



Tec-Ed

Connecting People
and Technology

Tec-Ed's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

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Case Study: Online Group Health Benefits Planning

Background and Challenges

The National Institutes of Health and the University of Michigan engaged Tec-Ed to conduct usability testing of a group health benefits planning application after it transitioned from client-server to Web.

Objectives

Identify improvements to user interface so that users can:

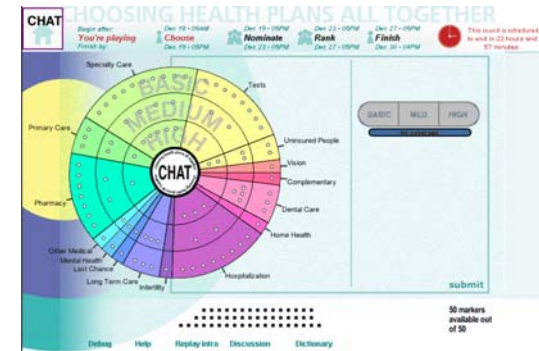
- Understand how to use the application without human intervention
- Make informed health benefits choices
- Participate in group discussion and negotiating
- Complete the process

Solutions

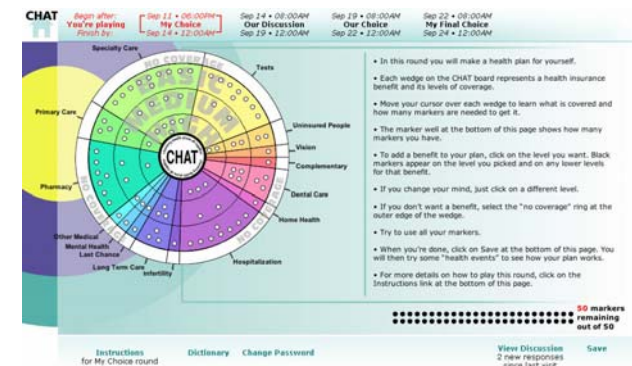
- One cycle of usability testing with ~30 participants, many of whom had medium to low experience with computers & Web
- After user interface improvements identified, negotiated, and made, second cycle of usability testing with small group to validate improvements and identify any more problems
- Another cycle of user interface improvements and writing of instructions, then third cycle of usability testing with small group to validate improvements

Results

- Enable more direct point-and-click selection
- Make needed information easy to find and read
- Display "quick instructions" instead of relying on users to click Help
- Simplify group process methodology to essential steps
- From 50% task completion success rate in first cycle to ~90% task completion success rate in last cycle



Preliminary User Interface



User Interface after Two Usability Tests



See the CHI 2006 whitepaper, "Web Tool for Health Insurance Design by Small Groups: Usability Study" for more details.