Usability Testing Results

Purpose

Business Purpose
- This test will help show us if product and design work has had the desired effect of delivering accessible group video. Ensuring easy video room joining, login and intuitive controls will mean less support calls, saving us money and stress.

User Experience Purpose
- The team will gather observations and insights into the current user experience.
- The test will lead in possible design solutions on how to improve and strengthen the experience for the users.
- The test learning outcomes will be implemented in future experiences.

Methodology

By observing the user interaction with the prototypes the team will understand:
- Task Completion : Is the user able to achieve specific tasks and goals in the existing experience?
- Content and Wording : Does the user understand the content that is shown? It's the content helping the user to achieve tasks?
- Visual Design : Is the visual design improving the experience and adding meaning to it? What's the overall perception of the visual design?

Users

4 users based on our defined personas https://goo.gl/dNB1P4 :
- Yael (30 - female - Full time job - Tech savvy)
- Adriana (46 - female - Part time job - Comfortable with tech)
- Reanna (36 - female - Full time job - Career oriented - design savvy)
- Con (55 - male - Full time job - Familiar with technology)

User test videos

https://goo.gl/VRLSvr

Prototype #1 : Desktop

Task #1 : Join as a non Medeo user + enlarge video

Findings	Observations
2 users <u>completed the task</u> with ease by joining Medeo as a guest from the beginning. **2 users** <u>needed prompting</u> or had some difficulty completing the task, but they manage to solve it. 0 users did <u>not complete the task</u>.	2 people clicked in Login 'with Medeo' first instead of going for the 'Join as a guest' even when the instruction was that they were not Medeo users. Possible confusion between 'Log In / Sign In' and 'Sign Up'.

Possible Solutions / Feedback:
- Explain that 'Join as a guest' it's for people that don't have Medeo account. Make it more clear because there is some confusion around 'Log In / Sign In' vs 'Sign Up'.
  http://www.leemunroe.com/login-vs-signin/
  http://uxmovement.com/buttons/why-sign-up-and-sign-in-button-labels-confuse-users/
- The content and wording in "Don't have an account? <u>Join as a guest</u>" was pretty clear for the users that took the wrong path and decided to go for the 'Log In'

Task #2 : Join as a Medeo user + open the chat

Findings	Observations
4 users <u>completed the task</u> with ease by joining Medeo as a guest from the beginning. 0 users <u>needed prompting</u> or had some difficulty completing the task, but they manage to solve it. 0 users did <u>not complete the task</u>.	All the users showed some kind of reaction (interest, laugh, surprise, expectative) to the error screen. 1 user had a really good reaction when the Medeo blue UI appeared "Woow cool". 3 users clicked the notification to see the new message in the chat. Just one user opened the message from the icon in the controllers. 1 user had trouble opening the chat from the icon in the controllers.

Possible Solutions / Feedback:
- The error screen was visible and contrasted enough to create reactions in the users.

Task #3 : Join as a Medeo user + open the inbox section

Findings	Observations
2 users <u>completed the task</u> with ease by joining Medeo as a guest from the beginning. **2 users** <u>needed prompting</u> or had some difficulty completing the task, but they manage to solve it. 0 users did <u>not complete the task</u>.	Inbox icon it's somehow confusing and not completely clear for the users (similar feedback than internal user test). 1 user tried the 'share screen' icon first. 1 user mention "maybe here? Not sure..." when selecting the right icon. None of the users clicked the arrow to open the lateral navigation bar. None of the users had previous Medeo experience, wherein they might have accessed inbox (hard to simulate this)

Possible Solutions / Feedback:
- Make the lateral navigation bar open automatically in hover.
- Have a description for the icon in the lateral navigation bar (like iPad).
- 2 users mention an envelop was a better icon for Inbox.
- Test with Medeo users / ask for feedback on MPB rollout

Further Reading

https://mrus.me/ive-got-a-serious-problem-with-that-e-mail-icon-73d71445dd13#.wbymyz4pe

Prototype #2 : Mobile

Task #1 : Tap to see participants names - Enlarge video

Findings	Observations
2 users <u>completed the task</u> with ease by joining Medeo as a guest from the beginning. **2 user** <u>needed prompting</u> or had some difficulty completing the task, but they manage to solve it. 0 users did <u>not complete the task</u>.	None of the users double taps the video container to enlarge the video. All the users enlarged the video by tapping the enlarge icon in the video controller. 1 user was tapping his own video controllers. Her second option was to tap the right icon in the practitioner's video. 1 user wasn't sure if there was going to be any feedback or change by tapping the video controllers

Possible Solutions / Feedback:
- We expected users to double tap the video container to enlarge the video, but none of them try to do it.

Task #2 : Controllers (Toggle video and mic, switch camera, open chat and end call)

Findings	Observations
4 users <u>completed the task</u> with ease by joining Medeo as a guest from the beginning. 0 users <u>needed prompting</u> or had some difficulty completing the task, but they manage to solve it. 0 users did <u>not complete the task</u>.	All users seem to understand their own controllers pretty well. 1 user didn't recognize the switch the camera icon. 1 user wasn't completely sure about the mic icon. "I guess is this" she tried it and it worked.

Possible Solutions / Feedback:
- Controllers were straightforward to understand and use.

Individual questionnaire:

1. How did you find the prototype we used in this test worked? Did it feel like an app or did you find it hard to make that leap?

R: Intuitive and not an intimidating prototype. It wasn't missing any functionality between mobile and desktop. Happy colours (tones of blue) that don't look that medical.
A: Will prefer to have video working in the prototype to make it feel more real. But thinks that the still images work well. Mention again the icon for the Inbox as something hard to understand.
C: Easy and intuitive.
Y: Wondering how necessary it is to have a medical appointment with more than 1 doctor. Mentioned that logging in as a guest was not easy to understand. Inbox icon not 100% clear and the dashboard icon is confusing too. Didn't see the arrow to expand the lateral navigation bar, she feels it's because looks disconnected from the elements above.

2. What did you like best about the virtual care appointment in Medeo?

R: Makes medicine accessible. You don't need to line up to see the doctor. It's a great service that changes the way healthcare works now.
A: I like the general idea of staying at home to see the doctor. I don't need to take my kid with me to the appointment in the clinic where I think he could catch a cold or flu.
C: Staying in and getting better at home.
Y: It's really good to have video when I'm talking with my doctor. It's more than a regular call. I like that I don't need to leave the house to see the doctor.

3. What did you like least about the virtual care appointment in Medeo?

R: Blue color may be too youthful and it doesn't feel that medical.
A: Can't think about anything.
C: Being anxious about doing the right thing or not. Could be stressful somehow.
Y: Having so many people in the call at the same time and all of them probably looking at me. I would not like it if everyone was talking at the same time. Could be an overwhelming experience.

5. If you were to describe the virtual care appointment in Medeo, what would you say?

R: Real time mobile health facilitator.
A: A fantastic experience where you can see your doctor or any professional around the world.
C: Really easy way to get in touch with your doctor.
Y: Skype for doctors.

Insights gained

1. Three buttons vs radio buttons

Problem: A user test with a couple coworkers showed us that there was a problem with the 'Join as a guest' form. They felt confused when we asked them to select the type of participant they are (pharmacist / practitioner/ patient).
Insight: Radio buttons are standardized for components where only one option can be selected at the time and that make the decision making easier for the users. Also, having similar types of components close together helps organize the information in a way that it's easier to understand.
Solution: We realized that distinguishing between a text input field and a button was quite difficult (option 1). We solved this by changing the order of the questions, with the text input at the top, and changing the 3 choice button to radio buttons.
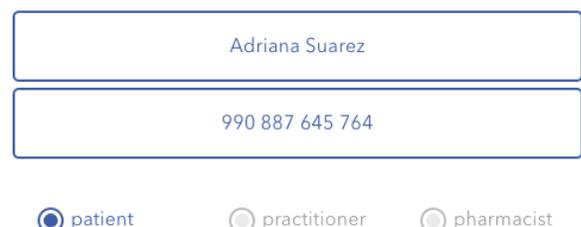
2. Inbox icon

Problem: People had trouble recognizing the Inbox icon. None of them had previous Medeo experience, wherein they might have accessed inbox (hard to simulate this)
Insight: 2 users mention an envelop was easier to understand for Inbox.
Solution: Inbox icon will be tested in dashboard user testing sessions, to see if users recognise the icon better after a walkthrough / view of the entire app.

3. Expandable Navigation Bar

Problem: People didn't use the arrow to expand the lateral navigation bar (Even when we update the transition between pages to go from open to close navigation bar).
Insight: 1 user mention that the arrow didn't feel connected with the icons in the top of the bar.
Solution: Lateral navigation bar will be tested in dashboard user testing sessions, to see if users use the arrow to expand the navigation bar after a walkthrough / view of the entire app.