

Link to Prototype:

<https://www.figma.com/proto/DSgazxvGULbbsE81VnX8qs/377E-Health-Insurance-Education?node-id=693%3A9391&viewport=818%2C-1678%2C0.22556185722351074&scaling=scale-down>

Summary of design changes & reasoning for each major change

Based on the feedback from the Heuristic Evaluations, we went forward with three major changes:

1. For the ask question flow we were much more explicit with: denoting optional actions, showing the number of plans extracted, saying how insurance details will be used, and displaying the uploaded pdf.

Rationale: Users were confused by information for 2 plans appearing after only uploading one plan, so we needed to show that we had found 2 plans within their one insurance document. Additionally, people wanted to reference their pdf when filling out additional information, so we added a pdf preview.

2. For our comment grouping, we clarified its functionality via a tooltip, adding new icons for +/- sentiment, and adding functionality to sort by popularity.

Rationale: Some people enjoyed the positive/negative split, but others didn't like this sorting method, so we allowed for sorting the comment groups by popularity of the sentiment. In addition we added an explanation of the sorting to increase people's trust surrounding how the comments were being grouped.

3. We created a profile creation flow, which asks for general account information as well as for health history and interests.

Rationale: Users wanted more context for why they were seeing certain conditions and medications for the filter's fields. Users also expressed that they would like to have a better introduction/landing page when they first open the app.

4. We also made the prototype content more realistic by adding in profile pictures, filling out all of the questions and comments, and choosing a consistent name for "you".

Rationale: Users were sometimes confused about whether they were viewing their own posts or others. We felt that having more differentiators for profiles would help with issues, as well as make the prototype more flushed out.

5. We made some visual changes: added padding to all of the modals, making the search bar an icon that expands on click, and making sure the background illustrations didn't overlap with site content.

Rationale: This was in response to feedback we had gotten from the previous iteration.

Summary of testing done and planned design changes

We tested 4 people over Zoom using Figma. The tester received a link to the Figma prototype and was asked to screen share as they navigated the prototype and completed the tasks. Since we consistently received positive feedback from our easiest task (to see your own post and find a term definition), we felt confident enough to drop that from our tasks to test. Instead, we created a new profile creation flow to test on users, as we had gotten feedback from previous iterations that users would like to have more context on why they were seeing certain fields for their posts and filters.

We received a lot of good feedback from our user tests for this iteration. The two biggest changes we are planning are the following:

1. More explicit language and icons to assure users of privacy and anonymity
 - a. Testers expressed concerns that their plans would contain personal information, or that their information may be sold to insurance companies
2. Highlight and differentiate the functionality of vote/comment filtering on one's posts
 - a. 2 testers expressed that they would like to know that the votes and comments came from credible people, or people with similar experiences as them
 - b. 2 testers did not realize that the functionality of the filters on the posts was different from that of the home screen

In addition, based on feedback we will revisit the visual hierarchy of our home page to ensure it is not overwhelming for the novice user, and incorporate more explicit language to signal the different functionalities of features.

List of questions/concerns/worries

- Users were confused by what parts of the prototype were filled-in for them versus what sections they had completed on their own (e.g., their account information). In addition, not all post or vote filter options were made to be toggle-able due to the wide number of options our team designed (in the case they were of interest later on).
- Users still had confusion on how some things worked, such as why there were two insurance plans extracted from one PDF and why comments were grouped a certain way.
- Individual users have requested multiple feature requests. Our team is which features to include so that the platform can remain customizable to our target users while cutting down on functionality that is distracting to our targeted streamlined experience.