

A-B test about the basket within the premium calculator.

The two images are:

A

€145.85	🛒 ▲
Basisverzekering Zorg-op-maatpolis (Natura)	€145.85
Eigen Risico € 785	
Korting/maand	€ -12.00
Aanvullende verzekering	€ 0,00
Tandarts verzekering	€ 0,00
Totale premie	€145.85

B

€166,05 🛒 ^			
Basisverzekering Zorgbewustpolis (Natura) € 385 eigen risico	€ 143,00	Tandartsverzekering Inbegrepen	Wijzigen
Aanvullende verzekering Jongeren	€ 23,05	Premie per maand	Iemand toevoegen
Totaal	€ 166,05		Verder

I asked a few of my friends at Salve Mundi and Laurie S3 Media Design to choose between the two designs. These were their responses.

These are the questions that I asked:

- Do you think simplicity is important in an insurance overview?
- Do you think the highlighting of the discount influences your decision?
- Do you think minimalistic design works better for a better overview? Why or why not?
- How does visual appeal (e.g. color, typography) affect your perception of trust and professionalism in a design?
- Would a simpler interface help users make faster choices?
- How do additional details improve on the users experience?
- What role does interactivity (e.g., “change” or “add someone else” buttons) play in user satisfaction?
- Do you think a more detailed interfaces makes complex decisions easier?

Link to forms:

<https://forms.gle/C95ZbosS6vwYe5mK7>

Why A is better than B:

- A has a layout that focusses on what you need.
- A also has a better overview on the discounts. The green indicating that it's a saving instead of just another price change.
- B doesn't add a green highlight for the discount.
- In A, the total premium is instantly visible at a first glance when a card is selected. For B you specifically need to open the basket to see the price.
- A uses a gradient background to make it clear on what the users should have their attention at for the essential information.

Why B is better than A:

- B has a better overview of detailed breakdowns, The lists of items are easier to see at a first glance since there isn't a lot of information after each other. The layout is better for B because it has clearer sections to organize the information.
- B offers an interactive option to change the basket within the basket which A doesn't.
- In A the layout is simple but feels less modern and doesn't leverage a structured format to present additional coverage options clearly.

Final answer between the two and why I choose for A is that it's **fast**, has **clarity** and is **simple**. It's ideal for users that don't need additional details or interactivity and just want a clear summary of their insurance costs. Though I did get a lot of comments on the orange overload which I get but it's not bad.

What I will add to the design is that the change button in B is an additional add for A and was pointed out a lot by the users.