



# Building a Plan Finder That Converts User Research Test Insights for Health Insurance

January 2022

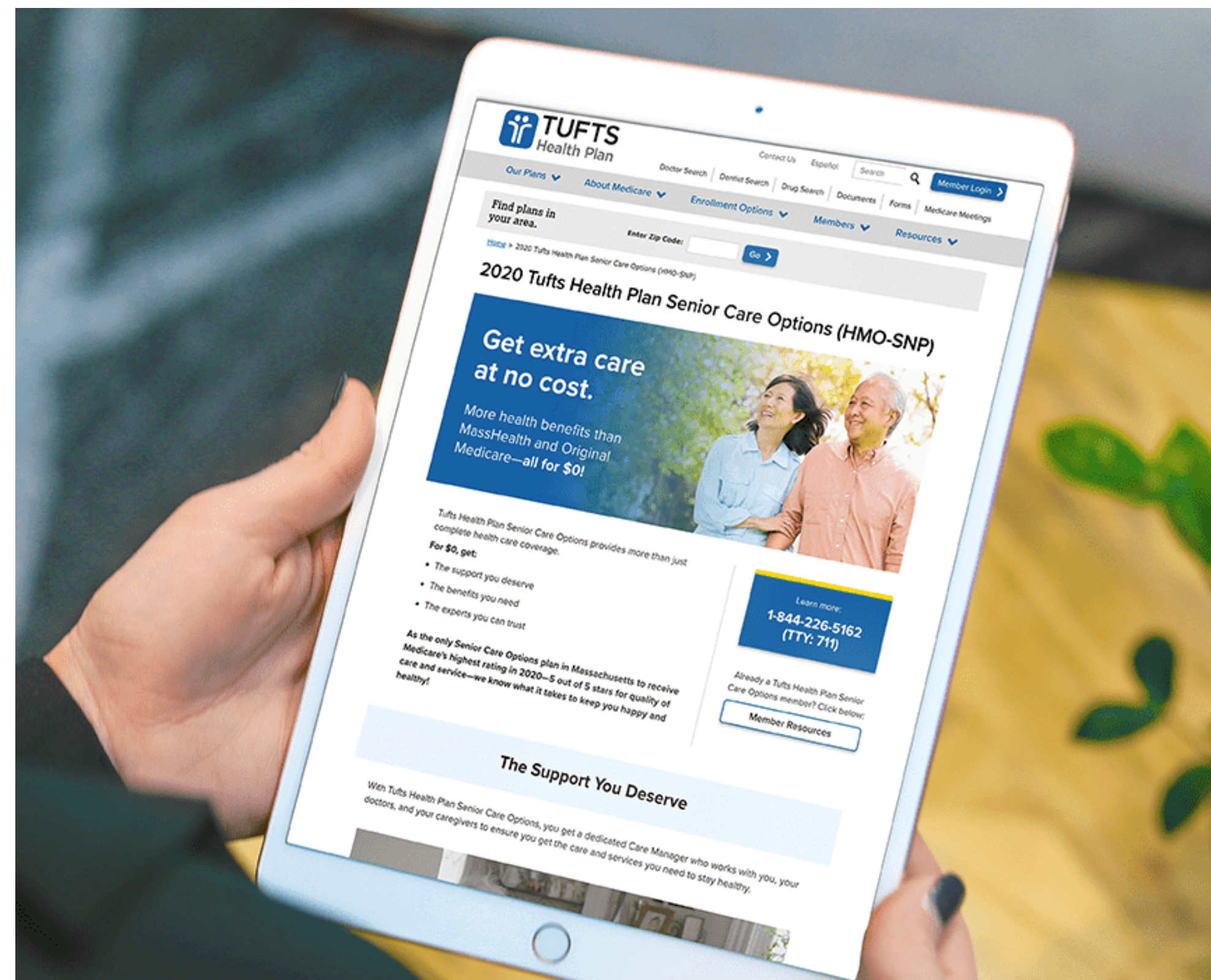
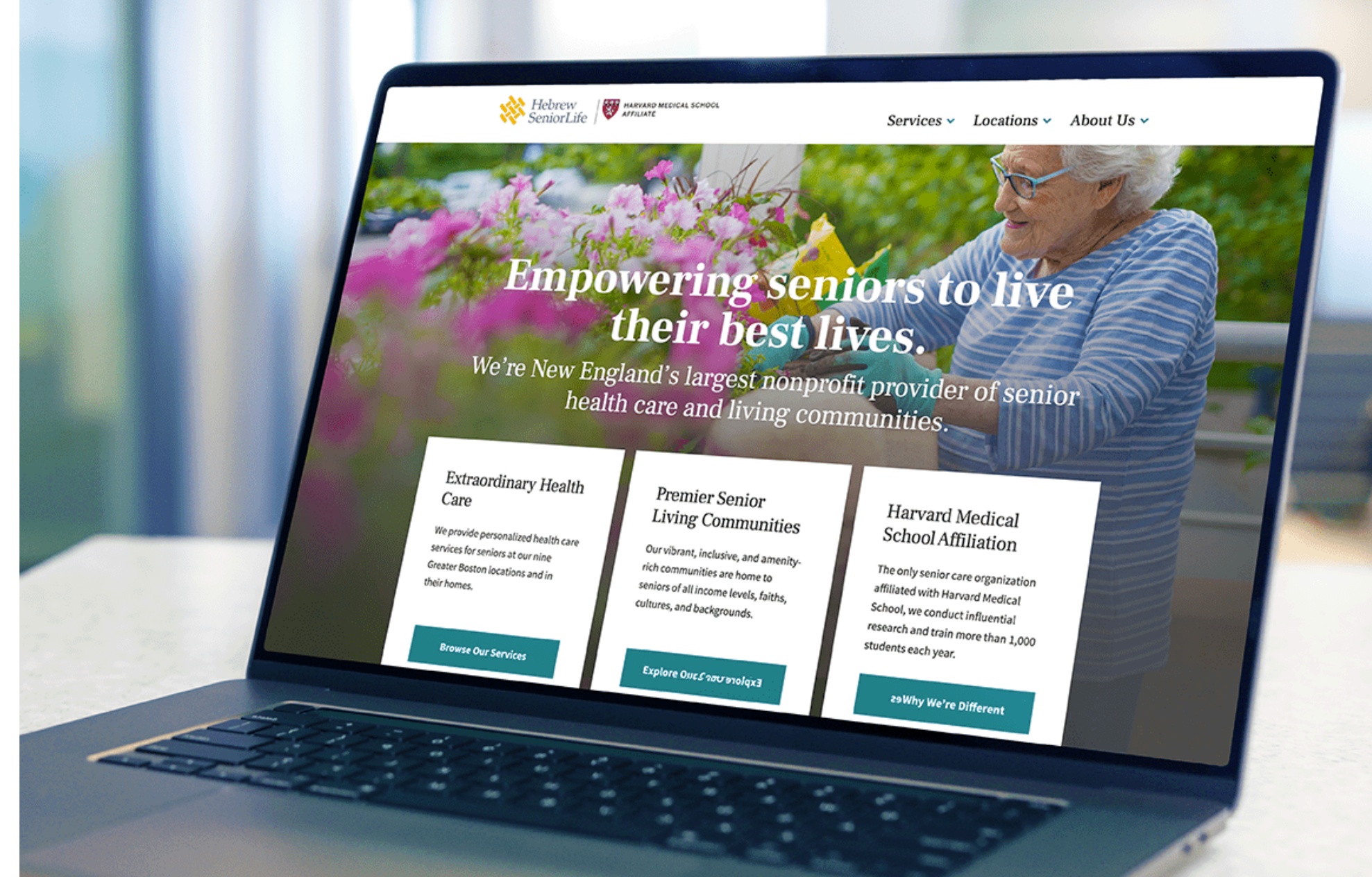
# SOMERVILLE THEATRE

We're designers who think like marketers,  
developers who think like designers, and  
strategists who think like your users.



# Healthcare Clients

- Blythedale Children's Hospital
- Hebrew Senior Life
- Montefiore Medical Center
- The Children's Hospital at Montefiore
- Partners HealthCare
- Texas Children's Hospital
- Brigham and Women's Hospital
- Brooks Rehabilitation Center
- Boston Scientific
- Tufts Health Plan
- Harvard Medical School
- MeYou Health
- Massachusetts General Hospital
- Children's Hospital Boston
- Children's Health Fund
- Kraft Center for Community Health
- Martinos Center for Biomedical Imaging



# **Jason Smith**

## **Managing Director & Founder**



# Topics for Today

- **Test Overview**
- **Prioritized User Needs**
- **Results from 3 different health plan sites**
- **Recommendations and Rankings**



# TEST OVERVIEW

# User Testing

**For this presentation we conducted a online, unmoderated user test with 20 participates.**

**Demographics: Ages 30-60 in the United States**

**Desktop tests: 20**

**Mobile tests: 0**

**Experience Selecting Health Insurance: 100%**



# Task

**Imagine that you are looking to purchase a new health insurance policy (not dental, vision or medicare).**

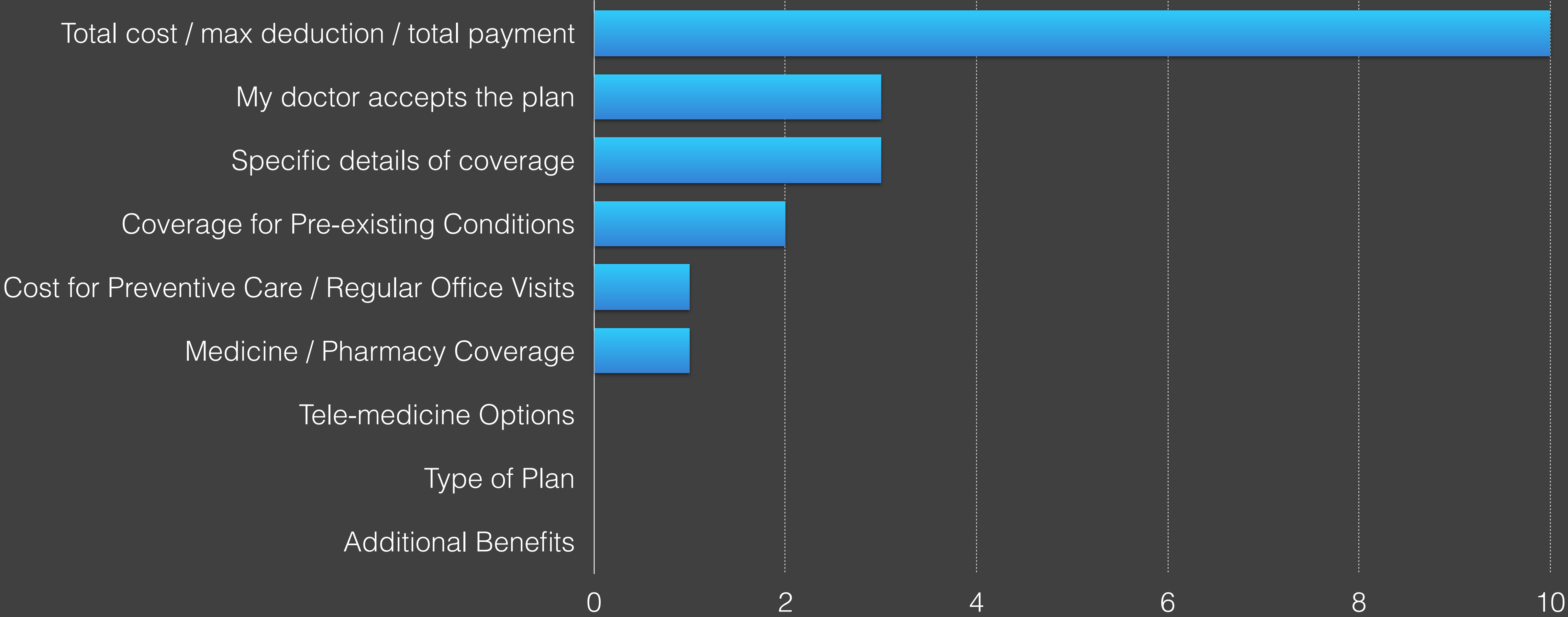
**You are considering enrolling in an INDIVIDUAL or FAMILY plan directly from the company (not through your employer).**

**Please find the individual or family plans and find the plan with the lowest out of pocket cost.**

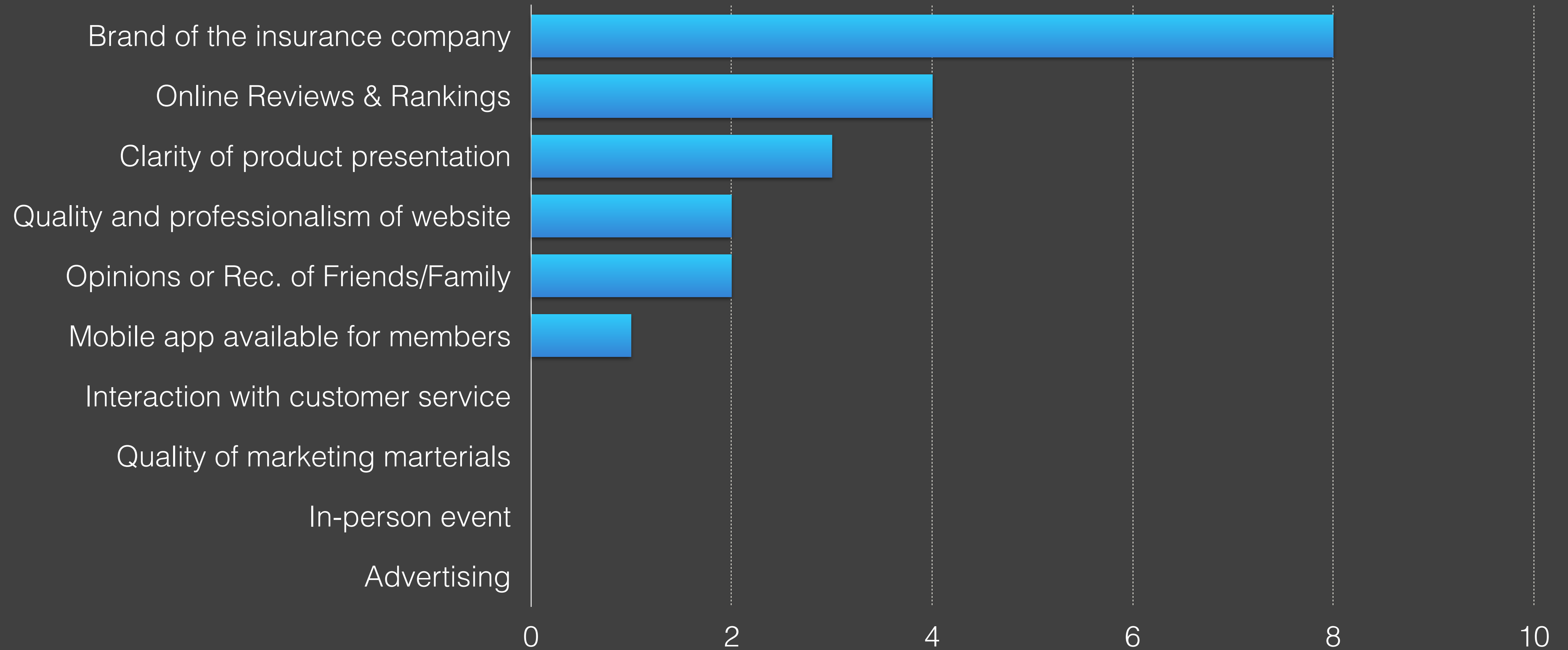


**PRIORITIZED NEEDS**

# Prioritized Needs



# Influencers



# What's Emerging?

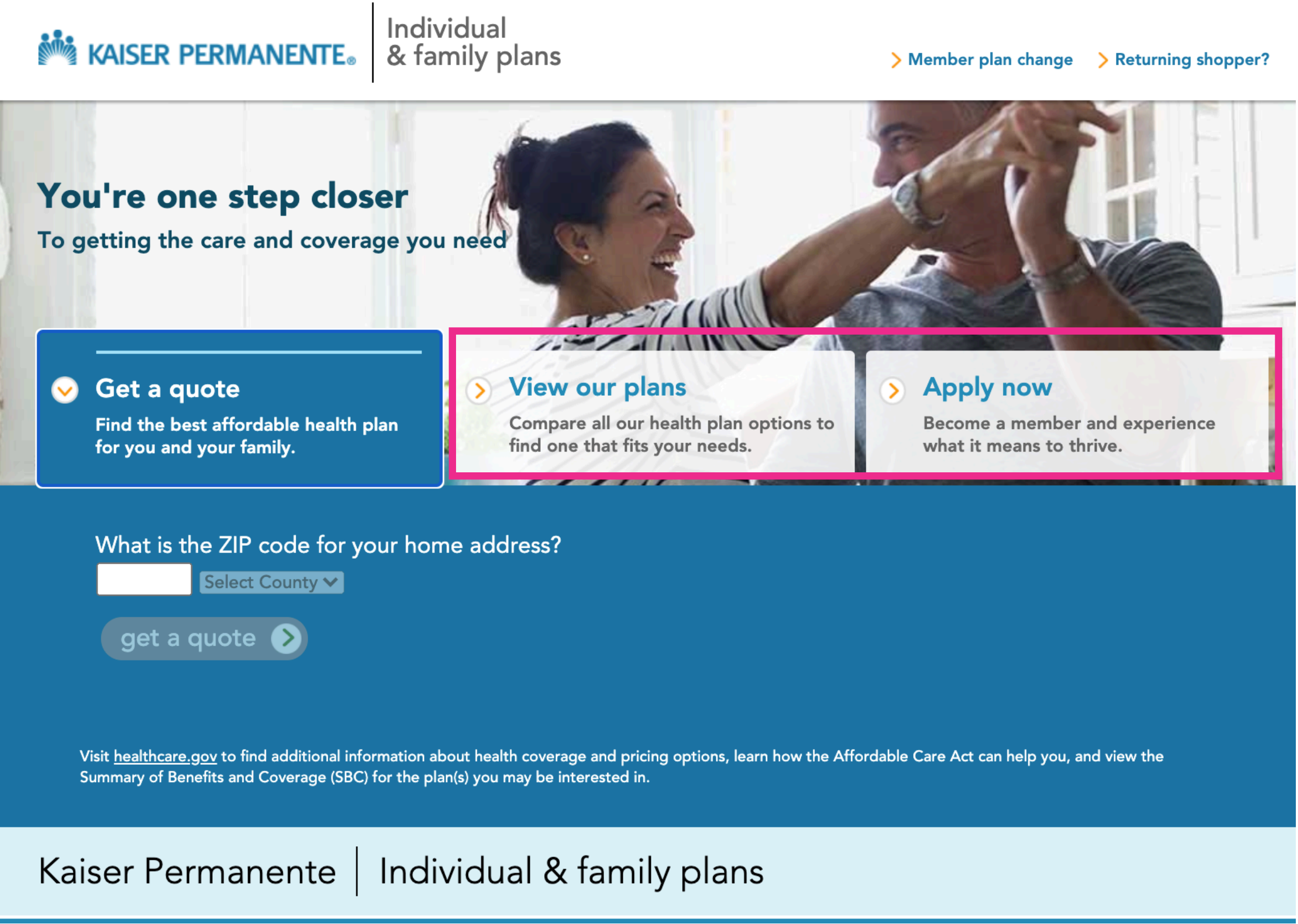
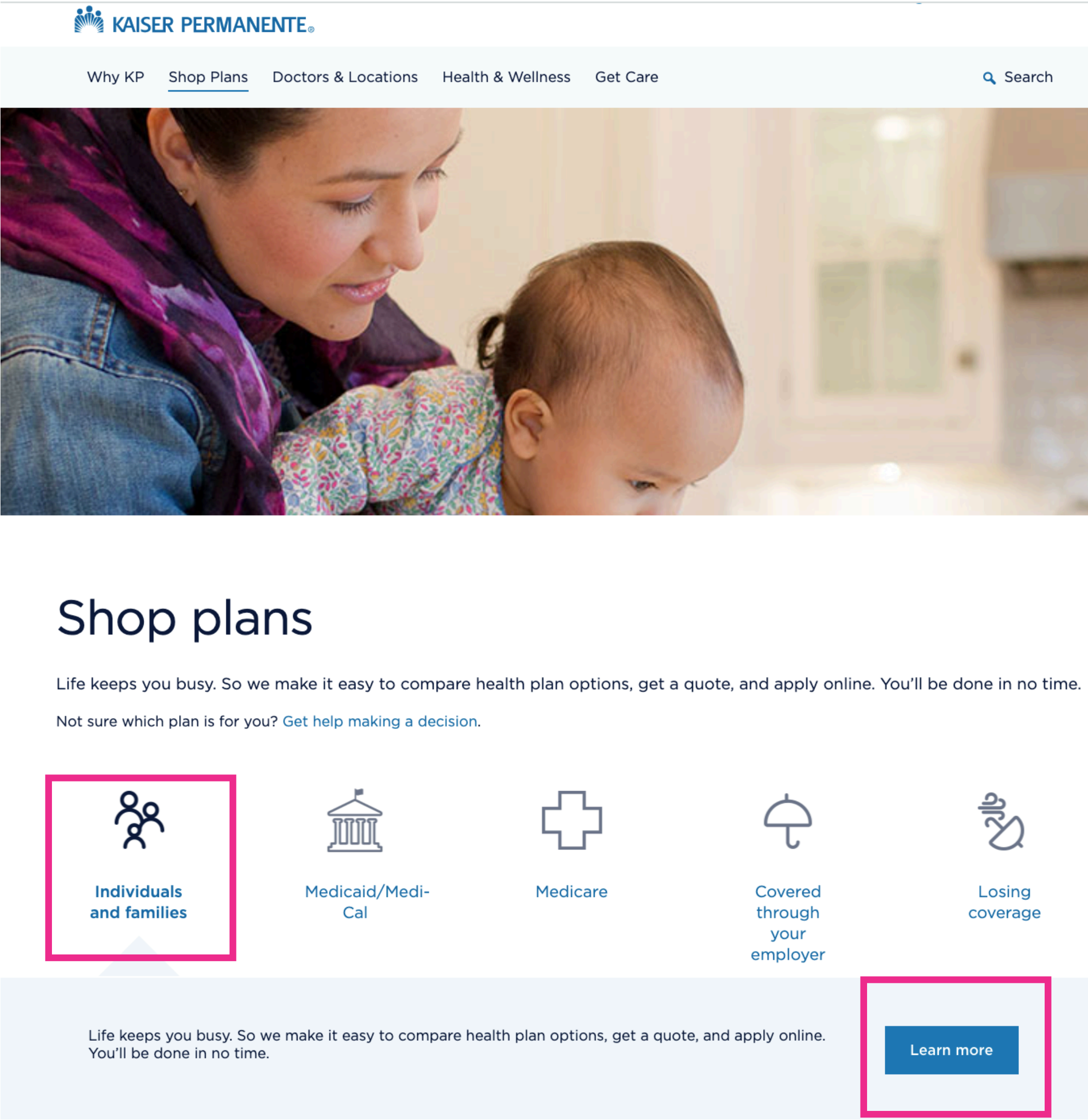
**Attitude:** A decision driven by referral, ratings, and recommendations and influenced by the strength of the marketing and website.

**Needs:** The right core product, at the right price, accepted by my doctor.

**Feature Set Challenges:** How best to display products? How to use ratings? How can social be part of the mix? What's a professional "looking" website?



**KAISER  
PERMANENTE**



Custom Care & Coverage Just For You | Kaiser Permanente

By signing in, you agree to our website [Terms & Conditions](#) and [Privacy Statement](#).

LearnShop PlansDoctors & LocationsHealth & WellnessGet CarePay Bills


Search

Show Task

Good night Miami, FL 📍

Air quality Good

Validately Unmoderated Testing is sharing your screen. Stop sharingHide



COVID-19 vaccine and booster update:

Vaccines and boosters

Today's suggestions:

COVID-19 testingCOVID-19 vaccines

Website Feedback


Type here to search

58°F Clear

12:30 AM 1/15/2022

Get a Quote | Kaiser Permanente

Help available in many languages. Representantes disponibles para asistirle en español.  
Contact us 1-800-488-3590 TTY:711  
Select language: English Other languages  
Show Task

 Individual & family plans >Home >Get a Quote

Enter your information below to get a personalized quote for our available health plans.  
Your information is used for quoting purposes only and will be kept confidential.

### About the people you would like coverage for:

(Fields with \* are required.)

DATE OF BIRTH

Self \* 5 \* 10 \* 1967

GENDER

\* Female

get my quote


Note: Results will not show Kaiser Permanente Medi-Cal.

add a dependent

See if you qualify for federal financial assistance

see if you qualify

Accreditations Site map Site policies Privacy practices Locations Nondiscrimination notice Other languages

 ©2021 Kaiser Permanente Accessibility Technical Information

Back to top

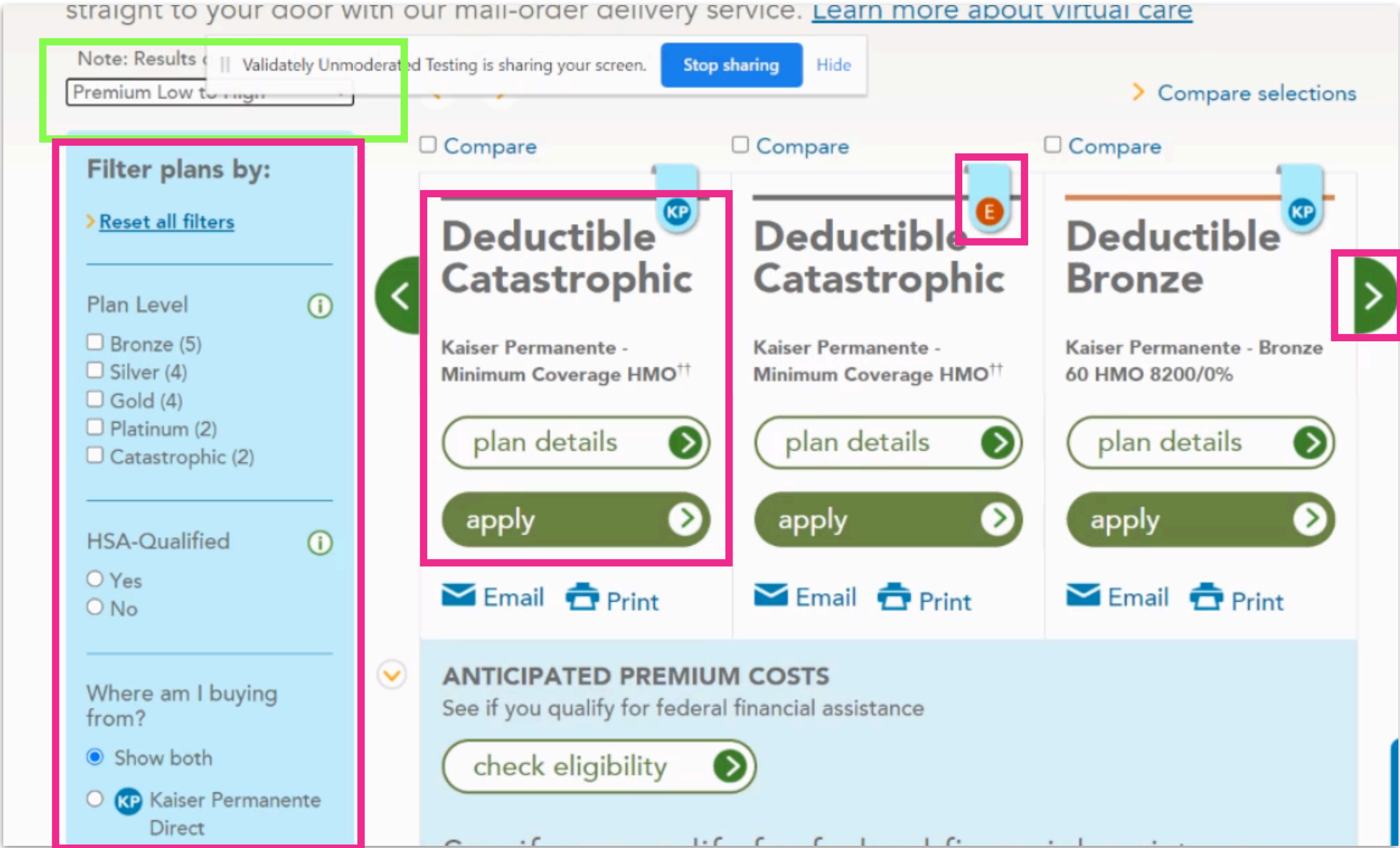
Chat Unavailable

Waiting for logx.optimizely.com...

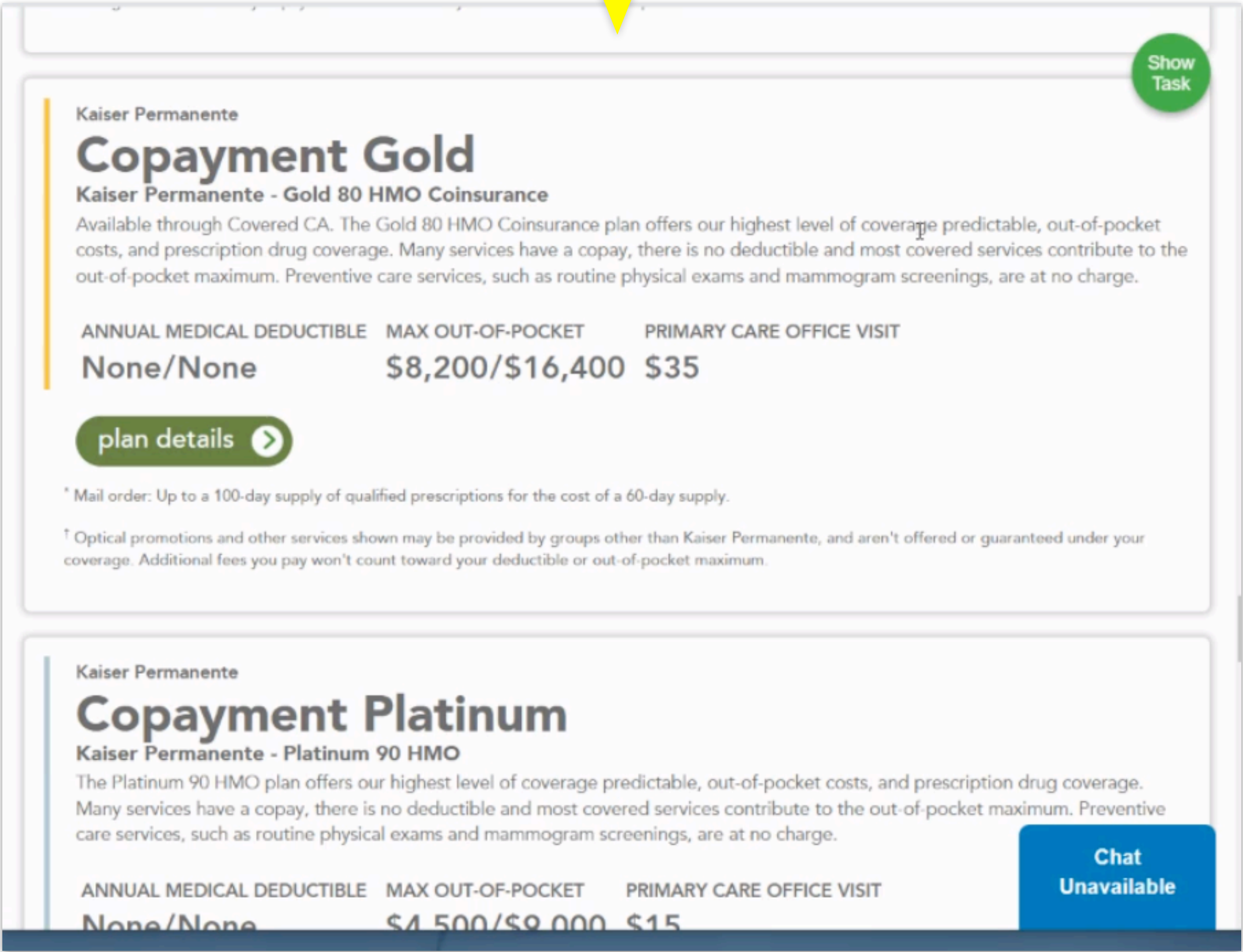
Validately Unmoderated Testing is sharing your screen. Stop sharing Hide

Type here to search

10:11 PM 1/14/2022

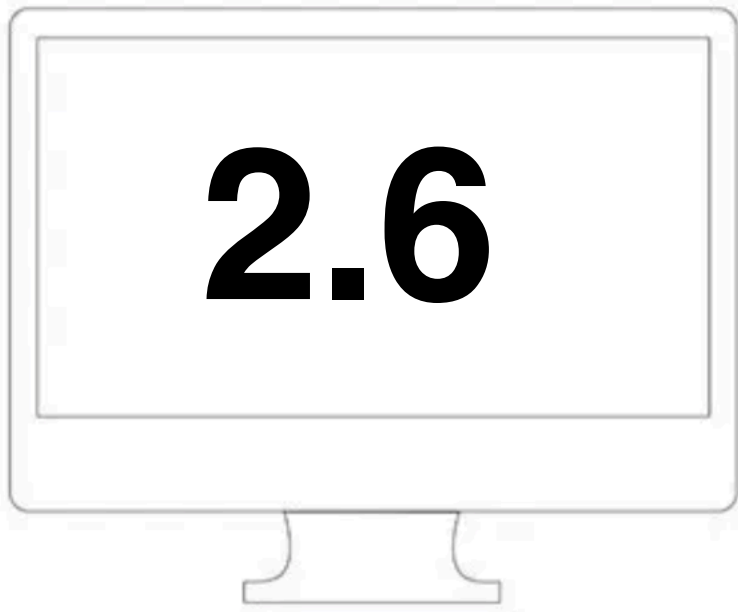
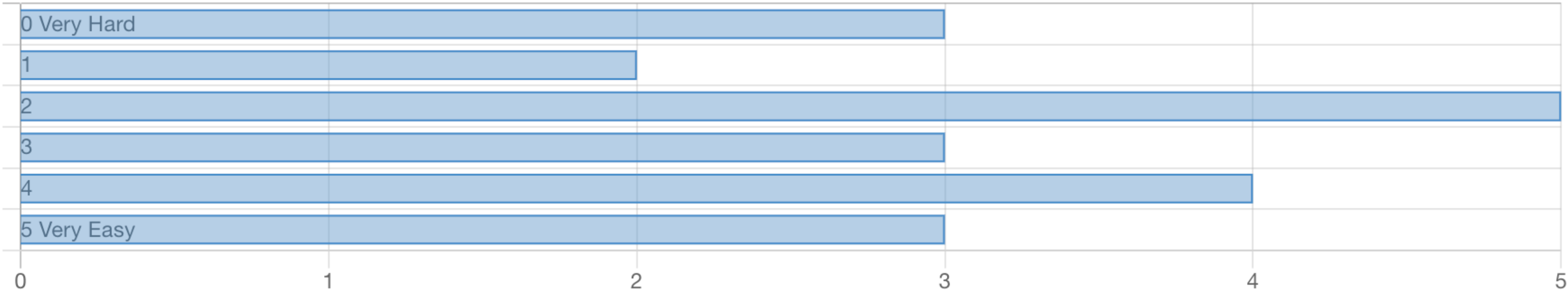


NARROW WIDTH FORCES  
TABLET VIEW LIMITING  
FILTERS



# Kaiser – Ease of Use

How would you rate finding health insurance plan information?





**BCBS TENNESSEE**



Taskbar: Search, Task View, Start, Edge, File Explorer, Chrome, Discord, OneDrive, Weather, System Tray (Network, Volume, Time: 12:42 AM)

of Tennessee

ID Card Alert: Haven't received your ID card? If you have a bcbst.com account or know your subscriber ID, [log in](#) to get your digital ID card. If you're a new member, [learn more here](#).

Using your plan just got a little easier

The BCBSTN app lets you chat with your care team, view coverage and costs, share your digital ID card, use telehealth, and find health information when and where you need it.

OUR MOBILE APP

Log in or [register an account](#)

Select your account type

Member

Username

Password

[Forgot Username/Password?](#)

LOG IN

Let's chat. We're here to help.

Find care

Pharmacy benefits

Find a plan

Contact Us

of Tennessee

Log in

OUR PLANS

Let's find a plan that works for you

Whether you need coverage for yourself, your family or your employees, we're right here to help you find the right plan.

Quick links

[Learn about our plans](#)

[Exclusive care for BlueCross members](#)

[Frequently asked questions](#)

[We're here to help](#)

See what plans we offer

Individual & Family Plans

If you're not covered by an employer, we have health plan options for you and your entire family.

[See more](#)

Medicare Plans

If you're over 65, we can help you understand your Medicare options and find the plan that's best for you and your budget.

[See more](#)

Medicaid With Medicare (BlueCare Plus) Plans

If you're able to get Medicaid and Medicare, our BlueCare Plus plan gives you the benefits you need, plus helps with more than just your insurance.

[See more](#)

Medicaid (BlueCare TN) Plans

Our BlueCare Tennessee plan is part of the TennCare® program. Check to see if you're eligible.

[See more](#)

Dental & Vision Plans

If you want to complete your coverage, we have dental and vision plan options for you to choose from.

[See more](#)

Employer & Group Plans

If you're looking for medical, dental and vision plans for you and your employees, we have options to keep you covered from head to toe.

[See more](#)

of Tennessee

Log in

INDIVIDUAL & FAMILY PLANS

Coverage for you and your family

Open Enrollment has ended. But if you've had certain life changes, you might still be able to sign up for a plan during a special enrollment period (SEP). We're here to let you know what to expect before and after you enroll.

Quick links

See if you qualify for an SEP >

View plan types >

Shop for a 2022 plan >

DO I QUALIFY FOR A SPECIAL ENROLLMENT PERIOD?

You may be able to get an SEP if [you have a new child](#) ✓

If you've had a baby, adopted a child or had a dependent placed in your care by a court order, your SEP period starts on the date of birth or placement and lasts 60 days. You'll need to provide acceptable documentation to enroll in a plan.

What counts as acceptable documentation? ✓

When will my new plan start? ✓

We offer three levels of plans

Whether you'd rather pay less each month or prefer having more control of your overall costs, it helps to think about how you and your insurance will split expenses when looking for a plan.

[Let's get started and find the plan that's right for you.](#)

Bronze

If you don't go to the doctor often or have many prescriptions, this may be a good plan for you. While the cost for getting care is higher, you will pay less each month.

Monthly payment\$

Cost when you get care\$\$\$

Silver

This level offers more of a balance between what you'll pay each month and your costs when you get care. It's also the plan to get if you qualify for financial help.

Monthly payment\$\$

Cost when you get care\$\$

Gold

If you go to the doctor often or have multiple prescriptions, this may be a good plan for you. You'll pay a little more each month for more coverage, which means you will pay less for care.

Monthly payment\$\$\$

Cost when you get care\$

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<div><div>Bronze</div><div>If you don't go to the doctor often or have many prescriptions, this may be a good plan for you. While the cost for getting care is higher, you will pay less each month.</div><div><div>Monthly payment\$</div><div>Cost when you get care\$\$\$</div></div></div>	<div><div>Silver</div><div>This level offers more of a balance between what you'll pay each month and your costs when you get care. It's also the plan to get if you qualify for financial help.</div><div><div>Monthly payment\$\$</div><div>Cost when you get care\$\$</div></div></div>	<div><div>Gold</div><div>If you go to the doctor often or have multiple prescriptions, this may be a good plan for you. You'll pay a little more each month for more coverage, which means you will pay less for care.</div><div><div>Monthly payment\$\$\$</div><div>Cost when you get care\$</div></div></div>
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How do I know if I'm eligible for financial help? ✓

What are the out-of-pocket costs for each plan? ✓

What are the prescription costs for each plan? ✓

What does "deductible/coinsurance" mean? ✓

PLAN FINDER USER TEST

NO PLACE TO CLICK

HEALTHCARE.GOV

PLAN FINDER

OH of Tennessee

Log in

INDIVIDUAL & FAMILY PLANS

Coverage for you and your family

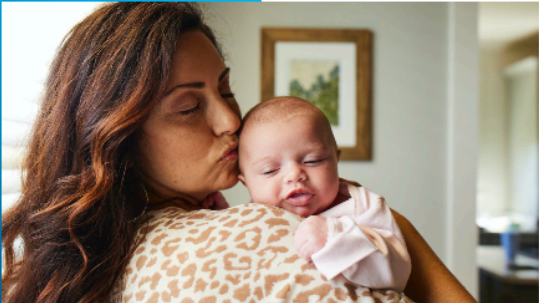
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Quick links

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View plan types

Shop for a 2022 plan



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What counts as acceptable documentation?

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We offer three levels of plans

Whether you'd rather pay less each month or prefer having more control of your overall costs, it helps to think about how you and your insurance will split expenses when looking for a plan. Let's get started and find the plan that's right for you.

Bronze

If you don't go to the doctor often or have many prescriptions, this may be a good plan for you. While the cost for getting care is higher, you will pay less each month.

Monthly payment: \$

Cost when you get care: \$\$\$

Silver

This level offers more of a balance between what you'll pay each month and your costs when you get care. It's also the plan to get if you qualify for financial help.

Monthly payment: \$\$

Cost when you get care: \$

Gold

If you go to the doctor often or have multiple prescriptions, this may be a good plan for you. You'll pay a little more each month for more coverage, which means you will pay less for care.

Monthly payment: \$\$\$


Cost when you get care: \$

How do I know if I'm eligible for financial help?

What are the out-of-pocket costs for each plan?

What are the prescription costs for each plan?

What does "deductible/coinsurance" mean?




READY TO SHOP FOR A PLAN?

Plans with financial help

Most people can get help paying for their plan from the federal government. See if you're eligible for financial help when buying one of our plans on the Marketplace.

- 90% of people qualify for individual and family plans with financial help
- Many qualify for plans with a \$0 monthly premium

START SHOPPING



Plans without financial help

If you don't qualify for financial help on a plan, you can sign up directly with us instead of using HealthCare.gov. Let us help find the right plan for you.

SHOP HEALTH PLANS

OHO INTERACTIVE



READY TO SHOP FOR A PLAN?

## Plans with financial help

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SHOP HEALTH PLANS

Amazon xMTS Catch xMTS Finder xUserly xProfil xHelp C xThe Ki xEpisod xIf I We x(1) [Ti] x(1) [Ti] xBatm xJoker x\$10 fo xUserZ xwindo xHC Get H x

healthcare.gov/get-coverage/

Drivers & VehiclesMTS HIT FinderAvailable Tests - Us...Most Important Bo...Steam Sales - US - S...HIT ScraperInStockTrades - up L...BoardGameGeek [...Manage Payment A...MyFedLoanUser InterviewsKeyword ideas - 22...Other bookmarksReading list

Update

HealthCare.gov

EspañolLog in

Hide Task

Get CoverageKeep or Update Your PlanSee TopicsGet Answers

Search

Start a 2022 health plan application now!

First time applying on HealthCare.gov? Pick your state to get started.

Select Your State

Remember to think out loud.

Task 2 / 3

Imagine that you are looking to purchase a new health insurance policy (not dental, vision or medicare). You are considering purchase an INDIVIDUAL or FAMILY plan directly from the company (not through your employer). See if you can find an easy way to compare the out-of-pocket costs for each plan. Use the zip code 37011.

Hide TaskComplete

A

FIND LOCAL HELP

SEE OPTIONS

☰

GET A CHECKLIST

DOWNLOAD NOW

\$

SEE HEALTH PLANS & PRICES

SEARCH NOW

📅

ACT BY JAN 15

SEE DEADLINES

1 DAY LEFT TO ENROLL

Type here to search

63°F Clear10:38 PM1/11/2022

# Challenge Getting to the Plan Comparison

What are the out-of-pocket costs for each plan?

Out-of-pocket costs are the expenses for your health care that aren't covered by insurance. This can include things like deductibles, coinsurance, copayments and other services.

See the out-of-pocket costs for each of our plan levels.

Plan level	Through the Marketplace	Through BlueCross	Deductible Individual	Family	Member Coinsurance	Out-of-Pocket Maximum Individual	Family	Works with HSA?
Bronze B07	✓	✓	\$5,650	\$11,300	50%	\$6,650	\$13,300	✓
Bronze B08	✓	✓	\$8,150	\$16,300	0%	\$8,150	\$16,300	
Bronze B09 ⓘ	✓	✓	\$4,800	\$9,600	50%	\$8,000	\$16,000	
Bronze B10	✓	✓	\$6,600	\$13,200	50%	\$8,150	\$16,300	
Silver S01	✓	✓	\$700	\$1,400	50%	\$7,800	\$15,600	
Silver S04	✓	✓	\$3,500	\$7,000	50%	\$8,150	\$16,300	
Silver S20 ⓘ		✓	\$5,600	\$11,200	50%	\$6,500	\$13,000	
Gold G06	✓	✓	\$1,850	\$3,700	20%	\$6,350	\$12,700	

6

Find the right plan for your needs and budget

What year do you need coverage for?

20212022

Enter your ZIP code:

CONTINUE

4

Saving money on health insurance

Income levels & savings

How to save on your monthly insurance bill with a premium tax credit

Cost-sharing reductions

See if you might save on Marketplace premiums, or qualify for Medicaid or Children's Health Insurance Program (CHIP), based on your income. Or, find out who to include in your household and how to estimate income before you apply.

You'll see exact plan prices and how much you'll save by filling out a Marketplace application.

1. What state do you live in?

Select your state

2. How many people are in your household?

Include yourself, your spouse if married, and anyone you'll claim as a tax dependent in 2022 — even if they don't need coverage.

Select

3. How much income will your household make this year?

Select the estimated income range for everyone you included in your household.

8

HealthCare.gov

Get CoverageKeep or Update Your PlanSee TopicsGet Answers

Saving money on health insurance

Income levels & savings

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1. What state do you live in?

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2

Bronze

If you don't go to the doctor often or have many prescriptions, this may be a good plan for you. While the cost for getting care is higher, you will pay less each month.

Monthly payment

\$

Cost when you get care

\$\$\$

Silver

This level offers more of a balance between what you'll pay each month and your costs when you get care. It's also the plan to get if you qualify for additional financial help with your care cost.

Monthly payment

\$\$

Cost when you get care

\$\$

Gold


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Monthly payment

\$\$\$

Cost when you get care

\$

How do I know if I'm eligible for financial help? 

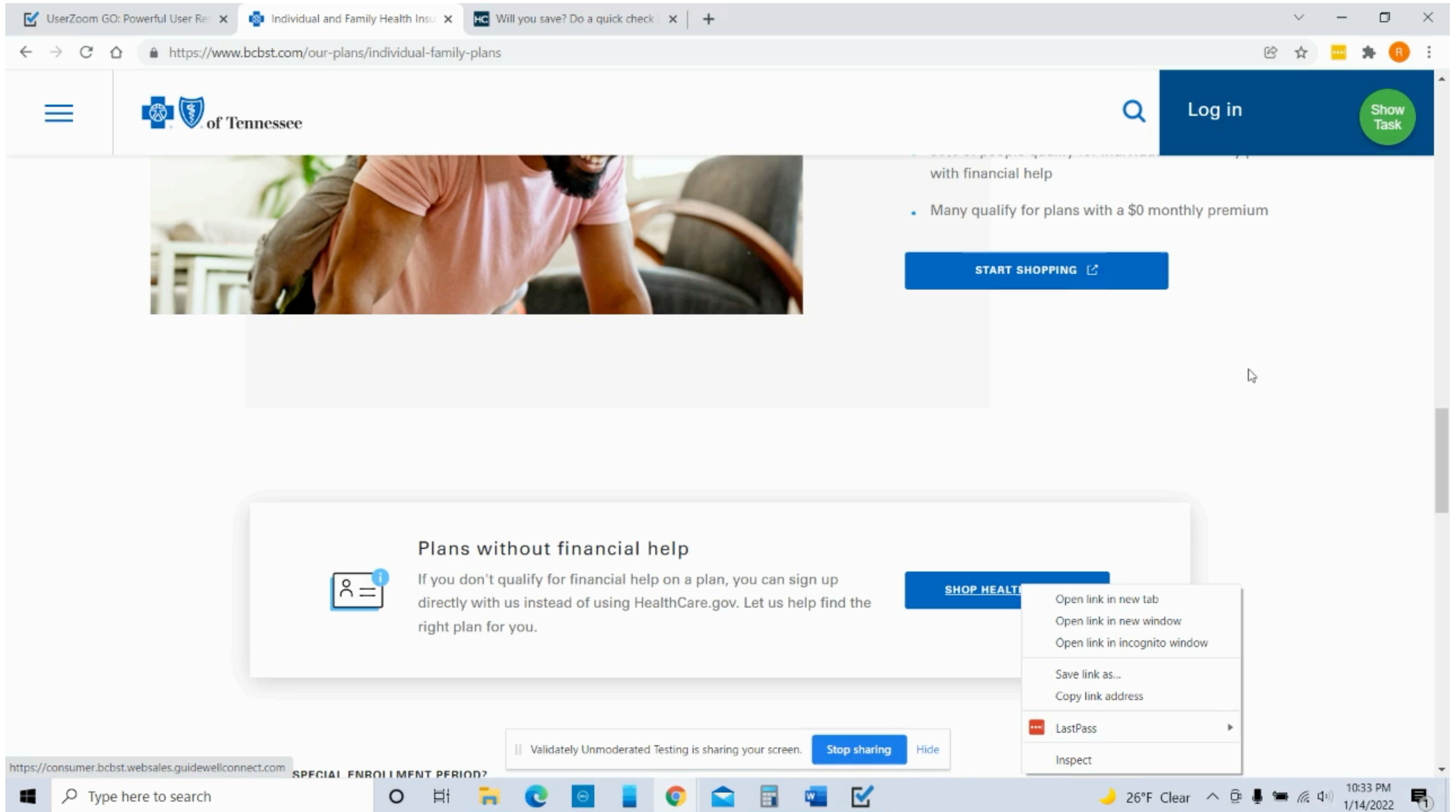
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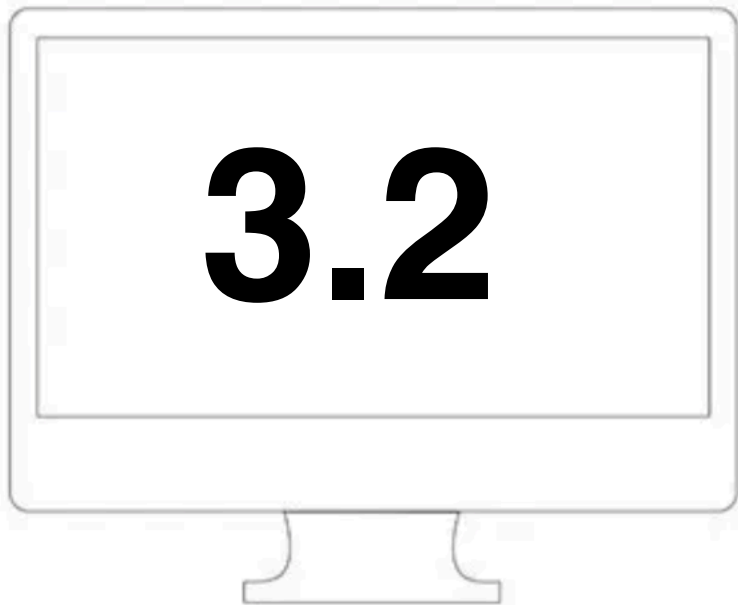
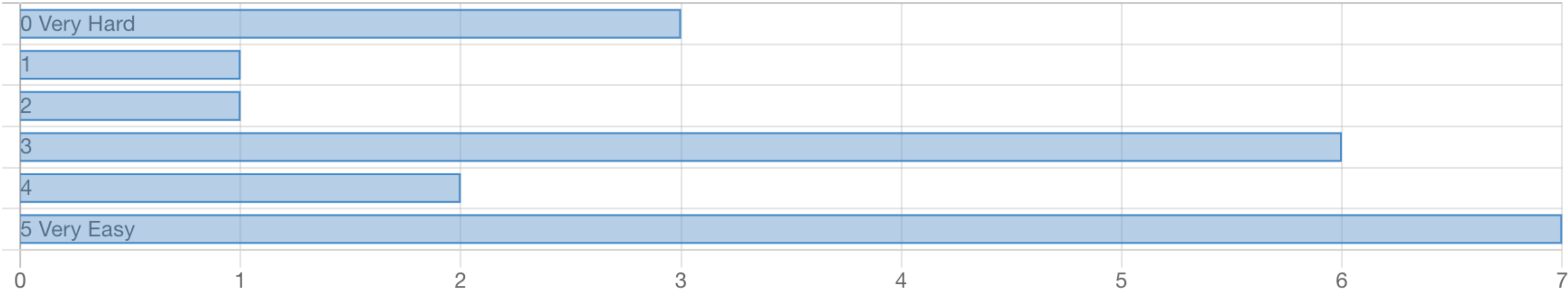
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# BCBS Tennessee – Ease of Use

How would you rate finding health insurance plan information?





**ANTHEM**




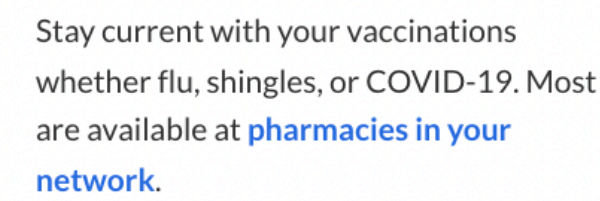
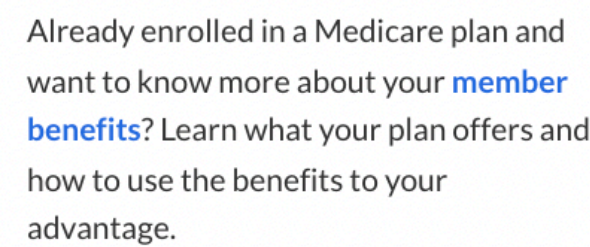
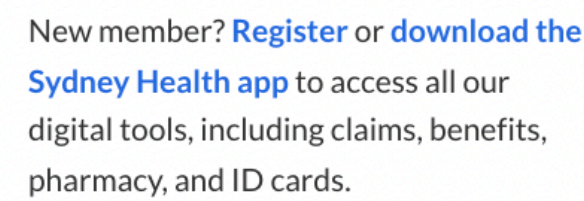
Log In

Plans as low as \$0 a month.\*

Open Enrollment ends soon! More people than ever before qualify for financial help. Enroll by January 15 for health coverage starting February 1, 2022.

[Shop Plans](#)

 Talk to a licensed agent: [833-959-1531](tel:833-959-1531) | TTY 711  
Mon-Fri, 8:30 a.m. to 10 p.m. ET and Sat, 10 a.m. to 4 p.m. ET



We offer affordable health, dental, and vision coverage to fit your budget. Plus, you may qualify for financial help to lower your health coverage costs.

Overview →



Find a Medicare plan that fits your healthcare needs and your budget. Compare plans available in your area and apply today.

Overview →



We offer low-cost coverage for children, adults, and families who qualify for state-sponsored programs. Explore programs available in your state.

[More About Medicaid Plans](#) →



Our small business plans offer a full range of health insurance options for groups with 2 to 50 or 100 employees, depending on your state.

[More About Small Business Plans](#) →

UserZoom GO: Powerful User Res x

Individual and Family Health Insu x

Health Insurance Plans | Health C x

Basics x

HC Will you save? Do a quick check x

+

← → ↻ 🏠

https://shop.anthem.com/sales/eox/cp/demographics/home/snq?execution=e1s1&url=247941947&site=fullsite&year=2022&zipcode=90001&state=CA&county=LOS%20ANGELES&es=...

🔒 ⭐ ⚙️ 🔍

Call us at **1-844-285-2024**

Open Mon – Fri 8:30 AM – 10:00 PM, Sat 10:00 AM – 4:00 PM ET

Hide Task

Home

Get a Quote

All fields are required

Basics

Estimate Savings

Medical Plans

Dental Plans

Vision Plans

Summary

Basics

ZIP Code

90001

What type of coverage do you need?

☒ Medical with optional Dental/Vision plans

☐ Show me only Dental with optional Vision Plans

☐ Show me only Vision Plans

Begins: 02/01/2022

There's never been a better time to be an Anthem member. You can select from a variety of options including plans with low copays for doctor visits and prescription drugs. We give you choices so you can find the type of coverage that works for you and your family.

Enrollment

 for 2022 has started and ends 01/31/2022. You can still get coverage for this year if you have a [qualifying event](#).

If you have any questions, please contact your agent or call the number at the top of the page.

Save your Progress

Create a Profile to save your work.

Return and Finish

Log back in to finish.

Current Member?

View your [current plan](#) and shop for a new one.

Are you Eligible for Medicare?

To learn more about Medicare plans, please contact your agent or [shop for Medicare plans today](#).

How Health Insurance Works

Videos and helpful information [about health insurance](#)

Task 3 / 3

Remember to think out loud.

Again, imagine that you are looking to purchase a new health insurance policy (not dental, vision or medicare). You are considering purchase an INDIVIDUAL or FAMILY plan directly from the company (not through your employer). Find a STANDARD PLAN with the lowest out-of-pocket limit. Look for coverage in California. If required, use zip code 90001

Hide Task

Complete

Feedback

💬

🏠

Type here to search

🔍 📅 📁 🌐 📧 📠 📧 📧

26°F Clear ⬆️ 📶 🔊

10:38 PM 1/14/2022 🔔

Call us at **855-875-1584**  
 Open Mon – Fri 8:30 AM – 10:00 PM, Sat 10:00 AM – 4:00 PM ET  
[Call](#)

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[Insurance Basics](#)

# Get a Quote

[Basics](#)
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[Medical Plans](#)
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[Summary](#)

## Estimate Cost Savings [Skip This Step](#)

You may qualify for a discount (in the form of a tax credit) from the federal government that will help lower the amount you pay each month on Marketplace plans. We can apply that **estimated** monthly discount to your quote. You may also qualify for Cost Sharing Reduction, which lowers the amount you have to pay for expenses like deductibles and co-pays. Your actual tax credit and cost-sharing reduction amounts will be set by the Marketplace.

**Get a monthly discount on your health insurance.**

### Need help choosing a plan?

Select "Yes" and we'll ask you a few questions to help find the plans that best match your needs. Or, select "No" to view all available plans.

☐ Yes, Help Me Choose
 ☐ No, View All Plans

[Cancel](#)
[Continue](#)

You may not be eligible for certain subsidies or other financial assistance based on your income level.

Medical plans and rates are subject to regulatory approval/review. The benefit details are a summary for informational and comparison purposes only and do not include the full extent of limitations and exclusions. We want you to understand what your coverage does not include before you enroll. Review the evidence of coverage / insurance policy (plan contract) for a detailed description of benefits, co-pays, coinsurance, deductibles, limitations, and exclusions. You can obtain a copy from your agent or by calling us. The overview of coverage and member cost shares are based on benefits being received from an in-network provider. Member cost shares may be more for services received from an out-of-network provider. The rates quoted here are subject to change. Rates may change for a variety of reasons including, but not limited to, plan effective date, age of applicant(s), geographic location and other factors. If there is any difference between the rates quoted on this site and the final assigned rate, the assigned rate will prevail. We will continue to add to our plan offerings on this site as we obtain regulatory approvals. Please keep checking back.

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Call us at

855-875-1584

Open Mon – Fri 8:30 AM – 10:00 PM, Sat 10:00 AM – 4:00 PM ET

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Dental Plans

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Summary

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\$

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View and Select Medical Plans

Save and Resume Later

See [IMPORTANT](#) notice about participating providers and covered drugs

All of our plans include preventive care, such as screenings and flu shots, for \$0 copays when you visit doctors in your network. You can talk to a doctor by phone or video 24/7 with our digital tools. If a plan has a deductible, it's important to know that you can use many services (like doctor visits) before you have to meet that deductible.

Based on what you told us, here are the plans that fit your needs. Select a plan name to view that plan's complete benefits.

Estimated Tax Credit Applied ?

Not Provided

Coverage for:

jason smith (Applicant)

[Show more details](#)

Filter by:

- ☒ **OM** Off-Marketplace plans ?
- ☐ **M** Marketplace plans ?
- ☐ **Most Popular** plans

Monthly Cost ?

- ☐ Up to \$200 (0)
- ☐ \$201 - \$450 (3)
- ☐ \$451 - \$700 (1)
- ☐ \$701 - \$1000 (0)
- ☐ Above \$1000 (0)

Medical Deductible ?

- ☐ Under \$1500 (2)
- ☐ \$1501 - \$3500 (0)
- ☐ \$3501 - \$4500 (1)
- ☐ \$4501 - \$5500 (0)
- ☐ Above \$5500 (1)

HSA Compatible ?

- ☐ Yes (0)
- ☐ No (4)

Benefits Metal Tier ?

- ☐ Catastrophic (0)
- ☐ Bronze (1)
- ☐ Silver (1)
- ☐ Gold (1)
- ☐ Platinum (1)

You are viewing 4 Medical plans

Show me my doctor ? | Show me my medications ? | Help Me Choose

Sort Plans By: Monthly Cost Compare | Email | Print

Most Popular

[Anthem Bronze 60 D HMO](#)

OM

Add to Favorites

Email, compare, print

Deductible(s): \$6,300

Separate prescription drug deductible: \$500

**Primary Care Visit:** You pay \$65.00 per visit for the first 3 visits per member - not subject to deductible. For additional visits you pay \$65.00 per visit after deductible.

\*All office visit copayments count toward the same 3 visit limit.

**Preventive Care:** You pay \$0

[Drug List](#)

\$300.<sup>52</sup> / mo ?

Select

Most Popular

[Anthem Silver 70 Off Exchange HMO](#)

OM

Add to Favorites

Email, compare, print

Deductible(s): \$3,700

Separate prescription drug deductible: \$10

**Primary Care Visit:** You pay \$35.00 per visit - not subject to deductible.

**Preventive Care:** You pay \$0

[Drug List](#)

\$311.<sup>61</sup> / mo ?

Select

[Anthem Gold 80 D HMO](#)

OM

Add to Favorites

Email, compare, print

Deductible(s): \$0

Separate prescription drug deductible: \$0

**Primary Care Visit:** You pay \$35.00 per visit - not subject to deductible.

**Preventive Care:** You pay \$0

[Drug List](#)

\$415.<sup>40</sup> / mo ?

Select

[Anthem Platinum 90 D HMO](#)

OM

Add to Favorites

Deductible(s): \$0

Separate prescription drug deductible: \$0

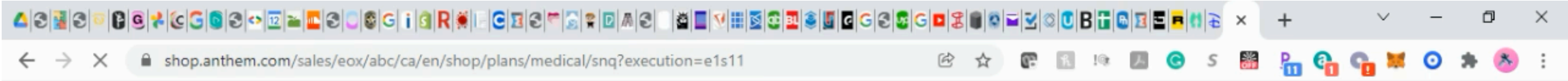
**Primary Care Visit:** You pay \$15.00 per visit - not subject to deductible.

\$576.<sup>64</sup> / mo ?

Select

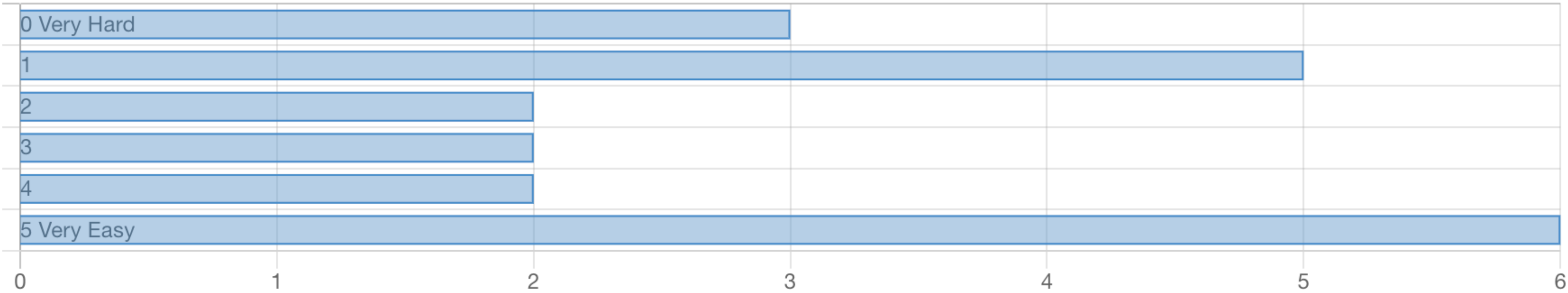
Covered services are subject to deductible, unless otherwise indicated.

The overview of coverage and member cost shares are based on benefits being received from an in-network provider. Member cost shares may be more for services received from an out-



# Anthem

How would you rate finding health insurance plan information?





**FEEDBACK**

# Ease of Use Comparisons



Kaiser Permanente

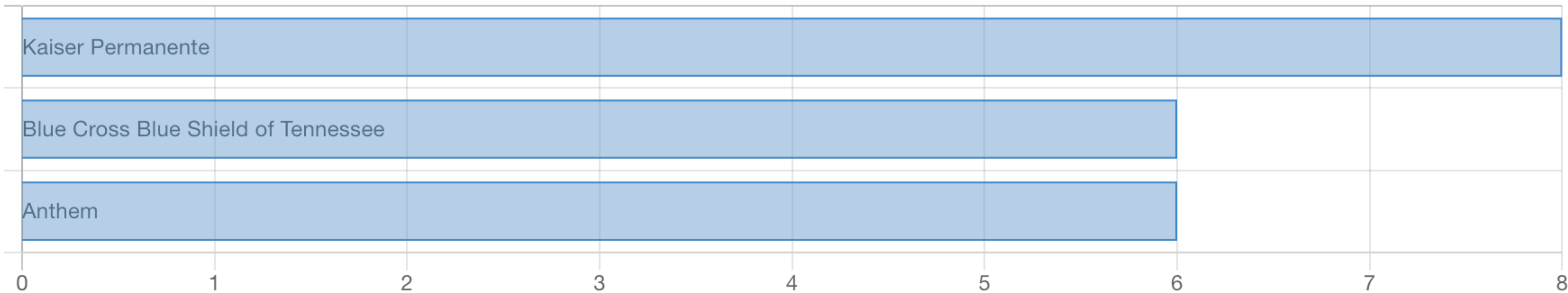


BCBS Tennessee



Anthem

Which of the websites made the task of finding insurance the easiest?





# **How to Improve? Top Open Response**

**Easier Path to Plan Finder: 5**

**Reduce Amount of Personal Information Required: 5**

**Improvements to Plan Finder Interface: 4**

**Navigation and Wayfinding: 4**

**Design: 3**

Easier Path to Plan Finder (5)

- “The best route from point a to b is a straight line. This applies to websites as well.”
- “Make a quick link at the top of the website home page to shop plans”
- “I would like to get to the insurance info/comparison screens quicker.”
- “just one click that gives me a table with all the relevant information for all plans so that i can compare each one”
- “just show the plans on the first page”

Reduce Amount of Personal Information Required (5)

- “I would have a shortcut to get to the plans without questions about income or other advertising.”
- “Having a direct quote option instead of having to click through links.”
- “Reduce the basic information required to get to a point of comparing plans”
- “Do not ask intrusive questions about my info BEFORE giving me info on the various plans.”
- “Not having to enter in so much information.

Plan Finder User Interface (5)

- “Have the select box more obvious and sort by options for results.”
- “Make it easy to compare plans at a glance”
- “Consolidate the plans for comparisons”
- “Always have a comparison chart detailing all relevant information.”
- “Having a lowest price filter”

Navigation & Wayfinding (4)

“Simplify navigation”  
“Easier navigation on the homepage.”  
“Better menu options”  
“Easier paths to follow”

Design (3)

- “More colorful displays”
- “Make use of the open white space to compare more at a time”
- “Make the fonts bigger”

Simple Overview Price Chart (2)

- “Average price chart that you could view”
- “Give a general overview of plans with estimated costs based on zip code.”

Content (2)

- “More instructions needed”
- “Having more information or a video on how to understand the jargon”

Chat (2)

- “Having a chat available”
- “A pop up tap that allows the person to ask AI or a live person any questions they may have”

Readability (2)

- “Make it easy to read”
- “Less words”

Doctor Coverage (2)

- “I'd like to be able to confirm doctor/clinic coverages”
- “Make it clear what costs are for in and out of network physicians”

Other Services/Features (2)

- “I'd like to be able to see a list of services etc. and the associated costs so everything is clear”
- “Make prescription drug costs for generic, brand, on formulary, off formulary available so people can estimate costs”

View Plans by Existing Medical Condition (1)

- “Let a user put in some relevant healthcare needs and estimate costs across multiple plans.”

Technical (1)

- “Quicker loading times”

# Recommendations

**Usability Testing: Discover and fix rudimentary barriers to access**

**Design: Limit the amount of text and use white space to highlight next steps and action buttons**

**Filters: Users did not engage with the filters – keep these simple and clearly labeled.**

**Contextualize Price: costs are large and intimidating**

**Comparison: Provide methods to easily compare plans**

**Orient Prospects: Help them get oriented to plan offer and pricing in one table**



**THANK YOU.  
SIGN UP FOR A UX  
AUDIT**