UserZoom Study: I Buy Motorcycle (Final Quantitative Results)

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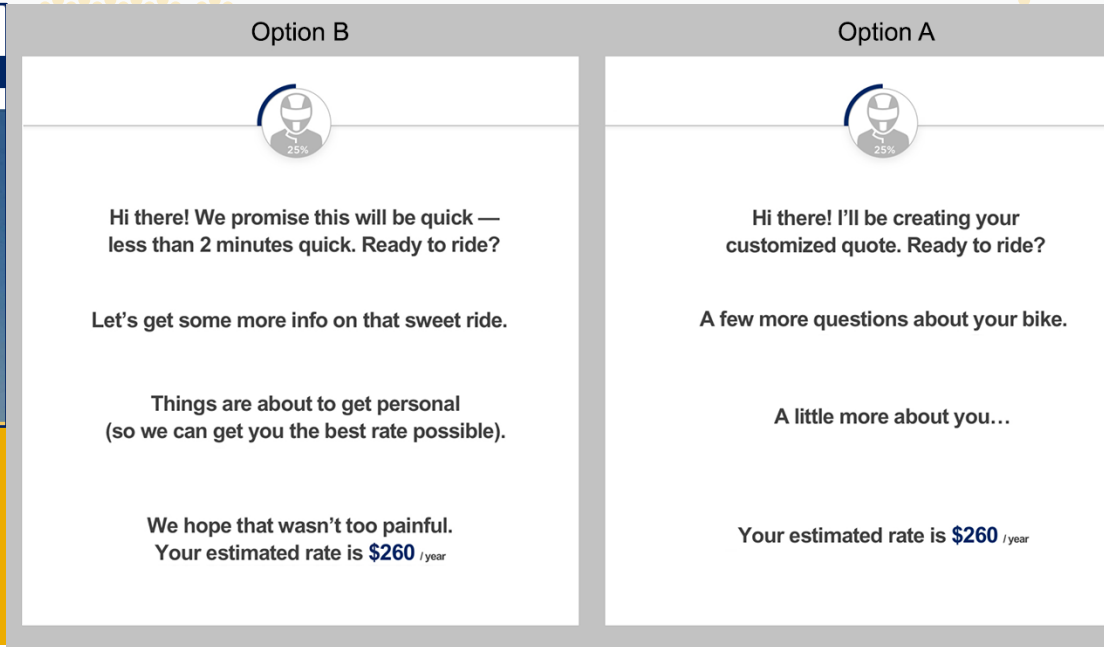
Executive Summary

- 202 participants completed the study
- In this study, we compared two different content options for getting a motorcycle insurance quote. Option B was casual but slangy. Option A was casual but straightforward.
- Overall, participants were evenly split (nearly 50% to 50%) in four of the six head-to-head comparisons, including the last comparison, shown below



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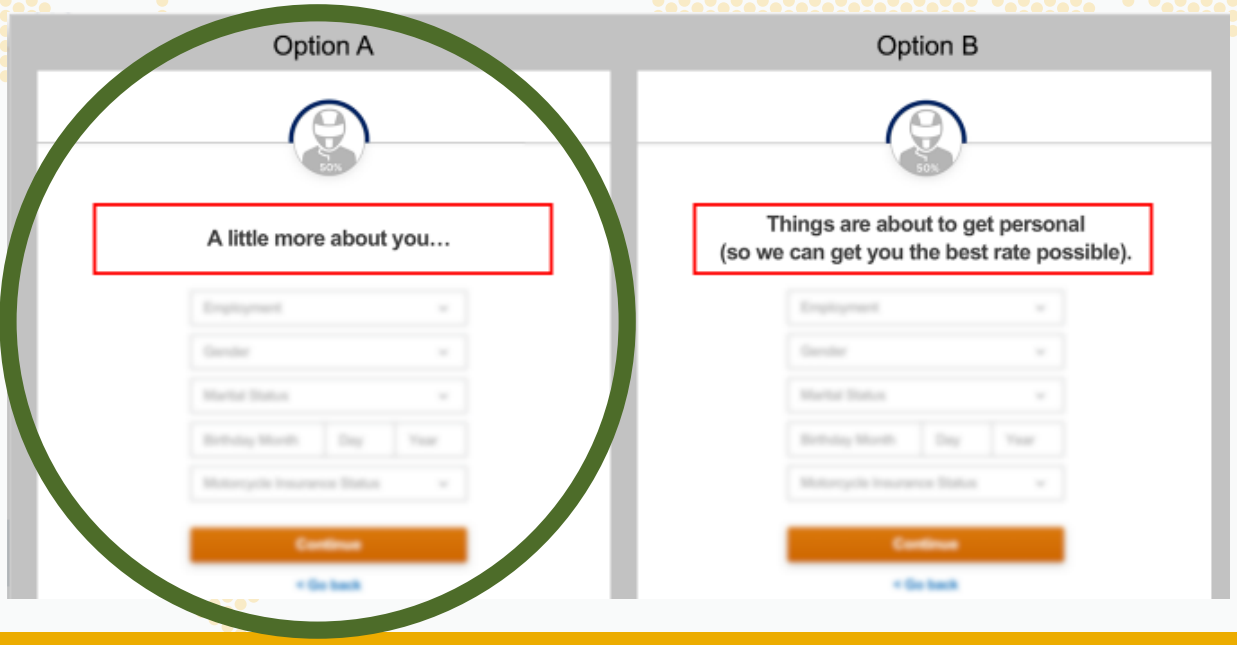
Executive Summary (Q5: Which text do you prefer?)

- The first of the two exceptions was the third comparison (Q5), where participants preferred **Option A** to Option B by 15 points, **58%** to 43% *

* Percentages do not add up to 100% due to rounding errors



Recommendation

For this screen, consider using:

- **"A little more about you…"**

  -or-

- **"A little more about you (so we can get you the best rate possible)"**

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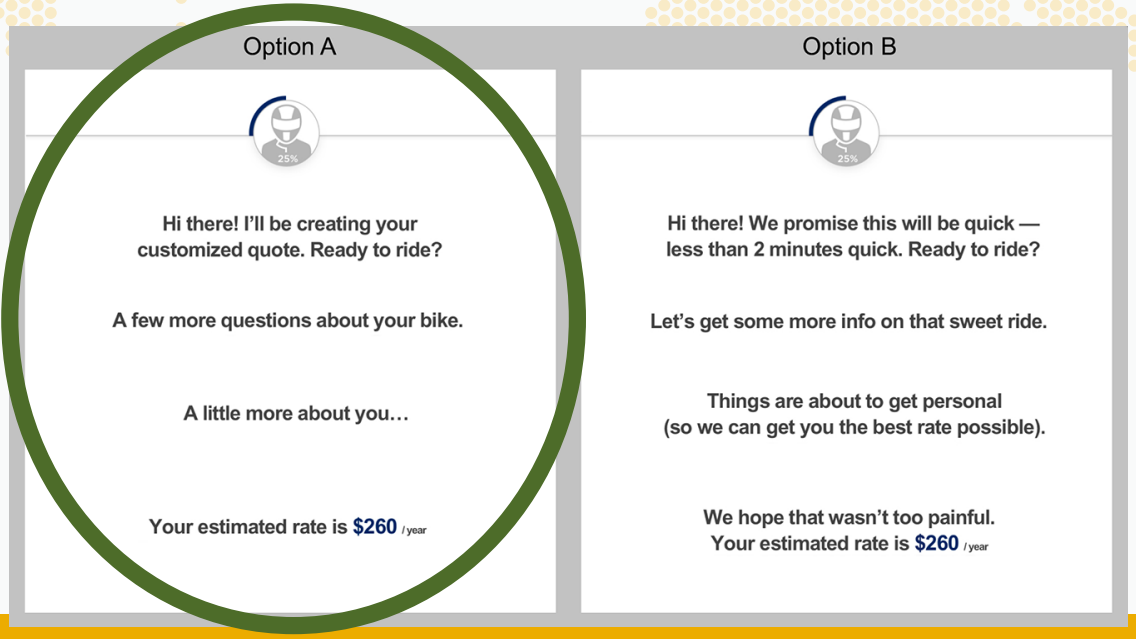
Executive Summary (Q7: Which text would make you most likely to complete a motorcycle quote?)

- The second of the two exceptions was the 1st head-to-head comparison (Q7), where participants preferred **Option A** to Option B by 31 points, **66%** to 35% *

* Percentages do not add up to 100% due to rounding errors



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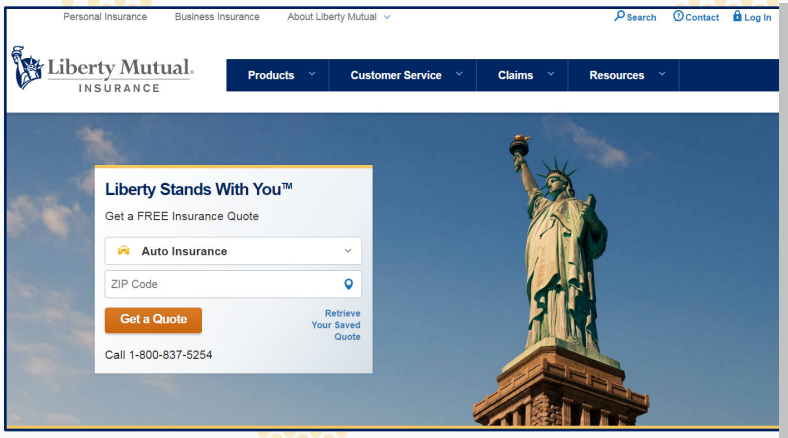
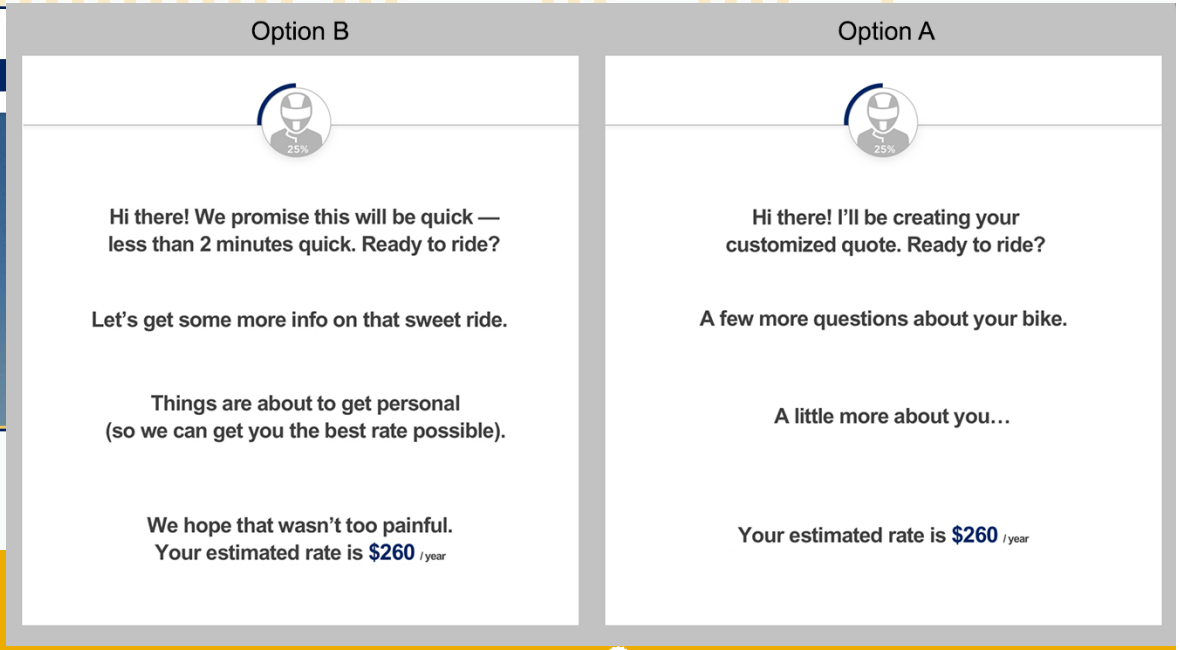
Executive Summary

- In the six head-to-head comparisons, participants favored the first option shown on the left, with one exception – the last comparison
- But this comparison was a draw, 50% (Option B) to 51% (Option A) *

* Percentages do not add up to 100% due to rounding errors





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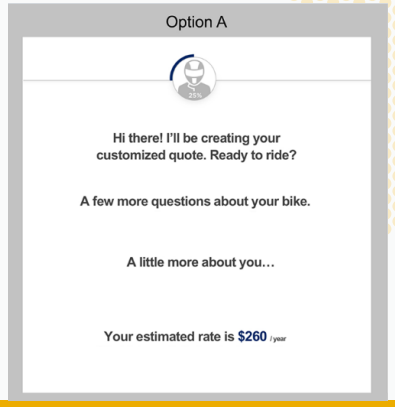
Q9 and Q10: Top Words Checked, Option A and Option B

While participants found **Option A** straightforward, professional, and credible, they found **Option B** fun, engaging, and trustworthy. The words common to both options were easy to use, practical, friendly, and helpful.

"Select 4 words below that you would use to describe the text in the image."

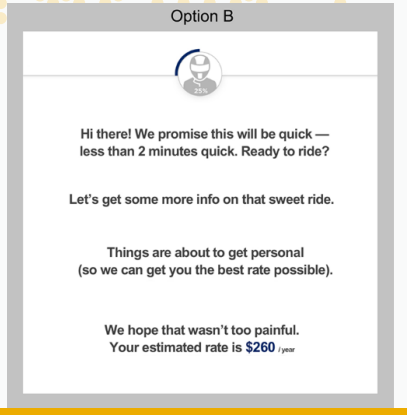
Top Words/Phrases Chosen, Option A

- Straightforward 32%
- **Easy to use** 30%
- **Practical** 27%
- **Friendly** 27%
- Professional 25%
- Credible 24%
- **Helpful** 24%



Top Words/Phrases Chosen, Option B

- **Friendly** 31%
- Fun 27%
- **Easy to use** 25%
- Engaging 24%
- Trustworthy 24%
- **Helpful** 21%
- **Practical** 21%



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Top Words Checked, Large Financial Companies (Q2) and Option A (Q9)

The top 4 words the participants chose for large financial companies matched more closely to the words they chose for **Option A**.

"2. When thinking about large financial companies in general, which of the [4] words below come to mind?"

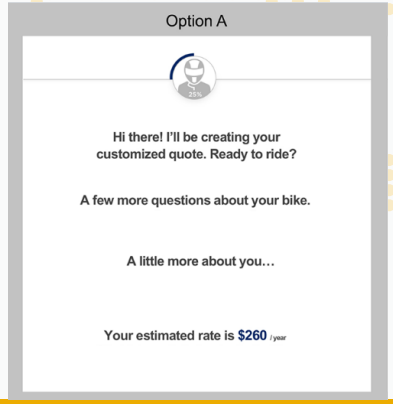
Q9. "Select 4 words below that you would use to describe the text in the image."

Top Words/Phrases Chosen, Large Financial Companies

- **Professional** 36%
- Trustworthy 29%
- Organized 25%
- **Helpful** 23%
- Responsible 22%
- **Credible** 21%
- **Practical** 18%

Top Words/Phrases Chosen, Option A

- Straightforward 32%
- Easy to use 30%
- **Practical** 27%
- Friendly 27%
- **Professional** 25%
- **Credible** 24%
- **Helpful** 24%



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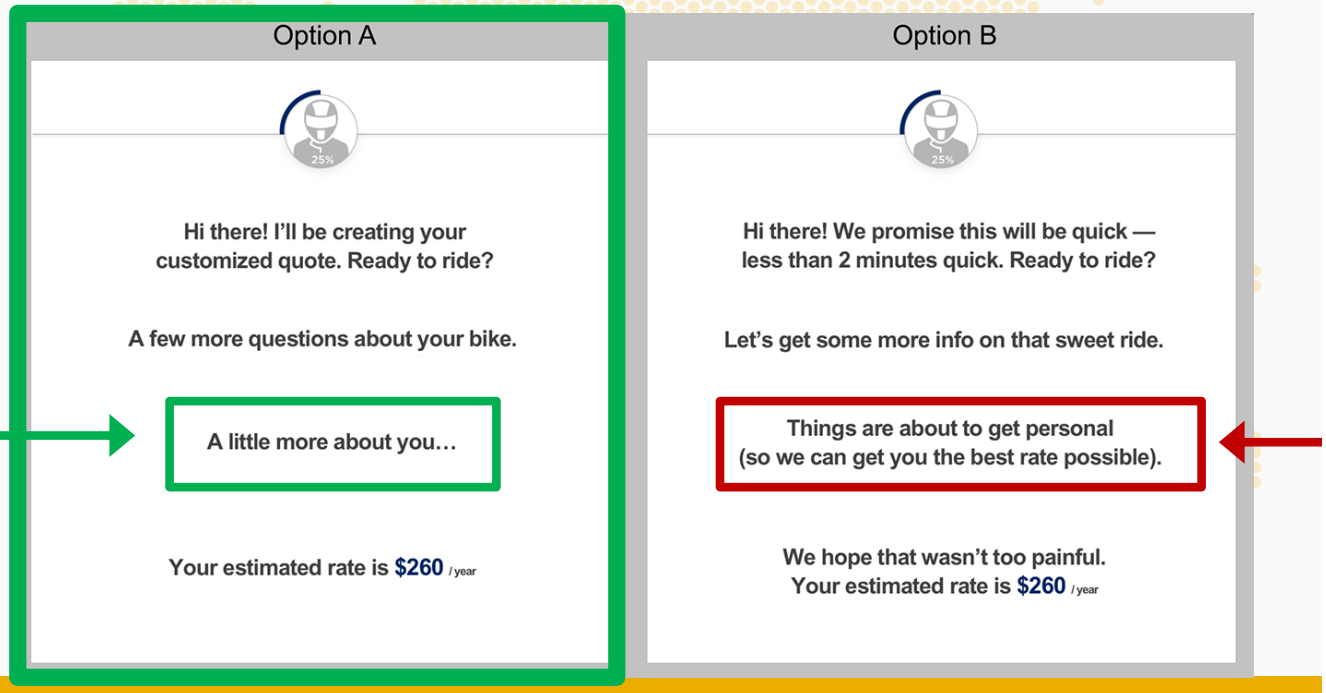
Recommendations

- We recommend using the tone and language of Option A, as it was favored in the third comparison (Q5), and also overwhelmingly favored in the first head-to-head comparison (Q7)

All Option A text was preferred in the first head-to-head comparison (Q7) by 31%

This individual line of text from Option A was preferred in the third comparison (Q5) by 15%



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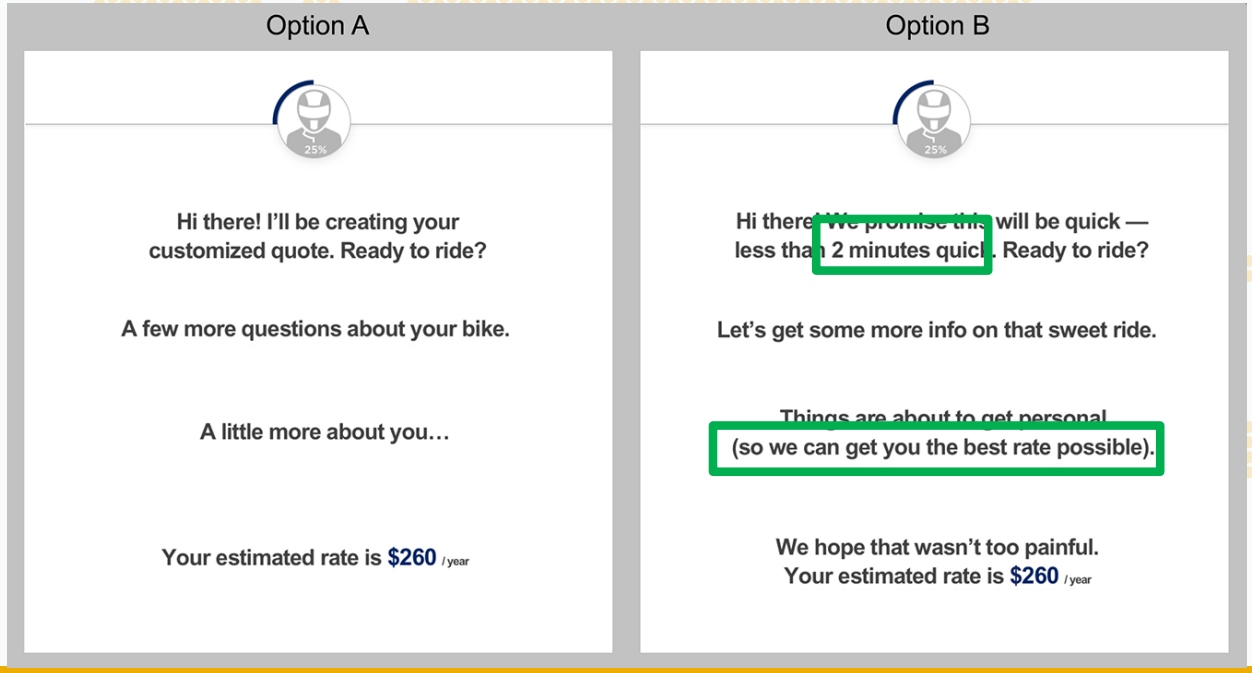
Recommendations

- However, we also recommend that you use some of the language in Option B that made the experience more engaging and trustworthy, including:

Hi there, I'll be creating your customized quote **in under 2 minutes.** Ready to ride?

A little more about you… **so we can get you the best rate possible.**



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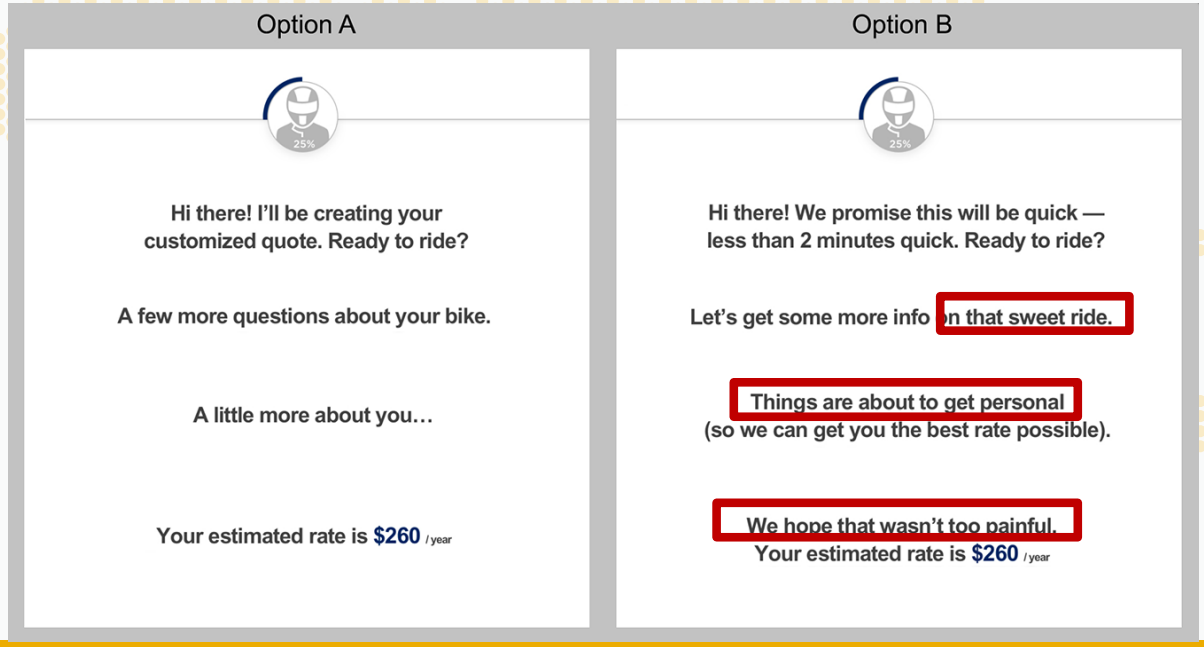
Recommendations

- In addition, we recommend that you do NOT use the language in Option B that some participants found "cutesy," of which "**that sweet ride**" and "**Things are about to get personal**" are the best examples.
- Also, take care when it comes to emotion or emotional states. You may say something like, "**We hope that wasn't too painful**"… but if the "**estimated rate**" is higher than what the customer expects – then he may think it is painful!



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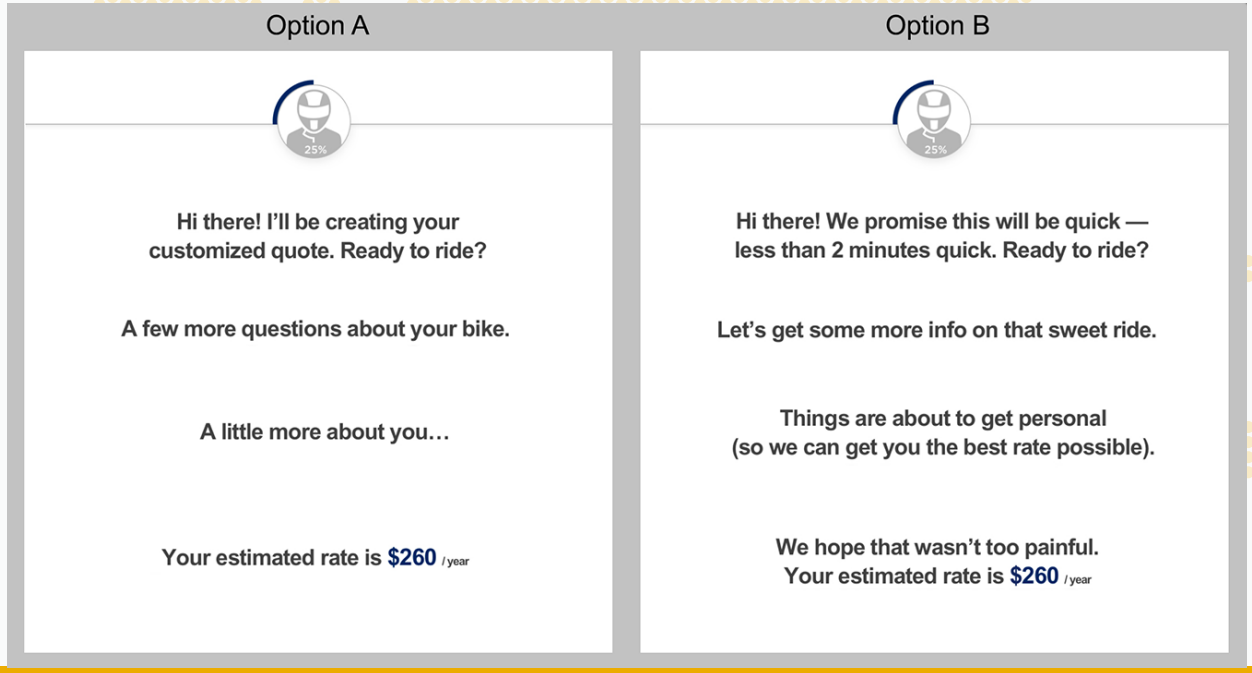
Recommendations

- Finally, keep in mind that many participants stated they liked Option A the best because it was more concise and straightforward. Note that there are more words in Option B than Option A.



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Appendix: Summary of the Six Head-to-Head Comparisons

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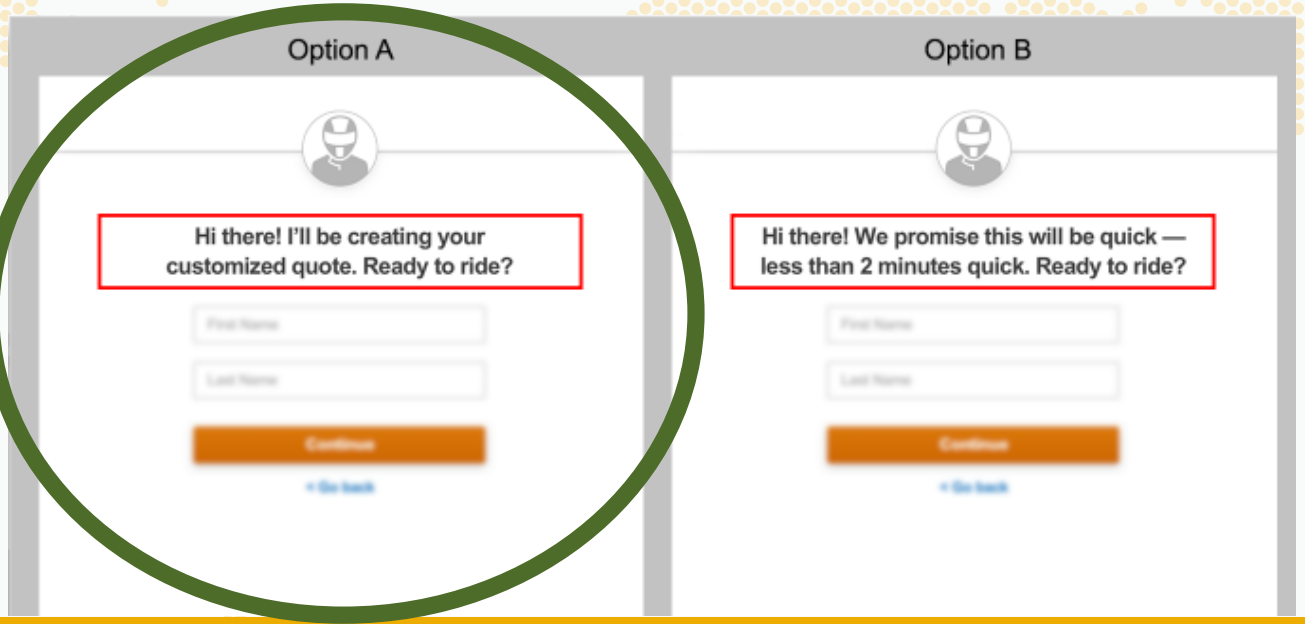
Summary (Q3): Which text do you prefer?

- For the first comparison (Q3), there is an almost even split in preference
- Participants preferred **Option A** to Option B, **52%** to 49% *

* Percentages do not add up to 100% due to rounding errors



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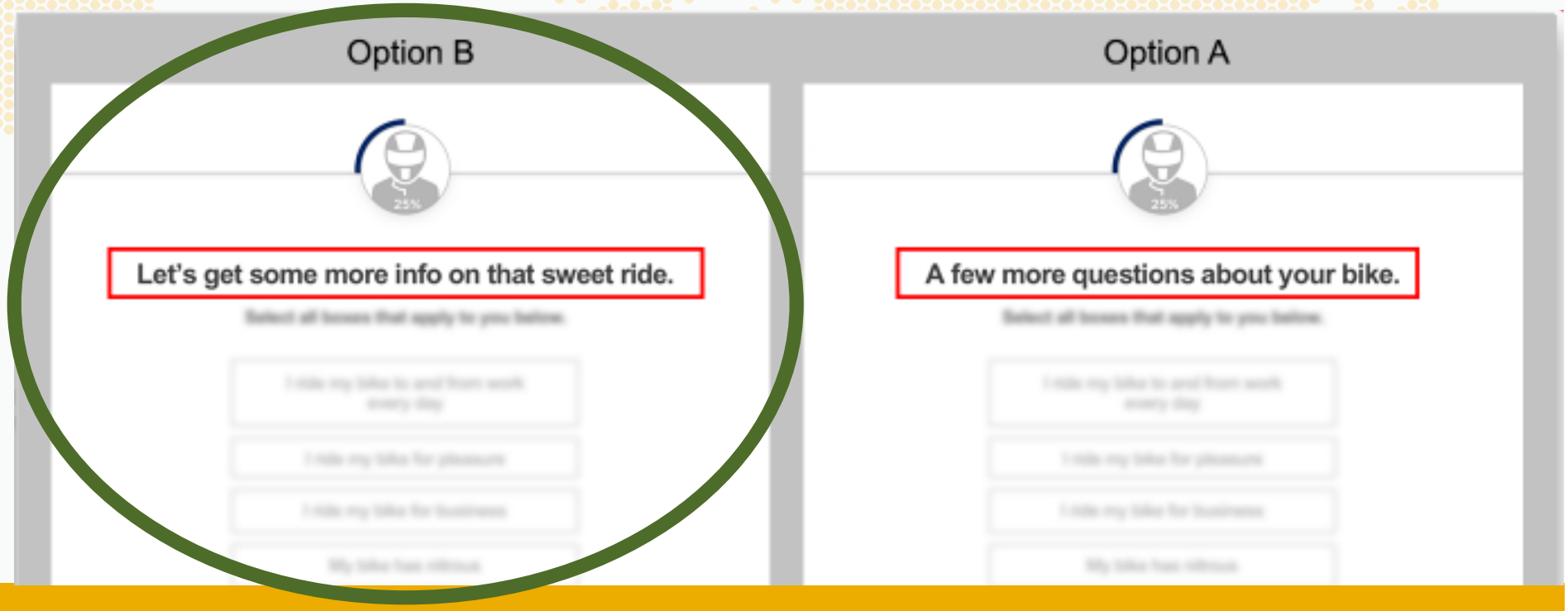
Summary (Q4): Which text do you prefer?

- For the second comparison (Q4), there is an almost even split in preference
- Participants preferred **Option B** to Option A, **51%** to 49%



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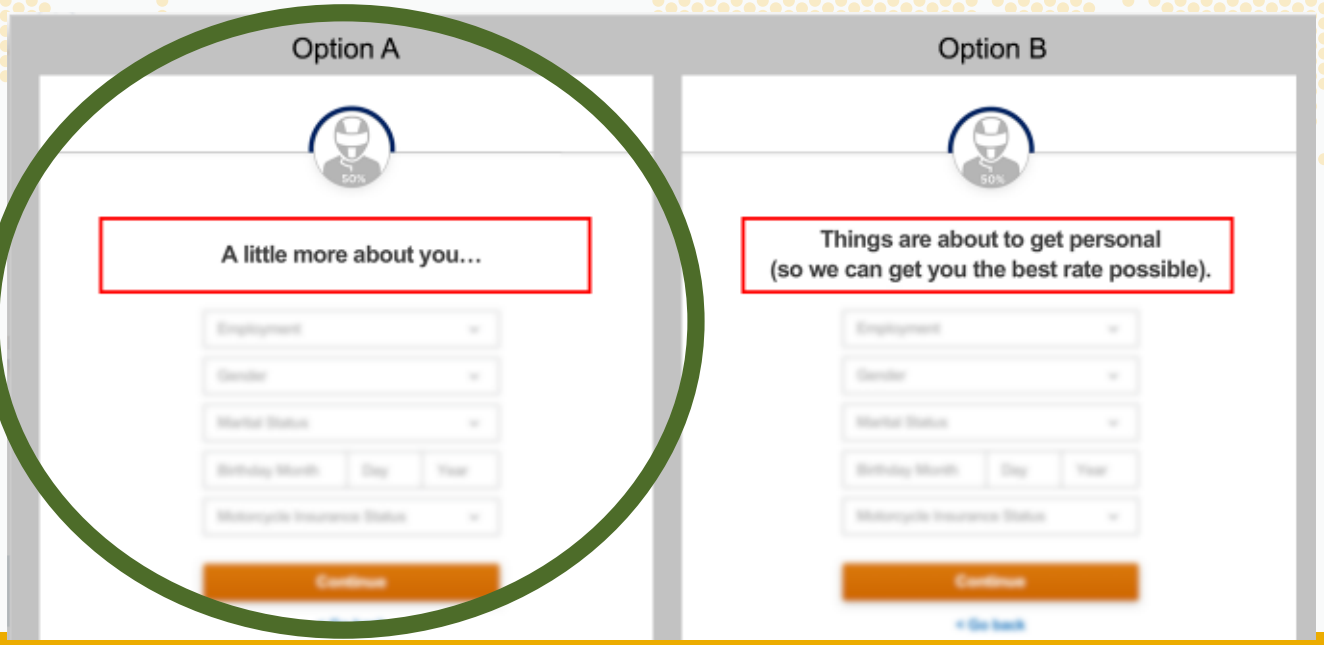
Summary (Q5): Which text do you prefer?

- For the third comparison (Q5), Option A was preferred by 15 points
- Participants preferred **Option A** to Option B, **58%** to 43% *

* Percentages do not add up to 100% due to rounding errors



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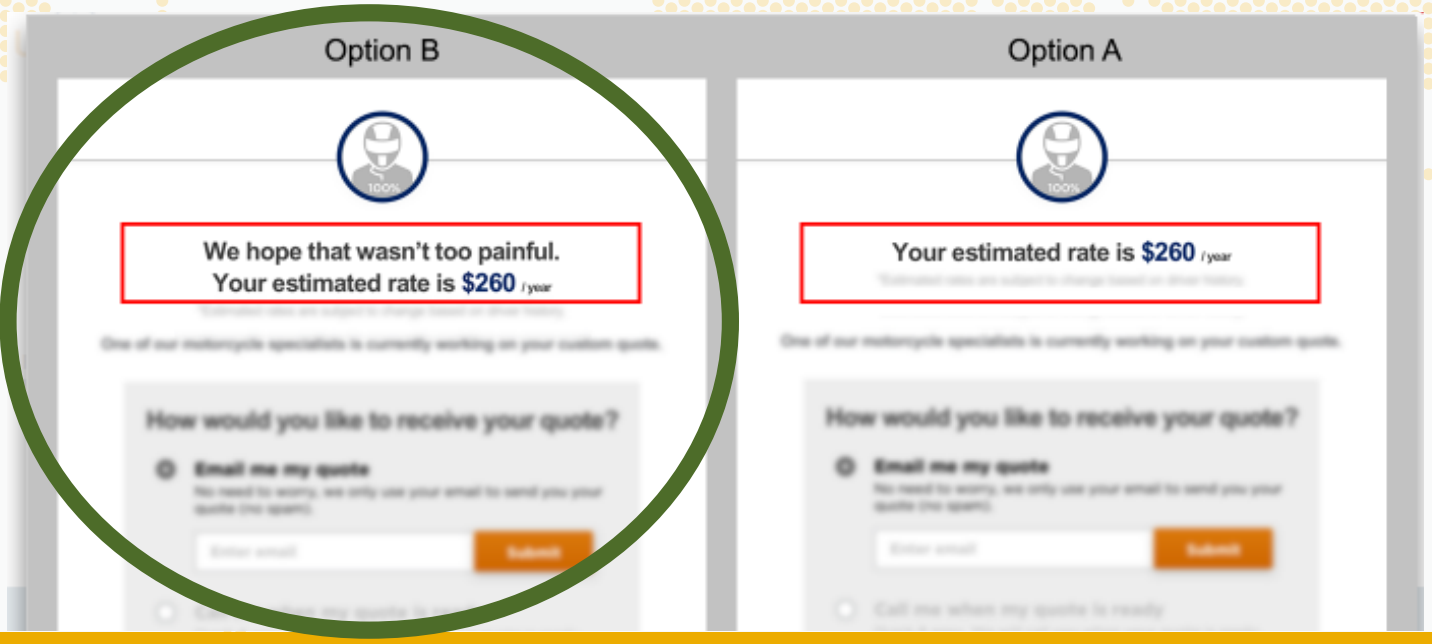
Summary (Q6): Which text do you prefer?

- For the fourth comparison (Q6), there is an almost even split in preference
- Participants preferred **Option B** to Option A, **51%** to 50% *

* Percentages do not add up to 100% due to rounding errors



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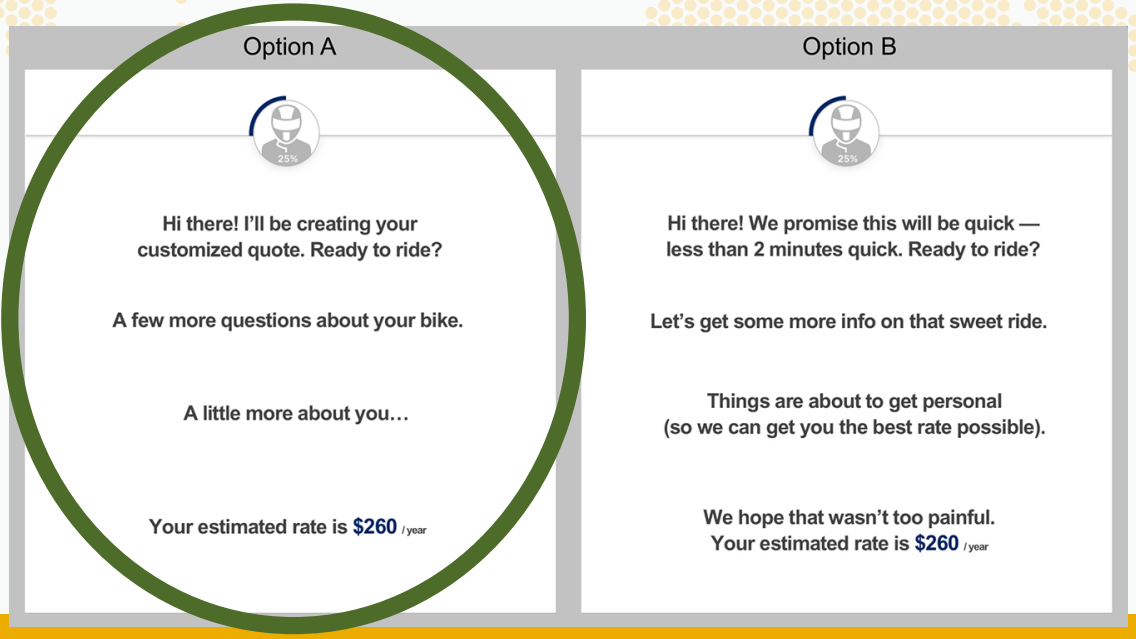
Summary (Q7): Which text would make you most likely to complete a motorcycle quote?

- For the 1st overall comparison (Q7), Option A was preferred by 35 points:
  "Which text would make you more likely to complete a motorcycle quote?"
- Participants preferred **Option A** to Option B, **66%** to 35% *

* Percentages do not add up to 100% due to rounding errors



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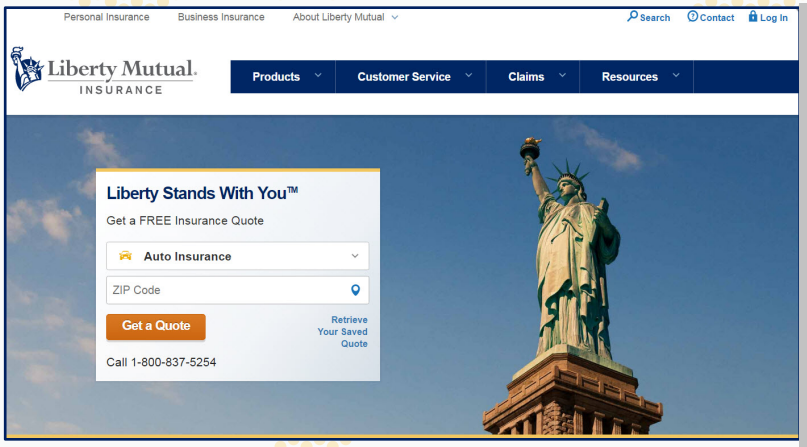
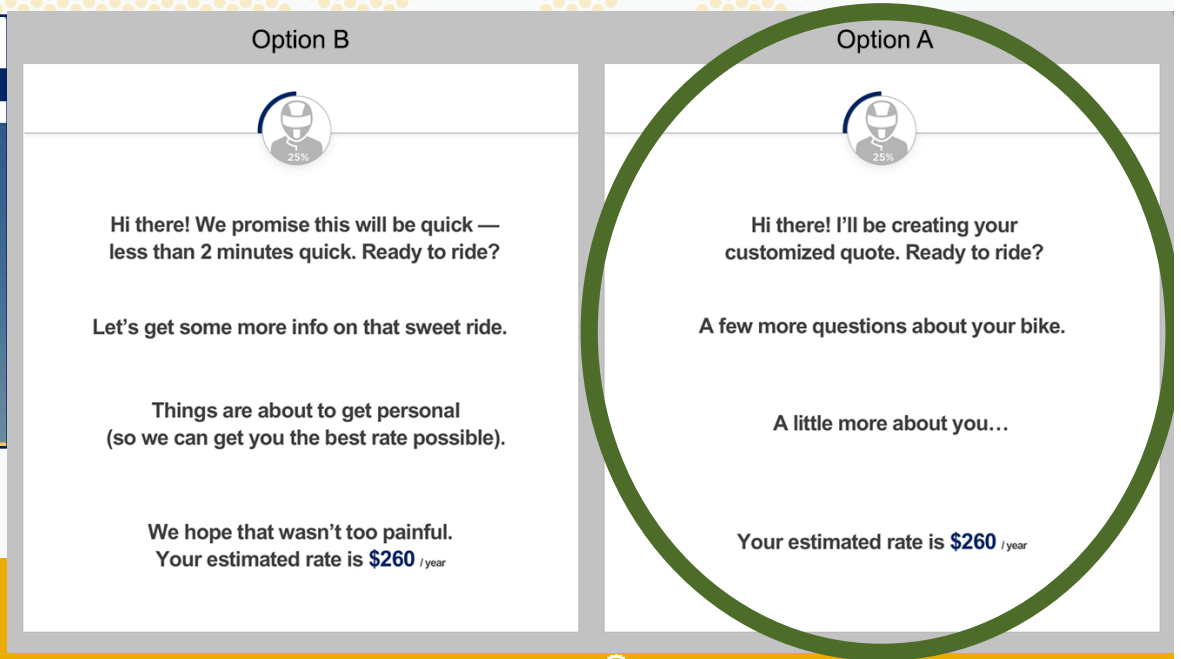
Summary (Q11): Which text would make you more likely to complete a Liberty Mutual motorcycle quote?

- For the 2nd overall comparison (Q11), there is an almost even split in preference:
  *"Which text would make you more likely to complete a **Liberty Mutual** motorcycle quote?"*
- Participants preferred **Option A** to Option B, **51%** to 50% *

* Percentages do not add up to 100% due to rounding errors





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