

Remote user testing results

TAKEAWAY: Our remote user testing strongly validated that the tool is easy to understand and use. We've run 80 tests.

- **70%+ of users could use the tool** to fill out personal information and begin to get a disability insurance quote.



- **70%+ of users recognized the quote** as the result of the process.



- **Users easily found the link to customize** their quote (11 clicked link, 3 clicked the rep button)



Remote user testing results

- **Users could easily find Contact a Rep button** when tasked to find a way to get more information:



- However in 5 second tests, **only 30% of users remembered the Contact a Rep button**. (Not surprising: 5 seconds is only long enough to notice the overall function of the screen):



- **70% of users recognized the needs assessment** as a step in the quote process:



- **66% of users failed to find the email button** when tasked to find a way to email the quote to someone:



We should assess the importance of this feature to the tool's success