

Customer & Digital Experience

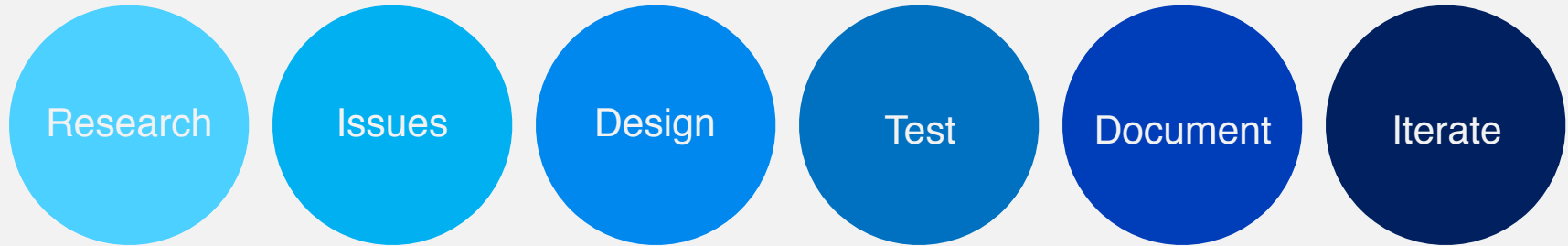
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Improving icon design process

Introduction:

Team is coming up with updated icon design which can be user friendly, and efficient with consistent look and feel across all LOBs and portals.





4

Attributes

Findability

Can users find the icon on the page?

Recognition

Do users understand what the icon represents?

Information Scent

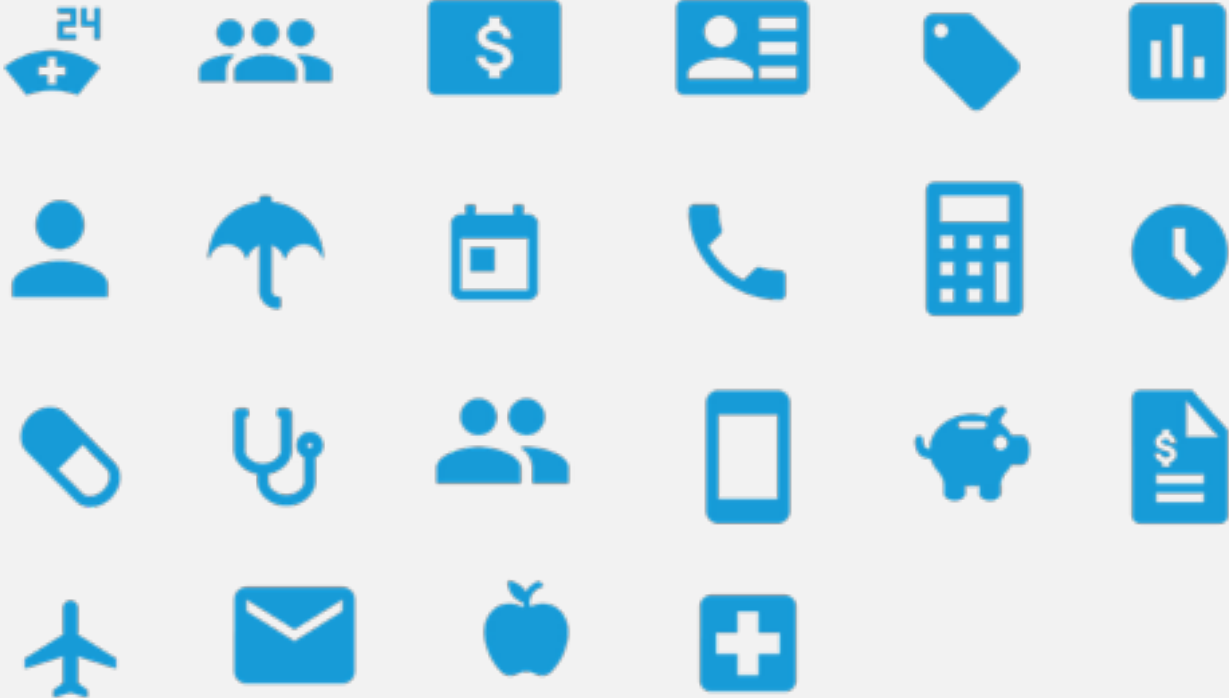
Can users correctly guess what will happen once they interact with the icon?

Attractiveness

Is the icon aesthetically pleasing?

22

Icons





Participants

Only 2 without insurance

Gender

8 Female

11 Male

Age

18 – 29: 7

30 – 49: 9

50 and +: 3

Quick summary of the results



Passed



Passed

Findability failed



Failed

Average attractiveness score: **5.14**



Most attractive



Least attractive

Quick summary of the results

12

Passed



Quick summary of the results



Passed

But Findability failed





Failed





1. 24 Hour Nurseline

A nurse is available to you at any time and any day

Passed

Findability

3 out of 5

Recognition

Correct association

- 24 hour nurse

Information scent

Correct association

- Info about nurses available at all times

Attractiveness

6.2 out of 7

Wrong association

- 24 hour hospital service
- 24 hour medical service

Wrong association

- Lists of nearest locations
- Take me to a representative or someone who would help you



2. Calculator

A tool where you can estimate an amount

Passed

Findability

4 out of 6

Recognition

Correct association

- Calculating you health insurance rate
- Calculating your health cost
- Calculate your monthly payment

Information scent

Correct association

- Fields where you put information
- Tell you your insurance cost
- It will give you a rate,
- Do a calculation right on the spot
- Open the tool to calculate

Attractiveness

6.75 out of 7.0

Wrong association

- None

Wrong association

- None



3. Calendar

Represents a date

Failed



Suggested improvement

Findability

3 out of 5

Recognition

Correct association

- Calendar
- Date of appointment

Information scent

Correct association

- Be able to schedule something
- See things that are scheduled
- Calendar would pop up
- Add a date
- Schedule appointment

Attractiveness

4.2 out of 7.0

Wrong association

- Plug
- Car battery
- No idea
- something

Wrong association

- None



4. Activity Report

Represents comparing data

Passed

Findability

4 out of 5

Recognition

Correct association

- Reports
- Charts
- Graphs
- About my personal information

Information scent

Correct association

- Comparing
- Data table about previous visits
- Compare last visit to current one

Attractiveness

6 out of 7

Wrong association

- Credit card
- SIM card

Wrong association

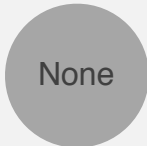
- See my personal billing information



5. Status

Status of an item that takes a period of time to process

Failed



Suggested improvement

Findability

3 out of 5

Recognition

Correct association

- Time limits
- Clock

Information scent

Correct association

- None

Attractiveness

3 out of 7

Wrong association

- Scheduling
- Make an appointment
- Hours of operation

Wrong association

- No clue
- Know at what time your appointment is
- Take you to the next step



6. Discounts

Represents benefits you can save money on

Failed



Suggested improvement

Findability

0 out of 5

Recognition

Correct association

- Tag
- Price tag
- Cost to something

Wrong association

- Travel tag
- Bag badge

Information scent

Correct association

- Tell you about the savings

Wrong association

- Wouldn't imagine to take it to page involving discounts

Attractiveness

3.3 out of 7



7. Pay my bill

It allows you to pay your bill

Passed

Findability

2 out of 5

Recognition

Correct association

- What something costs
- Price
- Money, finance, bill
- How much needs to be paid

Wrong association

- Investment

Information scent

Correct association

- Summary of my bill
- Pay my bill
- A page where you can pay bill or outstanding expenses

Wrong association

- None

Attractiveness

4 out of 7



8. Travel Coverage

Information about your travel coverage

Passed

Findability

4 out of 5

Recognition

Correct association

- Airplane
- Travel

Information scent

Correct association

- Information if you were travel to outside of network
- What your coverage would be when you're travelling
- Other providers when you're travelling

Attractiveness

5.25 out of 7.0

Wrong association

- None

Wrong association

- None



9. Health & Wellness

Information about health and wellness

Passed

Findability

4 out of 6

Recognition

Correct association

- Personal wellbeing
- Wellness
- User education

Information scent

Correct association

- How to stay healthy
- Diet resources
- Current stats about myself
- Advice on how to get healthy

Attractiveness

5.6 out of 7.0

Wrong association

- Apple
- Technology

Wrong association

- None



10. Health & Wellness

Where you'll find information about savings

Passed

Findability

5 out of 6

Recognition

Correct association

- Savings
- Saving money

Information scent

Correct association

- Information about saving
- Information about to save money
- Take me to the savings that I might find

Attractiveness

6 out of 7

Wrong association

- None

Wrong association

- None



11. ID Card

This indicates member profile information

Passed

Findability

4 out of 5

Recognition

Correct association

- Personal profile
- Person

Information scent

Correct association

- The kind of health plan I have
- Personal section
- Phone number

Attractiveness

5.3 out of 7.0

Wrong association

- Medical benefit
- Work benefit

Wrong association

- If I've a doctor
- I can choose a doctor



12. Large Group

Indicates a large group

Passed

Findability

5 out of 5

Recognition

Correct association

- A lot of people
- Information for health insurance group
- A group plan
- Family

Information scent

Correct association

- A specific organization you will be getting more information about
- Show you different types of plans for groups

Attractiveness

6 out of 7

Wrong association

- A group of doctor and nurses

Wrong association

- Different family members in the plan



13. Email/Mail

Indicates email or mail

Passed

Findability

5 out of 5

Recognition

Correct association

- Mail
- Email
- Messages

Information scent

Correct association

- If it's on contact us page then contact info
- If on homepage message to me

Attractiveness

5.4 out of 7.0

Wrong association

- None

Wrong association

- None



14. Hospital/Clinic

Indicates a hospital

Passed

Findability

4 out of 5

Recognition

Correct association



- Hospital
- Emergency
- Find a provider

Wrong association



- None

Information scent

Correct association



- Show you hospitals in the area
- Hospital list in your area

Wrong association



- None

Attractiveness

6.2 out of 7.0



15. Contact Us

Get help by phone or contact customer service

Passed

Findability

5 out of 5

Recognition

Correct association

- Contact your insurance
- Customer Service

Information scent

Correct association

- If on phone it will allow me to call
- If on computer show contact info
- Somebody to chat online
- Information about how to get hold of customer service

Attractiveness

5.6 out of 7.0

Wrong association

- None

Wrong association

- None



16. Prescription

Indicates a medication/prescription

Passed

Findability

3 out of 5

Recognition

Correct association

- Prescriptions
- Refill or information about specific prescription
- Pharmacy

Information scent

Correct association

- Give you a list of all medications
- Give you info on how much money you've spent on medications
- Renewals
- Medications that are covered

Attractiveness

5.6 out of 7.0

Wrong association

- None

Wrong association

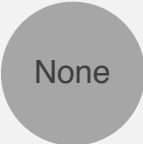
- It could be a round pill



17. Small Group

Indicates a small group

Failed



Suggested improvement

Findability

1 out of 5

Recognition

Correct association

- People

Wrong association

- Customer service
- Comparing 2 profiles

Information scent

Correct association

- None

Wrong association

- Show me the providers
- Doctors in the area
- Different medical teams

Attractiveness

3.6 out of 7.0



18. Mobile App

Indicates portable information/access like smart phone

Passed

Findability

4 out of 5

Recognition

Correct association

- Smart phone
- Tablet
- Mobile
- Mobile version of software

Information scent

Correct association

- You will be guided to app store to download
- Mobile information

Attractiveness

5.75 out of 7.0

Wrong association

- None

Wrong association

- None



19. Find a Doctor

Represents medical care providers

Passed



Suggested improvement

Findability

2 out of 5

Recognition

Correct association

- Stethoscope
- Doctor
- Medical history

Information scent

Correct association

- List of medical providers in your area
- Primary care physicians

Attractiveness

4.4 out of 7.0

Wrong association

- None

Wrong association

- None



20. Benefits/Coverage

Details about coverage

Passed

Findability

2 out of 5

Recognition

Correct association

- Coverage
- Protection

Information scent

Correct association

- Take me to an overview of what services are covered
- May be some detail about my plan

Attractiveness

6.6 out of 7.0

Wrong association

- Traveler's insurance

Wrong association

- None



21. Member/User

Represents yourself or another member

Passed

Findability

3 out of 5

Recognition

Correct association

- User profile
- Person

Wrong association

- Customer Service

Information scent

Correct association

- Brings you to your profile
- Account setting page

Wrong association

- Input your own details (not sure)

Attractiveness

4 out of 7



22. Claims

Detailed financial statements

Passed

Findability

5 out of 5

Recognition

Correct association

- Deals with financial data
- Your invoices or bills

Information scent

Correct association

- List of detailed financial statements
- Tells you what you would be paying

Attractiveness

4.5 out of 7.0

Wrong association

- None

Wrong association

- None

Thank You!

Q & A