ENGAGING CONSUMERS TO DESIGN CONSUMER INFORMATION

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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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