Learning from Our Web Users

THE KEY TO AN EFFECTIVE ONLINE PRESENCE
Learning from Our Web Users

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ABOG’s new public website: an informed path
DON'T MAKE ME THINK
End-user discovery

- One-on-one, <30 min interviews
- Residents/candidates, diplomates, fellows, program directors/coordinators, examiners
- Age range: 24 - 61
End-user discovery

• What have we learned and how did we get here?

• Major milestones: What we’ve heard and observed...
Design Personality/Characteristics

- Warm, friendly, approachable
- Contemporary
- Aesthetically pleasing/interesting
- Function drives design
Balance between beauty and “the beast” of content
Colors and imagery

• ABOG blues, dark purple, white space

• Balance between “enough” color (aesthetically pleasing) and “too much” (overwhelming)

• Rotating images with diverse subject matter
“Looks clean which is nice, and pretty self-explanatory.”

“I like the colors... looks very modern.”

“The graphics are nice, lots of white background. And pictures are not just obstetrics, but gynecology patients too, which is good.”

“These colors are appropriate, make sense for ob-gyn and women’s health site.”
Navigation

• Move from navigational cues to more straightforward labeling

• Dropdown menus: navigational cues, cap on number of categories
“This makes intuitive sense, in the order that they’re listed there ... and [the dropdowns] take away the need to go digging through the PDF files...”

(Fellow/Diplomate, age 32, male)
Verification tool

• Most search using name/state, few by ABOG I.D.

• Important for general public as well as health care professionals, administrators
“We go through a lot of effort to be board-certified. There ought to be an easy way for patients to figure that out.”

(Diplomate, age 60, male)
Women’s health resources

• Good for public outreach, but not for main menu (top navigation)
• Prominence should be secondary to “business” of ABOG
• Label shouldn’t imply a “physical” center or location
“I would 100% recommend to my patients. I recommend the one for ACOG all the time, and I would love to have this be something robust...”

(Diplomate/sub-specialist, age 52, female)
About ABOG

- Shifted from detailed feature to brief vision statement, lower on home page
- Users appreciated presence, but didn’t want it “in the way”
- Full “About” section in navigational menus
“Almost looks like an ad, like they’re advertising themselves.”

“Takes up valuable space.”
Home page/architecture

• Home page must be more “utilitarian” in approach
• Design should be clean and concise
• Users should be able to quickly identify themselves
Home page/architecture

• User content needs to be “front and center”

• “I come here to get stuff done.”

• “Need to get to the ‘meat’ quickly.”
ABOG Announces New Focused Practice Designation in Pediatric and Adolescent Gynecology

Learn more >
Banner feature and topical navigation
Banner feature and topical navigation
Prominent tabs for key user types
Quick access to contact info by dept, fees, deadlines, and announcements
“I like that you don’t have to dig around or log in to get to frequently used info. It’s all right there.”
(Fellow/Diplomate, age 32, male)

“I like the [user] menu. Different people have different reasons for getting on the site. It gets them to the lane they want to be in quickly.”
(Diplomate, age 39, female)
Followed by general features and vision statement
Responsive design

- Physicians are using their phones more
- Optimized for devices
- Easy access for busy diplomates
Five questions to shape the UX research process
Five questions to shape the UX research process

Part 2

1. What do we want to find out?
What do we want to find out?

Topics

• Findability
• Applicability
• Language/labels
Five questions to shape the UX research process

1. What do we want to find out?
2. Who do we need to talk to?
Who do we need to talk to?

Users = People

- What user types?
- How many of them?
https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/
Five questions to shape the UX research process

1. What do we want to find out?
2. Who do we need to talk to?
3. How do we ask?
How do we ask?

Good questions

- “What is this page telling you?”
- “Where might you click?”
- “What would you expect if you clicked here?”
How do we ask?

Not-so-good questions

- “Do you understand this?”
- “Do you like this page?”
- “Don’t you think _______?”
3 How do we ask?

Follow ups

• Can you explain?
• Can you say more about that?
• Can you show me what you mean?
Five questions to shape the UX research process

1. What do we want to find out?
2. Who do we need to talk to?
3. How do we ask?
4. What did we learn?
What did we learn?

Key findings

• 4 of 5 participants interacted without hesitation...
• A majority of Candidates reported that...
• 2 of 3 participants expressed appreciation for...
What did we learn?

Formats

• Simple text
• Graphics
• Screenshots, audio/video recording
May I have your permission to record this session for our internal purposes only?

Before we start looking at the redesign...

I see from your form responses that you are ________ is that correct?

Are you in active clinical practice?

If not, are you retired? Administration? Educating? etc?

How often do you visit the ABOG website?

Do you visit it yourself, or would you have an office staff do so?

What are the top three things you might typically come to the ABOG website to accomplish?

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<td>Neutral</td>
</tr>
<tr>
<td>Negative</td>
<td>Neutral</td>
</tr>
</tbody>
</table>

Comments

"Feels too busy"
"Don't bury the contact info"
"Not intuitive"
Five questions to shape the UX research process

1. What do we want to find out?
2. Who do we need to talk to?
3. How do we ask?
4. What did we learn?
5. What will we do about it?
What will we do about it?

Takeaways

• Site update
• New practice
• Change in strategy
• Follow-up research
Review (ABOG example)
What do we want to find out?

• Are users able to understand and easily navigate content?
• Is tab approach understood and useful?
2 Who do we need to talk to?

- Mix of Diplomates, residents/candidates, program admins, subspecialists
- Broad age range (28-61)
3 How do we ask?

• What do users hope to accomplish?
• Do they recognize and properly interpret targeted content?
• Anything unclear, frustrating, missing?
What did we learn?

Participants...

• Accepted and understood content
• Appreciated user-focused tabs
• Preferred to see menu by default
• Became overwhelmed by too much detail in dropdowns
What will we do about it?
What will we do about it?
Thank you! We welcome your questions.

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