Asynchrony Labs

Agenda

1.	Present Usability Overview	10 minutes
2.	Define Usability Lab Objectives & Scenarios	25 minutes
3.	Discuss Usability Participants & Recruiting	5 minutes
4.	Define Usability Timeline	10 minutes
5.	Q&A	10 minutes

Dial-in Info	See meeting invite details.
Participation	Rodney Amian, Albert Cercernia, Kate Chadha, Marc Chouinard, Darren Matsuda, Chike Orjih, Joy Vance, and Rob Wolfe
Goals of meeting	The purpose of the meeting is to prepare for the HMSA comparative usability benchmark labs. We will finalize the objectives and scope/content of the study. We will also discuss how the objectives will be met.

Present Usability Overview   10 minutes

What is the usability methodology?

Define Usability Lab Objectives & Scenarios   20 minutes

Usability research objectives are expressed in terms of the business task the user needs to accomplish, not in terms of the system's functionality.

We will define objectives and scenarios during the planning meeting; however, here are some things that you can think about in advance.

Draft usability/UX research objective:

The HMSA.com team (business, design, and development) wants to improve the usability and the end-to-end customer (consumer) experience with the HMSA.com site.

Research method: comparative usability benchmark research

Learn how Hawaiian insurance customers use their consumer-facing site (pre-login experience) today, compared to how they complete similar tasks in Kaiser Permanente site for Hawaii (kaiserpermanente.org/Hawaii).

Each **in-person lab session will be 60 minutes** to test both sites. We can't test everything, so we need to focus in on the top tasks insurance customers do in both sites.

How do we measure ease-of-use and friction?

- Can the first-time, or infrequent user – without any training or assistance – complete their core and critical tasks successfully using the site (task completion rate)? How confident is the user that they have been successful?
- Where are the points-of-delight and -pain?
- How many usability issues or obstacles the user experiences completing a given task (frequency and severity)?
- How does the user feel as they use the site to complete tasks?

Questions for Consideration

- What is the organic path to find & apply for the right insurance plan for me - and my family, (where applicable)?
- How effectively can a consumer navigate each site to evaluate insurance products and find one that's right for them?
- How well does each site engage the consumer in content and services that will encourage wellness? [*Q: is this related to Sharecare?*]
- How easily can a consumer navigate the health care system on each site?

Other design concepts/elements to discuss with participants (design feedback that may occur during a task, but if not, will be discussed after tasks):

- How do new HMSA brand and identity guidelines affect user experience, usability, and accessibility (e.g.; color, system icons, language and terminology, etc.)?

What else? _____

Update Usability Participants and Recruiting   5 minutes

Lab dates are confirmed at Ward Research:

- Tuesday, April 24th, 9 am to 6 pm (6 consumers under 65 years)
- Wednesday, April 25th, 9 am to 6 pm (6 consumers 65+ years)

Final screener was confirmed and the WWTAL SOW has been executed, so recruiting has begun.

We will receive daily updates on the recruit from Fieldwork starting next week. We will share updates with the team. If there are any concerns with any recruited participants, let us know as soon as possible so the recruiter can try to replace them.

Timeline   10 minutes

	Date(s)	Duration	Activities
✔	Feb. 5 – 9	5 days*	1. Draft participant screening, recruiting criteria 2. Finalize with HMSA team 3. Review with Fieldwork and place initial holds on Ward Research
✔	Mar. 23 – 29	5 days	Secure new holds for lab dates (April 23-27)
✔	Mar. 29	1 day	Confirm lab dates with facility and recruiter
✔	Mar. 30 – Apr. 2	2 days	Kate – PTO (Easter)
I/P	Apr. 2 – 20	15 days	Recruit participants
	Apr. 5	1 day	Lab planning & kick-off
	Apr. 5 - 12	1 weeks	· Design usability test plan (scenarios/tasks · Discussion guide finalized
	April 13, 16 or 17	1 day	Dry run lab/participant materials
	April 18-20	2 days*	Finalize and send observer materials
	April 23	1 day	WWTAL travels to Honolulu
	April 24 – 25	2 days	Conduct 1-on-1 lab sessions @ Ward Research, Honolulu
	April 26 (am)	1/2 day	Debrief with HMSA and WWTAL team
	April 27 – May 4	6 days	Analysis & report creation
	May 3 – May 7	3 days	Kate - bereavement
	May 8 – May 11	1 day	Usability research wrap-up: Briefing summarizing report findings/recommendations, HMSA resolutions & next steps.

Q&A   10 minutes

Action Items		
What	Responsible	Due Date