

Test Script for KelseyCare Website

Introduction

Hello, and thank you for participating in this usability test for the KelseyCare website. Today, we're interested in understanding how easy and intuitive it is for users like you to find information about adding KelseyCare to existing plans and filling out the necessary forms. The test should take about 20-30 minutes. Please remember, we're testing the website, not you. Your honest feedback will help us improve the user experience.

Scenario 1: Broker Looking for Information

Context:

You are a healthcare broker. A client has approached you, asking for recommendations on healthcare plans. You've heard about KelseyCare and want to find out how it can be added to existing plans for Houston-based employees.

Tasks:

1. Navigate to the section of the website that explains how KelseyCare can be added to existing plans.
2. Identify if there are any special requirements or steps to add KelseyCare for Houston-based employees.
3. Find out if adding KelseyCare will cause any disruptions to employees based outside of Houston.
4. Locate and fill out the contact form to request more detailed information about KelseyCare.

Scenario 2: Employer Seeking Best Plans for Employees

Context:

You are an employer with a diverse team, some of whom are based in Houston and others elsewhere. You want to explore healthcare plans that can cater to all your employees without causing disruptions.

Tasks:

1. Navigate to the section of the website that provides information on KelseyCare for employers.
2. Determine how KelseyCare can be integrated with other existing plans.
3. Identify the benefits of adding KelseyCare for Houston-based employees.
4. Check if there are any testimonials or case studies from other employers who have integrated KelseyCare.
5. Locate and complete the inquiry form to get a consultation for your company's specific needs.

Post-Task Questions

1. On a scale of 1-10, how easy was it to find the information you were looking for?
2. Were there any terms or phrases that were confusing or unclear?
3. How would you rate the ease of finding and completing the contact/inquiry form?
4. What did you like most about the website's layout and information presentation?
5. What improvements would you suggest for a better user experience?

Conclusion

Thank you for your time and feedback. Your insights are invaluable to us. We appreciate your help in improving the KelseyCare website experience for users like you.