



USABILITY TESTING

December 11, 2023
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BENESHOP

A healthcare e-commerce business that aggregates merchants to provide consumers with the best price available on eligible products under an FSA or H.S.A. Consumers can find product comparisons across Amazon, Walgreens, CVS, and more.

RESEARCH GOALS

01

Understand the shopping process of shopping for contact lenses.

02

Determine if beneshop can help you find the best quality and best price on products.

03

Shop for eligible over-the-counter supplies to understand the shopping behaviors when shopping for smaller amount items with varying prices across vendors.

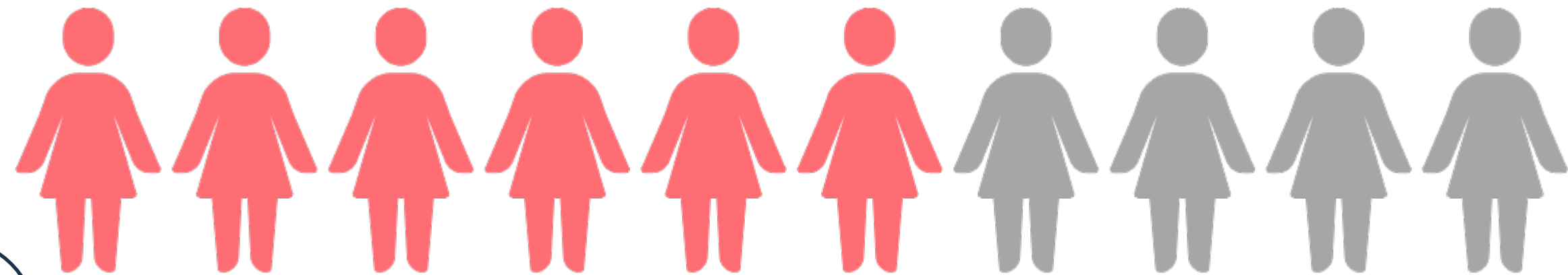
04

Understand the behavior patterns for finding if an expense is eligible.



TARGET PARTICIPANTS & METHODS

I was able to leverage a large network of employees who understand the concept of beneshop. In a weekly internal newsletter, I included an article about the study and a link to the screener.



6 OUT OF 10

Remote, Moderated
User Interviews

* Pilots of the study were very helpful in understanding the flow and tweaking the guide.

- Separate Moderator Guide & Notes document.
- The interviews went well (easy part); rewatching at 2X the rate was helpful, but documenting was time consuming.

Key Takeaways



RESEARCH METHODS

1

TASK

Shop for contact lenses and find the best price available, but first, determine if contact lenses are eligible.



2

TASK

Shop for a humidifier and determine if beneshop can help you find the best quality and best price.



3

TASK

Shop for eligible over-the-counter supplies to stock your medicine cabinet: lotion, band-aids, and cold medicine.



- Most people find reviews helpful.
- Most people shop for items with well-known brand.
- People want “easy” and rely on filters and sorting functions.
- Low price always wins, but out of all the interviews, most people were unable to find the cheapest price.

Key Takeaways

PRE & POST TASK QUESTIONS

- Pre & Post Questions

- Started by asking a few getting to know you questions.

- Asked browser, computer set-up, and whether they've shopped with beneshop before.

- Have they shopped for the items before.

- Clarify if they've completed the eligibility check.

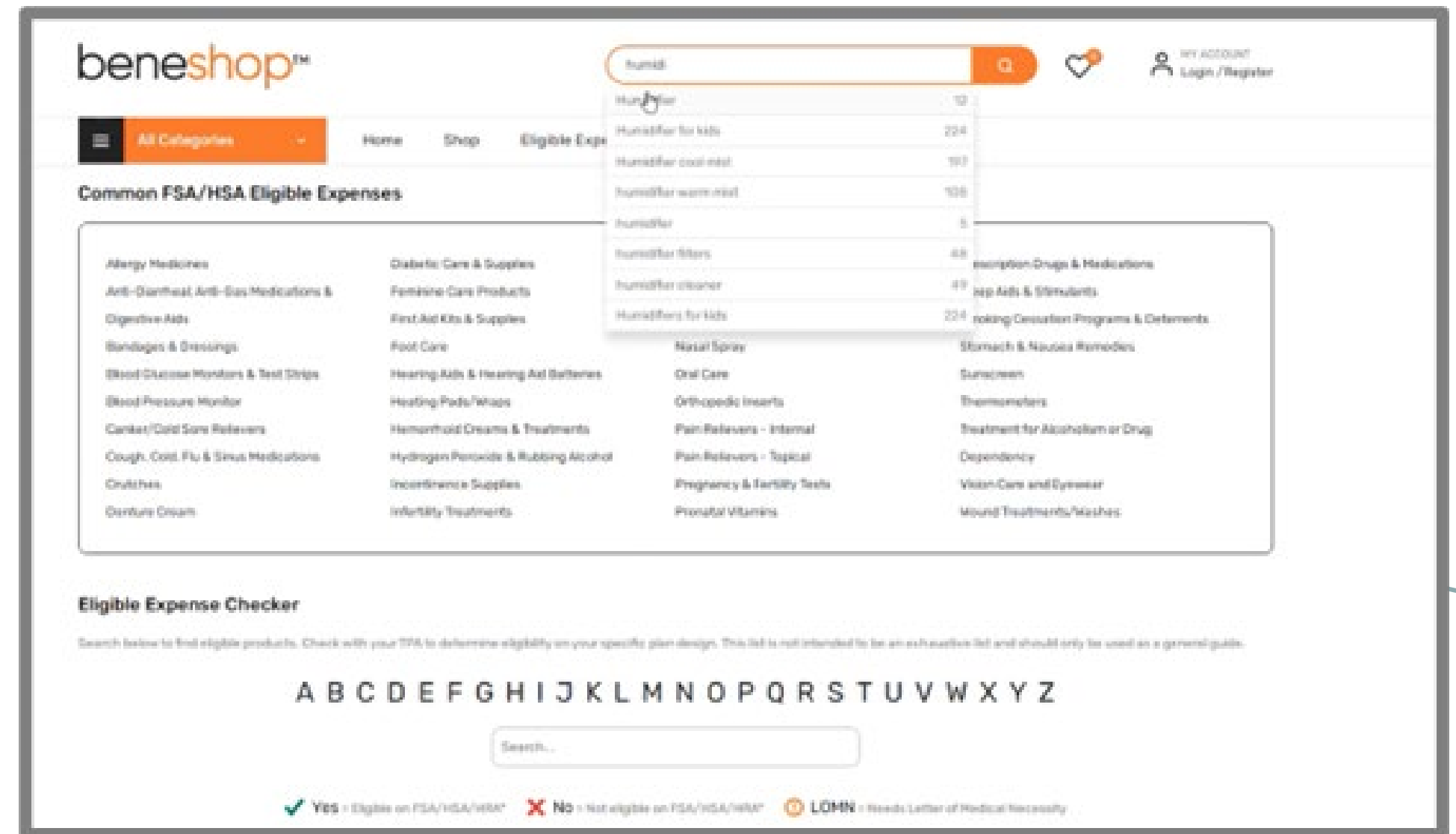
RESEARCH OUTCOMES

MEASURES	TASK I	TASK II	TASK III
AVG TIME ON TASK	8 mins 13 seconds	5 mins 26 seconds	6 mins 6 seconds
TASK COMPLETION RATE	80%	80%	80%
ERROR RATE	0.375	0.3	0.6
NET PROMOTER SCORE	20%		

Eligibility Expense Checker

Severity: 3 - Minor

The eligibility expense checker page was very confusing to the user and often struggled to find the item on the page to check whether the item was eligible. Most users found the item was eligible on the product page. This page could be simplified to make it easier for the participant to get the information



“I just assume that everything on this website is eligible. I wasn't able to find if it was eligible.”

Comparison Shopping

Severity: 3 - Minor

The ability to compare products by clicking on an icon on the product card was difficult for most users to find and navigate. Once on the comparison page, the information could have been more helpful and obvious to compare products. The icon to compare products was not intuitive for the user to select and compare products.



“This is a nice feature, but I still don’t have a price comparison in terms of range.”

“I don’t understand, what’s the comparison?”

“This still isn’t showing me the best deal where other shopping sites will let me know if there’s free shipping or processing fees.”

Search & Navigation

Severity: 4 - Major

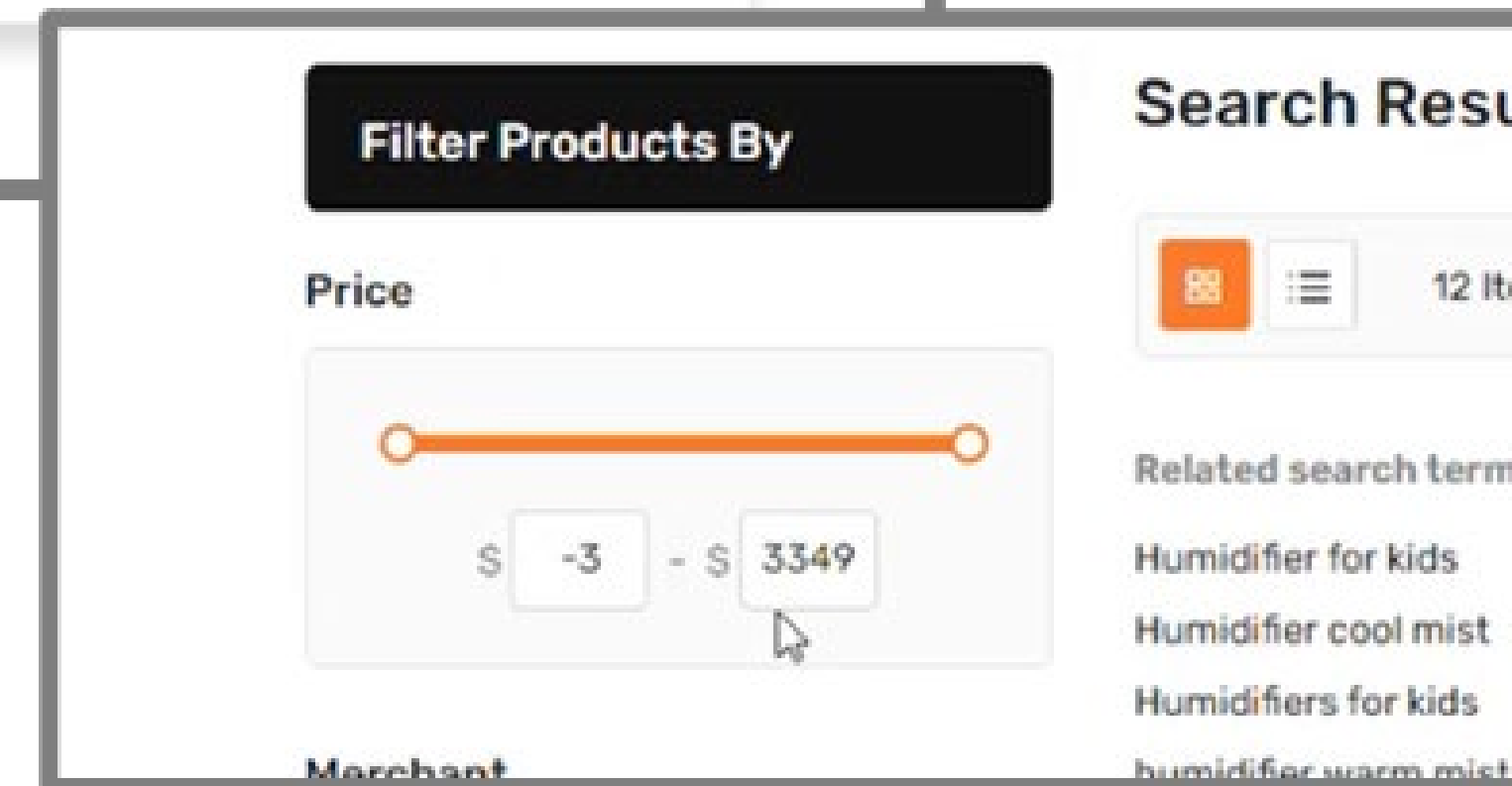
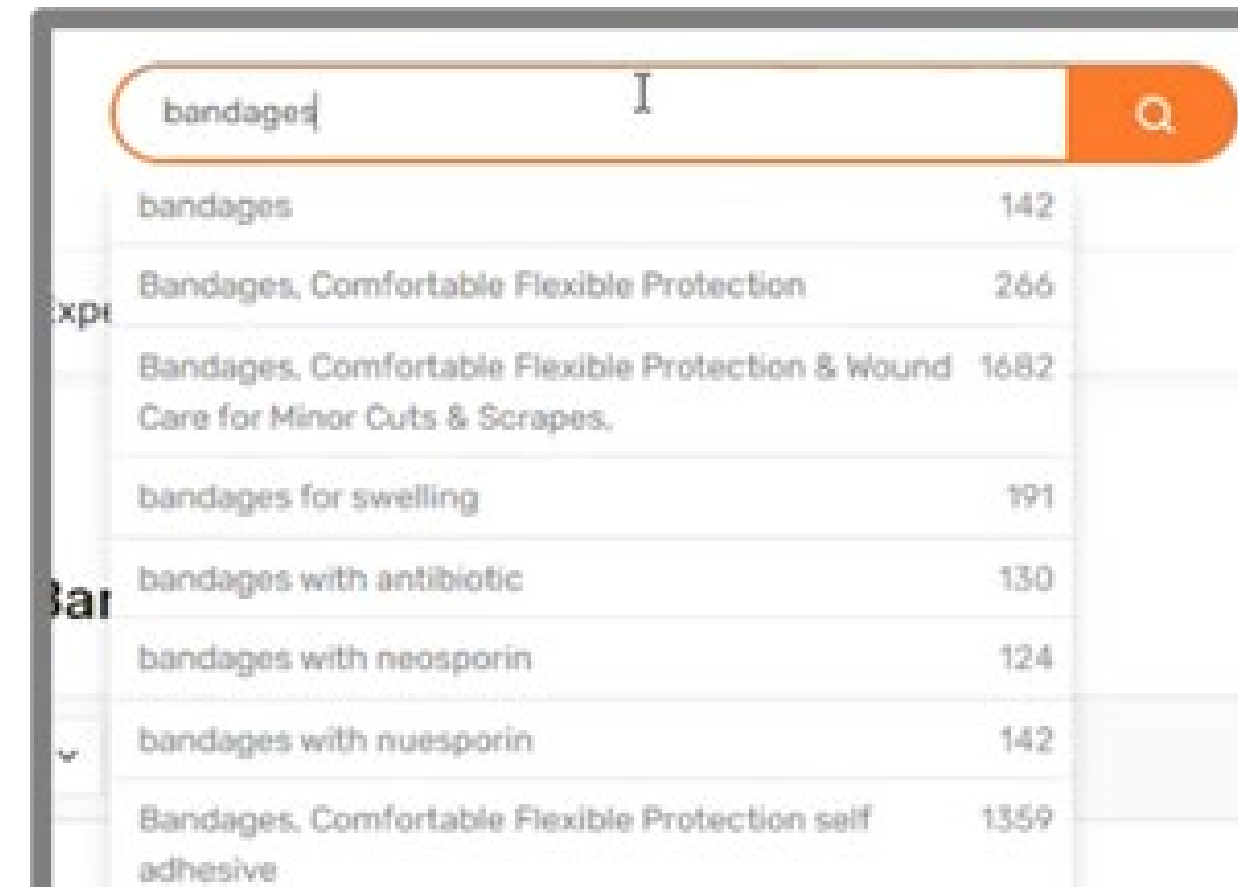
When typing into the search bar, users are presented with prompts based on what is typed and lists show duplicate terms or are too long

Filters, Sort by, Pagination, and Number of Products were heavily used by the users and all users experienced some type of error when interacting with them. It left them confused as to how to compare, sort, and find the product.

“I would expect this to only bring up items in this range.”

“The price checker is not working as I'd expect it to.”

“That's quite a price range.”



DESIGN CONSIDERATIONS

beneshop™

Enter keywords to search...

MY ACCOUNT
Login / Register

All Categories

Home Shop Eligible Expense Checker Blog About Us

Home > Search results for: 'humidifier'

Search Results For: 'Humidifier'

12 Items Show 12 per page

Sort By Relevance

Related Search Terms

- Humidifier for kids
- Humidifier cool mist
- Humidifiers for kids
- humidifier warm mist


Filter Products By

Price


\$ -3 - \$ 3349

Merchant

- Amazon (12)
- CVS (6)



BENESHOP
Brondell O2+ Revive Air Purifier & Humid...



ELIGIBLE


BRAND: Health Smart
HealthSmart Essential Oil Diffuser, Cool Mist Humidifier and Aromatherapy Diffuser with 150ML Tank Ideal for Small Rooms, Adjustable Timer and Mist Mode, Wood Grain Brown

[View Product Details](#)

Starting at
\$18.08

COMPARE

FAVORITE



BENESHOP
Vicks CoolRelief Filter Free Humidifier, V...

DESIGN CONSIDERATIONS

beneshop™

Enter keywords to search...



MY ACCOUNT
Login / Register



All Categories



Home

Shop

Blog

About Us

ELIGIBLE EXPENSE CHECKER

Flu and Cold
Season is Arriving!



DESIGN CONSIDERATIONS

Eligibility Expense Checker

Enter expense keywords



Common Expenses

[View Full List](#)

Allergy Medicines

Anti-Diarrheal, Anti-Gas Medications &

Digestive Aids

Bandages & Dressings

Blood Glucose Monitors & Test Strips

Blood Pressure Monitor

Canker/Cold Sore Relievers

Cough, Cold, Flu & Sinus Medications

Crutches

Denture Cream

Diabetic Care & Supplies

Feminine Care Products

First Aid Kits & Supplies

Foot Care

Hearing Aids & Hearing Aid Batteries

Heating Pads/Wraps

Hemorrhoid Creams & Treatments

Hydrogen Peroxide & Rubbing Alcohol

Incontinence Supplies

Infertility Treatments

Itch Relief

Lactation Expenses

Lip Balm

Nasal Spray

Oral Care

Orthopedic Inserts

Pain Relievers - Internal

Pain Relievers - Topical

Pregnancy & Fertility Tests

Prenatal Vitamins

Prescription Drugs & Medications

Sleep Aids & Stimulants

Smoking Cessation Programs &

Deterrents

Stomach & Nausea Remedies

Sunscreen

Thermometers

Treatment for Alcoholism or Drug

Dependency

Vision Care and Eyewear

Wound Treatments/Washes

Users want visuals ... I might recommend this be designed as cards and labels vs. a long list of just labels.

Key Takeaways



DESIGN CONSIDERATIONS



All Categories



Home

Shop

Eligible Expense Checker

Blog

About Us

Eligibility Expense Checker

Enter expense keywords



Common Expenses

[View Full List](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

✓ Yes = Eligible on FSA/HSA/HRA* ✗ No = Not eligible on FSA/HSA/HRA* ⚠ LOMN = Needs Letter of Medical Necessity

*Eligible expenses in an HRA will vary depending on plan design.

This list is not intended to be an exhaustive list and should only be used as a general guide.
Check with your TPA to determine eligibility on your specific plan design.

Expense	Eligible?	Details
AA Meetings	✓ Yes	Can include medical expenses amounts you pay for transportation to and from Alcoholic Anonymous meetings in your community if the attendance is pursuant to medical advice for treatment of excessive use of alcohol.

DESIGN CONSIDERATIONS



All Categories



[Home](#)

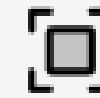
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Eligibility Expense Checker

Humidifier



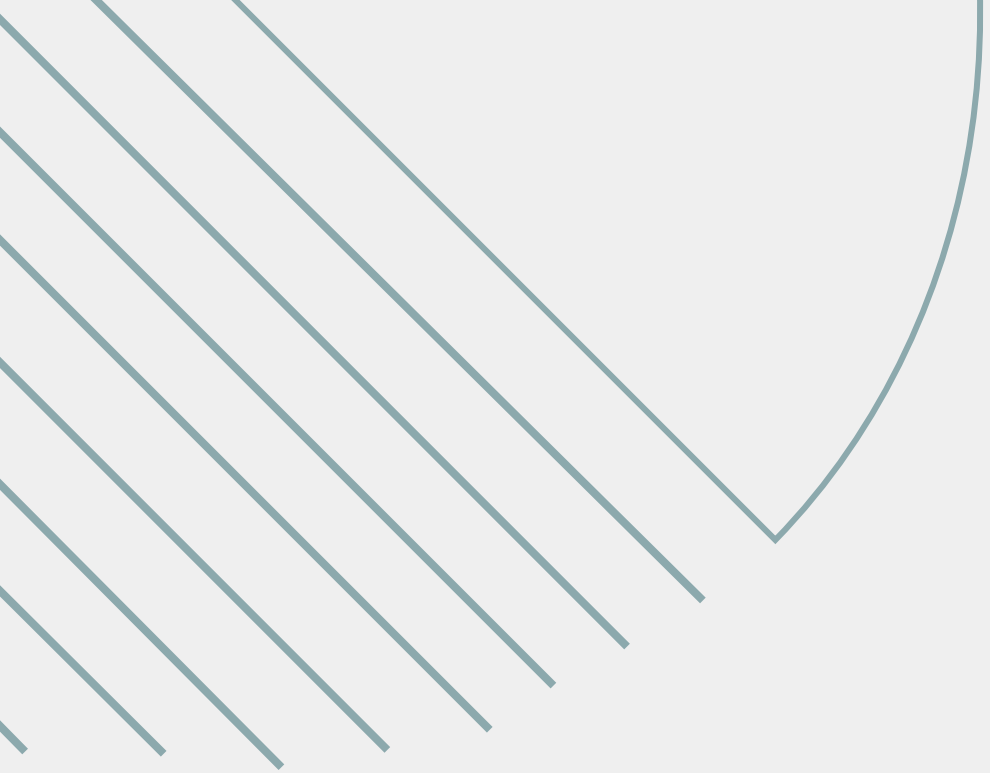
[Common Expenses](#)

[View Full List](#)

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Expense	Eligible?	Details
Humidifier	✓ Yes	SHOP



THANK YOU

