** POV**

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**From:** Faith Warren **Client:** Scott & White

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**CC:** B Vinall,

This document is an overview of the user experience opportunities for the Scott & White website ([www.sw.org](http://www.sw.org)). While the website provides a valuable set of content and features for patients, the homepage often misses an opportunity to drive users to content that is most pertinent to their needs. By reviewing the usability concerns on the existing site, this document will show a variety of high-level strategic approaches as well as more tactical action-oriented solutions that can address the more urgent concerns.

Patients visiting this website may be confused by the options presented to them on the homepage. When users attempt to make an appointment at a location, the activity is unsuccessful because at the end of the process the form informs the user that they will be contacted to make an appointment. Users will be expecting to create a specific appointment from the current homepage’s “Make an Appointment” link. By providing a significantly less feature patients will be disappointed and may not venture further into the site. For the user’s experience to be successful Scott & White needs have a deeper understanding of the user’s needs and how the website addresses those concerns. Scott & White needs to identify the customer needs and customize the website to allow the user to save information (or elect to view the website anonymously but still save information) to their own calendars or tools, and address and fix the appointment form issues. This will enable users to look up appointments they make, and save information surrounding their doctors and conditions and medications, thus enriching their Scott & White web experience. This would inspire the users to return to the site in the long run, thereby gaining Brand recognition and repeat users.

At the request of Scott & White, we have prepared an analysis of the Scott & White website.

There are a number of problems that exist across the site, including:

* Too many steps, many unnecessary, in the “Appointment Making” process
* Disconnect between the “Appointment Making” process and the location the user is attempting to make the appointment with.
* Layout, including placements of fields and display of dynamic content, that can cause confusion and frustration during the process of navigating through the website
* Inconsistencies across the sub-domains and disparity between layout, content, and design
* Inconsistency in what is to be achieved by the user on the site

## Immediate Changes for Improvement

1. Improve Appointment Process
2. Give Users a sense of community by creating a profile page
	1. Add Medications
	2. Add Doctors
	3. Add Conditions
	4. Add Patient Care Plan Schedules
	5. Add Community Blogs on Conditions
	6. Add Newsfeeds about interests
3. Improve the Health Library Layout to make it competitive to WebMD
4. Improve the home page to channel User types into funnels
	1. Looking to Volunteer, Donate or Get Involved
	2. Looking to Make an Appointment
	3. Looking to Educate Myself

## User Recommendations

Customizing the website to allow the user to save things to their “profile” or to a “clipboard” would be the best long term strategy to drive loyalty and reasons for users to return, like:

1. Medications
	1. Managing a current list of medications
	2. Ordering refills from the Online Pharmacy
	3. Requesting refills from doctors
	4. Asking about drug interactions or side effects
	5. Researching medications
	6. Keep track of flu shots and immunizations
2. Conditions
	1. Keeping a list of ailments and questions for doctor visits
	2. Research ailments and studies
	3. View articles about latest advances in condition treatments
	4. Join a support group for their condition
3. Patient Care Plans
	1. See visits in some sort of calendar view
	2. See when they should schedule a follow up or when their follow-up is scheduled
	3. See what type of doctors they visit and when
		1. Example: Women’s Wellness Checkup vs. General Physician and Psychiatrist, etc.
	4. See when they need to come into the doctor’s office to renew prescriptions or have annual checkups
	5. See a schedule made by their doctor of when to return for a follow up (this could be based on the new HIPPA regulations regarding “Patient Care Plans”)
	6. See studies they could/should join pushed by their doctor or a PA in the doctor’s office
	7. Send users to specific clinics that specialize in treatment for their condition
		1. Example: A rehabilitation facility for Sports Medicine
	8. See the specific “User Groups” to subscribe to in order to manage their condition
		1. Example: Bariatric or Diabetic Patients
		2. See newsfeed(s) targeting user interests by actively clicking something to alert them about posts (“Like” this…) or passively showing feeds based on user data
			1. For passive feeds an example is, “anything written about their condition is fed in a newsfeed” or anything by their Doctor shows up on a section of “their portfolio”
			2. Perhaps a “Notes” section where their doctor’s specific follow-up notes appear

## GAPS and Revision Needs:

Included in this analysis is page-by-page detail of the entire process and problems on each page.

1. **Find a Provider**
	1. Form does not set an appointment with a specific provider or location
	2. Experience is inconsistent from provider to provider in page layout and in functionality
		1. Example: on some location pages user can click a link to make an appointment on other pages the user can’t see an appointment link, however none of these links allows the user to set up an appointment for that specific clinic. This is misleading and confusing.
	3. Results view doesn’t show addresses in a list view or proximity to the user or the user’s preferred location
	4. This section needs a high level form that funnels the user to the specific location based on their answers, and the form should be presented at the top level and named “Request an Appointment this Week”, or similarly to allow the user to understand they may not get a call for a few days.
2. **Find a Location/Map**
	1. Location map doesn’t tell users the clinic’s specialty.
		1. Example: A user could drive to a Physical Rehab center thinking they could see a General Physician for a sore throat.
		2. Specialty Clinics need to be clearly denoted in the Map or name
	2. In some layouts users can “Request an Appointment”
		1. There is a need to have the form data limited based on the questions in the form if the website is linking the form from the clinic information page.
		2. The form needs to better target the audience of the clinic, or via the process of filling out the form, narrow down the selection of which clinic the user would be assigned to.
	3. Each location page is different so they need to be made uniform and consistent
	4. Experience of filling out a form needs to be consistent
	5. Need some way to check in for “Walk In” clinics or check wait time or users will just go to the ER because the few clinics that do list their wait time have a much longer waiting period than the ER on the website
		1. More clinics need to be utilizing this technology for those users that have a lower deductible for visiting clinics
3. **Make an Appointment**
	1. The process to make an appointment is really confusing, the user is expecting a form that tells them which clinic to go to, but ends with the statement that “someone will call them to make an appointment” no indication when or for which clinic
	2. User is forced to read a bunch of text and click a red link in the middle of the page and then scan text and go to the bottom of the page and click “Begin”
		1. User is now three clicks in from wanting an appointment, and sees a plethora of links to
			1. Match providers
			2. Find out if the user’s insurance is accepted
			3. User can easily be led off this path or feel uncertain
	3. User clicks “Begin” and is confronted with the text “Loading Form” so user waits only to get a small form
		1. First thing user is asked is if they are “Requesting appointment for my:”
			1. Child, friend, parent partner, etc.
	4. This form should be the funnel that shunts the users to the doctor, location or group they need to be assigned to based on the criteria they are willingly giving by filling in the form.
4. **Donate Blood**
	1. The Donate Blood link takes the user to an entirely new branded sub-domain called, “Blood Center” with 12 links, one being “Schedule an Appointment” –and the form actually takes more information than any form noted before on the site.
	2. The navigation changes on the “Schedule an Appointment” form page back to what was originally on the home page of the website, this is very confusing to the user.
5. **Find ER Wait Times**
	1. Wait times at the clinics is actually longer than the Hospitals so the users would opt to go to the hospitals as opposed to the clinics if it was an emergency or they didn’t want to wait.
	2. Only a few clinics are showing wait times
		1. There is no way to make an appointment or check in from this screen
		2. There is no way to see the clinic or hospital location in the Google Map view
6. **Make a Payment**
	1. Apparent that this is taking the user away from the Scott & White website but some warning needs to alert the user of this change.
	2. There should be some sort of a dialogue that tells the user they are going to the secure “Bank Of America Payment Portal”
	3. There should be some way to return to the Scott & White Site in the navigation in case this was an accidental click
		1. On Dialogue a “Cancel” button to keep users on the Scott & White site
		2. The logo on the Bank of America Payment Portal should take users back to the original site.
7. **Refill a Prescription**
	1. All Branding and navigation disappears
	2. Very dated appearance
	3. Why is this section of the site so disparate?
	4. This section needs to be updated or no longer utilized if it is not functional
8. **Join a Clinical Trial**
	1. Lists a lot of clinical trials but the first five categories are blank, why display blank categories?
	2. Trials are listed by trial number
	3. Clicking into the details does a various number of things
		1. Some open another site, “ClinicalTrials.gov”
		2. Others open a PDF
	4. Very hard to determine how to get into a clinical trial from the provided webpages or PDF information
	5. Must click back into a link on “ClinicalTrials.gov” to determine the location the clinical trial is being done at.
	6. More navigation is pushed way below the fold
		1. Participate in a Clinical Trial
		2. Contact Research
		3. Donate to Research
		4. Login to iMedRIS
		5. Contact Research Innovations
		6. View all Research Centers & Institutes
		7. Review Conflict of interest Policy (PDF)
			1. The fact that this navigation is pushed to the bottom even in an empty category doesn’t facilitate users finding and clicking on it for help
			2. The Clinical Trials page essentially is a page of double navigation with it in the left and then in the center
			3. Navigation also changes if there is multiple types of clinical research in a category and thus further confuses the user
9. **Find Accepted Insurance Plans**
	1. This is an acceptable page, would suggest a search function to high-light input carrier to facilitate faster user data collection
10. **Make a Donation**
	1. Suggest a better “call to action” on the “Make a Donation Page” an immediate impact showing a quote from an individual who received help.
	2. Make a Donation Section Header
		1. The beginning of the articles in the section don’t evoke action, nor look interesting to read
		2. Would include more statistics on this page
			1. Example: “Your donations helped 45 children see this year, see how every bit helps…”
11. **About Us**
	1. This is the section where Scott & White should talk about the donations and charity and work done for Foundations and Studies, what makes Scott & White different from the other Hospitals.
12. **Careers**
	1. The Careers link takes users away from the main domain and offers up new navigation without warning
	2. Navigation is now right hand justified at the top right, in the green bar.
	3. There is no way to return to the previous site other than the back button users are essentially stuck in the “Careers” section
13. **Mission/Vision**
	1. The Mission and Vision is very brief would Scott & White not like to elaborate on how they hope to achieve the Mission and Goals?
14. **Volunteers**
	1. Why is the page targeting an older demographic? That is the first impression on the user.
	2. First link takes the user to the Children’s Hospital page and it’s unclear what to do from there.
	3. Need to have targeted consistent forms for the Volunteers that go to the designated coordinator of each type of volunteer
15. **Contact Us**
	1. Pretty straight forward, might want to use the Google Map to display locations and distance from the user if possible.
	2. “Online Patient Greeting Form” – what is it? Demo of how it works and what the end user gets graphically?
16. **Healthcare Professionals**
	1. Very odd transition takes place where the subdomain resembles the Scott & White website but the link is now called “Patients & Visitors” this is confusing from a Usability standpoint.
	2. What is this section?
	3. User must click around to discern that this is continuing education and employment
17. **Researchers**
	1. Page that funnels users to two different paths despite having links to already differentiate them in the global navigation (could this page be taken out?)
18. **Patient/Visitor Tools**
	1. The link turns into “Healthcare Professionals” when user clicks - this is very confusing from a usability standpoint.
	2. What is this section? It appears to spotlight some blog information and Research Center information
19. **Locations**
	1. Does not let the user filter the locations by “Specialty” or doctor, or reason for going?
	2. Would be nice to take a target location and make that a “preferred location”
	3. Show distance from the user based on zip code entry, or previous information entered.
	4. Make each location have a similar description when pulled up, some have “Make an Appointment” and others don’t.
	5. “Make an Appointment” is deceptive because the user isn’t making an appointment for that specific location, nor can the user make one for the same day.
	6. Form should be at a higher level than on the specific location’s page to avoid a user thinking they are making an appointment for a specific location
20. **Diseases and Conditions**
	1. Very large database that allows users to search and view data on a number of different things (similar to WebMD.com) but not manipulate it
	2. Would be nice for the user to be able to look up their medications and add them to their profile and even submit them to their doctor for review of interactions, refill authorization, etc.
	3. Link user groups to cancer types in this database to allow a user to see a support group for their type of cancer.
	4. Show studies associated with diseases
21. **Clinical Services**
	1. Page is sufficient but inconsistent navigation, every other list page shows a list taking up the entire left navigation
	2. This page’s navigation doesn’t follow the same pattern as the rest of the website
22. **Search**
	1. Results could be better refined
	2. Misspelled words have a “did you mean…” returned
	3. Auto fill in the search field would be nice
23. **Get Involved**
	1. Takes users to the “Make a Donation” section
	2. “Get Involved” evokes volunteer activities so the naming of this link is inconsistent with the activity, should change this link to “Make a Donation”
24. **Quality Scores**
	1. Show quality scores on this page and explanations beneath so the user knows what they are looking at.
	2. Inform the user as to what “Quality Scores” are and how they are derived.
	3. This is a missed opportunity to show how world class the Scott & White Hospitals are, show awards and accolades, don’t make the user dig through hyperlinks
25. **Events Calendar**
	1. The Events Calendar should show a drop down list of “Types” of events rather than the generic “Keyword” field the user could never type in the right keyword and become frustrated.
	2. Suggest some things the user might type into the field (auto fill)
26. **Health Library**
	1. Very impactful section of the site, it could be laid out more user friendly
		1. “Where does it hurt?” Module on the left navigation side, total health to the right
		2. “Take Charge of your Health” below the “Where does it hurt?” module.
		3. Videos to the right or across the bottom of the page.
	2. Again links to User Studies and Groups
	3. Ability to add things to a clipboard or their profile, home page, or custom section of the portal is needed
27. **Accepted Insurance**
	1. Again a search field for faster data manipulation is needed