

Visual Library Customer Experience

June, 2017



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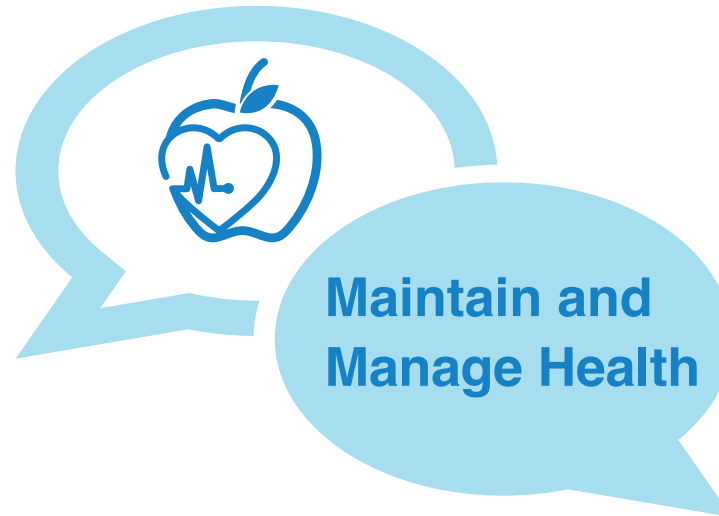
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Introduction

Visual vocabulary

The visual design language of the BCBSM Member Experience has been carefully crafted to enhance our overall understanding of the consumer experience and to elevate the BCBSM brand. The standards and conventions within this document are to be used as a guide to: maintain consistency, establish general design principles, and to help ensure that the overall vision will thrive in a controlled manner.



Color Palette

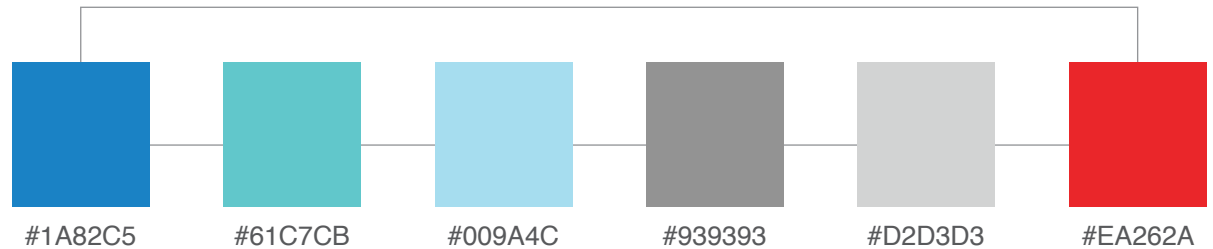
One voice

A palette of harmonious colors helps support the sense of “**one voice**” and contributes to the uplifting and cohesive representation of the BCBSM brand identity.

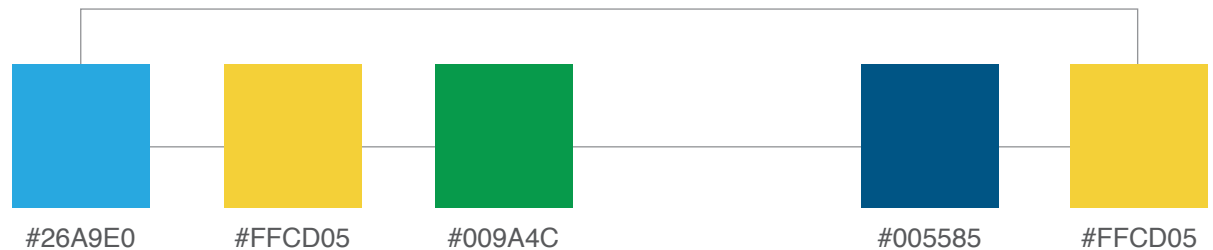
A note on white space

Not typically defined as a color, white space should be used liberally to convey an open, modern, and uncluttered feeling throughout the presentation.

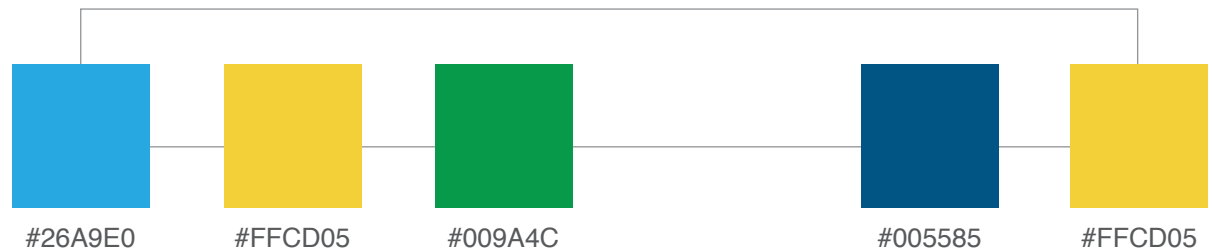
Journey Stage Icons and Member Interaction Diagram



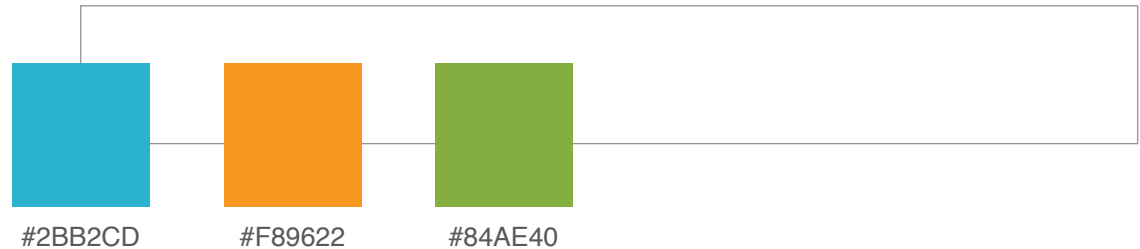
CX Practices



EASY. USEFUL. ENJOYABLE. Badge



Plan Understanding Set



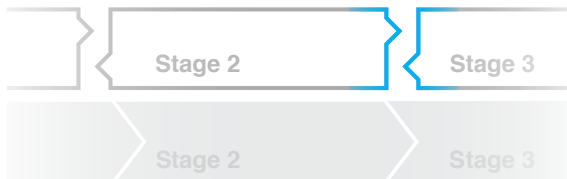
Journey Stage Icons

Creating visual interest

Iconography is essential to mapping the member experience by building a **standard visual language**. Icons are used to display a quick visual cue. Additionally, icons help to highlight important information, bring **hierarchy** to content, and supply visual interest and color to the member journey.

Why this shape?

The banner serves as a better representation of the **forward and backward** movement that may occur in the members' year-long journey than the standard chevron.



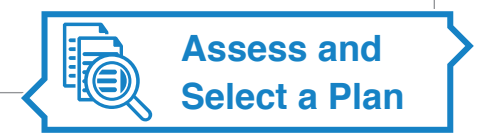
Journey Stage Icons



Icon



Icon Lockup
Icon with short banner only.



Banner Lockup
A stage represented with titles, icon and banner. Each must be uniform in size and **Helvetica Bold** used at all times.



Badge Icon

Icon and a shadow effect within a circular badge.

Journey Stage Icons: Full set

Banner lockups grouped together in a lateral format.



The stages presented in a lateral format in front of a blue bar to accentuate the grouped banner lockups.

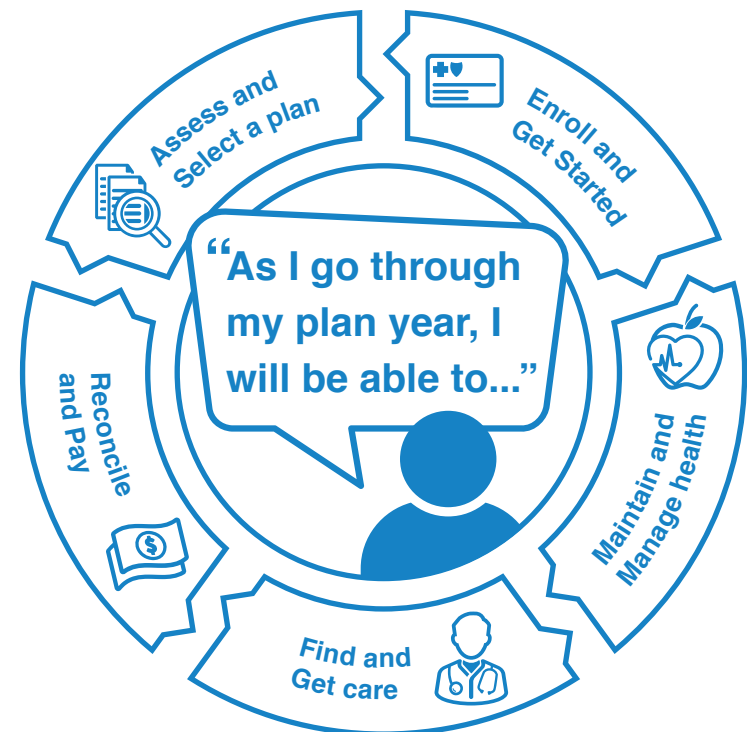


Journey Stage Icons and Lockups



Intended Experience Continuum

The members journey illustrated as a continuous arc.



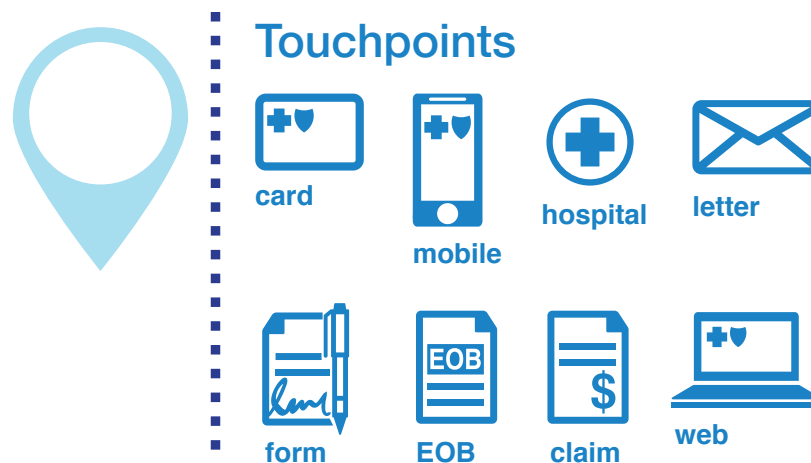
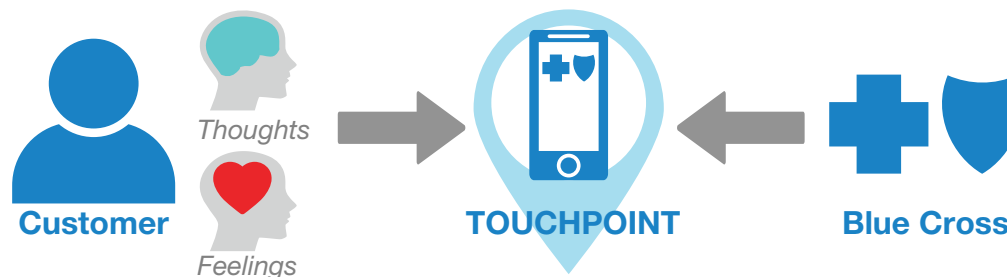
Member Interaction Diagram

Interaction diagram

An interaction occurs when a customer engages with the organization at a touchpoint. The member's experience is determined by their interaction with a touchpoint and results in positive or negative thoughts and feelings.

Multiple Touchpoints

There can be multiple interactions within a single **Journey Stage**, each taking place at a different touchpoint.



Envisioning our three practices

The diagram is a visual representation of how our three practices work together to deliver BCBSM's intended member experience:

Easy, Useful, Enjoyable.

Be Clear & Simple®



Use plain language and thoughtful presentation consistently across channels of communication, and provide easy to follow steps.

Provide Guidance



Anticipate what members need to know and do, then provide tools and assistance throughout the experience.

Relate to the Member



Know and connect with the member as an individual.



CX Practices Pinpoint Icons

The icons serve as visual cues of our three practices as described to the left.



Plan Understanding Set

Focus on Understanding

Think of a camera — for a given touchpoint, should we be providing the member with a wide angle view of policies, or zooming in on a specific member activity?

Costs, roles and how it works represent an aspect of understanding for a given touchpoint.

Broad understanding



Situational understanding



 **Costs**

 **Roles**

 **How it works**

Questions?

If you have questions, please contact
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or by phone **313-448-1318**.

