



How to Drive a Design Project When You Don't Have a Design Team

Guy Segal & Davis Neable

PHOTO CREDIT:
JEAN-FREDERIC FORTIER

AGENDA

1. The project (and the mess we didn't know we were getting into)
2. Plays that worked
3. Plays that didn't work
4. Plays we wish we ran

Compliments of

THE MANUFACTURERS LIFE

INSURANCE COMPANY

HON. G. W. ROSS,
PRESIDENT.

G. A. SOMERVILLE,
GENERAL MANAGER.

TORONTO, CANADA.



The **MANUFACTURERS**
LIFE INSURANCE CO.,
TORONTO, CANADA.

PHOTO CREDIT:
MANUFACTURERS LIFE
INSURANCE COMPANY

WHO WE ARE

A close-up photograph of two hands shaking in a firm grip. The hand on the left is lighter-skinned, and the hand on the right is darker-skinned. The background is a blurred office setting with a person in a dark suit visible on the right side.

PHOTO CREDIT:
MARKUS SPISKE

A photograph of a person's hand pointing at a desk covered with various documents, including a color palette, a circular diagram, and several sticky notes. The scene is dimly lit, suggesting a workshop or meeting environment. A dark diagonal overlay is present on the left side of the image.

THE PROJECT

(AND THE MESS WE DIDN'T KNOW
WE WERE GETTING INTO)

THE PROJECT BRIEF

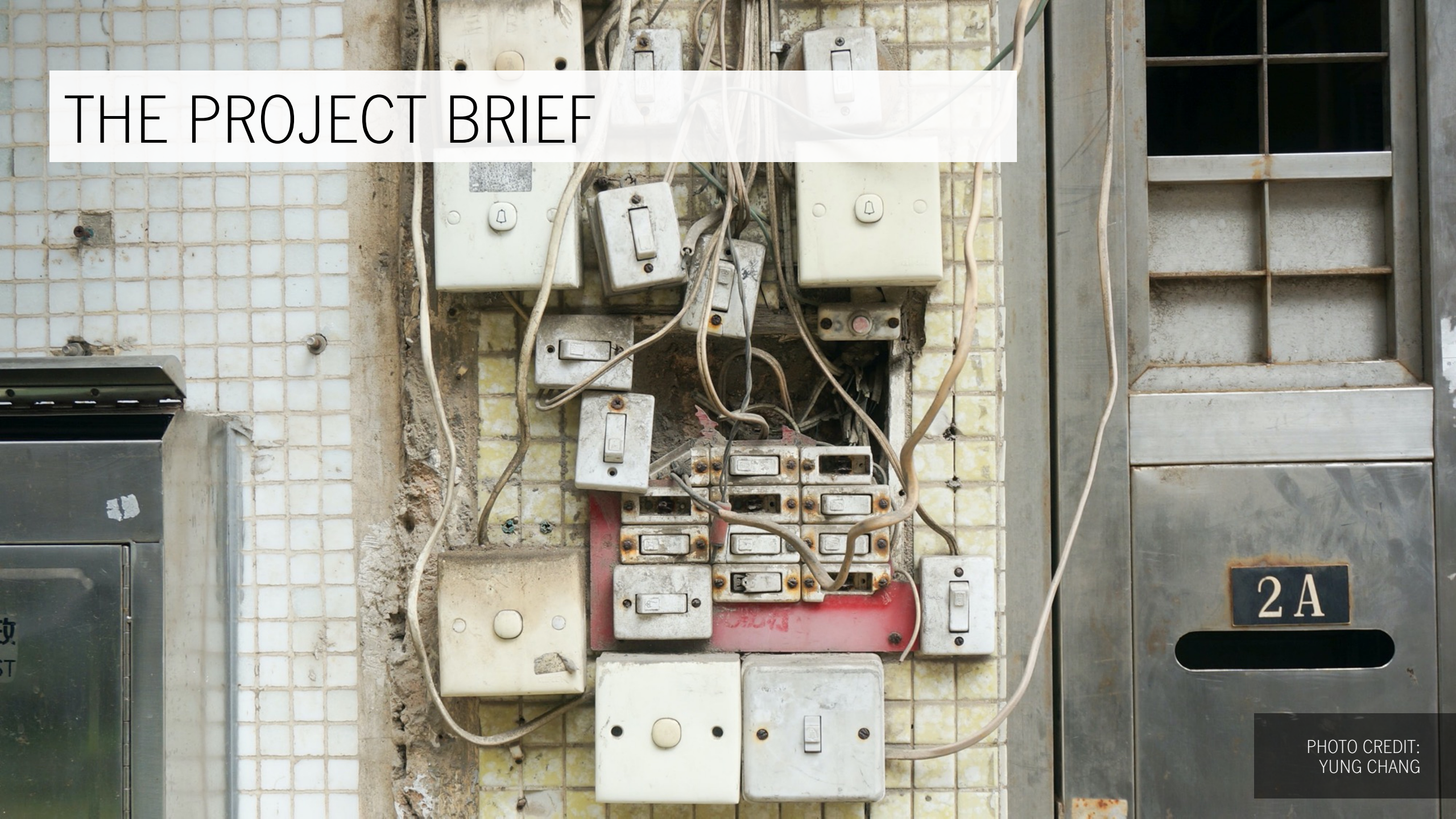


PHOTO CREDIT:
YUNG CHANG

INITIAL CONSTRAINTS



PHOTO CREDIT:
MARCO BIANCHETTI



“BUT IT’S JUST A LOGIN!...
WHY IS IT SO HARD?”

DEFINING THE REAL PROBLEM



PHOTO CREDIT:
66 NORTH

DEFINING THE REAL PROBLEM



Cultural team alignment

PLAYS
THAT
WORKED



CREATED AN EXPERIENCE VISION



PHOTO CREDIT:
KRISSANA PORTO

EXPERIENCE VISION



Sign in from any Manulife website or mobile app with a single set of credentials.



Navigate to and between any Manulife product like Group, Bank, Investments, and more.

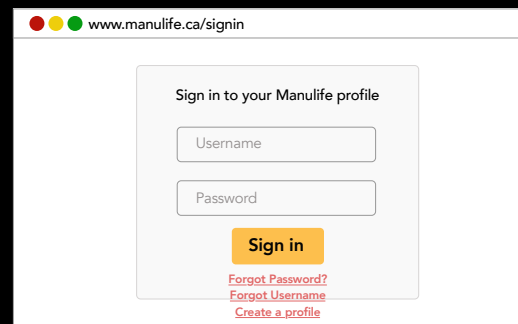


Self-serve management of your Manulife profile, as used in all touch points.

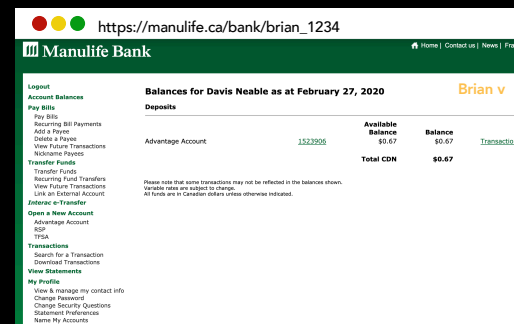
EXPERIENCE VISION



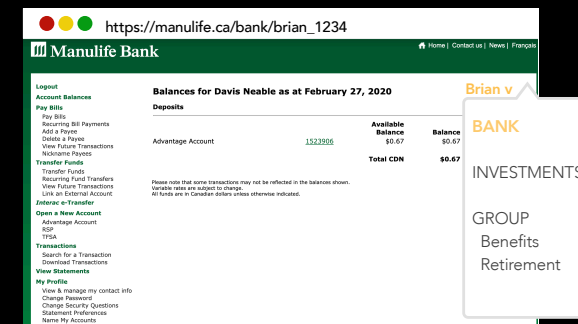
Starting from a product's home page, a customer clicks sign in.



They are redirected to the Manulife Profile sign in page.



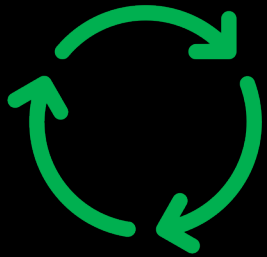
Upon signing redirected to that product's homepage.



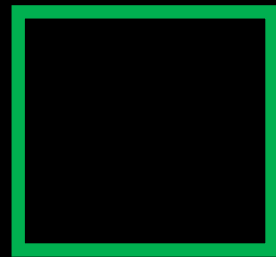
From a simple drop down, they can navigate to any one of their other products.

TEAM ALIGNMENT

Realized through a single set of design principles for the end to end experience.



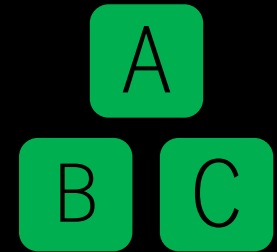
Consistency
over business
unit efficiency



Keep it simple



Make it personal



Follow
fundamentals

A high-angle, top-down photograph of a diverse group of approximately 15-20 people of various ethnicities and ages. They are all wearing light grey t-shirts with orange accents. They are gathered in a circle, leaning inward with their hands stacked on top of each other in the center, forming a human pyramid. The background is slightly blurred, showing what appears to be an indoor event space with other people and chairs. The overall mood is one of unity and teamwork.

FORMED A CORE TASK FORCE

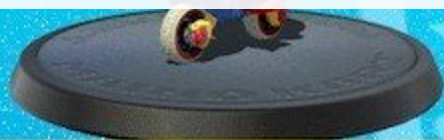
PHOTO CREDIT:
CAMYLLA BATTANI

EMPOWERED THE TEAM TO MAKE DECISIONS



PHOTO CREDIT:
MICHAL VRBA

LEVERAGED ADDITIONAL SUPPORT AS NEEDED



Toadette



Mario



Link



Donkey Kong



DESIGN ITERATIONS THROUGH RAPID TESTING



PHOTO CREDIT:
NATIONAL CANCER INSTITUTE



PLAYS
THAT
DIDN'T WORK



An aerial photograph of a highway interchange with a large white text overlay. The highway has multiple lanes and a few cars are visible. A dense line of green trees runs parallel to the highway. In the background, a body of water is visible. The text is in a clean, black, sans-serif font.

WORKING DIRECTLY WITH AN AD HOC DESIGN TEAM

PHOTO CREDIT:
@NATEJGO

An aerial photograph of a multi-lane highway interchange. A semi-transparent white rectangular box is overlaid on the top left portion of the image, containing the text 'WORKING DIRECTLY WITH AN AD HOC DESIGN TEAM'. The highway has several lanes with a few cars visible. A line of green trees runs parallel to the highway.

WORKING DIRECTLY WITH
AN AD HOC DESIGN TEAM

An aerial photograph of a highway interchange, similar to the one above. A dark semi-transparent rectangular box is overlaid on the center of the image, containing the text 'Do not underestimate team trust and roadmap alignment'. The highway curves through a landscape with green trees and a grassy embankment.

Do not underestimate
team trust and roadmap alignment

PHOTO CREDIT:
@NATEJGO

CENTRALIZED CONTENT MANAGEMENT



PHOTO CREDIT:
@FASTROBANTS

CENTRALIZED CONTENT MANAGEMENT

Single point of failures always
come to fruition.

PLAYS
WE
WISH WE RAN



TOP 3 WISHES



PHOTO CREDIT:
SAAD CHAUDHRY

TOP 3 WISHES

1. It's never too late for a kick off.

TOP 3 WISHES



1. It's never too late for a kick off.

2. A service blueprint is an alignment tool.

TOP 3 WISHES



1. It's never too late for a kick off.

2. A service blueprint is an alignment tool.

3. A more collaborative dev + design process, sooner.

today
was a
good day

