UCHealth

Homepage User Testing Plan

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Stakeholders

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Background

Recently, stakeholders at UCHealth have seen and discussed a new homepage design—the reaction was positive. The team has asked fair and objective questions about the effectiveness of newly proposed UCHealth homepage designs. After a short review, it's been recommended that a series of tests may help reveal the 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.

Goals

Identify the strengths and weaknesses of the new homepage design and its elements, and provide opportunities for improvement.

Sample 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.

Methodology

Two types of tactics will be conducted throughout the study. First, a moderated in-person study will be held by interviewing 5-8 participants face-to-face. This is a small, but important phase, as it allows us to capture qualitative feedback that can drive and assist

the preparations of the second (unmoderated) tactic. Each participant session will last 60 minutes and will include a short briefing, a task performance, an interview, and a debriefing. Sessions will be recorded for later review. Second, a set of 100 unmoderated remote sessions will be conducted to further test the designs. This type of testing is useful in situations like ours, where a larger sample grants us a greater degree of rigor. In addition, we will have the freedom to recruit a set of users who is geographically and demographically diverse.

Participants
These are the primary characteristics of the study's recruited & screened participants:

- Age 22 to 75,
- Home and/or mobile internet user
- Browser non-specific
- Recent past experiences with medical appointments
- Not employed by UCHealth or its vendors

A Three-Phase Approach
Three phases will be conducted in direct succession, each approximately two weeks in length. Phases 1 and 2 will be followed by affinity mapping and a set of iterations, each approximately one week in length. Phase 3 will be followed by affinity mapping and determinations for final iterations or next steps.

Phase 1	Phase 2	Phase 3
- Interviews with 5-8 people; moderated, in-person; series of one-click tests with direct verbal feedback and follow-up questions - 100 remote, unmoderated; series of one-click tests	- 50 remote, unmoderated; series of one-click tests	- 20 remote, unmoderated; series of one-click tests; addition of mobile UX testing available

Test Metrics

- Task Completion
- Critical Errors

- Non-Critical Errors
- Error-Free Rate
- Time on Task
- Heat Map Distribution
- Subjective Measures
- Qualitative Feedback

Schedule

- Phase 1 begins: October 31
- Phase 2 begins: November 21
- Phase 3 begins: December 12