

# KAUS - Usability Test Plan & Results

## 1 TEST OBJECTIVES

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- Find out whether the category names are intuitive enough;
- Find out whether the user is easily able to find a way to contact the company.

## 2 TEST SUBJECT

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The test will be conducted on a prototype created on InVision with high fidelity mockup screens.

## 3 TEST METHODOLOGY

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A series of in-person sessions lasting around 15 to 20 minutes each, using a computer (either laptop or desktop) with access to the internet in order to run InVision.

Tests will be conducted in Italian and/or German.

## 4 PARTICIPANTS

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2 to 4 participants of any gender, whose age ranges from 35 to 75. They should at least be familiar with how a basic website works.

## 5 RECRUITING PLAN

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Participants will be recruited among family members, friends or neighbors.

## 6 SCRIPT PROCEDURE

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Since the tests will be conducted in either Italian or German, this is not a verbatim transcript of the introduction.

“Hello, my name is Isabel. I am currently designing a new website for an insurance company named KAUS. With your help, I would like to find out whether the solution I created so far is intuitive and can be used easily. In order to do this, I will ask you to perform some tasks. Keep in mind, that I am testing the website, not you. Therefore, there is no wrongdoing. I encourage you to comment what you are doing and express your thoughts aloud for me to follow your actions and the reasons behind them. I also ask for your permission to document this session by taking photographs and by recording the audio.”

## 7 TASKS, ERRANDS

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1. Scenario: Your car just broke down. You are still on the road and need to call KAUS to ask what you should do.  
**Task: Find KAUS' telephone number.**
2. Scenario: You are unhappy with the current company that provides your travel insurance, as they increased the price. A friend of yours suggested KAUS, as they are cheaper than company X. You now want to verify if you can pay less than CHF 200.- per year.  
**Task: Find the price of KAUS' travel insurance.**
3. Scenario: You plan to change your supplemental health insurance, as you are unhappy with the service provided by the current company. You already have subscribed to some insurances at KAUS.  
**Task: Find out whether KAUS offers a supplemental health insurance.**

## 8 TEST GOALS

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### 8.1 DESIGNER GOALS

- Find out whether the site is easily navigable;
- Find out whether the categories have meaningful names.

### 8.2 USER GOALS

- Be able to complete the tasks quickly and easily.

## 9 COMMENTS

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Participant #1 was not very used to navigating on web sites; he therefore had trouble figuring out that users can scroll. Once he understood this mechanism, he managed to scroll the web sites.

Participant #2, too, did not start scrolling immediately, but understood this mechanism faster than participant #1, whose tech skills are far lower.

## 10 TEST COMPLETION RATE

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Participant #1 managed to complete the first two tasks and completed the third one in an unexpected way (i.e. he decided to find out whether KAUS offered a complementary health insurance via call center). The time spend for all tasks was under 10 minutes.

**Completion rate: 66,66 %**

Participant #2 managed to complete all tasks within a short amount of time (less than 10 minutes).

**Completion rate: 100 %**

## 11 ERROR-FREE RATE

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### Task 1: Find KAUS' telephone number

Participant #1: 100 %

Participant #2: 100 %

**Total: 100 %**

### Task 2: Find the price of KAUS' travel insurance

Participant #1: 100 %

Participant #2: 100 %

**Total: 100 %**

### **Task 3: Find out whether KAUS offers a supplemental health insurance**

Participant #1: 0 % \*

Participant #2: 0 % \*\*

**Total: 0 %**

\* As the user did not directly look on the website for this information, but wanted to contact the call center.

\*\* As the user first look under Assicurazioni > Supplementari, instead of directly going to Assicurazioni > Base, which was the second choice, after not finding what she was looking for under "Supplementari".

**Total of all three tasks: 66,66 %**

## **12 CONCLUSIONS**

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Overall, the participants managed to conclude the tasks within a reasonable amount of time.

Instead of looking on the website, participant #1 wanted to call KAUS to find out whether they had a complimentary health insurance. This may also have to do with his habits, as he is relatively new to the world of internet and web sites and for example was not used to scrolling down.

For this kind of users, a blinking arrow that indicated that the web page is scrollable could eventually be helpful.

Participant #2 went looking for the complimentary health insurance policy in the "Supplementari" category, probably because of the similarities concerning the name. She then went back to "Base" and found what she was looking for. This may indicated that if you only consider the name of this insurance policy, you may want to put it together with all "supplementary" policies. However, on a conceptual level, you may want to see it as a basic kind of insurance policy, as was the case during the card sorting exercise, which was performed with the same participants.

## **13 POTENTIAL FURTHER TESTING**

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Further testing could be done with more participants in order to find out (more) trends and insights.