

Genworth.com: Website Redesign

Background:

Genworth, a Fortune 500 insurance company, was redesigning its corporate website which had usability, organization, and functionality issues.

Project Duration:

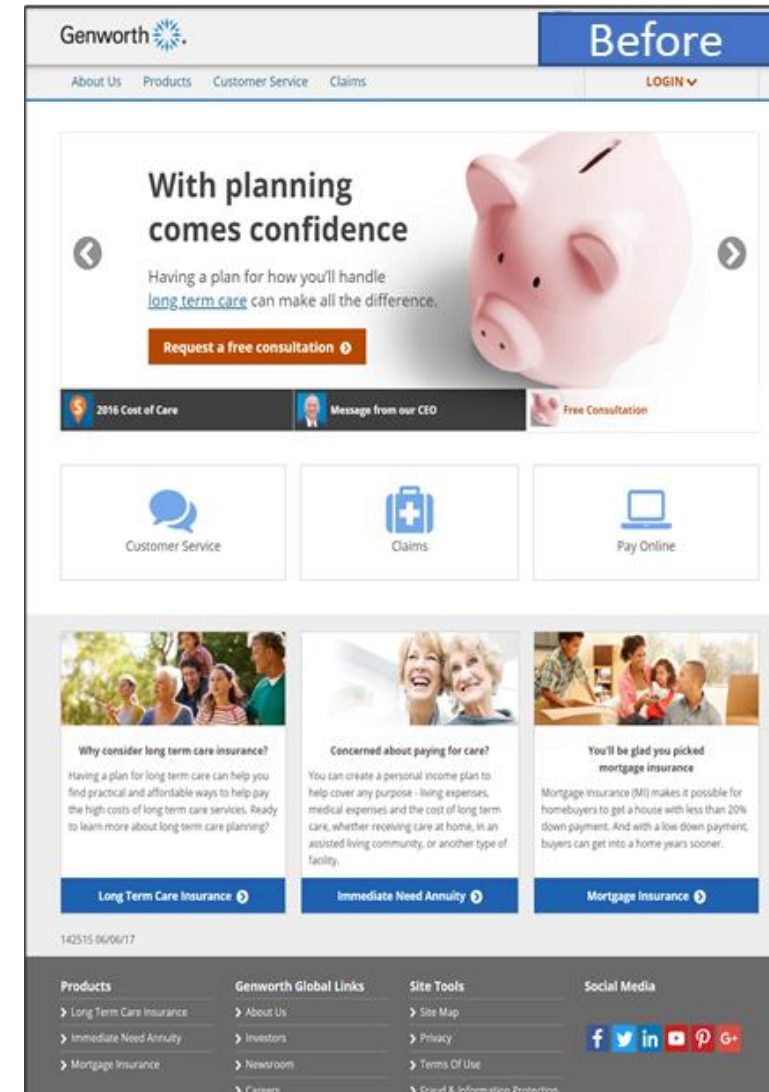
13 months

My Role:

- UX Strategy
- User Research
- Information Architecture
- Wireframing/Prototyping

Internal Team:

- Product Owner
- Sr. Brand Manager
- Director of Marketing
- Customer Insights Team
- Creative Director



Project Goals & Constraints

Business Goals

- Increase awareness of Genworth
- Provide an engaging educational website as a key component of rebranding Genworth as a trusted resource around aging and long term care
- Educate consumers on issues related to aging and the need to plan for long term care

User Goals

- Learn about planning for aging
- Find out how much money they will need as they age
- Plan for their aging parents

Key Constraints:

- *Unable to conduct research to influence the initial design*
- *Regulatory requirements*
- *Small team size*
- *Current policyholder transactions could not be impacted*

High Level Research Questions & Methods

What are the needs, wants, and goals of customers around aging and long-term care?

User Interviews

How does the new website educate on the need to plan for long-term care?

Information Architecture and Tree Testing

How are current policyholders able to complete transactions with the new design?

Usability Testing

How does this website communicate Genworth as a leader in aging and long-term care?

User Interviews and Intercept Surveys



How does this design provide an engaging and interactive experience?

User Interviews and Intercept Surveys

Cognitive Walkthrough: Prioritize UX Issues

Because of timing constraints, I used marketing profiles supplied by Customer Insights and existing customer profiles to create user tasks and conducted a Cognitive Walkthrough to identify and prioritize user experience issues.

Issue	Recommendation	Priority
Important/Impactful Content Not Easy to Find	Add “Cost of Care” and “Simulations” links on the homepage and main navigation.	HIGH
About Us Page Not Personable	Highlight the company’s mission statement and show pictures of senior leaders.	MEDIUM
Lack of Hierarchy on Employee Benefits’ Page	The list of benefits is unclear because the page lacks hierarchy.	LOW

Key Outcome: *The prioritized list of insights and recommendations were used to influence product roadmap. With new brand focus on education, a key recommendation was “Improving the Information Architecture”.*

Affinity Mapping: Identify Themes and UX Issues

After the website vendor used their required beta testing process to evaluate the site, I synthesized the over 1,000 pieces of qualitative data provided by 99 Beta Testers using Affinity Mapping to identify key themes for improving the beta site.



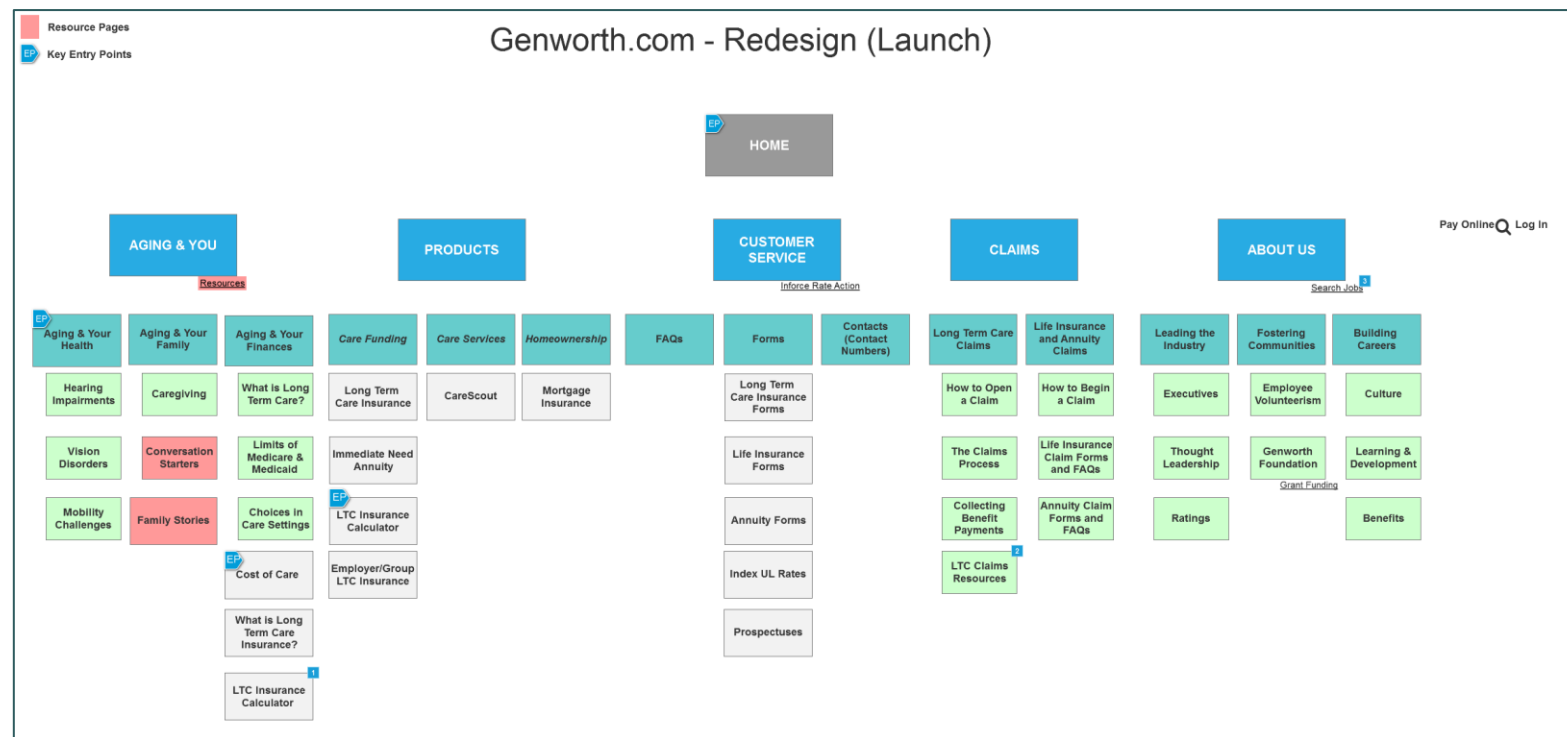
Key Outcome:

The themes identified along with the Cognitive Walkthrough results helped prioritize these areas for pre-launch improvements:

- Information Architecture
- Navigation
- Messaging
- Homepage Design
- Consistency

Information Architecture: Structure Content

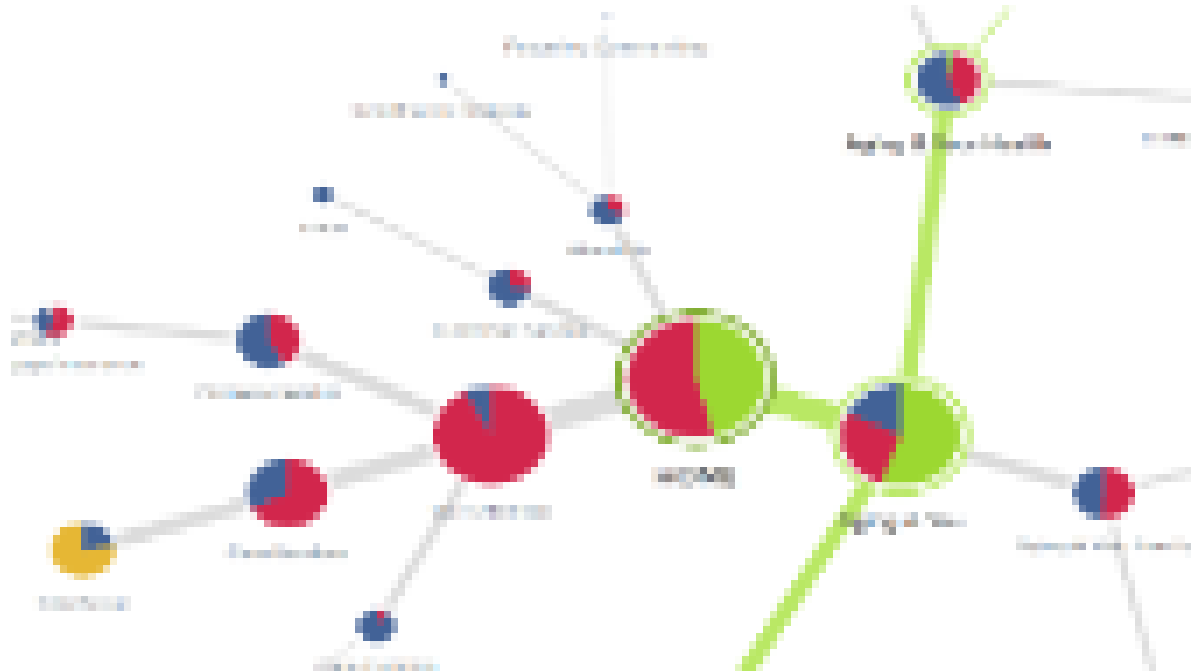
I spent a lot of time on the site's information architecture because the educational content was a key feature of Genworth's rebranding. Site visitors needed to be able to find and use this content easily.



Key Outcome: After presenting the team with several options for a new site map, we agreed on two versions of the site navigation to test.

Tree Testing: Improve Information Architecture

I chose Tree Testing to evaluate the layout, navigation, and menu labels effectiveness in completing key tasks.



Key Insights:

- *More participants found the correct path with “Products” as a menu label instead of “Solutions”.*
- *When used as a menu label, When the participants overwhelmingly went down the wrong path.*

User Interviews: Develop UX Personas

After the new website content had been delivered, I developed the research plan for a series of user interviews and usability testing using the existing personas. I conducted four rounds of testing to:

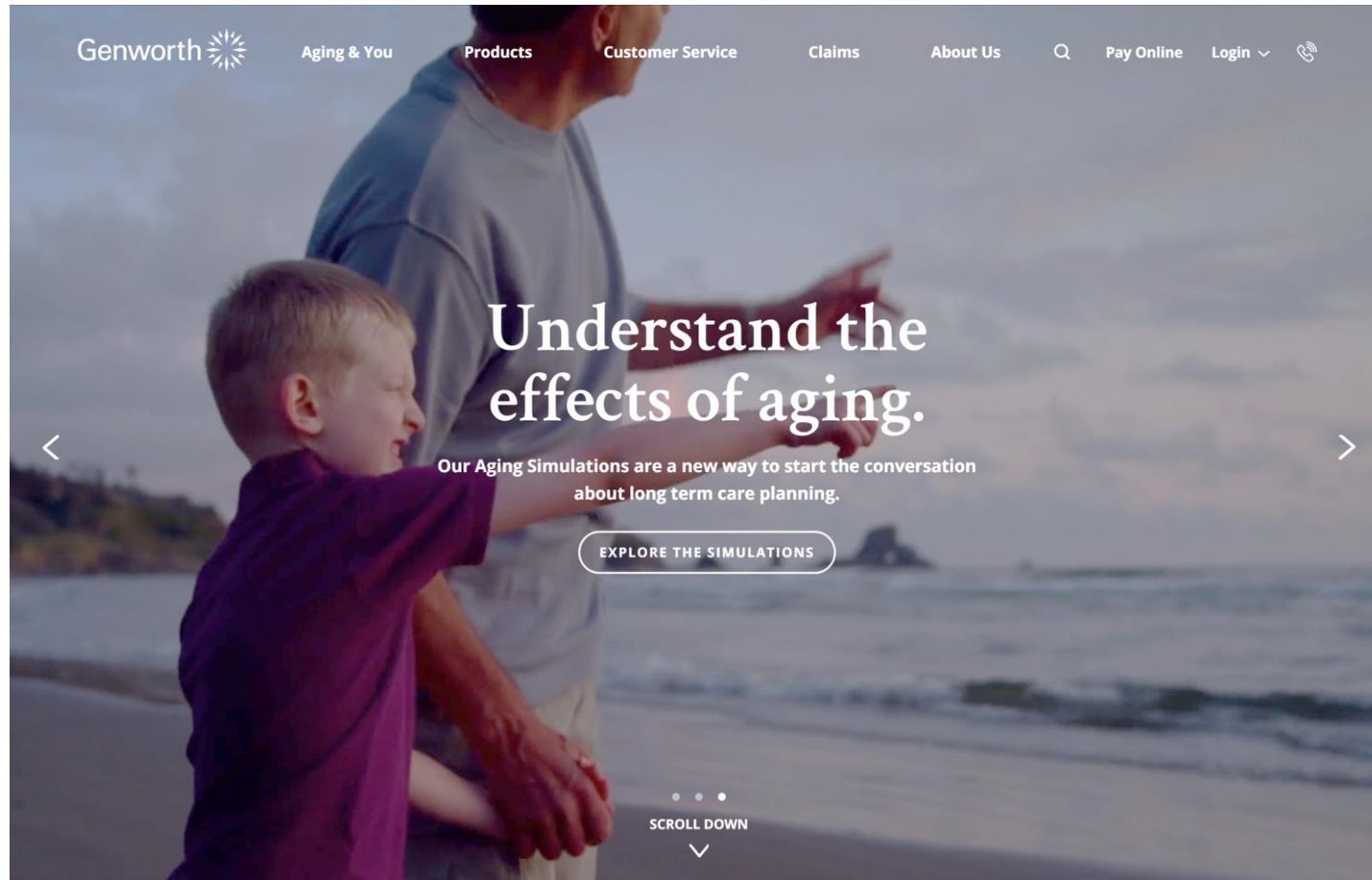
- Evaluate completing common tasks
- Validate User Paths
- Validate Design Updates
- Identify Content Gaps
- Refine Personas

RESEARCH PLAN HIGHLIGHTS	
Method	<i>Remote Moderated Interviews/Usability Test</i>
Participants	37 Participants using initial Marketing Profiles
Length	<i>1 hour</i> • <i>10 - 15 minutes intro & interview</i> • <i>20 - 25 minutes for Task Completion (5 Tasks)</i> • <i>8 - 10 minutes for Follow up Questions</i>
Tools	WebEx & Axure

Key Outcome: *Three personas were prioritized for targeted content and messaging because of their size and likelihood of taking more action to plan for long term care.*

Website Redesign/Rebranding Launched

The redesigned website successfully launched to positive customer, employee, and media responses.



Web Intercept Survey Results (Launch):

92%

of participants rated the site
"Easy to Use"

78%

of participants planned to return
to learn more about long term
care planning

Bonus: Genworth.com Won Awards

Genworth.com won **eight** National & International Awards including:

- **Davey Awards – Gold – Website – Financial Services**
- **Davey Awards – Gold – Website – Best Use of Video/Moving Images**
- **MarComm Awards – Gold – Website Redesign**
- **W3 Awards – Silver – Website – Financial Services**
- **GDUSA Graphic Design USA Winner – American Health & Wellness Design Award**
- **Dot Comm Award – Platinum – Excellence in Web Creativity & Digital Communication**
- **International Business Awards Stevie Winner – Gold – Website Design – Financial Services**
- **Interactive Media Council – IMA Best in Class 2019**

