

# CVO — The Original Concept

Where the Commercial Vehicle Quote System Began

Product Strategy, UX/UI Design, Concept Development

# Entry Point

STEP 0

GET YOUR ESTIMATE IN MINUTES

Submit

# Form Expand Behavior

INTERACTION NOTE

Slide prior is only shown. Once they hit Submit, expand the other sections in the same webpage.

# Vehicle Information

STEP 2 — VEHICLES

1

Total number of vehicles being added to the policy. ▾

What industry is your company in? ▾

- Contractor (Handyman, Painter, General Contractor, Carpentry, Roofing...)
- Service (Lawncare, Catering, House Cleaning, Tree Trimming...)
- Sales (B2C/B2B Sales, Consulting, Real Estate Agent...)
- Wholesale Delivery (Uber Eats, Flowers...)
- Other

Main Vehicle Information ▾

## VEHICLE TYPE

Passenger Car

Passenger SUV

Pick-Up Truck

Cargo Van

# Vehicle Value & Usage

STEP 2 — CONTINUED

2

What is the estimated current value of your vehicle? (include any permanent equipment on the car) "include tooltip for 'what would you sell it for today'"

Do you use your vehicle for personal use or just work?

Just Work

Both (Work and Personal)

In what zip code does the vehicle reside overnight?

Same as Mailing Zipcode

# Driver Information

STEP 3 — DRIVERS

3 What age group is the primary driver of the vehicle ▼

Any Accidents or Tickets in the last 3 years? ▼

Screenshot of original CV0 concept. Quote form structure modeled after The Zebra as a starting reference.

