

## Heuristic analysis

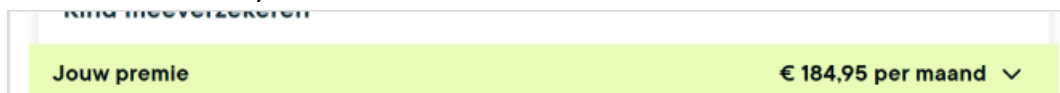
### 1. Visibility of System Status

#### Negative

The pop-up bar that indicates how much your insurance would cost based off your choices keeps disappearing every 5 seconds, as well as whenever you have already scrolled all the way down but scroll back up.

#### Positive

On the other hand, you CAN see your “progress” in the pop-up bar in how much the insurance will cost you.



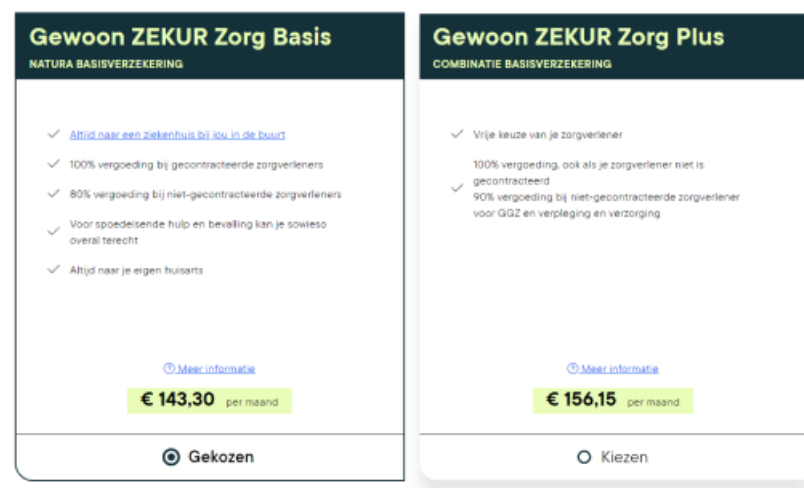
### 2. Match Between the System and the Real World

#### Negative

N/A

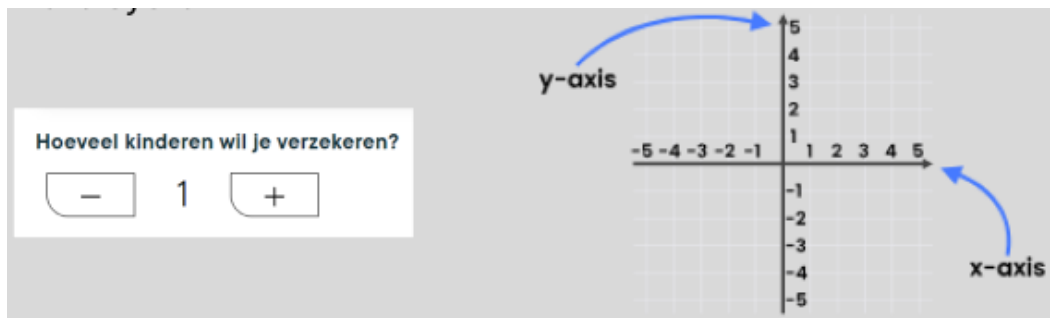
#### Positive

In the following image you can see how the basic insurance plan and the extensive one are depicted from left to right. Left can often be associated with a starting point, whereas right could be the main direction or destination. In this case, the base plan is depicted on the left side. It is the basic and most obvious choice, but if you want to expand, you take a bigger step to the right. Try to visualize a staircase.



it also makes sense that the buttons for adding or subtracting children are depicted this way: Subtract on the left side, add on the right side. It seems very obvious that a minus

would be depicted on the left or bottom side of the main element. This can be associated with a coordinate system.



### 3. User Control and Freedom

#### Negative

In the next step, there isn't really a very clearly dedicated button to take you back to the previous step where you select your plan. There is a button that says "Edit", but it is not drawing a lot of attention for a button that is quite relevant.

#### Sluit je zorgverzekering af

A screenshot of a form titled "Sluit je zorgverzekering af". It features a button labeled "Premie berekenen" with a checked radio button, and a link labeled "wijzigen" with an edit icon.

#### Positive

N/A

### 4. Consistency and Standards

#### Negative

N/A

#### Positive

When choosing one of the given options for your insurance plan, the chosen box is indicated with a checked dot. Usually when something is selected, the box will be filled. This meets the user's expectations and the selected option is also standing out more this way.

A screenshot of two radio button options. The first option is labeled "Gekozen" and has a checked radio button. The second option is labeled "Kiezen" and has an unchecked radio button.

### 5. Error Prevention

#### Negative

When filling out your personal details, it isn't made clear from the start that the fields have to be filled in. They only show that once you try to go to the next step.

### Positive

On the other hand, it is good that they do show which fields need to be filled out before being able to proceed.

The image shows a form with two input fields. The first field is labeled 'Voornaam' and the second is labeled 'Voorletters'. Below each field is a red error message: 'Voornaam is een verplicht veld' and 'Voorletters is een verplicht veld' respectively.

## 6. Recognition Rather than Recall

### Negative

Get's removed after every 5 seconds, meaning the user has to "Recall" the total per month again when scrolling / selecting a different option.

The image shows a form with two columns of insurance options. The left column is titled 'Meest compleet' and the right column is titled 'Losse aanvullende verzekeringen'. The left column has a total premium of € 75,45 per maand. The right column has a total premium of € 184,95 per maand. The design flaw is that the right column's total premium is not visible when the user scrolls through the options.

Small design flaw in the "Losse aanvullende verzekeringen". The card doesn't have the same radius as the card on the left.

### Positive

## Gewoon ZEKUR Zorg Basis

NATURA BASISVERZEKERING

- ✓ [Altijd naar een ziekenhuis bij jou in de buurt](#)
- ✓ 100% vergoeding bij gecontracteerde zorgverleners
- ✓ 80% vergoeding bij niet-gecontracteerde zorgverleners
- ✓ Voor spoedeisende hulp en bevalling kan je sowieso overal terecht
- ✓ Altijd naar je eigen huisarts

[Meer informatie](#)

**€ 147,30** per maand

☒ Gekozen

There is a pop up available to get more information about the insurance. See **red box**.

Jouw premie		€ 162,40 per maand ^
Zo is jouw premie opgebouwd		
<b>Basisverzekering</b>		
Gewoon ZEKUR Zorg Plus		€ 0,00
Korting bij eigen risico van € 385,-		€ 0,00
<b>Aanvullende verzekeringen</b>		
Hulp na een Ongeval		€ 2,25
<b>Totaal</b>		
Premie per maand		€ 162,40
Assurantiebelasting		€ 0,00
Provisie		€ 2,88
Jouw premie is inclusief assurantiebelasting en provisie. De assurantiebelasting betaal je over de premie en kosten van je verzekering. De provisie ontvangen wij van de aanbieders waar wij je verzekering onderbrengen. Dit is de vergoeding voor onze dienstverlening. In onze <a href="#">dienstenwijzer</a> lees je hoe we deze vergoeding besteden en wat we hiervoor doen.		

Easy to find total costs of everything at the bottom of the page.

☐ Kiezen

All the buttons are on the same places of the cards so it's easy to recognize if you need to fill it out later again.

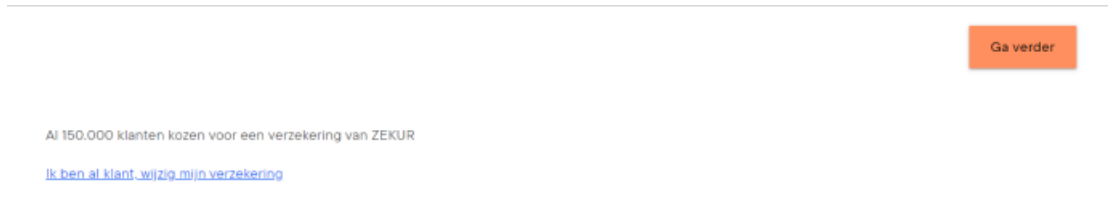
## 7. Flexibility and Efficiency of use

### Negative

If you are already a customer at Zekur.nl the shortcut to go towards the page that you are a customer of the company is all the way down at the page. Meaning you have to scroll all the way down to see their premium. Better to put that button at the top of the page.

### Positive

They have a shortcut link at the end of the page where the user usually goes to the next page to shortcut to if the user already is a customer of their service.



## 8. Aesthetic and Minimalist Design

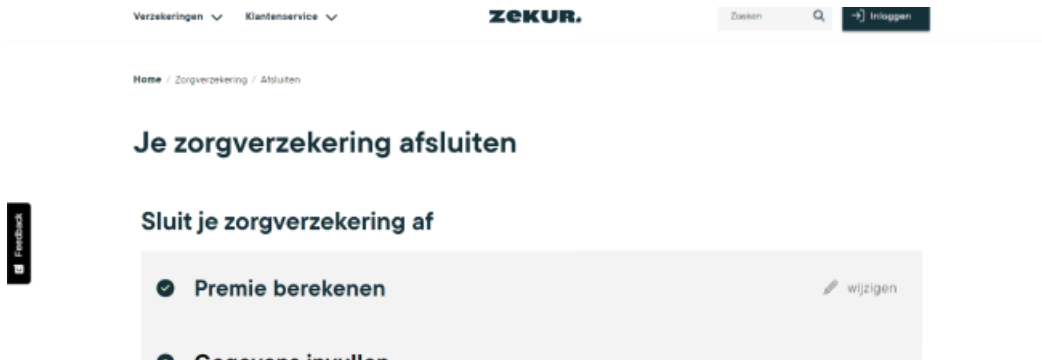
### Negative

N/A

### Positive

Everything is in the same columns. Everything is in the grid.

Same font is used for the H1, H2 and the body. Same colors and minimalistic design.



## 9. Help Users Recognize, Diagnose, and Recover from Errors

### Negative

These fields don't show up at first. However, the user doesn't know that those fields are required to be filled in at first.

**Voornaam**

 Voornaam is een verplicht veld

**Voorletters**

 Voorletters is een verplicht veld


### Extra ZEKUR

Alles voordelig en compleet in één keer verzekerd

**Meest compleet**

- ✓ Tand 75% tot € 500,-
- ✓ Fysio 12 behandelingen
- ✓ Buitenland
- ✓ Reis- en annuleringsverzekering
- ✓ Brillen en lenzen
- ✓ Anticonceptie
- ✓ Verloskunde en kraamzorg
- ✓ Alternatieve geneeswijzen

**€ 37,95** per maand

 **Gekozen**

### Losse aanvullende verzekeringen

- ☐ Tand 75% tot € 250,-  
Voor **€ 15,95** per maand
- ☐ Fysio 9 behandelingen  
Voor **€ 15,95** per maand
- ☐ Buitenland en Reis  
Voor **€ 4,50** per maand

When clicked on all the “losse aanvullende verzekeringen” and the left card’s button of “Gekozen”, there will be an error of this cross at the top of the page. This cross has no meaning and will go away automatically in 5 seconds if not interacted with by the user. The user can simply click the X and it will be removed.



## Positive

There is no way for the user to get an error message whilst selecting the plan that they want to choose.

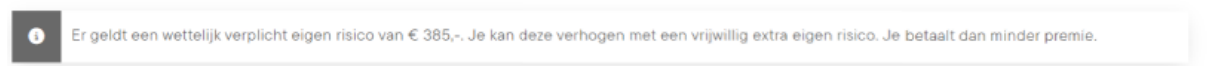
## 10. Help and Documentation

### Negative

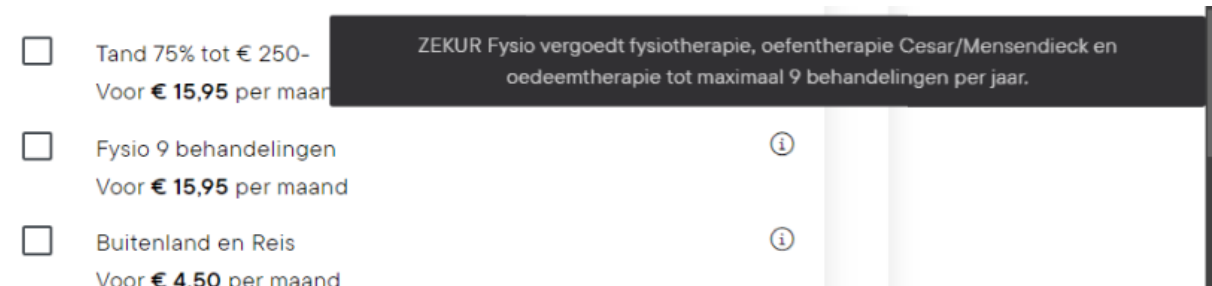


The popup is stuck at the top of the page directly below the navbar.  
There is a scrolling function within the pop-up that is unnecessary.  
Not enough padding on top and bottom of the pop-up.

### Positive



They got an Information label for extra information in case necessary.



Information button if hovered over. Sadly the padding on it is to big.