

November 2020

Prepared by: Tyler Brown

MARION INDEPENDENT PHYSICIANS ASSOCIATION

WEBSITE REDESIGN BOOKLET



**Marion Independent
Physicians Association**

MIPA LLC Client Description

The Marion Independent Physicians Association, or MIPA, is a group of health care providers located in Marion, Ohio. MIPA provides family care, general surgery, and psychiatry services and works with various health care affiliates in the area.

Who are our users?

Based on health care laws in the United States, it is safe to assume that virtually no one using the website would be under 18 years old. While we don't have official stats on MIPA patients, we do have the following stats on the county:

- Median age: 37.3 years old (1)
- 5,219 of the 28,707 adults are seniors (1)
- Only 17.4% of population over 25 have Associates Degree or higher (1)
- Overall poverty rate at 20.52%, nearly twice the national average (1, 2)
- Based on these statistics, we can make a few safe assumptions. Healthcare is not a particularly niche market (everyone needs some form of healthcare) and since MIPA provides family care and other non-age-specific services, the types of patients and therefore users should generally follow the statistics of the county (this being an adult/aging population with relatively low economic health). All of this means the users are likely not extremely tech-literate.

1. <https://worldpopulationreview.com/us-cities/marion-oh-population>
2. <https://poverty.ucdavis.edu/faq/what-current-poverty-rate-unitedstates#:~:text=The%20official%20poverty%20rate%20is,according%20to%20the%20official%20measure>

Problems

The client's website has a variety of individual issues (i.e. deprecated footer, problematic news banner, etc.) that cannot all be individually pointed out in one report. However, there are functional, structural, and aesthetic problems that can easily be noted with the site:

- A few dead navigation links and several pages in the navigation that have inaccurate content or none at all
- The site design struggles to adapt with varying screen sizes
- Disorganized interface design
- Confusing url structure
- Site does not provide functionality for submitting forms through website (i.e. patient forms, contact forms)

The screenshot displays the Marion Independent Physicians Association (MIPA) website. At the top, the MIPA logo and name are visible, along with a navigation bar for 'Physicians', 'About MIPA', 'Affiliates', 'News', 'Patient Forms', and 'Contact Us'. Below the navigation is a photograph of a group of six people, likely medical professionals, standing outdoors under a large tree. A red horizontal bar overlays the bottom of the photo with the text 'In an effort to protect our pa...'. To the right of the photo, there are several sidebar components: 'OUR AFFILIATES' featuring 'New Horizons Surgery Center' (with a photo of a woman), 'EXECUTIVE imaging' (with a photo of a pink starburst graphic), 'Quest Diagnostics' (with a green circular logo), and 'AVITA HEALTH SYSTEM' (with a green leaf logo). There is also a 'LATEST NEWS' section with a thumbnail of a video player showing a video titled 'What or' and a 'WHAT ARE THE SYMPTOMS?' section with a video thumbnail. A blue box in the bottom left corner contains a 'Telemedicine' section with text about scheduling visits and a 'Click Here!' button.

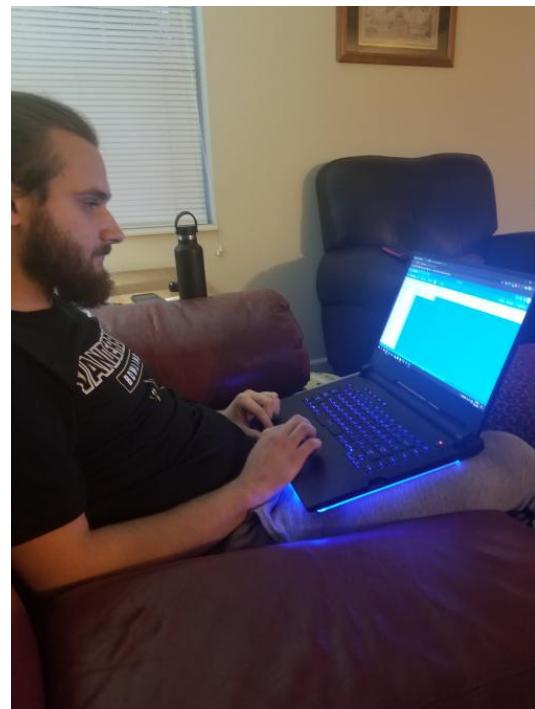
Solutions

Based on the various problems we found with this site pre-research, we have come up with list of solutions that we see as high-priority for the site:

- Optimize site navigation based on card sorting results
- Ensure pages contain content appropriate to its purpose
- Remove or modify pages with no content/error messages to contain appropriate content or remove them from navigation
- Remove any redundant navigation links
- Design online form submission functionality to create a visual prototype for the client to keep in mind in case of full site redesign
- Redesign site interface design with proper design principles in mind (buttons, text organization, color, etc.)
- Redesign site skeleton to create optimal content hierarchy
- Design new site layout based on survey and interview research results

User Research

To understand the types of users and user response to the site's current UX design, we conducted a set of card sorting, interview, and survey tools to do our research



Method 1: Card sorting

Rationale

In our initial internal user experience exploration, we found the Structure Plane of the site to be of particular worry. Many links in the navigation dead pages, the navigation options are confusing, and some pages linked in the navigation don't contain content accurate to what the name in their given navigation tab would apply. Card sorting is an essential first step in our user research process to ensure the site's navigation fits the mental models of potential and existing users.

Method of Implementation

To conduct our card sorting research, we used an online software called Trello. This website allowed us to create an unorganized set of digital cards made up of the various navigation links on the site and sets of main navigation links for the participants to organize how they logically fit together. Participants were gathered via asking friends and family to participate.

Method 2: Interview

Rationale

Our second method of research, user interviews, moved us into one-on-one conversations with employees of MIPA to satisfy two research desires: to obtain user response to the website in a one-on-one environment and to obtain informal information on patient demographics.

Rationale

In the interview segment of our research, we interviewed employees of MIPA, two with a set of interview questions and two higher-up employees (one RN and the company IT professional responsible for creating the original site) to ask some informal questions about the type of patients they have and the site's scope. The organized list of questions were as follows:

- Are those who sign up for your practice typically adults?
- Are your patients typically adults with families?
- Do you have many patients who are senior citizens?
- In a few words, describe the typical patient that comes into your practice?
- The site currently has no way to submit patient forms online. Do you think a way for patients to submit forms through the website would make your job easier or more efficient?
- Spend a few minutes clicking around the website. Describe any issues you have with how the website looks.
- Do you find the color scheme of the site to be aesthetically pleasing?
- Do you find anything about how the text looks on the page to be overwhelming or confusing?
- Please go to the "About MIPA" page. Do you think this page does a good job of telling you information about the company? If not, what kind of information would you want to be on this page?
- The website currently has no way to submit patient forms online. Would you think having a way to submit forms online would make the patient experience easier, harder, or unchanged?

Method 3: Survey questions

Rationale

The survey research method was used to round out what we have learned from the previous methods and further gain user input on the most pressing issues for the website, along with some input on proposed new functionality. We decided to use this method because it is much easier to gain a larger amount of data in a shorter amount of time from this method than we could from interviews.

Method of Implementation

The survey we used was created with an online software called SurveyMonkey. Participants for the survey questions were obtained by sharing it in social media and directly asking friends and family to participate and/or share the survey. The survey contained 10 questions, involving a mix of yes/no questions, Likert Scale responses, and extended response.

[MIPA LLC Website Survey](#)

[mipallc.com Website Redesign Survey](#)

This survey will ask you several questions about the aesthetic qualities and usability of the website [mipallc.com](#). Please open this website in another tab to look at the website while taking the survey.

100%

* 1. Take a moment to look at the various links at the top of the page. Do you find the amount of options to choose from to be overwhelming or confusing?

Yes

No

* 2. Please navigate to the MIPA Family Care News page. Were you able to find this page?

Yes

No

* 3. Please navigate to the Executive Director page. Were you able to find this page?

Yes

No

* 4. Please navigate to the Dr. Timothy Spare Telemedicine page. Were you able to find this page?

Yes

No

* 5. Please navigate to the Physicians page. Look at the content on the page. Do you think this page has sufficient content on this page? If not, please explain what should be on this page.

Yes

No

Please specify



* 6. Please navigate to the About MIPA page. Look at the content on the page. Do you think this page has sufficient content on this page? If not, please explain what should be on this page.

Yes

No

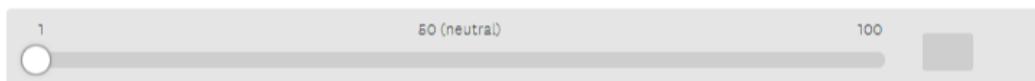
Please specify

* 7. The site currently has no way to submit patient forms online. As a patient of a healthcare service, would you prefer your provider's website to have this option?

Yes

No

* 8. On a scale from 1 (extremely unpleasant) to 100 (extremely pleasant), how would you rate the aesthetic qualities of the site?



* 9. In a sentence or two, describe how you feel about the aesthetics of the page (colors, spacing of text and objects, etc.).



* 10. On a scale from 1 (extremely unpleasant) to 100 (extremely pleasant), how would you rate the experience of navigating the site?



Done

What we learned

Through our research, we learned that the aesthetic and functional issues we found in our initial site prognosis are problems that many participants also had with the site. The problem pages in terms of missing or inappropriate content were mostly counted as issues by participants.

Surprisingly, however, users largely found the initial exposure to the site navigation to not be overwhelming, despite some conflicting issues with regards to navigating to some specific pages (this will be covered more in-depth with the research results).

What we would change

The team is largely happy with the research we conducted, however there are a few things we would have changed given more time and introspection.

The card sorting activity was fairly successful. The only major changes we would implement would be to get more data remove any redundant cards. Besides this, the execution was mostly agreeable.

The main issue with our interview method was that we failed to create a formal outline of questions for higher-ups in the company granted we were given the chance to speak with them. Thankfully we got to ask them the questions we did about general patient demographics.

The survey research also had some issues with execution. Not all participants in the survey questionnaire were likely to be from Marion given the nature of the channels with which we spread knowledge about our survey. More direct sampling and perhaps indication of the demographics for respondents would have been helpful in gaining a more target set of responses. Unfortunately, the software we used (SurveyMonkey) required extra money to use all available features and to extend our survey, so resources limited how much we could ask of respondents.

What we learned

In our initial internal user experience exploration, we found the Structure Plane of the site to be of particular worry. Many links in the navigation lead to dead pages, the navigation options are confusing, and some pages linked in the navigation don't contain content accurate to what the name in their given navigation tab would apply. Card sorting is an essential first step in our user research process to ensure the site's navigation fits the mental models of potential and existing users.

What we would change

To conduct our card sorting research, we used an online software called Trello. This website allowed us to create an unorganized set of digital cards made up of the various navigation links on the site and sets of main navigation links for the participants to organize how they logically fit together. Participants were gathered via asking friends and family to participate.

Research findings

Card sorting Results

Of the four card sorting sessions we conducted, the results were largely quite similar between participants. In fact, two sessions resulted in identical results in terms of categorization. Three of the four resulting sets were quite similar in organization to how the site navigation is organized now. Looking back, this is actually unsurprising given that the later survey showed that respondents mostly were not overwhelmed by the site's navigation. Based on this, we expect the navigation organization to largely stay the same with only a couple exceptions, such as "Patient Portal Forms" to be moved under "Patient Forms."

Interview Results

Part 1: Organized Interview Questions

Not only were the organized interviews quite informative, the results are also backed up by our survey results which we will cover later. In the first part of the interview method, we asked two employees of MIPA for their assessments of the current site. In short, the first part of the interviews largely told us what we would come to learn from our survey. After beginning to conduct the interviews, we realized that the organized demographic questions could be included in the second part of our interview results as they were not relevant to most of the other questions. They will be omitted here and displayed as part of "Part 2: Unorganized Interview Questions."

In summary, the first two employee interviews gave us the following insights about the current site:

- An online patient form submission in the website would make doing their job easier/more efficient
- The site is informative but bland, uninviting, and out of date
- The color scheme was aesthetically pleasing for one interviewee, but not the other
- The text itself wan generally not overwhelming
- Specific problem pages could do a better job of containing appropriate information
- An online form submission would likely make the patient experience easier/more streamlined

Part 2: Unorganized Interview Questions

The following results are pertaining to informal/generalized patient demographics and the site strategy (i.e. product objectives):

Patient demographics

- People who sign up for the practice are virtually always adults
- Patients are typically adults with families
- A large portion of patients are senior citizens/older adults (likely to not be very technologically literate)
- Patients typically lower to middle class

Product objectives/strategy and scope

- Informal feel to site
- Provide way for patients to find information on offered practices
- Patient payments can be made online (through third party application)

Survey Results

Our online survey was very informative for finding what a larger amount of users thought about the aesthetics and functions of the site. After sending our survey through the channels listed in the survey methods, we received 21 respondents with a 100% completion rate. The survey results told us the following about user response to the website:

- Only 9.52% of respondents found the site navigation to be overwhelming
- 95.24% of respondents were able to find the "MIPA Family Care News" page.
- 61.90% of respondents were unable to locate the "Executive Director" page
- 80.95% of respondents were able to find the "Dr. Timothy Spare Telemedicine" page
- 71.43% of participants said the "Physicians" page did not contain sufficient content
- Participants generally noted that the page should contain info on the available physicians and not a blank page

- 57.14% of respondents said that the "About MIPA" page contained sufficient content, while 42.86% did not
- Participants said that the page contains nothing about MIPA, wasn't mobile friendly and believed that the amount of COVID-19 response information on the page seemed out of place
- 95.24% of respondents said that they would prefer their healthcare provider's website have an online patient form submission
- On a scale of 1 (extremely unpleasant) to 100 (extremely pleasant), the aesthetic qualities of the site scored an average of 56
- Respondents criticized the site as cluttered, illogically organized, having a lack of flow, outdated, having inconsistent text design, not cohesive, having low quality images, boring, etc.
- On a scale from 1 (extremely unpleasant) to 100 (extremely pleasant), the experience of navigating the site received an average score of 59

Survey Results Summary

- Respondents mostly had an easier time finding some pages than expected. While there were some positive responses to the site, much of the criticism for it involved the cluttered/unorganized nature of the content on the pages. The scrolling orange bar on the home page was also an important point of contention for respondents in the extended response question. Overall, the site scored quite poorly in terms of aesthetic quality and navigational experience.

Persona 1: Lloyd Green

Age: 77

Occupation: Retired

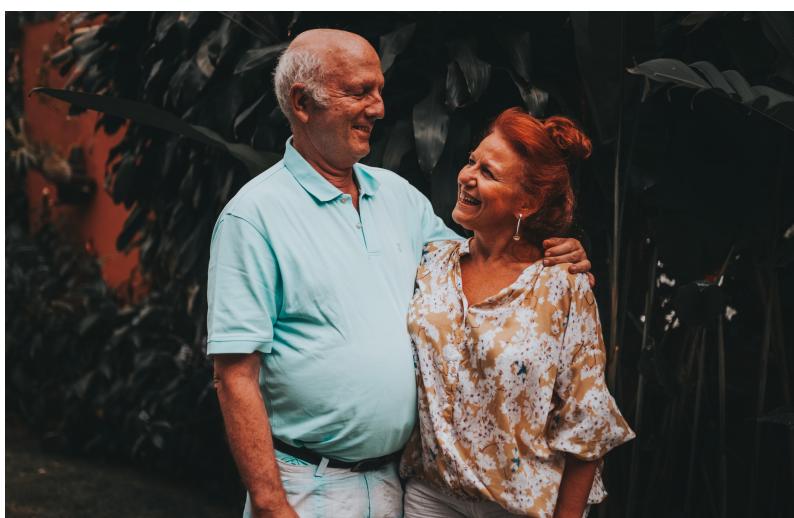
Other:

- Married
- Upper-middle class
- Has kids and grandkids
- Suffers from arthritis

Scenario

Lloyd is an older retiree who suffers from arthritis. He decides to look for a local physical therapy practice where he lives in Marion, Ohio to deal with his pain. He finds a service provided by the Marion Independent Physicians Association and clicks on the website.

Lloyd isn't very experienced with computers and the internet, so he clicks the first thing he sees that looks pertinent to him: text at the top of the page that says "Physicians." Unfortunately, the link takes him to an empty page titled "Physicians" with no content and seemingly no way to find what he needs. Not only is Lloyd frustrated with trying to navigate this site while already not being well-experienced in technology, his arthritis affects his hands making this experience painful as well.



Persona 2: Shirley Young

Age: 68

Occupation: Works part-time at Kroger

Other:

- Widowed
- Lower class
- High school diploma without attending college
- Has poor eyesight

Scenario



Shirley is an older working woman living by herself. She hasn't had much formal education outside of high school and is roughly of a lower economic class, which is sadly common in Marion, Ohio. Because of these factors, she isn't very tech literate and doesn't have anyone in the house to help her use the internet.

Furthermore, since she is older and more vulnerable to the new COVID-19 virus, she figures it would be safer for her to schedule a telemedicine appointment like her daughter told her on the phone to discuss with her doctor about a cold she has been coming down with.

She looks up the website for MIPA, her health care provider, and sees a scrolling banner on the front page. She tries to read what it says as the coloring of the banner and movement seems important, but the scrolling effect is too fast for her to read. Frustrated, she moves along to find a way to schedule a telemedicine appointment. She sees a link on the front page and clicks it, but the page has no link to schedule one.

Persona 3: Jamie Cahill

Age: 32

Occupation: First grade teacher

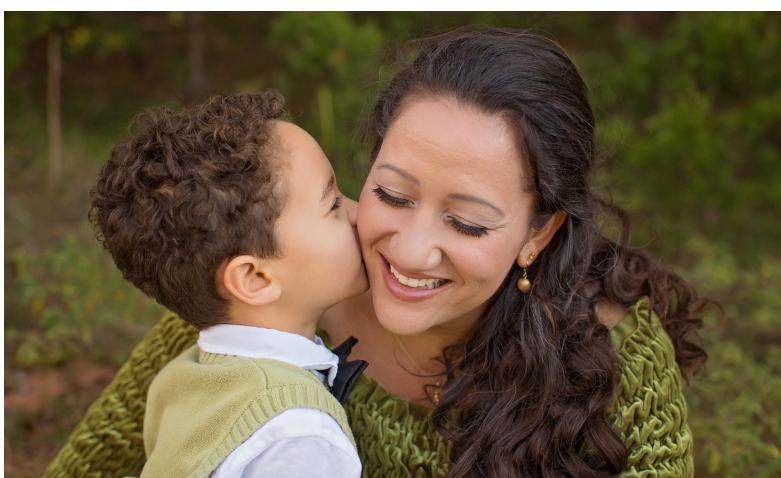
Other:

- Divorced
- Lower class
- Graduated college with BA in teaching
- Single mother raising one son

Scenario

Jamie is a working single mother with a busy life. Between running her son to his various activities and school and working, issues with giving her and her son healthcare is the last thing she wants to deal with. Her previous pediatric care provider has just closed so she needs to find a new practice in Marion, Ohio.

A friend of hers suggests MIPA, so low on time and patience she goes to the website to become a patient with the practice. She calls the office which tells her she can sign a patient form from the website. She downloads and completes the form on her computer. Once finished, she looks for a way to submit the form online but there is no way to do so. Going to the office to take in a patient form is already taking time from her busy schedule, so this experience adds stress to her already rushed routine.



Persona 4: Anna Johnson

Age: 29

Occupation: Part-time social worker

Other:

- Married
- Middle class
- BA in social work
- Has young child with serious allergies and asthma who requires a lot of medical attention

Scenario

Anna is married and has a young child who suffers from severe allergies and asthma, so her daughter's health is always her top priority. She and her family move to Marion, Ohio for a new job, so she needs to find a new family care provider. She looks on the internet and finds MIPA and decides to look into their services.

She clicks on the "MIPA Family Care" link to find out more. Unfortunately, the page only has information about social distancing and the COVID-19 virus, not the service itself. She checks out the "About MIPA" page but finds the same issue as last time. She then checks the "Our Services" page and finds no content at all. Frustrated she moves on to find another service.



MIPA Site Architecture

Overview

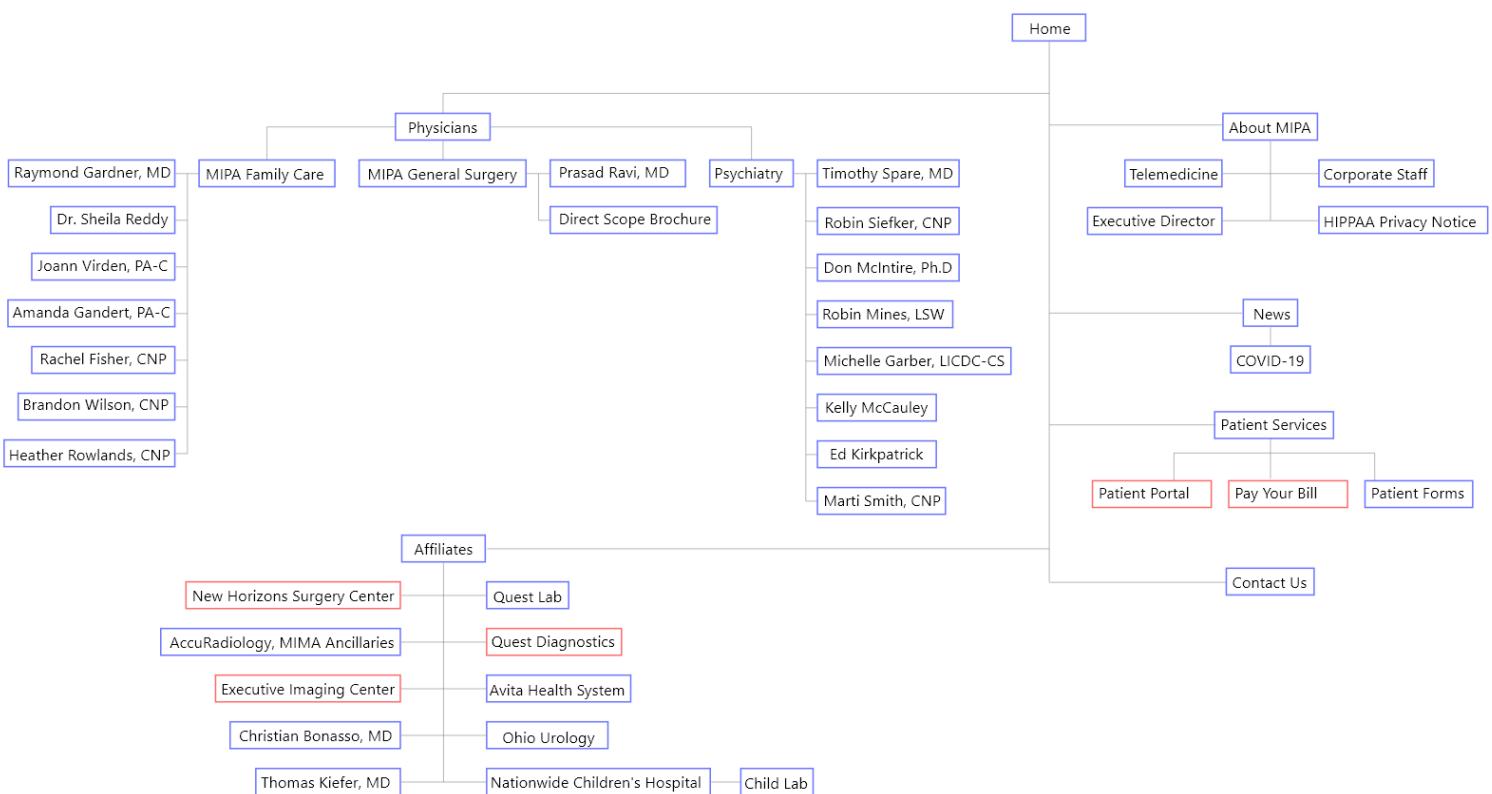
The current website's navigation has several issues, such as missing content on pages relative to their navigational indication, redundant and misplaced pages, and lack of page content conducive to easy navigation. Based on our user research, the basic hierarchical organization of the site's architecture seemed to mostly make sense, however changes were needed to be made after designing the site's new wireframes and considering what content and functionality was needed in the new redesign.

Goals

- Redesign site hierarchy based on future needed content and functionality
- Take into consideration wireframe results and how they affect and are affected by the site's navigation
- Redesign architecture so that pages are categorized in a way that makes the user experience as smooth as possible

Results and Reasoning

- No separate pages for telemed links, all included on physician profile pages
- Patient portal no longer in nav, included on Home and Patient Services pages as the patient portal is third party and needed widely across the site
- Executive Director and Corporate Staff now directly under about MIPA, along with telemed about page, reducing unnecessary navigation items
- Affiliates hierarchy unchanged
- Patient Forms now under umbrella of Patient Services, all language forms available on one page to be filtered for easy organization and use
- Contact hierarchy unchanged
- Added Registration page to hierarchy, targeted at new patients
- Sitemap denotes nav links to third-party sites with red box outline



Wireframes

Overview

My wireframe designs for this site focused on making sure new and current patients know where to find everything they need in the site as quickly as possible. Sometimes this meant some redundancy throughout the site, such as a universal Sign Up/Contact Us section on each page, just above the footer. Since new patient registration is important, I made sure that this was reflected in the aforementioned Sign Up sections and as a new page in the site hierarchy. The patient forms in the high-fidelity designs will reflect these changes with functionality to include pdf forms in during form submission, aside from simple contact information.

Aesthetically, the focus of my wireframes was to make sure all relevant content was laid out in a way that was comprehensive but not overwhelming. Instead of confusing users with seemingly random links to third-party applications strewn throughout the header (though the use of these application/sites is necessary based on the site's scope and strategy), there links to these applications in sections relevant to its use. For example, the third-party payment site is included wherever patient services sections are included.

In short, I wanted to make sure that the higher in the site hierarchy you were, the easier it is to navigate to lower or at-level locations without searching endlessly through the site navigation.

Below are notable screenshots from the wireframe designs. While there are only a few major changes between these and the final design, the largest change was the removal of a Registration page, as it seemed redundant during design.

Home

Added new Registration nav to direct new patients

315x150 Preview

About MIPA | Physicians | Affiliates | News | Patient Services | Contact Us | Registration

New home banner, allows for versatile announcement tote

Marion Independent Physicians Association

Announcement

1645x910 Preview

Learn More

Marion Independent Physicians Association

Our Practices

Main services and practices sectioned into meaningful categories with links to pages that provide all necessary relevant info

MIPA Family Care

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

MIPA General Surgery

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MIPA Psychiatry

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Learn More

Learn More

Learn More

Added a news article carousel, useful for multiple news stories, friendly to changing screen sizes

Universal patient registration/contact section for all pages

Latest News

Not a patient?
Register today!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Patient Forms

Contact Us

Search Website

Affiliates

250x160 Preview | 250x160 Preview | 250x160 Preview | 250x160 Preview

Marion Independent Physicians Association
1167 Independence Avenue
Suite 100
Marion, OH 43302

Affiliates moved to footer

MIPA Website Redesign Report

Goals

The main goal of this site redesign was to more effectively and cleanly display site content, make sure redesigned pages actually contained content they needed, and that pages always lead straight to where it needs to without making the user search multiple pages or constantly scan the dropdowns to find it. The old site had issues with having important pages inaccessible from where it should be, whether on a page or in the navigation. This redesign aimed to solve all these issues.

Design Summary

In the old site design, content was much to cluttered and was not well balanced on the page. The home page is a good place to start to see where improvements were made. Content is generally organized into columns of one, two and three where appropriate. If one section of the page contains one "topic" it is centered directly in the middle.

WHAT IS MIPA?

Marion Independent Physicians Association, or MIPA, is a group of health care providers located in Marion, Ohio. We provide a wide variety of patient health services, such as family care, general surgery, and psychiatry. We also work with several local health care services to bring our patients the care they need.

[Learn More](#)

However, say a section had three "topics" to cover, such as the Practices section. It was split into 3 columns. This organization shows where it stands in the hierarchy (under the Practices section) and that these three topics are of equal relevance.

OUR PRACTICES

MIPA FAMILY CARE

MIPA Family Care provides a number of health services for families in Marion, such as vaccines, check-ups, and more.

[Learn More](#)

MIPA GENERAL SURGERY

MIPA General Surgery offers the highest level of care, information and support to help you in making choices about your health.

[Learn More](#)

MIPA PSYCHIATRY

We treat a variety of conditions: mood disorders, anxiety disorders, PTSD, other mental disorders such as schizophrenia, Bipolar, ADHD, and substance abuse.

[Learn More](#)

There are exceptions, however. If content that needs organized into columns of two due to space constraints, the individual columns are still evenly balanced as a three-column section would. The most unique section is the Contact Us section on each page. "Not a Patient" took up one column width but the contact form took up 2/3 of the page, to follow the three column organization while using the necessary space.

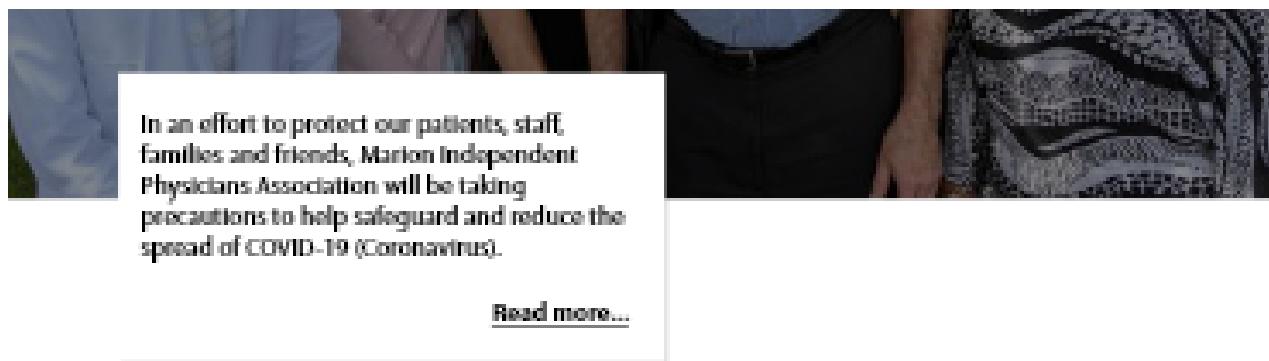
In general, text hierarchy is organized with the following styles: Myriad Pro Bold (52pt for banner headers, 48pt for section headers, 40pt for subsection headers) and Myriad Pro Regular or Bold 30pt for body text. Text color is dependent on and contrasts with background when necessary.

Call to Action buttons also follow this contrast and are more prominent than standard links (as seen in previous screenshot). They are always either dark blue with white text or white with black text.

Sections that appear on multiple pages are the same color and contain the same content when necessary.

The color scheme uses the following colors: #1F568E (dark blue), #F4F4F4 (light grey), #000000 (black) or #FFFFFF (white). Black and dark blue always contrasts with white and light grey to make the contrasts noticeable and readable. The colors (dark blue in particular) add to the sense of dependability needed with a healthcare provider.

All these styles generally add to the modernization of the feel of the website. To add some flair and modernization, none of the styles are too flashy but not too simple either (most sections feature no curves, however Call to Action buttons have rounded corners to make them stick out on the page). The alert box on the top of the home page, for example, is the only section to use a drop shadow and is aligned on the left column to make it prominent as it is an important alert relevant to the Covid-19 pandemic.



WHAT IS MIPA?

Overall, these color choices, use of hierarchy and text and element styles help contrast text and elements to their surroundings, bring attention to important buttons and alerts, contrast text via boldness and size to establish concept hierarchy, and provide unity to the whole site through matching elements and shared colors.

MIPA Website Redesign

Usability Testing

Goals

Due to the previous site having multiple issues with missing or misplaced content and content organization, our goal with the website redesign usability testing is to ensure that our new design effectively displays relevant content where needed and makes it easy for users to find what they need as efficiently as possible. Our user testing will also survey respondents on how they feel about the aesthetic qualities of the redesign.

Procedure

Our usability test sessions will be done synchronously and either in-person or via zoom on a person-to-person basis when appropriate. The script will ask participants to perform various tasks to assess the navigational ease and quality of content organization in the site.

The script will include questions to ask participants how difficult a given task was. There will also be a series of questions at the end similar to the initial survey done for the old website design. These questions will assess the aesthetic qualities of the site redesign.

Script

Introduction

Thank you for participating in this site usability test. Usability tests are done to see how people struggle or succeed to interact with a website design. This is to ensure that a redesign makes a website as easy to use, functional, and pleasing to the user as possible.

Does the point of this usability test make sense to you?

Tasks

This first set of tasks will ask you to navigate the various page of the website and assess its ease of use. In other words, how easy it is to find the content you need to find on the website.

- Take a moment to scroll through the home page.
- Do you find the organization of content to be cluttered or confusing? If so, how?
- Using only the content on the home page, find a link to the telemedicine page.
- Was doing this confusing difficult? If so, how?
- Navigate back to the home page.
- Find the list of MIPA Affiliates on the home page.
- Was this difficult? If so, how?
- Using any way you like, find About MIPA page.
- Was this difficult? If so, how?
- Find the MIPA General Surgery Page.
- Was this difficult? If so, how?

- Suppose want to schedule an appointment with Dr. Raymond Gardner. Locate where you would find this information.
- Take a moment to scroll through the home page.
- Find the Corporate Staff page.
- Was this difficult? If so, how?
- Find the news page.
- Was this difficult? If so, how?
- Do you think the way the news article are organized makes sense?

This next set of questions will ask you about your opinions on the aesthetics of the website, or whether or not you like how the website looks. Spend a couple minutes clicking around the website to whatever pages you like.

- When clicking through the website, did you have any issues with how the content is organized?
- Did any content look misplaced?
- Do you find the website to look cluttered?
- Do you find the colors of the website to be pleasing?
- Is the text on the pages easy to read?
- Do you have any final comments on the website, aesthetically or otherwise?

Thank you for your time.

User 1

Introduction

Thank you for participating in this site usability test. Usability tests are done to see how people struggle or succeed to interact with a website design. This is to ensure that a redesign makes a website as easy to use, functional, and pleasing to the user as possible.

Does the point of this usability test make sense to you? **Yes**

Tasks

This first set of tasks will ask you to navigate the various page of the website and assess its ease of use. In other words, how easy it is to find the content you need to find on the website.

- Take a moment to scroll through the home page.
 - Do you find the organization of content to be cluttered or confusing? If so, how?
 - **No, very well organized**
- On the home page there is an announcement box in front of the image banner. Do you think the placement of this box makes sense?
 - **Not too intrusive**
- Navigate to the telemedicine page.
 - Was doing this difficult? If so, how?
 - **No, saw how to get to it through navbar after link to page**
- Navigate back to the home page.
- Find the list of MIPA Affiliates on the home page.
 - Was this difficult? If so, how?
 - **No, question was just confusing**
- Using any way you like, find About MIPA page.
 - Was this difficult? If so, how?
 - **No (knows multiple ways to get there)**
- Find the MIPA Family Care Page.
 - Was this difficult? If so, how? **No**
 - Do you think this page has sufficient content? **Yes, but should have pictures**

- Find the Physicians Page.
 - Was this difficult? If so, how? **No**
 - Do you think this page has sufficient content? **Yes**
- Find the AccuRadiology page.
 - Was this difficult? If so, how? **No**
- Find the news page.
 - Was this difficult? If so, how? **No**
 - Do you think the way the news article are organized makes sense? **Yes**
- There is a form submission box on each page. Does this make sense to you, and do you think you would find this useful? **Yes, very useful and convenient**

This next set of questions will ask you about your opinions on the aesthetics of the website, or whether or not you like how the website looks. Spend a couple minutes clicking around the website to whatever pages you like.

- When clicking through the website, did you have any issues with how the content is organized? **No**
- Did any content look misplaced? **No**
- Do you find the website to look cluttered? **No, looks clean**
- Do you find the colors of the website to be pleasing? **Yes, like the grey and blue, white is good contrast to blue background, maybe same color tone as light grey for dropdowns**
- Is the text on the pages easy to read? **Yes**
- Do you have any final comments on the website, aesthetically or otherwise? **N/A**

Thank you for your time.

Notes:

Didn't see footer originally
Saw telemed link initially on home page
DIdn't locate affiliates in footer at first

User 2

Introduction

Thank you for participating in this site usability test. Usability tests are done to see how people struggle or succeed to interact with a website design. This is to ensure that a redesign makes a website as easy to use, functional, and pleasing to the user as possible.

Does the point of this usability test make sense to you? **Yes**

Tasks

This first set of tasks will ask you to navigate the various page of the website and assess its ease of use. In other words, how easy it is to find the content you need to find on the website.

- Take a moment to scroll through the home page.
 - Do you find the organization of content to be cluttered or confusing? If so, how?
 - **No, although Our Practices sections could be more even**
- On the home page there is an announcement box in front of the image banner. Do you think the placement of this box makes sense?
 - **Blends in too much**
- Navigate to the telemedicine page.
 - Was doing this difficult? If so, how? **No**
- Navigate back to the home page.
- Find the list of MIPA Affiliates on the home page.
 - Was this difficult? If so, how?
 - **No**
- Using any way you like, find About MIPA page.
 - Was this difficult? If so, how?
 - **No**
- Find the MIPA Family Care Page.
 - Was this difficult? If so, how? **No, couldn't locate it at first though**
 - Do you think this page has sufficient content? **Might need phone numbers on page**

- Find the Physicians Page.
 - Was this difficult? If so, how? **No**
 - Do you think this page has sufficient content? **Expected to have a list of all physicians**
- Find the AccuRadiology page.
 - Was this difficult? If so, how? **No**
- Find the news page.
 - Was this difficult? If so, how? **No**
 - Do you think the way the news article are organized makes sense? **Yes**
- There is a form submission box on each page. Does this make sense to you, and do you think you would find this useful? **Confused by file button**

This next set of questions will ask you about your opinions on the aesthetics of the website, or whether or not you like how the website looks. Spend a couple minutes clicking around the website to whatever pages you like.

- When clicking through the website, did you have any issues with how the content is organized? **No**
- Did any content look misplaced? **No**
- Do you find the website to look cluttered? **Not really**
- Do you find the colors of the website to be pleasing? **Yes, makes them think of doctors/health**
- Is the text on the pages easy to read? **Yes**
- Do you have any final comments on the website, aesthetically or otherwise? **Would just like more things to be centered**

Thank you for your time.

Notes:

General Takeaways

- Hierarchy was generally an improvement, little to no confusion
 - One user misunderstood what Family Care was at first, but then realized the organization made more sense once explained
- Overall color scheme is good
 - Dropdowns could use a little work but not bad, Covid home banner announcement may not stick out enough
 - Change color of dropdown background, maybe find another way to contrast subnav options
 - Fits healthcare feel of site
 - Contrasting colors worked
- Page content was well organized, nothing in particular misplaced, a couple bits that could be included further down the line (more images and phone numbers)
 - Just would need bits included where relevant, no overall content missing entirely from redesign