

Artifact Chart-1

(0:15~)

The interviewee wants to go to Japan in late April, but that day is not available yet on the website. So he had no choice but to make up another day for the purpose of the interview



新安東京海上産險

目前僅開放滿18歲以上旅客幫自己一人投保，
若因自己的位用上，如有多人投保或其他需求

2024 4月

日	一	二	三	四	五	六
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

出發日: 2024-03-21

返回日: 2024-03-22

請選擇時間

- 旅遊期間 / 保險期間 -

活動代碼

非必填

試算保費

(2:22~)

The interviewee had to create an account to purchase the insurance. But the process was too long, and he couldn't even pick the date he wanted So he did not choose to purchase but give up.



新安東京海上産險

會員登入

帳號

身分證號 / 居留證號

返回

確定

[還不是會員嗎? 立即註冊](#)

提醒您: 會員即是要保人, 也是繳交保費的付款人。

官網首頁

理賠服務

To Be a Good Company

新安東京海上産險

繳費

繳費資料

總保費：\$368

付款人姓名：demi

身分證字號：C220819528

繳費方式

● 本人信用卡繳費 VISA

卡號

有效期限

To Be a Good Company

新安東京海上産險

輸入驗證碼

已發送至您手機 0933***792 以及信箱 y5****@yahoo.com.tw

LXV - 請輸入6位數驗證碼

剩餘時間 00:04:55

確定

To Be a Good Company

新安東京海上産險

輸入驗證碼

已發送至您手機 0933***792 以及信箱 y5****@yahoo.com.tw

SUL - 請輸入6位數驗證碼

剩餘時間 00:04:57

確定

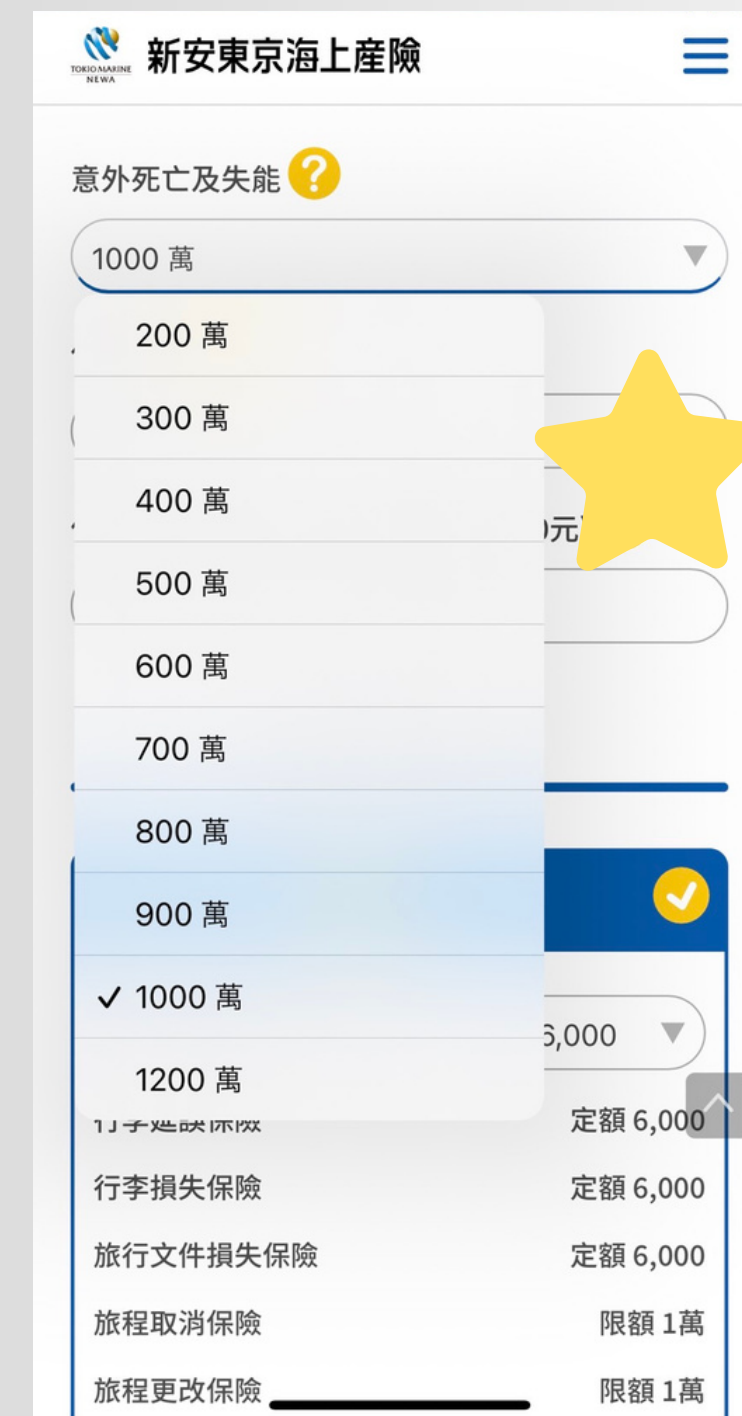
The participant voiced that he could've completed the process faster if the website had the option to pay with digital payment methods (Apple Pay, Line Pay, etc)

The phone authentication process had to be done twice, in step 2 and step 4, respectively, which was inconvenient

Artifact Chart-2


(0:18~)

The interviewee was confused as to why she had to pick the country again from scratch after already clicking on “東南亞5日遊”



(2:30~)

The interviewee had difficulty picking the price point to go for for each plan. She vocalized that she would feel more secure if she could pick a higher price

 新安東京海上産險

會員服務條款

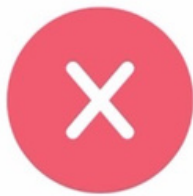

網路投保注意及聲明事項

網路保險服務定型化契約

因本契約涉訟者，雙方同意以消費者住所地地方法院為第

✕

填寫資料錯誤



請確認並勾選同意成為會員

☒ 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

返回

發送註冊驗證碼

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)

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

 新安東京海上産險

會員服務條款

網路投保注意及聲明事項


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【個人資料告知事項】

本公司依據個人資料保護法（以下稱個資法）第六條第二項、第八條第一項(如為間接蒐集之個人資料則為第九條第一項)規定，應告知下列事項，敬請台端詳閱及知悉：

一、蒐集目的：
(一)財產保險(〇九三)
(二)人身保險(〇〇一)
(三)其他經營合於營業登記項目或組織章程所定之業務(一八一)

請滑動並詳閱條款所載完整內容

 本公司所蒐集之個人資料並無共同行銷或屬保險以外且具正當合理關聯之特定項目。

☐ 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

