Demo: Banking and insurance

Top Task Survey

Here we show common questions and the structure of the survey. Replace answer alternatives or specific texts with your own.

(Message)
Hello. Can we borrow 1 minute from you?
You help us make the website easier to use by answering some questions.

(Task - level 1)
What did you come to the website for today?
Choose the one that suits you best for this visit.

- Pension
- Sparing and funds
- Insurance
- Read letters/emails from us
- Other
  - Free text

(Task - level 2)
Pension
What did you come to the website for today?
- Find documents
- Pension regulations
- Learn about pension
- Payroll reporting
- Apply for a pension
- See how much I get in pension
- Other

(Task - level 2)
Sparing and funds
What did you come to the website for today?

- Starte fondssparing
- Buy/sell funds
- See balance for my funds
- Learn about fund savings
- Other

(Task - level 2)
Insurance
What did you come to the website for today?
- Buy insurance
- Check my insurances
- Change insurance
- Report damage
- Status of reported damage
- Calculate price of insurance
- Invoice
- Check what the insurance covers
- Other

(Completion)
Did you get to do what you came for?
Please wait to respond until the end of your visit
- And
- In the

(Input)
What can we do better on the website?
Feel free to give us your input on what we need to improve to make the website more useful

<free text>

If no;

(Segment)
You answered no, what do you want to do next?
- Give up
- Call you
- Send email/contact form
- Try again later
- Chat
- Other

- ○ Free text

(Segment)
Did you visit us as a private person or in a work context?
- ● Private person
- ● Right
- ● Other
  - ○ Free text

(Segment)
Are you a customer of ours?
- ● And
- ● In the
- ● Don't know

(Message)
Thanks for the help!