User Research Project:
Findings and Recommendation Report

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Executive Summary

The usability of the ADPH website was evaluated through user testing with 3 different user personas. The objectives of testing were to identify areas of confusion in the website navigation, to gather data on the ease of access to website functions and any apparent issues, and to provide feedback to improve public health outcomes. The findings and subsequent recommendations were the following:

Information Design — The vast array of information can be overwhelming to users.
- Review information architecture
- Rename navigation panes
- Create more defined sections between citizen and professional information
- Change grouping of services

Search Bar — The search engine does not yield the most useful or relevant results to the user.
- Reorder search bar to place results before FAQs
- Improve accuracy of search tool by using term matching

Language and Terminology — All users were unable to find ALL Babies, a low-cost healthcare coverage program for pregnant women, based on the description alone. At times, terminology interferes with the usability of the information presented.
- Review acronym use on the website
- Make resources for low-income citizens more visible

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Background

The Alabama Department of Public Health (ADPH) is the state health agency for Alabama. Their mission is to promote, protect, and improve Alabama's Health. There is a central office and county health departments. Alabama has the third worst overall life expectancy in the United States and has a variety of healthcare disparities in different populations[1]. With nearly 1 out of 5 Alabamians living below the federal poverty line, there are many barriers and social determinants to health.

User Profile

The ADPH website's typical users are varied. Due to the content of the website, there is a large audience. The main focus is Alabama citizens, specifically women, parents of young children, the elderly, and low-income people. The website also provides compliance information to healthcare providers, restaurants, body art businesses, and other organizations.

Culture of Use

The types of users include Alabama citizens (specifically women and those with children), health professionals, and medical practices. The website is a general first stop for health information and policies. It links users to a wide variety of resources and information. The users of this website may not use it regularly and has a high number of first-time users. Since most users do not use it regularly, a majority of users may be unfamiliar with the website.

Needs Assessment

Given the vast number of services provided by ADPH, it is important for users to be able to easily navigate through the different sections of the website. The scope of testing a website is a comprehensive process that involves evaluating various aspects to ensure its functionality, performance, and user experience meet the desired standards. The key components of the scope for testing a website include:

- Usability
- Performance
- Functionality
- Accessibility

Methodology

Our team selected five participants to test the client interface. We presented them with the ADPH website and gathered their first impression about the homepage and performing three tasks that a new user might attempt. Analysis of the test participants' performance was conducted in two ways: the amount of time it took for each participant to complete the whole task, and their responses from both the pre-test and post-test questionnaires as well as their think-aloud responses.

1. Alabama Department of Public Health. (2020). *2020 Alabama State Health Assessment.* https://www.alabamapublichealth.gov/opm/assets/adph_statehealthassessment2020_revised.pdf

The framework by which we evaluated the responses was based on predefined criteria established by the group—specifically, a test on an ideal user—users who have never used the ADPH website before but are more likely to hold higher internet literacy. The users, in essence, could be representative of an average new user of the ADPH website.

The next three sections discuss the aspects of the testing process: participant screening, testing procedures, and our methods of evaluation.

Participants

The ADPH website's typical users undoubtedly comprise a diverse demographic. When preparing our usability testing, however, our team selected five participants based on only one characteristic: a lack of previous experience with the website. We sought participants who had never used the ADPH website because we believed those users' experiences would tell us more about the website's inherent usability. We were not interested in the experience of users who had already learned to navigate the website by rote.

We screened our participants with a background questionnaire (see Appendix). The only condition that disqualified a potential participant from participating was previous experience with the ADPH website. Although we did not accept or reject participants based on other characteristics, we believed information about participants' internet use would be meaningful for our study. To get more valuable insight into these different positionalities, we used user profiles for each task scenario.

Test Procedure

Testing was conducted at the library to simulate a more realistic environment than an isolated lab. Users of the website will not sit in a silent room to use the website but are more likely to use the website from a cell phone in public or other daily tasks. We conducted the testing on a laptop.

Each session should last no longer than 40 minutes from the introduction to the end of post-test questions. The testing procedure was relatively linear and simple. We presented a pre-test questionnaire to the test participants as soon as they opened the ADPH website but before we presented any task scenario. We wanted to give them time to familiarize a little with the client interface as a user would do the first time they opened the website. After the test participants stated they were ready to begin the test. We initiated the task scenarios. We requested that the users follow the think-aloud protocol while attempting the task scenarios. We wanted to capture as much as possible their reactions while conducting the tasks—what seemed easy, what seemed hard. Or what seemed frustrating or confusing. Although some of the users found it difficult or unrealistic while thinking aloud, we encouraged them to articulate their thoughts to aid our qualitative data analysis.

The tests were performed on a personal laptop with internet connection. Each test took close to 30 minutes from initiation to completion of the post-test questionnaire. The testing procedure was as follows:

1. Upon verbally agreeing to take part in the test, we read the orientation script. The orientation script allowed for consistency across all five tests and ensured us that all the necessary details were explained. The script detailed who we are, our associations, what the test entailed, and why we were conducting the test. The script also reassured the participants noting that the object of the evaluation was the ADPH website, not the test participants.

2. After reading the script, we administered and obtained the consent form.

3. We then administered the background questionnaire to first ensure in writing that the participant still met our testing criteria as well as retrieve any information not directly related to task scenarios.

4. The test participant was then seated in front of the computer with the ADPH website open. We instructed the test participants to scroll down the homepage or navigate any key and then told them to express their first impression about this homepage. Are there any words or labels they don't understand? What do they think they can do here? Then we asked them about the tabs, what they mean and what they think will happen if they click on them.

5. After the first impression about the homepage, we began the task scenarios. Each task scenario was separate---that is after the completion of one scenario we provided the second task. After the completion of the final task, we administered the post-test questionnaire asking the participants to reflect on their experience and rate the client interface's organization, visual appeal, and accessibility on a scale of 1 to 5. We also asked them whether they have any recommendations about the organization or the navigation key.

Task Scenarios and Evaluation
Successful completion of the task was based on their task performances. We anticipated a 3-minute introduction, 5 minutes for the pretest, 5 minutes for the initial task, 7 minutes for each task scenario, and 10 minutes for the post-task and post-test questions. We have added in additional time in anticipation of transitions and technical difficulties. But fortunately, we didn't have any technical problems and we completed each task in close to 30 minutes.

When evaluating our data, we also considered participants' reactions during the test (their think-aloud comments) as well as their data from their post-test questionnaire. The qualitative data was used to analyze and give reason to the quantitative data. We also recorded the whole test on zoom.

Objectives
  - ➤ Identify areas of confusion in the website navigation, specifically for first time users
  - ➤ Gather data on the ease of access to website functions and any apparent issues
  - ➤ Provide feedback to improve public health outcomes and awareness by building a user-centric, easily navigable, and educational website on public health in Alabama that will empower citizens, medical professionals, and other stakeholders with current, easily available public health information and tools.

Results

Based on our testing, we have both qualitative and quantitative findings. The quantitative results were from the number ranking performed by users after the tasks and after the completion of the test (See Appendix). The qualitative data was generated from trends observed during testing, comments from users, and feedback given during the post-test discussion.

Quantitative data

Post-Task Results
Time to complete:

Task 1a
  - Less than expected (0)
  - As Expected (0)
  - More than Expected (5)

Task 1b
  - Less than expected (0)
  - As Expected (1)
  - More than Expected (4)

Task 2
  - Less than expected (0)
  - As Expected (5)
  - More than Expected (0)

Task 3
  - Less than expected (0)
  - As Expected (3)
  - More than Expected (2)

Ease of Performing the Task

Task 1a, Task 1b, Task 2, Task 3 — scale 1 (Difficult) to 5
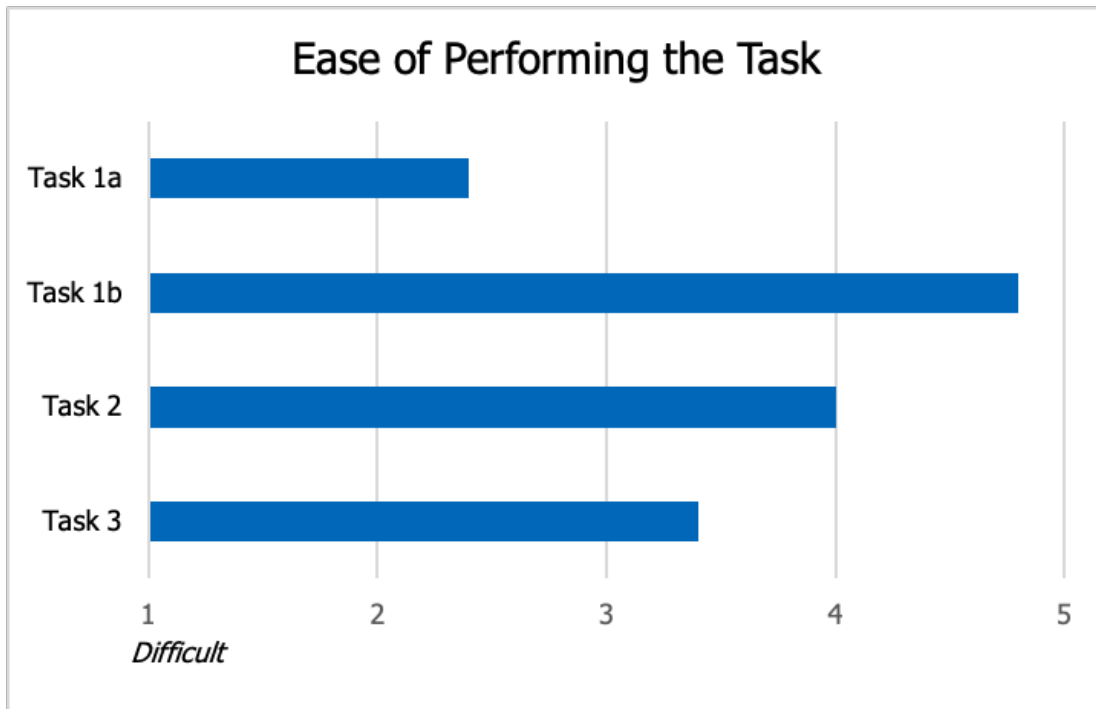
Post-Test Results

Users were asked to rate on a scale of 1-5 (1- Strongly Disagree, 5- Strongly Agree) to the extent to which they agreed with the statement.

Post-Test Results

Overall, this website was easy to use.
The navigation menu helped me navigate the website.
Rate your overall satisfaction with this website.
I was frustrated in trying to complete each task.
I would use this website again.

■ Series1

Task Completion by Age
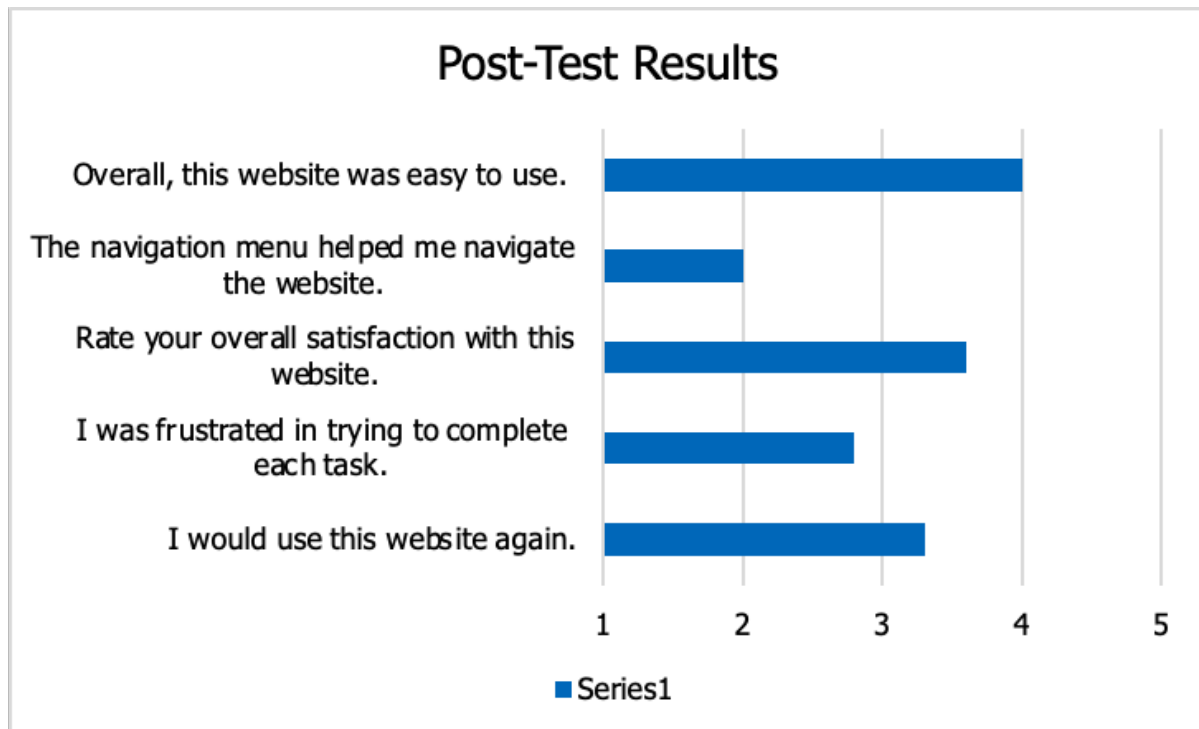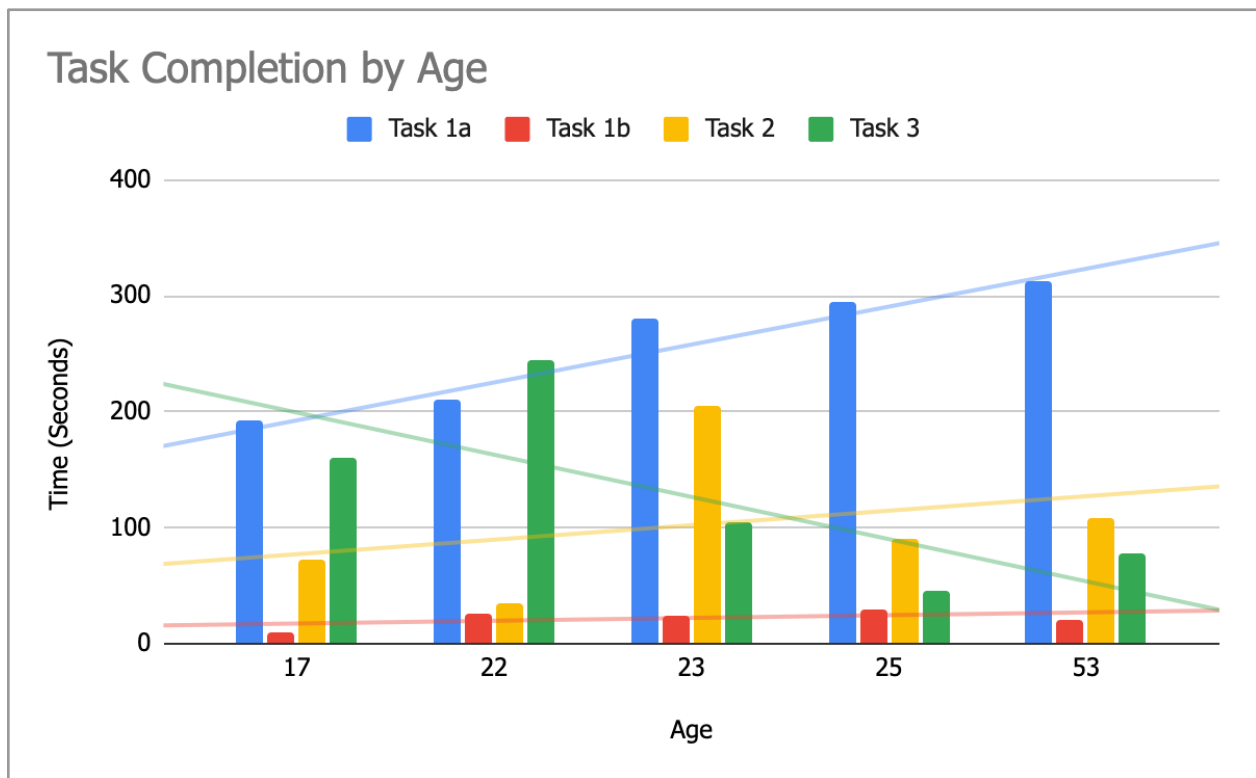
Qualitative Data

Positive Feedback

The user feedback analysis underscores the remarkable success of the overall user interface (UI) layout in terms of visual appeal, with positive sentiments expressed for graphical content, color scheme, and overall organization. Though in task one, the majority of participants faced challenges in locating the application, they completed the second and third tasks with ease. Some expressed confusion with various key clicks until a hint was provided, after which they successfully located the application. Despite this initial challenge, participants appreciated the graphical content, color scheme, and organization, with identified issues primarily centered around the clarity of key names and functions. The expectation for more straightforward and linear tabs was expressed. Overall, despite key-related challenges, the user perception of the interface remained positive. Moving forward, refining key naming conventions and their linking functions could contribute to an even more seamless user experience while maintaining the overall visual appeal that users found pleasing.

Weaknesses
- Users (3) identified weaknesses with the search engine
- Users expressed confusion about the navigation tabs in the top right corner of the website
  - Some expected the pages to be purely background information, based on the labels

- ○ A user thought "What We Do " and "Who We Serve" would be the same thing
- ○ One user did not use the navigation tabs at all
- ALL Users struggled to find low-cost healthcare for pregnant women without the name of the program
  - ○ "ALL Babies" does not indicate healthcare or insurance
  - ○ One user said that "ALL Mothers" made more sense
- While users all struggled with task 1a, there was not one specific task that users got caught up on
  - ○ Different users got stuck on different tasks
  - ○ Often, users got stuck when they ended up clicking through many webpages and ended up getting further away from what they were looking for

Findings

Based on the testing results and our analysis, we have generated the following findings and recommendations for implementation by ADPH. Triangulation analysis was used to compile all of these findings together for the final results.

Global Findings
- *Information Design* — The vast array of information can be overwhelming to users.
- *Search Bar* — The search engine does not yield the most useful or relevant results to the user. The FAQ section appears before the results, which obscures the user from easily using the tool.
- *Language and Terminology* — All users were unable to find ALL Babies based off the description alone. At times, terminology interferes with the usability of the information presented.
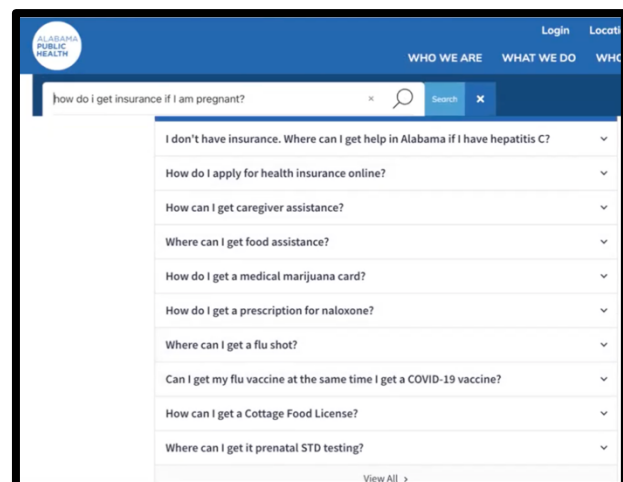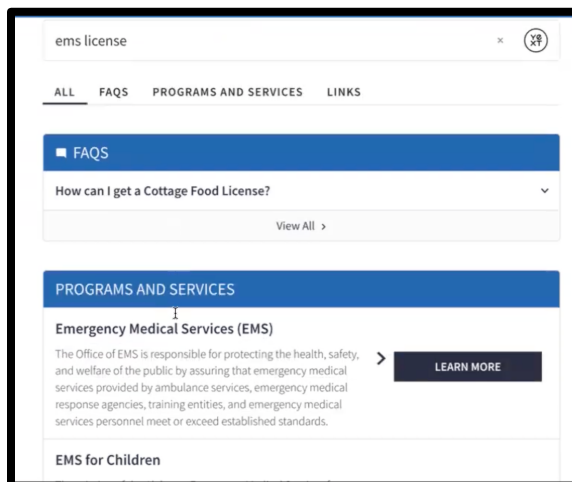
Screenshots from User Testing

Issues with the Search Engine

When FAQs are put before programs and services, it interferes with the users' ability to access the results of their search. The term matching with the FAQs was not useful or relevant to what was input. Users abandoned the tool after finding the strange results.

Recommendations

Recommendations for Web Developers, Content Managers, and ADEM Leadership.
Based on the findings from this usability report, our team recommends the following actions:

Information Design
- Review information architecture
- Rename navigation panes
- Create more defined sections between citizen and professional information
- Change grouping of services

Search Bar
- Reorder search bar to place results before FAQs
- Improve accuracy of search tool by using term matching

Language and Terminology/Translation Issues
- Review acronym use on the website
- Make resources for low-income citizens more visible

Next Steps:

- Enact changes
- Test the effectiveness of further changes
- Use the metrics of this study to measure improvements in future studies
- Further usability testing with more focused user testing
  - Low-income people
  - Rural populations
  - Those with limited experience with websites
  - People with limited comfortability with technology
  - People with limited internet access
- Discuss and consider large scale naming changes to programs
  - Engage with discussions across all groups of stakeholders and citizens
  - Focus on clarity and ease of understanding

Appendices

Results Table

User	Homepage	Task 1	Task 2	Task 3
1	**Age:** 22 **Gender:** Female **Marital Status:** Unmarried **Children:** None **Ethnicity:** Hispanic or Latino **Auburn Affiliation:** Masters Student **Testing Location:** Auburn campus, RBD Library **Comfortability with technology:** Very comfortable **Comfortability with websites:** comfortable			
Pre-Test	1. Several times a day 2. Several times a day 3. Very Important 4. "Accessible search bar." 5. Yes, used websites with map for their work.			
Notes **Times:** 1a: 6:19 1b: 0:20 2: 3:38 3: 1:18	Had a good impression about the homepage.She liked the color, organization and mentioned it was easy to access.	For the 1st task of scenario#1 She was confused with the name of the key and their function. She searched several times but did not find the application. After giving a hint she completed the task. ➢ She completed the second task.	She completed both tasks within a short time. For these tasks she found the information more clear than the first one and easy to access.	She took little more time than the second scenario but ultimately completed the task. She expected some more linear tabs also she had a desire that the website could be condensed.
Post-Task Scores		3/5 More time than expected 5/5 As expected	5/5 As expected	2/5 More time than expected
Post-Test Scores	Q1. 3 Q2. 4 Q3. 3 Q4. 1			

	Q5. 3			
2	**Age:** 23 **Gender:** female **Marital Status:** unmarried **Children:** none **Ethnicity:** white **Auburn Affiliation:** Masters Student **Testing Location:** Auburn campus, RBD Library **Comfortability with technology:** comfortable **Comfortability with websites:** comfortable			
Pre-test	1. Several times a day 2. Several times a day 3. Very Important 4. "Direct labels. Limited text, more concept mapping. Leave no assumptions." 5. Yes. "A good one had clear labels, organized well. I could easily get to the information I wanted, it was all on the website or navigate me to other resources. A poor one was one that wasn't clear. I had to really dig for the information. There was only one pathway to get to it"			
Notes **Times** 1a: 6:19 1b: 0:20 2: 3:38 3: 1:18	She loved the appearance and specificity of the homepage. Specifically, she mentioned the "How Do I" section.she had good previous knowledge about other websites and navigation keys.	For the 1st task of scenario#1 She was confused with the key and lots of data. After getting a hint she completed the task but she expressed that it is not easily accessible. To her, the second task was easy to find.	She found the required information but spent more time compared to other participants. To her, these tasks are simpler than the first one and easy to navigate also.	She was pretty comfortable with these tasks and easily navigated the website this time.
Post-Task Scores		3/5 More time than expected 5/5 Less time than expected	3/5 As expected	4/5 As expected
Post-Test	Q1. 4 Q2. 3			

Scores	Q3. 4 Q4. 1 Q5. 5			
3	**Age:** 25 **Gender:** female **Marital Status:** unmarried **Children:** none **Ethnicity:** White, Hispanic or Latino **Auburn Affiliation:** Masters Student **Testing Location:** Auburn Campus, RBD Library **Comfortability with technology:** Comfortable **Comfortability with websites:** Comfortable			
Pre-test	1. Several times a day 2. Several times a day 3. Very Important 4. "A website that is easy to use is easily navigated. I can quickly find the information I am looking for and it is worded clearly " 5. Yes. "I find it even more important on state and federal websites to find information quickly and easily. A poorly constructed government website would not allow me to access things quickly and easily or present information in a way that is easy to understand"			
Notes **Times:** 1a: 6:19 1b: 0:20 2: 3:38 3: 1:18	She liked the homepage and most of the information seemed pretty clear to her except the "A to Z" navigation key. She did not have a clear idea about that key.	For the 1st task of scenario#1 She had trouble finding the application. According to her, language is not easily directed and the information is not super clear. Finally she completed the task by getting a hint.	She completed both these tasks very easily within a short time. For these tasks she found the directions more clear and easy.	She took more time than the second task but ultimately found the required information.This direction seemed quite easy to her also.
Post-Task Scores		3/5 More time than expected 5/5 Less time than expected	4/5 As expected	4/5 As expected

Post-Test Scores	Q1. 3.5 Q2. 1 Q3. 4 Q4. 3 (neutral) Q5. 4			
4	**Age:** 53 **Gender:** male **Marital Status:** Married **Children:** 3 Children, ages 22, 20, 17 **Ethnicity:** White **Auburn Affiliation:** Not affiliated **Testing Location:** Home **Comfortability with technology:** Comfortable **Comfortability with websites:** Comfortable			
Pre-test	1. Several times a day 2. Several times a day 3. Very Important 4. "Easy to find the important things that you want to use. Simple -- Uncluttered." 5. Yes, Poor: not updated with most recent year's information/forms.			
Notes **Times:** 1a: 6:19 1b: 0:20 2: 3:38 3: 1:18	"A lot going on!" No words or labels that he did not understand. Found the range of tasks on the websites to be strange, and was taken aback to see restaurant scores on the same list as birth certificate (referring to purple How Do I? Section). Thought "What We Do" would be the same as "Who We Serve". Unsure of what A-Z could mean or do.	Started by using the search bar. He entered "health insurance". Selected a link to the Alabama insurance portal, but when he clicked "Who's Qualified" it took him to a login screen. He tried it again and was taken to the same login screen. He was frustrated by this. He then saw ALL Kids but was unable to find anything about pregnant women on the homepage. He noted again, how he felt it was weird that the healthscores were an option to do on the website. Tried the	User selected "What We Do" tab. He selected "view all" under the Population Health Services heading and was then taken to the entire Program and Services directory. He then found Breast and cervical cancer listed under clinical services. "Wow, what a nice catchy thing there". The user was being sarcastic about the ABCCEDP (Alabama Breast and Cervical Cancer Early Detection Program.	Naviagted to "Who We Serve", EMS. He quickly found the license requirements link and selected the right link.

		"Who We Serve" and looked through the Women tab. User said he did not know what perinatal health is. "I wonder if it's called Plan First". Facilitator then gave the name of the program, as the user was at a dead end. He said, "Shouldn't it be All Mothers?". After, he also asked, "How come when I type pregnancy it doesn't come up?		
Post-Task Scores		2/5 4/5 More less	4/5 As expected	4/5 As expected
Post-Test Scores	Q1. 4/5 Q2. 3/5 Q3. 4/5 Q4. 2/5 Q5. 4/5	5 minutes, such a broad range of topics "There's something about sewage right under 'Food, milk, and Lodging'. That's weird. I don't know what they mean though". - If I had 5 minutes I could find any topic, if I dug around enough - Frustrating: Didn't have very good search results. FAQs appear before search results, which prevents results from being seen and confused users. "The FAQs don't help if they don't answer my question" - My search did not tell me the name of the low-cost health insurance (ALL Babies). Users would assume the insurance was just for babies and not for pregnant women. - Website may be overwhelming for people with limited experience with websites. Users noted that users may not have a choice. - User discussed seniors using the website and how it may be confusing for them - Improvements: Reorder the search results, Rename long acronyms		
5	**Age:** 17 **Gender:** male **Marital Status:** unmarried **Children:** None **Ethnicity:** White and Asian			

	Auburn Affiliation: Not Affiliated **Testing Location:** Home **Comfortability with technology:** Comfortable **Comfortability with websites:** Comfortable			
Pre-test	1. Several times a day 2. Several times a day 3. Not Important 4. "Simple, few options to click" 5. Yes. "Too many items on main page - bad. Simple- few options on the homepage - good"			
Notes **Times:** 1a: 4:04 1b: 0:20 2: 3:01 3: 3:40	Users liked the simplicity and the motto of the navigation panes. "The picture slides might cause confusion, but not for me". User generally liked it.	Users selected the "Who We Serve" panel and selected women. He found resources on maternal and child health but was unable to find the specific task. He then used the search bar to search for low-cost healthcare from pregnant women. It yielded the ALL Babies program, but he did not connect them together. 1b) Having the name of the program and using the search bar, the user easily found WIC.	User searched for breast cancer and then found the program page with screening information. User used the search bar again to look for treatment but did not find more specific information than the previous page.	The user searched "Who We Serve" and selected EMS. After not finding the specific requirements, the user went to search for an EMS license in the search bar which only yielded an FAQ about food cottage licenses. He then found the tasks by sorting through the whole related pages several times.
Post-Task Scores		1/5 More time than expected 5/5 Less	4/5 As expected	3/5 More time than expected
Post-Test Scores	Q1. 2/5 Q2. 3/5 Q3. 3/5 Q4. 3/5 Q5. 4/5			

Table of Time (in Seconds)

Age	Task 1a	Task 1b	Task 2	Task 3
17	192	10	73	160
22	210	26	35	245
23	280	25	205	105
25	295	30	90	45
53	313	20	108	78

Post-Task Data

Posttask	1a	1b	2	3
1	3	5	5	2
2	3	5	3	4
3	3	5	4	4
4	2	4	4	4
5	1	5	4	3
Average	2.4	4.8	4	3.4

Post-Test Data

Ease of Use	Average
Task 1a	2.4
Task 1b	4.8
Task 2	4
Task 3	3.4

Consent to Participate in Usability Testing for the Alabama Department of Public Health Website Evaluation

The purpose of the Alabama Department of Public Health website usability evaluation is to assess the overall effectiveness of the website. We (Carolina Bell and Mst Nur E Taj Tamanna) are conducting this research as a class assignment for ENGL 7010. The information collected will only be used for the class, which includes a final report submitted to the professor and a general presentation given to the class).

I hereby give my permission for my Zoom session to be recorded as part of my participation in the test conducted on _____ online via auburn.zoom.us. The video recordings will only be reviewed by the researchers and not released to anyone else.

I understand that I will only be referred to by my participant number throughout the study and subsequent reports. I understand that my university standing may be referred to during the recording or in the subsequent reports.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that my participation is voluntary and that, if for any reason I do not want to continue, I can leave at any time during this recording session and I can deny consent at any time.

_____   _____

Printed Name   Date

_____

Signature   To give consent to be photographed during

the testing process: _____ (Initiall)

Background Questionnaire

How old are you?

_____

What is your gender?
☐ Male
☐ Female
☐ Non-Binary
☐ Other Identity (please specify): _____
☐ Prefer not to say

Are you married?
☐ Yes
☐ No

Do you have children?
☐ Yes
☐ No

      If yes, how many children do you have?

         _____   _____

         number of children   and   age(s)

What is your ethnicity? (Check all that apply)
☐ Caucasian
☐ Black or African American
☐ Hispanic or Latino
☐ Native American or American Indian
☐ Asian / Pacific Islander
☐ Other (please specify): _____
☐ Prefer not to specify

What is your affiliation with Auburn University?
☐ Not Affiliated
☐ Freshman
☐ Sophomore
☐ Junior

☐ Senior

☐ Masters Student

☐ PhD student

☐ Other (please specify): _____

☐ Prefer not to specify

How would you describe your comfortability with technology?

☐ Poor

☐ Fair

☐ Moderate

☐ Comfortable

☐ Very comfortable

☐ Prefer not to specify

How would you describe your comfortability with navigating websites?

☐ Poor

☐ Fair

☐ Moderate

☐ Comfortable

☐ Very comfortable

☐ Prefer not to specify

In what environment will you be participating in this usability test?

☐ At home

☐ On Auburn University's campus: _____

☐ At another location

Pre-Test Questionnaire

1. How often do you use the internet?

Never	On occasion	Weekly	Once a day	Several times a day

2. How often do you consult websites to find information?

Never	On occasion	Weekly	Once a day	Several times a day

3. On a scale of 1-5 (1 being "not important" and 5 being "very important"), how important to you is it that a website is easy to use/the information you desire is easily accessible?

Not Important	1	2	3	4	5	Very Important

4. How would you describe a website that is easy to use? What are some characteristics?

5. Have you ever used other state or federal websites? (Ex. the Center for Disease Control, National Institute of Health, Alabama Department of Environmental Quality, etc.)

    No

    Yes

    If so, what were the markers of a good website? Of a poor one?

Post Task Questionnaire

Task 1

Rate the **ease** of performing this task

Difficult	1	2	3	4	5	Easy

Rate the **time** it took to complete this task

Less time than expected	As expected	More time than expected

Task 2

Rate the **ease** of performing this task

Difficult	1	2	3	4	5	Easy

Rate the **time** it took to complete this task

Less time than expected	As expected	More time than expected

Task 3

Rate the **ease** of performing this task

Difficult	1	2	3	4	5	Easy

Rate the **time** it took to complete this task

Less time than expected	As expected	More time than expected

Post-Test

Strongly Disagree	1	2	3	4	5	Strongly Agree

1. Overall, this website was easy to use.   _____

2. The navigation menu helped me navigate the website   _____

3. Rate your overall satisfaction with this website.   _____

4. I was frustrated in trying to complete each task.   _____

5. I would use this website again.   _____

Open Ended Questions

1. How much time do you think you would need before you felt proficient in using this website to perform these tasks?
2. Was there anything that frustrated you with this website?
3. If you are/were a user with limited experience with websites, how would this process make you feel?
4. Is there anything on the website that you wish operated differently?

Orientation Script

Moderator: Welcome. Thank you so much for coming today and being willing to participate in our study. We are going to go over everything you will need to know before you start the test. Please let me know if you have questions at any time. Remember, this is an evaluation of the website and not an evaluation of you!

Purpose of the Study
The purpose of this study is to evaluate the usability of the Alabama Public Health Website. We are not developers of the website, but we welcome all kinds of feedback whether negative or positive. This website serves Alabama citizens and professionals across the state and we want to make sure that it is usable for all different kinds of people.

Forms
You have already filled out the Background Questionnaire. Here is the consent form. We will be collecting audio, visual, and screen recordings of this session. Please let me know if you have any concerns. We want to ensure that you are comfortable with being recorded. My partner will also be taking observational notes during the test. Recordings will not be shared with anyone and will only be used for review by the two of us.

Testing Process
I will be asking you to perform a series of tasks with each user scenario. At times, we will ask you to answer questions from the perspective of this user profile.

I realize it is not normal to think out loud while working, but saying what you are thinking aloud helps us gather even better data on the website.
Some examples include
- "I wish there was a navigation button to this page"
- "I can't find where to go"
- "I don't understand who this information is for"

Questions
Please let me know if you have any questions at this time.

Start the Study
We are all set to begin the study. Are you ready?

Task Scenarios

Initial Task: First Impressions of Homepage
- What are your general first impressions of this homepage?
- Are there any words or labels you don't understand?
- What do you think you can do here?
- Look over the tabs. What do you think they mean? What do you think will happen if you click on them?

Scenario 1

You are an uninsured and low-income woman in Macon County, AL has found out she is pregnant and is looking to find resources for expecting parents and prenatal healthcare.

Tasks
- Your friend told you about low-cost healthcare that is offered for pregnant women and their unborn children in Alabama. Can you find the application? (ALL Babies)
- Your friend also told you about WIC, a supplemental nutrition program for Women, Infants & Children. Find the webpage about how to apply for WIC (Women, Infants & Children).

Scenario 2

You are a 45 year old low-income woman who has found a lump in her breast and is concerned about breast cancer. You want to find out more information about the disease.

Tasks
- Find the webpage to learn more about signs, screening test, and risk factors of breast cancer
- Find what are the supports and treatment you can get from the webpage

Scenario 3

You are an EMS (Emergency Medical Services) provider in Mobile, AL and you believe your license may be expiring soon. Your boss tells you to check with the ADPH website.

Tasks
- Find the EMSP License Requirements
- Find the webpage for EMS Individual Online Renewal