

KAUS USABILITY TESTING PLAN

Objective

- Test how users approach getting a quote
 - Test overall quality and ease of the quote task flow
 - Observe how users complete the checkout process for a policy
 - Observe any areas of hesitation, confusion or difficulty
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Test Subject

High fidelity prototype on Figma

Test Methodology

- In-person testing with laptop
 - Remote testing via Facetime/Zoom with screen sharing. I will send the participant a link to a Figma prototype and then ask them to share their screen so I can observe their actions.
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Participants

- Number of participants: 4-6
 - Ages range: 21-70, all genders
 - Requirements: Participants who have experience purchasing insurance online but don't have extensive knowledge about insurance.
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Recruiting Plan

Participants will be recruited from my personal network of friends & family.

User Task

I will be asking users to perform the task of generating a quote for homeowners insurance and purchasing a policy. Specific areas of focus include seeing how users interact with segmented controls on the deductible page as well as summary page.

- **Learnability:** Test whether participants are able to quickly understand how to perform the task for the first time.
- **Efficiency:** Test participants' ability to operate form controls proficiently (check boxes, buttons, segmented controls, accordions), particularly the segmented controls on the deductible page and summary page.
- **Errors:** Observe any errors participants make throughout the process and how quickly they're able to recover.
- **Satisfaction:** Get participants' general feedback of the overall design of the site and task flow process.

User Task Prompts

Task One: Getting a quote for homeowners insurance

If you needed to get a quote for homeowners insurance, where would you go?

Were they able to find the quote box while on the landing page?

Did they understand how the fields functioned? Was help text beneficial?

Task Two: Buttons, Segmented Controls and Accordion menus

Please change your deductible to \$750. Now it's time to review the information you previously entered; can you show me where you'd go to do that? How would you edit that information?

Were they able to find the action buttons easily?

Did they understand the function of the save & continue button?

Was it clear that the segmented controls were clickable?

Was it clear to them which segmented control was active and inactive?

Did they scroll down the page to look for an information review section?

Did they understand the accordion menus were clickable?

Did they notice the edit link within each expanded menu?

Task Three: Returning to homepage

Now that you've purchased your policy, show me how you would navigate back to the homepage.

They they know to click the logo icon to navigate back to the home page?

Script

Thank you so much for being a willing participant in my project study. As a brief overview, I'm designing a website for an insurance company that offers a wide range of products and are looking to transition into the digital space. Your feedback will be invaluable in crafting an experience for potential and existing insurance buyers who value efficiency and transparency.

I'll be presenting a prototype of Kaus' website and will ask you to attain a quote for homeowner's insurance. Through the process, there will be specific actions I'll ask you to perform through the purchase of this policy. Rest assured that there is no right or wrong way to perform this task. I'll also be noting down your thoughts and feedback as you go through the process. Please keep in mind that this is only a prototype so there are very limited interactive functions at this time. The process should last no longer than 30 minutes.