

# Claims Journey Redesign

Senior Product Designer

3 person project team: PM x 1, Lead Front-End Engineer x 1, Design x 1

## The Project

Sendle is Australia's first carbon-neutral delivery service, helping small businesses ship parcels. The claims process for lost and damaged parcels was generating significant support overhead. Customers submitted incomplete forms, triggering multiple follow-up emails and extended ticket handling times. The goal was to redesign the claims journey to capture complete information upfront. Along the way, we established a design system workflow that now accelerates all future delivery.

## What I Did

I led end-to-end discovery and design as the sole designer on the product team, creating MissionMode — a reusable stepped-journey pattern built for jobs-to-be-done flows:

- Designed the claims journey using MissionMode, introducing positive friction to ensure complete submissions — including save-as-draft functionality used by 1 in 4 customers
- Structured components with Figma variables and consistent layer naming to speed up prototyping with Figma Make — this groundwork unexpectedly enabled a faster path to code
- Partnered with the lead engineer to connect our Figma design system to Claude Code via MCP server, allowing 90% of claims screens to be built in hours versus the estimated 2-week timeline

## The Result

The redesigned claims journey reduced support ticket handling time from 22 minutes to under 15 minutes — a 32% improvement. Follow-up emails dropped from 4.2 to 3.3 per ticket by eliminating back-and-forth for missing information.

Customer time to complete the form increased by 27% to 13 minutes, but this was intentional: the added structure ensured submissions were complete and correct on first attempt, reducing downstream support effort.

The MissionMode pattern is now available for other stepped journeys across the platform, and the Figma-to-code workflow has become the standard for new feature delivery at Sendle.

