



Prudential

Best-in-class Human-Centered Design Principles

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Mission

OBJECTIVE

Create best-in-class user-centered design principles that creates a common language for cross-disciplinary teams to focus on improving the lives of our customers.

WHAT'S INVOLVED?

Build a language and a framework that allows us to design with insight and empathy, measuring outcomes against our purpose and values.

WHAT'S IN IT FOR THE CUSTOMER?

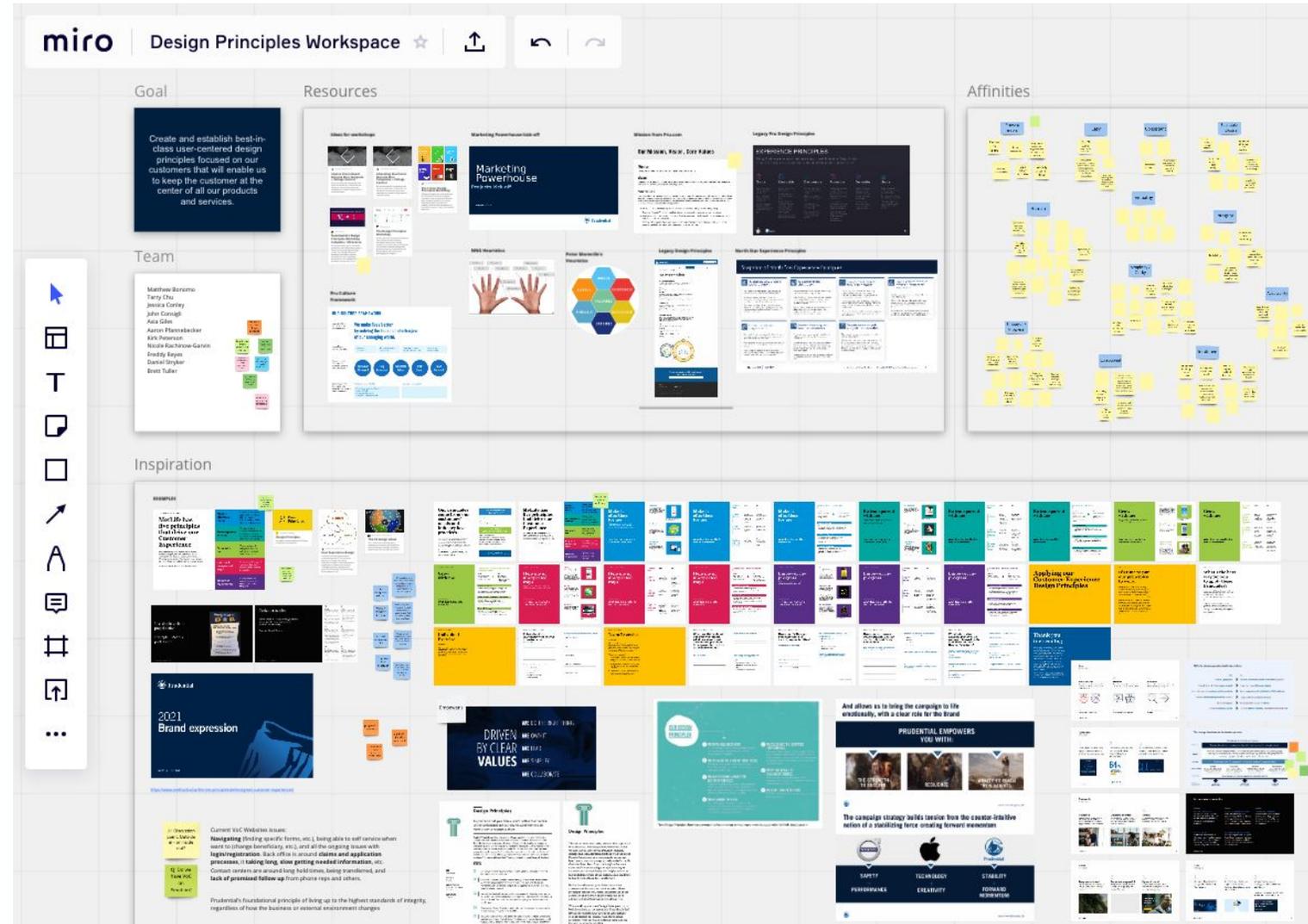
Customers consistently feel supported, empowered and can move forward with peace of mind, knowing we have their back.

HOW DO EMPLOYEES FEEL?

We make our customer's lives better; these principles help us stay focused on the customer's needs from their perspective through a common experience language.

Discovery

- The team used a virtual workspace to explore examples and discuss the problem
- They uncovered principles that are prevalent in the outside world and organization



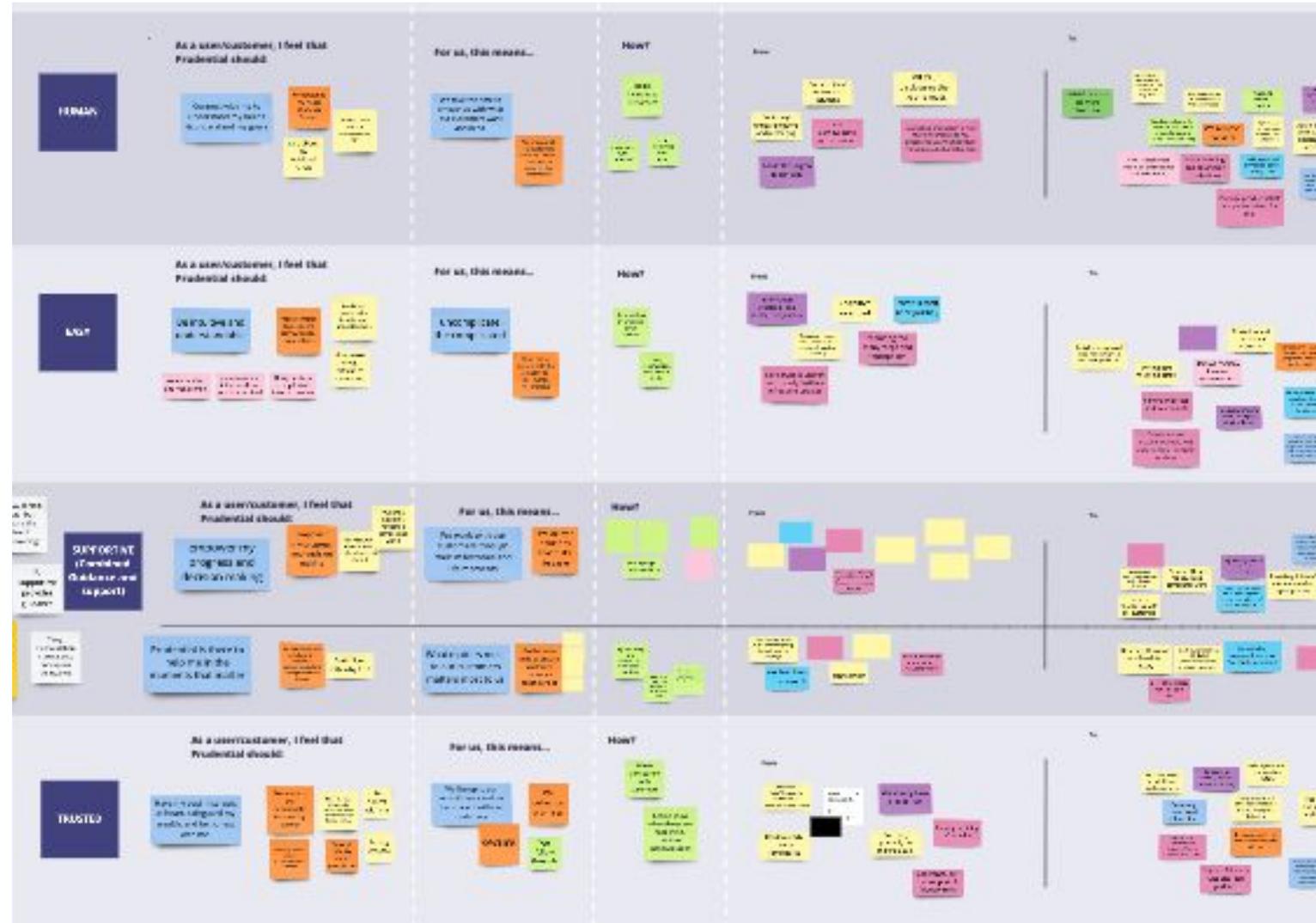
Mapping

- Together, but separately, each member expanded upon each top keyword in the form of complete ideas
- What does each idea mean for our customers? What do they mean for us?
- Discussion and voting provided us with clusters of concepts to formulate.



Formulation

- The team formulated the results of the last exercise, taking the top 2-3 sentences from both sides.
- This first draft reflects the essence of the sentences to uncover the right formulation for each keyword.



Principles V1

Supportive	Prudential is there to help me in the moments that matter, empowering my progress and decision making.	We work with our customers through their milestones and life moments because we care about what our customers care about.
Human	Prudential connects with me to understand my needs and goals.	We take the time to empathize with what our customers want and need.
Easy	Prudential is intuitive and understandable to me.	We uncomplicate the complicated.
Trusted	Prudential has my back and is honest with me. I trust them to safeguard my family's interests.	We live up to our commitments and our transparent with our customers.
Enduring	Prudential is a steady, dependable partner in my life.	We use our wisdom and experience to foresee the challenges ahead.
Visionary	Prudential innovates to solves my current and future needs.	We create inclusive solutions that meet the diverse needs of our customers at every turn.

User-centered Design Principles			Digital North Star Principles	
Supportive	Prudential is there to help me in the moments that matter, empowering my progress and decision making.	We work with our customers through their milestones and life moments because we care about what our customers care about.	Illustrate the value of data by providing context.	While data drives more personal experiences and solutions, the value of data must be recognized.
			Make the customer's goals your goals – and show them.	Demonstrate that you understand and empathize with your constituent.
Human	Prudential connects with me to understand my needs and goals.	We take the time to empathize with what our customers want and need.	Be a partner for the whole person.	Hiring a financial provider is about more than just the financial solutions they provide.
			Know your audience and speak in their language.	With a range of constituents from everyday individuals to sophisticated institutions, it is important to not talk over (or under) the heads of your audience.
Easy	Prudential is intuitive and understandable to me.	We uncomplicate the complicated.	Connect knowledge and insights to action.	Providing information without an intuitive, actionable next step negatively impacts the user experience of customers across the enterprise.
Trusted	Prudential has my back and is honest with me. I trust them to safeguard my family's interests.	We live up to our commitments and our transparent with our customers.	Lead with the strategy and outcomes over products.	Constituents are more interested in what financial solutions can do for them, than the products themselves.
Enduring	Prudential is a steady, dependable partner in my life.	We use our wisdom and experience to foresee the challenges ahead.		
Visionary	Prudential innovates to solves my current and future needs.	We create inclusive solutions that meet the diverse needs of our customers at every turn.	Don't just digitize forms and processes – create better experiences.	Digitizing analog forms for the digital world is no longer table stakes.

Next steps

- The principles will now be circulated and refined.
- Refined principles will be tested against competitors with real users to ensure they are truly best-in-class.
- The team will seek aspirational samples for each principle, to better guide product teams.
- Further refinement, formulation, and launch with product teams in Q1'22 PI Planning exercises.

