

# VTs / Asurion Website UX & Design Case Study

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A Deep-Dive Into the UX Process for an Enhanced Digital Experience

## Overview

This case study explores the comprehensive UX strategy and execution behind the Asurion digital redesign, conducted by the VTS team. The engagement focused on increasing lead generation, reducing content complexity, and aligning the experience with Asurion's CX6 principles.

## Objectives

- Provide a modern, intuitive user experience across web and mobile
- Align the design with Asurion's business objectives and customer journey
- Develop a scalable, CMS-friendly design framework
- Validate design choices through internal and consumer research
- Define KPIs to track the site's performance and user success

## UX & Design Process

The engagement followed a three-phase process: Discovery, Conception, and Execution. Each step involved iterative collaboration between product owners, users, and the VTS design team.

### Discovery Phase

- Vision & Goals Workshops
- Stakeholder Interviews
- Current State & Analytics Review
- Competitive Landscape Analysis
- User Personas & Use Case Mapping

### Conception Phase

- Content Strategy Development
- Workflow and Architecture Design
- Wireframing Key Flows
- User Testing to Validate Core Journeys

## Execution Phase

- Visual Design with Multiple Creative Treatments
- Interactive Prototypes for Stakeholder Walkthroughs
- Final Screen Design & Style Guides
- Dev Handoff & Ongoing Agile Collaboration

## Key Deliverables

- Workflow Maps: End-to-end flows including home, search, results, and booking
- Wireframes: Search, filter, detail pages, onboarding, and navigation models
- Prototypes: Clickable experiences for usability validation
- Creative Concepts: Multiple visual explorations of final UI

## Research Highlights

- Internal employee questionnaire uncovered gaps in storytelling and usability
- Consumer surveys reinforced a need for clarity, action-oriented content, and mobile-first responsiveness
- Web analytics revealed low engagement on secondary pages and unclear navigation patterns

## Platform & Technology Strategy

- Recommendation for a CMS-based architecture allowing layout flexibility
- Integration of analytics and personalization tools
- Support for fast publishing cycles and scalable marketing support

## Conclusion

The VTS-Asurion UX and design engagement resulted in a fully modernized, customer-first digital framework. The process laid a strategic foundation for design systems, cross-team collaboration, and ongoing iteration to optimize the user experience. Key user flows were validated, and the design aligned with measurable business and brand objectives.