



## Case Study 1

# Overview

## Background

Covered California's website, coveredca.com, is a marketing website that promotes and facilitates enrollment in healthcare plans.

Utilizing Nielsen's Heuristics, I evaluated the content presented in the initial steps of a typical 1st time user flow. I identified possible problems, then conducted contextual inquiries in the form of task based user testing.

The user testing consisted of 3 people who were not Covered California members. Their observed user experience problems were noted. Solutions were developed from contextual observations and test participants comments.

## User Testing Tasks

- Get a Quick Quote from coveredca.com
- Shop and Compare plans from different insurance providers
- Compare the cost of vision insurance from different Covered CA insurance providers

## Problem

## Solution

## Prototype Pages

Users enter the same information for Quick Quote and Shop and Compare twice. Repetitive data input increases task time.

Store tokens on browser to allow the website to carry data from Quick Quote over to Shop and Compare.

- Homepage
- ShopandCompare

The top navbar is inconsistent between coveredca.com and its linked sub-site apply.coveredca.com where Shop and Compare resides.

Make the top navbar on coveredca.com and its linked sub-site consistent so website visitors have easy access to information on both sites.

- ShopandCompare
- ShopandCompare - Results
- ShopandCompare - Compare - Vision

Visitors to Covered California's website can not preview costs for adult vision plans.

Include pricing information for vision plans on Covered California's website.

- Vision
- ShopandCompare - Results
- ShopandCompare - Compare - Vision

# Prototype - https://24akmn.axshare.com

(member link - https://app.axure.cloud/app/project/24akmn/overview)

## Homepage

COVERED CALIFORNIA Get Started Health Dental Vision Support Sign In Shop and Compare

Plans as low as \$1 for those claiming unemployment. [Learn more ->](#)

### Now more affordable than ever

Health insurance rates just got lower -- even for Californians with higher incomes

Household Income:  Enter Income ZIP Code:  Enter Zip

Household Size:  1 How many need coverage?:  1

Age of People Needing Coverage:  Enter Age

Received unemployment benefits in 2021?  Yes  No

**Quick Quote**

\$ per month

for a Silver plan

After financial help from Covered California

Financial Help:  Bronze, Gold and Platinum plans also available

[Calculate](#) [Learn More](#)

blue california Health Net KAISER PERMANENTE Anthem Blue Cross

New and need enrollment help now? Get a call

## Vision

COVERED CALIFORNIA Get Started Health Dental Vision Support Sign In Shop and Compare

Vision [Adult Details](#) [Children Details](#)

### Vision Care from Leading Insurance Companies

Our vision insurance companies offer excellent benefits to our customers.

#### Services (starting at)

Premium: Monthly	\$5.50
Eye Exam: Annual	Free
Single Vision Lens: Annual	\$25
Frames: Annual	\$200 allowance 20% off balance over \$200
Contact Lens: Annual	Free

Interested in vision services?

[Shop and Compare](#) or [Apply](#)

**Need help applying?**

You can get help from a certified enroller right away. It's always free and

# ShopandCompare

COVERED CALIFORNIA | Get Started | Health | Dental | Vision | Support | Sign In | Shop and Compare

## Shop and Compare

Tell us a little bit about yourself  
The information below will help us determine your potential health coverage program eligibility. You may qualify for help to lower your health care costs.

Answer these questions to find out if you qualify for help to lower your health care costs.

Coverage Year:  
Select one

What is your Zip Code?  
[Text Input]

What is your total household income per year?  
[Text Input]

How many people are in your household?  
1

Enter the age of each person in your household, and tell us if they need coverage.

Age of Head of Household: [Text Input]

Needs Coverage?  
 Pregnant?  
 Blind or Disabled?

[See My Results](#)

# ShopandCompare - Results

COVERED CALIFORNIA | Get Started | Health | Dental | Vision | Support | Sign In | Shop and Compare

## Shop and Compare

Tell us a little bit about yourself  
The information below will help us determine your potential health coverage program eligibility. You may qualify for help to lower your health care costs.

← Back to Shop and Compare | ← Back to Preferences

3 Health Plans | Dental Plans | Vision Plans | [0](#)

**Estimated Monthly Savings \$350.00/month** For 1 members in zipcode 9XXXX.  
Coverage could start as early as 01/01/20XX

1 of 1

**SORT BY**

- Total Expense Estimate
- Monthly Premium (low to high)
- Preferred Doctor or Provider

**FILTER BY**

**PLAN TYPE**

- HMO
- EPO
- PPO

**QUALITY RATING**

- ★★★★★
- ★★★★☆
- ★★★☆☆
- ★★☆☆☆
- ★☆☆☆☆

KAISER PERMANENTE Silver 94 HMO	LA Care Silver 94 HMO	Health Net Silver 94 Community ...
SILVER	SILVER	SILVER
<b>\$1</b> monthly premium <b>\$350 monthly/annual savings</b>	<b>\$1</b> monthly premium <b>\$350 monthly/annual savings</b>	<b>\$13.26</b> monthly premium <b>\$350 monthly/annual savings</b>
Primary Care Visits You Pay \$5 Generic Drugs You Pay \$3 Yearly Deductible \$75/\$0 (May Not Apply)	Primary Care Visits You Pay \$5 Generic Drugs You Pay \$3 Yearly Deductible \$75/\$0 (May Not Apply)	Primary Care Visits You Pay \$5 Generic Drugs You Pay \$3 Yearly Deductible \$75/\$0 (May Not Apply)
Total Expense Estimate Lower Quality Rating ★★★★★ Doctor Search	Total Expense Estimate Lower Quality Rating ★★★★★ Doctor Search	Total Expense Estimate Lower Quality Rating ★★★★★ Doctor Search
<a href="#">COMPARE</a> <a href="#">DETAILS</a> <a href="#">ADD</a>	<a href="#">COMPARE</a> <a href="#">DETAILS</a> <a href="#">ADD</a>	<a href="#">COMPARE</a> <a href="#">DETAILS</a> <a href="#">ADD</a>

**Benefits Summary Disclaimer** This is a summary of commonly used benefits and the applicable copayments, co insurance, and deductibles. Before making a plan selection, please download and review the plan's Summary of Benefits and Coverage (SBC) and Evidence of Coverage (EOC) found on the Plan Details page for complete information on benefits and exclusions.

Health Plan tab shown

# ShopandCompare - Results

**Shop and Compare**

Tell us a little bit about yourself  
The information below will help us determine your potential health coverage program eligibility. You may qualify for help to lower your health care costs.

← Back to Shop and Compare ← Back to Preferences

Health Plans Dental Plans **2 Vision Plans** 0

**Vision Coverage** For 1 member in zipcode 9XXXX. Coverage could start as early as 01/01/20XX

Compare Plans 2 of 3

 EyeMed Healthy \$5.50	 VSP 120 \$15.20
 EyeMed Healthy \$5.50 monthly premium \$305 annual savings Eye Exam: You Pay \$0 Basic Lens: You Pay \$55 Frames: Discount/Allowance 20%/\$200 Total Expense Estimate Lower	 VSP 120 \$15.20 monthly premium \$305 annual savings Eye Exam: You Pay \$15 Basic Lens: You Pay \$25 Frames: Discount/Allowance 20%/\$140 Total Expense Estimate Lower

COMPARE DETAILS ADD 0

Benefits Summary Disclaimer This is a summary of commonly used benefits and the applicable copayments, co insurance, and deductibles. Before making a plan selection, please download and review the plan's Summary of Benefits and Coverage (SBC) and Evidence of Coverage (EOC) found on the Plan Details page for complete information on benefits and exclusions.

Vision Plan tab shown  
COMPARE option has been selected.

# ShopandCompare - Results - Vision

**Shop and Compare**

Tell us a little bit about yourself  
The information below will help us determine your potential health coverage program eligibility. You may qualify for help to lower your health care costs.

← Back to Shop and Compare ← Back to Preferences

Compare Plans 0

 EyeMed Healthy \$5.50 monthly premium ADD <span>0</span>	 VSP 120 \$15.20 monthly premium ADD <span>0</span>
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Summary

Total Expense Estimate	\$161.00	\$212.40
Eye Exam: Annual	\$0	\$15
Single Vision Lens: Annual	\$55	\$25
Frames: Annual	\$200 allowance 20% off balance over \$200	\$140 allowance 20% off balance over \$140
Contact Lens: Annual	>\$40	\$0

> Category  
> Category  
> Category  
> Category