NORTHVILLE
REHABILITATION CENTRE

Research findings & analysis

Background

Northville Rehabilitation Centre is a multidisciplinary clinic located in Markham, ON. This is the second location that the owners have opened, with the first location having been in operation for over 30 years.

Though word of mouth is currently their primary source of referrals, Northville would like to expand their marketing efforts and audience demographic.

Research Goals

A responsive website for desktop, tablet, and mobile viewing would be needed to appeal to the younger audience demographic (20 to 35 years old).

The website would not only inform users of clinic details such as practitioners, location, and offered services, but also educate them on the health benefits of rehabilitative services.

55%

of millenials research their healthcare information online

71%

have a holistic approach to health, and believe that health and wellness includes both physical and mental health

Research Goals

01 What are the user expectations when looking for clinic information?

02 What factors help influence their decision

03 What're their pain points when navigating the website?

04 Who are the direct competitors?

05 What factors do they think are important to promote their clinic?

06 How do they lay out the specific factors that users think are important on their website?

Primary Research

One of Northville's business goals was to expand their target audience.

With their current demographic being mainly 35+, they hoped the website would appeal to a younger age group.

Targeted age group: 20 to 35 years old

Total participants: five

Gender breakdown: five females

Primary Research

Before beginning the research, I listed out the **existing assumptions** I had to prevent any potential interview bias.

1. Potential influencing factors
- practitioner biographies
- clear info about each service
- advertising that we do direct insurance billing
- testimonials

2. People want to be educated on what each service is about

3. It's easy to find clinic contact information

4. People enjoy using the contact form instead of calling

5. Pictures are preferred over text

Primary Resarch

01 **What are the user expectations when looking for clinic information?**

02 **What factors help influence their decision**

03 **What’re their pain points when navigating the website?**

Method:

1. task-based contextual inquiry
2. interview

Users were given tasks to complete on three existing clinic websites.

I wanted to see how much of an impact different website layouts would have on a user’s behaviour and thought processes when completing the tasks. I also hoped to solidify any patterns that might’ve emerged, and give the user a chance to figure out what factors they prioritized in their decision when choosing a clinic.

Primary Research

Context:

You were playing in your weekly softball intramural and you hurt your wrist. It's been about a week and the pain hasn't improved with just ice. You decide to look for a rehab clinic in your area. This is one of the sites you've found.

Tasks:

1. Use the site to see whether a physiotherapy treatment or a chiropractic treatment would be better for you.

2. Do they accept private insurance or extended health coverage?

3. Try to book an appointment.

Interview:

1. What other information would you look for to decide whether you should book an appointment?

Primary Research

Task #1

Use the site to see whether a physiotherapy treatment or a chiropractic treatment would be better for you.

80% **of users looked for keywords they were familiar with**

“common conditions”
“decreasing pain”
“injury”
“rehab”

100% **of users went to “services” to learn about each discipline**

They hoped to find an explanation of what each discipline would treat, or see a description of the service.

People didn’t understand what they were reading

3/5 users said they'd just call to clarify or leave the site
4/5 were only looking for keywords
- used this to sift through large bodies of text

“[They used] too many words the common folk don’t know” - User #3

“[I] hoped they would lead you with instructions” - User #4 and #5

“[I] wanted simpler terms” - User #2

This is a problem because:

- calling to confirm defeats the purpose of having the information on the website
- creates an extra step in their process, adds another barrier to conversion

How many we...

improve the level of understanding when patients read the site's information?

Primary Research

Task #2

Do they accept private insurance or extended health coverage?

60%

were confused after reading the information, and would call the clinic to confirm

80%

of users expected to find the information in a place related to pricing or insurance

100%

of users looked for keywords to find the information

“insurance”
“pays”
“extended health coverage”

People were overwhelmed when just navigating the site they thought was too text-heavy

5/5 users had negative effects from being cognitively overwhelmed

- User #1 said she would just call
- User #2 got distracted and missed important information
- User #3 got frustrated and would've left the site
- User #4 got was just skimming through "irrelevant info"
- User #5 said they lost her after a certain point

5/5 users were only skimming large bodies of text

- this may have contributed to missing relevant information in certain areas

Why is this a problem?

- risk of no trust being developed
- calling would create an extra step in the conversion process
- users risk leaving the site if they get frustrated

How may we...

reduce the risk of cognitively overwhelming the users when they're navigating the site?

Primary Research

Task #3

Try to book an appointment.

100%

of users were attracted by CTAs that related to the keyword “book”

100%

of users were looking for some sort of instruction on how to book an appointment

They expressed that they weren’t sure if they missed an online booking and wanted some sort of confirmation.

People expected to be guided on how they should take action

100% of users expected to have some guidance on how they could book an appointment, if they didn’t see a booking CTA

Why is this a problem?

- users are left unsure of how to proceed
- calling or emailing to confirm the information adds an extra step in the conversion process
- more likey to get frustrated and leav the site

How may we...

improve the intuitive use of the website and how to take action?

Primary Resarch

What other information would you look for to decide whether you should book an appointment?

1. Service options and descriptions

2. Price List

3. Insurance details

4. Clinic details

5. Trust and confidence in company

Observations of how people navigated the site

- headers
- bullet points
- bolded text
- keywords
- skimmed large bodies of text or didn't read at all

Only **20% of users** noticed the pictures and were impacted by them.

Secondary Research

04 **Who are the direct competitors?**

05 **What factors do they think are important to promote their clinic?**

06 **How do they lay out the specific factors that users think are important on their website?**

Method:

1. competitive analysis

Four existing rehabiliation websites were chosen at random to prevent selection bias.

I evaluated how they structured their task flow for the factors most important to users:
1. Learning about the services
2. Accepting private insurance
3. Booking an appointment

At the end, I hoped to find best practices and effective organization tactics used to promote their clinic.

Secondary Research

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TORONTO
PHYSIOTHERAPY

Secondary Research

1. Learning about the services

All the sites had their offered services under “services” in the global navigation.

Each service had it’s own desinated page, and a description explaining the following:

- what the treatment or discipline is about
- what the therapist will do
- what kind to expect

2. Finding the insurance information

Interestingly, each site had their own placement of the insurance information.
It was not under its own heading in the global navigation, but found under different sections such as “FAQ”, “site map”, “services”, or “pricing”.

This suggests that the clinics think this is secondary information and don’t place that much priority on it.

3. Booking an appointment

Two scenarios arose.

If the clinic offered online booking, there would be a CTA linking to it.
If the clinic did not offer online booking, the information was usually under “contact”, organized by location.

Under “contact” was the clinic details, including the address, email, phone/fax, and hours of operation. Interestingly, not all sites used the word “contact” in the global navigation. Alternatives would be “locations” or “about me”.
If there was more than one location, the contact information would be organized by location on one page.

Conclusions

1. **Copy writing** needs to be simple so it can be understood by the users

2. **Keywords** are how users navigate the site to fit their needs

3. Large bodies of text are often skimmed or skipped

4. Users expect **clear guidance** on how to take action

5. Practitioner biographies do not hold as high of a priority as services information

6. Factors that are users always look for are:
   - **services** information
   - **insurance** information
   - how to **book an appointment**

7. Information must be **easy to find** and match people's mental models