BLUE CROSS BLUE SHIELD

HORIZON BLUE: HEURISTIC EVALUATION

October 2022

HEURISTIC ANALYSIS OF BLUE HORIZON BLUE CONSUMER PORTAL

WE HAVE EVALUATED THE CURRENT USER EXPERIENCE WITH JAKOB NIELSEN'S 10 STANDARD HEURISTICS PRINCIPLES.

1. Visibility of System Status
2. Match Between System and The Real World
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention
6. Recognition Rather Than Recall
7. Flexibility and Efficiency of Use
8. Aesthetic And Minimalist Design
9. Help Users Recognize, Diagnose, And Recover From Errors
10. Help And Documentation

EXPERT REVIEW

Three-point scale

2 High

- **Imperative to fix, needs to be worked on before the product can be released**:

- Summary of problems observed in this category
- Primarily the consistency issues
- Variation in the layouts for the same or similar features
- Navigation/Menu & actions related issues
- Horizontal scrolling which are not part of the design

5 Medium

- **Important to fix and should be considered before product can be released:**

- Summary of problems observed in this category
- Typographical inconsistency and issues
- White spacing
- Additional features for the better user experience
- Placements of the objects

2 Low

- **Need not be fixed unless extra time is available on project:**

- Summary of problems observed in this category
- Cosmetics or style related issues
- Paginations
- Vertical scroll bars

Please Note:

- Observations are made purely on the basic understanding and UX best practices
- Some of the observation might differ as they might be implemented due to business or technical requirements

* Usability Standards: ISO 9241-210:2010 Ergonomics of human-system interaction -- Part 210: Human-centered design for interactive systems

** Accessibility Standards: http://www.w3.org/standards/webdesign/accessibility

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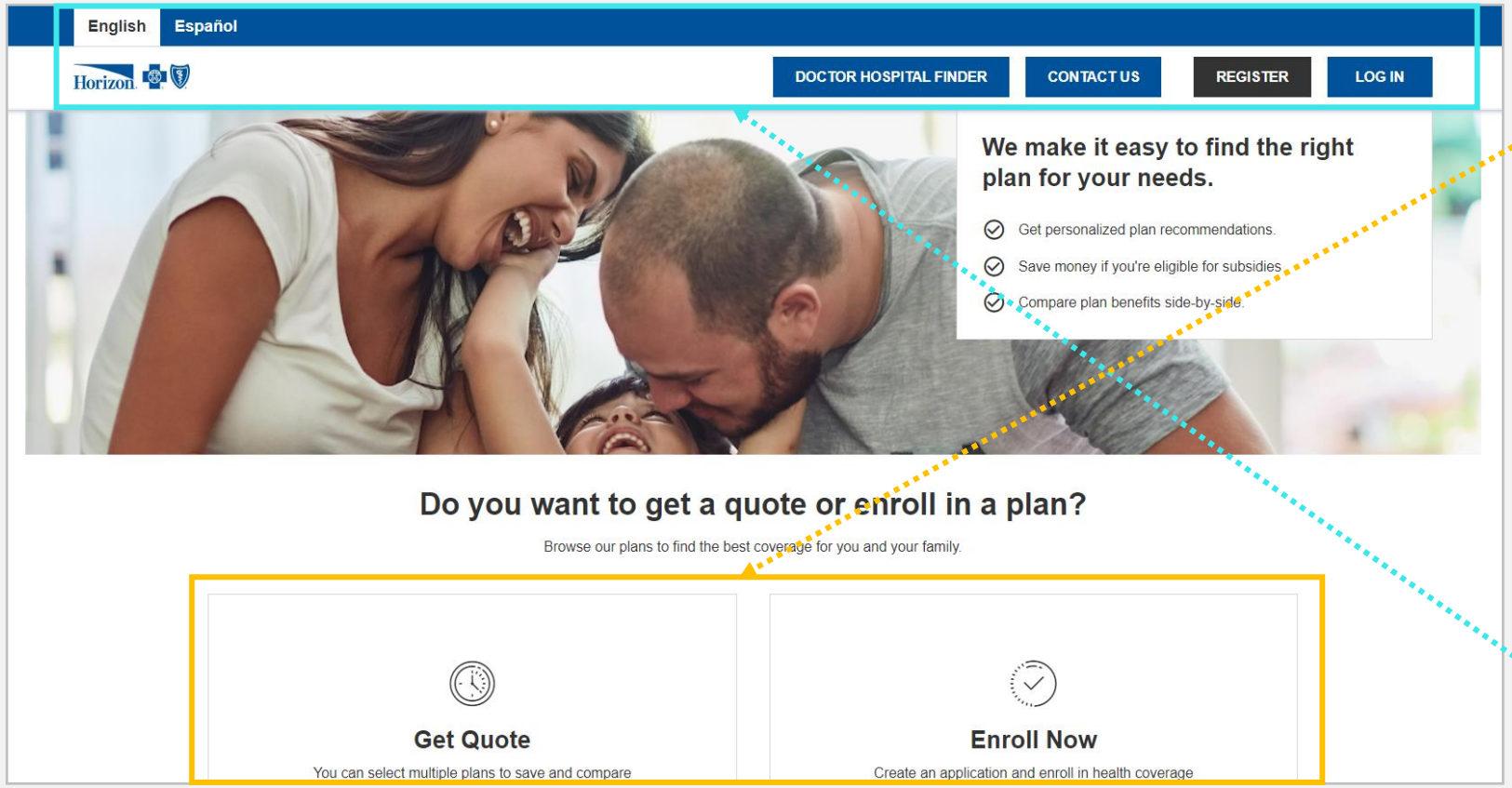
HEURISTIC EVALUATION – CONSUMER PORTAL

Home page



Medium

Heuristic: Flexibility and Efficiency of use

Issue: "Get Quote" and "Enroll Now" are the primary action items which are not accessible to the users unless scrolled down. Also, these buttons don't have any hover effect. This behavior makes these cards less accessible, efficient and discoverable.

Recommendation: "Get Quote" and "Enroll Now" buttons could appear within Hero banner and provide clearer visual cue for clicking.

Low

Heuristic: Aesthetic and minimalist design

Issue: Top blue bar and blue buttons in the top header are too prominent and stealing attention away from primary tasks.

Recommendation: Language selection can be moved in white header below and make blue buttons less prominent so that users can focus on the primary intent of the page.

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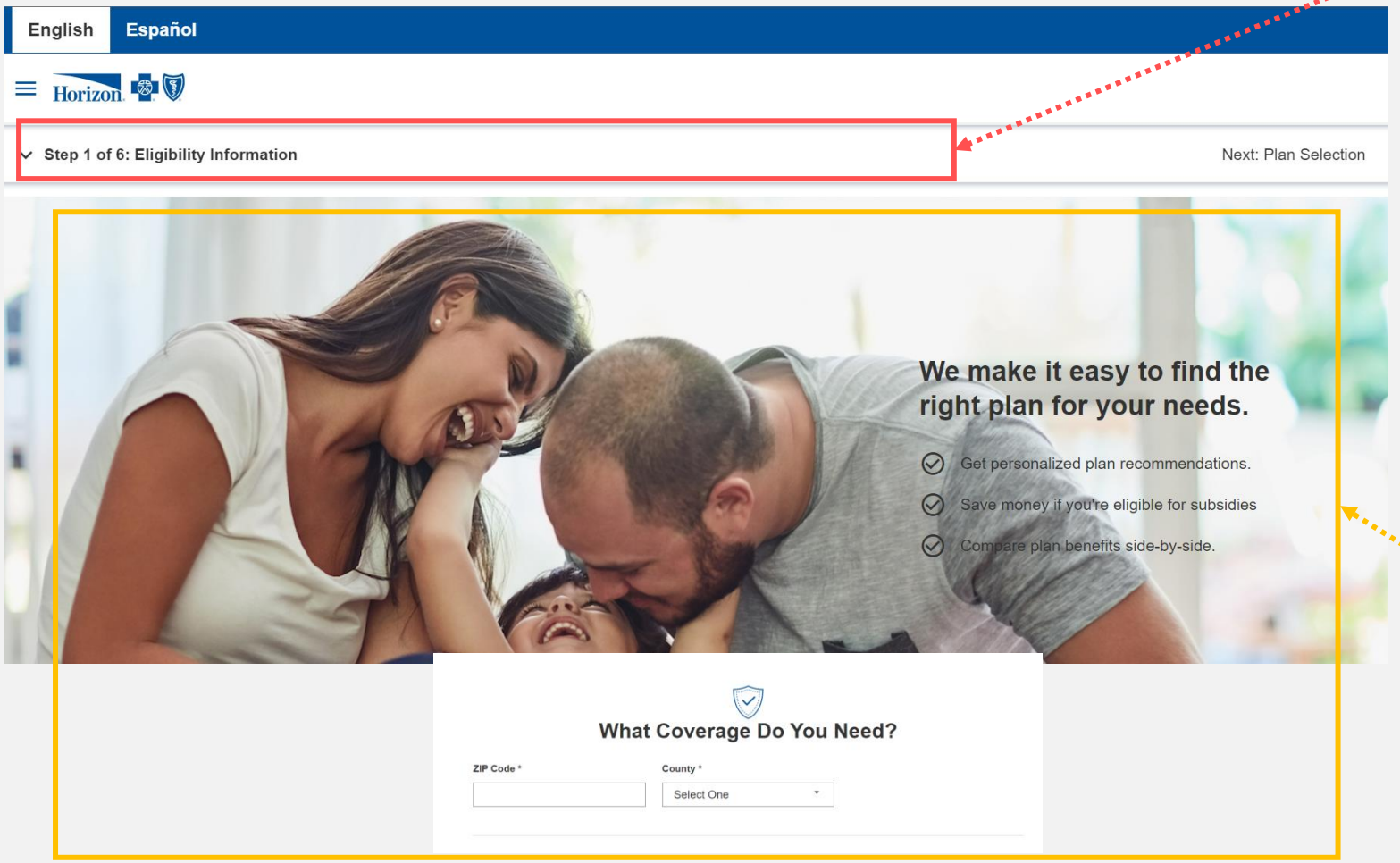
HEURISTIC EVALUATION – CONSUMER PORTAL

Get A Quote



High

Heuristic: Visibility of system status
Issue: This page needs to clearly indicate the primary function/purpose. User can have hard time to find out what's the current page and functionality offered.
Recommendation: Every page in quote creating flow can have "Create a Quote" page title

Heuristic: User control and freedom
Issue: This page need a clearly marked "Exit" to leave get a quote workflow.
Recommendation: Provide close / exit button so that user can exit this process at any time.

Medium

Heuristic: Aesthetic and minimalist design
Issue: The hero banner is taking too much of real estate and attention unnecessarily.
Recommendation: Eliminate Hero banner in order to make quoting questions prominently.

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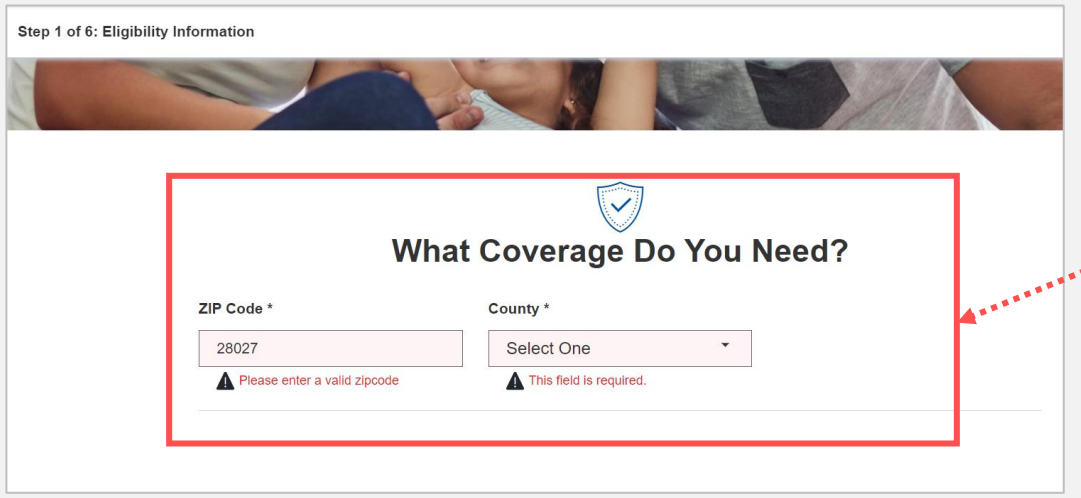
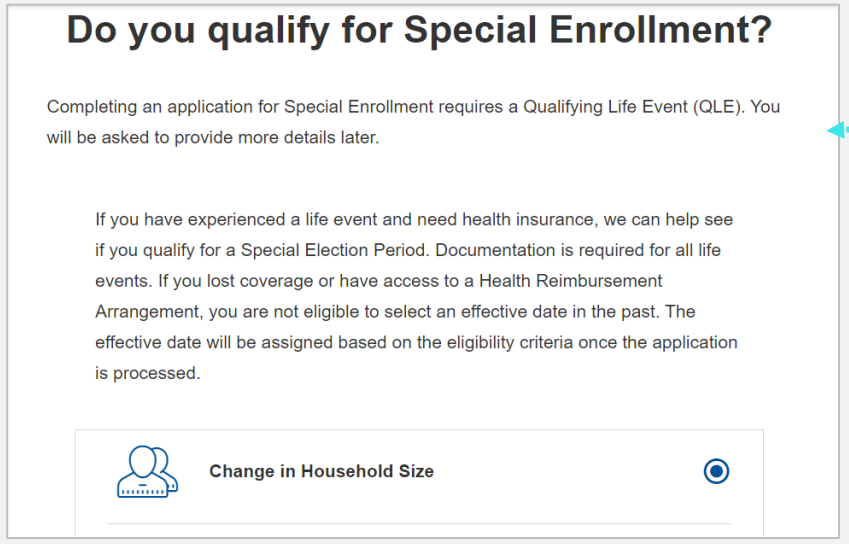
HEURISTIC EVALUATION – CONSUMER PORTAL

Get A Quote





High

Heuristic: Visibility of system status

Issue: Blue Horizon offers services in only specific zip codes. This page does not clearly communicate this information. Also, this UI prompts inaccurate / misleading error message even after providing a valid zip code.

Recommendation: Provide clear instructions and appropriate error message about acceptable zip codes to eliminate error-prone condition.

Low

Heuristic: Aesthetic and minimalist design

Issue: This page requires users to excessively scroll back-and-forth to read questions and the options. This behavior can be annoying to user and harm users' focus.

Recommendation: Arrange page content to reduce motor movements and cognitive load.

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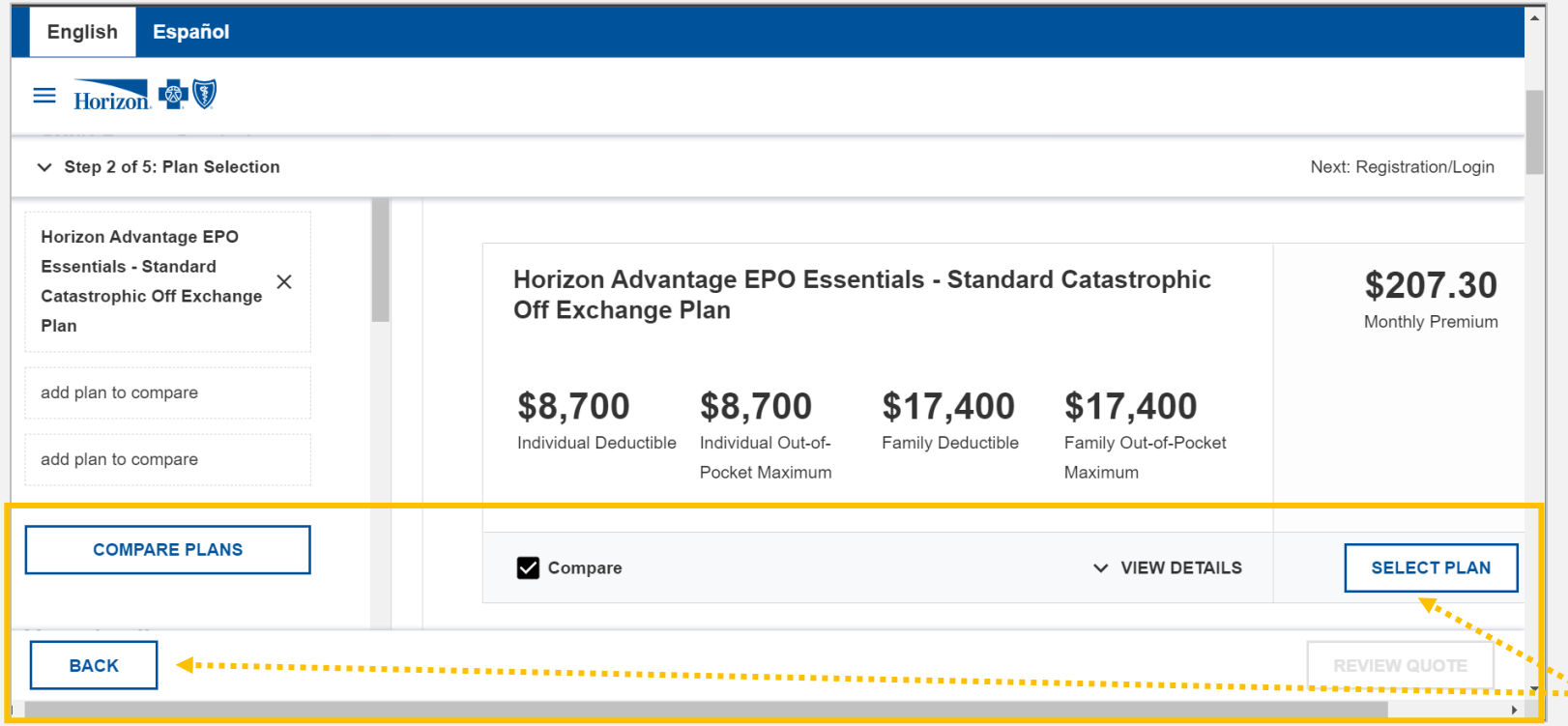
HEURISTIC EVALUATION – CONSUMER PORTAL

Get A Quote



Medium

Heuristic: Aesthetic and minimalist design

Issue: Too many horizontal, vertical and internal scrolling causes too much of motor load on the user. User must constantly scroll back-and-forth to access different information and functionality.
This behavior can be annoying to user and harm users' focus.

Recommendation: Arrange Compare section and plan filters in a way, which can be seen and accessed easily without scrolling a lot. Make "COMPARE PLANS" function more intuitive.

Issue: Multiple buttons (Compare plans, Select Plans, Back, Review quote) with similar level of importance and visual treatment causes conflict and divided attention.

Recommendation: Maintain proper visual hierarchy in button treatment. Each page should have only one primary action button and rest secondary or tertiary actions.

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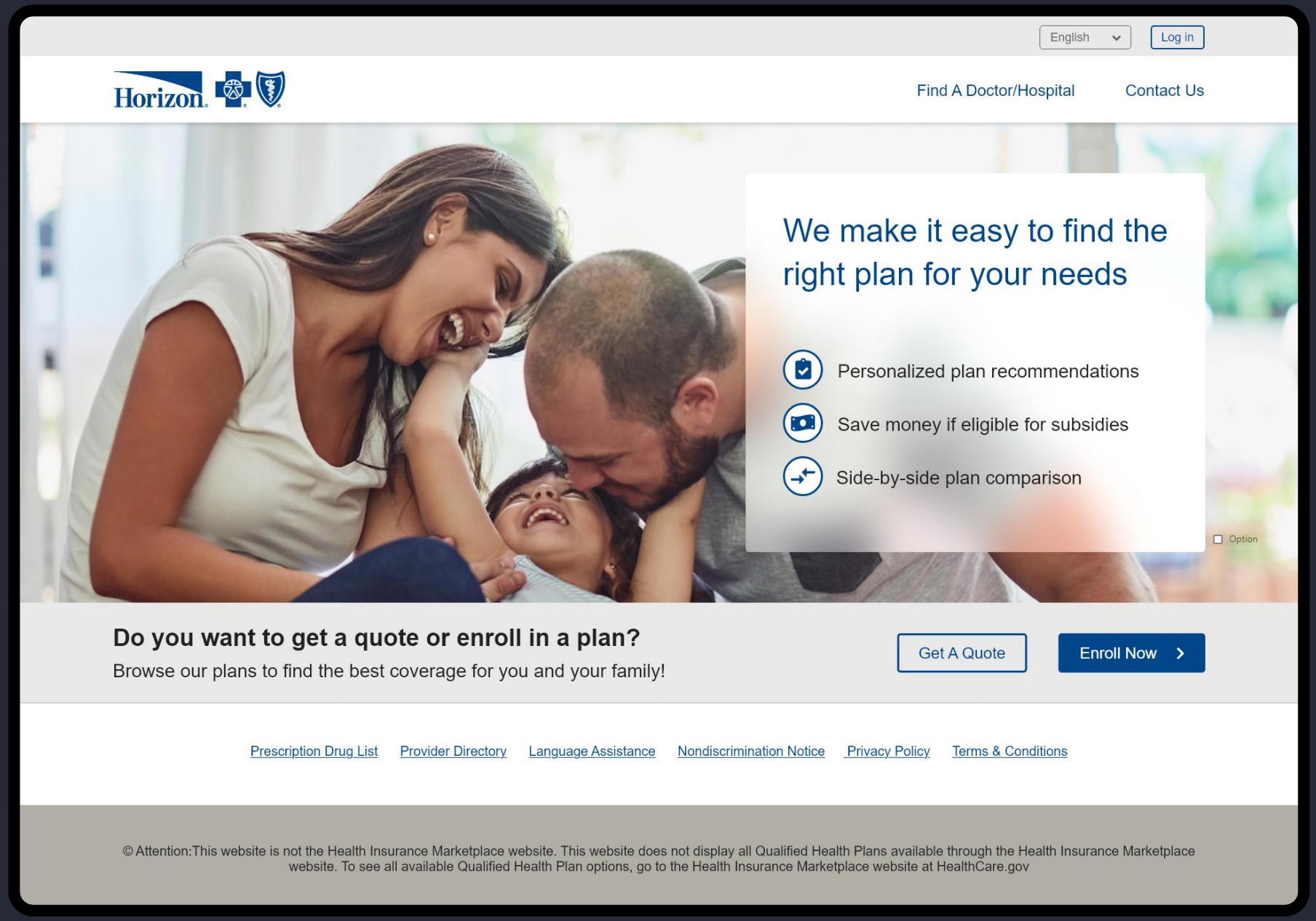
HORIZON BLUE: PROPOSED DESIGN

October 2022



View the interactive prototype of the proposed design >

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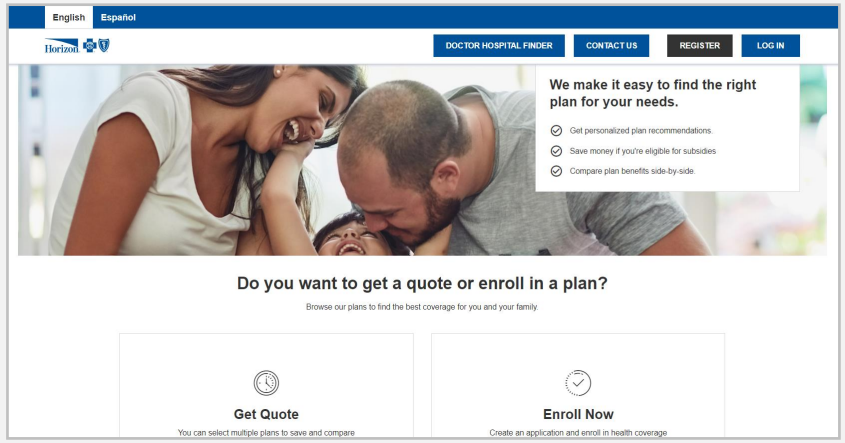
PROPOSED DESIGN FOR HORIZON BLUE - CONSUMER PORTAL

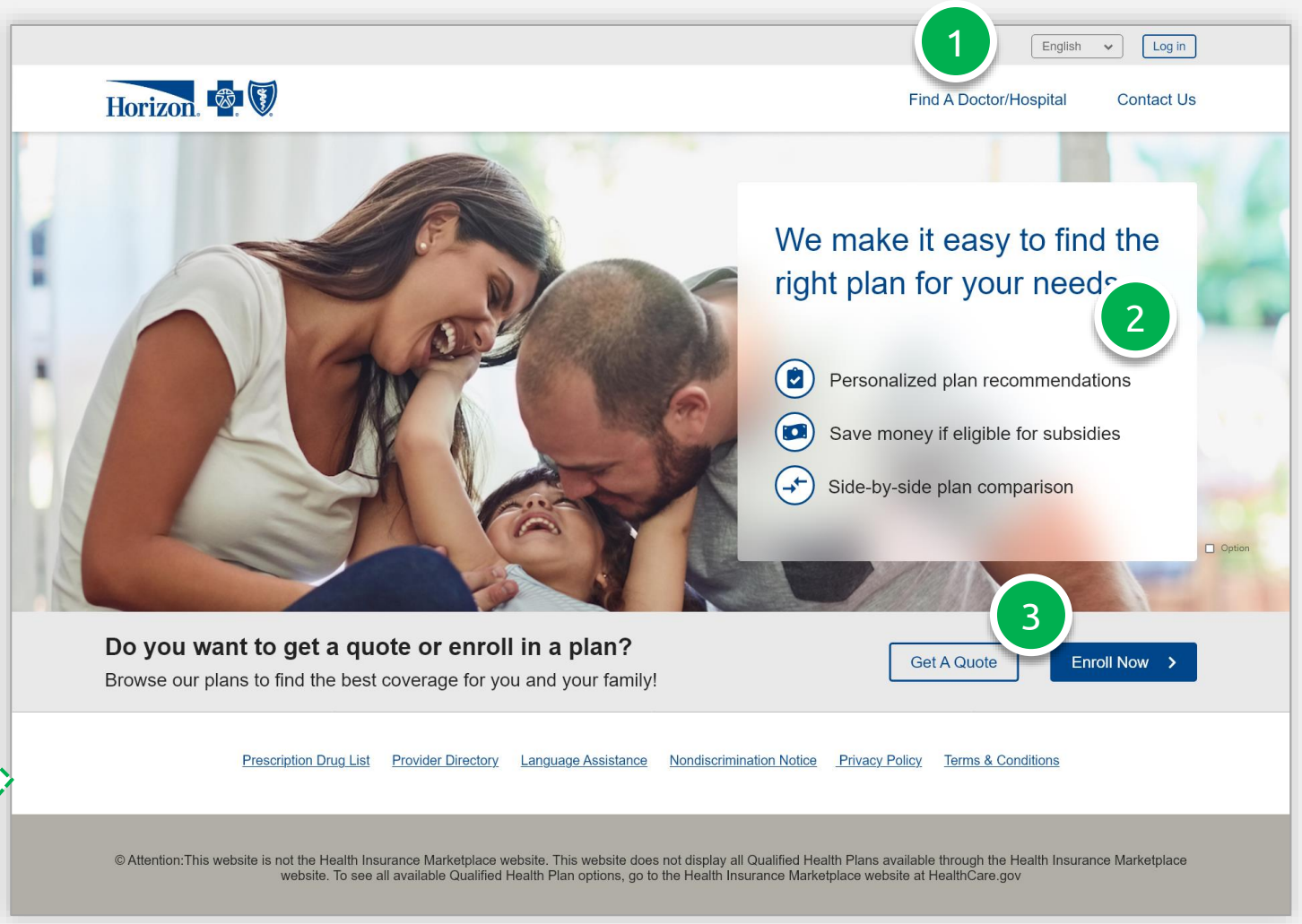
Home page

Before



1. **Intuitive, clear navigation and visual hierarchy** which allows users attention to primary UI elements
2. Emphasized hero banner content
3. **Accessible and above the fold Call-To-Action buttons** for “Get a Quote” and “Enroll Now” actions so that users don’t have to scroll down

After



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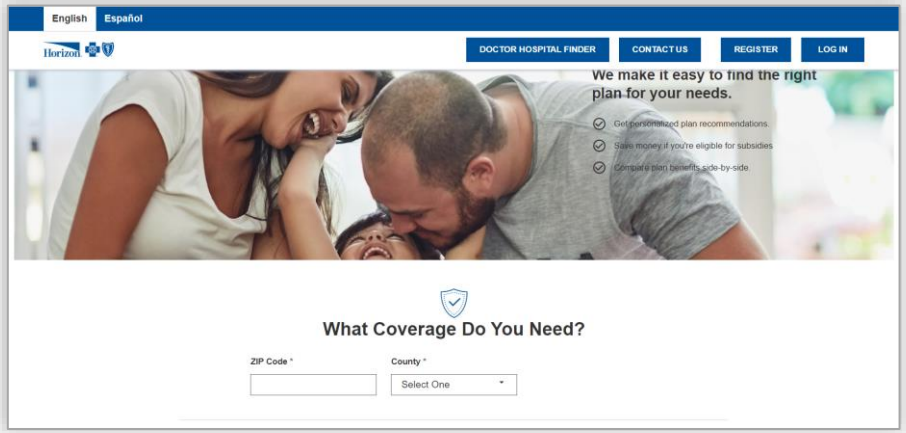
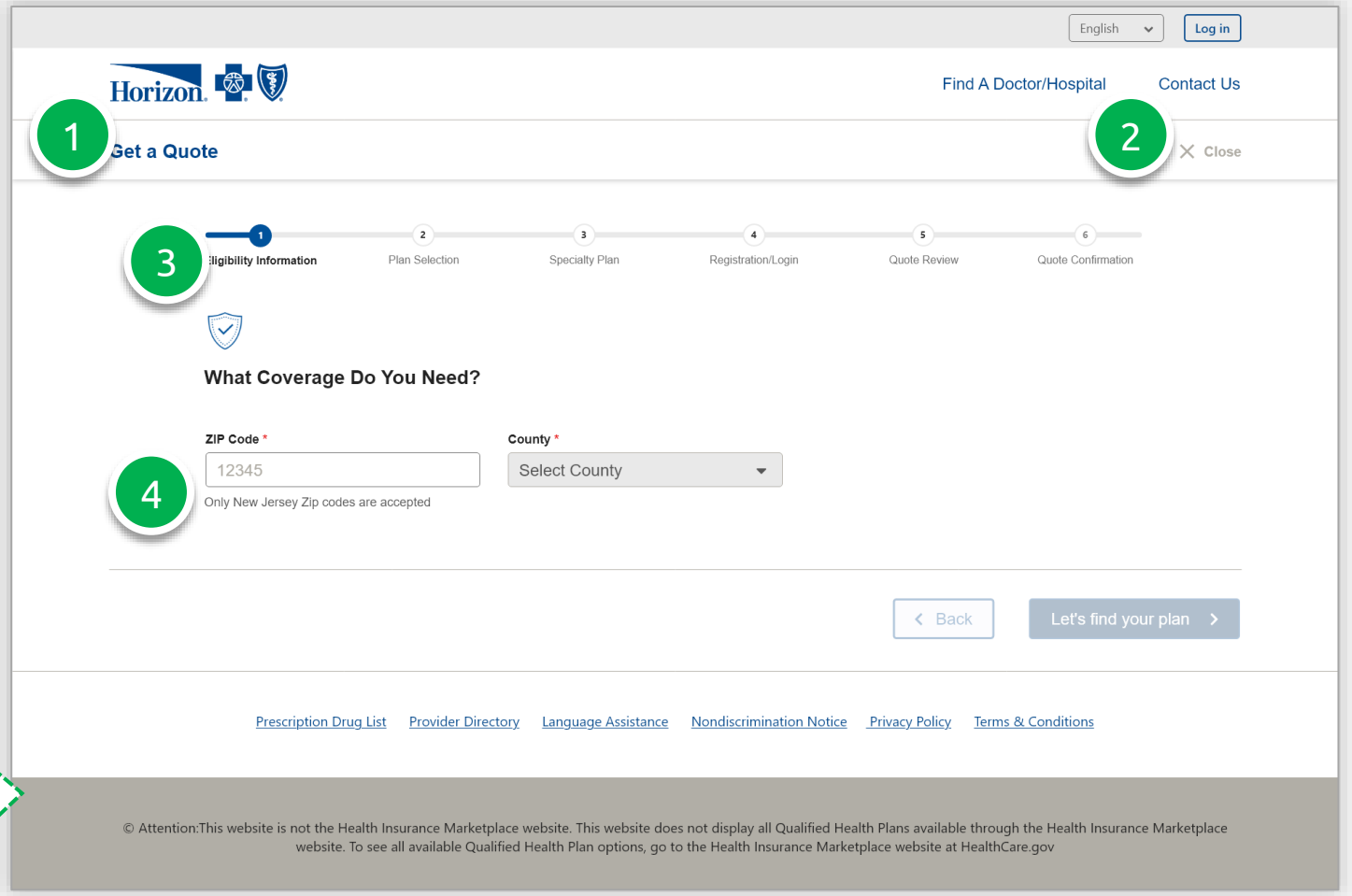
PROPOSED DESIGN FOR HORIZON BLUE - CONSUMER PORTAL

Get a Quote

Before



After



1. **Prominent page heading** to provide clear context to the user
2. **Close button** to allow users to exit the quoting process so that users don't feel stuck
3. **Horizontal progress stepper** for better visibility of the progress
4. **Contextual help notes** to prevent users from making errors

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PROPOSED DESIGN FOR HORIZON BLUE - CONSUMER PORTAL

Get a Quote

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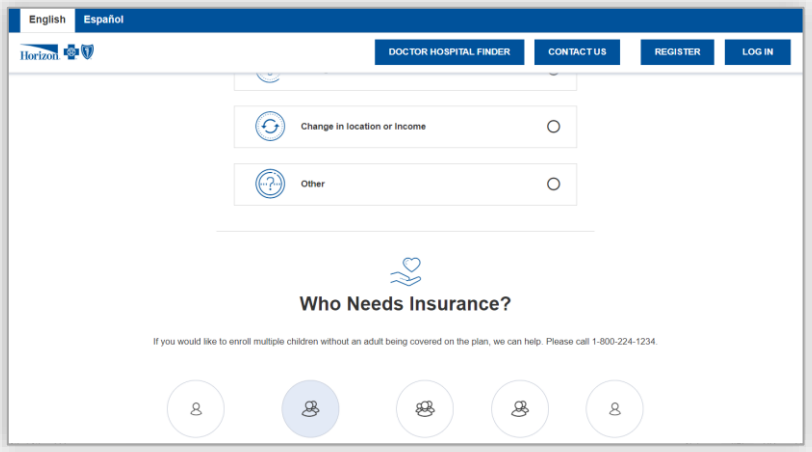
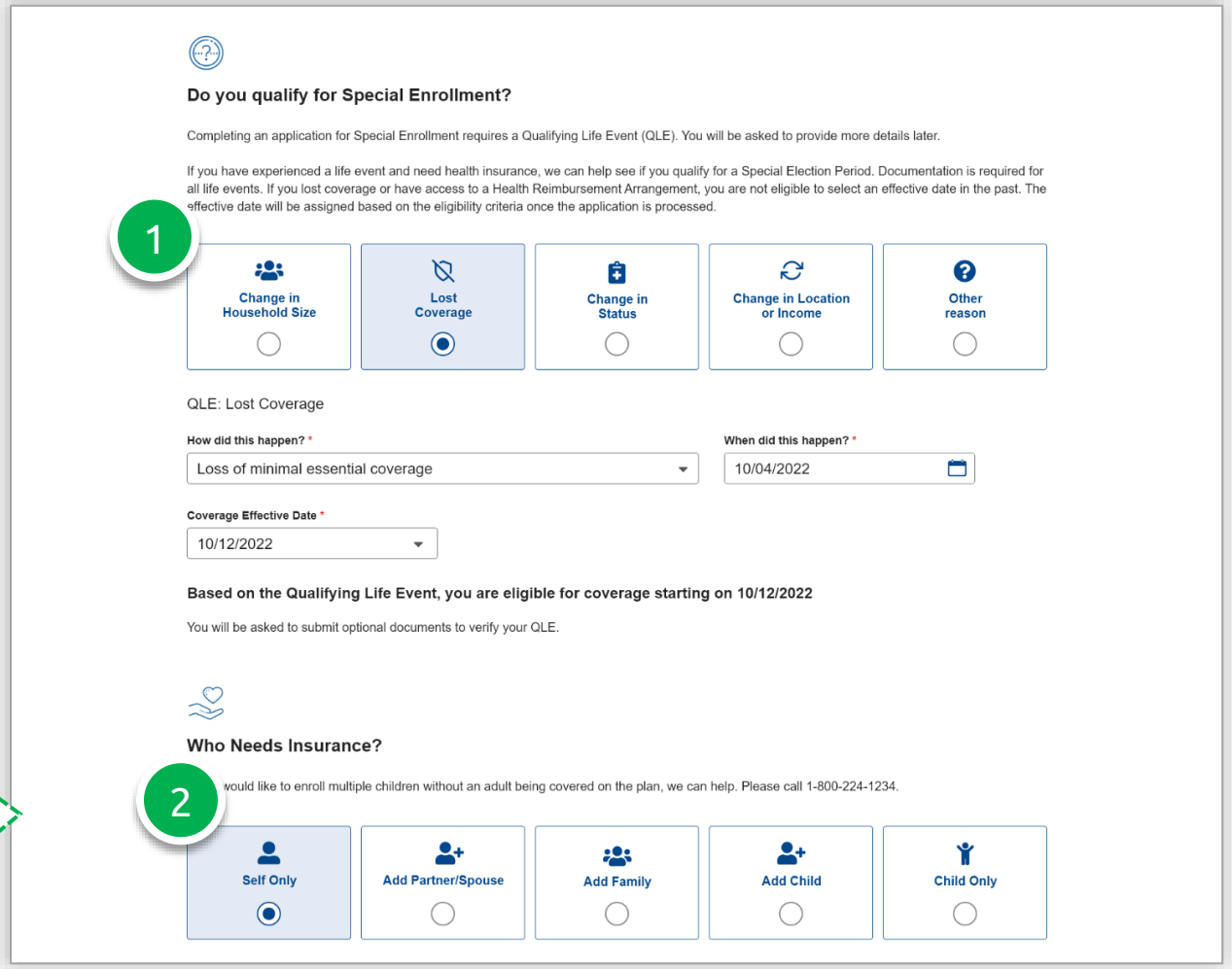


After



1. **Horizontally aligned tiles** provide better visual flow and less need to scroll back-and-forth
2. **Consistent visual** treatment for similar elements for better aesthetic appeal and lesser cognitive load

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