KAUS USABILITY TESTING

Summary of Findings

Objective

During this test, I asked participants to perform the task of generating a quote for homeowners insurance and purchasing a policy. Specific areas of focus included interactions with segmented controls, and accordion menus.

Key observations:
- How do participants approach getting a quote?
- What is the overall quality and ease of the quote task flow?
- Observe how participants complete the checkout process for a policy
- Are there any areas of hesitation, confusion or difficulty?

Participants

Group 1 | Participants: 2 | Ages: 65-70

Both participants are familiar with insurance and have purchased insurance before. They prefer to speak to a representative when making these types of purchases.

Overall impression
- Found the brand aesthetics to be clean, simple, and visually pleasing. Typography is an appropriate size and very legible.
- Language is easy to understand and non-intimidating. No confusing terms or guesswork.

User task: Get a quote for homeowners insurance
- Navigated to the quote box right away when prompted with the task of finding a quote for homeowners insurance. Clicked in the appropriate fields to select homeowners insurance and enter a zip code.
- Understood the intention of the “save & continue” button on the bottom of the forms. “Saves the information you put in and takes you to the next form.”
- Segmented controls did not pose any issues when participants were prompted to change their deductible or billing preference
- Struggled a little with accordion menus when they’d go to review information from previous form inputs. Recovered quickly. Easily motioned to ‘edit’ link when asked how they’d make changes to current information.
- Both participants struggled to return back to the home page. Did not know to click on logo and was looking for a “home” link/button.

What sets Kaus apart?
- Fast & simple quote process— “no brainer”
- Question prompts on forms are direct and not ambiguous
- Does not ask invasive questions for the quick quote process.

Comments to note:
- Both participants mentioned wanting a save and print option on the confirmation page because “older people love tangible things.”
- One participant mentioned they would purchase insurance online if sites were similar to Kaus because the process and information were easy to understand.

Group 2 | Participants: 2 | Ages: 40-45
Both participants are familiar with insurance and have purchased insurance online.

Overall impression
• Found the brand aesthetics to be minimalist, relaxed, warm and zen. Colors are subtle and calming.
• One participant said the illustrations reminded them of a utopian children's book and likened the overall layout to Ikea.
• Thought logo was "cute and simple" and appropriately represented insurance.
• Appeals to younger demographic—"This is not your mother's insurance."

User task: Get a quote for homeowners insurance
• Navigated to the quote box right away when prompted with the task of finding a quote for homeowners insurance. Clicked in the appropriate fields to select homeowners insurance and enter a zip code.
• Understood the intention of the "save & continue" button on the bottom of the forms. "Saves input and takes you to the next page."
• Segmented controls did not pose any issues when participants were prompted to change their deductible or billing preference
• One participant didn't notice the price change when revising their deductible and scrolled down to look for the new total—*this participant used an older version of the prototype. The issue has since been revised to be more intuitive.*
• Had no issues with finding the review section and using accordions when asked where they'd go to review previous form inputs. Easily motioned to 'edit' link when asked how they'd make changes to current information.
• Immediately clicked on logo when asked how they would return back to the home page.

What sets Kaus apart?
• Easy process and straight forward. Don't have to go through many prompts to get what you need.
• The brand is more polished than most insurance companies which helps it demonstrate care for its customers.

Comments to note:
None

Group 3 | Participants: 1 | Age: 32
Participant is familiar with insurance and only purchases online—does not like speaking to a rep.

Overall impression
• Found the brand aesthetics to be clean, modern, and cute. Loved the illustrations.
• Colors are not overwhelming and very uniformed.
• Typography is a bit large. Thinks the serif and sans-serif font pairing is a little overwhelming.
• Very clean and nice colors

User task: Get a quote for homeowners insurance
• Navigated to the quote box right away when prompted with the task of finding a quote for homeowners insurance. Clicked in the appropriate fields to select homeowners insurance and enter a zip code.
• Understood the intention of the "save & continue" button on the bottom of the forms.
• Tried to click on the wizard status bar to navigate to previous step. Quickly recovered and found the "previous step" link on the bottom left of the form.
• Segmented controls did not pose any issues when participant was prompted to change their deductible or billing preference

- Had no issues with finding the review section and using accordions when asked where they'd go to review previous form inputs. Easily motioned to 'edit' link when asked how they'd make changes to current information.
- Immediately clicked on logo when asked how they would return back to the home page.

What sets Kaus apart?
Kaus doesn't ask for your email address during the quote process until you actually purchase the policy. They like this a lot because most companies will ask for your email first so they can "keep hounding you or send you spam."

Comments to note:
- Surprised there wasn't a chatbot at the bottom of the page after reading that there was a live agent 24/7. Said they were used to seeing chatbots on sites that offered a live agent.
- On confirmation page: prefers confirmation information to be the top content block instead of an illustration. Seeing the illustration first made them think they made a mistake and that the purchase didn't go through.

Conclusion

All participants were able to complete the task of generating a quote for homeowners insurance and purchasing a policy seamlessly. Errors that were made along the process were very minor and all recovered quickly.

Age also played a factor in tech-savviness. For example, participants that were within the age range of 65-70 were not familiar with accordion menus and struggled to find their way back to the home page without a dedicated link. This was not an issue with participants who were 45 and under.

Ease of use and simplicity were two of the main factors that tied all participants together when asked about their overall impression of Kaus.