

Wisconsin Health Insurance Exchange

Prototype Exit Survey

(Accessible only after using the web prototype)

Thank you for using the Wisconsin Health Insurance Exchange web prototype. In order to improve the prototype and the development of the Wisconsin Health Insurance Exchange, we would like you to take a few minutes to answer some questions and provide feedback.

1. Did this prototype provide enough information to allow you to make an informed decision on finding and purchasing affordable health insurance?

Did this prototype provide enough information to allow you to make an informed decision on finding and purchasing affordable health insurance? Yes

No

Additional Comments:

2. How would you rate the prototype's ease of use?

How would you rate the prototype's ease of use? Easy to use

Somewhat easy to use

Somewhat difficult to use

Difficult to use

3. Were the instructions for each page clear and easy to understand?

Were the instructions for each page clear and easy to understand? Easy to understand

Somewhat easy to understand

Somewhat difficult to understand

Difficult to understand

Additional Comments:

4. How do you feel about the length of time it took to complete the prototype?

How do you feel about the length of time it took to complete the prototype? It took less time than I expected

It took a reasonable amount of time

- It took longer than I expected
- It took too long

Additional Comments:

5. How well did this site allow you to do each of the following:

	Well	Above Average	Average	Below Average	Poor	N/A
Get Help Paying for Health Insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Update Enrollment and Income Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive Tax Credit	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Select Health Plan Preferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
View Eligibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compare Health Plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay for a Health Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments:

6. Would you prefer to enter your information manually or have the site gather data from trusted third party sources (such as the Social Security Administration and the Internal Revenue Service) for you to review and confirm?

- Would you prefer to enter your information manually or have the site gather data from trusted third party sources (such as the Social Security Administration and the Internal Revenue Service) for you to review and confirm? Enter information manually
- Review and confirm information gathered from third party sources

7. Which of the following best describes you?

- Which of the following best describes you? Individual Shopping for Health Insurance
- Health Care Provider
- Small Employer
- Broker

- Insurance Carrier
- Advocate / Representative
- Other (please specify)

If you selected other, please specify:

8. Would you recommend a friend or colleague to use this site to shop for health insurance?

- Would you recommend a friend or colleague to use this site to shop for health insurance?
Yes
- No
- Other

If you selected other, please specify:

9. Do you have any additional suggestions for improvement? What other content or features would improve the prototype?

Do you have any additional suggestions for improvement? What other content or features would improve the prototype?

Please tell us some information about yourself. Collecting demographic information allows us to better understand the needs of specific groups.

10. What is your age range?

- What is your age range? 18-27
- 28-36
- 37-45
- 46-54
- 55-64
- Over 65

11. What is your gender?

- What is your gender? Male
- Female

12. How many of the following sites have you used before?

- Shopping sites like eBay or Amazon
- Search engines like Yahoo or Google
- Travel sites like Travelocity or Kayak
- Banking or stock trading sites

- How many of the following sites have you used before? - Shopping sites like eBay or Amazon - Search engines like Yahoo or Google - Travel sites like Travelocity or Kayak - Banking or stock trading sites 0
- 1
- 2
- 3
- 4

13. What is your household's annual income?

- What is your household's annual income? Less than \$30,000
- Between \$30,000 and \$50,000
- Between \$50,000 and \$100,000
- Greater than \$100,000

14. How many people (including yourself) are in your household?

- How many people (including yourself) are in your household? 1
- 2
- 3
- 4
- 5
- 6
- More than 6