

## Interactive Product Finder with Adobe FLEX 2.1

more of tomorrow →



Many users are overwhelmed when trying to find the right insurances for themselves online. With the interactive product finder, users learn in a playful way the backgrounds of different insurances and find meaningful product recommendations for a further and more detailed research.



Hanover - Dubai

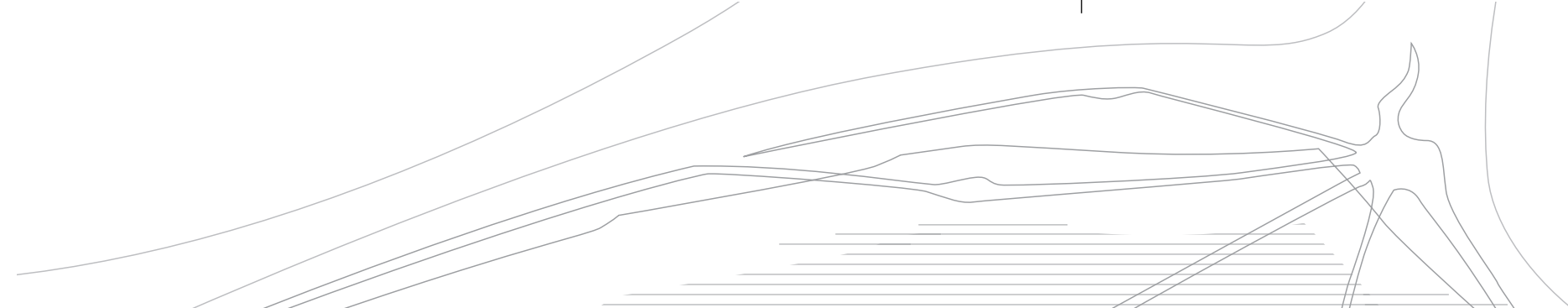
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**Project** Interactive Product Finder with Adobe FLEX 2.1

**Client** Hannoversche Leben AG, Hannover (Germany)

**Industry** Financial Services

**Project Duration** 11 months

**About the Client:**

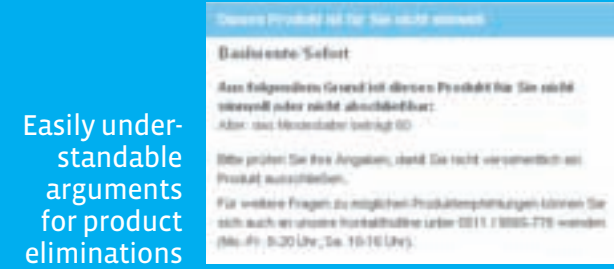
**HANNOVERSCHE LEBEN AG**

The Hannoversche Leben AG is a traditional company with a history of more than

- Transparent ranking algorithm for product suggestions and recommendation eliminations
- Direct integration of current product information with links to the website



Transparent display for product recommendations



Easily understandable arguments for product eliminations



**URL** www.hannoversche-leben.de

**Online since** August 2007

**Services** Rich Internet Applications

**Scope of Work** Many users are overwhelmed when trying to find the right insurances for themselves online. With the interactive product finder, users learn in a playful way the backgrounds of different insurances and find meaningful product recommendations for a further and more detailed research.

**Technical Features**

- Adobe Flex 2.1
- Session comprehensive connection between interactive product finder (Adobe Flex application) and the website via webservices and an interface to the CMS (VIP Gauss)
- Application can be operated in its own browser window (fullscreen mode)

**Conceptual Features**

- Composition and structure of the application are based on real computer games (choice of a player, personalization, game action, save option)

130 years and is one of the leading direct insurances in Germany. As a part of the VHV Group the Hannoversche Leben reached a total of about 808 million Euro in contributions with about 790,000 contracts in the fiscal year 2006. The company manages investments of 11 billion Euro. A successful distribution concept along with a lean administration distinguishes the Hannoversche Leben. Corresponding to its philosophy "Simple. Better. Directly" the company offers low priced products which are tuned to fit customer's needs.

**Realisation**

How do users find the insurance which is most suitable for them in case they do not know already which one is most relevant for them? Many insurance websites leave the user alone when it comes to this question. Those who do not want to learn about the product structure of the provider in a cumbersome process, leave the website quickly. The new product finder of Hannoversche Leben puts the established principle upside down. Users first enter some information about themselves. The product finder uses this information for up to three product recommendations. At the beginning users can choose a fitting "player" according to the principles of current computer games (man, woman, family) and for the right orientation there are more models to choose from. The entering of the own name highlights the personalized approach.

In the second step, users enter the field. Easy to use user interface components such as sliders, icons or check boxes invite the user to interact with the application. While entering the parameters, the product portfolio is altered accordingly on the fly. Recommendations are displayed as well as products for which a closure does not make sense or for which a closure is impossible. The user can alter his choice anytime and thus learns in a playful way. Several information layers provide first product information as well as direct links to continuative offers.

