

CI Summary

First, we looked at the brief backgrounds of our two participants, in which we found out that Interviewee 1 (24-year-old male) travels frequently, about once per month, with upcoming trips to Japan and China. He recognizes the importance of travel insurance but often forgets until the last minute before flights. Priorities are medical coverage for accidents and coverage for airline issues. Interviewee 2 (54-year-old female) is an infrequent traveler but always purchases travel insurance when traveling. Priorities are similar to interviewee 1.

After the interviews, we observed the actions and feedback of the two participants. In the beginning, interviewee 1 did not review product details and immediately tried to purchase a plan. He wanted to abandon initially when unable to select travel dates over a month out with no explanation provided. Interviewee 2, however, did choose the South East Asia Plan and spent little time on the underwriting notification pop-up. She encountered an issue of not being able to find the country she wanted to go to while navigating the country selection even though she had already chosen the plan and ran into a couple of error pop-ups from skipping some basic information buttons because she didn't know she need to scroll through the terms and service to be able to proceed. She was being interrupted by the huge X icon so she couldn't find the actual close button. We noticed that both participants wanted to abandon their purchasing process when they were asked to register for an account, as the process was complicated and required phone verification. The form was also frustrating for them to identify which form was required or optional. After that, the process went smoothly until the payment process, where both interviewees found it troublesome that they needed to do the phone verification again. Interviewee 1 especially pointed out that the payment method is too limited, he couldn't use the method he wanted like Apple Pay, Line Pay, etc.

After further analysis, we came to the following conclusion regarding the usability issue review and future suggestions. Interviewee 1 could not select travel dates too far in the future with no clarification on allowable date ranges. Interviewee 2 had to re-select the country after initial regional choice. She skipped age/date fields initially, and was unable to raise some compensation limits as desired. Suggested shopping cart-style plan selection over default/add-on format. Suggestions include adding travel insurance reminder functionality or clear date range policies, since many scope out options but forget to purchase closer to trips, data support on popular plans/pricing to guide decisions, and a shopping cart-style plan selection process.