



# Comparative Analysis Status Tracking

**Discovery phase**

# Background & Goals

# Background

In this document we will gather best UX practices from external companies and organizations for:

- Status or Claim tracking
- Progress updates

# Research goals

- Understand how other companies and organizations are handling status or claim tracking, including the use of email and SMS updates and other types of progress communication with users.
- Learn about best practices and find good examples and inspiration for our new claim status tool.
- Discover more about what can be included into a claim status tool (additional business opportunities).

# Top takeaways from analysis

## Research Findings

# Top takeaways

What type of information is prioritized (and often visualized)?

- The current status of the claim/appeal/order.
- The current step in the process.
- The remaining steps.
- An estimated processing time.

What other info and features are provided?

- Clearly outlined expectations for the next steps.
- A section for the full case history.
- An option to receive SMS updates.
- A link to provide feedback.
- Options to print info, edit info and delete uploaded files.
- Allow users to filter their data effectively.
  - By member, service type, date range, provider, claim status.

## Research Findings

# Top takeaways

How are users motivated to finish the claim process?

- Pre-populate as much user data as possible.
- Show clearly the users goal proximation.
- Show clearly any progress being made.
- Save any progress.

What is provided when there is a long waiting period?

- Users are provided with clear, regular updates when any relevant change occurs.
- Including push alerts through email and SMS (as option).

What should we strive toward when building the new claim status tool?

- Make all claim and appeal types available online in the new VA claim status tool.
- Look for new business opt in the new tool.
- Strive towards a minimalist, highly intuitive UI.

# Status trackers vs. progress updates

	<b>Status trackers</b>	<b>Progress updates</b>
<b>Purpose</b>	Pull: Users can check progress at their own convenience.	Push: Users find out about changes in the state of the delivery process when they happen.
<b>Content</b>	Trackers contain specific details about the delivery process.	Depending on security, privacy, and user approval, the notification may contain the exact details of the update or generic text and a link to the status tracker for details.
<b>Access</b>	Users access a unique link or log into a secure site or app to view the status.	Users typically receive an update via SMS, email, or social channels such as Facebook Messenger or WhatsApp.
<b>Longevity</b>	Users can see past updates.	If users lose or cannot find their old messages, they may not be able to see past updates.
<b>Contact details required?</b>	No user contact details are required, but users often need a reference number or unique link to access the status tracker.	The organization needs to have collected users' contact details and obtained permission to send notifications. Moreover, details need to be correct for the user to receive the updates.
<b>Recipient</b>	Anyone who has the information needed to access the tracker (e.g., order number) can see the updates.	Only the email/phone number that was subscribed to notifications receives them.

# Best practices

---

## Research Findings

# Best practices *Status Trackers* (Norman Nielsen Group)

Source: <https://www.nngroup.com/articles/status-tracker-progress-update/>

### Status Tracker

- **Allow users to find tracking information from their customer account.** If users have an account, ensure they can find tracking information from within their account. This makes it much easier for customers to track, as emails can be easily lost in an inbox.
- **The status tracker should prioritize information related to the latest update.** Don't clutter the status tracker with unnecessary information. Keep related information visually distinct. Present the latest update prominently.
- **The status updates should use plain language** that your users will understand. Backend codes and internal jargon, such as "fulfilled" or "label created", mean nothing to the user. Lack of clarity encourages users to unnecessary contact the company.
- **Ensure information in the tracker is scannable.** Even if details are presented in a table, ensure that the tracking information is easily scannable.
- **Allow users to change or add their contact information and to select frequency of updates.** Allow users the option to add new contact details, change existing ones, and modify the frequency of notifications within the status tracker.
- **Tell users which information (e.g., reference number) they will need to access the status tracker.** Ensure all your users have the information needed to use the status tracker from the start.

## Research Findings

# Best practices *Status Trackers* (Norman Nielsen Group)

Source: <https://www.nngroup.com/articles/status-tracker-progress-update/>

### Status Tracker

- **Inform users about the status-tracker feature when they complete their application process.** U.S. Citizenship and Immigration Services sends out a letter notifying them that their application has been received, but it mentions nothing about a status tracker for their work permit is available.
- **For processes that take a long time, provide regular updates, even if they are of low granularity.** When updates are far between, status trackers lose their value. But, with long periods with no updates, users think perhaps something went wrong, and lose trust in the status tracker.
- **Show reliable and accurate updates.** Wait to launch a status tracker until the backend systems are suitably mature and it's possible to automate events. Meanwhile, provide regular, relevant, and reassuring email or SMS communications and set expectations for the wait time.
- **Show previous updates, as well as the current update.** Previous updates can be useful to users who need to make contact about a problematic order. (Shipping Force, provides a status tracker. Each notification ("the driver has been assigned") shows progress and builds customer confidence.)
- **Have consistent updates in all channels.** If users call the contact center, they should receive the same updates as seen in the status tracker. Status trackers lose their value if users find they can receive more accurate updates by contacting the support center. This passes quickly by word of mouth.

## Research Findings

# Best practices *Progress Updates* (Norman Nielsen Group)

Source: <https://www.nngroup.com/articles/status-tracker-progress-update/>

## Progress Updates

- **Progress updates should provide a direct link to detailed tracking information.** When sending progress updates, provide a link to where the user can see more details. The link should be unique and take the user directly to their tracking information. Entering an order number is irritating and shouldn't be necessary if users click a link from a progress update.
- **Allow users to choose what types of progress updates they will receive (if any).** When users make a purchase or apply for a service, give them choices as to how they'll receive progress updates. Not all users want to receive progress updates, and some prefer email over SMS etc.
- **Don't overwhelm your users with updates.** Progress updates can easily get out of hand if the company and the shipping company are both sending updates. Redundant messaging can be irritating for users.
- **Allow users to stop updates directly from the update.** Users should be given the option to stop progress updates. For email progress updates, the user should be provided with a link to change their contact preferences (which could be within the status tracker itself). For SMS, the user should be able to respond with the word *STOP*. These don't need to be in every message, but should be included periodically.

# VA's current claim status tracking tool

---



## ⚠️ Coronavirus

To get answers to questions you have about coronavirus and how VA is responding, visit our [Coronavirus FAQs page](#) or read [VA's public health response](#).

If you have symptoms of fever, cough, and shortness of breath, call your [VA medical center](#) before going to a clinic, urgent care center, or emergency room. Calling first helps us protect you, medical staff, and other patients.

For the latest information about coronavirus, visit the [Centers for Disease Control \(CDC\)](#).

## Access and manage your VA benefits and health care

### 🏥 Health care

- [Refill and track your prescriptions](#)
- [Send a secure message to your health care team](#)
- [Schedule and view your appointments](#)
- [View your lab and test results](#)
- [Apply now for VA health care](#)

### 📅 Disability

- [Check your claim or appeal status](#)
- [View your payment history](#)
- [Upload evidence to support your claim](#)
- [File for a VA disability increase](#)
- [File a claim for compensation](#)

### 🎓 Education

- [View your payment history](#)
- [Change your current education benefits](#)
- [Compare GI Bill benefits by school](#)
- [Apply for education benefits](#)

### 💻 Records

- [Get Veteran ID cards](#)
- [Get your VA medical records](#)
- [Download your benefit letters](#)
- [Change your address](#)

[Home](#) > [Check your claims and appeals](#)

# Check your claim or appeal status

[Find out why we sometimes combine claims.](#)

## Claim for dependency updated on April 9, 2020

● **Status:** Claim received

**Submitted on:** April 9, 2020

[View details >](#)

## Claim for dependency updated on April 9, 2020

● **Status:** Claim received

**Submitted on:** April 9, 2020

[View details >](#)

## Claim for dependency updated on April 9, 2020

● **Status:** Claim received

**Submitted on:** April 9, 2020

[View details >](#)

## Additional services

To update your personal information, get help filing claims or appeals, or view your uploaded documents, go to [eBenefits](#).

## Need help?

Call Veterans Affairs Benefits and Services:

**800-827-1000**

Monday – Friday, 8:00 a.m. – 9:00 p.m. ET

[Submit a question to VA](#)

## Can't find your appeal?

If you submitted a Notice of Disagreement for an appeal within the last 3 months, VA might still be processing your appeal. For more information, contact your Veterans Service Organization or representative.

## VA provides:

- List of **claims** and their **status**.
- **Date of submission**.
- Button to **view details**.
- Link to **eBenefits**.

# Your compensation claim

What you've claimed: Sarcoma Soft-Tissue (Increase)



## Claim received

### Need help?

Call Veterans Affairs Benefits and Services:

**800-827-1000**

Monday – Friday, 8:00 a.m. – 9:00 p.m. ET

[Submit a question to VA](#)

## Initial review

Your claim has been assigned to a reviewer who is determining if additional information is needed.

June 27, 2019    You or others submitted VA 21-526EZ, Fully Developed Claim (Compensation). We will notify you when we've reviewed it.

June 26, 2019    Your claim moved to Initial review

## Evidence gathering, review, and decision

## Preparation for notification

## Complete

Estimate not available

**VA provides:**

- Visualization of **status**, progress **step**, **goal proximity**.
- Two additional **tabs** for **files** and **details**.
- An option to **call** VA or **submit a question**.

[Home](#) > [Check your claims and appeals](#) > [Status details](#)

## Your dependency claim

What you've claimed: Not available

Status **Files** Details

### We're adding your details

We've received your claim and are still adding some of your information. Check back soon to see the complete details of your claim.

### File requests

You don't need to turn in any documents to VA.

### Additional evidence

 Please only submit additional evidence that supports this claim

To help us review and process your claim faster, please upload any new supporting evidence for this claim only.

[Need to mail or fax your files?](#)

Select files to upload

Add Files

Accepted file types:

pdf (locked), gif, jpeg, jpg, bmp, txt

Maximum file size:

25MB

The files I uploaded are supporting documents for this claim only.

To submit supporting documents for a new disability claim, please visit our [How to File a Claim](#) page.

Submit Files for Review

Cancel

**VA provides:**

- A tab with **all files** submitted
- Info link on how to **mail** or **fax** files.
- A button to **add files**.
- A button to **upload** and submit **supporting documents** for review.



## Documents filed

### **Additional evidence**

File:

Type: UNKNOWN

Submitted

---

### **Additional evidence**

File:

Type: VA 21-0960C-1 Parkinsons Disease Disability Benefits Questionnaire

Submitted

---

### **Additional evidence**

File:

Type: Certificate of Release or Discharge From Active Duty (e.g. DD 214, NOAA 56-16, PHS 1867)

Submitted

---

### **Additional evidence**

File:

Type: STR - Dental - Photocopy

Submitted

---

### **Additional evidence**

File:

Type: Military Personnel Record

Submitted

---



**VA provides:**

- scroll down to see all files submitted with info on **type of file** and **status**.

## Veteran programs and services

[Homeless Veterans](#)

[Women Veterans](#)

[Minority Veterans](#)

[PTSD](#)

[Mental health](#)

[Adaptive sports and special events](#)

[National Resource Directory](#)

## More VA resources

[Find a VA form](#)

[Get VA mobile apps](#)

[Careers at VA](#)

[Doing business with VA](#)

[VA claims accreditation](#)

[Find a VA health care provider](#)

[Veterans Service Organizations](#)

[\(VSOS\)](#)

## Get VA updates

[VAntage Point blog](#)

[Email updates](#)

[Facebook](#)

[Instagram](#)

[Twitter](#)

[Flickr](#)

[YouTube](#)

[All VA social media](#)

## In crisis? Get help now

[Veterans Crisis Line](#)

[Contact us](#)

[Find a VA location](#)

[Ask a question](#)

**Call MyVA311:**

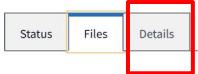
**844-698-2311**

TTY: 711

[Home](#) > [Check your claims and appeals](#) > [Status details](#)

# Your dependency claim

What you've claimed: Not available



## We're adding your details

We've received your claim and are still adding some of your information. Check back soon to see the complete details of your claim.

## Need help?

Call Veterans Affairs Benefits and Services:

**800-827-1000**

Monday – Friday, 8:00 a.m. – 9:00 p.m. ET

[Submit a question to VA](#)

## File requests

You don't need to turn in any documents to VA.

## Additional evidence

 Please only submit additional evidence that supports this claim

To help us review and process your claim faster, please upload any new supporting evidence for this claim only.

[Need to mail or fax your files?](#)

### Select files to upload

Add Files

#### Accepted file types:

pdf (unlocked), gif, jpeg, jpg, bmp, txt

#### Maximum file size:

25MB

The files I uploaded are supporting documents for this claim only.

To submit supporting documents for a new disability claim, please visit our [How to File a Claim](#) page.

Submit Files for Review

Cancel



U.S. Department  
of Veterans Affairs

Search ▾ Contact us ▾ Mark ▾

VA Benefits and Health Care ▾ About VA ▾ Find a VA Location

My VA My Health

[Home](#) > [Check your claims and appeals](#) > [Status details](#)

## Your compensation claim

What you've claimed: Not available

Status Files Details

### We're adding your details

We've received your claim and are still adding some of your information. Check back soon to see the complete details of your claim.

### Need help?

Call Veterans Affairs Benefits and Services:

**800-827-1000**

Monday – Friday, 8:00 a.m. – 9:00 p.m. ET

[Submit a question to VA](#)

**VA provides:**

- A **tab with details**.
- Info about **claim type, date received and the representative** for the claim.

#### Claim type

Compensation

#### What you've claimed

Not Available

#### Date received

April 3, 2020

#### Your representative for VA claims

AMERICAN LEGION

Veteran programs and services

Homeless Veterans

More VA resources

[Find a VA form](#)

Get VA updates

[VAntage Point blog](#)

In crisis? Get help now

[Veterans Crisis Line](#)

# External claim or status tracking and progress updates

## Claims

Provider & facility claims ▾



Member	Service type	Date range	Provider or facility	Claim status		
All	All	All (Last 2 years)	All	All		
Type	Service date	Provider or facility name	Member	Provider billed	Plan paid	
Health	Feb 7, 2020	[REDACTED]	Christian (Self)	\$227.22	\$0.00	All Completed

**Aetna**  
Provides:

- Filter for **member**, **service type**, **date range**, **provider**, **claim status**.
- Overview **table** showing: **type** of claim (health), service **date**, **provider**, **member**, **amount provider** was billed, **amount plan** paid.

[Logout or Profile](#)U.S. Citizenship and  
Immigration Services

Español

[My Cases](#)

FORMS

NEWS

CITIZENSHIP

GREEN CARD

TOOLS

LEGAL RESOURCES

## Card Was Picked Up By The United States Postal Service X

On December 7, 2018, the Post Office picked up mail containing your new card for Receipt Number We mailed your card to the address you gave us.

The tracking number assigned is You can use your tracking number at [www.USPS.com](http://www.USPS.com) in the Quick Tools Tracking section. If you did not receive the card, please go to [www.uscis.gov/e-request](http://www.uscis.gov/e-request) to request that we resend the card to you. If you move, go to [www.uscis.gov/addresschange](http://www.uscis.gov/addresschange) to give us your new mailing address.

## Case History

12/06/2018



12/03/2018 We ordered your new card.



09/19/2018



## Next Steps



We will notify you if your document cannot be produced and provide any instructions.

## USCIS Provides:

- Explanation of the current **status** in a layman terms.
- A **receipt** and a **tracking number**.
- An **URL** to request a **new card**.
- An **URL** for **address change**.
- A section for the **case history**.
- A section for **next steps**.

## Track Your Package

Estimated Delivery: Jul 17, 2018

Arrived at FedEx location



### Shipment Information

Delivery Method [FedEx Home Delivery](#)

Carrier [FedEx 800-GO-FEDEX \(463.3339\)](#)

Tracking # [090210916421353](#)

Shipping To John Newman



Order # [2710816747](#)

### Tracking History

Please note: It's normal for on-time packages to go a few days without being scanned

Thu, Jul 12, 2018

11:52 PM CITY OF INDUSTRY, CA, US  
Arrived at FedEx location

07:22 PM CITY OF INDUSTRY, CA, US  
Picked up

11:41 AM US  
Shipment information sent to FedEx

Receive Text Updates

### What to Expect on Delivery Day

FedEx or UPS will leave your package in a safe place outside the front door



### Items in Shipment



ST20 Incandescent,  
Light Bulb, Soft  
White (2450K)  
E26/Medium  
(Standard) Base  
by Westinghouse  
Lighting  
Wattage: 40W  
Quantity: 1

## Wayfair provides:

- Visualization of **status**, progress step, **goal proximity**.
- A **link** describing the **delivery method**.
- **Order and tracking number**.
- **Shipping info** and **tracking history**.
- An option to receive **text updates**.
- **Expectations** for the **next step**.
- **Details about the product** ordered.



Log In | Sign Up | Locations | United States - English | My Profile

Search

Customer Service

## Tracking Details

1Z8W101V0358434863

### In Transit

Scheduled Delivery

Monday  
01/28/2019

Estimated Time

by End of Day

 Find out when with UPS My Choice®.  
[Continue >](#)

[Send Updates](#)

[Delivery Options](#)

Updated: 01/28/2019 6:12 A.M. EST

Ship To

CHICAGO, IL, US

### Shipment Progress

[Overview](#)

[Detailed View](#)

Date

Location

 Delivery

-

-

 In Transit

01/28/2019  
4:16 A.M.

Chicago,  
IL,  
United  
States

 Shipped

01/24/2019 6:58 P.M.

Lawnside,  
NJ,  
United  
States

 Label Created

01/24/2019 3:22 A.M.

United  
States

### Shipment Details

Service

[UPS Ground](#) 

Weight

0.50 LBS

[Show More](#) 

 Track

Feedback  

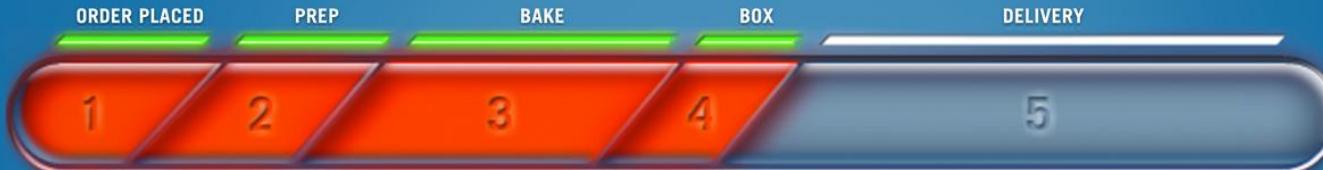



**UPS** provides:

- An **order** number.
- The **location target** for the packet.
- Visualization of current **status** and **goal proximity**.
- Button for **updates** and **delivery options**.
- Link to find more **specific time of delivery**.
- Overview of the **shipment progress**.  
(Overview and *Detailed view*).
- **Shipment details** for the package.
- A **Tracking widget**.
- A link to provide **feedback**.

# PIZZA TRACKER

You got 30 minutes and you got Domino's Pizza headed your way. Our delivery experts have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store. You got tracking where tracking has never gone before.



**YOU GOT ORDER ASSEMBLY - YOUR ORDER WAS BOXED FOR DELIVERY AT 12:37 PM**

PATENT PENDING

## YOUR LOCAL STORE:

Contact your Domino's with any questions:

2282 South Main Street  
Ann Arbor, MI 48103  
734-332-1111

## YOUR ORDER DETAILS:

- (1) Small (10") Hand Tossed Pizza  
Extra Cheese, Sauce, Pepperoni, Italian Sausage.
- (1) Chicken Kickers
- (1) 2-Liter Coke

## RATE YOUR DOMINO'S

When your pizza arrives tell us how it was.  
(RATE OUR SERVICE FROM 1-5)



STORE AVERAGE: ★★★★☆ LEAVE US A MESSAGE

## DOMINO

pizza tracker provides:

- Visualization of current **status** (boxed), progress step and **goal proximity**.
- An estimation of the **delivery time**.
- **Order details** and **store details**.
- Option to **rate** your experience and leave a **message**.

# Aldi / Instacart delivery experience



Search ALDI...



Home Departments Savings Your Items

Delivery to My address ▼ Within 2 hours i

Your order to My address

Received

In Progress

Shopping Complete

In Transit

Complete



A shopper is putting together your order. You can no longer add to or modify it.

**ALDI Summary**

Currently being shopped



L'oven Fresh 12 Grain Bread Wide Pan

\$1.89 · 24 oz

1x

\$1.89

Christian, your order has been received. You can add or edit items before shopping begins.

**Update**

Original Belle Vie Sparkling Flavored Water

2x

\$5.98

Leave a message for  
your shopper here!

**Order Info**

5:30-7:30pm

My address.

My instructions  
about the delivery.

## ALDI Provides:

- Current **status**, step in the progress, **proximity to goal**.
- A **summary** of order.
- Option to leave a **message** for shopper.
- Option to **edit** message or address.
- **Estimated time** for delivery.
- A **pop-up info box**: *order has been received, you can still edit items.*



Search ALDI...



Home Departments Savings Your Items

Delivery to  Within 2 hours

Your order to

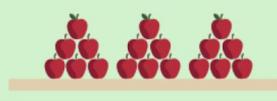
Received

In Progress

Shopping Complete

In Transit

Complete



A shopper is putting together your order. You can no longer add to or modify it.

### ALDI Summary

#### Currently being shopped



L'oven Fresh 12 Grain Bread Wide Pan

\$1.89 · 24 oz

1x

\$1.89

View



Flavored Water  
2x

\$5.98

Leave a message for  
your shopper here!



### Order Info

5:30-7:30pm

My address.

My instructions  
about the delivery.

## ALDI Provides:

- **Info area:** a person is working on my order. No edits allowed.
- **Pop-up info box:** an Instagram employee has began the shopping.

Brittany H is shopping your order!

AT&T LTE 6:01 PM 36%  886-48 >

Text Message Today 6:00 PM

Brittany H just started shopping! We'll notify you if there are any changes. Your perishables will be temperature controlled while in-store and carefully handled by your driver until delivery.

AT&T LTE 6:02 PM 35%  886-48 >

Text Message Today 6:00 PM

Brittany H just started shopping! We'll notify you if there are any changes. Your perishables will be temperature controlled while in-store and carefully handled by your driver until delivery.

Brittany replaced: Cherub Grape Tomatoes, Package. Visit <https://inst.cr/t/M1h4QkllZzky> to review.

AT&T LTE 6:02 PM 34%  shop.aldi.us < AA instacart

Review changes to your order  
4 of 30 items shopped

Chat with Brittany >

Brittany H is still shopping

Replacement

	Cherub Grape Tomatoes, Package	1	\$3.19
	10 oz		\$4.69

Replaced with

	Grape tomatoes	1	\$3.19
---	----------------	---	--------

✓ Approved

< >   

AT&T LTE 6:03 PM 32%  886-48 >

Text Message Today 6:00 PM

Brittany H just started shopping! We'll notify you if there are any changes. Your perishables will be temperature controlled while in-store and carefully handled by your driver until delivery.

Brittany replaced: Cherub Grape Tomatoes, Package. Visit <https://inst.cr/t/M1h4QkllZzky> to review.

Brittany refunded: Countryside Creamery Half & Half. Visit <https://inst.cr/t/M1h4QkllZzky> to review.

Text Message 

**ALDI**  
SMS updates:

- SMS update that employee has started **shopping**, and that a **new SMS** will arrive if anything **change**.
- SMS update that shopper **replaced** a product with another. Option (link) to **review replacement**.
- Link goes to **Instacart**. Option to **chat with shopper**, review and **approve replacement**.
- SMS update that a **refund** have been made for a sold out product.



Search ALDI...



Home Departments Savings Your Items

Your order to

Received

In Progress

Shopping Complete

In Transit

Complete

### ALDI Summary

#### ⌚ Replacements



Grape tomatoes

\$1.69 · each

1x

\$1.69

⌚ Replacement for 1x 10 oz Cherub Grape Tomatoes, Package

Leave a message for  
your shopper here!



### Order Info

5:30-7:30pm

**ALDI Provides:**

- Current status, step in the progress (shopping complete), **proximity to goal.**
- A **summary** of replacements and orders.



Search ALDI...

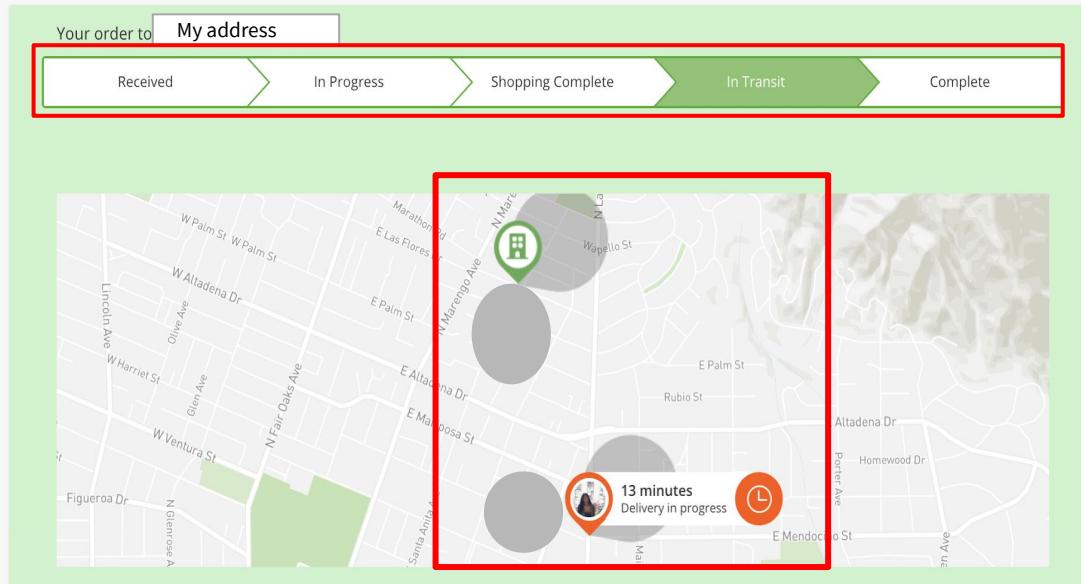


Account ▾

Help



Home Departments Savings Your Items



**ALDI Summary**

Leave a message for  
your shopper here!



**ALDI Provides:**

- Current **status**, the **step** in the progress (*in transit*), **proximity to goal**.
- A **map** showing where the delivery car is and estimated **delivery time**.

# Amazon delivery experience

ORDER PLACED  
May 7, 2020

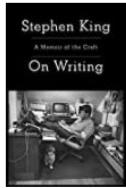
TOTAL  
\$14.04

SHIP TO  
Christian Valla ▾

ORDER # 111-7489610-4957818

[Order Details](#) [Invoice](#)

Arriving Tuesday by 9pm



[On Writing: A Memoir of the Craft](#)

King, Stephen

Sold by: Amazon.com Services LLC



[Buy it again](#)

[Track package](#)

[Change shipping speed](#)

[Cancel items](#)

[View or edit order](#)

[Archive order](#)

**AMAZON**

Provides:

- Order number and order **details** and **invoice**.
- Option to **track package**
- Option to change **shipping speed**
- Options to **Cancel items**, **view or edit order**
- Option to look up **shipping info**

# Order Details

Ordered on May 7, 2020 | Order# 111-7489610-4957818

[View or Print invoice](#)

## Shipping Address

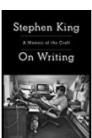
United States

[Change](#)

 Earned 5% Back with your Amazon Prime Rewards Visa Signature card.  
[See terms and conditions.](#)

[Transactions](#)

Arriving Tuesday by 9pm

[On Writing: A Memoir of the Craft](#)

King, Stephen

Sold by: Amazon.com Services LLC

\$12.82

Condition: New

[Add gift option](#)[Buy it again](#)

## Payment Method

[Change](#)

## Order Summary

Item(s) Subtotal:	\$12.82
Shipping & Handling:	\$0.00
Total before tax:	\$12.82
Estimated tax to be collected:	\$1.22
<b>Grand Total:</b>	<b>\$14.04</b>

[Track package](#)[Change Payment Method](#)[Change shipping speed](#)[Cancel items](#)[Archive order](#)**AMAZON Provides:**

- Shipping address. Option to **change address**.
- **Payment method** and **possibility to change it**.
- Option to look at **previous transactions**.
- Option to look up **product details**.
- Option to **view or print invoice**.
- A **summary of cost**.
- Possibility to **archive order**.

## Arriving Tuesday

Ordered today

Shipped

Out for delivery

Arriving Tuesday

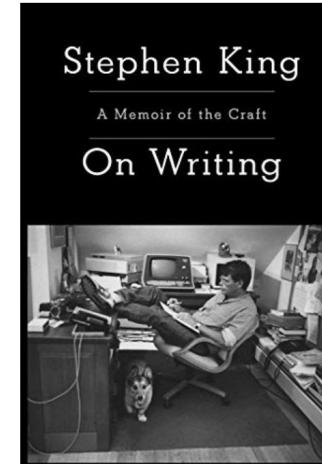
Address info



Order Info

[View or Change this order](#)

[Cancel order](#)



## AMAZON Provides:

- Current **status**, step in the progress, **proximity to goal**.
- Option to **view or change** the **order**.
- Option to **cancel order**.
- **Estimated day of delivery**.



## Order Confirmation

Hello chris,

Thank you for shopping with us. We'll send a confirmation when your item ships.

### Details

Order #111-7489610-4957818

Arriving:  
**Tuesday, May 12**

Ship to:

[View or manage order](#)

Total Before Tax: \$12.82

Estimated Tax: \$1.22

**Order Total:** \$14.04

We hope to see you again soon.

[Amazon.com](#)

**AMAZON** Provides (in email):

- Info about **next step** (we'll send a confirmation when your item ships).
- **Order number**
- **Estimated day of delivery.**
- **Shipping info**
- View or **manage order**

## Delivered May 6

How was your delivery?

 It was great

 Not so great



Delivery by Amazon

Tracking ID: TBA025329191601

Address info



Order Info

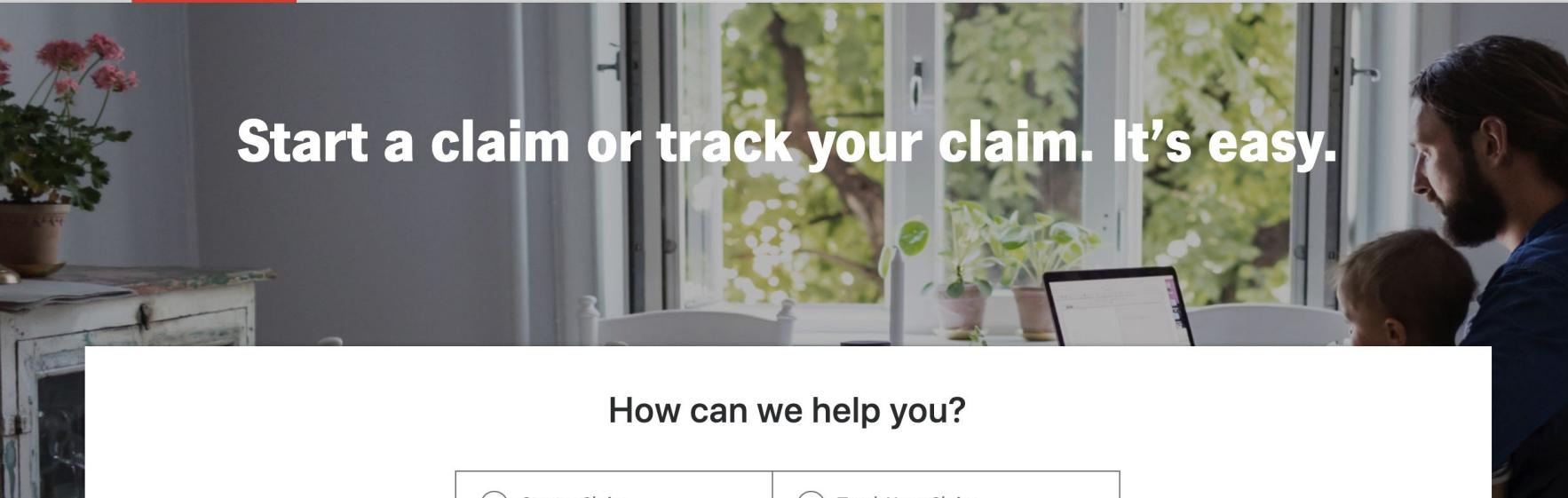
[View order details](#)

**AMAZON** Provides (in email):

- Date package was delivered.
- Option to provide delivery feedback.
- Tracking ID number
- Picture of where package was left.
- Product pictures.
- Order details.
- Address info.

# StateFarm and Root (Minimalist UI)

---



# Start a claim or track your claim. It's easy.

How can we help you?

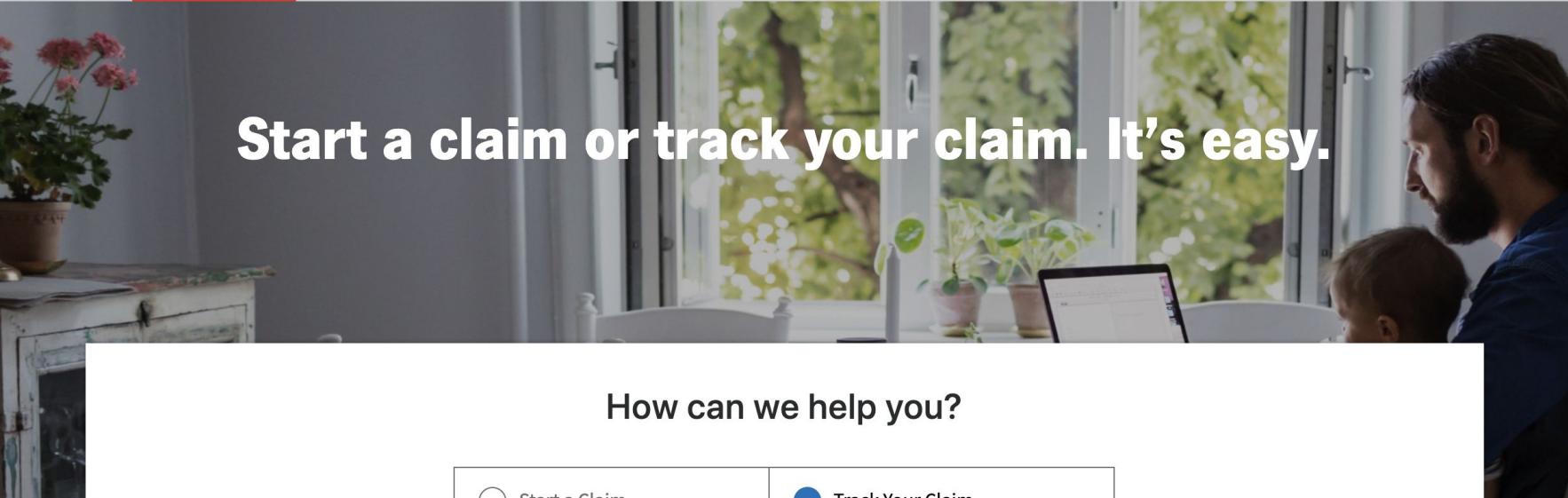
Start a Claim

Track Your Claim

## Understand the Auto + Motorcycle Claims Process



Chat



# Start a claim or track your claim. It's easy.

How can we help you?

Start a Claim

Track Your Claim

Log in to track your claim.

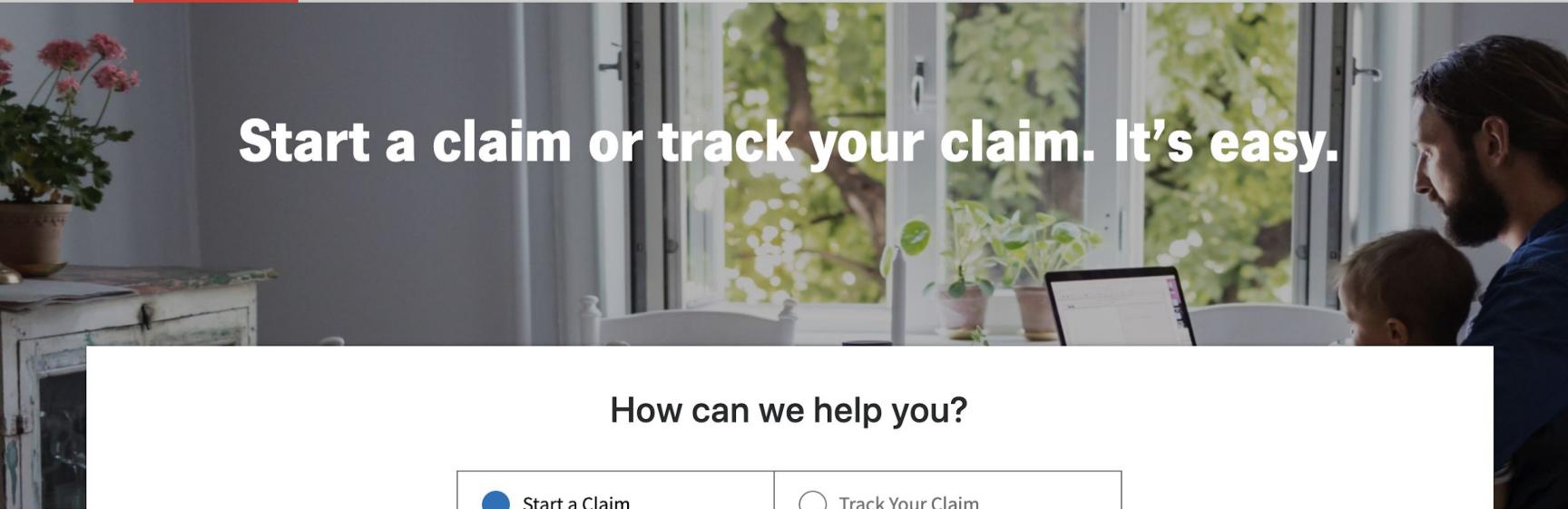
User ID

Password



Remember user ID

 Chat



# Start a claim or track your claim. It's easy.

How can we help you?

 Start a Claim

 Track Your Claim



- Auto + Motorcycle
- Auto (Glass Only)
- Home + Personal Property
- Health
- Life
- Recreational Vehicle
- Small Business

Understand the Auto + Motorcycle Claims Process

 Chat

# Start a claim or track your claim. It's easy.

How can we help you?

 Start a Claim

 Track Your Claim

Claim type  
Health

Before you start, you'll need:



- Name, contact information
- Policy number

Call 866-855-1212, or contact your agent.

If your injury resulted from an auto or motorcycle accident, please contact 800-SF-CLAIM.

Find an Agent Near You



Zip Code

Find an Agent

Search by name, address, language, or products.

Chat

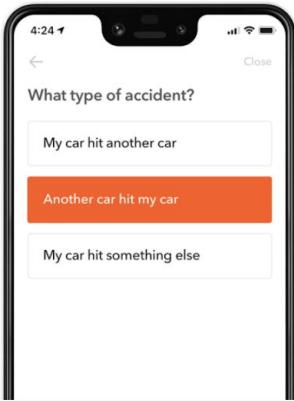
# File a claim online or in the Root app

It takes about 3 minutes.

[File a claim](#)

# How do I file a claim?

1



## Go to the app

Answer a few questions about the accident.

2



## Take pictures

Get as many angles as you can of your vehicle to show the damage.

3



## Then it's our turn

We'll reach out to complete your claim.

## What's next?



### We'll contact you

We'll call you to complete your claim.



### We look at the damage

This helps us know how much money you need for repairs.



### We complete your claim

You may receive a check or electronic payment.



### Get your ride back in shape

Pick your favorite shop to repair your vehicle. [Here are tips for choosing a new shop.](#)

[File a claim](#)

# Next Steps

# Next Steps

- We will do a Previous Research Review on claim status tool
- Then we will do a Quantitative Analysis of the VA Claim Status Tool
- We will also do a Usability test of the current VA Claim Status Tool

# Appendix

## (the psychology of progress)

---

# The psychology of progress

- **Users' experience of progress are influenced by these effects:**
  - **Endowed Progress Effect:** Users provided with artificial advancement toward a goal show greater persistence toward reaching a goal.
    - TurboTax pre-populates as much info as possible for the user.
  - **Zeigarnik Effect:** Users remember tasks that are uncompleted/interrupted better, due to inner “task tension”, a desire for completeness. Want to come back and compete it.
    - Get the user started, save their progress.
  - **Goal Gradient Effect:** Tendency to approach a goal increases with proximity to the goal.
    - Allow user to clearly see that they are getting closer to the goal.
  - **Goal Visualization Effect:** When the user gets close to the goal and can visualize it, they increase their effort to reach that goal.
    - Visualize the users goal proximity.

## References

- Baumeister, R.F., Bushman, B.J. (2013). Social Psychology and Human Nature 3rd Ed., pp131.
- Hull, Clark L. (1932). The Goal Gradient Hypothesis and Maze
- Learning In Psychological Review Vol. 39, pp25–43. Nunes, J.C., Dréze, X. (2006). The Endowed Progress Effect: How Artificial Advancement Increases Effort, In: Journal of Consumer Research Vol. 32, pp. 504–512.
- Kivetz, R., Urminsky, O., Zheng, Y. (2006). The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention, In: Journal of Marketing Research Vol. 43, pp. 39–58.
- Cheema, A., Bagchi, R. (2011). The Effect of Goal Visualization on Goal Pursuit: Implications for Consumers and Managers, Journal of Marketing. Vol. 75, pp. 109–123.