

Hike One Fix that UX

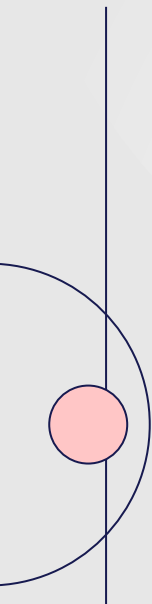
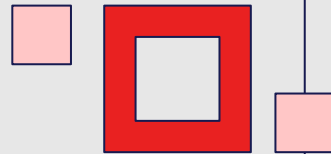


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<u>Research Findings</u>	Research plan Research findings Requirement list
<u>The Redesigned Website</u>	A demo of the redesigned website. Highlighting key changes that address specific user pain points and improve overall usability. Prototype in Figma.
<u>What We Could Have Done Differently</u>	Reflect on the design process by discussing areas for improvement, challenges faced, and lessons learned, demonstrating a commitment to continuous improvement and adaptability.



Introduction


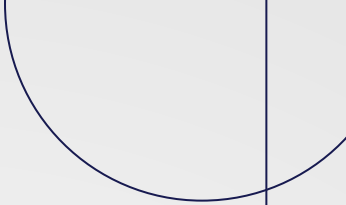
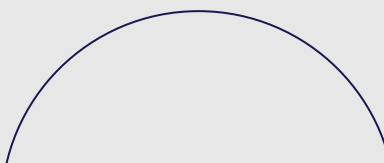
Group 3

Orestis, Sara, Lila, Krystian, Luuk, Luca








01

Analysis and design choices



Analysis plan

- Individual Research questions using research strategies
- We split the analysis of the 3 websites up
- We made groups of 2 and looked at one website per group
- We wrote down what we noticed needs to change

					
Library	Field	Lab	Showroom	Workshop	Extra
Available product analysis	Document analysis	A/B testing	Benchmark test	Brainstorm	Joker
Best good and bad practices	Domain modelling	Component test	Ethical check	Business case exploration	
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	Survey	Unit test		Requirements prioritization	
	Task analysis	Usability testing		Root cause analysis	
	Exploratory data analysis	Data quality check			
		Model validation			
		Model evaluation			

Individual analysis

- We all took one website and let people use the website

Website 3 (<https://www.zekur.nl/#>):

First impressions:

At the start when surfing to the website you first go to freelancer's page to calculate the premium but you have to go to the navbar to go to the health insurance page. Little annoying that the freelance is right into your face and you don't need that.

Step 1: Choosing Health Insurance

- **Positives:** Easy to find basic insurances and the steps are really clear on where to go. Information points at every level of insurance. Clear progression to the next step. Final step is easily recognizable with different color.
- **Negatives:** Hard to find the health insurance page from the start when first starting the page.

Step 2: Choosing Your Package

- **Positives:** Clear progress indicator; At the bottom of the page you can easily see what is what if you choose a next step.
- **Negatives:** The progress indicator vanishes after like 3 seconds after choosing each plan. There is no language support for other languages other than the main language Dutch

Step 3: Personal Details

- **Positives:** Detail fields are well proportioned.
- **Negatives:** Lack of restrictions on input formats (e.g., initials can't be numbers); (Only known after putting in the wrong information) no proper handling of surnames (no automatic capitalization)

Summary:

The website is well structured with the cards being very user-friendly but some small details are missing in the layout. The progress indicator is broken.

User Testing

From the main page go to "~~zorgverzekering pagina~~" and calculate your premium. Look for total costs and fill in your personal info and stop there. (You don't have to fill in your own personal info).

- Choose Basic insurance with own risks.
- Choose a "~~aanvullende verzekering~~" with also an insurance for your teeth.
- Choose no "~~ongevallen~~" insurance
- Choose that you don't want to insure children.

I did 2 user tests, 1 person that used the Desktop version and 1 person that used the phone version of the website. The desktop version also has the person that has little color-blindness.

Person 1 Desktop version with slight color-blindness:

Navigates using the navigation bar to the health insurance section. Selects all steps pretty easily and fills in their personal information.

1 point wasn't going great. The error prevention wasn't very clear. The person didn't know if you could place a space between the letters when you fill in your first letters of your name. You couldn't see if it was for example JR or J R. The error wasn't very clear for this.

Person 2 Phone version:

Navigates via the insurance dropdown menu --> health. Quickly goes through the steps and barely looks at the total costs of the package, only checking at the end.

I asked if he would like some improvement points, and he said he would appreciate it if the total costs were continuously displayed on the screen so that you always know exactly how much you have, instead of having to scroll all the way down.

Apply mandatory fields. There is no asterisk next to the field to indicate that it must be filled in. You only receive this notice later.

Conclusion

After doing both user tests, The conclusion is that there are no error prevention mechanisms before doing the error. You can't know that you filled in an errored answer only after getting the error. A small label could fix this problem.

The positive is that the site is pretty easy to navigate to the health insurance premium calculator but you first have to search for the health insurance part.

Heuristic analysis

- We observed and noted how they went through the website

1. Visibility of System Status

- **Positives:** Interactions are made clear via consistent button color, hover effects, and directional arrows indicating progress. A progress bar at the top shows how far you are in the process. Bright checkmarks and red error messages (with clear explanations) enhance user feedback.
- **Overall:** ✅ The system status is clearly visible at all stages.

2. Match Between the System and the Real World

- **Positives:** The language used is casual and friendly, making the website feel personal. The flow of the pages (birthday -> package -> personal details -> summary) is natural. Icons add visual clarity, enhancing the user's understanding.
- **Improvement Area:** The "Choose Your Package" content order could be improved slightly for better flow.
- **Overall:** ✅ The system language and structure match real-world expectations.

3. User Control and Freedom

- **Positives:** Users have clear exits on every page (e.g., clicking the logo or using the back button). The navigation elements like the "< back to your birthday" button provide good control, allowing users to easily navigate backward.
- **Overall:** ✅ Users have control and freedom to navigate.

4. Consistency and Standards

- **Positives:** Button styles are consistent, using blue with hover effects. Links, text inputs, checkmarks, and error messages follow a uniform design. However, there are slight inconsistencies in hover effects, particularly with the beige "mandatory excess" buttons, which differ from others.
- **Improvement Area:** Some color inconsistencies, such as orange for "new in 2024" and different hover animations for mandatory excess, slightly disrupt overall consistency.

- **Overall:** ✅ The design mostly adheres to consistency standards, with a few minor inconsistencies.

5. Error Prevention

- **Positives:** Clear buttons guide users to the next step, and errors are effectively prevented by allowing users to return and change their answers anytime. Error messages are clear and helpful.
- **Overall:** ✅ Error prevention is handled well.

6. Recognition Rather than Recall

- **Positives:** Users do not need to remember previous steps, thanks to the visible progress bar and clear labels on each section. Visual cues like pictures help reinforce recognition.
- **Overall:** ✅ Recognition is prioritized over recall.

7. Flexibility and Efficiency of Use

- **Positives:** Returning customers can log in or use **Quick** to continue the process. There's a button to easily change health insurance if they are already customers. The platform supports efficient workflows.
- **Overall:** ✅ Flexibility and efficiency are well-addressed.

8. Aesthetic and Minimalist Design

- **Positives:** Almost every element serves a purpose, contributing to a clean and minimalist design. There is no unnecessary clutter.
- **Overall:** ✅ The design is aesthetically minimalist and purposeful.

9. Help Users Recognize, Diagnose, and Recover from Errors

- **Positives:** Error messages are polite and clearly explain what went wrong, helping users easily recover from mistakes.
- **Overall:** ✅ Error recovery is handled well.

10. Help and Documentation

- **Positives:** Users can see a summary of added items and their prices throughout the process. The progress bar helps users track their steps. The documentation and help elements are built into the process.
- **Overall:** ✅ The help and documentation are accessible and useful.

Choice validation

- Why we chose CZ



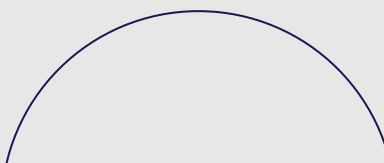



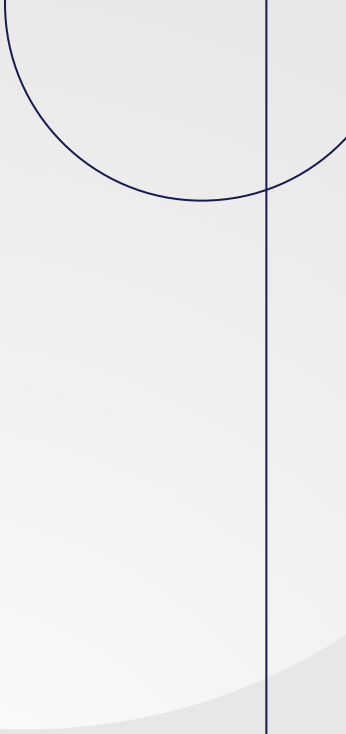

Design choices



- Language Toggle
- Header & Footer Redesign
- Content Redesign
- Streamlined Header
- Accessibility

These changes will make CZ's site more user-friendly, accessible, and efficient










02

Research Findings



Research plan

- Making individual Research questions
- Combining individual research questions
- Groups of 2
- Summary of research findings
- Requirement list

					
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Research findings




Examples

- Millers Law
- Jakob's law
- Fitts's law



Requirement list



Must – have

- Adjustable Fonts
- Clear, Structured Layout
- Consistent, Brand-Aligned Color Palette
- Familiar Navigation Patterns
- Clear, Jargon-Free Language
- Simple, Accessible Navigation
- Large, Clickable Elements
- Form Clarity
- Minimize Physical Actions
- Cognitive Load Management
- Effective CTAs



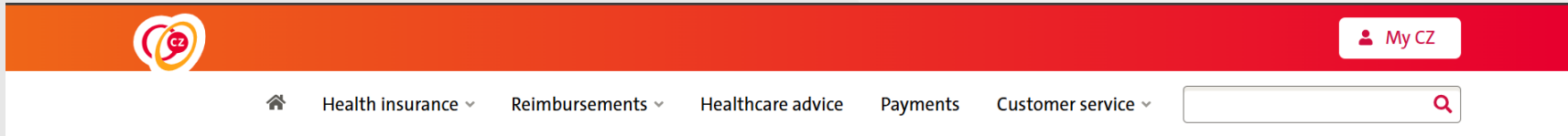
03

The redesigned website

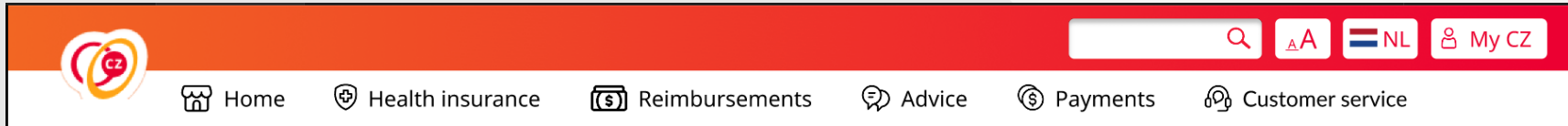


Focused changes

Old




New



Focused changes

Old

 **Your shopping basket**

You

General insurance

Zorg-op-maatpolis (Natura)

€ 145,85

€ 485 deductible

- € 3,00

Additional insurance

Start

€ 2,15

Dental insurance


Tandarts

€ 25,30

Monthly premium

€ 170,30

[Change](#)

 Add someone



Total

€ 170,30

[Continue](#)

Focused changes

New

€166,05  

General insurance

'Customized care policy' (natura) €145,85

€ 485 deductible -€ 3,00


Additional insurance

None

Dental insurance

'Dentist' €25,30

Change

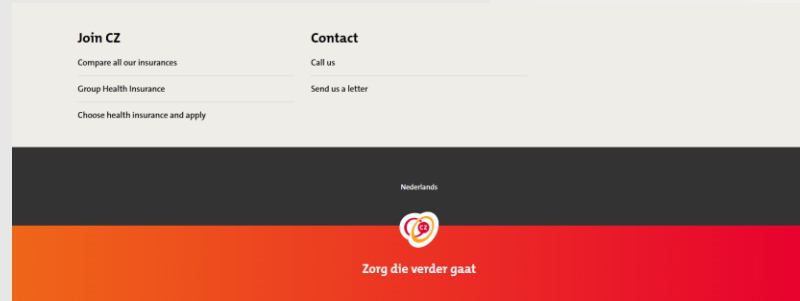
 Add someone

Total per month € 168,15

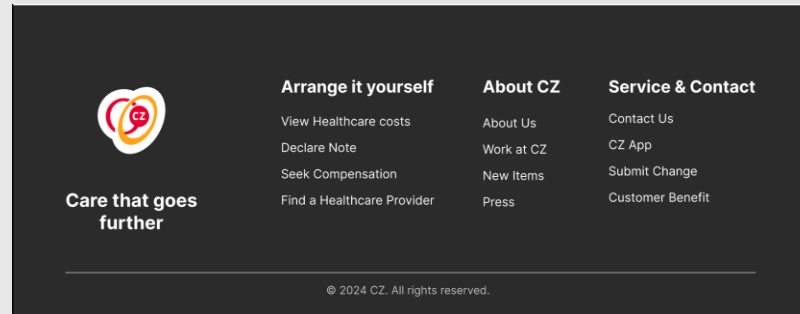
Continue

Focused changes

Old



New



Focused changes

Old

Select

NATURA

'Zorgbewustpolis'

€ 143,00 /month

- ✓ 100% reimbursed when you use contracted healthcare providers
- ✓ Maximum 70% reimbursed at health care providers without a contract
- ✓ Choose between 2 deductibles

[View more >](#)

MOST POPULAR

Select

NATURA

'Zorg-op-maatpolis'

€ 145,85 /month

- ✓ 100% reimbursement when using healthcare providers who have a contract with us for your healthcare
- ✓ We reimburse 75% of the average rate that we have agreed with healthcare providers who have a contract with CZ.
- ✓ Choose between 6 deductibles

[View more >](#)

Select

COMBINATIE

'Zorgvariatiepolis'

€ 159,00 /month

- ✓ 100% of the bill will be reimbursed up to the reasonable market rate in the Netherlands.
- ✓ 100% reimbursement when using healthcare providers who have a contract with us for your healthcare
- ✓ 85% of your bill reimbursed with non-contracted district nursing or mental healthcare providers. The reimbursement is a maximum of 85% of the contracted rates.
- ✓ You select your deductible

[View more >](#)

New

NATURA

'Care-conscious policy'

€ 143,00 /month

- ✓ 100% reimbursed when you use contracted healthcare providers.
- ✓ Maximum 70% reimbursed at health care providers without a contract.
- ✓ Choose between 2 deductibles.

[View more >](#)

Select

MOST POPULAR

NATURA

'Customized care policy'

€ 145,85 /month

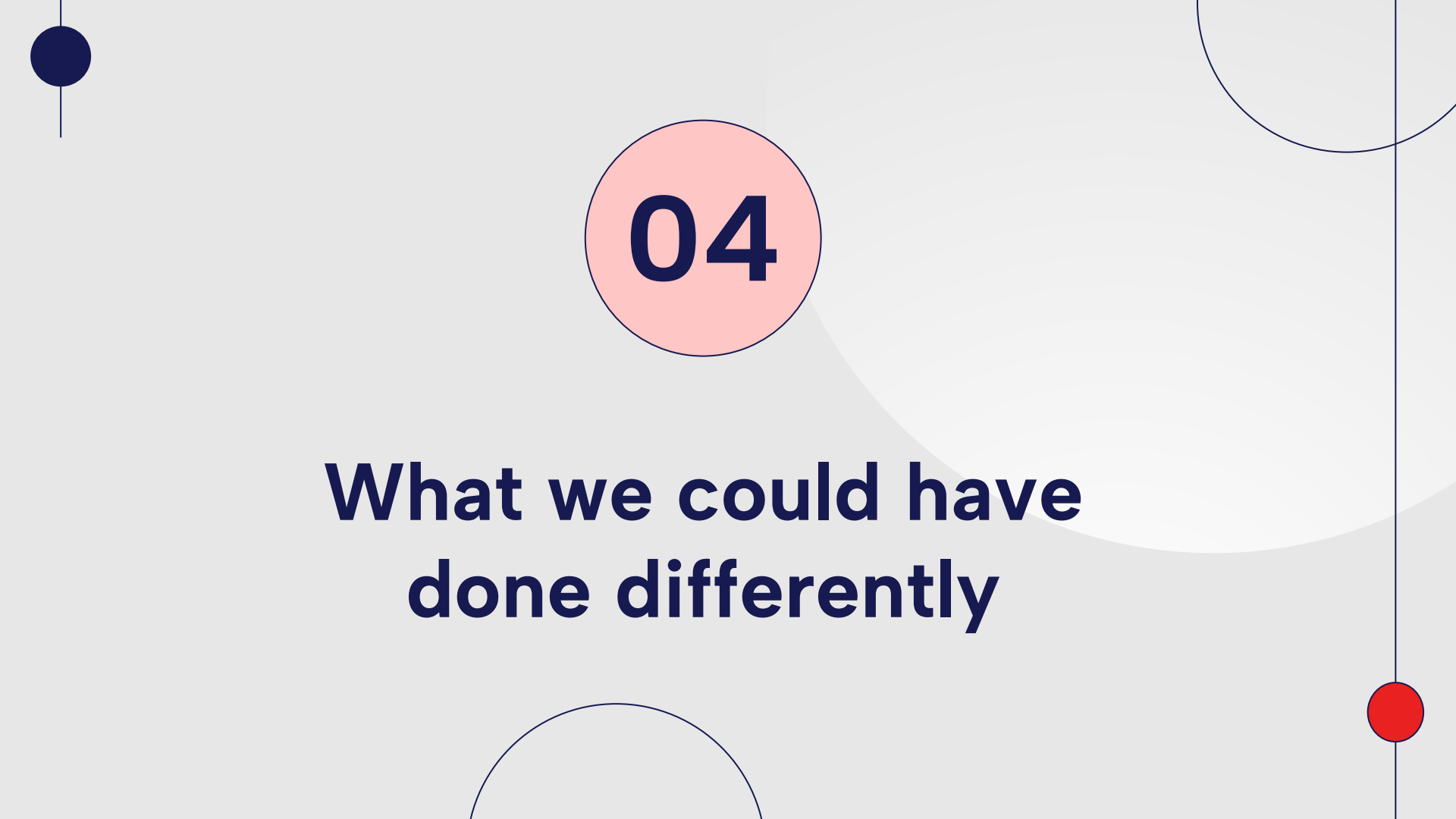
- ✓ 100% reimbursement when using healthcare providers who have a contract with us for your healthcare.
- ✓ We reimburse 75% of the average rate that we agreed with healthcare providers who have a contract with CZ.
- ✓ Choose between 6 deductibles.

[View more >](#)

Select



Figma Prototype



04

**What we could have
done differently**



Reflections and Key Takeaways

01

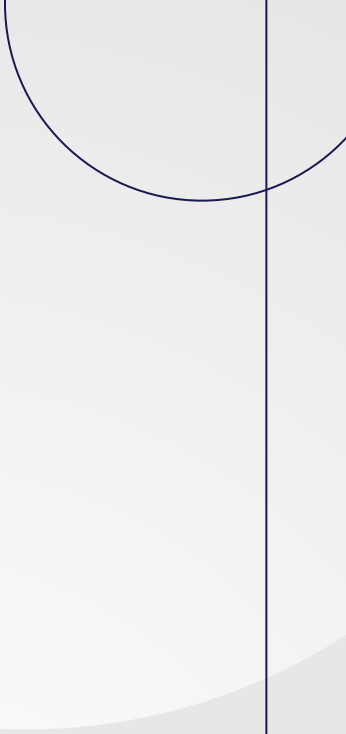
**Planning and
Organization**

02

**User Testing on
the final Demo**

03

**Ask for more
Feedback**



05

Feedback?

