

UHC.com Test Plan

October 18, 1999 - Chris Nordling

Objectives

The preliminary redesign for uhc.com is finished. This test will determine if the new design of uhc.com's home page and first level of sub-pages effectively offers the identified audiences the information they are seeking in an effective manner.

Key questions: Are people finding the information they need?
Are people avoiding mistakes in their information searches?

Format

This test will consist of two rounds of user interviews with four to six users. When possible users will be drawn from the targeted audiences. In those cases where users fitting the profiles are not available, users will be asked to follow the pre-defined script of that user profile. Due to budget constraints, there will be one facilitator/note taker.

Products

Audio recordings and screen recordings of the tests will be produced and later analyzed. Once the analysis is completed, a user **test findings document** and a **plan for site adjustments** will be produced.

Structure

Each test will consist of three sections:

- 1) Pre-test – a short conversation to discuss the plan and make sure the subject is at ease.
- 2) Testing – each user will be taken through their assigned task(s), and asked questions while doing so.
- 3) After-test – each user will be asked follow up questions if needed. At this point any other questions or suggestions from the user will be recorded.

Questions and Scenarios

Physicians

Have you used uhc.com before?

What problems/comments do you have regarding the present version of uhc.com?

What is the environment you are in when you use uhc.com; office/home?

Scenario(s):

1. Find the information for Physicians

2. Find the drug formulary
3. Find the phone number for your regional contact
4. Find/complete the provider enrollment form
5. Find options for completing claims electronically
6. Find preventative care information/downloads

Employers

Have you used uhc.com before?

What problems/comments do you have regarding the present version of uhc.com?

Will EmployerLink be used at your company?

How many employees?

How can uhc.com support your job?

Scenario(s):

1. Find benefit plans
2. Compare benefit plans
3. Find preventative care information/downloads
4. Find EmployerLink
5. Determine fit for company
6. Sign up for EmployerLink (?)
7. Determine what your use for Specialty Services might be (if any)

Individual Consumer

DO NOT discuss individual health care or any identifiable information!!

Are you a member of uhc.com? If so, which plan?

Have you contacted United before?

Have you used uhc.com before?

Scenario(s):

1. Find your health care plan
2. Find a physician in your plan
3. Find a specialist (osteopath / cardiologist / oncologist / pediatrician) in your area
4. Find preventative care guidelines
5. Find a drug in the preferred drug list and if there is a generic equivalent. (Paxil, Valtrex, Diflucan)
6. Find the Nurse Line
7. Find the 800 number to call for routine questions

Job Seeker

Have you applied to United before?

What job listing websites do you frequent?

Scenario(s)

1. Find the job list
2. Search for a job via keywords (editor / analyst / HIPAA)

3. Apply for a job

Post Test Questions

What would you like to see on uhc.com?

How comfortable would you be conducting work on uhc.com?