RESEARCH AND FINDINGS REPORT

Gillette Children's Hospital 'Kids Health Matters'

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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.
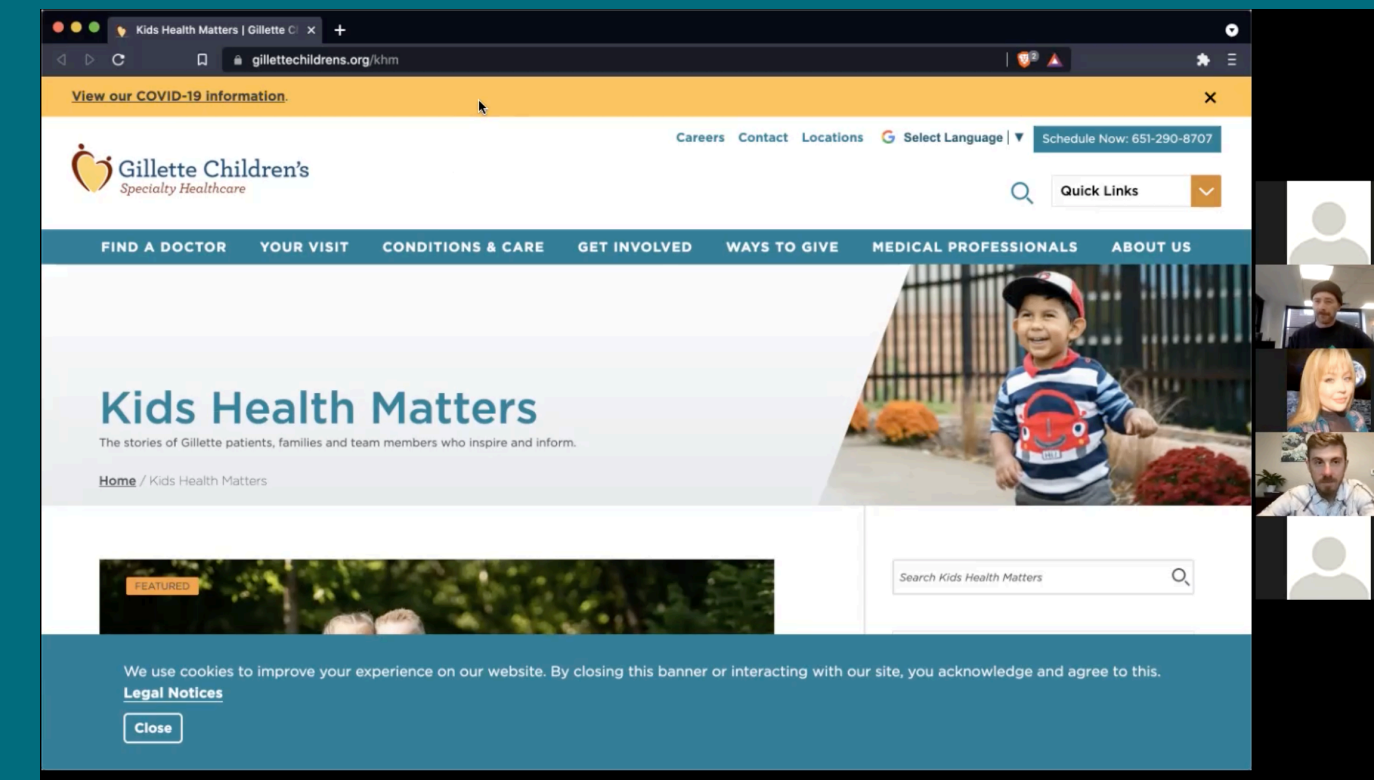•Provide useful recommendations as they relate to the KHM goals.

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.


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 <u>recognized</u> Gillette Children's Hospital by name.
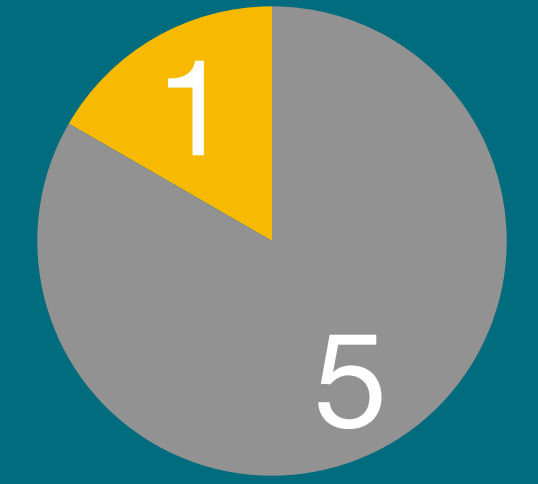
•5/6 people had no knowledge on Gillette Children's hospital.*
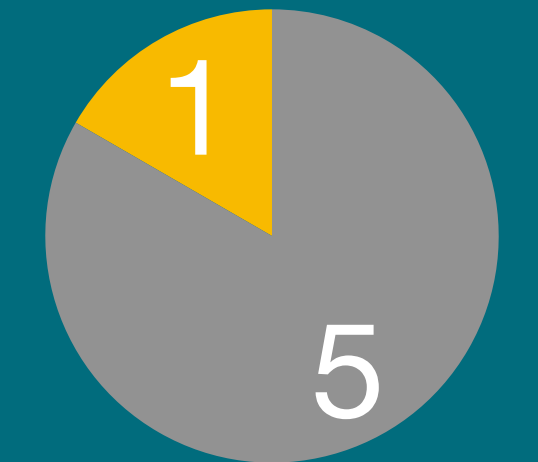
•5/6 participants were parents.
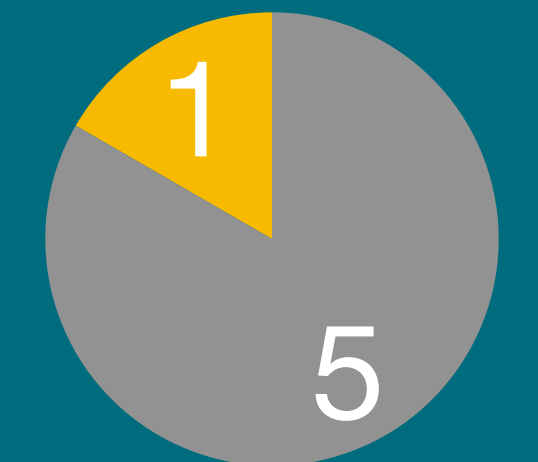
•2/6 participants worked in the medical field.
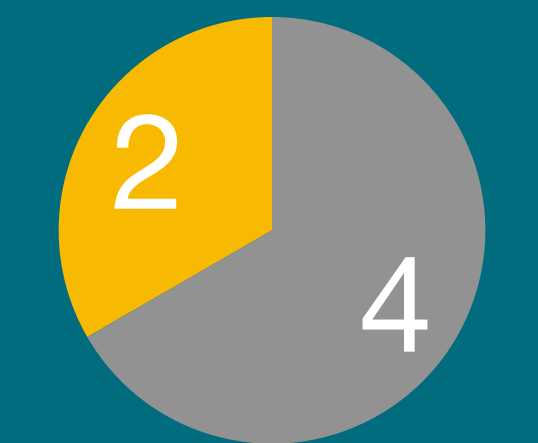
The one person who knew about it was a marketing employee at Gillette Children's Hospital*

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.

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.**
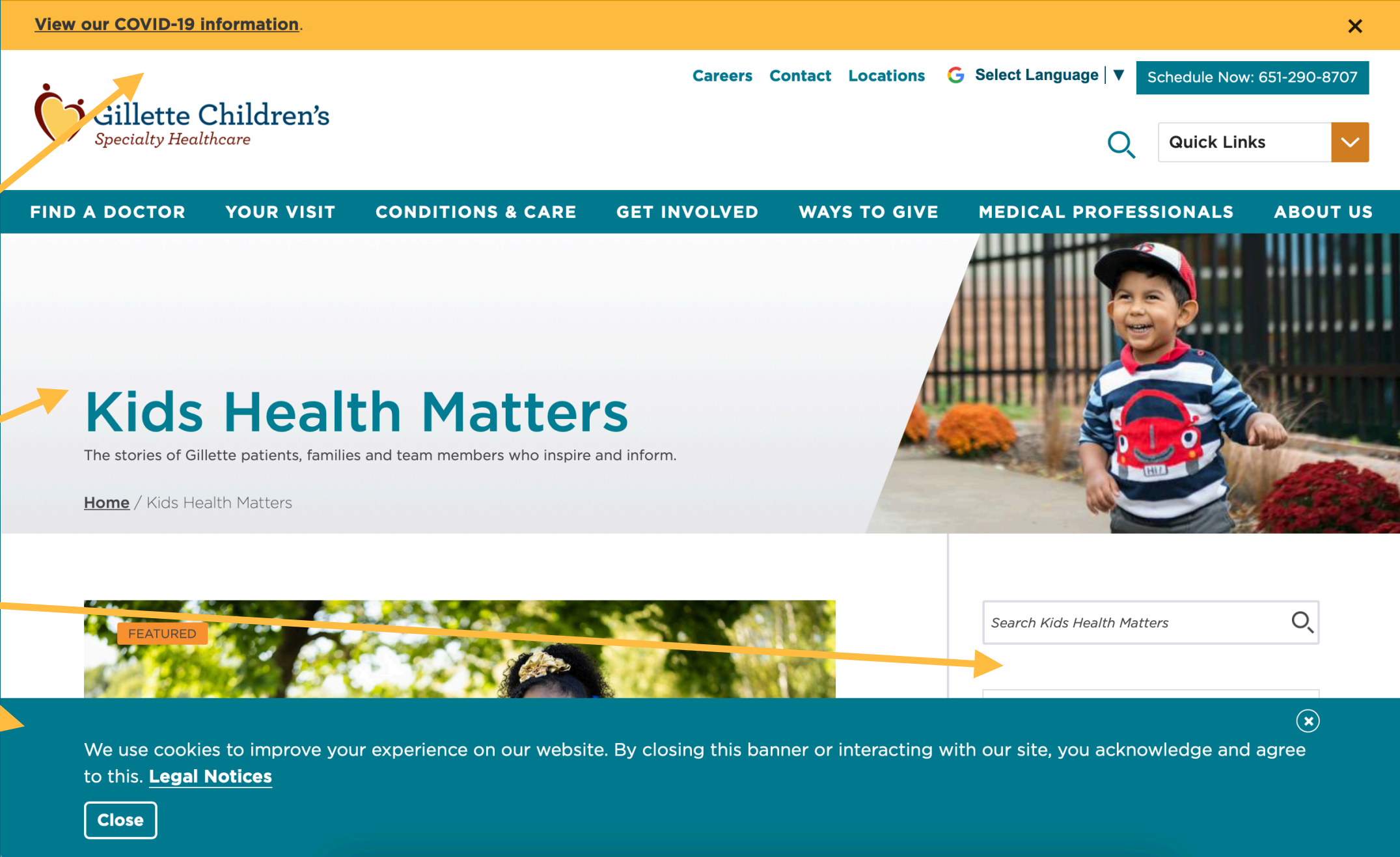
FINDINGS- KHM Webpage First Impression
'What is your first impression of the website?'

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

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?

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

"It looks like a hospital website"

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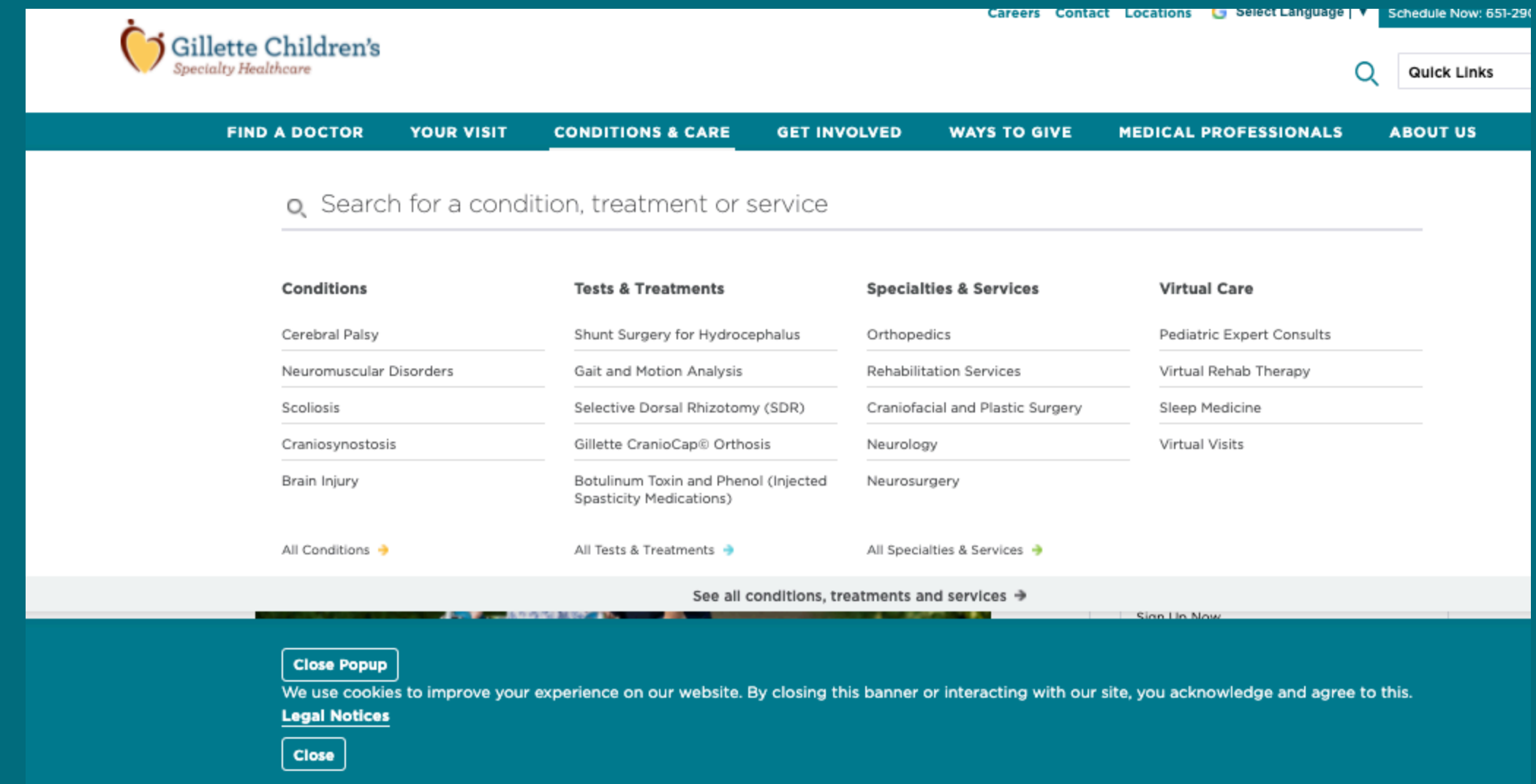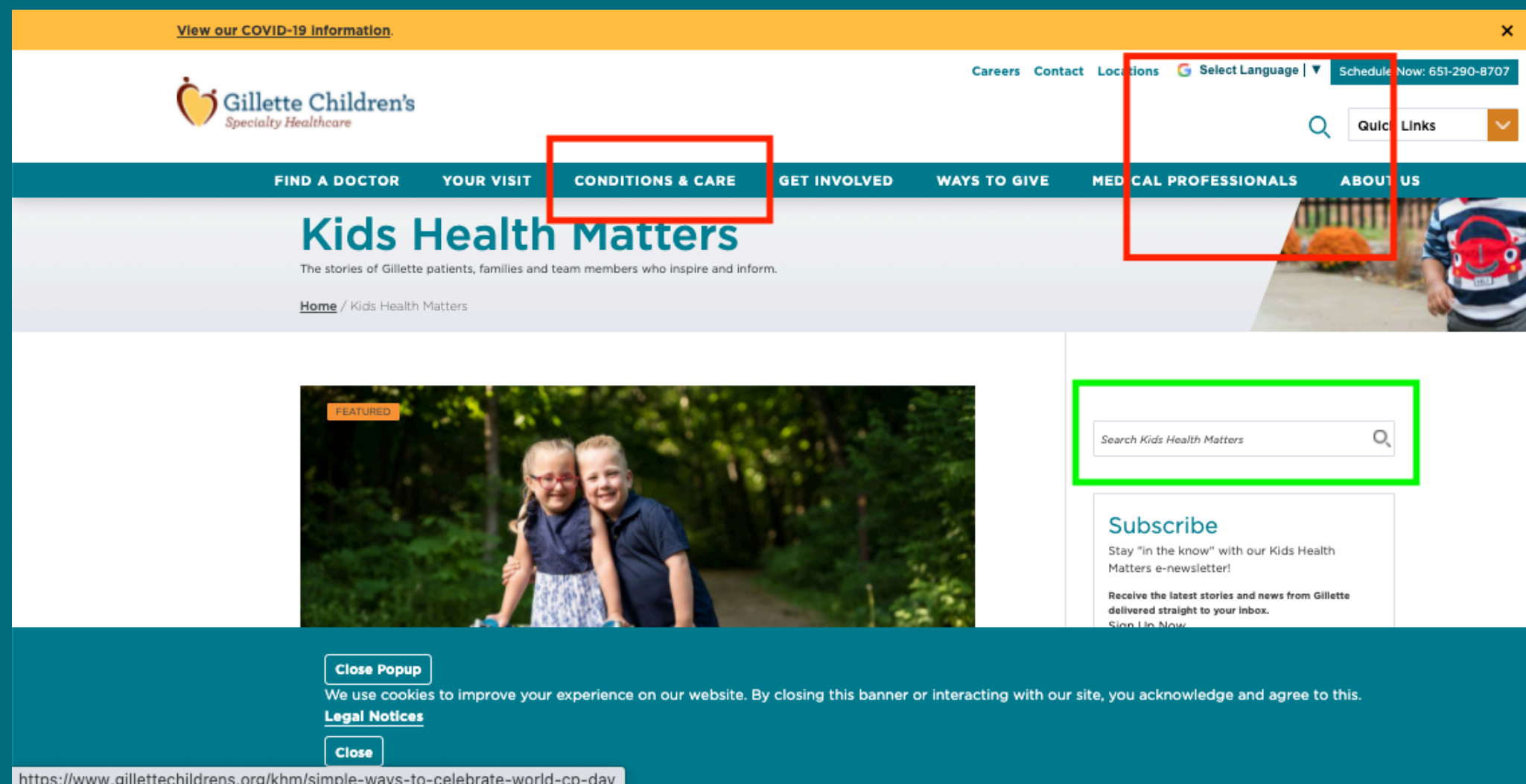
•**5/6 users** used the 'Conditions & Care' pull down tab from the main navigation tab at the top or used the top search bar to find articles. **These users all navigated away from the KHM page without knowing it. (severity rating of 5/5- Extremely serious error prevent issue, not usable)**

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

• One user said the page '**jumped around and reloaded,**' while another mentioned that is was **loading slowly and was confusing to her. (severity rating of 3/5- Room from 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.

CONDITIONS

Scoliosis (Idiopathic, Neuromuscular and Congenital)

Home / Conditions & Care / Scoliosis (Idiopathic, Neuromuscular and Congenital) / What Is Scoliosis?

WHAT IS SCOLIOSIS?   SCOLIOSIS SYMPTOMS   SCOLIOSIS TREATMENT

Scoliosis is a sideways curve of the spine. This is a common condition that can leave the spine looking like an "S" or a "C," rather than a straight line down the back. Some curves in the spine are normal and help with balance and the ability to stand upright—it is a sideways curvature of the spine that indicates scoliosis.

Scoliosis usually isn't life-threatening and children who have it can live normal and active lives. There is no known way to prevent scoliosis, however, treatment can help the condition from getting worse. Gillette Children's Specialty Healthcare offers several options for scoliosis treatment.

RECOMMENDATIONS- TASK 1

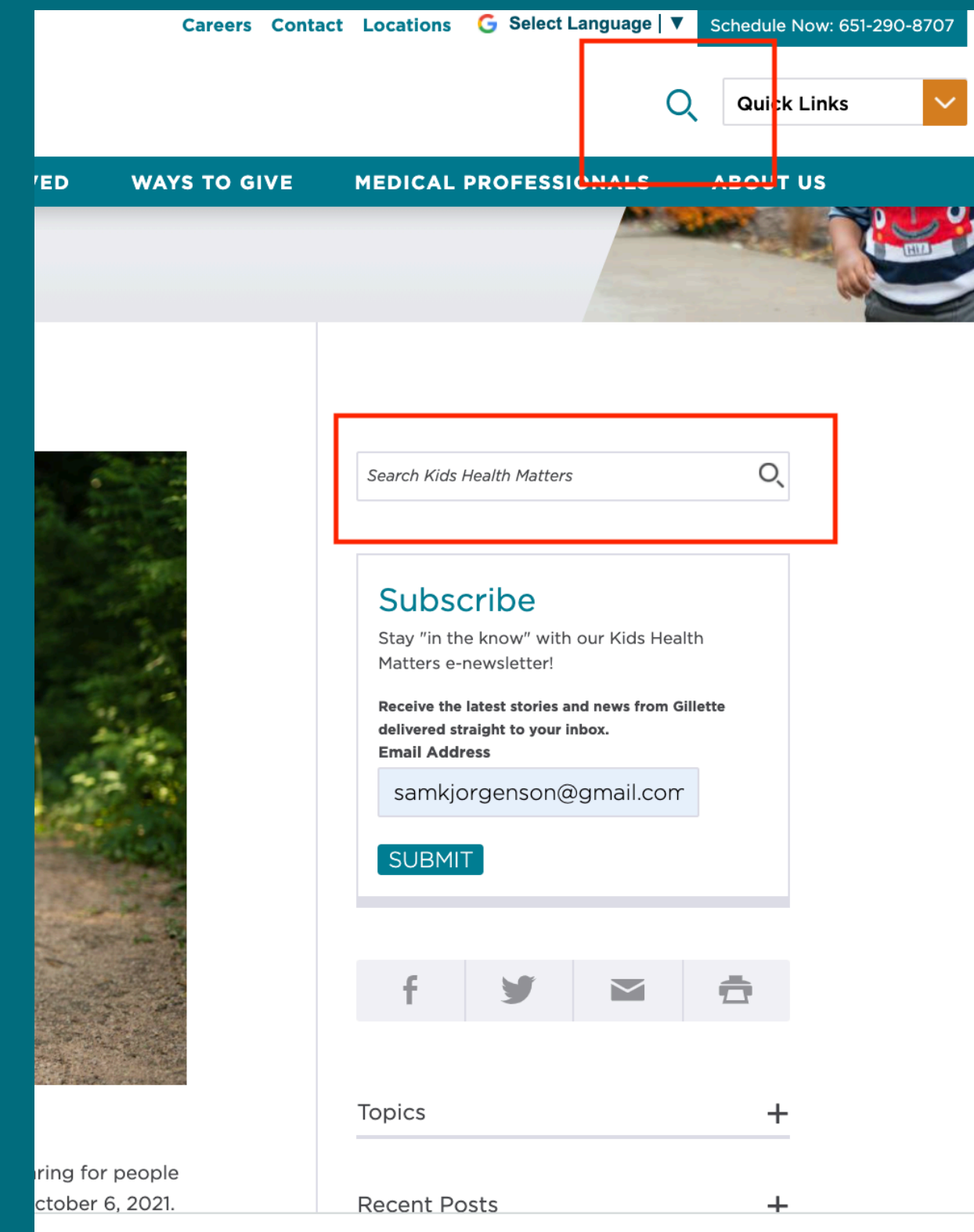1. Add a **mission statement** to the KHM webpage to **improve the understanding of the purpose.**

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.**

A lot of empty space here that could be used more effectively to signal the purpose of the KHM page.

CLEARLY DEFINED MISSION STATEMENT COULD GO HERE

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.)
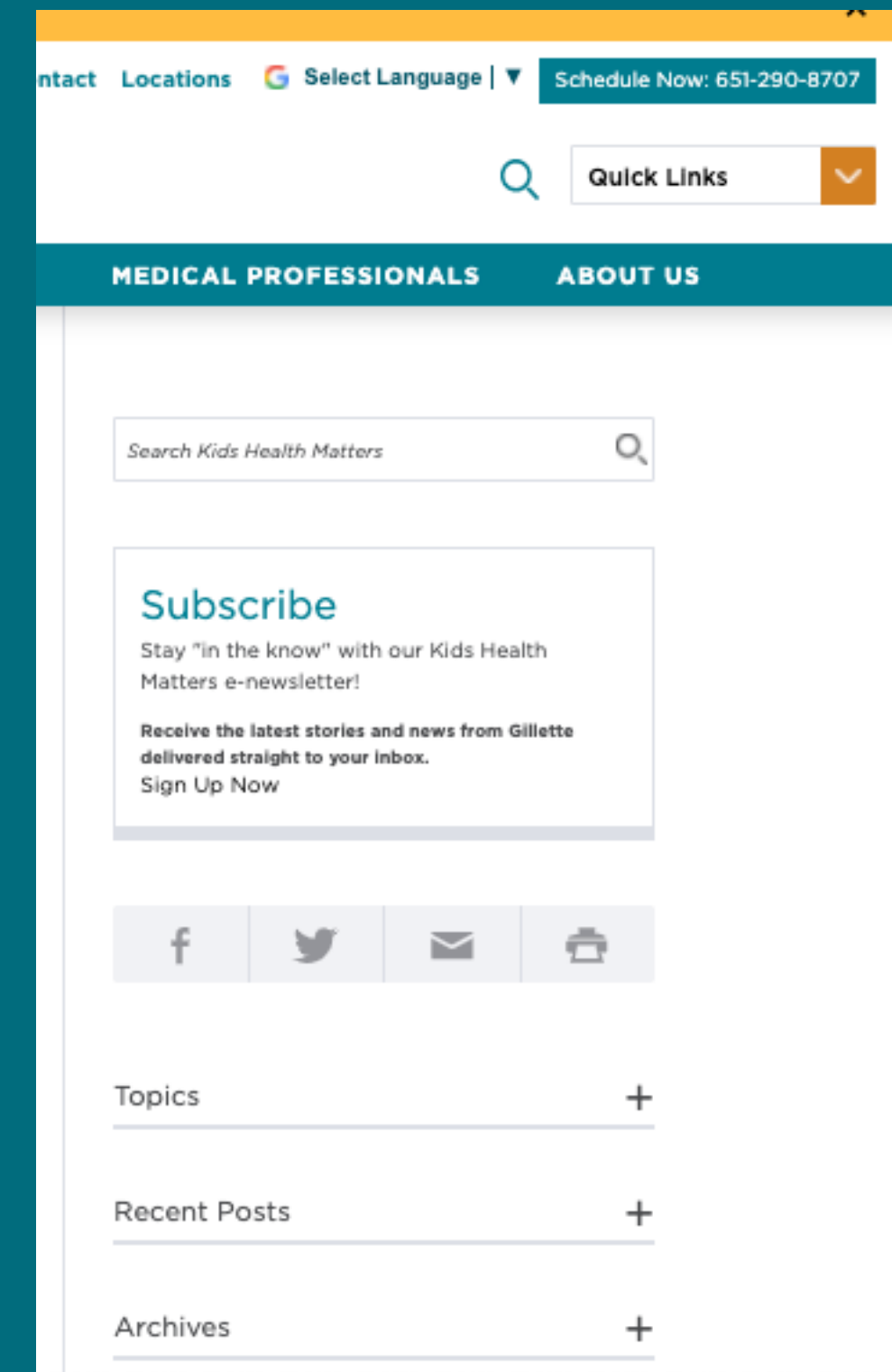
FINDINGS- TASK 2

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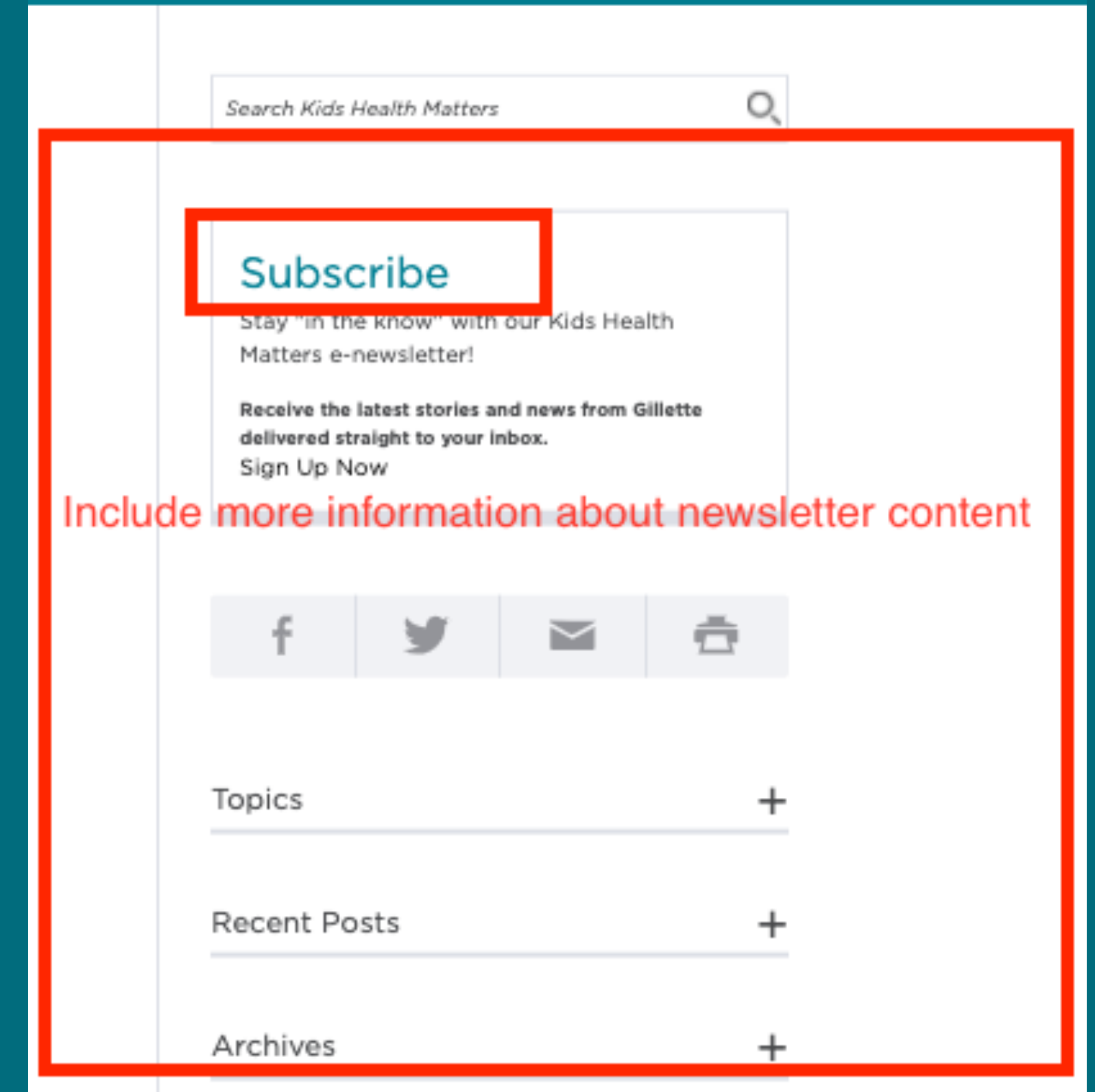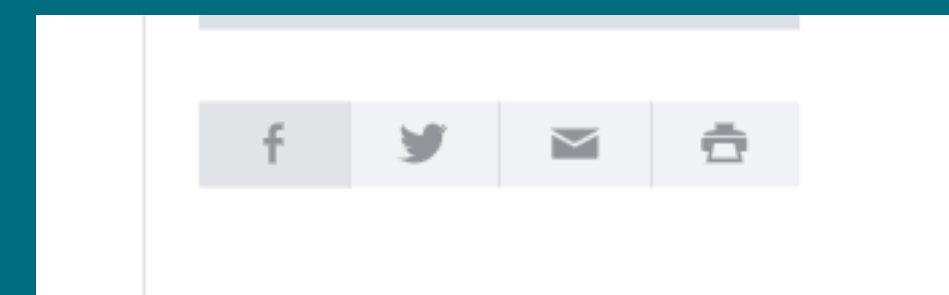
You have a family member that you feel would be interested in the KHM article you just read, how would you go about sharing it with them?

- 5/6 users shared their article **without using the share icons in the right hand bar,** and preferred to copy and paste the hyperlink.

SHARE ICON USASGE

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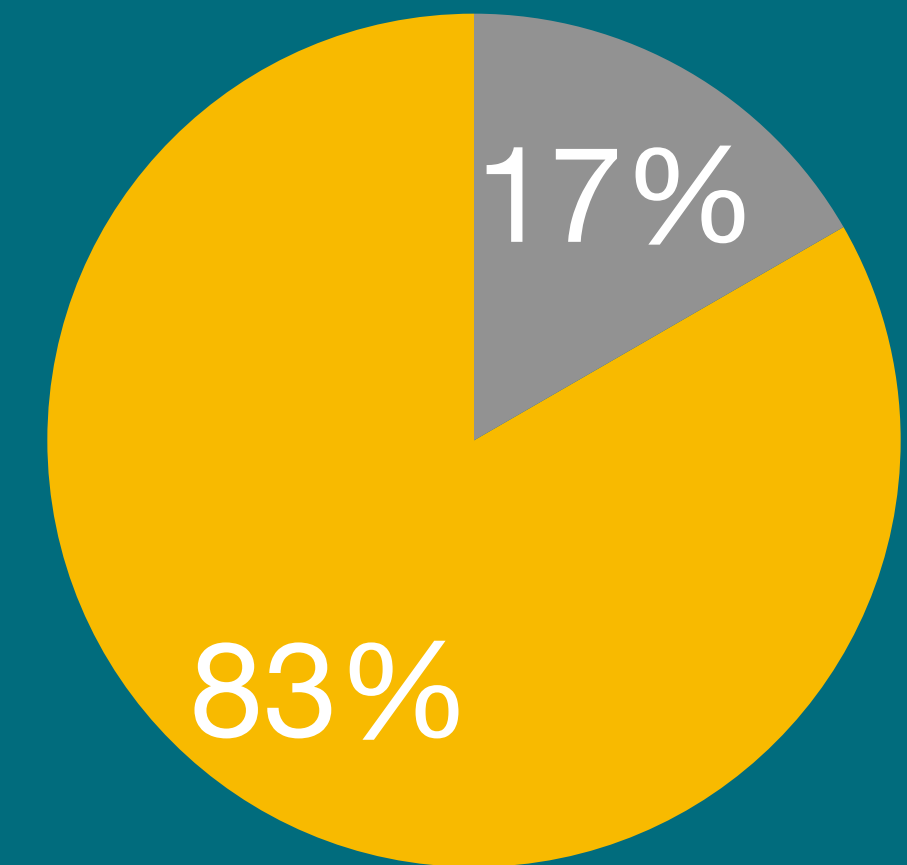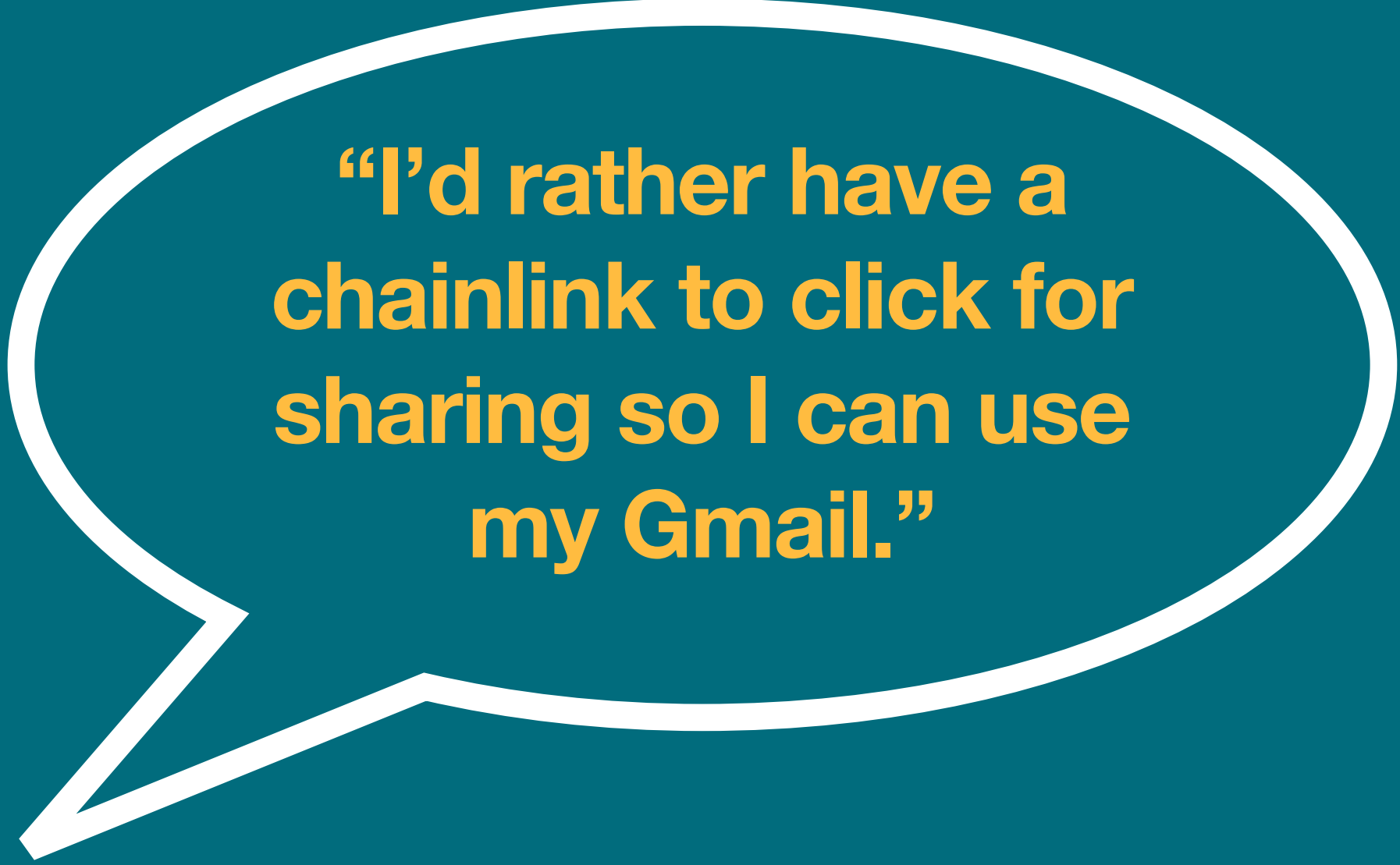
You have a family member that you feel would be interested in the KHM article you just read, how would you go about sharing it with them?

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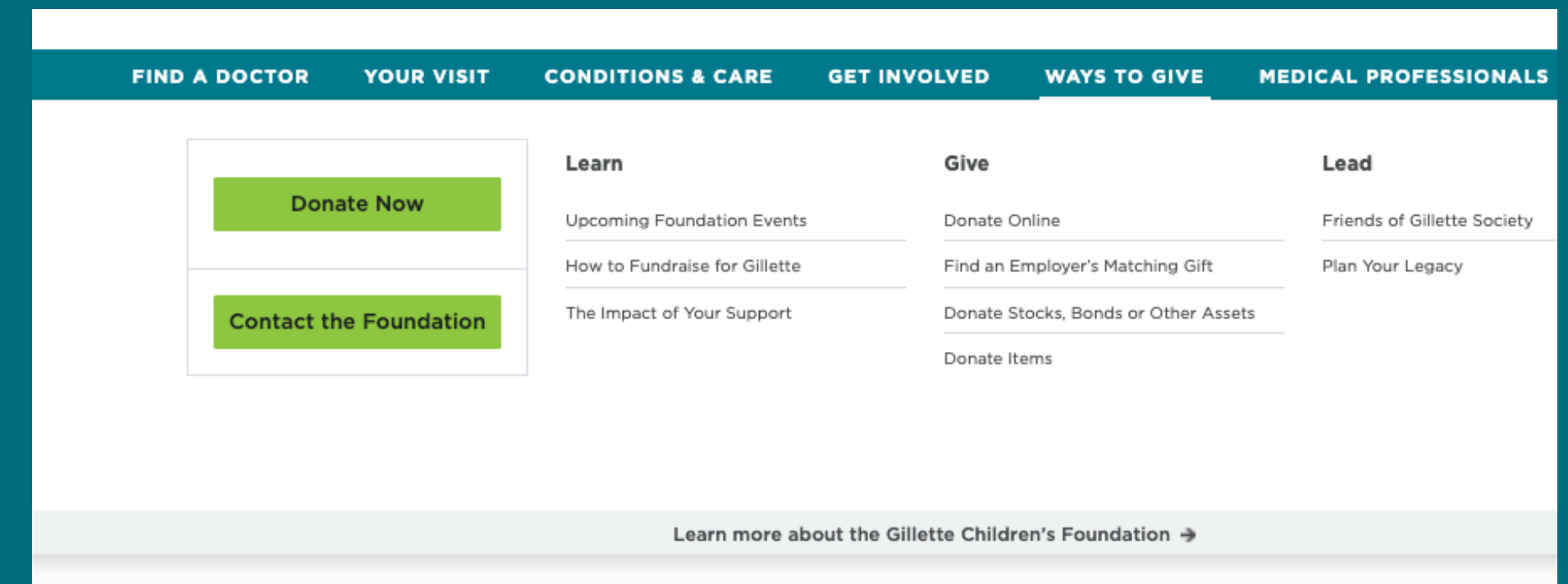
3. Add a **hyperlink copy option** to the share icon bar to allow users to copy and paste

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.**
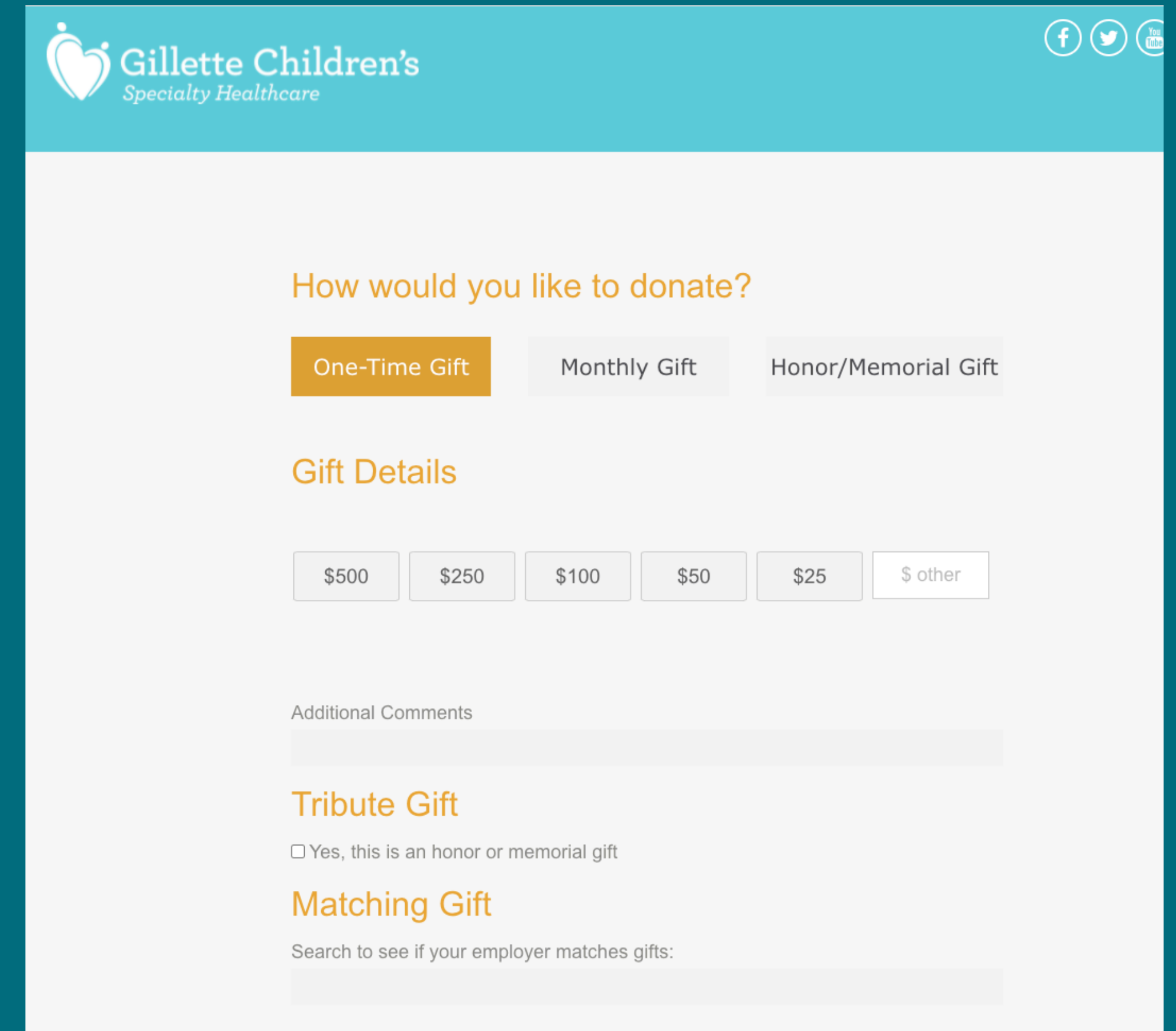

"Nice, easy to understand and through"

"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 motive 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.

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.**

FINDINGS- FOLLOW UP/ EVALUATION

• 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.**
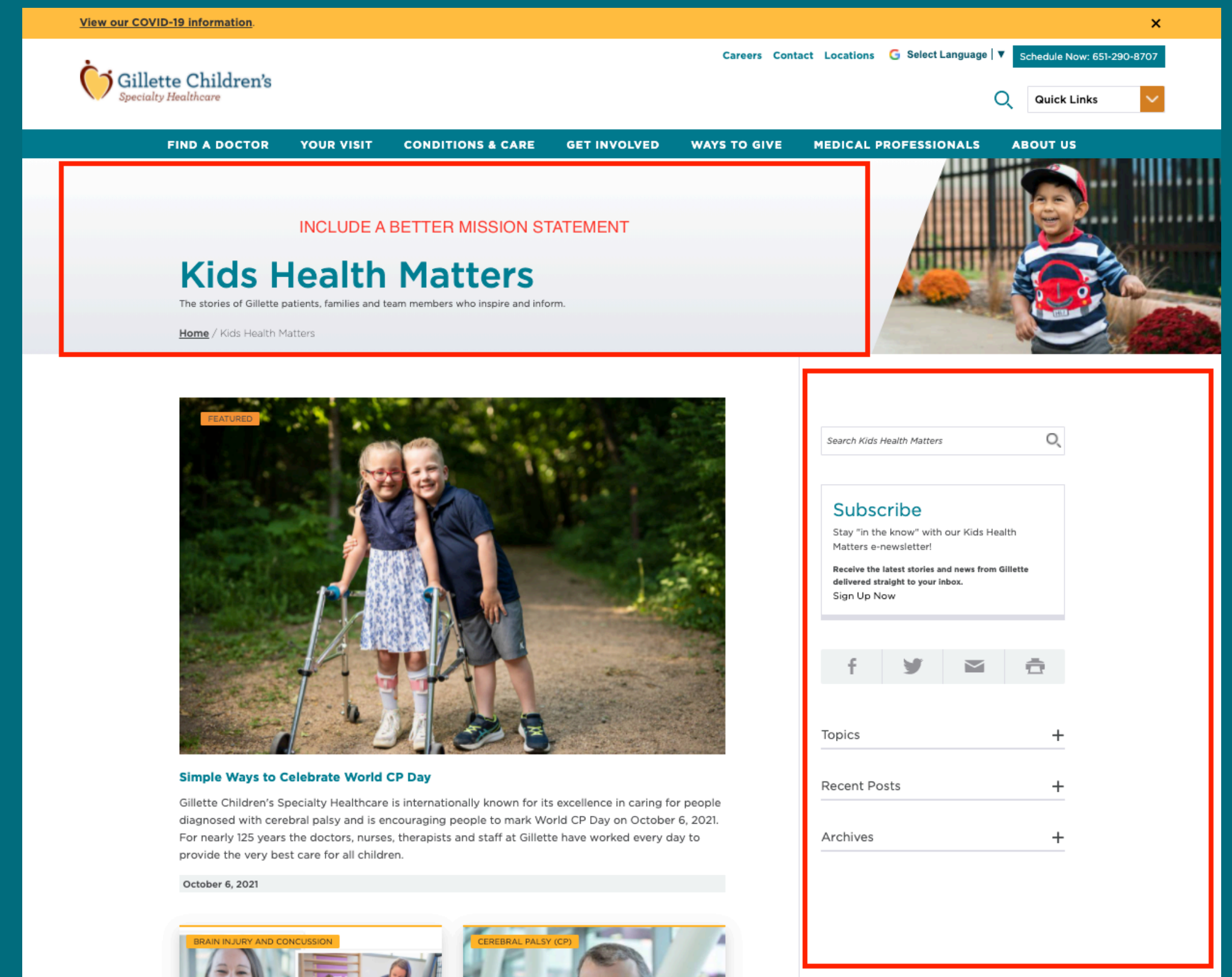
CONCLUSION

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!

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