



**David**

## ABOUT

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David is an application tester for over 20 years. He considers himself to be technologically-savvy and spends an estimated 50 hours per week on the internet.

**AGE**

45-50

**OCCUPATION**

The Application Tester

## INTERNET ACTIVITY

**FACEBOOK**

**AMAZON.COM**

## NEEDS

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- Wants the registration process to be more efficient to reduce amount of time spent, with less buffering.
- Wants the account information page to be simplified and more user-friendly. Did not feel comfortable providing SSN.
- Wants a ChatBot to communicate with throughout the process, as well as an e-mail contact.
- Wants the required consent warning for the Terms of Use and Electronic Consent to be more visually prominent.
- Wants an option to choose Paper or Paperless preference during process, rather than being automatically enrolled in Paperless.
- Wants the option to choose between filling in The Quick Address Lookup text box, and manually filling out the address.

## FRUSTRATIONS

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- Found it tedious to scan the entire Home page for a registration link.
- Found two "Register for MyBenefits" links on the Home Page, only one of which led to the Registration page.
- Was unable to change preference from Paperless to Paper documents.
- The *Quick Address Lookup* did not acknowledge addresses with a P.O. box. Was forced to fill out the text box, and therefore, was unable to move on in the process.



**Janette**

## ABOUT

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Janette is a Client Executive Assistant. She communicates with participants who have a life insurance policy from a corporation. When they retire, quit, or are terminated, she speaks to them to make policy actions (change beneficiary, etc.)

**AGE**

40-50

**OCCUPATION**

Client Executive Assistant

## INTERNET ACTIVITY

**FACEBOOK**

**AMAZON.COM**

## NEEDS

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- Wanted a "New User? Register Here" button in the header.
- Wanted the option to either fill in address using the "Quick Address Lookup" or to manually enter it
- Wanted fewer password requirements. Would have liked a green check mark next to the requirements she had met. Would prefer if the site told user if the password was "weak", "moderate", or "strong".
- Wanted the option to provide either the policy number, or just the last 4 digits of the SSN

## FRUSTRATIONS

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- Quick Address Look did not initially work. Resulted in having to call Customer Support.
- Found it difficult to meet all of the password requirements and restrictions. Did not notice the restrictions.