

Individual research questions

Question 1:

How does the choice of typography impact readability and user engagement on informational pages?

Why it's important: Fonts play a crucial role in both the aesthetic appeal and functionality of the website.

How to use it: Use insights to pick a font style and size that enhances readability without sacrificing aesthetics.

Question 2:

What role do micro-interactions (e.g., hover effects, loading animations, button feedback) play in enhancing user experience on forms and landing pages?

Why it's important: Micro-interactions can improve the usability of a website and guide users through the interface more intuitively.

How to use it: Integrate subtle interactions to create a more dynamic and engaging user experience without overwhelming the user.

Question 3:

How does the placement of call-to-action buttons influence user engagement and conversion rates on a landing page?

Why it's important: Strategically placed call-to-action buttons can guide users toward completing desired actions, such as signing up or making a purchase.

How to use it: Use insights to position call-to-action elements in a way that maximizes user interaction and conversion rates on your landing pages.

Research Question combined

After the individual research question we as a group combined the questions and I got the question:

What are the key design principles for creating effective landing pages and ensuring mobile responsiveness and content personalization to maximize user engagement and satisfaction?

To address the research question effectively I am researching with AI and with google. The websites that I've used are:

- *google.com* using the prompt: "key design principles for landing pages health insurance websites".
- *Insurteched.com* Insurance landing page design.
- *Instapage.com* how to create the best-in-class insurance landing page.
- *Blog.hubspot.com* 30 insurance website design examples we love.
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To improve the research it's important to research each key aspect of the landing page.

- Mobile responsiveness
- Content personalization

To back these key aspects the user engagement and satisfaction of the customer are also needed, especially in the health insurance industry.

First I'm going to address the key design principles for the landing page.

Clear value proposition

The value proposition of the website needs to be quick and easy to understand when the user interacts with it. Health insurance users seek clarity on coverage, benefits and easy access to information, so emphasizing these points at the top of the page, (the navigation bar) is essential.

Minimalistic and focused design

The landing page needs to be a design that is made so that the user finds their destination as quickly as possible. Links to popular tools just as the tool to calculate the premium of the insurance need to be at the front of the page this helps the user.

Call to action

Call to action is highly needed in the header of the page so users know where to click to go to their destined place.

Visual hierarchy

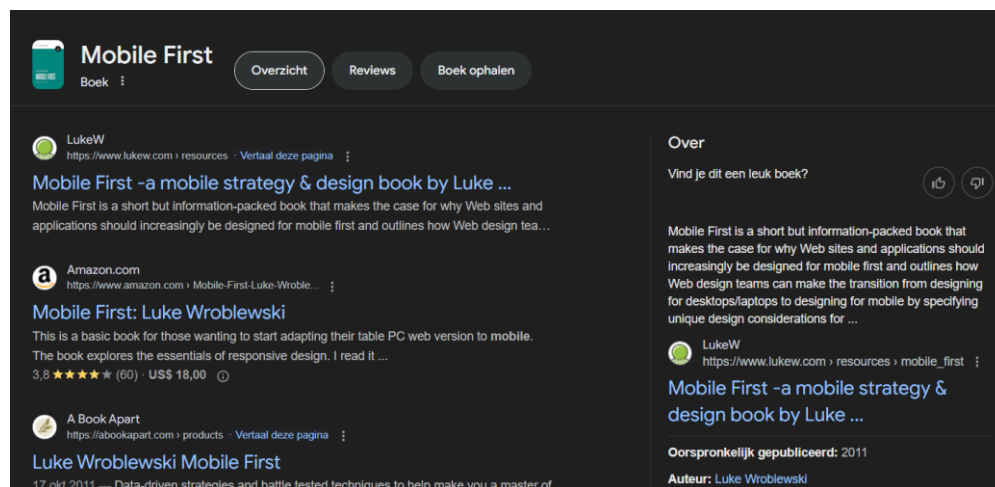
There need to be visual hierarchy through contrasting in colors, font sizes and spacing to guide the users through the page naturally. Users should maybe also see trust signals so they can be assured of their choice.

Now it's time to address the key aspects.

Mobile Responsiveness

Mobile responsiveness is needed for a good user experience on all devices. I have used literature of a book by Luke Wroblewski *Source*

I also used some other websites that studied why mobile first design is better for the user experience of all users. Their sources are listed below the research of this question.



In summary

Adaptive layouts

A lot of users nowadays use their phone to do all kinds of activities and with that also do their insurance. The layout needs to be able to fit all devices. This includes making sure all elements resize and reorganize dynamically to fit various screen sizes without loss of readability or functionality.

Simplified navigation and menus

The navigation needs to be simple for the mobile user to understand and navigate such as a hamburger icon. It's important for health insurance sites that want to show a lot of information for example FAQ's.

Quick access to key features

There also needs to be a prioritization showing the most sought-after features on the website. For example, call to action, premium calculation buttons or coverage information. Since mobile users are often on-the-go, providing these functions at their first sight and first impressions of the site improves staying on the site and satisfying the user.

Content personalization

To make the content personalized for users there are multiple ways to reach that goal.

Dynamic content recommendations

Content that adapts to the user's profile, such as recommending specific plans that they need to get from past interactions or if they are a new user of the website increases relevance. For instance, a returning visitor might see reminders to complete their earlier chosen plan but did not yet finish that task.

Behavior-based personalization

Personalize the experience based on behavior for example, if a user repeatedly searches for the child included plans, showcase family coverage benefits and related articles to help that user. This approach aligns the content with the user, which can increase the likelihood of engagement and satisfaction.

Language options

Language is a major point for content personalization. It's very relevant to have your site be able to operate in multiple languages so you can have more users for your site that can be satisfied with.

Privacy-respecting personalization

The data that the health insurance uses is very sensitive for users so a privacy claim / cookie usage is needed to provide transparency and options for users to manage their data preferences.

In summary,

focusing on clean, user-focused design principles and ensuring mobile-friendly layouts is essential. Personalizing content without compromising privacy will also significantly increase engagement. By applying these principles, the website can effectively address user needs, build trust, and create a seamless user experience that encourages conversions and customer loyalty.

A better summary of the research question:

Summary of the question and the main points to focus on are:

- **Minimalistic design:** Keep the design clean and simple, with links to important tools (like a premium calculator) right on the main page so users can find information as quickly as possible.
- **Call to Action:** The page needs a clear CTA, where users will see where they need to click to get to the place that they want to go to. For example, “click here to calculate your premium!”.
- **Visual Hierarchy:** Usage of different colors, font sizes, and spacing to guide users through the page.
- **Mobile Responsiveness:** Nowadays users tend to use their phones a lot for daily tasks, including health insurance. The design has to work with any device. This means that all elements of the page should be able to resize automatically to fit different screen sizes.
- **Simple Navigation:** For mobile users, easy-to-use navigation. For example, the usage of a hamburger menu. This is helpful to not make the site look too crowded and clear.
- **Quick access to key features:** Important features, like CTA, premium calculator, should be in the header of the page. This prevents too much scrolling.
- **Content personalization:** The content should change based on the user. For example, returning visitors could see reminders about unfinished plans or unfinished information that they haven’t filled in yet.
- **Language options:** Offering multiple language options to make the site accessible to a larger audience.

Privacy transparency: Information in the health insurance industry is sensitive so the user needs a clear privacy policy and cookie preferences are essential.