

Knowledge assessment:

Background information: 24y/o, male

1. How often do you travel?
2. I tend to travel every month. I'm going to Japan next week, and China at the end of April.
3. And do you get travel insurance every time you go abroad? Could you describe your understanding of travel insurance?
4. I'm a person who tends to be more careful about things, but I am also very forgetful. So yeah, I don't really get travel insurance every time, but I always suddenly remember when I'm about to board or am already on the plane... I'm pretty sure you cannot get insured if you're already in the air
5. What are some key factors you look for in a travel insurance policy?
6. My priority is always gonna be medical coverage for if I unfortunately get in an accident. I purchased a travel insurance plan a couple of months ago when I went to the northern part of Japan to ski because I was afraid I'd get into a skiing accident. Also, I want to make sure I'm insured for the circumstance that the airline makes a mistake, for example, if they lose my luggage, or suddenly cancel the flight. My key factor is the amount I'll be compensated if those two main things were to happen to me.
7. Can you share a past experience of purchasing travel insurance? How did you purchase it? Did you run into any problems?
8. First of all, I always purchase my travel insurance online, on my cellphone. This is because, like I said, I always forget to buy them till just before takeoff, when I'm already at the airport. It has always worked with no big problems, but I do remember a time when I was flustered at the lack of information on the insurance website. This was when I was going on a vacation to both the US and Canada, so I wasn't sure which insurance plan to go for since there are no options for a plan that covers multiple countries. I know that there are risk assessments for every country so the insurance price varies, but there were no instructions on how to get a dual-insurance for the US and Canada, which I think is a normal vacation route. I ended up having to do a bunch of research on other sites which wasted a lot of my time.
9. Can I know which insurance company was this?
10. It's 國泰
11. Do you still use this company's insurance plans after this event? Which company are you going to go with for your travel insurance to Japan next month?
12. I still use this company, um... This is not because this website is easier to use or because I'm loyal to this brand or anything like that, it's just that all of my other insurance plans, like life insurance and stuff are under 國泰, and my parents both use this as well.

Task

"Today, you'll be going through the process of purchasing travel insurance on 新安東京海上產險. We're interested in understanding your thoughts and decisions as you navigate the website."

Note: the participant used his iPad.

"Since you're going to Japan at the end of April, which is a little more than a month from now, your task today is to choose and purchase a travel insurance policy that you believe suits your personal needs for this upcoming trip. As you complete the task, please verbalize your thoughts, concerns, and decisions. If something confuses you or makes you hesitate, please let me know why."

- Starting the Process:

- Does the participant understand the initial steps to begin the insurance process?

YES

- Are participants looking for product details before starting the process?

NO, they immediately click on "立即投保"

- Underwriting Notification:

- How do participants react to the underwriting notification?

No reaction

- Do participants attempt to find more information about why they were unsuccessful?

This participant tried to click on April 23rd, which is the day he's leaving for Japan, but the date was grey and not a clickable option. There were no error messages, but he immediately concluded that it was too early to purchase this and that he would have to come back when the trip was less than a month away.

- Abandonment:

- At what stage do participants decide to abandon the process, if at all?

The participant abandoned the process at the beginning since he wasn't able to pick his trip's date yet, but was asked to make up a date and continue with the insurance process. The second time he abandoned it was after picking all of the plans and realizing he would have to spend a lot of time registering for an account.

- What reasons do participants verbalize for abandonment?

He told us that it had been so long since he had remembered to purchase a travel insurance plan at least a day prior to the trip, but it was unfortunate that he could not purchase it yet. He said that it is unlikely for him to come back because he's probably going to forget again.

- Usability Issues:

- Identify any navigational difficulties or confusions encountered by the participant.

1. There was a slight confusion when the participant could not pick the date he wanted.

2. The phone authentication process had to be done twice, in step 2 and step 4, respectively.
3. The payment method/process is not optimized
4. It wasn't made clear to the user that you cannot go back to step 4 when you've reached step 5 (payment)

- Note any suggestions participants make about the website interface or process.

He thought that the process was pretty straightforward, which he liked, and there were clear steps in the purchasing process. He thought that it would be better if he knew an estimate of how long it would take him to complete the entire process, but otherwise, all the buttons and default settings are normal. He suggested that he could've completed the process faster if the website had the option to pay with digital payment methods (Apple Pay, Line Pay, etc) Also, if the customer could know that their information, including payment methods, is saved on the website, it could help with the insurance site's customer retention

- Improvements

- Based on your experience, what improvements would you suggest for the travel insurance purchasing process?

"Maybe an option to set a reminder. I feel like a lot of people would scope out the travel insurance prices beforehand then they would forget to purchase it if it is far in advance like my trip to Japan."

- Are there any features or information that could have helped you make a decision more confidently?

"No, everything is pretty clear. I really did like how straightforward it was, because I usually don't bother with the details as long as I have a plan that covers my main criteria."

Knowledge assessment:

Background information: 54 y/o, female

1. How often do you travel? Do you always get travel insurance?
2. I don't travel very often, but if I do, I never neglect travel insurance. I think it is so important.
3. What are some key factors you look for in a travel insurance policy?
4. It at least has to cover the medical bills if I get into an accident, and if something goes wrong with the plane. It also really depends on which country I'm going to. If I feel that this country is less safe, especially since I'm a woman, I would purchase a more expensive insurance plan.
5. Can you share a past experience of purchasing travel insurance? How did you purchase it? Did you run into any problems?
6. I have actually never purchased a travel insurance plan online. Ever. Maybe it's because I'm old? If I am traveling, I will just text the insurance lady I am friends with and she takes care of everything for me. I've never had any problems so far, and I feel like this is the easiest way for me since I'm less tech-savvy.
7. Would you consider purchasing it online in the future? Or do you think you'll keep sticking with your insurance lady?
8. Maybe! If it isn't too confusing and it's cheaper, I would definitely do it.

Task

"Today, you'll be going through the process of purchasing travel insurance on 新安東京海上產險. We're interested in understanding your thoughts and decisions as you navigate the website."

Note: the participant used her cellphone.

"Your task today is to choose and purchase a travel insurance policy that you believe suits your personal needs for an upcoming trip to Thailand. As you complete the task, please verbalize your thoughts, concerns, and decisions. If something confuses you or makes you hesitate, please let me know why."

- Starting the Process:

- Does the participant understand the initial steps to begin the insurance process?

YES

- Are participants looking for product details before starting the process?

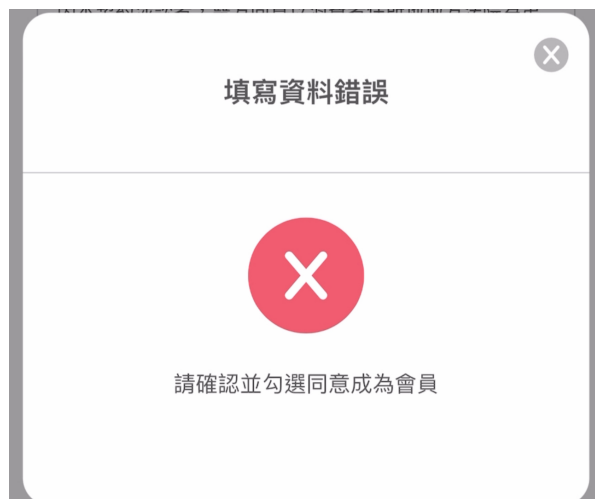
NO, they immediately clicked on "跟著旅程買", and looked for the country they wanted to go to, which was "東南亞5日遊"

- Underwriting Notification:

- How do participants react to the underwriting notification?

After clicking "了解整個行程", the participant spent about 5 seconds looking at the pop-up of the recommendations and asked the interviewer if she should just click on "insure now" (立即投保)

** When she had missed a button, the error message "填寫資料錯誤" popped up, of which the visual is a big red X, in which she repeatedly tried to click on, thinking it was the button to close this popup



- Do participants attempt to find more information about why they were unsuccessful?

After already clicking on “東南亞5日遊” (5 days in Southeast Asia), the participant was taken to the webpage where she had to choose a country. The default setting was “popular countries” (熱門國家) in which she failed to find Thailand. The other options were the 7 different continents, but she did not realize that Southeast Asia is not a continent, it is inside of Asia. The interviewer had to remind her to click on “Asia”, then she successfully found Thailand very quickly.

An error message popped up after she clicked on Thailand, which confused her for a mere second, but she very quickly realized that it was because she skipped the step of picking her age and the travel dates, since the “投保身份與年齡” and “旅遊日期” button became red

- Abandonment:

- At what stage do participants decide to abandon the process, if at all? What reasons do participants verbalize for abandonment?

1. The participant tried to abandon the process after seeing the very long list of questions that needed to be answered at registration for a new account.
2. The participant again tried to abandon and reached out for help when she couldn't figure out why she couldn't click on “我已閱讀並同意上述說明”, since she did not finish scrolling through all of the terms and conditions (條款完整內容)

- Usability Issues:

- Identify any navigational difficulties or confusions encountered by the participant.

1. Having to re-pick the country after already clicking on “5 days in Southeast Asia”
2. Could not find the designated country
3. 2 steps (pick the age, pick the dates) were skipped
4. Wanting to raise the amount of insurance compensation for “傷害醫療”, but realizing it was already at the max.

- Note any suggestions participants make about the website interface or process.

She thought that there were no major issues and that the price was very reasonable, a lot cheaper than she thought. She noted that she didn't really like the default plans, and it would've been a lot clearer if she could add all the plans she wanted one by one. She also said that she actually didn't know how to get rid of a plan if she accidentally clicked on one that she didn't want (ex. 不想要加購其他險種的“海外突發疾病險”)

The participant also did not like having to do the phone number verification twice.

- Improvements

- Based on your experience, what improvements would you suggest for the travel insurance purchasing process?

"Maybe instead of some default plan options and some additional plans in gray, the process could be like adding clothes into a shopping cart, so that I can easily remember what I have in the cart and what I don't"

The terms and conditions part was very confusing to me (請滑動並詳閱條款所載完成內容) I did not know why I couldn't click on the two buttons "我已閱讀並同意上述說明" & "同意註冊成為新安東京海上網路投保會員", I had to ask for help to know that I had to scroll through all of those words in the square bracket.

- Are there any features or information that could have helped you make a decision more confidently?

"Since I always get my insurance from my insurance lady, it would be very helpful if I could see what the most popular plans are and which price point people usually go for"

"Would my information be saved on this website or would I have to fill out all of this again every time I want to get a travel insurance plan?"