

Test UT5: 24/7 Homepage redesign: prototype test FINDINGS

March 16, 2010 – Round 3: Test as submitted to UserTesting.com

Number of Testers: 10

Video Files# 40122A-40122J

online at <http://www.usertesting.com/TestResults.aspx?v0y7r2k8i3p6t4l3>

Gender: 6 female, 4 male

Test set to use: Any (use highest rated testers)

Age: 35-55

Country: United States

Yearly Household Income: \$40K - \$100K

Expertise with computers and the web: Intermediate: "I help others with website problems more often than they help me."

Tasks:

1. FEEDBACK: What is your initial reaction to the design?

- Clean/nice/good (5)
- Visually pleasing/pleasant/welcoming/attractive (4)
- Healthcare related/Medical (3)
- Good layout/organization/understandable/simple (3)
- Like the colors (2)
- A lot of info (2)
- Professional (1)
- Like the photos/graphics (1)

2. FEEDBACK: What are you drawn to click on first?

- "Demo" in Healthy-Do List feature (5)
- About WorldDoc 24/7 button (2)
- "Take the HRA" in Healthy-Do List feature (1)
- Insurance Benefits (1)
- "You have 1 new message" link (1)

3. CLICK: You are instructed by your employer to go to WorldDoc and take the Health Risk Assessment (HRA) in order to receive your benefits. Take this Assessment. (10 / 0)

- OK (6) – 1 click – Healthy-Do List feature box
- OK (4) – 1 click – Topnav dropdown, click Health Risk Assessment link

4. CLICK: You would like to learn more about Diabetes. Without using the search bar, find this content. (8 / 2)

- OK (5) – 2 clicks – top nav dropdown, click Focus Areas, click Diabetes
- OK (1) – 1 click – Healthy-Do List feature box (return user)
- OK (1) – 2 clicks – top nav dropdown, click Articles, click Diabetes
- OK (1) – 3 clicks – top nav, click Health Library header, click Focus Areas, click Diabetes
- FAIL (1) – 2 clicks – top nav dropdown, click Focus Areas, click Diabetes (3 prior fails)
- FAIL (1) – Total fail

5. FEEDBACK: Is it clear that the Healthy-Do List provides PERSONALIZED advice? If not, how can it be made more clear? How likely are you to click the recommendations provided? What could make you more likely to do so? (6 / 2 / 2 n/a)

- Yes (6)
- No – Personalization is not clear (2)
- n/a (2)

6. CLICK: You log on because you're feeling sick and you heard there was a tool to see if you should go to the doctor. Use this tool. (10 / 0)

- OK (6) – 1 click – Symptom Evaluator feature box
- OK (4) – 1 click – Topnav dropdown, click Symptom Evaluator link

7. FEEDBACK: What is your initial reaction to the design?

- Noticed alerts in left nav, positive (3)
- Noticed dashboard filled out, positive (2)
- Like the colors (1)
- Like the layout (1)
- Feels more personalized (1)
- Great (1)
- Professional (1)
- Healthcare-related (1)
- Clean, crisp (1)
- Noticed change in welcome Doctor photo, negative (1)

8. CLICK: You have enrolled in an incentives program with your employer to earn rewards based on healthy activities both on and off the site. Earn more points for this visit. (10 / 0)

- OK (6) – 1 click – Left nav “See how to earn points” link
- OK (3) – 1 click – Programs feature box
- OK (1) – 2 clicks – Left nav click Interactive Programs header, click Health eRewards tab

9. CLICK: Periodically, the system or a care provider will send secure messages to you. Retrieve your old/archived messages. (10 / 0)

- OK (8) – 1 click – Left nav Message Center header
- OK (1) – 2 clicks – Left nav click to expand Message Center, click “open Message Center” link
- OK (1) – 1 click – top nav dropdown, click Message Center link

10. CLICK: You recently had blood tests for liver function performed. Your sponsor has enabled the importing of your results to the site. Find these results. (10 / 0)

- OK (5) – 1 click – Left nav, click “Labs & Tests” link
- OK (4) – 1 click – Left nav, click “See all new data” link
- OK (1) – 2 clicks – Left nav, click Healthy-Do List header, click Labs & Tests tab

11. CLICK: The site will allow users to add content on the homepage. Add a feature box/content to your homepage. (8 / 1 / 1 n/a)

- OK (8) – 1 click – Customize button
- FAIL (1) – 1 click – Top nav dropdown, click “Customize homepage content link (4 fails before success)
- n/a (1) skipped question

12. FEEDBACK: Explore the top and left navigation bars more fully. Are there any items that could be better named/organized?

- Trackers (2)
- Calculators (1)
- Focus Areas (1) – too broad
- Articles (1) – too broad
- Medications (1) – too broad
- Health Tips (1) – too broad
- Message Center (1)

- Contact a Nurse (1)
- Events & Announcements (1) – too broad
- Forums (2) – too broad, maybe under Health Library
- Healthy-Do List (2)
- Favorites (1) – too broad, possibly: Recently Viewed
- Interactive Programs (1) – should be split up
- Tutorials (1) – more attention
- Print Icon (1) – more clear
- More personalization in left nav (1)
- Use more color (1)
- Healthy-Do List rotation is distracting (1)
- Personal Health Record (1)

Additional Questions:

Would you trust & use this site to get general & personalized health guidance and to store Personal Health Information?

- Yes (6)
 - Yes, especially if it was recommended by my health insurance provider.
 - Yes - the site looked trustworthy and easy to use.
 - Yes, but I am not sure I am ready to put my personal information on the internet. How would this work with the HIPAA laws and privacy?
 - I probably would as it did seem relatively organized. I found it a little difficult at first, but once I got into it, it got easier.
 - I would trust this site and if I got in the habit of coming here, I might look for guidance and keep my info - but it would also be pretty easy to come here just once, look around and not really keep my info up to date.
- Maybe (3)
 - I would trust this site to get general & personalized health guidance as long as the site ensured the confidentiality of the information exchanged.
 - An overly complicated or cluttered site that makes it a chore to find what I'm looking for or a site with more advertisements and testimonials than content. This site had neither problem.
 - I would have to know that this site was secure. I think there is a certain amount of concern over putting potentially sensitive information in an on-line database.
- No (1)
 - No. I don't trust anything online with personal information.

What did you like about the site?

- I think the design of the site was very aesthetically pleasing to the eye. It was very clean, crisp and the soft colors engaged the eye to the center of the site. Also it provides a comprehensive way to maintain personal health information as well as an interactive way to learn about other health conditions. It provides a way to find healthcare professionals and facilities.
- It seemed professional and well organized.
- Everything was easy to use and intuitive. It looks like there will be tons of usable information.
- It was very clear and very easy to navigate through. There was not alot of distracting graphics and I liked the idea of being able to personalize the home page.
- I especially liked the color scheme and layout of the site. Information was easy to find and intuitive. hat the site is user friendly.all tasks in the test were easy to complete, demonstrating t
- It was appealing to the eye and easy to navigate.
- The organization and colors were easy on the eyes.
- Easy and user friendly to get around.
- Looked professional and I could do many helpful things like see my test results, check status of insurance claims, find a doctor/hospital, get health advice, etc.
- For the most part easy to navigate.
- The layout was very logical. Navigation was easy and made sense. I had very few (if any) wasted clicks completing the tasks.

What ideas do you have about how this site could be improved?

- Some of the categories in the top navigation bar need to be more explicit in terms of what information you may find under the specific categories. This is the same for the left navigation bar where acronyms are used that are not self explanatory. Also the Healthy Do List should be retitled to maybe Health Recommendations, and the Interactive programs should be split into two categories for Incentive Programs and Health Fitness suggestions.
- Some of the titles need to be more descriptive - some are unclear.
- I know from experience that I do not like to answer a ton of questions. Hopefully the Health Assessment area does not require too much time to answer the questions necessary to make it beneficial.
- I only have two small suggestions. One, I would add a message indicator to the top of a person't homepage. the 2nd recommendation may only pertain to the test site, but the main window that listed the big options used mouse over to show more information. On the test site this didn't work well. This is a nice feature if it works but is extremely annoying if it doesn't. If the problem can't be easily fixed, I would recommend that the details simply be listed under the headings instead of using the mouse over.
- Include people of color in the site.
- The site seemed pretty self explanatory. I may have had more problems with the task since I am new. I was expecting the site to look as if I were actually in it as a patient.

- Less words in small print.
- The Healthy-Do phrase is a little awkward and I was not sure if it was personalized or just generic info.
- It was difficult to find the link to customize the homepage.
- It is helpful to somehow signal when I have a new message, some change of insurance claim status, new test results, etc - that way I don't have to bother checking the category if there is nothing new to look at.
- My only thought was the placement of the dashboard, etc. boxes. But then I quickly realized I could move there location to suit me. That would have been my only critique.

Anything else you would like to say to the owner of the site?

- To provide a condensed version of the key categories of interest in the left navigation bar. The most popular categories of interest for users so time is not spent searching the site for information that can be readily accessed within seconds versus minutes.
- It looks like it will be very good.
- I really like the fact that a person can get their test results on the site and that it seems to be interactive between patient and doctor. I think being able to personalize their homepage is a great idea as well.
- Overall I really liked the website for its simplicity and user friendliness. Since a large number of medical patients are older, simplicity becomes a very important issue in this website's design.
- nice job
- You did a good job at organizing the site.
- Like the pictures used.
- You certainly have the ability to use scare tactics on this site and it's nice to see you are not doing that. It appears you will be using the personal information to responsibly help and advise your users. Kudos! Nice site!