

Case Study: Blue Cross Blue Shield of North Carolina

TecEd's user research services deliver vital insights about the world of your customers. Together with your team, we observe and analyze people's actual experiences and behavior with your products. Based on user data, we create innovative designs at successful companies around the world.

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Background and Challenges

Blue Cross Blue Shield of North Carolina (BCBSNC) needed to improve return rates due to incomplete or incorrectly filled-out forms. For this project, TecEd partnered with [Caroline Jarrett](#), one of the world's most respected consultants in forms design.

Objectives

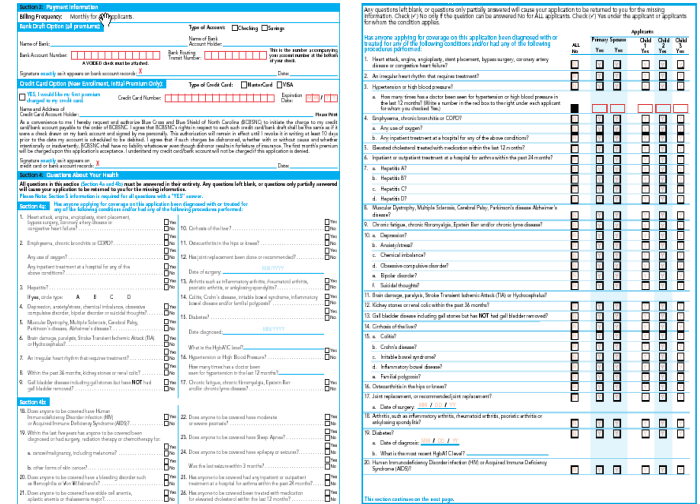
- Learn where the original forms were confusing to applicants
- Find out how easily the original forms were processed on completion
- Gauge how well the redesigned forms supported users

Solutions

- Applied an iterative design and usability-testing approach including both user feedback and stakeholder knowledge
- Limited the "fill in the blank" questions and standardized check boxes
- Created new verbiage to clarify each page of the application

Results

- Streamlined application form
- Reduced of user errors
- Fewer applications returned for clarification
- 23% more successful applications (no human intervention required), compared to the previous year



One page of the original application form (left) next to the clear, easy-to-read redesigned form.

“The Blue Advantage Application Form Redesign study yielded valuable results. [TecEd] did great work and had great attention to detail.”

--Jennifer Bachman, Project Manager

Blue Cross and Blue Shield of North Carolina (BCBSNC) is a leader in delivering innovative health care products and information, serving the people of North Carolina for 70 years.