MARYLAND
HEALTHBENEFIT
EXCHANGE

IMPROVING
THE USER EXPERIENCE ON
MarylandHealthConnection.gov

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MHBE Board Meeting
Oct. 15, 2018
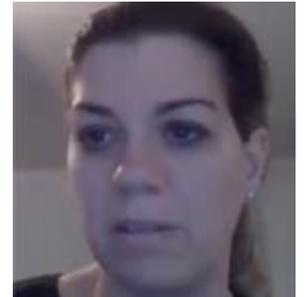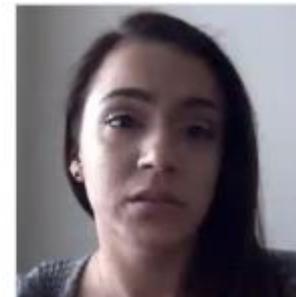
MARYLAND HEALTHBENEFIT EXCHANGE

IT'S A MINDSET, A GUIDING PHILOSOPHY, NOT A PUNCHLIST OF PROJECTS

Upfront, we acknowledge a very challenging environment: A program designed by health policy professionals—and a commercial product—delivered by government workers/ contractors to an audience with little experience or knowledge about the product.

UX RESEARCH

MHBE conducted User Experience (UX) research in January 2018, observing by remote webcam five new enrollees and five current users from diverse backgrounds and geographic regions throughout the state who wanted to change or enroll in plans.
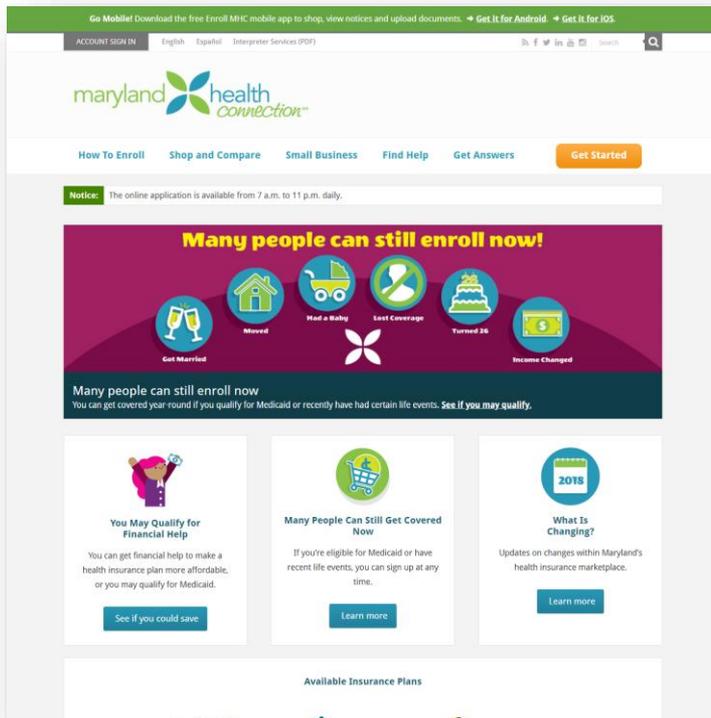
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1. Users need better guidance on account home page to get started.

2. Users need to be able to move forward and backward throughout the application.

3. Users need clarity on how to enter income and determine eligibility.

4. Branding between application and MarylandHealthConnection.gov home page is inconsistent.

Former Design

Users needed more guidance on the home page. When users clicked the Get Started button, they were taken to a seemingly external website that didn't match the look and feel.

ADDING DIRECTION: NEW DESIGN

New Design

Home page branding flows. Users will stay within Maryland.gov to apply for health insurance.

Added action-based guidance using the Create Account button versus the Get Started button in the old design.

PROGRESS INDICATOR

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Old Design

Users were unable to freely move forward and backward throughout the app.

| ENTER BASIC INFORMATION | BROWSE INSURANCE PLANS | APPLY FOR COVERAGE | CONFIRM PLANS |

New Design

More visually appealing, allows consumer to navigate easily and know where they are in the application.

Get an Estimate — Complete Application — Select and Confirm Plan

UPDATE INCOME & ELIGIBILITY

Old Design

Users got stuck on the household income & eligibility determination.

New Design

Added definitions and cues in yellow boxes; updated user interface.
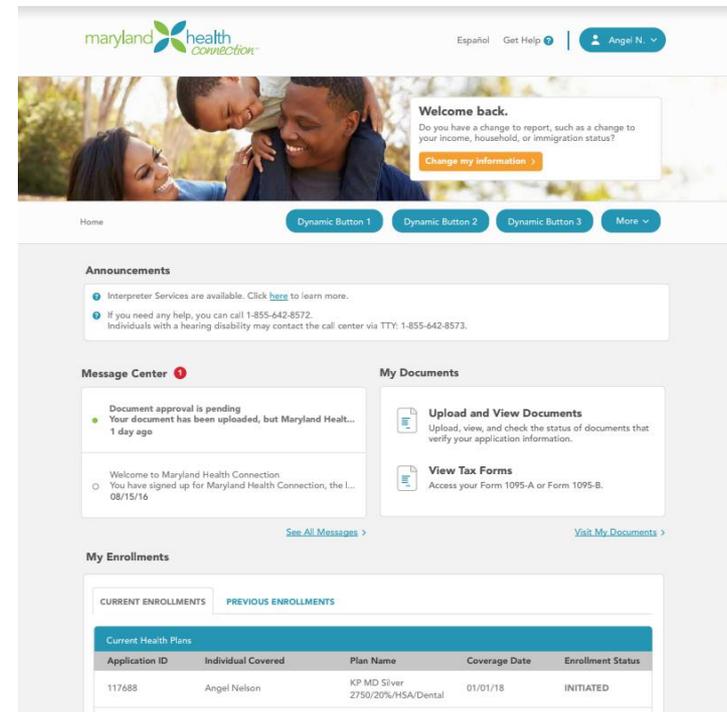
CONSISTENT LOOK AND FEEL

Old Design

Needs clarification of actions required, cohesiveness with home page design.

New Design

Action-based guidance on current application, notices, messages, VCLs and enrollment status.

QUESTIONS?

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