



## Competitive Analysis Guidelines for Client

The competitive analysis for eHealthInsurance.com will review successful customer flow (ease of use for a customer to accomplish goals similar to client's) on selected web sites.

### Overview of Customer Scenario

A prospective customer provides the online system with personal information in order to show the customer multiple options to compare. The site's goal is to provide the customer with helpful, educational information on their services and any unique information needed to make an informed decision. The business goal of client is to get customers to purchase health insurance through them. Similar sites are ones which provide loan quotes and financial help.

**Please spend no more than 30 minutes per site.**

**Please organize your analysis into the following sections (please use this as a format to complete – electronically – just copy out of this PDF and paste into Word or an email) and use these questions as starting points for your comments**

- 1) Web site address & company name
- 2) Identify customers the site is servicing
- 3) What is this site for?
- 4) What do you expect to accomplish?
- 5) Does the site provide educational information to the customer? How?
- 6) Does the site promote informed decision-making?
- 7) Would you feel comfortable buying services from this site?
- 8) Are you comfortable with the amount of information provided in order to make a decision?
- 9) Are error messages clear and concise? Why?
- 10) Does the site have a clear privacy statement (assess placement and branding)?
- 11) Is the ultimate business goal, an intent to purchase their service or product, accomplished? How? (This may not be the goal of the sites you are reviewing.)
- 12) Does the site leverage any third party relationships in a way that supports their service? Does it drive customers to use the site, with appropriate expectations? (This may be very hard to ascertain, without additional knowledge – if you know of sites which link to the sites you are reviewing, please note.)
- 13) Other Commentary