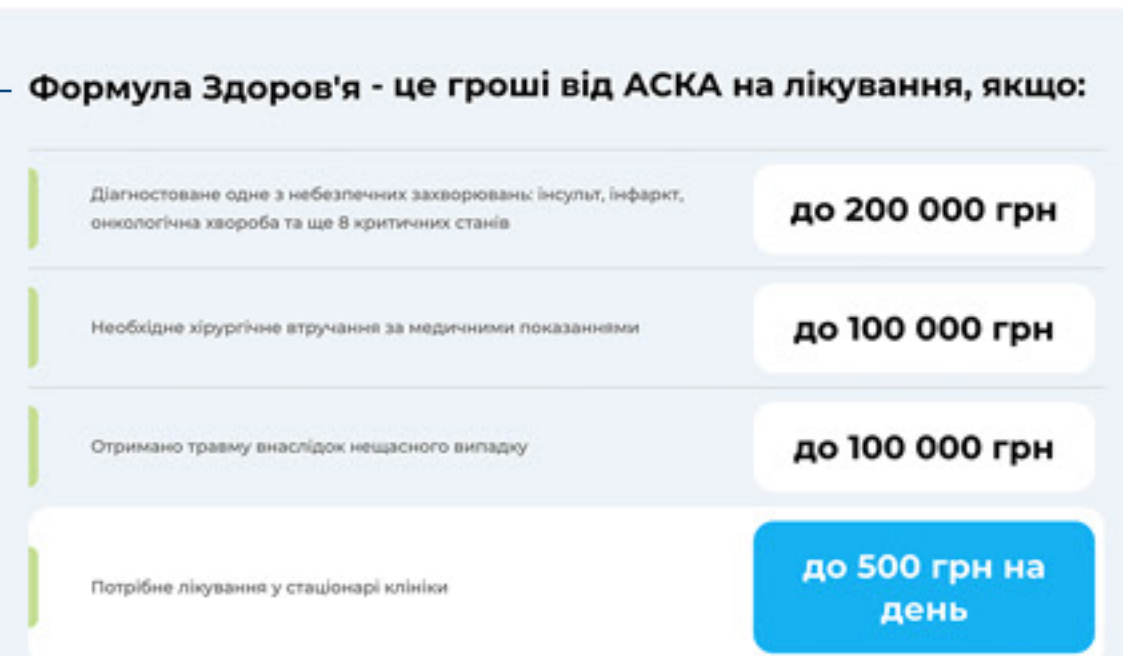
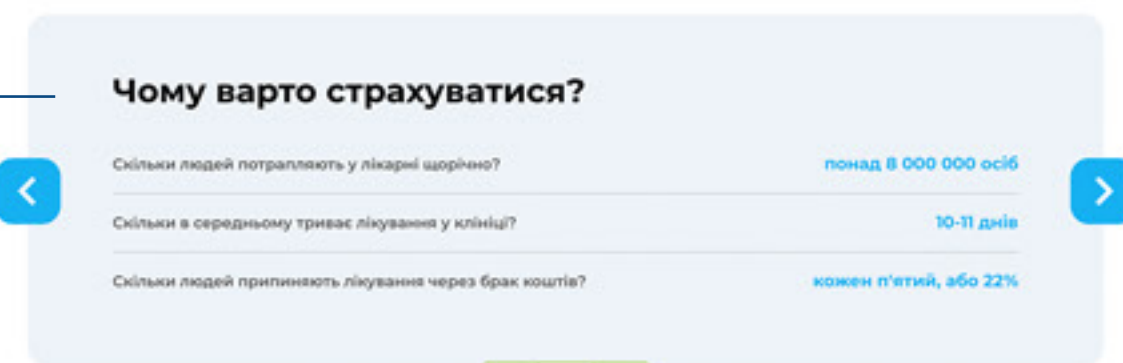
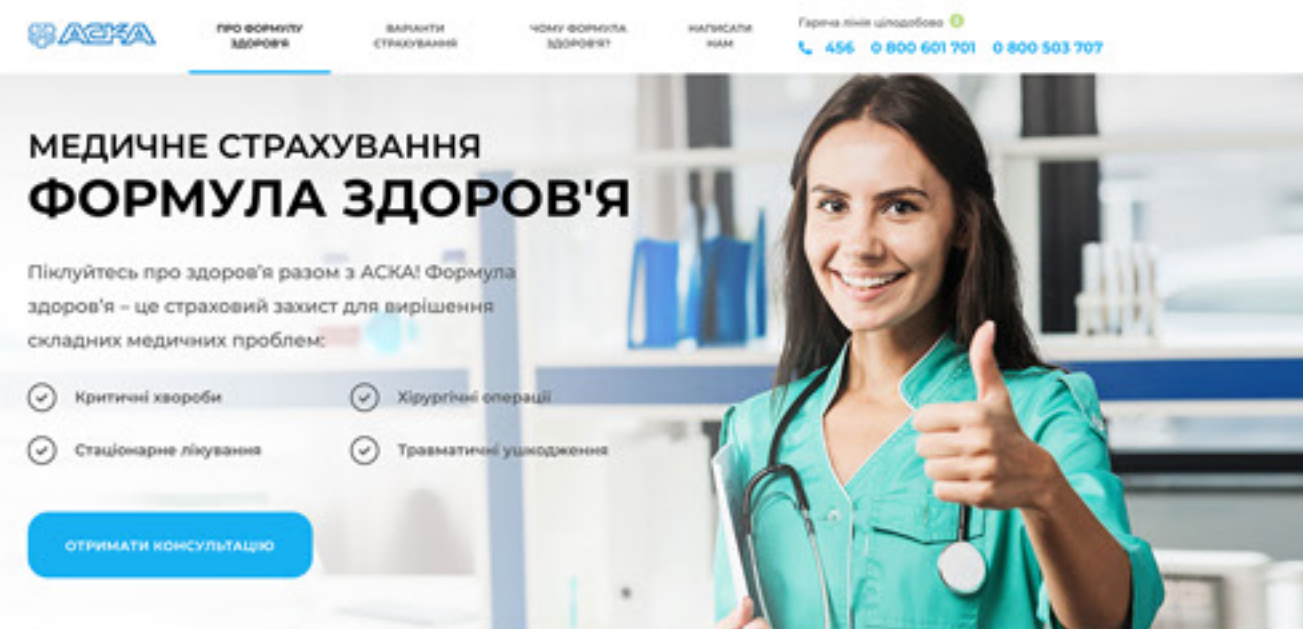
10 — Social networks

1

2

3

4



Яка ціна Формули Здоров'я?

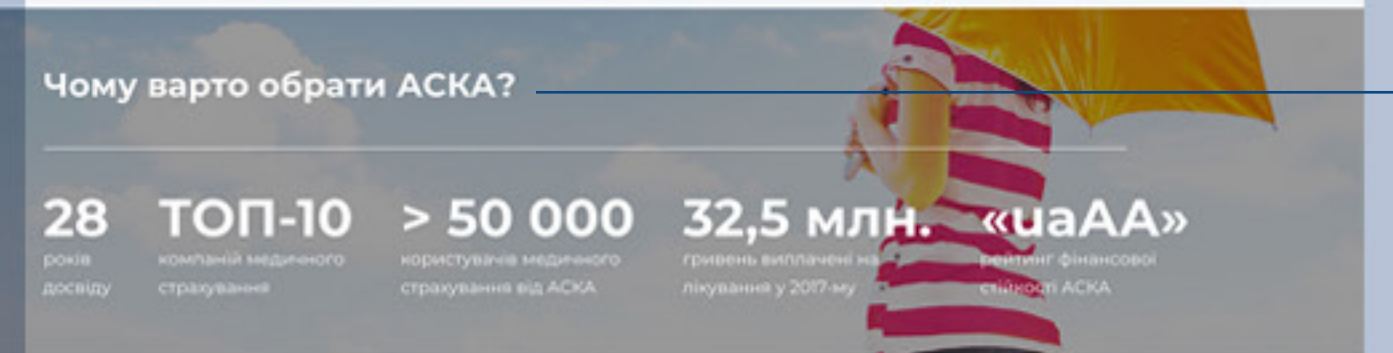
АСКА розробила декілька варіантів захисту, щоб кожен зміг обрати прийнятне для себе рішення.

Захистити здоров'я можливо навіть за 4 гривні на день!

Варіанти страхування	Преміум*	Преміум	Стандарт	Бюджет
Вартість на рік, гривень	6 850	3 750	2 650	1 450
Складні хвороби	200 000 грн	300 000 грн	70 000 грн	50 000 грн
Хірургічні втручання	100 000 грн	50 000 грн	35 000 грн	20 000 грн
Травматичні ушкодження	100 000 грн	50 000 грн	35 000 грн	20 000 грн
Лікування у стаціонарі	500 грн на день	300 грн на день	200 грн на день	100 грн на день
Медичний сервіс	✓	✓	✓	✗
За потреби менеджер АСКА розповість про всі нюанси страхування та допоможе вибрати оптимальний варіант.	ЗАМОВИТИ	ЗАМОВИТИ	ЗАМОВИТИ	ЗАМОВИТИ



Чому варто обрати Формулу Здоров'я?



Отримати консультацію

Ваше ім'я*

Ваш email

Контактний телефон*

Ваше повідомлення

☐ (Ім'я, пошта та номер телефону не будуть опубліковані)

☐ Обов'язкові поля для заповнення

ВІДПРАВИТИ

THE OUTCOME

The Project, we have elaborated,
has won the prestigious nomination
Web Awards Ua!



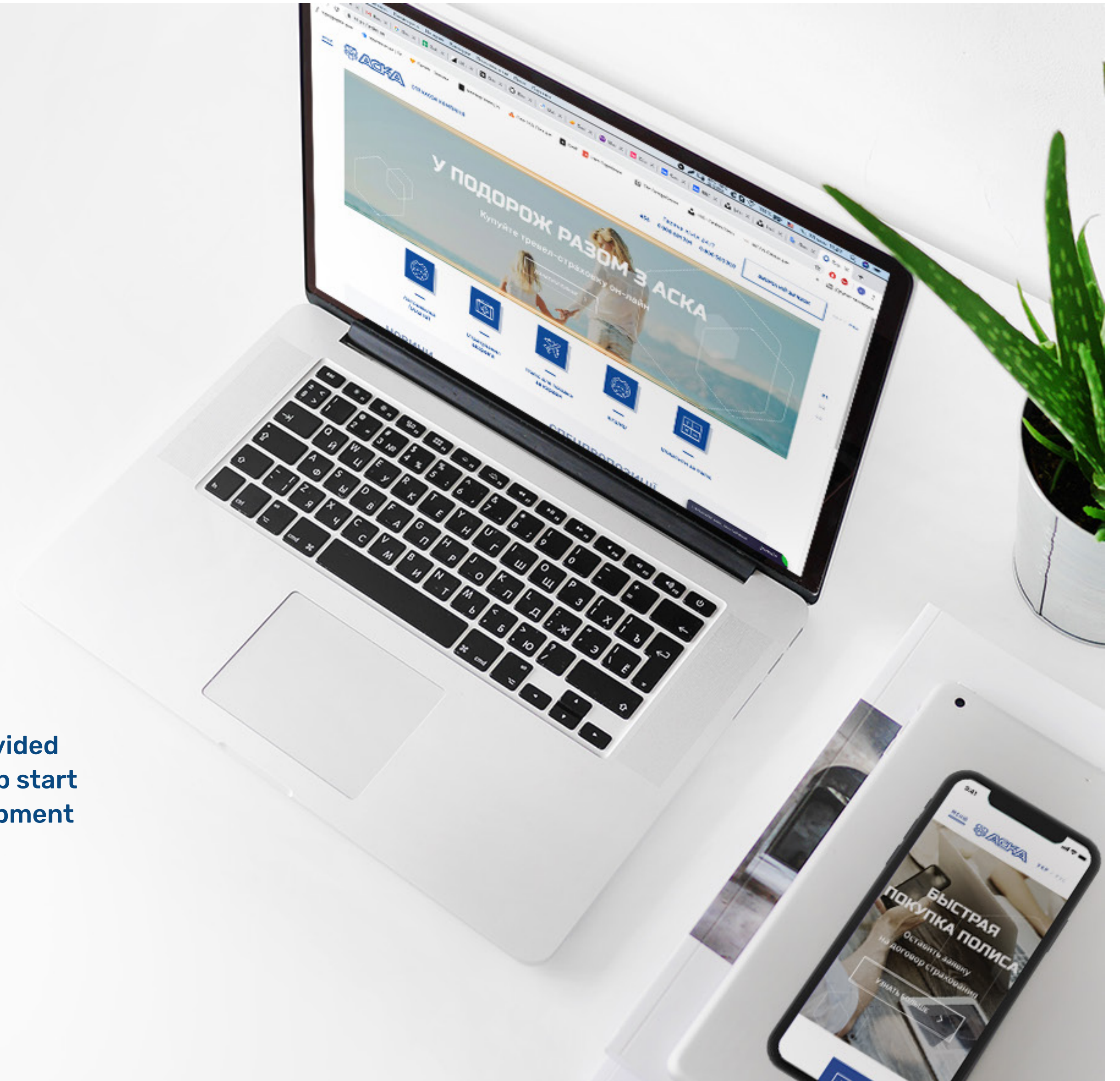
the Website for assistance in occurrence of the insurance event



online sales from the Website have been customized



the Client was provided with a powerful jump start for business development



SPARKLE DESIGN CONTACTS

Should any question or suggestions appear,
please, do not hesitate to contact us using any
contacts convenient for you.

 www.sparkledesign.com

 **+380 (50) 381 69 04**

@ info@sparkledesign.com



...

15

16

17

...

—— **THANKS
FOR WATCHING!**

www.sparkledesign.com