



American Family Enhancing the User Experience of American Family Insurance's BWS Website

Project Sponsor

American Family

Authors

**Alan Rault
Cagatay Melan
Josh Orlikowski
Nicole Domask**

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Executive Summary

The goal of this project was to assist the Business Workplace Services (BWS) division of American Family Insurance to improve the user experience of employees who use the BWS website to submit service requests.

The project approach included an initial analysis of the website analytics, qualitative data, quantitative data, and a survey from 2010. Using these analyses, user personas and scenarios were created. A usability test was conducted on BWS employees with these personas and scenarios to determine the pain points of the website. An “expert” heuristics analysis was conducted by the team to identify other areas for improvement. After possible solutions were determined, an impact analysis was performed to identify the best solutions. The top solutions were made into mockups. The mockups were reviewed and validated by the usability test subjects.

The main findings were that the requesting a new ID card and booking travel were the most cumbersome tasks for BWS employees. Another finding was that many of the requests were from BWS employees who sent in requests for other employees who could not figure out how to send the request.

The main recommendation was to group the service requests into four major categories in a left-navigation setup make the available service requests more visible to employees. Another recommendation was to create rollover menus and improve the search functionality of the website.

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BWS Employees Interviewed: Matt O'Donahue, Sean Hennessy, Jeff Huss, Vicki Page

AMFAM BRG Project Feedback Report on BWS Website Usability – 7/29/2010

AMFAM Usability Team Report on BWS Home page redesign test – 10/15/2009

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Table of Contents

Executive Summary	II
Acknowledgments	III
Table of Contents	IV
1. Introduction	1
1.1. BWS Background.....	1
1.2. Project Methodology.....	1
1.3. Website Analytics.....	1
2. Usability Testing	2
2.1. Personas.....	2
2.2. Scenarios.....	4
2.3. Usability Test Questions.....	5
2.4. Results and Observations.....	7
3. Mock-ups	13
3.1. Overview.....	13
3.2. Home Page.....	13
3.3. Travel Services	15
3.4. Search Function.....	16
4. Conclusion	17
4.1. Impact Analysis.....	17