

NURX - link to Invision project : <https://invis.io/BS97HIFCR>

PART 1: PLANNING

1a. Eyetracking Tests

Tasks:

1. Create an account.
2. Check the alarm for birth control reminders.
3. Return to the home menu.
4. Take the quiz to order the pill brand Beyaz.
5. Return to the home page.
6. Check your credit card information.
7. Return to the home page.
8. Request a doctor to select birth control for you.

Storyboard: See pg. 7 - 13

Heatmaps: See pg. 14 - 17

- Time duration range is shown with the color range green/yellow/red. We predict users will spend more time looking at text, especially text of major functionality (menu screen buttons, options for purchasing product), as well as text that contains important information (descriptions of contraceptive brand, questionnaire questions). Users are also likely to go back and look at such information again, hence the bigger time interval. Buttons such as Yes/No as well as items at the top of the screen (head labels of the current page) are less important, so users won't spend much time looking at them.

Final hypothesis:

- The user will look through text before looking at buttons, and will spend more time looking at text than at buttons. In addition, more time will be spent on pages with more text versus pages that primarily consist of buttons.
- To prove/disprove our hypothesis, we will examine the difference in time users spend on buttons vs text, as well as different in time spent on different types of pages.

1b. Remote Usability Tests on UserTesting.com

Our main concerns are ease of ordering, ease of navigation, and confusion over different methods of ordering, which we will improve by analyzing users' actions as well as their feedback to questions that address these concerns.

Tasks:

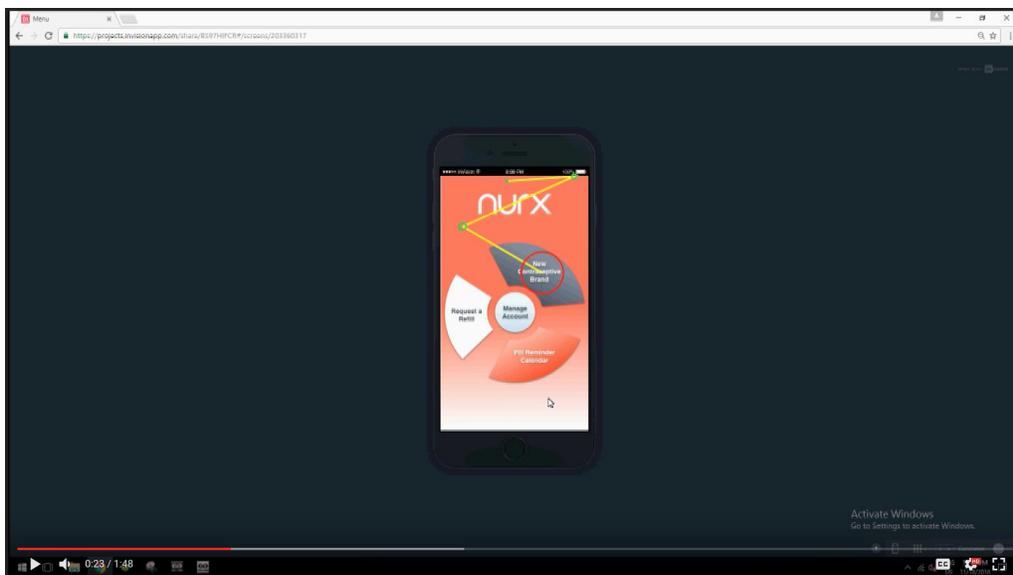
1. Create an account.
2. Check the alarm for birth control reminders.
3. Take the quiz to order a pill brand.
4. Check your credit card information.
5. Request a doctor to select birth control for you.

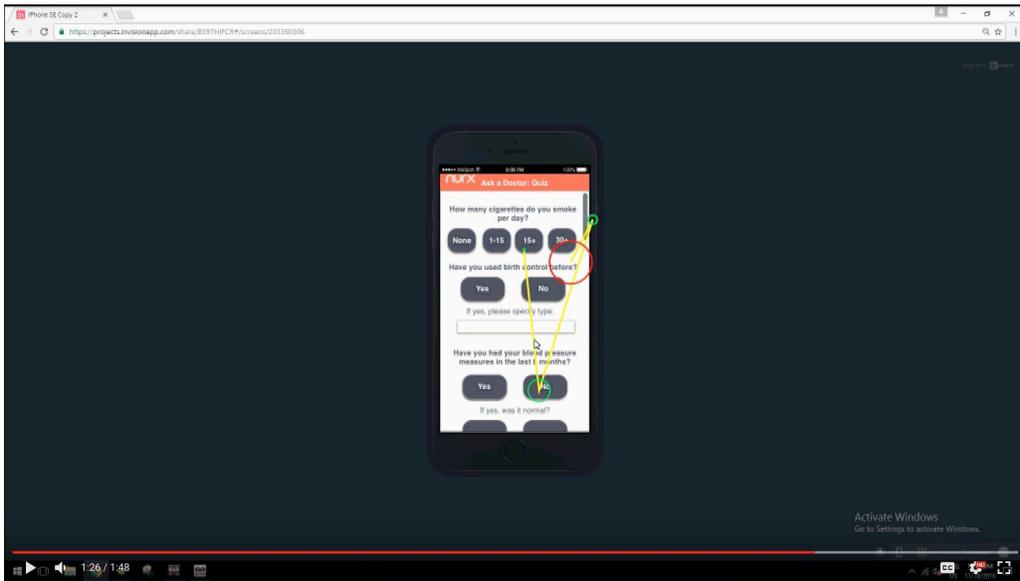
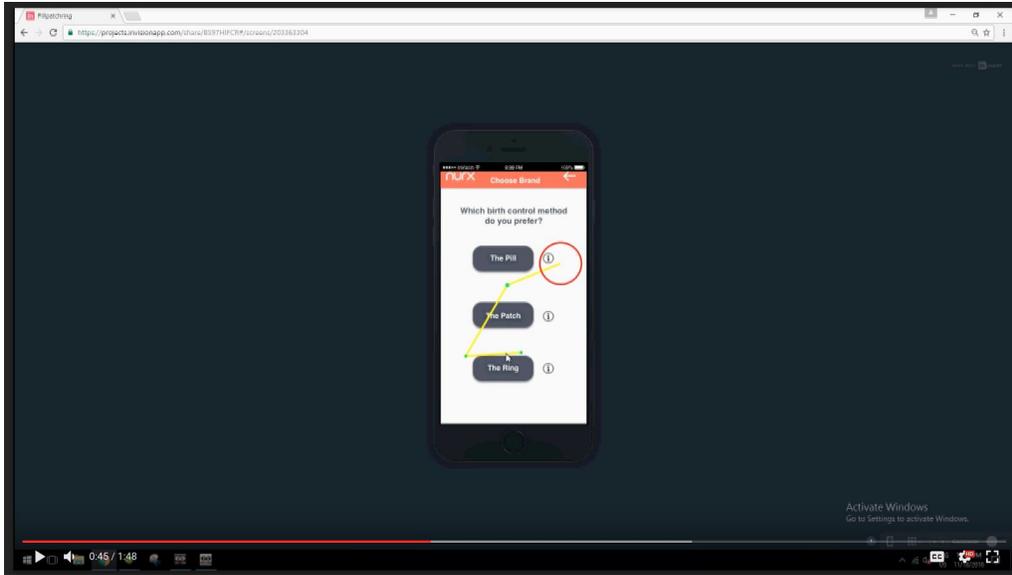
Questions:

1. How easy or difficult was it to order a birth control product? Why?
2. Was there any confusion over how to order various forms of birth control? Why?
3. Is there any new functionality that should be added that would benefit your experience using the app?
4. Did you prefer letting a doctor decide, or taking the quiz? Why?
5. What did you think of the layout of the homepage menu?
 - a. Did the placement of the four different buttons make sense to you?
 - b. If not, how would you change it?
6. Did you have trouble navigating the app?

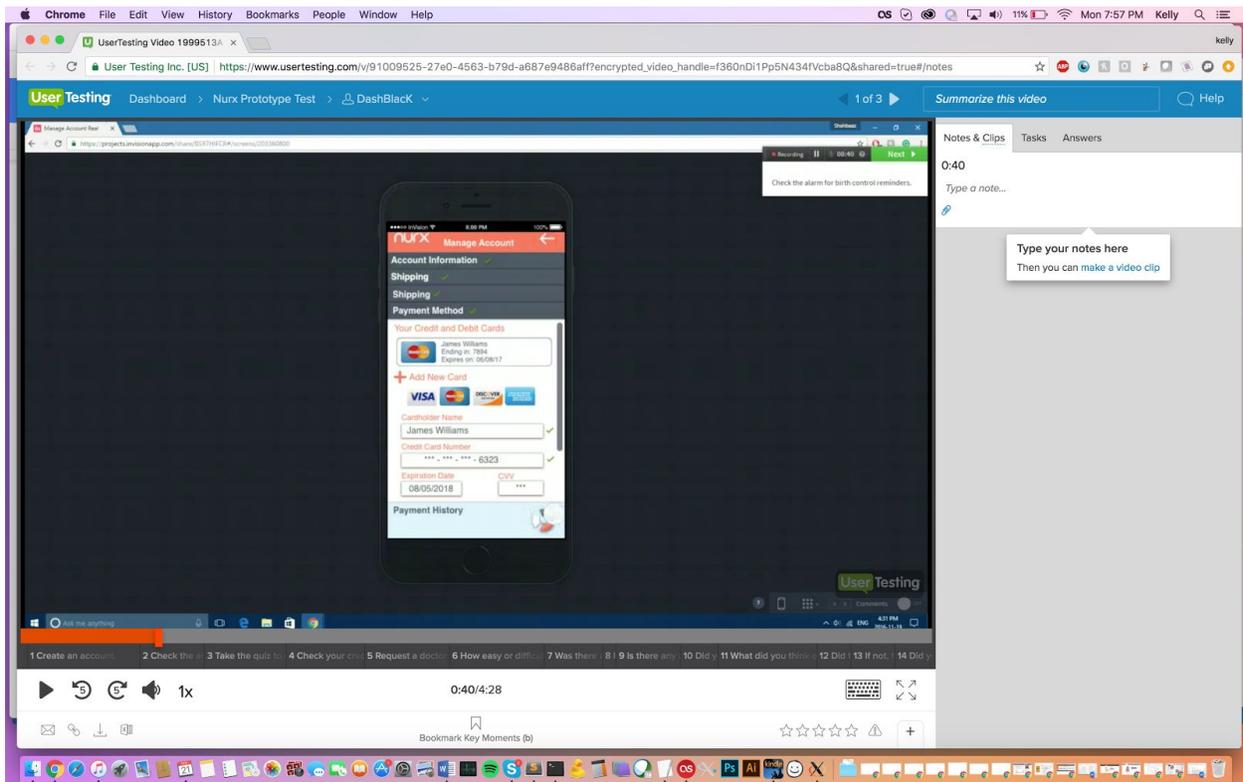
PART 2: TESTING

2a. Eyetracking





2b. Usability Testing



- 1) http://www.usertesting.com/v/91009525-27e0-4563-b79d-a687e9486aff?encrypted_video_handle=f360nDi1Pp5N434fVcBa8Q&shared=true
- 2) http://www.usertesting.com/v/e6eb97ca-9c4f-4cb4-b67c-c0c30da7f6d5?encrypted_video_handle=y4lObC8yBUjBXwWuduf2VA&shared=true
- 3) http://www.usertesting.com/v/d42a8c87-b7c0-4fbd-8c45-ccfc2f0f4682?encrypted_video_handle=LYdFsUHapKTZsql9-FR4WQ&shared=true

PART 3: ANALYSIS

3a. Eye-tracking analysis:

Overall, subjects spent the most time looking at buttons with text. Users also spent time looking at text. However, users seemed to skim over text, and didn't spend significantly longer viewing text in comparison to buttons. Therefore, our hypothesis, which states users will spend more time looking at text than buttons, is incorrect. Before clicking on a button, the user spent time reading it before clicking it, about the same amount of time as they spent reading text. Thus, contrary to our hypothesis, which stated that more time would be spent on pages with more text versus pages that primarily consist of buttons, there was no significant difference.

Another noticeable trend was that users would often look back up to the top of the screen, especially when they needed to return to the homepage. When looking at the homepage menu, users tended to spend a long time looking around at the different buttons before selecting one. Lastly, users tended to try to use the back button, even though there was already a homepage menu button.

3b. Usability Tests Analysis:

In our Usability Tests, we first gave a list of possible tasks that could be accomplished in the app, and then asked questions about ease of ordering BC, if there was any confusion over the ordering process, experience navigating the app, opinions on the menu layout, and lastly, suggestions for improvement.

Participant 1 was confused over how to access the BC quiz, and wasn't sure where each main-menu button lead to. She also had difficulty navigating the application, especially using the back button versus the menu icon. In addition, since the doctor questionnaire states that your doctor will help you, she was confused about requesting a doctor if she already had a doctor. Suggestions she made were adding a tutorial to explain how to use the application, and changing the navigation menu from the circular layout to tabs at the top of the app instead.

Participant 2 had an easier time navigating the application and had different feedback on improvements to the application. One was to include the option to sort the suggested brands based on price or other attributes. He also noticed prices are missing from product descriptions at checkout. Lastly, he wished there was information provided about the doctor paired with the user. He thought the layout of the homepage menu was convenient and straightforward.

Participant 3 agreed with Participant 1 on the difficulty of understanding the homepage menu layout, and spent a while looking at each button and figuring out how to accomplish different tasks or access different pages. He suggested adding a page with a clock to set alarms, which he thought made more sense than having the alarm on the calendar page. He preferred taking the quiz, since it yielded results faster than seeking a doctor's help. Lastly, because he had trouble using the navigation menu, he recommended formatting it as a table instead.

Based on the feedback we received, possible interface improvements are:

- Exchanging the homepage navigation buttons to a simpler menu
- Making the categories depicted by the buttons more specific
- Adding price to checkout pages
- Clarifying process of having a doctor select BC, add doctor qualifications
- Add help/FAQ button
- Decreasing large amounts of text
- Changing button labels to be more straightforward

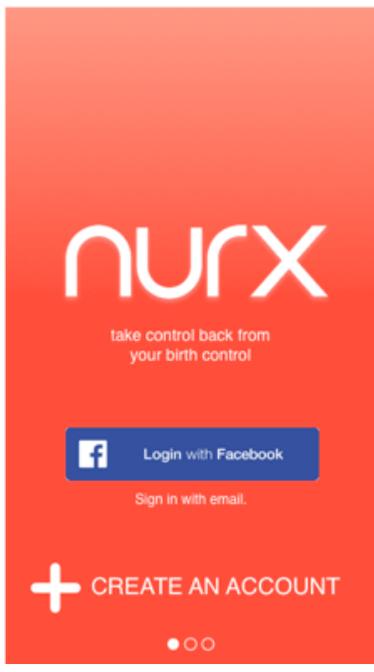
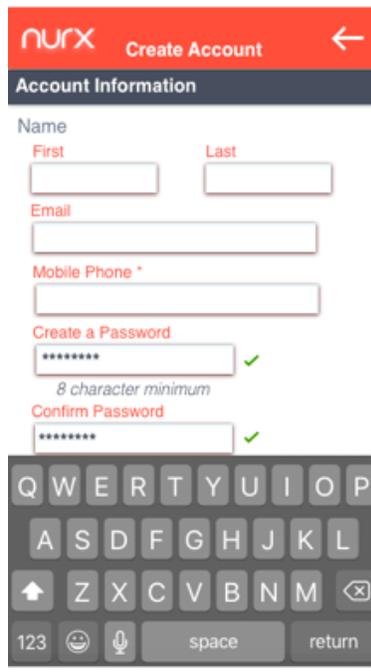
- Adding tutorial for onboarding

We encountered several challenges during the user-tests. One participant was generally confused about how interface prototyping works and kept making comments on features that didn't show any functionality (non-scrollable page, unclickable features, etc.). Thus, a great amount of feedback provided by that participant wasn't focused on what we would have expected the feedback to be (it wasn't as constructive since it was focused primarily on the unavoidable functionality limitations of mockups/prototypes). In addition, the setup of the the test did not facilitate the users going through a traditional onboarding process.

However, we were successful with the questions we asked user-testers. Asking qualitative questions in the usability tests such as "what did you think of the menu layout" was helpful in understanding how to improve our interface.

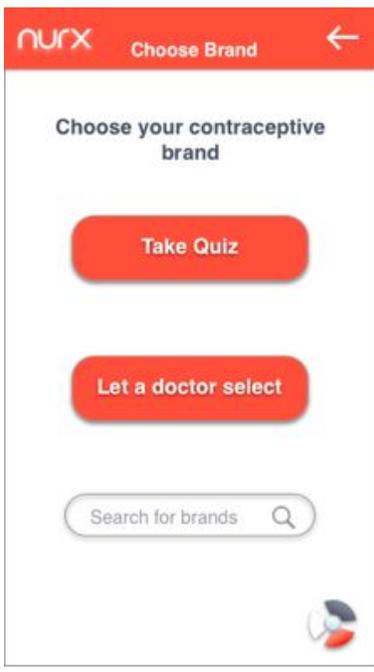
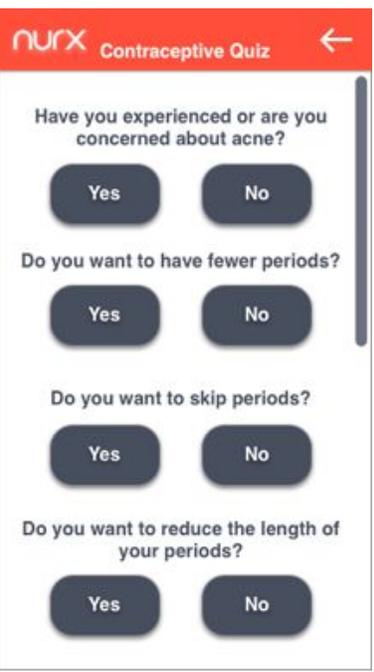
Some participants struggled if the language of the questions didn't correlate to the language of the app. For instance, users were asked to request a doctor to select the BC. Because the app used "have a doctor select for you," one user wasn't sure it was the right option. Therefore, more consistent language in testing and the app is something to improve on for further user-testing.

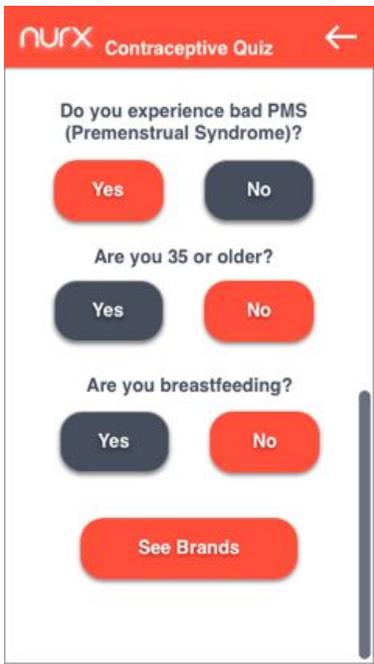
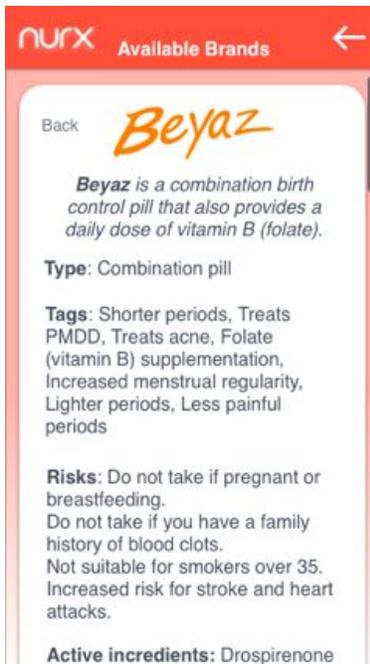
Storyboard:

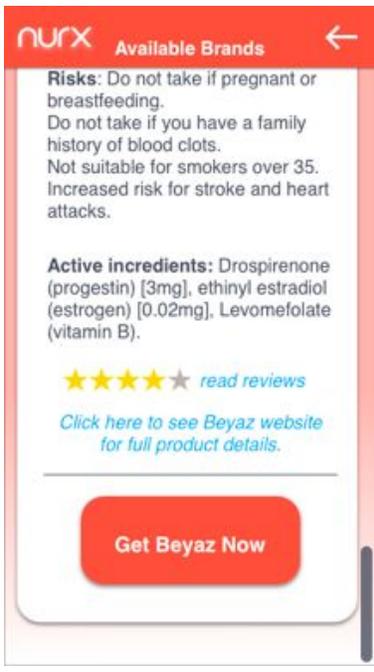
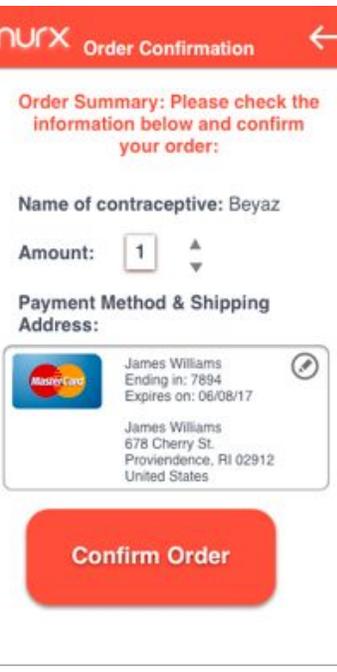
		
<p>1. User will click on the huge plus sign to create an account.</p>	<p>2. Once clicked on, the create account page appears.</p>	<p>3. The user will fill out the information and then hit the big red button “create account. “</p>

		
<p>4. User is brought to main home</p>	<p>5. Once clicked on, this screen</p>	<p>6. Going back to the home</p>

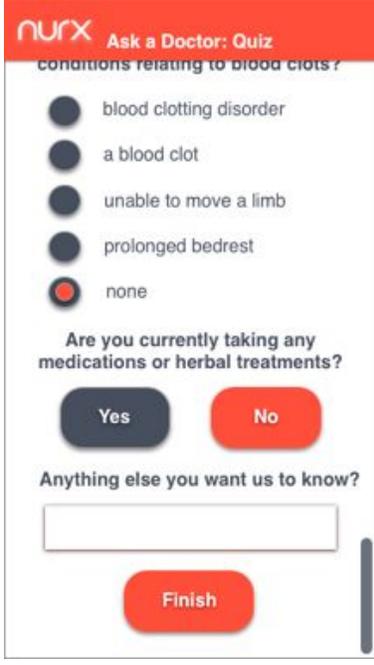
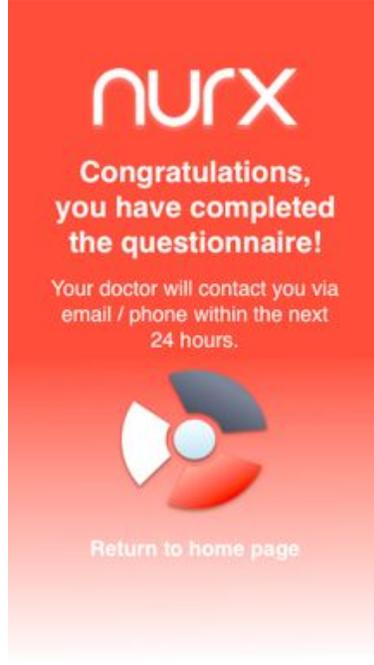
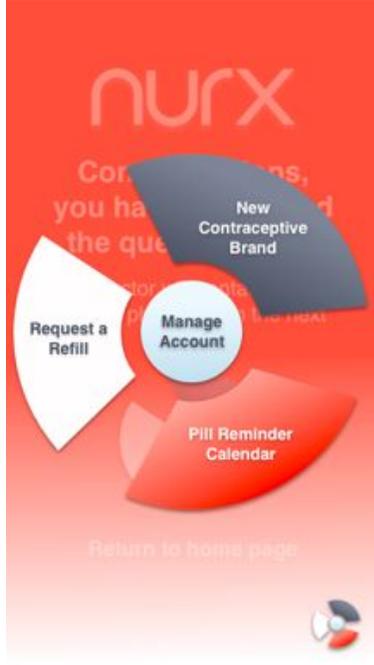
<p>screen where they have four options to choose from. User will likely first click on “Pill Reminder Calendar”</p>	<p>appears. They will then click on the green off/on switch on the bottom right. And the click on the home button to go back.</p>	<p>screen, where they see the same four options. Next they will most likely click on the option “New Contraceptive Brand”</p>
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<p>7. Once clicked on, the “choose a brand” screen appears.</p>	<p>8. Users will click on “take quiz” option to be brought to this page. Assuming user will pick on “pill option”</p>	<p>9. Once clicked on, this screen appears. User will answer read this questions and answer them by clicking on yes/no buttons.</p>

		
<p>10. There are more yes/no questions on this screen. Once done, user click “see brands” button.</p>	<p>11. Screen shows the various brands. User can use scroll bar on right to scroll down/up and see more.</p>	<p>12. User clicks on brand “Beyaz” and is brought to this page. User will use the scroll bar to move down.</p>

 <p>nurx Available Brands</p> <p>Risks: Do not take if pregnant or breastfeeding. Do not take if you have a family history of blood clots. Not suitable for smokers over 35. Increased risk for stroke and heart attacks.</p> <p>Active ingredients: Drospirenone (progestin) [3mg], ethinyl estradiol (estrogen) [0.02mg], Levomefolate (vitamin B).</p> <p>★★★★★ read reviews</p> <p>Click here to see Beyaz website for full product details.</p> <p>Get Beyaz Now</p>	 <p>nurx Order Confirmation</p> <p>Order Summary: Please check the information below and confirm your order:</p> <p>Name of contraceptive: Beyaz</p> <p>Amount: 1</p> <p>Payment Method & Shipping Address:</p> <p> James Williams Ending in: 7894 Expires on: 06/08/17</p> <p>James Williams 678 Cherry St. Providence, RI 02912 United States</p> <p>Confirm Order</p>	 <p>nurx</p> <p>Your order has been completed!</p> <p>Estimated delivery: 11/08/16</p> <p>View Payment History</p> <p></p> <p>Return to home page</p>
<p>13. After reading the whole page, users sees and clicks the button to “get Bayaz now.”</p>	<p>14. User is asked to confirm the order. User can change amount but leaves it to just one unit. User clicks on “confirm order” button.</p>	<p>15. User is shown the “completed order” form. User selects home button to return back to menu page.</p>

<p>16. User returns to the home screen. The user decides to also try a birth contraceptive suggested from a doctor.</p>	<p>17. Thus the user selects the “new contraceptive brand” again. And is brought to this page.</p>	<p>18. User selects “Let a doctor select” option and then is brought to this page, where they answer questions. They scroll for more questions.</p>

		
<p>19. And the bottom of the page. User selects “finish” button and submits her responses.</p>	<p>20. User is shown page confirming that a doctor will contact them in 24 hours. User clicks on home button</p>	<p>21. User is returned to home page. They select the “manage account” option.</p>

 <p>The screenshot shows the 'Manage Account' page with a red header. Below the header are sections for 'Account Information', 'Shipping', and 'Payment Method', each with a green checkmark. Under 'Your Credit and Debit Cards', a MasterCard is listed for James Williams, expiring 06/08/17. There is an 'Add New Card' button and logos for VISA, MasterCard, DISCOVER, and AMERICAN EXPRESS. Below are input fields for Cardholder Name (James Williams), Credit Card Number (*** - *** - *** - 6323), Expiration Date (08/05/2018), and CVV (***). A 'Payment History' section is at the bottom.</p>	 <p>This screenshot is identical to the previous one but features a circular navigation overlay in the center. The overlay has four segments: 'Request a Refill' (white), 'Manage Account' (blue), 'New Contraceptive Brand' (dark blue), and 'Pill Reminder Calendar' (red). The 'Manage Account' segment is highlighted.</p>
<p>22. User sees account details. User can add new card view payment history.</p>	<p>23. User returns to home page.</p>

Heatmaps:



