



UX Research & Analysis
for enrolling process
for the **Superior HealthPlan**



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1 • Heuristic Evaluation

	Description	Usability	Severity
Landing page	Old style design	Satisfaction	● ● ● ● ○
Navigation	Duplicated menu items are confusing	Efficiency	● ● ● ● ○
	Links leading to different websites	Consistency	● ● ● ● ●
Visual	Poor Design, not inviting, static style	Satisfaction	● ● ● ● ○
Shopping	Not friendly or intuitive, easy to get lost	Efficiency	● ● ● ● ●
	Anonymous pages	Memorability	● ● ● ● ○
Mobile version	Responsive. Too many informations, No accessibility, bad navigation	Efficiency	● ● ● ◐ ○
App version	Not friendly, confusing, no features prioritization	Efficiency	● ● ● ● ●

2 • Comparative & Competitive Analysis

	Superiorhealthcare.com	Aetna.com
Design	Old style, confused navigation, No consistency	Modern, Strong focus on products, less info and more visual (icons)
Features	Constantly change interface	All the features available on every step.
Login	Not easy to find	Always visible and accessible from each page
Information Architecture	different links, difficulty to navigate, basic footer	Consistency with the navigation, Rich footer with main links
Social Links	Yes	Yes

3 • Personas



Families with children's

Car Dealer

He goes to the workplace every day
She works from home and takes care of the house and their children
They like outside activities

Goal:

Spend more time with children in a healthy environment.



Retired Couples

Business owners

They own a winery
She is in Medicare
They have passion for wine & food
They like to hang out with friends

Goal:

Have a healthy life and enjoy the grandchildren



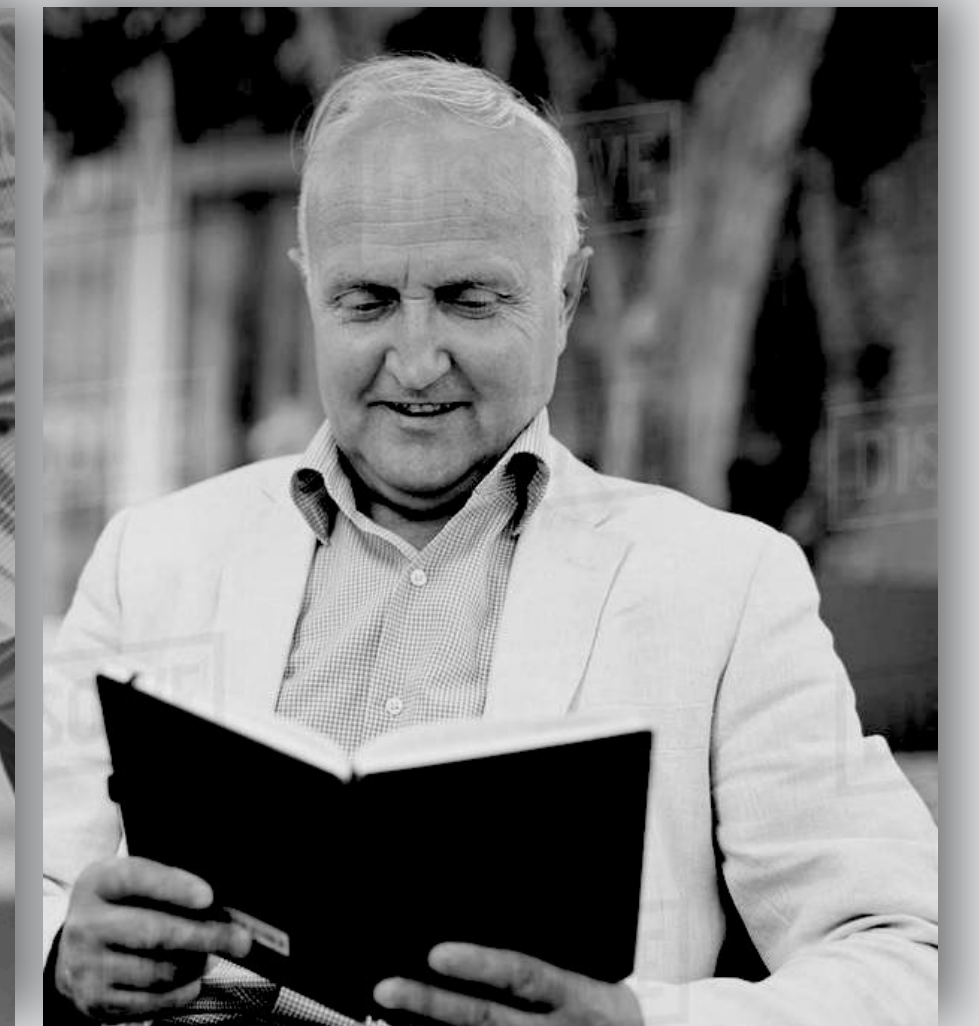
Single mothers

Part time worker

She is in the Medicaid program
She wants to be healthy
She is living with the sister
The kids have some health issue

Goal:

Be independent and watch her son growing in health.



Single Man

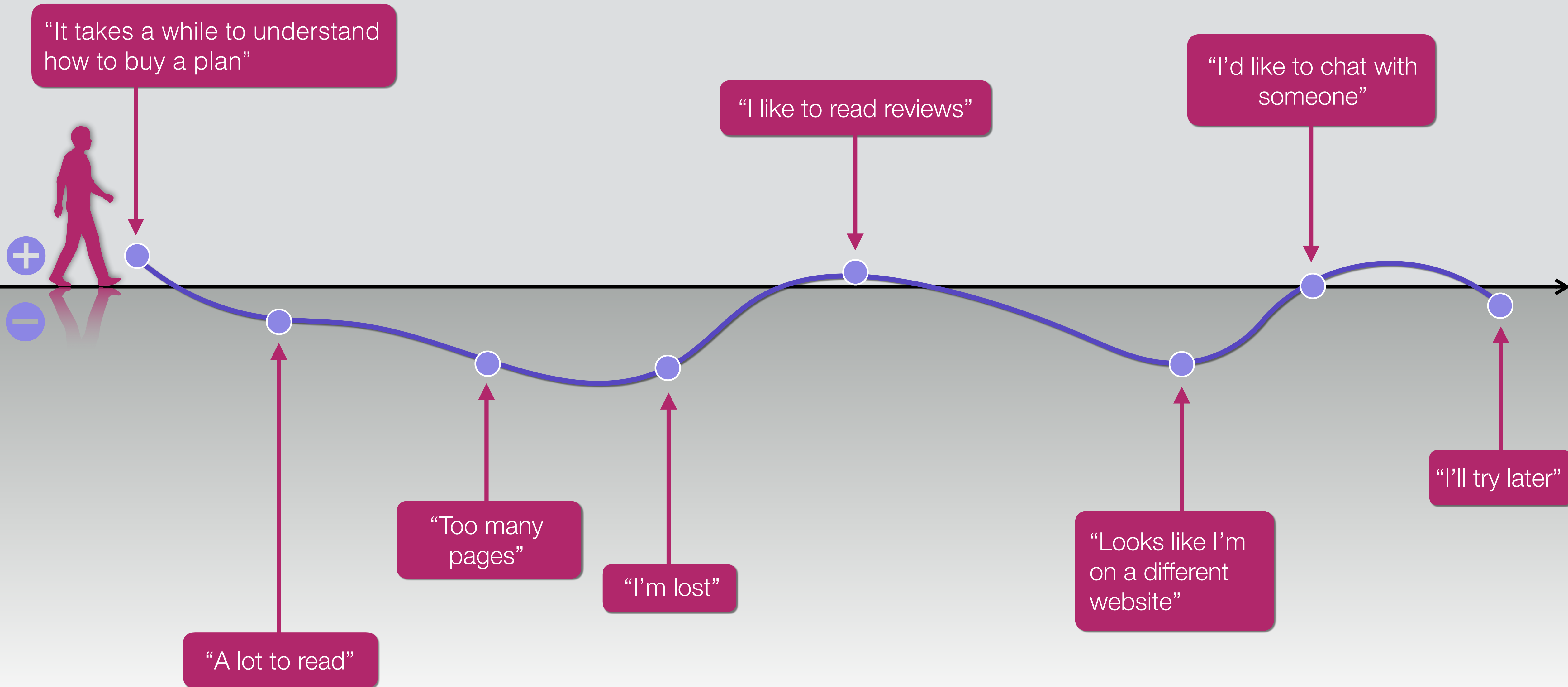
Ex Bank Manager

He worked for 45 years in local bank
He want to stay healthy
He goes to the gym

Goal:

To read books and play golf with his friends

4 • Customer Journey Mapping



5 • Find a Provider

superior healthplan. English

Find a Provider

Where do you want to search?
Street address, ZIP Code or county

SUBMIT

[Use my current location](#)

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Results for Lab or Other Facility

Showing 1 result in Allwell Medicare HMO
Searching within 200 miles Los Angeles, CA 90036, USA
Updated: 04/27/2021

FILTER
NEW SEARCH
PRINT

Home Health X

Texas Home Health of America

Provider
Texas Home Health of America
Home Health Nursing Care

- Accepting new patients
- In network
- Primary Care Provider
- Open now [View hours](#)

1455 Auto Center Drive Suite 200, Ontario, CA 91761
46.16 miles away
(888) 207-1098

[Show details](#)

From this

7 steps

To this

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Select a Network

What is your network?
Select a network
Allwell Medicare HMO

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Search by Name

Talk to a doctor now using your desktop computer or mobile phone.
Learn about your options

Search by provider name, hospital, clinic...

OR

Choose a category

- Behavioral Health
Find a mental health care provider
- Pharmacy & M...
Find a pharmacy or...

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What kind of Behavioral Health Provider

- Facilities**
Inpatient and outpatient treatment for mental health and addictions.
- Professionals**
Psychologists, counselors, therapists, social workers, other mental health professionals.

superior healthplan. English

What kind of Behavioral Health Facility

Facilities
Inpatient and outpatient treatment for mental health and addictions.

Additional: What kind of Facilities?
Select a Specialty
Select a Specialty

Adding a Specialty will narrow your search. You will only see Providers with this Specialty in your results.

superior healthplan. English

Results for Registered Nurse

Showing 1 result in CHIP
Searching within 200 miles Los Angeles, CA 90034, USA
Updated: 04/27/2021

REGISTERED NURSE
PRINT

Asana Integrated Med Corp

Provider
Asana Integrated Med Grp
Registered Nurse, Psych/Mental Health

- Accepting new patients
- In network
- Primary Care Provider
- Open now [View hours](#)

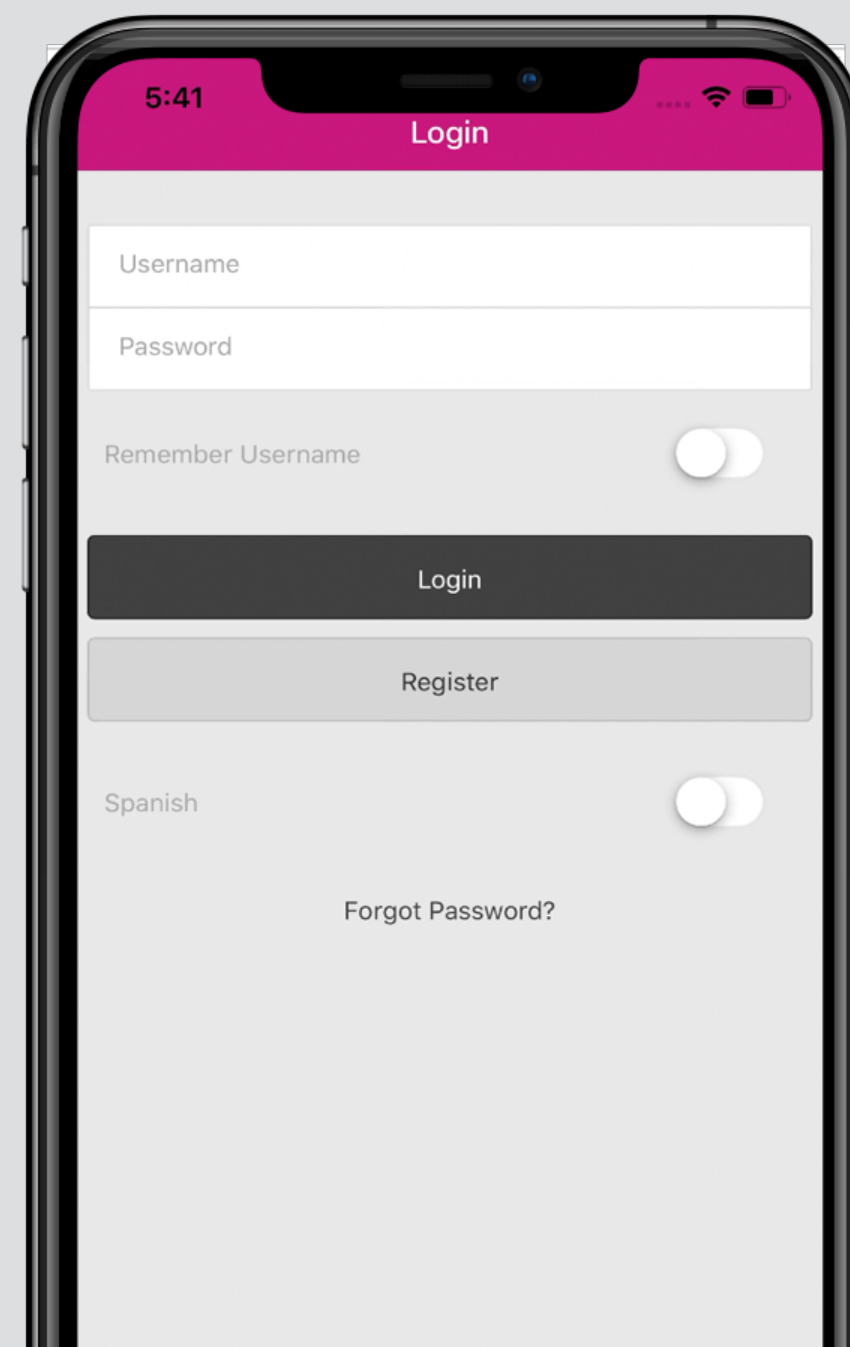
6200 California Avenue Suite 350, Woodland Hills, CA 91367
15.52 miles away | More locations
(818) 518-9715

[Show details](#)

6 • The App

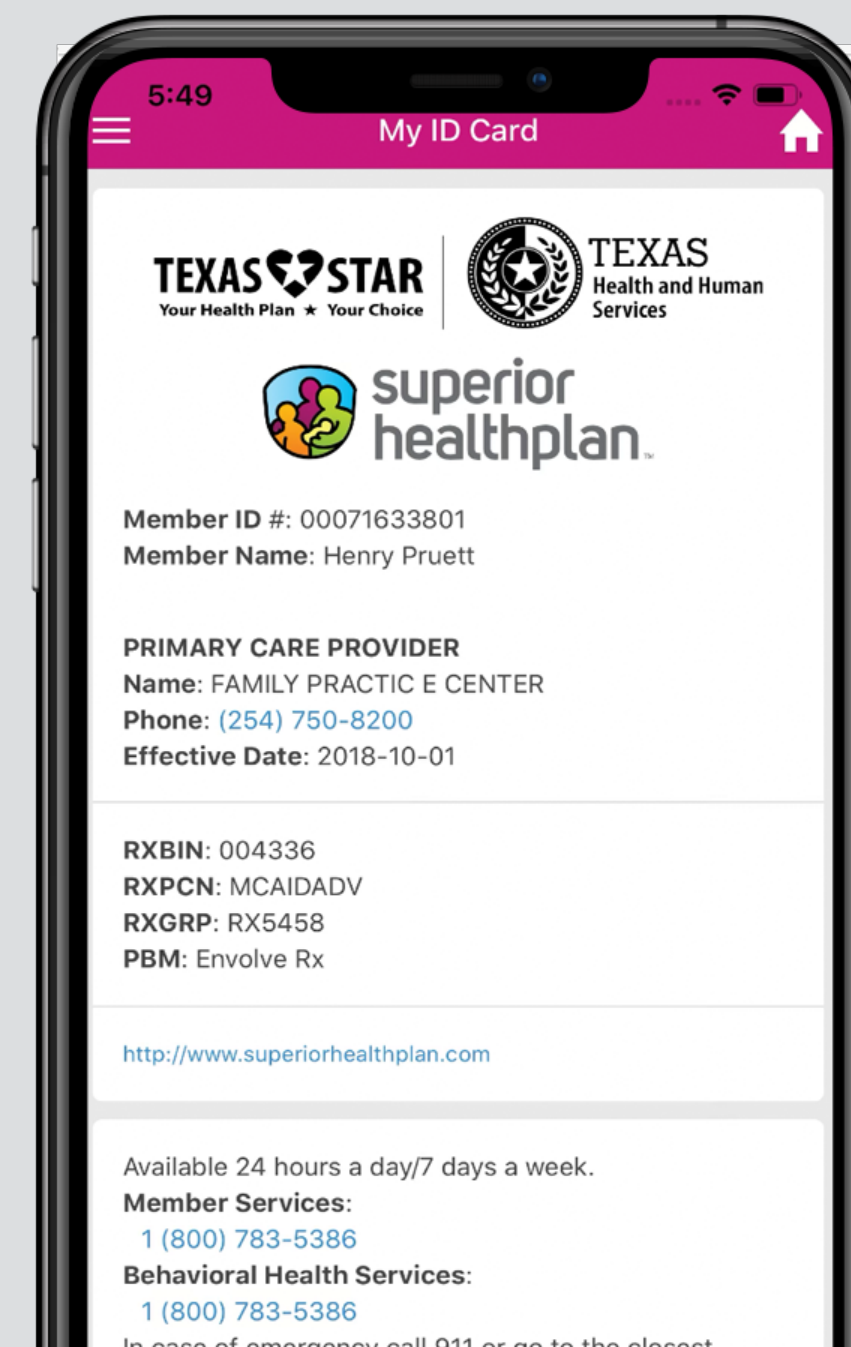
Login

Poor of informations
Old style,
needs improvement



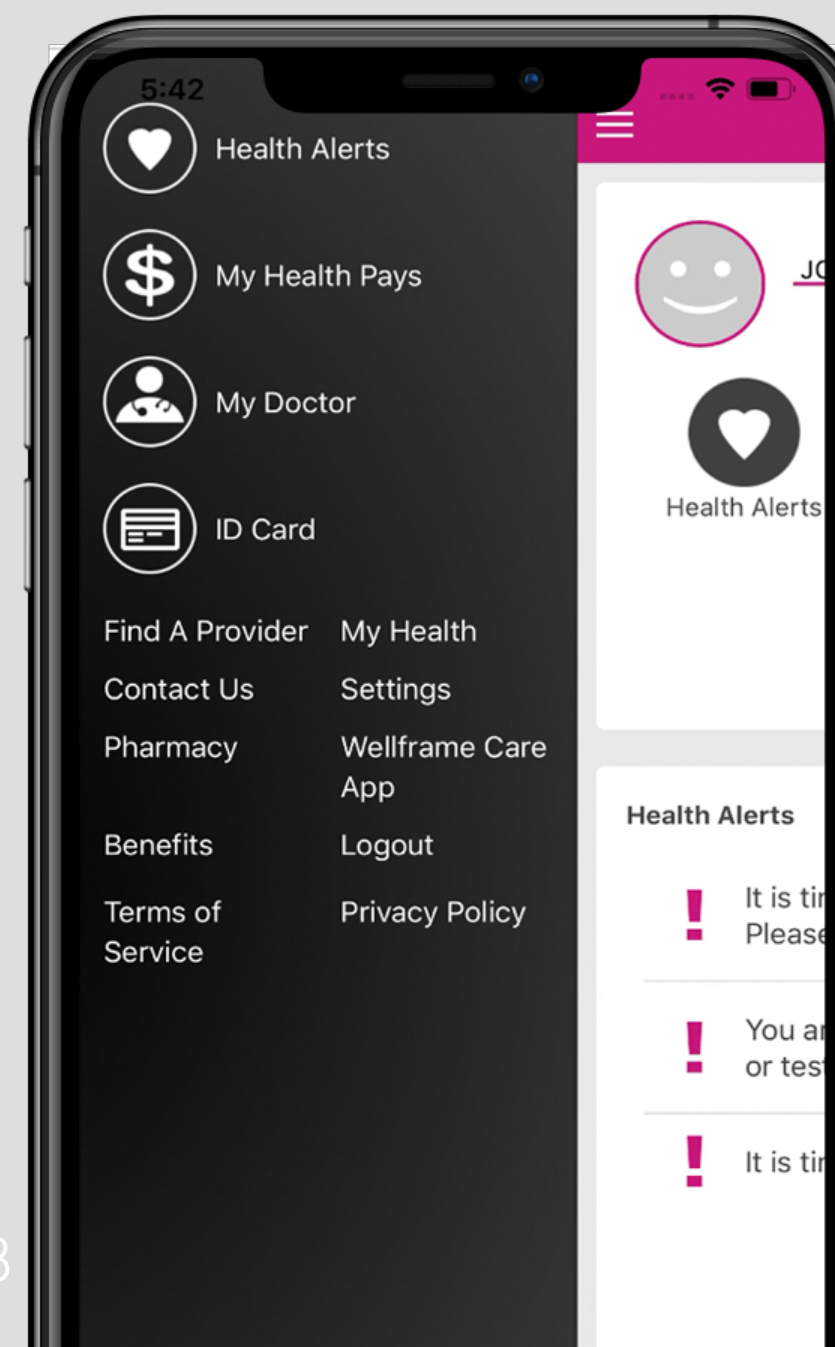
Profile info

Text too small,
should be more
accessible.



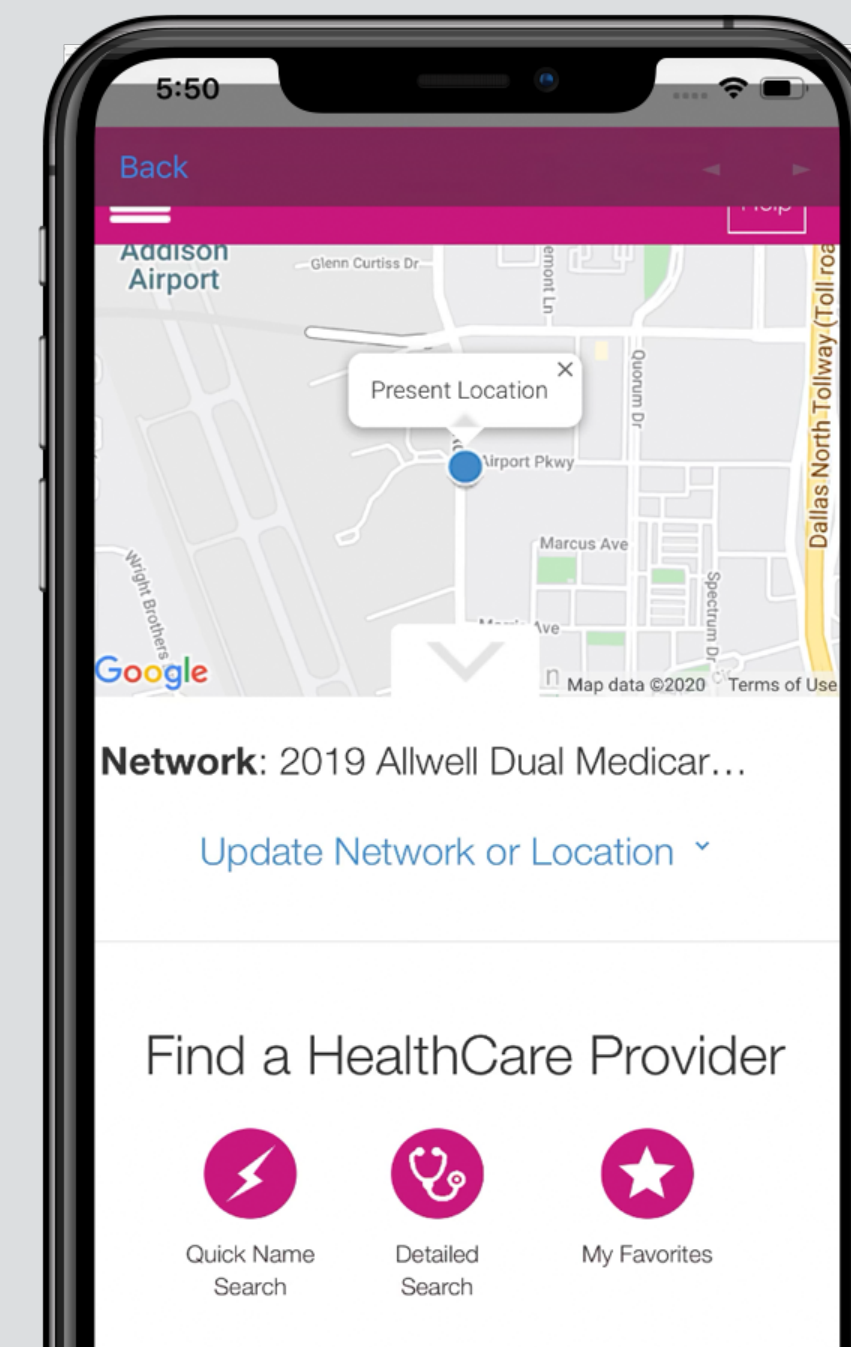
Menu

Links too small to
be clickable and
too many in a small
space.



Geo location

Good feature but
not easy to find,
could be improved.



7 • Information Architecture

Confusing Links

No header or back home from the shop page.

Different website, bad design and no clear what to do.

No header or back home
Lost page and links to others.

The screenshot shows the Ambetter website. At the top, there is a navigation bar with the Ambetter logo on the left, a phone number (855.436.8413) and the word "Español" on the right, and a "Sign in" link. Below the navigation bar is a banner with a yellow arrow icon and the text: "A new Special Enrollment is here—anyone can apply for coverage! Ends August 15th for most states. [Learn more](#)". The main content area has a large pink background with the heading "Find an affordable health insurance plan". Below this heading is a form titled "Enter your info to compare plans" with input fields for "Zip code", "Name (optional)", "Email (optional)", and "Phone number (optional)". A pink button labeled "See plans and prices" is at the bottom of the form. To the right of the form is a circular image of a man and a woman looking at each other.

The screenshot shows the Allwell Medicare Advantage website. The top navigation bar is purple with the Allwell logo and the text "from Superior HealthPlan" on the left, and a language dropdown menu set to "English" on the right. Below the navigation bar is a dark grey banner with the text "Medicare Advantage" on the left and "Plans for Year 2021" on the right. The main content area has the heading "Welcome to Medicare Online Enrollment" and the text "Thank you for your interest in our Medicare Advantage plans. Enrolling online is quick and easy." Below this is a form titled "To get started, please enter your ZIP Code in the field below:" with a "ZIP Code" input field. There is also a "County:" input field. Below these fields is a paragraph of text: "You must have Medicare Part A and Part B to join a Medicare Advantage Prescription Drug Plan. Please take out your red, white and blue Medicare card to complete this section. Fill out this information as it appears on your Medicare card. [View Sample ID Card](#)". There are two dropdown menus for "Hospital (Part A) Effective Date" and "Medical (Part B) Effective Date", each with "Month" and "Year" options. A blue button labeled "View Plans" is at the bottom of the form. At the very bottom, there is small text: "Allwell is contracted with Medicare for HMO, HMO SNP and PPO plans, and with some state Medicaid programs. Enrollment in Allwell depends on contract renewal. Y0020_21039WEBPRSPCT_M_2021_Accepted_10012020 | 10-01-20 [View Medicare Advantage plans for a different region](#)".

The screenshot shows the Superior HealthPlan website. The top navigation bar is white with the Superior HealthPlan logo on the left and "Contrast On Off a a a language" on the right. Below the navigation bar is a large banner with a circular image of a man kissing a young girl on the cheek. To the right of the image is the text "WE DO MORE FOR MEMBERS". Below the banner is the heading "Putting Members First". There is a paragraph of text: "Since 1999, Superior HealthPlan has steadily grown into a statewide leader in healthcare, now offering nine unique products to 1.5 million members across Texas. Yet Superior's purpose of transforming the health of the community, one person at a time, has..." To the right of this paragraph is a pink box with the text: "With 1.5 million members, Superior puts members first. Watch the videos below to see how."

8 • Conclusions

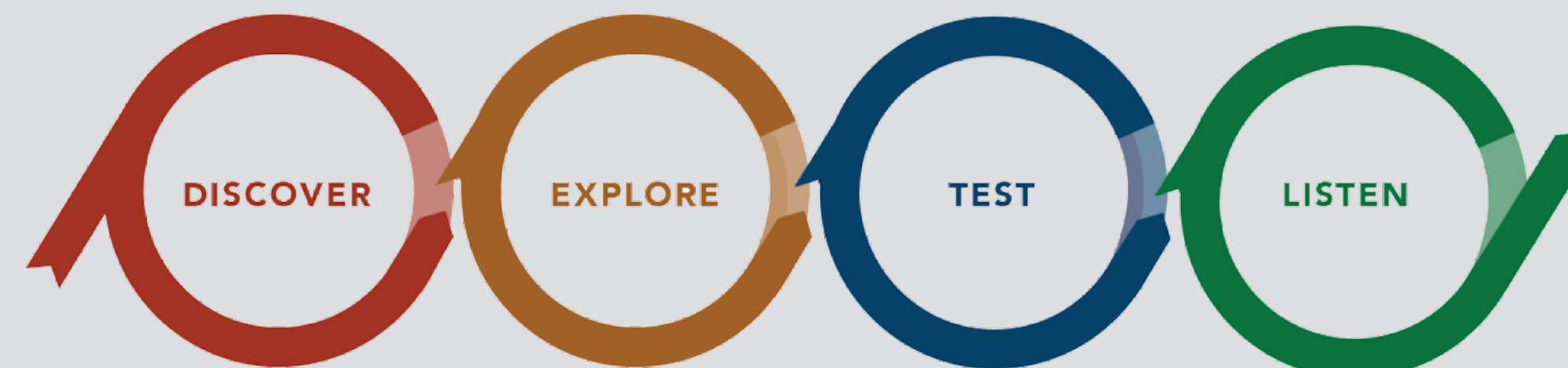
Empathy | Simplification | User Centered Approach

The design feels outdated, with numerous issues that need addressing to create a more seamless experience. Content should be streamlined, visually enhanced, and made more accessible.

A full system overhaul is essential, with in-depth UX research guiding a new approach to boost performance and integrate the latest technologies.

The app is a crucial asset and a "must-have" but requires validation and fresh features to better meet customer needs.

Simplicity is key to success. Building empathy with customers and listening to their feedback will make the product more user-friendly and truly centered on user needs.



Thank you.

Max Cipicchia

UX/UI Designer

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Corporation