

# LTC Quizzes: Education & Engagement

## Background:

The Genworth's Cost of Care Page was a key entry page for new site visitors, but few engaged in content beyond that page.

## Project Duration:

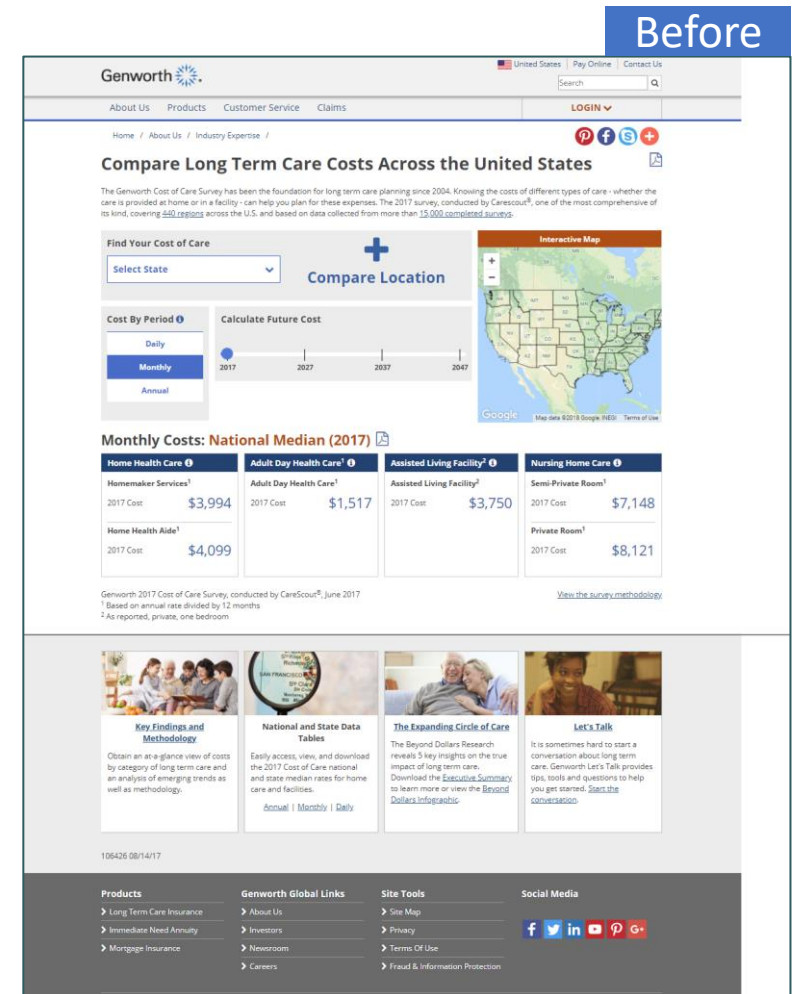
5 months

## My Role:

- User Research
- Wireframing & Prototyping
- Usability Testing

## Team:

- Product Owner
- Sr. Brand Manager
- Creative Director



**Problem Statement:** How to increase engagement by COC visitors with other educational materials on the website?

# My Approach: Gamification Concept

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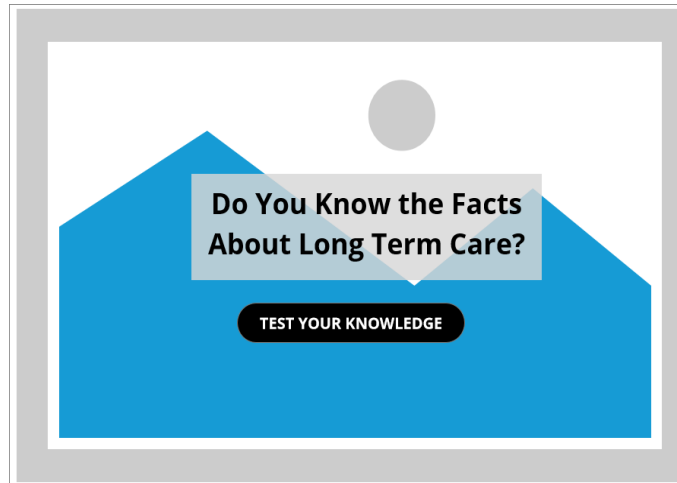
Inspired by the popularity of the website's interactive features like the Visual and Mobility Simulations, I decided to use gamification and create a series of short quizzes based on the site's educational content on long term care. One of the quizzes would be featured on the Cost of Care page and lead to others quizzes and information on other pages.



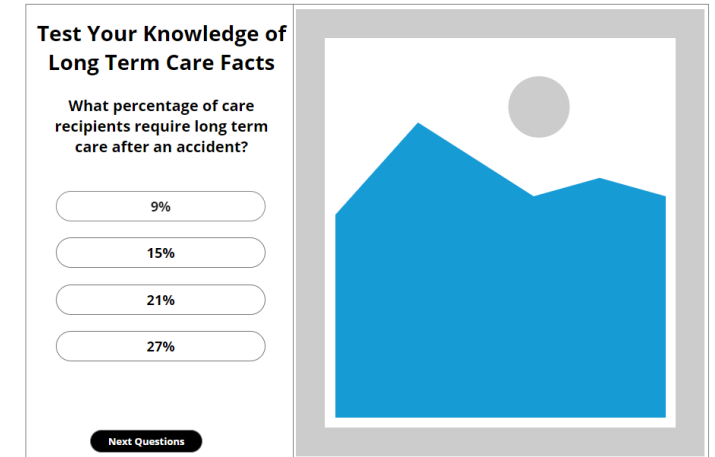
# Initial Wireframes for LTC Quiz

*To demonstrate the concept to stakeholders, I wireframed screens for a quiz based on key facts about long term care.*

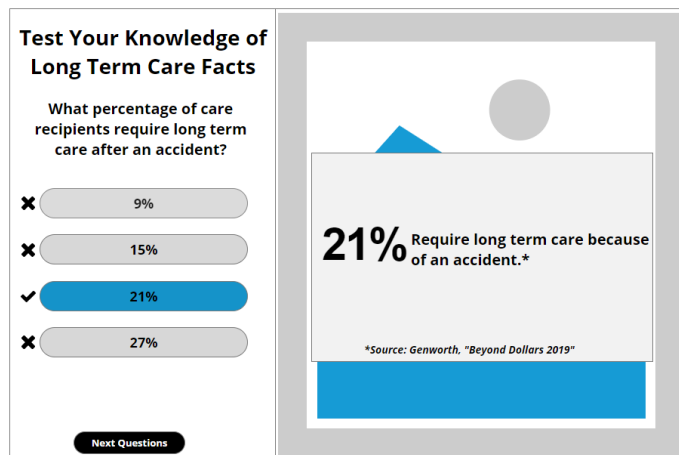
Quiz modal on the Cost of Care page



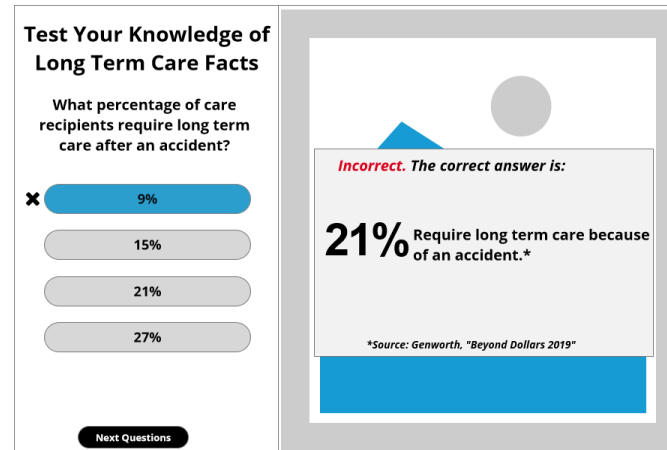
User views a quiz question



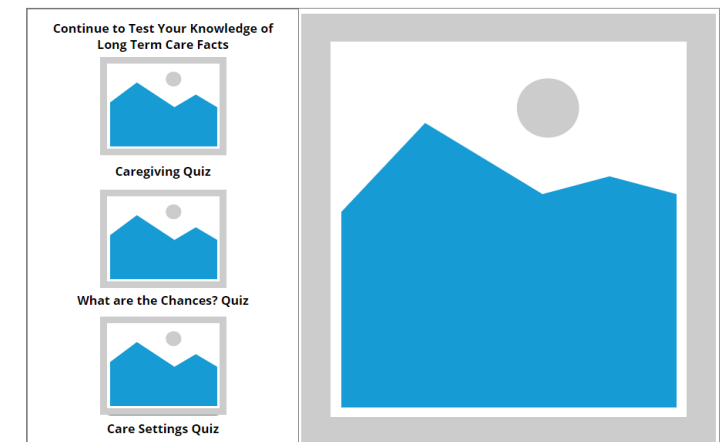
User gets question correct



Users gets question incorrect



User can take three other quizzes



# Stakeholder Feedback & New Iteration

Initial feedback from the stakeholders was positive. Suggested improvements included:

- Making it clearer what answer is the correct answer
- Numbering questions or adding progress meter
- Adding a “Share” button for social sharing (shown in mockup below)
- Adding sample background image (shown in mockup below)

Initial screen to start quiz



Quiz Question



# Preparing Testing Plan

While the visual design was being finalized, I wrote the research plan to answer the following:

Key Research Questions:

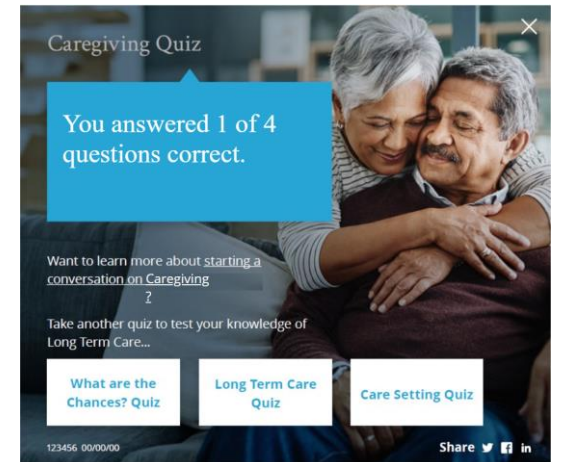
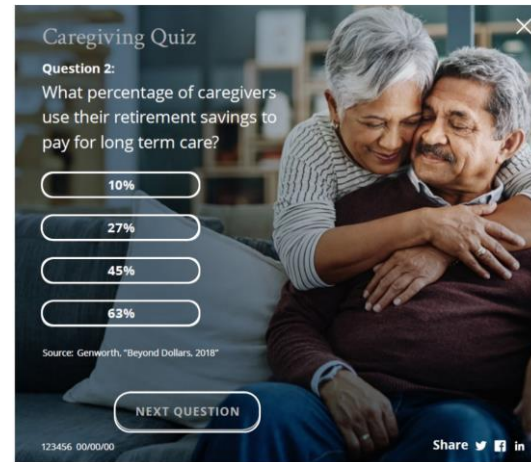
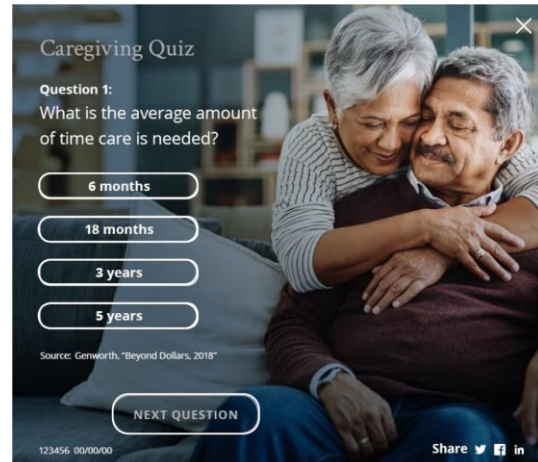
1. Are users able to easily navigate the quizzes?
2. Are users engaged with the quizzes?
3. Do the quizzes improve users understanding of long term care issues?
4. Are the users able to navigate between the quizzes and other content on Genworth.com?
5. Do visitors find the page content engaging and informative after taking the quizzes?

## ***Testing Plan Details***

- ***Method:*** Remote Unmoderated Usability Testing
- ***Device:*** Desktop & Mobile
- ***Structure:*** 15 minutes - 5 Tasks w/Follow up Questions
- ***Recruitment:*** Validately Panel
- ***Participant Criteria:*** For Genworth's brand focus research, the participant criteria was broad.
  - 25-70 years old
  - Mix of Genders
  - USA Residents
  - \$25K+ Annual Household Income

# Visual Design Finalized by Creative Director

It was important to test with a hi-fidelity prototype of the quizzes because the goal was to test how engaging and educational the quizzes were. So, after an additional round of stakeholder feedback, the Creative Director refined the visual design with new images and color palette.



# Testing Results

Participants found the quizzes:

**Easy to Use:** Quizzes were rated 4.8 on a 5-point scale on “Ease of Use”

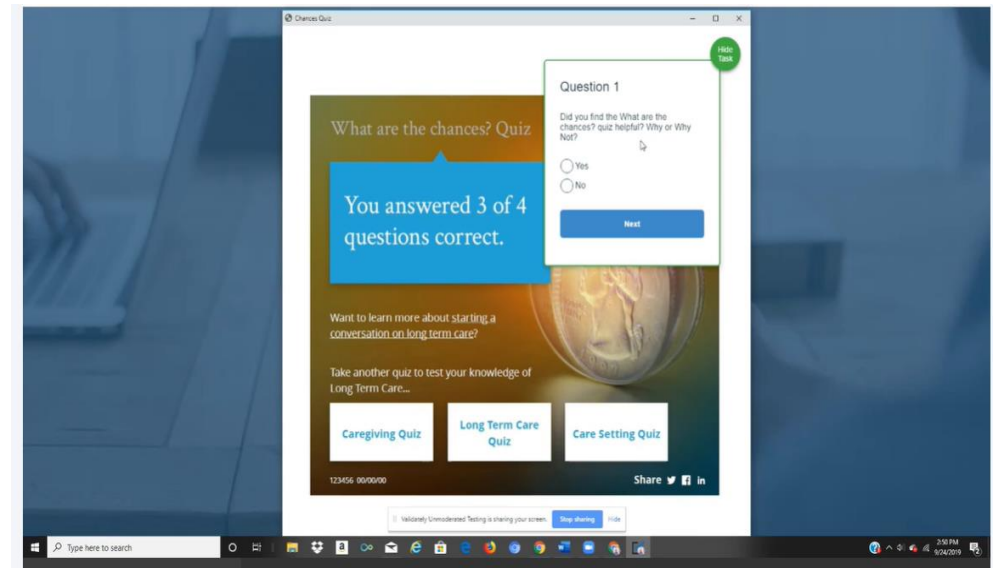
**Engaging:** Many participants expressed surprise when the correct answers were revealed.

Ex. *“I didn’t know it was 70% (of people over the age 65 will need some kind of long term care in their lifetimes).”*

**Educational:** 8 out of 10 participants selected “My knowledge increased”

There were minor content issues:

- The source information for one question revealed the answer.
- The wording on one question was awkward. Participant stated: *“I disliked the question about long term care recipients getting older. I did not understand the question or the answer.”*



# After Launch: Results

The quizzes launched with the following results:

- **80%** of visitors who engaged with the quizzes were New Visitors
- Visitors who engaged with the quizzes stayed on the site **8 Minutes Longer**
- Visitors who engaged with the quizzes visited **2x** as many pages

Test your knowledge of long term care with a 5 question quiz.

TAKE THE LTC QUIZ

**Success:** The quizzes accomplished our goals of increasing engagement and education of new Cost of Care page visitors.

After

Home / Aging & You / Aging & Your Finances / Cost of Care

## Cost of Care Survey 2019

The world's population is aging at a faster rate than ever before and people are living longer. Every day until 2030, 10,000 Baby Boomers will turn 65\* and 7 out of 10 people will require **long term care**<sup>1</sup> in their lifetime<sup>2</sup>.

The cost of that care varies based on care setting, geographic location of care and level of care required, among other things. Using Genworth's Cost of Care Survey tool below, you and your family can calculate the cost of long term care across the U.S. Knowing the cost is a first step to helping you plan for it.

Calculate the Cost of Care in your area

ENTER CITY, STATE OR ZIP CODE  [Compare Location](#)

☐ HOURLY ☐ DAILY ☒ MONTHLY ☐ ANNUAL

CALCULATE FUTURE COST

2019 2020 2021 2022 2023 2024 2025 2026

MONTHLY MEDIAN COSTS: National (2019)

| In-Home Care                    | Community and Assisted Living         | Nursing Home Facility          |
|---------------------------------|---------------------------------------|--------------------------------|
| Homemaker Services <sup>1</sup> | Adult Day Health Care <sup>1</sup>    | Semi-Private Room <sup>1</sup> |
| \$4,290                         | \$1,625                               | \$7,513                        |
| Home Health Aide <sup>1</sup>   | Assisted Living Facility <sup>1</sup> | Private Room <sup>1</sup>      |
| \$4,385                         | \$4,051                               | \$8,517                        |

☒ Change weekly In-Home Care hours (Only available with Daily, Monthly, or Annual Cost by Period)

[Print to PDF](#)

**DO YOU KNOW?** In-Home Care - Skilled Nursing ☐ In some situations, people need skilled nursing care in their homes to assist with medication and other medical needs. It's important to know these costs when planning for future needs. Based on National Median, \$87.50 per visit

Test your knowledge of long term care with a 5 question quiz.

TAKE THE LTC QUIZ

### Next Steps: Plan for Long Term Care



**Cost of Care Trends & Insights**

Explore the trends in care costs and understand what influences these changes.



**Key Cost of Care Findings**

Review the trends occurring across the long term care service landscape.



**Understanding Medicare & Medicaid**

Learn the difference between Medicare & Medicaid and what they will cover.



**LTC Insurance Calculator**

How much could long term care insurance cost?

# Bonus: Quizzes Featured at Aging Up Conference!

The quizzes were featured as part of Genworth's Empathy Lab exhibit at The Atlantic's *Aging Up* Conference in New York City. I reformatted the quizzes for large touch screen television so attendees could test out their knowledge of long term care.

