



# REBOOT: REdesigning for the usaBility imprOvement of Online Therapy

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## Introduction: SIPO website



Servizio Italiano Psicologi Online: it offers online therapy and counseling as well as various articles and information on mental health.

# The problem



- Users in target group don't use the system: Sipo has less users than it can handle and, from our own inquiries it appears that users don't know what sipo is about
- The website organization that diminishes users motivation

# 1. Users

The image features a dark blue horizontal bar that spans most of the width of the frame. The bar has a triangular arrowhead pointing to the right on its right side. The background consists of several vertical stripes of varying shades of blue, creating a textured effect. The text '1. Users' is written in a bold, white, sans-serif font on the left side of the dark blue bar.

# Target users

Age group 18-29: affected by Covid-19, prone to depression, open to the idea of therapy

Opinions on therapy and state of mental health(survey, interview):

- therapy can help one resolve mental health issues
- majority has considered seeing a therapist
- half admitted that Covid-19 has affected their mental health

Opinions on online therapy (surveys, interview):

- consider online therapy to be less or equally efficient as traditional therapy
- they would try it mostly during an emergency like Covid-19 or for the purpose of convenience
- they find online therapy to be too impersonal, unprofessional, awkward
- concerns about privacy: someone else might be listening or even recording what they say

# Main tasks

1. Booking an appointment with a psychologist
2. Looking for articles on mental health issues
3. Searching for information about a disorder
4. Search information about the different types of therapy
5. Looking for a psychologist expert in a particular issue
6. Complete self-diagnosis test about a specific problem

Observations: information overload and unnecessarily number of steps required to complete a task in some cases. In general, tasks were not found hard to complete, but there is room for improvement as regards efficiency and intuitiveness.

## 2. Analysis





# First inspection of the system

Other than identifying the services that are provided by SIPO, we identified some main technical problems:

- Broken links
- Bad color choices
- Excessive and redundant text, excessive use of caps lock
- Important information such as "Chi siamo" missing
- Slow-to-load pages, website often down





# Choice of guidelines

[The 247 web usability guidelines by Userfocus](#)

- **Home page usability:** 20 guidelines to evaluate the usability of home pages.
- **Task orientation:** 44 guidelines to evaluate how well a website supports the users tasks.
- **Navigation and IA:** 29 guidelines to evaluate navigation and information architecture.
- **Forms and data entry:** 23 guidelines to evaluate forms and data entry.
- **Trust and credibility:** 13 guidelines to evaluate trust and credibility.
- **Writing and content quality:** 23 guidelines to evaluate writing and content quality.
- **Page layout and visual design:** 38 guidelines to evaluate page layout and visual design.
- **Search usability:** 20 guidelines to evaluate search.
- **Help, feedback and error tolerance:** 37 guidelines to evaluate help, feedback and error tolerance.

# Analysis of the guidelines



## Summary of results

	Raw score	# Questions	# Answers	Score
Home Page	2	20	14	57%
Task Orientation	10	44	19	76%
Navigation & IA	6	29	17	68%
Forms & Data Entry	6	23	8	88%
Trust & Credibility	6	13	8	88%
Writing & Content Quality	-1	23	11	45%
Page Layout & Visual Design	0	38	24	50%
Search	0	20	0	
Help, Feedback & Error Tolerance	-2	37	18	44%
Overall score		247	119	65%

All the scores we assigned to the specific guidelines set can be seen [here](#).

## Tests summary



- **Alessandro:** 24 years old, bachelor's degree in Languages and Cultures for Tourism and International Commerce, currently looking for a job. He is passionate about cars and travelling. He has a basic knowledge of the internet and technology.
- **Elena:** 25 years old, bachelor's degree in philosophy, she is completing her masters degree. Works as a librarian part time.
- **Loris:** 24 years old, works as a car seller. He is accustomed to using technology daily, both for professional reasons but also during his free time.

# Definition of the testing protocol



- **Testing method:** Guerrilla testing (or discount testing)
- **List of tasks:**
  - a. Book an appointment with a psychologist
  - b. Look for articles about other people with the same problem as them
  - c. Search for information about their problem (example with stress)
  - d. Search for different types of therapy (support groups vs personal therapy)
  - e. Look for a psychologist who is expert on a specific disease
  - f. Find self test about a specific problem
  - g. Find the privacy policy for the management of data
- **Number of tests:** three
- **Number of subjects:** three, belonging to our target users
- **Testing methodology:** thinking aloud

# Analysis of subjective and objective data



- **Task-completion rate:** 85%
- **Error-free rate:** 72%

- All users complained of the excessive amount of text
- Some users complained of the absence of a search tool
- All users complained of the unclear dropdown menu of "Trova psicologo" section
- All users made at least one mistake when doing task 4
- All users had no problems in finding the privacy policy

The image shows a search bar with two dropdown menus and a search button. The first dropdown menu contains the text "Tutti" and has a small downward arrow. The second dropdown menu also contains the text "Tutti" and has a small downward arrow. To the right of the second dropdown menu is an orange button with the text "CERCA" in white capital letters.

Loris: 65

Alessandro: 95

Elena: 55

**SUS average score:**  
**71%**

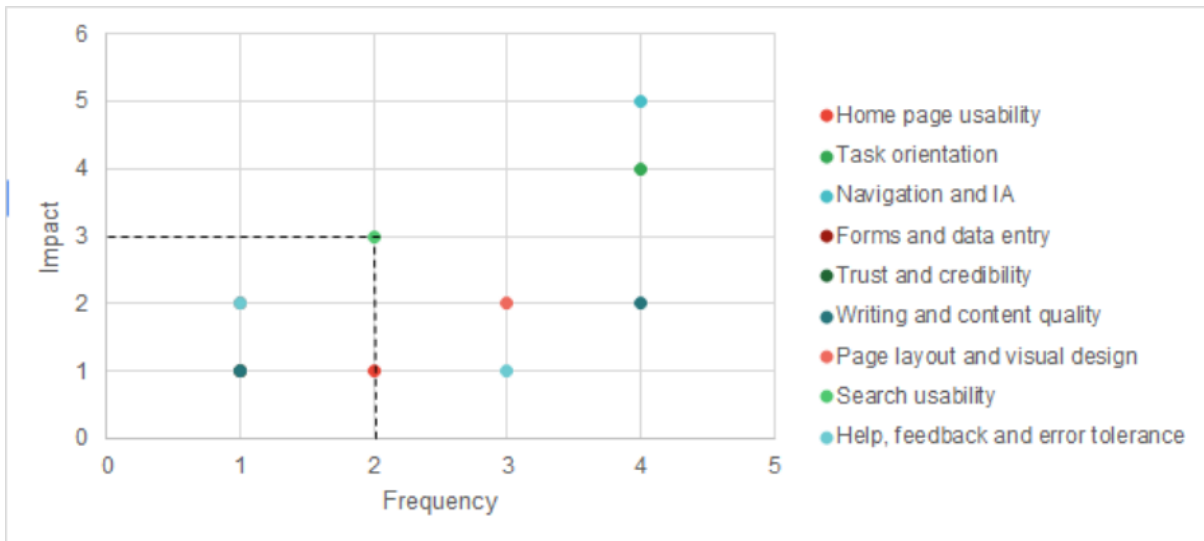
[Our results table](#)



# Users' goals and needs

- They want easy-to-use and simple websites
- They do not want to read too much information and their attention is caught by images rather than words
- They prefer a friendly dialogue
- They like to know about a psychologist's background
- They want to perform tasks quickly
- They do not care about the people's judgement if someone goes to therapy
- They care about themselves and how they feel
- They can recognize when and if they have a problem

# Urgency curve



# 3. Personas





# Ettore Padovesi (1)



## Goals

- Wants to feel free from anxiety due to COVID situation
- Wants someone to talk to about what he feels
- Wants someone to reassure him

## Frustrations

- He hates when a website is slow or not intuitive, as he is used to doing everything right away
- He does not like to talk about him a lot

## Motivation

Get help soon



Convenience: everyone has to stay at home



Busy time schedule



Talk to a professional



Spare money



## Preferred Devices

Computer



Smartphone



Tablet



**Age:** 22

**Work:** Student

**Family:** Used to live with grandmother (84) and mother (60)

**Location:** Florence

**Character:** Very loyal to his friends, very determined about his objectives

## Attitudes

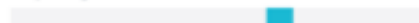
Open to therapy



Open to online



Equally efficient



# Ettore Padovesi (2)



## Bio

Ettore used to be a very lively guy during the school age but when he started university he calmed down. Now, he wants everything to be well-organized. He really cares about his study and his friends. When he is doing something he puts all of himself and gets very stressed when things do not go as he expected. He is very sincere with his family and friends, and he is always willing to help. Despite his interest in science he does not like traveling or exploring the world as he can see and learn everything he wants on internet. Ettore is passionate about science, cars and music. He always likes to discover something new therefore when one of his friends introduces anything to him he wants to know it in depth. Every day Ettore goes to class. He lives in a university city and shares a house with 3 other students. Usually he gets up late because he likes being awake at night and is often late at class. Nevertheless, he sits on the front to take part in the class better. Usually, he asks questions or says his opinion. His classes are taught only for the morning therefore he has every afternoon free. Most of the times he stays outside with his classmates and likes to get to know new people who, sometimes, take part in the group. Anyway, when an exam gets close, he does not stay outside too much and goes home to study. He does not usually study for the night because he does not like it: either he watches a movie. or he out with his friends. The outbreak of COVID-19 pandemic dramatically changes his routine and his character.

# Scenario



## Ettore is worried about covid-19 outbreak

The coronavirus pandemic started some weeks ago. No one is understanding what is really going on. Schools closed, universities closed, shops closed. Ettore is in his room reading a reliable online newspaper to get informed about the situation. He knows that he will have to spend a lot of time far from his hometown and his family. As a matter of fact, regions closed the borders and he is stuck there. At least, one of his roommates is experiencing the same situation, otherwise he would be alone in the apartment. At the beginning, Ettore was not excessively bothered about the situation: he had to study and he thought that until he has the internet he has also had everything he needs to survive. Ettore has always thought of himself as a very stable person and never took into consideration the idea of talking to a psychologist. Nevertheless, the COVID situation is worrying him. Both his mother and his grandmother are not as young as they used to be and, being Ettore a student of biotechnology, he knows very well how viruses can spread. Moreover, after the first weeks at home, he starts to feel very lonely, despite his roommate living with him. The quarantine is being a very tough period. It is spring, but he does not have a garden in the apartment where he is stuck, so he cannot even enjoy the sun: no one can leave their home, the motto is “stay at home”. Every day resembles the preceding one: Ettore wakes up, has breakfast and then spends hours in front of his PC, studying, reading or playing just to pass his time. He calls his family every day, as he is very worried about their health. He realizes something is wrong with him. He is very anxious, and spends too much time worrying about everything: he does not know what to do, he is very afraid even when he goes to the supermarket. [...]

## 4. Proposal

# Information architecture

- We adopted a top-down approach in our effort to propose a new information architecture. This approach involves creating an overview of the system and gradually refining its components.
- The content of the SIPO site can be divided into two categories: the content meant for the general public, and the one addressed to professionals. We group the information meant for professionals under two sections titled 'Per gli psicologi' and 'Per le aziende', which are placed on the top of the page and the footer, separated from the main navigation and the rest of the content.

# Information architecture

## Top menu:

- Per gli psicologi
- Per le aziende
- Help
- Search function
- Il mio profilo

## Main:

- Trova psicologo
- Lo psicologo risponde
- Sportello coronavirus
- Articoli
- Test
- Info sui disturbi

## Homepage:

- Trova psicologo - Sportello coronavirus - Lo psicologo risponde
- Cos'è il SIPO
- Articoli
- Test
- Info sui disturbi

## Footer:

- |    |  |    |  |
|----|--|----|--|
| 1. | Per gli psicologi  | 3. | SIPO   |
|    | <ul style="list-style-type: none"><li>• Diventa psicologo SIPO</li><li>• Formazione e profilo</li><li>• Domande frequenti</li></ul>  |    | <ul style="list-style-type: none"><li>• Chi siamo</li><li>• Contatti</li><li>• Rassegna stampa</li><li>• Rapporti SIPO</li><li>• Dicono di noi</li></ul> |
| 2. | Servizi per tutti  |    |  |
|    | <ul style="list-style-type: none"><li>• Crea il tuo profilo</li><li>• Domande frequenti</li><li>• Trova psicologo</li><li>• Sondaggio: a section containing the survey questions previously included in the form for booking an appointment</li><li>• Privacy policy</li></ul> |    |  |



users	information	appointments	psychologist	topics
creation	/	creation of a form with insertion of personal data  Type: Manual creation; Default values in every box; No multiplicity and no persistence; Failure notification available.	/	/
view	view of information related to the site and mental health issue	/	view the list of psychologists and their profile and CV	View as drop down and as a list
update	/	/	/	/
remove	/	/	/	/



users	search result	test result	personal account	calendar
creation	/	/	creation of a personal account with personal information	/
view	View of search results according to specific queries	View the test result after the completion of the self test	view your personal account	view your calendar, with your appointments dates and your journal entries
update	update your search with filters	/	update your information	/
remove	/	/	delete your account	/





users	Journal	journal entry	question	price
creation	/	Create a new entry	creation of question in relation to a personal issue  Type: manual creation; No multiplicity; Persistence (visualization of answers);	/
view	view your journal	view your entry	View the list of other users questions	View prices in the list of psychologists and as an additional search filter to look for a psychologist
update	/	update an already existing entry	/	/
remove	/	delete an entry	/	/

All the services present on the original SIPO website will be maintained (although changes are made).

Our proposal concerns two additional functions:

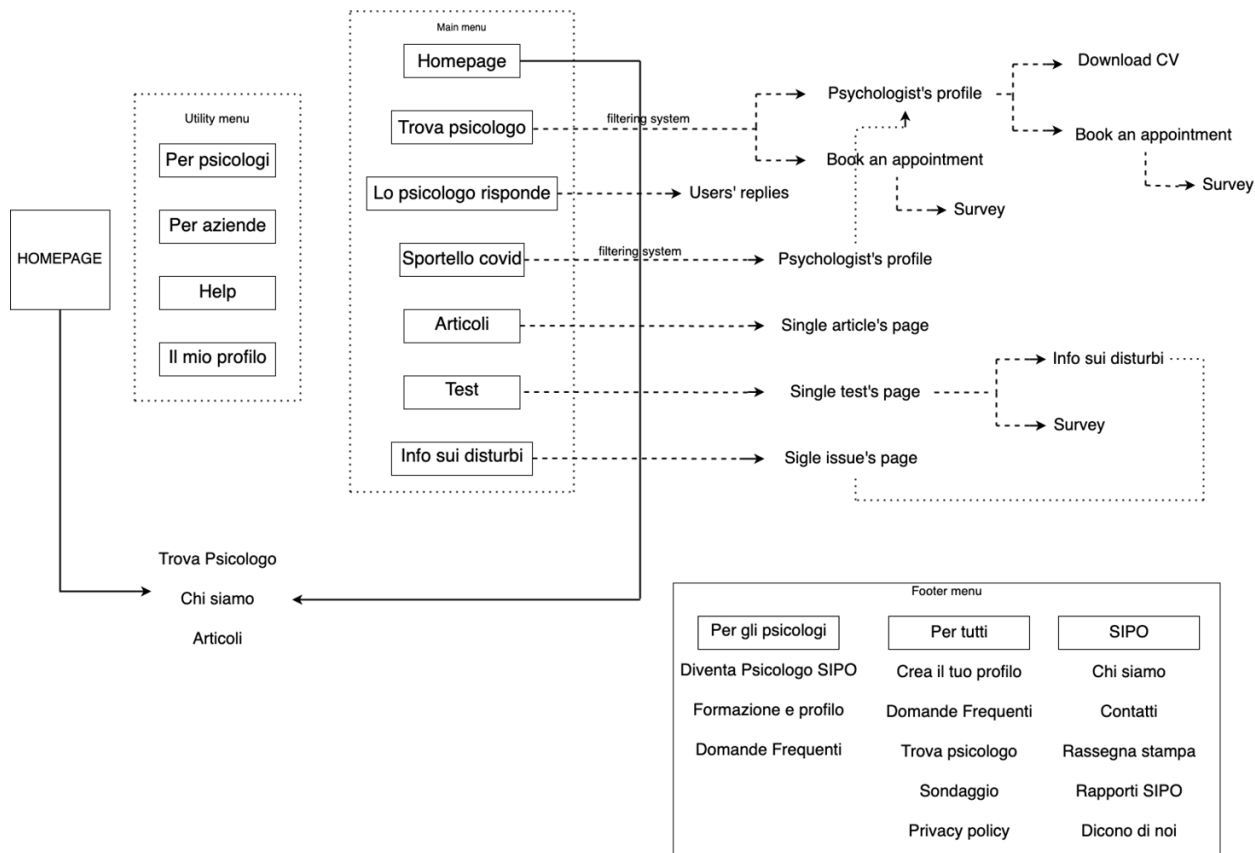


Personal profile



Search function

## 4.4 Structure blueprint



# Wireframes

Following the blueprint we prepared, we created 36 wireframes explaining our redesign of the website. In order to do so, we used [Balsamiq](#), a software to create and manage wireframes.

The presentation of the wireframes can be seen in our [Final Design Highlights presentation](#).

## 5. Evaluation

# Cognitive Walkthrough



User: Marco Rossi

Device: HP Computer

Task: Booking an appointment with a psychologist expert in depression

Happy path:

1. Access the SIPO website
2. From the homepage select “Trova psicologo” from the main navigation
3. On the first search box select “online” as type of therapy and on the second search box select “depression”
4. Click on “Cerca”
5. Search, among the result, for a suitable psychologist and select “Prenota un consultenza”
6. Complete the form with the required personal information
7. Send the form

# Userfocus Guidelines



Overall score 90%

Violated guidelines:

- Navigation and IA: 30. Navigation only pages such as the homepage can be seen without scrolling
- Page layout and Visual design: 35. Color is used to group items on the page
- Help, Feedback: 30. The site provides feedback that helps the user learn how to use the site

Improvements over previous website:

- Homepage: elimination of redundant information and excessive content
- Task orientation: easier to complete tasks (better organization of the information and various help mechanisms)
- Navigation: reorganization and redesign of various item in all navigations
- Forms and Data entry: redesign of questions and creation of a (optional) survey
- Trust and credibility : creation of a 'chi siamo' page as well as a clearer presentation of contacts
- Writing: reorganization of content and better division of pages
- Page layout and visual design: cohesive layout, recurring items, navigation.
- Search: creation of a search feature
- Help, Feedback and error tolerance: creation of Help page, inclusion of feedback for various tasks.

# User tests

## Testing protocol

- **Testing method:** discount testing
- **Number of tests:** three
- **Number of subjects:** three, belonging to our target users
- **Testing methodology:** thinking aloud
- **Expected results:**
  - Completion of all tasks
  - No more than 7 actions for most complex tasks and no more than 4 for easier ones
  - Use of search function in case of doubt

### Tasks:

- booking an appointment with a psychologist
- looking for articles about the specific topic “ansia e paura”
- looking for information about a problem “ADHD”
- read on different types of therapy (support groups, personal therapy etc.)
- look for a psychologist who is expert on a specific issue (depression)
- find self test about ADHD
- search for all content about depression
- Create a new note on your journal
- Ask a question about how to pay for sessions





# User Tests Results



## Analysis after the first 3 rounds of testing

- In the main navigation 'sanità mentale' is not a clear term for the type of content of that section. (mentioned 3 times)
- In the 'trova psicologo' page, the search options are not totally clear even with the active default values. (mentioned 1 time)
- In the 'Trova psicologo' page, the results should be underlined somehow. (mentioned 1 time)
- The name Sipo is not a well known one and it is not clear what it means. (mentioned 1 time)

## Final Results:

- Error free rate is 83%
- Completion rate is 100%
- Number of actions never over 6
- Sus score 82%

[Our result table](#)

# Final recommendations



- Adjustment of contents
- Assurance of privacy and of respect of private data
- Inclusion of therapy done by chat