

HEALTH PAL

Usability Test Plan - Results - Recommendations

RESEARCH + DESIGN
RILEY PELOSI

USABILITY TEST OVERVIEW

TESTING INTRODUCTION

Usability Test Plan

Introduction

Health Pal Moderated In-Person Usability Test (mobile) by Riley Pelosi

Last updated February 16, 2019

Background

Health Pal was created to solve patient problems and eliminate the time it takes to find the perfect health expert and make your next health appointment swiftly with out interrupting your day to day life.

Goals

The goal of this study was to assess the learnability for new users interacting with the Health Pal application for the first time on a mobile iOS device. I observed and measured if users understood my product, the value of my three core features, and how to complete basic initial functions such as searching for/ navigating to find a health practitioner, making a in-office or virtual appointment, and to ask for health recommendations from a Health Pal.

Test Objectives

To determine the participant’s learnability of navigating the app and if they understand the core features. Can users successfully:

- Ask for recommendations from a Health Pal (Health Concierge)
- Book a health appointment with their Health Pal (Health Concierge)
- Search for and select a Health Practitioner in a given health category
- Book an in-office or virtual appointment

Methodology

The usability test was conducted as a moderated study, three in person and three via Google Hangouts. I asked participants about how they go about booking health appointments and their impressions while completing the tasks. Participants then commented further during a short debrief.

A/B Test: During the moderated study I also observed the participants preference with regards to signing up and creating an account. Do the participants prefer to ‘Sign Up’ at the beginning after launching the app, or would they rather ‘Skip” the Sign Up flow, and use the app to make sure their enjoying the experience first?

Participants and Schedule

Six pre-screened participants matching our personas tested between 28th and 31st of January. Participants personal information is confidential but available here: [View](#)

Script

The complete test script including tasks and background & open-ended questions, is available here: [View](#)

USABILITY TEST PLAN

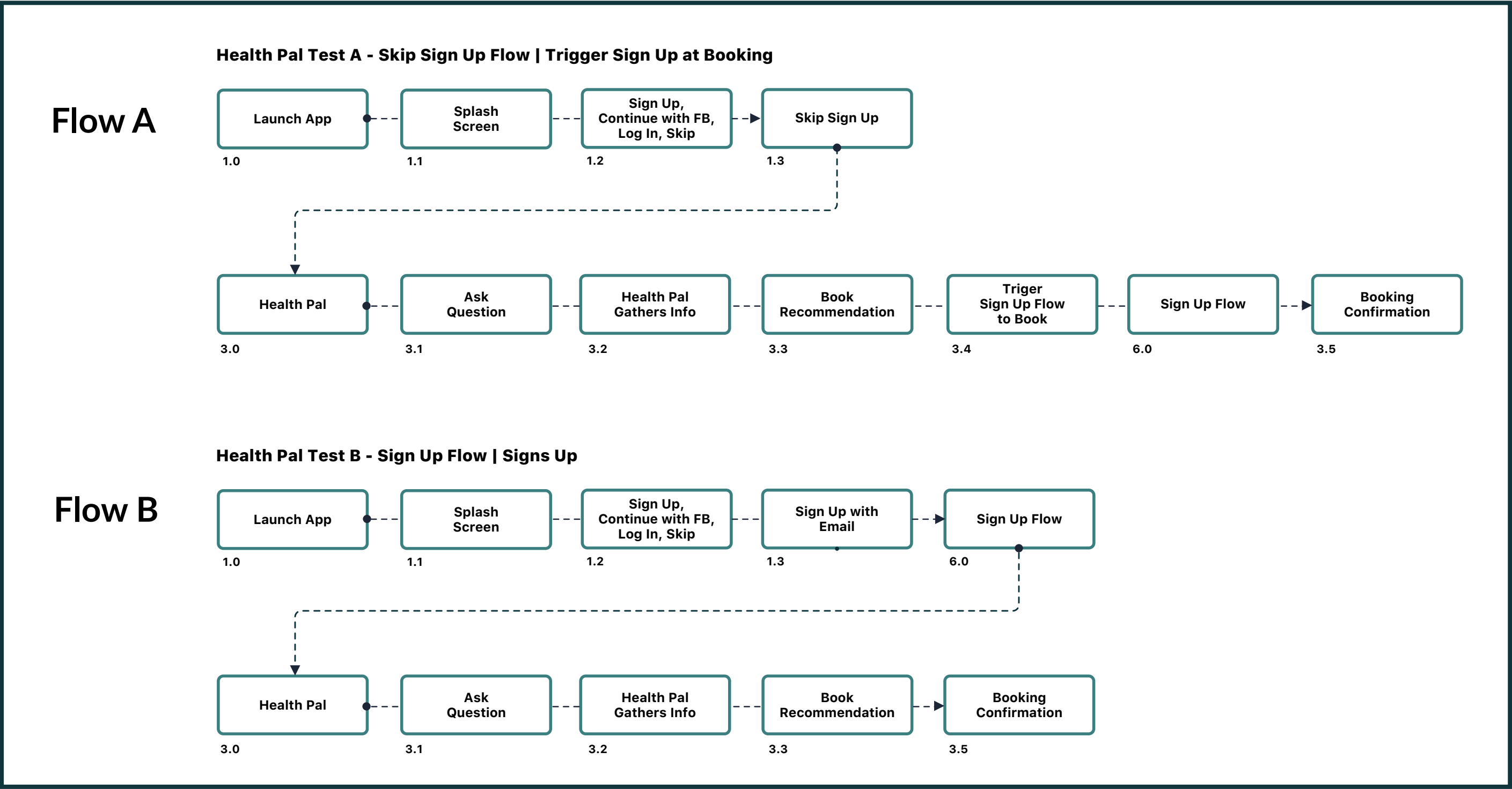
DEVISING A USABILITY TEST PLAN FOR MY PRODUCT

[View Consent Form & Recruiting Plan](#)

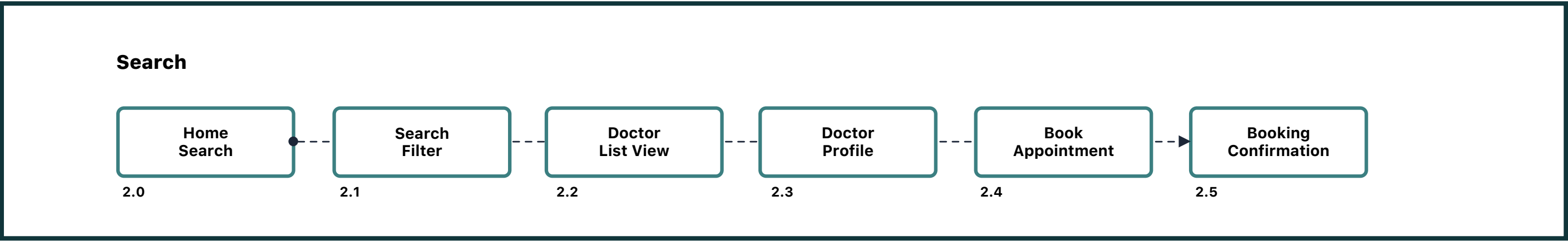
SITEMAP

MOBILE SITEMAP FOR USABILITY TEST

Task 1



Task 2



ONBOARDING

SCREENS AND SIGNUP FLOW FOR TASK 1

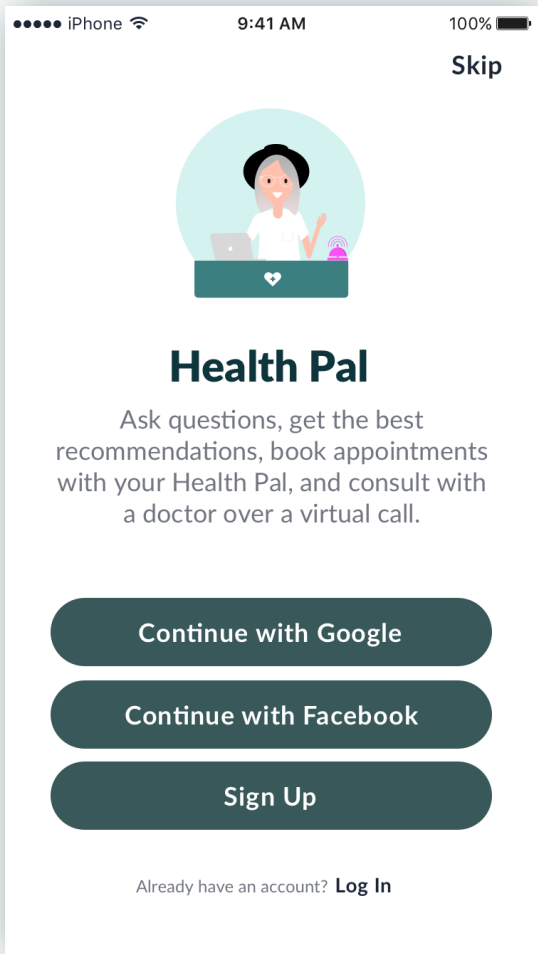
[VIEW PROTOTYPE](#)

Onboarding Screens

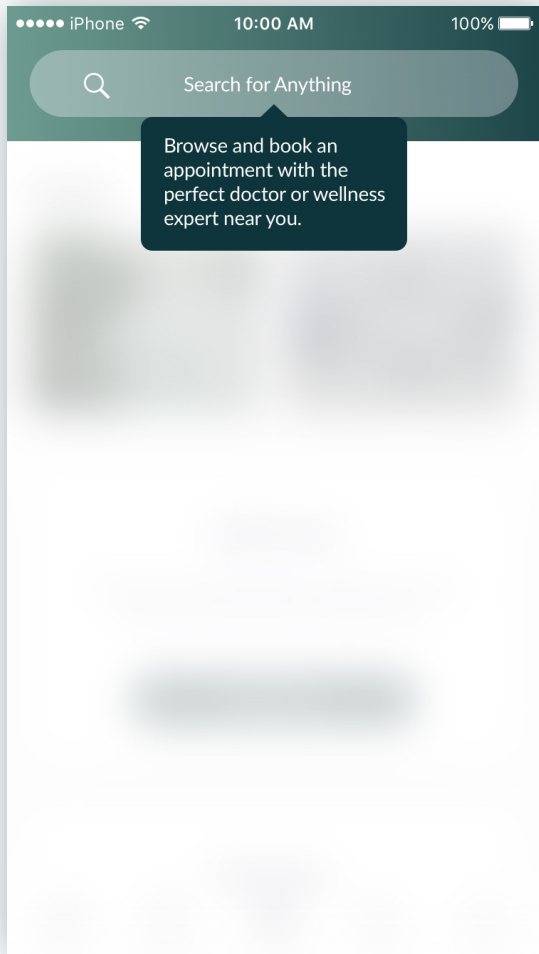
Task 1



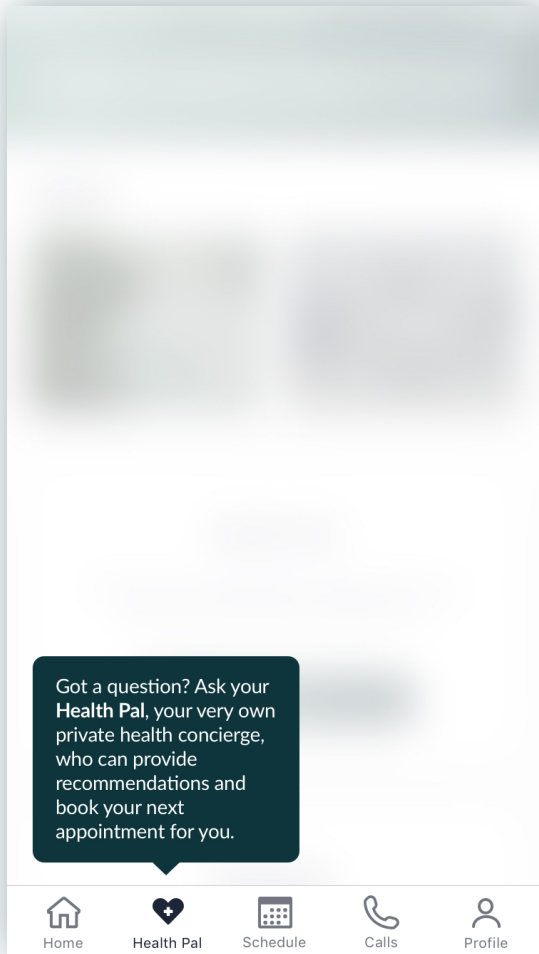
Splash Screen



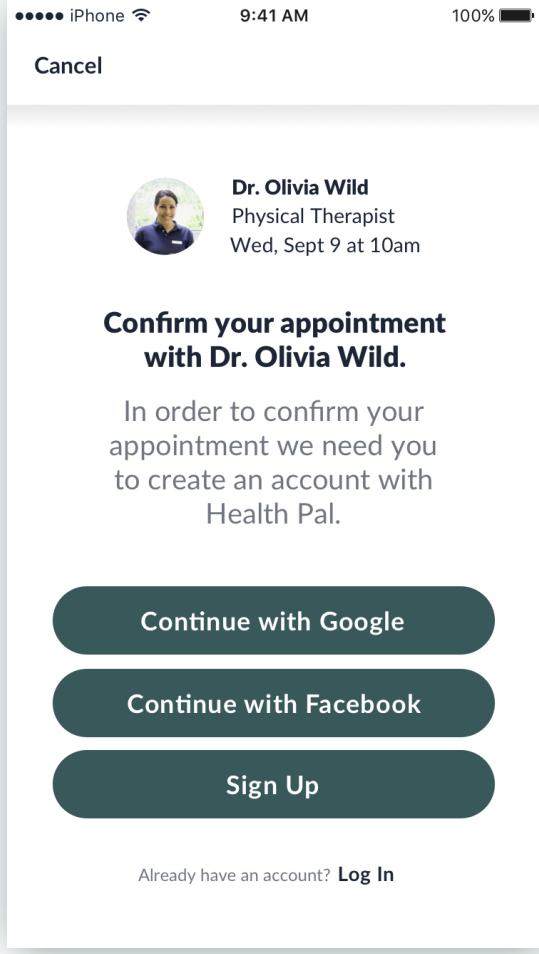
Sign Up, Log In, or Skip



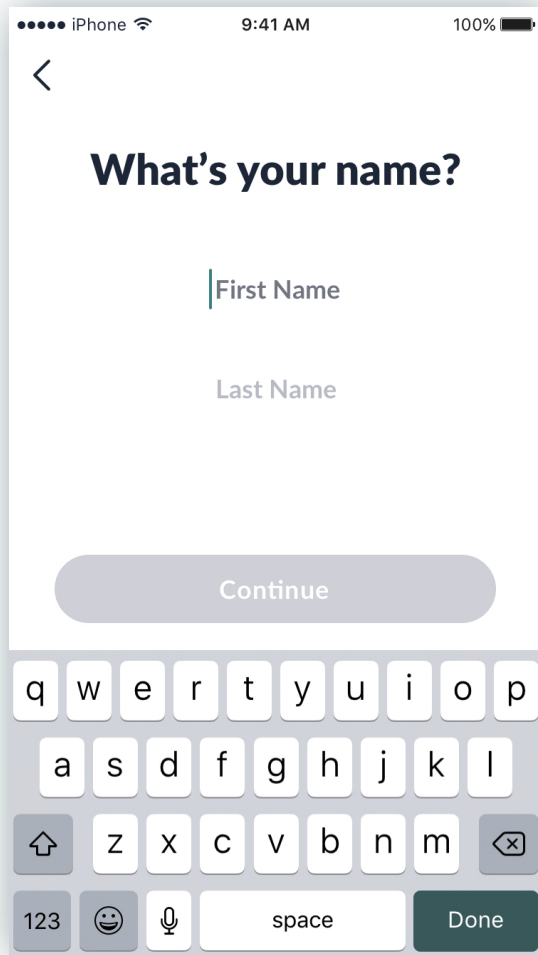
Search Progressive Onboarding



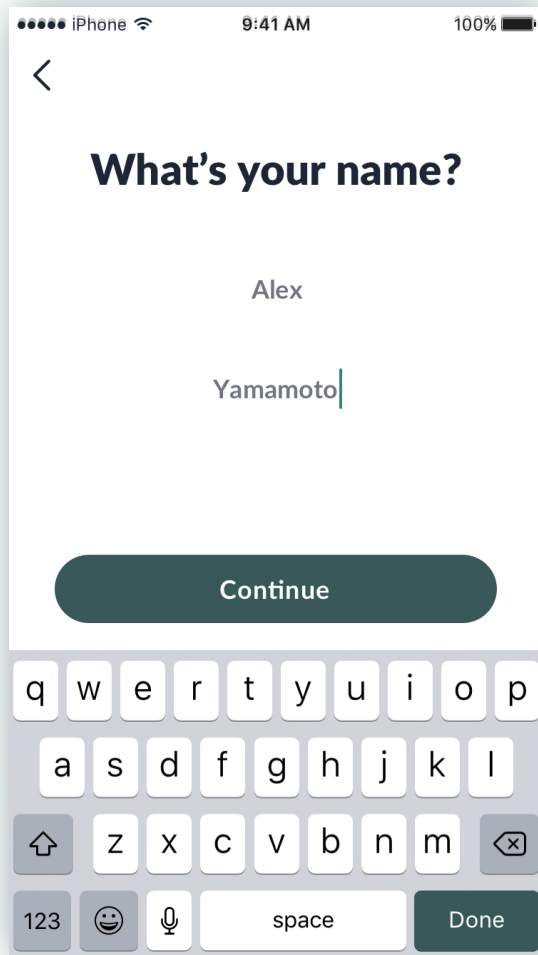
Health Pal Progressive Onboarding



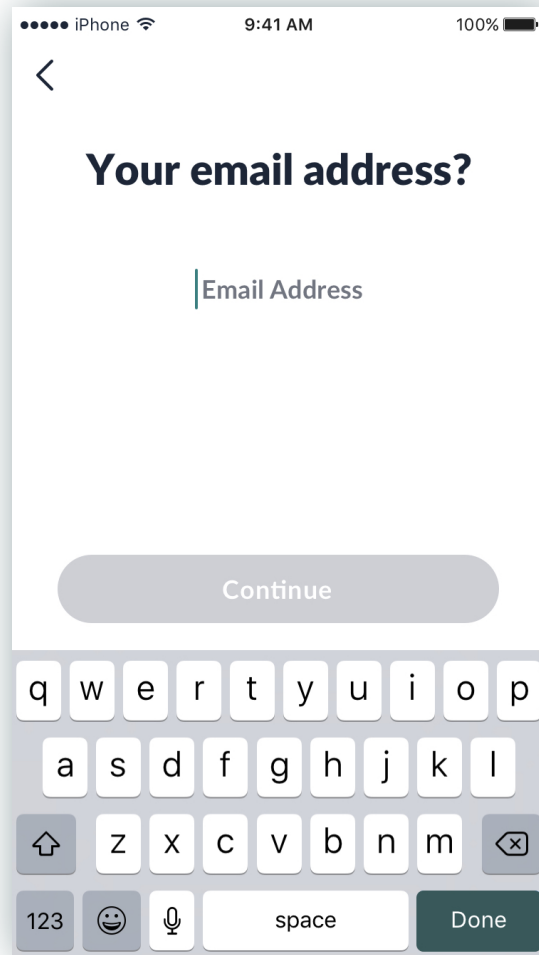
Trigger if User Skips Sign Up



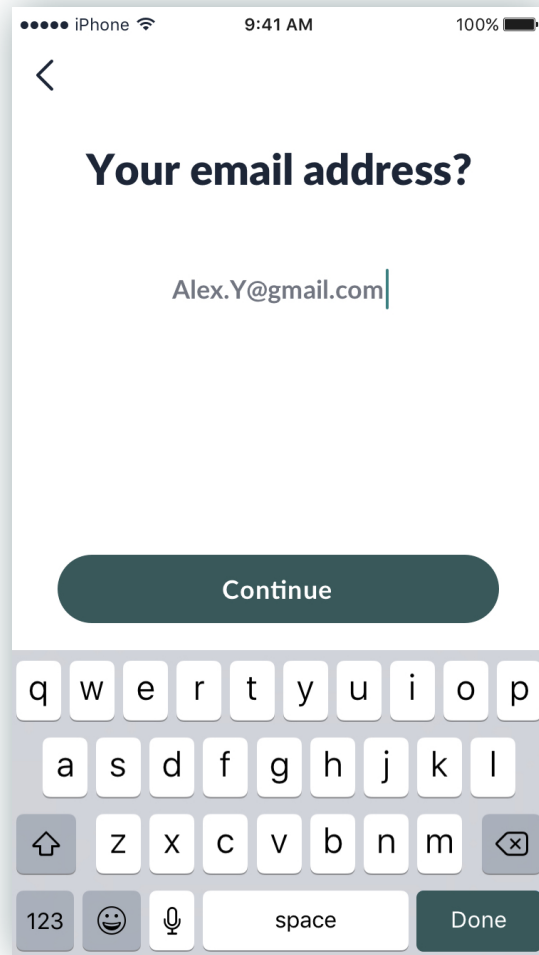
Sign Up Flow Name



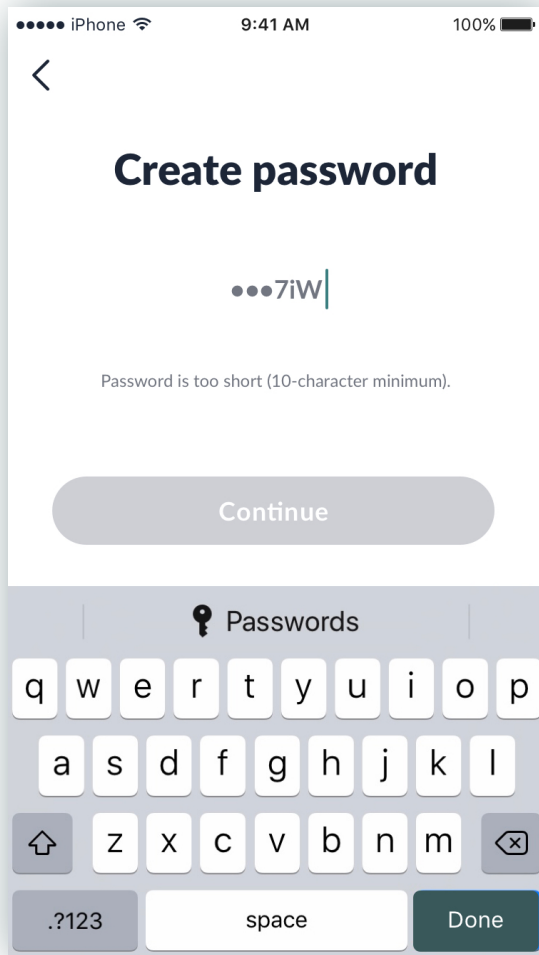
Sign Up Flow Name



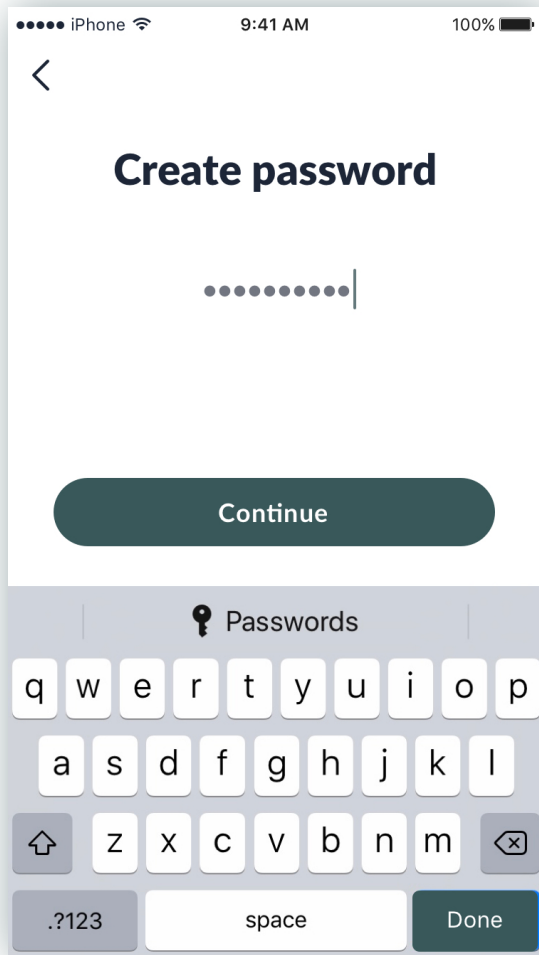
Sign Up Flow Email



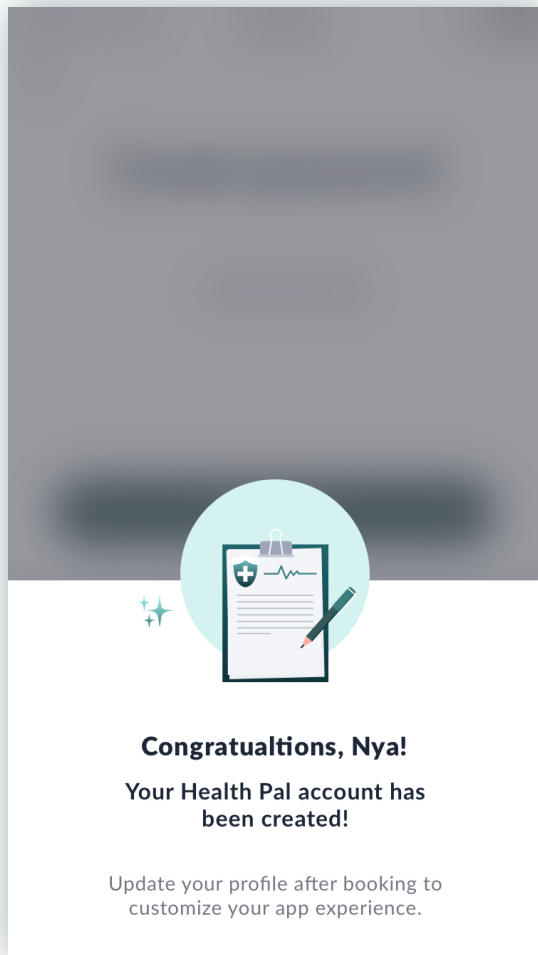
Sign Up Flow Email



Sign Up Flow Password



Sign Up Flow Password



Sign Up Account Creation Confirmed

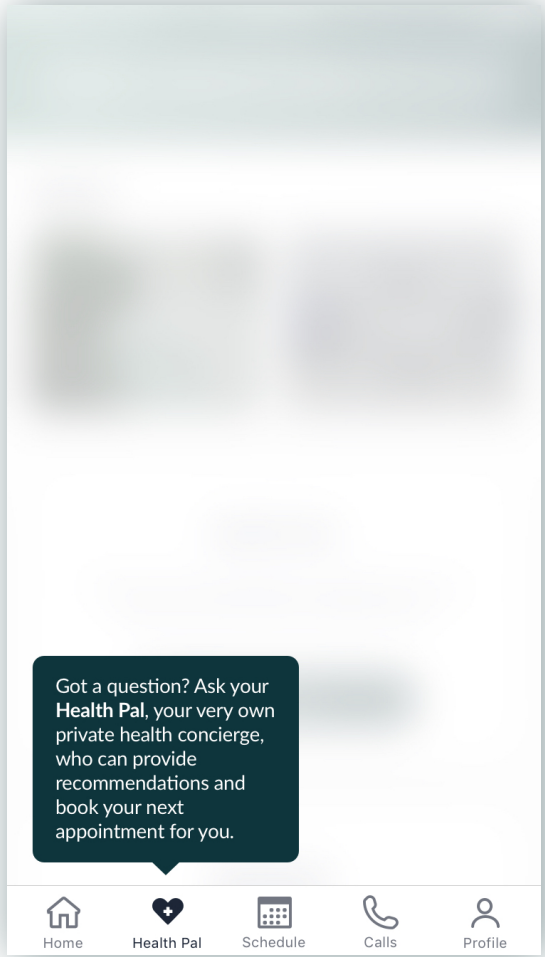
HEALTH PAL

SCREENS AND USER FLOW FOR TASK 1

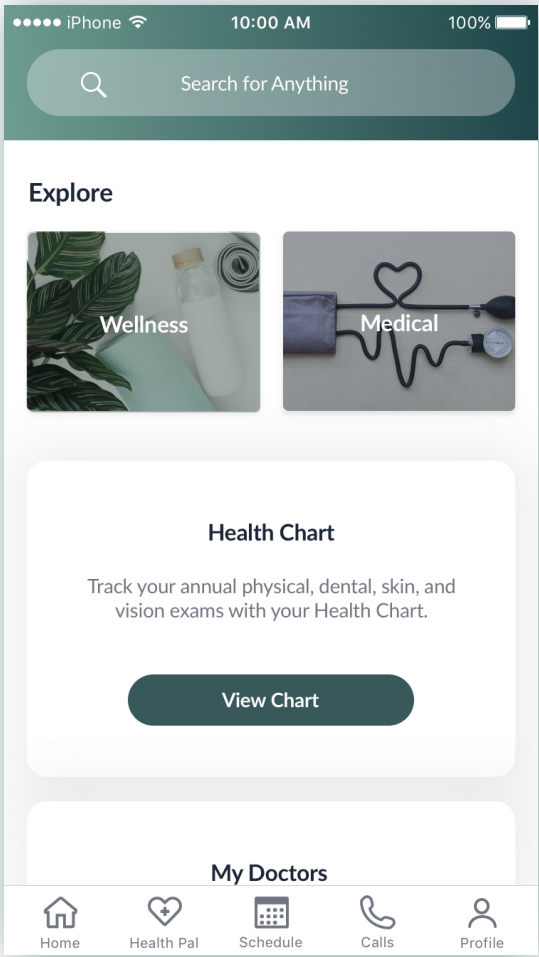
[VIEW PROTOTYPE](#)

Health Pal Screens

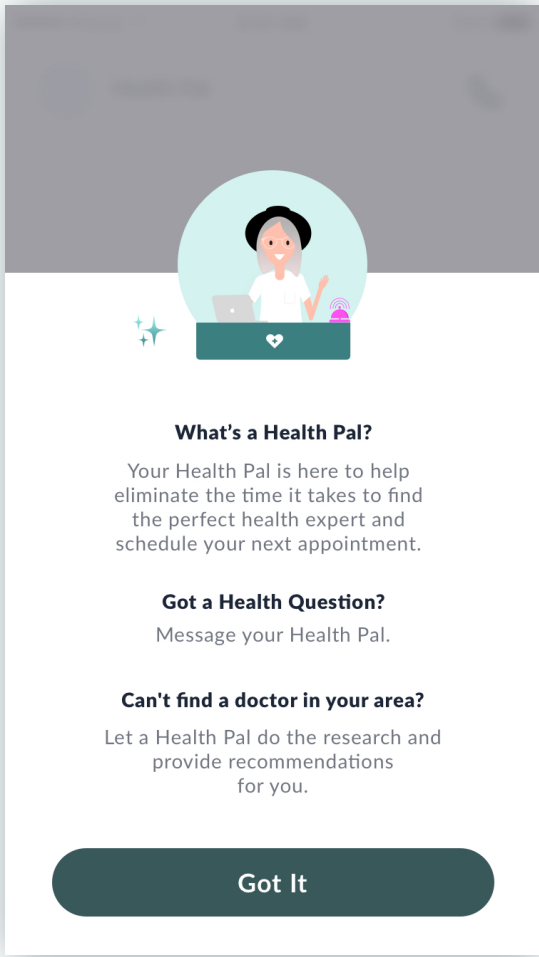
Task 1



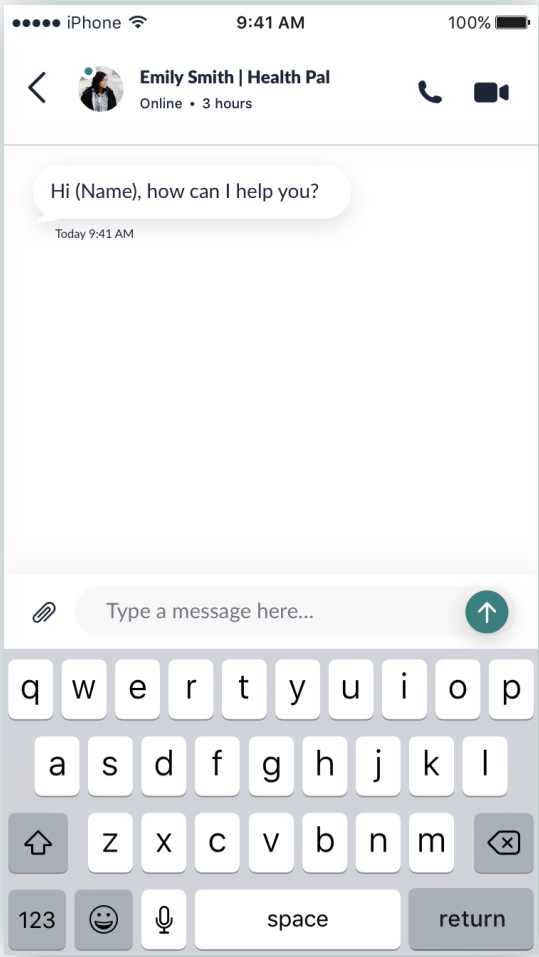
Health Pal Progressive Onboarding



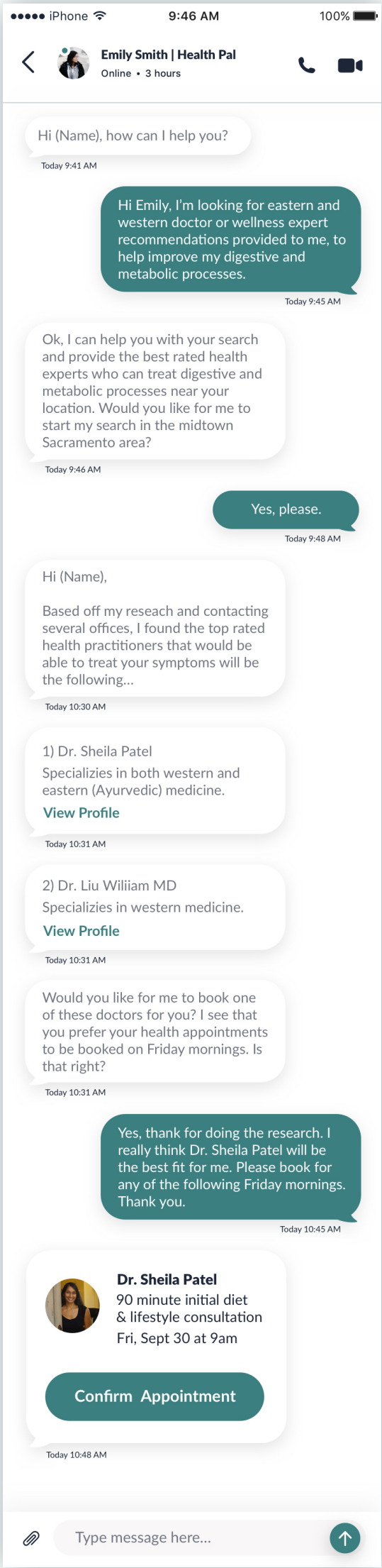
Home



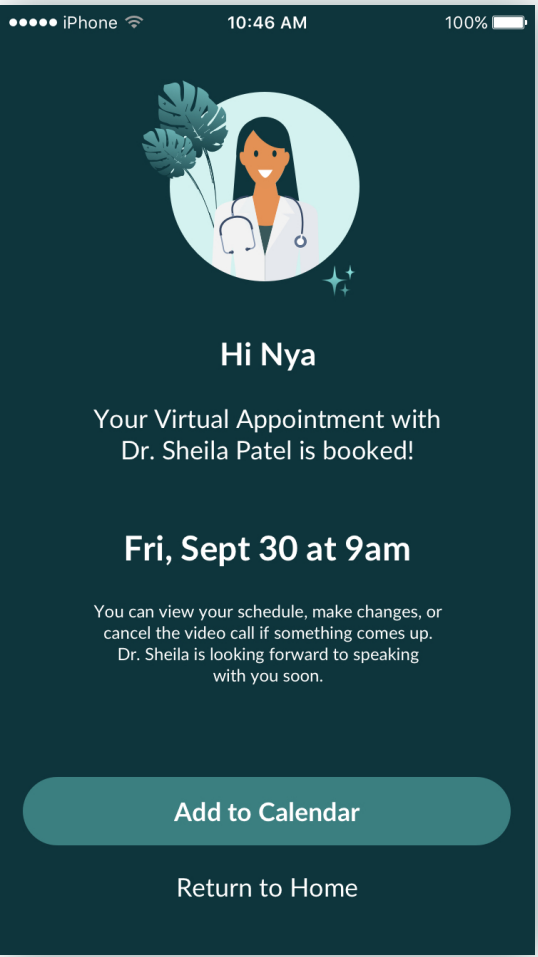
Health Pal Info Modal



Health Pal Messenger



Health Pal Messenger



Health Pal Booking Confirmation

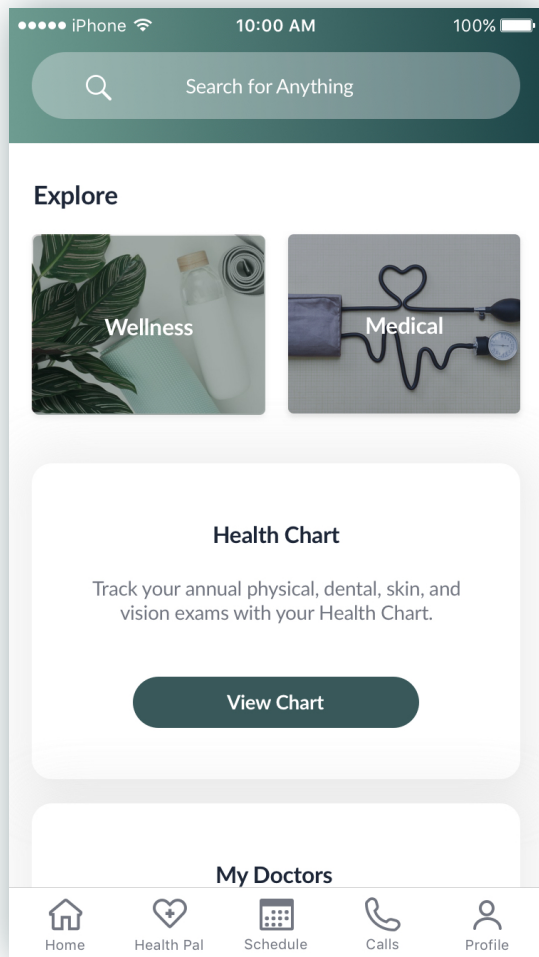
SEARCH

SCREENS AND USER FLOW FOR TASK 2

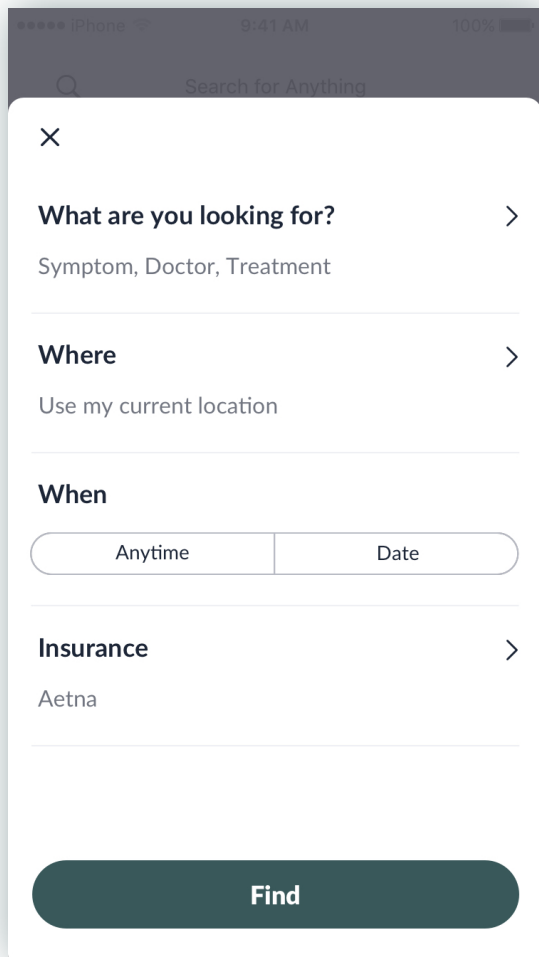
[VIEW PROTOTYPE](#)

Search Screens

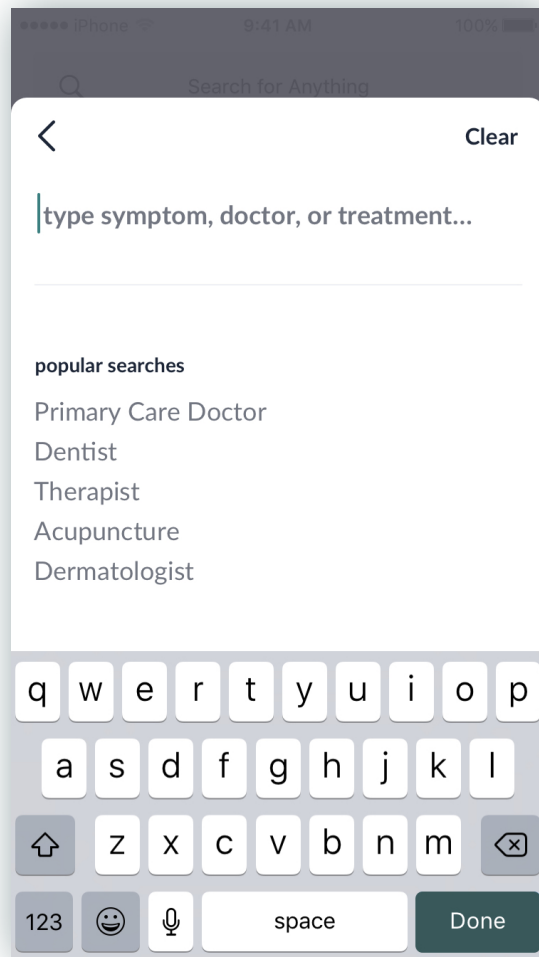
Task 2



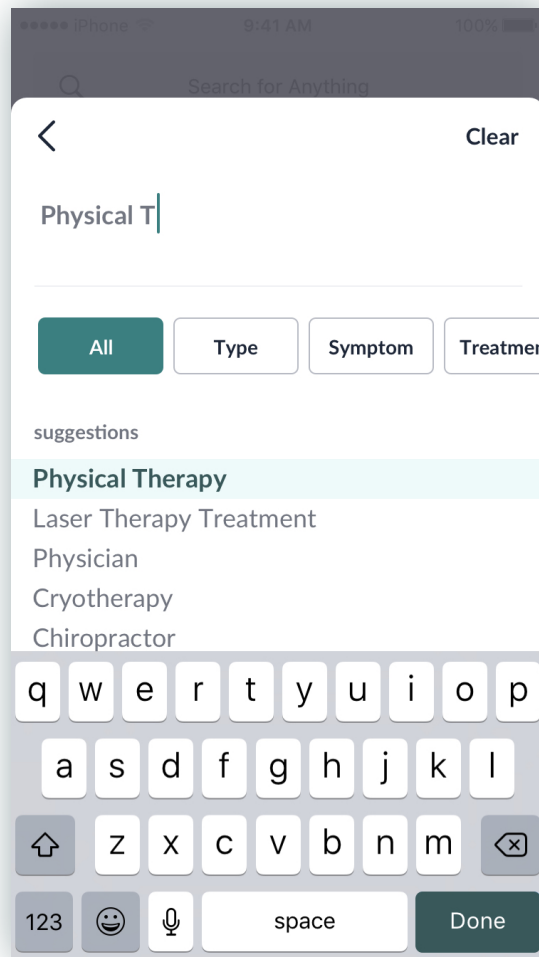
Home



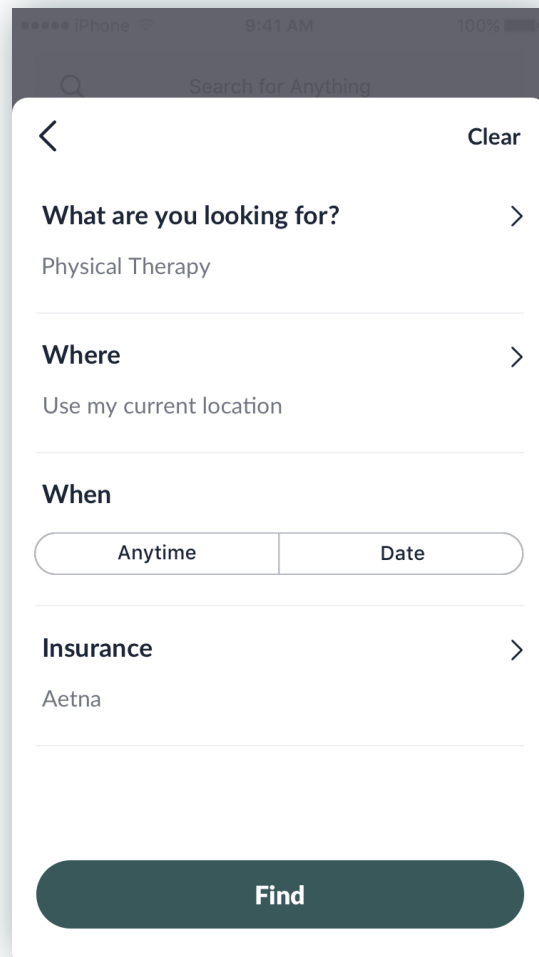
Search



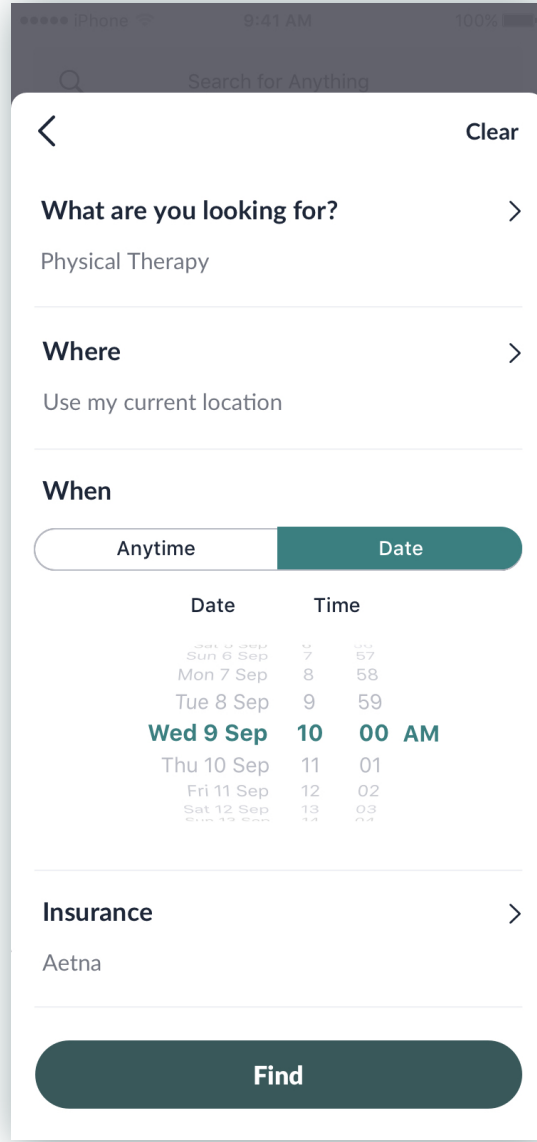
Search - type of treatment



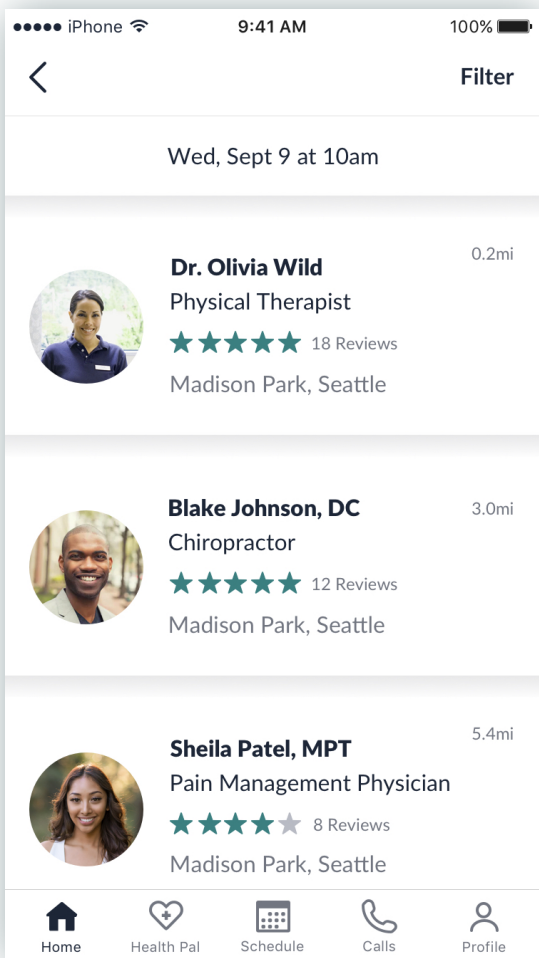
Search - type Physical T



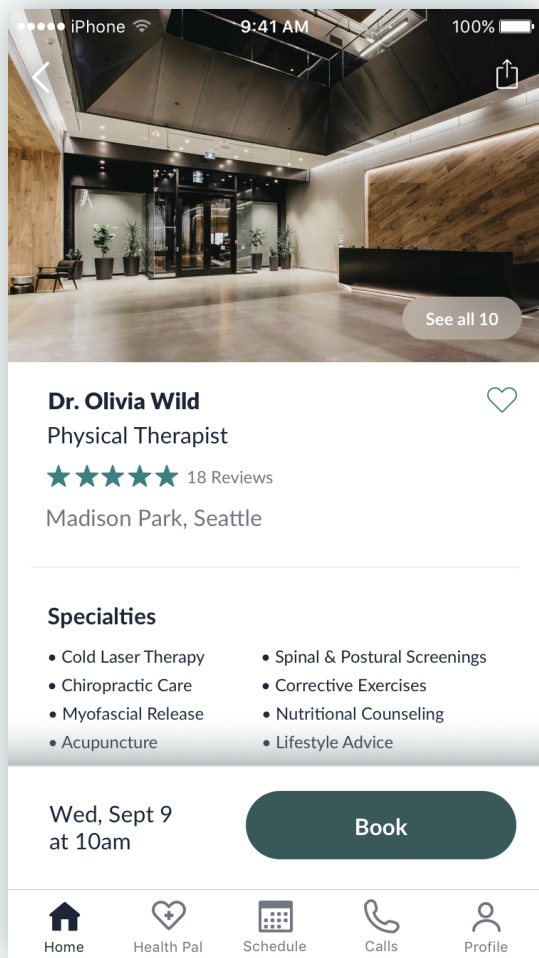
Search - choose When



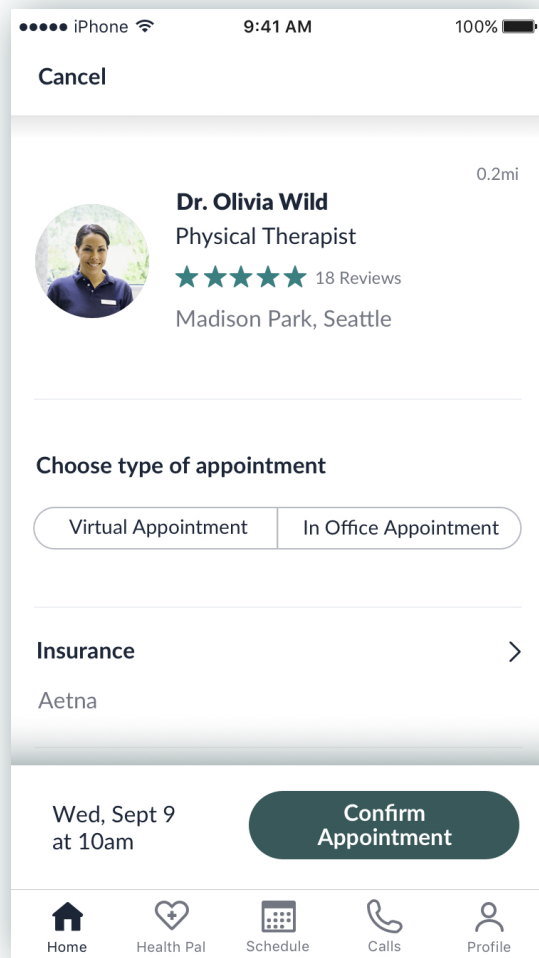
Search - Date



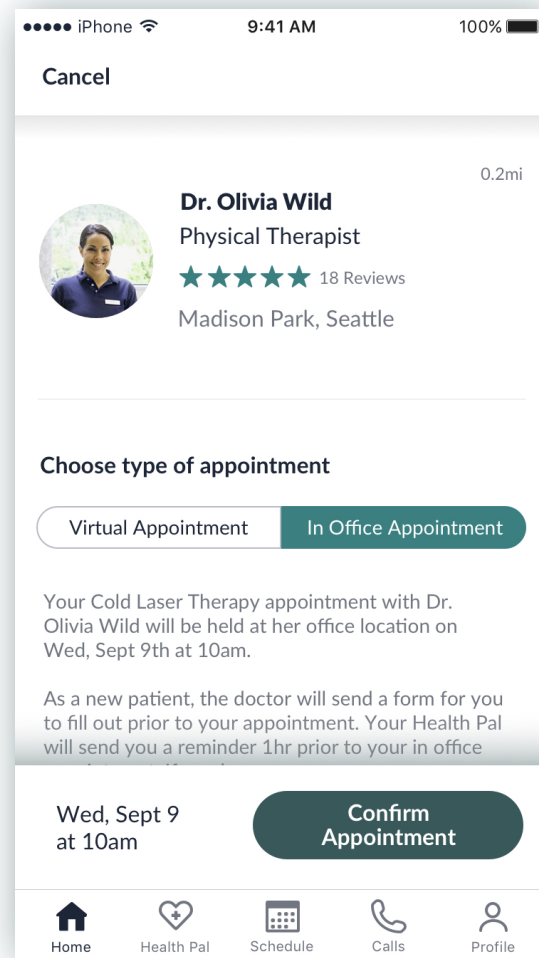
Search - Doctor List View



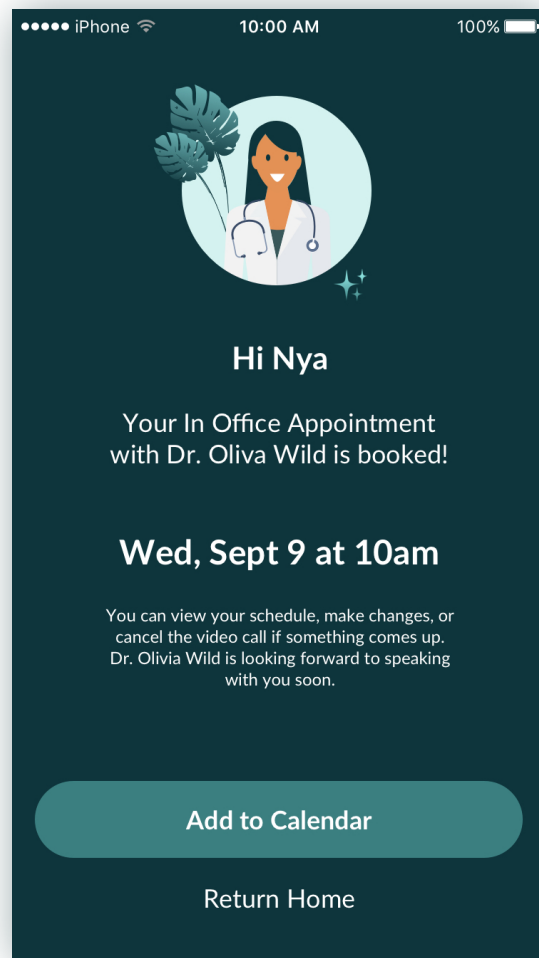
Search - Doctor Profile



Search - Type of Appointment



Search - Confirm Appointment



Search - Appointment Booked

PARTICIPANTS

RESULTS FOR USABILITY TEST

[VIEW VIDEO RECORDING](#)

Participant 1

Demographics

Name: Laura
Gender: Female
Age range: 18-24
Work: Student
Family: Single
Location: Atlanta, GA

Questions

- How do you go about booking your next health appointment?** First I will research using my insurance’s web portal, then I’ll find a doctor and afterwards call the office to make an appointment.
- Have you used any apps or websites to help book your next health appointment?** I tried using a doctors office patient website portal, but the patient website was more for record keeping of prior health appointments and saving health and lab test information collected from those appointments. The web portal was mediocre and I ended up calling the doctors office to make my future appointment.
- What do you expect to see when using a health app to search and book health appointments?** Option to browse different health related categories, for example.. fitness, updates on health records, and dietary information.
- What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** On the schedule tab, if the app already had my doctors information programmed into the app, I could select a day and time to set up my virtual appointment with my doctor and go from there.
- Without tapping / clicking anywhere just yet, can you tell me your first impressions**
Aesthetically pleasing, I like the color scheme, and information architecture is organized and does not look confusing.

Quotes

“Being a college student, it was super helpful to have a Health Pal provide doctor recommendations to me while I am trying do this thing called ‘adult life’.”
“I was not able to view the recommendations that the Health Pal provided to me, I would like to see the doctor profiles so that I can make a more informed choice and reviewing doctors specialities.”
“I would prefer to sign up and register an account with the app before going through the booking flow as it was little distracting to sign up during the time of booking my appointment.”

Task Errors

- Sign Up, Log In, or Skip Screen: Tried to sign up using google, but link was not active for Google Sign Up button.
- Health Pal Messenger Screen: Tried to view doctor recommendation links provided by Health Pal, but links were not active.

Observations

Laura skims through content quickly, she is very well versed with using apps and picks up on pattern recognition. Overall she enjoyed going through the usability test and thought the design of the app was aesthetically pleasing.

A/B Test Sign Up Flow

Preference B: Laura preferred to create a new account before using the app. When the Sign Up flow triggered during the Booking flow she felt interrupted and she would have rather Signed Up earlier after launching the app.

Participant 2

Demographics

Name: Jack
Gender: Male
Age range: 35-44
Work: Product Manager
Family: Married
Location: Los Angeles, CA

Questions

- How do you go about booking your next health appointment?** It depends I usually end up seeing a lot of specialists for sports related injuries, I will text receptionist of health practitioners office and book. I'll get a referral from my connections and then I will call, or if I am searching for someone in particular I will search online and then call the office.
- Have you used any apps or websites to help book your next health appointment?** For more specific doctors I will check with my health insurance's website, find a doctor and then call the doctors office with the contact information provided through the website.
- What do you expect to see when using a health app to search and book health appointments?** I expect to see reviews, what types of services the doctor or health practitioner offers, whether or not they take my insurance.
- What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** Most of the time for sports injuries I would not be able to do remote appointments, however occasionally for follow up appointments where a doctor may go over my lab results, as an example, I would be open to doing a remote appointment. In that regard, I would expect to some way of scheduling the appointment remotely, for us to be able to see each other by phone, a way to end the call, similar functionality as FaceTime.
- Without tapping / clicking anywhere just yet, can you tell me your first impressions** Had trouble understanding the copy and what a Health Pal is, confused how a Health Pal can book his doctor appointments. He recommends revising copy to gain more clarity.

Quotes

"For a new appointment with a new doctor I would like to see a recommendation by doctor for which type of appointment to book, whether it be a in-person appointment or virtual appointment."

"I need to confirm the app is using my location, I was not able to verify the app was using my specific location Seattle."

"I was only provided one doctor to select out of the list of doctors to choose from when searching for a doctor in Seattle."

"For the health chart located on the home screen, I'd rather see some data on the home screen than tapping to view my health chart."

Task Errors

- Home Screen: Initially tried to search for a Health Pal in the search input field, instead of going to the Health Pal tab located at bottom navigation.
- Health Pal Messenger Screen: Jack was hesitant before booking the appointment if it would be a virtual appointment or a in person appointment. Jack did not want to book the appointment until he knew exactly what type it was.
- Search Screen: He was not able to confirm his exact location, Seattle.

Observations

Jack had trouble interpreting some of the copy and recommending revising the copy for a few screens. Jacks responses were drawn-out longer than they should have been to get his point across. Jack tends to be repetitive and lengthy when providing feedback which made our session go overtime.

A/B Test Sign Up Flow

Preference A: Jack preferred to skip the Sign Up flow. He would like to go ahead and use the app to see if it fits his needs before signing up.

Participant 3

Demographics

Name: Valerie
Gender: Female
Age range: 25-34
Work: Entrepreneur
Family: Single
Location: Los Angeles, CA

Questions

- 1. How do you go about booking your next health appointment?** Usually I will find the doctor or health practitioner I am looking for through yelp ratings and then call the doctors office to make an appointment.
- 2. Have you used any apps or websites to help book your next health appointment?** A couple of times, can't remember the name of the app, but it was very unreliable. I had to call the doctors office to make sure my appointment was booked, but the office did not have my appointment on record.
- 3. What do you expect to see when using a health app to search and book health appointments?** I expect to see search field with a list of types of doctors. A filter for date, preferred time, insurance, distance, male or female preference, years of professional experience. A text box to type issues I am dealing with.
- 4. What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** FaceTime compatibility. Receive a reminder notification before virtual appointment. Receive a notification to be taken straight to virtual call interface to join call. A prompt to turn on video.
- 5. Without tapping / clicking anywhere just yet, can you tell me your first impressions?** First impression is that its very soothing and calming interface, and it looks like a health app. Looks like the app is used for wellness or medical purposes.

Quotes

"Using the Health Pal it seems like I can search for anything as it pertains to wellness or medical needs."
"My health chart seems like it would track all my health issues?"
"I would assume all the doctors I have connected with using the Health Pal app would publish and be shown on the Home Screen."
" I would like to see the doctors profiles and their ratings to make my selection, because I usually do not make appointments with out seeing a rating."

Task Errors

- Health Pal Messenger Screen: Tried to view the Health Pal doctor recommendations provided by messenger but the View Profile links were not active. I will need to build these pages out, but Valerie was very much interested in viewing the profiles.
- Health Pal Messenger Screen: Did not want to confirm the appointment without seeing how much the doctor was charging and if the doctor took her insurance how much would the copay would be.
- Health Pal Booking Confirmation Screen: Tried to add the confirmed appointment to her calendar, but was not able to.

Observations

Valerie understood the functionality of the app more so than other participants. She thoroughly reviewed all content and took her time with each screen. She did really well with articulating her thoughts and speaking out loud as she was going through the usability test.

A/B Test Sign Up Flow

Preference B: Valerie preferred to Sign Up using Facebook but was not able to because the Facebook button was not active.

Participant 4

Demographics

Name: Chris
Gender: Male
Age range: 18-24
Work: Research Associate
Family: Single
Location: San Francisco, CA

Questions

- How do you go about booking your next health appointment?** First I will research using my insurance’s web portal, then I’ll find a doctor and afterwards call the office to make an appointment.
- Have you used any apps or websites to help book your next health appointment?** I tried using ZocDoc, but it was unreliable. I made an appointment through ZocDoc and when I showed up for my appointment the doctor did not have me in her calendar. I felt very frustrated when this happened and she told me to come back in a hour.
- What do you expect to see when using a health app to search and book health appointments?** I expect to see a way to search for doctors and filter them based on my preferences. I expect to see ratings, profile images, location, contact information, and specialities.
- What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** I would imagine it would be similar to a Skype or a FaceTime call. I have had a two Skype sessions with a doctor before and the sessions went well.
- Without tapping / clicking anywhere just yet, can you tell me your first impressions?** The app is well organized, seems like it would be very easy to navigate.

Quotes

“Sign Up could be easier. I don’t want to remember passwords all the time, I would prefer to Sign Up and Sign In using my phone number.”

“How can I change my search results to show only female doctors?”

“How can I rate the doctor or wellness expert?”

“Some of these buttons, do not work when I click them.”

“After creating my account a confirmation modal pops up briefly, but I am unable to read all copy before it disappears.”

Task Errors

- Search - Date Screen: Tapped the date picker but Chris was confused on how date picker information was provided. He would rather select the time first before choosing a date.
- Search - Doctor List View Screen: He was only provided one doctor to select out of the list of doctors to choose from, he would rather have been able to view all doctors provided in list view.
- Search - Doctor Profile Screen: Chris would like to see the full page and content provided on this screen. He tried to scroll down, but could not view more details if a particular doctor took his insurance.”

Observations

Chris is very detail oriented and I noticed he carefully reviewed all information and assets (icons, imagery, illustrations) provided with each screen before taking any action. He seems to be well versed when using apps and keeps up with all the latest trends, for example his recommendation to make the Sign Up process more efficient by adding the option to Sign Up using a phone number, this way he does not have to remember a password or by including touch ID or face recognition.

A/B Test Sign Up Flow

Preference A: Chris preferred to skip the Sign Up flow. He would like to go ahead and use the app to see if it fits his needs before signing up.

Participant 5

Demographics

Name: Brian
Gender: Male
Age range: 35-44
Work: Attorney
Family: Married
Location: Los Angeles, CA

Questions

- 1. How do you go about booking your next health appointment?** I usually will go to my health insurance’s website BlueCross BlueShield to find a doctor. I then will check if the doctor has any reviews on Yelp or Google before calling the office to make an appointment.
- 2. Have you used any apps or websites to help book your next health appointment?** Yes, the BlueCross BlueShield website www.bcbs.com
- 3. What do you expect to see when using a health app to search and book health appointments?** I expect to see what types of services the doctor or health practitioner offers, whether or not they take my insurance, if they are accepting new patients, whether or not they are board certified, ratings but I usually will double check ratings using other platforms.
- 4. What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** I don’t think I would conduct virtual health appointments with my doctor very often, however, I could see virtual appointments being useful for prescription refills and therapy sessions. I guess it depends on the health profession.
- 5. Without tapping / clicking anywhere just yet, can you tell me your first impressions?**
Looks friendly and intuitive. I like the medicinal feel with color scheme and how the information is organized and easy to read. Compared to the BlueCross BlueShield shield website, I am already finding this app to be more enjoyable to use.

Quotes

“Hhmm, I would like to read the terms and conditions of this app, not sure how secure my information is here, as I like to keep my health information private, and I wonder how Health Pal may use my data that it collects over time.”

“My initial reaction would be to go to my Health Pal and ask them what I am looking for, rather searching on my own.”

“I need to confirm the app is using my location, I was not able to verify the app was using my specific location Seattle.”

Task Errors

- Sign Up, Log In, or Skip Screen: Tried to sign up using google during booking flow, but link was not active for Google Sign Up button. Preferred to Sign Up using his phone number.
- Home Screen: During task 2, Brian tried to go to Health Pal tab located at the bottom navigation to start his search for Physical Therapists in the Seattle area, rather than going to the Search Input field.

Observations

Brian was a very competent participant and breezed through the tasks with ease. He brought up some concerns about wanting to view our privacy policy and how Health Pal would use his data in the future. Brain double tapped when going through the Progressive Onboarding and Search flow. He would like to have a more organic experience using the Health pal messaging feature but understood this was a low-fidelity prototype.

A/B Test Sign Up Flow

Preference A: Brian preferred to skip the Sign Up flow. He would like to go ahead and use the app to see if it fits his needs before signing up.

Participant 6

Demographics

Name: Leah
Gender: Female
Age range: 25-34
Work: Product Marketing
Family: Married
Location: Los Angeles, CA

Questions

1. **How do you go about booking your next health appointment?** Well, my husband and I just moved to Los Angeles and I have been asking for referrals through my close friends and work colleagues. Once I receive a recommendation, I will google the doctor and look at their reviews to make sure they are highly rated before calling the office to make an appointment.
2. **Have you used any apps or websites to help book your next health appointment?** No, I did not know there was such a thing.
3. **What do you expect to see when using a health app to search and book health appointments?** Hmmm, I’m not sure. I guess I would expect to see a way to search and find a doctor similar to how I find doctors using the google search website.
4. **What do you expect to see when using a health app to conduct a virtual appointment with a doctor?** I would think it would be similar to using FaceTime, I immediately visualize a FaceTime call. I could see myself doing virtual calls with my dietician.
5. **Without tapping / clicking anywhere just yet, can you tell me your first impressions?** I would prefer the copy to be left aligned. I have trouble reading material when the copy is centered. Otherwise, the app does not feel cluttered. I like that it’s clean and there is proper use of spacing between content.

Quotes

“In a doctor list view, I would probably tap on the doctor with the highest ratings.”
“I probably would want to filter by health insurance, but the app is not allowing me to do so.”
“I was only provided one doctor to select out of the list of doctors to choose from when searching for a doctor in Seattle.”
“I’m assuming I would scroll to something that shows the insurance information, but I am not finding it.”
“I think the app is definitely on a solid track.”

Task Errors

- Search - Doctor List View: Tried to tap on filter link so that she could select the type of insurance she has but the filter link was inactive.
- Search - Doctor Profile: Tried to scroll to view the full page but was not able to.
- Search - Doctor Profile: Looking to see if the doctor takes my insurance, but I do not see that listed anywhere before booking.
- Health Pal Booking Confirmation Screen: Tried to add the confirmed appointment to her calendar, but was not able to.

Observations

Leah pointed out a few bugs within the app that the other participants did not pick up on, her insights were very helpful and she asked many questions. She had great ideas on how to improve the visual design and general flow of the mobile platform. She stated, she would very likely use a service like this, but she would like to know how the doctors are receiving their ratings and are these ratings trustworthy?

A/B Test Sign Up Flow

Preference B: Leah preferred to create a new account before using the app. When the Sign Up flow triggered during the Booking flow she felt interrupted and she would have rather Signed Up earlier after launching the app.

AFFINITY MAP

ISOLATE INFORMATION AND DETERMINE HOW IT
RELATES TO *OTHER* BITS OF INFORMATION

Affinity Map

Participants


Participant 1

Laura, 20yrs

Female

Student

Atlanta, GA

 1


Participant 2

Jack, 39yrs

Male

Product Manager

Los Angeles, CA

 1


Participant 3

Valerie, 28yrs

Female

Entrepreneur

Los Angeles, CA

 1


Participant 4

Chris, 24yrs

Male

Research As.

San Francisco, CA

 1


Participant 5

Brian, 35yrs

Male

Attorney

Los Angeles, CA

 1


Participant 6

Leah, 33yrs

Female

Marketing

Los Angeles, CA

 1

Observations

Skims through content quickly

Tech savvy, power user.

Picks up on pattern recognition

Went through the usability test the fastest.

Had trouble interpreting the copy.

Could not move forward without being provided further explanation of copy.

Tends to be repetitive and lengthy when providing feedback.

Went through the usability test the slowest. Our session went overtime.

Understood the apps functionality more so than other participants.

Thoroughly reviewed all content and took her time with each screen.

Spoke out loud her thoughts when making a decision, more so than other participants.

Great listener, used analytical thinking, and completed the session on time.

Detail oriented, carefully reviewed all information, icons and imagery.

Frustrated when a pop up modal disappeared before reading all content.

Asked questions that were not part of the task.

Completed the session overtime, and would like to see the screen fully built out for doctors profile.

Breezed through tasks with ease.

Had concerns with not being able to view the privacy policy.

Double tapped when performing actions and pressing CTA's.

A tad dissatisfied when realizing this was a low fidelity prototype.

Pointed out a few bugs within the app.

Questions whether the doctors ratings are trustworthy.

Talks fast and has a cheerful personality.

Completed the session overtime, got stuck trying to find a doctor that carried her insurance.

Errors

Task 1: Tapped 'Google Sign Up' link but it was inactive.

Task 1: Tried to view Health Pal recommendations but the links were inactive.

Task 2: Tried to go to the Health Pal tab to search for doctors in Seattle.

Task 2: Tried to use the search tab filters but they were inactive.

Task 2: Unable to confirm that search filter was using her location Seattle.

Task 1: Attempted to search for a Health Pal in the search input field, instead of going to the Health Pal tab located at bottom navigation.

Task 1: Hesitant before booking the appointment if it would be a virtual appointment or a in person appointment. Jack did not want to book the appointment until he knew exactly what type it was.

Task 2: He was not able to confirm his exact location, Seattle.

Task 2: Did not know how to search for doctors. Initially went to Health Pal tab, and then tried to tap the Explore tab.

Task 2: Wanted to view the other doctors in the list view, but the cell links were not active when tapped.

Task 1: Tried to view the Health Pal doctor recommendations provided by messenger but the View Profile links were not active.

Task 1: Did not want to confirm the appointment without seeing how much the doctor was charging and if the doctor took her insurance how much would the copay would be.

Task 2: Tried to add the confirmed appointment to her calendar, but was not able to.

Task 2: Tapped the date picker, but Chris was confused on how date picker information was provided. He would rather select the time first before choosing a date.

Task 2: He was only provided one doctor to select out of the list of doctors to choose from, he would rather have been able to view all doctors provided in list view.

Task 2: Chris would like to see the full page and content provided on the Doctor Profile screen. He tried to scroll down, but could not view more details if a particular doctor took his insurance."

Task 1: Tried to sign up using google during booking flow, but link was not active for Google Sign Up button. Preferred to Sign Up using his phone number.

Task 2: Brian tried to go to Health Pal tab located at the bottom navigation to start his search for Physical Therapists in the Seattle area, rather than going to the Search Input field.

Task 2: could not find in the Doctor Profile screen if the doctor took his insurance.

Task 2: Doctor Profile: Tried to scroll to view the full page but was not able to.

Task 2: Doctor Profile: Looking to see if the doctor takes my insurance, but i do not see that listed anywhere before booking.

Task 1: Confirmation Screen: Tried to add the confirmed appointment to her calendar, but was not able to.

Task 2: Tried to tap on filter link so that she could select the type of insurance she has but the filter link was inactive.

Affinity Map

Participants

Participant 1

Laura, 20yrs

Female

Student

Atlanta, GA

1

Participant 2

Jack, 39yrs

Male

Product Manager

Los Angeles, CA

1

Participant 3

Valerie, 28yrs

Female

Entrepreneur

Los Angeles, CA

1

Participant 4

Chris, 24yrs

Male

Research As.

San Francisco, CA

1

Participant 5

Brian, 35yrs

Male

Attorney

Los Angeles, CA

1

Participant 6

Leah, 33yrs

Female

Marketing

Los Angeles, CA

1

Positive Quotes

"Being a college student, it was super helpful to have a Health Pal provide doctor recommendations to me."

"Aesthetically pleasing, I like the color scheme."

"I would like to see the doctor profiles so that I can make a more informed choice and reviewing doctors specialties."

"Content is organized and does not look confusing."

"For a new appointment with a new doctor I would like to see a recommendation by doctor for which type of appointment to book, whether it be a in-person appointment or virtual appointment."

"There's a bell right there that's kind of fun."

"Using the Health Pal it seems like I can search for anything as it pertains to wellness or medical needs."

"My health chart seems like it would track all my health issues?"

"I would assume all the doctors I have connected with using the Health Pal app would publish and be shown on the Home Screen."

"I would like to see the doctors profiles and their ratings to make my selection, because I usually do not make appointments with out seeing a rating."

"Very soothing and calming interface."

"How can I change my search results to show only female doctors?"

"How can I rate the doctor or wellness expert?"

"seems like it would be very easy to navigate this app."

"My initial reaction would be to go to my Health Pal and ask them what I am looking for, rather searching on my own."

"Looks friendly and intuitive."

"I like the medicinal feel with color scheme and how the information is organized."

"I like that it's clean and there is proper use of spacing between content."

"I think the app is definitely on a solid track."

"In a doctor list view, I would probably tap on the doctor with the highest ratings."

Negative Quotes

"I was not able to view the recommendations that the Health Pal provided to me."

"It was little distracting to sign up during the time of booking my appointment."

"I need to confirm the app is using my location, I was not able to verify the app was using my specific location Seattle."

"I was only provided one doctor to select out of the list of doctors to choose from when searching for a doctor in Seattle."

"For the health chart located on the home screen, I'd rather see some data on the home screen than tapping to view my health chart."

"I am not sure after reading introduction what a Health Pal is?"

"Thats a lot of steps, I will have trouble remembering all those steps."

"I kind of stumbled upon the 'Search for Anything' button, but it was intuitive to me."

"Unable to view the Health Pal's recommendation. I need to see the doctors profiles and their ratings."

"I am not able to see what the doctor is charging. How much will this appointment cost?"

"Sign Up could be easier. I don't want to remember passwords all the time, I would prefer to Sign Up and Sign In using my phone number."

"Some of these buttons, do not work when I click them."

"After creating my account a confirmation modal pops up briefly, but I am unable to read all copy before it disappears."

"I would like to read the terms and conditions of this app, not sure how secure my information is here, as I like to keep my health information private, and I wonder how Health Pal may use my data that it collects over time."

"I need to confirm the app is using my location, I was not able to verify the app was using my specific location Seattle."

"I would prefer the copy to be left aligned, difficult reading content when it's centered."

"I'm assuming I would scroll to something that shows the insurance information, but I am not finding it."

"I was only provided one doctor to select out of the list of doctors to choose from when searching for a doctor in Seattle."

"I probably would want to filter by health insurance, but the app is not allowing me to do so."

RAINBOW SPREADSHEET

FINDING VISUAL PATTERNS

Rainbow Spreadsheet

Mobile Usability Test Results

Negative Quotes - Any negative soundbytes? Record them here.									
"I was not able to view the recommendations that the Health Pal provided to me."								4	
"I don't want to remember passwords all the time, I would prefer to Sign Up and Sign In using my phone number."								1	
"I need to confirm the app is using my location, I was not able to verify the app was using my specific location Seattle."								5	
"I am not able to see what the doctor is charging. How much will this appointment cost?"								1	
"Some of these buttons, do not work when I click them."								3	
"Thats a lot of steps, I will have trouble remembering all those steps."								4	
"I would prefer the copy to be left aligned, difficult reading content when it's centered."								1	
Positive Quotes - Any positive soundbytes? Record them here.									
"Aesthetically pleasing, I like the color scheme."								3	
"Using the Health Pal app, it seems like I can search for anything as it pertains to wellness or medical needs."								1	
"Being a college student, it was super helpful to have a Health Pal provide doctor recommendations to me."								1	
"My health chart seems like it would track all my health issues? Awesome."								2	
"My initial reaction would be to go to my Health Pal and ask them what I am looking for, rather searching on my own."								4	

Metrics

	Task 1			Task 2		
	Success	Time	Satisfaction	Success	Time	Satisfaction
P1	1	5	7	1	8	6
P2	0	12	5	0	13	5
P3	1	8	6	0	12	5
P4	1	7	7	1	10	6
P5	1	8	5	0	13	5
P6	0	6	5	1	9	4
Mean	0.7	7.7	5.8	0.5	10.8	5.2
Count	6	6	6	6	6	6
Standard deviation	0.5	2.4	1.0	0.5	2.1	0.8
79% confidence	0.4	1.9	0.8	0.4	1.7	0.6

Learnability Equation:

$(S + (P \times .5)) / \text{total number of task attempts} = \text{Success Rate \%}$

I collected 12 task attempts, 7 were a success (S), and 5 were a partial success (P), equals % success rate.

$(7 + (5 \times .5)) / 12 = \text{79\% Success Rate}$

REPORT FINDINGS

MAKING RECOMMENDATIONS TO ITERATE SCREENS

Usability Test Report

Issue 1

Search Screen, unable to confirm that search filter was using their location

'Seattle'. **High**

Details missing:

Need to include 'Seattle'. Participants were unable to confirm the app was using their current location.

Suggested Change:

Need to include 'Seattle' and replace 'Use my current location' in the cell for 'Where' on Search screen

Evidence:

- 83% of participants tried to tap on the 'Where' cell to confirm the app was using their current location Seattle.

Tested Screen

×

What are you looking for?

Symptom, Doctor, Treatment

Where

Use my current location

When

Anytime

Date

Insurance

Aetna

Find

Updated Screen

<

Clear

What are you looking for?

Physical Therapy

Where

Madison Park, Seattle

Insurance

Aetna Choice POS II

Date

Any Date

Date

Wednesday, Feb 9

S

M

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W

T

F

S

6

7

8

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11

12

Time

☀️

Early

before 9am

☐

🌤️

Morning

9am -12pm

☒

☀️

Noon

12pm -2pm

☐

🌤️

Afternoon

2pm -5pm

☐

🌃

Evening

after 5pm

☐

🌃

Weekends

Sat-Sun

☐

Gender

☐

Any

☒

☐

Male

☐

☐

Female

☐

Find

Usability Test Report

Issue 2

Tried to view Health Pal recommendations, but the links were inactive. High

Details missing:

When participants viewed their Health Pal recommendations they were unable to tap on the link that says ‘View Profile’. In not being able to do so, they were unable to make a choice between the two doctors.

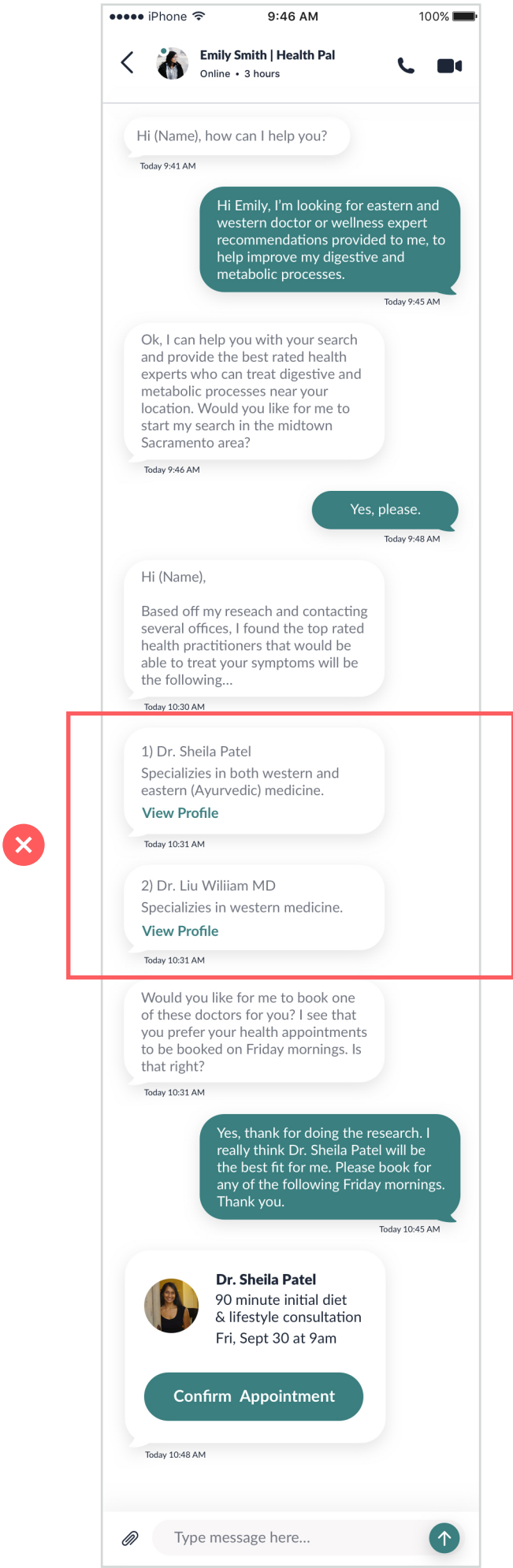
Suggested Change:

Build out Doctor Profile screens for Health Pal recommendations.

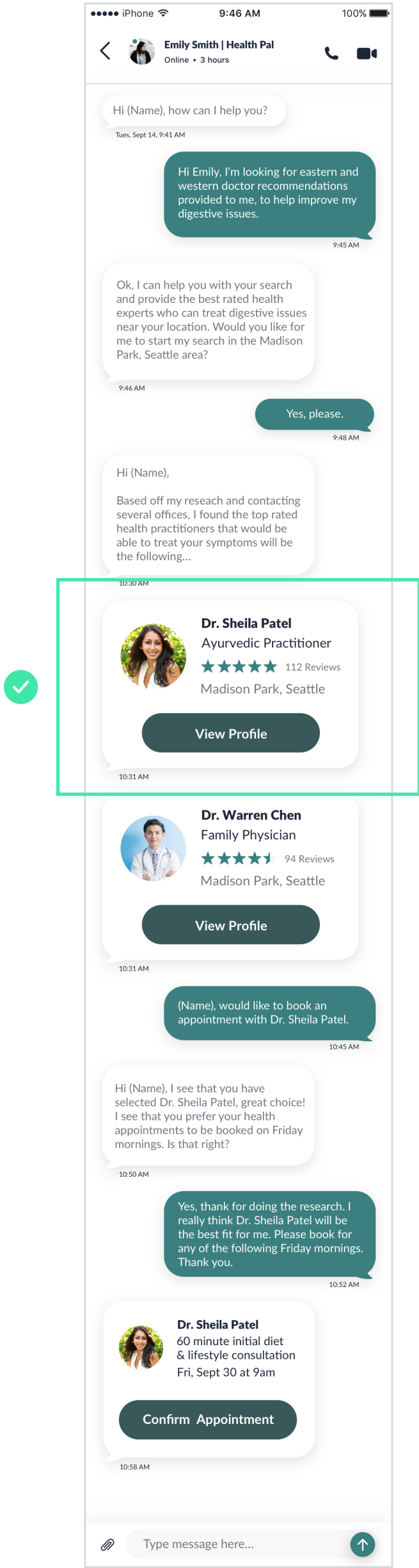
Evidence:

- 66% of participants tried to view their Health Pal recommendations before moving onto the next step, but were unable to do so.

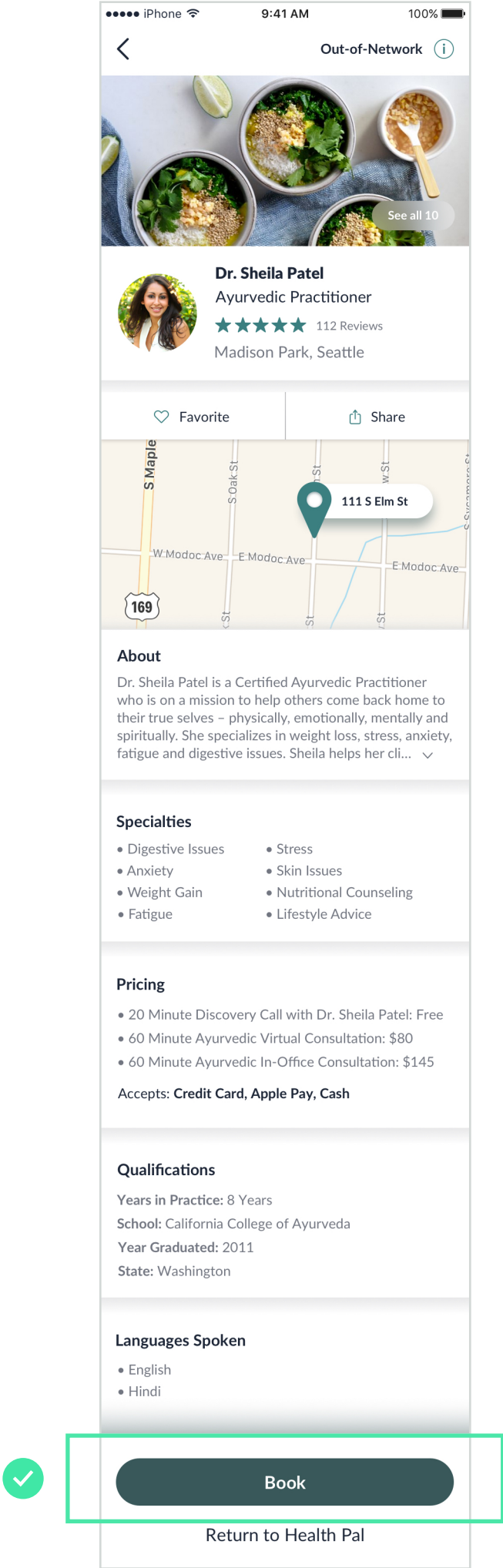
Tested Screen



Updated Screen 1



Updated Screen 2



Usability Test Report

Issue 3

Doctor Profile Screen, need to provide more details for a participant to make an informed choice between which doctor they would prefer. High

Details missing:

type of insurance, visit reason, price of treatment / copay, notes (describing symptoms), education, years of experience, languages spoken, recommended type of appointment in-office / virtual.

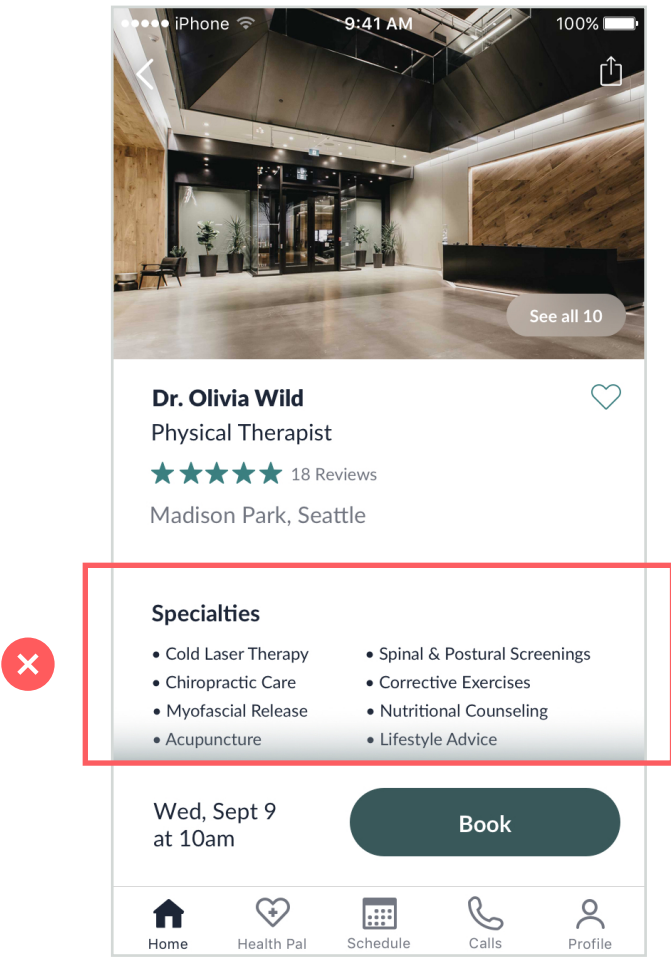
Suggested Change:

Need to design the full Doctor Profile Screen, and make each doctor in the List View Screen active.

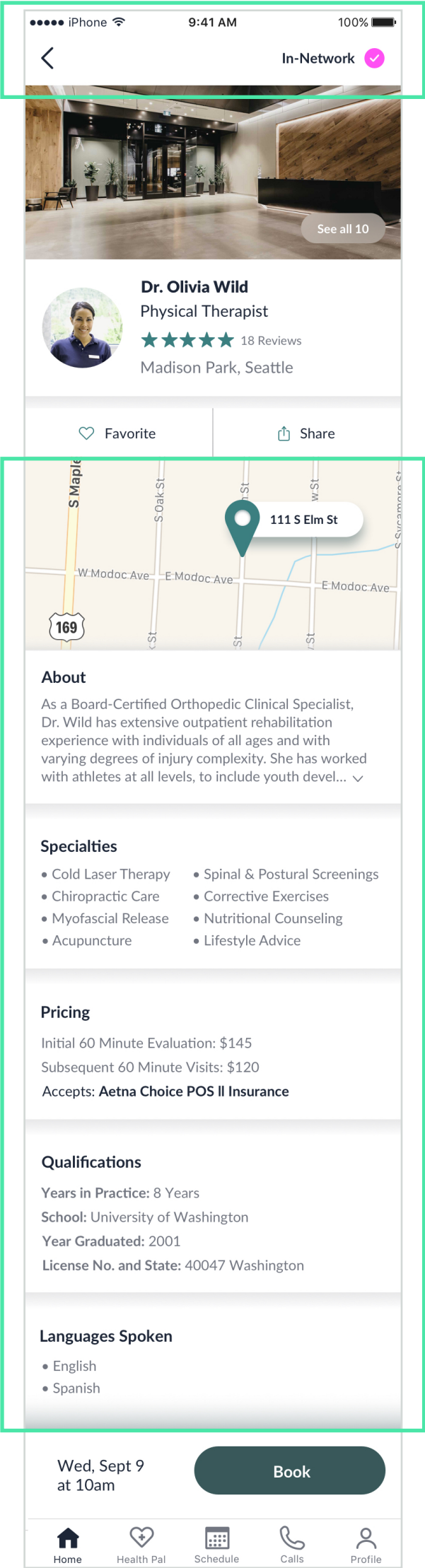
Evidence:

- 50% of participants tried to view all doctor cells in the Search List View to make an informed selection, but were not able to. When participants reviewed the Doctor Profile Screen they needed to be provided more details before confirming the booking.

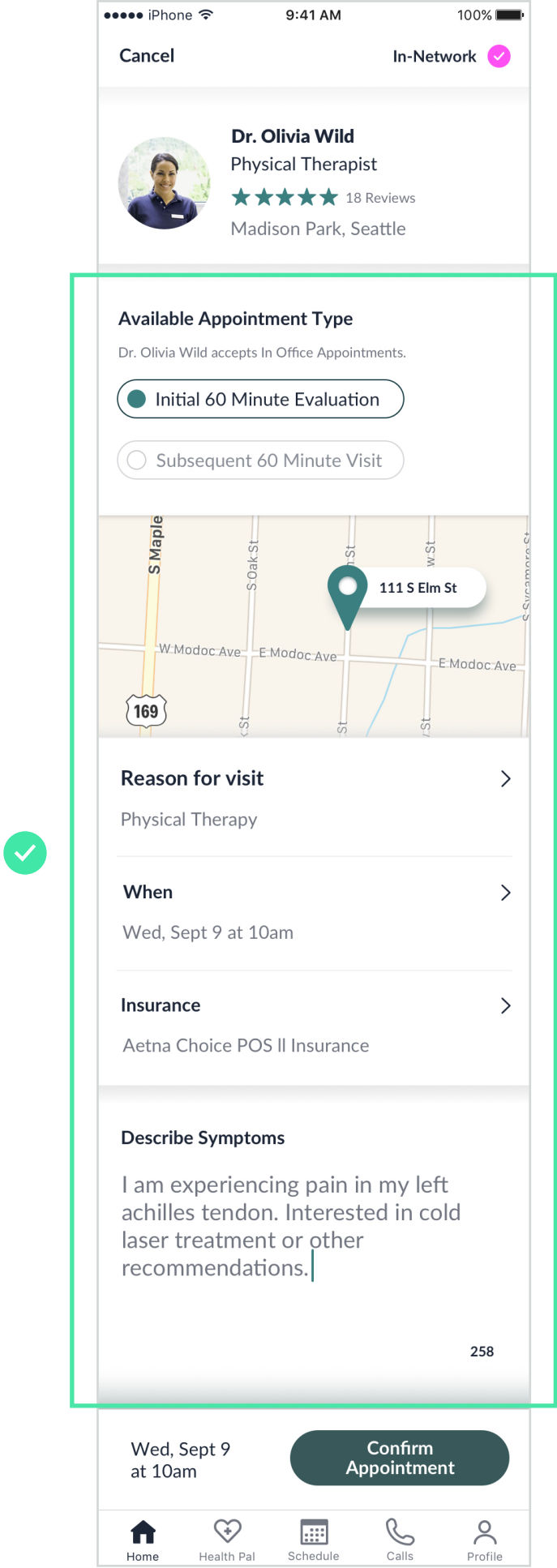
Tested Screen



Updated Screen 1



Updated Screen 2



Usability Test Report

Issue 4

Search Doctor List View, participants tried to tap on filter link so that they could select the type of insurance they have or gender preference, but the filter link was inactive. **Medium**

Details missing:

Filter link is inactive.

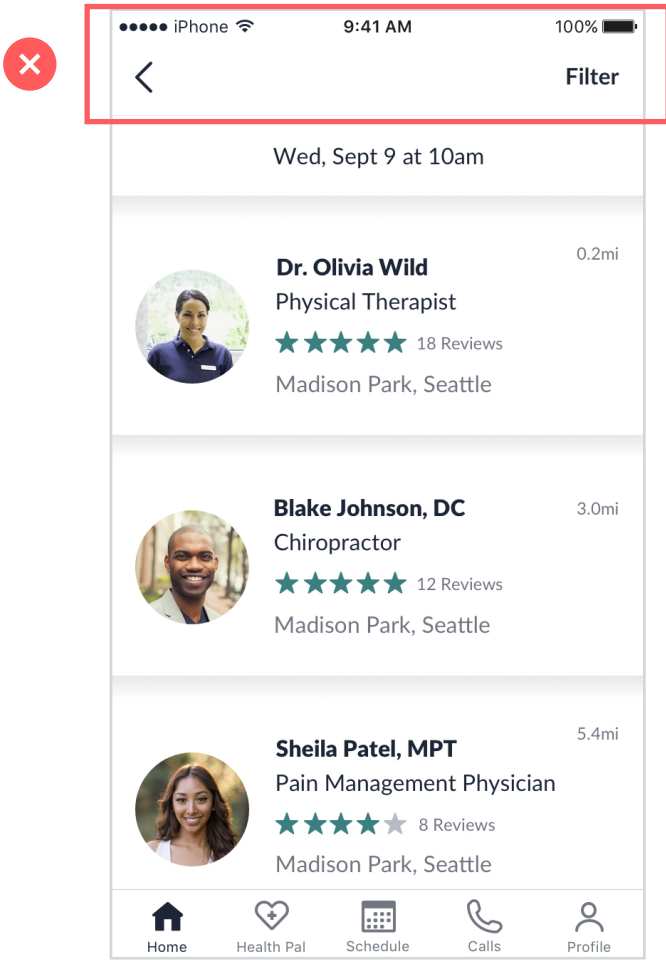
Suggested Change:

Consider building out Filter screen and allowing participants to refine their search with the Filter link. Specifically enabling them to choose / confirm their insurance provider, select gender preference, availability, and language. Include a way to change the calendar date in the Search Results.

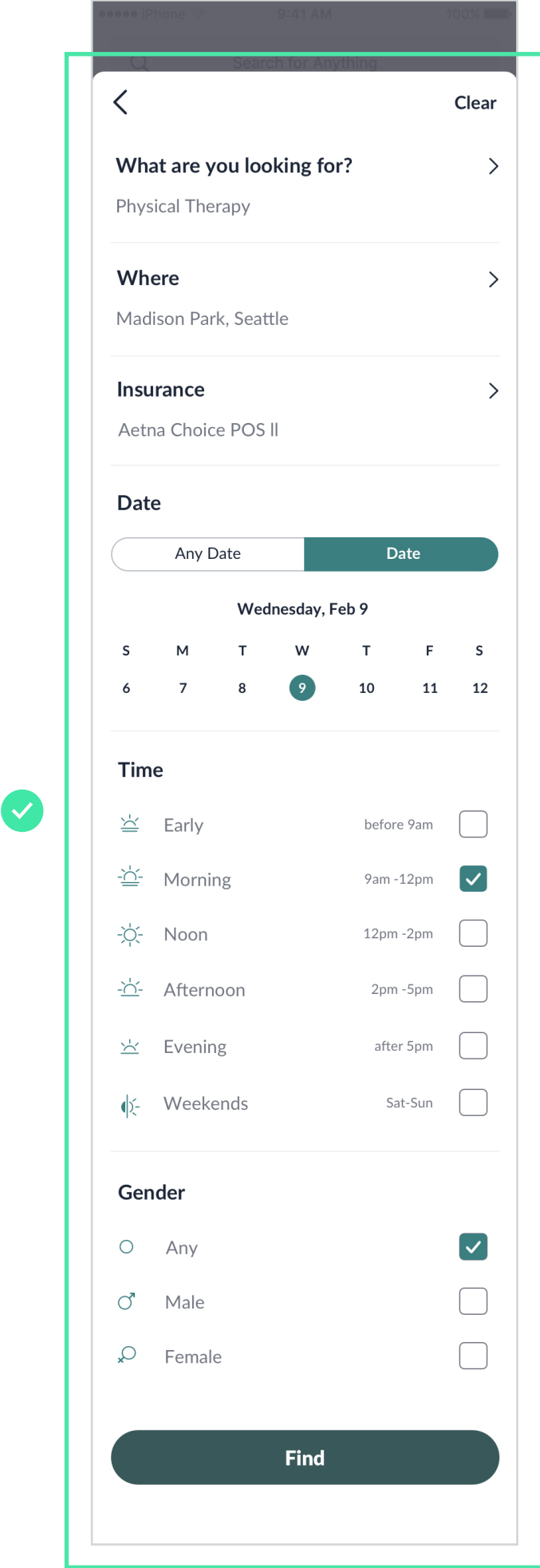
Evidence:

- 33% of participants tried to tap on the Filter link to filter their search.

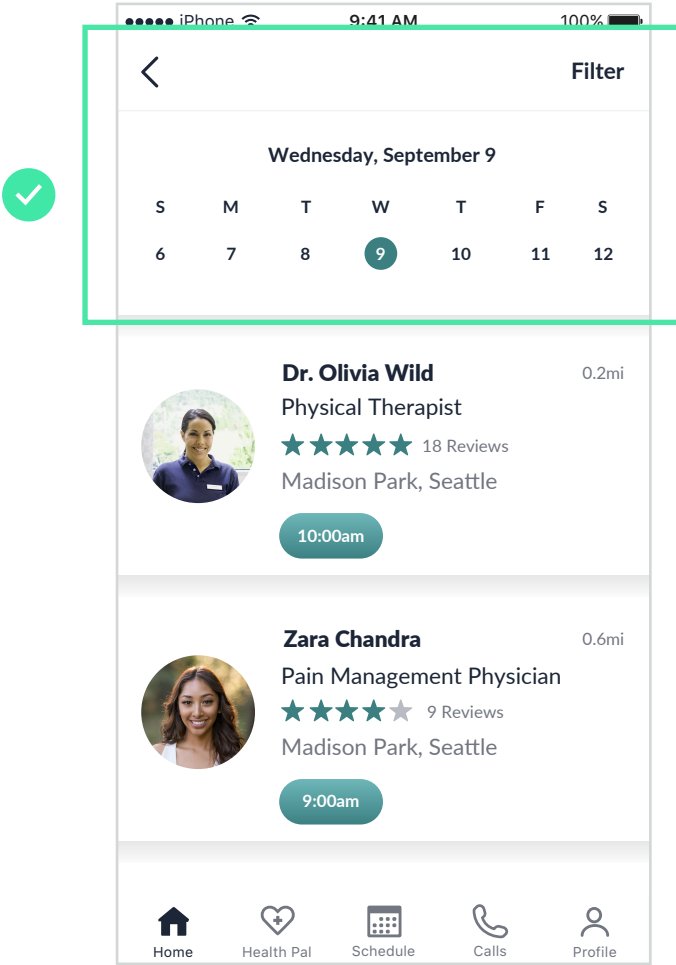
Tested Screen



Updated Screen 1



Updated Screen 2



Usability Test Report

Issue 5

Tapped ‘Continue with Google’ link, but it was inactive. Participants would like to eliminate the time it takes to create an account. **Medium**

Details missing:

The only active buttons I tested were ‘Skip’ and ‘Sign Up’. Participants tried to tap on the inactive buttons.

Suggested Change:

Decided to redesign my Sign Up method. Before it took 7 taps to create an account. Now with my updated design, it only takes 4 taps to Sign Up, utilizing latest OS trends for registering an account and since the participants phone number will need to be saved for the doctor’s office records anyways.

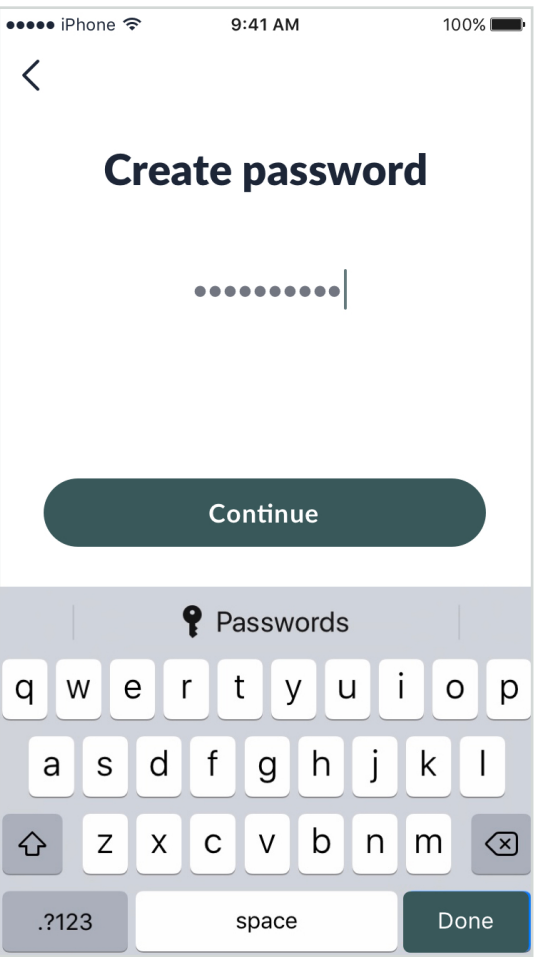
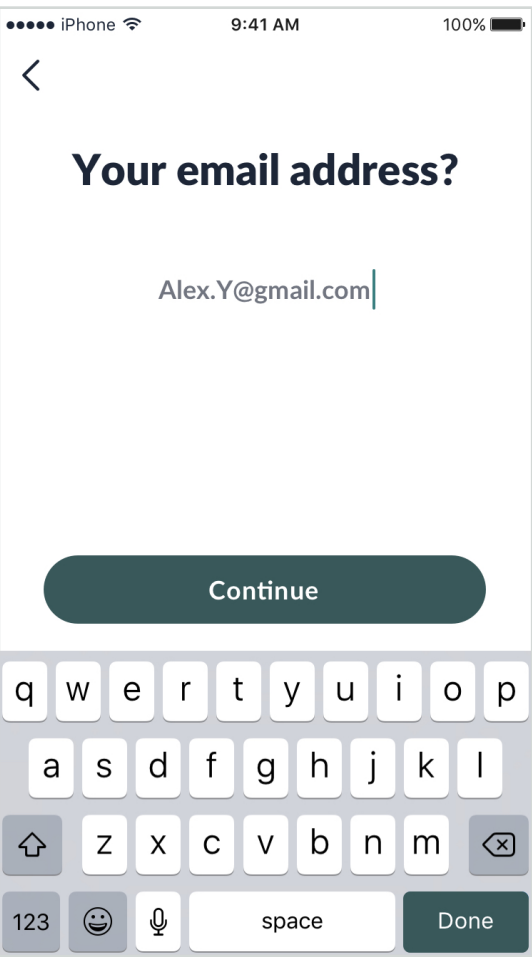
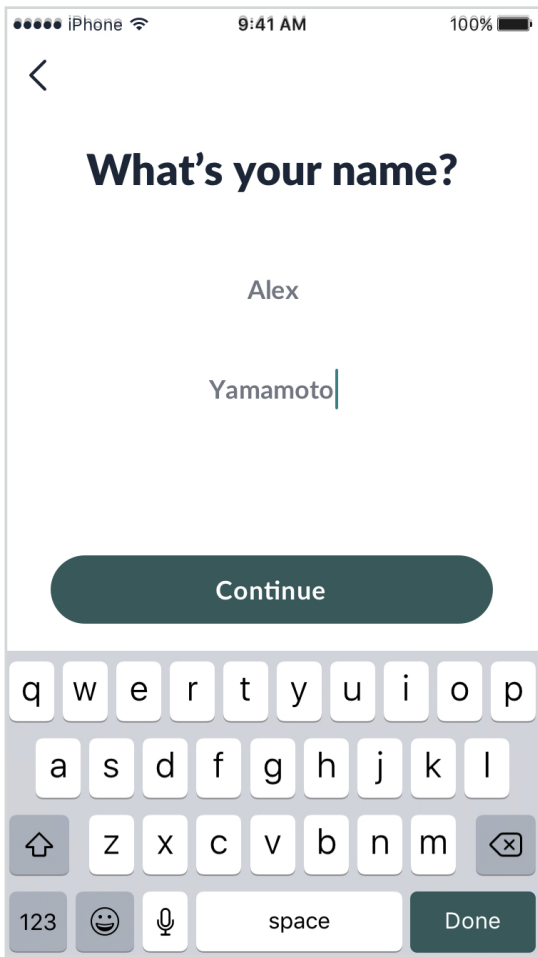
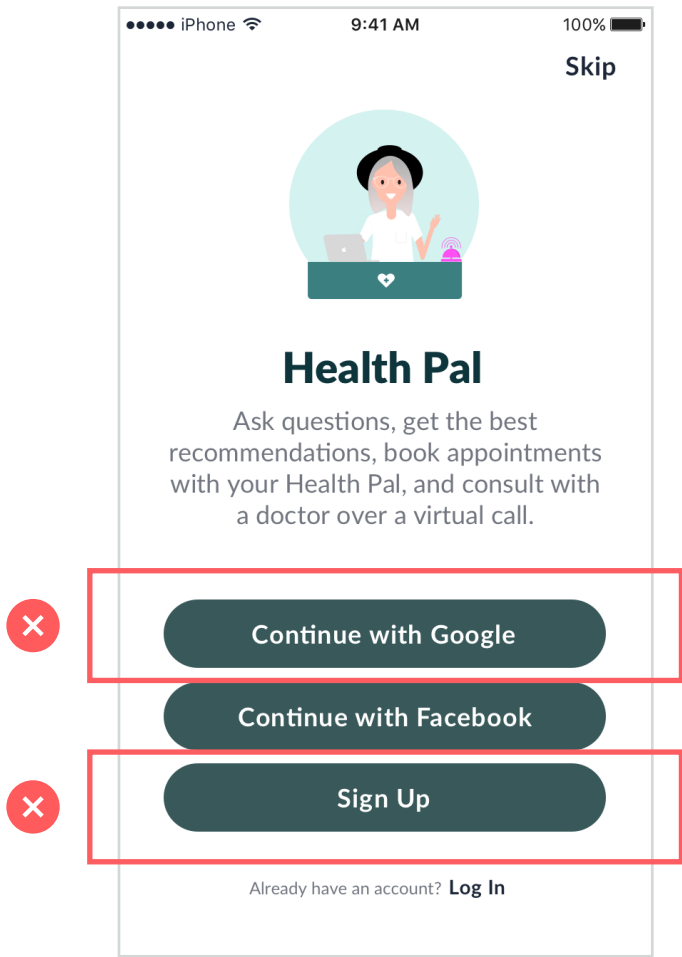
Evidence:

- 33% of participants tapped ‘Continue with Google’ link, but it was inactive. Participants would like to eliminate the time it takes to create an account.

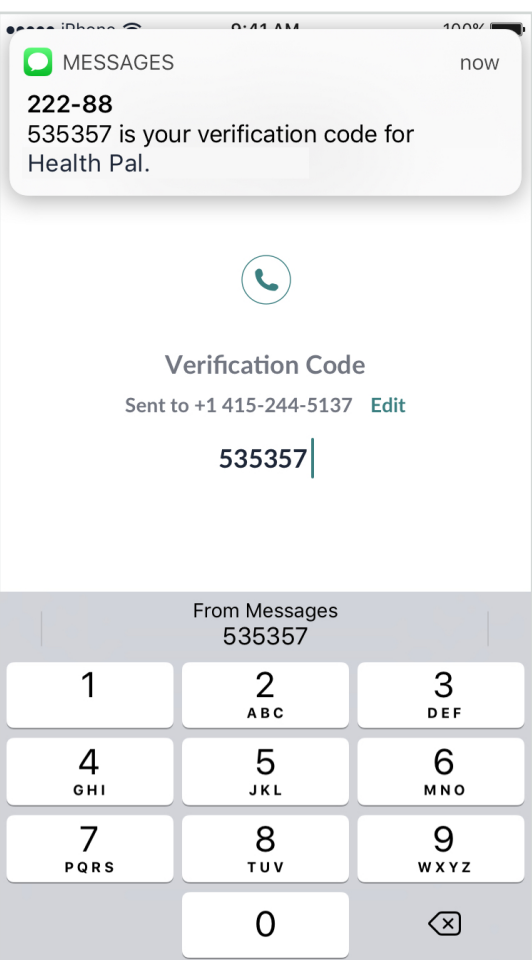
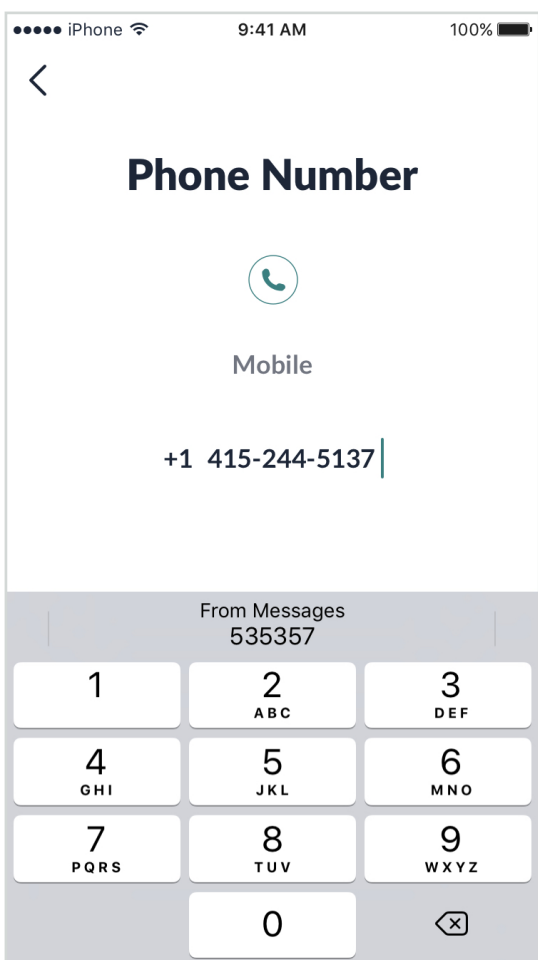
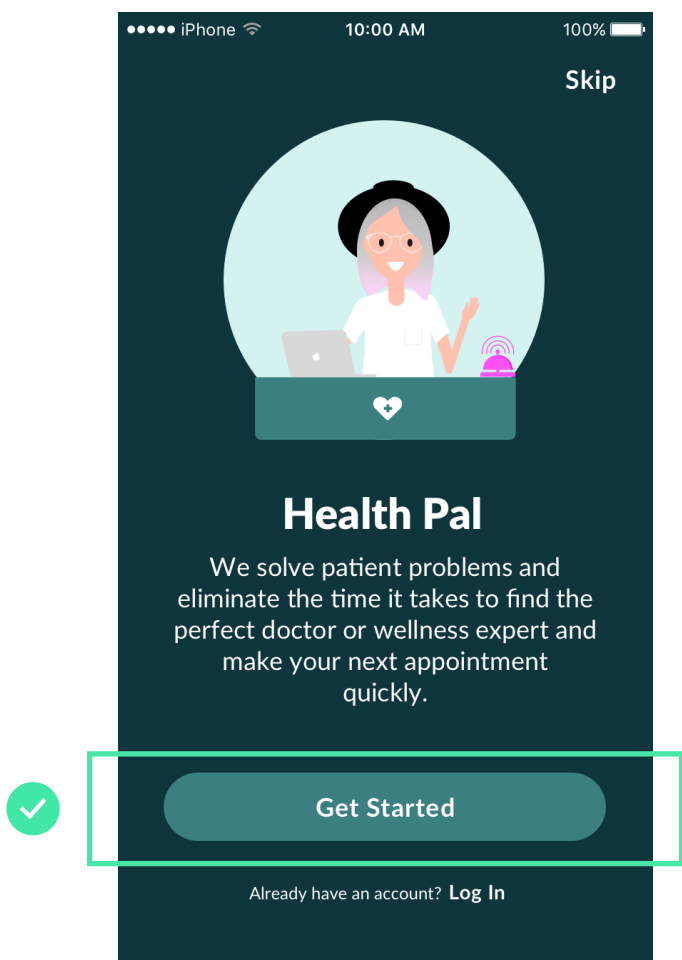
Sign Up A/B Test Results:

- 50% of participants tapped ‘Skip’ link and 50% of participants tapped the other ‘Sign Up’ buttons. Best to continue giving the participants the option to Skip or Sign Up.

Tested Screens >



Updated Screens >



Usability Test Report

Issue 6

Search Date Picker, participants were confused on how date picker information is provided, they would like to see more options for choosing a time, day, or range of days. **Medium**

Details missing:

Participants would like to have more options and select anytime, certain days, certain times, and specific times.

Suggested Change:

Need to redesign the date picker asking preferred time and how soon would the participant like to see the dentist.

Evidence:

- 16% of participants tried to view all doctor cells in the Search List View to make an informed selection, but were not able to. When participants reviewed the Doctor Profile Screen they needed to be provided more details before confirming the booking.

Tested Screen

10:41 AM

100% Battery

Search for Anything

<

Clear

What are you looking for?

>

Physical Therapy

Where

>

Use my current location

When

Anytime

Date

Date

Time

Sun 6 Sep

7

57

Mon 7 Sep

8

58

Tue 8 Sep

9

59

Wed 9 Sep

10

00 AM

Thu 10 Sep

11

01

Fri 11 Sep

12

02

Sat 12 Sep

13

03

Insurance

>

Aetna

Find



Updated Screen

10:41 AM

100% Battery

Search for Anything

<

Clear

What are you looking for?

>

Physical Therapy

Where

>

Madison Park, Seattle

Insurance

>

Aetna Choice POS II

Date

Any Date

Date

Wednesday, Feb 9

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Time

🌄

Early

before 9am

☐

🌞

Morning

9am -12pm

☒

☀️

Noon

12pm -2pm

☐

🌇

Afternoon

2pm -5pm

☐

🌆

Evening

after 5pm

☐

🌃

Weekends

Sat-Sun

☐

Gender

☐ Any

☒

☐ Male

☐

☐ Female

☐

Find



Usability Preference Test Report

Issue 7

During the moderated usability test, when participants were given the second task to find a Physical Therapist in Seattle, what I observed is that the participants immediately went to the Health Pal tab to use the Health Pal concierge and have them do the research. However, to solve for my other persona, Alex, not all participants feel comfortable talking to a Health Concierge about their personal health information, keeping this in mind, I included the search feature in the app to solve for this use case. Still, I need to test the search bar as it did not seem clear that the participants knew where the search bar was.

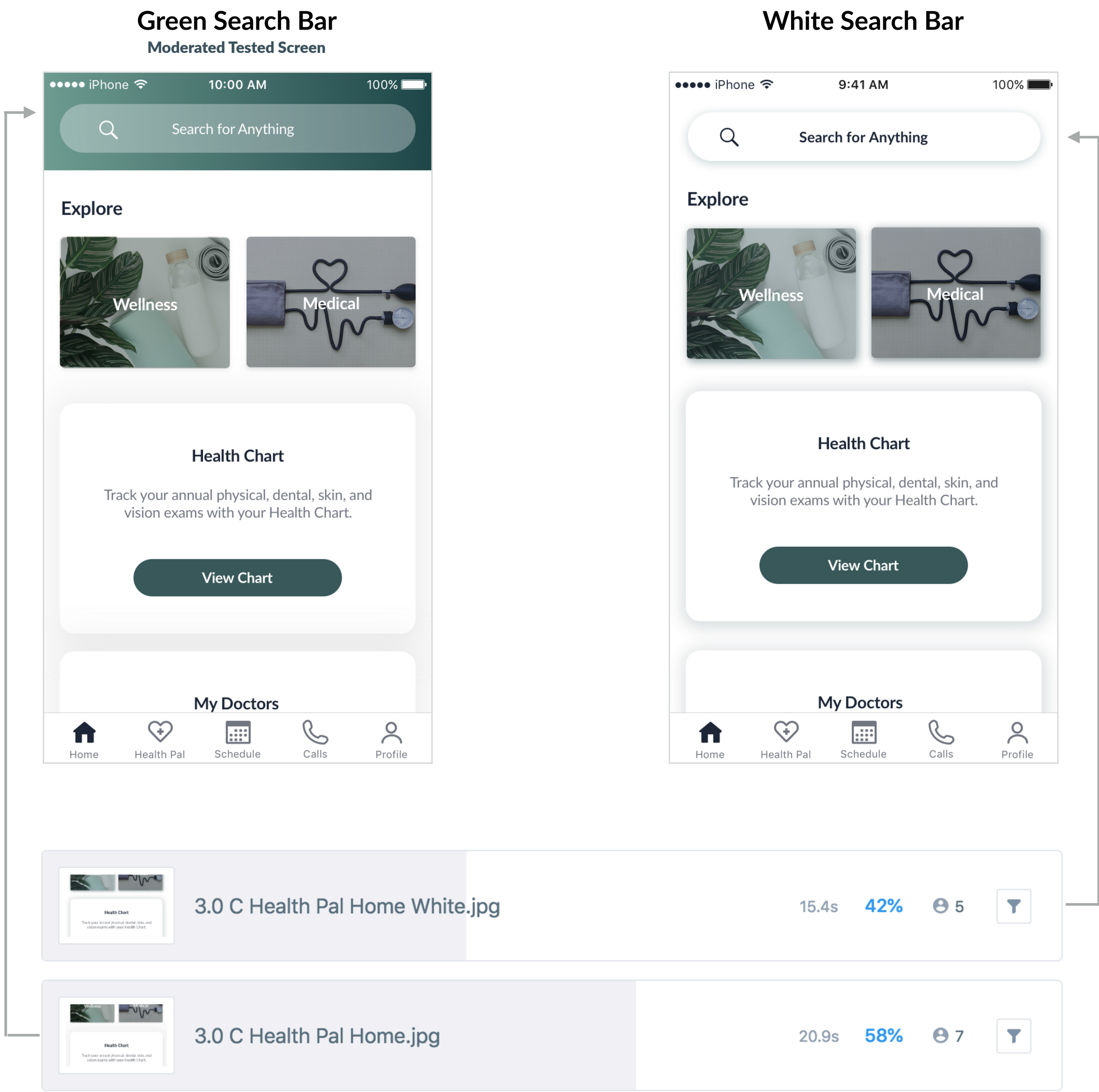
Results:

The Green Search Bar performed better, but the difference is **not statistically significant**. It may be performing better due to random chance alone.

Suggested Change:

I was really rooting for the white search bar, but after reviewing the results I will keep the same search design I had before initiating the preference test. I may consider further testing to gather a better understanding as to which is easier to find. I may want to consider changing the home icon located at the bottom nav tab, to a search icon.

USABILITY HUB RESULTS



METRICS

RESULTS FOR THE USABILITY TEST

Test Conclusion

While the participants generally found Health Pal easy to use, making some adjustments and adding the missing features that were encountered would improve the overall user experience. Such as activating the inactive button links, building out full pages for Filter, Health Pal Recommendations, and Doctors Profile, improving the Date Picker, and eliminating the number of taps it takes to register an Account. To add these missing features will increase the usability and user engagement.

Learnability Success Rate

Learnability refers to how easily users can accomplish basic tasks the first time they encounter a design. Learnability is especially important when exploring new features and functionality. To measure the learnability of my usability test for Health Pal, I will look at the success rate. Success rate measures the percentage of tasks that users complete correctly. I'll rank the task completion for a given task as S (success), F (failure), or P (partial success). Using the equation below I calculated my success rate percentage for my usability test:

Learnability Equation:

$$(S + (P \times .5)) / \text{total number of task attempts} = \text{Success Rate \%}$$

I collected 12 task attempts, 6 were a success (S), and 4 were a partial success (P), equals % success rate.

$$(6 + (4 \times .5)) / 12 = \text{67\% Success Rate}$$

Retrospective

- Before conducting a usability test, I recommend that I practice my test a few times with work colleagues outside of the project to get an idea of time management with my script, flush out any constraints with my prototype, scenarios and tasks, and technology used to record the session.
- Through pattern recognition and learned behavior, participants struggled with the second task which required them to search a different way than the first task using the search input field to find a doctor, rather than asking their Health Pal.
- After using the Health Pal to receive recommendations and make an appointment, participants felt very comfortable with utilizing the Health Pal service again.
- Need to build out screens where links were inactive. Ex: Continue with Google, View Profile, Filter, Bottom Nav Tabs.
- My Scenarios and Tasks were too long. Next time I will need to break up these items in smaller digestible chunks.
- My script could be shortened as well. The introduction before beginning the session was too lengthy.
- Consider hiding the hotspots when using InVision to test my prototype with a mobile device.
- I found the usability test to be rewarding and useful for improving my skillset as a usability test moderator and for improving my prototype without biases or assumptions.

UPDATED PROTOTYPE