

A photograph of a man and a woman on the deck of a sailboat at sunset. The man is standing and holding a rope, while the woman is sitting on the deck. The sun is low on the horizon, creating a warm, golden glow over the water and the sky. The boat's rigging and sails are visible on the right side of the frame.

ELEVATING AN INSURANCE WEBSITE TO MOMENTOUS LEVELS

Momentous Insurance Brokerage, Inc.

SPINX

A woman with long brown hair, wearing a white button-down shirt, is sitting on concrete steps. She is looking down at a laptop computer that is open in her lap. The background is a blurred outdoor setting with a blue sky and some architectural elements.

Overview

As a top-50 nationally ranked, privately owned full-service insurance brokerage serving the highest caliber of clientele, Momentous Insurance is known for providing some of the very best customer service in the industry. As they like to say, their team sets them apart from the competition. Unfortunately, it was not the same case with their website; their website was a major pain point with confusing navigation, difficult-to-find information, and was a challenge to keep updated.

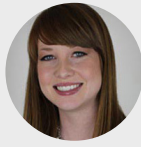
A black and white photograph of a person wearing a hat and a jacket, walking up a wide, modern staircase. The staircase has a curved metal railing on the right side. In the background, there are several tall buildings in a city skyline, partially obscured by a hazy atmosphere. The overall scene is dramatic and suggests a journey or ascent.

With an antiquated design and a confusing layout, Momentous was falling behind their competitors online. They urgently needed a new look and feel to show their leadership in the insurance industry.

Key Team Members



Ryan Gould
Project Manager



Lisa Steward
Director of Projects & Strategy



Jeffrey Lo
Lead Designer



Keyur Ajmera
Lead Developer

Discovery

To kick off the discovery phase, we met with key executives at Momentous to better understand their unique challenges as a high-end insurance brokerage. We dug in deep to determine who their main site visitors were and set goals for each user group. The site goals set were: display their leadership within the insurance industry, highlight the wide array of services they offer, provide easy ways for potential clients to contact them for solutions, and attract quality job candidates.

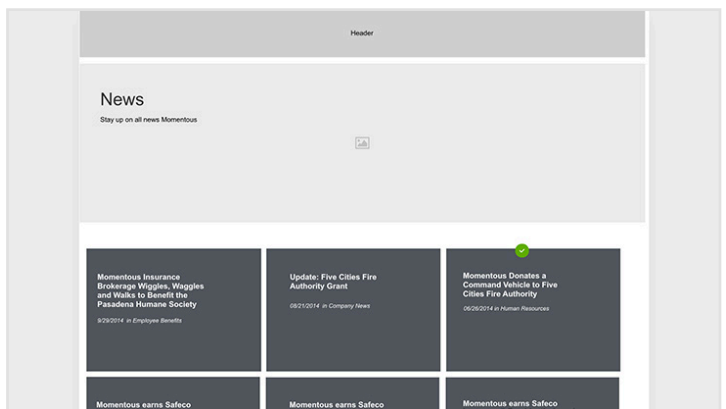
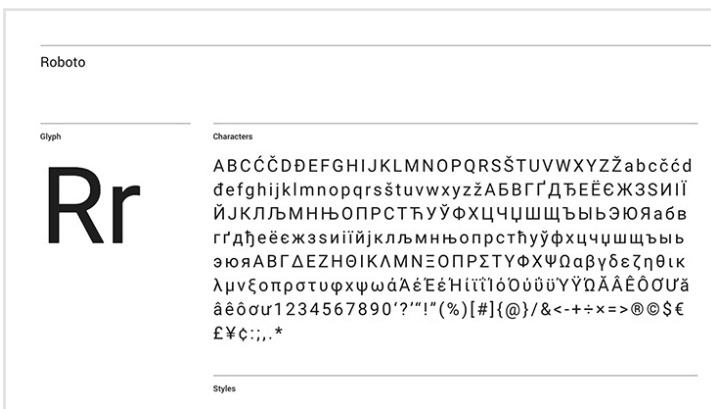
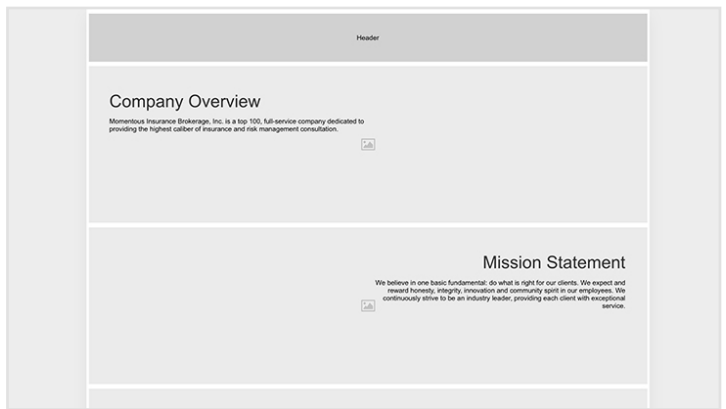
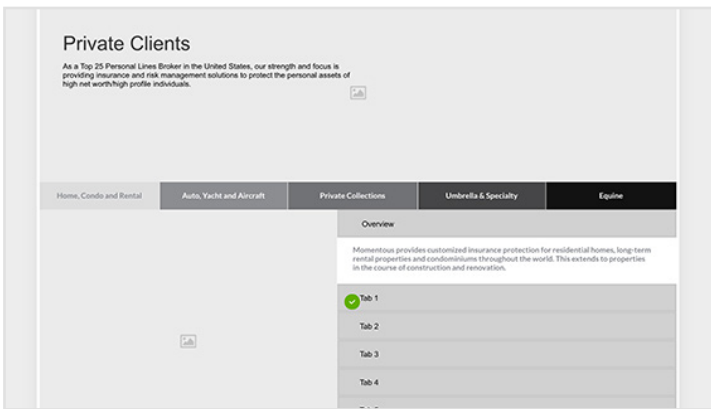


We also reviewed competitor sites to evaluate how they were positioning themselves in the high-end insurance industry. We took a look at both commonalities and shortcomings, and we found opportunities where we could enable Momentous to stand out from of their competitors.

UX Strategy

The first item we tackled during the UX Strategy phase was to clean up the site architecture. We needed to ensure that we were organizing content in a way that was easy to navigate, fun to digest, and helped us accomplish the site goals outlined during the discovery phase. One of the biggest challenges with the website was the service details pages. Momentous offers a wide variety of services, and the content assembled to promote them varied from service to service. For example, some services had case studies, some had FAQs, some just had paragraphs of copy, etc. So, we had to determine how this content would be laid out to allow for consistency between the service sections while maintaining flexibility with what content needed to show on a services page.

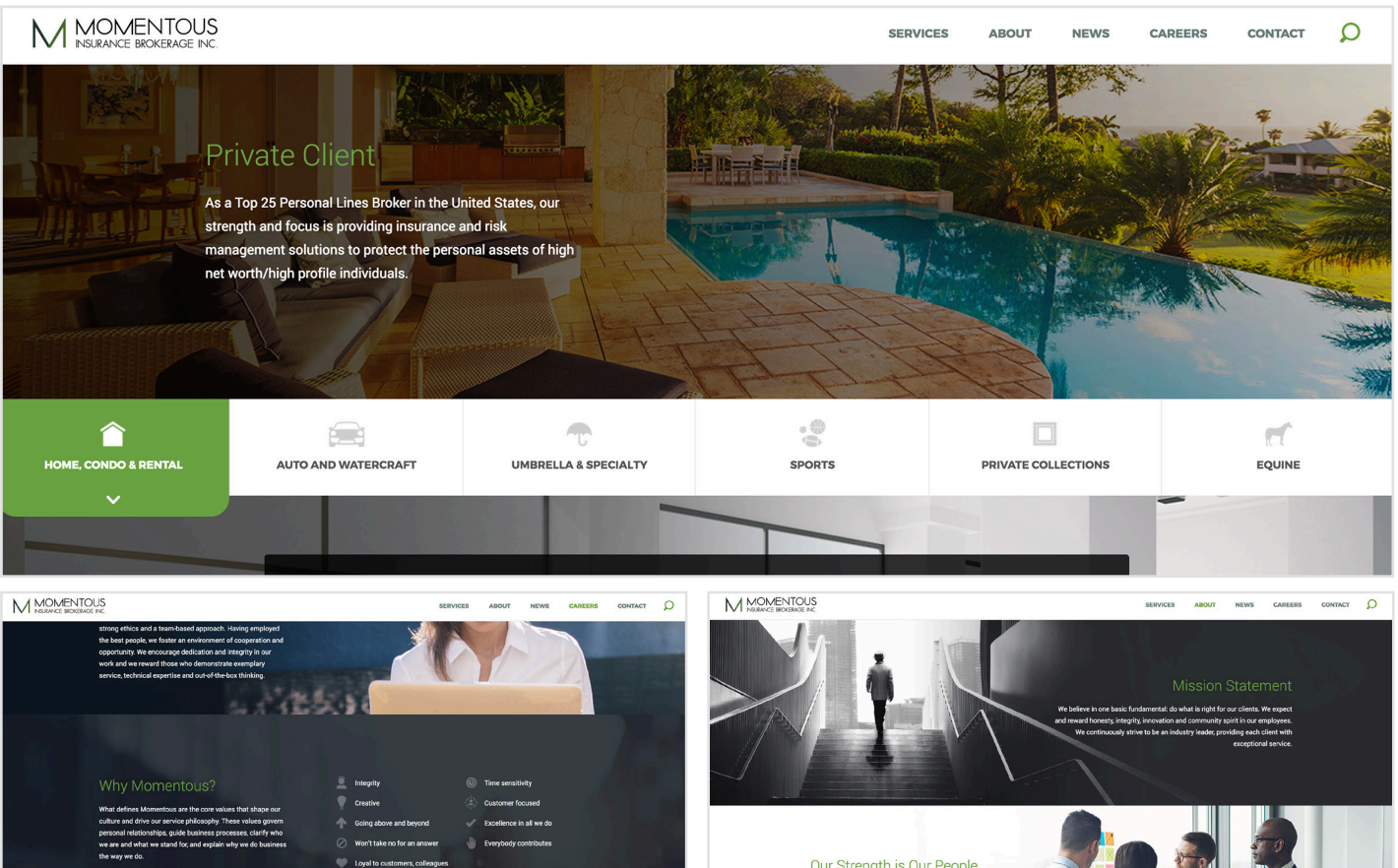
We solved this by prioritizing the various pieces within a service page hiding any parts where the client didn't have content. This allowed us to keep things flexible while establishing a clean and elegant design.



Build

Since their clientele consisted of production studios, top executives, well-known musicians, and other affluent elites, we knew the redesigned site had to feel high-end to cater to them. Employing our solid UX strategy, we crafted stunning designs and programmed everything on a custom WordPress CMS. This allowed for total design customization while providing Momentous with the ability to easily manage all of the content themselves.

One of the things we noticed during the discovery phase was that the majority of their competitors used a carousel of images on their homepage. To set Momentous apart, we decided to employ some of the latest technology and set the tone of the homepage with eye-catching movement at the same time. Using an HTML5 video depicting things their potential clients could insure, visitors landing on the homepage were greeted with available insurance solutions right off the bat.






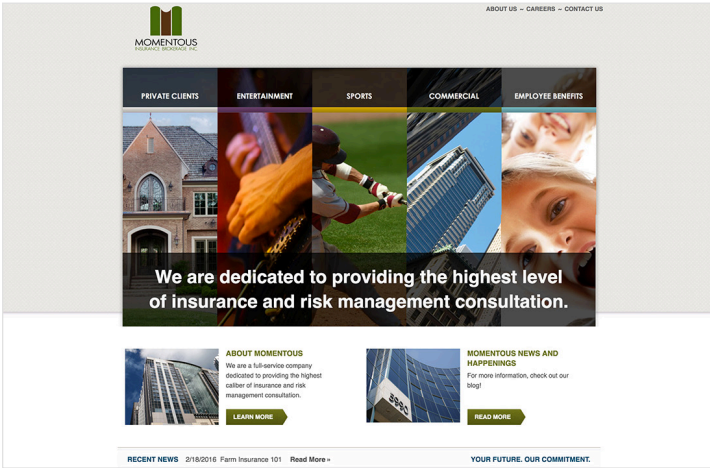
Test & Launch

After developing the site we put it through rigorous internal tests. Using the latest two versions of all major browsers and multiple devices, we ensured that all page elements were working properly across the web.

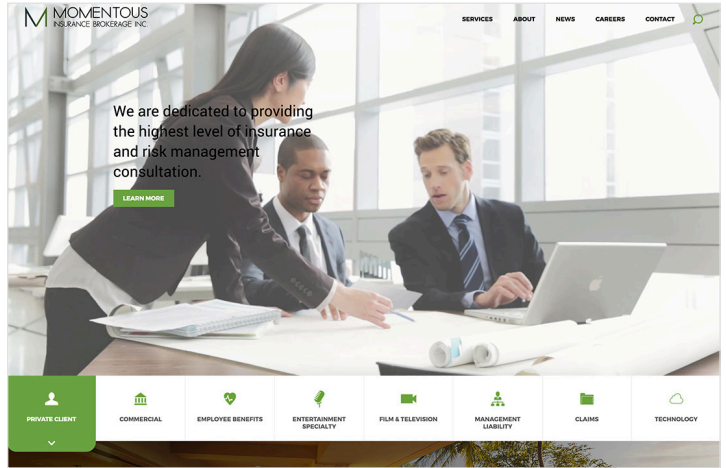
Once testing was complete, we were ready to launch. Taking Momentous' analytics report, we determined the time when the fewest amount of users would be on the site and used that as our window of opportunity to bring the new site onto the web. After a successful launch and an additional round of testing to ensure everything was working properly, the new site was ready to go!

A photograph of two men in business suits. The man in the foreground, who is Black, is holding a smartphone and looking at it with a smile. The man in the background, who is white with grey hair, is also smiling and looking towards the phone. The background is softly blurred, suggesting an office or meeting environment.

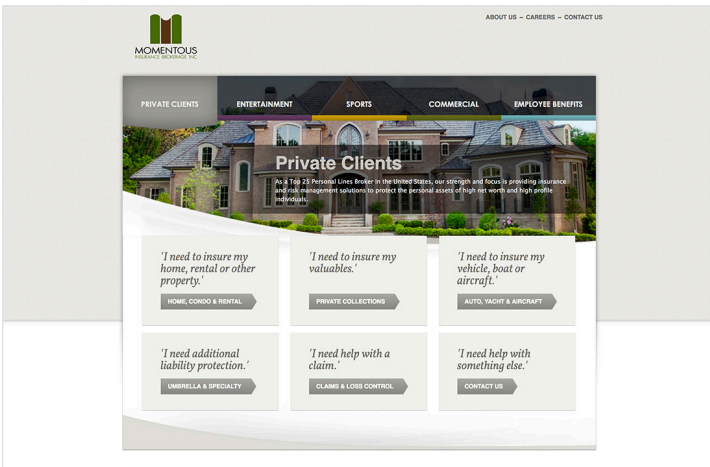
Using responsive design, elegant images, and malleable code structures, we elevated Momentous Insurance's website to match the prestige and quality of their brand.



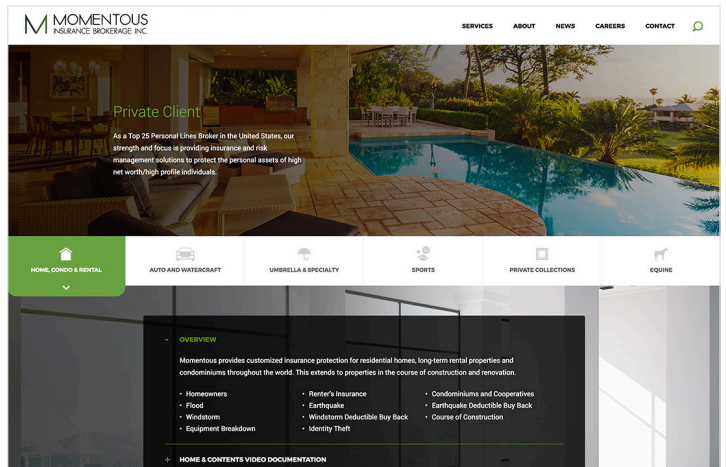
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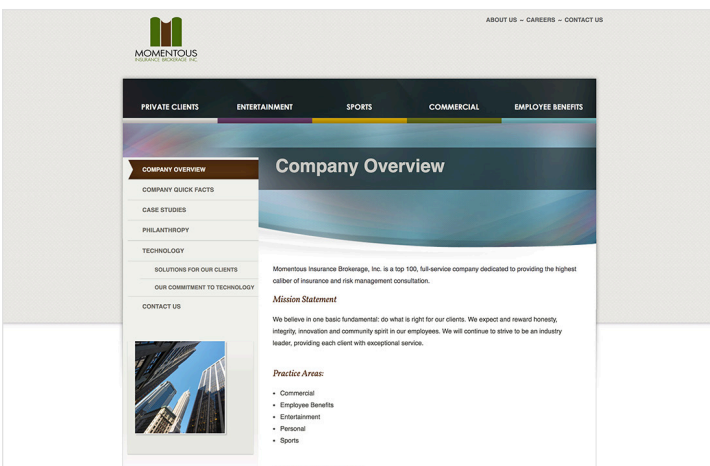
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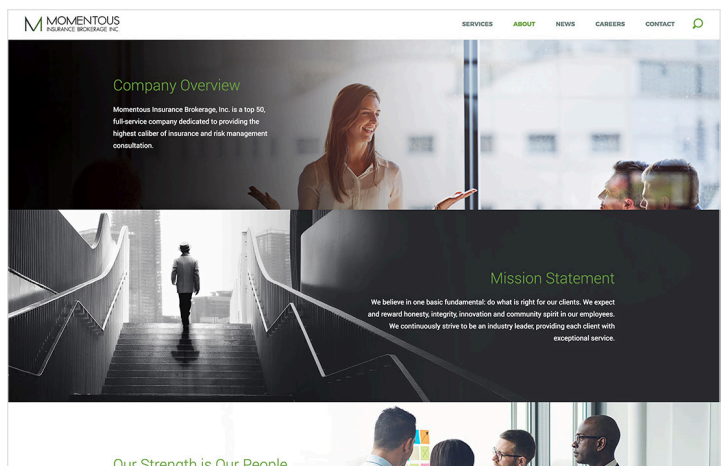
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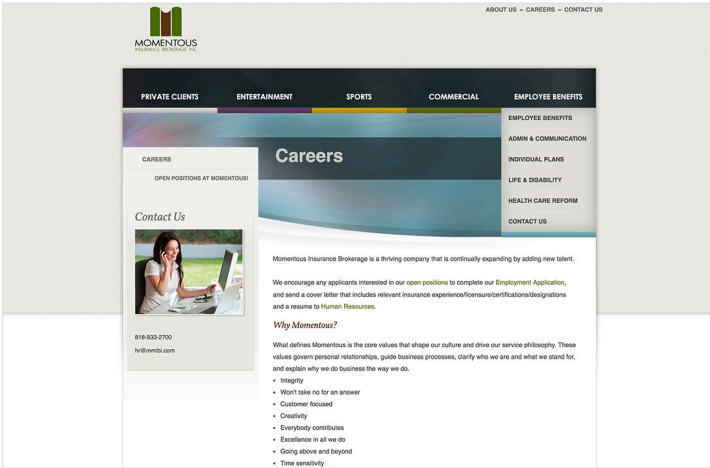
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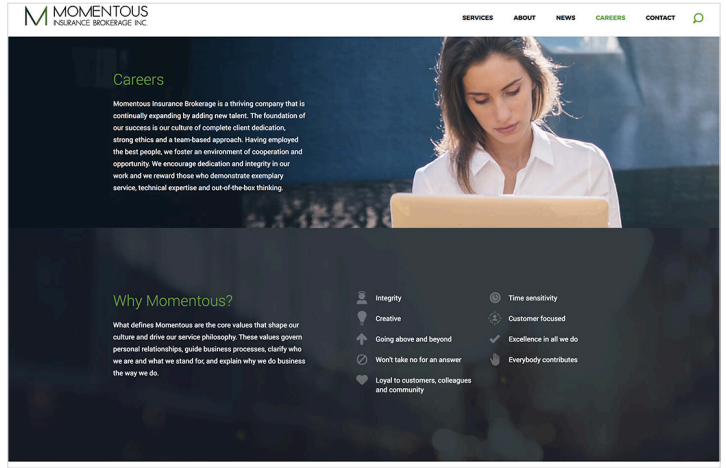
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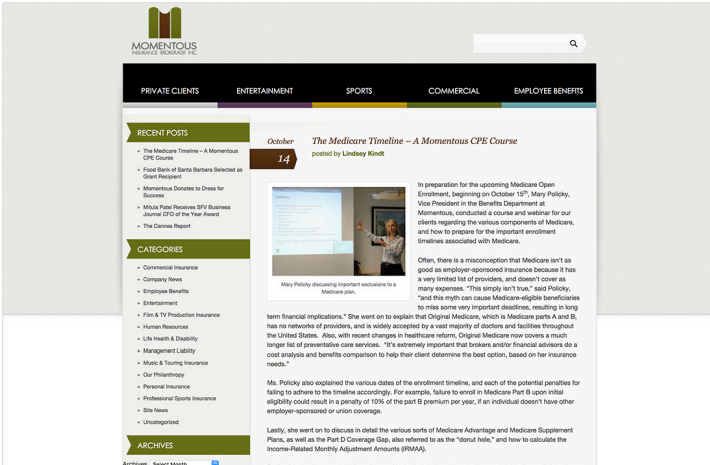
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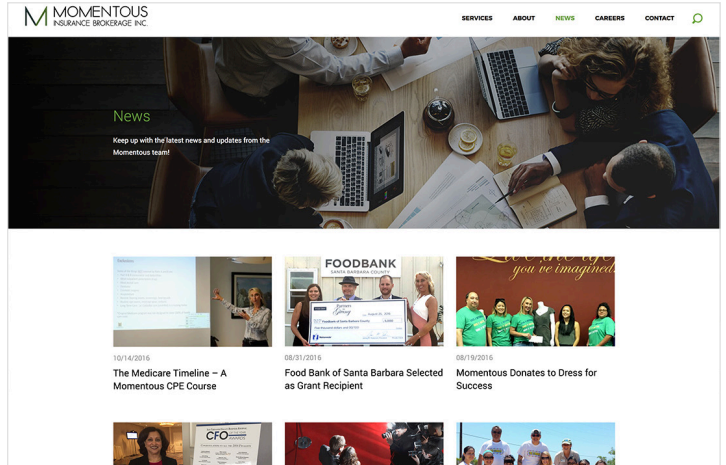
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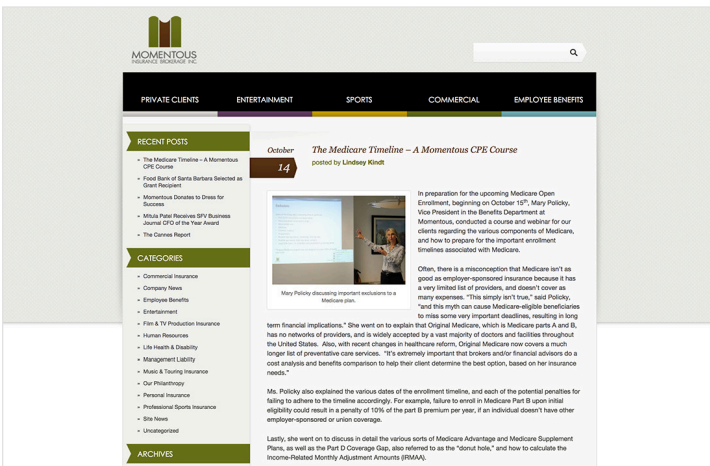
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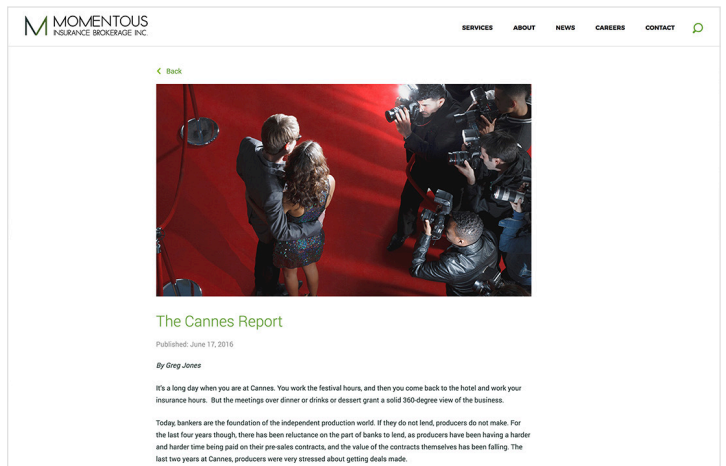
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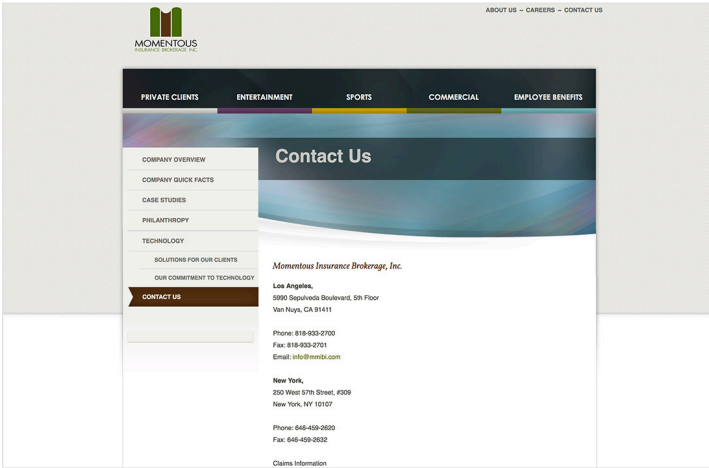
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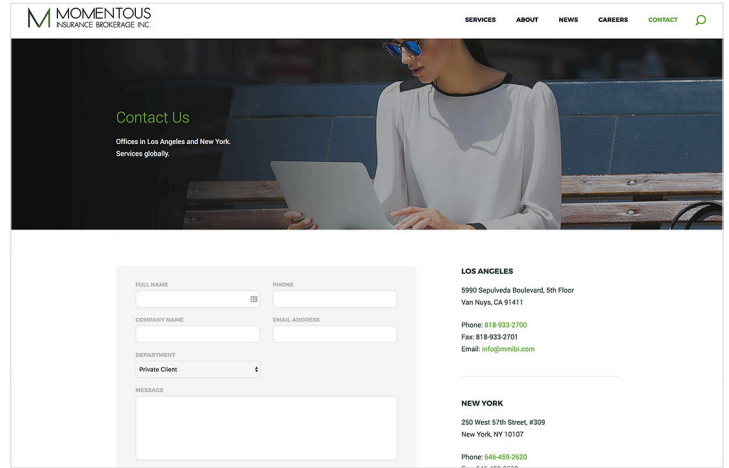
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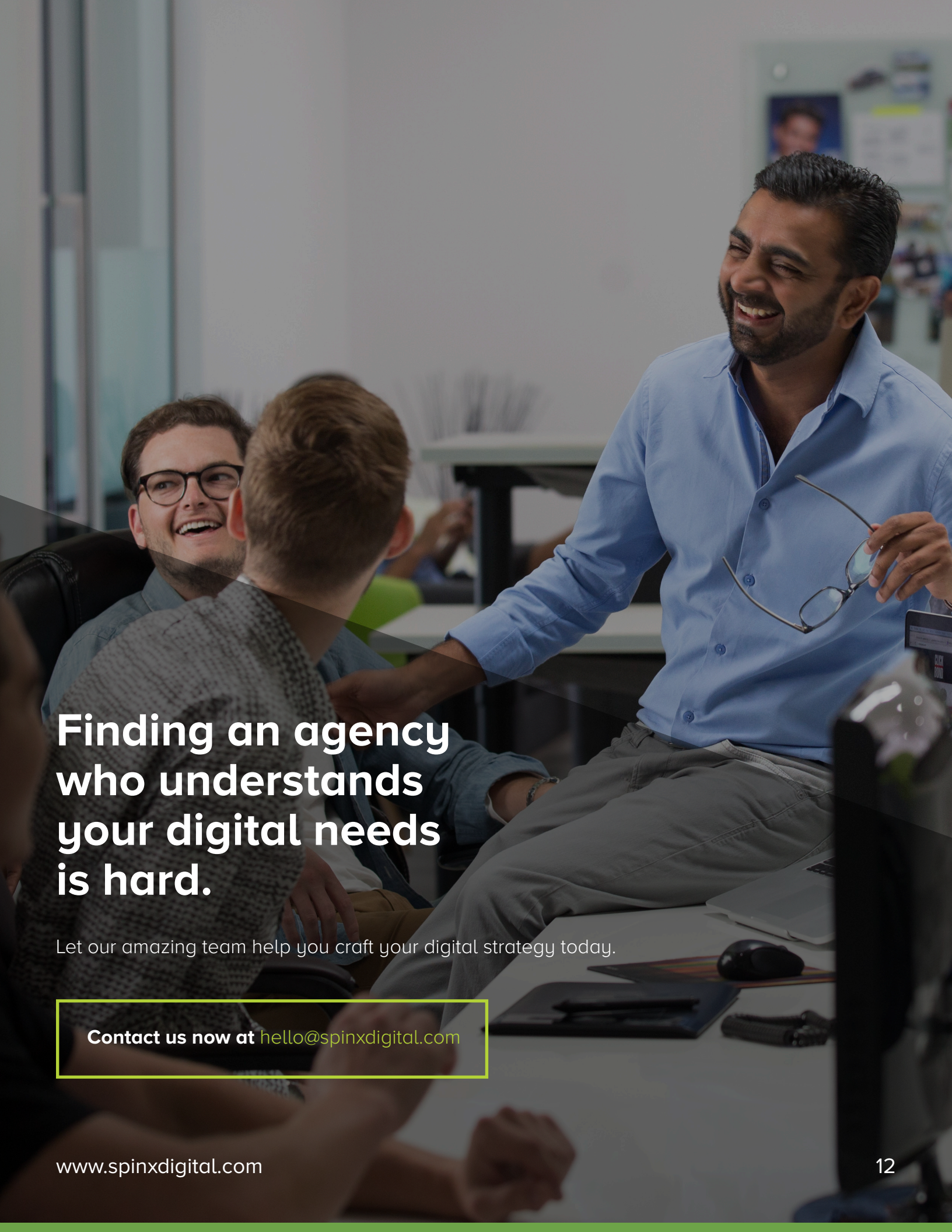
Before



After

Closing Thoughts

Since completing the redesign, Momentous has received immense praise regarding on their new site both internally and externally. With an elegant site that is substantially easier to navigate than their old site, Momentous has surpassed their competition and cemented their leadership as a premier high-end insurance brokerage.



Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com