*User should not make mistake by pressing back clear.*
*Hence.*

**Bhavesh**

## Usability Questions

1. **Have you visited this site before?**
   *Previous familiarization with a site can skew first impressions.*
   NO .

2. **What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)**
   *If they think it is a selling site, but it is actually a content information site, question what made them think the purpose was different than it really is.*
   Insurance portal

3. **Who do you think the intended audience is?**
   *You know your targeted demographic, but perhaps they noticed clues that would leave them to believe a completely different audience was intended.*
   Anyone who wants to buy insurance

4. **Could you find what you were looking for?**
   *You want to know if everything was there the user expected or if there was something he or she thought they'd find but didn't*
   yes

5. **Was it easy to get to the home page from the page you started on?**
   *If the user expresses trouble getting to the home page, reassess your navigation structure or find out where they expected to find a link to the home page but didn't.*
   not from Compare Plans

6. **Was there something missing you were expecting to see?**
   *For prompting, you can ask about more text, more images, a FAQ, a question answered, etc.*
   N/A

7. **Could you tell what the page was about?**
   *If they sound confused, ask specifically what they thought it was about, and what those indicators were.*
   insurance not mentioned.

8. **Was anything too obtrusive?**
   *Particularly important if you use pop-up or pop-under ads, IntelliTXT type advertising products, an in-your-face style of ad placement, use of flash, etc.*
   N/A

9. **Was anything too well hidden?**
   *If you noticed he or she seemed to be hunting around the site, prompt with this.*
   Details n compare buttons.

10. **Problems or kudos on the color scheme?**
    *Too flashy? Too bland? Just right?*
    Decent

11. **Easy to read (both font style and size)?**
    *Was the font size too large or small? Was the chosen font difficult to read or in a color that made the text not as readable as it could have been?*
    Decent. Bold plan name with diff color (go with color theme).

12. **How did you find the layout of the site?**
    *Was everything organized well and set out as expected? If the layout is not a usual style, question that experience as well.*
    Good Proper

13. **How intuitive and helpful is the navigation system?**
    *If you are using any kind of javascript or floating menus, this question is crucial to find out if there were any problems from a visitor's perspective. Oftentimes there are.*
    Yes

14. **Did you notice... (advertising, newsletter signup, video, search box... etc)**
    *Any other elements of the site or design you need to ask?*

    NOpe

15. **What would encourage you to return to this site in the future?**
    *Was there something that could have been added to increase the return visitor rate?*

    Good design

16. **Name your three favorite things about the site, and your three least favorite**
    *This usually can bring up the unexpected things about your site that either endear people to it, or make them more likely to bounce quickly.*

    1) Cute dashboard
    2) Grid are clean

    dislike
    1) Details n compare kd a
    2) Color of back button.

17. **If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?**
    *You will get all kinds of responses, however it can help you gauge what people see as the most important things that hindered their experience. But if multiple people all say how annoying a single element is, such as the auto-play video you placed on the home page is, chances are good you should probably remove it the same night!*

    More buttons in menu.
    Page should not reflech.

**Usability Questions**

1. **Have you visited this site before?**
   *Previous familiarization with a site can skew first impressions.*

   *No*

2. **What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)**
   *If they think it is a selling site, but it is actually a content information site, question what made them think the purpose was different than it really is.*

   *Insurance*

3. **Who do you think the intended audience is?**
   *You know your targeted demographic, but perhaps they noticed clues that would leave them to believe a completely different audience was intended.*

   *General public - all age group*

4. **Could you find what you were looking for?**
   *You want to know if everything was there the user expected or if there was something he or she thought they'd find but didn't*

   *Yes*

5. **Was it easy to get to the home page from the page you started on?**
   *If the user expresses trouble getting to the home page, reassess your navigation structure or find out where they expected to find a link to the home page but didn't.*

   *Yes*

6. **Was there something missing you were expecting to see?**
   *For prompting, you can ask about more text, more images, a FAQ, a question answered, etc.*

   *~~Features~~ ~~Yes~~ except missing features*

7. **Could you tell what the page was about?**
   *If they sound confused, ask specifically what they thought it was about, and what those indicators were.*

   *Yes*

8. **Was anything too obtrusive?**
   *Particularly important if you use pop-up or pop-under ads, IntelliTXT type advertising products, an in-your-face style of ad placement, use of flash, etc.*

   *No*

9. **Was anything too well hidden?**
   *If you noticed he or she seemed to be hunting around the site, prompt with this.*

   *No*

10. **Problems or kudos on the color scheme?**
    *Too flashy? Too bland? Just right?*

    *Good*

11. **Easy to read (both font style and size)?**
    *Was the font size too large or small? Was the chosen font difficult to read or in a color that made the text not as readable as it could have been?*

    *Good*

12. **How did you find the layout of the site?**
    *Was everything organized well and set out as expected? If the layout is not a usual style, question that experience as well.*

    *Good*

13. **How intuitive and helpful is the navigation system?**
    *If you are using any kind of javascript or floating menus, this question is crucial to find out if there were any problems from a visitor's perspective. Oftentimes there are.*

    *Good*

_Navya_

14. **Did you notice... (advertising, newsletter signup, video, search box... etc)**
    _Any other elements of the site or design you need to ask?_

    Testily on u.

15. **What would encourage you to return to this site in the future?**
    _Was there something that could have been added to increase the return visitor rate?_

    No Yes. Latest / updates / News Highlight

16. **Name your three favorite things about the site, and your three least favorite**
    _This usually can bring up the unexpected things about your site that either endear people to it, or make them more likely to bounce quickly._

    Color schu

17. **If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?**
    _You will get all kinds of responses, however it can help you gauge what people see as the most important things that hindered their experience. But if multiple people all say how annoying a single element is, such as the auto-play video you placed on the home page is, chances are good you should probably remove it the same night!_

    No

*Product is intend to an organization → clear filters
Sumit → Policy expiration
→ Auto renewal*

**Usability Questions**

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2. **What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)**
   *If they think it is a selling site, but it is actually a content information site, question what made them think the purpose was different than it really is.*

   *Insurance Portal*

3. **Who do you think the intended audience is?**
   *You know your targeted demographic, but perhaps they noticed clues that would leave them to believe a completely different audience was intended.*

   *Comments about employer to get employee →(add image)*
   *→ *Relatable UI*

4. **Could you find what you were looking for?**
   *You want to know if everything was there the user expected or if there was something he or she thought they'd find but didn't*   *Contact info missing in Plan details ? → Claim details*
   *→ Business Jargons learn more for new terms (Tool tips)   Per member*
   *→ Monthly Premium and money below*

5. **Was it easy to get to the home page from the page you started on?**
   *If the user expresses trouble getting to the home page, reassess your navigation structure or find out where they expected to find a link to the home page but didn't.*

   *Very Easy    5/5*

6. **Was there something missing you were expecting to see?**
   *For prompting, you can ask about more text, more images, a FAQ, a question answered, etc.*

   *→ Logos for each Plan → Logo for family/icon → Claim hist with details*
   *→ user name and details "Hi User"*

7. **Could you tell what the page was about?**
   *If they sound confused, ask specifically what they thought it was about, and what those indicators were.*

   *Page Layout and grid is disturbing and annoying*

8. **Was anything too obtrusive?**
   *Particularly important if you use pop-up or pop-under ads, IntelliTXT type advertising products, an in-your-face style of ad placement, use of flash, etc.*

9. **Was anything too well hidden?**
   *If you noticed he or she seemed to be hunting around the site, prompt with this.*

   ~~Hooked yet~~

10. **Problems or kudos on the color scheme?**
    *Too flashy? Too bland? Just right?*

    *Suits well need more icons*

11. **Easy to read (both font style and size)?**
    *Was the font size too large or small? Was the chosen font difficult to read or in a color that made the text not as readable as it could have been?*

    *Neat*

12. **How did you find the layout of the site?**
    *Was everything organized well and set out as expected? If the layout is not a usual style, question that experience as well.*

    *Layout is ok but switching is annoying*

13. **How intuitive and helpful is the navigation system?**
    *If you are using any kind of javascript or floating menus, this question is crucial to find out if there were any problems from a visitor's perspective. Oftentimes there are.*

    *intuitive*

14. **Did you notice… (advertising, newsletter signup, video, search box… etc)**
    *Any other elements of the site or design you need to ask?*

    |

15. **What would encourage you to return to this site in the future?**
    *Was there something that could have been added to increase the return visitor rate?*

Price conscious, look & feel cozy, easy to navigate, "one stop shop"

16. **Name your three favorite things about the site, and your three least favorite**
    *This usually can bring up the unexpected things about your site that either endear people to it, or make them more likely to bounce quickly.*

Fave
1) Nav
2) Look n feel
3) Usability

Not fav.
1) Annoying transition between layout
2) Icons missing for plan/families/individual
3) Date missing

contextual

17. **If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?**
    *You will get all kinds of responses, however it can help you gauge what people see as the most important things that hindered their experience. But if multiple people all say how annoying a single element is, such as the auto-play video you placed on the home page is, chances are good you should probably remove it the same night!*

major ⟶ Claimable amt left. info needed at Plan details

minor ⟶ Dates.