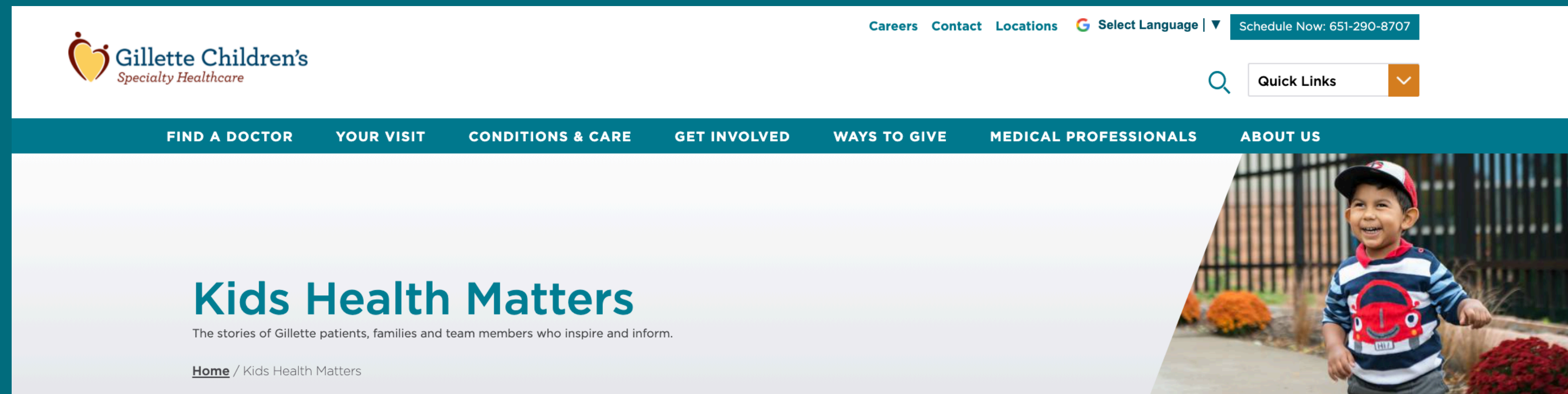


RESEARCH AND FINDINGS REPORT

Gillette Children's Hospital 'Kids Health Matters'

Sam Jorgensen



The screenshot displays the website's header with the Gillette Children's Specialty Healthcare logo on the left. On the right, there are links for 'Careers', 'Contact', 'Locations', 'Select Language', and a 'Schedule Now: 651-290-8707' button. A search bar and a 'Quick Links' dropdown menu are also present. Below the header is a teal navigation bar with the following menu items: 'FIND A DOCTOR', 'YOUR VISIT', 'CONDITIONS & CARE', 'GET INVOLVED', 'WAYS TO GIVE', 'MEDICAL PROFESSIONALS', and 'ABOUT US'. The main content area features a large white section on the left with the heading 'Kids Health Matters' and the subtext 'The stories of Gillette patients, families and team members who inspire and inform.' Below this is a breadcrumb trail: 'Home / Kids Health Matters'. On the right side of the main content area, there is a photograph of a young boy wearing a red and white baseball cap and a blue and white striped shirt with a red car graphic on it, smiling and walking outdoors.

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Summary and Goals

Executive Summary: We used a heuristic analysis of the KHM website and then performed remote user testing with 6 participants and made observations.

Our initial findings are that users are unsure of the purpose of KHM and are conflicted about the design and layout and are having issues navigating within the KHM webpage.

RESEARCH TEAM: Sam Jorgensen, Angela Stensrud, Anisa Osman and Rachel Nielsen

TESTING GOALS:

- Gauge the audience's familiarity, understanding and value.
- Gain insight into the usability, recognition and effectiveness.
- Identify user pain points and positive elements.
- Provide useful recommendations as they relate to the KHM goals.

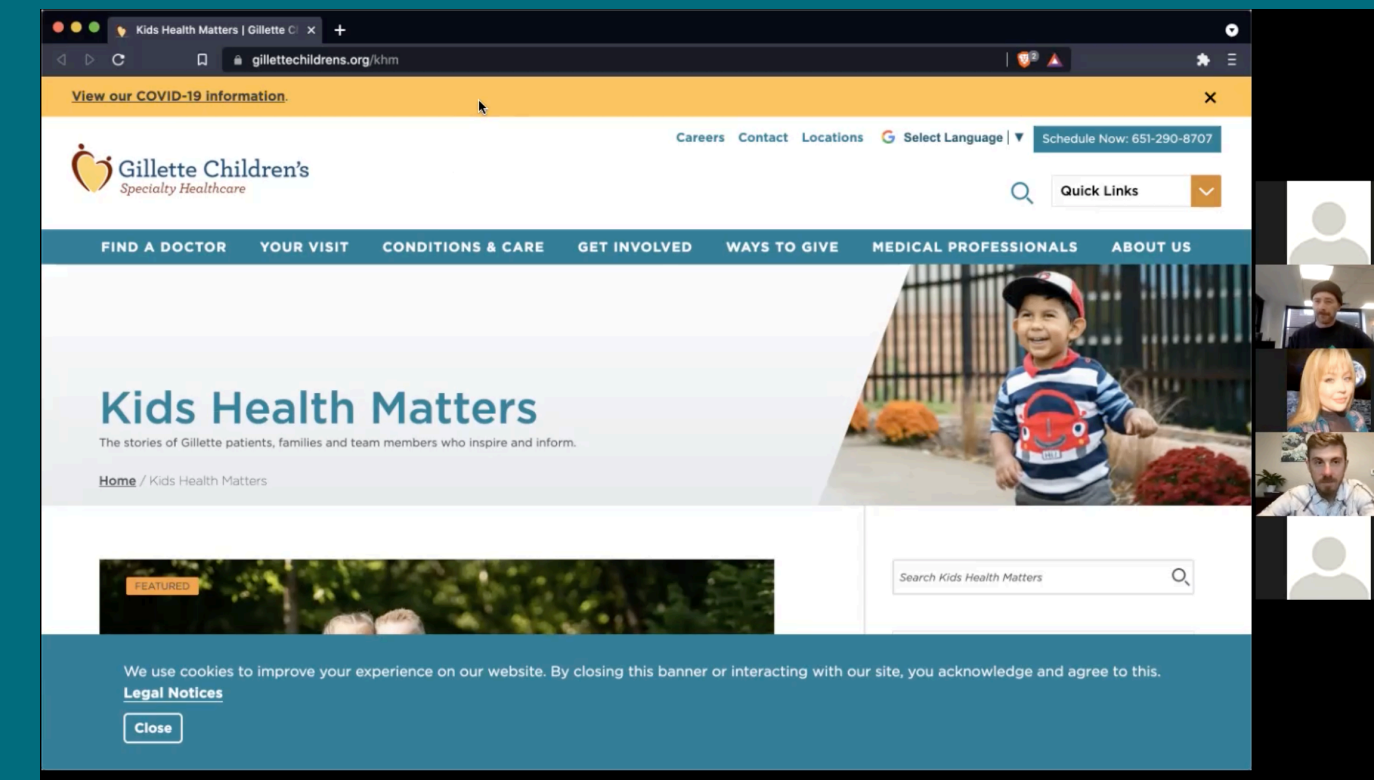
ORGANIZATION GOALS:

- Provide expert, patient first medical care in an integrated team environment that focuses on quality and safety.
- Make it better for our patients and their families.

Usability Testing & Data

USABILITY TESTING: 30 min zoom interviews where users were asked to give some personal background, complete a series of tasks and share their thoughts and feeling as they completed them while they were observed through screen sharing.

DATA SYNTHESIS: Data was then shared from all six interviews and was sorted into categories to identify pain points, wins and behavioral patterns across users to provide insight into opportunities for improvement.



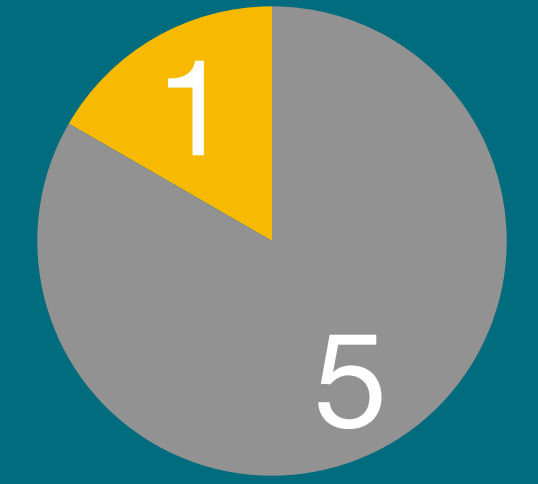
1	Questions	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6
2		Taylor Wegner	Corinne Kaeding	Nick Hanson	Amber Talley	Kate Quarion	Becky Murray
3	User Background Questions						
4	Have you heard of Gillette Children's Hospital?	Yes	Yes	Yes	Yes	Yes	Yes
5	What do you know about it?	Yes	Yes	Yes	Yes	Yes	Yes
6	If you had a sick child, what are some initial actions that you would take?	Yes	Yes	Yes	Yes	Yes	Yes
7	How do you go about finding healthcare resources?	Yes	Yes	Yes	Yes	Yes	Yes
8	Additional Questions						
9							
10							
11							
12	First Impression Questions						
13	"What are your first impressions of the site?"	Yes	Yes	Yes	Yes	Yes	Yes
14	"What do you believe the purpose of this website is?"	Yes	Yes	Yes	Yes	Yes	Yes
15	"How would you feel navigating the KHM website?"	Yes	Yes	Yes	Yes	Yes	Yes
16	"Is there anything about this site that stands out to you?"	Yes	Yes	Yes	Yes	Yes	Yes
17	Additional Questions	Taylor	corrine	nick	amber	kate	Becky
18							
19							
20							

Sample Questions & Task

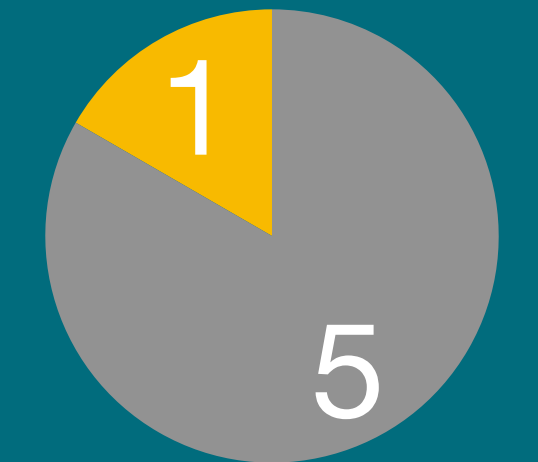
- Have you heard of Gillette Children's Hospital?
- What do you know about it?
- If you had a sick child, what are some initial actions that you would take?
- How do you go about finding healthcare resources?
- "What are your first impressions of the site?"
- What do you believe the purpose of the Kids Health Matter page is?
- How did you feel navigating the KHM website?
- 'You have Reason to believe your child may have scoliosis and you're curious to learn more about the condition- How would you go about finding articles related to scoliosis?'
- 'If you were interested in staying up to date with KHM, how would you go about doing that?'
- 'How would you go about sharing an article from this page?'
- 'Can you show me what steps you would take to make a donation to Gillette Children's Hospital?'

FINDINGS- USER BACKGROUND

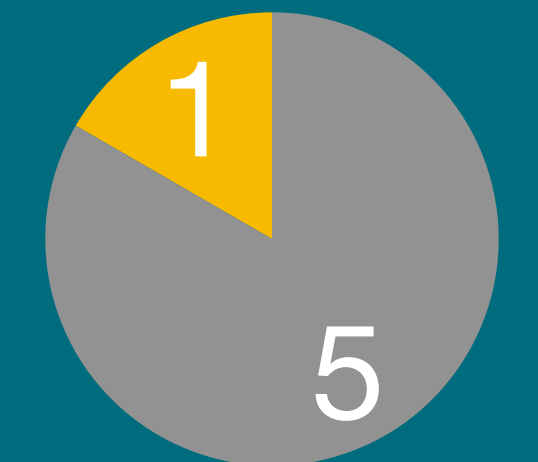
•5/6 people recognized Gillette Children's Hospital by name.



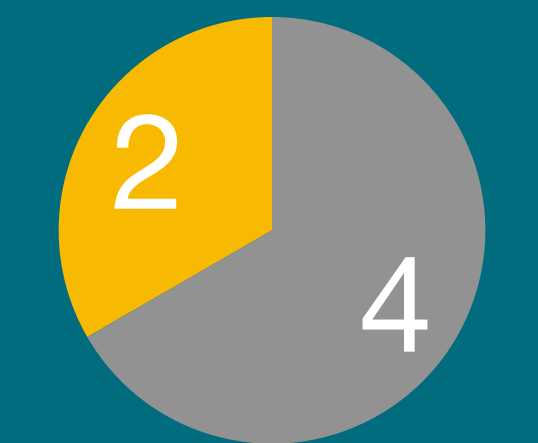
•5/6 people had no knowledge on Gillette Children's hospital.*



•5/6 participants were parents.



•2/6 participants worked in the medical field.



The one person who knew about it was a marketing employee at Gillette Children's Hospital*

FINDINGS- USER BACKGROUND CONTINUED

User Methods for researching symptoms for a sick child included:

- Google searches
- WebMD
- Contacting a pediatrician/ care professional

Participants also found value in children's healthcare resources such as Doctor/ organization reviews as well as using Google and WebMD searches.

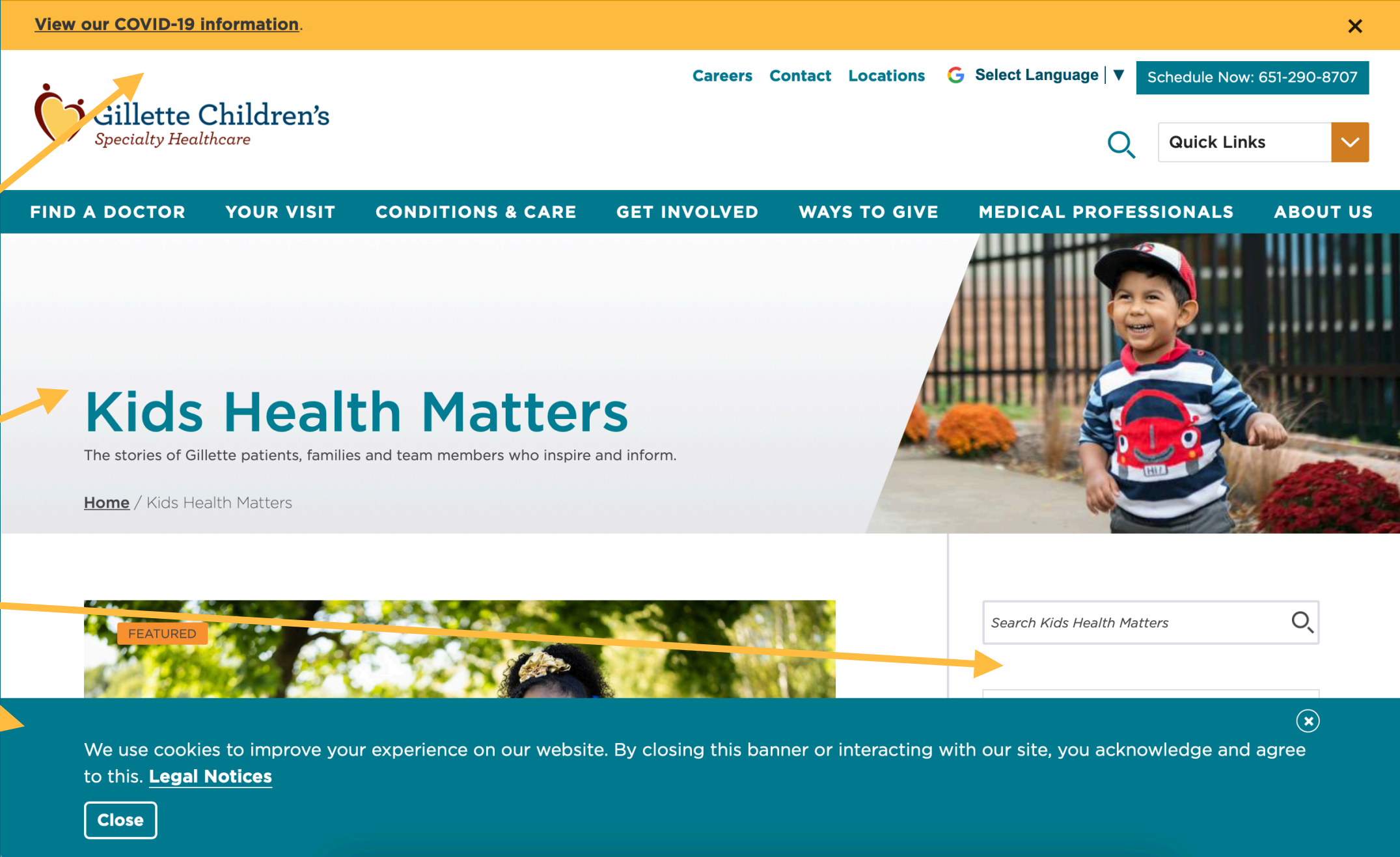
The screenshot shows the WebMD homepage with a search bar at the top right. Below the search bar, there is a banner for CVS pharmacy with the text "So we do it for you. We search coupons, insurance and other lower-cost options." Below this, there is a section titled "FDA Advisors Recommend Moderna Boosters" with a sub-headline "A panel of FDA advisors voted unanimously to approve booster doses of Moderna's COVID vaccine. Get more details." There are two links: "Study: Mixing COVID Vaccine Boosters May Be Better Option" and "Half of COVID Survivors Have Symptoms Beyond 6 Months". To the right of this section is a video thumbnail showing a person in a blue protective suit holding a small vial. Below this is a section titled "Coronavirus in Context" with the text "Questions about COVID? Email them to Dr. John Whyte at drjohn@webmd.net and he may answer them in an upcoming episode." There are three video thumbnails: "Dr. Phil: Actionable Steps to Help Mental Health", "Latest on Boosters, Kids' Vaccines & Antiviral Treatments", and "Impact of COVID-19 on Children's Mental Health". On the far right, there is an advertisement for a "5-clip subscription pack" with a "Get started" button.

The screenshot shows a Google search for "scoliosis". The search bar at the top contains "scoliosis" and the search button. Below the search bar, there are tabs for "All", "Images", "News", "Books", "Videos", and "More". The search results show "About 34,900,000 results (0.70 seconds)". The first result is an advertisement for Shriners Children's Hospital, titled "Lumbar Scoliosis - Scoliosis Treatment". Below the ad, there are sections for "Find A Location" and "Meet Our Team". The main search results include a featured snippet from Mayo Clinic. The snippet title is "Scoliosis" and it includes a sub-header "OVERVIEW SYMPTOMS TREATMENTS SPE". Below the sub-header is a diagram of a human spine showing a "Sideways curvature of the spine". The text in the snippet reads: "A sideways curvature of the spine. Scoliosis occurs most often during the growth spurt just before puberty. Most cases are mild with few symptoms. Some children develop spine deformities that get more severe as they grow. Severe scoliosis can be painful and disabling. Often, no treatment is necessary. Sometimes a brace or surgery is needed." Below the snippet, there is a link to "Scoliosis - Symptoms and causes - Mayo Clinic".

FINDINGS- KHM Webpage First Impression

Common Findings:

- Recognized it was a healthcare website
- Easy to navigate
- A variety of resources were readily available.
- Banners and size of the right sidebar impacted visibility negatively for the majority of users.
- 6/6 Participants said they would feel comfortable navigating through the KHM webpage.



FINDINGS- KHM Webpage First Impression

‘What is your first impression of the website?’

Positive descriptions of the homepage:

Bold, fun, approachable, professional, story based, helpful, easy to navigate, clean, colorful, friendly

Negative descriptions of the homepage:

Claustrophobic, tight, confusing tabs, not kid specific

FINDINGS- KHM Webpage First Impression

When asked about the purpose of the KHM webpage, all participants had varying opinions. (severity rating of 3/5 room for improvement, but still usable.)

"It seems like if you had a kid that needs specialty care, this is where you'd come."

"One stop shop for Marketing..."

What is the purpose of KHM?

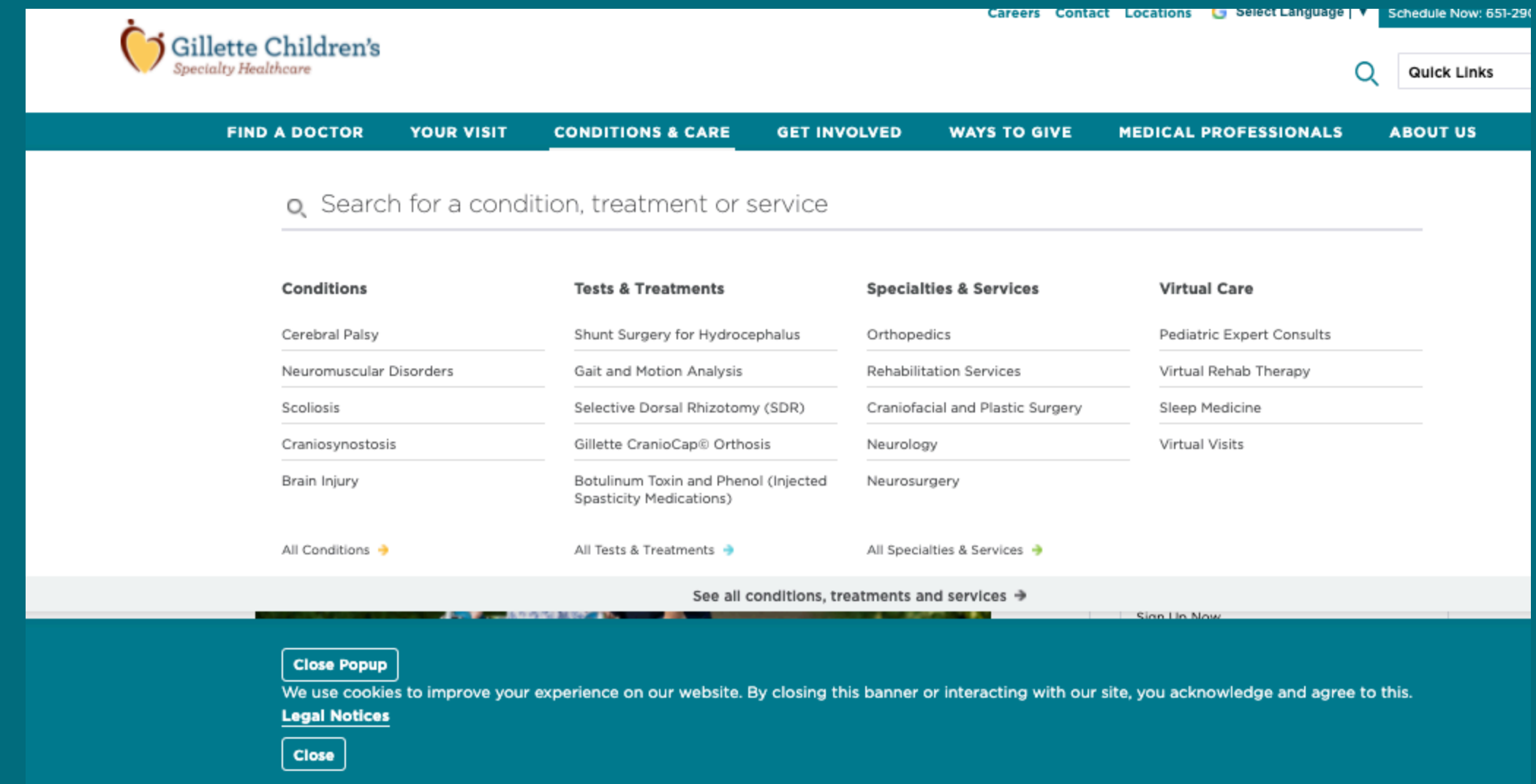
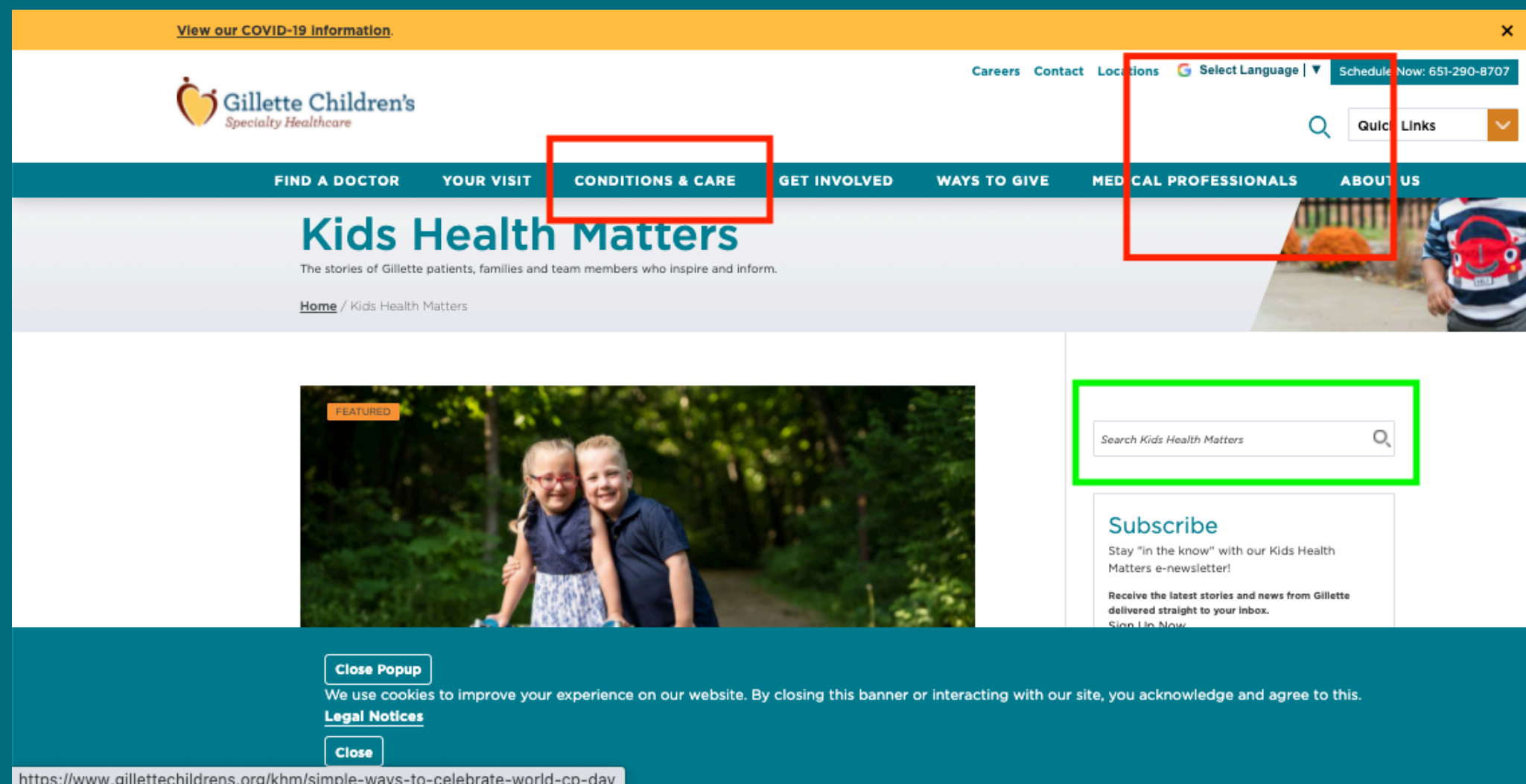
"It looks like a hospital website"

"...things I would need to schedule an appointment."

"I don't really know."

FINDINGS- TASK 1

‘You have Reason to believe your child may have scoliosis and you’re curious to learn more about the condition- How would you go about finding articles related to scoliosis?’



•5/6 users used the ‘Conditions & Care’ pull down tab from the main navigation tab at the top or used the top search bar to find articles. These users all navigated away from the KHM page without knowing it. (severity rating of 5/5- Extremely serious error prevent issue, not usable)

•1/6 user successfully used the search bar on the right.

• One user said the page ‘jumped around and reloaded,’ while another mentioned that it was loading slowly and was confusing to her. (severity rating of 3/5- Room for improvement with consistency and standards, but still usable)

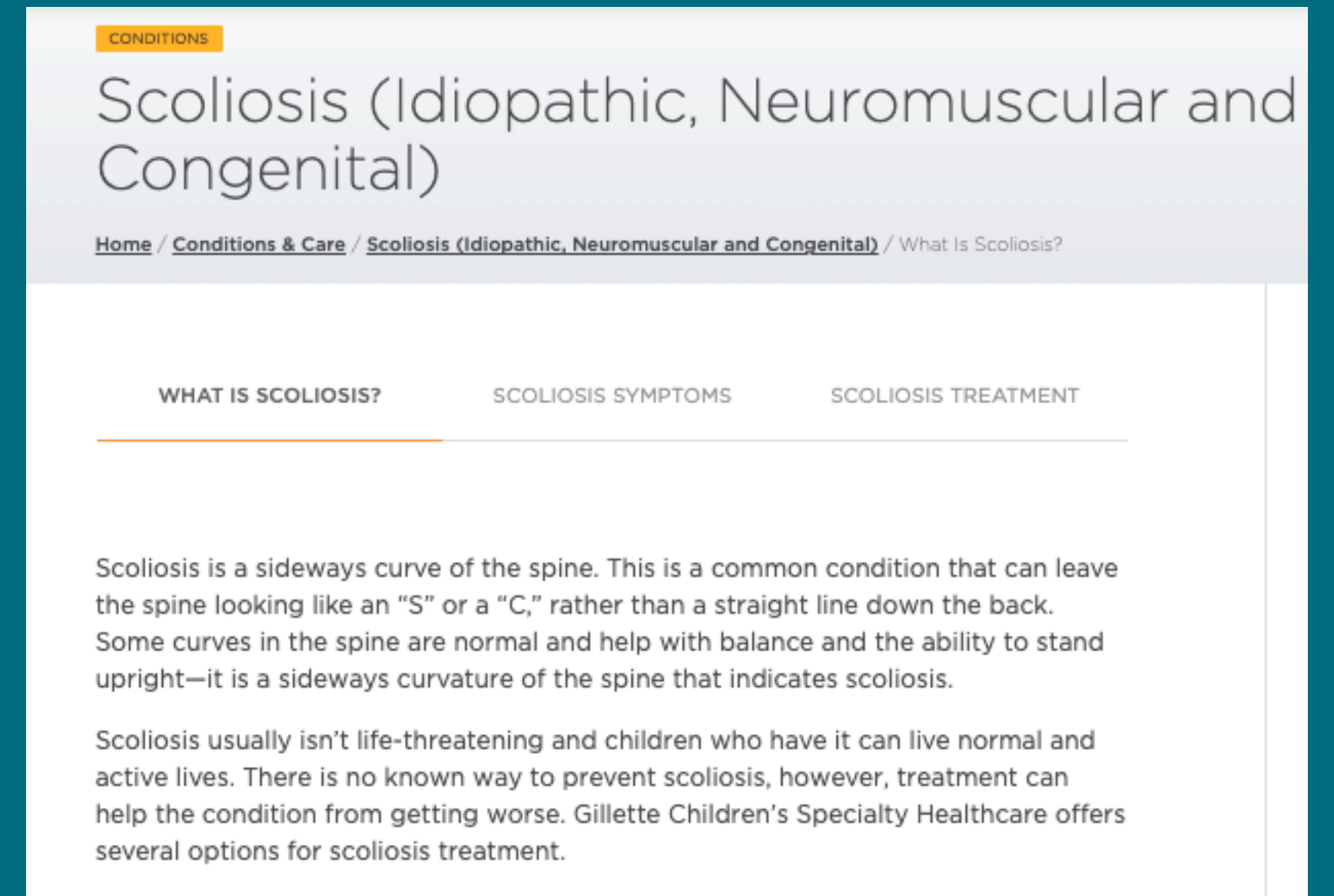
FINDINGS- TASK 1

User Expectations

•When asked about what they expected to find in articles related to Scoliosis, users reported being interested in **conditions, symptoms, treatments, doctors and providers along with links to each topic.** NOTE: 5/6 users navigated outside of the KHM page and into the Gillette Hospital page to find articles.

•Words and phrases users used to describe how they felt after looking through an article included:

Informed, useful, interesting, at ease, trustworthy, intrigued and not pretty.

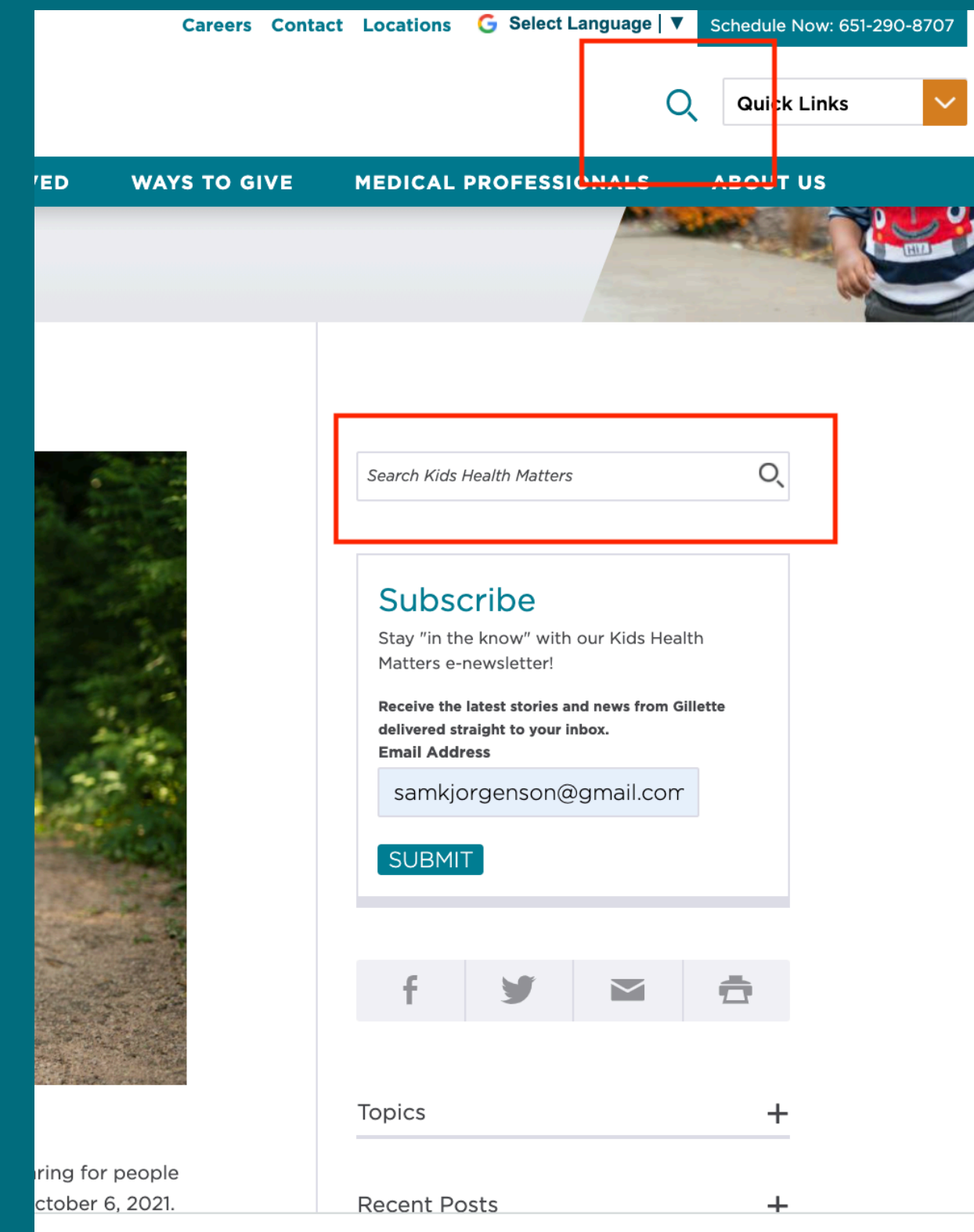


RECOMMENDATIONS- TASK 1

1. Add a **mission statement** to the KHM webpage to **improve the understanding of the purpose.**

2. Make changes to the **design and layout**

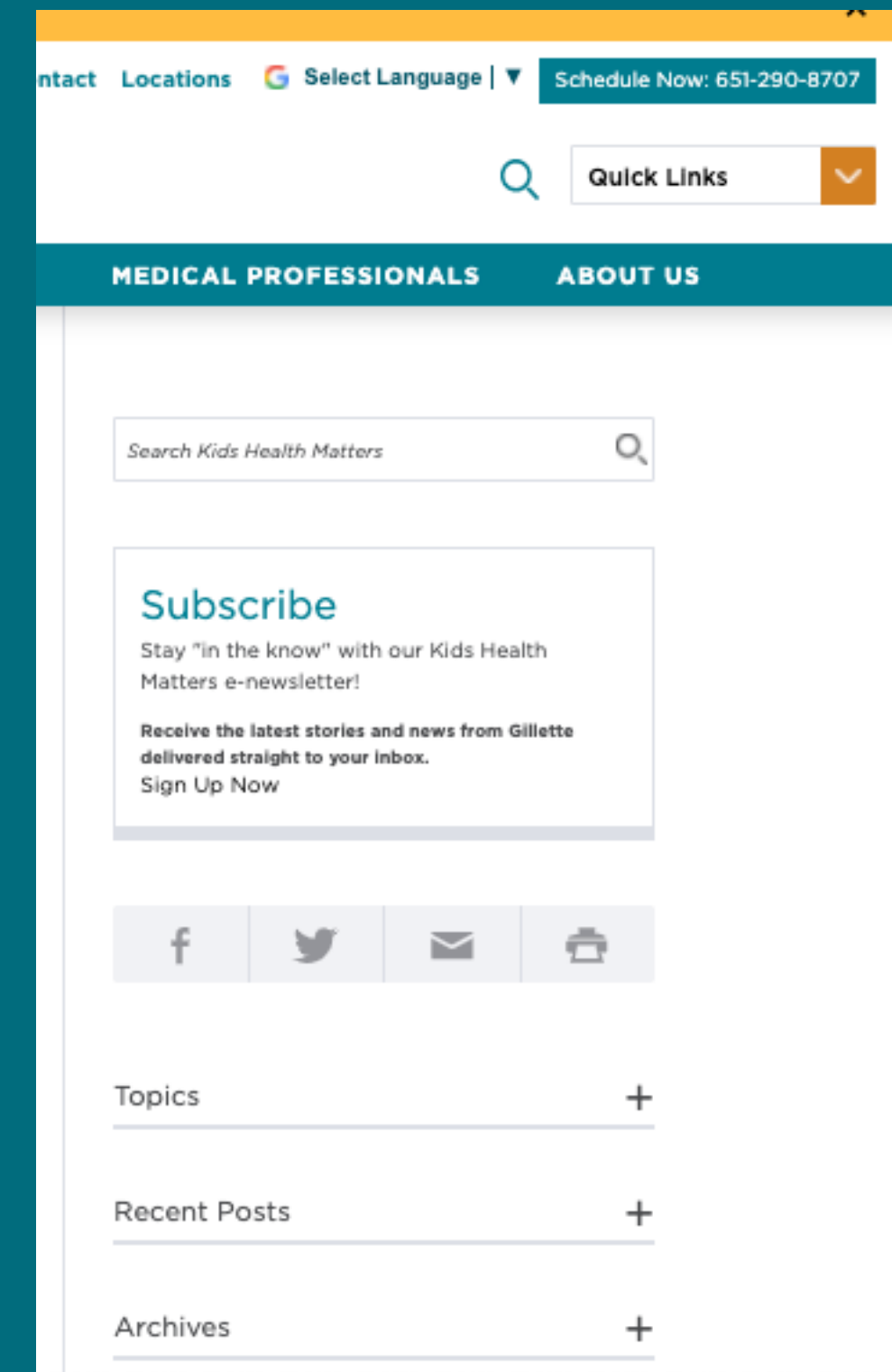
- Use a different layout or top navigation bar to **better signal users** that they are **leaving the KHM page** and going the Gillette Hospital webpage.
- Explore **moving the search bar** that is located in the right hand bar in a different location so that is **clearly understood** and stands out from the top navigation search bar to create a better **hierarchy.**



FINDINGS- TASK 2

“If you were interested in staying up to date with KHM content, how would you go about doing that?”

- 6/6 users were eventually able to use the ‘subscribe’ feature in the right hand bar.
- 3/6 users had some trouble locating the subscribe feature. (2/5, minor inconvenience.)
- 3/6 users clicked on the blue “Subscribe” title thinking it was a link. (2/5, minor inconvenience)
- 5/6 users said they prefer to use social media to stay up to date with organizations that interest them. (3/5 moderate inconvenience.)



FINDINGS- TASK 2

- 6/6 users said they subscribe to 0-1 email newsletters per month. (4/5 serious inconvenience)
- 5/6 users said they prefer to use social media to stay up to date with organizations that interest them. (3/5, moderate inconvenience.)

When asked about what kind of content they expected to receive from a KHM newsletter participants had differing ideas (consistency and standards issue 3/5, moderate inconvenience):

“Good things they are trying to accomplish”

“Puff pieces”

“Patient stories and providers, probably”

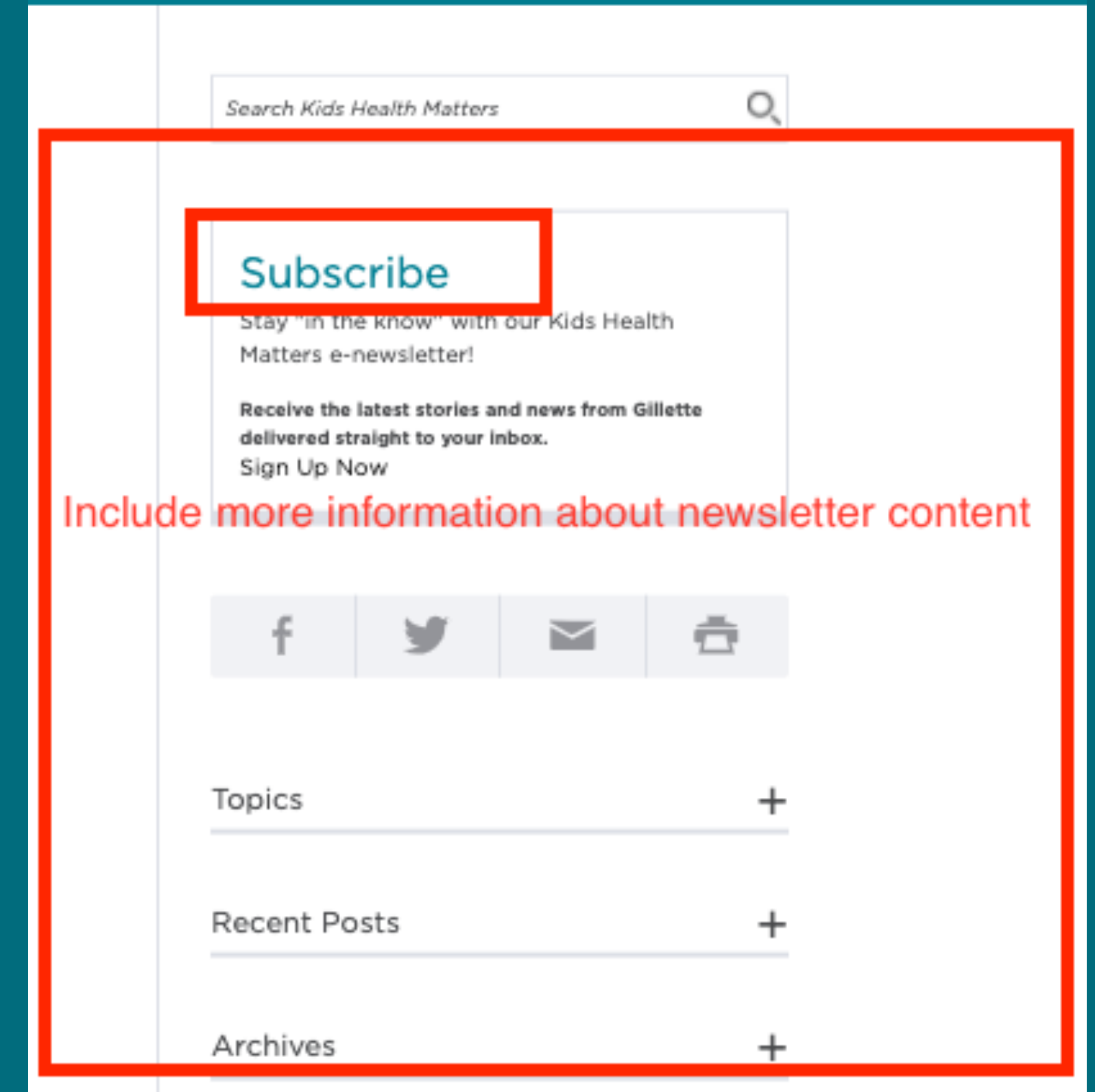
RECOMMENDATIONS- TASK 2

1. Make changes to the design and layout

- Use a different layout or design for the right bar to **better signal users** where the subscribe button is
- Make the 'Subscribe' **title a clickable link.**

2. Add a **better description of the contents** of the newsletter to **help users better understand** what news they'll be receiving.

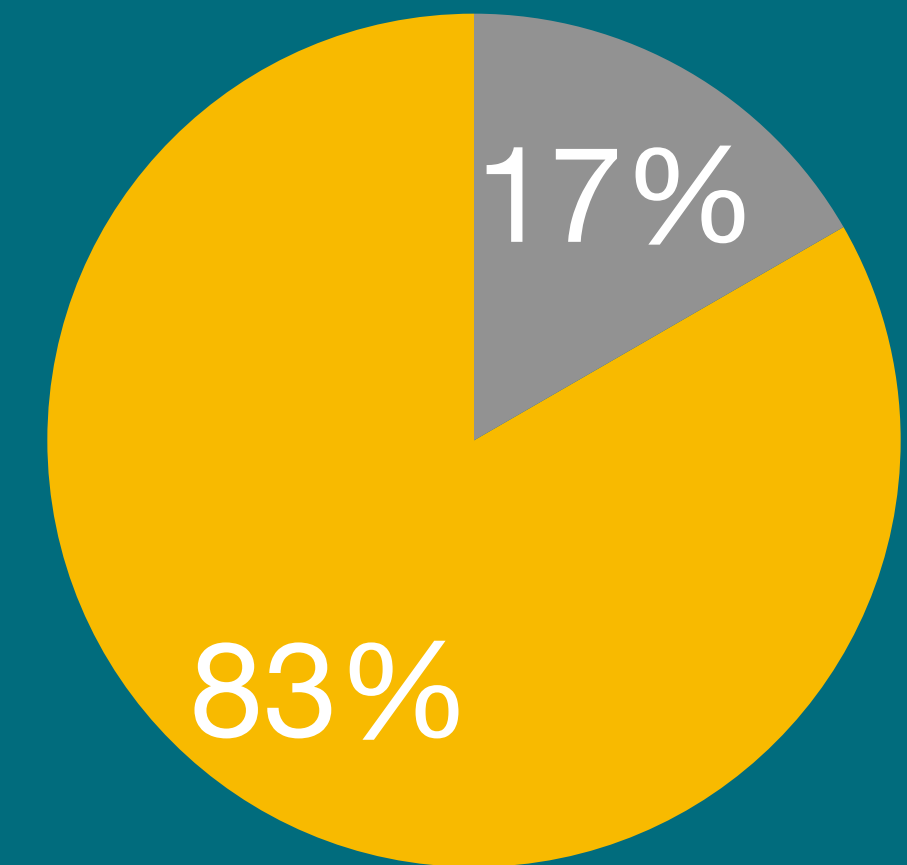
3. **Add social media link** (include an Instagram button) that allows users to follow a page, rather than share an article to give users an **alternative way to stay up to date** with KHM news.



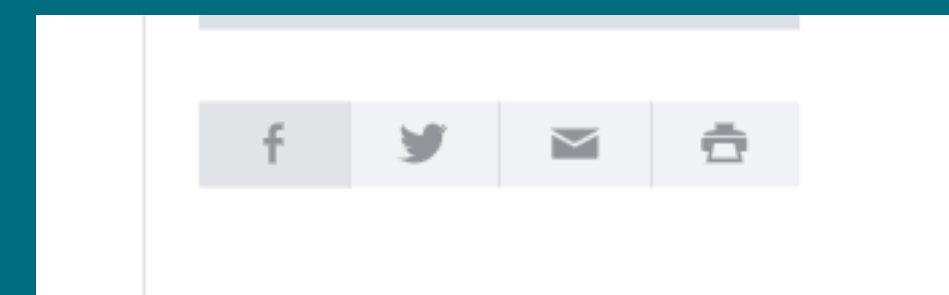
FINDINGS- Task 3

You have a family member that you feel would be interested in the KHM article you just read, how would you go about sharing it with them?

- 5/6 users shared their article **without using the share icons in the right hand bar**, and preferred to copy and paste the hyperlink.
- On a scale of 1-7 (1 being most difficult and 7 being extremely easy) **Users averaged a 4.83 rating on how their sharing experience was.**



SHARE ICON USASGE



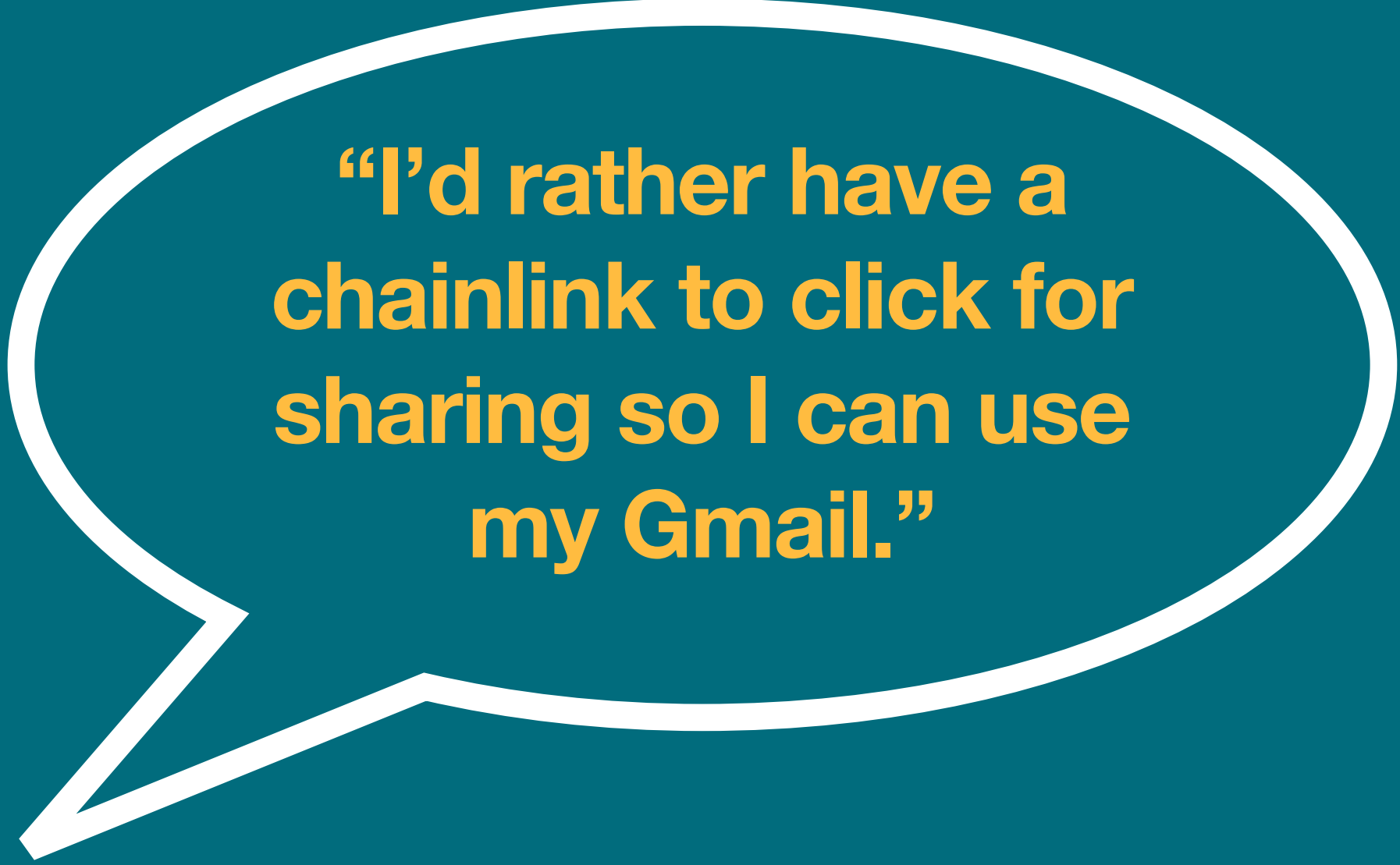
FINDINGS- Task 3 Cont.

You have a family member that you feel would be interested in the KHM article you just read, how would you go about sharing it with them?

- 4/5 users that were able to share the article said they **prefer to copy the URL vs. using share icons.**
- **1 user was unable to share the article at all**, and reported that they had been on the KHM website within 2 weeks and was unable to complete the task at that time.
- 1 user said they **hated when share icons open an external mail program.**



“I don’t usually click on icons off to the side”



“I’d rather have a chainlink to click for sharing so I can use my Gmail.”

RECOMMENDATIONS- Task 3

1. Make changes to the share icons on the right hand side

- **Add a call to action** to the share icons on the side to **help users recognize** the purpose.
- Change the color and size to make it more **recognizable**.

2. Add a **share icon bar** to the top and bottom of articles to **promote consistency** and **recognition** with other websites.

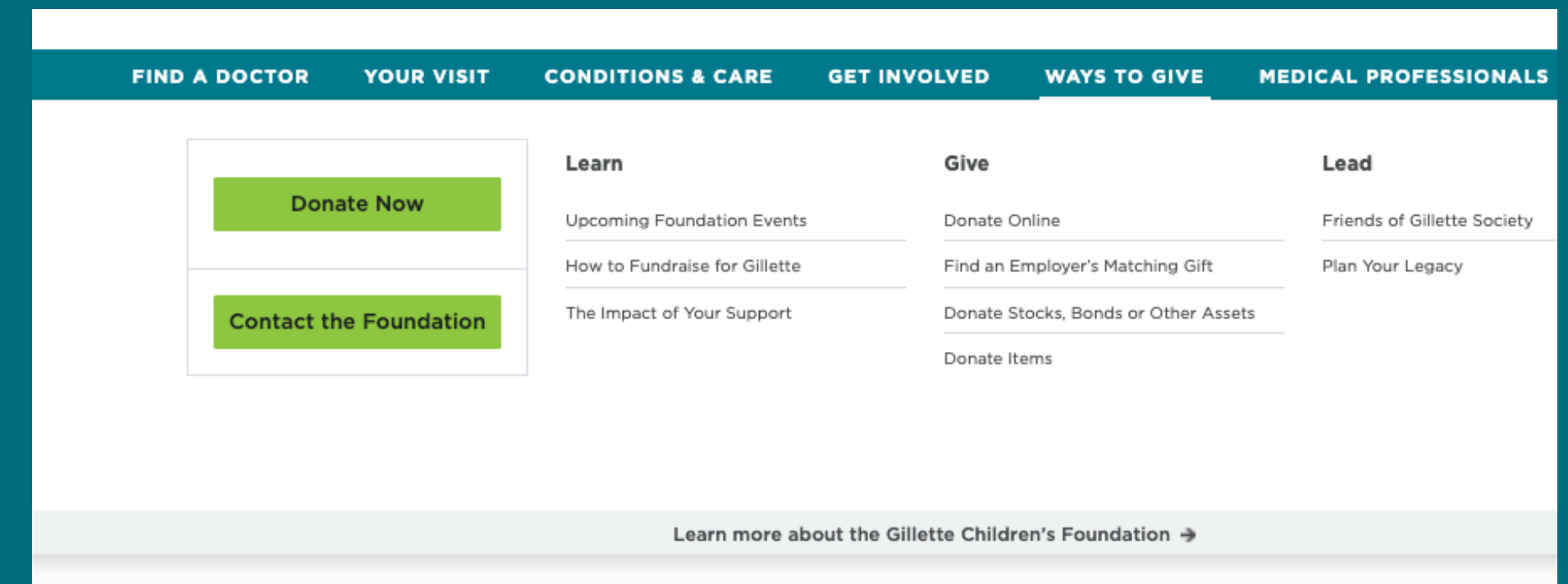
3. Add a **hyperlink copy option** to the share icon bar to allow users to copy and paste

The screenshot shows the Gillette Children's Specialty Healthcare website. The main article is titled "Simple Ways to Celebrate World CP Day" and is dated October 6, 2021. The article features a photograph of two children, one using a walker. A red box highlights the breadcrumb trail: "Home / Kids Health Matters / Simple Ways to Celebrate World CP Day". A red text overlay says "Add share links to top and bottom of article." The share icon bar is highlighted with a red box and contains icons for Facebook, Twitter, Email, and Print. The right sidebar includes a search bar, a "Subscribe" section, and a "Topics" section with a plus sign.

FINDINGS- Task 4

‘Can you show me the steps you would take to make a donation to the Gillette Children’s Hospital?’

- 6/6 users were able to navigate through the website to the donation page.
- 4/6 users used the ‘Ways to Give Tab’ to navigate to the donation page.
- On a scale of 1-7 (1 being most difficult and 7 being extremely easy) Users averaged a 6.5 rating on how their donating experience was.



“Nice, easy to understand and through”

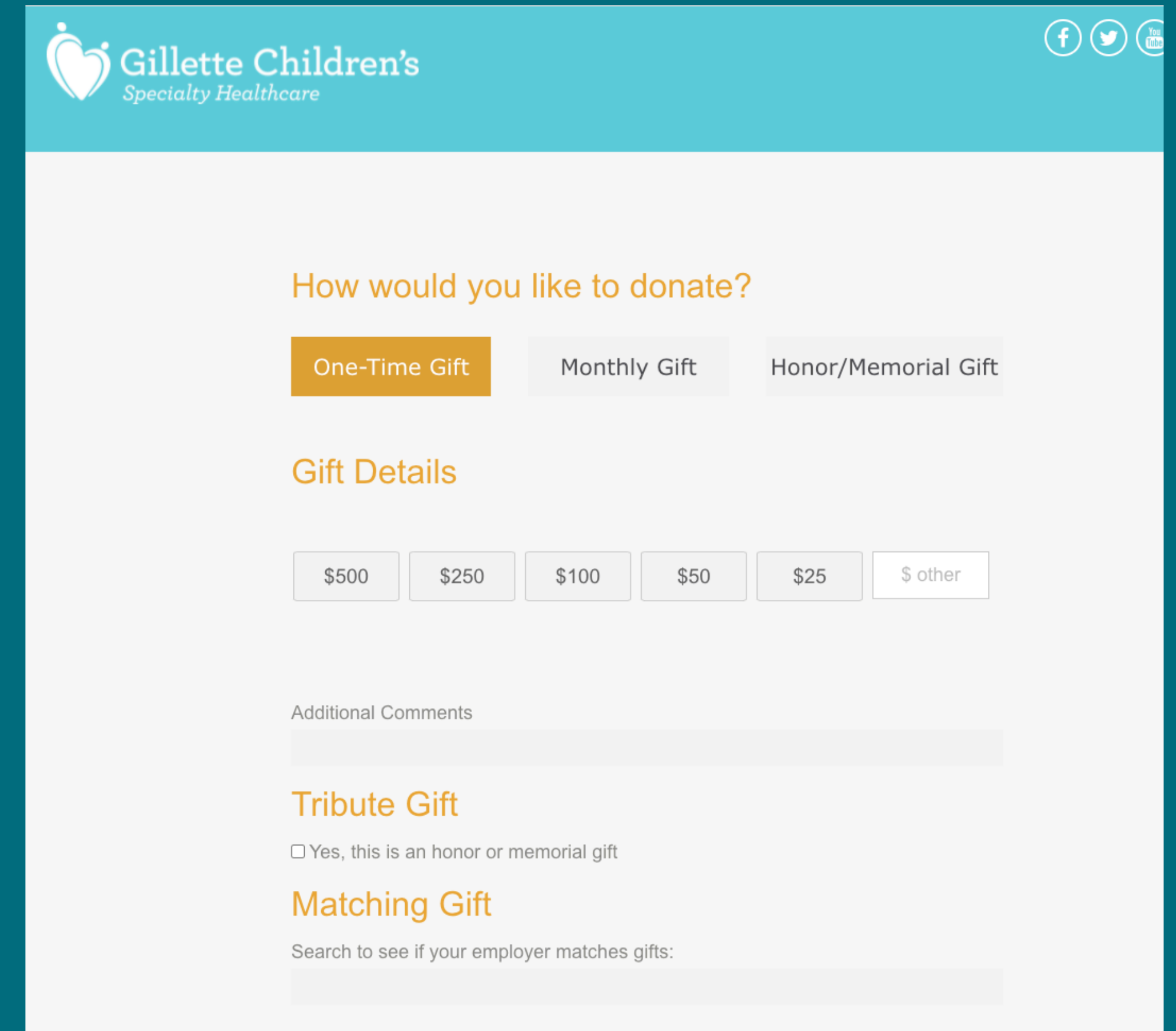
“It’s pretty easy”

“Gives the options that I want.”

FINDINGS- Task 4

‘Can you show me the steps you would take to make a donation to the Gillette Children’s Hospital?’

- 4/6 users reported that they had **donated to health care organizations** in the past.
- When asked **what would motivate them to donate to a health care organization**, 5/6 users reported that they resonated with the work the hospital was doing, a personal experience or an experience of someone they knew.



The screenshot shows the donation interface for Gillette Children's Specialty Healthcare. At the top, the logo and name are displayed. Below the header, there are social media icons for Facebook, Twitter, and YouTube. The main content area is titled 'How would you like to donate?' and features three buttons: 'One-Time Gift' (selected), 'Monthly Gift', and 'Honor/Memorial Gift'. Underneath, the 'Gift Details' section includes a row of buttons for donation amounts: '\$500', '\$250', '\$100', '\$50', '\$25', and '\$ other'. Below this is an 'Additional Comments' text input field. The 'Tribute Gift' section has a checkbox labeled 'Yes, this is an honor or memorial gift'. The 'Matching Gift' section includes a search prompt: 'Search to see if your employer matches gifts:'.

RECOMMENDATION- Task 4

Can you show me the steps you would take to make a donation to the Gillette Children's Hospital?

•Add a donation link and call to action at the end of each KHM article to use the emotional aspect of the article to increase donations.

The screenshot shows the Gillette Children's Specialty Healthcare website. The header includes the logo, navigation links (Careers, Contact, Locations, Select Language, Schedule Now: 651-290-8707), and a search bar. The main content area features a navigation menu (FIND A DOCTOR, YOUR VISIT, CONDITIONS & CARE, GET INVOLVED, WAYS TO GIVE, MEDICAL PROFESSIONALS, ABOUT US) and a search bar. Below the navigation, there is a paragraph about technology for CP diagnosis and treatment, followed by a bullet point about research. A photo of a child in a wheelchair playing a board game is shown, with a red box highlighting the text "INSERT DONATION CALL TO ACTION HERE" below it. The footer includes social media icons and a "You Might Also Like" section.

have the best technology to diagnose and treat CP. Our testing includes MRIS, CT scans, **EOS imaging**, neurological assessments, and evaluations and screening at our Gillette Motor Delay Diagnosis and Treatment Clinic.

- Gillette believes in scientific **research** and in sharing our knowledge with health care providers around the world. Our scientific research is often focused on cerebral palsy-specific topics including long term treatment outcomes, the effectiveness of medications like botulinum toxin and phenol, intrathecal baclofen pump use and many other on-going studies. Gillette is a member of the **Cerebral Palsy Research Network. (CPRN)**.

Happy World CP Day!

Gillette therapists are experts at making the hard work of rehabilitation seem fun.

INSERT DONATION CALL TO ACTION HERE

You Might Also Like


FINDINGS- FOLLOW UP/ EVALUATION

On a scale of 1-7, how would rate the usefulness of the KHM website?

- Users averaged a **5.5/7** on rating the **usefulness** of the KHM website.
- Users averaged a **5.66/7** on how likely they were to **recommend the KHM site to a parent.**
- **3/6** users said **enjoyed the images and photography.**
- **4/6** users had **negative comments on the design/ layout of the KHM website.** (3/5 moderate inconvenience)
- **2/6** users wanted **more clarity on the purpose of the website.** (2/5 minor inconvenience)



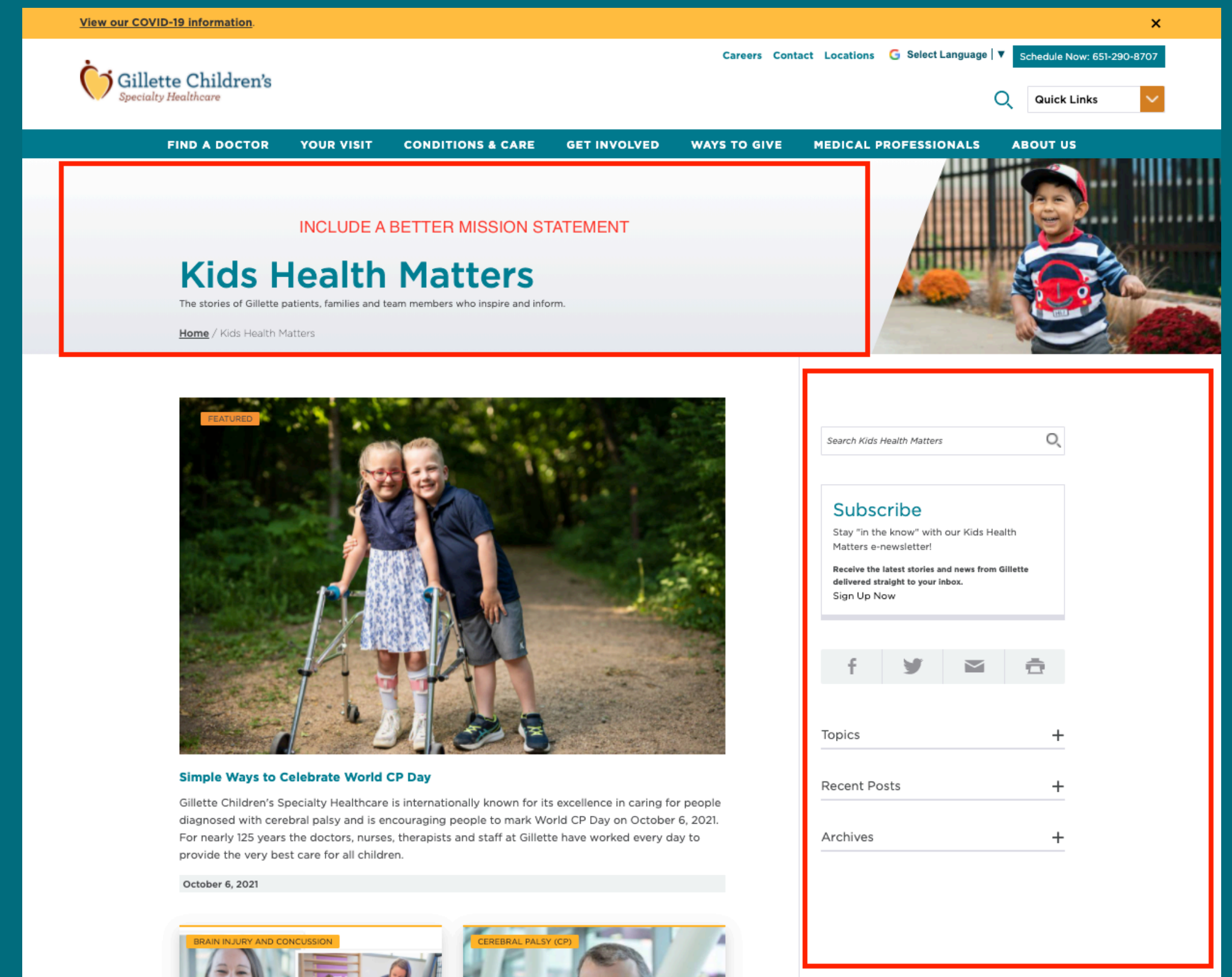
“You have to get through the fluff to get to the meat of it”



“Even before I was a UXer, this sidebar would have bothered me...”

RECOMMENDATIONS- FOLLOW UP/ EVALUATION

1. Make changes to the **layout and design** of the KHM website.
 - **Utilize** more of the **empty space** on the **banners and sidebars**.
 - Make the **righthand sidebar and banners smaller** to improve **visibility**.
2. Add more of a **mission statement** to help users **recognize the purpose of KHM**.
3. Include more **Imagery** to promote a better **emotional connection** between users and **Gillette Hospital**.



CONCLUSION

In conclusion, I found that users have concerns with the design/layout of the website, navigation and understanding the purpose of the KHM webpage. By making changes to how the website is viewed, how it is navigated and how the organization explains its goals, I believe that users will find the website more useful and will have a better understanding of what KHM is.

THANK YOU!

Sam Jorgensen
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