

Fix that UX

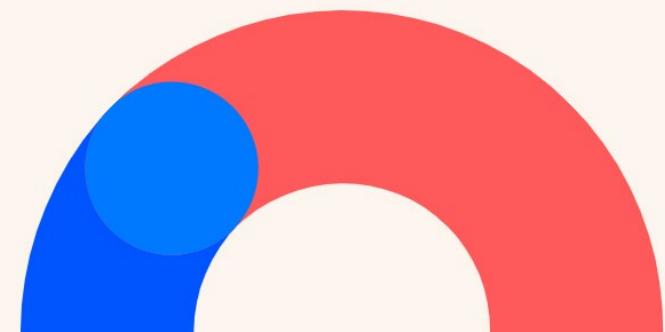
Hike One

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Comparison

CZ

Positive

- Clear buttons
- Contrasting colours
- Easy to find

Negative

- *Busy visual and hierarchy*
- *No keyboard navigation*

Zilverenkruis

Positive

- Step-by-step process with icons for clarity
- Premium calculation is easy to find

Negative

- To much to scroll/swipe, lack of overview
- No progressbar

Zekur

Positive

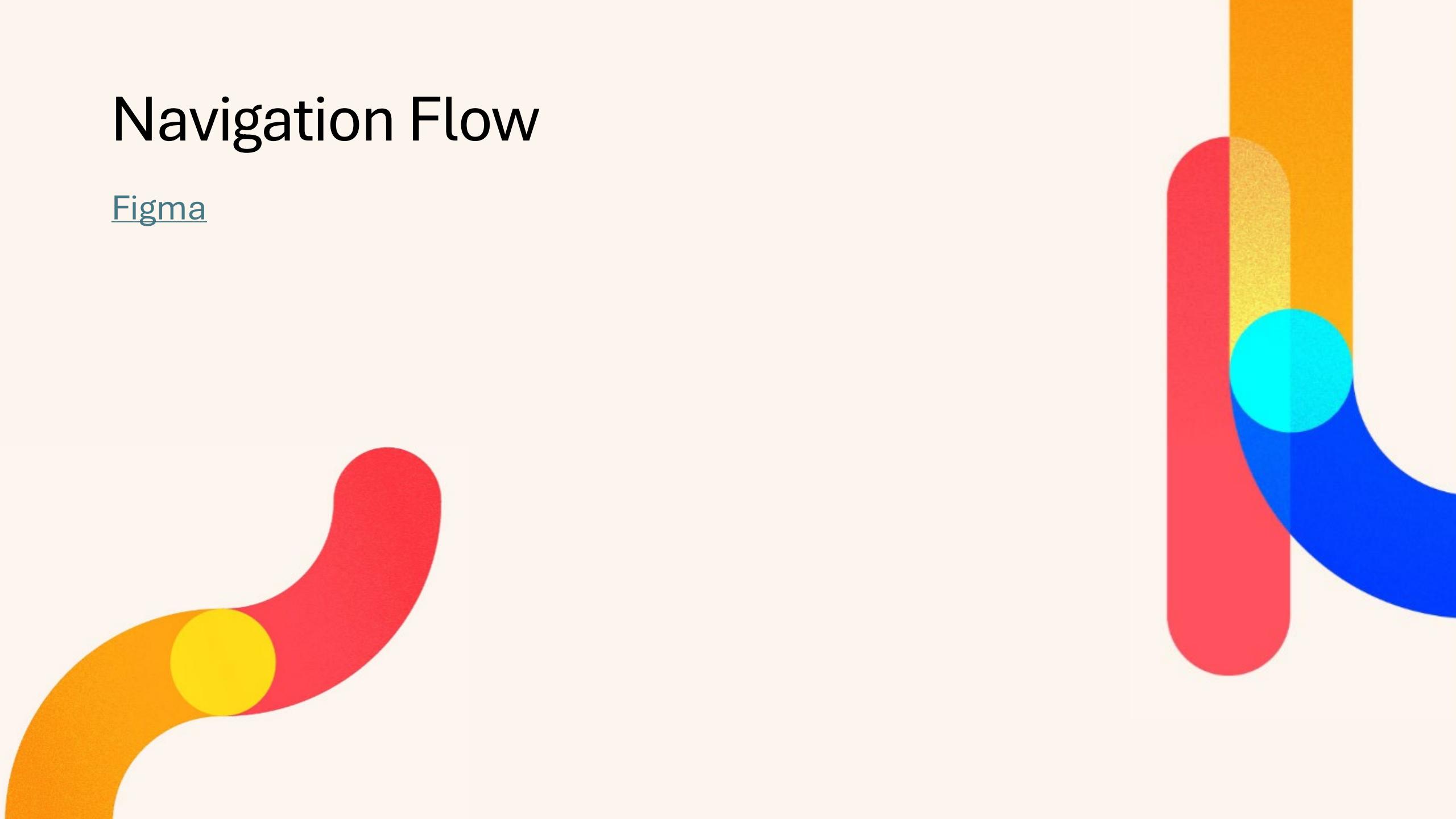
- Good responsiveness
- Step-by-step guide for data entry

Negative

- ZZP-focus on homepage, confusing
- Healthinsurance tab is hard to find

Navigation Flow

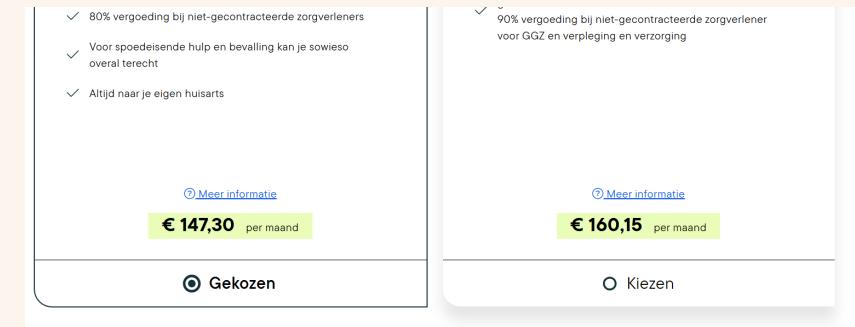
[Figma](#)





Choice & improvements

- Clarity
- Information provision
- User-friendliness
- Digital innovation



Hierarchy

- Premium button
- Limited tekst at first glance
- Package comparison
- Effective illustrations
- Contrasting Buttons



Niet alle vergoedingen worden hier getoond
Bekijk het complete overzicht →

Ga verder



Ja, ik wil dit pakket! →

Al klant? Wijzig je pakket →

Persona

Annemiek van der Heyden



AGE 77
EDUCATION Bachelor's Degree
STATUS Widow
OCCUPATION Retired
LOCATION Amersfoort
TECH LITERATE Low

“ "Het leven is als een goed boek – elke dag schrijf je een nieuwe bladzijde, en soms is het goed om even terug te bladeren en te glimlachen om wat geweest is."

Personality

Introvert
Spender
Thinker

Bio

She currently lives in Amersfoort. She finished her Bachelor's Degree at the University of Utrecht, after that she started working for "De Belastingdienst" where she was promoted several times to her final function being Vice Chairman before retiring at the age of 62. She is currently widowed and likes to go out with friends on long holidays in her well deserved free time..

Core needs

- Needs to have an insurance that covers all her necessities
- The price of the service is very important for her, as she does not want to be paying for items in her insurance that are not needed.

Frustrations

- Does not understand why everything has been converted digitally, as she prefers 'old school'.
- Often struggles with understanding the items on a website as she can barely use the Laptop.

Brands



Lisa de Jong



AGE 17
EDUCATION Final year of high school (vwo level)
INCOME Approximately €150-200 per month
OCCUPATION Part-time job at a supermarket, working about 8 hours per week
LOCATION Lives in Utrecht with her parents
TECH LITERATE High

“ "I want to handle this on my own, but I don't understand why everything has to be so complicated."

Personality

Thinker
Independent
Tech-savvy

Bio

Lisa is an independent, eager-to-learn teenager making the transition into adulthood. She is in her final year of high school and plans to study medicine at university after graduation. Although her parents still handle many financial matters for her, like her phone plan and sports activities, she wants to learn to take on more responsibility, starting with her first health insurance policy.

She has an active lifestyle, playing hockey on the weekends and working out regularly. She's aware of the benefits of good healthcare, especially due to her interest in medicine. However, she has limited experience with insurance or larger financial decisions.

Core needs

- Transparency: Lisa wants clear, straightforward explanations about what her insurance covers and how the deductible works. She appreciates insurers who are transparent about their costs and benefits.
- Student Discounts: She's looking for insurers offering special packages or discounts for students or young adults. This could be a deciding factor for her.
- Customer Service: She values quick, accessible customer service, preferably via chat or social media, where she can get answers to her questions quickly.

Frustrations

- Complexity of Health Insurance: Lisa finds it difficult to understand the different terms and options fully. She thinks it's complicated to decide on the best option among the many packages available.
- Cost Awareness: Lisa is concerned about the deductible and how it works. She's looking for an affordable option but doesn't want to skimp on items she might need (like physiotherapy).
- Overwhelmed by Choices: With all the different insurers, packages, and premiums, she doesn't know where to begin. Finding a balance between price and coverage is difficult.

Brands



Payment medium



Platform



Payment medium



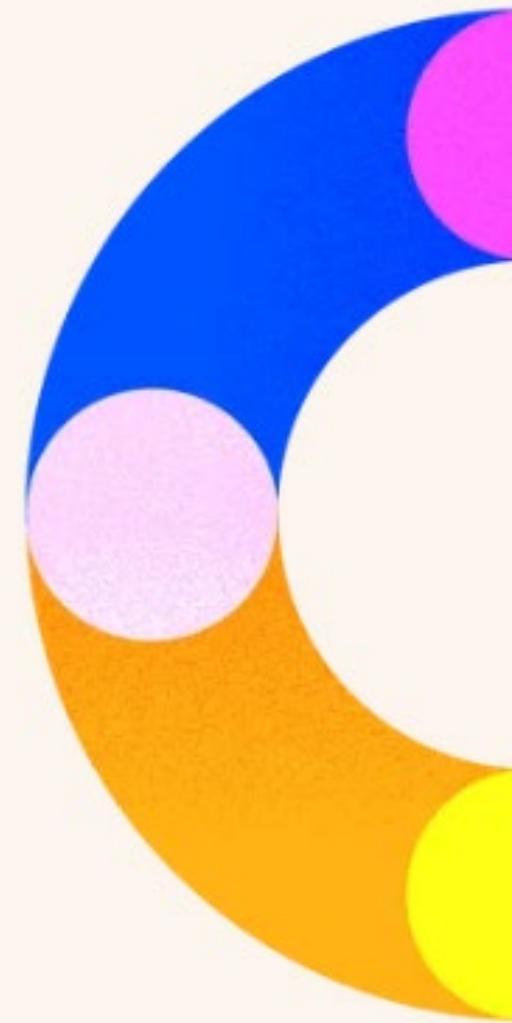
Platform





Solutions

- Digital Classic 'newsletter'
 - Physical copy by mail
- Screenshare guidance
 - Integrated in Google





Questions?