



Chartered  
Insurance  
Institute

# Product Simplification: Product Design

## Course overview

This introductory-level course will help you revise your approach to the design and development of products and product documentation whilst keeping the customer at the heart of everything. It introduces the use of Design Thinking as a framework for obtaining and collating customer feedback, through problem and user definition to identifying new ideas and testing them out.

Everyone involved in the process of insurance is a customer or a user. In this course we'll give you a simple customer focused framework, along with some tools, to review and develop your product design process and some good principles to follow.

The course will help you to promote understanding and adoption of simplified customer-centric product design, transparency guidance and distribution of insurance products.

## Who is the course for?

The course is ideal for anyone in the insurance profession seeking to gain an awareness of how they can contribute to designing and improving the development of products and product documentation.

While initially responding to needs identified by Lloyd's Futureset, this learning has relevance to all insurance providers and distributors.

This is not an in-depth product design course, although if this is something you are interested in, please let us know.

## Market context

- Lloyd's coverholders are strongly encouraged to evidence to Lloyd's productivity and governance that they have culture and processes in place to address current and future challenges. Lloyd's will not make this training mandatory; however, they will push it as the obvious way of meeting this need.
- Beyond the London Market, this would be promoted as a means for firms (particularly Chartered firms) to evidence focus on customer outcomes.



## Learning outcomes

By the end of this module you will have a better understanding of how to apply a product simplification approach to all stages of the product design and distribution process.

### To achieve this, you will be able to:

- apply a design thinking framework to developing or improving products, to ensure that you can:
  - describe the role of all stakeholders in the process;
  - develop practices, processes and policies to implement and maintain customer-friendly products and terms;
  - design documentation to ensure that it is clear and easy to navigate;
- produce all documentation with simpler wording, language and description of policy terms and cover to:
  - improve policyholder understanding of the cover they have in place; and
  - eliminate the gap between the coverage insurance intermediaries and providers believe they have sold and the coverage policyholders believe they have bought;
- create an environment which encourages stakeholders to pass on feedback and lessons learned to improve existing products and develop new ones;
- employ the ethical principles of a simplified approach; and
- demonstrate how to fulfil your ethical duty to ensure policyholders understand what they are buying.

Please note, we offer two Product Simplification courses for you to choose from, Product Simplification: Product Design and Product Simplification: Sales and Distribution. The courses contain similar content and there is a high degree of overlap. We highly recommend that you select one course only to study.



## Study

- 1 study hour.
- The course is delivered via an online module.



## Assessment

The informal assessment will allow you to check your understanding of the course content. There is no formal assessment for this course.



## Completion Certificate

On successful completion of this course, you will be able to download a completion certificate.



## CPD accreditation

The Product Simplification: Product Design course meets the Chartered Insurance Institute and membership CPD requirements for 1 hour of CPD.



## Price

Members: £53

Non-members: £77

## How to enrol

To enrol, visit our website [here](#)

Contact Customer Service

**Call** +44 (0)20 8989 8464

**Email** [customer.serv@cii.co.uk](mailto:customer.serv@cii.co.uk)

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