Attachment 6

BrightOutcome
Usability Testing for the Patient Centered
Communication Web Site

Evaluation Plan for Patients
June 5, 2012

sandstorm**design**INC

Purpose of Usability Testing

Introduction

BrightOutcome has developed a web site to help female patients with cancer undergoing chemotherapy manage their treatment, communicate with their care team, and involve their support network in their progress.

Because the completion of tasks and terminology is critical to a usable web site, Sandstorm Design Inc. is conducting a usability test focusing on key tasks for each user group.

Evaluation Objectives

The primary objective is to determine whether or not users can complete a series of key tasks.

Schedule

The testing will be conducted at Sandstorm Design the week of July 30, 2012. Each test will last approximately 60 minutes.

Participant Criteria

The test participants will be 10 female cancer patients with chemotherapy experience, and 10 individuals (support persons) who have experience being part of a cancer patient's personal support network and have not had cancer themselves. All participants will be scheduled by Sandstorm Design.

Evaluation Process

Twenty participants will take part in this usability evaluation. Each evaluation will consist of:
- General impressions
- Unaided task completion
- Additional insight discussion

Orientation (5 minutes)

Each participant will be greeted and given a brief description of the purpose and objective of the evaluation. They will also be assured that the evaluation is of the web site, not them and that they should perform the tasks in a typical and comfortable manner. The participants will be informed they are being observed and recorded on audio and video.

General Site Impressions (5 minutes)

The participant and the facilitator of the research will discuss an overall impression of the general site, layout and navigation.

Task Completion (40 minutes)

The task completion portion of the evaluation requires participants accomplish a variety of scenario-driven tasks. The participant will attempt to accomplish the task with no aid from the facilitator.

Additional Insights (10 minutes)

After the tasks are completed or time expires, each participant will have a brief discussion with the facilitator. The discussion will be centered on overall impressions, ease of completing the tasks, and suggested changes.

Logistics and Requirements

Evaluations will be conducted at Sandstorm Design and all sessions will be scheduled by Sandstorm Design.

Usability Test Briefing Document

Thank you for offering your time to help us today. My name is _____ and I will be facilitating this usability study. Please feel free to be completely open with your responses.

Today you will take part in a usability study. The purpose is to identify how user-friendly the web site is. You will be working through a series of tasks. I will read each task out loud. While you are working on the task, I would like for you to talk aloud. By talk aloud, I mean that I would like for you to say out loud everything that you are saying to yourself.

Ask any questions that come to mind and comment freely about the organization of the site. The more comments and questions you provide, the more valuable your feedback. Please indicate when you feel you are finished with a task then move on to the next task. If at any time you feel you are unable to complete a task, indicate the reason why, and then move on to the next task.

Feedback gathered today will help highlight areas for improvement. We will take this information back to the designers as recommendations to implement that will ultimately improve the web site.

Please note that there is a web camera in the room. We will be recording the session so that I can review your feedback in detail.

Please keep in mind that the web site is being tested, **not you.** During the test, if something is unclear, or you feel uncertain, please vocalize the concern you are having. If for any reason you feel uncomfortable please let me know and you can stop at any time.

The first part of the evaluation consists of you and I discussing your general impressions of the web site. I'll then have you complete a few tasks on your own. We'll finish with a follow-up discussion about the tasks in general. Do you have any questions?

Let's get started.

Orientation and General Site Impressions (10 minutes):

Home Page Discussion

Upon visiting the Patient Portal landing page please answer the following questions.

    a.   What are your overall impressions of the design of this web site?
    b.   What draws your attention?
    c.   What do you feel is the purpose of this web site?
    d.   Who do you think this web site is for?
    e.   What would you do first?

Navigation Discussion

Without clicking on the tabs at the top, describe what you would expect to find under each section:

    a.   Care
    b.   Team
    c.   Community
    d.   Education
    e.   Calendar
    f.   Account Sign-Up (Landing Page)

Task Scenarios (40 minutes):

Task 1 – Landing Page Sign-Up

1. You are a patient currently undergoing cancer treatment and you heard about the Patient Portal web site from a friend.
    a. Create an account on the Patient Portal site.

Task 2 – Care Team

1. You would like to contact the nurse who worked with you at your appointment yesterday.
        a. Locate your care team.
        c. Email your nurse.

Task 3 – Support Network

1. You are a patient currently undergoing cancer treatment and your provider has set up an account for you on the Patient Portal web site. You would like to keep your friends and family informed about your treatment progress.
        a. Connect with a friend through the web site.

2. Suppose you've added a few friends and family members to your support network on the web site. You would like to inform them of your progress.
        a. Find your list of friends and family members.
        b. Communicate your treatment progress to your friends and family.
        c. Post a photo to share with your friends and family.

3. You need a ride to an appointment this week.
        a. Ask your support network to help you get to your appointment.

Task 4 – Events

1. You are interested in participating in a support group to learn about living with cancer.
        a. Where would you find this information?
        b. Add this support group meeting to your calendar.

2. You would like to see what classes you have signed up for.
        a. Were would you find this information?
        b. How would you add this to your personal calendar in iCal?

Task 5 – Clinical Trials

1. During your last visit with your provider, your physician mentioned some upcoming clinical trials that you might be interested in learning more about
  a. Find more information about clinical trials that might work for you.

Task 6 – Track Progress & Report Symptoms

1. Your physician has asked you to track your treatment progress.
  a. Where would you go to see your progress?

2. Today you are feeling extremely tired, and have a very upset stomach.
  a. Where would you go to record what you are feeling?
  b. Enter your symptoms.

3. You can't remember when your next appointment is scheduled.
  a. Find your appointment schedule.

4. At your appointment last week, your physician ordered a blood test.
  a. Check your test results from the blood test.

Task 7 – Forum

1. You were diagnosed with cancer and don't know what to expect.
  a. Where would you go to get advice from other cancer patients?

Additional Insights (10 minutes):

Discussion Questions:

1. Do you use a smart phone? If so, which one and what do you use it for?
2. Do you use any social media networks? If so, which ones and how often?
3. How many hours per week do you use a computer?
4. How would you describe finding what you were looking for within this web site today?
5. How would you describe the tasks you were asked to complete on this web site today?
6. If you were designing the web site, what would be the first thing you would do to improve the site?
7. Is there any specific functionality or web sites that would make the tasks you completed today easier?
8. If time permits, take survey: (7 point scale with extremely easy (1) and extremely difficult (7) as anchors)
    1. How easy or difficult was it to find your way around the web site?
    2. How easy or difficult was it to set up your account?
    3. How easy or difficult was it to contact your Care Team?
    4. How easy or difficult was it to connect with your Support Network?
    5. How easy or difficult was it to add events to your calendar?
    6. How easy or difficult was it to find clinical trials?
    7. How easy or difficult was it to report symptoms?
    8. How easy or difficult was it to find the forum?
    9. Overall the site… (fails/falls below expectations/meets expectations/exceeds expectations/is perfect)