MyHumana Mobile App Benchmark 2022

David Bellinger, PhD
Senior UX Researcher
March 2022

TABLE OF CONTENTS

Objectives & Research Questions

Benchmarking captures the user experience at a point in time and helps highlight areas for improvement. The study can be repeated as changes are made, which allows you to better understand how your digital product performs over time and/or against competitors.

Main Objectives

- Identify points of friction where people struggle within the MyHumana mobile app so that usability can be improved.

- Calculate a quality of experience (QX) score, which will serve as a baseline and be used as a comparison to evaluate changes to the app over time.

Key Questions

- Can participants complete tasks successfully?

- How quickly do participants complete tasks?

- How easy are tasks for participants?

- What are participants' attitudes towards the MyHumana mobile app?

Other Questions

- Where are the pain points in each task?

- What factors contribute to task failure?

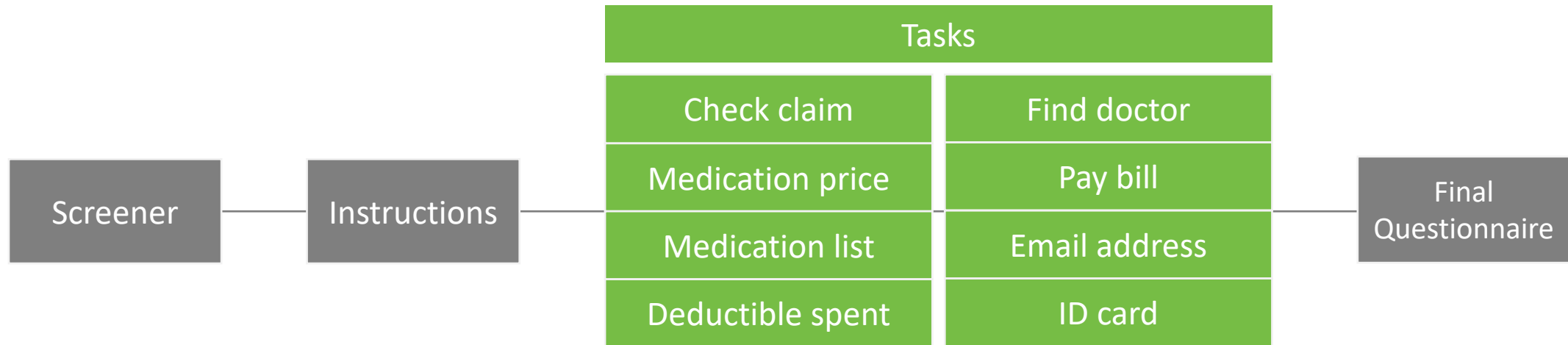- Is anything missing that users want to see?

Prototype

A clickable prototype was used to simulate the logged in MyHumana mobile app experience.

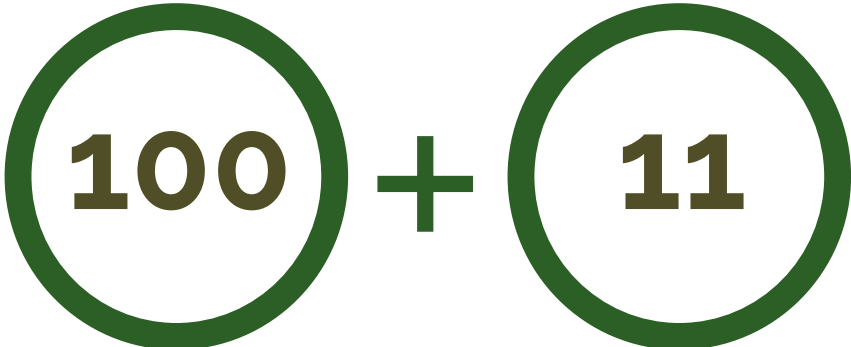Some prototype functionality was limited and all branding was removed.
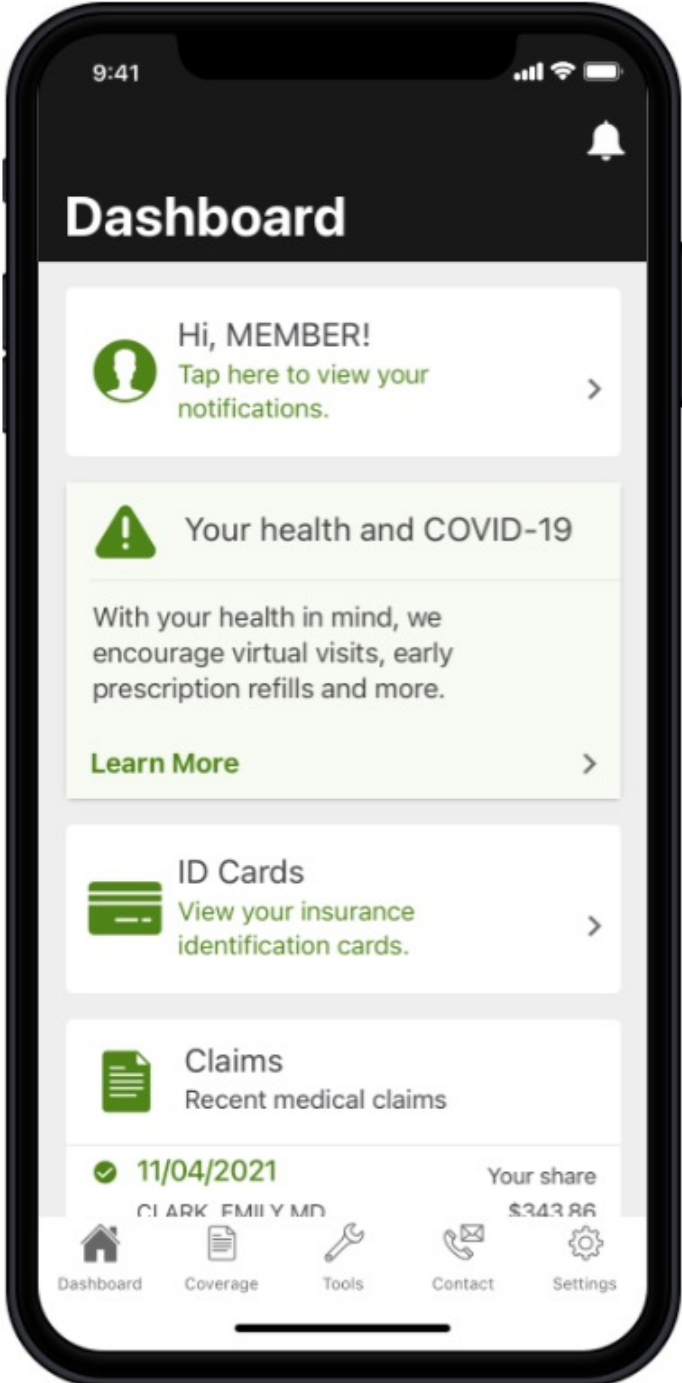
Study Design

Participant Demographics

Categories	Details
Sample size	100 (task performance) + 11 (think out loud)
Customer status	Currently insured (not required to be a Humana member)
Demographic segment	Lives in the U.S., 18+ years old, regularly uses a smartphone
Profile	Uses an app to manage their health insurance, pharmacy orders, doctor visits, and/or medical records

Note: See Appendix for more participant info

Executive Summary

qxScore

- The MyHumana mobile app earned a qxScore of 75, which is at the high end of the Average category
- The areas with the most room for improvement include: task completion, loyalty, and appearance

Positive Overall Impressions

- Participants noted that the MyHumana app is easy to use, the information is clear and straightforward
- Participants thought that the MyHumana app is as good or better than other healthcare apps

Pain Points Are Solvable

- By focusing on improvements to the bottom 4 tasks (medication price, find doctor, deductible spent, email address), the qxScore could show notable improvement, the desire to contact customer service will be curtailed, and members will be more likely to be satisfied and loyal

KPIs, qxScore, & Overall Impressions

Can participants complete tasks successfully?

How quickly do participants complete tasks?

How easy are tasks for participants?

What are participants attitudes towards the app?

KPI Dashboard

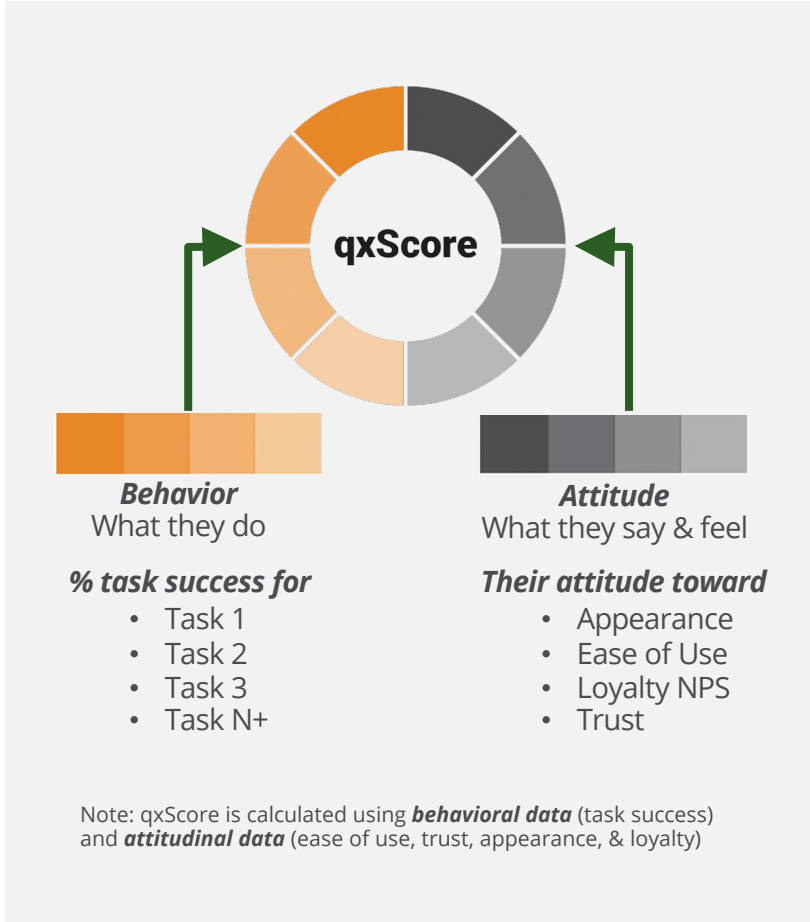| Task	Success Rate*	Ease	Satisfaction	Would Use Again?	Median Completion Time (Success only)	Wanted Customer Support
Medication price	29%	4.1	4.2	5.1	1m 55s	35%
Find doctor	43%	6.1	6.2	6.2	52s	8%
Deductible spent	51%	6.3	6.4	6.3	37s	3%
Email address	66%	5.5	5.7	5.9	49s	14%
Check claim	69%	6.0	6.1	6.2	37s	7%
Pay bill	70%	6.3	6.3	6.3	32s	9%
Medication list	92%	6.6	6.6	6.5	19s	5%
ID card	98%	6.8	6.8	6.7	13s	2%

Net Promotor Score = 44

Promoters = 57%

Passives = 30%

Detractors = 13%

Note: All tasks asked participants to navigate the app to find information and perform actions to complete the task. Ratings are on a 7-point scale with 7 being the best or highest rating.

*All tasks in the TOL study had higher success rates than shown above, so this table likely represents the low end of task performance.

Quality of Experience | qxScore

Behavior
What they do

% task success for
- Task 1
- Task 2
- Task 3
- Task N+

Attitude
What they say & feel

Their attitude toward
- Appearance
- Ease of Use
- Loyalty NPS
- Trust

Note: qxScore is calculated using *behavioral data* (task success) and *attitudinal data* (ease of use, trust, appearance, & loyalty)

	Very Poor	Poor	Average	Good	Great
	0-44	45-60	61-75	76-90	91-100

qxScore 75

qxScore sub factors

Category	Score
Ease of Use	88%
Trust	93%
Appearance	84%
Loyalty	71%
Task Completion (mean)	65%

Comparison

How does the MyH app compare with other healthcare apps?
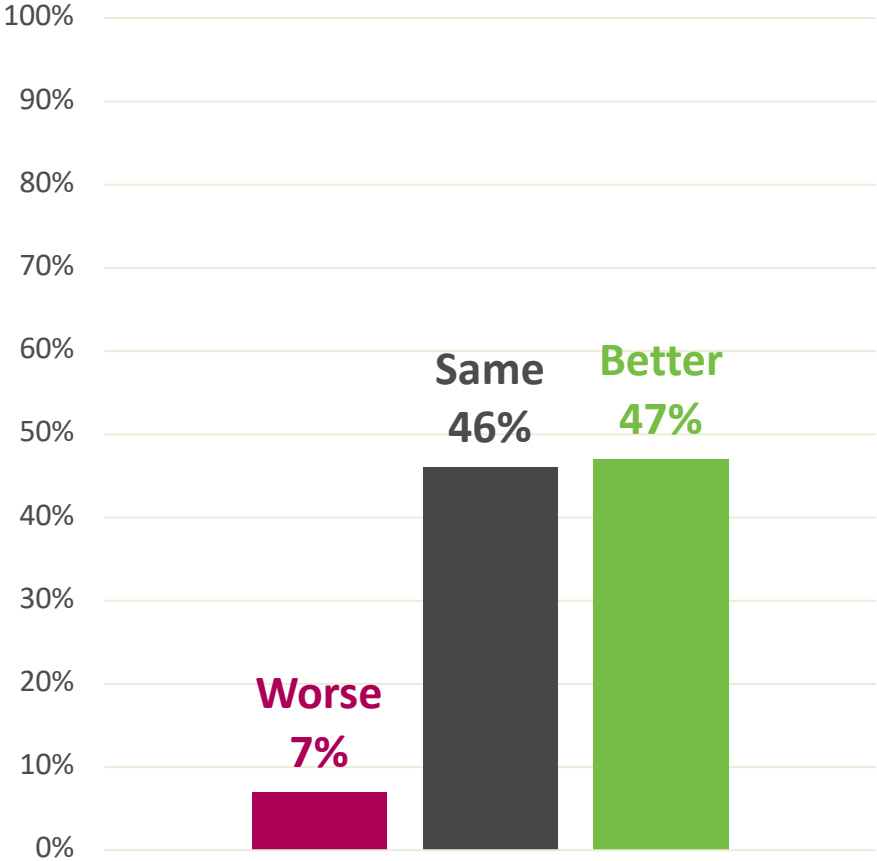
"Very similar, *a little easier to navigate* and a bit more comprehensive."

"It seems *more comprehensive with more pertinent information*!"

"It is **comparable, but more complete**."

"It's **about average**. It does not do anything extraordinary and is still slightly frustrating to find things."

"A little **more complex**."

Overall Impressions

Participants' comments focused on **ease of use, ability to find things, clarity/straightforwardness, and aesthetics.**

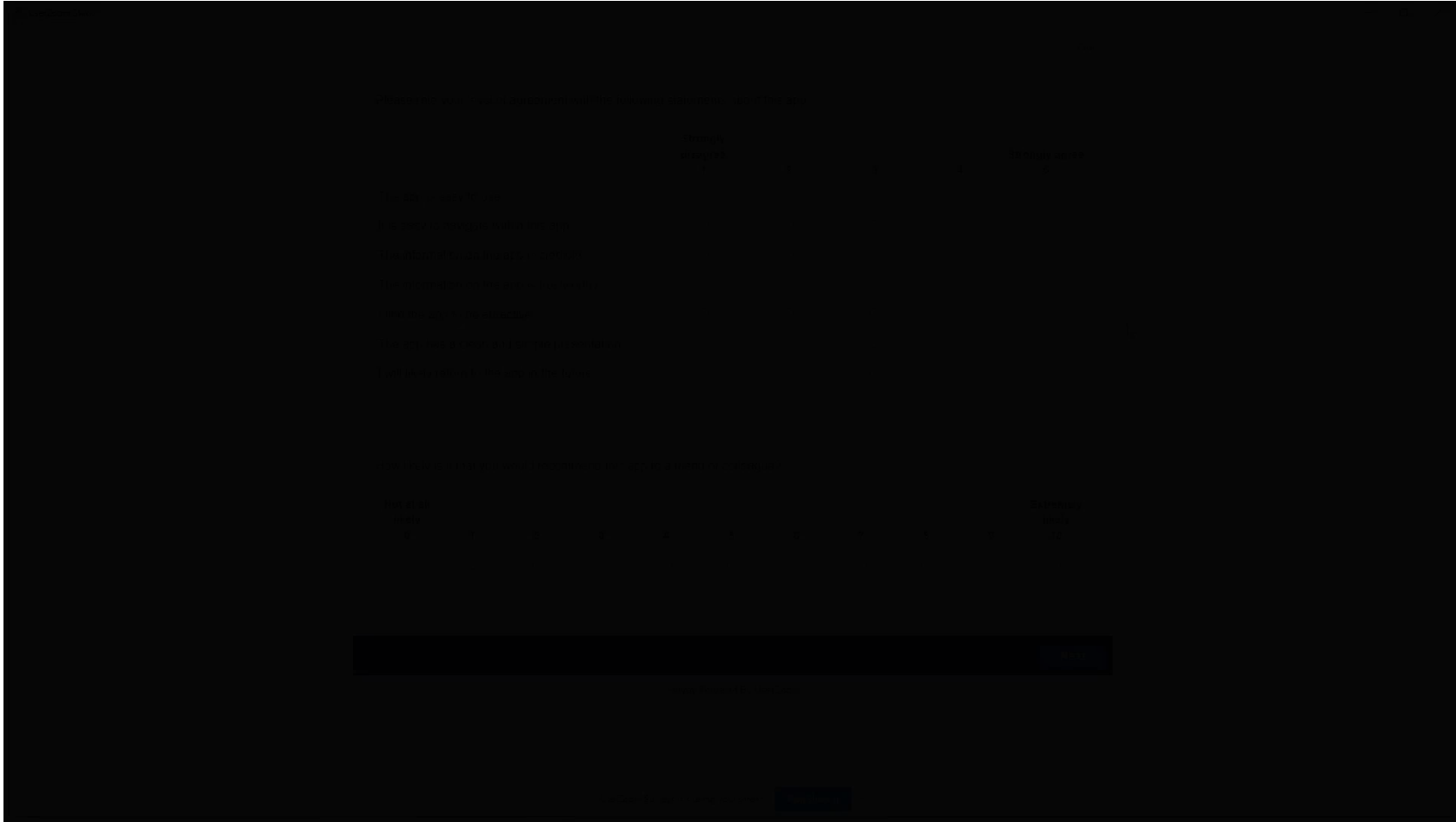*"It seemed like a great app that **did just about everything I would need it to do**."*

*"Very **easy to use. Many of the needed functions are on the first screen**."*

*"**Clear and organized**."*

*"**Some things were easy** to find and **others very difficult**."*

*"I think the **aesthetics were subpar**, but I think the app is simple enough to use."*

Video: Overall Impressions of the App

Pain points and factors that contributed to task failure

Disconnect Between Pharmacy Info & Tools

64% of participants expected to view their list of medications and then find a store and price.

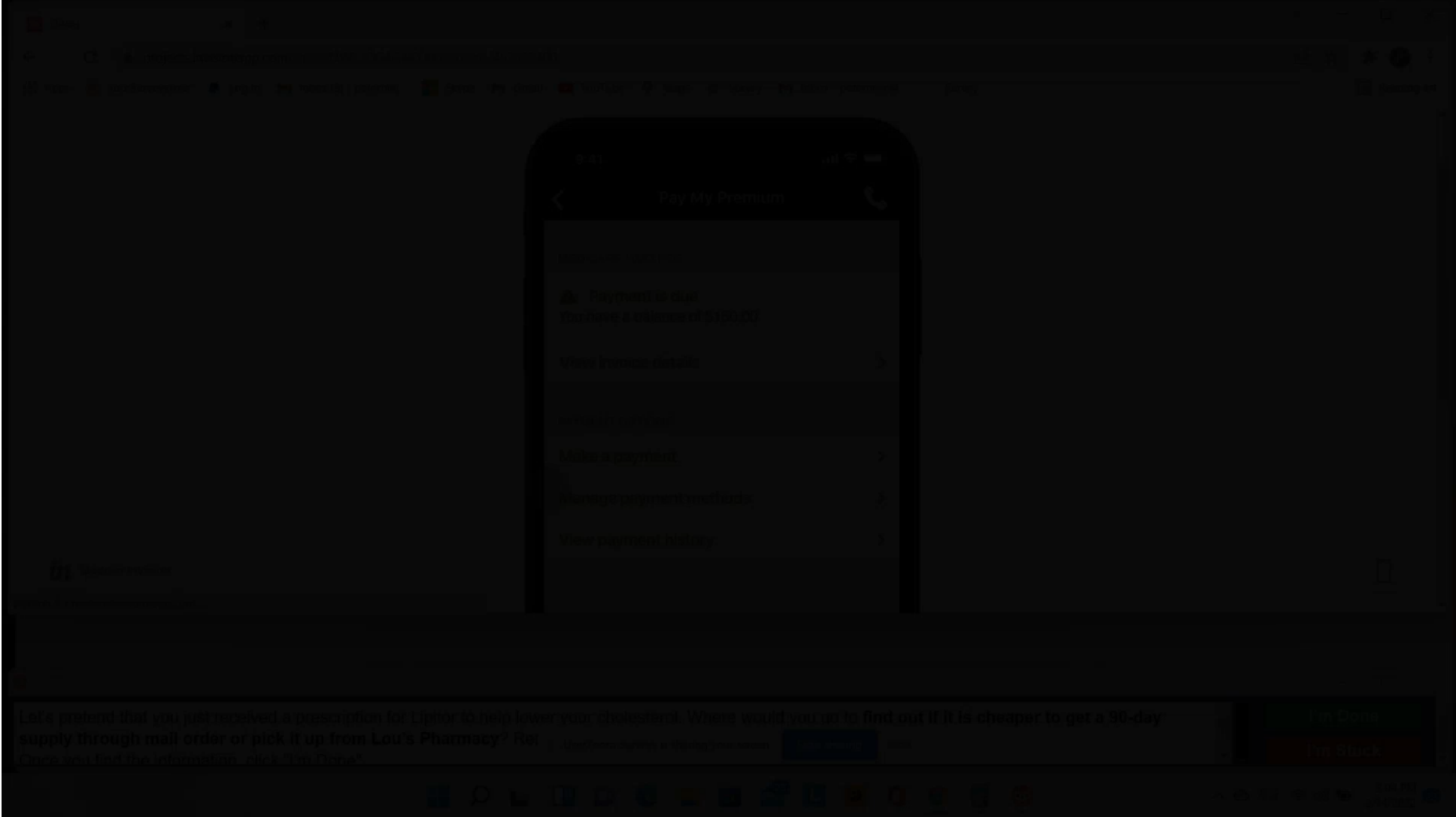Many participants were surprised and disappointed that My Meds and the Drug Pricing Tool were not connected with each other. Consider these options:

1) Integrate them into one resource
2) Keep them separate, but provide links between them
3) Group them next to each on the Dashboard
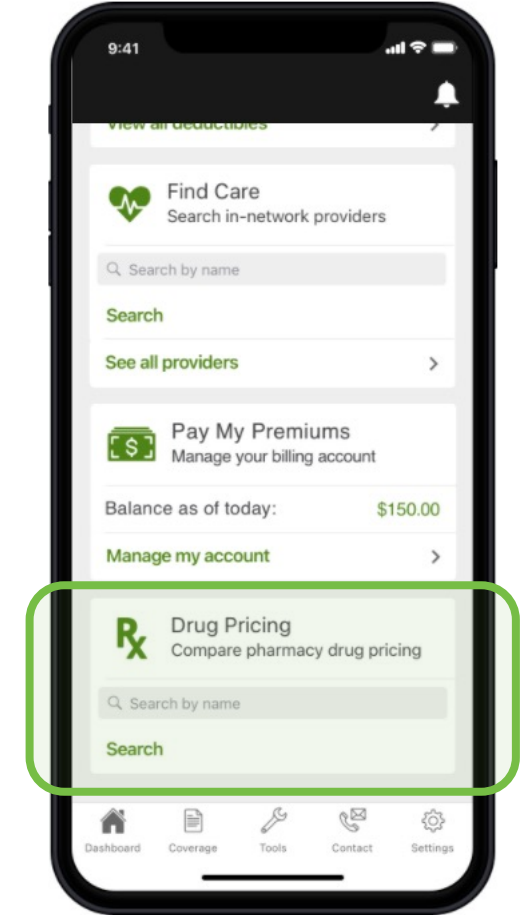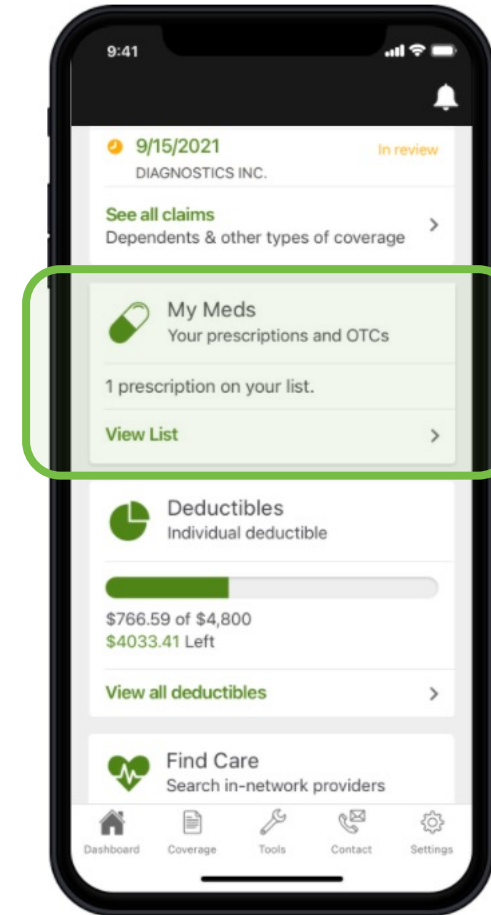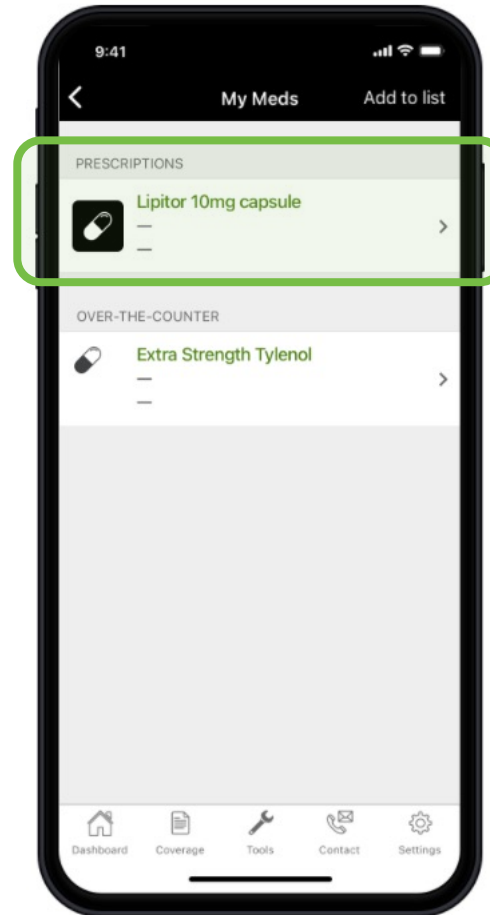
# Disconnect Between Pharmacy Info & Tools

Inconsistent Information

100% of participants either could not find the information or were forced to repeat steps to complete the task (i.e., double check if the price at Lou's Pharmacy was for a 30-day or 90-day supply). This increased both physical and cognitive effort.

Nearly all participants commented that there should be a way to more easily compare prices at different pharmacies (e.g., create a table based on commonalities and alignable differences to facilitate the comparison process)
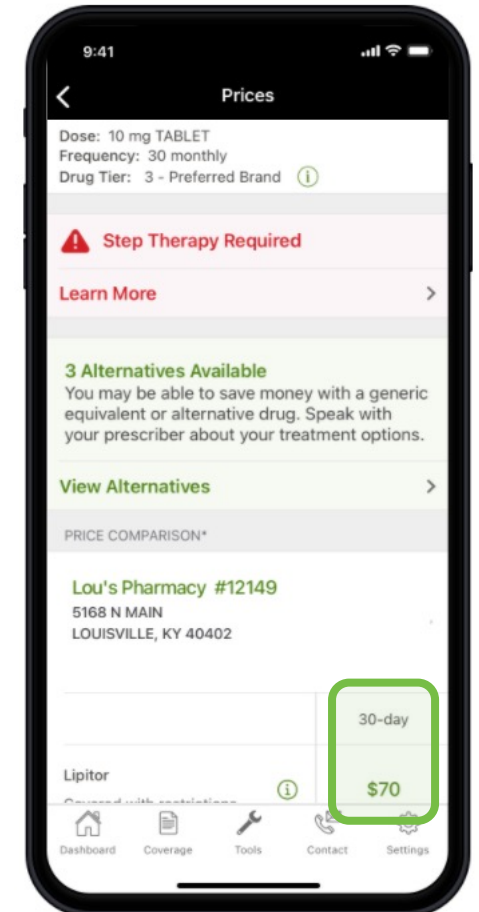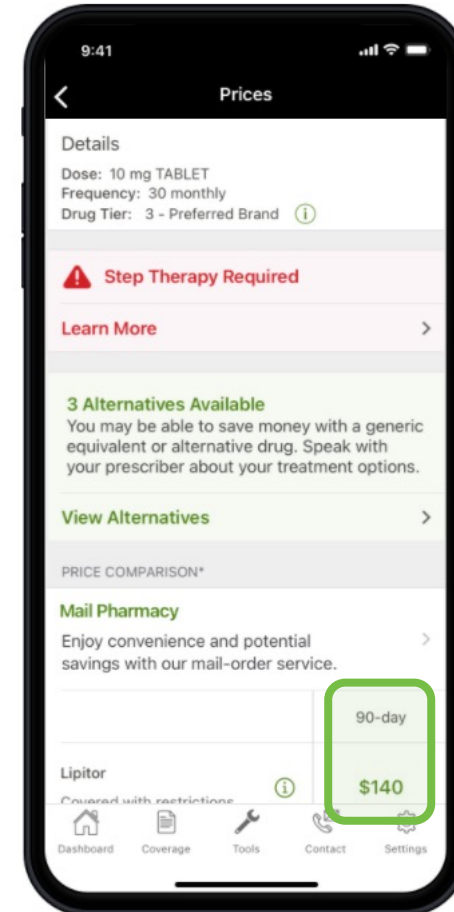
Inconsistent Information
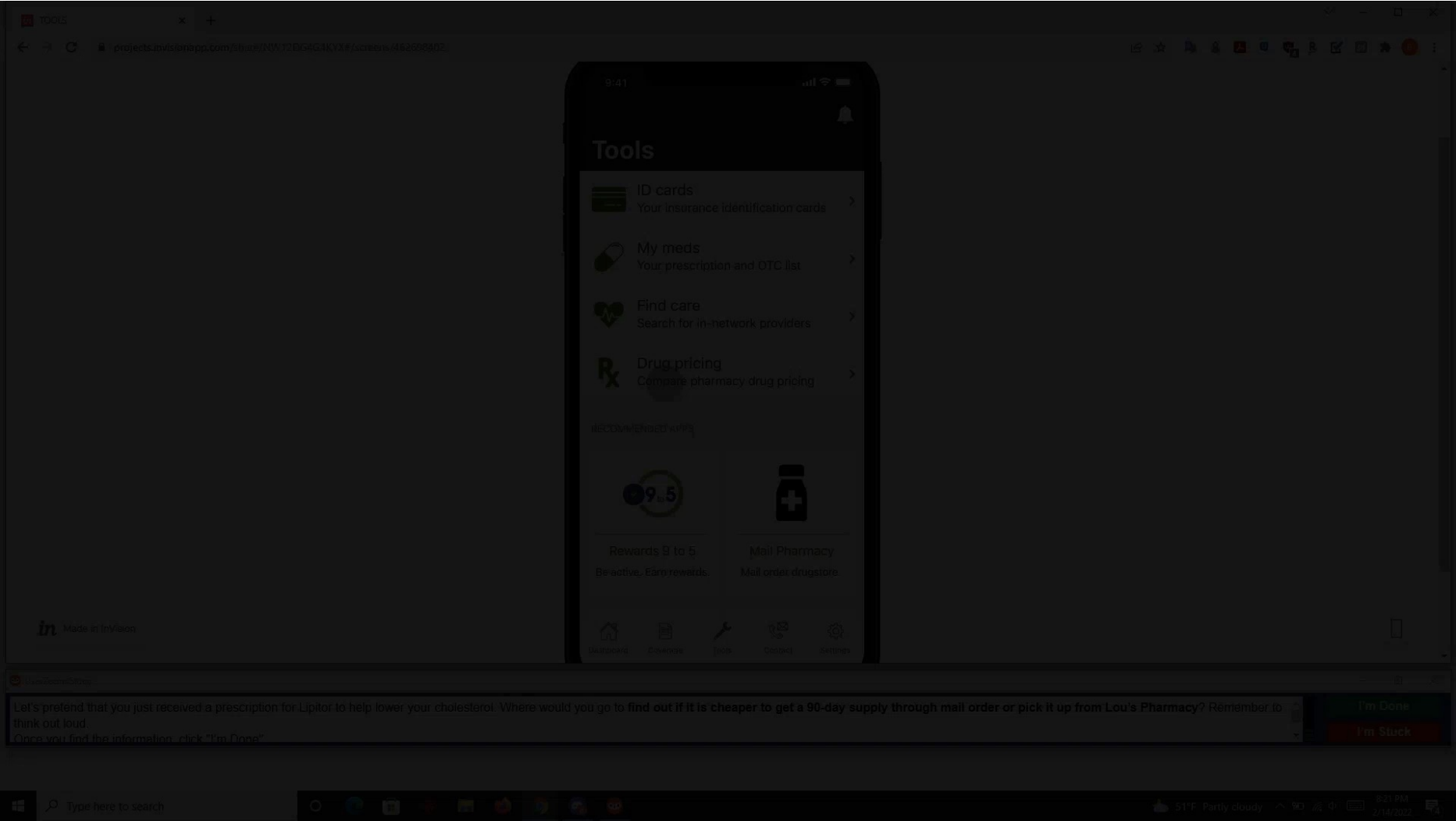
Information Design Challenge

45% of participants were either confused by what each amount represented (i.e., spent, remaining, total) or did not pay close enough attention to remember how much they had already spent this year.

Consider integrating the numbers with the bar chart, adding labels (e.g., spent/applied, remaining, total), or altering how the information is presented.
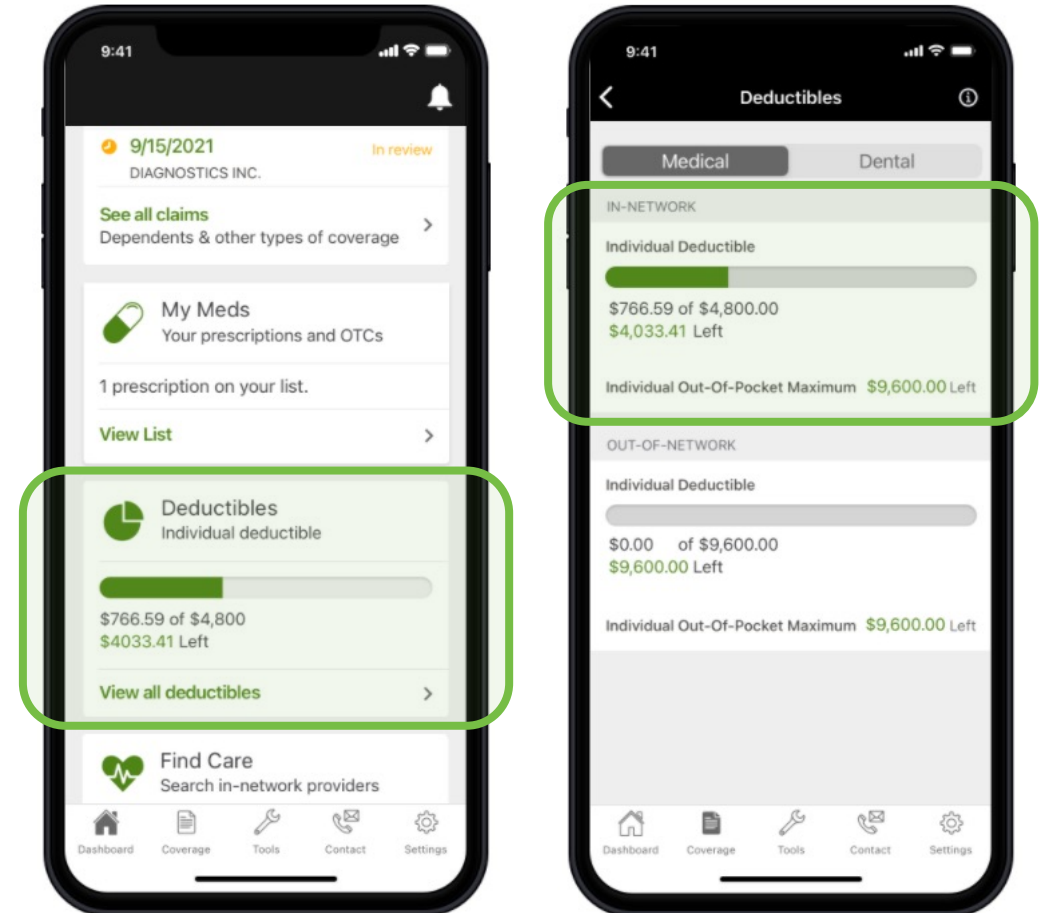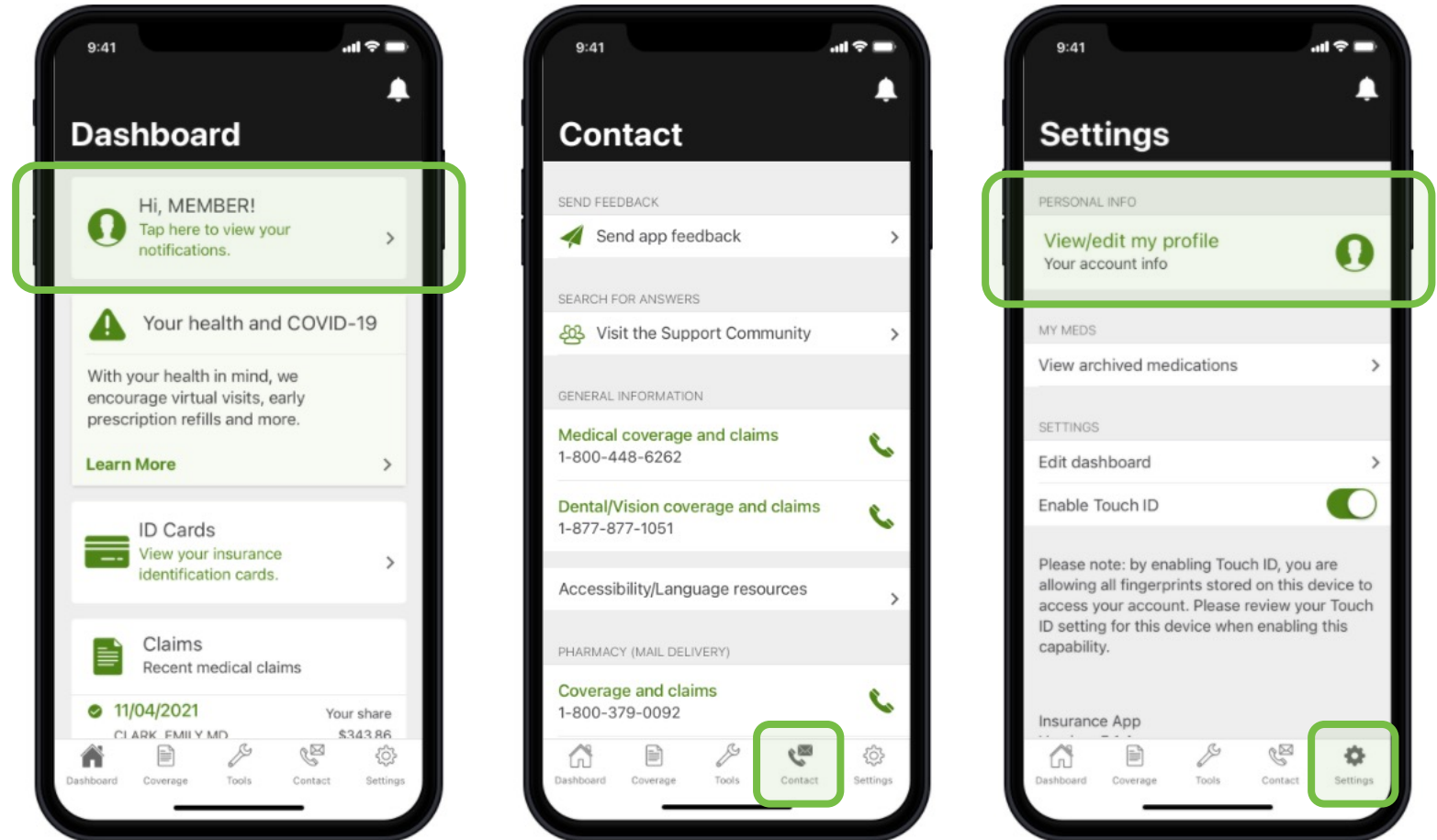
Clear Labels & Simplicity Reduce Errors

27% of participants had an incorrect first click due to unintended lures

Unnecessary redundancy between the notification bell icon and first tile on the Dashboard
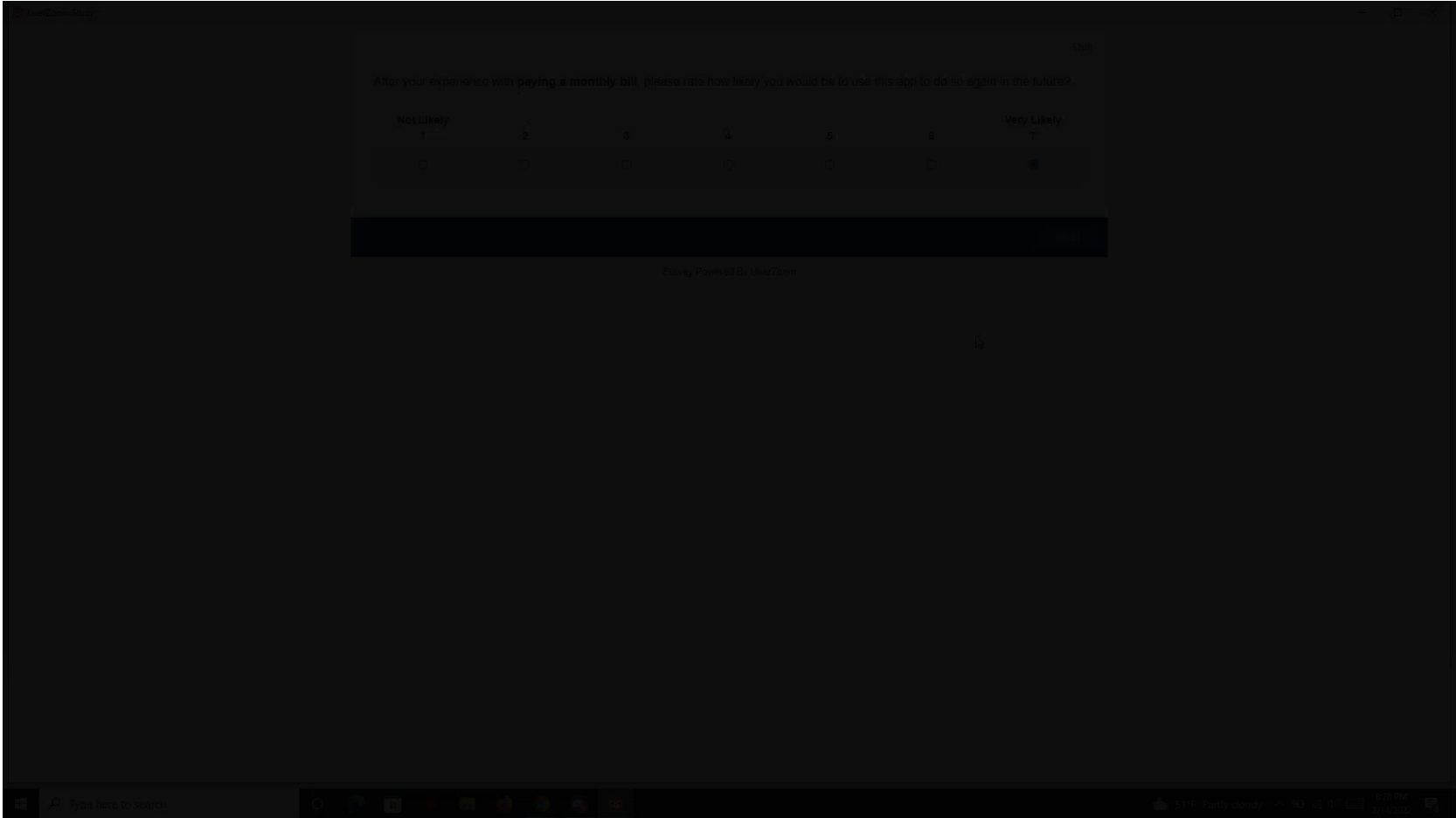
Options to explore
- Should "Contact" be changed to "Help"?
- Should "Settings" be changed to "Account"?

What works well?

ID Cards Are Very Easy To Find

98% success rate

Requested Changes or Improvements

What do users want to see changed or improved?

Appearance
- *"Make the overall look and feel more modern and better."*
- *"I wish I could choose the order of the different sections since some are more important to me than others or something I would look at more frequently."*

Customer Service
- *"I'd like to see a specific area of the app dedicated to 'Support'."*

Billing
- *"Something making billing easier to see would be appreciated."*

Account Information
- *"Your account information should not be under "settings." Settings is for APP settings, not account information."*

Medication Price Comparison
- *"Make the quantity/day supply of drug be editable."*
- *"I think the prescriptions section needs the most work. I could not find the option to change pill amount."*
- *"Easier way to compare mail order versus local pharmacy. That seemed cumbersome to compare and figure out which is the better option."*

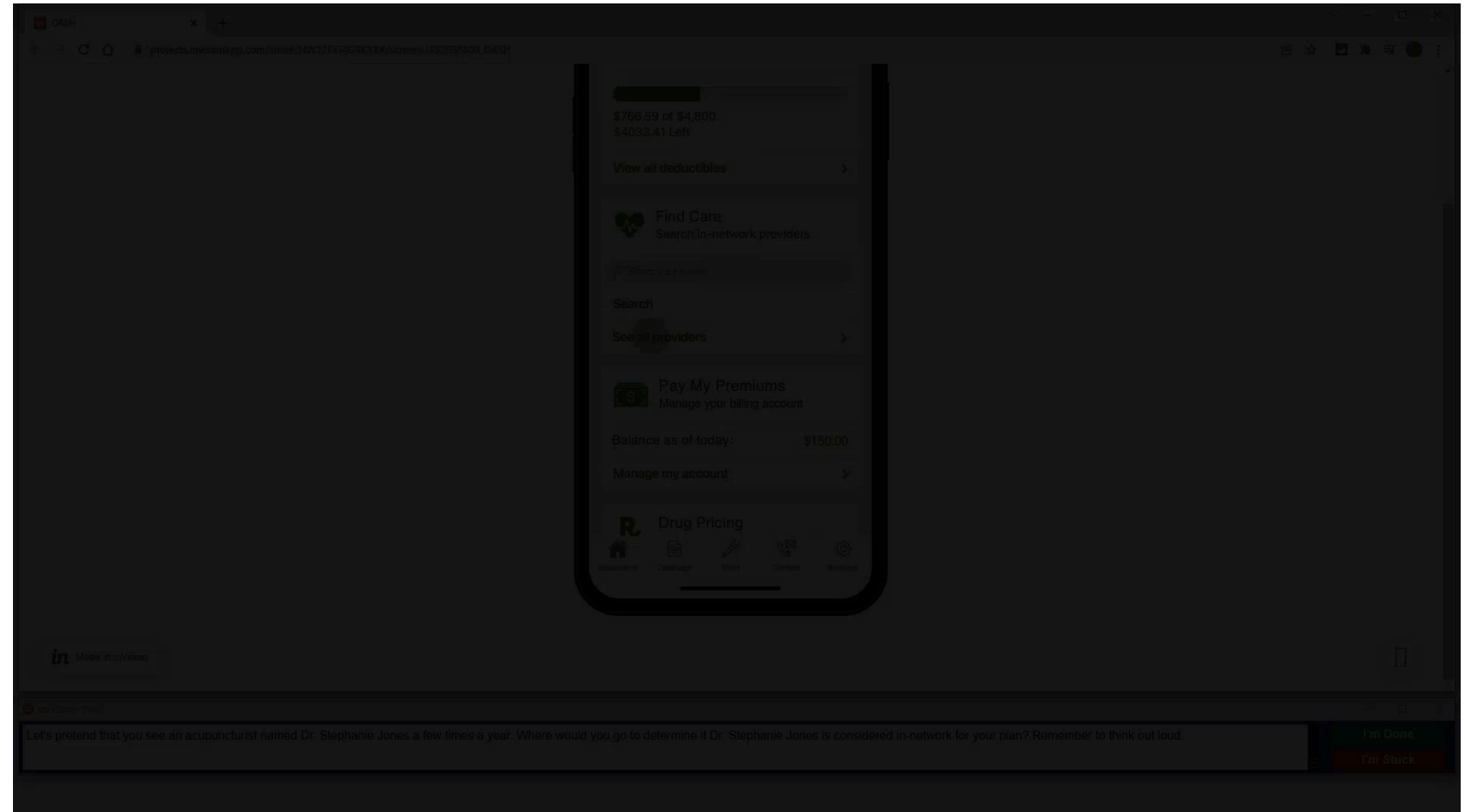# What do users want to see changed or improved?

Find a doctor task

List of past & current providers

Search by name vs specialty
(proximity issue)

Filter options (e.g., distance)

Opportunity to indicate if a
provider is no longer in-network

Contacting Customer Service

Contacting customer service

- **Only 10% of task attempts** resulted in a desire to contact customer service

- **All 8 tasks** had someone indicate that they needed help

- The two tasks that accounted for the largest portion of those instances were **comparing medication prices (42%; *n* = 35) and updating an email address (17%; *n* = 14)**

- When asked how they would like to interact with customer service, **people preferred to use chat (64%), phone (29%), and email (7%)**

- **Ease, speed, convenience, accuracy, and retaining info for future reference** were important factors when choosing how they wanted to contact customer service.

Note: After each task, participants were asked whether they wanted to contact customer service at any point. If yes, they were also asked about their preferred support format in this specific instance.

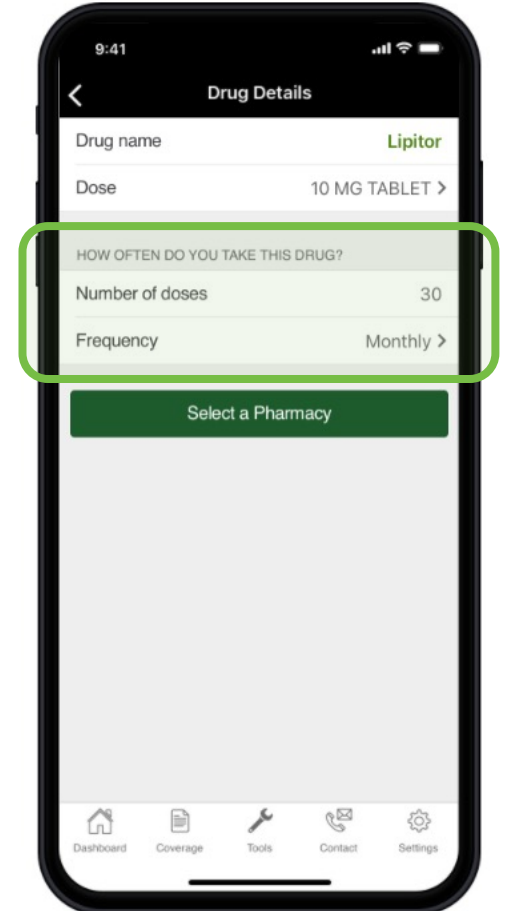# Future Prototype Improvements & Conclusion

Future Prototype Improvements

Increase functionality within the prototype

64% of participants attempted to change "number of doses" or "frequency" before selecting a pharmacy, but the prototype did not allow this which led to some confusion and frustration for participants

Change path of back arrow

Given that almost all participants chose to navigate from the dashboard, any attempts to "go back" should take them to the Dashboard instead of the Coverage or Tools screens

Future Prototype Improvements Cont'd

36% of participants attempted to navigate to Mail Pharmacy in an area that was not functional in the prototype or offered incorrect information
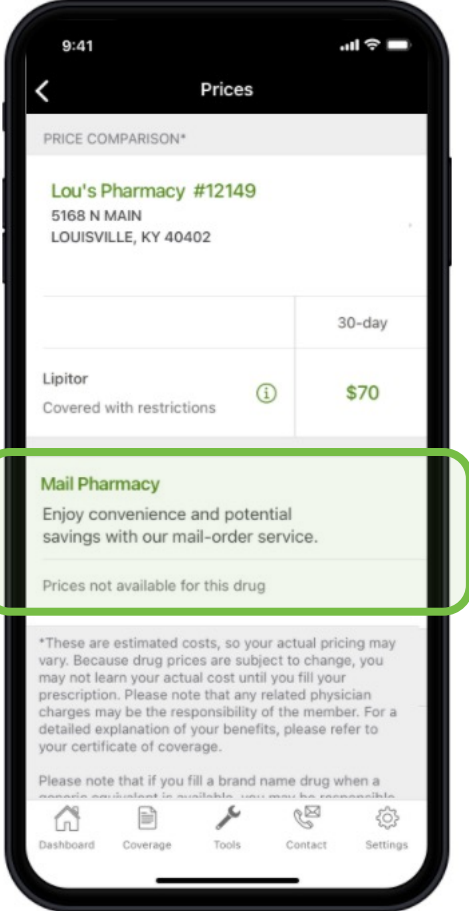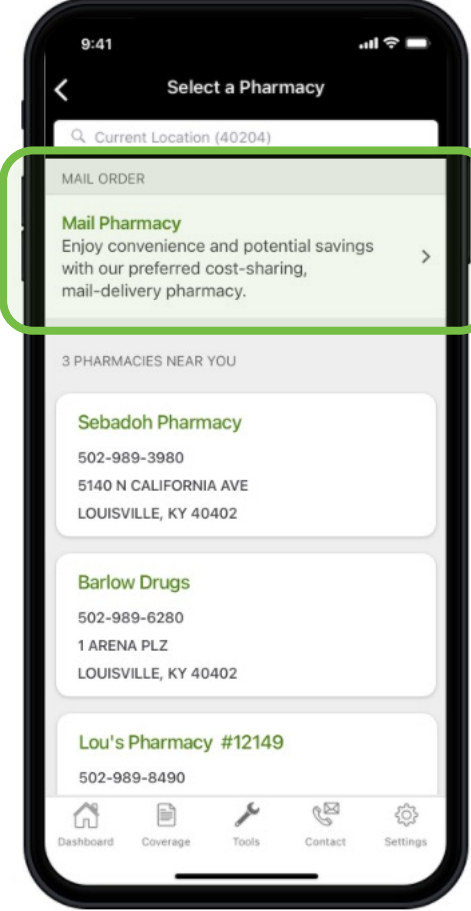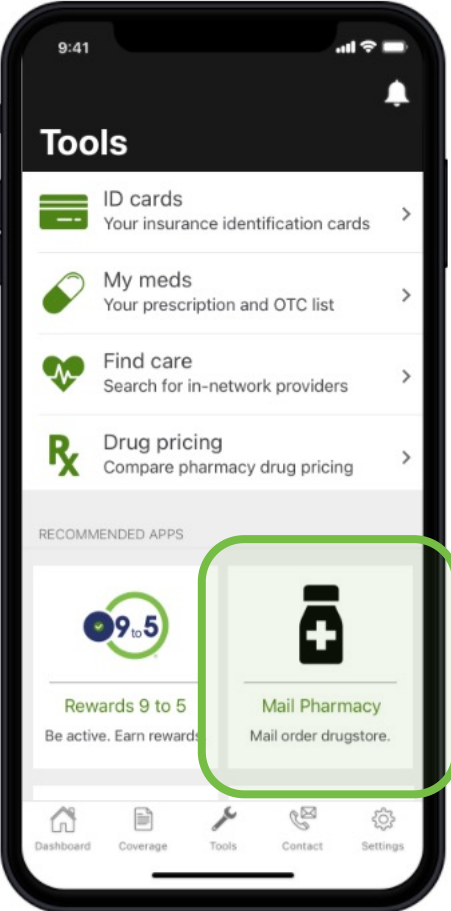
Conclusion

- Overall, participants felt that the MyHumana app was easy to use and had a lot of useful information and functionality. Most participants scrolled through the Dashboard to complete tasks rather than use the bottom navigation options.

- Nearly half of participants said that the MyHumana app is better than other healthcare apps, while the other half said it was about the same. This is consistent with the qxScore falling at the high end of the "average" category.

- Task performance was both very low and very high. This suggests that by focusing on improvements to the bottom 4 tasks (medication price, find doctor, deductible spent, email address), the qxScore could show notable improvement.
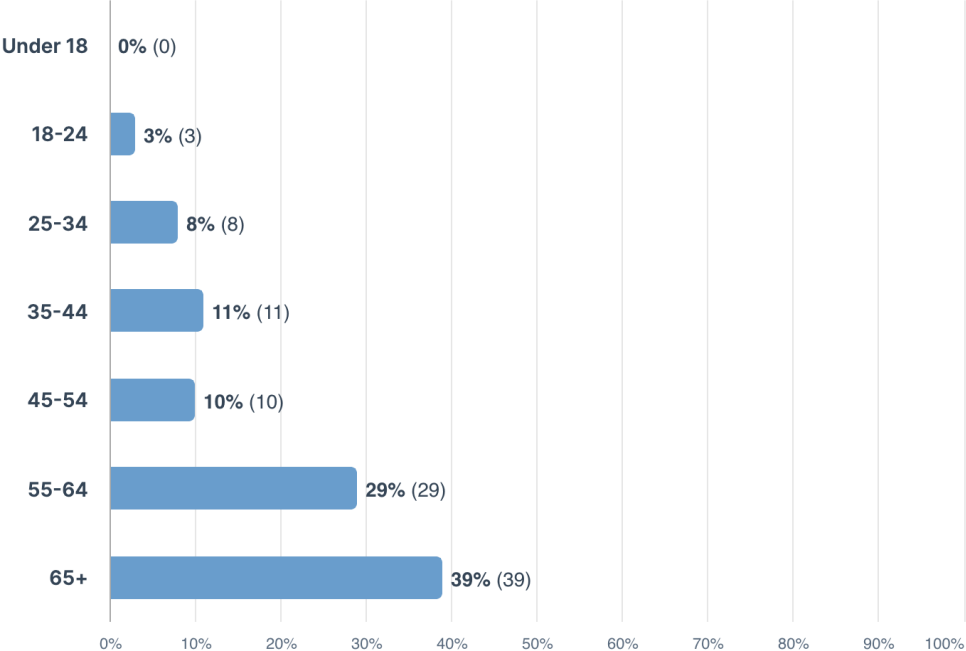
Appendix

Participants

1. Which of the following categories includes your current age?

100 responses

Age Category	Percentage (Count)
Under 18	0% (0)
18-24	3% (3)
25-34	8% (8)
35-44	11% (11)
45-54	10% (10)
55-64	29% (29)
65+	39% (39)

2. Which of the following best describes the health insurance you currently have?

100 responses

Insurance Type	Percentage (Count)
Group health insurance through your employer, a family member's...	52% (52)
Health insurance that you purchased yourself, not through your...	0% (0)
Medicare coverage	39% (39)
Group Medicare	4% (4)
Medicaid	5% (5)
Government/Military coverage	0% (0)
I do not currently have health insurance coverage	0% (0)