

UCHealth

Homepage User Testing: Interview Script

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Before we get started

Confirm payment

Confirm Non-Disclosure Agreement & Pre-Interview Questionnaire

Please no photos or recordings

There are no right answers — we just need your transparency and honesty

Feel free to take a break at any time

Your data will be anonymous

Back story

The digital team at UCHealth is researching the effectiveness of newly proposed UCHealth homepage designs. These tests may help reveal both positive and negative impacts that the new design may have on User Experience, including but not limited to navigation, information architecture, layout structure, content strategy, and visual design.

Expectations (prior to user testing)

Before you see the prototype, what might you expect to be able to do with it?

How might you expect it to look?

What are a few things you think it will definitely have on it?

Before the test

Describe a one-click test

There are no right or wrong answers

I would love for you to verbalize throughout your search

I will ask you questions after every click

Let me show you an example

You can scroll down the page to explore the page

Task Scenarios

1. Someone in your household is sick with a non-emergency. You'd like to find an Urgent Care. Select the option which best helps you accomplish this task.
2. You'd like to pay your bill online. Select the option which best helps you accomplish this task.
3. You need to get care quickly, but you don't have time to make a doctor's visit. A virtual visit would be perfect. Select the option which best helps you accomplish this task.
4. Your friend has recommended you look at a career with UCHHealth. Click an element that best helps you accomplish this task
5. You're new to Colorado and curious to find out more about UCHHealth. Click an element that best helps you accomplish this task.
6. For a moment, focus on the navigation. Which element would you click to reveal more options?
7. Again, focus on the navigation. Which element would you click to close the menu?
8. Focus on the element with the Urgent Care results listed. Click an element that helps you reserve your spot at any urgent care.
9. Focus on the element with the Urgent Care results listed. Click an element that helps you filter the urgent care results.

10. Focus on the element with the Urgent Care results listed—this time, with a different design. Click an element that helps you reserve your spot at any urgent care.
11. Focus on the element with the Urgent Care results listed. Click an element that helps you filter the urgent care results.
12. Focus on the Featured Stories area of the page. Click an element that helps you see all the stories.
13. You'd like to schedule a visit for primary care. Click an element that best helps you accomplish this task.
14. You'd like to access your medical records. Your doctor recommended you register for the private patient portal. Click an element that best helps you accomplish this task.
15. You'd like to access your medical records. Your doctor recommended you register for the private patient portal. Click an element that best helps you accomplish this task.
16. Oh no! You cut your finger slicing potatoes while preparing a meal. The injury is not life-threatening but might require stitches. What do you click?
17. You'd like to call UCHealth. Click an element that best helps you accomplish this task.
18. Your friend has invited you to a class with UCHealth, but you'd like to find out more details about the event. Click an element that best helps you begin to accomplish this task.

Ideas for questions

Once you see the page, do you understand what it does?

In what ways does/doesn't the page do what it's supposed to?

How does it measure up to your expectations?

What features are missing?

What seems out of place or unnecessary?

How do you feel when using the prototype?

If you had a magic wand, what would you change about the product?

How likely or unlikely would you be to use this page once it's finished?

Do users think the design matches its purpose?

What's the first thing you would want to do on this product? Can you do that?

When you explore the page, do you experience any negative thoughts or emotions at any point? (confusion, frustration, disorientation, etc)

What, if anything, distracts you or gets in their way?

What features have you completely ignored?

How would you characterize the ease or difficulty of being able to find what you're looking for?

In what ways does this feel like a page that was designed with you in mind?

What, if anything, would make you want to use this page frequently?

How likely or unlikely would you be to recommend the finished product to a friend?

How would you describe this page using your own words?

NEW QUESTIONS FOR OPTIMAL WORKSHOP

Do you feel that the UC Health website empowers you to complete the necessary tasks you'd expect for the website?

Does the UC Health website influence you to choose them as a provider?

Do you feel comfortable booking an appointment on the current website?

When booking an appointment what would you expect from UC Health as the next step with confirming that appointment?

Do you feel that you're getting all the necessary information you need from the website about UC Health?

Does this website make you want to become a patient at UC Health?

Do you feel you are getting the best care possible after learning more about UC Health?

How does this platform address your needs immediately?

What would make you want to be a member of UC Health after visiting this page for the first time?