Case Study:

Healthfirst

Section:

Overview

Mission

With over 1.4 million members, Healthfirst is the largest not-for-profit health insurer in New York State.

Our Mission

- Improve the user experience of Healthfirst.org across desktop, tablet, and mobile devices
- Establish a prospect-centered platform with informative content
- Update the look and feel of the website to be modern and closely aligned with the current branding and print materials
- Create a cohesive experience that aligns with as well as links to our current microsites
- Allows for easier internal management of content
- Establishes a central hub for all users

UX Design Team

Tori Reed, Foysol Rahman, Jen McManus, Nicole McEwan

Section:

Research

Our Methods

Before designing new screens, we used a variety of research methods to gain insight into user needs and behaviors.

We used:

- Contextual Inquiry
- Competitive & Comparative Analysis
- Analytics & Surveys
- Stakeholder Research
- Usability Testing
- ADA Compliance Review

Competitive & Comparative Analysis

We analyzed the websites of competitor companies as well as non-health insurance industry sites; made note of strengths and weaknesses re: visual appeal, functionality, and user-friendliness.

We learned that decluttered UI can reduce the stress of decision-making.

Comparative shopping experience

Analytics & Surveys

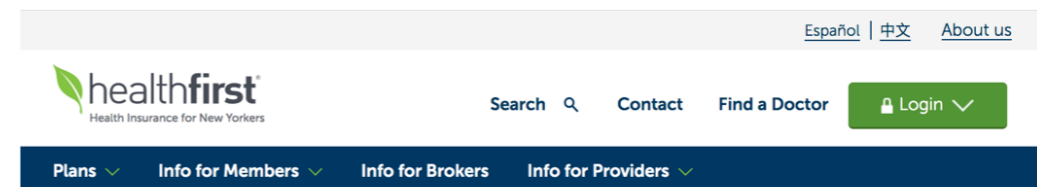**We use a variety of tools to understand relevant behaviors and motivations.**

Including:

- Google Analytics
- heatmaps
- surveys

We learned which links were most important to users and brought those forward.
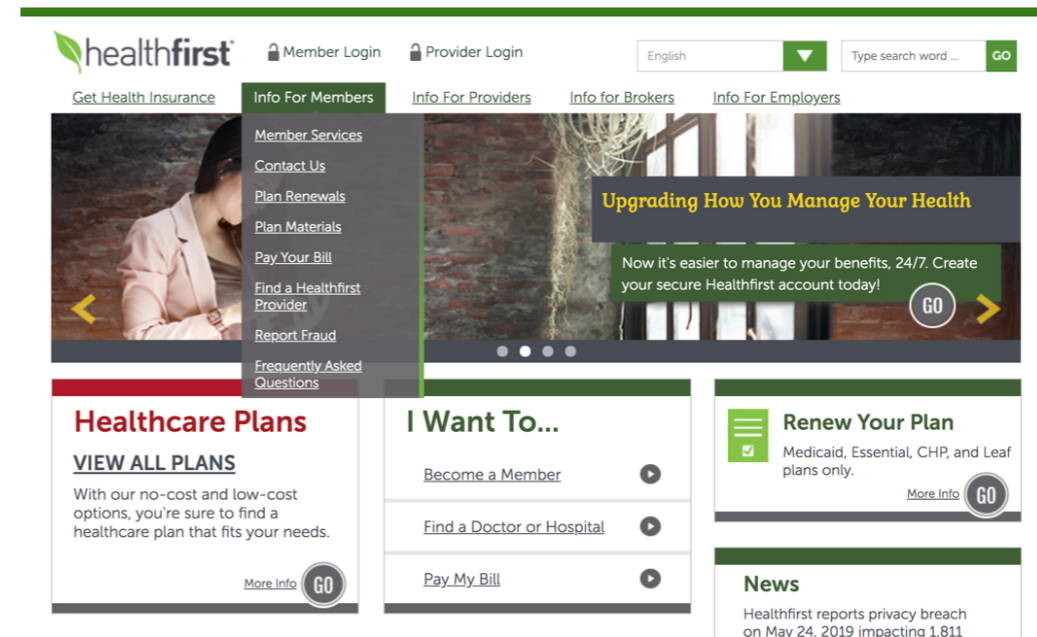
Old link access

New link access

Stakeholder Research - Broker Example

We learned that Brokers need immediacy.

Collaborating with internal stakeholders / subject matter experts allowed us to gain a deep understanding of different populations and how we can best serve them.

Result:

- All content is organized on a single page to avoid page-load lags
- Content is housed within tabs to allow brokers to scan for the information they need
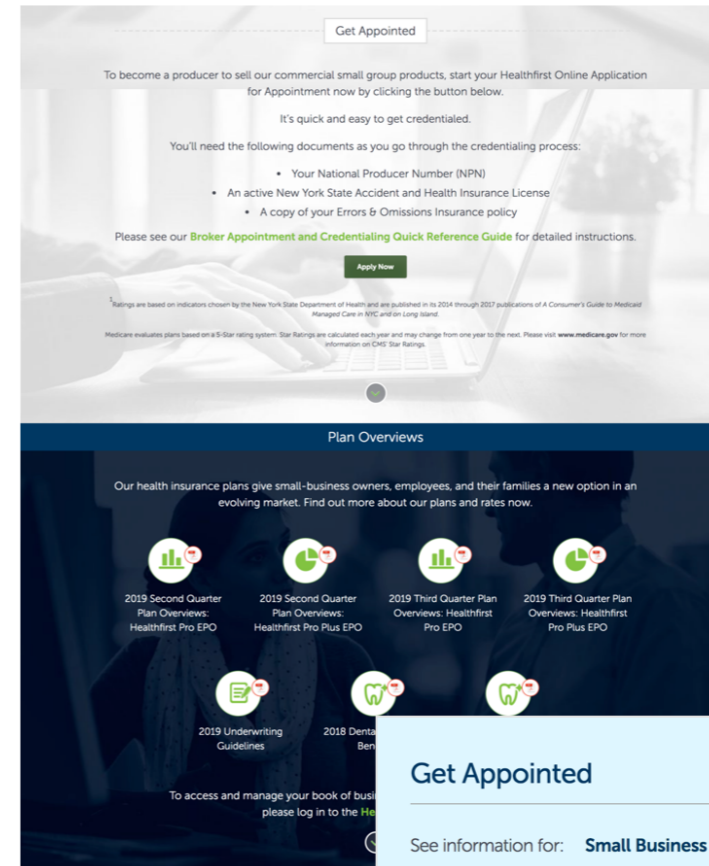
Old Broker Page

New Broker Page

Compliance Research

We learned how to design for Americans with disabilties including vision imparement.

We researched and implemented ADA web standards to ensure that our design meets accessibility requirements.

We addressed:

- Site tagging
- Initial text sizing and resizing functionality
- Contrast standards
- Form design
- & more…

Style guide + contrast standards

User Testing

We ran usability tests throughout the redesign process and incorporated user feedback into our designs.

After synthesizing initial research, we drafted and tested our own designs.
This allowed us to question assumptions and hone in on any unforeseen usability issues.

Our designs would need to be:

- Useful

- Findable

- Accessible

- Usable

- Desirable

Result

- We created a platform that serves different user types and their varied goals/needs
  - e.g. Align new styles to meet color contrast standards for visually impaired users
- Optimized current site content to promote understanding
- Guided users where they need to go and help them accomplish their intended tasks
  - e.g. Reducing the number of clicks by consolidating pages so that users can quickly find what they are looking for

- Provided easy access to other Healthfirst platforms
  - e.g. Portals, social media, healthy living blog, etc.
- Provided easier access to contact information for pertinent departments at Healthfirst, cutting down on hold times and phone transfers

User Flows

We recalibrated key flows, making it easier than ever to find vital content.

Flow -
Comparing 'Leaf' & 'Leaf Premier' insurance plans

<u>Old site</u>

4 clicks
4 page loads

<u>New site</u>

No action required, content is placed adjacently for immediate comparison

Old Site - required use of header links

New Site - content is adjacent

Form

We holistically evaluated the form flow.

We remapped how our call centers receive forms in order to limit call hold time and transfers.

For easy internal management, we now have only one form that changes dynamically based on user type requirements.

We added in a 'message' field. This allows users to feel heard, saves them from needing to make note of the reason for outreach, and to allows our call center operators to be better prepared for the callback.

We look forward to helping you!

Please fill out the form below and one of our representatives will get back to you within one business day.

* = required field

I am *

Select ▼

First Name *

Last Name *

Phone Number *

000-000-0000

Email Address *

name@email.com

Home Zip Code *

00000

† Signature (first & last name) *

Message (optional)

☐ I am not a robot

Submit Form

† Signature Authorization Notice:
By submitting this form, I authorize Healthfirst to contact me about Healthfirst products using the information provided above by automated means, including email, phone, or text. Message & data rates may apply. Submitting this form does not obligate me to enroll in a plan, affect my current enrollment, or enroll in a Healthfirst plan.

New Form

Responsiveness

Users can now experiences site versions tailored to their device type.

Section:

Screenshots

Homepage

Old Site

New Site

Plan Page

Old Site

New Site

View All Plans

End

See the new site at
Healthfirst.org

Let me know your thoughts