

BrainStation Unit 2 Part 3 - Patients First Usability Testing Plan & Sessions Output

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Introduction

Objectives: The Patients First project aims to improve the healthcare experience for new immigrants in Canada. As part of the design process, I want to conduct usability tests on the main features of the digital solution to garner real-time feedback on the usability and intuitiveness of the three main features.

Scenario: For the purpose of the test, the testee will imagine that they are an international student who just arrived in Canada. They are experiencing some symptoms that need medical attention. They want to find a clinic that is knowledgeable about immigrant patients and read more frequently asked questions about the Canadian healthcare experience in their native language.

A mid-fidelity prototype is presented to five testers, who are recruited from the May - July 2021 cohort of the BrainStation UX Design diploma program.

The five testers are given a brief background of the problem space and the background behind the digital solution. Each test lasts 15 minutes, and each tester was given the same three tasks to perform:

1. Search for an immigrant-friendly clinic
2. See healthcare FAQ
3. Change the language of the app

Test Script

Hi, my name is Hien. Welcome to the usability testing session. We're testing the main functions of an app that aims to provide new immigrants in Canada with more healthcare information and the ability to search for clinics that are friendly to immigrants.

Before we begin, I just want to reiterate that we are testing the app, not you. Please feel free to let me know your honest thoughts. There's nothing you do or say that will be wrong. My only request is for you to think aloud as you interact with the app so I can write down your thoughts. If you don't feel comfortable with me including any part of what you say, please let me know.

For the purpose of the test, please imagine that you are an international student who just arrived in Canada. You don't have a health card yet, but you are experiencing some symptoms that need medical attention. You want to find a clinic that is knowledgeable about immigrant patients, see more FAQ's about the Canadian healthcare process, and change the language of the app.

Preliminary Questions

Before we begin, I would like to ask you a few questions.

1. What kind of smartphone do you have?
2. What are some things you usually do on your smartphone?
3. What are some of your favorite apps and why?

First Screen Tour

First, I'm going to ask you to open this prototype. Please kindly think aloud as you interact with this app.

Please tell me what you see on the first screen and what you think it is for. Please feel free to explore around this screen and tell me what you think each section does, but don't tap on anything yet.

The Tasks

Let's say you want to look for the health card registration information. Where would you go?

Before clicking on that button, what do you expect to see?

Is what you see what you expected? What do you think is on this screen?

Now, imagine you have to search for an immigrant-friendly clinic near you. Where would you go?

What do you expect to happen when you tap on that icon?

Please walk me through what you see on this search screen.

Since you're an international student who is new to Canada, your English skill might not be quite there yet. Can you please walk me through how you would try to change the app to your native language?

Overall, do you think you were able to do what you set out to do?

Wrap-Up

Thank you, that was very helpful. Do you have any questions for me?

----- SESSIONS OUTPUT -----

Executive Summary

The usability tests took place virtually on June 2, 2021.

The purpose of the tests was to determine the ease and intuitiveness of the three main features. All five testers were given the same three tasks to perform.

Overall, the testers were able to figure out the most important and prominent feature of the app - searching for clinics with a List view and a Map view. The FAQ was also easily accessible via the tab bar at the bottom. However, there was a lot of confusion with the third task flow - changing to another language because of the globe icon which looks similar to the app logo. The testers also got confused about the filter icon. The most important change that will need to be made is to make the icons clearer and more intuitive.

Testing Records

Below is the full transcript of each testing session. The synthesis of testing insights will be presented in the next section - Testing Results.

Karina

First Screen: She's already logged in. They're asking what the status is. It's great that you can edit the option later on. Question is Q&A. Search, and then the web one. Three dots is just More information.

I'm not sure what the hamburger might be for on the List View. I like the cost and immigrant friendly level. That would help me narrow down. I think it's organized by cost. I like the photos.

Map view: maybe something in the hamburger filter or the globe icon. Oh the hamburger icon is a filter; I was right. I like the modal. It's pretty straightforward. I don't know how to go back; should I just click on anywhere?

Ask icon: I think it's FAQ and search for questions. Yes, it does fit my expectations. I like the information script at the top of the FAQ page. I like registration questions first.

Globe icon: I think it's a map setting. Oh OK this is more like changing to the native language so people understand it better. I'm thinking it might be useful on the first page when you ask about the immigration status. The globe kind of makes me think about the map.

Ginny

I see a screen asking what my status is. I can select one.

I think I'd tap on the Search Icon. I see List View and Map View.

On List View, I see a list of doctors. It says clinics so I expect to see clinics and not doctors. I think this is the Filter icon. For the Filter, I'd say add a Confirm button.

Specific clinic page: I see all information about the doctor. The Accept buttons make me want to tap on them to toggle.

Map view: I see Back to Map View so I'll click that. I'd see a map and how close the clinics are for me. I assume I can sort the closest doctors.

For questions, I'd click on the question mark. I think I can click on the questions.

Change the language of the app: I think I'd click on the three dots to change language. The globe icon makes me think I want to search the web. I think I can choose a different language and it will automatically change the language.

Dunja

First screen: This is a welcome page with logo and hello. The question asks about her status. Home button: I assume you can skip the question. The question mark is for help. Search and then another logo icon, which I'm not sure what it is about. Maybe it's the About Us page. Three dots would be more.

Question Mark for questions. I expect some common questions and a search function. I expect to type my own question and speak to a virtual rep. I see FAQ and a search bar. The search tab I'm not sure where I should tap on - the bar or the search icon. I see the questions and I assume I can click on them.

The search icon at the bottom: Map View I expect a map to pop up, and for List View, I expect to see a list. Map View: I can see doctors near me and their addresses. If I want to see Dr. John, I'd click either on the map pin or the picture of the doctor and you'd see directions. For List View, I think maybe add reviews and a little map sign for them to get instant directions.

If I click on John, I see the doctor's information and the ability to go back. I'd add a link to go directly back to the doctor's list in Map View. And maybe something to book an appointment.

Antonella

First screen: I'm already logged in, and there's a question asking about my status. I'd then click on the corresponding button that makes the most sense to me.

Search for an immigrant-friendly clinic: After clicking on my visa status, I'd go to another page that asks for my location. I might click on the Globe icon.

The globe icon is a drop-down menu of languages. I can click on the language that I feel comfortable with. I like that it says at the bottom that if I don't see my language, then I can contact the app to include that.

Search icon: I was expecting a search bar. Since the icon lists List View and Map View, I think I can see doctors listed. I'd click on Map View. I see a list of doctors in my area. I see teardrop icons of the locations on the map. I don't see a dot indicating my location though.

John Doe: I see that he's immigrant-friendly and his cost is low. He accepts international student coverage. There's a discount. I'd like to book an appointment with him. Maybe there should be a button to book.

Kiki

First screen: I guess I'll have to input my status. I'd tap whatever applies to me. I see a home button, then a question mark for asking questions or seeing a list of questions, a search bar that is self-explanatory, a globe thing that I'm not sure (maybe the logo? for company details), and the three dots for settings.

On the search bar, I can see the list view and map view. The map shows locations of the clinics, and the list view shows more information.

Map View: I think the big square is the map will go. I like that you can see the pictures and addresses of the doctors. On the top right, I'm assuming that's to go to the list view or a filter. On the filter overlay, I can filter out the things I'm looking for. If I'm short on money, I can click on 2 dots for Cost. The immigrant-friendly level is interesting to me; I wonder how you would quantify it and rate it. I like the toggle for OHIP and UHIP.

Change the language: Oh I'd probably go to the globe icon; that makes sense now. If I click on Japanese, the whole app would be in Japanese.

Overall Testing Results

	Home Screen	Search Clinic - List View	Search clinic - Map View	Read FAQ	Change language
Karina	<ul style="list-style-type: none"> ✓ Able to understand the purpose 	<ul style="list-style-type: none"> ✓ Like the cost and immigrant friendly filters ✗ Confused about the filter icon, thought it was a hamburger icon on Android 	<ul style="list-style-type: none"> ✗ Takes some time to figure out the filter button ✗ Doesn't know how to go back from the filter overlay ✗ Thinks the globe icon would be the map view 	<ul style="list-style-type: none"> ✓ Able to figure out the navigation through the question mark icon ✓ Content fits expectations 	<ul style="list-style-type: none"> ✗ Confused about the globe icon and can't figure out how to change language ✗ Wants to see the language option on the home page
Ginny	<ul style="list-style-type: none"> ✓ Understands the purpose 	<ul style="list-style-type: none"> ✗ The word "clinic" doesn't fit the list of doctors ✗ The filter should have a confirm button ✗ Confused about the UHIP/OHIP toggle on the specific clinic page - looks tappable but not 	<ul style="list-style-type: none"> ✓ Able to figure out the map and its purposes ✗ Assumes users can also sort, not just filter 	<ul style="list-style-type: none"> ✓ Able to figure out the navigation and the page content 	<ul style="list-style-type: none"> ✗ Thought changing the language would be under the three dots icon; Confused about the globe icon
Dunja	<ul style="list-style-type: none"> ✓ Able to navigate ✗ Assume can skip the immigration status question 	<ul style="list-style-type: none"> ✓ Understands the content ✗ Wants to see clinic reviews as well ✗ Wants to see a button to book an appointment after choosing a specific clinic/doctor 	<ul style="list-style-type: none"> ✓ Content fits expectations ✗ Expects to be able to click/tap either on the map pin or the image of the clinic/doctor 	<ul style="list-style-type: none"> ✓ Expects search bar and questions, which do appear ✗ Expects to be able to type questions and also speak to a virtual assistant 	<ul style="list-style-type: none"> ✗ Confused about globe icon, which resembles the logo and reminds of About Us page
Antonella	<ul style="list-style-type: none"> ✓ Understands the content 	<ul style="list-style-type: none"> ✗ Wants to see a button to book an appointment ✗ Expects a search bar 	<ul style="list-style-type: none"> ✓ Understands the purpose of the page ✗ Can't see a dot indicating her own location and the distance to the 	<ul style="list-style-type: none"> ✓ Able to figure out the navigation to the page and the content 	<ul style="list-style-type: none"> ✗ Thinks the globe icon is the search ✓ Likes the option to contact the app if the desired language

			clinic		is not listed
Kiki	✓ Understands the content	✓ Understands the difference between List View and Map View	✓ Able to figure out the Filter icon ✗ Not sure how immigrant-friendly level can be quantified	✓ Able to figure out the navigation to the page and the content	✗ Confused about globe icon, thinks it's the company logo
Task Average	✓	✗	✗	✓	✗

Overall Task Analysis

- Overall, the Home screen and FAQ screen are the easiest to navigate for the testers.
- The globe icon was a common confusion, which prevented all the testers from successfully changing the language. Since it's one of the three main features, redesigning is guaranteed.
- Another confusing icon was the filter icon on the Search screens. This is not a widely recognized symbol and would also require redesigning.
- Adding a search bar and the sort function was another common and reasonable request. Sorting usually accompanies filtering, and a search bar is absolutely necessary.
- Another fix that would have a significant impact on the app is adding a button to book an appointment on the specific doctor's info page. I didn't imagine the app to be an appointment-booking app, but this function would be beneficial to the persona, Kim, as she wants her healthcare experience to be online - including booking - rather than calling.
- Multiple testers expressed the benefit of the cost filter and immigrant-friendly filter. In order to make this feature successful, I'm making the assumption that the developer team can handle the algorithm. For example, the immigrant-friendly level can be the average rating from the users, but some initial ratings would be required for the app to start running. As for the cost filter, I'm assuming the hospitals/clinics/doctors are comfortable disclosing their prices compared to the market average. Specific medical services might not be considered in this cost equation.

Conclusion

Testing outputs are aggregated and then put into a Design Prioritization Matrix to determine which fix would be implemented. A revised prototype would most likely feature minor changes that would not change the overall look of the app but would significantly improve the intuitiveness for the three main task flows for the user.