



# ::: Med Supp Website Testing



Wireframe and Content User Testing – February 2018

# User Testing Goals

## What are we trying to learn?

### Main Objectives

(based on understanding of Cigna Goals for Med Supp Website)

- Can users easily get a quote?
- Do users have enough information to choose a plan?
- Do users understand what information the Eligibility section houses?
- Which plan comparison layout works better?  
(will need to A/B test among different sets of users)
- Do users feel Cigna is a trustworthy brand?
- Does the dollar sign (\$) Use of \$ Icon in Compare Plans (example \$ icon – does it resonate?)
- Does the accordion functionality work well for the site user– both on tablet and mobile
- Does the detailed plans page cover the right information and the right amount of information to help the user make their decision?

# User Testing Questions

## User Acceptance Questions

Today we'd like you to help us with our health insurance website. You may not be familiar with the details of health insurance, so please be sure to tell us if you encounter anything that is unfamiliar or confusing. Knowing where we haven't explained something will help us improve this website!

1. Before looking at the wireframe, what would you expect to see on a website dedicated to Medicare Supplemental insurance?
2. Looking at the homepage, describe what information you might find after clicking each of the blue buttons.
3. Spend a few minutes to explore the site. In your own words, briefly describe what Medicare Supplemental insurance does.
4. If you had a pre-existing condition (like Chronic bronchitis) you may have been denied insurance coverage in the past. Where would you look to find out if you would be covered under a Medicare Supplemental insurance plan for a pre-existing condition?
5. There are many different plans to choose from when buying Medicare Supplement insurance. Where would you look to decide which to purchase?
6. Please visit the "Find the Plan for You" page (you can click the "Find the Plan for You" button at the top of the screen to reach it). By looking at the information on this page, which plan seems to offer the best value at the most reasonable monthly cost?
7. If you wished to purchase Plan F Medicare Supplement insurance, show us the actions you would take to do so.
8. As you explored the site, what did you encounter that increased your trust in this company? What did you encounter that decreased your trust in this company?
9. Is there anything missing from this site? If you had a magic wand, what would you change about this site?

# User Testing Tactics

## User Acceptance Testing Methodology

- The tests will be run with User Testing Screen Recording Software so we can record user interactions and commentary
- The minimum number of tests we recommend is 5.  
Based on Nielsen recommendations for UAT (<https://www.nngroup.com/articles/how-many-test-users/>)
  - Test #1: 5-6 people – learn key issues and fix wireframes/content
  - Test #2: 5-6 people – retest wireframes to learn more
  - Follow Up Tests – As needed
  - This exceeds the 5 test minimum and gives us some insight on the two Compare Plans layouts
- Categories to Test
  - Do the wireframes meet overall objectives:
    - Testing overall navigation and labeling - 6 total tests
  - Is the design relevant for web user?
    - We will test the Compare Plans card vs. table layout – 6 total tests (3 users receive cards, 3 user receive table)
- Rounds of testing
  - Will be evaluated after gathering the initial results
  - Ideally these tests will illuminate areas that require only minor edits.
  - If significant changes to the wireframes are needed, we recommend a second round of testing after changes are made