

USABILITY TEST: DOCs Website

docs.com.miami.edu

CIM 622 UX Research Final Report

Test Date: March 28, 2016

Report: April 4, 2016

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The DOCs website (Department of Community Services) at the University of Miami is a single page scroll site that provides information to other organizations about how to start their own DOCs program or partner with the DOCS organization. DOCs is a philanthropic program developed by the medical school that allows students to gain experience while serving under-privileged communities. Users can find information on the website through videos, diagrams, and interactive maps.

The objectives of this usability test is to evaluate the website and assess usability through the following attributes: efficiency, effectiveness, satisfaction. A total of **6 participants** attempted to complete **5 tasks** related to functions on the DOCs website. Through this process, **4 positive elements** and **33 opportunities for improvement** emerged from the website.

Participants indicated that they **liked the colorful nature and interactivity-- the present of videos and images--of the site. The placement of the share function was intuitive to participants and they appreciated the error message when the form was not filled out.** Mixed results were found regarding task times and task completion rates-- some tasks were quickly completed while other tasks took longer or were not completed in the time frame allowed (***M= 117s, R= 39s-218s***). Specifically, participants were able to quickly share the website but struggled on tasks where they had to locate specific information (i.e. learning about patients impacted by the DOCs program) (***Average Completion Rate across tasks = 0.37, R= 0.17-1***).

The average System Usability Score (SUS) is **26.6%-- a very low score below average.** Overall, the site lacks **information architecture and hierarchy.** The main opportunities for improvement are related to the **main navigation bar and the lack of sub navigation which can lead to a loss of sense of place within the site.** Participants also identified issues with the **general content strategy** and **specific content on panels.** Overall, the site contains **too much text, the content strategy is not clear, and content can lack context.** This was revealed by participants when **they found it difficult to find specific content from panel descriptions.** Within site panels, participants mentioned that **text was too small, the site lacks descriptions of videos and images, and videos are too long.**

In light of these opportunities for improvement, it is recommended that a redesign of the overall site architecture to make it congruent with the goals of the DOCs site. The redesign includes a new intuitive navigation and sub-navigation bar. Recommendations also were added for standardizing actionable items (images, videos, clickable icons), the addition of context for any images and videos, and site wide reductions of the amount of content on pages.

INTRODUCTION

INTRODUCTION

The University of Miami (UM) Department of Community Services (DOCs) is a student-led philanthropic program developed in 2000 at the Leonard M. Miller School of Medicine that extends **health care services to vulnerable and underserved populations**. The DOCs website is a single page scroll site that provides information to other organizations about how to start their own DOCs program or partner with the DOCs organization. The website is intended for medical institutions, medical professionals and medical students, and community stakeholders interested in working in underserved or vulnerable populations with reduced access to health care services.

On the premises of the University of Miami in a classroom setting we conducted a **formative study** on the available version of the DOCs website where we evaluated all parts of the site. The main functions from the website were identifying and interacting with DOCs events through the use of a map, sharing the content of the site using a form, playing videos with key information and feedback from people related to the program, finding printable versions of the content and seeking information throughout the site.

With a clear idea of the product type and the main functions of the website we stated the following **research questions**:

- Does the DOCs website enable the user to successfully perform functions provided by the website?
- How much time does the user spend to achieve specific tasks on the website?
- Does the DOCs website behave in the way that the users expect? Is it easy to use?
- Does the user have positive opinion and perception after visiting the DOCs website?

To answer those questions we proposed general and specific **objectives** in order to identify the data we need to gather. The objectives were to evaluate the **ease to use** of the website and assess usability through the following attributes: **efficiency, effectiveness, satisfaction** while a user performed specific tasks. For each one of these tasks we measure:

- The **time** the user spent trying to solve a task
- Whether they **complete** the task or not
- Identified sections of the site that users find **satisfactory** and should be **kept** for future releases
- Identified usability **issues** that occur while users complete tasks and address opportunities for improvement.

METHODS

METHODS

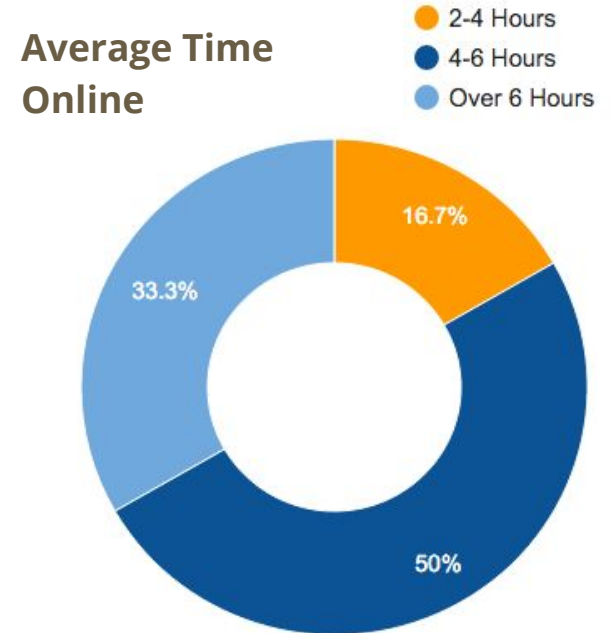
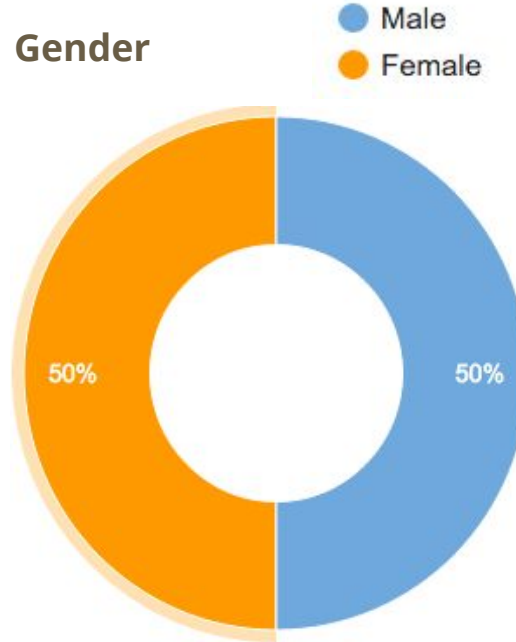
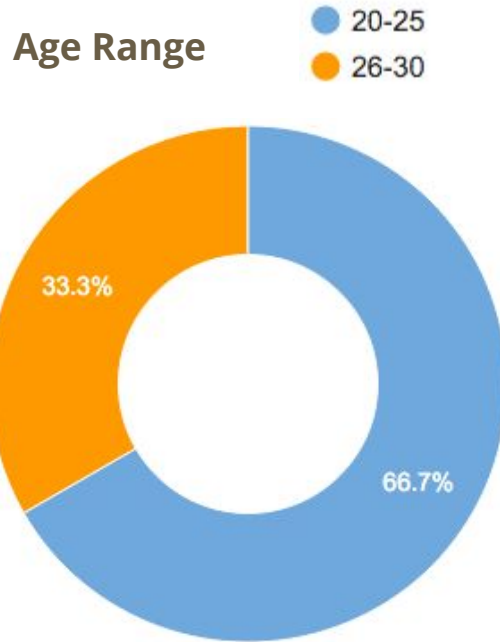
Participants

- Convenience sample of **6** participants
 - 3 females and 3 males
 - Between 20 - 35 years old
 - Average time on internet ranged from 2 hours - 6+ hours
 - None were familiar with DOCS website
- Participants received \$0 compensation for participating in the usability test
- The expectation going into the study was that participants would have have expert knowledge in using a computer to browse the internet
- The participants were not representative of the key user group, doctors/med students at other institutions
- As we used a convenience sample, we were not able to ensure a representative sample of groups with special needs.

METHODS

Demographics

Total Participants = 6

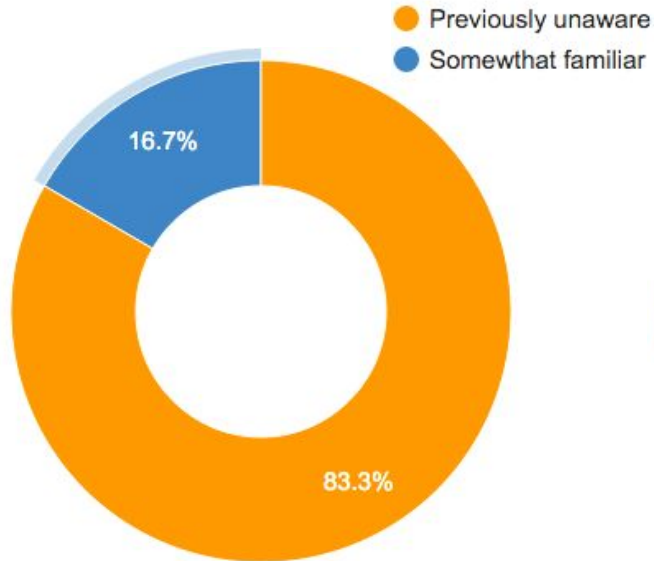


METHODS

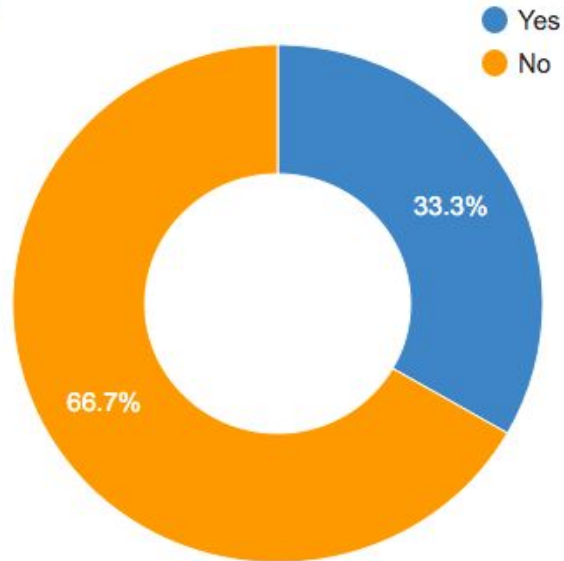
Demographics

Total Participants = 6

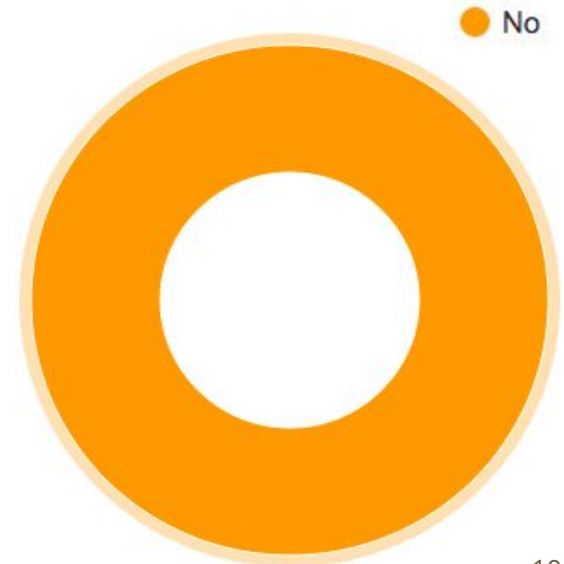
Familiar With the
UDOCs Website



Previously Participated
in a Usability Test



Conducted a
Usability Test



METHODS

Task 1: Using the Map on Documentaries Page

Scenario: You are planning a DOCS event and are curious about what other events in the area provide to patients. What did patients receive at the Ft. Lauderdale event?

Task 2: Sharing Site Content

Scenario: After visiting the DOCs website you decide you want to share the content with your colleague, Connie. Using the website, share this site with Connie (email: connie.rogers@gmail.com). Do not copy and paste to share the link.

Task 3: Playing a video on the “Docs Strives For Healthcare Equity” panel

Scenario: You have learned about some of the services the DOCS program provides. Play a video to hear how someone seeking health care has been impacted by the DOCs program.

METHODS

Task 4: Locating a Printable Item

Scenario: You are a doctor and would like a copy of the information on the DOCS program to view later and share with colleagues. Please find and open the PDF version.

Task 5: Information Seeking Task

Scenario: Before planning your own DOCs event you want to know what kind of help is provided to patients. When patients of low risk attend a DOCs event what do they receive?

METHODS

Test Facility

- The study was conducted in a classroom at the University of Miami
 - Participant and moderator sat in front of the room
 - Participant's computer screen was displayed on projector behind them so observers in the room could see what user was doing
- There were more than 12 observers in the room with the participant
- There was no video or audio record of the sessions

METHODS

Test Tools & Equipment

Participant's Computing Environment

- Completed task scenarios using MacBook Pro OS X El Capitan version 10.11.4
- A bluetooth mouse
- Crestron AirMedia a screen sharing app so observers in the room could see
- Projector to show screen
- Google Chrome was the internet explorer client used for the test.

Test Administrator Tools

- Smart phone to time task scenarios
- Printed participant packets to gather demographic data, SEQ and SUS scores
- Printed moderator guide to read scripts and record notes

METHODS: Procedures

The length of each test should be no longer than 25 minutes per person. See appendix for scripts.

Greet the participant and give him the Introduction Script (2 min):

1. Greet the participant
2. Give them the informed consent form and, if they agree, have them sign it
3. Give participant demographic questionnaire to complete
4. Answer any questions they may have before starting.

Conduct all the Tasks:

The participant has 2 minutes to complete each task before the moderator gives them a hint. After 3.5 minutes the moderator ends the task and marks the task as failed.

Task 1: Using the Map on Documentaries Page (3.5 min)

Task 2: Sharing the site and content (3.5 min)

Task 3: Playing a video on the “Docs Strive for Healthcare Equity” panel (3 min)

Task 4: Locating a Printable Item (3.5 min)

Task 5: Information Seeking Task (3.5 min)

Post-study questionnaire (1 min):

Have user complete System Usability Scale (SUS).

Post Study Interview Scripts (3 min):

Ask participant questions about their experience and their opinions of the site now that they have completed the tasks.

Conclusion Script (2 min):

Ask Observation team to see if they have any questions, if they do ask those questions.

See Appendix for Complete Test Plan

METHODS

Moderator Roles and Interactions

In total, 6 moderators interacted with 6 participants to test the usability of the DOCS website. Moderator roles and tasks included:

- Greeting participants and reading orientation script
- Going through informed consent form with participant
- Summarizing overall participant task structure
- Timing tasks
- Note taking on task
- Post study debriefing of participant
- Conclusion script and thank participant

METHODS

General Participant Instructions

- Sign informed consent if they agree to participate
- Complete the demographic survey
- Verbally state when they start and stop a task
- Think aloud as they perform the task
- Write down answers when necessary
- Complete SEQ at end of task
- Complete SUS at end of study

METHODS: Usability Metrics

For each one of these tasks we established the following completion and performance criteria:

Effectiveness

Completion Rate: Success / Error.

Levels: Failure = 0, Success with assist = 0.5 and Success = 1.

Fail and Success with assistant were considered failures.

Efficiency

Time in seconds spent by the user to complete the task.

Satisfaction rate & Users' subjective satisfaction

Opinion, commentaries and reaction to the website. Easy or difficult to complete tasks and/or goals.

- a. Single Ease Question (SEQ): After **Task** rating question that measures ease of use
Scale from 1 - 7 being 1: Very Difficult and 7: Very Easy
- b. System Usability Scale (SUS): After **Test** rating questionnaire that measures perceptions of usability
Scale from 1 - 5 being 1: Strongly Disagree, 3: Neither Agree or Disagree and 5: Strongly Agree

Problem and Positive Aspects identified

- a. **Number of positive aspects** identified per task per participant through the aloud protocol and post test interview.
- b. **Number of Improvement Opportunities** identified per task per participant through the aloud protocol and post test interview.

Methods: Severity scores

Measuring Severity Scores: Frequency and Impact

Severity ranking	Severity description	Severity definition
4	Unusable	<p>The user either is not able to or will not want to use a particular part of the product because of the way that the product has been designed and implemented.</p> <p>Example: Product crashes unexpectedly whenever it is powered on at altitude.</p>
3	Severe	<p>The user will probably use or attempt to use the product, but will be severely limited in his or her ability to do so. The user will have great difficulty in working around the problem.</p> <p>Example: Synchronizing the device to another device can only happen when certain files are not in use. It isn't obvious when the files are in use.</p>
2	Moderate	<p>The user will be able to use the product in most cases, but will have to take some moderate effort in getting around the problem.</p> <p>Example: The user can make sure that all complementary applications are closed while syncing the two devices.</p>
1	Irritant	<p>The problem occurs only intermittently, can be circumvented easily, or is dependent on a standard that is outside the product's boundaries. Could also be a cosmetic problem.</p> <p>Example: The message area of the device's small screen is at the very top, dark blue, and often shaded by the frame of the screen.</p>

Figure 11-9 Problem severity ranking

Frequency ranking	Estimated frequency of occurrence
4	Will occur $\geq 90\%$ of the time the product is used
3	Will occur 51–89% of the time
2	Will occur 11–50% of the time
1	Will occur $\leq 10\%$ of the time

Figure 11-11 Frequency of occurrence ranking

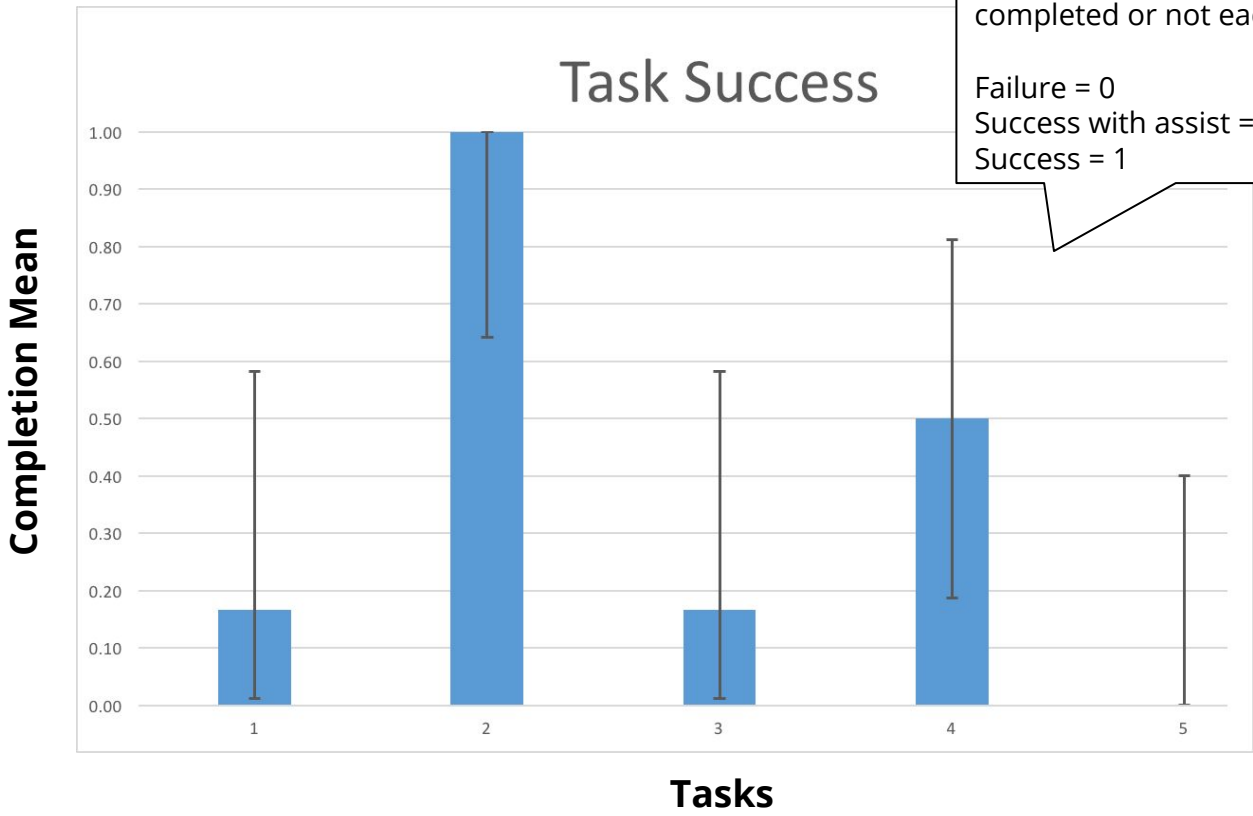
$$\text{Severity Score} = \text{Impact} + \text{Frequency}$$

Source: Rubin, J. Chisnell, D. 2008. Handbook of Usability Testing, Second Edition: How to Plan, Design, and Conduct Effective Tests.

RESULTS

RESULTS

Effectiveness: Completion Rate



For Completion Rate were used **3 Levels** to identify if the user completed or not each task:

Failure = 0
Success with assist = 0.5
Success = 1

Total Participants = 6

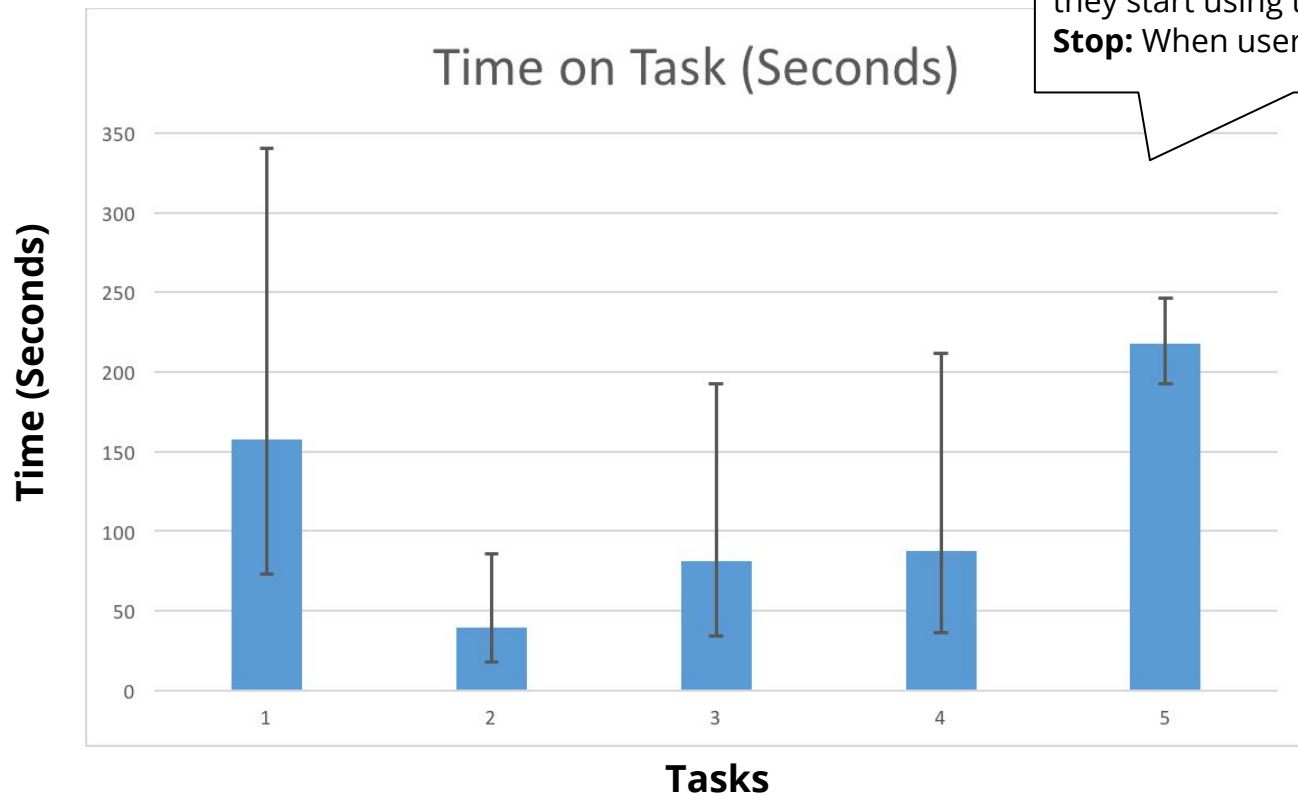
TASKS	MEAN	LOW*	HIGH*
Task 1	0.17	0.0114	0.5822
Task 2	1	0.6426	1
Task 3	0.17	0.0114	0.5822
Task 4	0.5	0.1876	0.8124
Task 5	0	0	0.401

*BINOMIAL CI 95%

Please see Appendices for more information

RESULTS

Efficiency: Task Time



For each Task Time were used smartphones recording when the user:
Start: After reading the scenario, once they start using the mouse
Stop: When user complete the task

Total Participants = 6

TASKS	GEOM MEAN	LOW*	HIGH*
Task 1	157.8	73.2	340.3
Task 2	39.5	18.2	85.5
Task 3	81	34.1	192.4
Task 4	87.3	36	211.8
Task 5	218.1	192.9	246.7

*BINOMIAL CI 95%

Please see Appendices for more information
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RESULTS

Single Ease Question (SEQ)

Overall, how difficult or easy was the task to complete?

For completing each task user was asked if it was difficult or easy to complete:

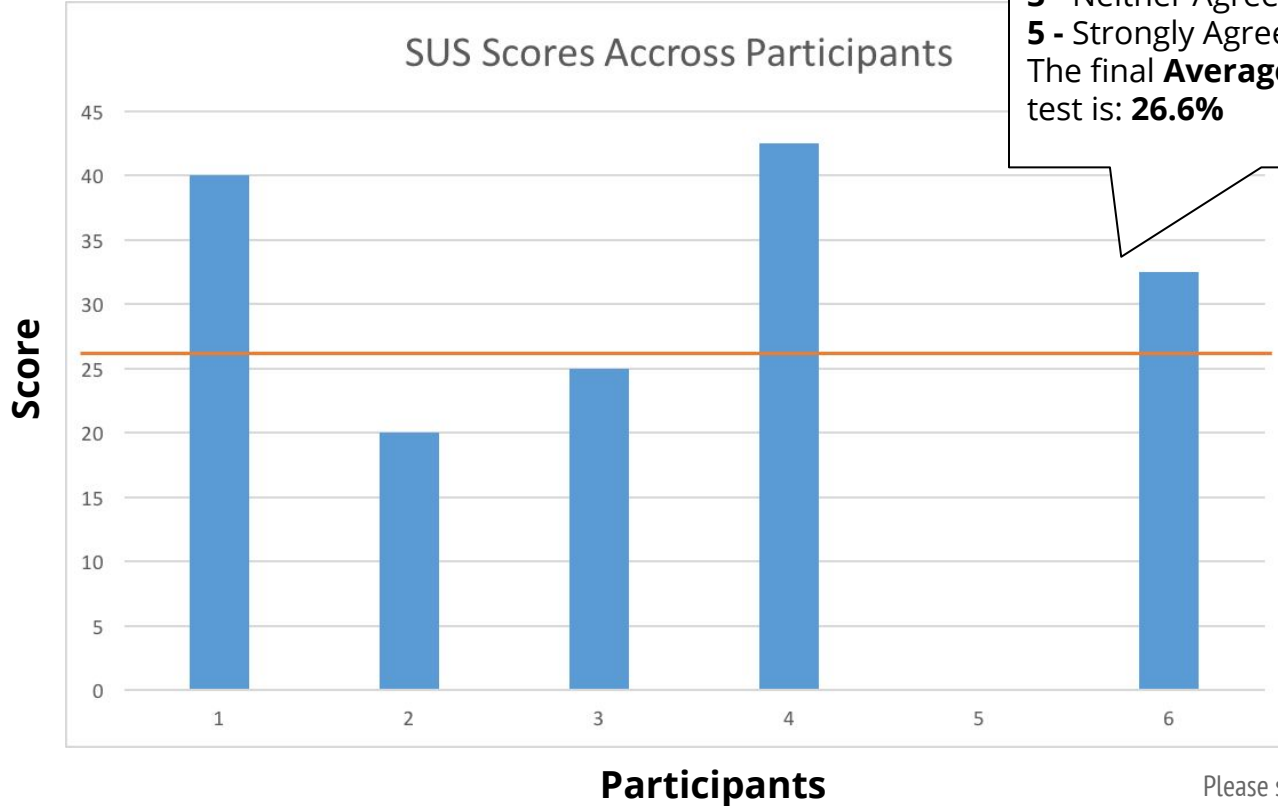
1: Very Difficult

7: Very Easy

(SEQ) POST TASK QUESTIONNAIRE							
	P1	P2	P3	P4	P5	P6	Average
Task 1	5	1	1	2	1	2	2
Task 2	5	7	7	6	7	6	6
Task 3	7	7	6	1	6	5	5
Task 4	5	7	2	3	1	1	3
Task 5	1	1	3	1	1	-	1

RESULTS

System Usability Score (SUS)



After completing all task users rate 10 questions from 1 through 5 being:

1 - Strongly Disagree

3 - Neither Agree or Disagree

5 - Strongly Agree

The final **Average Score** for all the test is: **26.6%**

RESULTS: Frequency of Unique Positive Aspects

From a total of 6 participants attempting to complete 5 tasks were identified 4 positive elements:

1. 3 users liked Colorfulness
2. 1 users liked Location on site of share function
3. 1 users liked Interactivity of site
4. 1 users liked Error messages on form

RESULTS: Frequency of Unique Issues

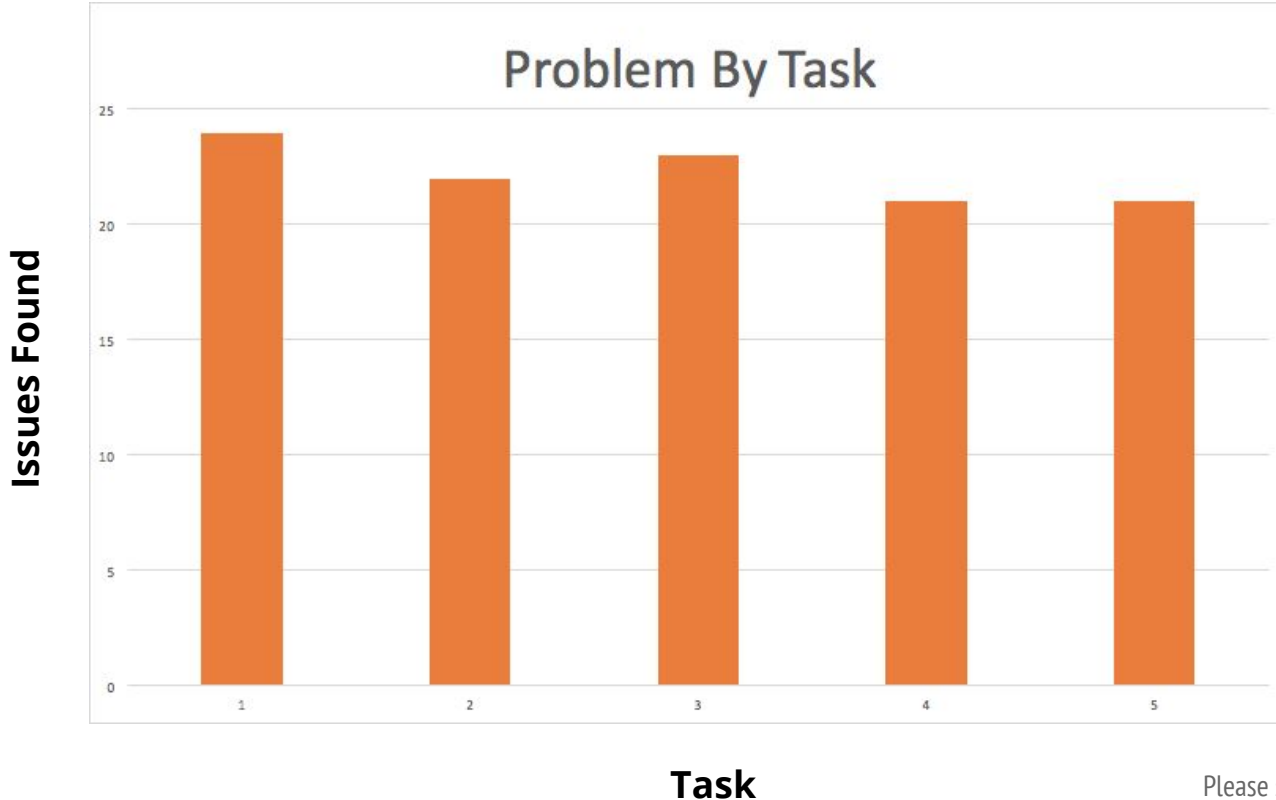
Across 6 participants 33 opportunities for improvement were identified:

Problems Identified	Total Users that Identified the Issue	Problems Identified	Total Users that Identified the Issue
Scroll sensitivity	2	Links to other sections within panels	3
Lack of sub navigation	4	Menu lacks affordance	4
Visibility of navigation bar element	4	Fullscreen nature of site prevents visual cue that information is related	2
No sense of place	4	Lack of information about images	1
Lack of context on home panel	3	Content Strategy not clear	3
Main nav appears after the first panel	1	Map: lack of zoom feature	1
Bouncing Forms	1	Map: overlapping flags	2
Only see secondary home panel	1	Main navigation items are too broad	3
Lack of affordance for clickable items	3	Videos are too long	5
Map: clicking flags updates carousel	3	Cumbersome share form	2
Videos look like photos	3	Site is too text heavy	3
Links to important content are too small	5	Font is too small	1
Lack of scroll affordance	1	No functionality for leaving Thank You screen.	1
Poor information architecture	6	Nav bar labels do not reflect content	2
Videos not clearly labeled	5	Lack of information hierarchy	2
Lack of clear affordance for enlarging images	1	Too many panels for single page scroll site	4

RESULTS: Issues by Task

20 out of 33 issues were identified in all tasks

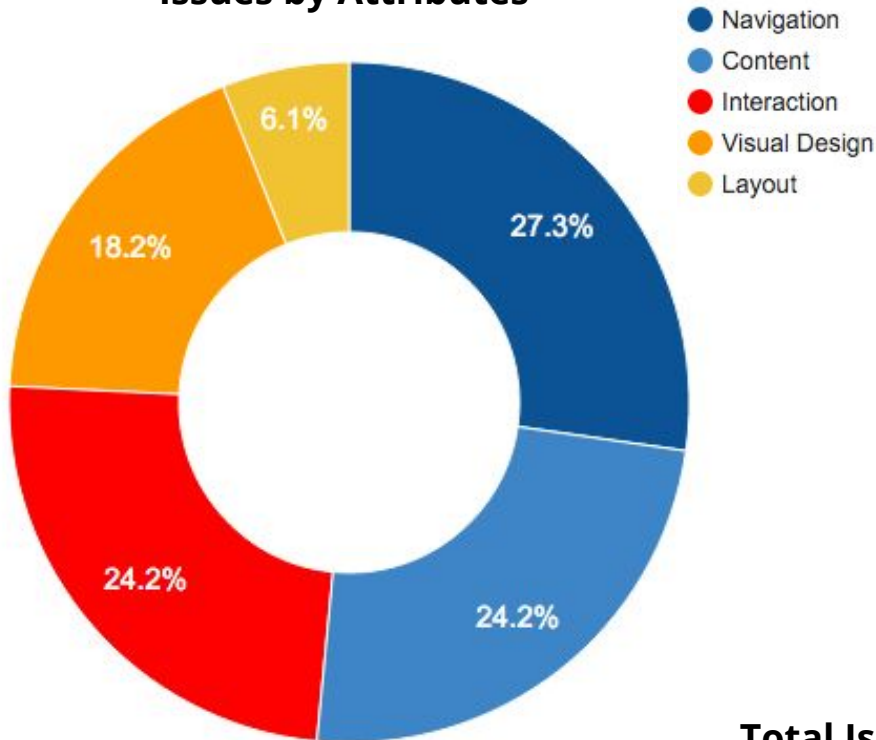
Total Issues = 33



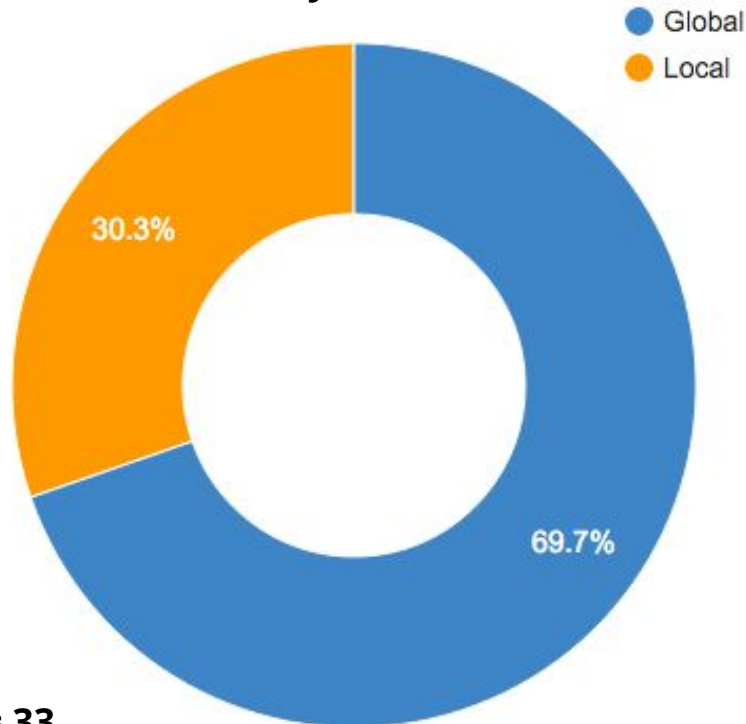
Please see Appendices for more information

RESULTS: Issues by Problem Category

Issues by Attributes



Issues by Persistence



Total Issues = 33

FINDINGS:

Positive Aspects

FINDINGS: Positive Aspects

Colorfulness

The use of different colors for each section was attractive for some users, even though we recommend consistency in color styles for specific elements like links, buttons, etc.

Participants 1 and 3 mentioned they liked the colorfulness of the website.

Voices: “We recommend keeping the website colorful but changing the color scheme and ensuring that color and content is kept consistent”.



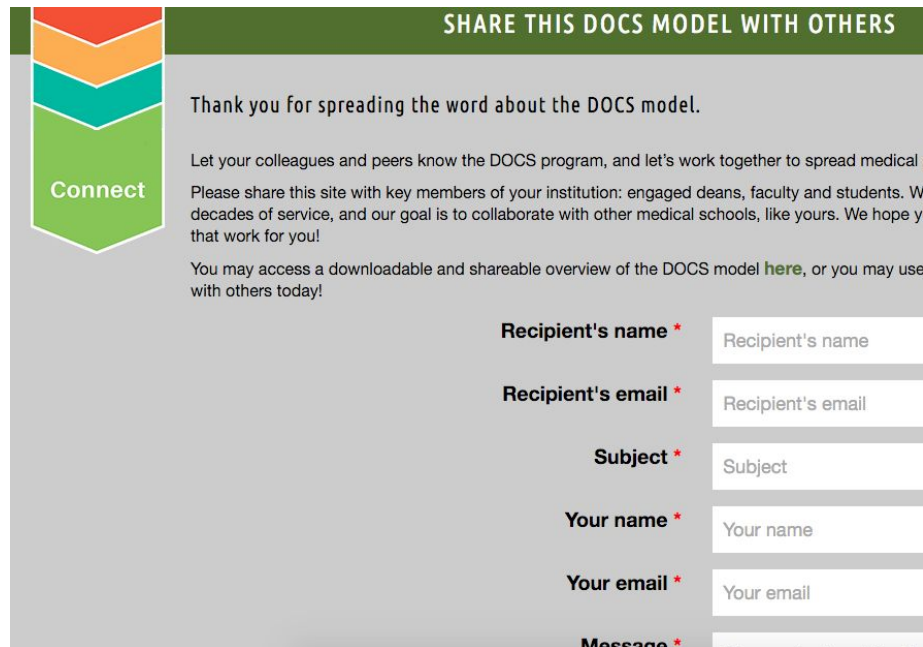
FINDINGS: Positive Aspects

Location on site of share function

The location of the Share function under the “Connect” Section is very consistent according to what the user expected.

Participant 2 liked the share function.

Voices: “Participants quickly found the share function and identified the connect navigation arrow was helpful to this process.”



SHARE THIS DOCS MODEL WITH OTHERS

Thank you for spreading the word about the DOCS model.

Let your colleagues and peers know the DOCS program, and let's work together to spread medical Please share this site with key members of your institution: engaged deans, faculty and students. W decades of service, and our goal is to collaborate with other medical schools, like yours. We hope y that work for you!

You may access a downloadable and shareable overview of the DOCS model [here](#), or you may use with others today!

Recipient's name *

Recipient's email *

Subject *

Your name *

Your email *

Message *

FINDINGS: Positive Aspects

Interactivity of site

Some elements on the website has a very intuitive and good interactivity. These elements replace the amount of text and make the experience nicer. Either way these elements could have more visual consistency and labels to make it even more easy to use.

Voices: "I liked the animations like hovering over the menu items."




FINDINGS: Positive Aspects

Error messages on form

The share form has a straightforward and understandable way to address errors encountered when attempting to submit the form. For example, when the user does not type a valid e-mail the site will have an error box indicating the error.

shareable overview of the DOCS model [here](#), or you may use the form below to share this site

Recipient's name *	<input type="text" value="Sarah"/>
Recipient's email *	<input type="text" value="sarahk.493@gmail.com"/>
Subject *	<input type="text" value="Test"/>
Your name *	<input type="text" value="Test"/>
Your email *	<input type="text" value="Test"/>
Message *	<div>Please check out the Community Service (DOCS) model at: udocs.med.miami.edu</div>

 Please include an '@' in the email address. 'Test' is missing an '@'.

Submit

FINDINGS:

Improvement Opportunities

FINDINGS: Improvement Opportunities

2	3	4	5	6	7	8
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Poor information architecture

Information is poorly organized, leading participants to either spend too much time searching a panel for information or be unable to find the information they need.

Recommendation: Follow the site architecture outlined in the site map located in the redesign section.

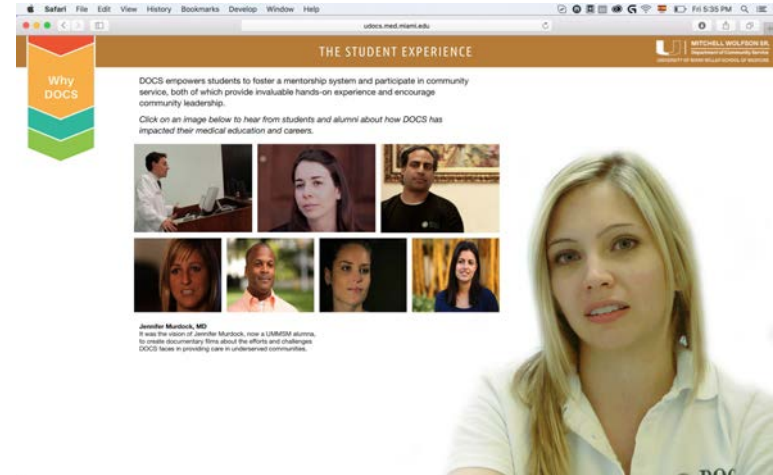
Voices: “Didn’t realize multiple subareas”
 “I couldn’t find the info I was looking for. And it has no “back” button, so I could only scroll up or down and see almost all the slides one by one.”

Task: All

Persistence: Global

Location: All site

Problem Type: Content



FINDINGS: Improvement Opportunities

Lack of sub navigation

The navigation bar does not have sub navigational categories. This leaves users unsure of where they should look for specific information.

Recommendation: Either restructure the website to reduce the amount of content within the main navigation or change the menu to include sub navigational categories.

Voices: “One endless scroll. Navigation like shortcuts, labels are not clear”, “I don’t see the purpose of this menu”

Task: All

Persistence: Global

Location: All site

Problem Type: Navigation

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Visibility of navigation bar elements

Menu items within the navigation bar are hidden. Users must hover over the navigation bar to see the different menu items.

Recommendation: The menu items should be visible at all times.

Voices: “Those menu options should have info”

Task: All

Persistence: Global

Location: All site

Problem Type: Layout



FINDINGS: Improvement Opportunities

No sense of place

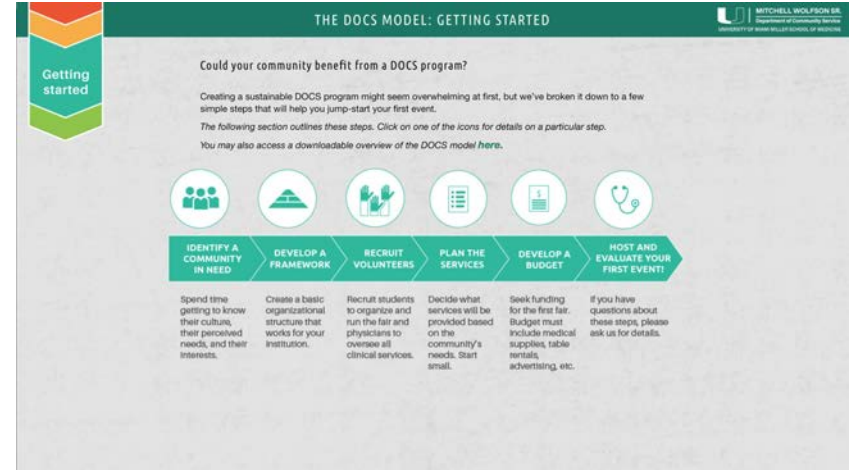
It is easy for users to get lost on site, losing sense of where they are relative to other panels.

Recommendation: Provide feedback on where user is relative to other panels. For example, using a static navigation bar at the top of the screen or adding a side scroll bar.

Voices: “Didn’t realize there was subpanels until I scrolled”

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



Task: All

Persistence: Global

Location: All site

Problem Type: Visual design

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Menu lacks affordance

The menu does not give any indication that users can interact with it.

Recommendation: Replace the menu with a static navigation bar at the top of the website. Menu items should indicate that they are clickable.

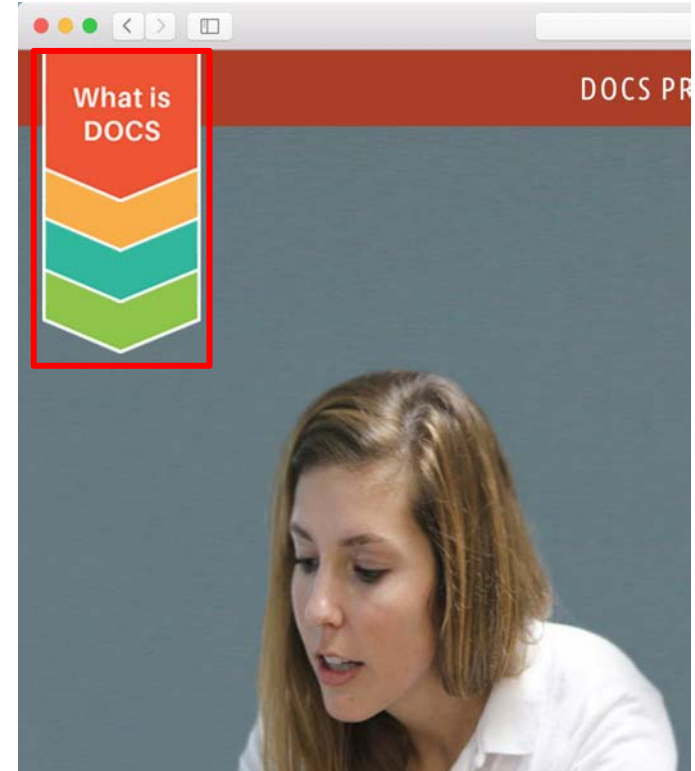
Voices: "It's weird! Does not look like a NAV Bar!"

Task: All

Persistence: Global

Location: All site

Problem Type: Interaction



FINDINGS: Improvement Opportunities

Too many panels for single page scroll site

There are far too many panels for a single page scroll site. Participants had trouble finding information quickly.

Recommendation: Reformat the website from a single page scroll site to a multiple page site.

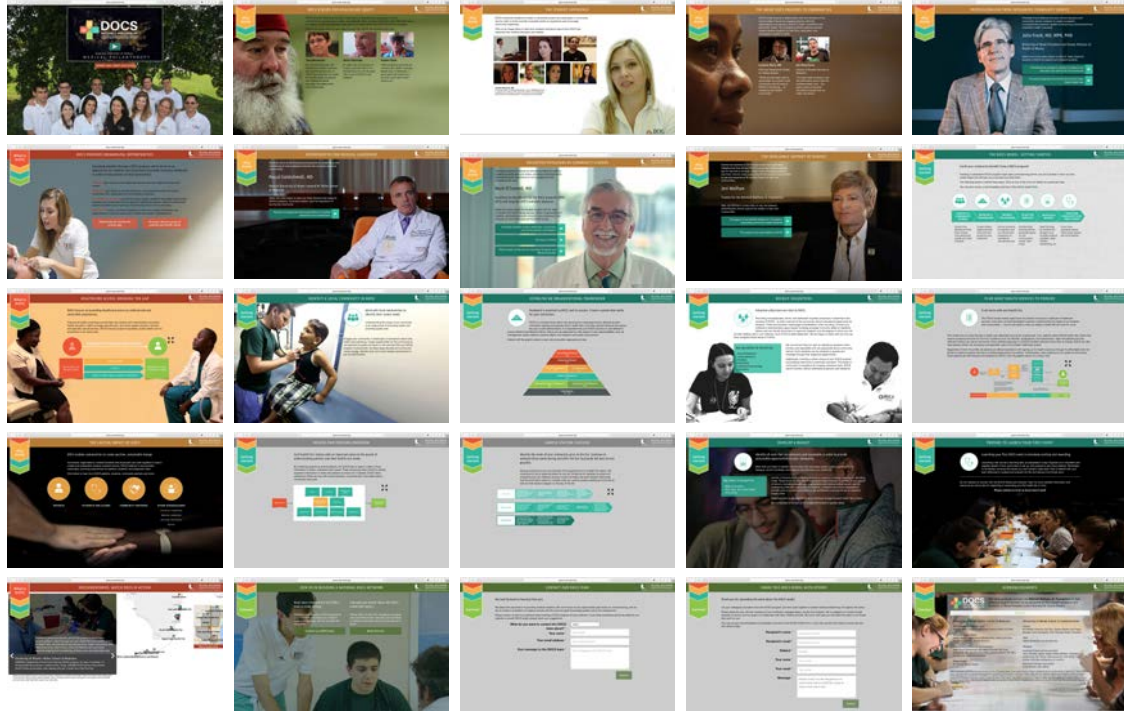
Voices: "One endless scroll. Navigation like shortcuts. Labels are not clear, any of them seem clear to me."

Task: All

Persistence: Global

Location: All site

Problem Type: Layout



2	3	4	5	6	7	8
---	---	---	---	---	---	---

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Lack of context on home panel

Home panel gives no indication of purpose of page or how to use the site. Participants should not have to click Already Seen Video to navigate to the main site.

Recommendation: Redesign home panel to reflect the purpose of the DOCS site-- include text and description of video.

Voices: "Difficult to understand if you can skip intro video"



Task: All

Persistence: Local

Location: <http://udocs.med.miami.edu/>

Problem Type: Content

FINDINGS: Improvement Opportunities

Severity Score

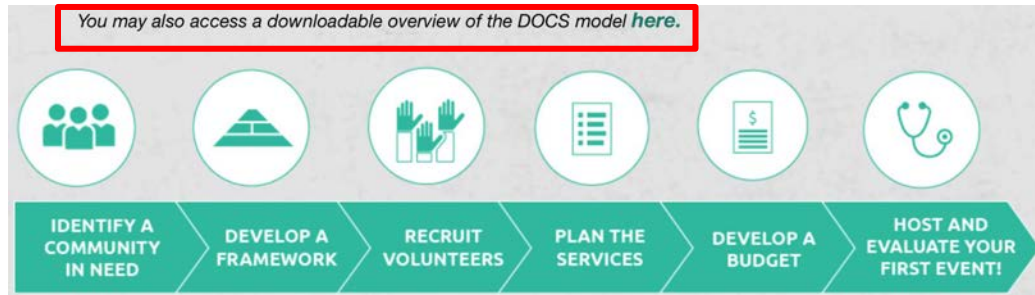
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Links to important content are too small

Links to downloadable content are too small. Participants easily missed these links when looking at site content.

Recommendation: Clearly set off links with different font size and/or style. Alternatively, the link can be turned into a download button.

Voices: “Searching for a button but can’t find it”, “It doesn't say anything about a pdf”
“I think I could click on an image and it would open a pdf”



Task: 4

Persistence: Global

Location: <http://udocs.med.miami.edu/#getting-started>

Problem Type: Visual design

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Videos not clearly labeled

Videos are not labeled making it difficult for participants to know what is contained specific videos.

Recommendation: Provide a brief description of video content next to the video.

Voices: “Main video does not say what it is”, “it would be nice to know what I am watching”

Click on an image below to hear from students and alumni about how DOCS has impacted their medical education and careers.



Task: #3 Playing a video on the “Docs Strive for Healthcare Equity” panel

Persistence: Global

Location: Any page with video

Problem Type: Content

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Content strategy not clear

It is not clear what the main message of the website is.

Recommendation: Include an introductory message on the homepage stating the purpose of the website.

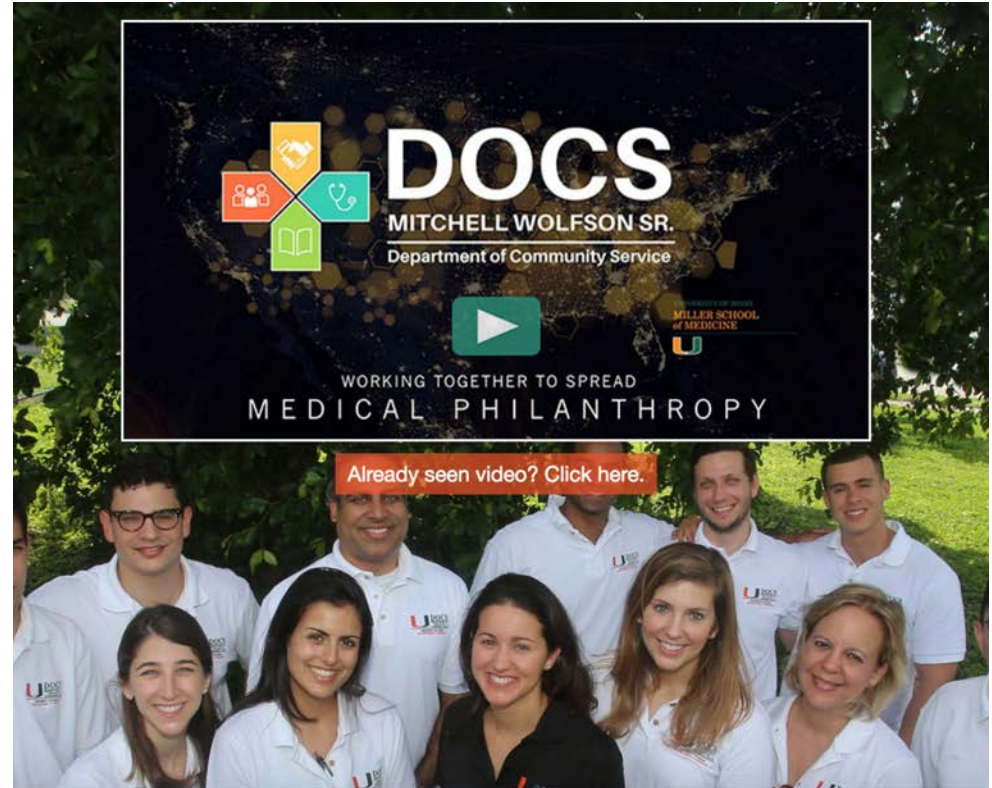
Voices: “What is this site about?”

Task: All

Persistence: Global

Location: All site

Problem Type: Content



FINDINGS: Improvement Opportunities

Severity Score

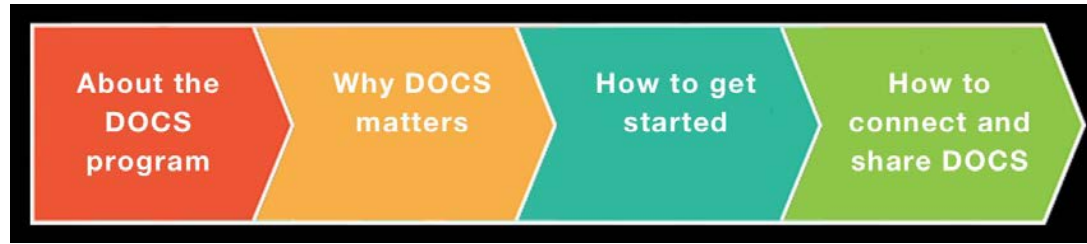
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Main navigation items are too broad

Menu items cover too much information, without sub navigation it is unclear what information is contained within each section.

Recommendation: Add menu items reflecting the unrepresented content contained within each section of the site. For example, additional menu items could include About DOCS, DOCS at UM, Adopt DOCS, and Contact.

Voices: “Weird, I don’t see the purpose of the nav bar”, “It would be better if there was a search bar”, “Looking for events tab couldn’t find it”



Task: All

Persistence: Global

Location: All site

Problem Type: Content

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Videos are too long

Videos are too long, almost 3 out of 6 users fast forward through videos because they were long. According to Hornung 45-90 seconds is long enough to make your users be interested.

Recommendation: Keep videos between a minute to a minute and a half. Provide a way for users to know how long a video is before they start watching it by adding a time to the side or next to the video.



Task: #3

Persistence: Global

Location: <http://udocs.med.miami.edu/>

Problem Type: Content

FINDINGS: Improvement Opportunities

2

3

4

5

6

7

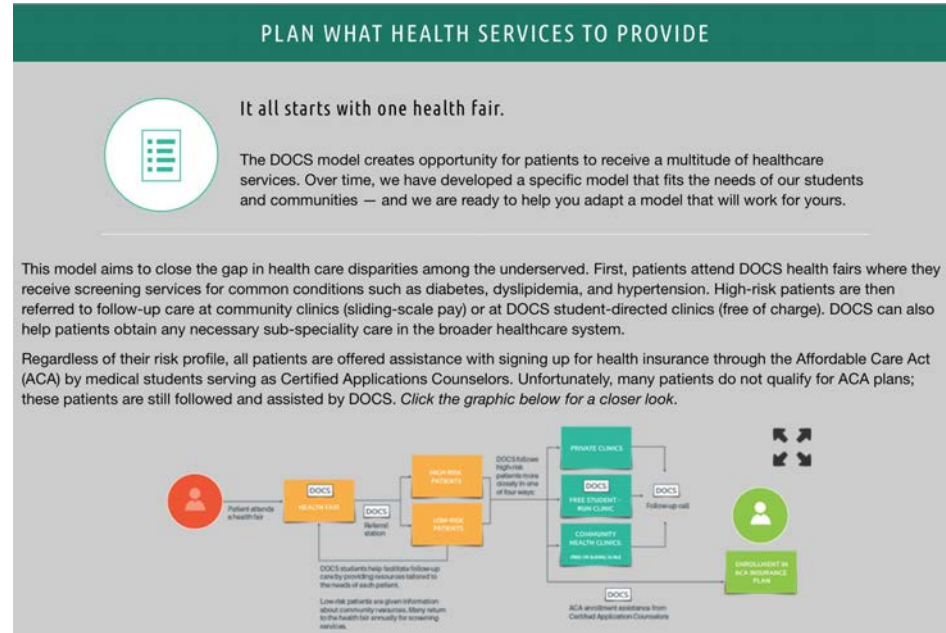
8

Site is too text heavy

Site contains too much text relative to content needs. Users had difficulty finding what they needed because they had to read too much text.

Recommendation: Reduce amount of text on panels.

Voices: “Information is buried”



Task: All

Persistence: Global

Location: All site

Problem Type: Content

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Nav bar labels do not reflect content

Navigation bar labels do not accurately convey the information contained within the menu items.

Recommendation: Change the names of the menu items to more accurately reflect the content on the site, for example, About DOCS, Why DOCS, DOCS at UM, Adopt DOCS, and Contact.



Everybody benefits through a DOCS program, which serves as an opportunity for students and institutions to provide necessary healthcare to underserved patients in local communities.

Patients gain access to vital healthcare services that they might otherwise never receive.

Students gain hands-on clinical experience, hone leadership skills, and receive mentorship from upperclassmen and volunteer physicians.

Community partners and DOCS student leaders establish meaningful relationships, and they work toward the common goals of meeting the specific needs of underserved patient populations and improving the well-being of your local community.

Mentorship is key: volunteer physicians mentor and oversee all students, and upperclassmen have the opportunity to teach and mentor underclassmen.

Addressing the healthcare access gap

Serving a diverse group of patients and health needs

Task: All

Persistence: Global

Location: All site

Problem Type: Content

FINDINGS: Improvement Opportunities

Lack of information hierarchy

Individual panels do have not a clear organization for information content. Users will find it difficult to find needed information

Recommendation: Reorganized individual panel content according to new site architecture

Task: #1, #3, #4 and #5

Persistence: Global

Location: All site

Problem Type: Content

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



THE LASTING IMPACT OF DOCS

THE INVALUABLE SUPPORT OF DONORS

VOLUNTEER PHYSICIANS AS COMMUNITY LEADERS

OPPORTUNITIES FOR MEDICAL LEADERSHIP

PROFESSIONALISM FROM INTEGRATED COMMUNITY SERVICE

THE STUDENT EXPERIENCE

THE VALUE DOCS PROVIDES TO COMMUNITIES

DOCS STRIVES FOR HEALTHCARE EQUITY

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Scroll sensitivity

Site scroll sensitivity is too high. Users have difficulty controlling the pace of scrolling through panels. The panel will appear to “jump” on users.

Recommendation: Remove the stepper scroll function.

Voices: “The web page is too sensitive to scrolling”, “scrolling is throwing me off”, “The web page is too sensitive to scrolling”

Task: All

Persistence: Global

Location: All site

Problem Type: interaction

FINDINGS: Improvement Opportunities

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Main nav appears after the first panel

There is no main navigation bar on the home (landing) page. Users do not see a nav bar until they clicked the “already seen video” or watch the first video.

Recommendation:

Redesign home page with new nav bar.

Voices: “This website doesn’t have a nav bar”, “Is there a menu?”

Task: All

Persistence: Local

Location: <http://udocs.med.miami.edu/>

Problem Type: Visual design



FINDINGS: Improvement Opportunities

Only see secondary home panel

When first going to the website, users will not always land on the first home page. Some users will only see the secondary page.

Recommendation: Eliminate one home page
Voices: “Didn’t realize there was subpanels until I scroll it”

Task: All

Persistence: Local

Location: <http://udocs.med.miami.edu/>

Problem Type: Visual design

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



FINDINGS: Improvement Opportunities

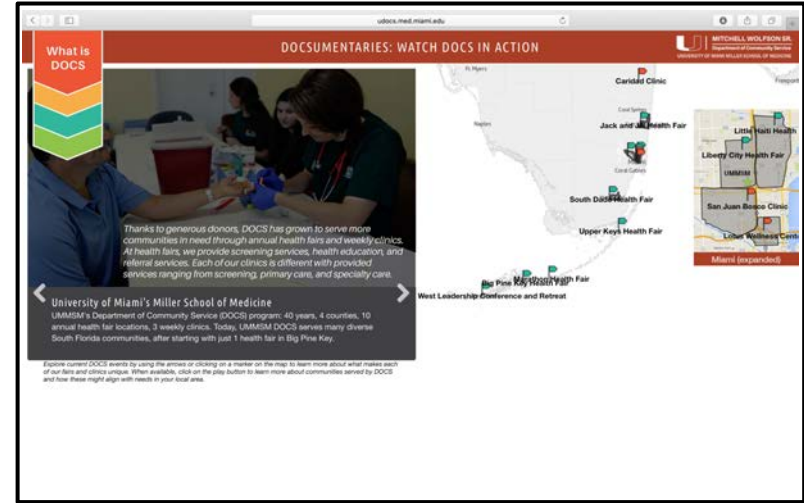
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Lack of affordance on clickable items

Items that are clickable do not look Actionable. Users won't know that they can interact with an item.

Recommendation: Redesign items that are clickable or interactive so that they give the appearance of interactivity. For example, buttons should be graphically displayed to indicate depth and dimensionality.

Voices: “No button to implicate where to go”



Task: All

Persistence: Global

Location: All

Problem Type: Interaction

FINDINGS: Improvement Opportunities

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Videos look like photos

Specific videos on the site look like photos. It is unclear to users that they can click them.

Recommendation: Make photos look like videos by adding a play arrow and adding the video length to right corner



Task: 3

Persistence: Global

Location: All

Problem Type: Visual design

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Lack of scroll affordance

The users experience difficulties realizing they must scroll to go through the website sections. It's hard to identify whether you should click or only watch the video. It is not clear has more than the initial panel.

Recommendation: The website should be intuitive and make the user's experience clear. Include a scroll button and bar.

Voices: "Scroll button should be there"

Task: All

Persistence: Global

Location: All

Problem Type: Interaction

FINDINGS: Improvement Opportunities

2

3

4

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Fullscreen nature of site prevents visual cue that information is related

Description: There is no proximity of related information on the site. Within each section on the main navigation there are panels that contain related information. The full screen panels made it difficult for users to see that from panel to panel the information was sometimes related and sometimes it was a new message.

Recommendation: Panels should not be full screen if all the information in a section doesn't fit on one panel.

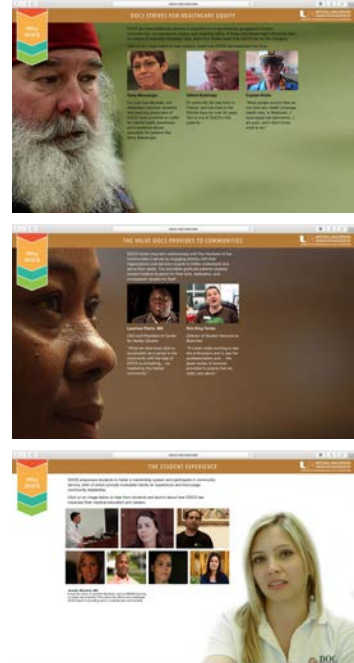
Voices: "Difficult to understand if you can skip intro video"

Task: All

Persistence: Global

Location: All

Problem Type: Visual design



FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Bouncing forms

Once the users find the “Connect” section where they can fill out the form and share it, they didn’t realize that if you make a mistake within the form the scrolling option of the website makes the form difficult to move to complete and submit.

Recommendation: The scrolling option for the site shouldn’t stick to panels. It should be an easy and smooth scroll.

Voice: “Is a Bouncing form”

Task: 2

Persistence: Local

Location: <http://udocs.med.miami.edu/#connect3>

Problem Type: Interaction

udocs.med.miami.edu

SHARE THIS DOCS MODEL WITH OTHERS

Thank you for spreading the word about the DOCS model.

Let your colleagues and peers know the DOCS program, and let's work together to spread medical philanthropy throughout the nation. Please share this site with key members of your institution: engaged deans, faculty and students. We've adapted our model through decades of service, and our goal is to collaborate with other medical schools, like yours. We hope you will utilize the parts of our model that work for you!

You may access a downloadable and shareable overview of the DOCS model [here](#), or you may use the form below to share this site with others today!

Recipient's name *

Recipient's email *

Subject *

Your name *

Your email *

Message *

FINDINGS: Improvement Opportunities

Map: clicking flags updates carousel

Clicking a location flag on the map changes the description and image on the carousel without notifying user that the changes are being done on the carousel

Recommendation: Redesign panel so that the map and locations are along one side and the carousel is centrally located.

Voices: “No button to implicate where to go”

Task: 1

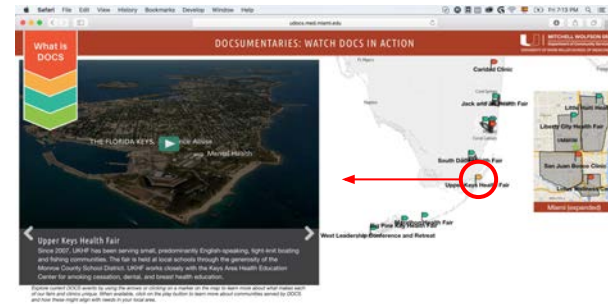
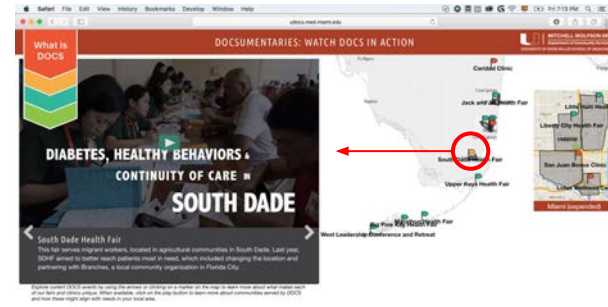
Persistence: Local

Location: <http://udocs.med.miami.edu/#what3>

Problem Type: Interaction

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



FINDINGS: Improvement Opportunities

Severity Score

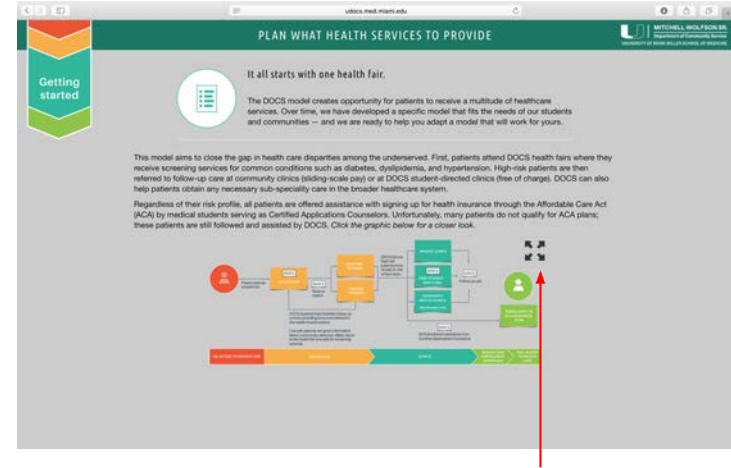
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Lack of clear affordance for enlarging images

It is not clear that images (e.g. DOCs model) are able to be enlarged. Users may not realize they can enlarge images.

Recommendation: Follow redesign recommendation to ensure that enlargeable items are clearly labeled as enlargeable.

Voices: “Did not know images expands”



Task: #5

Persistence: Global

Location: All site

Problem Type: Interaction

FINDINGS: Improvement Opportunities

Links to other sections within panels

Links on panels leads to other panels. Navigation between panels ideally is done through use of the navigation bar

Recommendation: Redesign the main navigation bar so that it more clearly reflects the content organization across site and between panels.

Voices: “Didn’t realize multiple subareas”

“I couldn’t find the info I was looking for. And it has no “back” button, so I could only scroll up or down and see almost all the slides one by one.”

Task: All

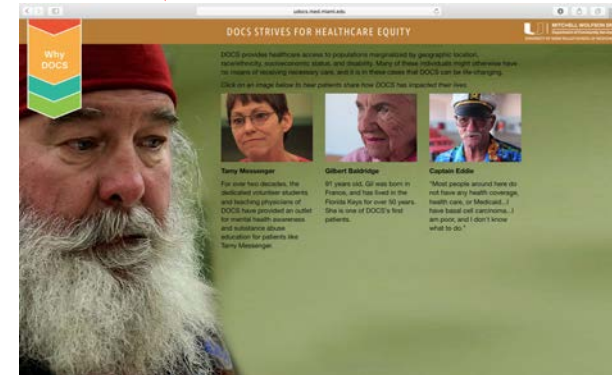
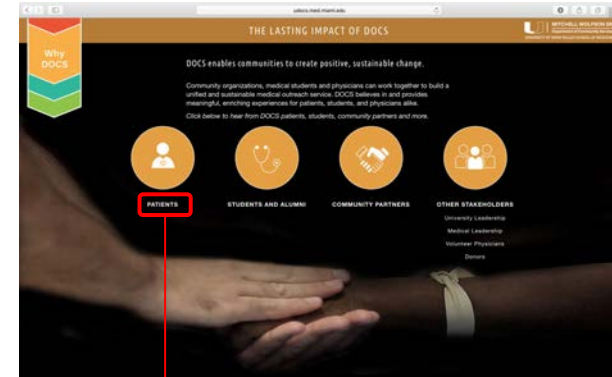
Persistence: Global

Location: <http://udocs.med.miami.edu/#why>

Problem Type: Navigation

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---



FINDINGS: Improvement Opportunities

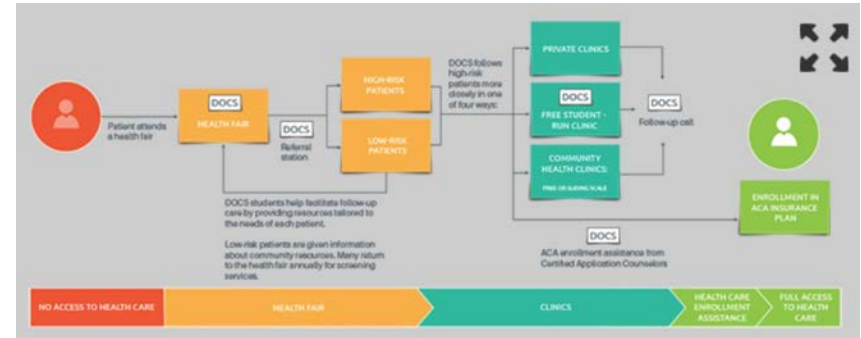
Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Lack of information about images

There is little or no information about images on the site. Users don't have context for images.

Recommendation: Provide context for images with captions and titles



Task: #5

Persistence: Global

Location: All site

Problem Type: Layout

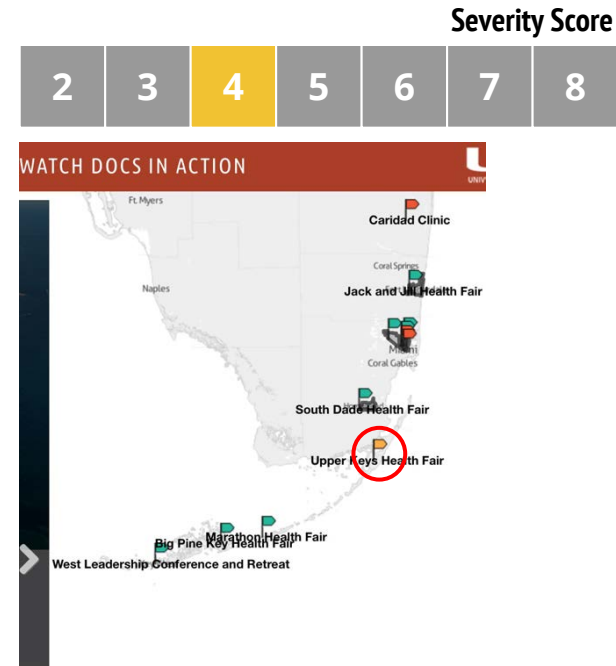
FINDINGS: Improvement Opportunities

Map: lack of zoom feature

Users are unable to zoom on the map to see features. This can exacerbate other map related problems.

Recommendation: Create a zoom function for map so users can click to zoom into the map.

Voices: “Can’t zoom in this map”



Task: #1

Persistence: Local

Location: <http://udocs.med.miami.edu/#what3>

Problem Type: Interaction

FINDINGS: Improvement Opportunities

Severity Score

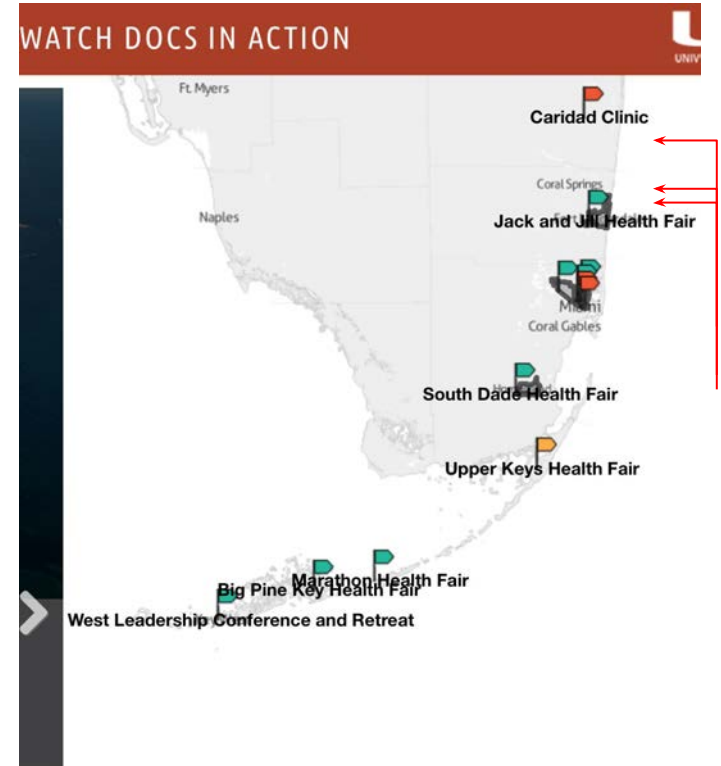
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Map: overlapping flags

Flags on the map overlap preventing users from easily clicking flags or identifying separate locations.

Recommendation: Change map flag size or enable zoom function.

Voices: “The flags overlap with each other”



Task: #1

Persistence: Local

Location: <http://udocs.med.miami.edu/#what3>

Problem Type: Visual design

FINDINGS: Improvement Opportunities

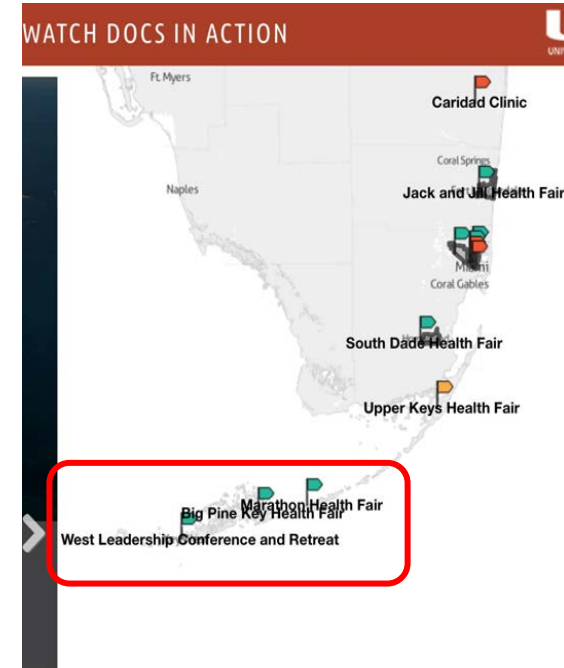
Map: text is difficult is to read

Map text is too small and overlaps causing users to be unable to read names of locations.

Recommendation: Enlarge font /or enable zoom function. Move the text so it does not overlap

Voices: “ the names of places are on top of eachother so I can't read the names”

Severity Score						
2	3	4	5	6	7	8



Task: #1

Persistence: Local

Location: <http://udocs.med.miami.edu/#what3>

Problem Type: Layout

FINDINGS: Improvement Opportunities

2	3	4	5	6	7	8
---	---	---	---	---	---	---

Cumbersome share form

The share form is too long with too many boxes to write information.

Recommendation: Reduce the number of boxes to write information on the share form.

Voices: “I wanted to zoom”

The screenshot shows a web browser window with the URL udocs.med.miami.edu. The page title is "SHARE THIS DOCS MODEL WITH OTHERS". On the left, there is a "Connect" button with a colorful chevron icon. The main content area has a green header with the text "SHARE THIS DOCS MODEL WITH OTHERS". Below the header, there is a paragraph of text: "Thank you for spreading the word about the DOCS model. Let your colleagues and peers know the DOCS program, and let's work together to spread medical philanthropy throughout the nation. Please share this site with key members of your institution: engaged deans, faculty and students. We've adapted our model through decades of service, and our goal is to collaborate with other medical schools, like yours. We hope you will utilize the parts of our model that work for you! You may access a downloadable and shareable overview of the DOCS model [here](#), or you may use the form below to share this site with others today!" The form consists of several input fields: "Recipient's name", "Recipient's email", "Subject", "Your name", "Your email", and a "Message" field. The "Message" field has a placeholder text: "Please check out the Department of Community Service (DOCS) model at: udocs.med.miami.edu". A green "Submit" button is located at the bottom right of the form.

Task: 2

Persistence: Local

Location: <http://udocs.med.miami.edu/#connect3>

Problem Type: Content

FINDINGS: Improvement Opportunities

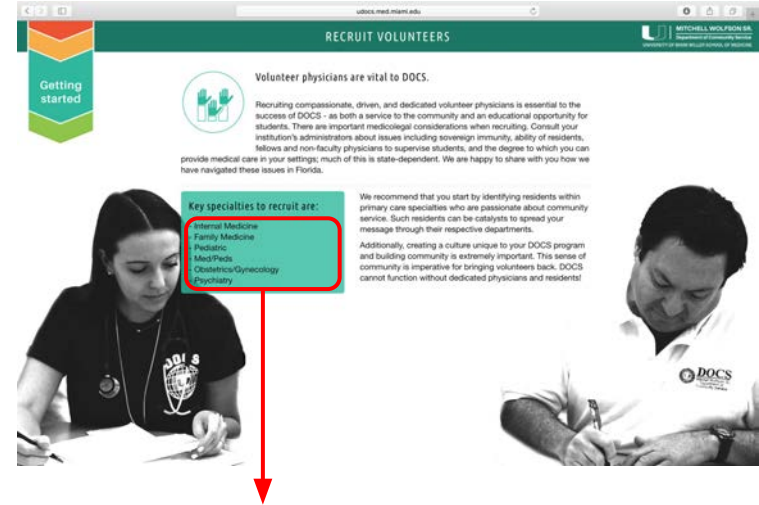
2	3	4	5	6	7	8
---	---	---	---	---	---	---

Font is too small

Font across site is too small for users to easily find information.

Recommendation: Follow standard website guidelines and use 16 pt font.

Voices: “The font on the flow chart is too small”



Task: All

Persistence: Global

Location: All site

Problem Type: Content

FINDINGS: Improvement Opportunities

Severity Score

2	3	4	5	6	7	8
---	---	---	---	---	---	---

No functionality for leaving Thank You screen

Users are unable to easily exit the Thank You screen which pops up after hitting submit on the share function.

Recommendation: Have a message that pops up on screen so the user isn't taken away from the page they were on.

Voices: "Thank you screen is weird"



Task: #2

Persistence: Local

Location: <http://udocs.med.miami.edu/#connect3>

Problem Type: Navigation

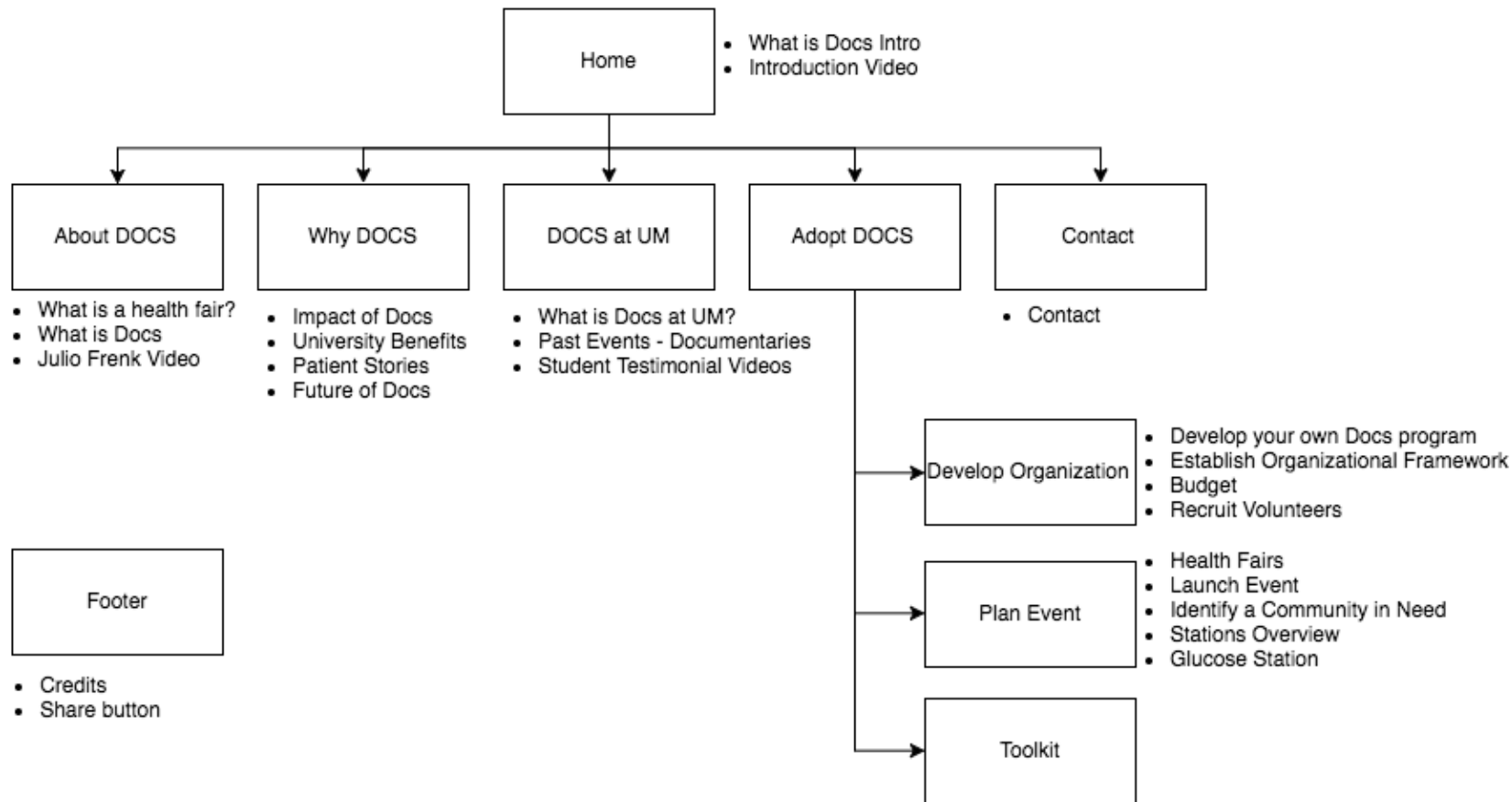
REDESIGN

Developed New Information Architecture

- Wrote down the panels on the yellow sticky notes
- Organized those notes into groupings of similar themes and ideas
- Added information that was missing from the site with the blue sticky notes
- Named the groups with the pink sticky notes



REDESIGN: Sitemap



REDESIGN

Broke the site down into 5 sections

- The home page should have the introduction video, supporting text, and contain a brief introduction about what DOCS is
- The About DOCS section should add on what DOCS actually is, something that is currently missing from the site. It should contain information like what health fairs are, how it works and what it is.
- The Why DOCS section should explain why DOCS benefits Universities if they implement the program.
- DOCS at UM should be a case study on how it worked at UM. It should have information about the Department here at UM, the past events held here to show the spread and scope of the DOCS program, and it should have some testimonials about what UM has done. This should inspire other institutions to develop a program because the UM one has been very successful
- The Adopt DOCS section should be split into 3 sections, it should have how to build the organization, plan events and resources to do those things. The building the organization and planning an event are current rolled into one process called the “DOCS model” which is not a clear message.

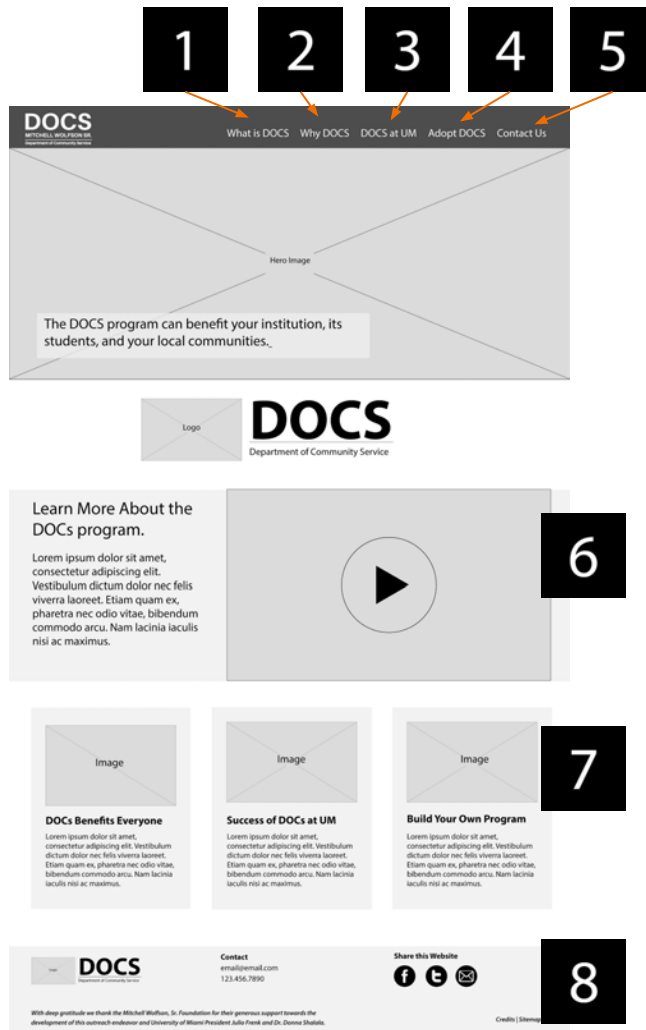
REDESIGN

- Removed Video Sections
 - The videos should enhance other content on the site, not be the only things on pages. Ex. As the site explains what DOCS is there should be a video that explains the DOCS program.
 - Videos should be shortened and combined. For example the student testimonial videos should be combined into one video with strong soundbites about how the DOCS program impacted them. The videos should be no more than 1 - 1:30 mins.
- Removed single page feature
 - The site has been broken into 7 separate pages that contain related information so the user does not get confused when trying to understand what content belongs together.
- Created a static menu where all options are visible
- Removed the share site form and created buttons at the bottom so the user can share the link through email, facebook, or twitter.

REDESIGN

Wireframe 1 - Homepage

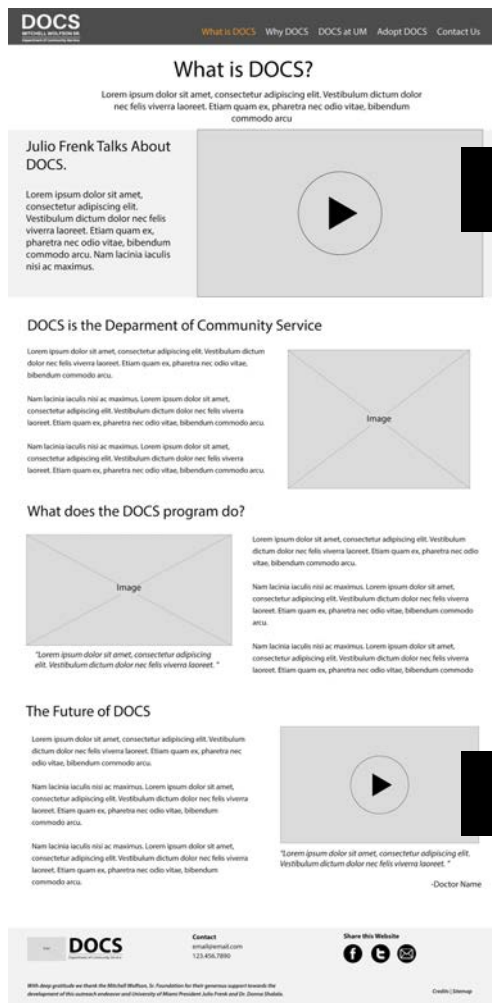
1. Goes to Wireframe 2
2. Goes to Wireframe 3
3. Goes to Wireframe 4
4. Goes to Wireframe 5
5. Goes to Wireframe 6
6. User can click to watch the video
7. The titles in these sections act as links to important content on the website
8. The share feature on the website is in the footer and the user can quickly share the links



REDESIGN

Wireframe 2 - What is DOCS

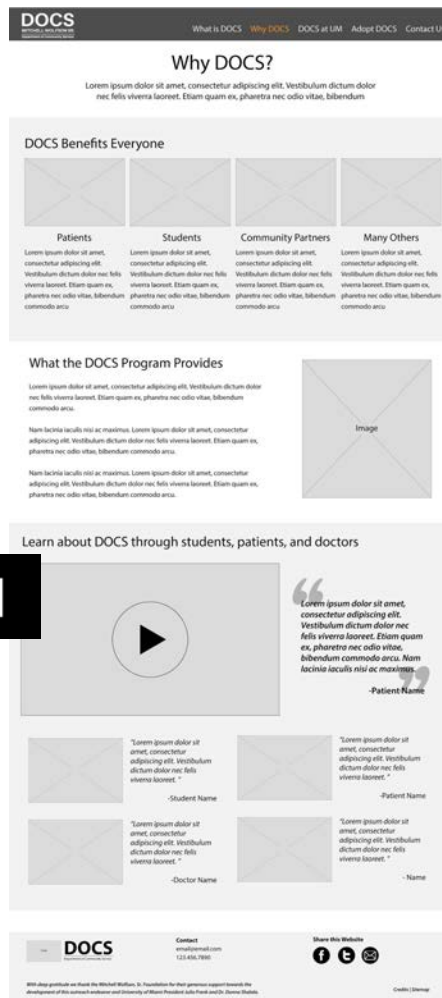
1. User can click to watch the video



REDESIGN

Wireframe 3 - Why DOCS

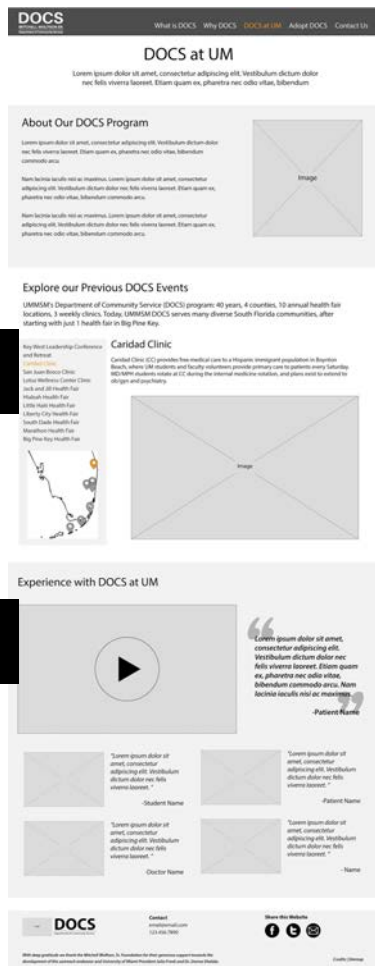
1. User can click to watch the video



REDESIGN

Wireframe 4 - DOCS at UM

1. User can click through menu of locations and select one to open a tab containing information about that health event
2. User can click to watch the video



REDESIGN

Wireframe 5 - Develop Organization

1. Sub-Navigation items, plan events goes to Wireframe 6
2. Hovering over pyramid picture displays tooltips
3. User can click to watch the video



REDESIGN

Wireframe 6 - Plan Event

1. User can click to watch the video



REDESIGN

Wireframe 7 - Contact

1. User can fill in form elements
2. User can submit form to DOCS
3. When user hits submit a popup will appear to let the user know the form was sent

3

X

Thank you for sending us a message!

[Back to Site](#)

DOCS
MITCHELL WOLFSON SR.
FOUNDATION FOR COMMUNITY SERVICE

[What is DOCS](#) [Why DOCS](#) [DOCS at UM](#) [Adopt DOCS](#) [Contact Us](#)

Contact Us

We look forward to hearing from you.

We realize the importance of providing medical students with community service opportunities and hands-on clinical training, and we aim to create a consortium of medical schools with the common goal of providing quality care to the underserved.

Please contact us with any questions about starting a DOCS program at your institution. If you think something should be added to our website or overall DOCS model, please share your suggestions.

Your Name*

Your Email Address*

What are you contacting DOCS about?*

Message*

Submit

DOCS
MITCHELL WOLFSON SR.
FOUNDATION FOR COMMUNITY SERVICE

Contact
email@email.com
123.456.7890

Share this Website



With deep gratitude we thank the Mitchell Wolfson, Sr. Foundation for their generous support towards the development of this outreach endeavor and University of Miami President Julio Frenk and Dr. Donna Shalala.

Credits | Sitemap

CONCLUSIONS

CONCLUSIONS

- After conducting a usability test with 6 participants and analyzing the results, it has been concluded that the website has 4 positive aspects to keep and 32 opportunities for redesign.
- Positive aspects included the colorfulness and interactivity of the site as well as the location and error messages of the share function.
- Usability issues found were generally related to the navigation, information architecture and content strategy of the website.
 - It was apparent in the way participants completed tasks that they lost a sense of place on the website when trying to find information.
 - 4/6 expressed frustration with the lack of sub-navigation while browsing the site, limiting their ability to locate information.
 - When asked about the purpose of the website, all participants replied differently, no one mentioned the Department of Community Service (DOCS) or what it does.
- The average SUS score across our 6 participants was 26%, indicating that participants were not satisfied with their experience on the website.
- Based on the findings, a multiple page redesign has been recommended to restructure the information on the current, single page website.
- Moving forward it is recommended to test the website redesign with key users (students/doctors at other institutions) to establish if the redesign is easier for users to navigate and better communicates the main message of the website.

APPENDIX

CONTENT

- Test Plan
- Persistency and Types of Problems
- Demographic Questionnaire Results
- Raw Data
- Voices & Observations

TEST PLAN

Introduction Script

Thank you for agreeing to participate in our usability study today. My name is _____ and I will be working with you. Do your best to ignore the audience during this session. Please read through and sign this consent form. If you have any questions, let me know. [Wait for them to fill out the consent form and answer any questions] Thank you.

During the session, I will be working from a script to ensure the instructions I give you are the same for everyone who participates in the study.

Our objective today is to observe you using the DOCS website. DOCS is a philanthropic program developed by the medical school that allows students to gain experience while serving under-privileged communities.

During the session, I will have you complete tasks on the website. For each task read through the scenario and when you feel ready to start the task please say "start". When you feel you have completed the task please say "stop". I will observe you and take notes while you work on the tasks. I will also be recording the amount time it takes you to complete each task to test how efficient the site is. Please try to do whatever you would normally do.

Please say out loud what you are thinking as you complete each task. Please keep in mind that we're not testing you, and there are no wrong answers. You doing this helps us understand what works or doesn't work on the site.

Keep in mind, I did not participate in any part of the design of the site you're about to test. Please be honest – I would like to know what you think about the site, not what you think I want to hear.

This session will take about 25 minutes. If you have any questions or need to take a break at any point during the session please let me know.

Do you have any questions before we begin? [Answer any questions.]

TEST PLAN

Consent Form

The University of Miami is conducting research to evaluate the usability of the DOCS website. We will use the results of these sessions to help improve the usability of the website. If you agree to participate, you will be asked to use the web site in the presence of a researcher and share your thoughts and insights as you use it.

In this short session, you will

- Perform five tasks related to the use of the web site
- Be interviewed by the moderator about using the web site
- Complete a brief questionnaire and interview about your overall experience.

Your participation will take approximately 25 minutes and you will receive \$0 compensation for your time and participation. There is no risk to you if you participate in this study. We will use the information that you provide, along with information from other people, to improve the design of the web site.

Any information you share will be kept confidential; your name will not be associated with the data we collect from your session. Your privacy will be protected to the maximum extent allowable by law.

Your participation is completely voluntary. You may choose not to participate at all, may refuse to participate in certain procedures or answer certain questions, or may discontinue your participation at any time without penalty. Your decision to participate will not affect your relationship with any local, state, or Federal organizations, or the person who identified you as a potential participant. Agreeing to participate and signing this form does not waive any of your legal rights.

If you have any questions about this study, feel free to ask us

If you voluntarily agree to participate in this research, and have had all your questions answered, please sign below.

Participant's Signature

Date

Thank you! We appreciate your participation!

TEST PLAN

Demographic Survey

Age:

- ☐ 20-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40

Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to disclose

How much time on average do you spend online per day?

- ☐ None
- ☐ Less than 2 hours
- ☐ 2-4 hours
- ☐ 4-6 hours
- ☐ Over 6 hours

What device do you use most frequently to access the internet?

- ☐ Desktop/laptop
- ☐ Mobile phone
- ☐ Tablet

Are you familiar with the U Docs website?

- ☐ Previously unaware
- ☐ Somewhat familiar
- ☐ Frequent user

Have you ever considered starting a healthcare program for underserved patients/communities at an institution?

- ☐ Yes
- ☐ No

Have you previously participated in a usability test?

- ☐ Yes
- ☐ No

Have you ever conducted a usability test?

- ☐ Yes
- ☐ No

TEST PLAN

Post Survey Questionnaire

1. I think that I would like to use this website frequently.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

2. I found the website to be unnecessarily complex.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

3. I thought the website was easy to use.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

4. I think that I would need the support of a technical person to be able to use this website.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

5. I found the various functions in this website were well integrated.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

6. I thought there was too much inconsistency in this website.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

7. I would imagine that most people would learn to use this website very quickly.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

8. I found the website very cumbersome to use.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

9. I felt very confident using the website.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

10. I needed to learn a lot of things before I could get going with this website.

Strongly Disagree ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

TEST PLAN

Post Study Interview Questions

1. **Now that you have had a chance to explore the site, I would like to ask you some questions about your experience and your opinions of the site.**
2. What do you think the purpose of the website is?
3. **How would you describe what the website covers?**
4. **Who do you think would benefit from using this website?**
5. What did you like about using the website? What did you dislike about using the website?
6. Is this a website you would refer to someone else?

**Highlighted questions were those that should be asked first if Moderator is running out of time*

TEST PLAN

Post Study Interview Answers

What do you think the purpose of the website is?

P1: Not exactly sure, something about helping to start a health care event.

P2: It is to connect poor people to healthcare services

P3: It conducts events for patients and families, but I'm confused about what events they conduct.

P4: To set up health fairs and events

P5: To help DOCs and promote community service

How would you describe what the website covers ?

P1: Not sure, content of some sort

P2: ---

P3: It's is about events for patients, but I don't know, the site needs to describe it clear.

P4: How to set up health fairs and events, also showing who is impacted by the program

P5: It's the first time I have seen the website. I am not really sure what it is about, but I guess it explains what DOCs is about, why you would need to go to the site, and how to connect. There are 4 tabs, I don't remember the last tab. But those are the 4 things you can do.

TEST PLAN

Post Study Interview Answers

Who do you think would benefit from using this website?

P1: Medical professionals, clinics

P2: I don't really know if it's more for patients or for people

P3: People in need of some sort of treatment.

P4: Doctors, volunteers and the community.

P5: The people that benefit from the site are patients, DOCs. It's a community service program so everyone should benefit from using the site.

What did you like about using this website?

P1: Colors!

P2: Not enough. Maybe the share function.

P3: I like navigation buttons were visually nice.

P4: The Colors

P5: Nothing. Okay, the design. I liked the animations like hovering over the menu items.

TEST PLAN

Post Study Interview Answers

What did you dislike about using this website?

P1: All about that scrollbar, lack of ability to do anything (?)

P2: One endless scroll. Navigation like shortcuts. Labels are not clear, any of them seem clear to me.

P3: I couldn't find the info I was looking for. And it has no "back" button, so I could only scroll up or down and see almost all the slides one by one.

P4: The functionality. They were trying to make it look nice but it is not super functional.

P5: Everything. The whole site needs a redesign. It should be static, the whole site should not be a page. It doesn't need to be "fancy" it should be more simple to read and understand what is going on.

Is this a website you would refer to someone else?

P1: Big nope.

P2: ---

P3: I'm still not sure about the website, but if I get to understand what it is about, yes.

P4: ---

P5: No, I would never refer anyone. You can't find anything.

Additional Questions/Comments

The ideas about patients should be easier to find

Information about the that patients should receive should receive should be in Getting Started.

TEST PLAN

Conclusion Script

Thank you very much for all your help, now that you are done do you have any questions for me?

[Thank them and escort them out.]

METHODS

Task 1: Using the Map on Documentaries Page

Scenario: You are planning a DOCS event and are curious about what other events in the area provide to patients. What did patients receive at the Ft. Lauderdale event?

Why Selected:

- To see if the user can locate the Documentaries page within the about DOCS section
- See if the user understands the interaction on the page with the map
 - There is a carousel and a map with flags that have connected interactions, do users see this?

Source: <http://udocs.med.miami.edu/#what3>

Completion Criteria: The criteria used to establish the task as completed was clicking on the flag for the Jack & Jill Fair on this panel and writing down “produce” in the answer field on the participant packet

METHODS

Task 2: Sharing Site Content

Scenario: After visiting the DOCs website you decide you want to share the content with your colleague, Connie. Using the website, share this site with Connie (email: connie.rogers@gmail.com). Do not copy and paste to share the link.

Why:

- Assess how easy is to find sections on the website, making efficient the navigation.
- Establish if using a form to share site content makes sense

Source: <http://udocs.med.miami.edu/#connect3>

Completion Criteria: Finding the “Share This Site” form in the “Connect”

METHODS

Task 3: Playing a video on the “Docs Strives For Healthcare Equity” panel

Secenario: You have learned about some of the services the DOCS program provides. Play a video to hear how someone seeking health care has been impacted by the DOCs program.

Why?

- See if the user can locate and play a video on the DOCS STRIVES FOR HEALTHCARE EQUITY panel
- See if the method for playing a video is clear

Source: <http://udocs.med.miami.edu/#why2>

Completion Criteria: User clicks on and starts a video on the “Docs Strives For Healthcare Equity” panel

METHODS

Task 4: Locating a Printable Item

Scenario: You are a doctor and would like a copy of the information on the DOCS program to view later and share with colleagues. Please find and open the PDF version.

Why?

- To see if the user can locate a page with a printable item
- To see if links to important content within the site are large enough for user to find

Source: <http://udocs.med.miami.edu/#getting-started> and <http://udocs.med.miami.edu/#connect3>

Completion Criteria: Pressed “Click Here” and opened the PDF

METHODS

Task 5: Information Seeking Task

Scenario: Before planning your own DOCs event you want to know what kind of help is provided to patients. When patients of low risk attend a DOCs event what do they receive?

Why?

- To see if the navigation the website is efficient when searching for specific topic
- See if information is organized and we presented so if a user is looking for a specific item they can quickly and easily locate it
- Use an image to understand information on this site

Source: <http://udocs.med.miami.edu/#getting-started5>

Completion Criteria: Found the image on the panel, and wrote down “Low risk patients are given information about community resources. Many return to the health fair annually for screening services.”

TEST PLAN

Task 1: Using the Map on Documentaries Page

Moderator Actions:

1. Open web browser
2. Go to <http://udocs.med.miami.edu/>
3. Make sure the website displays the home panel with the video on the screen

Scenario:

You are planning a DOCS event and are curious about what other events in the area provide to patients. What did patients receive at the Ft. Lauderdale event?

Hint: Where would you expect to find geographic locations?

Answer: Produce

Task Flows:



Observations/Problem Identification:

- Did the user find the information they were looking for?
- Did they have problems trying to find information on the website?
- Did they try to use the navigation bar to find the information? Did that seem to help them?

Metrics:

Time to Complete: _____

Was Task Successfully Completed?

- ☐ Pass
- ☐ Grey Pass
- ☐ Fail

Post Task Question:

Overall, how difficult or easy was the task to complete?

Very	○	○	○	○	○	○	○	○	Very
Difficult	1	2	3	4	5	6	7		Easy


TEST PLAN

Answer Task 1: Using the Map on Documentaries Page

What is DOCS

DOCUMENTARIES: WATCH DOCS IN ACTION

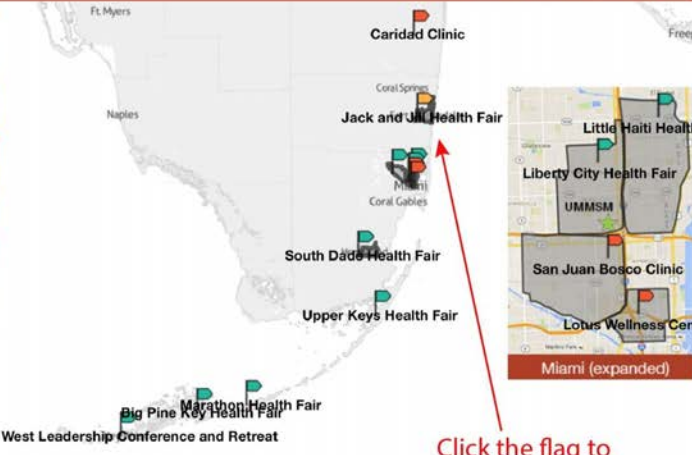
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Department of Community Service
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE



Jack and Jill Health Fair

This fair serves a diverse population: Guatemalan and Haitian immigrants and homeless populations of Ft. Lauderdale. JJHF has invaluable support from Women's Forum and consistently builds new partnerships each year. Last year all patients received produce from Feeding South Florida.

Explore current DOCS events by using the arrows or clicking on a marker on the map to learn more about what makes each of our fairs and clinics unique. When available, click on the play button to learn more about communities served by DOCS and how these might align with needs in your local area.



Caridad Clinic

Jack and Jill Health Fair

Little Haiti Health

Liberty City Health Fair

UMMSM

San Juan Bosco Clinic

Lotus Wellness Cen

Miami (expanded)

South Dade Health Fair

Upper Keys Health Fair

Marathon Health Fair

Big Pine Key Health Fair

West Leadership Conference and Retreat

Click the flag to retrieve information

Read the new information provided

TEST PLAN

Task 2: Sharing the site and content

Moderator Actions:

1. Refresh the website by putting <http://udocs.med.miami.edu/> into the address bar
2. Make sure the website displays the home panel with the video on the screen

Objectives:

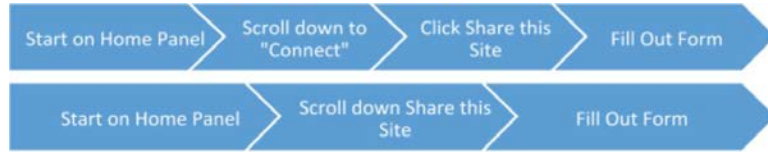
- Assess how easy is to find sections on the website, making efficient the navigation.
- Ability and consistency to achieve the goal of sharing the site.

Scenario: After visiting the DOCs website you decide you want to share the content with your colleague, Connie. Using the website, share this site with Connie (email: Connie.rogers@gmail.com). *Do not copy and paste to share the link.*

Hint: Are there any functions that would allow you to share with someone?

Answer: Scrolling down to the Section: *"SHARE THIS DOCS MODEL WITH OTHERS"*, filling out the form and sending to colleagues and friends.

Task Flows:



Observations/Problem Identification:

- Did the user find the information they were looking for?
- Did they have problems trying to find information on the website?
- Did they try to use the navigation bar to find the information? Did that seem to help them?

Metrics:

Time to Complete: _____

Was Task Successfully Completed?

- ☐ Pass
- ☐ Grey Pass
- ☐ Fail


Post Task Question:

Overall, how difficult or easy was the task to complete?

Very	○	○	○	○	○	○	○	Very
Difficult	1	2	3	4	5	6	7	Easy


TEST PLAN

Answer Task 2: Sharing the site and content



Connect

SHARE THIS DOCS MODEL WITH OTHERS

 MITCHELL WOLFSON SR.
Department of Community Service
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE

Thank you for spreading the word about the DOCS model.

Let your colleagues and peers know the DOCS program, and let's work together to spread medical philanthropy throughout the nation. Please share this site with key members of your institution: engaged deans, faculty and students. We've adapted our model through decades of service, and our goal is to collaborate with other medical schools, like yours. We hope you will utilize the parts of our model that work for you!

You may access a downloadable and shareable overview of the DOCS model [here](#), or you may use the form below to share this site with others today!

Recipient's name *

Sarah

Recipient's email *

sarahk.493@gmail.com

Subject *

Subject

Your name *

Your name

Your email *

Your email

Message *

Please check out the Department of Community Service (DOCS) model at:
udocs.med.miami.edu

Fill in form and submit

Submit

TEST PLAN

Task 3: Playing a video on the “Docs Strive for Healthcare Equity panel”.

Moderator Actions:

1. Refresh the website by putting <http://udocs.med.miami.edu/> into the address bar
2. Make sure the website displays the home panel with the video on the screen

Objectives:

1. See if the user can locate and play a video on the DOCS STRIVES FOR HEALTHCARE EQUITY panel
2. See if the method for playing a video is clear

Scenario: You have learned about some of the services the DOCS program provides. Play a video to hear how someone seeking health care has been impacted by the DOCs program.

Hint: Is there anywhere on this site that you can hear from patients?

Task Flows:



Observations/Problem Identification:

- Does the user know the image is a video
- Does the user know they must click on the play button to watch the video

Metrics:

Time to Complete: _____

Was Task Successfully Completed?

- ☐ Pass
- ☐ Grey Pass
- ☐ Fail

Post Task Question:

Overall, how difficult or easy was the task to complete?

Very	○	○	○	○	○	○	○	Very
Difficult	1	2	3	4	5	6	7	Easy

TEST PLAN

Answer Task 3: Playing a video on the “Docs Strive for Healthcare Equity panel”.



DOCS STRIVES FOR HEALTHCARE EQUITY


DOCS provides healthcare access to populations marginalized by geographic location, race/ethnicity, socioeconomic status, and disability. Many of these individuals might otherwise have no means of receiving necessary care, and it is in these cases that DOCS can be life-changing.

Click on an image below to hear patients share how DOCS has impacted their lives.



Tamy Messenger

For over two decades, the dedicated volunteer students and teaching physicians of DOCS have provided an outlet for mental health awareness and substance abuse education for patients like Tamy Messenger.



Gilbert Baldrige

91 years old, Gil was born in France, and has lived in the Florida Keys for over 50 years. She is one of DOCS's first patients.



Captain Eddie

"Most people around here do not have any health coverage, health care, or Medicaid...I have basal cell carcinoma...I am poor, and I don't know what to do."

Find the page, hover over one of the images, press the “Play” button and retrieve the Pop-up screen showing one of the videos.

Why DOCS

MITCHELL WOLFSON SR.
Department of Community Services
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE

TEST PLAN

Task 4: Locating a printable item

Moderator Actions:

1. Refresh the website by putting <http://udocs.med.miami.edu/> into the address bar
2. Make sure the website displays the home panel with the video on the screen

Objectives:

- To see if the user can locate a page with a printable item

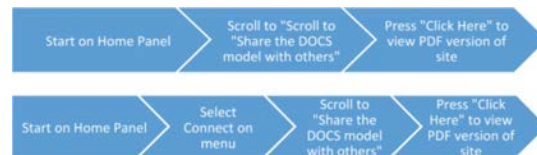
Scenario: You are a doctor and would like a copy of the information on the DOCS program to view later and share with colleagues. Please find and open the PDF version.

Hint: Have you seen a link somewhere that you could download information?

Answer:

- ☐ Finding and clicking on the the link for: *You may also access a downloadable overview of the DOCS model here.*

Task Flows:



Metrics:

Time to Complete: _____

Was Task Successfully Completed?

- ☐ Pass
- ☐ Grey Pass
- ☐ Fail

Observations/Problem Identification:

- Did the user find the information they needed?
- Did they understand that they could click to get to a pdf or printable item?
- Were they able to successfully bring up the print menu once on the document?

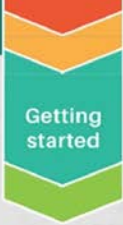
Post Task Question:

Overall, how difficult or easy was the task to complete?

Very	○	○	○	○	○	○	○	Very
Difficult	1	2	3	4	5	6	7	Easy

TEST PLAN

Answer Task 4: Locating a printable item



Getting started

THE DOCS MODEL: GETTING STARTED

MITCHELL WOLFSON SR.
Department of Community Service
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE







Could your community benefit from a DOCS program?

Creating a sustainable DOCS program might seem overwhelming at first, but we've broken it down to a few simple steps that will help you jump-start your first event.

The following section outlines these steps. Click on one of the icons for details on a particular step.

You may also access a downloadable overview of the DOCS model [here](#).

Find the page, press the button and retrieve the PDF file.



IDENTIFY A COMMUNITY IN NEED

DEVELOP A FRAMEWORK

RECRUIT VOLUNTEERS

PLAN THE SERVICES

DEVELOP A BUDGET

HOST AND EVALUATE YOUR FIRST EVENT!

Spend time getting to know their culture, their perceived needs, and their interests.

Create a basic organizational structure that works for your institution.

Recruit students to organize and run the fair and physicians to oversee all clinical services.

Decide what services will be provided based on the community's needs. Start small.

Seek funding for the first fair. Budget must include medical supplies, table rentals, advertising, etc.

If you have questions about these steps, please ask us for details.

TEST PLAN

Task 5: Information Seeking Task

Moderator Actions:

1. Refresh the website by putting <http://udocs.med.miami.edu/> into the address bar
2. Make sure the website displays the home panel with the video on the screen

Objectives:

- To see if the navigation the website is efficient
- See if information is organized and we presented so if a user is looking for a specific item they can quickly and easily locate it
- Use an image to understand information

Scenario :Before planning your own DOCs event you want to know what kind of help is provided to patients. When patients of low risk attend a DOCs event what do they receive?

Hint: If you were looking for services where would you go?

Answer: “Low risk patients are given information about community resources. Many return to the health fair annually for screening services.”

Task Flows:



Metrics:

Time to Complete: _____

Was Task Successfully Completed?

- ☐ Pass
- ☐ Grey Pass
- ☐ Fail

Observations/Problem Identification:

1. Did the user find the information they were looking for?
2. Did they have problems trying to find information on the website?
3. Did they try to use the navigation bar to find the information? Did that seem to help them?

Post Task Question:

Overall, how difficult or easy was the task to complete?

Very	○	○	○	○	○	○	○	Very
Difficult	1	2	3	4	5	6	7	Easy

TEST PLAN

Answer Task 5: Information Seeking Task

Getting started

PLAN WHAT HEALTH SERVICES TO PROVIDE

MITCHELL WOLFSON SR.
Department of Community Service
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE

It all starts with one health fair.

The DOCS model creates opportunity for patients to receive a multitude of healthcare services. Over time, we have developed a specific model that fits the needs of our students and communities — and we are ready to help you adapt a model that will work for yours.

This model aims to close the gap in health care disparities among the underserved. First, patients attend DOCS health fairs where they receive screening services for common conditions such as diabetes, dyslipidemia, and hypertension. High-risk patients are then referred to follow-up care at community clinics (sliding-scale pay) or at DOCS student-directed clinics (free of charge). DOCS can also help patients obtain any necessary sub-specialty care in the broader healthcare system.

Regardless of their risk profile, all patients are offered assistance with signing up for health insurance through the Affordable Care Act (ACA) by medical students serving as Certified Applications Counselors. Unfortunately, many patients do not qualify for ACA plans; these patients are still followed and assisted by DOCS. *Click the graphic below for a closer look.*

Find the page, press button to enlarge the image, and read the information at the bottom.

TEST PLAN

Schedule

Week	Tasks
2/22-2/28	Conduct usability evaluation on the website using Nielsen's Ten Heuristics
3/14-3/20	Develop test plan, moderator guide, observer guide and participant packet
3/22	Conduct pilot test to test usability test plan and make sure the tasks were
3/23 - 3/25	Edit test plan, moderator guide, observer guide and participant packet to reflect problems observed during pilot testing
3/28	Conduct usability test with 6 participants from 10:10am-12:40pm
3/28-4/3	Analyze data collected during usability test, identify problems and keepers based on test, and compile the final report
4/4	Submit report on usability test
4/18	Present findings from report

TEST PLAN

Target Audiences

- Med students interested in working with vulnerable or underserved communities. Med students who have demonstrated some leadership experience in the past or expressed an interest in mentoring opportunities
- Doctors at medical institutions interested in expanding services to vulnerable or underserved populations. Have demonstrated an ability to raise independent funds or a willingness to learn how to raise funds or work with donors.
- Community stakeholders and partners with an interest in relationship building to improve outcomes for underserved or vulnerable populations. Either demonstrated previous community building or capacity for fund-raising.

PERSISTENCY AND TYPES OF PROBLEMS

Improvement Opportunities by Persistency

- Local
- Global

Improvement Opportunities by Type

- Navigation
- Content
- Icon
- Interaction
- Layout
- Visual design

DEMOGRAPHIC QUESTIONNAIRE RESULTS

DEMOGRAPHIC QUESTIONNAIRE						
QUESTION	P1	P2	P3	P4	P5	P6
AGE						
20-25	X		X		X	X
26-30		X		X		
31-35						
36-40						
GENDER						
Male				X	X	X
Female	X	X	X			
Prefer Not to Disclose						
AVERAGE TIME ONLINE						
None						
Less than 2 hours						
2-4 Hours	X					
4-6 Hours		X		X	X	
Over 6 Hours			X			X

DEMOGRAPHIC QUESTIONNAIRE RESULTS

QUESTION	P1	P2	P3	P4	P5	P6
DEVICES USE MOST FREQUENTLY TO ACCESS INTERNET						
Desktop/Laptop		X	X	X	X	X
Mobile Phone	X					
Tablet						
FAMILIAR WITH THE U DOCS WEBSITE						
Previously unaware	X	X	X		X	X
Somewhat familiar				X		
Frequent User						
CONSIDER STARTING A HEALTHCARE PROGRAM?						
Yes						
No	X	X	X	X	X	X
PREVIOUSLY PARTICIPATED IN A USABILITY TEST						
Yes				X		X
No	X	X	X		X	
CONDUCTED A USABILITY TEST						
Yes						
No	X	X	X	X	X	X

RAW DATA

Effectiveness: Completion Rate

Total Participants = 6

PARTICIPANT	COMPLETION RATES				
	TASK 1	TASK 2	TASK 3	TASK 4	TASK 5
Participant 1	1	1	0	1	0
Participant 2	0	1	1	1	0
Participant 3	0	1	0.5	0	0
Participant 4	0.5	1	0	1	0
Participant 5	0	1	0.5	0	0
Participant 6	0	1	0.5	0	-
MEAN	0.25	1.00	0.42	0.50	0.00
% COMPLETION RATE	0.17	1.00	0.17	0.50	0.00
LOW	0.0114	0.6426	0.0114	0.1876	0
HIGH	0.5822	1	0.5822	0.8124	0.401
MARGIN OF ERROR 95%	0.2854	0.202	0.2854	0.3124	0.2254

1 = Completed, .5 = Completed With Assistance, 0 = Incomplete

Source: <http://www.measuringu.com/wald.htm#wilson>

RAW DATA

Efficiency: Task Time

Total Participants = 6

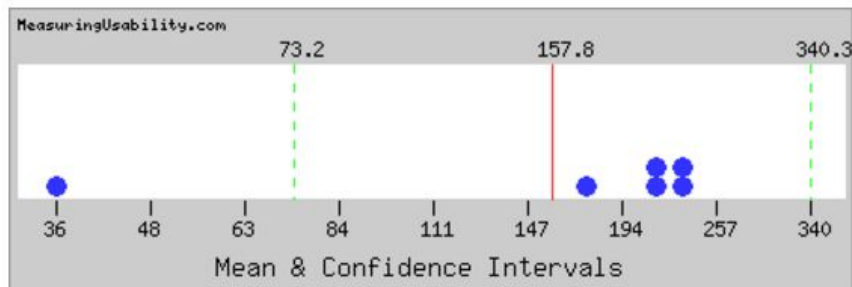
PARTICIPANT	TIMING (SECONDS)				
	TASK 1	TASK 2	TASK 3	TASK 4	TASK 5
1	36	128	23	36	205
2	218	57	43	36	210
3	236	23	83	210	260
4	228	27	226	56	210
5	174	17	117	220	210
6	210	49	130	132	-
GEOM MEAN	157.8	39.5	81.0	87.3	218.1
MEDIAN	214	38	100	94	210
MEAN	183.67	50.17	103.67	115.00	219.00
ST DV	75.47	41.18	72.73	85.21	23.02
95% CI	(73.2, 340.3)	(18.2, 85.5)	(34.1, 192.4)	(36, 211.8)	(192.9, 246.7)
LOW	73.2	18.2	34.1	36	192.9
HIGH	340.3	85.5	192.4	211.8	246.7

Source: http://www.measuringu.com/time_intervals.php

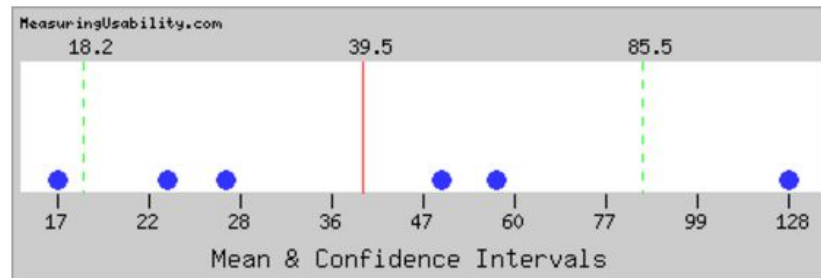
RAW DATA

Efficiency: Task Time

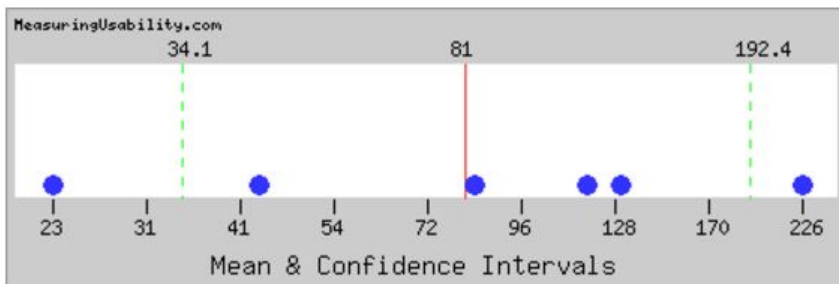
Total Participants = 6



Task 1: Using the Map on Documentaries Page



Task 2: Sharing the site and content



Task 3: Playing a video on the “Docs Strive for Healthcare Equity” panel



Task 4: Locating a Printable Item

Source: http://www.measuringu.com/time_intervals.php

RAW DATA

Efficiency: Task Time

Total Participants = 6



Task 5: Information Seeking Task

Key:



Participant Time



Mean



Confidence Interval

Source: http://www.measuringu.com/time_intervals.php

RAW DATA

Satisfaction: SEQ

Total Participants = 6

(SEQ) POST TASK QUESTIONNAIRE						
	P1	P2	P3	P4	P5	P6
Average						
Task 1	5	1	1	2	1	2
Task 2	5	7	7	6	7	6
Task 3	7	7	6	1	6	5
Task 4	5	7	2	3	1	1
Task 5	1	1	3	1	1	-

Scores From 1-7

1 = Very Difficult, 7 = Very Easy

Average = Sum of Participant Scores / Number of Participants

RAW DATA

How to Calculate Usability Score using (SUS)

- For odd items: subtract one from the user response.
- For even-numbered items: subtract the user responses from 5
- This scales all values from 0 to 4 (with four being the most positive response).
- Add up the converted responses for each user and multiply that total by 2.5. This converts the range of possible values from 0 to 100 instead of from 0 to 40.

RAW DATA

Satisfaction: SUS

Total Participants = 6

(SUS) POST STUDY QUESTIONNAIRE						
	P1	P2	P3	P4	P5	P6
1. I think that I would like to use this website frequently.	1	1	2	3	1	2
2. I found the website unnecessarily complex.	2	5	3	4	5	3
3. I thought the website was easy to use.	3	2	2	2	1	2
4. I think that I would need the support of a technical person to be able to use this website.	2	5	4	3	5	4
5. I found the various functions in this website were well integrated.	3	1	2	2	1	3
6. I thought there was too much inconsistency in this website.	4	3	3	2	5	3
7. I would imagine that most people would learn to use this website very quickly.	3	3	2	2	1	2
8. I found the website very cumbersome to use.	4	5	4	4	5	3
9. I felt very confident using the website.	3	2	1	4	1	1
10. I needed to learn a lot of things before I could get going with this website.	5	3	5	3	5	4

Scores From 1-5

1 = Strongly Disagree - 5 = Strongly Agree

Satisfaction: SUS

120

RAW DATA

Severity Scores: Frequency and Impact

Problems Identified	P1	P2	P3	P4	P5	P6	Frequency	Impact	Severity Score	
1 Poor information architecture							100%	4	4	8
2 Links to important content are too small							83%	3	3	6
3 Videos not clearly labeled							83%	3	3	6
4 Videos are too long							83%	3	3	6
5 Lack of sub navigation							67%	3	4	7
6 Visibility of navigation bar element							67%	3	4	7
7 No sense of place							67%	3	4	7
8 Menu lacks affordance							67%	3	4	7
9 Too many panels for single page scroll site							67%	3	4	7
10 Lack of context on home panel							50%	2	4	6
11 Lack of affordance for clickable items							50%	2	3	5
12 Map: clicking flags updates carousel							50%	2	2	4
13 Videos look like photos							50%	2	3	5
14 Links to other sections within panels							50%	2	2	4
15 Content Strategy not clear							50%	2	4	6
16 Main navigation items are too broad							50%	2	4	6
17 Site is too text heavy							50%	2	4	6
18 Scroll sensitivity							33%	2	3	5

RAW DATA

Severity Scores: Frequency and Impact...continues

Problems Identified	P1	P2	P3	P4	P5	P6	Frequency	Impact	Severity Score		
19 Fullscreen nature of site prevents visual cue that information is related							33%	2	3	5	
20 Map: overlapping flags							33%	2	2	4	
21 Cumbersome share form							33%	2	1	3	
22 Nav bar labels do not reflect content							33%	2	4	6	
23 Lack of information hierarchy							33%	2	4	6	
24 Main nav appears after the first panel							17%	2	3	5	
25 Bouncing Forms								17%	2	2	4
26 Only see secondary home panel							17%	2	3	5	
27 Lack of scroll affordance							17%	2	3	5	
28 Lack of clear affordance for enlarging images							17%	2	2	4	
29 Lack of information about images							17%	2	2	4	
30 Map: lack of zoom feature								17%	2	2	4
31 Font is too small							17%	2	1	3	
32 No functionality for leaving Thank You screen.							17%	2	1	3	
33 Map: text is difficult to read								17%	2	1	3

RAW DATA

Problems by Task

Problems Identified	Task				
	1	2	3	4	5
Poor information architecture					
Lack of sub navigation					
Visibility of navigation bar element					
No sense of place					
Menu lacks affordance					
Too many panels for single page scroll site					
Lack of context on home panel					
Links to important content are too small					
Videos not clearly labeled					
Content Strategy not clear					
Main navigation items are too broad					
Videos are too long					
Site is too text heavy					
Nav bar labels do not reflect content					
Lack of information hierarchy					
Scroll sensitivity					
Main nav appears after the first panel					
Only see secondary home panel					

Problems Identified	Task				
	1	2	3	4	5
Lack of affordance for clickable items					
Videos look like photos					
Lack of scroll affordance					
Fullscreen nature of site prevents visual cue that information is related					
Bouncing Forms					
Map: clicking flags updates carousel					
Lack of clear affordance for enlarging images					
Links to other sections within panels					
Lack of information about images					
Map: lack of zoom feature					
Map: overlapping flags					
Cumbersome share form					
Font is too small					
No functionality for leaving Thank You screen.					
Map: text is difficult to read					

RAW DATA

Problems by Type

Problems Identified	Type	Problems Identified	Type
Poor information architecture	Content	Cumbersome share form	Layout
No sense of place	Content	Lack of sub navigation	Navigation
Too many panels for single page scroll site	Content	Visibility of navigation bar element	Navigation
Lack of context on home panel	Content	Menu lacks affordance	Navigation
Videos not clearly labeled	Content	Links to important content are too small	Navigation
Content Strategy not clear	Content	Main navigation items are too broad	Navigation
Videos are too long	Content	Site is too text heavy	Navigation
Lack of information hierarchy	Content	Nav bar labels do not reflect content	Navigation
Scroll sensitivity	Interaction	Main nav appears after the first panel	Navigation
Lack of affordance for clickable items	Interaction	Links to other sections within panels	Navigation
Videos look like photos	Interaction	Fullscreen nature of site prevents visual cue that information is related	Visual Design
Lack of scroll affordance	Interaction	Lack of clear affordance for enlarging images	Visual Design
Bouncing Forms	Interaction	Lack of information about images	Visual Design
Map: clicking flags updates carousel	Interaction	Map: overlapping flags	Visual Design
Map: lack of zoom feature	Interaction	Font is too small	Visual Design
No functionality for leaving Thank You screen.	Interaction	Map: text is difficult to read	Visual Design
Only see secondary home panel	Layout		

RAW DATA

Problems by Persistence

Problem	Persistence
Poor information architecture	Global
Lack of sub navigation	Global
Visibility of navigation bar element	Global
No sense of place	Global
Menu lacks affordance	Global
Too many panels for single page scroll site	Global
Links to important content are too small	Global
Videos not clearly labeled	Global
Content Strategy not clear	Global
Main navigation items are too broad	Global
Videos are too long	Global
Site is too text heavy	Global
Nav bar labels do not reflect content	Global
Lack of information hierarchy	Global
Scroll sensitivity	Global
Lack of affordance for clickable items	Global
Videos look like photos	Global
Lack of scroll affordance	Global

Problem	Persistence
Fullscreen nature of site prevents visual cue that information is related	Global
Lack of clear affordance for enlarging images	Global
Links to other sections within panels	Global
Lack of information about images	Global
Font is too small	Global
Lack of context on home panel	Local
Main nav appears after the first panel	Local
Only see secondary home panel	Local
Bouncing Forms	Local
Map: clicking flags updates carousel	Local
Map: lack of zoom feature	Local
Map: overlapping flags	Local
Cumbersome share form	Local
No functionality for leaving Thank You screen.	Local
Map: text is difficult to read	Local

VOICES

TASK 1

P1

- Found the map immediately. Clicked on the flag
- Participant began by underlining key words. Began without using scroll bar or nav, went straight to map.
- Click pretty fast on the Ft. Lauderdale Flag
- Quickly found health fairs, said stop after completing post task question

P2

- Starts with nav bar from home. Scrolls to bottom.
- "Difficult to understand if you can skip intro video"
- "Weird, I don't see the purpose of Nav Bar"
- Clicked Intro video "Can I skip this?" Clicked through the video "I don't see the purpose of this menu"
- She didn't get the question
- She didn't like the answer
- "Don't see the purpose of the arrows"
- "I see a lot of planning things but, what is what I need?"

VOICES

TASK 1

P3

- Don't know how to scroll. Clicked already seen video. Slowly started to scroll through the pages. Reread task many times.
- Lots of questions about the process. Difficulty or did not know how to scroll. Reading task over and over.
- "Not sure where to look"
- "There should be a page of events"
- "It should be more explicit"

P4

- Wasn't expecting site to scroll right away. Went through a couple of panels. Found the menu.
- Tried to use it. Pressed connect first. Then went to why docs and scrolled through pages.
- "Pretty website, but unable to find anything". Scrolled up and down. Looking for previous events . What is Docs is a section, didn't realize that. Didn't realize there were panels within the 4 main categories.
- Did not use nav. Wasn't expecting to scroll immediately. Commented that it was too sensitive. Didn't realize there was multiple sub areas. Looked at menu and moved on.
- "I was not expecting the site to scroll right away" , "Is there a menu" "Is there something for previous events?" Went to Connect "I did not realize this had multiple menus" "scrolling is throwing me off"
- "Wasn't expecting to scroll right away"
- "Very sensitive"
- "Scroll does take me the wrong way"

VOICES

TASK 1

P5

- Participant first looked for a search bar, was frustrated by the navigation.
- Looking for an events tab. On second home panel pressed what is docs. Ditched mouse to search through panels. Looking for events. Don't know where the events tab is. Think it should be under connect. Looking for a search bar. That would make this easier. Don't like the design. There is no indication of how to get to the next screen. Only see one section at a time.
- Played intro video.
- "Is so hard to find"
- He go over map without stopping in the right flag
- "Don't know events tab belong to what"
- "Looking for search bar to find it quickly"
- "I can't find it"
- He stopped the task. Why he give up? "Don't like design" "No button to implicate where to go"
- "Scroll button should be there" "Should be more buttons so is easy"
- He doesn't think out loud
- He said explicitly "stop"

VOICES

TASK 1

P6

- "This site does not have a nav bar" "this is hard to find" "the map is hard to navigate" "the names of places are on top of each other so I can't read the names".
- Used the buttons on the carousel to navigate map, landed on the FT. Lauderdale slide at 2.30 min but kept looking, did not realize he had found the information.
- Looked at the map and started clicking.
- "Difficult to do anything because the flags were on top of each other".
- Later debriefing indicated that user wanted to be able to zoom in.
- He was frustrated with the functionality of the map. It seemed to afford things that were not easily done.
- Thought clicking would zoom to parts.
- "Is hard to find anything"
- "Can't zoom in this map"
- He was in the right section and didn't see it
- "Hard to interact with map"
- "The flags overlap with each other"

VOICES

TASK 2

P1

- Looking for specific buttons. Thought connect sounded good. Didn't know there was a menu. Called it "weird". Thought the screen is weird.
- It's weird! Does not look like a NAV Bar!
- Looking for a share button "menu is weird because you have to hover over it to see the menu items, then you have to remember the colors"
- Started scrolling looking for a share button. Clicked connect. Dont know its menu, have to hover to see it. Need to work on spacing information.
- She struggled with navigation, she expressed her concern about "buttons not being very clear".

P2

- Started from nav bar from home.
- "Internal way is useful"
- Clicked already seen.

P3

VOICES

TASK 2

P3

- Scrolled immediately to bottom, evidence of learning because they mentioned that they remembered seeing something like doing the previous task.
- Found it almost immediately.

P4

- Clicked connect.
- Went to “Share with others” Found quickly with no issues.
- Thought about looking for connect. Quick for them.
- “So... I’m looking for a way to share”

P5

- Went to connect. Pressed share this site.

P6

- Went to connect, Join our Docs Network and pressed the share button.
- Scrolled to second panel. Went to connect. Pressed share this site. Found quickly with no issues.
- “Should I fill all that?”
- The navigation is massive

VOICES

TASK 3

P1

- Watched video on homepage image. Doesn't say what the video is on the home page. Don't know if should be looking for the information on that video.
- Site should "show what you will watch".
- Does not says what the video says!
- "Main video does not say what it is", "it would be nice to know what I am watching". Could not figure out what video should be played.
- She wants a bit of info before every video, in order to know in advance if she might be interested or not.

P2

- Had trouble pressing play on the video. Clicked on the overlay first.
- Went straight there.
- "I don't like the voice of the person in the video"

P3

- User clicked video on home page. With a hint, clicked off the first video. Scrolled through the different panels.
- Tried playing first video eventually got it.
- "Clicked on intro video"

VOICES

TASK 3

P4

- Watched video on home panel. Went to “what is docs” section. “Touch it and it just jumps”. Went to videos on Documentaries page. Watched different videos on that section. No clear area. The videos were long and user skipped through them. Thought there would be people in the Documenatries sections, but it is just about the events.
- Stopped at main video. Again. Played a video on maps page, didn’t know there were more videos.
- Played the video on the homepage, went to what is docs and played different videos, Suggested that patients should be within the panel with the map.
- “Clicked intro video, are this testimonials?”
- Actually used navigation after saying “Where it’s DOCs”
- He fast forward videos
- “Videos are educative but I will add patients feedback on health fairs”
- He spent too much time and had no clue of what he was looking for.

VOICES

TASK 3

P5

- First tried to play the video on the home screen “you wanted me to find a video and there is one right here with a play button so I will click here”
- Pressed video on home screen. Saw a play button on the home screen. Pressed already seen video. Then went to why docs matters.
- “He guess it is in Why Docs”
- Needed help to look in another video
- He says he needs to find a Play Button.
- He wasn’t reading the instructions.

P6

- First played the video on the home screen, “I am looking for someone who is seeking help this video does not have that”. After viewing the video, scrolled down the page and found the correct one.
- User clicked through the video to look for a patient section. Need to find health care information with the video is not about. Scrolled though. Went to Why Docs.
- Stopped at first video again. Skipped along through video. Go hint, eventually made it.
- Click intro video and fast forward it
- “I need to find a video showing somebody that is looking for help, but I just don’t know where should I go to see that”.

VOICES

TASK 4

P1

- I saw it when I emailed Connie. Scrolled between the 3 connect pages. Very buried. It's just a small click here button. Only found it because of a previous task.
- Went to connect, clicked on the link, "I think this information is kinda buried, I have to scroll through too much info to get here"
- "I remeber I saw that early"
- "I think this info is blurry"
- "Only knew because I send to Connie"
- "A lot of info to read through"
- She thinks the reading is too extensive

P2

- Went to hoe to connect, share this site and clicked the link
- Learning from previous task
- "If I'm a Doc I'm not entirely sure of what to look"

VOICES

TASK 4

P3

- Pressed already seen video. Scrolled through the site. Pressed on the connect section. Scrolled through the connect sections.
- Clicked through video tried to use the navigation but could not find the page “there should be a button to download information”
- Started at nav bar. Stopped at first one. Appeared to use a heuristic process through looking for keywords
- “Can’t find” “I think I should be a Volunteer Physician to find info”
- “There should be a dedicated tab labeled for this purpose. Clearly labeled”.

P4

- Went to menu on the side. Pressed why Docs first. Scrolled through. Then went to the DOCs model.
- Read through the menu, went to why Docs and scrolled “ I think there should be something here”
- Went to WHY DOCS page thinking it might have something. Then looked for sub page. Thought there should be something there.
- “Guess Why DOCs has something”

VOICES

TASK 4

P5

- Ran out of time. “The web page is too sensitive to scrolling” “I would expect this to be in What is Docs” “I think I could click on an image and it would open a pdf”
- Looking for information about the DOCs web page. It is too sensitive will scroll automatically. Went to Whats is Docs and scrolled through pages. I am looking for information about what Docs is, it should be in What is Docs. Went to why docs next.
- Surprised the web page scrolled automatically. Scrolled all around. Click info and go into information.
- “Webpage too sensitive, scroll down did not intend to do that”
- “I think is in What is Docs, but can find it”
- He clicked everywhere: flags, found enlarge image. He couldn’t find it
- “You should be able to scroll freely with the mouse wheel”.
- “They should put it in the “Why Docs” section”.

VOICES

TASK 5

P6

- I think this might be in the connect section". Went to connect then share, Credits and then scrolled up. "I am looking for a section about requesting information but I don't see one"
- Went to connect. Scrolled back to the top of the website. Didn't see anything about requesting information. Went to connect section.
- Used nav bar, looked for finding info. Tried connect page. Lookingn for a button to request information.
- "Looking for information section about request info"
- He was in the right place and did not see it
- "Can't find it"
- "Searching for a button but can't find it"
- "It doesn't say anything about a PDF"
- He stopped because he just couldn't find it.
- He was "searching for a button, but couldn't find it"

VOICES

TASK 5

P1

- Thought answer was not on the website. Asked to stop after 19 seconds. Went to getting started on the menu. Scrolled through all of the pages in the getting started menu.
- Went to patients, "I thought getting started would be good if you want to have your own event", scrolled to prepare to launch your first event
- "Just trying to find info about DOCs events"
- "Those menu options should have info"
- "Don't really see info about what they receive"
- Went to patients. Getting started. Used nav bar. She was ironic: "I don't see much info of what people may receive there".

P2

- "I am looking for patient benefits", went to Documentereries and scrolled to patients felt like they had to scroll and scroll and scroll to find things
- Looking for patients benefits"
- "Not very well organized"
- "Feel I should scroll and scroll"
- "3 times & pointless"
- "Don't know what is any of this menu"
- Looked at patient benefits
- She went over the whole page three times.

VOICES

TASK 5

P3

- Pressed already seen video. Went to the getting started section. Clicked plan services. Scrolled up and down. Went back to the getting started menu. Pressed plan services. Got to the correct page.
- Clicked through the video, went to getting started, clicked the link to plan for services and went back to the docs model. "Should be in plan what services to find" "the font on the flow chart is too small" did not realize you could enlarge the image
- "Info about the patients?" "It should be on this section (Right section) but I couldn't see it"
- "Can't read is small font"
- Goes to page but moved around a lot.
- the site should include info of what could I find inside all the addition/pop-up media in the site".

VOICES

TASK 5

P4

- Went to getting started “there should be something here”went down to community, could not find the information.
- Getting started, I thought it was going to be there. Let’s go to Why Docs”
- “Did not know images expands”
- He discovered at some point that the images could get larger, but he didn’t chose the right picture to complete this task.

P5

- Ran out of time. Clicked through the video on the homepage. Clicked on connect in the navigation bar, then tried getting started and went to Prepare to Launch Your Event and then Identify a Local Community in Need.
- Pressed already seen video. Went to connect Section. I am trying to find a DOCs event. Went to the getting started pane. Looked through all of the steps. Then went to why docs. Went to Patients page.
- “Go to connect” “Maybe I should go to the patient
- He expressed his frustration and made it clear.
- He thinks he should go to the landing page for it.
- He felt lost in the site.