



# UserZoom Study: I Buy Motorcycle (Final Quantitative Results)

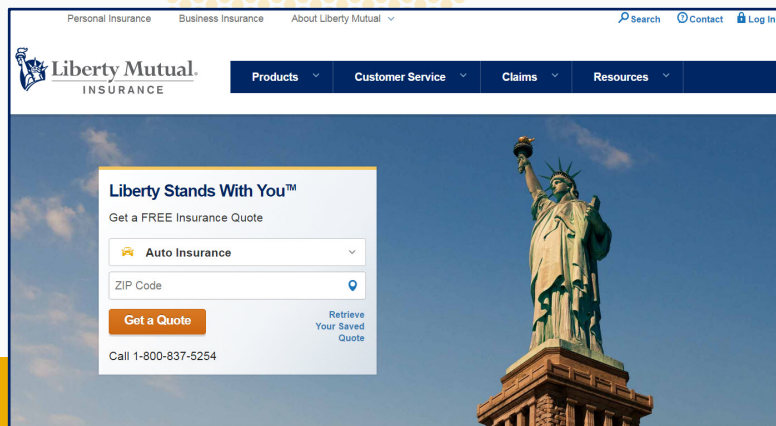
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# Executive Summary

- 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



Option B	Option A
	
<p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p>	<p>Hi there! I'll be creating your customized quote. Ready to ride?</p>
<p>Let's get some more info on that sweet ride.</p>	<p>A few more questions about your bike.</p>
<p>Things are about to get personal (so we can get you the best rate possible).</p>	<p>A little more about you...</p>
<p>We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year</p>	<p>Your estimated rate is <b>\$260</b> /year</p>

# 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

Option A

Option B

A little more about you...

Things are about to get personal  
(so we can get you the best rate possible).

## 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 1<sup>st</sup> 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

Option A	Option B
 <p>Hi there! I'll be creating your customized quote. Ready to ride?</p> <p>A few more questions about your bike.</p> <p>A little more about you...</p> <p>Your estimated rate is <b>\$260</b> /year</p>	 <p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p> <p>Let's get some more info on that sweet ride.</p> <p>Things are about to get personal (so we can get you the best rate possible).</p> <p>We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year</p>

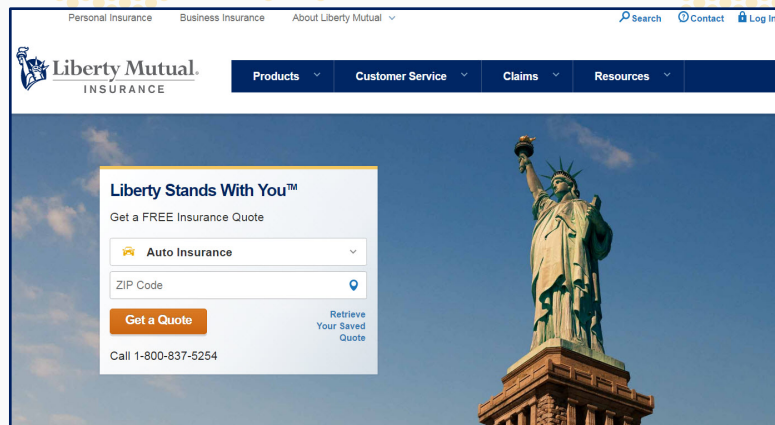
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# Executive Summary

- 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



Option B	Option A
 <p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p> <p>Let's get some more info on that sweet ride.</p> <p>Things are about to get personal (so we can get you the best rate possible).</p> <p>We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year</p>	 <p>Hi there! I'll be creating your customized quote. Ready to ride?</p> <p>A few more questions about your bike.</p> <p>A little more about you...</p> <p>Your estimated rate is <b>\$260</b> /year</p>

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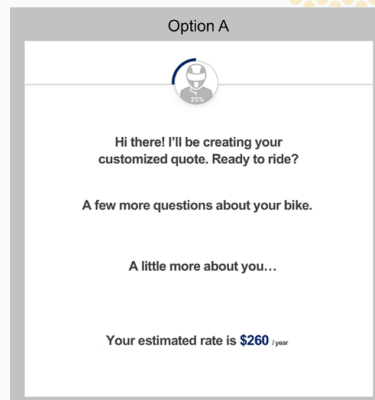
# Q9 and Q10: Top Words Checked, Option A and Option B

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.”*

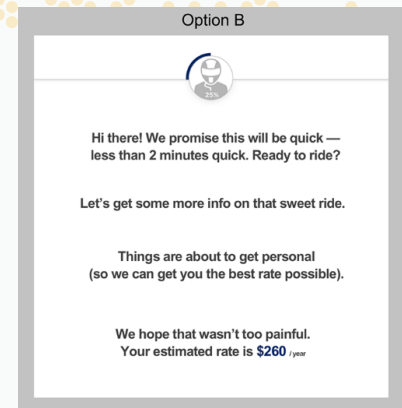
## Top Words/Phrases Chosen, Option A

- 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%



# 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?”

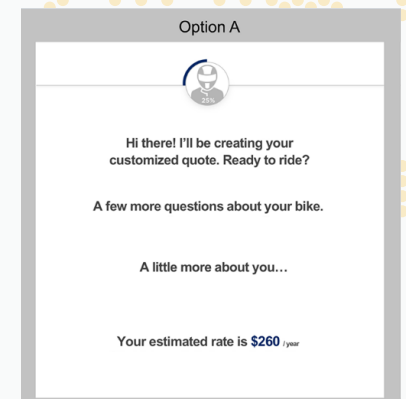
Q9. “Select 4 words below that you would use to describe the text in the image.”

## 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%





# 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%

Option A	Option B
	
Hi there! I'll be creating your customized quote. Ready to ride?	Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?
A few more questions about your bike.	Let's get some more info on that sweet ride.
<b>A little more about you...</b>	<b>Things are about to get personal (so we can get you the best rate possible).</b>
Your estimated rate is <b>\$260</b> /year	We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year

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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**.



Option A	Option B
	
Hi there! I'll be creating your customized quote. Ready to ride?	Hi there! <b>We promise this</b> will be quick — less than <b>2 minutes</b> quick. Ready to ride?
A few more questions about your bike.	Let's get some more info on that sweet ride.
A little more about you...	<b>Things are about to get personal (so we can get you the best rate possible).</b>
Your estimated rate is <b>\$260</b> /year	We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year

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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!



Option A	Option B
 <p>Hi there! I'll be creating your customized quote. Ready to ride?</p> <p>A few more questions about your bike.</p> <p>A little more about you...</p> <p>Your estimated rate is <b>\$260</b> /year</p>	 <p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p> <p>Let's get some more info <b>on that sweet ride.</b></p> <p><b>Things are about to get personal</b> (so we can get you the best rate possible).</p> <p><b>We hope that wasn't too painful.</b> Your estimated rate is <b>\$260</b> /year</p>

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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.

Option A	Option B
 <p>Hi there! I'll be creating your customized quote. Ready to ride?</p> <p>A few more questions about your bike.</p> <p>A little more about you...</p> <p>Your estimated rate is <b>\$260</b> /year</p>	 <p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p> <p>Let's get some more info on that sweet ride.</p> <p>Things are about to get personal (so we can get you the best rate possible).</p> <p>We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year</p>

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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

The image displays two side-by-side user interface screens, labeled 'Option A' and 'Option B'. Option A is circled in green. Both screens feature a profile icon at the top, followed by a text box containing a greeting and a question. Below the text box are two input fields for 'First Name' and 'Last Name', a 'Continue' button, and a '< Go back' link.

**Option A:** Hi there! I'll be creating your customized quote. Ready to ride?

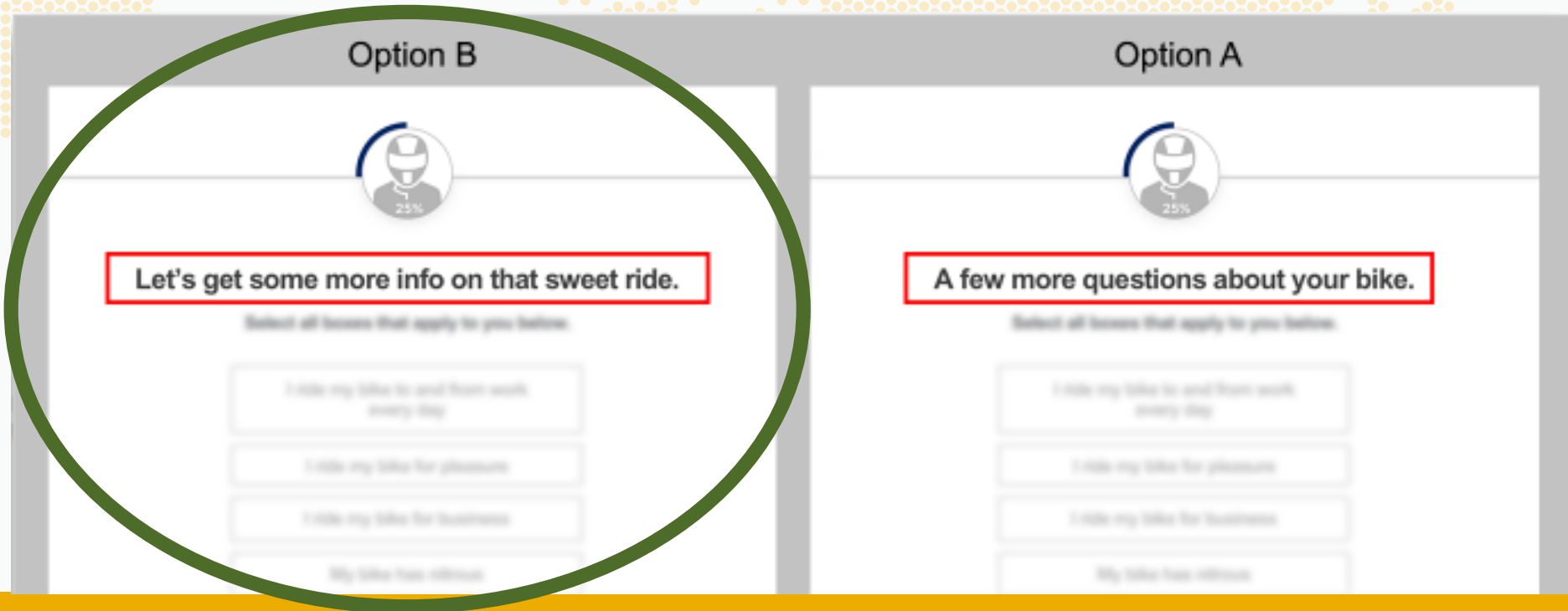
**Option B:** Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?

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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

The image shows a side-by-side comparison of two text options for a form. Option A is circled in green. Both options feature a 50% discount icon and a form with fields for Employment, Gender, Market Status, Birthday (Month, Day, Year), and Multiple Insurance Status. Option A's text is "A little more about you..." and Option B's text is "Things are about to get personal (so we can get you the best rate possible)."

Option	Text
Option A	A little more about you...
Option B	Things are about to get personal (so we can get you the best rate possible).

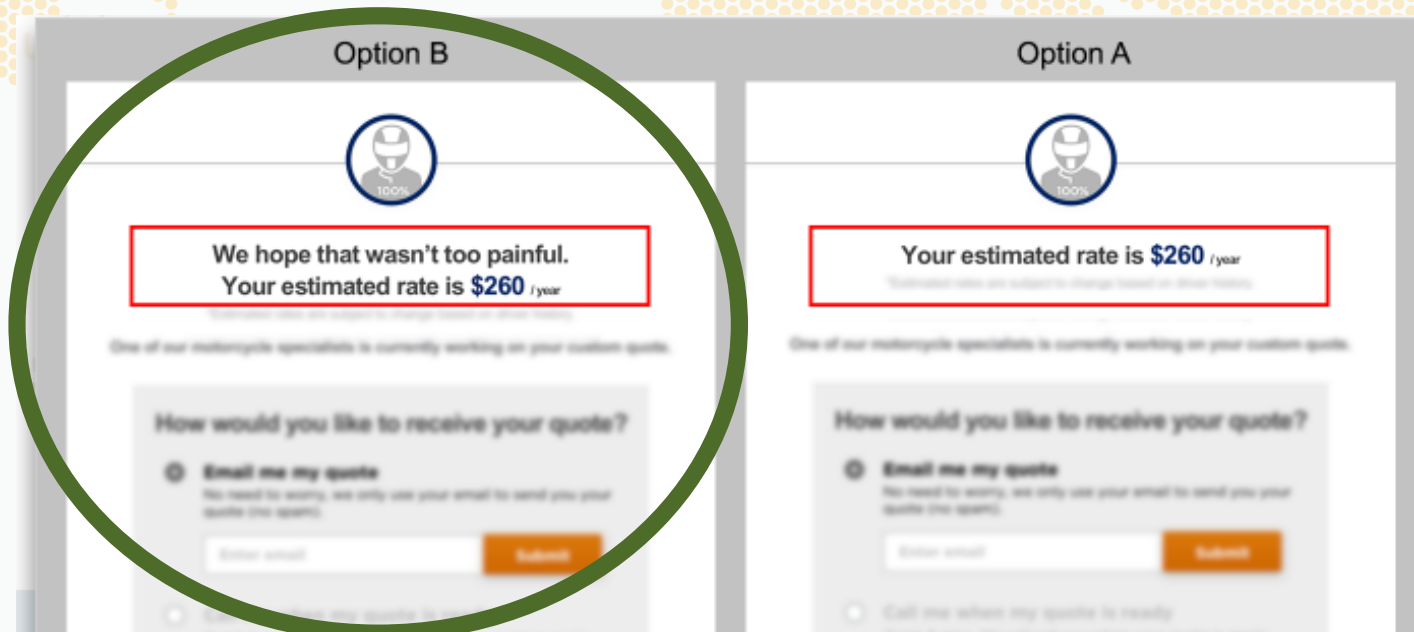
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# Summary (Q6 ): Which text do you prefer?

- 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 1<sup>st</sup> 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

Option A	Option B
	
Hi there! I'll be creating your customized quote. Ready to ride?	Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?
A few more questions about your bike.	Let's get some more info on that sweet ride.
A little more about you...	Things are about to get personal (so we can get you the best rate possible).
Your estimated rate is <b>\$260</b> /year	We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year

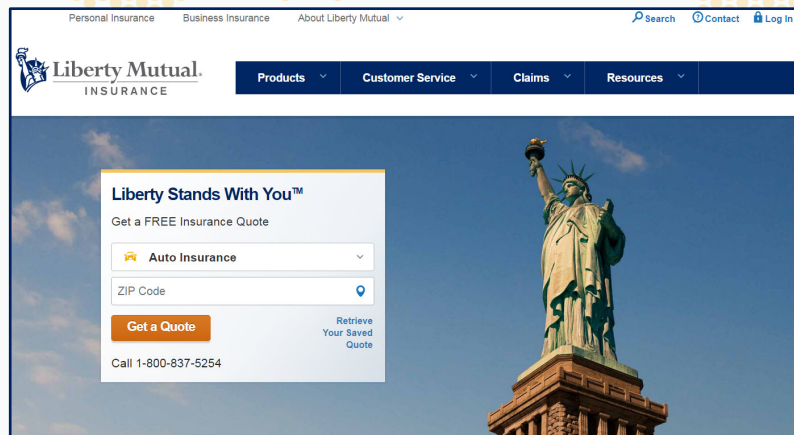
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# Summary (Q11): Which text would make you more likely to complete a Liberty Mutual motorcycle quote?

- For the 2<sup>nd</sup> 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



Option B	Option A
 <p>Hi there! We promise this will be quick — less than 2 minutes quick. Ready to ride?</p> <p>Let's get some more info on that sweet ride.</p> <p>Things are about to get personal (so we can get you the best rate possible).</p> <p>We hope that wasn't too painful. Your estimated rate is <b>\$260</b> /year</p>	 <p>Hi there! I'll be creating your customized quote. Ready to ride?</p> <p>A few more questions about your bike.</p> <p>A little more about you...</p> <p>Your estimated rate is <b>\$260</b> /year</p>

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**Liberty Mutual**<sup>®</sup>  
INSURANCE