



Website Design & Development for Bajaj Allianz



eDynamic successfully completes Website Design & Development for Bajaj Allianz

About Bajaj Allianz: Bajaj Allianz General Insurance Company Limited (www.bajajallianz.com) is a joint venture between Bajaj Auto Limited and Allianz SE. It has a network presence in over 200 towns spread across the length and breadth of the country.

Overview:

- Faced with challenges of right information, inconsistent branding, usability and accessibility issues, Allianz determined that they should build a new corporate website capable of showcasing their branding and easy to use user experience.

Challenges:

- Provide the right information to the right people at the right time
- Wide range of audience – age, demographics, cultures
- Complex Content Architecture
- Generic Design that could adapt to any future requirement
- Inconsistent User Experience
- Inconsistent online branding with respect to offline branding
- Usability issues
- Accessibility issues

Solution:

- A 360 degree approach towards user experience - usability, design, information architecture, and branding
- Establish emphasis on User Experience strategy (Portal Approach)
- Effective development and quality processes
- Information Architecture (Primarily onsite) - Card sorting, Persona, Navigation & Content design, Story Boarding – Page Detailing, User testing etc.
- Design (Onsite+ Offshore) - Prototype development, User Testing, Heuristics testing

Results:

- Improved User Experience
- Enhanced usability/accessibility
- Consistent online and offline branding
- Highly Scalable Design
- Quick Turnaround Time
- Cost Savings
- Quality Deliverables



Home Page: This is where all users land and start experiencing the website. Information architecture of this page has been done in such a manner that it is highlighting the important areas focusing in the right direction.

Home | Add to Favorite | Contact Us | Site Map | Careers | Press Coverage | Media Kit

BAJAJ Allianz
Bajaj Allianz General Insurance

Motor Insurance | Asset Insurance | Health Insurance | Travel Insurance | Corporate Insurance | About us | Quick Links

No big words, no big assurances. Just a simple promise.... **You are insured.**

Buy Online
GET A MOTOR QUOTE
FAST, EASY & SECURE
11 min. Quote or 4 min. Estimate

MOTOR INSURANCE

- Get a car insurance quote
- Car insurance products
- Claims information

HOME INSURANCE

- Get a home insurance quote
- Home insurance products
- Claims information

HEALTH INSURANCE

- Get a Health Insurance Quote
- Health Insurance products
- Claims Information

TRAVEL INSURANCE

- Get a Quote
- Travel Insurance Product
- Claims Information

OTHER INSURANCE

You put your hard earned money into your business. We have a range of products to secure your business against all risks.

Claims

- Intimate your claim
- Check Claim Status
- Claim Forms
- Claim Procedure
- Case Studies
- Submit your claim document online

CALL & BUY INSTANT POLICY
1800-22-5858
(MTNL/BSNL Users)

LIVE ONLINE CHAT ...

RENEW POLICY ONLINE
MOTOR INSURANCE

Liability Special
Newstrack Dec. 2007

Sign In

Username: -- Login Name --
Password:

Forgot Password ?

Website Design & Development project for Allianz Insurance

eDynamic's successfully completes highly scalable Web Design & Development project for Allianz Insurance. [Read](#)



Faced with challenges of right information, inconsistent branding, usability and accessibility issues, Allianz was determined that they should build a new corporate website. Read more about eDynamic's strategy in completing the project successfully on time.

Corporate Insurance: This section has been designed keeping in mind that the prospective customers who visit the website come from various walks of life & may have different needs. This classification supports the structuring of the content which resolved the major pain for Allianz.

The screenshot shows the Bajaj Allianz Corporate Insurance website. The header includes the company logo and navigation tabs for Motor Insurance, Asset Insurance, Health Insurance, Travel Insurance, Corporate Insurance, About us, and Quick Links. The main content area is titled 'Speciality Lines' and features six product categories, each with an image, title, brief description, and a 'More Info' link:

- AVIATION:** At Bajaj Allianz customer coverage is carefully tailored and customized to their specific needs. Flexible approach to meet the customers requirements ...
- MARINE HULL INSURANCE:** Bajaj Allianz insure a large number of Coastal and Inland vessels. Bajaj Allianz specialize in Ocean going Vessels, Coastal Vessels, Inland Vessels...
- PROJECT INSURANCE:** Bajaj Allianz covers Contractors All Risk Insurance Policy, Erection all risk / Storage-cum-erection policy, Contractor's Plant and Machinery Policy...
- FREIGHT FORWARDERS:** Bajaj Allianz takes care of all marine liabilities of the freight services industry. It is like an extension of carriers legal liability within...
- PORT LIABILITY PACKAGE:** The policy developed by Bajaj Allianz takes care of all marine liabilities of the port and terminal operations ...
- SPORTS & ENTERTAINMENT INSURANCE:** Bajaj Allianz offers insurance covers for various events such as: Musical events, Award ceremonies, Product launches, Fashion shows, Exhibitions etc...

On the right side, there is a sidebar with a 'CALL & BUY INSTANT POLICY' section listing phone numbers for different regions: 1800-209-5858 (Any Landline / Mobile), 1800-22-5858 (MTNL/BSNL), 1800-102-5858 (BHARTI), and 30305858 (OTHER). Below this are 'Ask our Expert' and 'Buy Online' buttons, and a contact form with a 'Phone No.' field and a 'Call me' button.

The footer of the website includes a navigation bar with links: Home | Asset Insurance | Health Insurance | Travel Insurance | Corporate Insurance | Credit Insurance | About us | Contact Us.



Buy Online: Allianz was selling online insurance for the longest of times, but generating revenue through this medium was a major challenge for them. Post the Information Architecture & Redesigning of this section, there has been a considerable increase in their revenue generation through the online channel.

Home | Add to Favorites | Contact Us | Site Map | Careers | Press Coverage | Media Kit

BAJAJ Allianz
Bajaj Allianz General Insurance

BUY INSURANCE ONLINE IN JUST 4 EASY STEPS
TOTAL PRODUCT ON CART =0

Insurance Products

| | |
|---|--|
|  | Motor / Bike Accident we can not avoid but we can avoid the loss of accident by issuing Motor/Bike Insurance policy Buy Online More Info. |
|  | Travel Policy Whether you travel for business or pleasure, international travel involves risk. Bajaj Allianz's Travel companion is specially designed to help you deal with situations while overseas travel. Buy Online More Info. |
|  | Home Insurance Protect your Sweet Home from Burglary, Theft & fire by Issuing householder policy Buy Online More Info. |
|  | Personal Guard Protect your life by Personal Guard Policy & be sure. Buy Online More Info. |
|  | Individual Health Guard Protects you and your family against expensive medical care including pre & post hospitalisation expenses. Buy Online More Info. |

[Back](#)

