

UX Ideas: Avoiding the Perils of Home Page Design, Part II

See the video presentation at
www.uxideas.com

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Avoiding the Perils of Home Page Design

- ▶ The good news: Home page designs have improved
 - Home pages primarily focus on the content that is most important to users
- ▶ In our recent analysis of health insurance web sites, we've seen there's still room for improvement
- ▶ Avoid the most common home page design mistakes

The Perils of Home Page Design

- 1) Prioritizing aesthetics over the content
- 2) Ignoring users' main tasks
- 3) Failing to describe the site's purpose to users
- 4) **Using unclear terminology**
- 5) **Focusing on featured content**
- 6) **Overhauling the home page**

Peril #4: Using unclear terminology

NEW Health Plans Available For South Carolina

With beautiful beaches, mountains, rivers, and lakes, there are plenty of outdoor activities to enjoy in South Carolina. As you focus on staying active and healthy, consider the value of having an individual health insurance plan.

Take your choice of three distinct personal health insurance plans, each with a range of options that let you shape your coverage to your needs. Need help selecting a plan? Use HumanaOne's [Plan Pointer](#) to find the plan that's right for you. Click [here](#) to get started.

HumanaOne
PORTRAIT

- Ideal coverage for people who:
 - want benefits like those provided by big employers
 - prefer to minimize risk in their lives
- Personalized, concierge-level service
- We pay 80% of most covered in-network medical costs and emergency room visits.
- We pay 100% of in-network doctor visits for covered illness and injury after copayment and prescription medications once you reach your separate prescription deductible.

HumanaOne
autograph.

- Ideal coverage for people who:
 - seek the right combination of features and benefits that fit their lifestyle
 - like to take charge of their own well-being.
 - may have new careers, new family members and other changing needs
- Includes plans that can be combined with a Health Savings Account for potential tax advantages
- Choose from plans that pay 80 or 100 percent of the covered cost for most in-network care once you reach your deductible.

mG
monogram

- Ideal coverage for people who:
 - want low cost protection just in case an accident happens
 - are healthy and seldom visit doctors but need coverage for annual exams
 - recent college graduates or graduate students
- Affordable monthly cost for protection anywhere in the continental U.S.
- We pay 100 percent of most covered, in-network medical costs once you've reached your annual deductible.
- Includes benefits for preventive care and prescription medications

Get help choosing your plan

With the Plan Selector

- See which of our 38 plan options fit your needs
- Compare features and costs side by side

[GET STARTED](#)

| | | | | | |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Insta-Care™ Quick, inexpensive 30-, 60- or 90-day coverage See overview | Simply Blue™ Best plan for young adults and pre-retirees See overview | Personal Blue High value plans for individuals and families See overview | Options Blue Save with MN's best-selling HSA plan See overview | Medicare Plans for people who are 65+ or disabled See plan details | Plan Selector Find the plan that's right for you. Easy, no obligation. Compare plans |
|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|

TUFTS Health Plan

No one does more to keep you healthy.



[Members](#) [Providers](#) [Employers](#) [Brokers](#) [Visitors](#)

Isn't everyone a visitor?

Use language that has meaning to your users

- ▶ Choose labels, and terminology that have meaning to your users
 - Clear and specific language
 - Easy to distinguish between link options
- ▶ Take advantage of users' trigger words




My health manager

Health & wellness

Health plans & services

Locate our services

Online security 

Members sign on

User ID

Password

Sign on

[Forgot your user ID](#) or [password?](#)

[Register to get a user ID](#)

Experience My health manager



Prospective Members

Employers/Administrators

Media Representatives

Brokers

Job Seekers

Important notice

Learn more about [H1N1 flu \(swine flu\)](#), and stay informed about [seasonal flu](#).



Health and wellness

[Mammogram update](#): Where we stand on the new U.S. screening guidelines.



Health plans and services

A perfect match of choice and price: [Apply for coverage](#).

i'm a member

Log in to view personalized information about your plan benefits, check claims, find forms, and more.

username

password

Forgot username? [log in](#)
Forgot password?

[register now](#) [view demo](#)

health & wellness

View our health library, our medical glossary, and health programs

pharmacy

Find Rx coverage and drug info or "Ask the Pharmacist"

news & announcements

A Message for BSC Life & Health Insurance Co. Indiv. & Family Plan Members

i'm a provider



Get information about your patient's coverage

i'm a producer



Find plans that serve your clients' needs

i'm an employer



Manage your employees' health coverage

i need to
find a provider

Find a [doctor](#), [dentist](#), [hospital](#), [urgent care center](#) or other healthcare provider in our network

[find a provider now](#)

i need to
find a plan

Shop for your own health coverage

- Individual and family plans
- Medicare eligible health plans
- Health Savings Account-eligible
- Employer sponsored plans
- Healthy Families Program

[See more plans](#)

[get a quote](#)

[apply now](#)

[check app status](#)

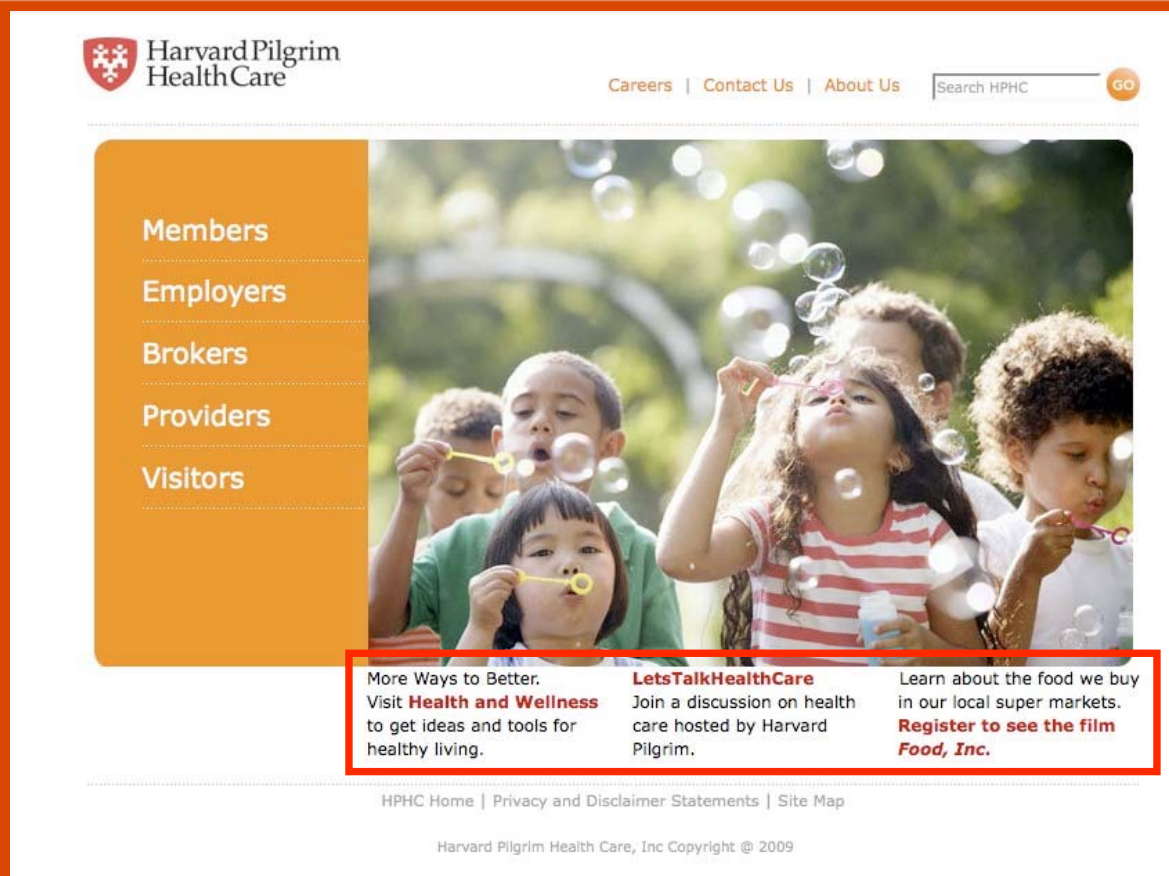
[find an agent](#)

[learn more](#)

Peril #5: Focus on featured content

- ▶ Design teams often focus on displaying featured content on their home page that they (or their stakeholders) want their users to know about
- ▶ Users will only attend to the featured content if it's related to their goals and tasks
 - They'll ignore everything else

Users ignore featured content unrelated to their tasks



The screenshot shows the Harvard Pilgrim HealthCare website. At the top left is the logo. To the right are links for 'Careers', 'Contact Us', and 'About Us', along with a search bar labeled 'Search HPHC' and a 'GO' button. A vertical orange navigation menu on the left lists 'Members', 'Employers', 'Brokers', 'Providers', and 'Visitors'. The main content area features a large image of children blowing bubbles. Below the image is a red-bordered box containing three promotional snippets. At the bottom of the page are links for 'HPHC Home', 'Privacy and Disclaimer Statements', and 'Site Map', followed by the copyright notice 'Harvard Pilgrim Health Care, Inc Copyright © 2009'.

Harvard Pilgrim HealthCare

Careers | Contact Us | About Us | Search HPHC GO

Members
Employers
Brokers
Providers
Visitors

More Ways to Better.
Visit **Health and Wellness** to get ideas and tools for healthy living.

LetsTalkHealthCare
Join a discussion on health care hosted by Harvard Pilgrim.

Learn about the food we buy in our local super markets.
Register to see the film Food, Inc.

HPHC Home | Privacy and Disclaimer Statements | Site Map

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- Member/Visitor
- Provider
- Broker
- Employer
- Federal Employee
- Medicare/Retiree

VISIT OUR OTHER SITES

[Choose] ▾

OTHER LANGUAGES

- 中文 한국어
- Tiếng Việt Español



Millions of
People Choose
PacifiCare
Find Out Why.

SPOTLIGHT

[UnitedHealth Group acquires Sierra Health Services - Press Release](#)

[UnitedHealth Group/PacifiCare to provide Millions in New Grants to Benefit California Health Care Consumers](#)

[UnitedHealthcare and HCA Inc. today announced a new partnership](#)

Log In

I am a:

- Member
- Provider

[Go to Log In](#)

Need Insurance?

[REQUEST A QUOTE!](#)

Tools

[Find a Doctor](#)

[Visit the Pharmacy](#)

[CA HMO IPA/PMG](#)

[Websites & Urgent Care Info](#)

Fit for Life.

Since 1998, Unity has been a local leader in developing and piloting fitness and wellness programs. Today, we work with employers to design, implement and support workplace wellness programs.

[LEARN MORE ▶](#)



MyUnity Login

Username:
Password:

Login ▶

[Forgot username?](#)
[Forgot password?](#)
[Need to register?](#)

[Looking for Insurance?](#)

[Find A Doctor ▶](#)



[Members ▶](#)



[Employers ▶](#)



[Agents ▶](#)



[Providers ▶](#)



Educate
yourself
about
H1N1
(Swine Flu)

Wide awake?

Learn how to get your zzzzz's back.



Unity Health Insurance Named
as one of the 'Top 50 U.S. Health Plans'



Introducing Unity's
Newest Wellness Program



Peril # 6: Overhauling your home page

- ▶ Beware the wrath of users when undertaking massive redesigns of the home page
- ▶ Focus on iterative changes



HOW CAN WE HELP?

Health New England, Inc. (HNE) is a Health Maintenance Organization (HMO) licensed in Massachusetts.

[ncqa.org](#)

FOR MEMBERS | **FOR PROVIDERS**



IMPORTANT ANNOUNCEMENTS:

HIRD and Employer Surcharge Regulations Final
 Last week, the Division of Health Care Finance and Policy (DHCFP) adopted emergency regulations to address the Health Insurance Responsibility Disclosure (HIRD) and employer surcharge provisions under health care reform.

Attention Employers!
 Need info about MA Health Care Reform?


FOR EMPLOYERS

Need Health Insurance?
 Are you an Employer or an Individual looking for health insurance. Click here to learn more.


NO MORE REFERRALS!
 It just got easier to see your In-Plan specialist!

Access to high quality affordable health care. Innovative coverage to meet the needs of different customers. Responsible corporate citizenship. Like our parent company, Baystate Health, we'd like to open our doors to everyone in Western Massachusetts.

HNE's Story




HNE
HEALTH NEW ENGLAND




HNE TV Spot ▶ *Plus*


- [HNE Member](#)
- [HNE Provider](#)
- [HNE Employer](#)
- [HNE Broker](#)
- [Need Insurance](#)
- [HNE Español](#)
- [HNE Medicare Advantage Plan](#)
- [City of Northampton](#)




Plan





Community



Health



HNEDirect

[Careers](#) | [Directions](#) | [Disclaimer](#) | [Find a Doctor](#) | [Contact Us](#) | [Search Site](#)

UrbanBaby

Sign up | Log in

TALK

BUZZ

LOCAL

go »

TALK

start talking »

“What would you say to your upper 30's female friends are currently single and who always wanted children and **are now lamenting the fact that it may never happen for them?**”

More »

LATEST POSTS

MOST POPULAR

Question for Jewish moms...isn't Yom Kippur one of biggest holidays (if not the bigge...

09.24.09, 11:00 AM | GENERAL TOPICS

NEW MOM WORKING WITH NEW NANNY NEEDS ADVICE. I have been "dropping in" unexpectedly o...

09.24.09, 01:51 AM | GENERAL TOPICS

Where did you go to college? Seems like everyone on UB claims they went to an ivy...

about 1 day ago | NEW YORK CITY

BUZZ

UrbanBabyBuzz

Eye Opener



Since the economy began heading south, we've become accustomed to hearing about people making drastic career changes in order to follow lifelong passions- bankers

becoming bakers or yoga instructors. You get the idea. Designer Anne ...

09.24.09, 02:35 AM

See This: Ponyo

More »

Ad Feedback

DRYS | HRS | MINS | SECS

0:07:32:05

From America's Largest and Most Reliable Wireless Network.



verizon wireless

Learn More



COOL KIDS' ROOMS

Pics of our favorite kids' bedrooms

read more >



HEALTHIER SNACKS

Kid-tested, wholesome treats

read more >



POSTBABY WEIGHT-LOSS TIPS

Tracy Anderson, Madonna's trainer, shares her workout secrets

read more >

Ad Feedback



NEVER DIES



New Facebook Home Page

We've updated our home page to make it easier to understand what's going on with the people you care about. Now your friends' posts are streamed in real-time and you have more control over what you see.

Filters

Make sure you stay updated on what the friends you care about are posting. Create your own filters using Friend Lists. You can also filter by applications, like Photos.

Stream

The stream shows you all posts from your friends in real-time. This keeps you up to date on everything that's happening. You can control who appears here.

Publisher

Publish your status, photos, notes and more into the stream. Posts show up both in your profile, and on your friends' home pages.

Welcome Ben, you have 3 friend requests and 2 other requests.

News Feed

- All Friends
- Family
- Facebook
- San Francisco

Applications

- Photos
- Links
- Video
- More

What's on your mind?

Share

Add: Link Photos Video Causes

Blake Ross & **Tom Whitnah**: loving the geo info in the cnn feed
4:30pm - See Wall-to-Wall

Makinde Adeagbo Back in 05 I visited London for the first time.

First Trip to London
4:15pm - Comment - Like - Share

Charlotte Carnevale
[Seeing & Setting Personal Info](#) [How to use Facebook Privacy Settings](#)

TODAY [See More](#)

- UCLA Reunion 3:00pm
- Screening of I Love You, Man 6:45pm
- Rob Goodlatte's Birthday - Send a gift

HIGHLIGHTS

Go Big or Go Home
by Julie Zhuo

Free Papa John's Pizza
Neville Bowers, Nan Gao, and 3 others are fans.

PAPA JOHN'S
BECOME A PAPA FAN

Become a fan of Papa John's

Now Playing



Home > Technology & Science

Facebook Redesign Revolt Grows to 1.7M

More than 1.7 million Facebook users have united against the site's redesign. Now Facebook is weighing in.

By Daniel Ionescu, PC World
March 23, 2009

Share this story with friends

Digg submit Facebook Twitter Re

Just as Facebook finishes rolling out its redesigned layout, users are furious and frustrated that the "Old Facebook" layout is being removed. Facebook users have joined the social network...

PCWorld

msn tech & gadgets

Tech & Gadgets Web

Home Products Downloads Message Boards How-To Security Microsoft SI

Facebook Caves to User Gripes Over Redesign

By Daniel Ionescu, PC World

Facebook responds to users who don't like a recent redesign to its home page and will reverse some changes in the next couple of weeks.



Facebook says it will tweak its home page in the coming weeks in direct response to user uproar over recent designs changes. The social network caved to customer feedback against the site's recent improvements and says it decided to listen to the millions asking for less

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