



User Research

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Executive Summary

Thank you for the opportunity to develop and present this user research report to HealthCode.

This report has been produced after an in-depth analysis of HealthCode's event and past survey and interview data to understand the current business model and target users. Past research data helped determine the user's key pain points and frustrations. A detailed competitive analysis helped identify critical gaps to be addressed. A thorough heuristic evaluation on the HealthCode and Million Mile Month websites revealed usability issues. Based on our findings, we came up with design recommendations to help HealthCode increase user engagement, expand the product, redesign the current website and increase revenue stream.

We hope that you find our findings and recommendations helpful.

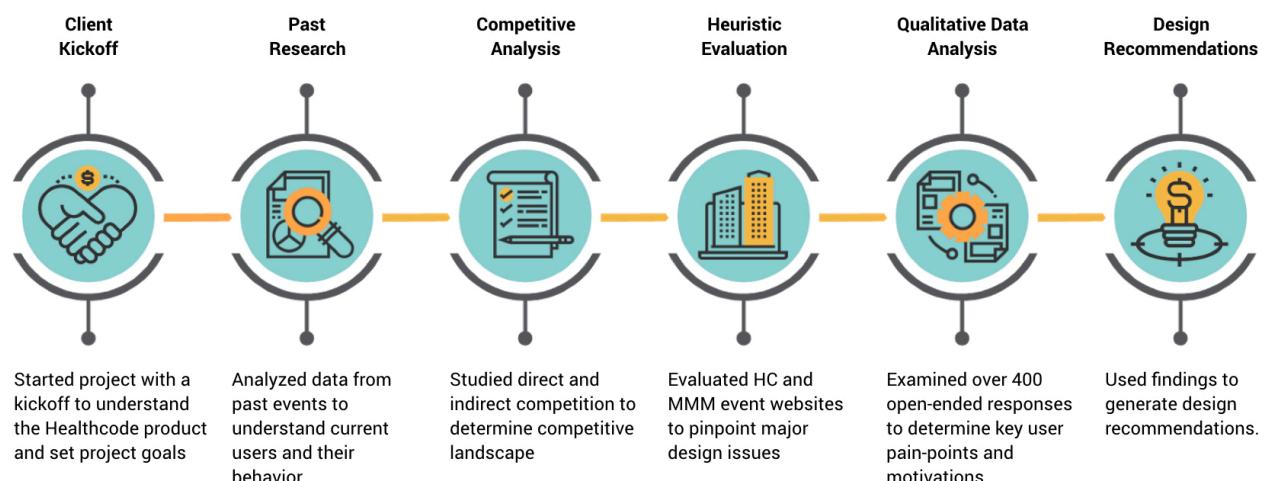
Best,

Mona, Serena, Sunjia, Wanchen, Xinyi and Kapil

MSIS Candidates

School of Information, University of Texas at Austin

Process



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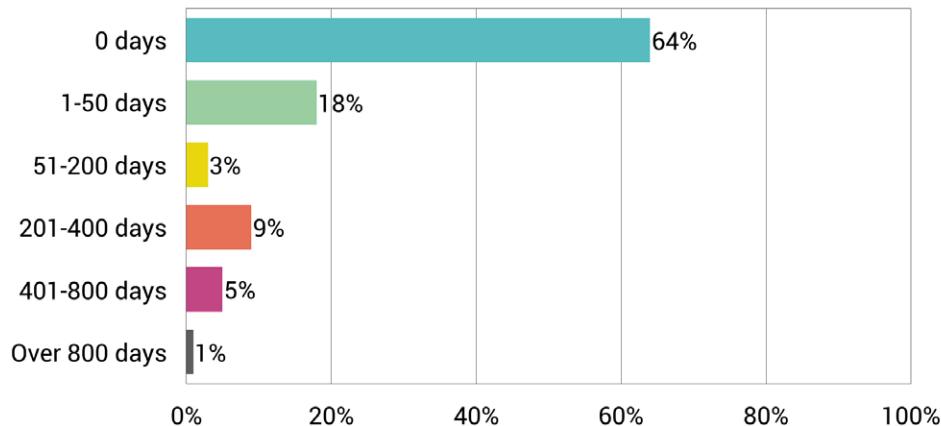
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Past Research

Current User Behavior

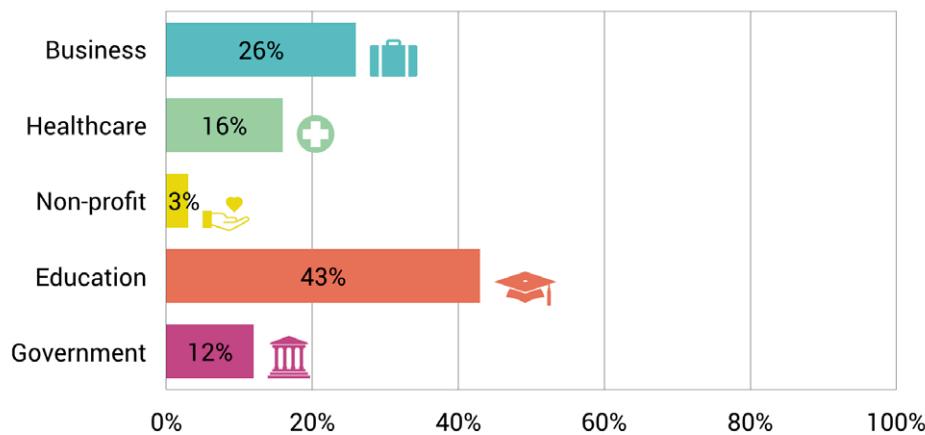
Distribution of Active Days Since Account Set-Up from All Activity



The chart above shows the distribution of active accounts by the number of active days after users first set-up their account. Users are considered "loyal" if they are active over 50 days after initial

set-up. 64% of accounts are inactive after set-up and 18% of user accounts are considered "loyal." This indicates the need to increase engagement to retain existing users and attract new users.

Users by Organization Category for 2017 Million Mile Month

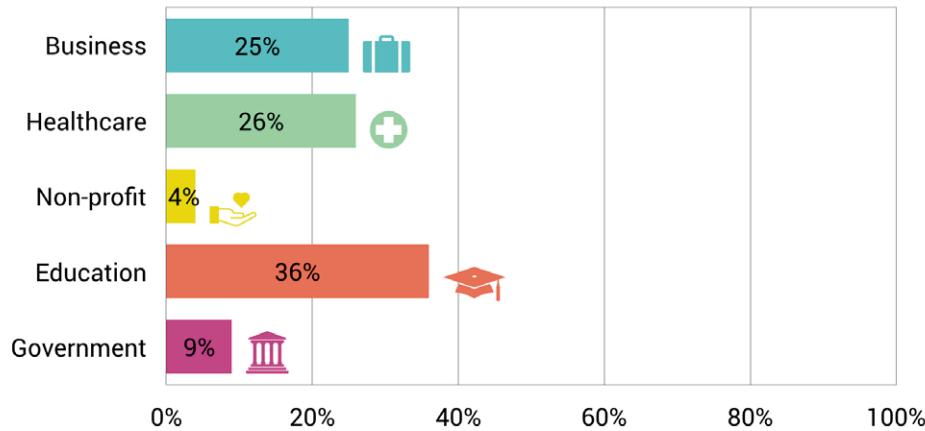


The chart above shows the distribution of users by organization sector for the 2017 Million Mile Month event. It shows that the largest

portion, 43% of users, belong to an education organization. Following education, business organizations are second with 26% of users.

Current User Behavior

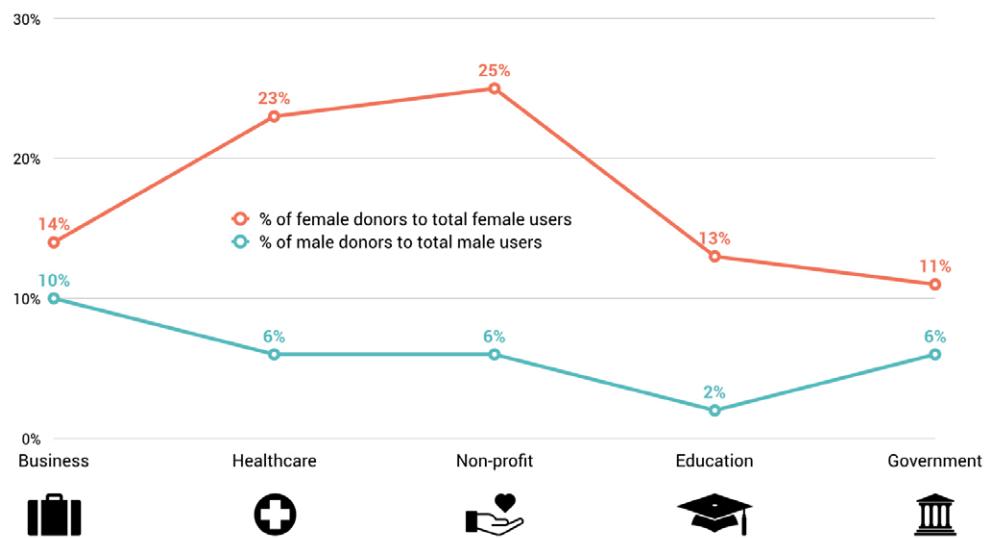
Donations by Organization Category for 2017 Million Mile Month



The chart above shows the distribution of donations by organization sector for the 2017 Million Mile Month event. It shows that the largest portion, 36% of users, belong to an education

organization. After education, healthcare and business organizations follow with 26% and 25% of users, respectively.

Donations by Gender for 2017 Million Mile Month

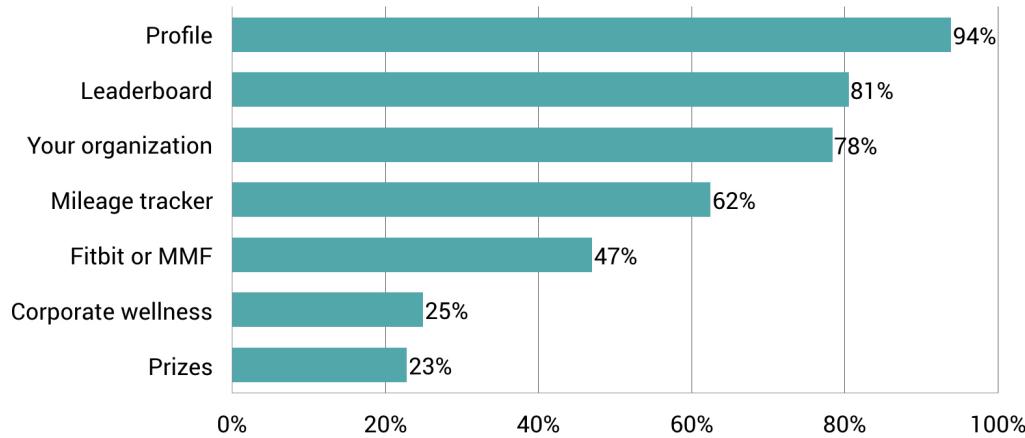


The chart above shows the distribution of donors by gender and by organization sector for the 2017 Million Mile Month event. Overall, female users donate more than male users. Across sectors, female users have the highest donation rates in healthcare and non-profit sectors. To attract more female users, HealthCode could hold wellness

events focused on women's health issues such as breast cancer awareness. Targeting sectors that tend to have more female employees such as healthcare, education, non-profit and finance can also encourage female users. To engage more male users, Healthcare can expand user research.

Current User Behavior

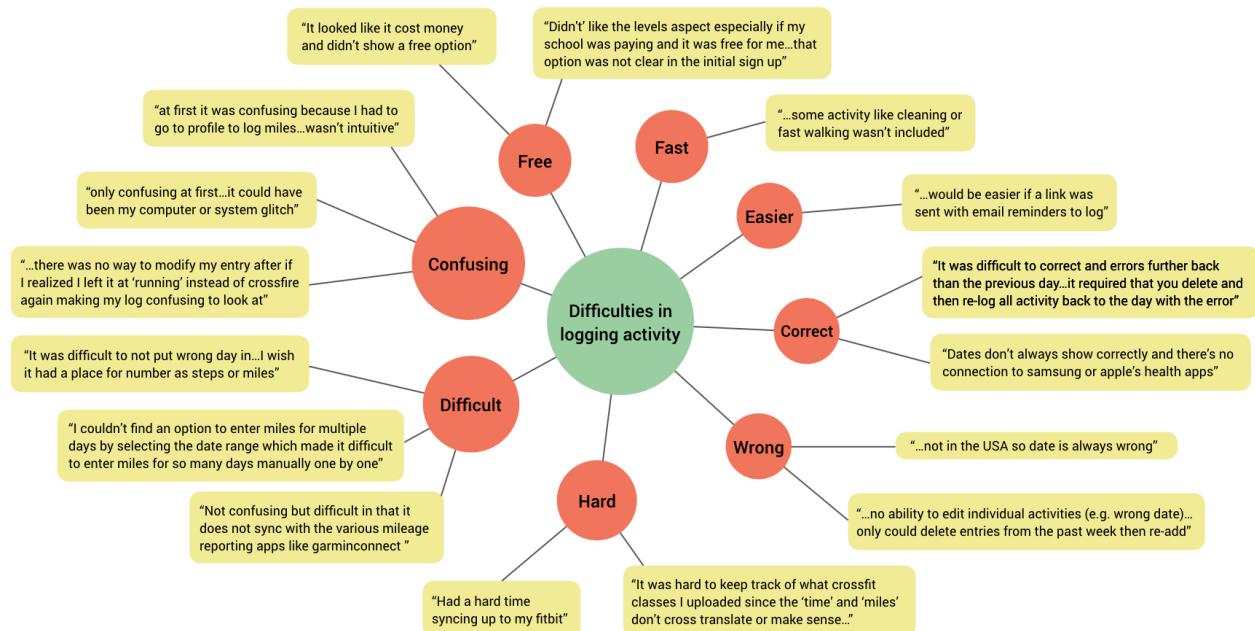
Common Pages on Million Mile Month Website



The above chart shows the most popular pages users visit on the Million Mile Month website. Profile page and leaderboards are the most common because users log miles and view their

individual and group rankings. These pages should be main areas of focus in the website redesign.

Sentiment Analysis for Activity Logging



We performed a sentiment analysis on mile logging issues because it seemed to be a popular concern. Common words used to describe this experience include: hard, confusing, and difficult. Word bubbles that are larger than others indicate

users used them more than others. To provide examples of the kinds of current issues users face, we included some responses with the bubbles.

Analysis of Open-Ended Responses

Process

The goal of the analysis of the open-ended responses was to find out the main pain-points during users' interactions with HealthCode as well as opportunities to provide delightful experiences. After collecting the survey data from HealthCode, we extracted the open-ended responses from the data. We grouped the data by user type, individual

users and HR and health leader users and analyzed them separately. We analyzed all the responses using R Programming Language and Voyant. Finally, we identified common issues with affinity diagramming to ultimately come up with recommendations.



Analysis of Open-Ended Responses

We looked at the open-ended responses from the surveys conducted by HealthCode for various events. By grouping similar responses together, we recognized patterns. We sorted the patterns to identify common themes such as

synchronization, progress tracking, challenges, nutrition and website redesign. In the following pages, we will explore the common themes in further detail and suggest appropriate design recommendations.

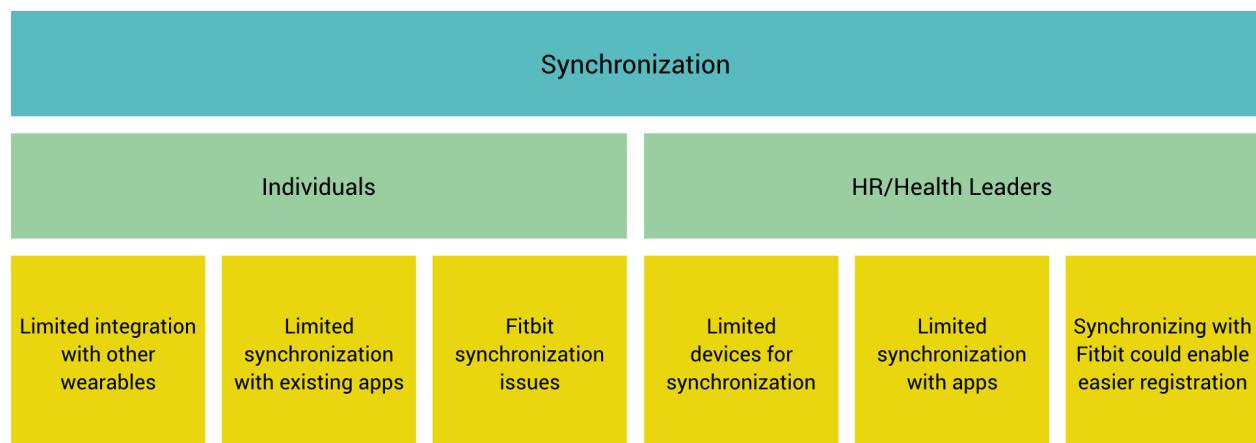
Synchronization

Individuals

Most users were having trouble with Fitbit synchronization because they could not tell if their device was uploading their activity. Most of the time, they had to manually enter their miles on the website. The existing users mistakenly assumed they didn't have to re-sync their account with Fitbit because they had already done so for a previous event. Most users requested better flexibility to sync their account with other existing apps and/or wearables like Garmin Connect.

HR and Health Leaders

HR and health leaders want HealthCode to allow more devices such as Fitbit, the Apple Watch along with other applications to synchronize with the Million Mile Month event activities. Better accessibility for various devices and applications could increase usage for new participants. They also would like the registration process to be simplified to allow for a smoother synchronization between devices and applications to help attract more participants.



Analysis of Open-Ended Responses

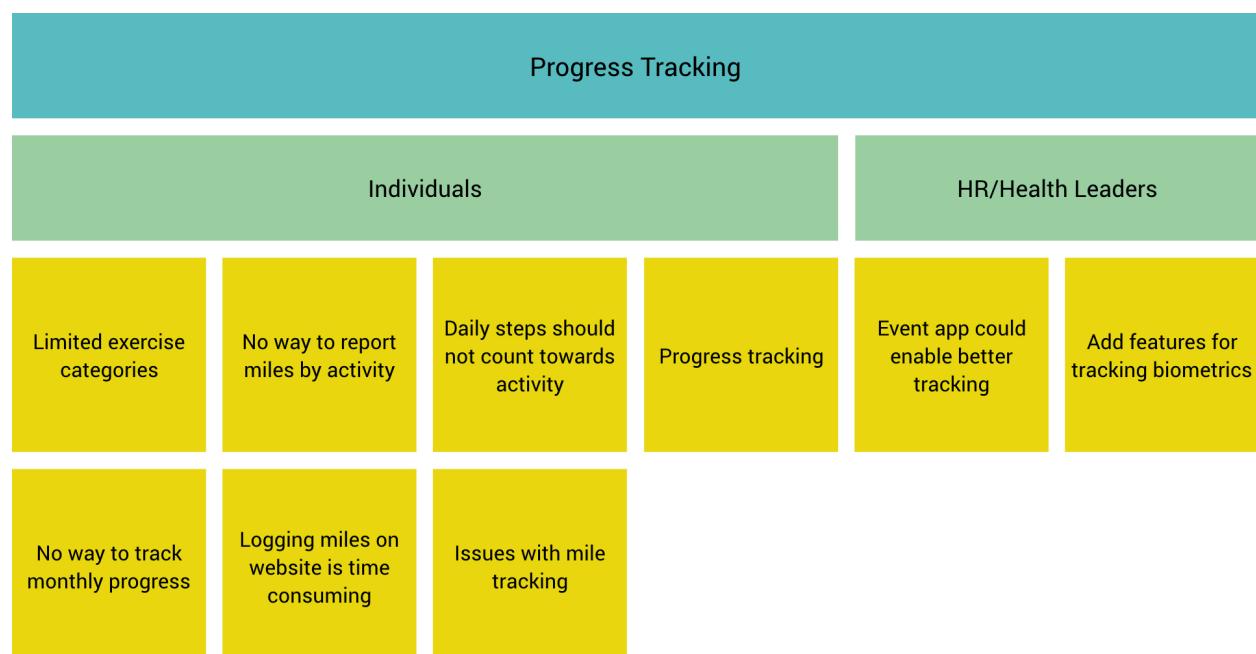
Progress Tracking

Individuals

Users would like to track and compare their progress on a monthly basis. Currently, users are able to log miles or minutes for a specific challenge, but a cumulative overall report would help them create personal goals and ultimately, improve. Users would also like more activities to log miles. They think using the website to log is time consuming when they could just use their smartphone. They sometimes forget to log activity and find it cumbersome to correct wrong entries.

HR and Health Leaders

HR and health leaders think a mobile app for the Million Mile Month event could help with the sign-in process, progress tracking and sending reminders. Beside activity progress tracking, they would like a feature for tracking biometrics such as blood pressure and weight loss to show year-long progress.



Analysis of Open-Ended Responses

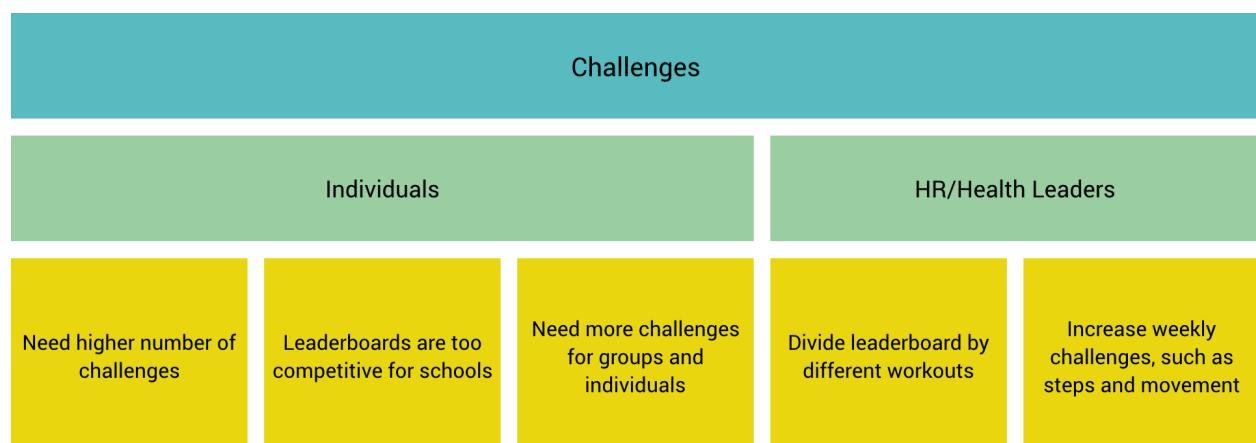
Challenges

Individuals

Users want more challenges with greater variety to keep them involved and interested throughout the year. Although leaderboards inspire teams to work together, in the case of schools, it might be negatively causing too much competition. Some users have reported that students in some schools have started to skew the results and rankings because they could see individual entries in the leaderboards. As a solution, they suggest making school leaderboards less transparent.

HR and Health Leaders

HR and health leaders think that dividing the leaderboards by various workouts could help improve their management in Million Mile Month. They would also like more frequent events such as weekly step or movement challenges, like Fitbit.



Analysis of Open-Ended Responses

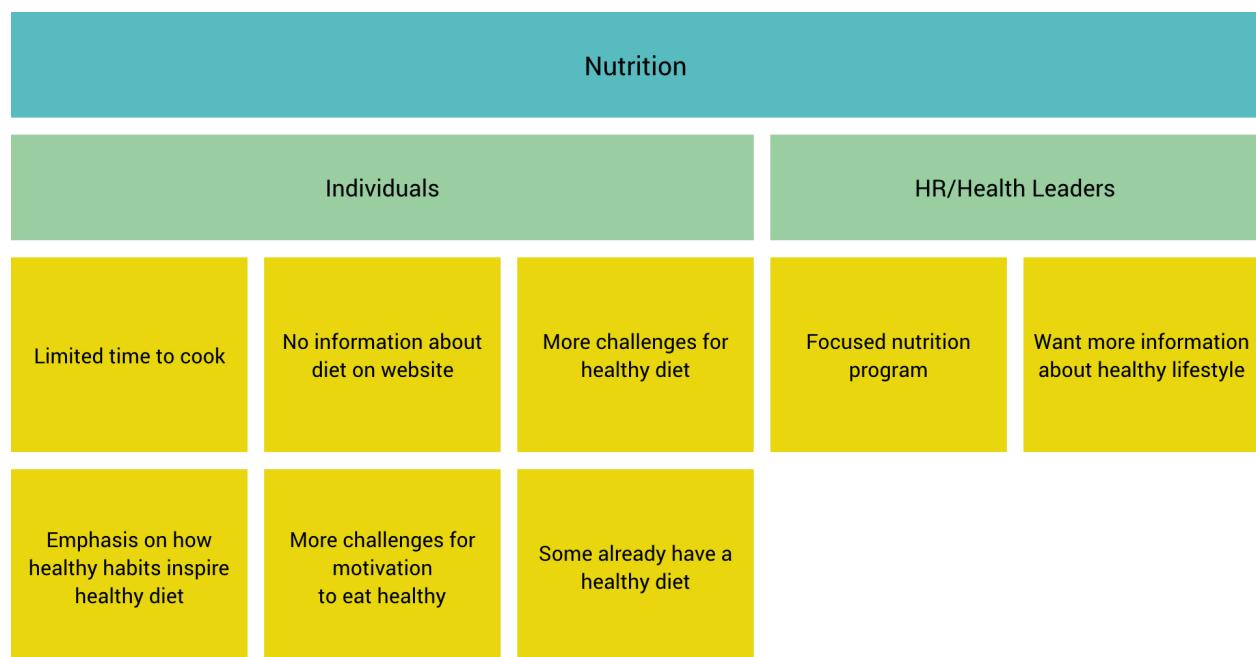
Nutrition

Individuals

Most users said they already follow a healthy lifestyle and they believe that challenges motivate them to eat healthy. Furthermore, some users said that they did not find anything about diet or nutrition on the website.

HR and Health Leaders

HR and health leaders suggest adding more information about healthy lifestyle and nutrition programs to enrich the meaning of Million Mile Month while more deeply engaging with users' in their daily lives.



Analysis of Open-Ended Responses

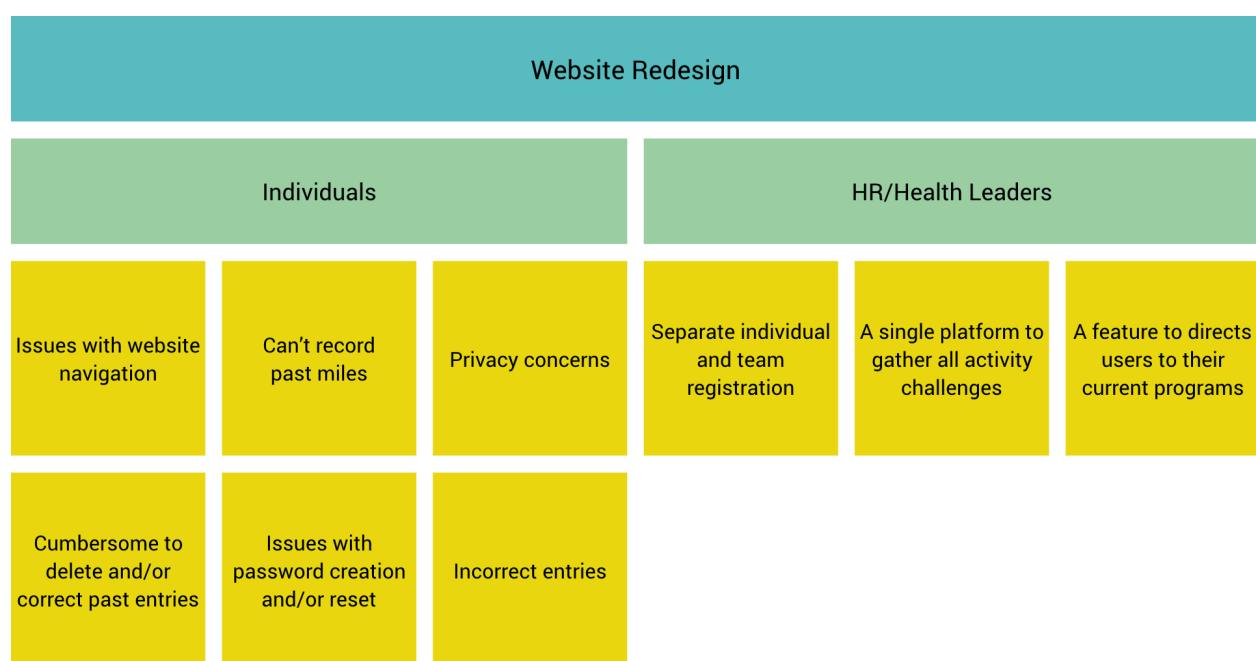
Website Redesign

Individuals

Some issues highlighted from the survey responses directly related to the website design. For example, some people could not find the page to log miles and sync wearable, the process of retrieving a password was time-consuming and some wearables updated data twice and it was difficult to correct on the website. Users also need a reminder to remember to log their miles because if they forgot for a few days, the process could become time consuming.

HR and Health Leaders

These users would like the registration and login process easy for users, specifically, being able to manage individual and team registrations separately on the website. Since they are often busy, keeping the wellness management simple is critical. One platform that collects all activity challenges, uses easy registration without requiring reconnection to Fitbit and a feature that directs users to current programs could be beneficial for them to promote Million Mile Month in the organization and/or community.



Analysis of Open-Ended Responses

Additional Concerns for Individuals

Rewards and Donations	Mile Conversion Issues	Logging Miles
<p>Some users reported that rewarding people on reaching certain milestone is an effective way to prevent them from losing interest in the challenge. They also think that donors should receive recognition during a challenge while other users thought that the website required donations in order to register for a challenge, because the registration button takes them straight to the donation form.</p>	<p>People don't trust the minute to mile conversion for certain activities. They think that some people get more miles on the leaderboard for completing an easier activity. If users are provided with some documentation that explains minutes to mile conversion, it will help them understand the process better and restore their faith in the system.</p>	<p>Participants believe that manual logging leads to skewing of results and hence the whole point of leaderboard is lost. Some participants found it difficult to log longer activities like 100 mile long bike ride. Once the miles were logged, there was no easy way to correct it. They had to delete entries and log it again which seemed redundant and time consuming.</p>

Individuals				
Reward and donation	Mile conversion issue	Logging miles		
Want rewards for reaching a milestone	Inconsistent mile conversion for different activities	Lack of authentication for logging miles	Manual logging should not be allowed	Want reminders to log miles
Misconceptions about donation	Issues with minute-to-minute conversion	Issues with logging miles		More flexibility for logging miles
		Want fewer options to input miles	Want fewer activities to log miles	Want to know what others are doing to log so many miles
		More flexibility to log miles		

Analysis of Open-Ended Responses

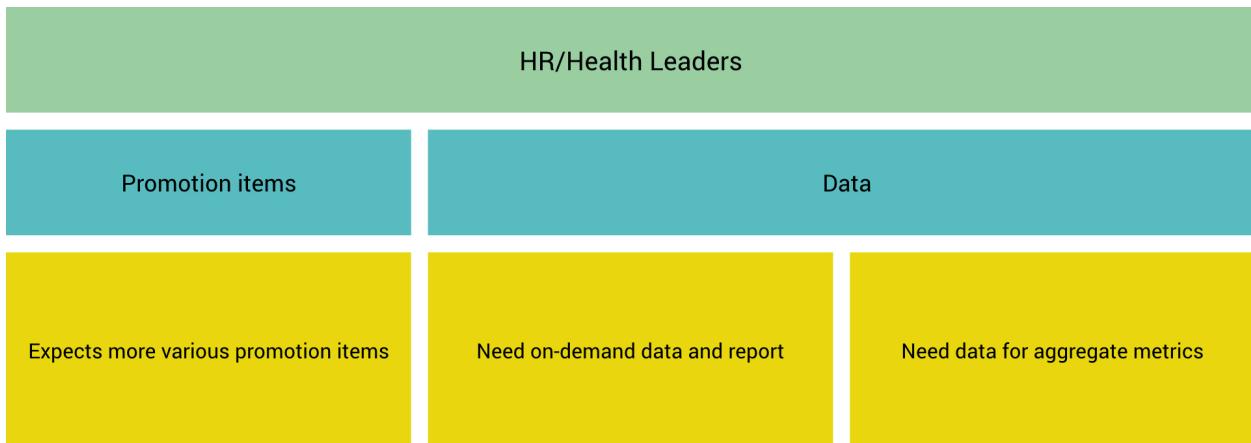
Additional Concerns for HR and Health Leaders

Promotion items

HR and health leaders expect more various promotion items to help them create buzz among participants, such as posters, pencils or cups.

Data

HR and health leaders would like more features for reviewing data, such as on-demand data, analysis reports and data for aggregate metrics. They would also appreciate for HealthCode to help them to follow up with a holistic picture of their members' health conditions.



Key Takeaways from Analysis of Open-Ended Responses

Synchronization

Users want more supported devices and applications and for overall process to be more simple.

Progress Tracking

Users want to be able to track their progress from multiple events across different time periods in one place.

Challenges

Users want greater number and variety of challenges and HR and health leaders want leaderboards to be filtered by type of activity.

Nutrition

Users are unaware HealthCode offers nutrition information but would appreciate more nutrition resources to guide them towards healthy eating habits.

Website Redesign

Users encounter issues due to the current website design. Difficulty finding the MMM login page, accidentally uploading duplicate data with wearables and problems correcting their activity data.

Other Concerns of HR and Health Leaders

HR leaders feel that promotional items would encourage higher event participation. They would also like to view their employee data in the form of a report.

Other Concerns of Individual Users

Users are hesitant to rely on the conversion of minutes to miles. They feel they should be rewarded for reaching a milestone. Some have misconceptions about donations.

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Competitive Analysis

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Competitive Analysis

The following section summarizes our in-depth analysis of HealthCode and its direct and indirect competition in the industry. It includes an evaluation of wellness models of direct competitors for different target users and important features of indirect competitors. We conclude with some recommendations that will be helpful in redesigning HealthCode's website as well as the corporate wellness model. Here are some important takeaways:

- Most competitors have a mobile application, in addition to a website, to facilitate daily progress tracking and help their customers to communicate with their peers.

- Gamification elements such as rewards and customized challenges are used to motivate users to accomplish their goals.
- Clear design makes it easy for users to understand the purpose and impact of their efforts.
- Some competitors provide premium features at a small price, such as connecting their customers with experts and personal coaches to offer customized health guidance.
- Competitors who focus on employers, specifically, human resources (HR) and health leaders, have implemented special features such as group announcements and customized messages or notifications to employees.

Direct competition



Indirect competition



Direct Competition



Wellteq

A digital wellness solution for employee health engagement and HR data analytics. Their suite of engagement programs includes activity challenges, mental wellness, financial wellness, HR onboarding and virtual coaching for employees.



HealthCheck360°

A corporate wellness and health risk management company focused on reducing medical costs, worker's compensation claims, and absenteeism while increasing employee morale and productivity. Designed to integrate with existing benefit plans and to add value to wellness and health management initiatives.



Optimity

An employee wellness and engagement platform that reduces preventable drug claims costs for employers through a digital health coaching program. They achieve high participation rates by using mobile apps, wearables, and an online portal to cultivate powerful habits.



Plus3

Comprehensive, feature-rich mobile and desktop programs that offer employers expanded customization options and a dedicated account representative to ensure time is spent thinking about "big picture" rather than being burdened by day-to-day program management.



Grokker

An employee wellness company that targets busy employees and individuals by providing high-quality, expert-led video for employees to engage in healthy activities at home, work or on-the-go. With integrated incentive management and fulfillment features, they are the one-stop shop for all employee wellness needs.



Hubhub

An employee wellness company that targets employers to provide health solutions. Players can download their mobile apps or track their challenge activities. They can earn badges, level up, and gain rewards for taking small, sustainable steps to better health.

Indirect Competition



Fitbit

Wearable device company which offers activity trackers that measure data including number of steps walked, individual exercise, heart rate, and other personal fitness metrics.



Fitocracy

Sets goals for exercises with gamification element. The fitness assessment, nutrition, built-in workouts (Head Start), and accountability through community use a variety of techniques and core drives.



MapMyFitness

Application developed by Under Armour that allows users to set goals for running, track activities, and compete with friends.



Project C.U.R.E.

Sends volunteer medical teams to underserved facilities abroad to provide free care and train local healthcare staff. It's the largest distributor of medical donations to communities across the globe.



American Heart Association

A not-for-profit organization devoted to the fight against heart disease and stroke along with other cardiovascular illnesses. In addition to conducting research, they serve as a clearinghouse for information on heart-related diseases and conditions because they've recognized the need to share their education and research.



St. Jude

Studies and treats catastrophic diseases in children, especially pediatric cancers. The hospital annually treats children and their parents and pays all expenses that are not covered by insurance and doesn't require payment from uninsured patients.

Competitive Analysis Chart

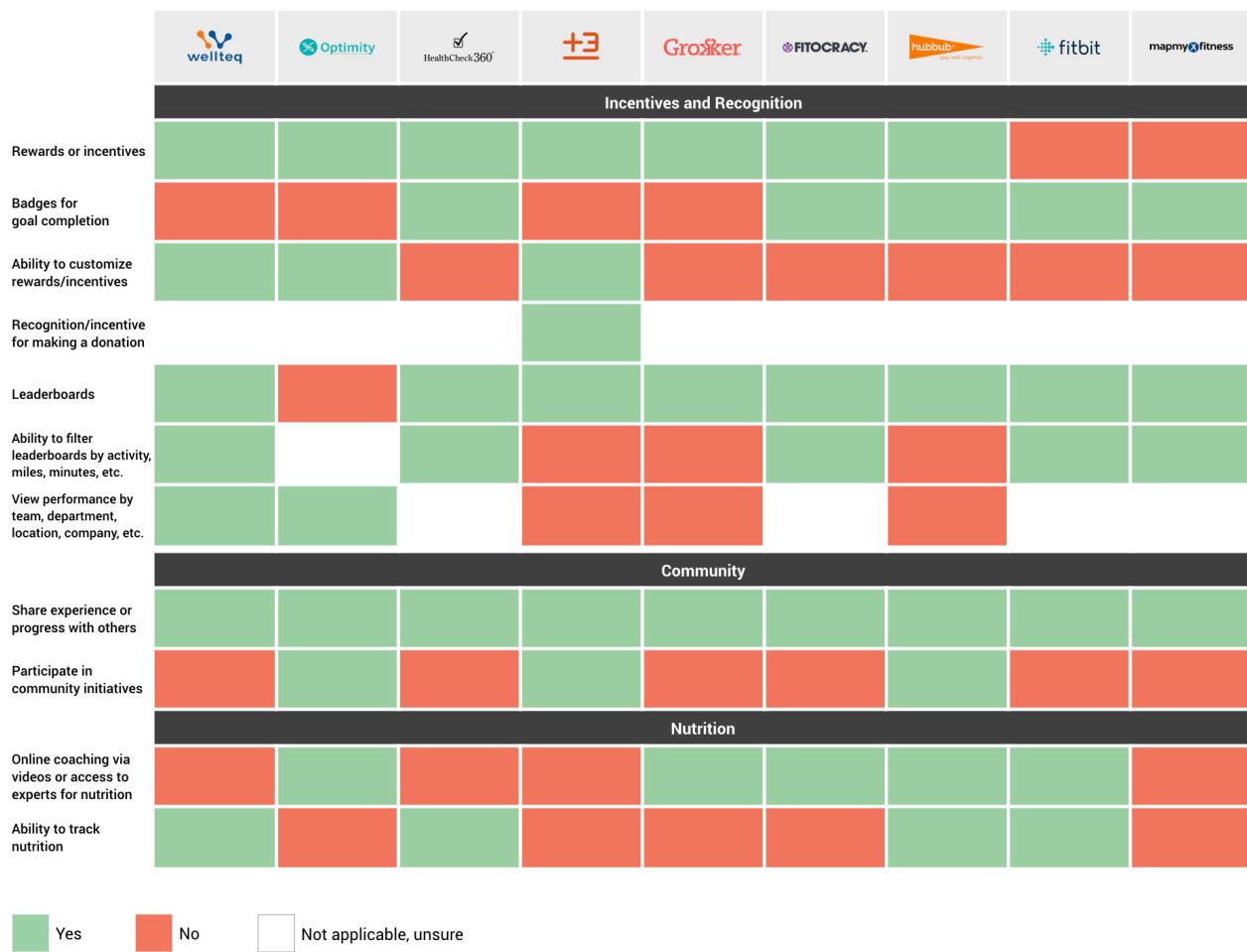
	 Wellteq	 Optimity	 HealthCheck360°	 Plus3	 Grokker	 Fitocracy	 Hubhub	 fitbit	 MapMyFitness
Competitors	Wellteq	Optimity	HealthCheck360°	Plus3	Grokker	Fitocracy	Hubhub	Fitbit	MapMyFitness
Users	Individuals, companies	Individuals, companies	Companies	Companies	Individuals, companies	Individuals	Individuals, companies	Individuals	Individuals
Cost	Not free for companies	Not free for companies	Free	Free	Some free features	\$0 - 1 /day	Not free for companies	Free application	\$0-29.99/year
Simplicity									
	Access								
Mobile device access									
Web browser access									
Step tracking only with smartphone									
	Connectivity								
Ability to use other wearables/apps									
Ability to view use, engage in real-time									
	Customizability								
Flexibility to track progress using different metrics									
Ongoing administrative training									
Ability to divide employees into teams									
Ability to create challenges									
Send targeted challenges to teams									
Send targeted messages to teams									
Ability to see who has completed challenges									
	Features								
Access to calendar to schedule activities									
Ability to track/save activities until no longer needed									
View company announcements									
Ability to connect with wellness experts									
Wellness video tutorials									
Training for workplace safety									

 Yes

 No

 Not applicable, unsure

Competitive Analysis Chart (continued)



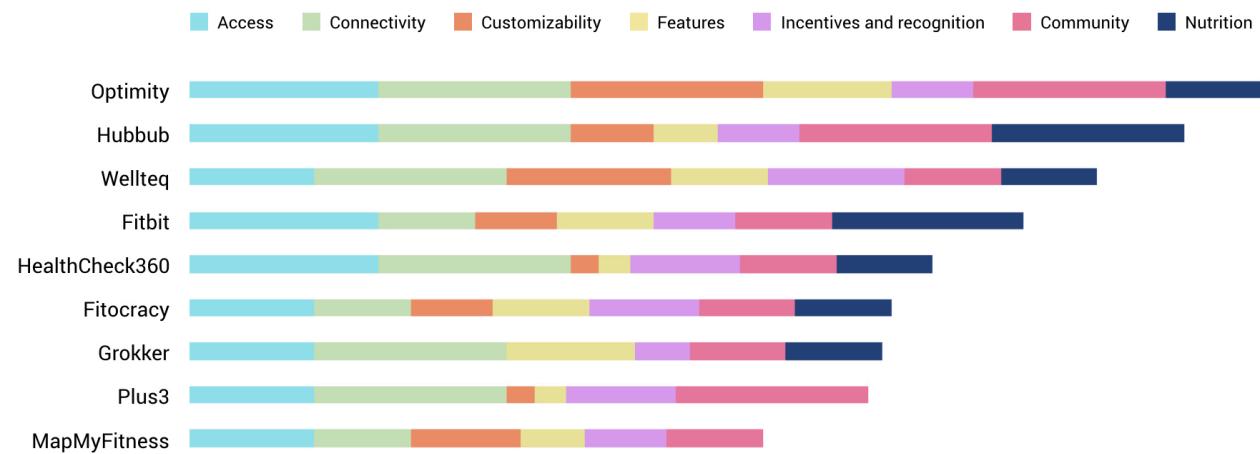
Competitive Analysis Overview

The chart below summarizes the data from the competitive analysis chart in the last couple of pages. Of the list of companies we have analyzed, it is apparent that Optimity and Hubbub are top competitors of HealthCode. They touch upon almost all the features listed in the chart, with a main focus on access, connectivity and community initiatives. Another pattern revealed from our analysis is that a number of companies in the wellness sector particularly value access and connectivity.

- The main focus of competitor companies is providing access and connectivity in the form of a mobile app as well as a web browser so users can not only track their steps in real time using their smartphone, but also have the flexibility to log their activity in their web browser.

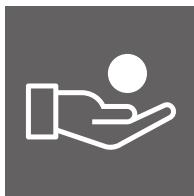
- The ability to connect with multiple wearables provides flexibility and assures users their activity will be regularly and accurately recorded.
- In terms of customizability, most of the apps have the functionality to record data in terms of minutes, activity or miles.
- One common feature that many competitors have incorporated in their app or website is progress tracking over long periods of time. Their users can view usage and engagement in real time, receive rewards and incentives for completing a goal or reaching a milestone, access to leaderboards and the ability to share activities and experiences with friends, family and co-workers.

Metrics Ranking by Competitor



Recommendations

Some features are critical to a wellness program, including leaderboards and progress tracking, which HealthCode has successfully identified. From analyzing these features on competitor websites, we have concluded that some modification to these features would help HealthCode not only increase user engagement, but also increase revenue stream. We've gathered and interpreted the below features and used our findings as the basis of our recommendations. In the following pages, we will explain each recommendation in greater detail.



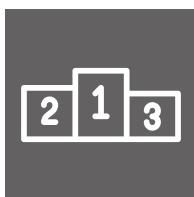
Donations

Poorly designed donation pages can discourage visitors and even deter them from donating due to lack of trust in the website. We analyzed three organizations including St. Jude Children's Research Hospital, the American Heart Association and Project C.U.R.E., which are examples of websites that are successful in encouraging visitors to donate.



Progress Tracking

Tracking user's progress is critical to a health and fitness business model. Progress tracking allows the user to track their miles and record workouts. This builds a strong connection between the users and the system because it allows them to track their progress over longer periods of time.



Leaderboards

Leaderboards can build a healthy competitive environment at a company between different teams and groups by motivating employees to work towards a common goal while receiving health benefits.



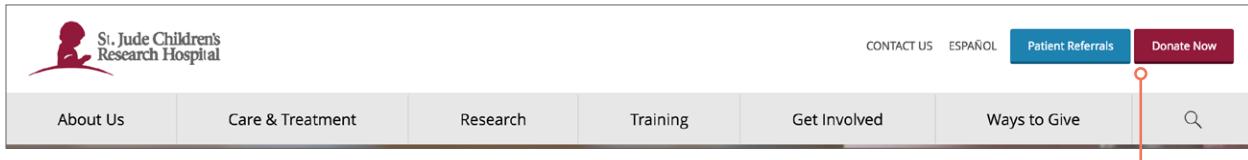
Incentive and Reward Program

Rewards consist of items, gift cards, cash, or perks such as time off or discounts earned through receiving recognition or achieving goals within an incentive program. They can also come in the form of earned points in a gamified fitness app. Simply handing out rewards is not recognition, because it doesn't provide any value to the employee beyond the dollar amount.

Donations

Position of Donate Button

St. Jude Children's Research Hospital



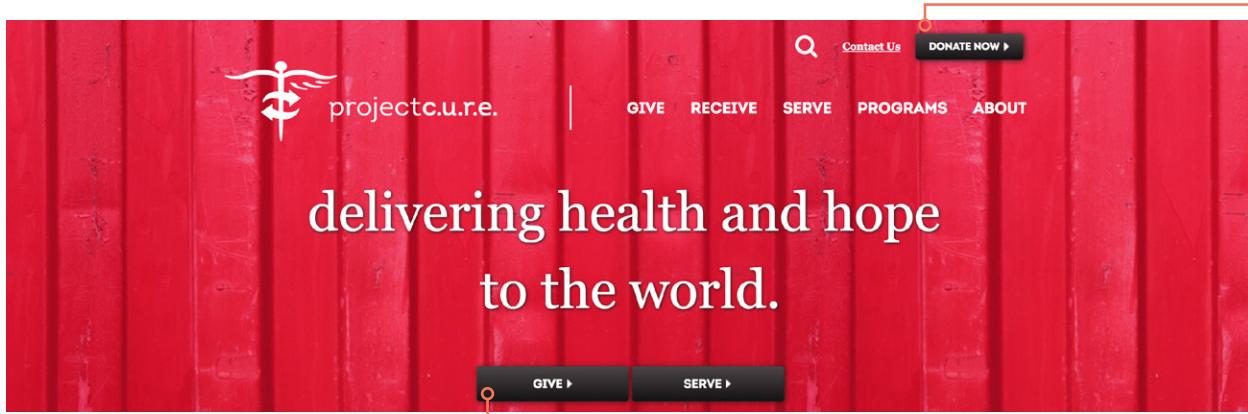
Top right corner in distinctive brand color

American Heart Association



Top right corner in distinctive color

Project C.U.R.E.



This button also takes user to donate but its different wording and placement below the tagline explains the organization's cause and encourage users to help. While redundant, this avoids confusing the user and more effectively diverts the user to donate.

Top right corner in distinctive black color on red background

Donations

Donation Form

St. Jude Children's Research Hospital



Make a donation to end childhood cancer

Donation Amount

\$25 **\$50** \$100 \$500 \$1000 Other

Make this my monthly donation.
We will automatically receive your gift each month.

Consistent design and logo on every page

Users have the option to make a monthly donation

Set donation amounts along with suggested amount (\$50) and ability to enter custom amount gives users more flexibility

All donations made in US dollars. [Currency Converter](#)



Your Information Your default country is United States. [Edit](#)

* First name: _____

* Last name: _____

* Phone number: _____

* Email: _____

We'll use your email to send you a receipt. [View privacy policy](#)

Contact Us
Español
Donate By Mail
Donate By Phone: 800-805-5856

For users who don't want to donate online

Link to privacy policy

Security logo assures users the website is safe

Donations

Donation Form

American Heart Association

This screenshot shows the initial donation form for the American Heart Association. It features the organization's logo at the top left and a "Talk to a live agent now" button with a video camera icon at the top right. Below these, a question "How much would you like to give?" is followed by five suggested amounts (\$40, \$60, \$100, \$250) in a grid, with "Other" as an option. A prominent red "Give securely" button is at the bottom.

Consistent design and logo on every page

This screenshot shows a modal window titled "PAYMENT METHOD" overlaid on the donation form. It contains two main options: "Pay by credit card" and "Or by wallet", with logos for MasterCard, American Express, Visa, and Apple Pay. The background of the main page is dimmed, and a "Give securely" button is visible on the left.

Set donation amounts along with suggested amount (\$100) and ability to enter custom amount gives users more flexibility

This screenshot shows the donation form with a blue progress bar at the bottom indicating the payment process. The bar is labeled with the amount "\$10" and the text "Continue to payment →". Other buttons for "Mail a Memorial" and "Give securely" are visible on the left.

Uses the principle of figure and ground to prevent users from being distracted

This screenshot shows the final "COMPLETE PAYMENT" step of the donation process. It displays the recipient's information: "mona.mishra@utexas.edu" and "asklink, ams TX 78731". The payment fields include "Name on card", "Card number", "MM/YY", and "CSC". A blue "Finish and pay →" button is at the bottom.

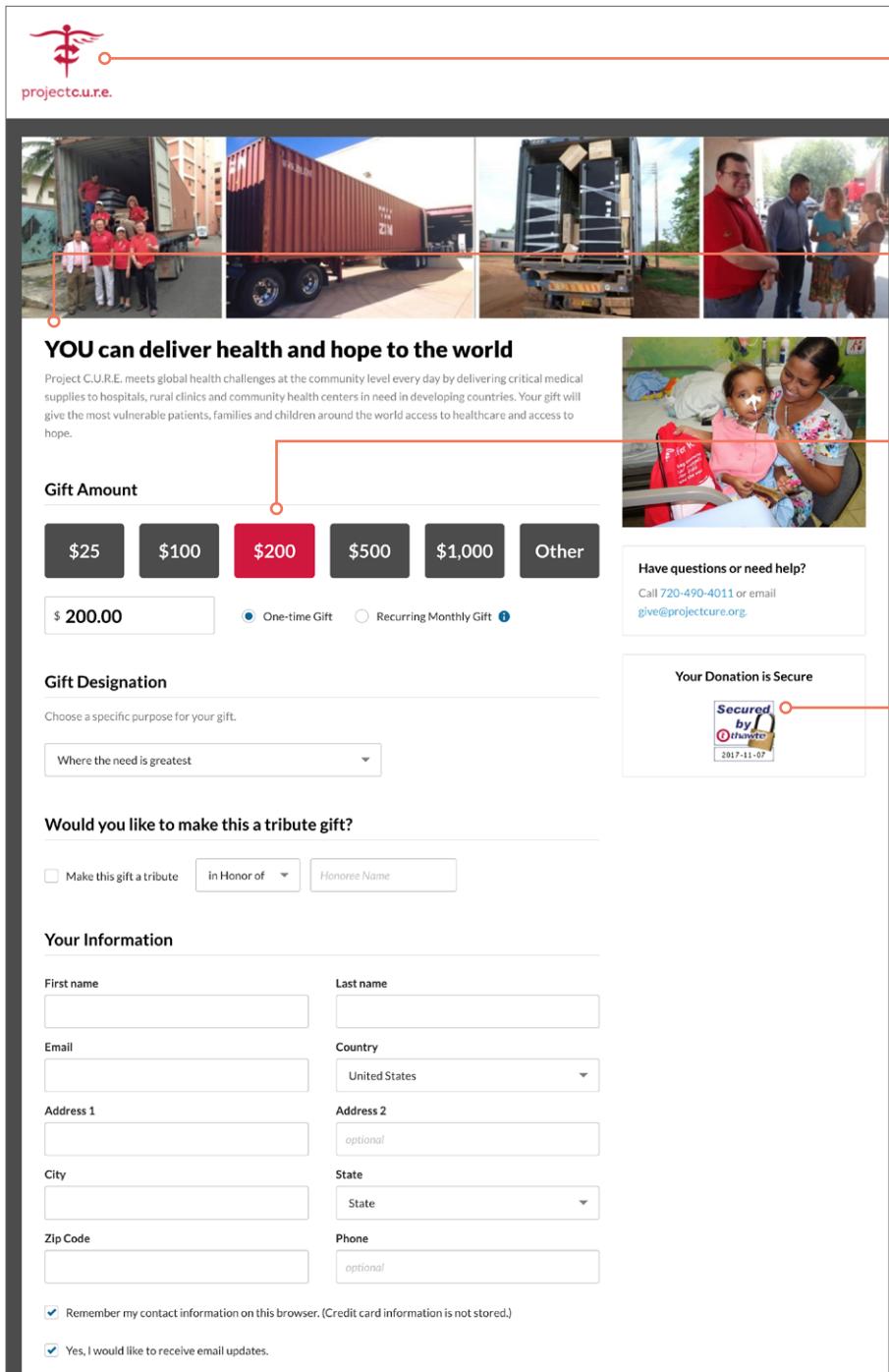
Security certificate and privacy policy link

Asks for minimum information in chunks

Donations

Donation Form

Project C.U.R.E.



The screenshot shows a donation form for Project C.U.R.E. The top left features the projectcure.org logo. The main section starts with a headline: "YOU can deliver health and hope to the world". Below it is a paragraph about the organization's mission to deliver critical medical supplies to hospitals, rural clinics, and community health centers in developing countries. A red line points from this text to the "Consistent design and logo on every page" annotation. To the right of the text are two images: one showing a group of people loading supplies into a shipping container, and another showing a medical professional interacting with a child patient. A red line points from these images to the "Using a story and an image, this informs users of the impact of their donation" annotation. The donation amount is set at \$200, with a red line pointing from this to the "Set donation amounts along with suggested amount (\$200) and ability to enter custom amount gives users more flexibility" annotation. Below the amount are options for "One-time Gift" (selected) and "Recurring Monthly Gift". The "Gift Designation" section allows users to choose a specific purpose for their gift, with a red line pointing to the "Security certificate" annotation. The "Your Information" section contains fields for first name, last name, email, country, address, city, state, zip code, and phone number. At the bottom, there are two checked checkboxes: "Remember my contact information on this browser. (Credit card information is not stored.)" and "Yes, I would like to receive email updates."

Consistent design and logo on every page

Using a story and an image, this informs users of the impact of their donation

Set donation amounts along with suggested amount (\$200) and ability to enter custom amount gives users more flexibility

Security certificate

Recommendations for Donations

Here are some suggestions for improving the user's overall donation experience:

To encourage millennials to donate, reach them on "their turf," i.e. smartphones and set up donation forms on mobile apps.

Making online donations may be uncomfortable for some people due to privacy and security concerns. Use the following tips to help restore the user's trust in your website:

- Ensure the donation page has a current data security certificate. Sometimes browsers may notify users that the webpage they're on is insecure which may scare them away.
- Consistent design builds trust because it makes your brand look professional and a strong brand signals confidence. Color, logo, fonts and navigation should clearly tell users they are in the right place without any confusion.
- The donation page should include a privacy policy link to assure users they won't be called or emailed unnecessarily.
- When a user submits their payment for a donation, send them a confirmation email to notify them about the success or failure of their payment. Providing feedback to the user's action is important for gaining their trust.

The donation form should be brief and avoid asking for unnecessary details. Break up the form into more digestible chunks, such as the donation amount, their name, email and payment details.

Provide multiple payment methods such as PayPal, credit, debit, eCheck, etc. If the user wants to donate and they don't see their preferred payment option, they might not feel comfortable completing the process.

Finally, the donation page should provide a clear explanation that assures users their money is going to the right place and will actually make an impact. The story is most effective if it is personalized, has images and portrays the donor as a hero.

Recommendations for Progress Tracking

Tracking Progress Over Time

Progress trackers are one of the most popular features among all competitors. They are an essential element that engages and motivates users to exercise regularly. Providing users with a visual representation of their progress helps them review and identify benefits they receive from their active lifestyle over time. With the help of a smartphone or a wearable device, progress can be easily tracked and viewed in real time.

Sharing Progress Reports

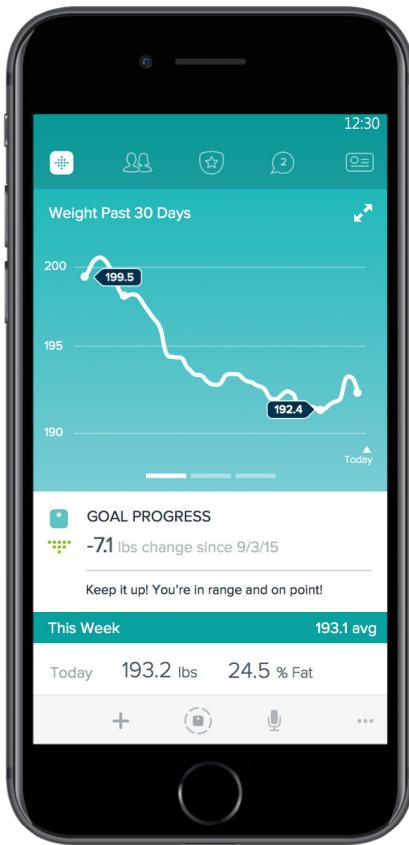
Users can connect with co-workers, friends, families and health experts by sharing their progress report.

Incentives for Progress Tracking

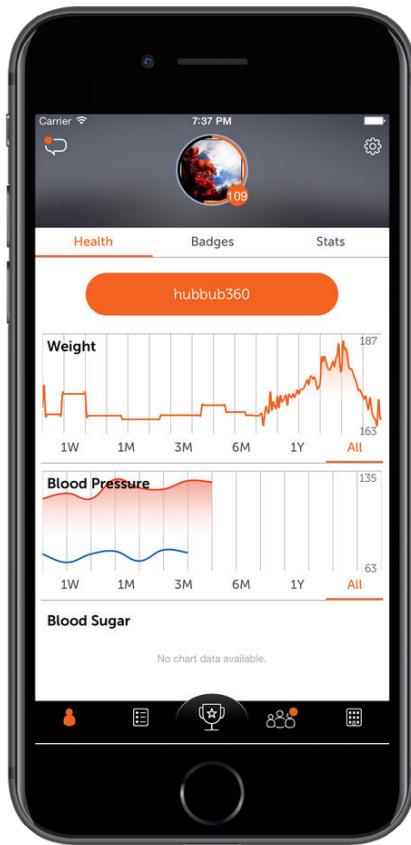
HR and health leaders can have customized incentive models based on employees' progress reports.

Look and Feel

Fitbit and Hubbub use charts which provides a clear visual representation of the user's activity and/or health data over a period of time.



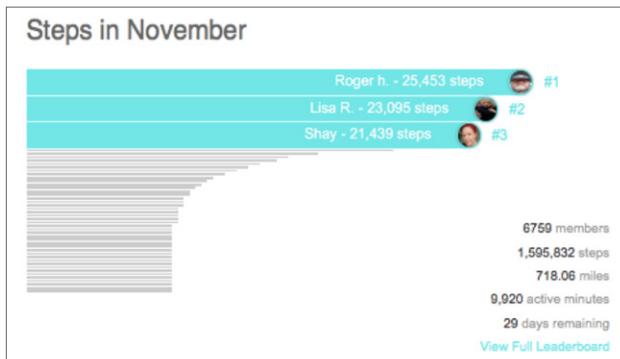
Fitbit Fitness Tracker



Hubbub Fitness Tracker

Leaderboards

Leaderboards are a key gamification element that are incorporated in most fitness apps to encourage competition among users. In order for them to be effective, it's important that they are designed correctly. To encourage healthy habits



Fitbit Leaderboard (brief)

Rank	Category	User	Value
1	Steps	Charlotte H.	78,687 steps 11,024 avg.
2	Distance	Gary T.	1 LOVE MILE 10.00 miles 3 avg.
3	Active Minutes	Adam P.	541 mins active 77 avg.
4	Steps	Anne	71,620 steps 10,939 avg.
5	Distance	Adrian P.	31.02 miles 4 avg.
6	Active Minutes	Cory T.	427 mins active 95 avg.
7	Steps	Diane D.	65,260 steps 15,915 avg.
8	Distance	Charlotte H.	33.86 miles 5 avg.
9	Active Minutes	Glenda D.	344 mins active 54 avg.
10	Steps	Adrian P.	63,257 steps 9,132 avg.
11	Distance	Cory T.	22.77 miles 6 avg.
12	Active Minutes	Diane D.	293 mins active 59 avg.
13	Steps	Glenda D.	44,210 steps 7,195 avg.
14	Distance	Karla R.	19 miles 3 avg.
15	Active Minutes	Adrian P.	220 mins active 61 avg.

Fitbit Leaderboard (detailed)

Rank	Player Name	Total Steps	Last Logged	Last Activity
Scroll Up				
1	PnuZ	120,000	about 10 hours ago	10,000 Steps
2	amerjekd	98,022	about 3 hours ago	44 Steps
3	MetallicMHP	73,052	about 7 hours ago	1,047 Steps
4	topcat	72,845	about an hour ago	23,669 Steps
5	RichA	54,750	about 18 hours ago	15,000 Steps
6	Maude	53,823	a day ago	816 Steps
7	AerobikLady	51,890	about 1 hours ago	591 Steps
8	Marmal	51,296	about 22 hours ago	16,541 Steps
9	hpopen1958	50,263	16 minutes ago	1,972 Steps
10	Raindog	49,541	about an hour ago	10,224 Steps
Scroll Down				

Hubhub Leaderboard

and regular exercise, leaderboards should be able to help everyone and not just the people at the top of the list. Fitbit and Hubbub are examples of well-designed leaderboards.

Fitbit provides both a brief and detailed leaderboard. The brief version, (see image on the right) highlights the top three performers by showing their photo. The bar chart is clear and helpful because it immediately allows users to compare the top performers to other members of the group. The details of the group are summarized in the bottom right corner which is helpful when groups are competing against each other in challenges like the Million Mile Month.

Fitbit's more full view of the leaderboard (see image on right) contains photos of participants with progress details of total and average metrics in terms of steps, distance and active minutes. The ability to filter the leaderboard by time, steps, distance and active minutes, makes it easier for participants to locate their place in the leaderboard, even if they're not in the top.

The leaderboard is confined in a predefined width and users are provided with a button to scroll up and down. This leaderboard lists the user's last activity as well as their total number of steps in the challenge.

Recommendations for Leaderboards

Most fitness apps provide leaderboards which makes it easier for users to compare their progress with their friends who use the same app. From our examination of Fitbit and Hubbub, we came up with the following suggestions that are helpful for good leaderboard design:

- Leaderboards that visually present data, such as a table or chart, are easy to interpret.
 - The listing should have details besides the participant's name such as the total or average number of steps, to motivate other teams to work harder.
 - It can be difficult for users to locate themselves on a leaderboard, especially in teams with large numbers of participants. Filters and functionality to sort can solve this issue.
 - Scrolling functionality should be provided for long lists in leaderboards.
-

Recommendations for Incentive and Reward Program

A wellness program should be able to help users adopt a healthy lifestyle and maintain it long-term. People who maintain healthy lifestyle are not motivated to do so solely because of rewards or incentives such as gift-cards or healthcare benefits. When people fully realize the benefits of a healthy lifestyle, they are more likely to maintain those habits for the rest of their life. The most difficult part is initially engaging people towards a healthy lifestyle which can be achieved by using rewards and incentives in the right way. Although it may not always lead to adoption of healthy habits, they can help direct users towards a wellness program by providing positive and immediate feedback.

Most wellness programs have found success in motivating companies to create their own incentive and reward programs and link them to various challenges. Here are some examples of incentive and reward programs:

Gift Cards and Coupons

Some companies randomly offer gift cards to employees who have successfully completed different aspects of a program. Instead of rewarding every employee, provide them with a chance to win to encourage participation. Say 50 employees completed 20 miles weekly in a month, select 10 people randomly from that group and reward them with gift cards or coupons.

Paid Time Off and Bonuses

Employees can be rewarded with points, every time they log steps or miles, which can be later cashed in as part of their annual bonus or paid time off.

Health Premiums

Companies can contribute some amount towards employees' health premiums or provide them discounts on their health insurance to encourage healthy behavior.

3

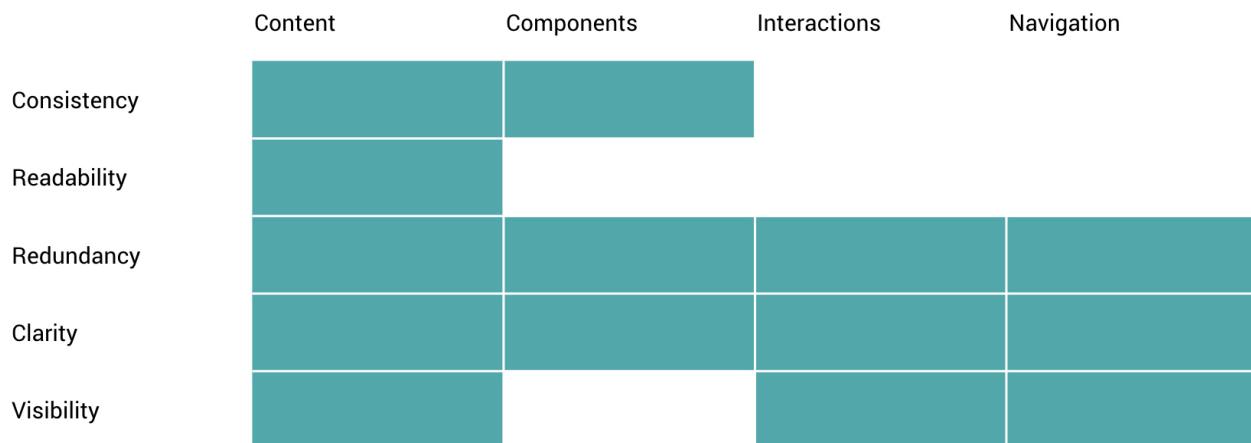
Heuristic Evaluation

- 35 Overview
- 36 Nielsen's Heuristic Principles
- 37 HealthCode Heuristic Evaluation
- 49 Million Mile Month Heuristic Evaluation

Overview

For the heuristic evaluation, each of our group members individually evaluated the HealthCode and Million Mile Month websites using Nielsen's Heuristic Principles (which are further explained on the next page). In total, we found over 115 issues which focused on consistency, readability, redundancy, clarity and visibility in terms of content, components, interactions and navigation. In the following pages, the issues are identified in screenshots along with a description of the problem, their priority, the primary heuristic broken and recommendations on how to solve the issue.

The following chart shows the key categories of issues across the different areas of the websites. For example, redundancy and clarity are problems areas in all aspects of the website including the content, components, interactions and navigation. While readability is only a major issue with the content (text) on the websites.



Nielsen's Heuristic Principles

Visibility of system status

Always keep users informed about what is going on and provide appropriate feedback within reasonable time.

Match between system and the real world

Speak users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake. Provide a clearly marked "out" to leave an unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents problem from occurring in first place.

Recognition rather than recall

Make objects, actions, and options visible. User should not have to remember information from one part of dialogue to another. Instructions for use of system should be visible or easily retrievable whenever appropriate.

Flexibility and efficiency of use

Accelerators -- unseen by novice user -- may often speed up interaction for expert user so that system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Expressed in plain language (no codes). Precisely indicate the problem and constructively suggest a solution.

Help and documentation

Even though it is better if system can be used without documentation, it may be necessary to provide help and documentation. Help information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

HealthCode | Header and Footer

2

Match between system and the real world

Problem
Logo and Home link to homepage

Recommendation
Only add link to logo

3

Recognition rather than recall

Problem
No visual indicator to signify dropdown

Recommendation
Add visual indicator to signify dropdown

2

Recognition rather than recall

Problem
Field names are difficult to read

Recommendation
Improve contrast of field name text

1

Consistency and standards

Problem
Footer is inconsistent across pages

Recommendation
Keep footer consistent across website

2

Match between system and the real world

Problem
Unclear purpose and no explanation about what's involved

Recommendation
Provide explanation of newsletter and why users should subscribe

1

Consistency and standards

Problem
Feed doesn't use Twitter brand style

Recommendation
Use Twitter guidelines for feed

2

Visibility of system status

Problem
Poor visibility of contact form

Recommendation
Improve contrast and relocate to more prominent area to improve visibility

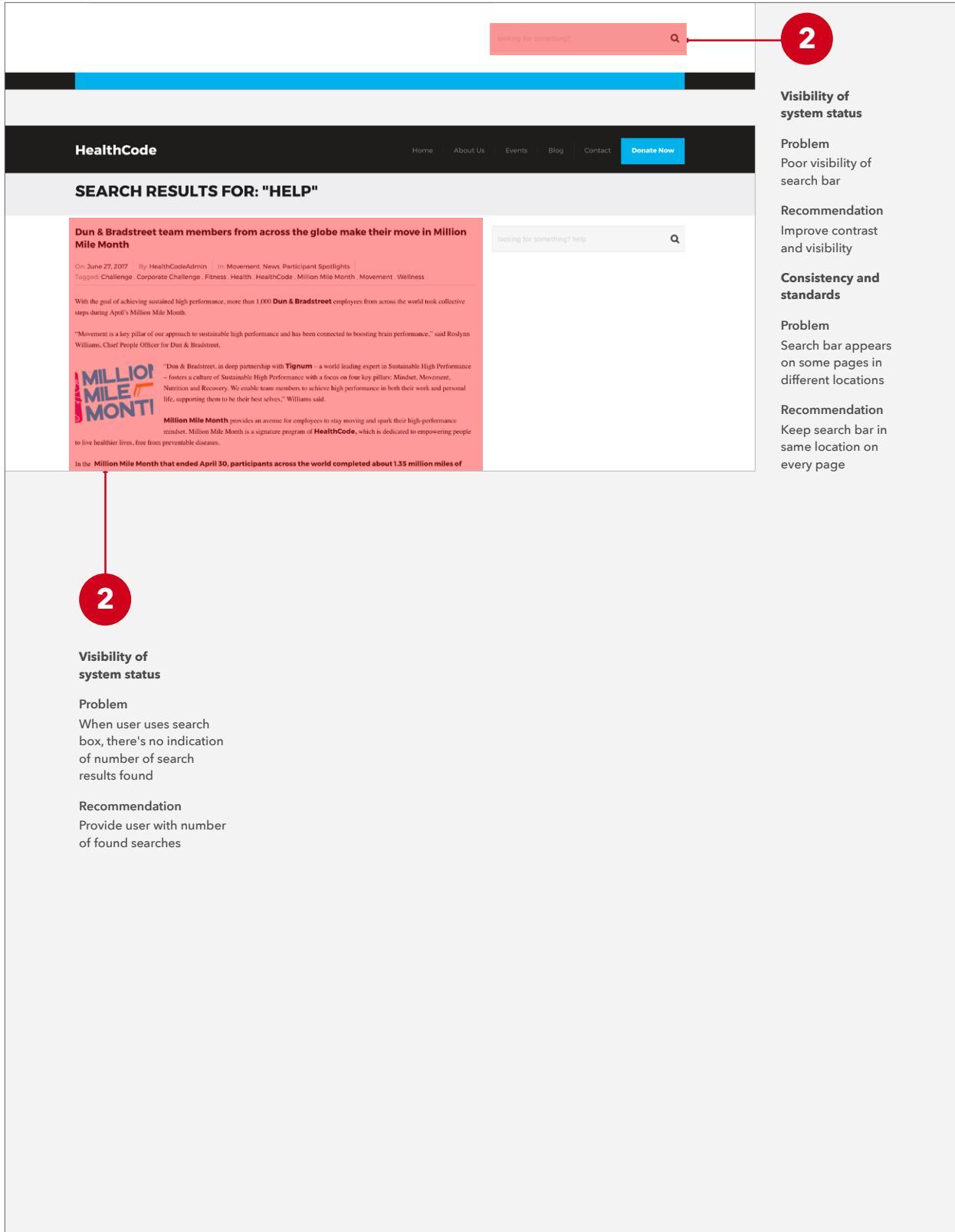
3

Aesthetic and minimalist design

Problem
Social media icons are difficult to see

Recommendation
Improve contrast to improve visibility

HealthCode | Search Bar



2

Visibility of system status

Problem
Poor visibility of search bar

Recommendation
Improve contrast and visibility

Consistency and standards

Problem
Search bar appears on some pages in different locations

Recommendation
Keep search bar in same location on every page

Visibility of system status

Problem
When user uses search box, there's no indication of number of search results found

Recommendation
Provide user with number of found searches

HealthCode | Home

4

Match between system and the real world

Problem
Poor quality images that are irrelevant and fail to communicate what HC is to user

Recommendation
Use high-quality, relevant content to help tie in events

4

Match between system and the real world

Problem
The overall mission of HC isn't clear to user

Recommendation
Explain how user can participate/sign-up in clear, simple language

3

Visibility of system status

Problem
Location close to bottom makes user likely to miss it

Recommendation
Reduce text content, increase font size and highlight important information visually

Match between system and the real world

Problem
Content and format is not intuitive to user

Recommendation
Add visual content to make more appealing

HealthCode | Home (How can you help?)

HOW CAN YOU HELP?

Our vision is a world where everyone can enjoy the benefits of a healthy life, free from preventable diseases. We believe that awareness, education and action is the path to achieve that vision.

HealthCode's programs have helped people from 13 countries and 48 US states, log over 2.9 million miles and burn over 200 million calories! That is more than 12 trips to the moon and a projected healthcare savings of over \$520,000. Join us in making your community a healthier and happier place!

Join us as we stand up against preventable disease.

participate **donate** **advocate**

3

Aesthetic and minimalist design

Problem
Lots of text in small font size makes it difficult to read and understand

Recommendation
Reduce text content, increase font size and highlight important information visually

4

Match between system and the real world

Problem
Sends wrong message that HC needs help rather than HC helps users

Recommendation
Reword to communicate to user by changing it to "Get Involved" or "How can we help?"

3

Consistency and standards

Problem
Icons are links that don't appear clickable to user

Recommendation
Make icons look like buttons

HealthCode | About Us

3

Aesthetic and minimalist design

Problem
Content is very wordy and important points are not highlighted

Recommendation
Reduce text content and highlight important information visually

4

Consistency and standards

Problem
This donate button is completely different to the main button, top right on navigation bar

Recommendation
Keep all donation buttons the same style and color

HealthCode

[Home](#) [About Us](#) [Events](#) [Blog](#) [Contact](#) [Donate Now](#)

ABOUT US



Unhealthy has become the new norm. Our sedentary lifestyles and unhealthy diets are literally killing us. It is time to re-code our way of thinking and establish a new **HealthCode™** that promotes health and prevents disease.

Millions of people die each year from diseases that can, in many cases, be prevented (heart disease, diabetes, obesity and certain forms of cancer). In the U.S. alone, \$3 trillion a year is being spent on health care. 75% of these costs go toward treating preventable diseases, while only 3% is being spent on preventative initiatives and programs.

Now is the time to stand up, make a change and establish a new **HealthCode** for ourselves and our communities.

Mission and Vision

HealthCode's mission is to empower people to live healthier lives, free from preventable diseases.

We envision a future in which everyone can enjoy the benefits of a healthy life, free from preventable chronic diseases (heart disease, diabetes, obesity, certain forms of cancer). We see a future where, with awareness, education and motivation, everyone can live healthier and happier.

We believe in education, awareness and action!

We are creating healthier people and communities by raising awareness, educating people year-round and through community-focused, goal-based challenges and programs. We focus strategically in three areas: physical activity, nutrition and environment.

Who we impact?

HealthCode™ is dedicated to improving the health of children, adults, organizations and entire communities. Through our annual challenges, Million Mile Month (April) and Marathon in a Month (October), the **HealthCode Community** has grown to over 20,000 people, who have logged over 2.9 million miles, burned 200 million calories and clocked in 35 million minutes of activity.

We hear endless stories of participants controlling their diabetes, cholesterol and blood pressure through our programs. Amazing stories of how people have bounced back from a mental or physical trauma. Countless stories of weight loss, and touching stories of families reconnecting.

Through our fun and rewarding challenges, education initiatives and corporate wellness offerings, we focus on helping each individual reach their fullest potential: living a healthy life free from preventable diseases.

Invest in a future free from preventable diseases.

[DONATE NOW!](#)

Legal and Financial

NEWSLETTER SIGN-UP

Email Address First Name [Subscribe](#)

ABOUT HEALTHCODE

We are creating healthier people and communities by raising awareness, educating people year-round, and putting on community-wide, goal-based challenges and programs.

[Join us!](#)

TWITTER FEED

Congratulations winners! Still time to get in the "race"! <https://t.co/S3BsRewAXv> 22 hours ago

Hello Marathoner Tipst! - <https://t.co/fEs2bbzUQc> 1 day ago

Marathoners ROCK! Grab a pal and rack up the miles! <https://t.co/L9Zmsk2e6x> - <https://t.co/6taTtygYpX> 4 days ago

CONTACT US

Your Name (required)
Your Email (required)
Subject
Your Message
[Send](#)

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HealthCode™ is a 501(c)(3) under federal tax guidelines
[Terms & Conditions](#)

HealthCode | About Us - Donate Workflow

The screenshot shows the HealthCode website's 'About Us' page. A red box highlights a modal window titled 'Enter your donation amount'. The modal contains a dropdown menu with five options: '\$100.00', '\$50.00', '\$25.00', '\$10.00', and '\$5.00'. Below the dropdown is a 'Donate' button. To the right of the modal, a red arrow points to a section of text about healthy diets and preventable diseases. A red circle with the number '3' is positioned in the top right corner.

Consistency and standards

Problem
Workflow is separate from main "Donate Now" workflow including donation amounts, form fields and pages

Recommendation
Update workflow so it's same as clicking on the main "Donate Now" in the navigation bar

The screenshot shows the HealthCode website's 'Checkout' page. A red box highlights a newsletter sign-up form with fields for 'Email Address' and 'First Name', and a 'Subscribe' button. A red arrow points to the 'Newsletter Sign-Up' section. A red circle with the number '4' is positioned in the top right corner.

Visibility of system status

Problem
When selecting amount and clicking donate, the checkout screen doesn't keep user informed about next steps, it's simply blank.

Recommendation
Fix checkout page

HealthCode | Events

2

Consistency and standards

Problem
Navigation is slightly different compared to other pages

Recommendation
Keep navigation consistent across website

3

Match between system and real world

Problem
Event logos are not clickable, text is link.

Recommendation
Add clear, clickable link to each event logo

3

Match between system and real world

Problem
MiaM link goes to MMM website

Recommendation
Each event link should go to single event page

2

Visibility of system status

Problem
Poor visibility of search bar

Recommendation
Improve contrast and visibility

HealthCode | Events continued

HealthCode

HEALTHCODE EVENTS

Triathlon in a Month™
A July challenge to get active, enjoy different "activities", push your personal goals, and have fun in the summer time!

Registration opens May 16th.

Marathon in a Month™
A personal challenge to complete 26.2 miles (marathon) or 50 miles (ultra-marathon) or 100 miles (ultra-ultra-marathon) of running and/or walking throughout the month of October.

Registration opens August 15th.

iResolve.™
A kick-off to make your January activity resolution a reality! Set your goal. Measure your progress. Make this the best year ever!

Registration opens November 15th.

Million Mile Month™ - April Community Challenge
An annual April challenge to complete one million miles of physical activity, together as one global community.

Registration opens February 15th.

looking for something?

ABOUT HEALTHCODE

We are creating healthier people and communities by raising awareness, educating people year-round, and putting on community-wide, goal-based challenges and programs. Join us!

CONTACT US

Your Name (required)

Your Email (required)

Subject

Your Message

TWITTER FEED

Congratulations winners! Still time to get in the "race"! <https://t.co/SJ8lsRewAx> 22 hours ago

Hello Marathoner! Tip!! - <https://t.co/Ea2bbtJOcd> 1 day ago

Marathoners ROCK! Grab a pal and rack up the miles! <https://t.co/L8ZmdkC6x6...> <https://t.co/8taTiygYpX> 4 days ago

3

Match between system and real world

Problem
Events are not intuitive to users, it's unclear how events fit under HealthCode

Recommendation
Provide explanation of events and how they relate to HealthCode.

3

Match between system and real world

Problem
Unclear event description and order of events

Recommendation
Clearly explain events in logical order and add to homepage for better visibility

HealthCode | Our Blog

1

Consistency and standards

Problem

The page title says "our blog" while the main navigation item says "blog"

Recommendation

Change page title to just "blog"

2

Consistency and standards

Problem

Inconsistent formatting and unorganized structure

Recommendation

Use consistent style for formatting content and arrange content more effectively to browse page and increase readability.

3

Consistency and standards

Problem

Entire text is included which makes it difficult to browse and navigate because it's very long and unstructured

Recommendation

Separate articles into pages and arrange as cards with short abstracts.

4

Consistency and standards

Problem

Entire text is included which makes it difficult to browse and navigate because it's very long and unstructured

Recommendation

Separate articles into pages and arrange as cards with short abstracts.

OUR BLOG

HealthCode's Marathon in a Month to support Hurricane Harvey relief

On September 15, 2017 | By HealthCodeAdmin | In Uncategorized

It's time to step out and support students devastated by Hurricane Harvey.

HealthCode's Marathon in a Month™ kicks off October 1, with participants challenged to complete 26 miles, 50 miles or 100 miles in the month of October. While there is no fee required to join the challenge, participants have the opportunity to make a donation at registration and support school districts in Houston and along the Gulf Coast in need of relief after Hurricane Harvey.

"More than 1 million students in 244 school districts were affected by Hurricane Harvey," said Steve Anos, executive director of HealthCode. "HealthCode is committed to empowering people to live happy, healthy lives. Unfortunately, right now there are too many people who are in a world of hurt on the Gulf Coast. HealthCode is encouraging everyone to step out and support those rebuilding in Hurricane Harvey's wake."

Whether it is looking for a new weight loss or fitness challenge or a desire to get out and move with friends or co-workers, Marathon in a Month participants have a new, fun way to stay motivated to keep moving. Registration for Marathon in a Month is currently underway. Participants can sign up on the registration page at <https://millionmilemonth.org/marathon2017> and make a voluntary tax-deductible donation to support Hurricane Harvey relief.

Check out our Facebook page for more information on participants. Follow us on Twitter @HealthCodeAM or Instagram @HealthCodeEvents and use the hashtag #MarathonAM.

Participants who post their photos with their Marathon in a Month race bib on Twitter or Facebook using the #MarathonAM hashtag will receive a chance to win prizes.

Now, it is off to the races.

Dun & Bradstreet team members from across the globe make their move in Million Mile Month

On June 27, 2017 | By HealthCodeAdmin
In Movement News, Participant Spotlights
Tagged: Challenge, Corporate Challenge, Fitness, Health, HealthCode, Million Mile Month, Movement, Wellness

With the goal of achieving sustained high performance, more than 1,000 Dun & Bradstreet employees from across the world took collective steps during April's Million Mile Month.

"Movement is a key pillar of our approach to sustainable high performance and has been connected to boosting brain performance," said Roslyn Williams, Chief People Officer for Dun & Bradstreet.

MILLION MILE MONTH

Dun & Bradstreet, in deep partnership with Tigrum – a world leading expert in Sustainable High Performance – fosters a culture of Sustainable High Performance with a focus on four key pillars: Mindset, Movement, Nutrition and Recovery. We enable team members to achieve high performance in both their work and personal life, supporting them to be their best selves," Williams said.

Million Mile Month provides an avenue for employees to stay moving and spark their high-performance mindset. Million Mile Month is a signature program of **HealthCode**, which is dedicated to empowering people to live healthier lives, free from preventable diseases.

In the **Million Mile Month that ended April 30**, participants across the world completed about **135 million miles** of physical activity collectively as a global community. Participants logged miles through the activity of their choice – from walking to swimming to yoga – on the HealthCode activity platform on the Million Mile Month website.

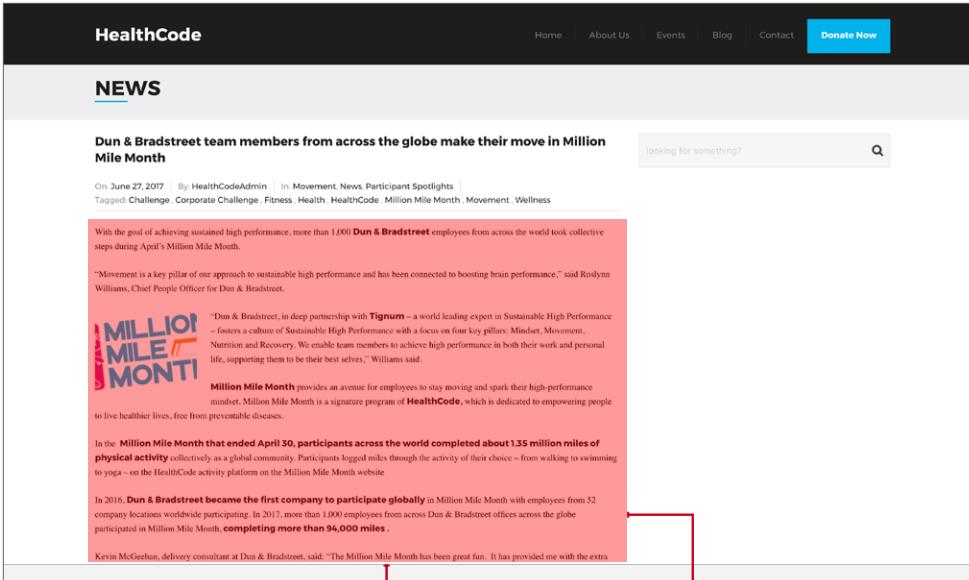
In 2016, Dun & Bradstreet became the first company to participate globally in Million Mile Month with employees from 52 company locations worldwide participating. In 2017, more than 1,000 employees from across Dun & Bradstreet offices across the globe participated in Million Mile Month, **completing more than 94,000 miles**.

Kevin McGroarty, delivery consultant at Dun & Bradstreet, said: "The Million Mile Month has been great fun. It has provided me with the extra motivation to push myself beyond my normal routines and has improved my overall work performance."

Sandra Anne Roth, ERIC and contract SLRM lead support at Dun & Bradstreet, said: "Million Mile Month helped me feel more accountable, improve my focus, and provide me with the drive to achieve my personal and professional goals." On April 1, 2016, I started the journey to become my best self by ensuring I completed at least the minimum of 10,000 steps a day. That first month of my journey I exceeded the 100-mile goal and achieved 154.71 miles simply by walking. A year into my journey, I achieved 305.51 miles within the walk/run category. I have completed my last two 5Ks running most of the races and my work performance significantly improved as well. I am grateful to work for a company that invests in its people and for the opportunity to be part of the MMM program. I am looking forward to what next year will bring as I continue my strive to improve and encourage others on the sustainable high performance journey," Roth said.

Williams said the company is looking at participating in future **HealthCode challenges**, including **Marathons in a Month** in

HealthCode | News



HealthCode

Home About Us Events Blog Contact **Donate Now**

NEWS

Dun & Bradstreet team members from across the globe make their move in Million Mile Month

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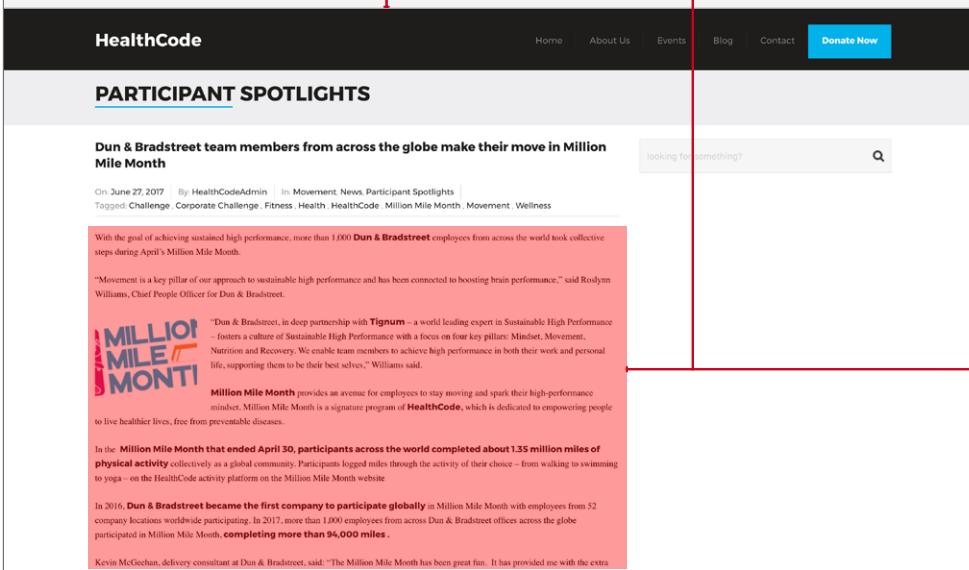
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HealthCode

Home About Us Events Blog Contact **Donate Now**

PARTICIPANT SPOTLIGHTS

Dun & Bradstreet team members from across the globe make their move in Million Mile Month

On June 27, 2017 By HealthCodeAdmin In Movement, News, Participant Spotlights Tagged Challenge, Corporate Challenge, Fitness, Health, HealthCode, Million Mile Month, Movement, Wellness

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2

Aesthetic and minimalist design

Problem
From top, both are same page, except for page header

Recommendation
Only news content under "news" and participant content under "participant-spotlight"

3

Consistency and standards

Problem
Inconsistent text formatting and difficult to read structure

Recommendation
Reduce content, use consistent formatting style and arrange into columns to increase readability.

HealthCode | Contact

HealthCode

Home | About Us | Events | Blog | **Contact** | **Donate Now**

CONTACT

Send Us a Message

Your Name (required)

Your Email (required)

Subject

Your Message

Send

Where We Are



Map | Satellite

DOWNTOWN

St. Mary Cathedral

HealthCode HQ

Austin

Easy Tiger

Moonshine Grill

Stevie Ray Vaughan Statue

The Long Center for the Performing Arts

States

Map data ©2017 Google. Terms of Use Report a map error

2

Aesthetic and minimalist design

Problem

There's already a contact form in the footer.

Recommendation

Delete contact form in footer or individual "Contact" page, don't have both.

NEWSLETTER SIGN-UP



Email Address First Name **Subscribe**

ABOUT HEALTHCODE

We are creating healthier people and communities by raising awareness, educating people year-round, and putting on community-wide, goal-based challenges and programs.

Join us!

TWITTER FEED

Congratulations @winment! Still time to get in the 'race'!
<https://t.co/S3SsRewAXv>
22 hours ago

Hello Marathoner Tips! - <https://t.co/Ec2bbUOcl>
1 day ago

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<https://t.co/L9Zmdk2e6x>, <https://t.co/6taTtygYpx>
4 days ago

CONTACT US

Your Name (required)

Your Email (required)

Subject

Your Message

Send

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HealthCode™ is a 501(c)(3) under federal tax guidelines
[Terms & Conditions](#)

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [Blog](#)

HealthCode | Donate Now

4

Visibility of system status

Problem
Video auto-plays and it's difficult to tell where sound is coming from because of its size

Recommendation
Change videos on all pages by enlarging size or not having it auto-play

4

Match between system and the real world

Problem
Inappropriate, unrealistic donation amounts

Recommendation
Provide lower amounts

User control and freedom

Problem
No option to customize

Recommendation
Add custom field

1

Aesthetic and minimalist design

Problem
Extra characters to denote required fields

Recommendation
Asterisk for required fields

2

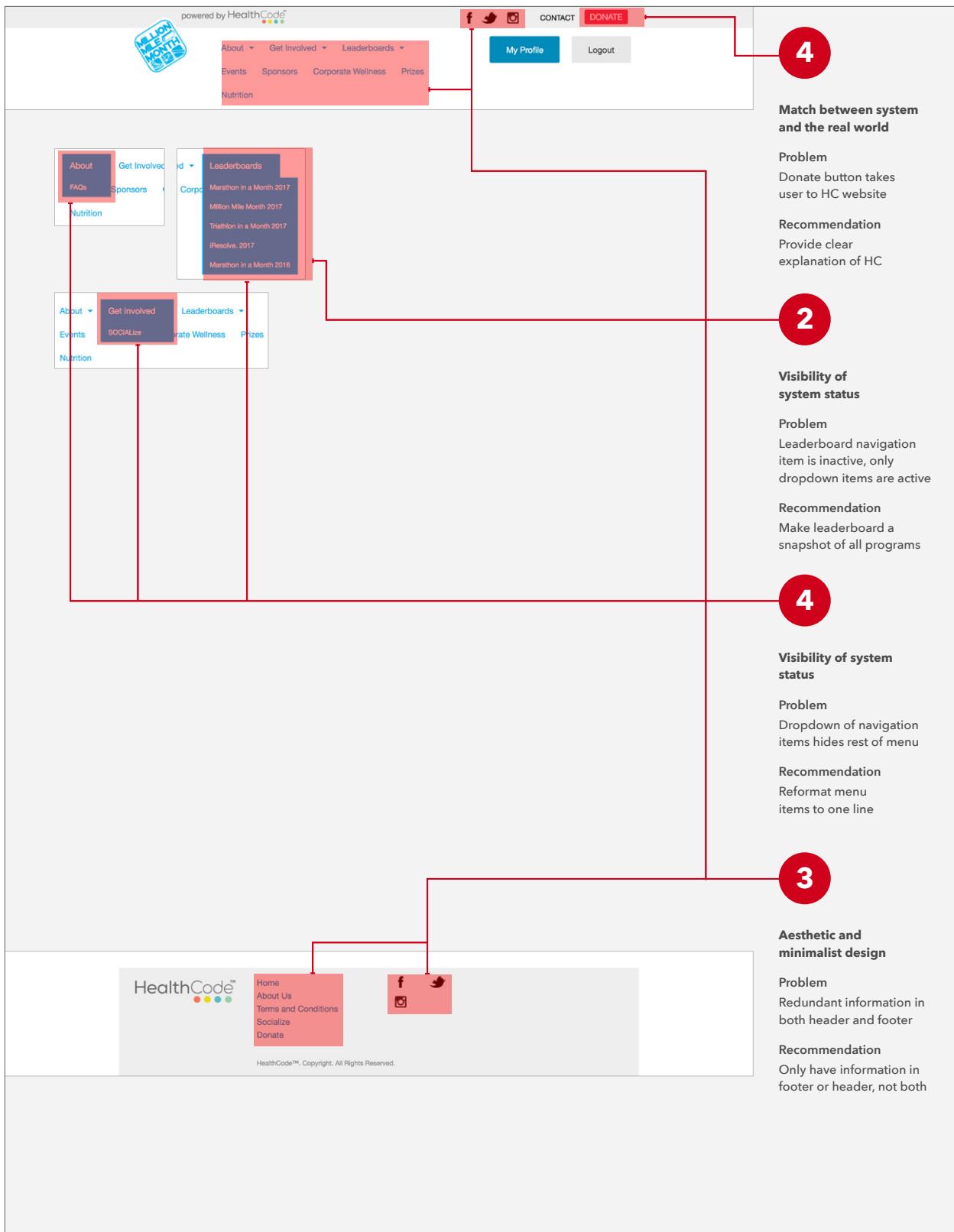
Match between system and the real world

Problem
Entire text block is link

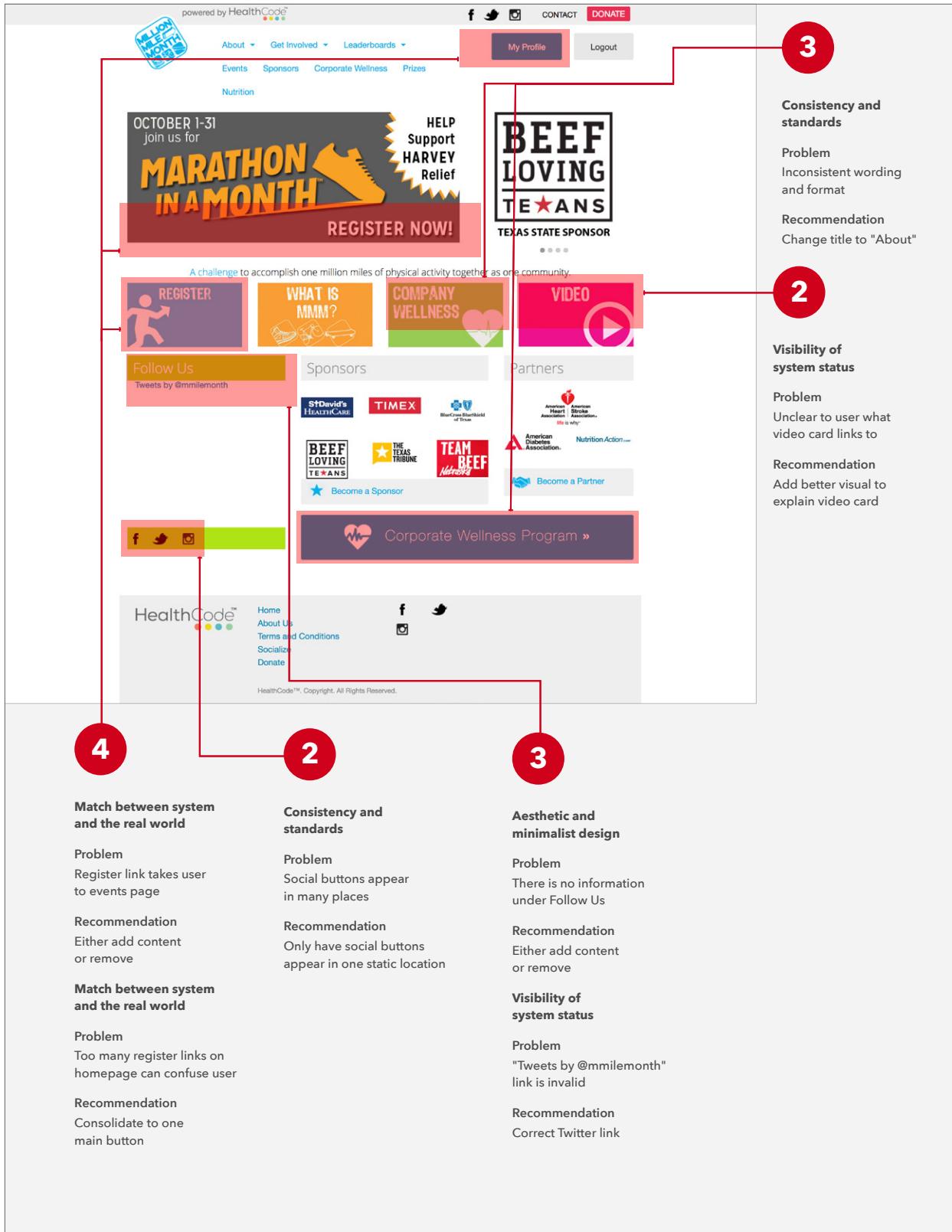
Recommendation
Add link to part of text

The screenshot shows the HealthCode donation page. At the top, there's a navigation bar with links to Home, About Us, Events, Blog, Contact, and a prominent blue 'Donate Now' button. Below the navigation, a section titled 'YOU CAN MAKE A DIFFERENCE' contains a video player for a YouTube video titled 'Million Mile Month Participant Stories'. To the right of the video, a message encourages users to enjoy a healthier life and provides a grid of donation amounts: \$10, \$25, \$50, \$75, \$100, \$250, \$500, and \$1000. Below this, there are sections for 'Your Information' (with fields for First Name, Last Name, Company Name, Phone, and Email Address) and 'Billing Address' (with dropdowns for Country, State, ZIP, and a 'Dedicate my donation' field). Further down, there's a 'Payment Method' section with fields for Donation and Total, and a checkbox for accepting terms & conditions. Logos for 'SIMPLIFY commerce by MasterCard' and 'PPS' are visible. At the bottom, there's a newsletter sign-up form with fields for Email Address and First Name, and a 'Subscribe' button. The footer contains sections for 'ABOUT HEALTHCODE', 'TWITTER FEED', and 'CONTACT US', along with social media icons and a copyright notice.

Million Mile Month | Header and Footer



Million Mile Month | Home



Million Mile Month | Home continued

4

Match between system and the real world

Problem
Unclear relationship between HC and MMM

Recommendation
Bring events under HC (as already planned)

4

Match between system and the real world

Problem
Main banner fails to clearly communicate MMM

Recommendation
Use visuals related to MMM

1

Aesthetic and minimalist design

Problem
Main banner and other image are different heights

Recommendation
Both visuals should be same height

3

Consistency and standards

Problem
Color of "challenge" makes it seem clickable

Recommendation
Use same color for all text unless its a link

Visibility of system status

Problem
Poor location of tagline makes it easy to miss

Recommendation
Add tagline to related visual

4

Aesthetic and minimalist design

Problem
Main cards are repetitions of main navigation

Recommendation
Use main cards to attract users to event

3

Aesthetic and minimalist design

Problem
Overall cluttered and too many colors

Recommendation
Reduce content and use colors according to styleguide

3

Consistency and standards

Problem
Sponsor and partner logos vary in size and don't align to grid

Recommendation
Align logos and keep at consistent size

Million Mile Month | About

The screenshot shows the HealthCode website's navigation bar at the top, featuring links for About, Get Involved, Leaderboards, My Profile, and Logout. Below the navigation is a main content area with a red header "HealthCode™". The content discusses the organization's mission to promote health and prevent disease through physical activity and nutrition. It includes sections on how programs work, contributing to HealthCode, and a video thumbnail. At the bottom, there are links for About Us and FAQs, along with social media icons and a copyright notice.

1 Consistency and standards

Problem
Text of page title is inconsistent with text of "About" navigation item

Recommendation
Change title to "About"

3 Match between system and the real world

Problem
Confuses user who doesn't know about HC

Recommendation
Start with explanation of MMM, then explain HC

Aesthetic and minimalist design

Problem
Quantity of text is overwhelming to user

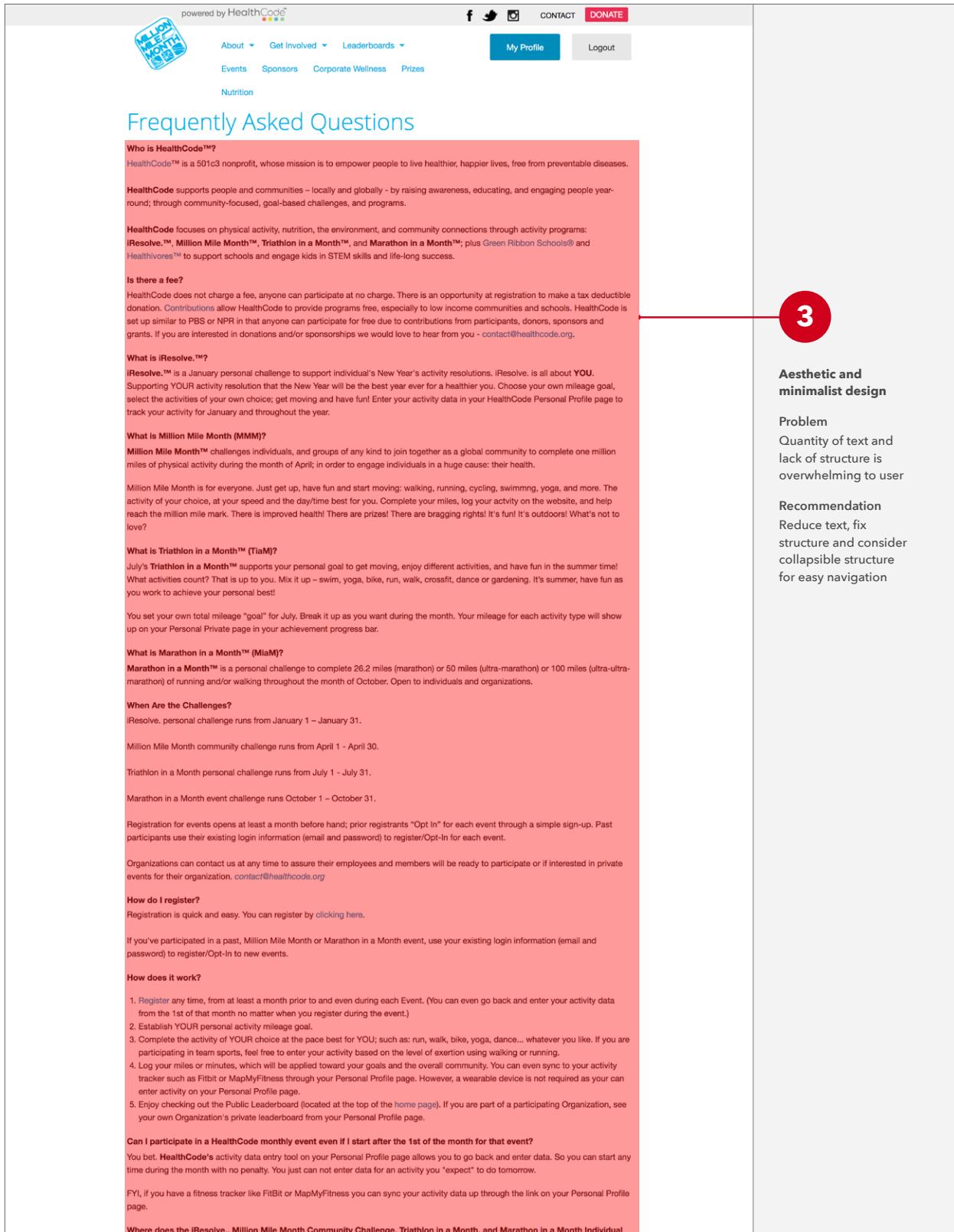
Recommendation
Reduce text, utilize visual content

2 Match between system and the real world

Problem
Card for "About Us" is misleading because it doesn't mention HC

Recommendation
Include HC on card

Million Mile Month | Frequently Asked Questions



The screenshot shows the 'Frequently Asked Questions' section of the website. At the top, there's a navigation bar with links for 'About', 'Get Involved', 'Leaderboards', 'Events', 'Sponsors', 'Corporate Wellness', 'Prizes', 'My Profile', and 'Logout'. Below the navigation, there's a 'Nutrition' link. The main content area is titled 'Frequently Asked Questions' and contains several questions with answers:

- Who is HealthCode™?**
HealthCode™ is a 501c3 nonprofit, whose mission is to empower people to live healthier, happier lives, free from preventable diseases.
- HealthCode supports people and communities – locally and globally – by raising awareness, educating, and engaging people year-round; through community-focused, goal-based challenges, and programs.**
- HealthCode focuses on physical activity, nutrition, the environment, and community connections through activity programs: iResolve™, Million Mile Month™, Triathlon in a Month™, and Marathon in a Month™; plus Green Ribbon Schools® and Healthivores™ to support schools and engage kids in STEM skills and life-long success.**
- Is there a fee?**
HealthCode does not charge a fee, anyone can participate at no charge. There is an opportunity at registration to make a tax deductible donation. Contributions allow HealthCode to provide programs free, especially to low income communities and schools. HealthCode is set up similar to PBS or NPR in that anyone can participate for free due to contributions from participants, donors, sponsors and grants. If you are interested in donations and/or sponsorships we would love to hear from you - contact@healthcode.org.
- What is iResolve.™?**
iResolve.™ is a January personal challenge to support individual's New Year's activity resolutions. iResolve. is all about YOU. Supporting YOUR activity resolution that the New Year will be the best year ever for a healthier you. Choose your own mileage goal, select the activities of your own choice; get moving and have fun! Enter your activity data in your HealthCode Personal Profile page to track your activity for January and throughout the year.
- What is Million Mile Month (MMM)?**
Million Mile Month™ challenges individuals, and groups of any kind to join together as a global community to complete one million miles of physical activity during the month of April; in order to engage individuals in a huge cause: their health.
- Million Mile Month is for everyone. Just get up, have fun and start moving: walking, running, cycling, swimming, yoga, and more. The activity of your choice, at your speed and the day/time best for you. Complete your miles, log your activity on the website, and help reach the million mile mark. There is improved health! There are prizes! There are bragging rights! It's fun! It's outdoors! What's not to love?**
- What is Triathlon in a Month™ (TriM)?**
July's Triathlon in a Month™ supports your personal goal to get moving, enjoy different activities, and have fun in the summer time! What activities count? That is up to you. Mix it up – swim, yoga, bike, run, walk, crossfit, dance or gardening. It's summer, have fun as you work to achieve your personal best!
- You set your own total mileage "goal" for July. Break it up as you want during the month. Your mileage for each activity type will show up on your Personal Private page in your achievement progress bar.**
- What is Marathon in a Month™ (MarM)?**
Marathon in a Month™ is a personal challenge to complete 26.2 miles (marathon) or 50 miles (ultra-marathon) or 100 miles (ultra-ultra-marathon) of running and/or walking throughout the month of October. Open to individuals and organizations.
- When Are the Challenges?**
iResolve. personal challenge runs from January 1 – January 31.
- Million Mile Month community challenge runs from April 1 - April 30.**
- Triathlon in a Month personal challenge runs from July 1 - July 31.**
- Marathon in a Month event challenge runs October 1 – October 31.**
- Registration for events opens at least a month before hand; prior registrants "Opt In" for each event through a simple sign-up. Past participants use their existing login information (email and password) to register/Opt-In for each event.**
- Organizations can contact us at any time to assure their employees and members will be ready to participate or if interested in private events for their organization. contact@healthcode.org**
- How do I register?**
Registration is quick and easy. You can register by clicking here.
- If you've participated in a past, Million Mile Month or Marathon in a Month event, use your existing login information (email and password) to register/Opt-In to new events.**
- How does it work?**
 1. Register any time, from at least a month prior to and even during each Event. (You can even go back and enter your activity data from the 1st of that month no matter when you register during the event.)
 2. Establish YOUR personal activity mileage goal.
 3. Complete the activity of YOUR choice at the pace best for YOU; such as: run, walk, bike, yoga, dance... whatever you like. If you are participating in team sports, feel free to enter your activity based on the level of exertion using walking or running.
 4. Log your miles or minutes, which will be applied toward your goals and the overall community. You can even sync to your activity tracker such as Fitbit or MapMyFitness through your Personal Profile page. However, a wearable device is not required as you can enter activity on your Personal Profile page.
 5. Enjoy checking out the Public Leaderboard (located at the top of the home page). If you are part of a participating Organization, see your own Organization's private leaderboard from your Personal Profile page.
- Can I participate in a HealthCode monthly event even if I start after the 1st of the month for that event?**
You bet. HealthCode's activity data entry tool on your Personal Profile page allows you to go back and enter data. So you can start any time during the month with no penalty. You just can not enter data for an activity you "expect" to do tomorrow.
- FYI, if you have a fitness tracker like FitBit or MapMyFitness you can sync your activity data up through the link on your Personal Profile page.**
- Where does the iResolve., Million Mile Month Community Challenge, Triathlon in a Month, and Marathon in a Month Individual**

3

Aesthetic and minimalist design

Problem

Quantity of text and lack of structure is overwhelming to user

Recommendation

Reduce text, fix structure and consider collapsible structure for easy navigation

Million Mile Month | Get Involved

The screenshot shows a landing page for "Million Mile Month | Get Involved". At the top, there's a navigation bar with links for "About", "Get Involved", "Leaderboards", "Events", "Sponsors", "Corporate Wellness", and "Prizes". Below the navigation is a "Nutrition" section. The main content area features several large, colorful cards:

- REGISTER**: Features three arrows pointing upwards.
- TELL YOUR STORY**: Features a hand holding a microphone.
- COMPANY/ORG WELLNESS PROGRAM**: Features a heart icon.
- DONATE**: Features a heart with a dollar sign.
- VOLUNTEER**: Features three stylized human figures.
- MMM ON CAMPUS**: Features a trophy icon.

Below these cards is a section titled "Find Out More" containing links to "Volunteer", "Host an Event", "Social", "Donate", and "Interested in Sponsoring or Partnering". The footer includes the "HealthCode™" logo, social media links for Facebook and Twitter, and a copyright notice.

Annotations and Findings:

- 1 Consistency and standards**: Problem: Some words in page titles are blue which makes them look clickable. Recommendation: Keep all page titles the same color.
- 2 Match between system and the real world**: Problem: Volunteer card takes user to FAQs page. Recommendation: Remove card or create new page for volunteer information.
- 2 Match between system and the real world**: Problem: Link takes user to different HC website. Recommendation: Consolidate under current HC website.
- 3 Aesthetic and minimalist design**: Problem: List of links overlap with items on cards and clutter page. Recommendation: Consolidate list with cards and use clear, concise and consistent labels.

Million Mile Month | SOCIALize

The screenshot shows the homepage of the Million Mile Month | SOCIALize website. At the top, there's a navigation bar with links for About, Get Involved, Leaderboards, Events, Sponsors, Corporate Wellness, Prizes, My Profile, Logout, CONTACT, and DONATE. A logo for 'MILLION MILE MONTH' is on the left, and social media icons for Facebook, Twitter, and Instagram are at the top right. Below the header, there's a 'Nutrition' section and a large 'SOCIALize' button. The main content area features a 'Tweets by @mmilemonth' feed with a blue header and a '#mmm' sidebar. The footer contains the 'HealthCode™' logo and links for Home, About Us, Terms and Conditions, Socialize, and Donate, along with a copyright notice.

2

Consistency and standards

Problem
Facebook MMM logo is different to main MMM logo

Recommendation
Use consistent logo everywhere

2

Consistency and standards

Problem
Style of social media icons is inconsistent

Recommendation
Use consistent style of icons

3

Match between system and the real world

Problem
Unclear how this page fits under "Get Involved"

Recommendation
Consolidate content with other pages

Aesthetic and minimalist design

Problem
Twitter feed is empty

Recommendation
Either fix Twitter feed or remove

Million Mile Month | Leaderboards

4

Aesthetic and minimalist design

Problem
Too much information on page overall

Recommendation
Add filter or index for better navigation and reduce content

3

Visibility of system status

Problem
Difficult to read leaderboards

Recommendation
Make units clear and consider more visual format

3

Aesthetic and minimalist design

Problem
Expanded list is too long

Recommendation
Use scroll bar or make lists expandable

2

Match between system and the real world

Problem
Not intuitive what leaderboards are showing

Recommendation
Clearly describe leaderboards

The screenshot shows the homepage of the Million Mile Month website. At the top, there's a navigation bar with links for About, Get Involved, Leaderboards, Events, Sponsors, Corporate Wellness, Prizes, Nutrition, My Profile, and Logout. A logo for 'MILLION MILE MONTH' is on the left, and a 'MARATHON IN A MONTH' graphic is in the center. Below the navigation, there are five main sections: 'TOP STATES', 'TOP CITIES', 'TOP ORGANIZATIONS', 'TOP PEOPLE', and 'TOP WALK/RUN'. Each section contains a list of names and scores, with a 'Show more...' link at the bottom. The 'TOP STATES' section has a red callout pointing to the 'Leaderboards' menu item in the navigation bar.

Million Mile Month | Events

3

Visibility of system status

Problem
Event logo and registration text seem like they're clickable

Recommendation
Add link to logo, reformat registration text

4

Aesthetic and minimalist design

Problem
Events seem like they're part of MMM

Recommendation
Consolidate under current HC website

Match between system and the real world

Problem
MiaM Register button links to donate page which makes it seem like user has to donate in order to register for an event.

Recommendation
Take user directly to registration and ask to donate after

Million Mile Month | Sponsors

powered by HealthCode®

[About](#) [Get Involved](#) [Leaderboards](#) [Events](#) [Sponsors](#) [Corporate Wellness](#) [Prizes](#) [Nutrition](#)

[My Profile](#) [Logout](#)

Sponsors

HealthCode provides unique sponsorship/underwriting opportunities during our local/global event challenges – January's iResolve., April's Million Mile Month, October's Marathon in a Month - delivering purposeful, year-round brand-building with HealthCode's participants engaged in more active, healthy lifestyles. Interested in sponsoring/underwriting? [Contact us](#).

A big thank you to HealthCode's current and past sponsors:

4

Consistency and standards

Problem
The sponsor and partner logos are formatted and ordered differently compared to other pages.

Recommendation
Keep format and order consistent across website

Partners

Want to partner with us to impact the health of your community? [Contact us](#).

4

Aesthetic and minimalist design

Problem
The long lists of names are overwhelming to the user

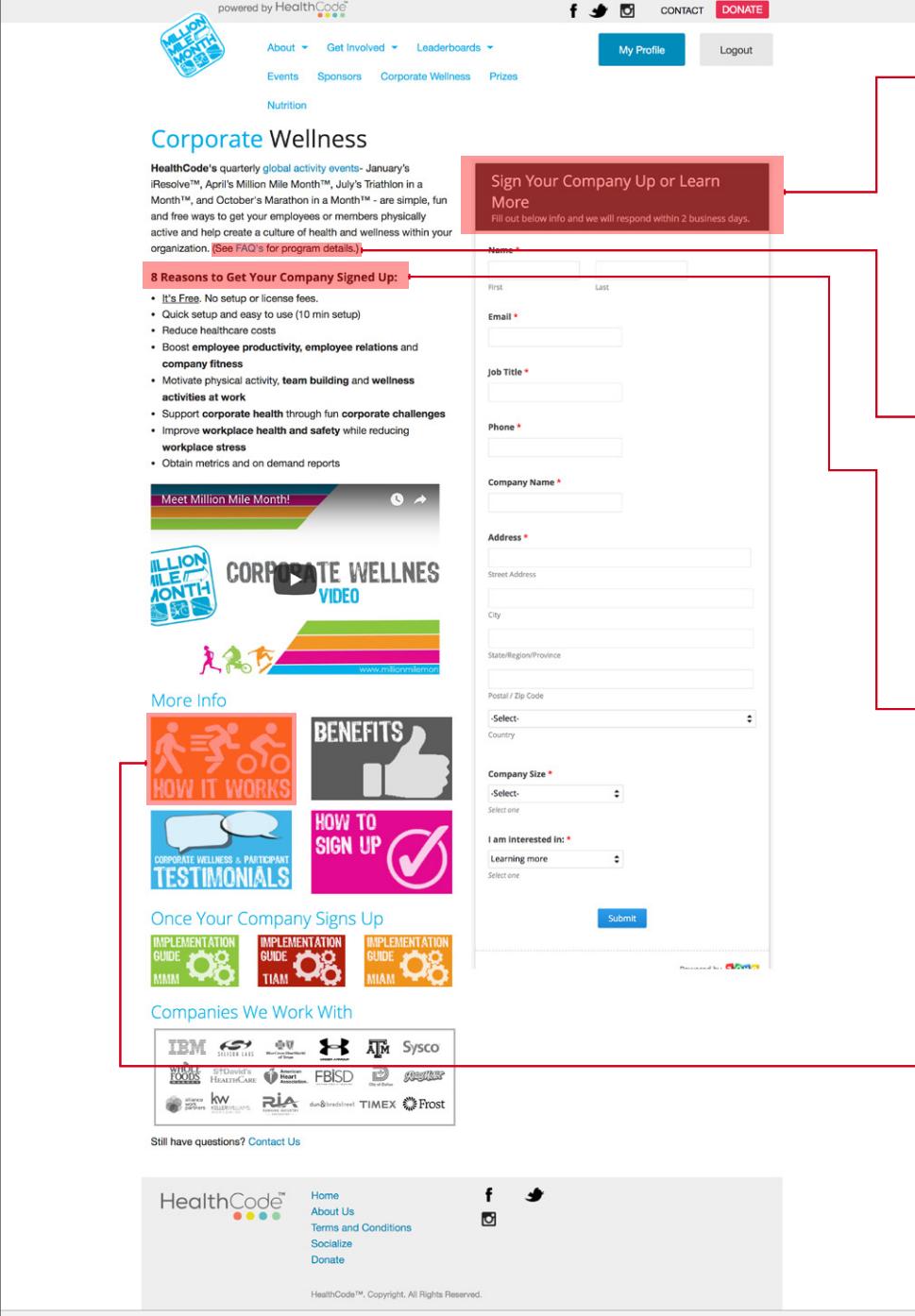
Recommendation
Use different way to display names that doesn't overwhelm user

Platinum Supporters

Million Mile Month 2017

Kristen Adams – Michael Alba – Mary Lou Alfaro – Elaine Alston – Oralia Alvarez – Steve Amos – Mandie Anderson – Rebecca Andrews – Zuleika Arzate – Liz Barrette – Clirice Barry – Teri Barton – Ayan Basu – Margie Beecher – Perry Been – Cindy Bergelt – Eric Bergemann – Kim Bilinsky – Waylan Bolin – Jeff Borrow – Holly Bousquet – Laura Bowen – Jean Bradford – Shawn Bradley – Michael Brassfield – Seth Brown – Cindy Burris – De Butts – Amanda Cain – Robin Campana – Kathleen Cargill – Shahnonda Carter – Kyle Carter – Michelle Clarke – Tim Cockerill – Lynn Cohee – Melanie Colley – Loleta Collins – Rodney Cooper – Christina Cope – Heather Cornejo – Carol Correa – Pat Couch – Lori Covatta – Gina Crain – Catrina Crow – Leslie Curry – John Davis – Mary Davis – Regan Dean and family – Melina Del Rio – Evelyn DeMoss – Whit Dent – Lindsay Dent – Kimberly DiCello – Mary Dignazio – Susan Dillard – Sheena Dixon – Daniel Domenich – Nubian Dotrelus – Courtney Dow – Dave Drabek – Karen Drabek – Jane Ezzell – Wendy Ferguson – Douglas Ferguson – Robyn Fletcher – Deshara Flores – LaTonya Forbes – Ida Ford – Darick Foster II – Robin Fowler – Janina Fox – Mellione Fraley – Yvonne Francis – Emmalee Frazier – Stacy Frenchwood – Scott Galyon – Ruth Galyon – Maria Elena Garcia Zapata – Debra Gaynes – Liz Gengi – Tracy Georgoff – Melissa Gill – Lekshmi Nair Girja Devi – Julian Gonzales – Dax Gonzalez – Robert Goody – Deborah Goodnight – Dr. Julie Guillory – Melinda Gulledge – Valarie Guzman – Lynn Hah – Colleen Hampton – Iris Hancock – Debbie Hanna – Charlene Harlan – Robert Harris – Betty Harris – Dakneelyla Hart – Tracy Haywood – Laura Hazen – Thomas Heben – Elida Hernandez – Robert Higgason – LaWanda Hightower – Janet Hilton – Geraldine Hines – Dennis Holm – Kenneth Houston – Debra Hudson – Joyce Huffmon Futch – Tommie Higgins – Jennifer Hughes – Claudia Ibarra – Earainia Irving – Steven Jackman – Marilyn Jackson – Rebecca Jerabek – Ed Johnson – Sheri Jones – Lynette Jones – Sudhakar Kamathesh – Kris Kamish – Melissa Kaplan – Debra Keith – Dawn Kelley-Swift – Kelly Kelly – Belen Kennedy – Stephanie Kim – Barbara Kirshner – Barbara Kohring – Nancy Kunze – Coleen Lacy-Novak – Matt Langley – Margot Langstaff – Debra Latihan – Dalton Lauck – Jennifer Leslie – Weiwei Li – Kenneth Lloyd – Kenah Lofton – Jim Long – Sharon Lovelady – Kristin Lucas – Joni Maniatis – Shanley Marchese – Cath Maslyn – Angelica May – Sharon McAfee – Sandra McCuskey – Tom McEvoy – Christine McGowan – Joshua McNabb – Margaret Meade – Glenda Meadows – Kristi Miller – Natalie Miller – Rebecca Miller – Melania Mills – Carol Minour – Nezzie Moffett – Wendy Moore – Mia Morgan – Randall Morse – Jody Moss – Mary Murchison – Melania Murphy – Wendy Neal – Heather Neistien – Christina Nemudrov – Bridgett Nesby – Zach Newman – Frances Nicholas – Irene Nicks – Evelyn Nikwantambah – Gregory Ojeda – Lisa Oliver – Kevin OMara – Kiersten Ortiz – Julie Osborne – Sylvia Owen – Sue Page – Darren Parrish – Lourdes Paschal – Bhavana Patel – Alpa Patel – Lisa Pennington – Jean Perron – Natalie Petty – Jennifer Peters – Roy Phillips – Christine Phillips – Jeremy Phillips – Bruce Phyper – William Pifer – Jessica Portales – Cindy Portales – Andrea Portes – Sandy Potter – Monika Prive – Katherine Prizy – Michelle Proffitt – James Purcell – Roy Pyers – Pamela Ramirez – Sean Ramsey – Miriam Raviv – Lacey Reed – Penny Reese – Art Reeves – Anna Robertson – Derek Robinson – Colleen Rogers – Moreen Romans – Terrance Rosales – Sandra Roth – Abby Rutland – Marilyn Sabbagh – Thomas Salas – Kim Selmer – Sonja Sanzo – Jennifer Scherber – Jennifer Scholl – Josh Scully – Nicolette Seach – Gardner Selby – Gary Sham – Amiatibh

Million Mile Month | Corporate Wellness



3

Match between system and the real world

Problem
Misleading because it's a contact us form

Recommendation
Use clear label and reconsider fields of information

2

Visibility of system status

Problem
FAQs are indistinctive in paragraph

Recommendation
Better emphasize FAQs

3

Visibility of system status

Problem
Important information is easy to miss

Recommendation
Highlight information by moving to more prominent area and changing format

2

Match between system and the real world

Problem
Information is presented as PDF

Recommendation
Link to appropriate webpage

Million Mile Month | Prizes

2

Consistency and standards

Problem
Page title wording is different to corresponding navigation item wording

Recommendation
Shorten title to "prizes"

Consistency and standards

Problem
Page title format is different to other page titles

Recommendation
Use consistent formatting for all page titles

2

Visibility of system status

Problem
Format of headers make them seem clickable

Recommendation
Change color of headers

2

Consistency and standards

Problem
Not all sponsors are links

Recommendation
Keep sponsors consistent

3

Aesthetic and minimalist design

Problem
Difficult to determine information about prizes and sponsors

Recommendation
Reduce clutter and redesign layout

3

Aesthetic and minimalist design

Problem
Unclear prize visuals

Recommendation
Use clear, visuals to explain prizes

2

Match between system and the real world

Problem
Users have to keep checking a page for updates

Recommendation
Promote prizes on social media or newsletter

3

Match between system and the real world

Problem
Page makes MMM look gimmicky

Recommendation
Clean up design and reduce content

Million Mile Month | Nutrition - Recipes

The screenshot shows a website layout for 'Million Mile Month' featuring a navigation bar with links like 'About', 'Get Involved', 'Leaderboards', 'Events', 'Sponsors', 'Corporate Wellness', 'Prizes', 'My Profile', and 'Logout'. A red box highlights the 'Nutrition' section, which contains a sub-menu for 'Recipes' and 'Food Facts'. Below this, a large grid of 12 food items is displayed in a 4x3 grid. Each item has a small image and a title below it. Red numbers 2 are placed in three separate circles on the right side, each pointing to a different aspect of the design.

2

Match between system and the real world

Problem
Suggests recipes are from HealthCode, but they're links to other sites

Recommendation
Remove "Provided by HealthCode"

2

Match between system and the real world

Problem
User has no explanation or context about recipes and why they should try them

Recommendation
Include explanation or suggestion why user should try recipes

2

Aesthetic and minimalist design

Problem
The recipes don't look appealing because the images are low-resolution and look outdated

Recommendation
Use high-quality and current photos that make recipes look appealing

HealthCode™ Home About Us Terms and Conditions Socialize Donate

HealthCode™, Copyright. All Rights Reserved.

Million Mile Month | Get Involved - Food Facts

The screenshot shows the homepage of the Million Mile Month | Get Involved - Food Facts website. At the top, there's a navigation bar with links for About, Get Involved, Leaderboards, Events, Sponsors, Corporate Wellness, Prizes, My Profile, and Logout. A "powered by HealthCode™" logo is at the top left. Below the navigation, there's a "Nutrition" section with "Recipes" and "Food Facts" tabs. A bio for Amy Goodson, MS, RD, CSD, LD, a registered dietitian, is displayed. Below this are three cards: "Spice it Up with Food Variety" (image of various foods), "Fuel Your Day with Protein" (image of a meal), and "Hydrate, Hydrate, Hydrate" (image of water). A "Sponsor Content Provided by: BEEF" logo is present. At the bottom, there are three cards from Beef It's What's for Dinner: "Beef It's What's for Dinner - Recipes", "30-Day Protein Challenge", and "THE POWER OF 10 Beef's Big 10 Essential Nutrients". The footer includes the HealthCode logo, social media links (Facebook, Twitter, Instagram), and a copyright notice: "HealthCode™. Copyright. All Rights Reserved."

1

Consistency and standards

Problem
Text is part of image and doesn't match website's text formatting

Recommendation
Change content to text and image and use consistent formatting

1

Aesthetic and minimalist design

Problem
Icon shadows aren't needed

Recommendation
Remove or reduce icon shadow

1

Consistency and standards

Problem
Cards don't look clickable

Recommendation
Reformat cards to look more clickable

Million Mile Month | Contact

The screenshot shows the contact form of the Million Mile Month website. The form includes fields for Name, Email Address, Reason for Contact (a dropdown menu), and Message, followed by a Send Message button. The "Reason for Contact" field is highlighted with a red box and a red line connects it to a circled '1' on the right. The "Send Message" button is also highlighted with a red box and a red line connects it to a circled '2' on the right.

1

Consistency and standards

Problem
"Us" is blue which makes it look clickable

Recommendation
Keep "Contact Us" same color

2

Match between system and the real world

Problem
There is no "other" field for user to select.

Recommendation
Include "other" as reason in dropdown field

Million Mile Month | Register

The screenshot shows the registration page for the Million Mile Month challenge. At the top, there's a navigation bar with links for About, Get Involved, Leaderboards, Events, Sponsors, Corporate Wellness, Prizes, and Nutrition. Below the navigation is a logo for "MARATHON IN A MONTH". A red callout box labeled '2' points to the "Register" button, which is highlighted in purple. Another red callout box labeled '2' points to the "Select" buttons for different donation levels: Silver (\$10), Gold (\$26), Platinum (\$50), and Bronze (Pay What You Can). The page also features a section about Hurricane Harvey and its impact on schools.

Aesthetic and minimalist design

Problem
"Register" button is confusing

Recommendation
Remove "Register" button on this page

Visibility of system status

Problem
Too much content that's difficult to read

Recommendation
Keep critical points and reduce text, increase text size

Million Mile Month | Your Profile

The screenshot shows the 'Your Profile' section of the Million Mile Month website. At the top, there's a navigation bar with links for About, Get Involved, Leaderboards, My Profile (which is highlighted in blue), and Logout. A 'MILLION MILE MONTH' logo is in the top left. Below the navigation, there are tabs for Events, Sponsors, Corporate Wellness, and Prizes. A 'Nutrition' link is also visible.

The main content area features a large background image of a runner. On the left, there's a profile icon with a figure inside, labeled 'Name' and 'Edit profile'. Below it is a red button labeled 'EVENT STATS'. To the right of the stats is a green bar chart showing progress towards a goal. A 'Marathon in a Month 2017: 34.41 out of 50 mile goal' message is displayed above the chart.

Below the stats, there's a section for 'Log an Activity' with buttons for 'CONNECT WITH MAPMYFITNESS' and 'CONNECT WITH fitbit'. To the right, there's a 'Sponsors' section featuring a logo for 'BEEF LOVING TEAMS TEXAS STATE SPONSOR'.

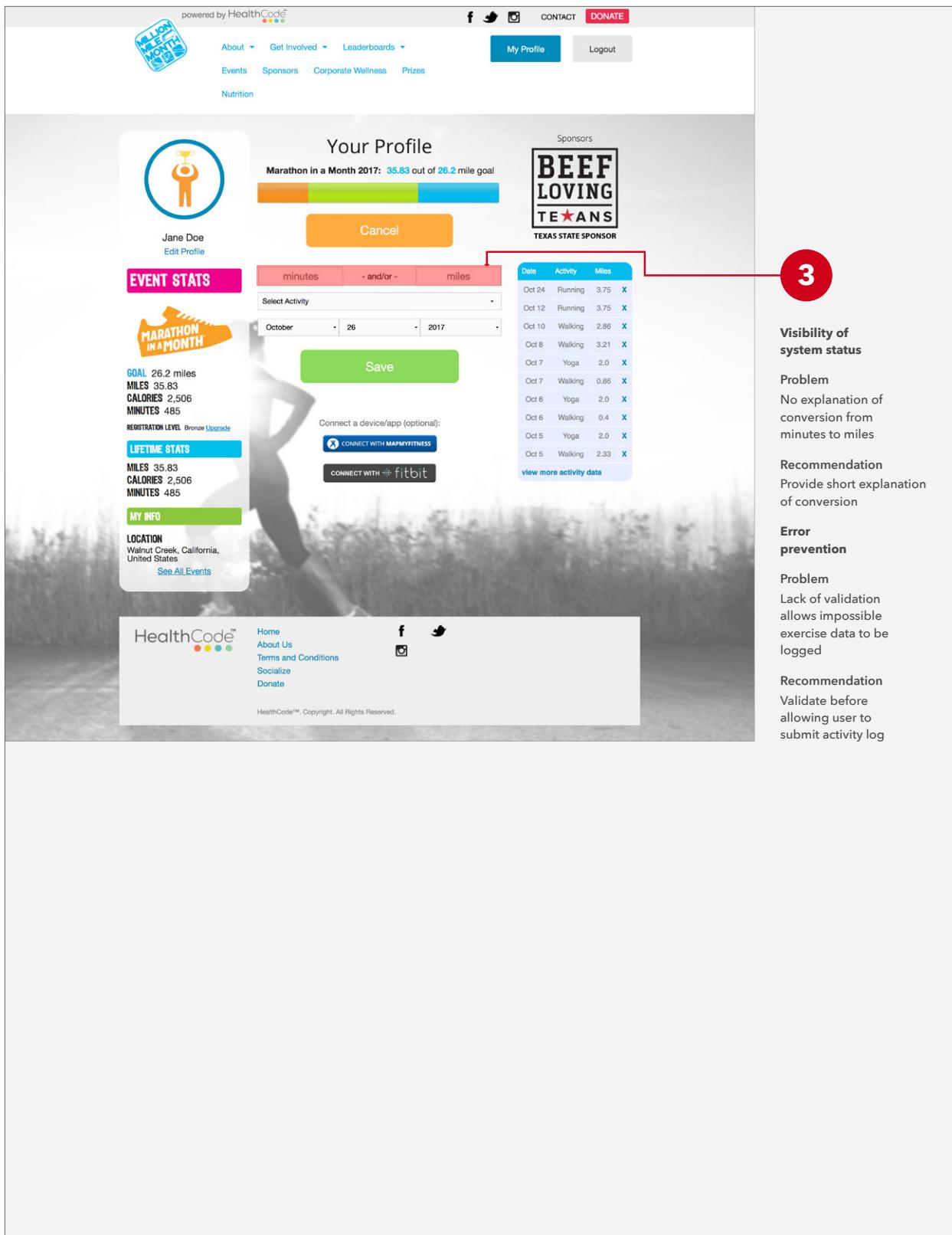
A table titled 'view more activity data' lists daily activity logs:

Date	Activity	Miles	X
Oct 12	Walking	3.74	X
Oct 11	Walking	1.06	X
Oct 10	Walking	2.86	X
Oct 9	Walking	1.28	X
Oct 8	Walking	3.21	X
Oct 7	Yoga	2.0	X
Oct 7	Walking	0.86	X
Oct 6	Yoga	2.0	X
Oct 6	Walking	0.4	X
Oct 5	Yoga	2.0	X

Annotations from the heuristic evaluation are present:

- Visibility of system status**: A red circle with a '3' points to the 'My Profile' button in the top navigation bar.
- Error prevention**: A red circle with a '3' points to the 'view more activity data' table, which contains several 'X' marks indicating deleted data.
- Aesthetic and minimalist design**: Three red circles with numbers (3, 3, 2) point to the following areas:
 - Left side: 'EVENT STATS' button and 'LIFETIME STATS' section.
 - Middle: 'Log an Activity' buttons and the 'view more activity data' table.
 - Bottom: The HealthCode footer with social media links and the background image.
- Consistency and standards**: A red circle with a '3' points to the 'Log an Activity' buttons.

Million Mile Month | Your Profile



3

Visibility of system status

Problem
No explanation of conversion from minutes to miles

Recommendation
Provide short explanation of conversion

Error prevention

Problem
Lack of validation allows impossible exercise data to be logged

Recommendation
Validate before allowing user to submit activity log

Date	Activity	Miles
Oct 24	Running	3.75 X
Oct 12	Running	3.75 X
Oct 10	Walking	2.86 X
Oct 8	Walking	3.21 X
Oct 7	Yoga	2.0 X
Oct 7	Walking	0.86 X
Oct 6	Yoga	2.0 X
Oct 6	Walking	0.4 X
Oct 5	Yoga	2.0 X
Oct 5	Walking	2.33 X

Million Mile Month | Edit Your Profile

1

Match between system and the real world

Problem
Limited selection for profile photos

Recommendation
Allow personalized image uploads

Match between system and the real world

Problem
User has to scroll to bottom of page to confirm a change in profile image

Recommendation
Prompt user to save image selection

1

Error prevention

Problem
Birthday field is editable

Recommendation
Lock birthday field after it is first filled

2

Error prevention

Problem
User doesn't know which fields are required

Recommendation
Add visual indicator for required information

Visibility of system status

Problem
Color makes it seem clickable

Recommendation
Change color of text

4

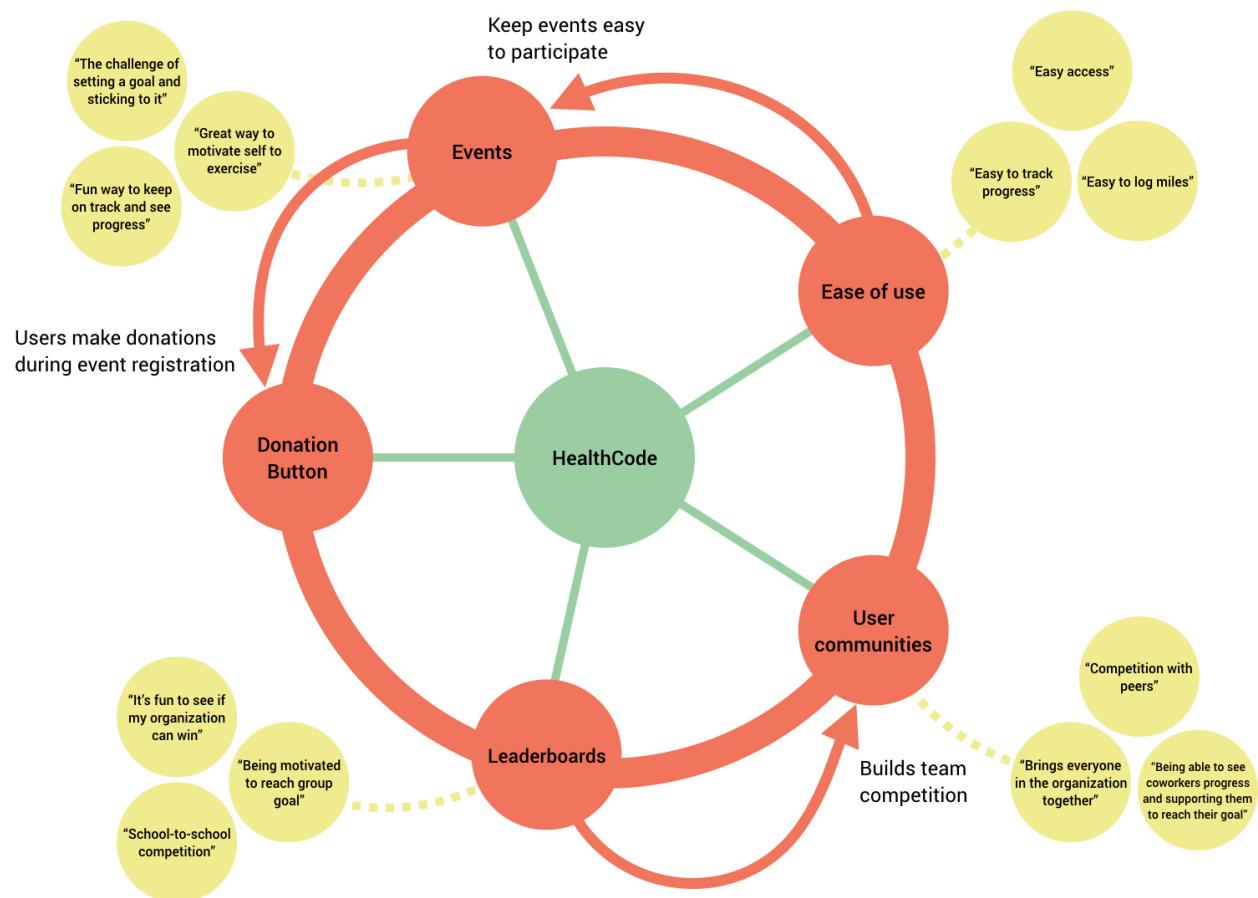
Design Recommendations

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What's Currently Working

While we have some recommendations on areas of improvement, there are a number of areas that HealthCode is doing well in including the events, the donation button, leaderboard, current users, particularly in schools and ease of use. When users signs up for an event, the donation button encourages them to donate during registration.

The leaderboard serves to encourage team competition and the ease of use makes it easy for users to participate in events. The below diagram includes some quotes from users which reveal many of the areas of user satisfaction.



Design Recommendations

From reviewing past research and open-ended responses, performing a competitive analysis and completing a heuristic evaluation of the HealthCode and Million Mile Month website, we determined some key design recommendations

Increase Engagement



Supported Devices and Platforms

Some users appreciate the ability to log miles on the website because it is easy. However, others feel using the website is time consuming and want to be able to log miles on their smartphones. Users also complained they sometimes forgot to record their data and would come back later when they remembered. Since it may be more difficult to recall past activities, incorrect information may be logged. Providing users with access to HealthCode through a smartphone app, in addition to the website, gives them greater flexibility to track their activity.



Challenges

Some users want more HealthCode challenges throughout the year, while others are satisfied with the current number and duration. It is difficult to come up with the best solution that will suit all the different user needs, so HealthCode should hand the decision to the user. Individuals and HR leaders can be given the ability to form groups and create challenges within their groups.

that can help HealthCode reach their main goals of increasing user engagement, expanding products, redesigning the website and ultimately, increasing revenue stream.



Rewards and Incentives

Items such as gift cards and coupons, paid time off and bonuses or contributions towards employee health premiums can motivate users to adopt healthy behaviors. For corporate users, HealthCode can engage more users affiliated with organizations by negotiating insurance premium incentives. Also, donors complain they don't receive any kind of reward for their support. A simple t-shirt or medal can create an impact by making them feel valued and motivate them to donate again in future.



Fundraising

The conversion of miles to money for fundraising can motivate more users to participate in challenges that support a cause and encourage them to stay active.

Design Recommendations

Increase Engagement



Promotional Items

Merchandise like t-shirts can serve to emotionally connect with participants. In addition to basic promotional items, HR and health leaders are willing to buy promotional materials like t-shirts, mugs and water bottles with event logos to create a buzz among participants. Here are some responses from participants on promotional items:

"...have every participant receive a free t-shirt - it's a great way to continue to visually get the message out to the community about million-mile month"

"... I would hand a t-shirt or some kind of token to everyone that participated"

"... being able to order the t-shirts "

"... have it like million-mile month with t-shirts and swag for various donations"



Recognition

Although HealthCode has provided some recognition of its sponsors, the visualization can be improved to be more intuitive. In addition to the name, adding their logo and a brief description can make sponsors feel more valued.

Another way to provide recognition is through leaderboards, which HealthCode has successfully implemented to display top performers. However, for companies who are not in the top ranks, it's difficult for them to locate relevant leaderboard data for their teams. It should be easy and intuitive for a user to find themselves or their group in the leaderboard when they are logged in.

Design Recommendations

Expand Products



Mile Conversion

Allowing users to manually log exercise is problematic because they may forget to log activity and/or they can potentially manipulate data. Additionally, the mile and time conversion for activities can be confusing and misleading (ex. minutes of Yoga to miles). For events that are miles-based, only applicable activities should be able to be logged.



Progress Tracking

Many competitors track user's progress, not only to motivate users, but also to provide a detailed report to the user's employer. Progress tracking can be efficiently employed with the help of wearable devices and/or smartphones. The progress tracking data from the tracker can help motivate users.



Nutrition

A nutritional tracker can help encourage users to form healthy habits. HealthCode currently has a nutrition section that contains videos for some healthy recipes. But to take this one step further to more effectively facilitate healthier lifestyle, HealthCode can offer online coaching, by providing useful videos from experts that provide information on a healthy diet.

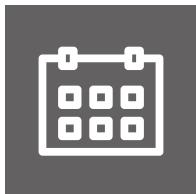


Targeted Communication

Enable HR leaders to effectively keep everyone up-to-date on their progress or upcoming challenges with targeted communication. Some competitors, such as Optimity, provides the ability to send targeted announcements to specific teams.

Design Recommendations

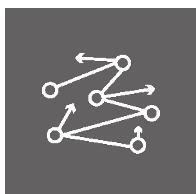
Expand Products



Calendar Sharing

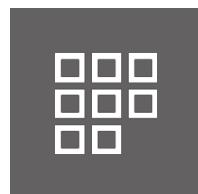
A calendar functionality can allow users to share their events with friends and family so they can participate together.

Redesign Website



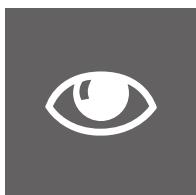
Clutter

Avoid content that is irrelevant or rarely needed because it distracts from the important content you want the user to see. Eliminate redundancy and ensure all content, components, interactions and navigation are clear.



Consistency

Create a style guide and use it to keep the content, components and overall look consistent across the entire website.



Readability and Visibility

All content, interactions and navigation should be readable and visible to the user. Consider elements such as text size and color contrast which can help prevent issues.

Design Recommendations

Increase Revenue Stream



Donations

Use images and videos that tell the story of HealthCode's cause to convince users about the impact of their donation. The donation page should also be easy to use to quickly guide users through the process.



Tier Pricing

HR leaders in some organizations may be willing to pay for premium features including the ability to segment employees into teams (by division or location), the ability to create custom challenges for specific teams and more visual representation of the user and team's progress.



Customized Reports

Charge a fee for HR leaders to access customized reports which include data analysis, activity trends, and action plans, to aid them in efficiently managing their communities.

Conclusion

With the help of our design recommendations, we believe HealthCode will be able to attract new users to increase engagement and expand their product to engage their current users. In addition, our website redesign suggestions have the potential to make a meaningful, emotional impact that can help elevate the experience of current and future users. By increasing engagement, expanding the product and redesigning the website, HealthCode will be able to increase its revenue stream.

Thank you

