

Case Study

FUNERAMA

Connecting people from
the funeral sector.





Problem.

Funerama is a funeral planning tool designed for a group of providers in the funeral sector of the Netherlands. The challenge was to think of a market that understood the needs of both suppliers and planners. And how both actors would coexist in the same ecosystem.

Solution.

Tackle the process using Design Thinking methodology that allows the client to get an MVP (minimum viable product). This approach would allow us to understand the business and eliminate assumptions during the design and development stages.

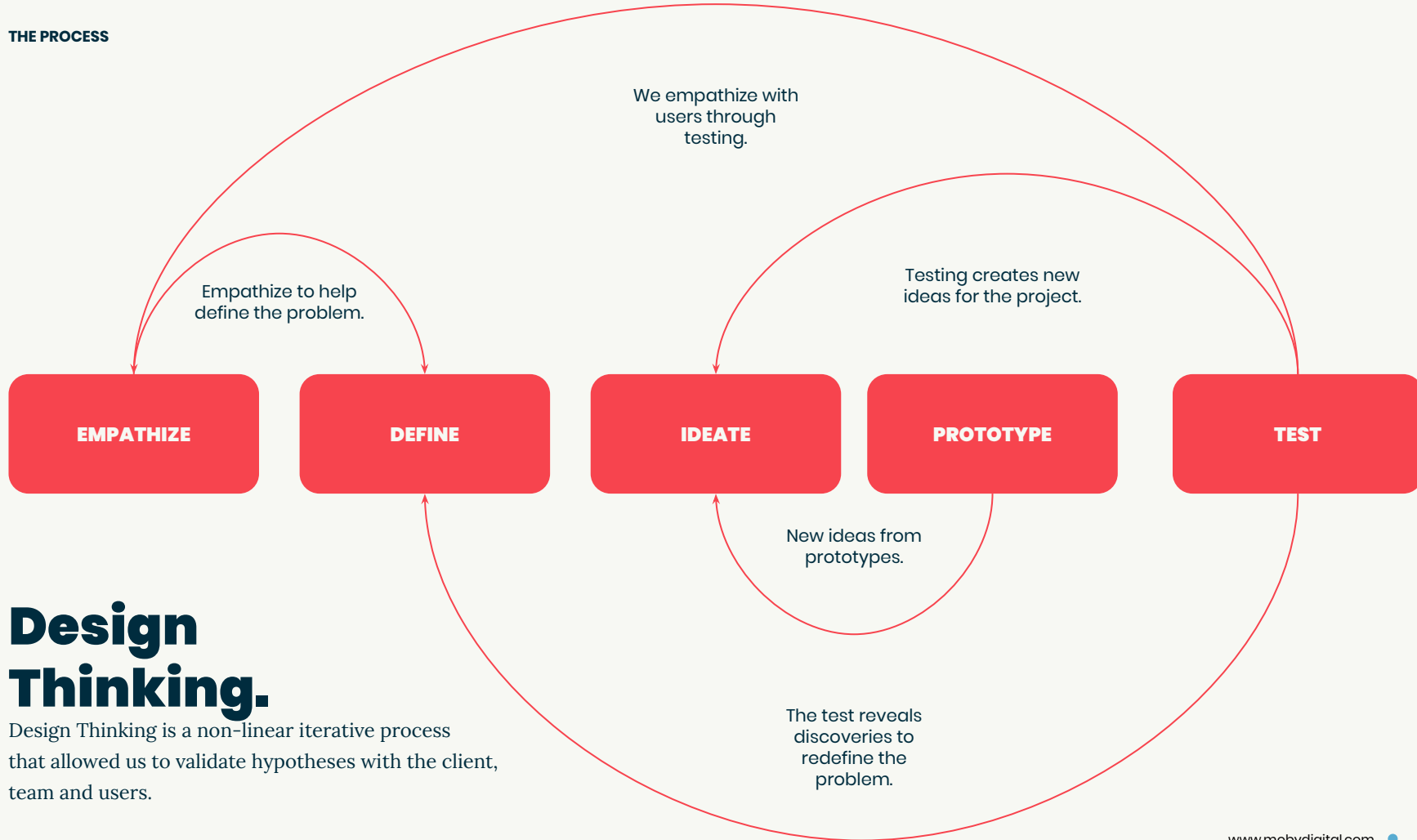
Roles.

Product Owner.
Project Manager.
Business Analyst.
UX Designer.
Dev Team.



Design Thinking.

Design Thinking is a non-linear iterative process that allowed us to validate hypotheses with the client, team and users.



Steven / Supplier of funeral products



Age: 42.
Work: Director of a funeral provider company.
Family: Married, 2 children.
Location: Leiden, South Holland Province, Netherlands
Archetype: Enthusiast and entrepreneur.

Practical Ambitious

Transparent

Accessible

Bio:

Steven is always looking for new business opportunities and is aware of the changes that arise in the funeral sector in The Netherlands. He plans to grow his business thinking of digital transformation. He leads a family business and not only looks after their own business but also loyalty in the sector in general.

Personality:

Introvert Extrovert

Analytical Creative

Loyal Variable

Passive Active

Goals:

- Expand his services as a provider in the funeral sector.
- Group and unify the agents of the sector to generate a loyal and better-regulated market.

Motivations:

Quality

Price

Scope

Speed

Frustrations:

- Not being able to achieve something in mind.
- Lack of recognition as a key player in the business.

Preferred channel:

Mobile

Email

Social Media

Erik / Funeral Planner and Director



Age: 54.
Work: Funeral Director.
Family: Married.
Location: Leiden, South Holland Province, Netherlands
Archetype: The connector.

Quiet Accurate

Communicative

Adaptable

Bio:

Erik has worked in the funeral sector for over 25 years. In his professional career he was able to understand the entire planning process from end to end until becoming Funeral director. He can also meet the needs of family members, organizations and funeral planners. He has a strong background in different platforms for the funeral sector.

Personality:

Introvert Extrovert

Analytical Creative

Loyal Variable

Passive Active

Goals:

- Participate in the digital transformation of the funeral sector.
- Facilitate how people do business in the sector.
- Understand the needs of the funeral planner to bring a pleasant digital experience.

Motivations:

Quality

Price

Scope

Speed

Frustrations:

- Lack of communication or ambiguity.
- Planning funerals is too time consuming.

Preferred channels:

Mobile

Email

Social Media

Traditional Ads

Personas.

Who are the users in Funerama?

To understand needs, behaviors and expectations with the tool, 2 personas were introduced to the team.

- Funeral Planner and Director.
- Supplier of funeral Products.



Framing the problem

Point of View:

User + Need + Insight.

This approach helps us to think about possible scenarios that will later become user stories. And at an early stage this perspective reinforces the team's understanding.

Funeral Planner

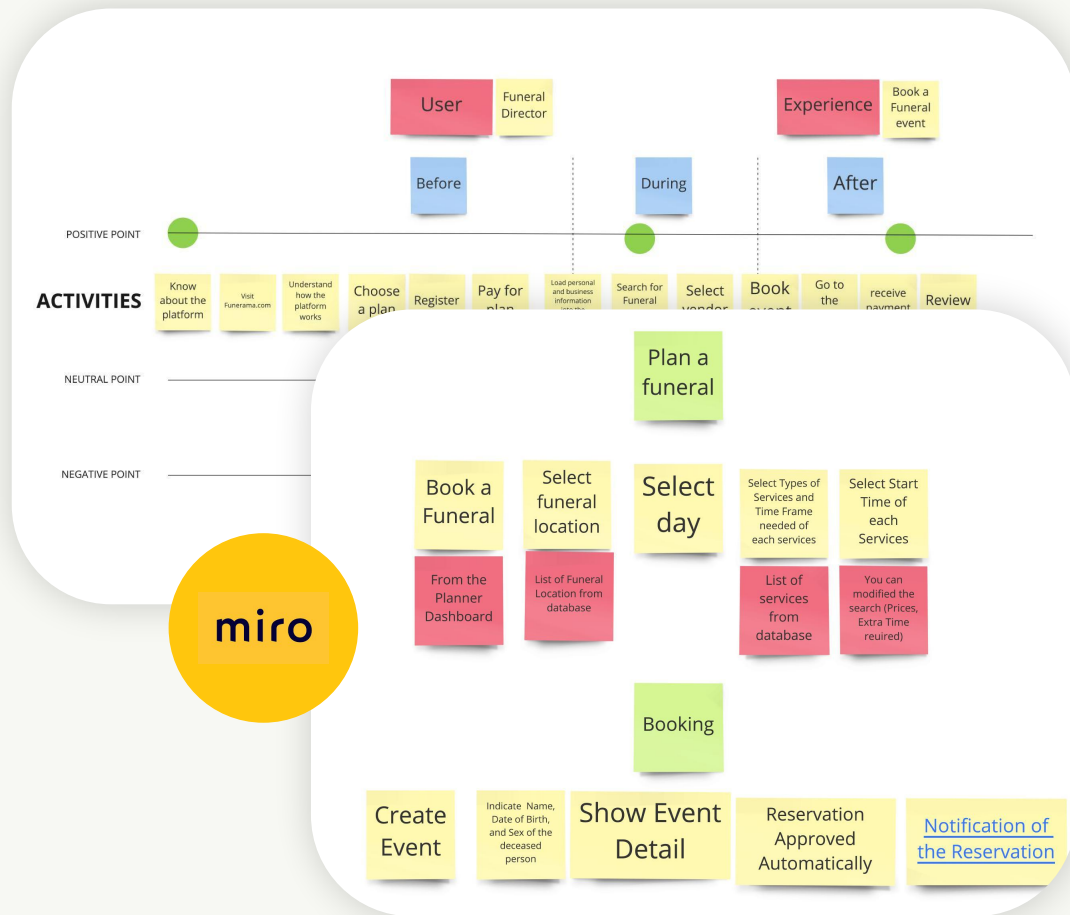
A funeral planner needs to organize a multi-day event for a specific family by scheduling different services at a funeral location because it is important to keep track of how families can safely and quietly say goodbye to their loved ones without any inconvenience.

Funeral Supplier

A funeral service provider needs to offer their services and show their availability to the funeral planners because in this way they achieve greater exposure of their business by generating relationships with other providers in the sector.

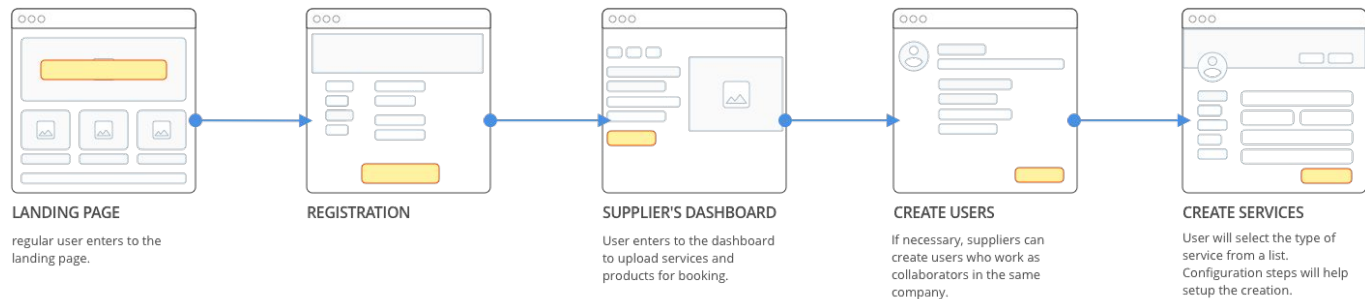
What we did is to break down great epics into more specific tasks until we get a complete journey.

Tasks
Touchpoints
Channels
Behaviors
Thoughts
EMotions
Ideas and Opportunities
Internal Ownership





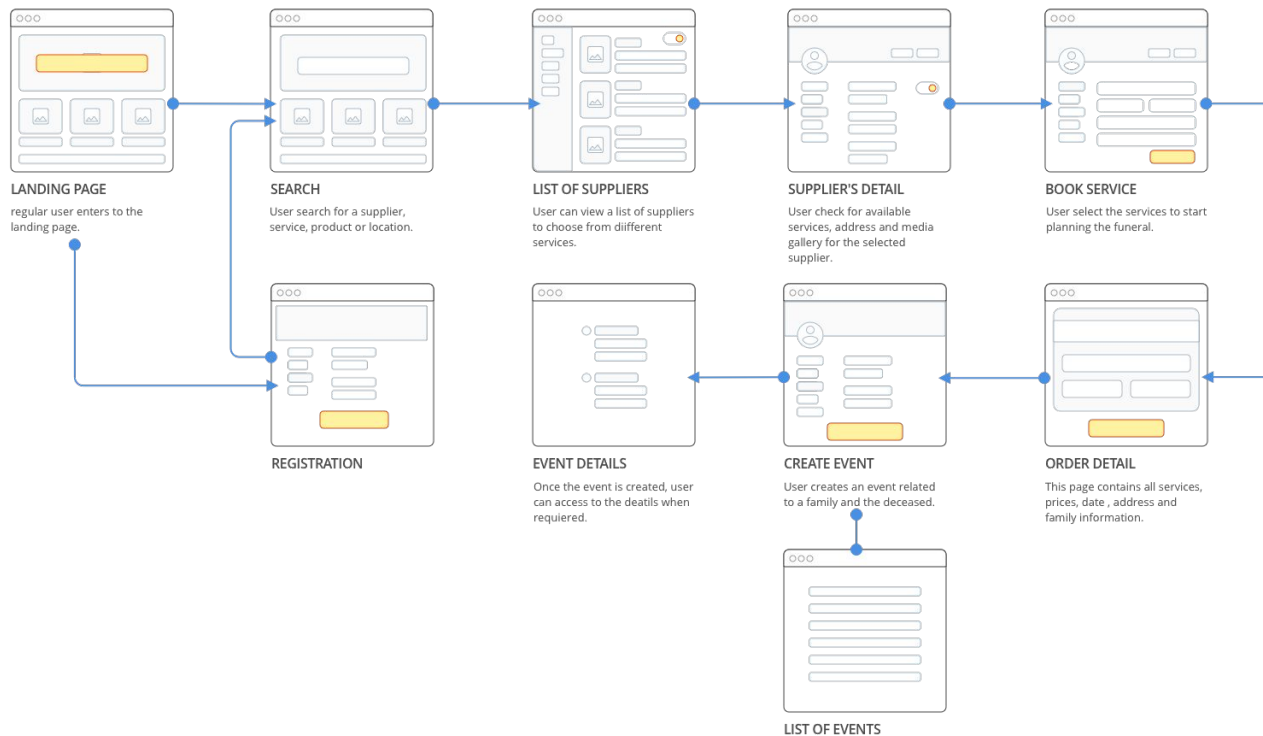




Why are we doing all this?

Because decisions are made while moving forward in the project. Our job is to settle the process and the validation stages. In this way we are imagining the hypothetical product, we can see it together with the stakeholders and the development team.

And so we are all on the same page.





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Types of different platforms.

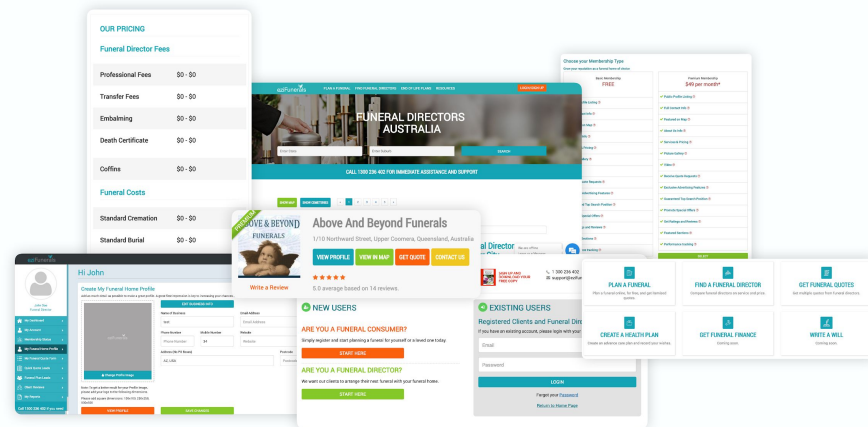
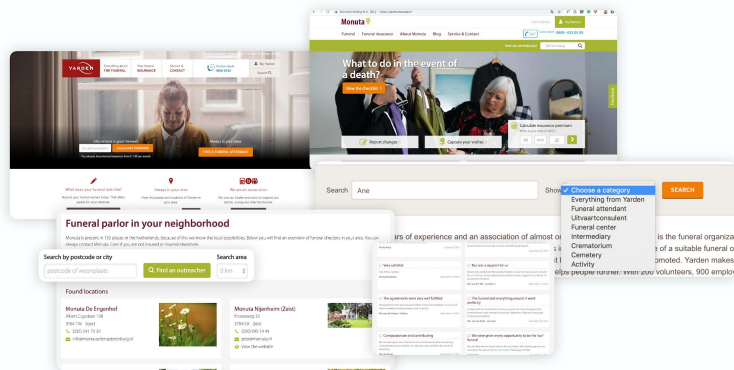
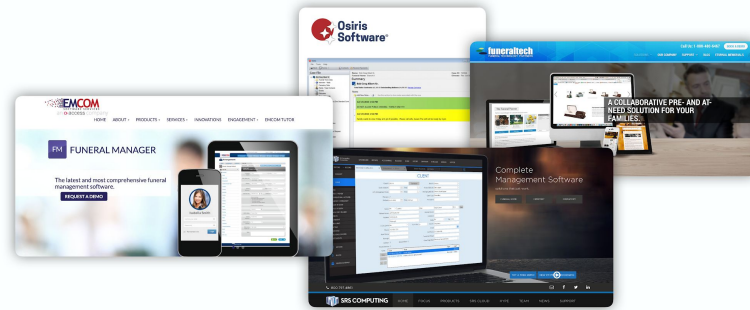
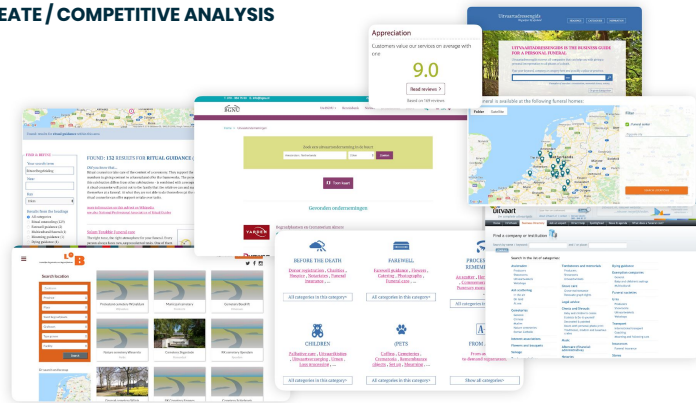
What do we observe to do the competitive analysis?

1. Functionality and user interface patterns.
2. Target audiences.
3. Business strategy.

4

Large groups of products and services.

Portals, tools, direct competitors and a winner.




From the prototype to the final product.



At the beginning with low quality wireframes to validate our assumptions with the customer and the development team. Prototypes with InVision helped us to evaluate the product scope, understand user behavior and refine each iteration.

The collage illustrates the Funderama website's user interface for funeral planning. It includes sections for:

- Events:** A grid of service categories such as "Transport and Care", "Plan a funeral location", "Funeral home and family care", "Flowers", "Coffins", and "Caskets and shrouding".
- Event Details:** A section for "Event 0006" (Funeral home) showing details like "Disease Information", "Funeral home", "Last Name", "Reference Number", and a "Book" button.
- Search:** A search bar with the address "2222 AT Katwijk" and a list of service options including "Cremation", "Burial ceremony", "Food & beverage", "Private viewing room", "Care room", "Ritual care", and "Cremation ceremony".
- Personal room 2:** A section for "Personal room 2" showing a calendar and a list of services.
- Register:** A section for "Personal information" and "Enter your business details".
- Supplier Dashboard:** A section for "Supplier Dashboard" showing a calendar view for October 2018.



SALONDS

EVENTS

MY PRODUCTS

MY PROFILE

Supplier Dashboard

Personal information

Company information

Media gallery

Company name

Company

Address

Phone

Website

Map

Map

Map

Map

Map

Add to an existing event

0007 Disease Name

Create new event

0008 January 18, 2018

Disease information

☐ Female

☐ Male

☐ Child

First name

Last name

Birth date?

☐ Unknown

☒ Unknown

DD

MM

YYYY

Death date?

☒ Unknown

☐ Unknown

DD

MM

YYYY

Reference number

Create event

The image displays four overlapping screenshots of the Funerama web application interface, showcasing various pages and features:

- Top Left Screenshot:** Shows the 'New funeral location / Location name' page. It includes a header with the Funerama logo, navigation tabs (CALENDAR, EVENTS, MY PRODUCTS, MY PROFILE), and a main heading 'New funeral location / Location name' with a sub-heading 'Funeral location detail'.
- Top Right Screenshot:** Shows the 'Funeral location information' page. It features a form for 'Location' (Country) and 'Funeral location' (Room). Below this is a 'Media gallery' section with a note about uploading images and a 'New funeral location' button.
- Bottom Left Screenshot:** Shows the 'Services list' page. It includes a 'Room information' section with a 'Room' dropdown and a 'Room name' input field. Below this is a 'Services list' table with columns for 'Service name', 'Availability', and 'Standard cost time'. The table lists services like 'Burial Cemetery', 'Crematorium', and 'Funeral & Reception'.
- Bottom Right Screenshot:** Shows the 'Events' page. It features a search bar and a table with columns for 'ID', 'Service Name', 'Reference Number', and 'Action'. The table lists events with their respective IDs and service names.



Testing

We face the product to the users, evaluating points of pain, improvements and opportunities together with the product owner. We focused on a core scenario (book a funeral event) from which we obtained the following.

1 Big Scenario

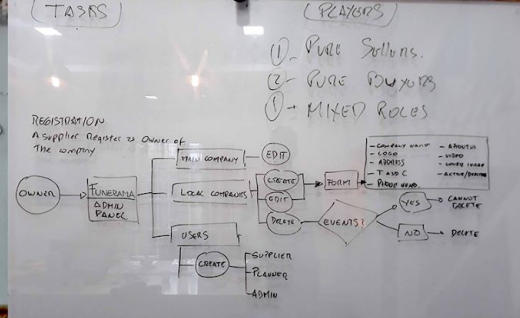
The process of booking funeral events was not what the user wanted:
Unclear, confusing and too many steps.

3 opportunities

Offer combined services, think about new secondary users and offer company registration to manage branches.

1 Workshop

We joined Business Analyst, Product Owner and UX for 3 days to rethink improvements of what we learned.



50%

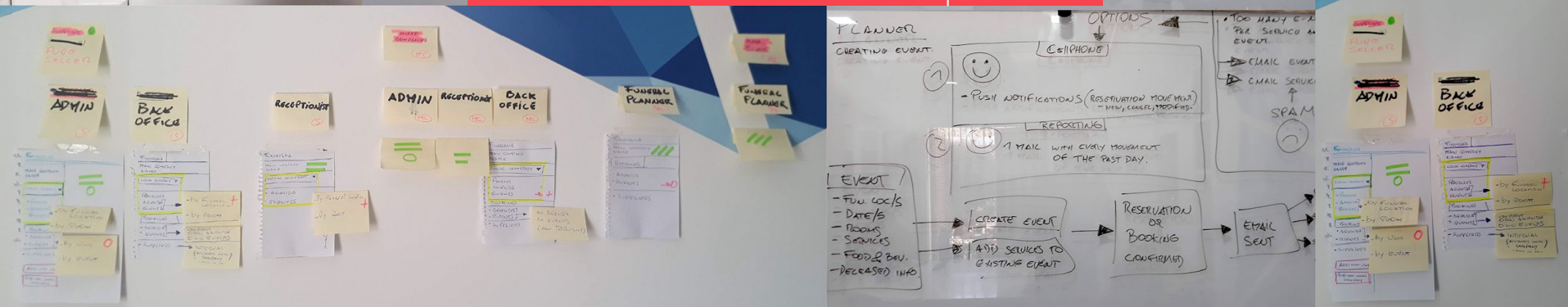
STANDARD TIME \rightarrow EXTENDED TIME \rightarrow SHOW AVAILABILITY

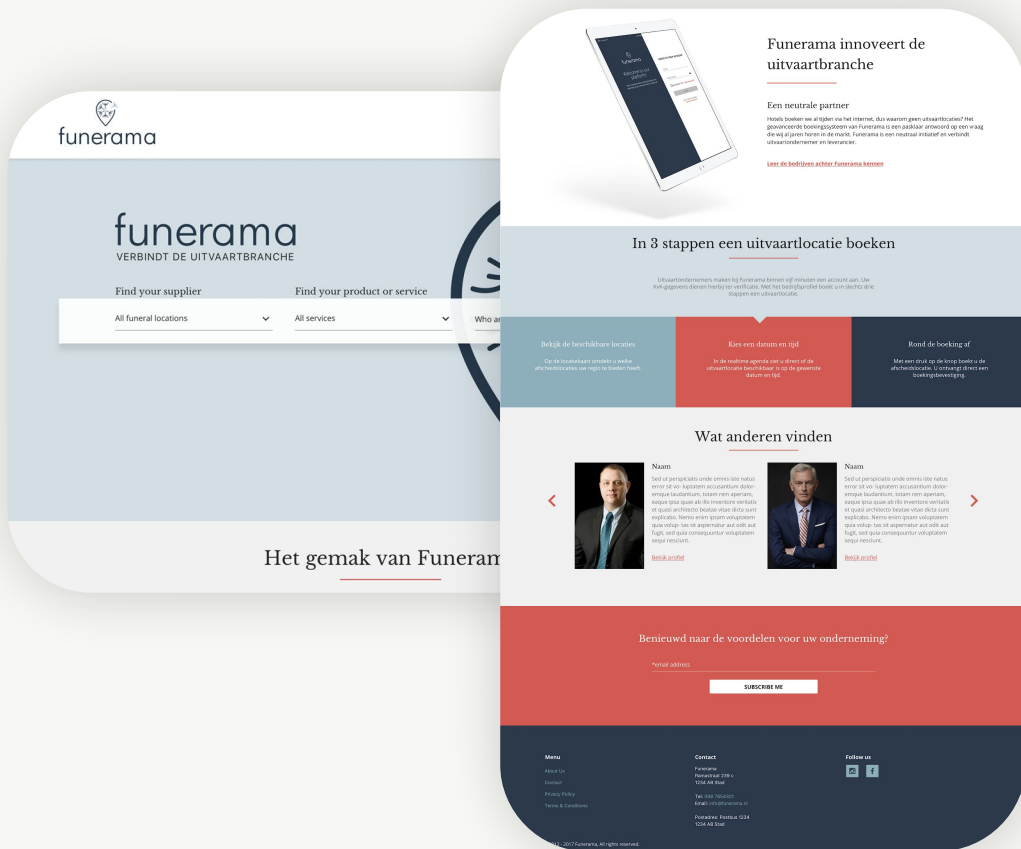
Event

Burial Ceremony
Condolence

Impact on efficiency:

We managed to reduce by half the number of clicks for the reservation process.





Landing Page.



Logotype



funerama

Color Palette

DARK PRIMARY COLOR	PRIMARY COLOR	LIGHT PRIMARY COLOR	LIGHT PRIMARY COLOR		
					
#2C3946	#6DA6BB	#D2DEE3	#FFFFFF		
ACCENT COLOR	PRIMARY TEXT	SECONDARY TEXT	ERROR COLOR	SUCCESS COLOR	DIVIDER COLOR
					
#D54A32	#333827	#757575	#F44336	#8BC34A	#BDBDBD

Font

Open Sans

<https://fonts.google.com/specimen/Open+Sans>

Glyph

Oo

Characters

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Styles

Light
Regular
Bold

Font

Libre Baskerville

<https://fonts.google.com/specimen/Libre+Baskerville>

Glyph

Ll

Characters

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Styles

Regular
Regular Italic
Bold

Components

Buttons

			
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Checkbox

☐ Remember me
☒ Remember me

Radio Button

☐ Remember me
☒ Remember me

Pagination

Items by page: 25 1 - 25 of 100
Results: 1 - 25 of 100

Switch

☒

Link

Delete this service

Badge

31

Event

A 3 day event

UI / STYLE GUIDE

Tags

Learning page

Headings

Heading 1

Libre Baskerville 24px

Heading 2

Libre Baskerville 20px

Heading 3

Libre Baskerville 16px

Heading 4

Libre Baskerville 15px

Heading 5

Libre Baskerville 13px

Heading 6

Libre Baskerville 12px

Body Text

Body text

Open Sans 14px

Body text bold

Open Sans Bold 14px

Tags

Dashboard

Headings

Heading 1

Open Sans Regular 32px

Line height: 32px

Heading 2

Open Sans Regular 20px

Line height: 28px

Heading 3

Open Sans Regular 16px

Line height: 20px

Heading 4

Open Sans Regular 15px

Line height: 20px

Heading 5

Open Sans Regular 13px

Line height: 18px

Heading 6

Open Sans Regular 12px

Line height: 16px

Text

Text

Open Sans Regular 14px

Line height: 20px

Body text bold

Open Sans Bold 14px

Line height: 20px

Caption

Open Sans Regular 12px

Line height: 16px

Display 4

Open Sans Light 112px

Line height: 120px

Display 3

Open Sans Light 56px

Line height: 60px

Display 2

Open Sans Light 40px

Line height: 50px

Display 1

Open Sans Light 34px

Line height: 40px

Font pairing

Learning Page

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same fusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dashed out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a dusky light streaming through a rift in the clouds.

WAS THIS HELPFUL?

Take the next step

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