

# HAAM Benefits

## Final Report

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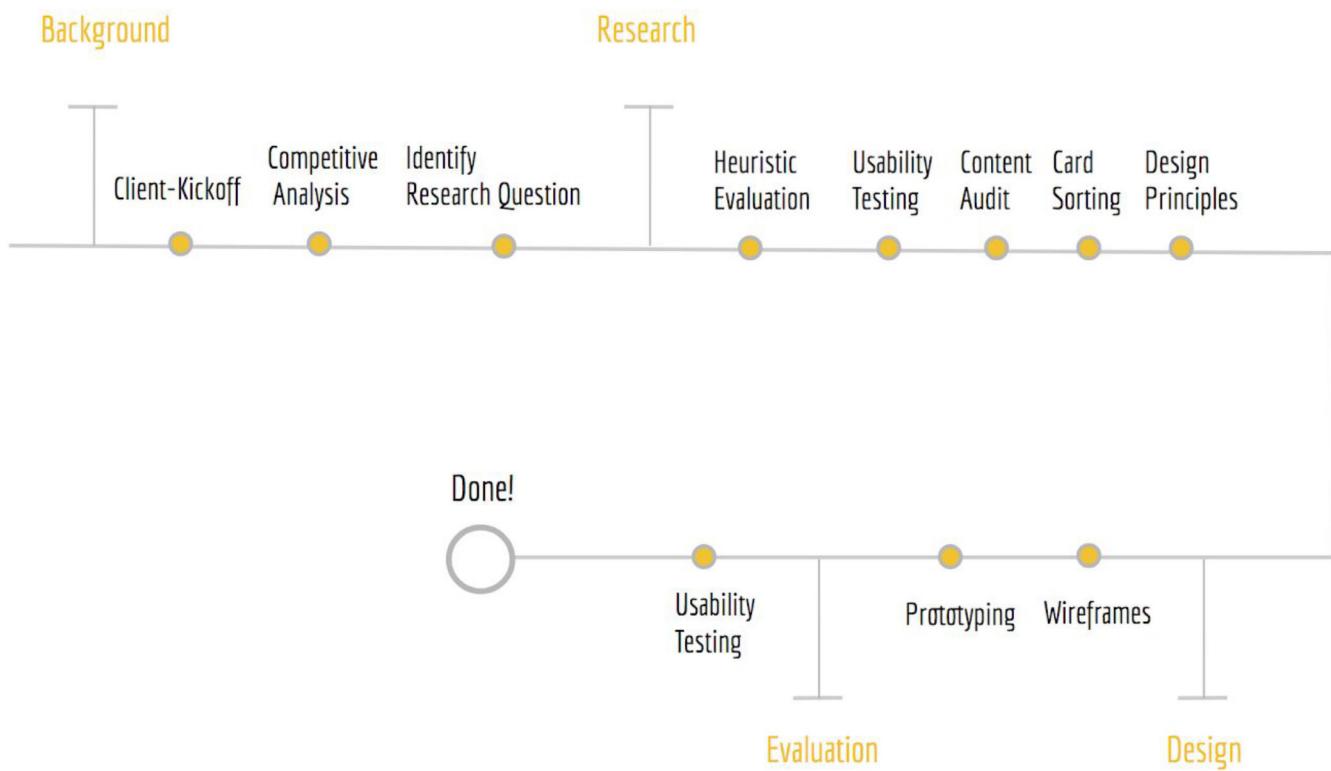
Course:

Information Architecture and Design



# Process

We worked with a local non-profit, HAAM, or the Health Alliance for Austin Musicians, to help improve the usability of their website and better serve their members. Our focus was on reorganizing and adding to their current content in order to make it easier for members to find information about health insurance and their HAAM benefits.



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# **BACKGROUND**

# Client Kickoff

On January 30th and February 27th, HAAM staff Stephanie, Program Services Coordinator, visited ischool. She introduced HAAM history and brought up few problems. Within those difficulties, HAAM core programs and insurance were the top issues. Several factors were listed below.

- Our population is not really proactive and responsive to addressing their healthcare needs and also their insurance. But we want to empower our members to solve their insurance problems by themselves.
- Our population is confused about insurance terminology
- HAAM launched a new website last September and trained members to use the website. However, still a lot of members and new members need consultation. The problem is that we don't have enough staff (reach capacity) to solve all of their questions immediately.
- HAAM members can be divided into two populations (and at two ends): very young and an aging population. Therefore, the acceptance of new technology is totally different.

After consideration, we decided to focus on insurance related problems which were also HAAM's main pain points.

# Email

After client kickoff and group discussion, we still had some questions. Therefore, we clarified with our client, Stephanie and Karl, through email on April 2nd. Below is the important information from the email.

1. Do the members have to pay if (s)he goes to the doctor who is not on the partner list with HAAM? Can the member get any subsidization? On the other hand, if the member goes to the doctor that is one of the providers on the partner list, will HAAM help cover all the cost?

Stephanie:

"HAAM members either have insurance they acquired on their own (employer, family member, private purchase, etc), an ACA Marketplace plan they may have had assistance with from HAAM, Medicare, Medicaid, MAP or are uninsured (possibly using sliding scale clinic services). HAAM does not have specific primary or specialty care doctors we link members with, for the most part. We help members understand their type of coverage and assist them in knowing their options to seek medical care with the type of coverage they have, if they need help, but we don't have 'HAAM doctors' per say. We also do not have any funds to cover medical visits.

We DO have relationships with sliding scale clinics and ability to assist people through some of the assistance program applications (like MAP). And we do have our stand alone HAAM Core Programs (dental, vision, hearing, wellness, Hep C) where specific providers provide services at discounted rates or for no cost. Within these programs, if someone sought care outside of our established program and partnership there would not be funds to assist with the cost or subsidized rates based on HAAM membership."

2. What are the top five most frustrating things on the interaction with HAAM members in terms of insurance.

Stephanie:

"We wouldn't endorse frustration exactly as we don't usually expect our members to have much insurance knowledge. However, common challenges we work with through people are:

- a. New member expecting HAAM to provide them insurance, the misunderstanding that HAAM has an insurance product of our own

- b. People missing open enrollment and thinking they can still easily enroll in insurance (many don't qualify for a Special Enrollment Period)
  - c. People not paying their premium or not submitting necessary documents to the insurance companies and later being surprised their plans were canceled
  - d. Members not knowing how to locate their member card or being unwilling to log in to the online portal
  - e. Someone stating they have no way to estimate their income but still wanting a subsidized insurance plan"
3. Do members have a separate SIMS card and a HAAM membership card?

Stephanie:

"SIMS is a separate nonprofit and while HAAM membership (and therefore the card) pre-qualifies someone for SIMS services, members still need to enroll directly with SIMS and go through their process. There just won't be any need to do the screening step since income/musicianship/county of residence will have already been established by HAAM."

4. Does HAAM help members get enrolled in other insurance programs/providers than the ACA?

Stephanie:

"Our only insurance enrollment event is for plans on the ACA. We are happy to help folks navigate other insurance plans to the best of our ability, but no, we don't have other routes to getting insured we guide members through other than the ACA."

5. Is there a period of special enrollment for certain life events outside open enrollment?

Stephanie:

"Yes, there are "Special Enrollment Periods" (SEPs) a person can qualify for outside of open enrollment if their circumstances make them eligible, more info can be found here:

<https://www.healthcare.gov/glossary/special-enrollment-period/>

Finally, the client emphasized again on their services if everything points to them qualifying as a member:

"HAAM provides Dental, Vision, Hearing, Hepatitis C, and Wellness services to all members. HAAM does not provide health insurance directly, but rather helps members navigate their healthcare and insurance options. During ACA Open Enrollment each year we have Premium Assistance programs for members who buy Marketplace Insurance plans. With these programs, HAAM will be able to pay up to 100% of your monthly insurance premiums. Our attempt is to make affordable healthcare more affordable. This specific assistance is provided on a first-come, first-served basis and is not available outside of Open Enrollment. We are nonetheless committed to helping new members determine what is their best, most affordable healthcare options are. Our core programs are accessible to ALL HAAM members, regardless of your health insurance status."

Based on this email, here are some pain points that show us the insights for our future research and redesign:

1. Except for HAAM Core Programs (dental, vision, hearing, wellness, Hep C), members can not have subsidization for other insurance plans.
2. New members misunderstand that HAAM does not provide insurance plans.
3. HAAM can only help members for insurance enrollment for plans with the ACA.
4. People encounter problems like missing open enrollment, not paying the premium, not knowing how to locate their member card, not having a way to estimate their income.

# Competitive Analysis

We conducted competitive analysis of other non-profit and for-profit organization sites to identify common trends of how sites present member benefits.

We selected three competitors: 1) Freelancers Union 2) nase 3) Actors Funds. Also, we analyzed two topics 1) Show Benefits 2) Organize content.

## **1. Show Benefits**

Criteria we included:

1. How are benefits presented visually?
2. How is the content organized?
3. What feeling does the website try to evoke?

Below is our narrative analysis result.

### **HAAM:**

Links to information about each program by health benefit type is listed in a card on the left. Each is a link that when clicked on gives information in the main section of the page to the right. The information for each program is rather sparse. Only dental and vision provides any information for the member on next steps for actually using their benefits.

In this card, information about program benefits is included with general information about health insurance (Primary & Specialty Care, Open Enrollment). We would like to break this up to make it more clear for the user to find what they need.

The design is clean and basic, using gray and black. Minimalist and simple.

### **Freelancers Union:**

Freelancers Union helps freelance artists in a number of ways, but one that is similar to HAAM is that it helps them gain access to insurance benefits. Their information page for members to understand program benefits by type consists of a large graphic icon on the left and clickable links to each of those benefit programs listed in the center.

The links to each type of benefit send you to outside programs and resources.

Additional resources about general information regarding health insurance such as a glossary of health insurance terms and how to use your health insurance is located elsewhere on the site.

The design is clean, and the underlined words make it clear the link is clickable.

### **NASE:**

The National Association for the Self-Employed has a clear tiered membership plan and the health benefits and discounts are presented in a table that specifically displays benefits by membership. Then, each benefit contains a very brief description of what it is along with a link to additional information with an information icon.

### **Actors Funds:**

The Actor's Fund helps performing and entertainment artists obtain access to services, one being health benefits. The page for resources regarding health insurance is set up differently than HAAM and the Freelancers Union. The top of the page a brief description of what they do to help artists gain access to insurance beneath a large image. Below that the site provides contact information for their two offices. Next is a list of upcoming events and information sessions. This may be something important to include on HAAM's resource page so that members are better aware at finding out more information. This is followed by articles that contain critical information about general health insurance information regarding: how to find a doctor, understanding your benefits, understanding your costs, and general medicare/medicaid/ACA info. These are presented in a clean card format with clickable links. Unfortunately, this information is located near the bottom of the page and appears somewhat like advertisements. Users may end up skipping over this important information. Thus, in our design we would like to make it more clear via the information architecture that general information about health insurance is available. Overall, the content is good but the page layout of single page long scrolling is not the best for finding specific resources or groups of resources.

### **Key Takeaways:**

- Simple list is easier to navigate than cards or tables.
- Table is good for presenting specific comparisons.

### **Consideration**

- It's better to keep specific information about member programs separate from more general information about health insurance.
- HAAM benefits could be featured more prominently in the center of the page.

## 2. Organize content

Criteria we included:

1. How are the possible costs of the programs presented?
2. How can members access additional resources about their benefits?
3. Is it possible to compare different benefits? If so, how is it presented?
4. How do members know what to do next?
5. How do sites introduce their specific programs? In what format?
6. Does the site include frequently asked questions?
7. Is there a member portal?
8. Does the site include information that helps you calculate what your cost would be?

Below is our narrative analysis result.

### HAAM:

	Dental	Vision	Hearing	Mental Health and Addiction Recovery	Hep C	Primary and Specialty Care	Open Enrollment
	<a href="https://myhaam.org/dental/">https://myhaam.org/dental/</a>	<a href="https://myhaam.org/vision/">https://myhaam.org/vision/</a>	<a href="https://myhaam.org/hearing/">https://myhaam.org/hearing/</a>	<a href="https://myhaam.org/mental-health-addiction-recovery/">https://myhaam.org/mental-health-addiction-recovery/</a>	<a href="https://myhaam.org/hepatitis-c/">https://myhaam.org/hepatitis-c/</a>	<a href="https://myhaam.org/primary-specialty-care/">https://myhaam.org/primary-specialty-care/</a>	<a href="https://myhaam.org/open-enrollment/">https://myhaam.org/open-enrollment/</a>
1	Yes	No	Yes	Yes	No	No	No
2	Yes, email, Phone, filling form	Yes, email, Phone	No	Yes, Phone	Yes, email, Phone	Yes, email, Phone	Yes, email, Phone
3	No	No	No, but highlight its service with bullet point	No, but highlight its service with bullet point	No	No, although it lists each provider's contact info	No
4	Yes	Yes	No	Yes	No	No	Yes
5	Word	Word	Word	Word	Word	Word	Word
6	No	No	No	No	Yes	No	No
7	No	No	No	No	No	No	No
8	No	No	No	No	No	No	No

## **Freelancers Union:**

- Show cost by third party links
- Access additional resources by phone, online
- It is possible to compare different benefits
- Introduce specific programs by text
- Include frequently asked questions
- Provide member portal

	Health	Dental	Medicare
	<a href="https://www.freelancersunion.org/health/">https://www.freelancersunion.org/health/</a>	<a href="https://www.freelancersunion.org/dental/">https://www.freelancersunion.org/dental/</a>	<a href="https://www.freelancersunion.org/health/medicare/">https://www.freelancersunion.org/health/medicare/</a>
1	YES, bullet point	NO	YES, bullet point
2	YES, Phone	YES, email	YES, Phone
3	YES, on plans -Costs -Where/ How You Access Care	NO, but highlight quick fact	NO, but highlight quick fact
4	No	No	No
5	No	No	No
6	No	No	No
7	No	No	No
8	No	No	No

## **NASE:**

- Show cost inside of specific benefits
- Access additional resources through third-party links to partners
- Introduce specific programs by table
- Provide member portal
- include information that helps you calculate what your cost would be?

	Combine all plans	
1	Yes, words	
2	YES, Phone, address	<a href="http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_\\$5,000.aspx">http://www.nase.org/Membership/Benefits/Critical Illness Insurance - \$5,000.aspx</a>

3	Yes, 1. on different membership. Table 2. Bullet point on selling points	<a href="http://www.nase.org/Membership/Benefits/Term_Life_MetLife_10K.aspx">http://www.nase.org/Membership/Benefits/Term_Life_MetLife_10K.aspx</a> <a href="http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx">http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx</a>
4	No	
5	words	
6	Yes, words (hide in content)	<a href="http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx">http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx</a>
7	Member portal	<a href="http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx">http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx</a>
8	Yes	<a href="http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx">http://www.nase.org/Membership/Benefits/Critical_Illness_Insurance_-_5000.aspx</a>

### Actors Funds:

- Show cost by third party links
- Access additional resources through links and videos
- Member know what to do next by contacting for more assistance

	Combine all plans	
1	No	
2	Yes, email, Phone, address	<a href="https://actorsfund.org/services-and-programs/hiv-aids-initiative">https://actorsfund.org/services-and-programs/hiv-aids-initiative</a>
3	No, but highlight quick fact	<a href="https://actorsfund.org/services-and-programs/artists-health-insurance-resource-center">https://actorsfund.org/services-and-programs/artists-health-insurance-resource-center</a>
4	No	
5	Video, brochure	<a href="https://actorsfund.org/services-and-programs/friedman-health-center-performing-arts">https://actorsfund.org/services-and-programs/friedman-health-center-performing-arts</a>
6	Yes	<a href="https://actorsfund.org/services-and-programs/friedman-health-center-performing-arts">https://actorsfund.org/services-and-programs/friedman-health-center-performing-arts</a>
7	No	
8	No	

## Key Takeaways:

- Competitor websites included: additional resources, FAQs, glossary of health insurance terms, member portal, calendar of events, cost calculator, and videos in order to better inform their users.

## Consideration

- HAAM should include some of the features competitors offer in order to have a more complete website that users can easily navigate on their own.

Below is the overview of all the analysis:

				
How are benefits presented visually?	basic list next to large icon	table	cards	list on a card under "I am member"
How is the content organized?	by health concern	member type by benefit type	organized by function	by health concern
What feeling does the website try to evoke?	strength, warmth	classic, business	positive, medical	minimalist, simple
How are the possible costs of the programs presented?	depends on third-party link	by text, inside of specific benefits	through third-party links	by text, depending on program
How can members access additional resources about their benefits?	by phone, online	third-party links to partners	through links and videos	by online form or phone
Is it possible to compare different benefits? If so, how is it presented?	yes, basic bullet points	no	no	no
How do members know what to do next?	unclear	unclear	contact for more assistance	contact for more assistance
How do sites introduce their specific programs? In what format?	text	table	n/a	text
Does the site include frequently asked questions?	yes, but in other area of site	no	no	no
Is there a member portal?	yes	yes	no	no
Does the site include information that helps you calculate what your cost would be?	no	yes, depending on plan	no	no

# Research Questions

Based on our understanding to client pain points and competitive analysis, we found HAAM failed to **make their benefits on the website easy to understand**.

Therefore, we addressed to solving insurance related issues. Our goal is to resonate HAAM's expectation: "we want to empower our members to solve their insurance problems by themselves."

Two research questions:

1. How to show benefits in an approachable way?
2. How to organize benefit content to let users easy to understand?

Focused on the two questions, we conducted our research with several methods to gather more insights for our design.

# **RESEARCH**

# Heuristic Evaluation

We used Heuristic Evaluation to understand the usability issues and information architecture issues on HAAM website. We selected 16 criteria from <https://www.slideshare.net/AbbyCovert/information-architecture-heuristics/10-REMINDER> [The rules of heuristic](#) and evaluated each page of HAAM website to see if there was any violation. The violation cases indicate room for improvement and where we should address redesign.

16 criteria are:

## **FINDABLE**

1. How is findability affected across channels and devices?

## **ACCESSIBLE**

2. Are there multiple ways available to access things?
3. Match between system and the real world: The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

## **CLEAR**

4. Is the target demographics' grade and reading level being considered?

## **COMMUNICATIVE**

5. Visibility of system status: The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
6. Recognition rather than recall: Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

## **USEFUL**

7. Does it serve new users as well as loyal users in ways that satisfy their needs uniquely?
8. Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?

## **CREDIBLE**

9. Help and documentation: Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

## **CONTROLLABLE**

10. When errors do occur, how easily can a user recover?
11. Error prevention: Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
12. Flexibility and efficiency of use: Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

## **VALUABLE**

13. Is it desirable to the target user?

## **LEARNABLE**

14. What is offered to ease the more complicated processes?
15. Is it memorable?
16. Consistency and standards: Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Score definition for **severity**

- 0: no problem
- 1: small problems, don't need to change
- 2: medium problems, better to change
- 3: serious problems, must change

LOCATION	PROBLEM	HEURISTIC CRITERIA	RECOMMENDATION	SEVERITY
Home	in cell phone, "I'm a member" is under "member service." Web has this one, but also has another obvious and better entry which app doesn't have.	1	redesign the navigation, make consistent	1

Home	in ipad, "I'm a "member" is under two hamburger icons. Uncommon design and confusing	1	redesign the navigation, make consistent	1
All	Donate in every page, contact us in almost every page	2	□	0
Contact Us	I am already a member so enter this page. But first page is just an introduction and contact us	8	1. the first page should be program and information 2. or gave a link to Programs & Information	2
Programs & Information	Navigate to Open Enrollment, but it recommend to contact HAAM as well	8	Why not combine this page with Open Enrollment?	1
Programs & Information	"Depending on their membership type" but there is no introduction. Has to contact HAAM	16	Introduction for all membership types on the website directly	3
Dental, Hearing, Mental Health and Addiction Recovery	co-pay	4	intro for insurance terminologies	1
Dental	Doesn't know the format of phone. Will it make any error? HAAM dentist? Should be CADF dentist?	11	Clear hint at the column	1
Dental	"Preventative work including routine visits" Why routine work needs fill out the form each time?	13	Member portal	2
All	All members are provided the same info	7	Member portal and customized the info or needs	2
Vision	Bullet points don't well represent steps	8	After "follow these steps", bullet point change into number	1
All	Low flexibility and efficiency to use	12	Member portal	2
Vision	users have to contact HAAM everytime, this website then is not so useful	13	Users can receive the voucher through online application without giving a call	1
Hearing	Doesn't mention the benefits / positive outcome of Filtered plugs, only said shortcomings of traditional foam plug-ins	13	Add on details about the plugs	3
Mental Health and Addiction Recovery	No introduction to SIMS. What does it stands for? Who consists of this foundation? Is there a link to it? Just provide a number is quite uncomfortable to users.	8	More info about SIMS	2

Mental Health and Addiction Recovery	Doesn't mention about the deadline for collaboration with the provider. Can members call again and again with the provider every year if they are still member? Or should they call SIMS?	13	More info about the collaboration model	2
Hep C	little cost. Unclear information	9	Can it be a range of number	1
All, except Hep C	No clear structure and subtitle	14, 16	Learn the page of Hep C to let users clearly know: Overview, What, Who, What if.	3
Primary and Specialty Care	No explanation what is primary care and specialty care	4	explain. what kind of diseases are included?	3
Primary and Specialty Care	Don't remember which plan you have? Contact us and we'll let you know.	6	member portal	2
Primary and Specialty Care	No insurance info. Only Seton mentioned specialty care, the others mentioned nothing	13	state what the providers provide, specialty care or primary care.	3
Programs & Information	Contact us link to another place	2	Present contact information in one page	1
Programs & Information	There are two link that can take me to open enrollment page	2	Delete one	1
Dental	If I send out the form accidentally, I cannot change my information	11	Pop up "Do you want to send?"	3
Dental	Users have to remember their dentist's name	6	Integrate with online portal system, based on user's past appointment, we can know their doctor	2
Dental	processes are presented as content	14	Visualize the process	2
Dental	If I want more info about the program, the only way is to reach the program coordinator with email	9	Include possible contact info	1
Dental	The info about dental is presented in detail. However, they do not highlight the key point the user need to aware about	13	Include a list that what members have to aware of before and after visiting a dentist	2
Vision	Members do not what to do next if they want more info	16	Provide contact info consistently	1

Vision	What is part B?	4	be specific	1
Hearing	The info is presented in detail. However, they do not highlight the key point the user need to aware about	13	Include a list that what members have to aware of before and after visiting hear clinics	2
Hearing	Some program list the service by bullet point , other do not	16	List every service with bullet point	2
Mental Health and Addiction Recovery	What is SIMS?	4	tell what sims is	1
Mental Health and Addiction Recovery	"Get started" is not consistent with the subtitle of pervious program	16	All start with "Get started"	1
Hep C	Subtitle is not consistent	16	Include Q & A	1
Hep C	What is CDC	4	tell what cdc is	1
Primary and Specialty Care	what are those plans for?	4	tell what are those plan	2
Primary and Specialty Care	Information is not clear enough. Do I deal with those plans?	4	tell the step members have to do	1
open enrollment	open enroll is for new member, is not for current member	13	put open enrollment section inside become a member	1

After accumulation, the **severity rating** is displayed below. The highest ones (in red) mean that they are needed to be solved immediately so that the website can increase the satisfaction of user experience. Therefore, we suggest the client tackle issues with 16, 14, 7, 12, and 13 first.

Criteria	16	14	7	12	13	4	8	6	11	1	2	9	3	5	10	15
Severity	23	23	16	16	16	10	6	4	4	2	2	2	0	0	0	0

# Usability Testing

We developed a series of seven scenarios that required our participants to complete tasks in order to identify key performance issues. We observed the participants navigate the website while they attempted the tasks, then asked follow-up questions once the participants rated the difficulty of each task.

## Usability Test Script

### Task 1: Find Out What HAAM Provides

You're a low-income musician looking for healthcare, and someone suggested to you that you should look into HAAM. Look around the website and find out what kinds of services and benefits HAAM members receive.

Overall I found this task:

1	2	3	4	5
Very difficult			Very easy	

Why?

Follow-up: Based on what you just looked at, do you think HAAM is an insurance provider?

### Task 2: Find Out When You Can Get Insurance

Find out what steps you need to take in order to enroll in an insurance plan. What happens if you miss the enrollment period?

Overall I found this task:

1	2	3	4	5
Very difficult			Very easy	

Why?

### Task 3: Obtain Medical Care

Imagine you have a chronic condition such as diabetes. In what ways can HAAM help you get the care you need? Will HAAM be able to help you pay your bills for any treatment you receive?

Overall I found this task:

1	2	3	4	5
Very difficult			Very easy	

Why?

## Aggregating Results

We then aggregated the results of the usability tests of 5 participants in a single spreadsheet. We were able to see where and why certain tasks were deemed difficult by participants.

Task 1	Complete Difficulty Why			Insight	
	User 1 (Cassidy)	Y	4	Went to member services first, "become a member is not a clear avenue to finding services". Found program list easily.	
You're a low-income musician looking for healthcare, and someone suggested to you that you should look into HAAM. Look around the website and find out what kinds of services and benefits HAAM members receive.	User 2 (Lindsay)	Y	4	Confusing that services listed on I Am a Member. Wants to know something immediately about cost. A lot of it not so much problem with site as problem with understanding how insurance works.	Expected info to be
	User 3 (Jeremy)	Y	4	There are programs listed at the left of "I am a member" page. Therefore, it is easy for me to know what kinds of services and be	
	User 4 (A-Tsai)	Y	4	Go to "I am a member" directly and saw all the benefits. He believes if you are a member you can definitely see the benefits compare to "become a member."	Nil
	User 5	Y	5	went to member services first, just read the member benefits under there, not the program list	^A
	Follow up: Based on what you just looked at, do you think HAAM is an insurance provider?				Insight
	User 1	No, looks like as a member you qualify for cheaper insurance			
	User 2	No			
	User 3	Yes, dental, visions are programs related to insurance			
	User 4	Say "No" at first cuz HAAM looks like an organization providing health check, not insurance. But after saw "About HAAM" he change the answer			
	User 5	Thinks it no, but thought the wording "provide access to.." confusing. Thus cant really tell			
Task 2	Complete	Difficulty	Why	Insight	
Find out what steps you need to take in order to enroll in an insurance plan. What happens if you miss the enrollment period?	User 1	Y	1	just says you have to meet with them in person, no requirements, dates, or plan details	Lack of details for enrollment
	User 2	Y	3	First part easy, second part impossible	No solution for 2nd c
	User 3	Y	1	She clicked open enrollment, and located the answer at "contact us". She did not what to do if I miss the enrollment period.	Use bullet point to provide steps
	User 4	Y	4	He went to "sign up" first and then clicked "Enrollment." Complete the task but he doesn't know both answer. He thinks contact	Enrollment has to be
	User 5	Y	3	HAAM is the only way but he hates it. He hopes to see more info on the website.	AA

## Key Findings

Some common experiences and insights from the participants include:

- Unclear distinction between "Become a Member" & "I am a Member"
- Frustrations with the lack of information only being able to encounter "Contact us to find out more"
- Unclear that Open Enrollment had anything to do with ACA
- Unsure about distinction between Core Program benefits and how HAAM helps members access and navigate insurance
- Liked the in-page form for Dental Program

We kept these considerations in mind for our redesign.

# Content Audit

We conducted a content audit of the “I am a Member” section of the HAAM website. A content audit is a detailed listing of all the content on a site, and is a necessary step of any website redesign. It is a useful tool for keeping track of the content and making sure it’s all present in the redesign, as well as for gaining a better understanding of the content and its inner relationships.

We listed out the page title, links to other pages, subcategory titles, and any suggestions we came up with while surveying the content. By examining the content in detail we were able to come up with many suggestions, such as adding contact forms to certain pages or combining sections.

	Navigation title	Page title	Links to another pages	Concerns of any Wording, Content, Navigation, subcategory that can be helpful to card sorting	Suggestions
1.0	Contact Us	<a href="#">Contact Member Services</a>	e-mail support@myhaam.org		provide a contact form
1.1	Programs & Information	<a href="#">Programs &amp; Information</a>	Contact Us, Open Enrollment	2 subcategories: Overview of Member Benefits and Eligibility for Programs	add links to benefit pages
1.2	Dental	<a href="#">Dental</a>	haamdental@gmail.com, MusiCares	3 subcategories: Dental Program Overview, Appointment Process, Contact CADF	link to HAAM page on CADF (includes member story and video)
1.3	Vision	<a href="#">Vision</a>	Contact Us	4 subcategories: Vision Program Overview, Get an Eye Exam, Get Glasses, More Information	provide form to request eye exam voucher
1.4	Hearing	<a href="#">Hearing</a>	none	4 subcategories: Hearing Program Overview, HEAR Clinics, About Custom Filtered Musician's Plugs, More Information	add date of next HEAR clinic, add link to more info about musician's plugs, add contact us link
1.5	Mental Health and Addiction Recovery	<a href="#">Mental Health and Addiction Recovery</a>	SIMS foundation?	benefits overview, how to contact SIMS	links to the individual partners with SIMS (ie - acupuncture)
1.6	Hep C	<a href="#">Hep C</a>	links to testing centers	benefits overview, FAQ about Hep C, risk factors, why get tested?	allow for a link for members to set up appointment
1.7	Primary and Specialty Care	<a href="#">Primary and Specialty Care</a>	links to provider websites	health insurance literacy guide, glossary of insurance terms, types of care	we could join this with section 1.8
1.8	Open Enrollment	<a href="#">Open Enrollment</a>	link to site about ACA	How can I enroll? When is the enrollment period? Can I enroll outside the enrollment period?	should this info be in a separate section? for pre-HAAM members?

We drew on our list of content for the next section, card sorting.

# Card Sorting

We ran a card sorting study to help us decide how to reorganize the site. We chose an open card sort where participants organized cards into groups that made sense to them and then labeled those groups.

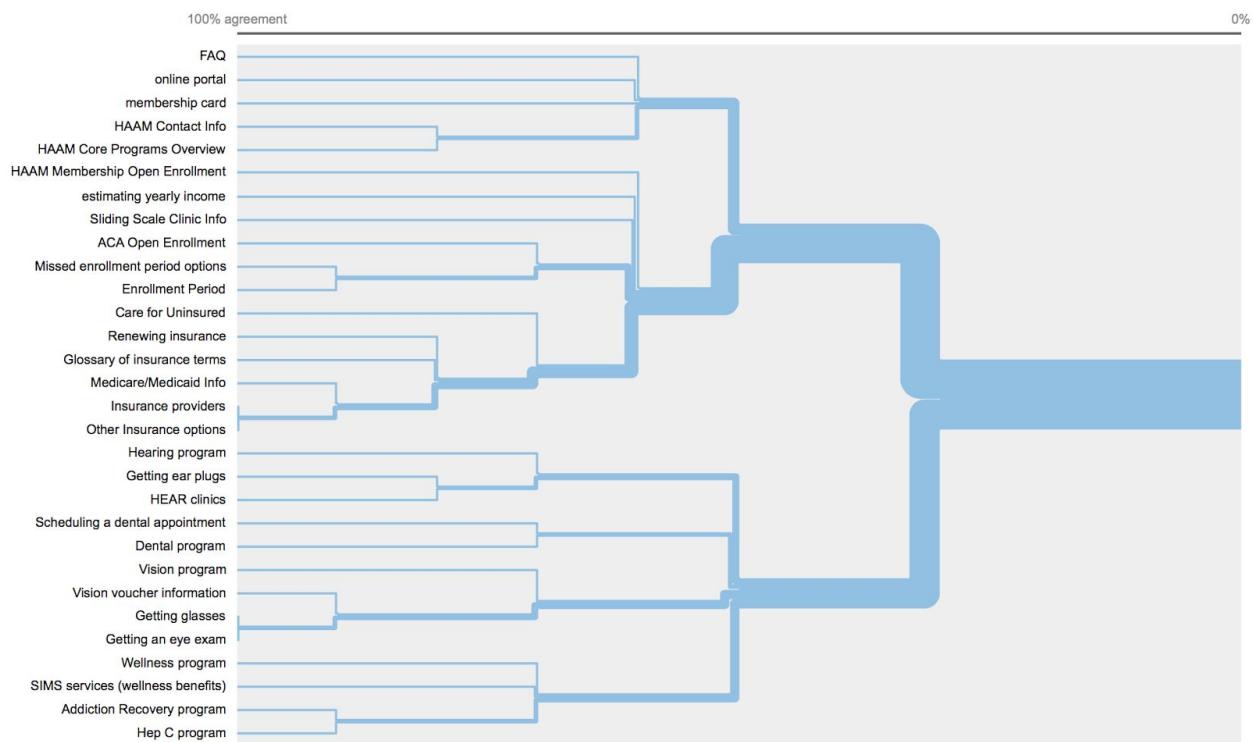
We created our study online using OptimalSort and found participants by sending out the link to the iSchool Insider listserv. Because we were using the free version of OptimalSort we were limited to 10 participants, which we were quickly able to obtain.

Our 30 cards included much of the content from the content audit, as well as additional information we deemed to be necessary based on information from the client kick-off and our prior evaluations of the site. Most of the additional content was about the Affordable Care Act and health insurance in general.

The results of the card sort are presented below in a similarity matrix and a dendrogram graph:

## Similarity Matrix

Getting an eye exam
100 Getting glasses
90 90 Vision voucher information
70 70 70 Vision program
20 20 20 50 Hep C program
20 20 20 50 90 Addiction Recovery program
20 20 20 50 70 70 Wellness program
20 20 20 20 40 40 70 SIMS services (wellness benefits)
10 10 10 10 10 10 10 20 Glossary of insurance terms
0 0 0 0 0 0 0 10 80 Other Insurance options
0 0 0 0 0 0 0 10 80 100 Insurance providers
0 0 0 0 0 0 0 10 70 90 90 Medicare/Medicaid Info
0 0 10 0 0 0 0 0 60 80 80 70 Renewing Insurance
0 0 10 0 0 0 0 0 30 40 40 40 60 Enrollment Period
0 0 10 0 0 0 0 0 20 30 30 30 50 90 Missed enrollment period options
0 0 0 0 0 0 0 10 30 40 40 40 40 70 60 ACA Open Enrollment
0 0 10 0 0 0 0 0 10 20 20 20 30 60 60 50 HAAM Membership Open Enrollment
0 0 0 0 0 0 0 0 10 0 0 0 0 0 0 0 40 HAAM Contact Info
0 0 0 20 20 20 20 10 0 0 0 0 0 0 0 0 40 80 HAAM Core Programs Overview
0 0 0 0 0 0 0 0 30 30 30 30 20 10 20 0 0 60 40 60 FAQ
0 0 0 0 0 0 0 0 0 10 10 10 10 10 0 0 0 50 40 60 online portal
0 0 10 0 0 0 0 0 20 10 10 10 20 30 30 10 40 60 40 50 40 membership card
30 30 20 10 10 10 10 20 60 40 40 40 30 20 10 10 0 30 20 50 20 40 Sliding Scale Clinic Info
20 20 20 10 10 10 10 20 60 70 70 60 50 10 0 20 0 0 0 20 10 0 40 Care for Uninsured
10 10 10 0 0 0 0 20 40 50 50 60 50 30 30 30 10 0 0 10 10 20 30 40 estimating yearly income
40 40 30 20 20 20 20 20 20 10 0 0 0 0 0 0 0 0 0 0 0 0 0 30 20 10 Getting ear plugs
20 20 20 20 20 20 20 20 20 10 0 0 0 0 0 0 0 0 0 0 0 0 0 20 10 10 80 HEAR clinics
20 20 20 50 50 50 50 20 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 10 10 0 70 70 Hearing program
20 20 20 50 50 50 50 20 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 10 10 0 20 20 50 Dental program
40 40 30 20 20 20 20 20 20 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 30 20 10 40 20 20 70 Scheduling a dental appointment



The clusters indicate how often participants put the cards together in a group. Because these groupings should be more intuitive to users, we used them to inform our redesign of the website content.

# Design Principle

At the end of the research phase, we set several design principles to follow when we start to ideation and design. There are three main design principles. We will discuss as following.

## Principle 01

### **Inform Users of the definition of every term**

From the research phase, we knew that every participants we tested had a hard time understanding several terms. Therefore, when we started to design we were concerned about this issue.

## Principle 02

### **Inform Users of the steps they need to take when they are using their benefits**

From the research phase, the result of usability testing tells us that the steps to use HAAM's benefits are not clear enough for participants. Every information is not located at the same section.

## Principle 03

### **Instead of calling HAAM directly, the information of those benefits should show on the website first.**

From the research phase, we knew that client is frustrated about the large number of calls from members. HAAM wants their members to look for answer from the website first.

# **DESIGN**

# High-Fidelity Mockup

Based on the result from card sorting, we divide member services into four section, which are Overview, HAAM's Core Programs, Insurance 101 and FAQ

A statement clarifies that HAAM doesn't actually provide insurance and what HAAM provides for their members.

Clearly present what benefits do HAAM provide for their members.

**Overview**

## What do we provide?



We **provide** all our members with benefits through HAAM's core programs. We also empower our members by helping them **navigate** their health insurance.

**HAAM's Core Programs**

As a HAAM member, you receive several benefits through dental, vision, hearing and wellness programs.

**Dental**  
HAAM provides dental funding to our members through a generous grant from the Capital Area Dental Foundation (CADF). Each member is assigned to a CADF dentist, where they receive care at reduced rates.  
[Learn More](#)

**Vision**  
All HAAM members are eligible for a basic eye exam and discounted pair of glasses.  
[Learn More](#)

**Hearing**  
HAAM holds periodic HEAR clinics at our office. The service includes a hearing screening for a baseline of how well you hear and counseling to explain your results.  
[Learn More](#)

**Wellness**  
HAAM provides SIMS benefits for our members. As a HAAM member, you automatically qualify for SIMS services. SIMS is also able to support the immediate family of Austin-area musicians, as well as music industry professionals.  
[Learn More](#)

## Insurance 101

We help our members resolve their health insurance headaches by helping them navigate their insurance and gain access to the care they need.

A icon tells users what the meaning of those terms are.

### Affordable Care Act

The goal of Affordable Care Act (ACA) is to make affordable health insurance available to more people by government. As a HAAM member, we help you enroll in ACA.

[Learn More](#)

### We help you navigate

Do you have a problem of choosing the right health insurance plan? We help you find the best health insurance plan you need.

[Learn More](#)

### Uninsured? We help you find care.

Do not have a health insurance? Don't worry! We will help you enroll in Affordable Care Act.

[Learn More](#)

### Premium Assistance Program

Do not have money to pay Affordable Care Act? Based on your income, we provide Premium Assistance Program to help you pay Affordable Care Act.

[Learn More](#)



## Excited to be a HAAM member?

[Become a HAAM member](#)

### Contact Us

3010 S. Lamar Blvd, Ste 200  
Austin, TX 78704  
512-541-4226  
Member Email: support@myhaam.org  
General Email: info@myhaam.org



Donate



Become a Volunteer



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HAAM's Core Program

## Happy to be a HAAM Member

Overview HAAM's Core Program Insurance 101 FAQ

All HAAM member receive dental, vision, hearing and wellness benefits through HAAM's core programs.

A statement clarifies that what HAAM provides for their members.



Dental



Vision



Hearing



Wellness

Clearly present what benefits do HAAM provide for their members.

## Dental

### Overview

HAAM provides dental funding to our members through a generous grant from the Capital Area Dental Foundation (CADF). Each member is assigned to a CADF dentist, where they receive care at reduced rates.

### How it Works?

Each member receives up to \$600 in funding each year that can be used for preventative work. This includes cleanings and routine visits, and does not cover cosmetic work. The member is responsible for a \$10 co-pay at each visit.

### Timeline

Funding renews every July 1 (not on the calendar year!). Any remaining funds not used by the member expire on June 30.

### Unsure About Something?

If you have questions, the CADF program coordinator can be reached at [haamdental@gmail.com](mailto:haamdental@gmail.com).

[Contact](#)

### HOW TO USE YOUR BENEFITS?

#### Step 1

#### Contact CADF

Contact the Capital Area Dental Foundation (CADF) to have the appointment approved. Please allow up to 3 business days for your request to be approved.

[Contact](#)

#### Step 2

#### Make an appointment

Make the appointment with the dentist after your appointment has been approved. CADF will provide you with the phone number of your dentist or assign you to one.

General overview of this benefit

A clear process flow tells the members what the steps of using this benefits are.

HOME    ABOUT ▾    EVENT ▾    MEMBER ▾    512-541-4226    DONATE

**Insurance 101**

## Use your health insurance



Overview    HAAM's Core Program    **Insurance 101**    FAQ

We **navigate** the best health insurance for HAAM member, and answer the question you have about your own health insurance.

### Affordable Care Act

**Overview**  
We help our insured or uninsured members to enroll in **Affordable Care Act (ACA)**. Based on your income, you may qualify for our **Premium Assistance Program** which HAAM helps you pay for your payment of ACA.

**How it Works?**  
Contact HAAM for confirming your eligibility. Based on your personal information and income, we will help you enroll in ACA.

**Premium Assistance Program** ⓘ  
Based on your income, you may qualify for our Premium Assistance Program. Through our Premium Assistance Program, HAAM helps you pay for your payment of ACA.

**Medicare / Medicaid Service** ⓘ  
Medicare and Medicaid are social insurance programs that allow the financial burdens of illness to be shared among healthy and sick individuals, and affluent and lower-income families.

**Timeline**  
Enroll period starts at 7/1/2017 ~ 07/01/2018

**Ready to get started?**  
Do you want to start enroll in ACA?  
[Contact](#)

Inform members of what they need to do next

### Navigate Health Insurance Plan

#### Overview

We help our members **navigate** the suitable health insurance plan to **our partner healthcare provider**. Based on your need, we provide advice for you to select the health insurance plan you need the most.

#### How it Works?

Contact HAAM and based on your personal information, we will navigate the health insurance plan that is right for you.

#### Ready to get started?

Get ready for this service?

FAQ

## We answer all your question

[Overview](#) [HAAM's Core Program](#) [Insurance 101](#) [FAQ](#)

🔍

A search function helps members quickly find the answer they want.

- General inquiries
  - Dental
  - Vision
  - Hearing
  - Wellness
  - ACA
  - Siding Scale Clinics
  - Health Insurance Plan

Does HAAM automatically provide me with insurance?



What does my membership card get me, and how do I locate it?



When is the open enrollment period?



What can I do if I've missed the open enrollment period?



Can HAAM help me pay my insurance premium?



Can I still gain access to health care if I am currently uninsured?



How do I estimate my yearly income?



How do I renew my insurance?



Frequently asked questions include several questions the members asked the most.

Didn't Find  
the Answer?

[Contact us](#)

# **EVALUATION**

# Usability Test 2

After our redesign was completed as a hi-fi mockup, we ran the same usability test to ensure that we had in fact ameliorated the issues found in the original site. We completed our goal to make clear just what HAAM provides: benefits for all through their Core Programs, and the ability to assist with members' understanding of either their own insurance or the ACA - which is what HAAM helps members enroll in. We also achieved our goal in making the process of using benefits less frustrating by laying out the steps clearly.

Interestingly, some participants commented that perhaps the Hep C Testing section ought not be included in the Wellness section, whereas our card-sorting research suggested grouping them together. This should be tested further in future considerations.

## Future Considerations

We have made strides in better presenting HAAM benefits by allowing users of the site improved navigation and structure to find the information they need. Future work to continue to develop a comprehensive site include:

- Focusing on the enrollment process, both for HAAM & ACA
- Providing more information regarding health insurance literacy
- Providing more information about local health insurance options

The overall site simply splits into two sections: I am a Member and Become a Member. This labeling is confusing for someone who just wants to know what benefits HAAM offers, and the overall site layout can be adjusted accordingly. We also recommend adding content to the Insurance 101 section in order to help HAAM members feel even more empowered and in control of their health needs. Additionally, more information about available local health plans could be of use to potential members. Finally, this redesign along with future prototypes and research ought to be completed with actual local musicians, both young and old, in order to ensure the website best caters to its actual audience.