Information Architecture

Foundation
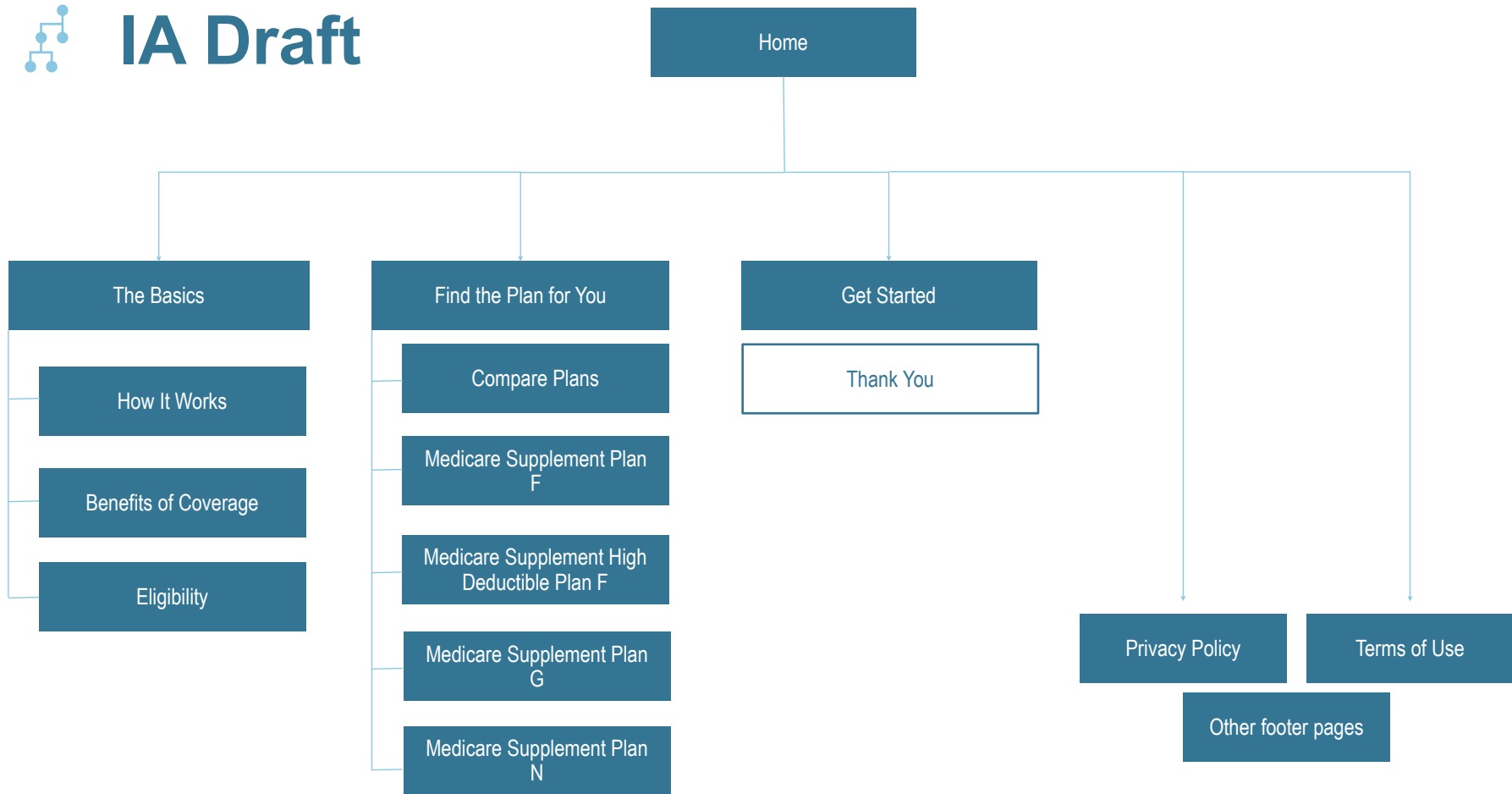
Draft I.A.

Revised I.A.

Final I.A.

# IA Draft

Home

The Basics

- How It Works
- Benefits of Coverage
- Eligibility

Find the Plan for You

- Compare Plans
- Medicare Supplement Plan F
- Medicare Supplement High Deductible Plan F
- Medicare Supplement Plan G
- Medicare Supplement Plan N

Get Started

- Thank You

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Information Architecture Testing

Why Test Now?

Early testing can help prevent tunnel vision and highlight areas to pay special attention to.

Information Architecture Testing
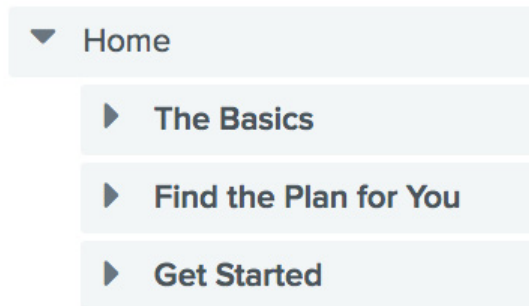
Test subjects are presented with tasks to complete, but have little information beyond the navigation labels to make judgements on.

Information Architecture Testing

Tasks present test subjects with:
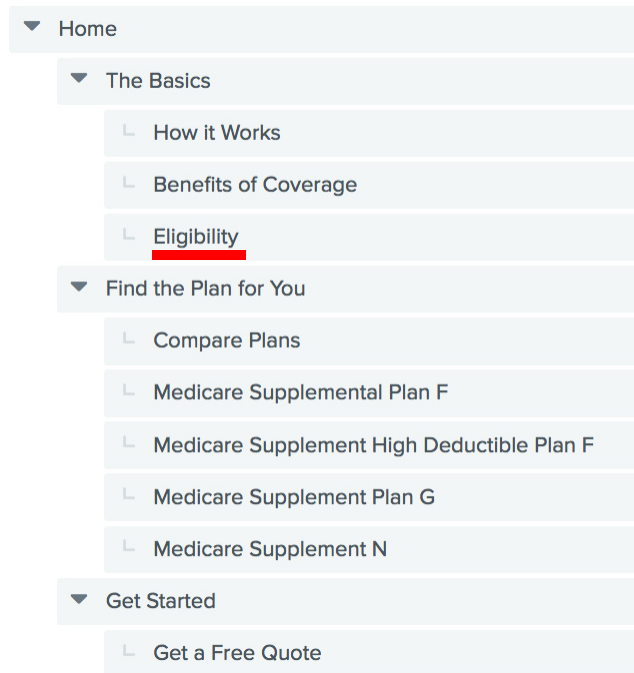1) A situation
2) A task to complete

You've heard the state in which you live has restrictions on the Medicare Supplement Insurance you can buy. Where would you check to find out about those restrictions?

Information Architecture Testing

Tasks are left purposely vague to avoid feeding participants the correct answer. If a term is mentioned in the task, participants will gravitate to navigation items within the tree sharing the same term.

You've heard the state in which you live has restrictions on the Medicare Supplement Insurance you can buy. Where would you check to find out if you are eligible?

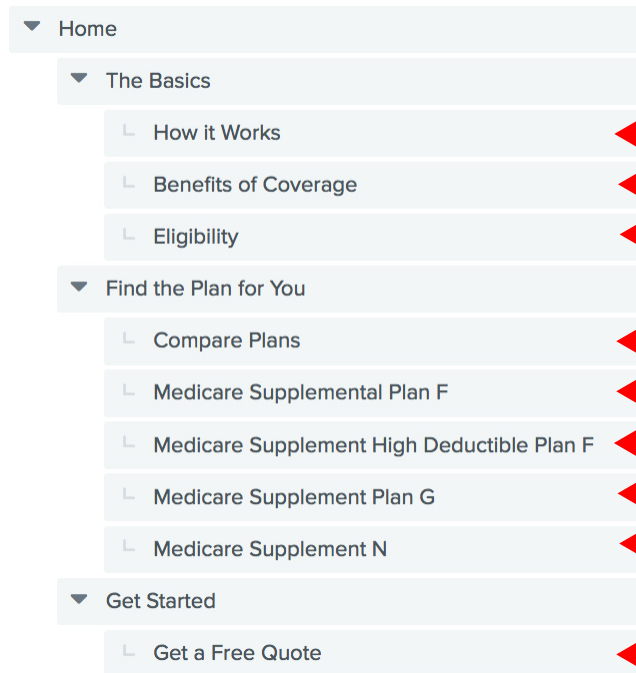- ▼ Home
  - ▼ The Basics
    - └ How it Works
    - └ Benefits of Coverage
    - └ Eligibility
  - ▼ Find the Plan for You
    - └ Compare Plans
    - └ Medicare Supplemental Plan F
    - └ Medicare Supplement High Deductible Plan F
    - └ Medicare Supplement Plan G
    - └ Medicare Supplement N
  - ▼ Get Started
    - └ Get a Free Quote

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Information Architecture Testing

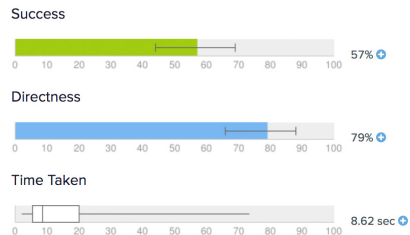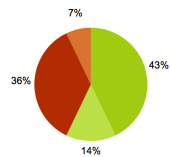Tasks were designed to find out where participants would look for:

1) foundational information about Med Supp
2) restrictions that would prevent them from signing up.
3) information about different plans
4) contact information to purchase a plan.

For each task, users would nominate a navigation item where they thought the relevant information would be housed (indicated with ◀).
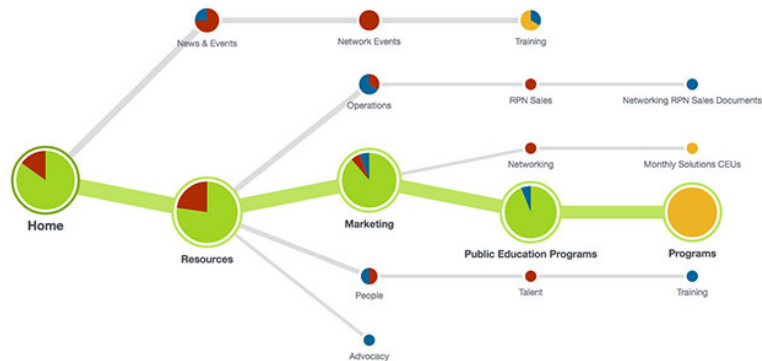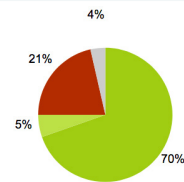
▼ Home	
▼ The Basics	
└ How it Works	◀
└ Benefits of Coverage	◀
└ Eligibility	◀
▼ Find the Plan for You	
└ Compare Plans	◀
└ Medicare Supplemental Plan F	◀
└ Medicare Supplement High Deductible Plan F	◀
└ Medicare Supplement Plan G	◀
└ Medicare Supplement N	◀
▼ Get Started	
└ Get a Free Quote	◀

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Interpreting Results

Statistical

Pie Tree

Interpreting Results – Compare Plans

Navigation Tree (left panel)

- ▼ Home
  - ▼ The Basics
    - └ How it Works
    - └ Benefits of Coverage
    - └ Eligibility
  - ▼ Find the Plan for You
    - └ Compare Plans ◄
    - └ Medicare Supplemental Plan F
    - └ Medicare Supplement High Deductible Plan F
    - └ Medicare Supplement Plan G
    - └ Medicare Supplement N
  - ▼ Get Started
    - └ Get a Free Quote

Results Panel (right)
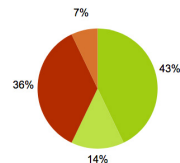
4. You've decided to purchase a Medicare Supplement Insurance plan but aren't sure which specific plan to choose. Where would you look for help in picking a plan?

Find the Plan for You > **Compare Plans**

4%
21%
5%
70%

			Direct/Indirect					
■	Success		Direct	39 ▼	42 ▼		70%	75%
			Indirect	3 ▼			5%	
■	Fail		Direct	12 ▼	12 ▼		21%	21%
			Indirect	0			0%	
■	Skip		Direct	2 ▼	2 ▼		4%	4%
			Indirect	0			0%	

◔ View the Pietree

Success

0 10 20 30 40 50 60 70 80 90 100   75% ⊕

Directness

0 10 20 30 40 50 60 70 80 90 100   95% ⊕

7
OVERALL

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Interpreting Results – Get a Free Quote

Interpreting Results – Get a Free Quote

Interpreting Results – Find Information

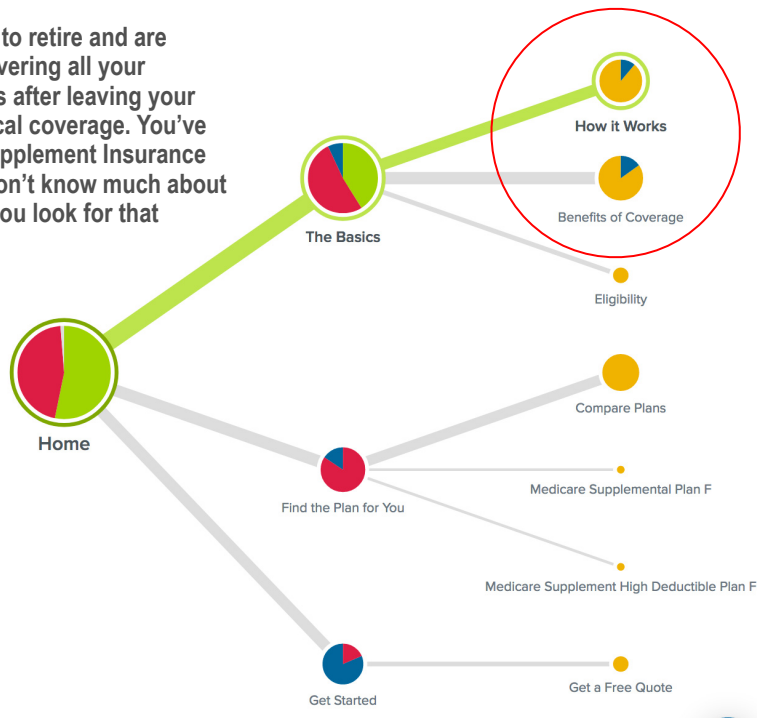You are planning to retire and are worried about covering all your medical expenses after leaving your employer's medical coverage. You've heard Medical Supplement Insurance could help, but don't know much about it. Where would you look for that information?
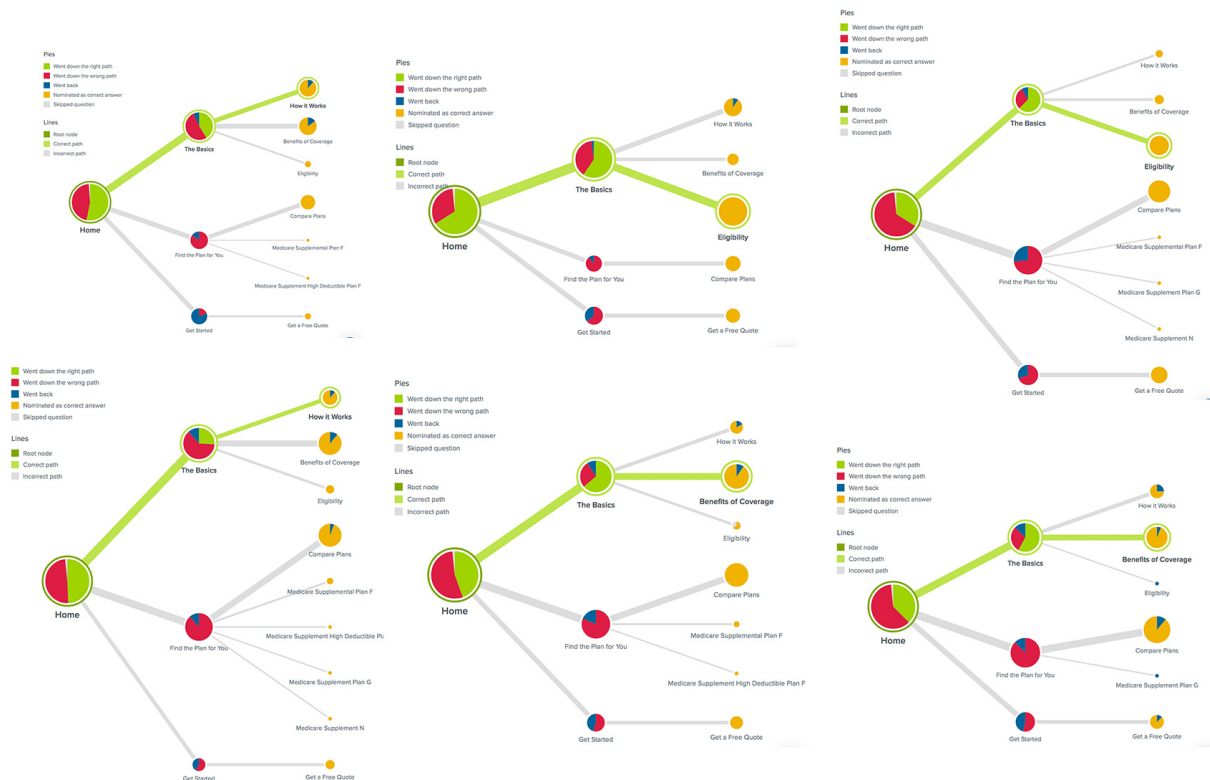

For informational tasks, participants most often selected pages within "The Basics", with one anomaly.
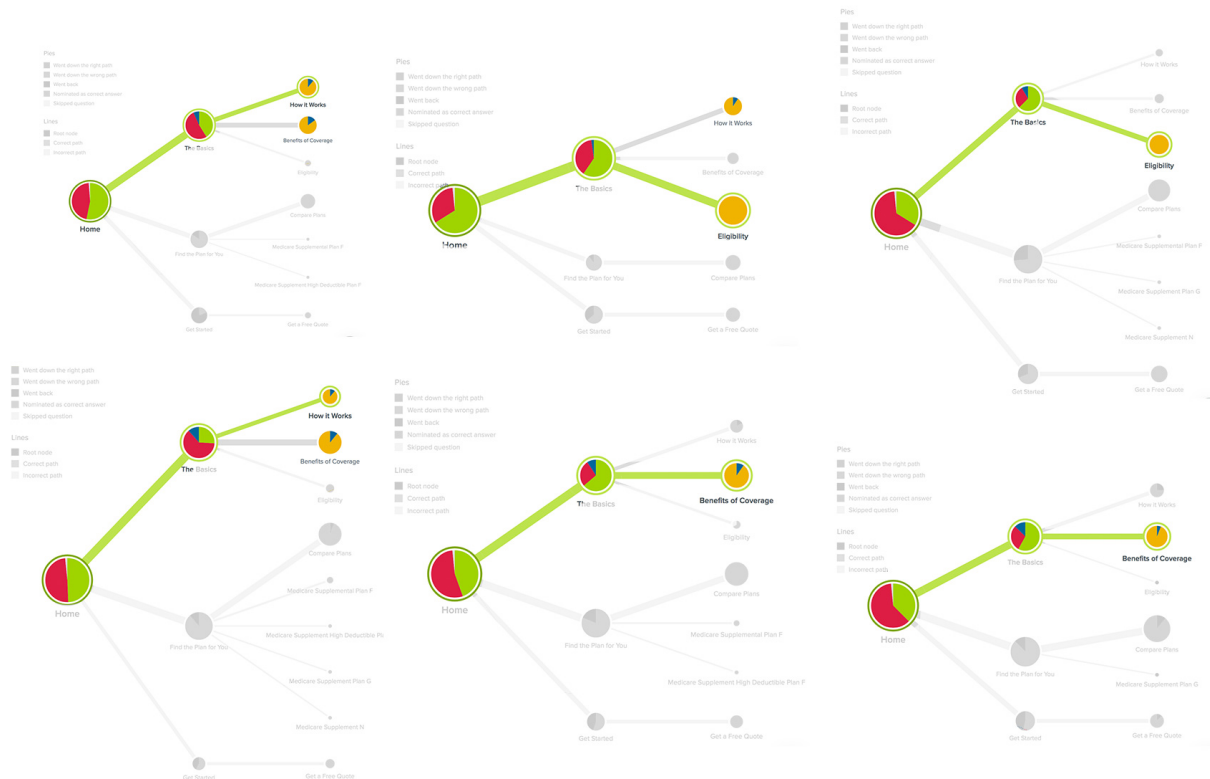
Interpreting Results – Find Information

When searching for foundational information a pattern seemed to appear.

Interpreting Results – Find Information
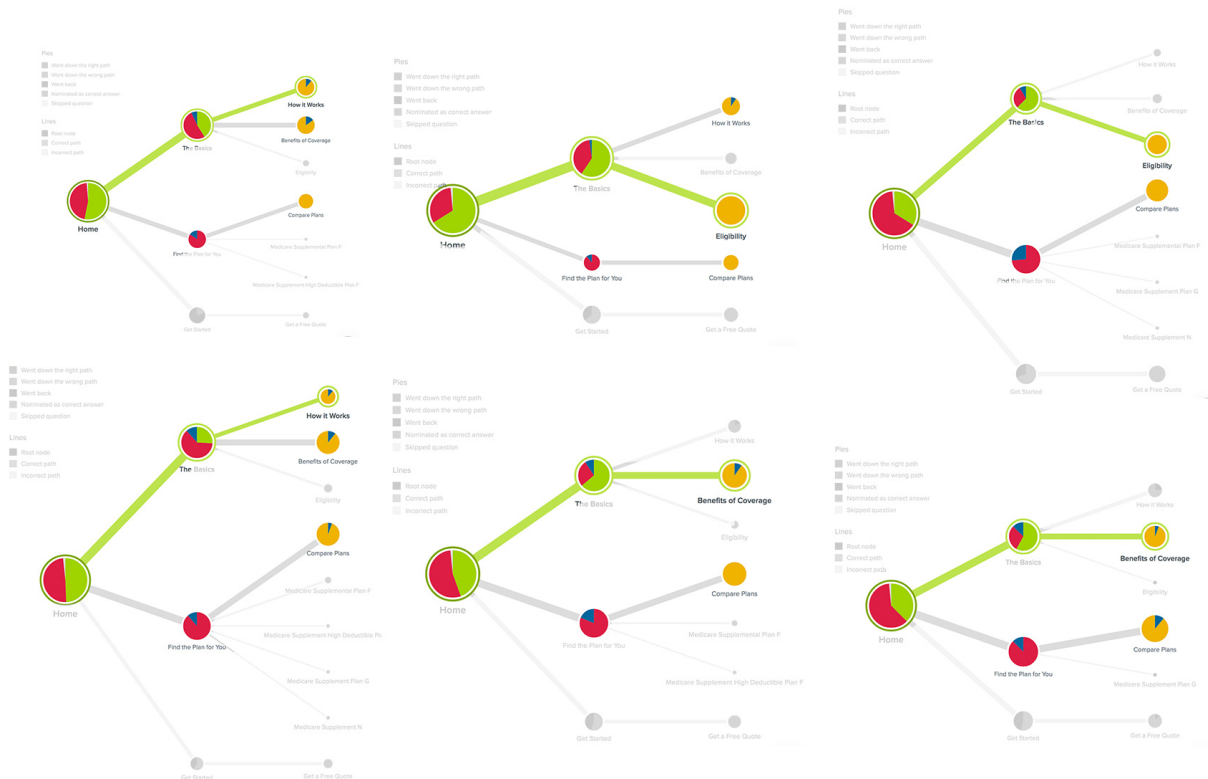

The most visited pages were within "The Basics" section.

Interpreting Results – Find Information

But the second or third most visited page was invariably "Compare Plans"
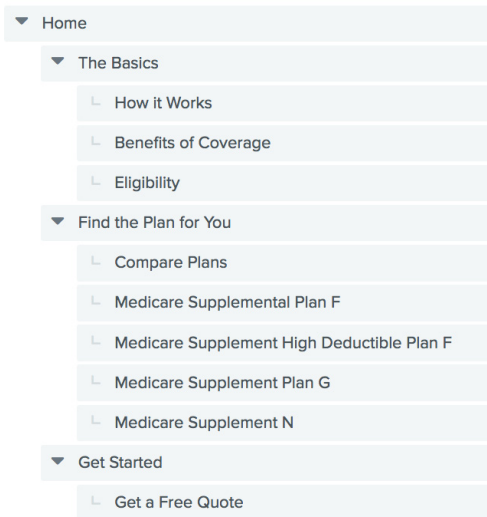
Findings from Test 1

Participants were eager to engage with the "Compare Plans" page, even when in "information gathering" mode.

The call to action to convert ("Get Started") may require additional clarity.
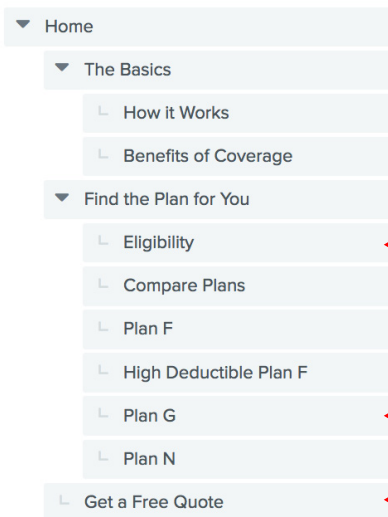
Information Architecture Test 2

Original Information Architecture

- ▼ Home
  - ▼ The Basics
    - └ How it Works
    - └ Benefits of Coverage
    - └ Eligibility
  - ▼ Find the Plan for You
    - └ Compare Plans
    - └ Medicare Supplemental Plan F
    - └ Medicare Supplement High Deductible Plan F
    - └ Medicare Supplement Plan G
    - └ Medicare Supplement N
  - ▼ Get Started
    - └ Get a Free Quote

Test 2 Information Architecture

- ▼ Home
  - ▼ The Basics
    - └ How it Works
    - └ Benefits of Coverage
  - ▼ Find the Plan for You
    - └ Eligibility ◀ Moved informational content into proximity with plan selection.
    - └ Compare Plans
    - └ Plan F
    - └ High Deductible Plan F
    - └ Plan G ◀ Removed redundant "Medicare Supplement"
    - └ Plan N
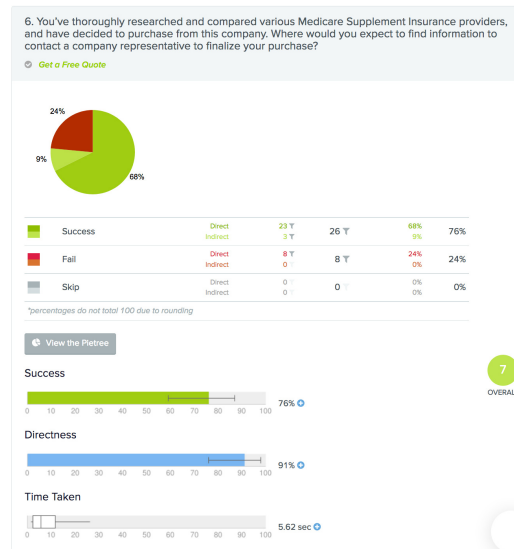 - └ Get a Free Quote ◀ Added clarity around call to action.

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Test 2 Results – Get a Free Quote

Original Information Architecture
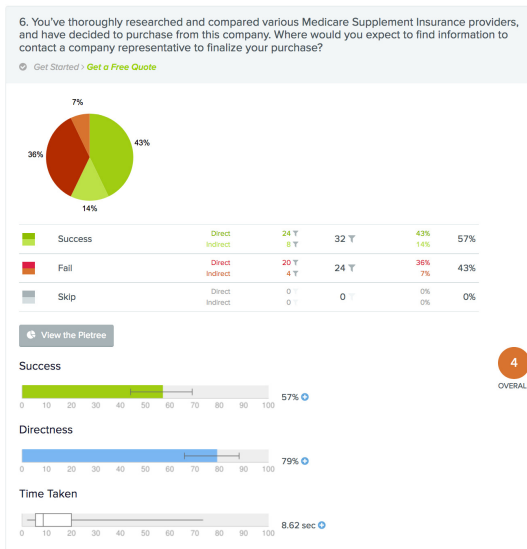
Test 2 Information Architecture

Success rate increased from 57% to 76%

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Test 2 Results – Eligibility

Original Information Architecture

Test 2 Information Architecture
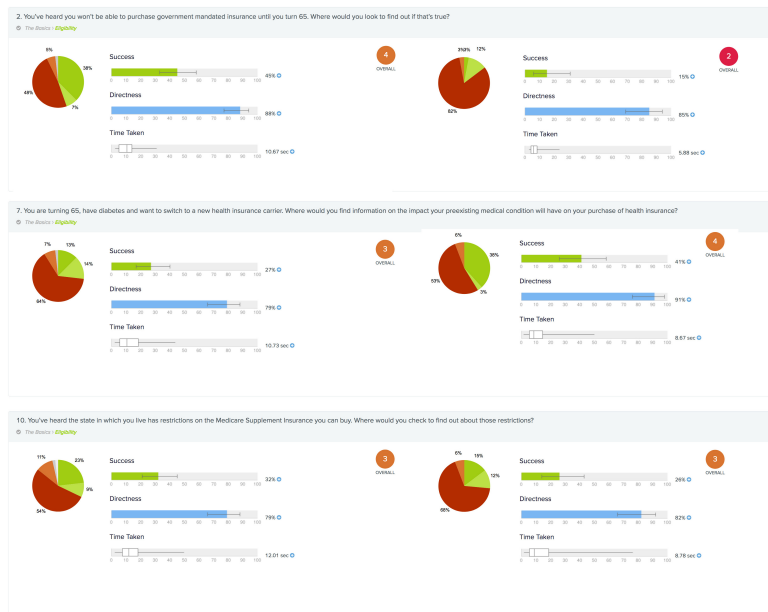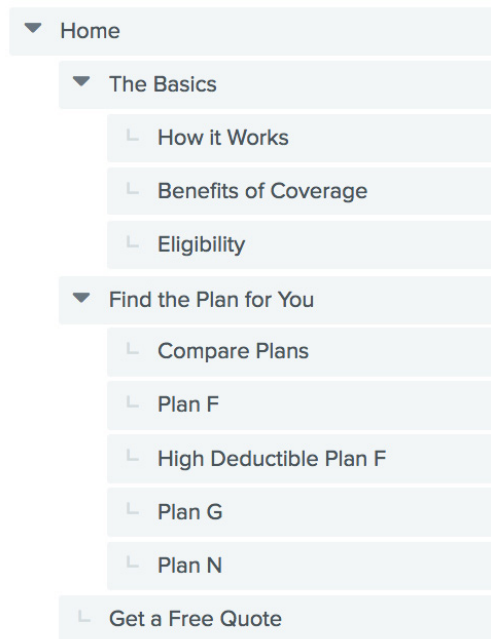

Success rate decrease from 45% to 15%

Success rate increase from 27% to 41%

Success rate decrease from 32% to 26%

Overall decrease of 22%

Revised Information Architecture

- ▼ Home
  - ▼ The Basics
    - └ How it Works
    - └ Benefits of Coverage
    - └ Eligibility
  - ▼ Find the Plan for You
    - └ Compare Plans
    - └ Plan F
    - └ High Deductible Plan F
    - └ Plan G
    - └ Plan N
  - └ Get a Free Quote

- Consolidate foundational content within "The Basics"

- Include high level information on "Compare Plans" page to redirect to foundational elements for users who "jump the gun" and tackle plans before they may be ready.

- Remove "Medicare Supplemental" from plan navigation items.

- Elevate and clarify call to action to "Get a Free Quote"

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