

Case Study 1

Overview

Background

Drohlam

Covered California's website, coveredca.com, is a marketing website that promotes and facilitates enrollment in healtcare 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 where not Covered California members. Their observed user experience problems where noted. Solutions were developed from contextual observations and test participants comments.

Solution

User Testing Tasks

Prototype Page

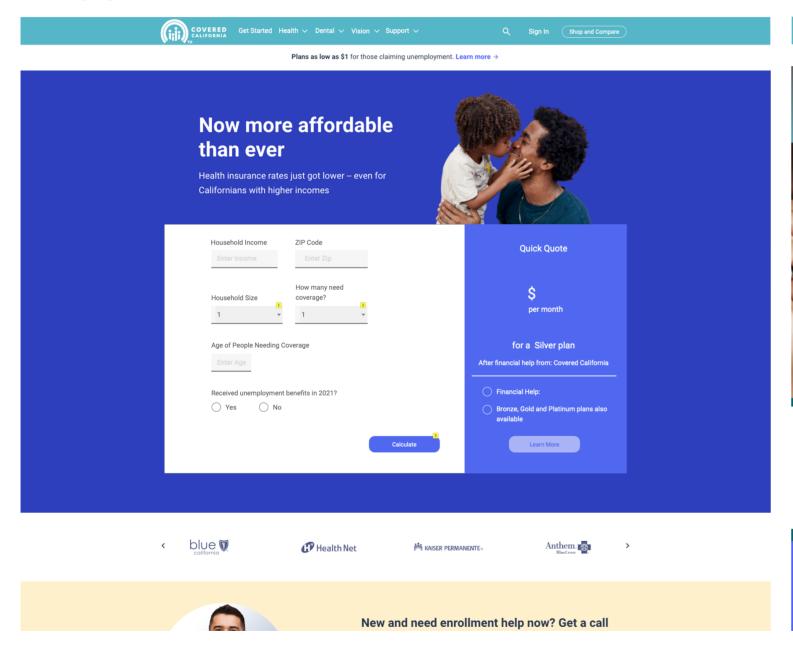
- Get a Quick Quote from coveredca.com
- Shop and Compare plans from different insurance providers
- Compare the cost of vision insurance from different Covered CA insurance providers

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.	HomepageShopandCompare
The top navbar is inconsistent between coveredca.com and it's linked sub-site apply.coveredca.com where Shop and Compare resides.	Make the top navbar on coveredca.com and it's 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.	VisionShopandCompare - ResultsShopandCompare - Compare - Vision

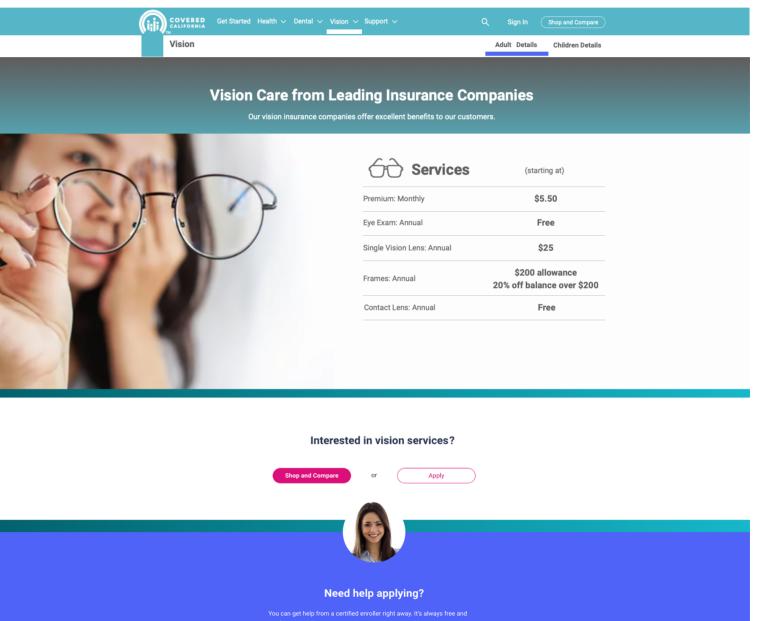
Prototype - https://24akmn.axshare.com

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

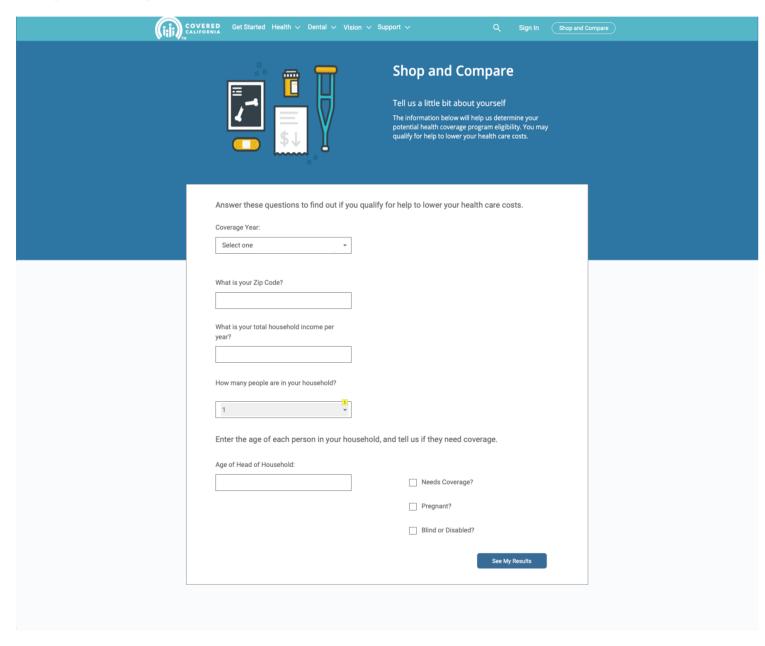
Homepage



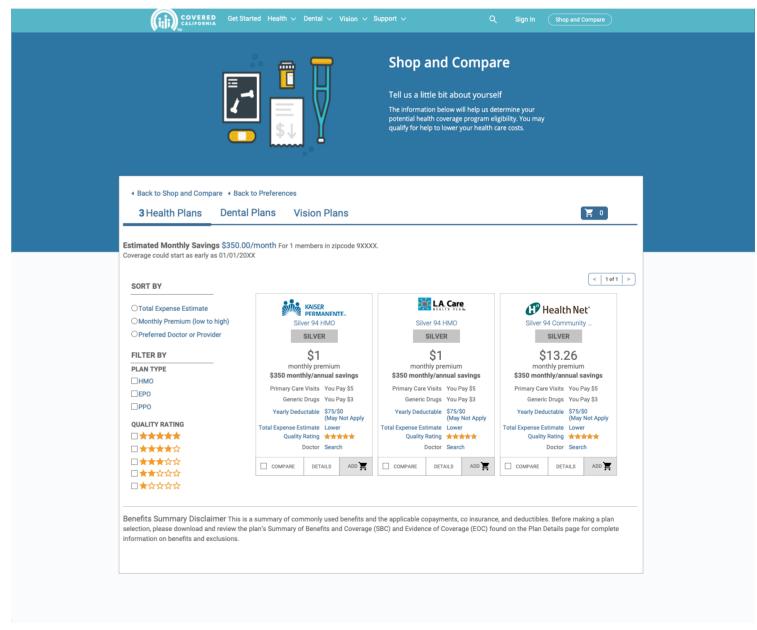
Vision



ShopandCompare

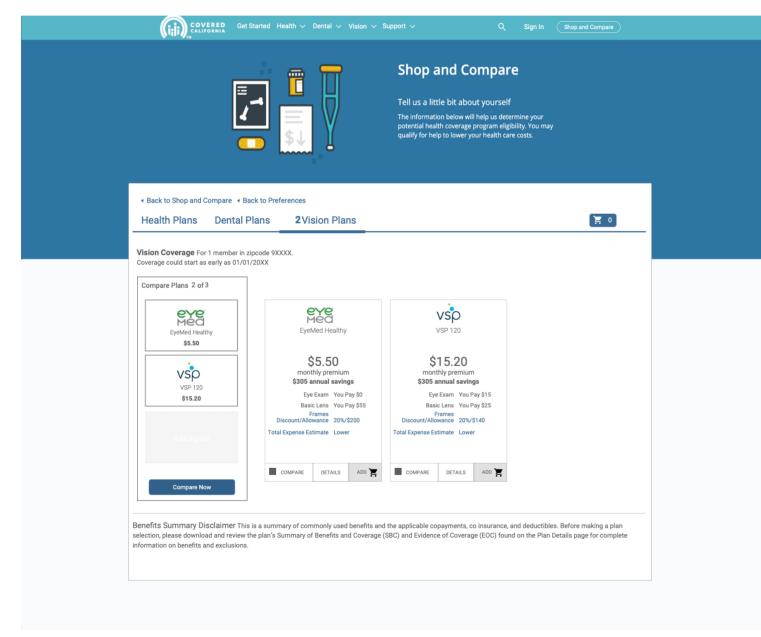


ShopandCompare - Results



Health Plan tab shown

ShopandCompare - Results



Vision Plan tab shown

COMPARE option has been selected.

ShopandCompare - Results - Vision

