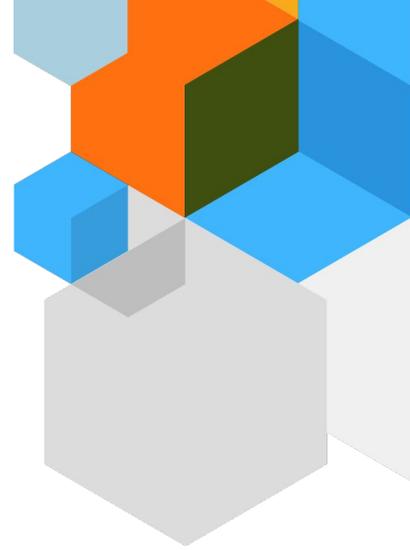


User drop off testing

UHC Small Business, 7/25/2016



H^oVERSTATE

A digital innovation agency specializing in
Health & Wellness.

Executive Summary

Question: How are users engaging and using the Shop Plan Page?

Few areas of interest to us:

“Favorites” (compare) tool

User Expectations of the Shop page

What we did:

Ran two tests

Total of 24 participants ~20 min of video and observation each

Dual choice states business owners

Findings:

“Compare” functional is an expected and valued feature, and needs to be fixed.

Column view is highly valued. We should consider making that view the default view or at least easier to get to and more robust.

Users expectations of “get this plan” button varied. Suggest several edits to the right side of the plan layout area.

Why are we testing?

We observe a high drop off rate when users landed on the browse plans page.

27.45%

Percentage of users that stay on the browse page and exit.

Our testing focused on two main user flows as a way to increase this number.

- The Favorite/Compare Tool
- The “Get This Plan” flow



Favorites / Compare Tool

Hypothesis: If users had a better way to compare plans they'll explore more and commit to the signup process.

Current Functionality

Individual plan tiles on the browse page have a “Favorites” button. The user clicks this button to add to the “My Favorites” tray in the left sidebar on the page. The user can select up to 3 plans at a time.

The screenshot displays the UnitedHealthcare website interface for plan selection. At the top, it features the UnitedHealthcare logo, navigation links for 'Contact Coverage Advisor' and 'Sign In', and a prominent blue banner with the text 'Great coverage & award winning service starting at \$253 per month per person*'. A 'Get Insured Now' button is also present in the banner.

Below the banner, there is a section titled 'Pick a plan below to start building your benefits package or use our guide to find a perfect fit.' To the right of this section is an 'Interactive Plan Guide' with a right-pointing arrow and the text 'Use our intelligent plan selection tool to find a perfect fit for you and your business.'

The main content area shows a list of 12 plans, with the first three visible. Each plan tile includes the plan name, type (PPO), estimated cost, and key details like deductible and out-of-pocket maximum. A 'Get This Plan' button and a 'Favorite' button are located on the right side of each plan tile. Red arrows point to the 'Favorite' buttons on the first two plan tiles.

On the left side of the plan list, there is a sidebar with the following sections:

- My Favorites:** A section with a heart icon and the text 'Select up to three favorite plans to compare.' A red arrow points to this section.
- Filter Plans:** A dropdown menu.
- Filter Plans By Cost:** A dropdown menu.
- Learning Center:** A list of links: 'Getting coverage is easy', 'Learn about our networks', 'Why choose UHC?', and 'Get Help'.

At the bottom of the page, there is a section titled 'Bronze, silver, gold... which should I choose?' with a right-pointing arrow and the text 'Different people have different needs. Metallic levels may help you choose plans that are right for you and your employees.'

Objective

Naming: Does “Favorites” resonate with the user as a way to compare plans?

Usability: Does the user understand how to use the feature? Add and/or remove plans? Launch the compare view?

Favorites button:

B Bronze Heritage EPO 5000 - 01 ⁱ
PPO

\$887 Your est. costs ⁱ
Employees pay **\$127/mo.**
Est. Total Premium **\$1,774**

Deductible: **\$5,000** ⁱ
Out of Pocket Max: **\$6,800** ⁱ
Doctor Visit: **N/A** ⁱ
Generic Drugs: **\$10** ⁱ

[Full Plan Details](#)
[Provider Search](#)

Get This Plan

Favorite

“My Favorites” tray:

My Favorites

- B** Heritage Plus 5200 - 01
- B** Heritage Plus HSA 50...
- B** Heritage EPO 5000 - 01

[Compare Favorites](#)

Current Functionality

Once the user chooses to “Compare Favorites” they are redirected to a separate compare plans page. Plan details are presented side-by-side.

Compare Plans

Review your favorite plans and select one to get started.

Now Comparing 3 plans

[Return to all plans](#)

B

Bronze Heritage Plus
5200 - 01 ⓘ
PPO

\$910

Your est. costs ⓘ
Employees pay **\$130/mo.**
Est. Total Premium **\$1,820**

[Full Plan Details](#)

[Provider Search](#)

Get This Plan ↗

Favorite

B

Bronze Heritage Plus HSA
5000 - 01 ⓘ
PPO

\$903

Your est. costs ⓘ
Employees pay **\$129/mo.**
Est. Total Premium **\$1,806**

[Full Plan Details](#)

[Provider Search](#)

Get This Plan ↗

Favorite

B

Bronze Heritage EPO
5000 - 01 ⓘ
PPO

\$887

Your est. costs ⓘ
Employees pay **\$127/mo.**
Est. Total Premium **\$1,774**

[Full Plan Details](#)

[Provider Search](#)

Get This Plan ↗

Favorite

Deductible ⓘ

Individual: \$5,200
Family: \$10,400

Deductible ⓘ

Individual: \$5,000
Family: \$10,000

Deductible ⓘ

Individual: \$5,000
Family: \$10,000

Co-Insurance ⓘ

90% | 70%

Co-Insurance ⓘ

70% | 50%

Co-Insurance ⓘ

90% | -

Out of Pocket Max ⓘ

Individual: \$6,800
Family: \$13,600

Out of Pocket Max ⓘ

Individual: \$6,250
Family: \$12,500

Out of Pocket Max ⓘ

Individual: \$6,800
Family: \$13,600

Network ⓘ

Heritage Plus
Check to see if my doctor is part of this network. You may be required to choose a Primary Care Physician (PCP).

Network ⓘ

Heritage Plus
Check to see if my doctor is part of this network. You may be required to choose a Primary Care Physician (PCP).

Network ⓘ

Heritage Plus
Check to see if my doctor is part of this network. You may be required to choose a Primary Care Physician (PCP).

Primary Care Doctor Office Visit Co-Pay ⓘ

N/A

Primary Care Doctor Office Visit Co-Pay ⓘ

N/A

Primary Care Doctor Office Visit Co-Pay ⓘ

N/A

Objective

Usability: Can the user delete a plan successfully? Add a plan to the compare tool?

Does this page provide enough affordance for the user to have total control?

Side note: Some users preferred this view over the list view and thought it was more informative.

Compare listing:

Compare Plans

Review your favorite plans and select one to get started.

Now Comparing 3 plans

[Return to all plans](#)

<p>B</p> <p>Bronze Heritage Plus 5200 - 01 ⓘ PPO</p> <p>\$910 Your est. costs ⓘ Employees pay \$130/mo. Est. Total Premium \$1,820</p> <p>Full Plan Details Provider Search</p> <p>Get This Plan ↗</p> <p>♥ Favorite</p> <p>Deductible ⓘ Individual: \$5,200 Family: \$10,400</p>	<p>B</p> <p>Bronze Heritage Plus HSA 5000 - 01 ⓘ PPO</p> <p>\$903 Your est. costs ⓘ Employees pay \$129/mo. Est. Total Premium \$1,806</p> <p>Full Plan Details Provider Search</p> <p>Get This Plan ↗</p> <p>♥ Favorite</p> <p>Deductible ⓘ Individual: \$5,000 Family: \$10,000</p>	<p>B</p> <p>Bronze Heritage EPO 5000 - 01 ⓘ PPO</p> <p>\$887 Your est. costs ⓘ Employees pay \$127/mo. Est. Total Premium \$1,774</p> <p>Full Plan Details Provider Search</p> <p>Get This Plan ↗</p> <p>♥ Favorite</p> <p>Deductible ⓘ Individual: \$5,000 Family: \$10,000</p>
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Test Objective:

Is the compare functionality being overlooked? Could this be one of the reasons for the drop off rate on the plan listing page?

Test participants we're asked a series of questions

If you wanted to view side-by-side cost of each plan how would you go about doing that?

*"Generally there is a **compare** plans..."*

*"...I'm looking for it ask me to **compare**..humm let me see...Not finding anything."*

"Oh select up to three favorite plans..oh that seems a little weird. I don't know if they're my favorites."

Observation The word "favorites" did not match the mental model of the user to compare plans. Users aren't favoring a plan as a way of liking a plan. They have to compare plan details first in order to really favor a plan.

Test participants we're asked a series of questions

How would you expect to delete a plan and select another one?
Once you've successfully deleted a plan move to the next task.

"If I clicked on the favorite it would go away"

"I would guess that unchecking favorites would automatically delete a plan but it doesn't."

"How would I delete a plan from the comparison page. I guess I would un-favorite it. Nope that's not how we do that. I can not un-favor it."

Observation Favorites has the wrong affordance in deslecting and removing. Users can't remember which plan they wanted to delete when they go back to the listing page. This increases the cognitive load time where users have to recall instead of recognizing the plan they want to delete.

Testing Summary

- Testers in general had a hard time trying to compare plans.
- The testers that got it, thought it was intuitive but there were more people that struggled finding and connecting with the compare process.
- Testers also found it difficult to delete a plan both in the list view and the side-by-side comparison view.
- The favorites panel is far removed from the process of selecting a plan to compare.
- Users wanted to deselect the heart icon as a way of removing a plan from the comparison.

Heuristic Severity Rating: 3 major usability problem. Important to fix.

Recommendations

Rename the functionality to further clarify how it is to be used.

B Bronze Heritage EPO 5000 - 01 ⓘ
PPO

\$887 Your est. costs ⓘ
Employees pay **\$127/mo.**
Est. Total Premium **\$1,774**

Deductible: **\$5,000** ⓘ
Out of Pocket Max: **\$6,800** ⓘ
Doctor Visit: **N/A** ⓘ
Generic Drugs: **\$10** ⓘ

[Full Plan Details](#)
[Provider Search](#)

Get This Plan ▶

~~Favorite~~

Change the label from favorite to **compare**. Delete the heart icon.

B Bronze Heritage EPO 5000 - 01 ⓘ
PPO

\$760 Your est. costs ⓘ
Employee pay **\$127/mo.**
Est. Total Premium **1,521**

Deductible: **\$5,000**
Out of Pocket Max: **\$6,800**
Doctors Visits: **\$10**
Generic Drugs: **\$10**

[View Details](#)
[Provider Search](#)

Get This Plan

[Compare](#)

Recommendations

Move actionable items and controllers into focus at all times; provide user feedback.

Toggle compare button to a "Remove" state after selecting.

Add a contextual links for users to compare selected plans.

Fix the sidebar to the browser window so it remains visible on scroll.

The compare tray list the selected plans with the option to compare or delete.

The screenshot shows a web interface for comparing health plans. At the top, it displays "25 Plans" and "Effective Date: 3/15/2016". On the right, there are icons for a menu and a trash can, and a "Sort: Deductible" dropdown. The main content area lists four plans, each with its name, type (PPO), estimated costs, and key features like deductibles and out-of-pocket maximums. Each plan card includes a "Get This Plan" button, a "Remove" button, and a "Compare 3 plans" link. A "Compare" button is located at the bottom of the sidebar. Red arrows point from the text annotations to these specific UI elements.

Plan Name	Type	Est. Total Premium	Deductible	Out of Pocket Max	Doctors Visits	Generic Drugs	Employee Pay
Bronze Heritage EPO 5000 - 01	PPO	1,521	\$5,000	\$6,800	\$10	\$10	\$127/mo.
Bronze Heritage Plus HSA 5000 - 01	PPO	1,548	\$5,000	\$6,250	\$20	\$10	\$129/mo.
Bronze Heritage Plus 5200 - 01	PPO	1,560	\$5,200	\$6,800	\$20	\$20	\$130/mo.
Bronze Heritage Plus 4000	PPO	1,623	\$4,000	\$6,800	\$25	\$10	\$135/mo.

Recommendations

Create a new compare view that accommodates more plans and mimics controllers from list view for ease of use.

Expand the layout to accommodate up to XX plans.

All plans in the compare view default to a "Remove" state.

The option of returning to all plans is available in the top header.

The screenshot displays a 'Compare Plans' interface with the following elements:

- Header:** 'Compare Plans' title, subtitle 'Review your favorite plans and select one to get started.', and a 'Return to all plans' button.
- Plan Cards:** Four cards for 'Bronze Heritage Plus' plans. Each card includes:
 - Plan name and ID (e.g., 'Bronze Heritage Plus 5200 - 01').
 - Network type (PPO).
 - Estimated cost: '\$780' (others are \$774, \$760, \$760).
 - Employee contribution: 'Employees pay \$130/mo.' (others are \$129/mo., \$127/mo.).
 - Total premium: 'Est. Total Premium \$1,560' (others are \$1,548, \$1,521).
 - Links for 'Full Plan Details' and 'Provider Search'.
 - 'Get This Plan' button.
 - 'Remove' button (indicated by a red arrow).
- Specifications:** A table below the cards showing 'Deductible', 'Co-Insurance', and 'Out of Pocket Max' for each plan.
- Footer:** 'Expand for More Details' button.

Plan	Cost	Employee Pay	Total Premium	Deductible	Co-Insurance	Out of Pocket Max
Bronze Heritage Plus 5200 - 01	\$780	\$130/mo.	\$1,560	Individual: \$5,200 Family: \$10,400	90% 70%	Individual: \$6,800 Family: \$13,600
Bronze Heritage Plus HSA 5000 - 01	\$774	\$129/mo.	\$1,548	Individual: \$5,000 Family: \$10,000	70% 50%	Individual: \$6,250 Family: \$12,500
Bronze Heritage EPO 5000 - 01	\$760	\$127/mo.	\$1,521	Individual: \$5,000 Family: \$10,000	90% -	Individual: \$6,800 Family: \$13,600
Bronze Heritage EPO 5000 - 01	\$760	\$127/mo.	\$1,521	Individual: \$5,000 Family: \$10,000	90% -	Individual: \$6,800 Family: \$13,600



Browse Page Study

Hypothesis: Users are overwhelmed with the amount of options on the page and can't make a choice. Our goal is to reassure the user of the plan they want and make the experience as frictionless as possible.

Current Functionality

The browse page has a lot of call to actions on it, from getting insured now to using the interactive plan guide and selecting a plan.

UnitedHealthcare

Contact Coverage Advisor Sign In

Great coverage & award winning service starting at **\$253** per month per person*

92015 • 7 Employees

*Example per person cost based on 35 year old male in your ZIP code.

[Get Insured Now](#)

Ready to get UnitedHealthcare coverage? Setup your account now.

Pick a plan below to start building your benefits package or use our guide to find a perfect fit.

[Interactive Plan Guide](#)

Use our intelligent plan selection tool to find a perfect fit for you and your business.

12 Plans Effective Date: 8/1/2016 Sort: Price - Low to High

My Favorites

Select up to three favorite plans to compare.

Filter Plans

Filter Plans By Cost

Learning Center

- Getting coverage is easy
- Learn about our networks
- Why choose UHC?
- Get Help

Bronze Heritage EPO 5000 - 01
PPO
\$887 Your est. costs
Employees pay \$127/mo.
Est. Total Premium \$1,774

Deductible: \$5,000
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: \$10

[Full Plan Details](#)
[Provider Search](#)

[Get This Plan](#)
[Favorite](#)

Bronze Heritage Plus HSA 5000 - 01
PPO
\$903 Your est. costs
Employees pay \$129/mo.
Est. Total Premium \$1,806

Deductible: \$5,000
Out of Pocket Max: \$6,250
Doctor Visit: N/A
Generic Drugs: 70%

[Full Plan Details](#)
[Provider Search](#)

[Get This Plan](#)
[Favorite](#)

Bronze Heritage Plus 5200 - 01
PPO
\$910 Your est. costs
Employees pay \$130/mo.
Est. Total Premium \$1,820

Deductible: \$5,200
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: 90%

[Full Plan Details](#)
[Provider Search](#)

[Get This Plan](#)
[Favorite](#)

Bronze, silver, gold... which should I choose?

Different people have different needs. Metallic levels may help you choose plans that are right for you and your employees.

Objective

Test the user's ability to make an informed purchasing decision in selecting a plan before actually committing to a plan.

The screenshot displays the UnitedHealthcare website's plan selection page. At the top, a dark blue banner features the UnitedHealthcare logo, navigation links for 'Contact Coverage Advisor' and 'Sign In', and a prominent offer: 'Great coverage & award winning service starting at \$253 per month per person*'. A 'Get Insured Now' button is positioned to the right. Below the banner, a central message encourages users to 'Pick a plan below to start building your benefits package or use our guide to find a perfect fit.' To the right of this message is an 'Interactive Plan Guide' section with a right-pointing arrow, stating 'Use our intelligent plan selection tool to find a perfect fit for you and your business.'

The main content area is titled '12 Plans' with an 'Effective Date: 8/1/2016' and a 'Sort: Price - Low to High' dropdown. On the left side, there are three sections: 'My Favorites' with a heart icon and the text 'Select up to three favorite plans to compare.'; 'Filter Plans' with a dropdown arrow; and 'Filter Plans By Cost' with a dropdown arrow. Below these is a 'Learning Center' with three links: 'Getting coverage is easy', 'Learn about our networks', and 'Why choose UHC?'. A 'Get Help' link is also present.

The main plan list features three entries, each with a plan name, type (PPO), estimated cost, and employee payment. Each entry includes a 'Get This Plan' button, a 'Favorite' button, and links for 'Full Plan Details' and 'Provider Search'.

- Bronze Heritage EPO 5000 - 01**: PPO, Your est. costs \$887, Employees pay \$127/mo., Est. Total Premium \$1,774. Deductible: \$5,000, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: \$10.
- Bronze Heritage Plus HSA 5000 - 01**: PPO, Your est. costs \$903, Employees pay \$129/mo., Est. Total Premium \$1,806. Deductible: \$5,000, Out of Pocket Max: \$6,250, Doctor Visit: N/A, Generic Drugs: 70%.
- Bronze Heritage Plus 5200 - 01**: PPO, Your est. costs \$910, Employees pay \$130/mo., Est. Total Premium \$1,820. Deductible: \$5,200, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: 90%.

At the bottom, a section titled 'Bronze, silver, gold... which should I choose?' features a circular image of a family and the text: 'Different people have different needs. Metallic levels may help you choose plans that are right for you and your employees.' A right-pointing arrow is located to the right of this section.

Current Functionality

Each plan has a “Get This Plan” button that redirects the user to the account setup.

The screenshot displays the UnitedHealthcare website interface. At the top, the UnitedHealthcare logo is on the left, and navigation links for 'Contact Coverage Advisor' and 'Sign In' are on the right. A blue banner at the top contains the text: 'Great coverage & award winning service starting at \$253 per month per person*'. Below this, it specifies '97015' and '7 Employees', with a footnote: '*Example per person cost based on 35 year old male in your ZIP code.' A prominent orange button labeled 'Get Insured Now' is also present in the banner.

Below the banner, a section titled 'Pick a plan below to start building your benefits package or use our guide to find a perfect fit.' includes an 'Interactive Plan Guide' link with a right-pointing arrow. The text for the guide says: 'Use our intelligent plan selection tool to find a perfect fit for you and your business.'

The main content area shows a list of 12 plans, with the effective date set to 8/1/2016 and sorted by 'Price - Low to High'. Three plans are visible, each with a green 'Get This Plan' button highlighted by a red box:

- Bronze Heritage EPO 5000 - 01**
PPO
Deductible: \$5,000
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: \$10
Your est. costs: **\$887**
Employees pay \$127/mo.
Est. Total Premium \$1,774
- Bronze Heritage Plus HSA 5000 - 01**
PPO
Deductible: \$5,000
Out of Pocket Max: \$8,250
Doctor Visit: N/A
Generic Drugs: 70%
Your est. costs: **\$903**
Employees pay \$129/mo.
Est. Total Premium \$1,806
- Bronze Heritage Plus 5200 - 01**
PPO
Deductible: \$5,200
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: 90%
Your est. costs: **\$910**
Employees pay \$130/mo.
Est. Total Premium \$1,820

Each plan card also includes links for 'Full Plan Details' and 'Provider Search', and a 'Favorite' button. A 'Feedback' button is visible on the right edge of the page.

At the bottom, a section titled 'Bronze, silver, gold... which should I choose?' features a circular image of a family and the text: 'Different people have different needs. Metallic levels may help you choose plans that are right for you and your employees.' with a right-pointing arrow.

Objective

What is the up front expectation for the user before they select “Get This Plan”.

The screenshot displays the UnitedHealthcare website interface. At the top, a blue banner features the UnitedHealthcare logo, navigation links for 'Contact Coverage Advisor' and 'Sign In', and a prominent offer: 'Great coverage & award winning service starting at \$253 per month per person*'. A 'Get Insured Now' button is positioned to the right. Below the banner, a section titled 'Pick a plan below to start building your benefits package or use our guide to find a perfect fit.' includes an 'Interactive Plan Guide' link with a right-pointing arrow. The main content area shows a list of 12 plans, sorted by 'Price - Low to High'. Three plans are visible, each with a green 'Get This Plan' button highlighted by a red rectangular box:

- Bronze Heritage EPO 5000 - 01**
Deductible: \$5,000
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: \$10
Your est. costs: **\$887**
Employees pay \$127/mo. Est. Total Premium \$1,774
- Bronze Heritage Plus HSA 5000 - 01**
Deductible: \$5,000
Out of Pocket Max: \$6,250
Doctor Visit: N/A
Generic Drugs: 70%
Your est. costs: **\$903**
Employees pay \$129/mo. Est. Total Premium \$1,806
- Bronze Heritage Plus 5200 - 01**
Deductible: \$5,200
Out of Pocket Max: \$6,800
Doctor Visit: N/A
Generic Drugs: 90%
Your est. costs: **\$910**
Employees pay \$130/mo. Est. Total Premium \$1,820

Each plan card also includes links for 'Full Plan Details' and 'Provider Search'. A 'My Favorites' section on the left allows users to compare up to three favorite plans. A 'Learning Center' provides links for 'Getting coverage is easy', 'Learn about our networks', 'Why choose UHC?', and 'Get Help'. At the bottom, a section titled 'Bronze, silver, gold... which should I choose?' offers guidance on selecting a plan based on metallicity levels.

Test Objective:

Solicit feedback from the user on research habits. Find pain points before they journey to the create account page.

Test participants we're asked a series of question

Without navigating away from this page, take 2-3 minutes to look over all of the content on this page and select the most suitable plan.

"I'm going to look for something that suits them the best with a low deductible and a moderate out of pocket max. I like the Bronze Heritage EPO 500-01"

"It showing me Unitedhealthcare will be \$309 per person per month. The CTA is nice and clear with the get insured now looks like I can scroll down and see several other plans that compare with this one thinking that's what I'm seeing below."

"Where it's saying my estimated cost I'm assuming...(user hovers over tool tip). Okay it's saying that's "Monthly premium amount" which is a little confusing...you have to click on the grey area for it to tell you it's the monthly premium amount."

Observation Users are exploring plans and want key information to make a decision on which plan to select.

Test participants we're asked a series of question

Without clicking or navigating away from this page, where would you go next after deciding on a plan?

"What I navigated to is "get insured now" because that would be the way to start setting up the coverage. Yep the button is nice and colorful and if that's the plan you want this is where you would start. "

"I would click on full plan details and provider search. Let's say I did all that then I would select "Get this plan""

"After select a plan I would select Full Plan details and also the provider search to see who are members of the PPO and the area I'm looking at. Get this plan is a little premature until I know who the plan providers are."

Observation "Get This Plan" is a natural progression as far as next steps after they opted to see full plan details.

Test participants we're asked a series of question

What would you expect to see after selecting "Get This Plan"?

After I select the get this plan button I would expect to see all the plan details

"After I select the "Get this plan" button I would expect to have more information listed about the plan"

"I was under the impression that I had to "get plan" in order to see the details because that was the super obvious functionality. I don't think I'll be in the minority on that - the big green button is going to move you forward, but not give you those details"

Observation The CTA "Get This Plan" is too committal with users when all they really want to view is more information about that plan. Then make the commitment on purchasing a plan before the account setup page.

Test participants we're asked a series of question

Where would you begin the process of researching plans?

“Actually this is a little overwhelming I would actually go to the filters and see if I can narrow it down.”

I would go to each plan separately and select full plans details button. So I would see the full details and determine which plan we want.

I would want to click on full plan details under each of these plans. And also these little information buttons.

Observation Users want to see more information about the plans. Which reaffirms our position of showing plan details when users select “Get This Plan”

Testing Summary

- Half the users want to see plan details when selecting the “Get This Plan”. The consensus is that there is not enough information to move forward.
- “Get This Plan” is so committal that people leave the page.
- Some users thought that by selecting the orange “Get Insured Now” button somehow connected the user to the least expensive plan displayed in the blue header at the top of the page. Others wanted to see more information about that particular cost as if it was tied to a plan.

Heuristic Severity Rating: 3 major usability problem. Important to fix.

Recommendations

Display more plan details for the user to make an informed decision.

Launch a 50/50 split experiment with VWO (visual website optimizer) having the **column view** as **the default view** for half of the experiment and current view (list view) as the other half. The thinking is there is enough information for the user to make an informed decision on the column view then the list view.

List View

UnitedHealthcare Contact Coverage Advisor Sign In

Great coverage & award winning service starting at **\$253** per month per person* [Get Insured Now](#)

9/7/13 7 Employees Ready to get UnitedHealthcare coverage? Setup your account now.

Pick a plan below to start building your benefits package or use our guide to find a perfect fit. [Interactive Plan Guide](#)

12 Plans Effective Date: 8/1/2016 Sort: Price - Low to High

Plan Name	Cost	Details
Bronze Heritage EPO 5000 - 01 PPO	\$887	Deductible: \$5,000, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: \$10
Bronze Heritage Plus HSA 5000 - 01 PPO	\$903	Deductible: \$5,000, Out of Pocket Max: \$8,250, Doctor Visit: N/A, Generic Drugs: 70%
Bronze Heritage Plus 5200 - 01 PPO	\$910	Deductible: \$5,200, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: 90%

Column View

UnitedHealthcare Contact Coverage Advisor Sign In

Great coverage & award winning service starting at **\$253** per month per person* [Get Insured Now](#)

9/7/13 7 Employees Ready to get UnitedHealthcare coverage? Setup your account now.

Pick a plan below to start building your benefits package or use our guide to find a perfect fit. [Interactive Plan Guide](#)

12 Plans Effective Date: 8/1/2016 Sort: Price - Low to High

Plan Name	Cost	Details
Bronze Heritage EPO 5000 - 01 PPO	\$887	Deductible: \$5,000, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: \$10
Bronze Heritage Plus HSA 5000 - 01 PPO	\$903	Deductible: \$5,000, Out of Pocket Max: \$8,250, Doctor Visit: N/A, Generic Drugs: 70%
Bronze Heritage Plus 5200 - 01 PPO	\$910	Deductible: \$5,200, Out of Pocket Max: \$6,800, Doctor Visit: N/A, Generic Drugs: 90%

Recommendations

Re-label functionality to further align with the user's mental model of what they're looking for.

B Bronze Heritage EPO 5000 - 01[†]
PPO

\$887 Your est. costs[†]

Employees pay **\$127/mo.**
Est. Total Premium **\$1,774**

Deductible: **\$5,000**[†]
Out of Pocket Max: **\$6,800**[†]
Doctor Visit: **N/A**[†]
Generic Drugs: **\$10**[†]

~~[Full Plan Details](#)~~

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Change the label from “Full Plan Details” to **View Details**. Add more white space between “Generic Drugs” and “View Details”

B Bronze Heritage EPO 5000 - 01
PPO

\$760 Your est. costs

Employee pay **\$127/mo.**
Est. Total Premium **1,521**

Deductible: **\$5,000**
Out of Pocket Max: **\$6,800**
Doctors Visits: **\$10**
Generic Drugs: **\$10**

[View Details](#)

[Provider Search](#)

Get This Plan

[Compare](#)

Recommendations

Support the users in carrying out their task.

Add plan details as a stand alone page accessible from the “Get This Plan” CTA, so the user feels comfortable in making an informed decision BEFORE the signup process.

UnitedHealthcare Contact Coverage Advisor Sign In

Great coverage & award winning service starting at **\$253** per month per person*
*Example per person cost based on 35 year old male in your ZIP code.

[Get Insured Now](#)

Ready to get UnitedHealthcare coverage? Setup your account now.

Pick a plan below to start building your benefits package or use our guide to find a perfect fit.

[Interactive Plan Guide](#)
Use our intelligent plan selection tool to find a perfect fit for you and your business.

12 Plans Effective Date: 8/1/2016 Sort: Price - Low to High

My Favorites
Select up to three favorite plans to compare.

Filter Plans

Filter Plans By Cost

Learning Center
[Getting coverage is easy](#)
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[Why choose UHC?](#)
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Bronze Heritage EPO 5000 - 01 PPO \$887 Your est. costs [®] Employees pay \$127/mo. Est. Total Premium \$1,774	Deductible: \$5,000 [®] Out of Pocket Max: \$6,800 [®] Doctor Visit: N/A [®] Generic Drugs: \$10 [®] Full Plan Details Provider Search	Get This Plan Favorite
Bronze Heritage Plus HSA 5000 - 01 PPO \$903 Your est. costs [®] Employees pay \$129/mo. Est. Total Premium \$1,806	Deductible: \$5,000 [®] Out of Pocket Max: \$6,250 [®] Doctor Visit: N/A [®] Generic Drugs: 70% [®] Full Plan Details Provider Search	Get This Plan Favorite
Bronze Heritage Plus 5200 - 01 PPO \$910 Your est. costs [®] Employees pay \$130/mo. Est. Total Premium \$1,820	Deductible: \$5,200 [®] Out of Pocket Max: \$6,800 [®] Doctor Visit: N/A [®] Generic Drugs: 90% [®] Full Plan Details Provider Search	Get This Plan Favorite

\$xxx

\$xxx

< Return to plan listing [Let's get started](#)

Recommendations

Close the gap of execution and evaluation for the user.

Make the plan name selectable
revealing plan details.

UnitedHealthcare Contact Coverage Advisor Sign In

Great coverage & award winning service starting at **\$253** per month per person*
97013 7 Employees
*Example per person cost based on 35 year old male in your ZIP code.

[Get Insured Now](#)

Ready to get UnitedHealthcare coverage? Setup your account now.

Pick a plan below to start building your benefits package or use our guide to find a perfect fit.

[Interactive Plan Guide](#)
Use our intelligent plan selection tool to find a perfect fit for you and your business.

12 Plans Effective Date: 8/1/2018 Sort: Price - Low to High

My Favorites
Select up to three favorite plans to compare.

Filter Plans

Filter Plans By Cost

Learning Center
[Getting coverage is easy](#)
[Learn about our networks](#)
[Why choose UHC?](#)
[Get Help](#)

Bronze Heritage EPO 5000 - 01
PPO
\$887 Your est. costs⁽¹⁾
Employees pay \$127/mo.
Est. Total Premium \$1,774

Deductible: \$5,000⁽¹⁾
Out of Pocket Max: \$6,800⁽¹⁾
Doctor Visit: N/A⁽¹⁾
Generic Drugs: \$10⁽¹⁾

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[Favorite](#)

[Full Plan Details](#)
[Provider Search](#)

Bronze Heritage Plus HSA 5000 - 01
PPO
\$903 Your est. costs⁽¹⁾
Employees pay \$123/mo.

Deductible: \$5,000⁽¹⁾
Out of Pocket Max: \$6,250⁽¹⁾
Doctor Visit: N/A⁽¹⁾
Generic Drugs: 70%⁽¹⁾

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User videos

Compare test:

Published Videos:

https://www.usertesting.com/r/R_wBWF57TcxMmUjpvYeM

Highlight reel:

https://www.usertesting.com/highlight_reels/fSKVaKeVHeD-RiZT6T3c

Browse page test:

Published Videos:

<https://www.usertesting.com/r/vJQbUqKstNSWFazWWEyU>

Highlight reel:

https://www.usertesting.com/highlight_reels/2gFpse_EZw1z_SZUz4RF

Next Step

- Dev and creative team size effort
- UHC stakeholder approval
- UX / design
- Client approval on design
- Change request and schedule the change at an appropriate release.

Thank You!

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