

Unmoderated Usability Test Script: My Online Services iOS App

Who this is for:

- Insurance members (Medicare, Medicaid, small group) with basic iPhone skills
 - Experience with viewing or managing medical claims is a plus
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Test Setup Instructions (Auto-displayed to participant)

Welcome, and thank you for helping us test the My Online Services app. This app is designed for Coventry and Aetna insurance members to manage their health insurance claims on iPhone.

This test will take about **10–15 minutes**. There are no right or wrong answers — we're just interested in how you naturally use the app.

Please **think out loud** as you complete the tasks.

Scenario

Imagine you recently had a doctor's visit and want to check if your insurance claim was processed. You also want to see if you owe anything.

Task 1: Log in and find your claims

Instructions:

Open the app and log in (use the provided test account credentials). Then, try to find your recent insurance claims.

Follow-up Questions (Auto-prompted after task):

- Was it easy or hard to find your claims?
 - What did you expect to see on this screen that wasn't there?
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Task 2: View details of a specific claim

Instructions:

Tap into a recent claim and view the full details.

Follow-up Questions:

- Could you understand what was covered and what you might owe?
 - Was anything confusing or missing?
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Task 3: Search for a past claim**Instructions:**

Try to find a claim from earlier in the year.

Follow-up Questions:

- How easy was it to search or filter claims?
 - Did you feel confident you were seeing all your history?
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Task 4: Explore additional features**Instructions:**

Take a minute to explore any other features of the app. What would you click on next if you were using this on your own?

Follow-up Questions:

- What stood out as useful?
 - Is there anything you expected the app to do that it didn't?
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Final Questions**Overall:**

1. How satisfied are you with this app experience? (1–5 scale)
 2. What did you like most?
 3. What would you change to make this easier for someone like you?
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Notes for Research Team:

- Target ~5–10 users per group (Medicare, Medicaid, small group)

- Run test via platforms like UserTesting.com, Maze, or PlaybookUX
- Prioritize watching confusion around medical terminology, scrolling behavior, accessibility (font size, contrast), and task completion time
- Collect error counts, hesitations, and verbal cues like “Where is...” or “I’m not sure...”