



Unlocking the Future of Insurance Through UX

Aite-Novarica and Veriday to Host Webinar on UI/UX Optimization

NEW YORK, NY, USA, May 3, 2023 /EINPresswire.com/ -- Veriday, Inc. is announcing a joint webinar with Aite-Novarica, titled, "Revolutionizing Insurance: Mastering UI/UX for Enhanced User Experience."

The webinar, to be held May 16, 2023, from 11:30-12:30 EDT, will showcase the industry expertise and innovative user experience strategies developed by both organizations. Register here: <https://veriday.com/aite-novarica-webinar>.

Delivering an exceptional user experience (UX) through an intuitive user interface (UI) is a critical success factor across the insurance industry. The webinar targets insurance professionals who are eager to unlock the potential of UI/UX to create innovative, user-centric insurance products and services.

The panel of experts will provide participants with:

- Overviews of large UI/UX projects
- Critical Success factors for Insurance Projects
- Digital efforts and challenges in the industry
- Lessons learned

"As the insurance industry goes through the process of digital transformation, providing a simple and clean user experience has become more important than ever. In 2023, companies that fail to prioritize their users time and attention, run the risk of losing them to competitors that understand the true value of UI/UX." - Tyson Kingsbury, Creative Director, Veriday

The panel discussion will be moderated by [Sharmila Wijeyakumar](#), CRO, Veriday.

The expert panelists will include:

- [Sam Hyland](#), VP, Professional Services, Veriday
- [John Keddy](#), Senior Principal, Aite-Novarica
- Tyson Kingsbury, Creative Director, Veriday
- Eric Kirby, Solution Sales Lead, Liferay
- Reeti Mathur, Product Designer, Veriday

About Veriday: Veriday means "Honest Day," reflecting our passion for delivering an honest day's

work with 100% client focus. We specialize in developing strategies, products, and solutions to transform user experiences and engagement. Our experts will help you implement an end-to-end vision. From strategy, conceptual planning, and design to implementation, management, and technical support, we are with you every step of the way to ensure your next technology or digital marketing project is an unequivocal success. Learn more about Veriday at www.veriday.com. Get updates on LinkedIn, Twitter, YouTube, and Facebook.

About Aite-Novarica: Aite-Novarica Group is an advisory firm providing mission-critical insights on technology, regulations, strategy, and operations to hundreds of banks, insurers, payment providers, and investment firms—as well as the technology and service providers that support them. Our experts provide actionable advice to our client base, leveraging deep insights developed via our extensive network of clients and other industry contacts. Driven by our core values: independence, objectivity, curiosity, and integrity, our goal is to be a trusted advisor to our clients by using our data, experience, and proven best practices to help them make better, faster, and more lasting decisions. Learn more about Aite-Novarica at www.aite-novarica.com.

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