

A Case Study on Understanding the Digital Experience



Objective:

To understand the online experiences of health insurance members with their portal



Challenge:

- A pop-up survey on a health insurance company website indicated members were experiencing difficulty utilizing their portal
- Research needed to demonstrate to key stakeholders members' frustration completing various tasks on the portal, including: bill paying, claims tracking, and finding in-network doctors and hospitals



Solution:

- Live online interviews were conducted allowing the moderator (and observers) to watch respondents use the member portal – the output included a video showing both the respondent and his/her computer screen
- Respondents completed a variety of tasks on the portal during the interview allowing the moderator to identify pain points throughout the process



Outcome:

- Interviews highlighted extreme frustration experienced by members when executing various tasks on the portal; videos clips were shared throughout the organization (even the CEO)
- The member portal was redesigned and ZRA is currently conducting phase two of this same research approach to measure the level of impact on the member experience