

INTERNSHIP INFORMATION

Company Name – HDFC ERGO General Insurance, Mumbai, India

Internship Period – 7th April 2019 to 7th June 2019

Student Name – Divya Dinesh Kavungal

Class – TYBA

UID – 171234

Roll No. – 149

PROJECTS COMPLETED

PROJECT 1 – Assisted in UX and interface design for the company's online Customer Support portal. Involved User Research, Prototyping and User testing. Conducted in depth user interviews (shadowing, think aloud tests, paper prototype testing etc.) Projected NPS was +10.

PROJECT 2 – Conducted a research on the relationship between workplace environment and worker productivity (in the company call center) and gave suggestions to improve productivity. Suggestions were implemented. Overall productivity increased by 3 percent over a period of two months.

PROJECT 3 – Designed a travel kit app to assist customers with insurance. Design was based on detailed user research and user testing. Estimated NPS increase for engagement channel of +10. Estimated reduction in call volume for travel claim intimation by 8%.

LEARNING POINTS

- As this was my first experience in the corporate world, one of my major learnings was about the starkly different dynamics of work relationships and culture. While the office I interned in had an informal work environment, I nevertheless learnt how to approach peers and supervisors, procedures for obtaining information and present myself in meetings among others.
- I had the opportunity to intern under a UX Designer and in the process learnt more about this field and sharpened my designing skills. I also learnt operating Adobe XD software (UI prototyping software).
- In my project for 'Improving worker productivity and satisfaction', I had the opportunity to interview the employees, which helped me learn various skills like – how to frame questions to obtain relevant information, what information to note down, how to put the interviewee at ease etc.
- I also undertook an online course 'User Experience (UX): The ultimate guide to usability and UX' on Udemy and received a completion certificate as a part of my internship.
- My experience here, is what ultimately helped me decide the career path I want to pursue ahead (i.e. Human Centered Design), and thus it was indeed a valuable experience.

R. J. P. S.