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UPMC: ECOMMERCE INITIATIVE

CONTEXTUAL DESIGN DOCUMENT

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Contextual Design Document

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1. Executive Summary

Contextual inquiry is a specific type of interview for gathering field data from users. It is one of the corner stone methods towards building a better user experience. According to Dan Russel, Uber Tech Lead at Google Search Quality -

“To understand the full richness and variety of what people do when they are using google, we spend many hours in the field, watching people search and listening to what they say as they do this. We hear it when they’re happy, and when they’re terribly frustrated. And perhaps most importantly, we also pay attention to the things they don’t say — the inexpressible “gotchas” that slow users down or get in the way of their search.”

According to the de facto standards in usability, the first 7 seconds the user spends on the website play a crucial role in the decision making process of developing trust on the website. Therefore, it is important to understand the user’s context and flow of using the website to increase positive outcomes like increased sales, loyalty among users, developing trust, acquiring new customers etc.

In the report, we tried to perform contextual inquiry on 4 users using 2 online pharmacies namely, www.cvs.com and www.walgreens.com with the goal of finding breakdowns in these websites to develop an immaculate online pharmacy store selling OTC (over the counter) drugs for UPMC.

The websites chosen for the contextual inquiry are the market leaders in selling OTC drugs online. Learning from them would help us in understanding the usage patterns of majority of the users presently acquainted with the idea of buying OTC drugs online.

Furthermore, the users were chosen representing majority of demographic combinations present for the user. The users helping in the contextual inquiry were categorized based on age, frequency of buying medicines, proficiency with using the web and acquaintance with online pharmacies. They ranged from both extremes of the categorization i.e. old people with little proficiency in using the web to website developers who are easily able to navigate through a website.

Above all, we developed contextual models emphasizing the contextual inquiry method. These models include:

Flow models: Emphasizing the flow of and information exchange between the user and the website.

Social Models: Emphasizing the social influences of the user.

Artifact Models: Emphasizing specific breakdowns occurring on the website.

Lastly, the report includes a list of Do's and Don'ts which are recommended to be referred when developing an online pharmacy for OTC drugs.