

## Summary website 3, Zekur.nl

The website has good usability for users within the Netherlands who are native Dutch speakers. However there are several improvements that the website can have. For one, the navigation towards the health insurance is not easy to find but not hard to find either. Though the website has clean design with good use of whitespace and a nice price indicator after filling in each step.

the header, and the blog, FAQ, and checkout sections require redesigns. The header should be simplified, and awkward layouts across pages need adjustment. Adding shortcuts for frequent tasks, improving error messaging and recovery, and making the layout cleaner and more mobile-responsive will enhance the user experience. Pricing information should be visible on the homepage, and incorporating a magnifier for readability would improve accessibility.

## Choice validation

### **Why not zekur.nl**

Zekur is a great website to choose your health insurance as a Dutch person. They do not support English or other languages at all, not even a way to do it with google translate which makes the experience for other languages much worse.

Following the rules of Nielsen Norman's 10 usability heuristics effectively, the website was really bad but not the worst out of all the three websites that we analyzed. There is some error prevention but only after the error was already made.

The layout is easy to navigate if you know where the navigation bar is and selecting the premium is pretty easy to do.

The website performs well when a user is using it responsively. Meaning that when a user uses his phone to calculate their premium it is pretty good. There are some minor flaws but not too bad.