

MOBILE HOME/NAVIGATION AND PAYMENTS: USABILITY TEST

The payment process for the Allstate mobile app is being updated to include new functionality and an updated visual design. For this test, we want to identify any potential usability issues and potential enhancements, as well as gain a deeper understanding of user motivations and potential barriers to use. We also want to gain a better understanding of user expectations and needs around the homepage and navigation of the Allstate app.

RESEARCH APPROACH

RESEARCH GOALS

Payment Process

Determine if users are willing and able to complete the payment process on the mobile app. Evaluate the ease of use for the payment process and users' ability to identify calls to action within the design.

Homepage

Explore users' expectations for insurance related apps. Determine the features and functionality users expect upon login. Explore users' reactions to offers and other elements in the proposed design.

Navigation

Determine if the navigation structure meets the needs and expectations of users. Explore users' ability to locate features from the menu. Evaluate the perceived complexity of the navigation.

RESEARCH METHOD

In-person, moderated usability test

- Task-based format with "think aloud" approach
- Qualitative interview elements

TEST MATERIALS

Interactive HTML prototype for mobile & paper mock up

ENVIRONMENT

Allstate Usability Lab

CHANNEL



RESEARCH EXPECTATIONS

METRICS

- Task performance data for the payment process on a mobile device.
- Task performance data for navigation on a mobile device.

USER INSIGHTS

Device preferences for detailed tasks; expectations for app functionality; and comfort levels with mobile payments.

RECOMMENDATIONS

High level, scenario based recommendations will be provided.

Key findings will be shared after each day of testing.

ASSUMPTIONS

There is a potential for user learning & bias from one scenario to another.

Scenario order will be varied to address this issue.

RESEARCH APPROACH

PARTICIPANT PROFILES

- Mixed Gender
- Age: 20-60
- Is an Allstate policy holder
- Has used Allstate mobile app within last 6 months
- Has smartphone



SCHEDULE

Tuesday, March 24th, 9:30am - 4pm
• 4 participants (4 recruits + 1 floater)

Thursday, March 26th, 9:30am - 4pm
• 4 participants (4 recruits + 1 floater)

ITERATIVE TESTING

Based upon the results of the first day of testing, changes may be made to the test materials or script. Any changes will be incorporated into the second day of testing.

PRIMARY ROLES

Test Moderators: Kate Fitzgibbon, Matt Hey
Room Facilitator: Brian Henkel
Greeter: (Allstate) TBD
Note-Taker: Mari Yaginuma

RESEARCH PLAN OVERVIEW

Intro & Warm Up	Payment Process	Homepage	Navigation	Wrap Up
10 Mins	30 Mins	5 Mins	10 Mins	5 Mins