



NAIC
Consumer
Representatives

ENGAGING CONSUMERS TO DESIGN CONSUMER INFORMATION

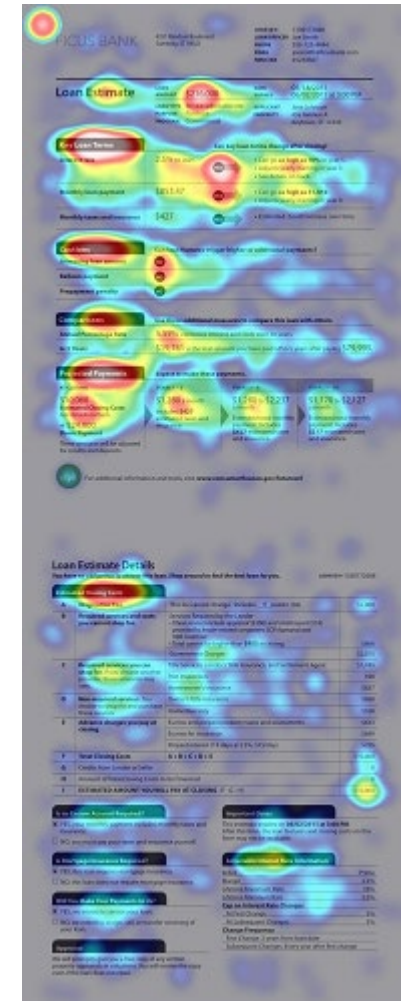
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Meeting

The Question

- How to engage consumers when designing consumer information, education, or disclosures?

Consumer Testing

- The gold standard is formal consumer testing
 - Cognitive interviewing
 - Structured focus groups
 - Online testing, surveys
- But it isn't always practical



How Can States Engage with Consumers without Formal Consumer Testing?

- <Summarize major ideas here>

How Can States Engage with Consumers without Formal Consumer Testing?

- <Add some other ideas here>

What NAIC Can Do

- Include consumer testing in its process when creating consumer information, education, or disclosures <make the point that many states rely on NAIC>
- Update “Best Practices and Guidelines for Consumer Information Disclosures”

Questions/Thank you

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