

HMSA.com:

Make the path to application more direct

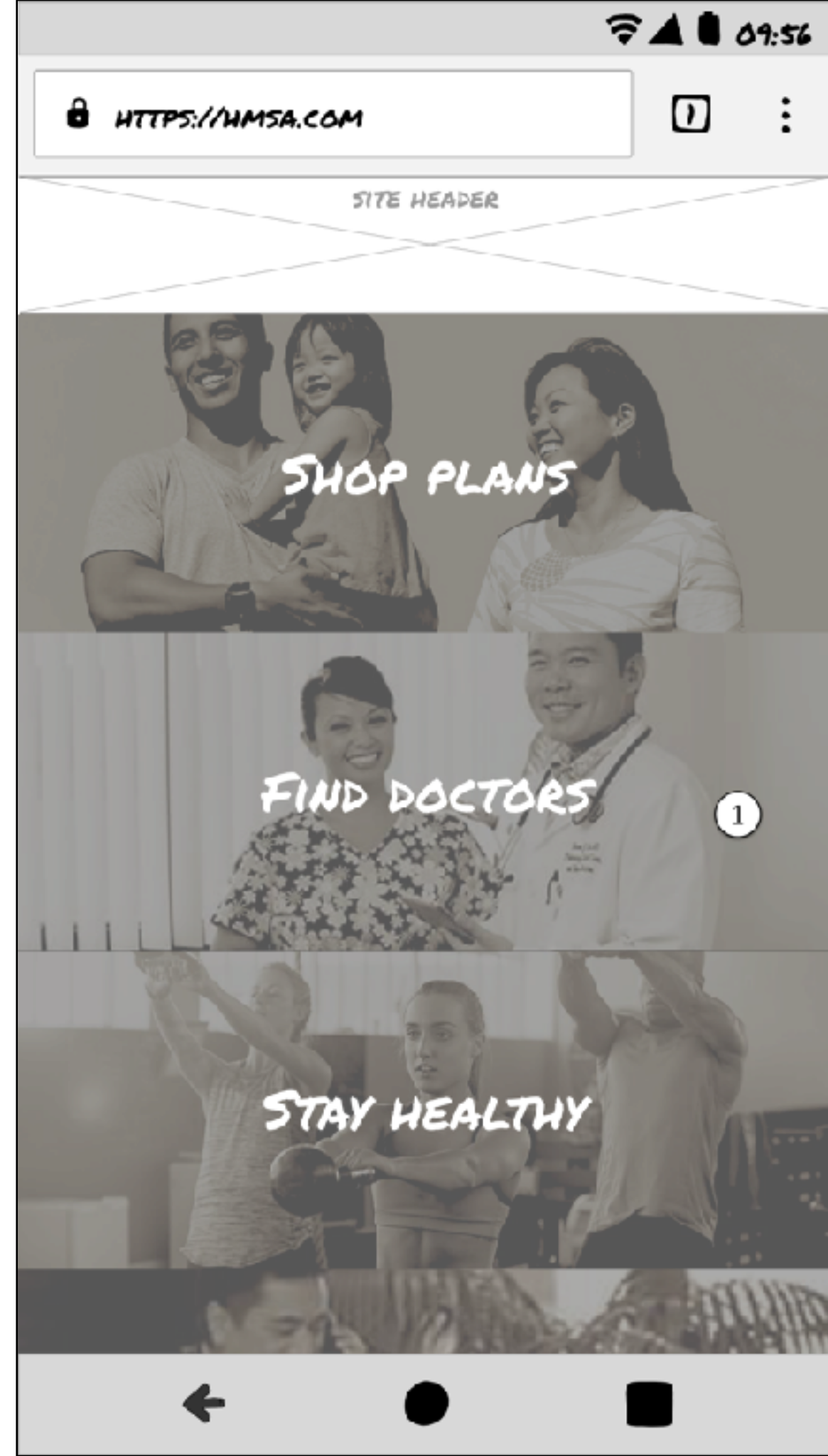
1

A few of usability participants' first interactions on hmsa.com and kpinhawaii.com involved finding out whether they could continue to see their current doctor - or to find a new doctor.

HMSA.com can help them get to the info they need quicker, without having to find, learn, and use a multilevel navigation/menu system.

Looking at this concept on a smartphone screen, the first time visitor sees big touchable tiles organized that tell the user what each area of the site helps them accomplish. We shortened the label to "find doctors".

The site head will still include the provider search (Find a Doctor) so it is available on each page, though we'd recommend using the same label for both the home page and header calls to action.



HMSA.com:

Help shoppers get to the right plan

2

When a visitor touches the Find doctors tile on the home page, we recommend redesigning the current "Find a doctor" landing page, which has the search box and instructions.

We recommend the landing page for "Find doctors" pre-populate the search box with the device's current location (when known) and a list of providers sorted by the ones who are closest.

3

When the visitor touches "more details" for a provider tile/card, it opens the detailed entry for the facility or provider.

4

The site visitor can switch from the list of providers (default) to a Google map view.

5

If the number of search results is high, the user can quickly access more filters (specialty, gender, islands, etc.) available in the current search.

On the current "Find a Doctor" page, the filters are a "panel" to the left, and provider details a panel to the right. We recommend experimenting with making filters and provider details new Web pages instead of panels.

