

Navasana Website Redesign

Complete Design Brief for DesignCrowd Contest

Project Summary

Company: Navasana - AI-Native Cyber Insurance Platform

Industry: InsurTech / Cyber Insurance

Contest Budget: \$500 USD

Duration: 7 Days

Review: Client will review all concepts before selecting winner

Current Websites: - Production: www.navasana.ai - Preview: <https://efe7356b.navasana-website.pages.dev/>

Project Goal

Design a complete website (10 pages) that conveys: - **Trust & Professionalism** (this is insurance) - **Innovation & Technology** (this is InsurTech) - **Expertise** (cybersecurity + insurance DNA) - **Accessibility** (appealing to brokers AND business owners)

Key Tagline: "Cyber Insurance the Way It Should Be"

Deliverables Required

All 10 Pages (Desktop + Mobile)

1. Homepage ★ *HIGHEST PRIORITY*

Platform Dropdown (4 pages): - 2. Cyber Insurance - 3. Brokers - 4. Underwriters - 5. Policyholder

Company Dropdown (3 pages): - 6. About Us - 7. Team - 8. Contact/Careers

Top-Level Pages (2 pages): - 9. AI Risk (flexible template, content TBD) - 10. Cyber Risk (flexible template, content TBD)

Brand Identity

Official Brand Colors

Primary Colors: - **Deep Cove (Dark Teal):** #142140 - Primary brand color - **Fika (Cyan/Turquoise):** #69D3CC - Secondary accent

Accent Colors: - **Bright Green:** #83FCC38 - Energy, innovation - **Sleepish (Royal Blue):** #3410F5 - Trust, technology

Neutral/Earth Tones: - **Pralines (Brown/Olive):** #958261 - Earth accent - **Smoky Cream (Beige):** #DED4CC - Neutral (explore alternatives)

Design Guidance

- Capture the essence of brand colors
- Creative freedom encouraged
- Match the color theme style from submission deck
- Beige background is open to fresh alternatives

Typography

- Currently using Inter
 - Open to modern, professional font recommendations
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🏠 Homepage Specifications

Navigation Header

Left to Right: - **Navasana Logo** (larger than current site) - **Platform** (dropdown) - Cyber Insurance - Brokers - Underwriters - Policyholder - **Cyber Risk** - **AI Risk** - **Company** (dropdown) - About Us - Team - Contact/Careers

Reference: Clean approach similar to Cowbell Insurance

Hero Section

Primary Headline:

Cyber Insurance the Way It Should Be

Subheading:

Evidence based, automation driven underwriting for the AI era

Visual Concept: - Funnel imagery: cybersecurity data → distilled → Navasana platform - Represents data distillation into actionable intelligence - **AVOID:** Generic padlocks, shields, magnifying glasses, server rooms

Call-to-Action: - Single “Contact Us” button

Three Differentiators Section

What Makes Navasana Different

1. End to End Cyber Risk and Insurance Platform

Short description: “The Navasana platform streamlines the entire policy lifecycle, incentivizes and empowers policyholders to actively reduce their risk, and elevates brokers as trusted advisors.”

Expandable details: - Platform-driven assessment - Automated analysis of cyber risk data - Inside-out integrations and outside-in data sources - AI analysis for risk prediction - Continuous risk monitoring

2. Proprietary Tools and Rapid Response

Short description: "Advanced security tools and 24/7 incident response capabilities protect businesses before, during, and after cyber events."

Expandable details: - In-house ransomware and system restoration - 24/7 claims hotline with expert cyber triage - US-only on-site and remote support - Mix of in-house and verified expert contractors - Real-time incident tracking

3. Insurance DNA and Tech Execution

Short description: "Founded by a team with deep expertise in cyber insurance and cybersecurity, we understand both the risk landscape and the insurance market."

Expandable details: - 20+ years combined insurance experience - Cybersecurity expertise from industry leaders - Former executives from FireEye, Aon, AXA XL - Built to address first-wave InsurTech shortcomings

Design Approach: - Each pillar needs unique, custom graphics/icons - **CRITICAL:** NO generic clipart (padlocks, shields, magnifying glasses) - Consider: abstract illustrations, data visualizations, modern geometric designs - Hover/click reveals expandable details

Five Pillars Section

The Complete Cyber Insurance Lifecycle

1. ENSURE

Best in class cyber insurance coverage with comprehensive first and third party protections

2. ASSESS

Dynamic scanning and read-only API integrations to continuously evaluate risk posture and inform underwriting

3. IMPROVE

Incentivize and guide policyholders to actively strengthen their cybersecurity through behavior rewards

4. REMEDIATE

Expert post-breach services including forensics, restoration, and crisis management support

5. RENEW

Seamless policy renewals with transparent pricing based on demonstrated risk improvements

Design Approach: - Visual progression/cycle showing continuous improvement - Each stage clearly connected to the next - Consider: data flow visualization, circular diagram, journey map - **AVOID:** Generic security icons

Integrations Section

Seamlessly Integrates With Your Tech Stack

Four Categories (high-level, not specific logos yet):

1. Identity Platforms

Examples: Google Workspace, Okta, Azure AD

2. **Developer Platforms**

Examples: GitHub, GitLab

3. **Endpoint Security**

Examples: CrowdStrike, Microsoft Defender, Cortex XDR

4. **Cloud Infrastructure**

Examples: AWS, Azure, Google Cloud

Design Approach: - Category-based, not individual vendor logos -
Clean, organized presentation - Could use category icons

Footer

- Links to all main pages
 - Contact information
 - Copyright/legal
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Platform Pages

1. Cyber Insurance Page

Reference: Ascot Insurance's cyber insurance page (clean, professional layout)

Coverage Overview:

First Party Coverages: - Breach Response Costs - Business Interruption - Contingent Business Interruption - System Failure - Contingent System Failure - Digital Data Recovery - Cyber Extortion - Cyber Crime (including goods) - Incident Response Services - Reputational Harm

Third Party Coverages: - Privacy and Network Security Liability - Regulatory Defense and Penalties (GDPR, CCPA, etc.) - Media Liability - Payment Card Industry (PCI) Fines and Costs

Policy Highlights: - Coverage up to \$5M Each Claim / \$5M Aggregate - Minimum Deductible: \$2,500 - First and third party coverage - Optional enhancements available

Design Approach: - Clean, scannable layout - Two-column format for First/Third party - Professional and trustworthy (broker-facing) - Download link for detailed PDF - Avoid large generic photos

2. Brokers Page

How Navasana Elevates Brokers as Trusted Advisors

Key Benefits: - Streamlined submission and renewal workflow - Unlock more value for customers - Security assessment reports to share with clients - Portfolio risk reporting dashboard - Early renewal outreach capabilities - Expert cyber triage support for clients

Platform Features: - Real-time portfolio monitoring - Critical vulnerability alerts - Renewal timeline management - Client security posture tracking - Comprehensive dashboard view

Visuals: - Include broker dashboard screenshot (from submission deck Slide 25) - Portfolio overview functionality - Security assessment capabilities

Design Approach: - Professional, broker-focused - Emphasize efficiency and value-add - Data visualization and dashboard imagery

3. Underwriters Page

Content TBD - Create Flexible Template

Focus on underwriters' needs and workflows within the Navasana platform.

Suggested Layout: - Hero with value proposition - Key features/benefits (3-4 items) - Platform capabilities overview - Visual examples (screenshots or conceptual) - Call-to-action

Should accommodate: - Text sections (2-3 paragraphs) - Bulleted lists - Dashboard/platform screenshots - Data visualizations - Feature highlights

4. Policyholder Page

Reference: Submission deck Slides 23-24 (Policyholder Dashboard and Integrations)

What Policyholders Experience

Platform Benefits: - Transparent risk scoring - Real-time security posture monitoring - Actionable security recommendations - Premium discounts for improvements - Easy integration with existing tools - 24/7 incident response support

Integration Simplicity: - One-click read-only API integrations - Clear incentives for connecting tech stack - Simple evaluation and execution

Visual Elements: - **CRITICAL:** Include policyholder dashboard screenshots (Submission Deck Slides 23-24) - Show integration connection UI - Emphasize transparency and simplicity

Design Approach: - Clean, modern SaaS aesthetic - Consumer-facing (vs. broker-facing) - Platform screenshots prominently displayed - Light, friendly while professional

■ Company Pages

1. About Us Page

Main Content:

Navasana is an InsurTech policyholder-centric cyber insurance MGA providing services to US small and middle-market organizations with revenues up to \$500 million. We combine disciplined underwriting and proprietary AI-enabled technology and services to help policyholders actively reduce cyber risk over time.

Founded by a team with deep expertise in cyber insurance and cybersecurity, Navasana was built to address the shortcomings of the first-wave InsurTech MGAs: static risk assessment, limited post-bind engagement, and weak feedback loops between underwriting and claims.

Our platform integrates across the entire insurance lifecycle, enabling precise risk selection, continuous risk posture improvement, and streamlining the cyber claim response processes. By aligning risk transfer with risk improvement, Navasana is building a scalable, durable cyber insurance business designed to deliver sustainable performance for policyholders, distribution partners, and reinsurers.

Design Approach: - Clean, readable typography - Break into digestible paragraphs - Consider pull-quotes or highlighted key phrases

2. Team Page

Founding Team:

Use LinkedIn profile photos as placeholders for initial designs.

Include: - Manu Singh - CEO & Co-Founder - Shreemathi Atreya - CTO & Co-Founder - Matthew [Last Name] - CIO & Co-Founder - Brett Anderson - CSO (20+ years in cybersecurity and insurance; founded Tracepoint)

Advisory Team:

- **Judy Selby, Esq.** - 30+ years insurance law experience, 2023 Zywave Cyber Risk Attorney of the Year
- **Robert Dunn** - 30+ years operational finance with B2B tech startups, Former CFO of Wavefront
- **Manish Gupta** - 20+ years cybersecurity thought leader, Former CPO/CSO of FireEye
- **Duane Folkard** - 20+ year Cyber and Tech E&O veteran, Former UK Executive Director of Cyber for Aon

Format per person: - Professional headshot (LinkedIn placeholder) - Name - Title - 1-2 line bio - LinkedIn link/icon

Design Approach: - Clean grid layout - Consistent format - Two sections: "Leadership Team" and "Advisory Board" - Emphasize depth of experience

3. Contact/Careers Page

Combined page for contact and career opportunities

Contact Section: - Company contact information - General inquiry form or email - Partnership inquiries - Support information

Careers Section: - Why work at Navasana - Company culture highlights - Current openings (or "Join our team" message) - Application process link or email

Design Approach: - Split page or tabbed interface - Clean, inviting design - Easy-to-find contact methods - Welcoming tone for careers - Call-to-action for both sections

🔒 Risk Pages (Flexible Templates)

AI Risk Page

Content TBD - Create Flexible Template

This page will cover Navasana's AI risk assessment framework.

Suggested Layout: - Hero emphasizing innovation - Framework or methodology overview - Key capabilities or features - Use cases or applications - Visual framework diagram - Call-to-action

Should accommodate: - Technical explanations - Framework diagrams - Process flows - Feature highlights - Thought leadership content

Design Approach: - Forward-thinking, innovative feel - Balance innovation with trust - More visual/conceptual than text-heavy

Cyber Risk Page

Content TBD - Create Flexible Template

This page will cover Navasana's approach to cyber risk assessment and management.

Suggested Layout: - Hero section - 3-5 key topics or features - Mix of text and visuals - Statistics or data points - Resources or downloadables - Call-to-action

Should accommodate: - Long-form content (articles, whitepapers) - Infographics - Lists and frameworks - Interactive elements - Resource downloads

Design Approach: - Educational but not overwhelming - Mix of text, graphics, and data

✓ Design Do's

- Clean, modern design (reference: Ascot Insurance)
 - Trust-building and professional
 - Innovative and tech-forward
 - Unique custom graphics and illustrations
 - Readable typography with good hierarchy
 - Whitespace and breathing room
 - Clear call-to-actions
 - Mobile-responsive considerations
 - Data visualization elements welcome
 - Abstract/geometric designs over literal representations
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✗ Design Don'ts

- Generic stock photos (server rooms, people in suits)
 - Generic security clipart (padlocks, shields, magnifying glasses)
 - AI-generated looking graphics
 - Overly complex or busy layouts
 - Too much text without visual breaks
 - Large images that push important content below fold
 - Overly corporate/stuffy aesthetic
 - Too playful/casual for insurance industry
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🎯 Target Audiences

Primary Audiences:

1. **Insurance Brokers** - Need to quickly understand coverage, limits, appetite
2. **Small/Medium Business Owners** - Need to understand value proposition and ease of use

Secondary Audiences:

3. **Capacity Providers/Reinsurers** - Evaluating Navasana as partner
 4. **Potential Hires** - Understanding company mission and culture
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Brand Personality

We Are: - Expert but approachable - Innovative but trustworthy - Technical but clear - Forward-thinking but proven

We Are NOT: - Stuffy or overly corporate - Too casual or unprofessional - Intimidating or complex - Generic or forgettable

Key Messaging Themes

1. **Insurance the way it should be** - Fixing what's broken in cyber insurance
 2. **AI-native platform** - Technology-first approach
 3. **Continuous improvement** - Not just risk transfer, but risk reduction
 4. **Expert team** - Deep expertise in both cyber and insurance
 5. **Broker-friendly** - Elevating brokers as trusted advisors
 6. **Policyholder-centric** - Aligned incentives for better security
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Technical Requirements

File Deliverables

- Figma files (preferred) or Adobe XD
- Exported PNG/JPG of full pages (300 DPI)
- Style guide with colors, fonts, spacing
- Any custom graphics as separate files (SVG or PNG)

Design Specifications

- Desktop: 1440px width
- Mobile: 375px width
- Provide spacing/padding notes
- Note any interaction/animation suggestions

Implementation Context

Designs will be handed to developer for React + Tailwind CSS implementation. Clean, semantic design structure is important.

Reference Materials

Inspiration Websites: - Ascot Insurance - Clean cyber insurance page layout - Cowbell Insurance - Header navigation approach

What We Like: - Clean, professional aesthetic - Trust-building design
- Easy to scan for brokers - Not overly corporate or stuffy - Good use of whitespace

Current Sites: - www.navasana.ai - <https://efe7356b.navasana-website.pages.dev/>

Additional Assets: - Submission deck with platform screenshots (attached) - Official brand color palette (attached) - Brand assets available in Google Drive (link provided separately)

Evaluation Criteria

Submissions will be judged on:

1. **Professionalism** - Does it build trust for an insurance company?
 2. **Innovation** - Does it feel modern and tech-forward?
 3. **Uniqueness** - Custom graphics, not generic stock elements
 4. **Clarity** - Easy to navigate and understand
 5. **Visual Hierarchy** - Clear information architecture
 6. **Brand Alignment** - Fits Navasana's positioning
 7. **Implementation Feasibility** - Can be built with React/Tailwind
 8. **Completeness** - All 10 pages delivered with desktop + mobile
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Timeline

Contest Duration: 7 days

Review Process: Client will review concepts before selecting winner

Next Steps: Winner's designs will be implemented by separate developer

Launch Target: Shortly after design completion

Questions?

If you have questions during the contest, please ask! We want to ensure you have all the information needed to create an excellent design.

Thank you for your submission!

This is a professional project for a real InsurTech company. Quality, attention to detail, and understanding of both the insurance and technology sectors will be key to success.

Appendix: Content Sources

All content has been compiled from: - Team feedback and requirements sessions - Official submission deck (attached) - Brand guidelines - Current website analysis

Platform screenshots referenced can be found in: - Submission Deck Slide 23-24 (Policyholder) - Submission Deck Slide 25 (Broker Dashboard)