

# KAUS Case Study

# The Problem

## Background

Originally a B2B business for the past 30 years, KAUS is looking to become a B2C corporation by offering their insurance bundles online and regain market share.

## Problem Statement

How might we simplify the experience of purchasing insurance bundles online that is specific to the customer's needs?

# The Solution

**Recommendation tool:** In order to reduce decision fatigue and the paralysis of comparing multiple plans from various insurance websites, an AI-powered algorithm will give customers only three recommendations to choose from based on their needs from the questionnaire and the plans others, who have similar needs, chose.

**Live chat:** Live customer support that allows younger users who prefer to chat a fast way to speak directly to their local agent.

**Customizable bundles:** Customers can add/remove plans as they wish, bundles only include what the customer needs and nothing more.

**Fold down:** Not only for quick viewing of insurance details, but also a way to get back to a specific part of the questionnaire to make corrections/changes. This hopes to motivate users to finish the questionnaire since using only back and forward keys to make corrections can be frustrating.

# Goals

- 1) Create an online website for KAUS that offers insurance bundles, is easy to understand, and appeals to the younger demographic.
- 2) Modernize logo and branding

# Process Overview

## 1. Empathize

### Research:

Competitive  
Analysis  
User interviews  
Empathy Map  
Persona

## 2. Define

### Information Architecture:

Project Goals  
Feature Roadmap  
Sitemap

## 3. Ideate

### Interaction Design:

Task Flow  
User flow  
Wireframes  
Responsive  
Wireframes  
Prototype

## 4. Prototype

### UI Design:

Moodboard  
Logo  
Brand Style  
Responsive UI  
design  
UI Kit

## 5. Test

### Iteration and Implementation:

High-Fidelity  
Prototype  
Usability Testing  
Affinity Map

# Empathize: Research Goals

## Goals

- Identify pain points and unmet needs in the current user experience of buying insurance
- Determine what users like and dislike about purchasing insurance online
- Understand how competing companies sell their insurance policies and identify areas of opportunity

## Methodologies

- Competitive Analysis
- User Interviews
- Persona

# Empathize: Competitive Analysis

## KAUS

### Summary of Findings

Overall, the industry seems to lack a simple way to get a quote and easily compare rates.

Companies strive to have quick and easy processes while offering their abundant insurance plans/policies to customers. They want customers to be able to navigate easily through their plans while being introduced to new options/bundling deals.

Besides State farm, many insurance companies use cooler tones for a sense of calm and trust.

I was surprised by the lack of live support from these companies since insurance is an intimidating purchase that bears great responsibility. I would be interested in learning how users currently navigate these websites and find out points of friction and confusion.

I would also like to understand how user errors are dealt with. No website offered any tutorials or video(s) to help first-time users understand what insurance policies the company offers/ how to navigate their website.

Lastly, I wonder why all websites force you to give up your personal information (DOB, address, name, etc.) before giving customers a quote. Personally I think that getting a quote wouldn't need personal information, it makes me reluctant since PII and cybersecurity are my concerns.

### DIRECT COMPETITORS



#### Strengths

Flexible bundling options that are front and center

Clear categorization of a wide variety of insurance options: auto, home, renters, etc.

Organized, grid layout

#### Weaknesses

Landing page is a little busy with too many options/boxes to look at

No live customer support



#### Strengths

Clean, simple UI

Easy to navigate with few options

Few clicks to receive a quote

#### Weaknesses

Lack of health insurance

Few bundling options



#### Strengths

Clean, uncluttered, simple UI

Few clicks to receive a quote

Easy to track a claim

Wide variety of insurance including health

#### Weaknesses

No live customer support

Application process is not streamlined

Text in the drop down is too small including Help in the right corner

### INDIRECT COMPETITORS



#### Strengths

Clean, organized UI with good white space

Very accessible to Spanish speakers

Offers special events insurance (wedding, anniversary, etc.)

#### Weaknesses

No live customer support

No brokers or agents for support

Customers must apply for each policy separately

### PROVISIONAL PERSONAS



#### The College Student

18-24 years old  
Intimidated, honest,  
Values clarity

#### Goals

Seeking insurance for their new car

Has zero knowledge of insurance and is easily overwhelmed by hard-to-understand policies

Needs professional assistance

#### Pains

Customer service is hard to find

Cannot speak to someone live to ask questions

FAQs are hard to understand



#### The Family Man

30 - 70+ years old  
Values reliability  
Seeks peace of mind

#### Goals

Seeking auto, home, health, and life insurance for their family

Has some knowledge of insurance

Needs assistance on bundling to get the best rates

#### Pains

Looking through all policies and bundling options is tedious and complicated

Difficult to compare plans

Cannot speak to someone live to ask questions



#### The Business Man

35 - 60+ years old  
Straightforward  
Values efficiency

#### Goals

Seeks efficiency and a streamlined process without all the extra information

Has some knowledge of insurance

Wants assistance in understanding the details of each business insurance option

#### Pains

Long wait time in receiving assistance

Doesn't care for bundling



#### The Retiree

65+ years old  
Suspicious  
Values honesty

#### Goals

Wants the best deal

Change/upgrade plan as needed

Quick and simple assistance

#### Pains

Can't get a hold of reliable support

Feels agents force them into bundling

Website is complicated to navigate

# Empathize: User Interviews

Number of Participants: 5

Ages: 23- 42

## Needs:

- Better, clearer comparison tool
- Selective bundling
- Responsive customer service (ie: online chat box)
- Simplicity
- More personalized experience customized to the user's specific needs

## Frustrations:

- Overwhelming jargon/technical terms
- Confusing comparison tool
- Confusing overall experience
- Lack of customer support

## Motivations:

- Fair (sometimes lowest) prices
- Safety, security, and protection from accidents
- Convenience (ie: easy-to-use website) and responsive customer service



# Empathize: Empathy Map

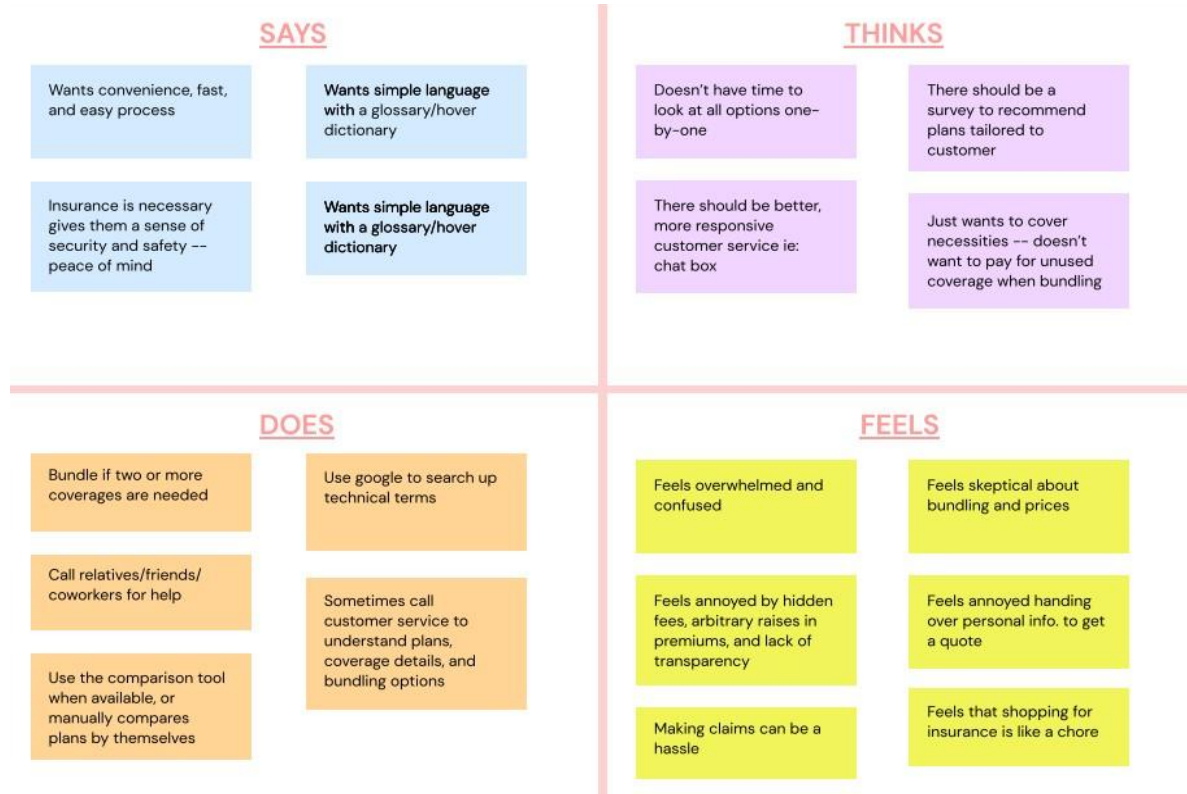
## Insights:

Users are overwhelmed and confused when buying insurance.

Most people research insurance online and compare different plans before purchasing.

Users value efficiency, convenience, simplicity, transparency, and tailored bundles.

Users want better customer support and a simpler comparison tool.



# Empathize: Persona



## Aashi Patel

26 years old  
📍 Austin, TX

**Marital Status:** Partner  
**Children:** 0  
**Pets:** 1 dog

**Occupation:** Part-time Data Scientist for the Department of Defense

Anxious

Ambitious

Resourceful

Energetic

*"I want fair coverage specific to my needs, nothing more, nothing less."*

### About Aashi

Aashi is a child of Bangladeshi and Indian immigrants and has struggled with mental health since childhood. Witnessing her parents' struggles, Aashi seeks safety and security. She grew up with a frugal mindset, only buying things that she absolutely needs. Recently, she cut down her hours at work in hopes of building her YouTube channel -- her true passion. She shoots daily vlogs with her partner and has an active lifestyle. Aashi values efficiency and fairness. She hopes insurance is able to cover for her and her family's needs when unexpected events occur.

### Needs

- Health, dental, vision, auto, renter's, and pet insurance
- Sense of security and safety
- Protection from accidents & disasters
- Reliability
- Responsive customer support

### Pains

- Bundling options with too much/unecessary coverage
- Fine print/details that are only apparent once accidents happen
- Arbitrary raises on premiums
- Lack of sufficient customer support
- Overwhelming website with too much jargon
- Hard to compare plans with other companies

### Motivations

- Having all bases covered
- Clear, easy-to-understand/use interfaces
- Low premiums
- Positive customer reviews
- Fair price for amount of coverage

### Weekdays



Work: 8 hours



Youtube creator:  
2-3 hours



Exercise: 1 hour



Cooking: 1 hour



Walk dog: 0.5 hour

### Weekends



Hang out with  
friends



Watch T.V.

# Define: Information Architecture

After data collection, four methods were used to determine information architecture:

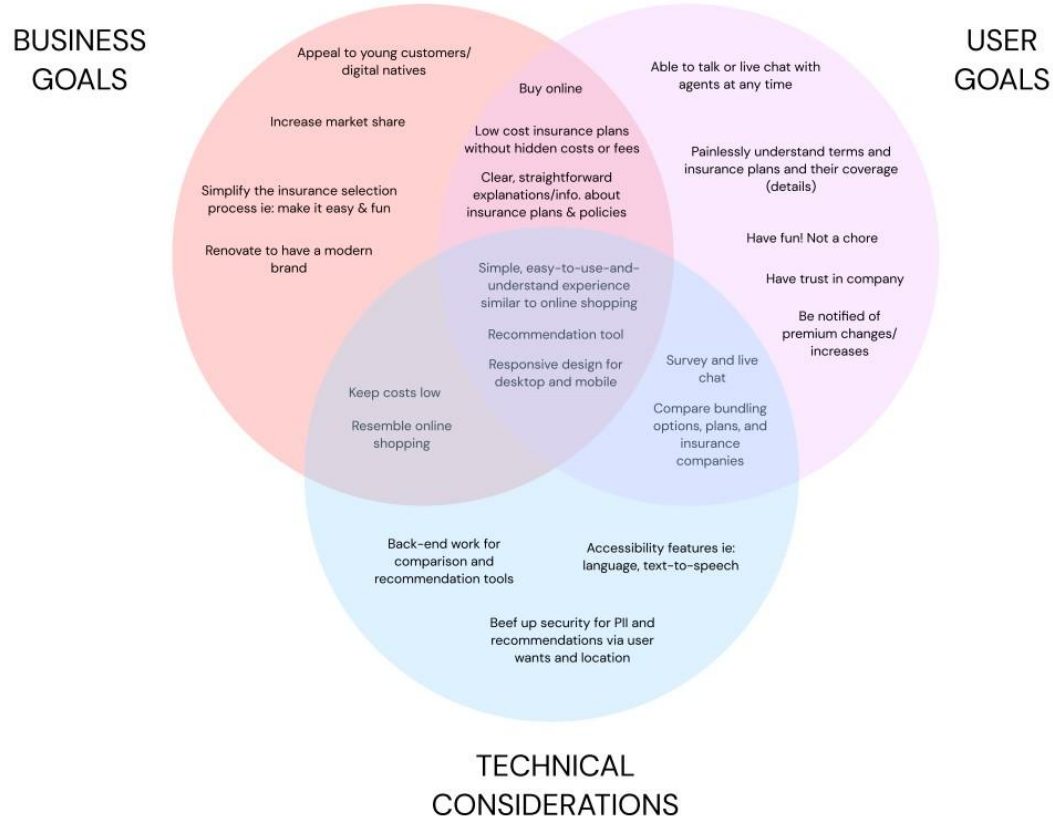
- Project Goals
- Feature Roadmap
- Card Sorting
- Sitemap



# Define: Project Goals

## Key Goals:

- Simple, easy-to-use-and-understand experience similar to online shopping
- Recommendation Tool
- Responsive design for desktop and mobile



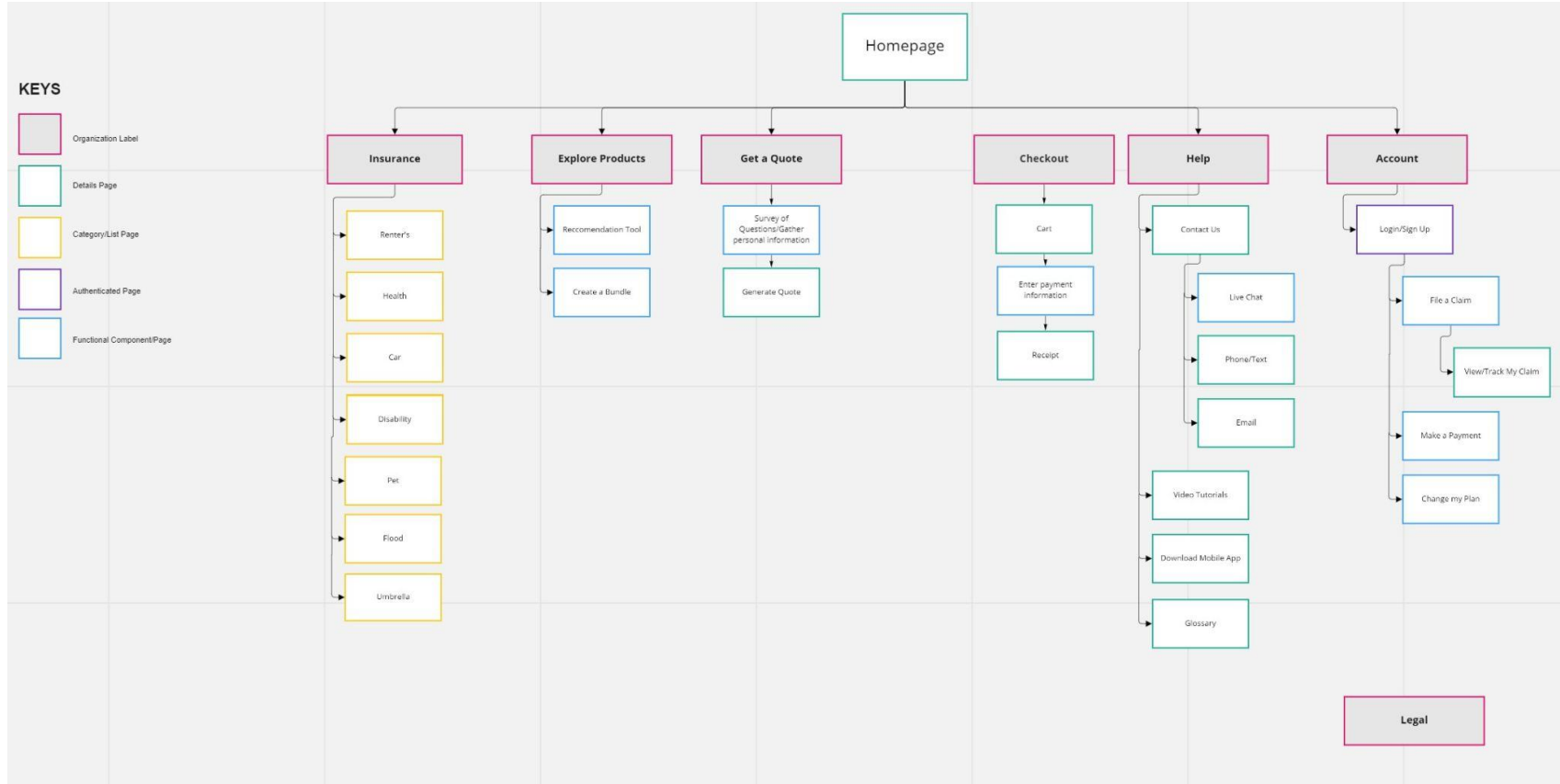
# Define: Feature Roadmap

Must Have	Feature Name	Description	Research Supporting It
	Get a quote	Streamline the process such as getting a quote as a guest, or don't require it at all	User interview/competitor analysis
	Register/login	Users can register to cancel/change plans similar to subscriptions	Competitor analysis
	Account Information	Users can view their account information and make changes ie: payment method	Competitor analysis
	Live chat	Users can have live support with an agent for help/clarification of plans	User interview/competitor analysis
	Explore Products	Users can browse all offerings including bundling options	Competitor analysis
	Survey	Users take a survey to get the recommendation algorithm to tailor to their needs and priorities	User interview/competitor analysis
	Recommendation Tool	Recommendation tool that takes survey data and presents/compares top 3 plans	User interview/competitor analysis
	Tutorials/video walkthroughs	Tutorials/videos to help first-time insurance buyers in understanding what they're looking at	User interview/competitor analysis
	Glossary of Terms	Users can hover over technical jargon and get a quick explanation of that term	User interview/competitor analysis
	Bundling	Just like shopping, users can bundle plans and be shown how much they're saving with each bundling option	Competitor analysis
Shopping Cart	Just like shopping, users can view their selected plans, add/remove, and checkout	User interview/competitor analysis	

# Define: Feature Roadmap cont.

	Filing a Claim	Users can file claims to get their money back	Competitor analysis
	Bill Payment	Users can pay bills directly online	Competitor analysis
	Find a Local Agent	Users can speak to local agents directly on the phone for help/file claims	Competitor analysis
	About Us	Users can learn about the values and reputation of the company	Competitor analysis
	Contact Us	Users can contact the company via email, phone, or mail address	Competitor analysis
	Terms of Use	Users can read the terms and conditions	Competitor analysis
	Search	Users can do quick search on the product/information they want to learn more about	Competitor analysis

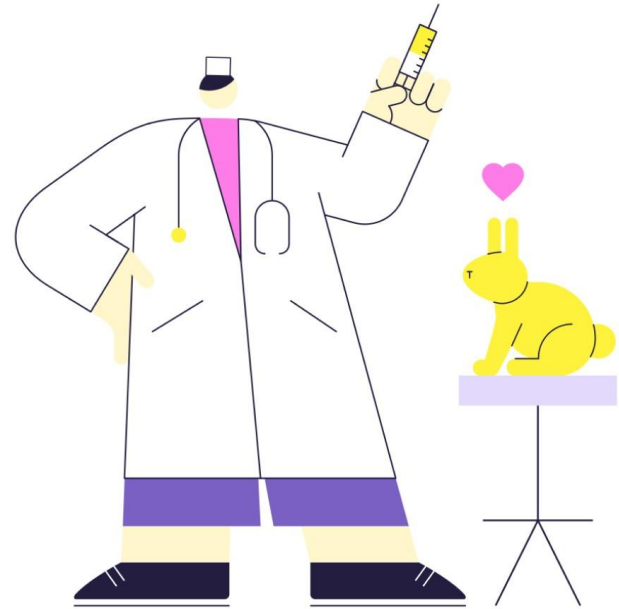
# Define: Sitemap



# Ideate: Interaction Design

After determining the organization of the website, flows and wireframes were created to take the user from A to Z to ensure logical navigation and progression. The following methods were used:

- Task Flow
- User flow
- Wireframes
- Responsive Wireframes
- Prototype

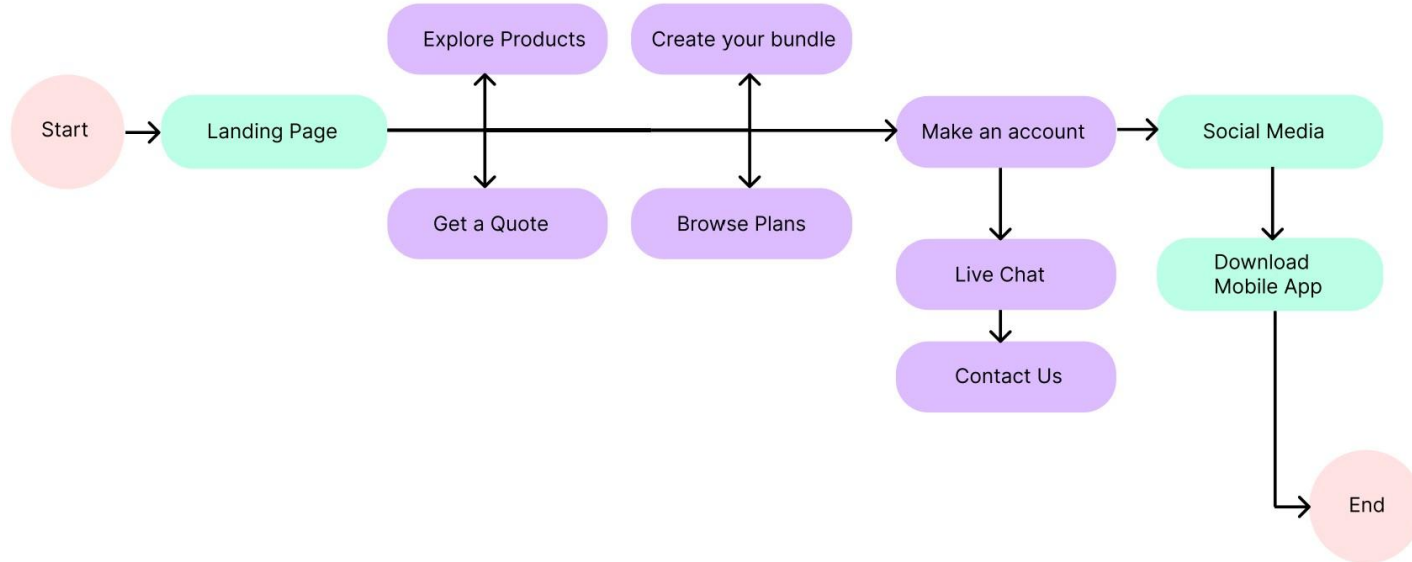




# Ideate: Task Flow

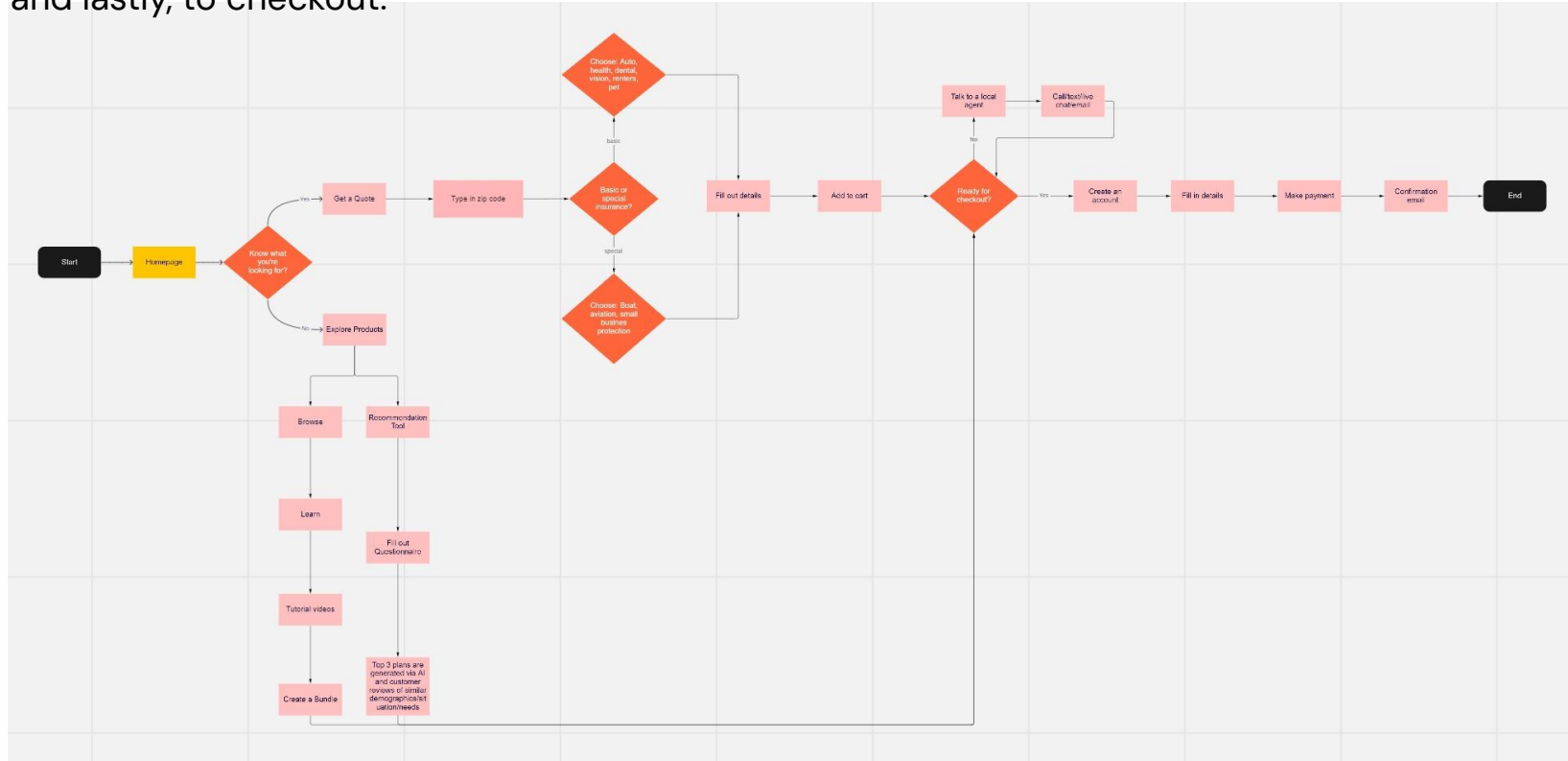
**Task: Find an insurance plan/bundle that suits user's specific needs.**

This task flow targets new users of the younger demographic who feel overwhelmed by crowded websites and lack of support.

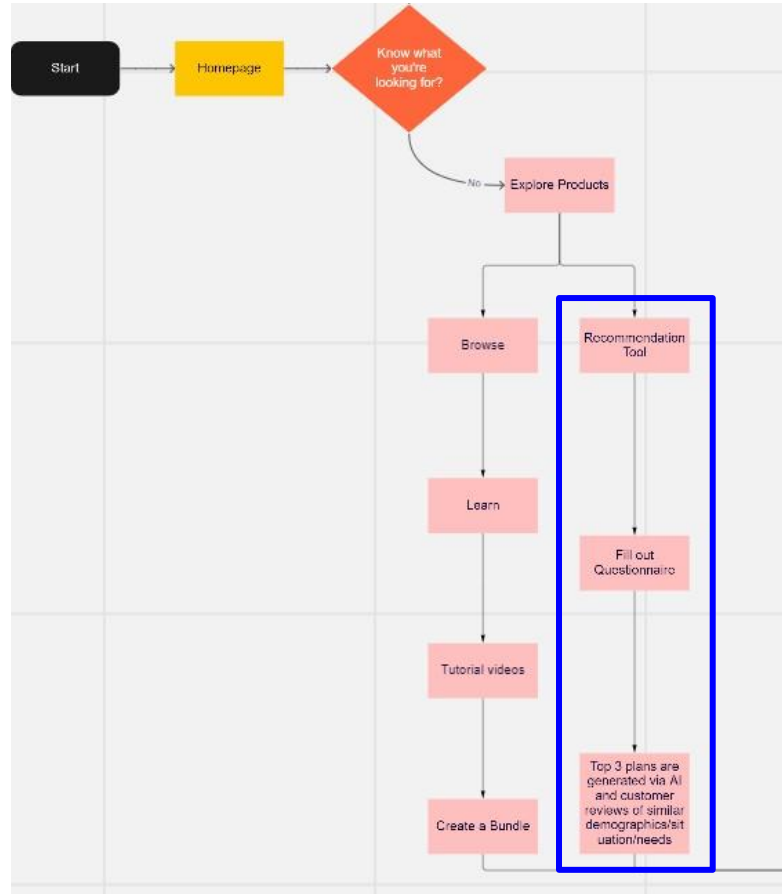


# Ideate: User Flow

This depicts a typical user flow from the home page, to the recommendation tool and bundles, and lastly, to checkout.

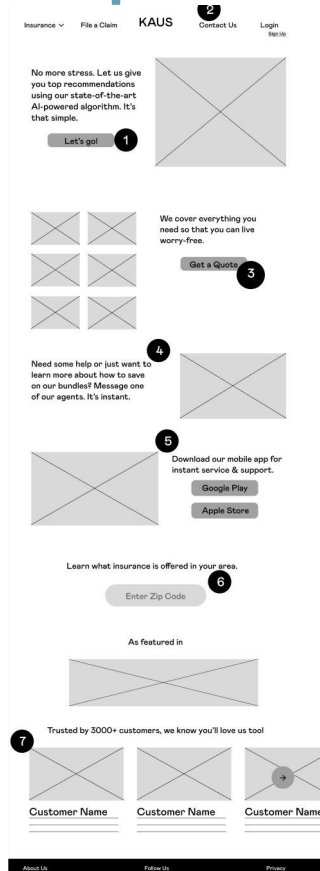


# Ideate: User Flow Highlight – Rec Tool



# Ideate: Responsive Wireframes

Homepage -  
Tablet version



Homepage -  
Mobile version



# Prototype: UI Design

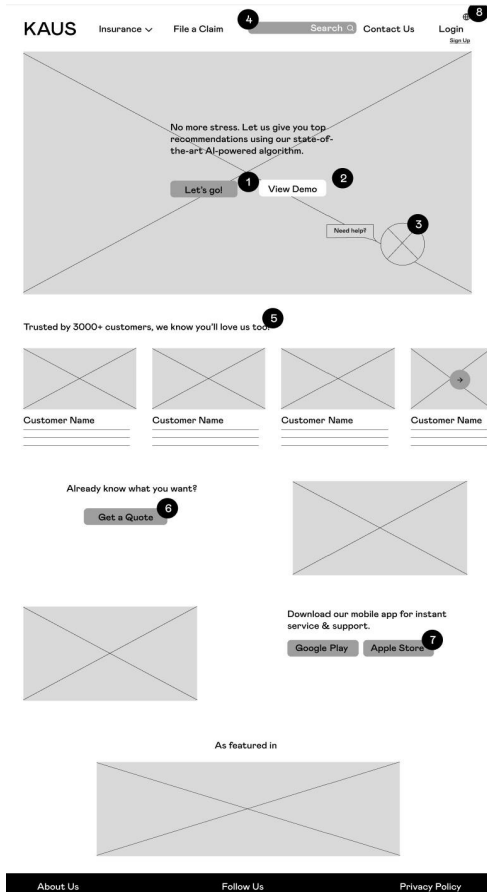
After wireframing, the focus shifted to UI design to modernize KAUS's brand image, logo, and bring the product to life.

- Moodboard
- Logo
- Brand Style
- Responsive UI design
- UI Kit

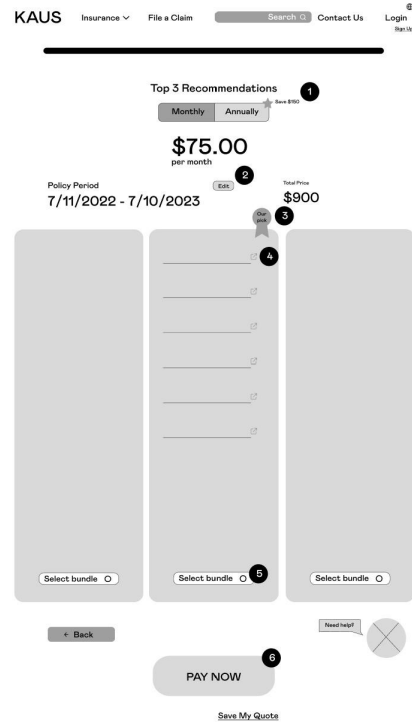


# Ideate: Wireframes

## Homepage & Recommendation Tool – Desktop version



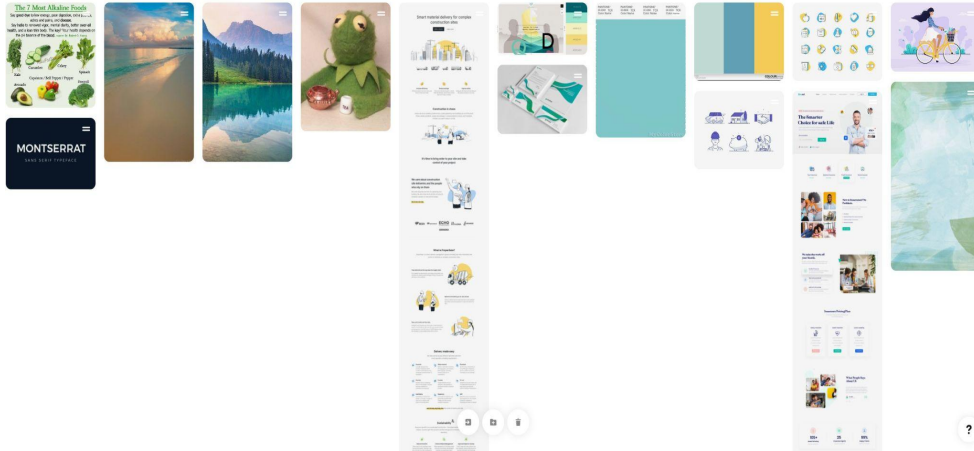
- 1 Recommendation Tool**  
Users start their journey here by using the recommendation tool.
- 2 Demo**  
Users can see a demo of what to expect and how to use the AI-tool.
- 3 Live Chat/assistant**  
Users always have a virtual assistant to help them that can contact them directly with someone in-person to always have help.
- 4 Navigation Bar**  
Users have a nav bar with a global search so that they never get lost and can quickly navigate through the pages.
- 5 Customer Reviews**  
Users can read through customer reviews.
- 6 Get a Quote**  
Users have a quick way to get a quote.
- 7 Mobile App Download**  
Users can file claims/change plans/talk to an agent on the go.
- 8 Language Options**  
Users can change the language to their native language.



- 1 Toggle**  
Users can toggle between the two types of payment plans and see corresponding prices. Annual plans have discounts.
- 2 Edit policy dates**  
Users have the option to edit their policy's effective dates.
- 3 Staff Pick**  
Users are recommended the very top recommendation based on the AI algorithm and user reviews.
- 4 Pop-out information box**  
Users can read more about the specifics of the bundle and its policies in a pop-out window.
- 5 Select Bundle**  
Users choose from among the three recommendations.
- 6 Payment CTA**  
Users can pay for their bundle or save their quote and pay later.

# Prototype: Moodboard and Logo

Pastel teal, yellow, and purple were chosen for their calming and welcoming effect while reflecting the brand's values of trust and simplicity.



In addition to the alliteration between Kaus and kangaroo, much like Geico, an animal was used as a memorable mascot.



# Prototype: Brand Style

## Brand Style Guide

### Colors



#C0DAD3  
RGB: 192 288 211

#609FB4  
RGB: 96 159 80

#FFB000  
RGB: 255 187 0

### Fonts

#### Mabry Pro

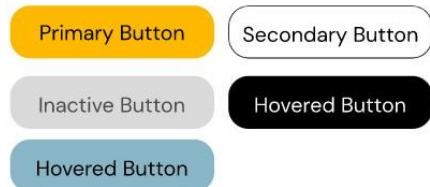
30px, Medium, 2x spacing  
For headers and titles

#### DM Sans

24px, Medium, 2x spacing  
For subheader, buttons, and body text

Light	Book	<i>Book Oblique</i>
Regular	Medium	<i>Medium Oblique</i>
<b>SemiBold</b>	<b>SemiBold</b>	<b><i>Black Oblique</i></b>
<b>Bold</b>		

### Buttons



### Logo

KAUS 

#### Color Logo

KAUS 

### Secondary Logo

K 

#### Black and White

KAUS 

K 

### Imagery





# Prototype: Responsive UI Design Desktop

Please view the prototype here:

<https://www.figma.com/file/xff6EwKaH6wqqKgbiY4W8p/KAUS-DESKTOP-FINAL-PROTOTYPE?node-id=1%3A2101&t=DzWOe3rGIm2wOuox-1>

# Prototype: Responsive UI Design Highlights

Desktop

Progress bar

Insurance details fold down

The desktop insurance quote page features a navigation bar with 'KAUS' logo, 'Insurance', 'File a Claim', 'Glossary', 'Contact Us', and 'Login'. A progress bar shows four steps: 'Insurance' (checked), 'Personal' (checked), 'Discounts' (checked), and 'Payment' (unchecked). Below the progress bar, 'Insurance Details - 2 items' are listed: 'Vehicle Insurance 2014 Toyota Corolla' and 'Pet Insurance Spot'. A 'Top 3 Recommendations' section displays three options. The 'Our Choice' option is highlighted with a red box and labeled 'Top choice'. It includes a table of coverage details and a 'Choose Bundle' button. A 'Back' button is at the bottom left, and a 'Save My Quote' button is at the bottom right.

Policy Period	7/11/2022 - 7/10/2023	Top choice	\$103.28 per month
<b>Geico + Spot Pet Insurance</b>	<b>Our Choice</b>	<b>Progressive + Spot Pet Insurance</b>	<b>Progressive + Fetch Pet Insurance</b>
Vehicle	Vehicle	Vehicle	Vehicle
Bodily injury ○ \$250.00	Bodily injury ○ \$204.00	Bodily injury ○ \$204.00	Bodily injury ○ \$204.00
Property damage ○ \$110.00	Property damage ○ \$120.00	Property damage ○ \$120.00	Property damage ○ \$120.00
Personal injury protection ○ \$125.00	Personal injury protection ○ \$104.00	Personal injury protection ○ \$104.00	Personal injury protection ○ \$104.00
Collision ○ \$87.00	Collision ○ \$94.00	Collision ○ \$94.00	Collision ○ \$94.00
<a href="#">see more ▾</a>	<a href="#">see more ▾</a>	<a href="#">see more ▾</a>	<a href="#">see more ▾</a>
Pet	Pet	Pet	Pet
Illness ○ \$180.00	Illness ○ \$180.00	Illness ○ \$220.92	Illness ○ \$220.92
Accident ○ \$115.32	Accident ○ \$115.32	Accident ○ \$120.00	Accident ○ \$120.00
<b>Total \$1439.32</b>	<b>Total \$1239.32</b>	<b>Total \$1384.92</b>	
<a href="#">Choose Bundle</a>	<a href="#">Choose Bundle</a>	<a href="#">Choose Bundle</a>	

The glossary page features the 'KAUS' logo, navigation links for 'Insurance', 'File a Claim', 'Glossary', 'Contact Us', and 'Login'. The 'Glossary' link is highlighted with a red box. The main content area includes an illustration of a person working on a laptop, the heading 'Glossary', and the text 'No more stress. Use our AI-powered algorithm for top recommendations instantly.' A 'Get Started' button is highlighted with a red box. A 'Live chat' widget is also present, featuring a 'Need Help? Start Chat' button and a 'View Demo' button.

Get Started

Live chat

This section features the text 'We cover everything you need so that you can live worry-free.' and a 'Get a Quote' button. Four icons represent different services: 'Auto', 'Pet', 'Health', and 'Travel'.

This section includes the text 'Learn what insurance is offered in your area.' and a search input field with a 'Search' button.

This section features an illustration of a person on a scooter and the text 'Download our mobile app for on-the-go service & support.' Below this are buttons for 'Google Play' and 'Apple Store'.

This section is titled 'Trusted by 3000+ customers, we know you'll love us too!' and includes a testimonial from 'Kai, 23 Customer for 1 year' with a photo of the customer and a quote: 'As a recent university graduate, I felt overwhelmed by all the options. I wanted a bundle that suits my particular needs while giving me flexibility to change plans as needed. Kaus makes the process easy and fast without all the confusion.'

# Prototype: Responsive UI Design

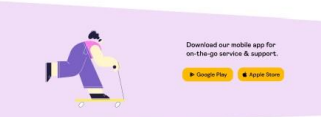


## Desktop



Learn what insurance is offered in your area.

Enter Zip Code  Search



Trusted by 3000+ customers, we know you'll love us too!



Kel 23 Customer for 1 year

"As a recent university graduate, I felt overwhelmed by all the options. I wanted a bundle that suits my particular needs while giving me flexibility to change plans as needed. KAUS makes the process easy and fast without all the confusion!"



Policy Period: 7/1/2022 - 7/10/2023

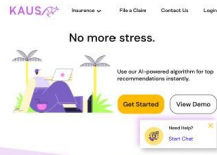
Total \$103.28 per month

Our Choice	Progressive + Spot Pet Insurance	Progressive + Fetch Pet Insurance
<ul style="list-style-type: none"> <li>Body Injury: \$130.00</li> <li>Property damage: \$160.00</li> <li>Personal injury protection: \$160.00</li> <li>Collision: \$160.00</li> <li>Health: \$80.00</li> <li>Accident: \$15.32</li> </ul> <p>Total \$1439.32</p>	<ul style="list-style-type: none"> <li>Body Injury: \$204.00</li> <li>Property damage: \$200.00</li> <li>Personal injury protection: \$100.00</li> <li>Collision: \$84.00</li> <li>Health: \$180.00</li> <li>Accident: \$15.32</li> </ul> <p>Total \$1239.32</p>	<ul style="list-style-type: none"> <li>Body Injury: \$204.00</li> <li>Property damage: \$200.00</li> <li>Personal injury protection: \$100.00</li> <li>Collision: \$84.00</li> <li>Health: \$220.00</li> <li>Accident: \$15.32</li> </ul> <p>Total \$1384.92</p>

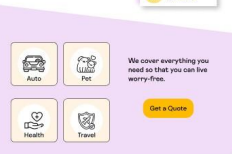
Choose Bundle

Back Save My Quote

About Us | Contact Us | File a Claim | Privacy Policy | Site Map | Language Options | Legal

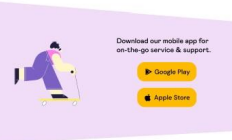


## Tablet



Learn what insurance is offered in your area.

Enter Zip Code  Search



Trusted by 3000+ customers, we know you'll love us too!



Kel 23 Customer for 1 year

"As a recent university graduate, I felt overwhelmed by all the options. I wanted a bundle that suits my particular needs while giving me flexibility to change plans as needed. KAUS makes the process easy and fast without all the confusion!"



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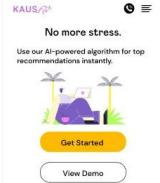
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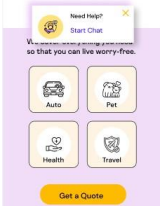
Choose Bundle

Back Save My Quote

About Us | Contact Us | File a Claim | Privacy Policy | Site Map | Language Options | Legal



## Mobile



Learn what insurance is offered in your area.

Enter Zip Code  Search

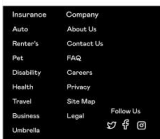


Trusted by 3000+ customers, we know you'll love us too!



Kel 23 Customer for 1 year

"As a recent university graduate, I felt overwhelmed by all the options. I wanted a bundle that suits my particular needs while giving me flexibility to change plans as needed. KAUS makes the process easy and fast without all the confusion!"



About Us | Contact Us | File a Claim | Privacy Policy | Site Map | Language Options | Legal



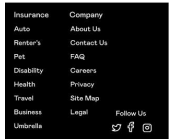
Policy Period: 7/1/2022 - 7/10/2023

Total \$103.28 per month

Our Choice	Progressive + Spot Pet Insurance	Progressive + Fetch Pet Insurance
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Choose Bundle

Back Save My Quote



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# Prototype: UI Kit

## KAUS - UI KIT

### 1. Color Palette



### Extended Color Palette



### 2. Typography

H1 Mabry Pro PT 50 MEDIUM

H1: This is a sample headline

H2 Mabry Pro PT 30 MEDIUM

H2: This is a sample headline

H3 Mabry Pro PT 24 MEDIUM

H3: This is a sample headline

Body: DM Sans PT 16 REGULAR

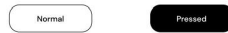
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

### 3. Buttons

PRIMARY CTA button



SECONDARY CTA button



TERTIARY CTA button



Other



### 4. Navigation

Main Navigation - Desktop/Tablet (Normal)



Main Navigation - Desktop/Tablet (Hover)



Auto

Health

Travel

Home

Pet

Disability

Main Navigation Icons - Mobile



### 5. Photography



### 6. Logo

Logo



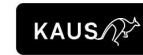
Color Logo



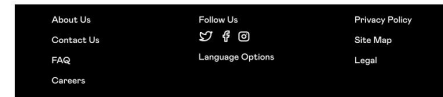
Secondary Logo



Black and White



### 7. Footer



# Test: Iteration and Implementation

Once UI was finished, it was time to put the design to the test and observe how users reacted to the product, how they navigated, what were their frustrations/points of confusion, and identify areas of improvement. The following methods were used:

- High-Fidelity Prototype
- Usability Testing
- Affinity Map



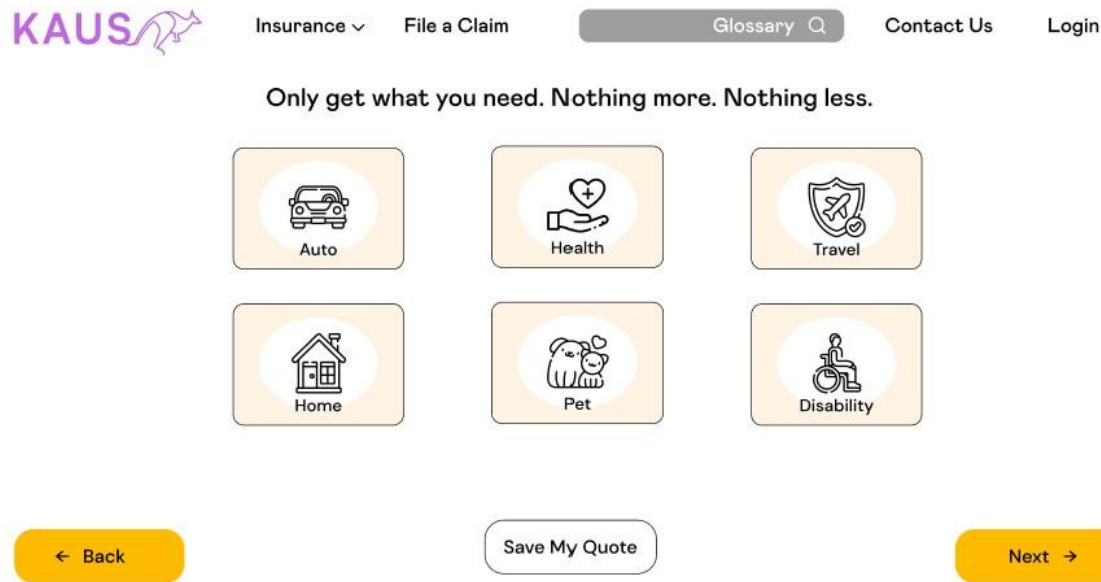
# Test: High-Fidelity Prototype

## Objectives:

- Test the main flow and navigation of the website: recommendation tool for ease of use.
- Observe points of difficulty/confusion.

## Goals:

- Identify current pain points (ie: CTA design, placement, wording, etc.)
- Identify current successes of the navigation, flow, and IA
- Observe user interactions



# Test: Usability Testing

## Participants

**Number of participants:** 5

**Age:** 20 – 30

**Background:** Little to zero experience buying insurance or seeking to buy multiple plans

*Questions asked during usability testing:*

- Are the questions easy to answer? Is the wording/selections confusing?
- At what point(s) of selecting insurance needs clarification or support?
- On a scale of 1-5 with 5 being extremely difficult, how would you rate your experience selecting an insurance bundle?
- On a scale of 1-5 with 5 being extremely difficult, how would you rate your overall experience using this website? May I ask you to elaborate on your rating, please?

# Test: Usability Testing Findings

<b>Good:</b>	<b>Needs Improvement:</b>
Looks professional and friendly/approachable/simple	More details on the bundles page
Not overwhelming and easy to use, logical sequential process	Clarify "Save my Quote" text, make the proceeding "Save my Quote" buttons on the rest of the pages just a regular Save button.
Helpful progress bar	Make functionality of the yellow buttons for editing selections clearer (perhaps replace the add icon with the pencil icon?), "See more" needs to be more noticeable (everyone missed it), make the box collapse when clicking out of the box instead of only relying on "See Less"
Likable and consistent branding, fun illustrations	Make the "\$150" discount more noticeable
Ability to edit selections with the yellow buttons above the fold	Make "Our Choice" bundle pop out more by removing shadows/purple outlines on the other two bundles
Glossary? 2/5 liked it, 3/5 didn't notice it...	Edit the "Choose Bundle" button, confusing functionality
Questions, selections, and iconography were clear	Add "Name on Card" to payment page



# Test: Affinity Map

## THE GOOD

### Design

**Branding:**  
likable and  
consistent,  
fun  
illustrations

**Interface  
design:**  
friendly,  
approachable,  
and simple

Questions,  
selections,  
and icons  
were clear and  
made sense

### User Flow

Not overwhelming  
and easy to use,  
logical and  
sequential process

Error correction:  
ability to edit  
selections with  
yellow buttons  
above the fold

**Helpful  
progress  
bar**

## THINGS THAT NEED IMPROVEMENT

### Text

Clarify "Save my  
Quote" text, make  
the proceeding  
"Save my Quote"  
buttons on the rest  
of the pages just a  
regular Save button.

Add "Name on  
Card" to  
payment page

"See more"  
needs to be  
more  
noticeable  
(everyone  
missed it)

### Design

Make "Our Choice"  
bundle pop out  
more by removing  
shadows/purple  
outlines on the  
other two bundles

Make the  
"\$150"  
discount more  
noticeable

Add more  
details on the  
bundles page

### Interaction

Edit the  
"Choose  
Bundle"  
button,  
confusing  
functionality

Make the box  
collapse when  
clicking out of the  
box instead of only  
relying on "See  
Less"

# Next Steps

1.

## Make adjustments

Implement wording and design adjustments from user feedback. This includes replacing confusing icons, clarifying wording, and adding a modal.

2.

## Higher fidelity prototype

Prototype in Invision to test other interactions like the pop-up live chat box.

3.

## Test

With the edits, conduct more usability tests, and gather feedback for further improvements.

