



Usability Testing



EHCS Staging Site Usability Testing

June 25 - July 11, 2018



EHCS Usability Testing Results

JUNE 25 -JULY 11, 2018

Usability Testing Overview

EHCS user testing for week 1 focused only on Usability Hub testing. We tested 4 things this week –5 Second tests on the home and store pages to assess clarity and impact, and first click tests for registration and log in to ensure discoverability.

These tests yeilded a mix of positive and negative results.

Testing Source and Numbers

Testers are chosen randomly from Usability Hub’s pool of testers. The demographic parameters for all tests are the following:

Location: United States

Age: 40-100

In all tests, the testers skewed female. This is fortunate as it aligns better with what has previously been reported as EHCS’s plurality demographic of older females.

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EHCS Home Page 5 Second Test

The purpose of a 5 second test is to assess the impact your page has on a user.

The average user makes up their mind about any given page or website within the first five (5) seconds – and usually less – of visiting. **Therefore, having meaningful content that clearly communicates your message is essential.**

Test Results

Over all, every user thought the website was dedicated to selling breast pumps. Is this the message we want to convey to new users?

What is the purpose of this website?

1. It sells breast pumps.
2. To sell breast pumps.
3. Portal for breast pumps and similar products
4. health care services
5. To let people know that most breast pumps are covered by insurance.
6. To help women get breast pumps
7. It is about Breast Pumps for women.
8. Selling breast pumps.
9. To tell you about the medical services offered by the company. Breast pumps being covered by insurance was the main message on the home page.
10. To promote breast pumps.
11. To provide information about breast pumps and other medical devices.
12. The selling of breast pumps for producing milk for infants.
13. to help someone get a breast pump
14. THE WEBSITE WAS OFFERING BREAST PUMPS FOR SALE.
15. Selling medical supplies.
16. Breast pumps covered by health insurance

Word Cloud



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EHCS Home Page 5 Second Test

2. What is the main product or service this company provides?

1. Breast pumps
2. breast pumps.
3. Baby products such as breast pumps
4. breast pumps
5. Provide health insurance
6. breast pumps
7. Breast Pumps for women.
8. Breast pumps.
9. Insurance.
10. Healthcare and or breast pumps.
11. medical pumps
12. Electric breast pumps for nursing mothers.
13. breast pumps
14. Breast pumps.
15. Breast pumps.
16. breast pumps

Word Cloud

pumps



3. What can you do on this website?

- 1. Order breast pumps
- 2. order breast pumps
- 3. not sure
- 4. I'm not sure
- 5. Find health care information
- 6. looks for breast pumps
- 7. Purchase
- 8. Seek information and I think purchase breast pumps.
- 9. I don't remember. I was trying to make sense of the main image and that took the 5 seconds.
- 10. Get information on breast pumps.
- 11. get information on products and order them
- 12. Compare, review , order, and see which pumps are covered by one's insurance company.
- 13. find insurance eligibility for a breast pump
- 14. your order breast pumps for use in extracting mothers milk for your newborn child.
- 15. Get information about the supplies.
- 16. Not sure

Word Cloud



Usabilityhub.com Testing

EHCS Store 5 Second Test

The purpose of a 5 second test is to assess the impact your page has on a user.

The average user makes up their mind about any given page or website within the first five (5) seconds – and usually less – of visiting. **Therefore, having meaningful content that clearly communicates your message is essential.**

Test Results

In the 5 second tests, users thought the EHCS store was an informational hub. This indicates that the store does not “read” as a store

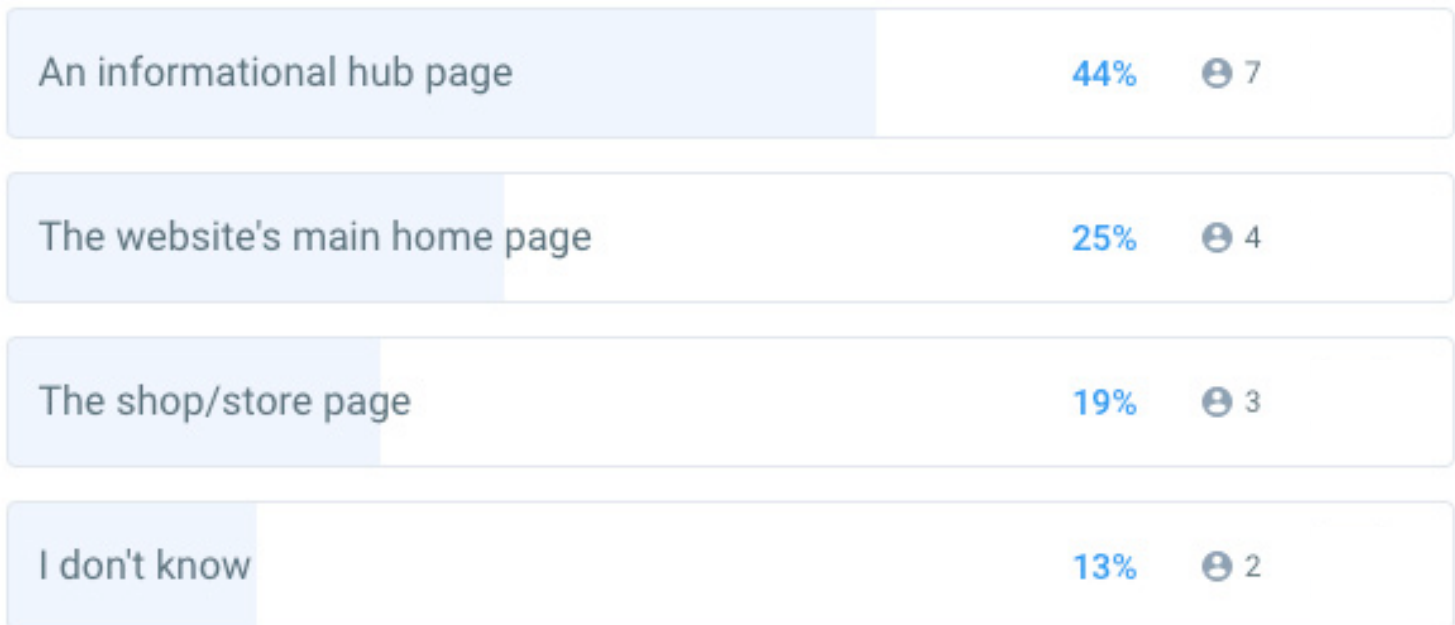
A. What can you do on this site?

1. Sign up and get tips for and help for medical things including breast feeding and Diabetes or if you need aid for walking like a walker, etc
2. i really don't know - there wasn't much that showed without scrolling down, it said something about a shop??
3. I did not have enough time to determine this. The title was EHCS Shop. There was a picture of some people in the upper left corner. I am assuming it may have some thing to do with medical equipment, but I am not sure.
4. look up specific help information for health questions
5. get information on various medical topics
6. explore health options
7. look for hearlth care services and devices?
8. Look up information on different medical things.
9. it has something to do with the medical industry, EHCS or something like that
- 10.learn about pregnancy
- 11.no idea
- 12.order items that help with daily life for people with disabilities.
- 13.I have no idea!
14. see information on breastfeeding and diabetes and more
- 15.buy medical supplies
- 16.not sure

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EHCS Store 5 Second Test

B. What kind of page is this?



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EHCS Store 5 Second Test

C. What do you remember about the design you just saw?

1. It had a sign up area and different categories with people pictures that you can click on for more information
2. nothing much, there wasn't much shown without scrolling down, and there wasn't time to do that.
3. I remember seeing the picture of the people in the upper left hand corner and the title of the shop.
4. it looked like it was a webpage for a hospital
5. clear
6. It was health related.
7. I didn't like the logo. It was okay, but a bit tacky.
8. a lot of boxes for choices of things to look at in more detail. The name of the company was small and in the upper left. People that looked like medical professionals
9. pictures of women, 3 across I think
10. ECHS
11. nothing but libre
12. It was very clean and easy to understand.
13. There were several pictures about mid way in the screen, with information above and below.
14. there were many topics
15. It looked clean
16. Edwards healthcare system?



Usabilityhub.com Testing

EHCS Store 5 Second Test

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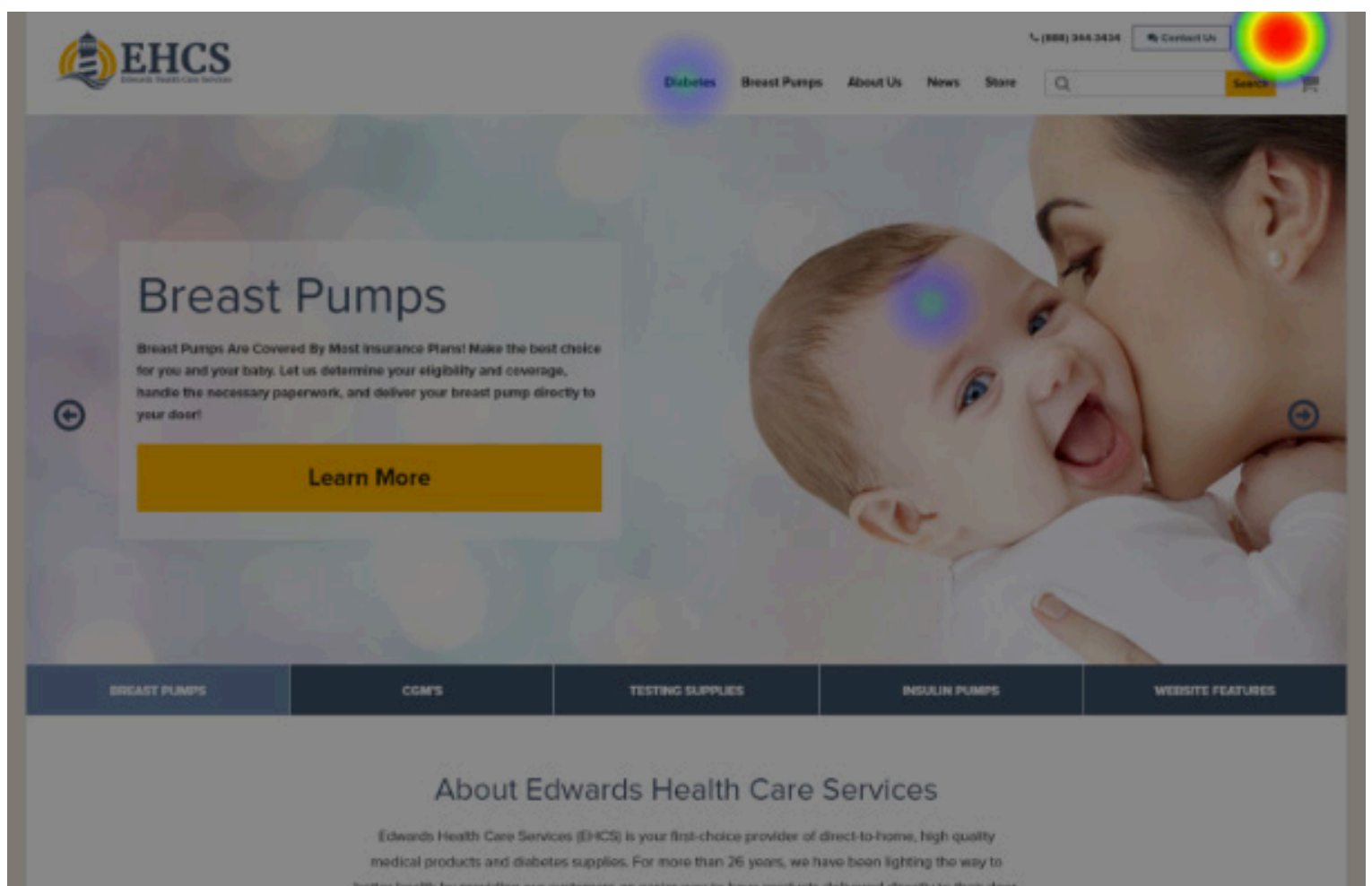
Usabilityhub.com Testing

EHCS Sign-In First Click Test

The purpose of a First click second test is to determine the discoverability of an element on your website. In this case, we are testing the sign-in first click to ensure that users are able to easily sign in to the website.

Test Results

The test was largely positive. Of the 12 people tested, all but 2 people were able to find the sign-in link easily.



Usabilityhub.com Testing

EHCS Sign-In First Click Test

A. How long did it take you to find the sign in link?

1. Less than a second.
2. wrong landing page
3. Saw it immediately...pretty standard location
4. a few seconds
5. A second or two.
6. About three seconds. It was one row above where I thought it might be, but in the top right corner where almost all sign in links are found.
7. two seconds
8. 3 seconds
9. less than ten seconds
10. About a second.

B. Is there anything you feel could make it easier to discover?

1. Text could be larger.
2. page is not diabetes related, but shows breast pump
3. Not really
4. make it larger
5. Larger buttons to focus on.
6. Make it a little bigger. Otherwise, it is already highlighted and in the right spot.
7. The font is a bit small for the whole website. I only found the login by watching for the colors.
8. Make it bigger
9. perhaps make it slightly larger, just in case some customers have vision issues.
10. No.

mTurk Survey

EHCS Store mTurk Survey

We used Amazon's mTurk to conduct some surveys with random users who would match our broader demographics. In this case, we asked 5 women aged 18-35 to determine if they would be willing to buy a breast pump and if so, to attempt to order one.

No orders were actually made, as the site is in sandbox mode

Test Results

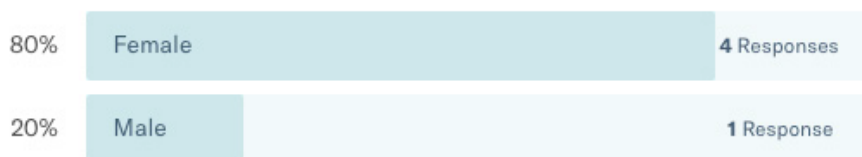
Of the 5 people tested, 2 people errored out in the screen phase. 1 said they were a man (?!), the other said she was in her 70's. Of the 3 who did participate, 2 said they would not, and the one person who did said she was very satisfied with the experience.

Screener Questions

Demographic parameters were set on Amazon mTurk, but we use screener questions anyway to further ensure that the responses we are collecting are valid.

✓ 1 I am a...

5 out of 5 people answered this question



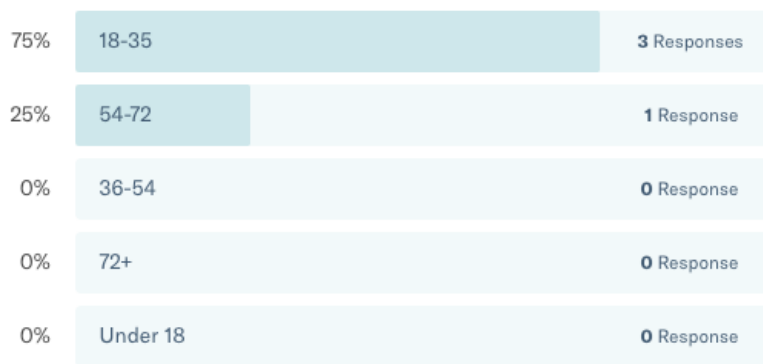
mTurk Survey

EHCS Store mTurk Survey

Screener Questions

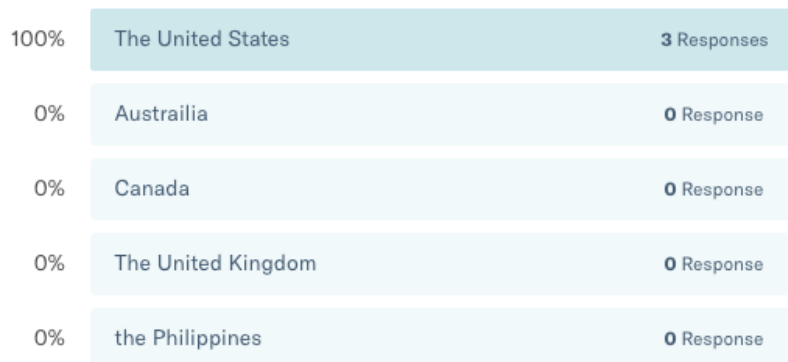
✓ 2 I am between the ages of...

4 out of 5 people answered this question



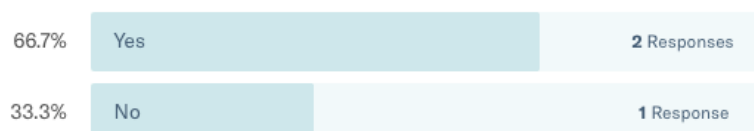
✓ 3 I live in...

3 out of 5 people answered this question



✓ 4 Have you ever breastfed a child before?

3 out of 5 people answered this question



mTurk Survey

EHCS Store mTurk Survey

✓ 5 Did you choose to purchase a breast pump on the EHCS website?

3 out of 5 people answered this question



☰ 6 Why did you decide not purchase a breast pump with EHCS?

2 out of 5 people answered this question

The site looked awesome but when I think about it this is an item I would much rather get in store vs. online, I would want to feel the packaging and look at it in hand before purchasing, they are so expensive that I would want to purchase in store as well.

a day ago


Don't need one

a day ago

mTurk Survey

EHCS Store mTurk Survey

Mary LaughlinTEST Survey Results

 **7** What name did you register for the website as?

1 out of 5 people answered this question

Mary LaughlinTEST


a day ago

 **8** Why did you register for this website? What is the benefit of doing so?

1 out of 5 people answered this question

I had to register to pay. Plus, it keeps track of my information.

a day ago

 **9** Approximately much time did you spend on the site before you decided to purchase a breast pump?

1 out of 5 people answered this question

5 minutes or about that.

a day ago

mTurk Survey

EHCS Store mTurk Survey

Mary LaughlinTEST Survey Results

☰ 10

How did you feel when you saw the EHCS store screen for the first time?

Not confusing. I just went to Store at the top to purchase and selected Breastfeeding. It was pretty easy to do.

a day ago

☰ 11

This is a an example of product page.

I had no trouble locating anything. Everything was there that I needed to make a purchase decision.

a day ago

☰ 12

This is the cart page.

It was easy to use. No issues with it. It was self-explanatory.

a day ago

☰ 13

This is the checkout page for an unregistered person/first time customer

I did not have any issues with this, other than making a good password (I needed at least 8 characters).

a day ago

mTurk Survey

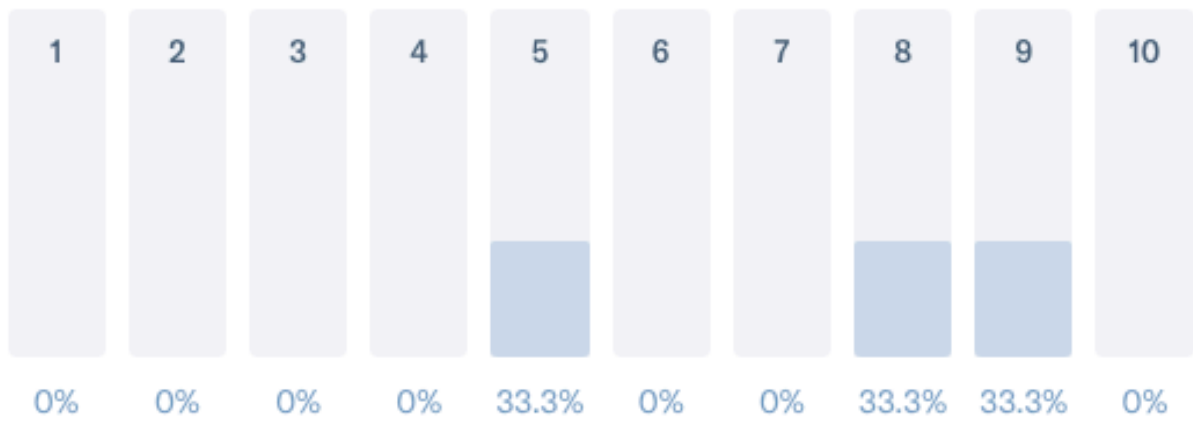
EHCS Store mTurk Survey

14

Based on the website, how confident do you feel about using Edwards Health Care Services to obtain a breast pump?

Avg. 7.3

3 out of 5 people answered this question



It stinks

Very Confide...

16

Do you have any other thoughts, opinions or observations on this website?

3 out of 5 people answered this question

Not really the site is nice but I would just rather purchase in store

a day ago

no

a day ago

No issues. Seems like a well-designed website. Easy check-out process.

a day ago

In-House Live User Testing

EHCS Usability Interviews

We sat down with 8 people on staff to get their thoughts on using the new EHCS site. These results were very fruitful and brought up a host of issues and things to consider adjusting. This section is organized by which part of the site it pertained to, followed by a summation of each participant's answers at the end.

Test Results

Of the 8 people tested, only 1 test failed due to technical reasons. That person's test was intended to be an existing user with past orders. Due to this, **no one with existing history has been tested yet – further testing must be conducted in this area.**

In-House Live User Testing

EHCS Usability Interviews

Registration & Enrollment

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Multiple users tried to register for the store by signing up for the site first.

This was an unexpected behavior, as the intention was to have the users simply browse the store to sign up first. It is possible that I was inadvertently leading them to try and start by registering for the site, as this is how every test began.

PROBLEM: Multiple cash/store users tried to register for the store by signing up for the site first and getting frustrated during enrollment

They were frustrated because they didn't have insurance or just wanted to buy their supplies.

PROBLEM: Users were unaware they had created an account

Frustration was expressed at creating an account without giving users any notice. Though the button does clearly say "Create Account", there is no text afterwards stating as such. It pushes them directly to enrollment screen 1.

SOLUTIONS:

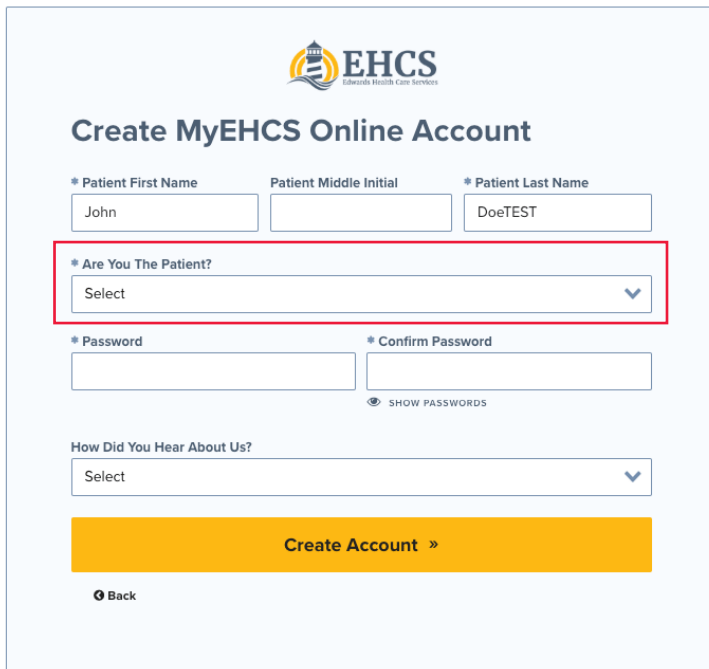
1. Add verbiage and text to Enrollment Screen 1

EX: Your account has been created. You may now browse the store or submit an enrollment application for insurance items with EHCS

In-House Live User Testing

EHCS Usability Interviews

Registration & Enrollment



EHCS
Edwards Health Care Services

Create MyEHCS Online Account

* Patient First Name Patient Middle Initial * Patient Last Name

John DoeTEST

* Are You The Patient?
Select

* Password * Confirm Password

SHOW PASSWORDS

How Did You Hear About Us?
Select

Create Account »

Back

PROBLEM: Verbiage for “are you the patient” is adding a layer of confusion

– Initially thought it was asking if he was *A* patient (an existing patient)

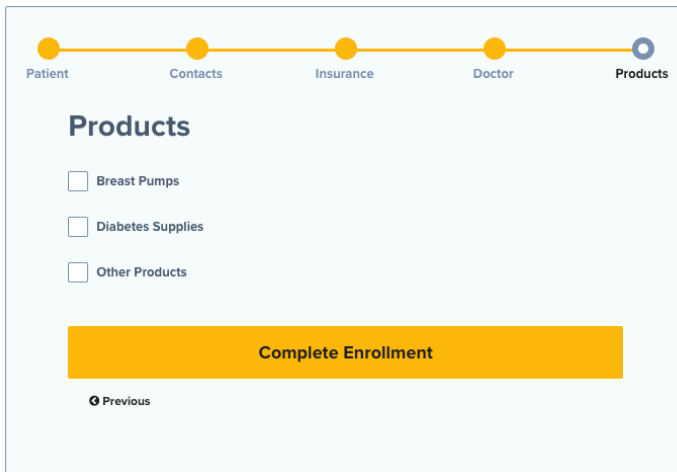
SOLUTIONS

1. Change text to something easier to understand
EX: “Are you signing up for yourself or someone else?”

In-House Live User Testing

EHCS Usability Interviews

Registration & Enrollment



PROBLEM: The Products screen in Enrollment is uninformative and confusing

- Everybody complained about this screen.
- Did not understand what it was asking for.
- Did not see why it was being asked at all
- One person thought they were placing an order for a breast pump

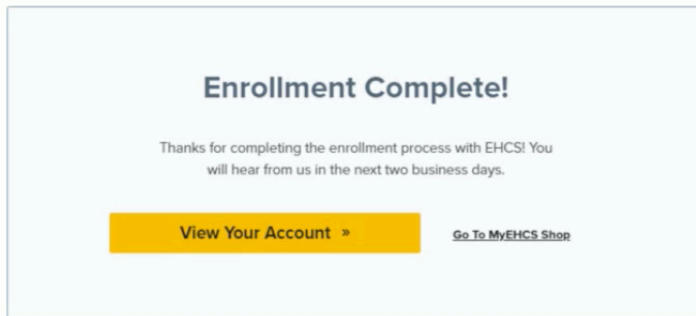
SOLUTIONS

1. Add a short paragraph explaining what this page is asking for. On expanded checkboxes, also include 1 or 2 sentence description so customers know why this information is being collected.
2. Get rid of this page entirely. Fold critical information about medical needs under Step 4 if necessary
3. Rework Enrollment so we know earlier why they are registering for EHCS (Breast pumps? Diabetes? Other?) and tailor enrollment to this better.

In-House Live User Testing

EHCS Usability Interviews

Registration & Enrollment



PROBLEM: Enrollment Complete screen is uninformative and not helpful

- Everyone complained about this screen.
- Does not tell the user what is happening.
- Why will they hear from EHCS in 2 business days?
- Should be more informative
- Users would go to shop thinking they can pick their products

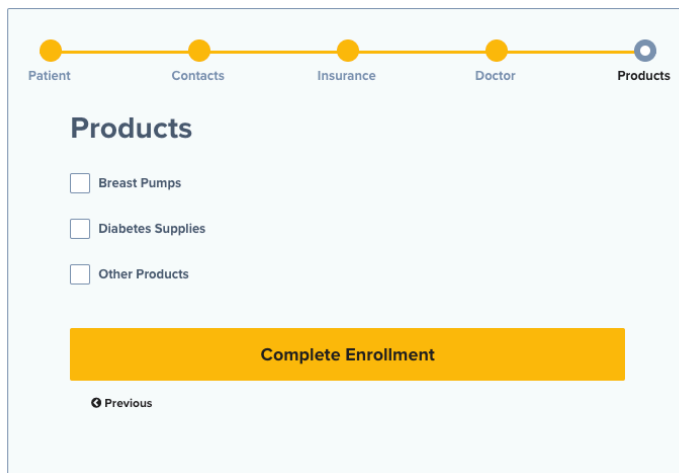
SOLUTIONS

1. Add text to explain that information has been received and is being processed
EX: "Next Steps - we will follow up with your doctor to obtain any prescriptions you may need and your insurance company to verify your information. This process typically takes about 2 business days.
2. Also consider adding graphics/icons to help communicate next steps.

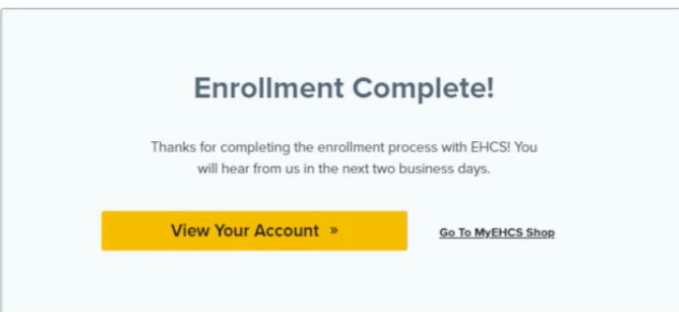
In-House Live User Testing

EHCS Usability Interviews

Registration & Enrollment



A horizontal progress bar at the top shows five steps: Patient, Contacts, Insurance, Doctor, and Products. The 'Products' step is currently active, indicated by a blue circle. Below the progress bar, the heading 'Products' is followed by three unchecked checkboxes: 'Breast Pumps', 'Diabetes Supplies', and 'Other Products'. A large yellow button labeled 'Complete Enrollment' is positioned below the checkboxes. At the bottom left, there is a 'Previous' link with a left-pointing arrow.



The screen displays the heading 'Enrollment Complete!' in a bold font. Below it, a message reads: 'Thanks for completing the enrollment process with EHCS! You will hear from us in the next two business days.' At the bottom, there are two options: a yellow button labeled 'View Your Account >' and a text link labeled 'Go To MyEHCS Shop'.

PROBLEM: Users expect to pick their products upon completing enrollment

- This expectation may be being set due to the vagueness 'products' and 'enrollment complete' screens
- Users WANT something to do on the site after completing enrollment – this is a good problem to have.

SOLUTIONS

1. Add in a feature where users can select products they would like to order. Make it clear that their insurance may not cover these products. Also give option to let EHCS customer service suggest products.
2. Consider expanding 'Products' section of enrollment to allow this feature

Whether this feature would be better received during or after enrollment would require testing. It may be overwhelming to include in enrollment.

In-House Live User Testing

EHCS Usability Interviews

Store & Checkout

Your order has been received and is being reviewed. Thank you for your business.

Order number: **4581**
Date: **July 12, 2018**
Email: **doug@itotallymadeupthisemailaddress.com**
Total: **\$29.11**
Payment method: **Credit Card**

Order Details

PRODUCT	TOTAL
Lansinoh® Breastfeeding Starter Set - Pay with Credit Card x 1	\$24.99
SUBTOTAL: \$24.99	
SHIPPING:	\$3.99 via rate
TAX:	\$0.13
PAYMENT METHOD:	Credit Card
TOTAL:	\$29.11

Billing Address

Biggus BlickusTEST
5640 Hudson Industrial Pkwy
Hudson
OH
44236
(330) 655-8385

Shipping Address

N/A

doug@itotallymadeupthisemailaddress.com

PROBLEM: Customers do not realize they created an account when checking out for the first time with cash.

- Everyone complained about this screen.
- Even though they entered a password and will receive and email, it did not occur to them that they created an account

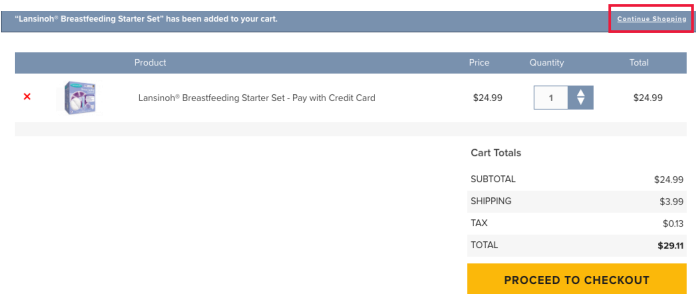
SOLUTIONS

1. Add text to explain that their account has been created
2. Account created message should include link to dashboard/orders page

In-House Live User Testing

EHCS Usability Interviews

Store & Checkout



PROBLEM: Users expressed frustration at having to constantly click 'continue shopping' link

– Testers consistently assumed their personas would want to order more than 1 item/product. Clicking the Continue shopping link was an annoyance

SOLUTIONS

1. Consider enabling the ability to stay on item page instead of sending users to the cart. Add options to go to cart or return to search results.

RELATED

- Consider moving the Continue Shopping link next to the Proceed to checkout in addition to being up top.

In-House Live User Testing

EHCS Usability Interviews

Order Management

Order Placed: July 12, 2018			
Status: Pending	Ship To: ▼ Biggus BlickusTEST	Patient ID: n/a	VIEW INVOICE
Scheduled Delivery Date: n/a	Carrier: n/a	Order Total:	\$29.11
Lansinoh® Breastfeeding Starter Set - Pay With Credit Card			
Quantity: 1			
Cost: \$24.99			

PROBLEM: New customers who registered through the store are unable to do anything to their order

- Customers cannot edit or cancel order.
- Customers cannot contact customer service for help
- Not even an order ID is displayed to contact CS

SOLUTIONS

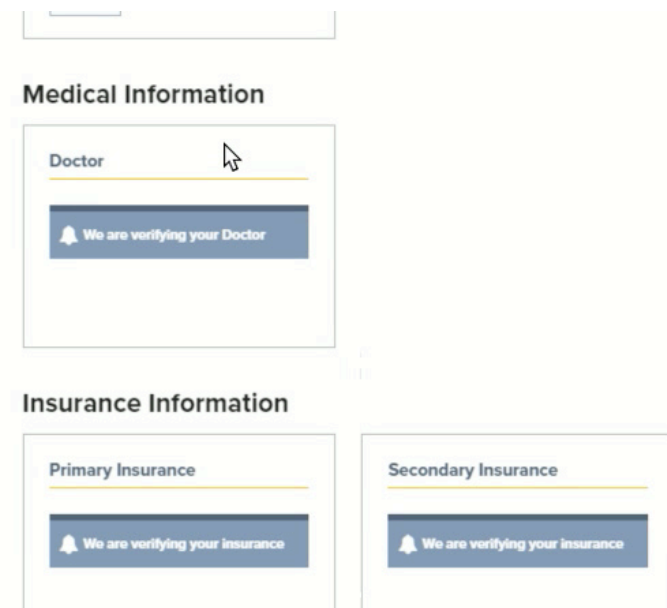
Add buttons to include the following functionality:

1. Give new customers the ability to cancel their order
2. Give new customers the ability to update the address
3. Give new customers the ability to change their payment method
4. Give new customers the ability to contact Customer Service
5. Display an order ID number
6. Consider changing n/a to something more informative.

In-House Live User Testing

EHCS Usability Interviews

Store & Checkout



PROBLEM: Users are unhappy that their doctor and insurance information they entered is not shown or editable

- This was a universal complain.
- All testers think they should be able to edit their doctor and insurance information

SOLUTIONS

1. Display doctor and insurance information, even when it is being verified.
2. Give users the ability to edit that information
3. Most users want to keep the message that their insurance is being verified

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Tammy Bergstrom, 7/10/18:

- Tried to register for the store in advance, went through enrollment. Couldn't get through enrollment because she had no insurance.
- Strongly consider adding a 'go to cart' link instead of moving the user straight to the cart.
"I think this is annoying"
- 'Continue shopping' link on cart page is too small
- When first time user registers through store, show them an 'account created' message
- On Dashboard, change 'pending' to 'processing'
- On order success page, show message for new cash customers that says 'account has been created, click here to view'
- Overlooked the 'shipping address is different from billing' on checkout.
- Would rather see both shipping and billing fields at once, check box fills in information
- Styles for FAQ button not working
- On registration, 'date patients last supplies received' should be changed.
- When done enrolling and in verification stage, secondary insurance shouldn't have a 'verifying message' box if they didn't enter any secondary insurance
- Yellow message alerts signify danger. Certain messages should not be yellow, should not have the ! icon
- Date of last doctor visit is not displaying, even though she entered it on registration/enrollment
- Note should say takes up to 24 hours to verify insurance
- Patient should be able to see the information they entered even if it's being verified
- Delete credit card button could be red
- Was confused by adding a new credit card and having the new one be default
- Was confused by payment option when only 1 option was available

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Barb Levay, 7/10/18:

- Thinks Store items should say 'cash only'
- Wants continue shopping next to proceed to checkout
- Insurance cart should display insurance prices (\$0.00)
- Changed doctor name and did not save on website
- Add item number to store search functionality – feels this is critical information to display
- Add forward and back arrows on pagination on store
- Thinks we should have a way to display how many come in box, near quantity. Be it's own field or something. Unit of measure
- On catheters product, it says 200/case. Customer might think they're ordering 200. Should check products to make sure this isn't

going to be a thing...

- On store bought items, should be an option to enroll them in autoship
- Terms of service is broken
- When checkout is complete, message should say awaiting insurance verification
- Wants to see consistent images on store. Some products are in box, some out of box, etc
- Thinks search should have infusion sets, infusion cartridges broken out on it's own. Currently under accessories
- Thinks related products should somehow be linked.
- Freestyle Libre starter kit on store should not be available through insurance. Cash only, per Barb.
- Perhaps pricing on store should say 'consumer price' or 'retail price'

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Stephanie Donnelly, 7/11/18:

- Registered for her child, but did not realize she put her name in.
- Enrollment complete screen should be more detailed. Explain that there should be insurance received and processing. Explain next steps.
- Verification message on account management

screen should have contact CS action.

- Likes having a a verification message. Should be more prominent at end of enrollment.
- Does not like how selecting products on page 5 of enrollment does nothing.
- Next steps at end of enrollment

Lisa Simone, 7/11/18:

- Registered for the site by clicking on the registration link. This could have been avoided since she was supposed to be an existing customer.
- Font is too small
- It's very difficult to get her to speak and such

- Thinks the carrier name (UPS, USPS) should be displayed on dashboard
- Frustrated by the inability to edit a cash order while he account was in verification status
- Cash orders should always have: cancel order, change address, contact customer service

Tolicia Patrick, 7/11/18:

- Message at top of screen when account has been created on first of enrollment
- Phone number on enrollment, let choose between phone and cell
- Products page on enrollment tells her nothing. Needs to be more informative
- Wants to know why the questions in breast

pump section are there if they aren't mandatory

- Enrollment complete page is uninformative
- Application is being processed verbiage
- Wants to see info being verified on my account page
- Thinks it should be red. Or maybe yellow. Likes having verification message

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Alexis Adams, 7/11/18:

- Was confused by 'are you the patient' on registration. "Are you signing up for yourself or someone else?"
- Wants to know he created an account. Wants something between create account and enrollment-01
- Next button could read 'save and continue'
- Products page is too simple
- Date of last doctor visit should be text field. No date mask.
- Thinks CGM under 'what insulin/cgm does patient need' should be broken down more - transmitters sensors, etc multiple components to CGM
- Enrollment complete screen is not helpful. Does NOT think he placed an order though.
- More detail. Tell customer that we're reaching out to insurance company.
- Does not think enrollment gives EHCS permission to track down prescription information. Does not view this as having placed an order or having authorized contacting his doctor.
- Should be a checkbox or something notifying patient that we will contact doctor and insurance company to get supplies.
- Either a 'yes, contact my doctor/insurance/' checkbox and a 'I'm just looking for more information' checkbox
- On account management page, wants to see the doctor and insurance info should be visible. Wants to see the verification message/notice
- Wants to be able to pick his supplies after enrollment. Pick brand, pick the frequency which it's needed.
- Should have an account is being verified on dashboard/orders page
- Does not assume he is automatically enrolled in an autoship program
- Thinks he can go to the store and pick the supplies he wants for an autoship program
- Clicked on CGMs category on store page, got notice that no products matches his selection
- On product page, maybe patient insurance under 'pay with insurance' could be a little bit bigger
- On order success page, 'we received your order' message. Things this should be green
- Would like a window of time where he can update his shipping address after placing an order (amazon has this)

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Bob Nash, 7/11/18:

- Is not technologically inclined. Wants to order by phone even though this is a user test for a web site...
- Looking at diabetes getting started page... is not happy about having to wait 2 days for verification.
- On the store page, clicking the >> arrows thinking it goes to the next page
- Winds up going through the store to buy his products. He was told he needs to register for the website.
- Ship to different address was checked and his shipping address was N/A
- On store page checkout success page there should be some verbiage that says the account has been created. "Now that you've created an account, next time you come back..."
- On store, labels on all products 'you can pay by:' 'available with cash' "available ONLY with insurance", "available for cash and insurance. Green would be both. Red for insurance only. Yellow for both. Color coding in store header.
- Feels that the \$0.00 on insurance prices is misleading. Then he saw the disclaimer
- The error message on insurance items if not enrolled allows you to log in even if you're logged in. Then if you do log in, it takes you to the orders dashboard
- FAQ link in footer needs to be linked to the FAQ page
- Updated shipping address, did not update
- Frustrated by the inability to edit his cash order because he's a new customer.
- Sent email after testing: "Just a thought, but instead of \$0.00 for the items that you can only get through insurance, and may not actually be free to the customer, maybe: Final Cost Varies by Insurance or Your Cost Will Vary Based on Your Policy."

In-House Live User Testing

EHCS Usability Interviews

Testing Notes and Raw Data

Christina Whipkey, 7/11/18:

This test went horribly wrong. Full of bugs and errors

- Enroll now on diabetes page goes back to home page
- Verification method for existing customer on cell and phone/text failed
- Email verification worked. Old EHCS template from before designs were taken over
-
- Verification phone call went through, but verification code (8782) failed
- After failed phone call verification, it went back to verification code screen after selecting email and the old code 8782 was still there.
- Says she's not a computer person at all. Would call if she could.



EHCS Usability Testing Results

JUNE 25 -JULY 11, 2018
