



HealthPartners®

Everyday Care Services

First Click Test

(Results from July 6, 2018)

Overview

- The purpose of this test was to determine how users interacted with the Everyday Care Services page.
- Participants were given 1 of 3 versions of this page. All participants were asked the same questions.
- Our goal was to determine if users understood when to click on Primary Care and when to click on other categories.
- We also wanted to validate that users interacted with the page content instead of the navigation.

Methodology

- The test was designed to see where users would click when prompted with common healthcare needs.
- The test captured where users clicked on the page for each prompt and the time it took them to make that decision.
- The test did not document user paths beyond the first click.

Participants

We tested 10 participants in each version of the Everyday Care Services grid:

Age range: 25 – 65

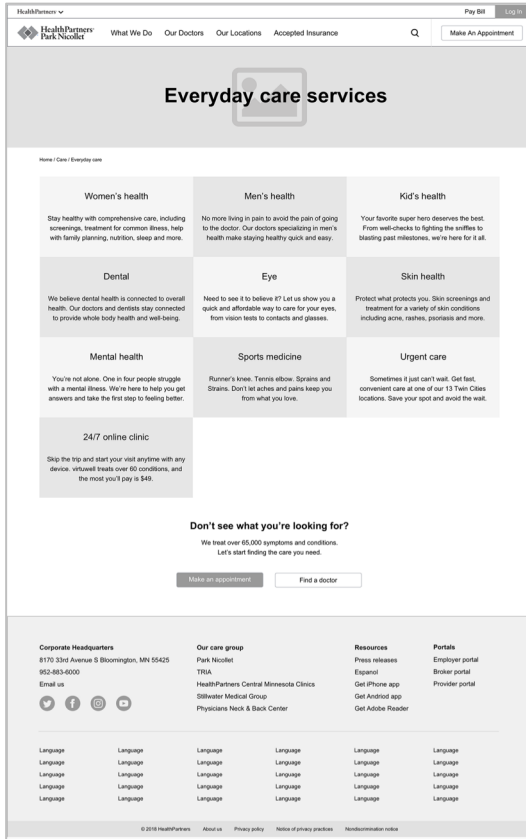
Location: Various US cities

Education: High School Education Level

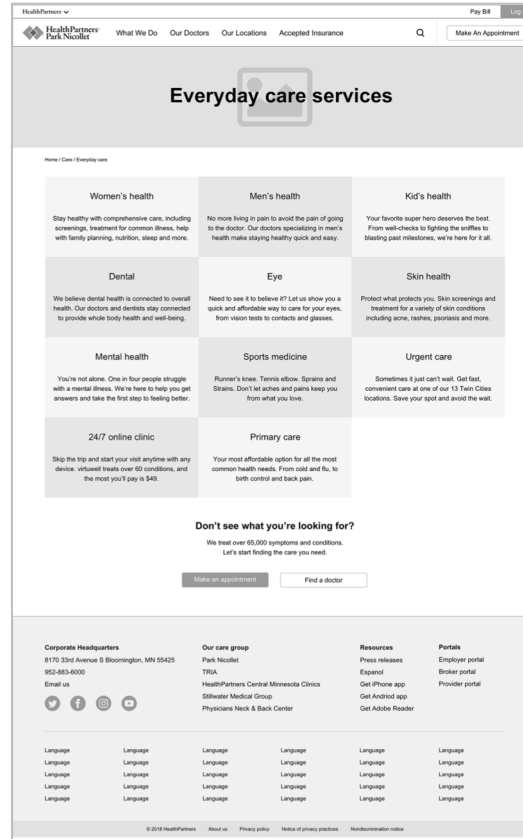
Occupation: Any

Gender: Any

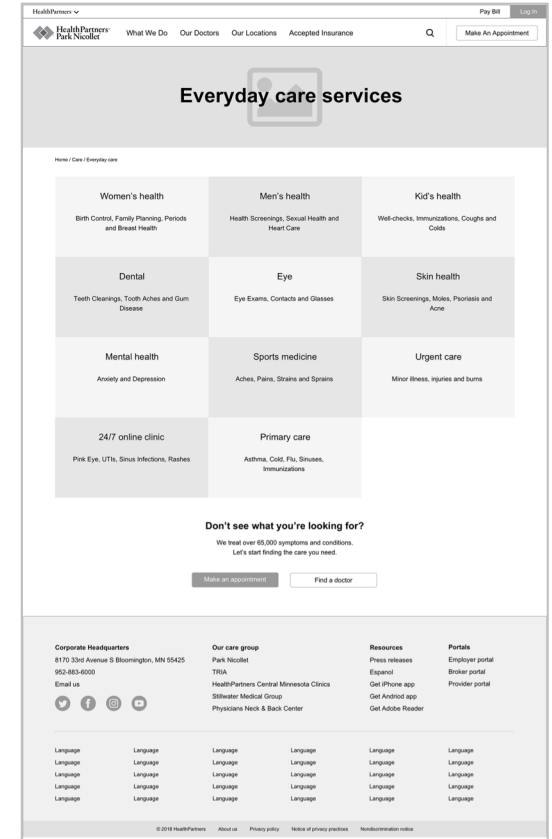
Wireframes



Version 1



Version 2



Version 3

Version 1: w/o Primary Care Tile

<h3>Women's health</h3> <p>Stay healthy with comprehensive care, including screenings, treatment for common illness, help with family planning, nutrition, sleep and more.</p>	<h3>Men's health</h3> <p>No more living in pain to avoid the pain of going to the doctor. Our doctors specializing in men's health make staying healthy quick and easy.</p>	<h3>Kid's health</h3> <p>Your favorite super hero deserves the best. From well-checks to fighting the sniffles to blasting past milestones, we're here for it all.</p>
<h3>Dental</h3> <p>We believe dental health is connected to overall health. Our doctors and dentists stay connected to provide whole body health and well-being.</p>	<h3>Eye</h3> <p>Need to see it to believe it? Let us show you a quick and affordable way to care for your eyes, from vision tests to contacts and glasses.</p>	<h3>Skin health</h3> <p>Protect what protects you. Skin screenings and treatment for a variety of skin conditions including acne, rashes, psoriasis and more.</p>
<h3>Mental health</h3> <p>You're not alone. One in four people struggle with a mental illness. We're here to help you get answers and take the first step to feeling better.</p>	<h3>Sports medicine</h3> <p>Runner's knee. Tennis elbow. Sprains and Strains. Don't let aches and pains keep you from what you love.</p>	<h3>Urgent care</h3> <p>Sometimes it just can't wait. Get fast, convenient care at one of our 13 Twin Cities locations. Save your spot and avoid the wait.</p>
<h3>24/7 online clinic</h3> <p>Skip the trip and start your visit anytime with any device. virtuwell treats over 60 conditions, and the most you'll pay is \$49.</p>		

Version 2: w/ Primary Care Tile

<h3>Women's health</h3> <p>Stay healthy with comprehensive care, including screenings, treatment for common illness, help with family planning, nutrition, sleep and more.</p>	<h3>Men's health</h3> <p>No more living in pain to avoid the pain of going to the doctor. Our doctors specializing in men's health make staying healthy quick and easy.</p>	<h3>Kid's health</h3> <p>Your favorite super hero deserves the best. From well-checks to fighting the sniffles to blasting past milestones, we're here for it all.</p>
<h3>Dental</h3> <p>We believe dental health is connected to overall health. Our doctors and dentists stay connected to provide whole body health and well-being.</p>	<h3>Eye</h3> <p>Need to see it to believe it? Let us show you a quick and affordable way to care for your eyes, from vision tests to contacts and glasses.</p>	<h3>Skin health</h3> <p>Protect what protects you. Skin screenings and treatment for a variety of skin conditions including acne, rashes, psoriasis and more.</p>
<h3>Mental health</h3> <p>You're not alone. One in four people struggle with a mental illness. We're here to help you get answers and take the first step to feeling better.</p>	<h3>Sports medicine</h3> <p>Runner's knee. Tennis elbow. Sprains and Strains. Don't let aches and pains keep you from what you love.</p>	<h3>Urgent care</h3> <p>Sometimes it just can't wait. Get fast, convenient care at one of our 13 Twin Cities locations. Save your spot and avoid the wait.</p>
<h3>24/7 online clinic</h3> <p>Skip the trip and start your visit anytime with any device. virtuwell treats over 60 conditions, and the most you'll pay is \$49.</p>	<h3>Primary care</h3> <p>Your most affordable option for all the most common health needs. From cold and flu, to birth control and back pain.</p>	

Version 3: w/Primary Care Tile, Simplified Copy

<p>Women's health</p> <p>Birth Control, Family Planning, Periods and Breast Health</p>	<p>Men's health</p> <p>Health Screenings, Sexual Health and Heart Care</p>	<p>Kid's health</p> <p>Well-checks, Immunizations, Coughs and Colds</p>
<p>Dental</p> <p>Teeth Cleanings, Tooth Aches and Gum Disease</p>	<p>Eye</p> <p>Eye Exams, Contacts and Glasses</p>	<p>Skin health</p> <p>Skin Screenings, Moles, Psoriasis and Acne</p>
<p>Mental health</p> <p>Anxiety and Depression</p>	<p>Sports medicine</p> <p>Aches, Pains, Strains and Sprains</p>	<p>Urgent care</p> <p>Minor illness, injuries and burns</p>
<p>24/7 online clinic</p> <p>Pink Eye, UTIs, Sinus Infections, Rashes</p>	<p>Primary care</p> <p>Asthma, Cold, Flu, Sinuses, Immunizations</p>	

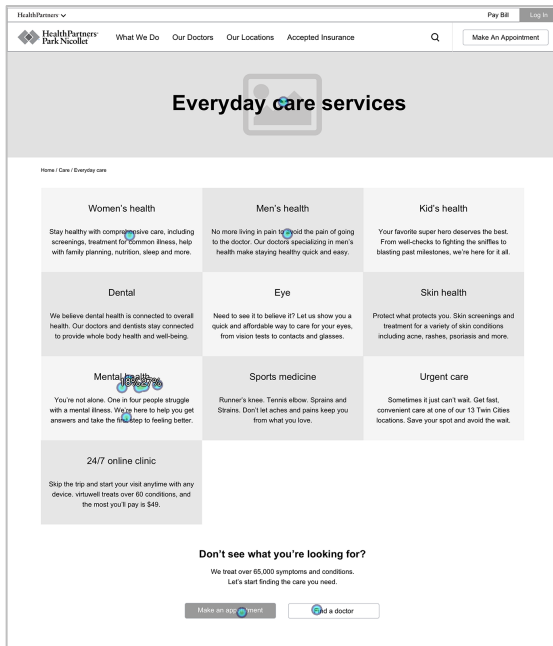
Test Questions

Questions were written to account for scenarios in which the user might click on tiles on the page.

1. Imagine you have been feeling anxiety in social situations. Where would you click to find care?
2. Imagine you sprained your ankle when running. Where would you click to find the help you need?
3. Imagine you are concerned about a rash on your back and would like to have it screened. Where would you click to find treatment?
4. Imagine you're looking for a doctor for your physical exam. Where would you click to find a new doctor?
5. Imagine you woke up with a sore throat and flu symptoms. Where would you click to find care?
6. Imagine you work the night shift and are having trouble sleeping. Where would you click to find treatment?
7. Imagine you have to go to the bathroom multiple times a night. Where would you click to find treatment?
8. Imagine you have severe seasonal allergies. Where would you click to find help?
9. Imagine you're new to town and looking for a family medicine doctor. Where would you click?

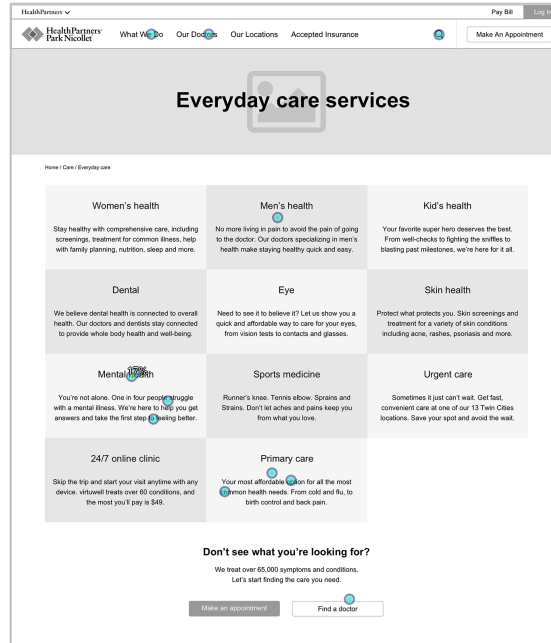
Heatmaps

Imagine you have been feeling anxiety in social situations. Where would you click to find care?



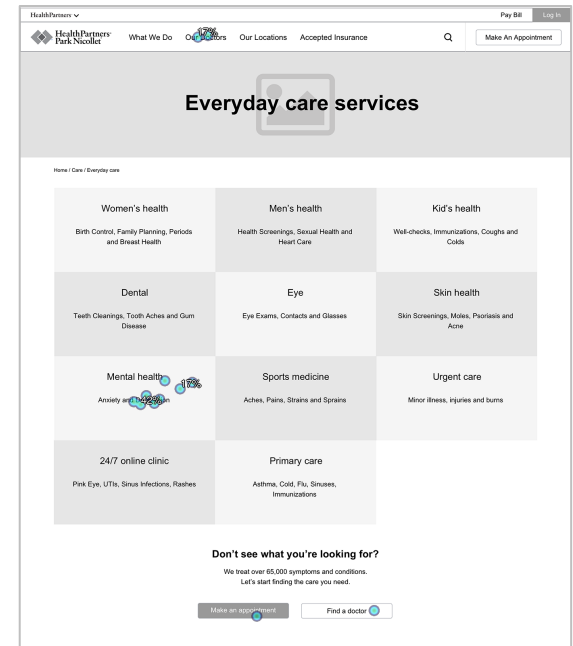
Version 1

6 out of 10 clicked on Mental Health
Average click time was 9.50 sec



Version 2

4 out of 10 clicked on Mental Health
Average click time was 5.07 sec

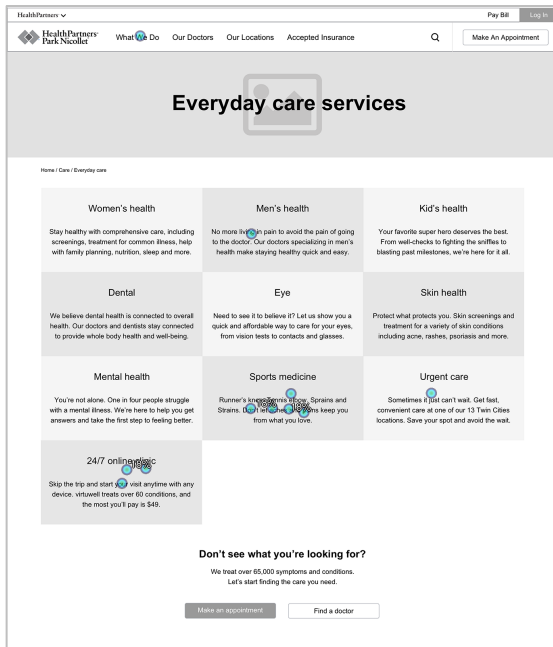


Version 3

8 out of 10 clicked on Mental Health
Average click time was 4.48 sec

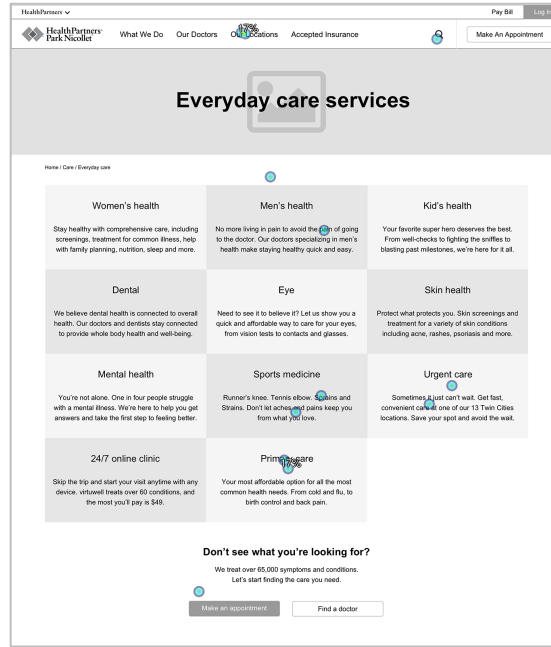
Heatmaps

Imagine you sprained your ankle when running. Where would you click to find the help you need?



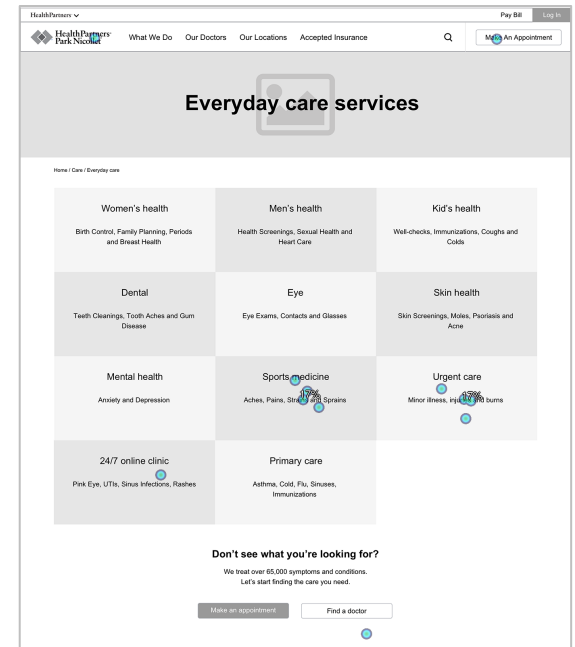
Version 1

5 out of 10 clicked on Sports Medicine
Average click time was 12.65 sec



Version 2

3 out of 10 clicked on Navigation
Average click time was 8.30 sec

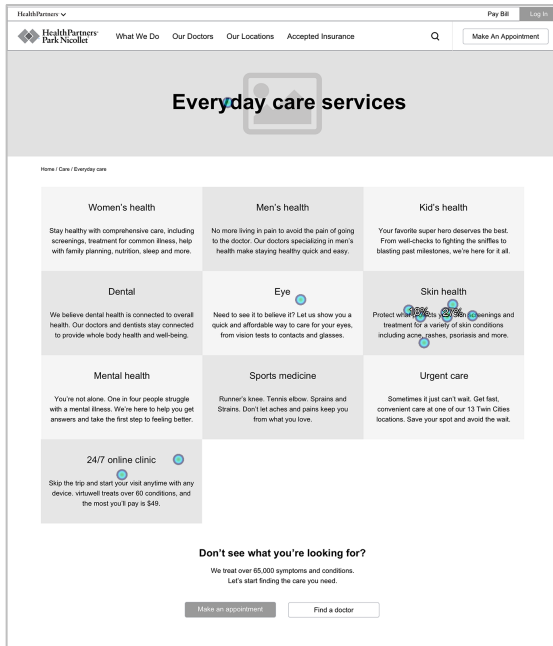


Version 3

4 out of 10 clicked on Urgent Care or Sports Medicine
Average click time was 7.75 sec

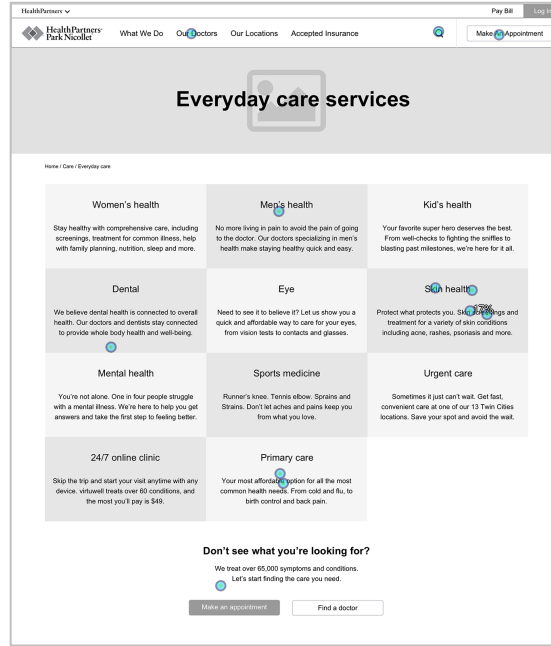
Heatmaps

Imagine you are concerned about a rash on your back and would like to have it screened. Where would you click to find treatment?



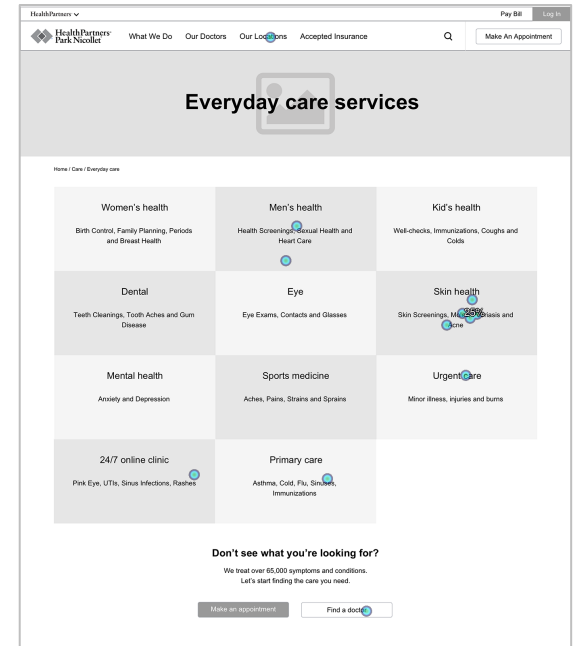
Version 1

7 out of 10 clicked on Skin Health
Average click time was 6.15 sec



Version 2

4 out of 10 clicked on Skin Health
Average click time was 6.42 sec

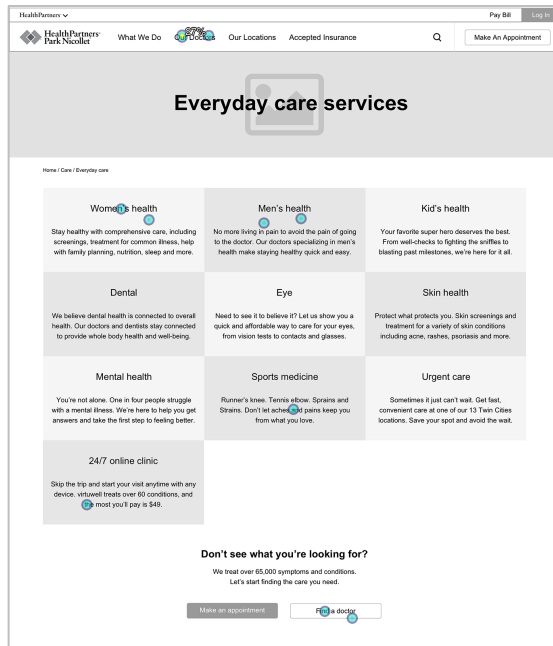


Version 3

5 out of 10 clicked on Skin Health
Average click time was 6.19 sec

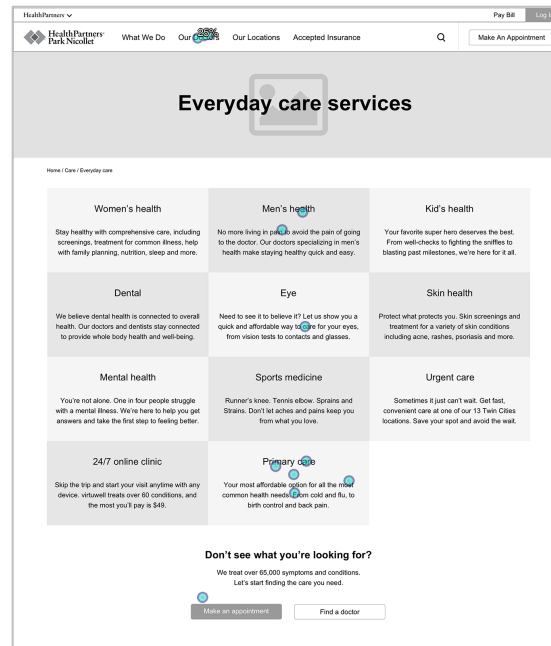
Heatmaps

Imagine you're looking for a doctor for your physical exam. Where would you click to find a new doctor?



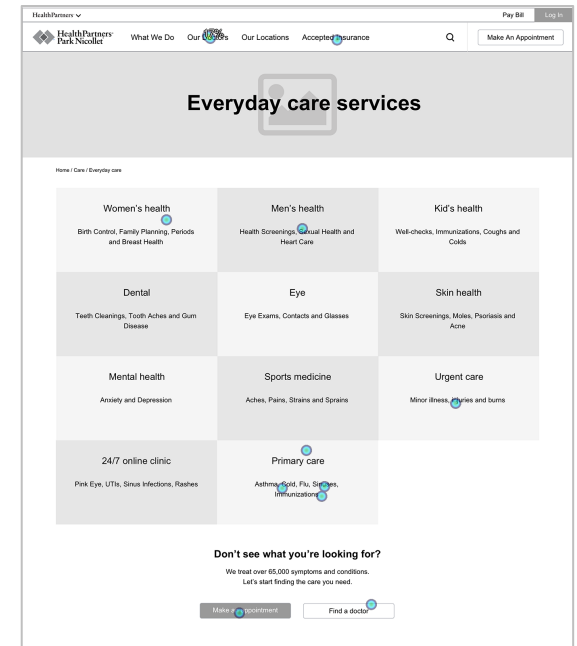
Version 1

3 out of 10 clicked on Nav Bar
Average click time was 8.70 sec



Version 2

5 out of 10 clicked on Primary Care
Average click time was 5.01 sec

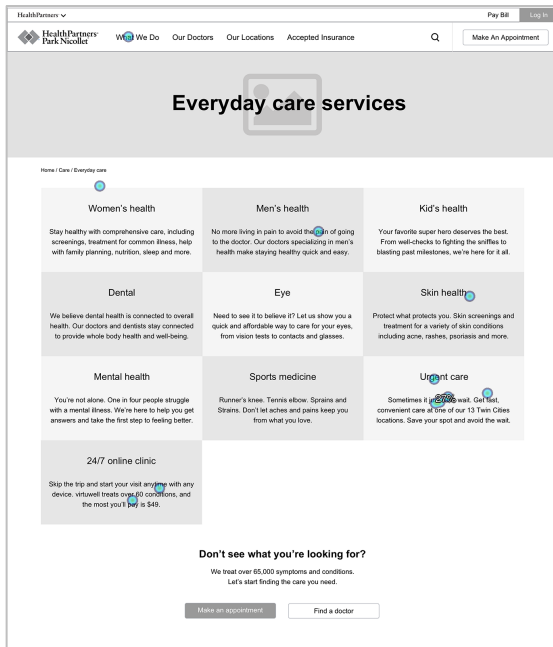


Version 3

4 out of 10 clicked on Primary Care
Average click time was 9.85 sec

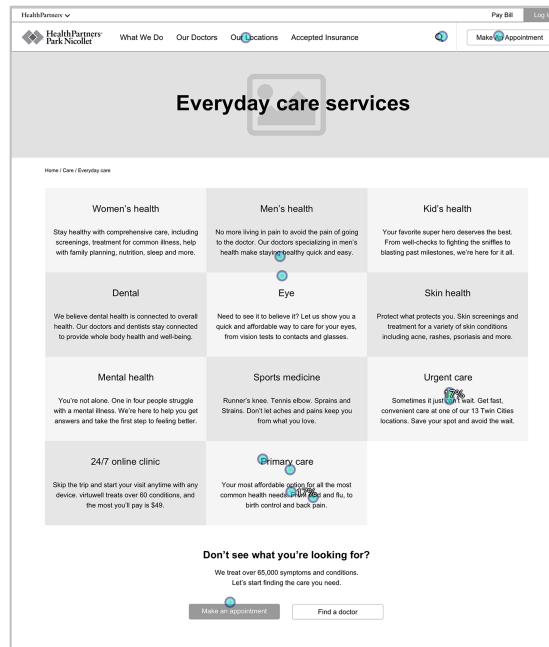
Heatmaps

Imagine you woke up with a sore throat and flu symptoms. Where would you click to find care?



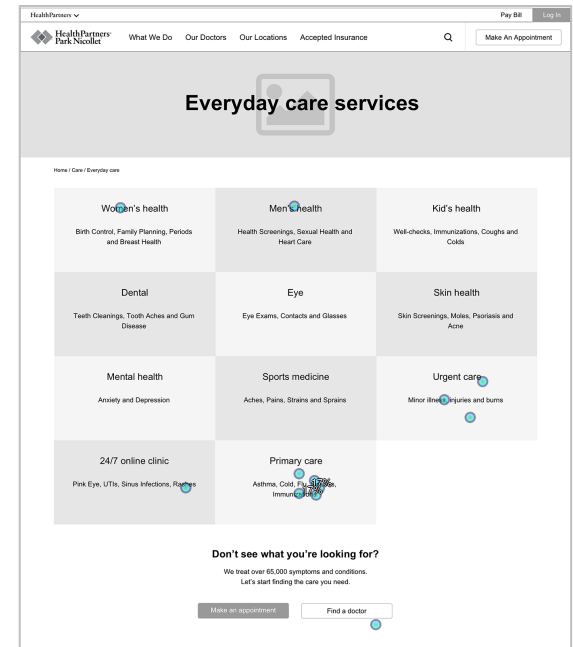
Version 1

5 out of 10 clicked on Urgent Care
Average click time was 18.13 sec



Version 2

4 out of 10 clicked on Primary Care
Average click time was 7.63 sec

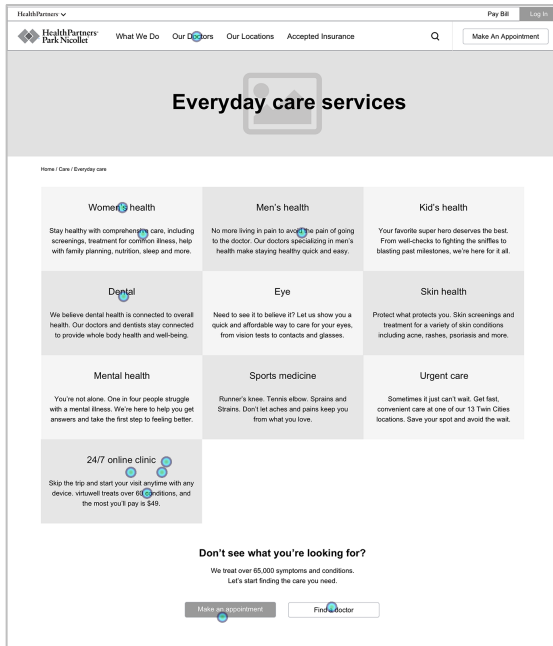


Version 3

5 out of 10 clicked on Primary Care
Average click time was 5.83 sec

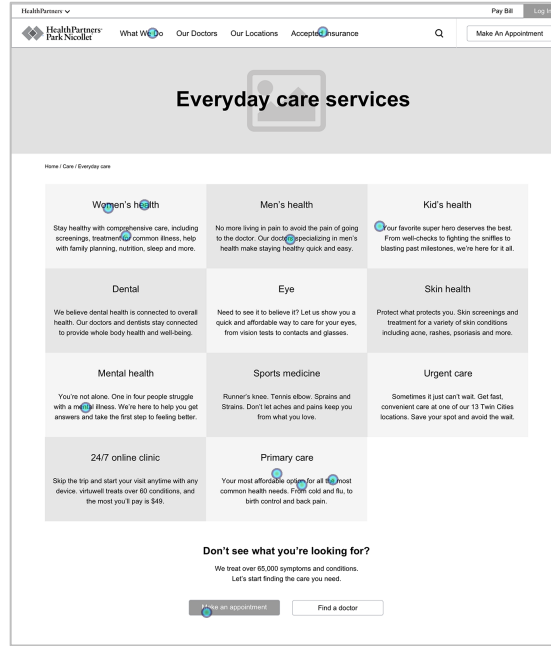
Heatmaps

Imagine you work the night shift and are having trouble sleeping.
Where would you click to find treatment?



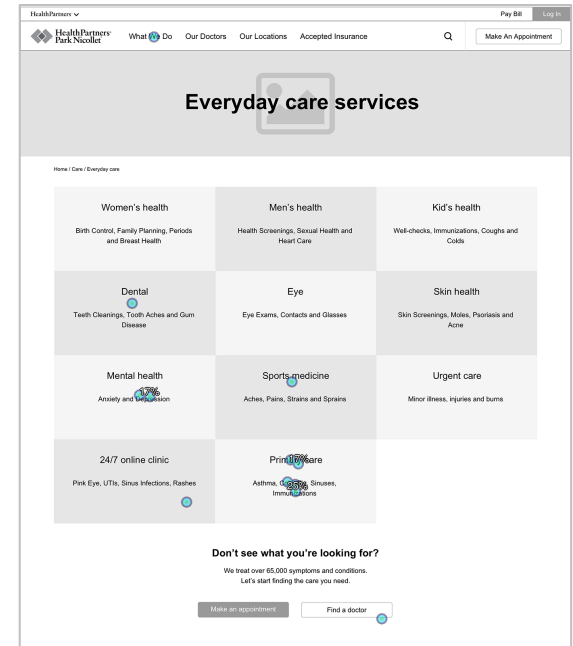
Version 1

4 out of 10 clicked on 24/7 online clinic
Average click time was 9.14 sec



Version 2

3 out of 10 clicked on Primary Care or
Women's Health
Average click time was 14.83 sec

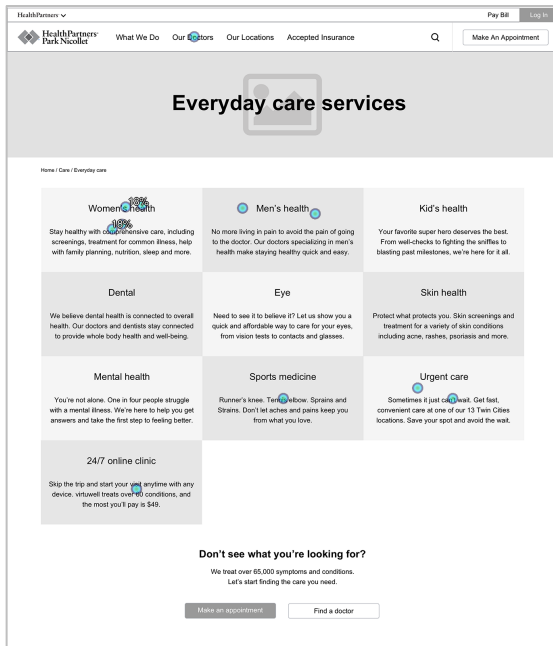


Version 3

5 out of 10 clicked on Primary Care
Average click time was 14.48 sec

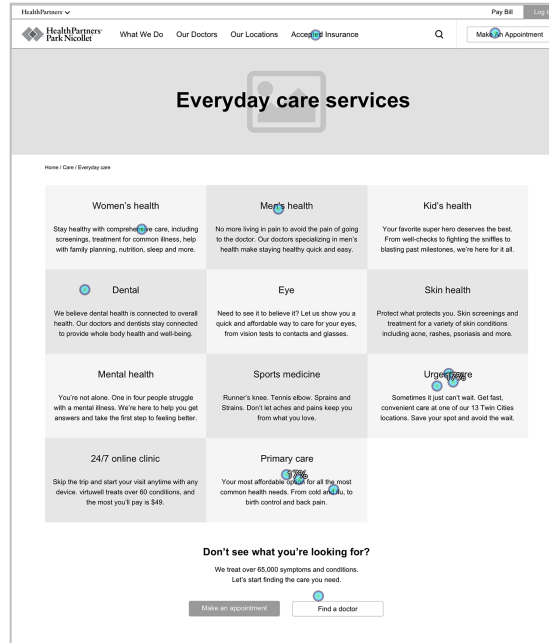
Heatmaps

Imagine you have to go to the bathroom multiple times a night.
Where would you click to find treatment?



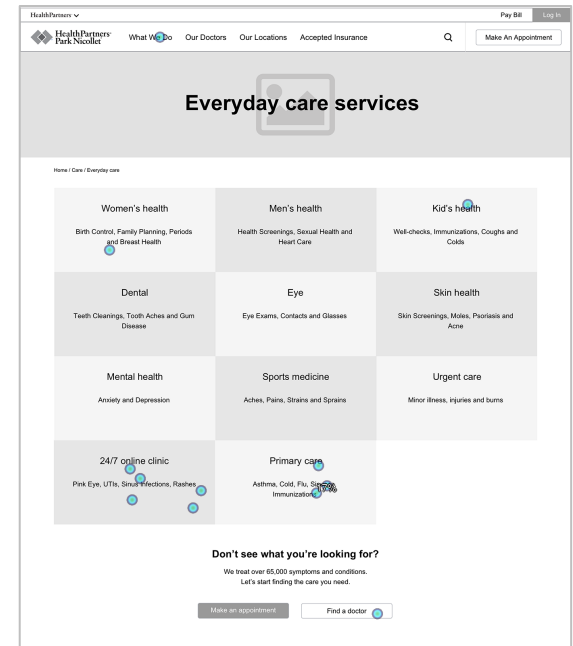
Version 1

4 out of 10 clicked on Women's Health
Average click time was 15.61 sec



Version 2

3 out of 10 clicked on Primary Care or
Urgent Care
Average click time was 8.26 sec

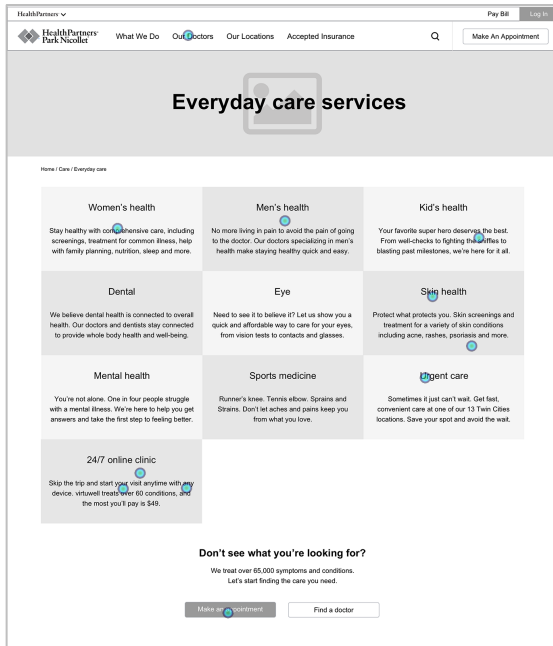


Version 3

5 out of 10 clicked on 24/7 online clinic
Average click time was 10.20 sec

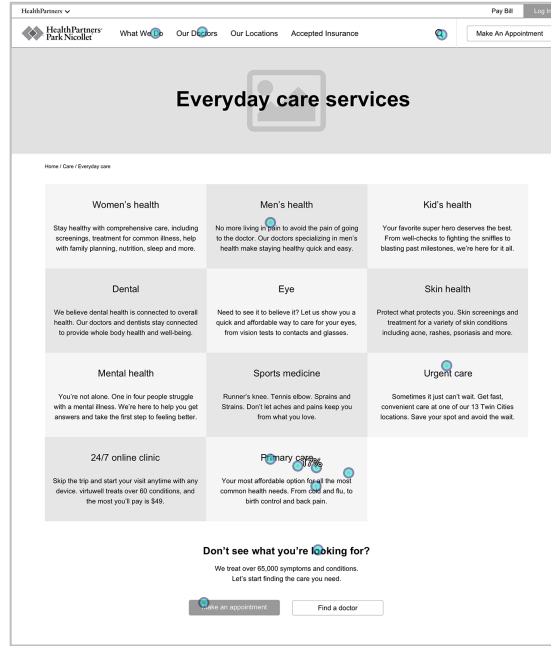
Heatmaps

Imagine you have severe seasonal allergies. Where would you click to find help?



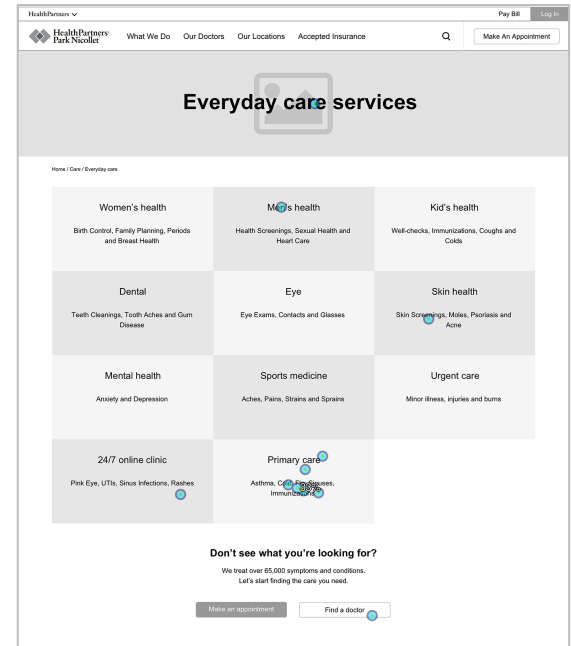
Version 1

3 out of 10 clicked on 24/7 online clinic
Average click time was 11.71 sec



Version 2

5 out of 10 clicked on Primary Care
Average click time was 8.86 sec

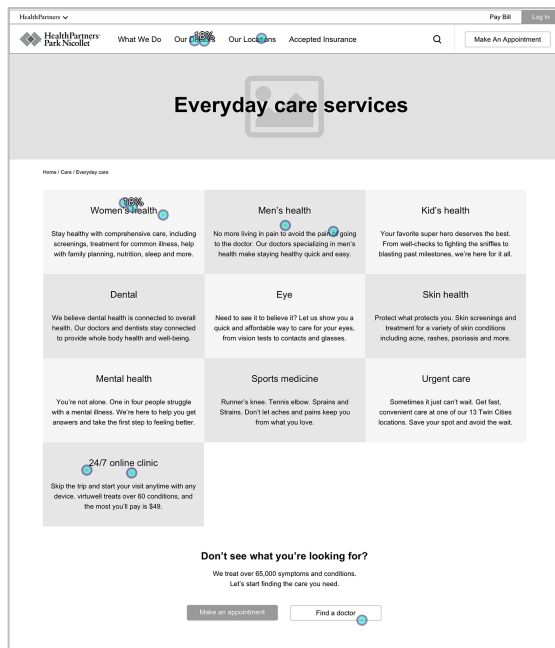


Version 3

7 out of 10 clicked on Primary Care
Average click time was 12.30 sec

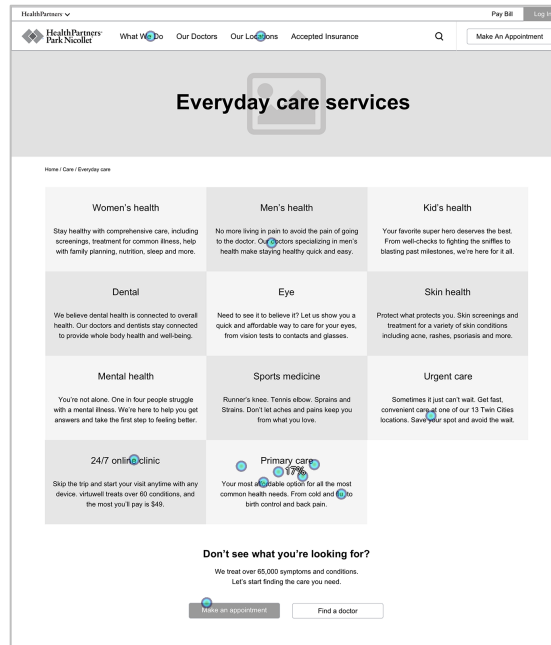
Heatmaps

Imagine you're new to town and looking for a family medicine doctor. Where would you click?



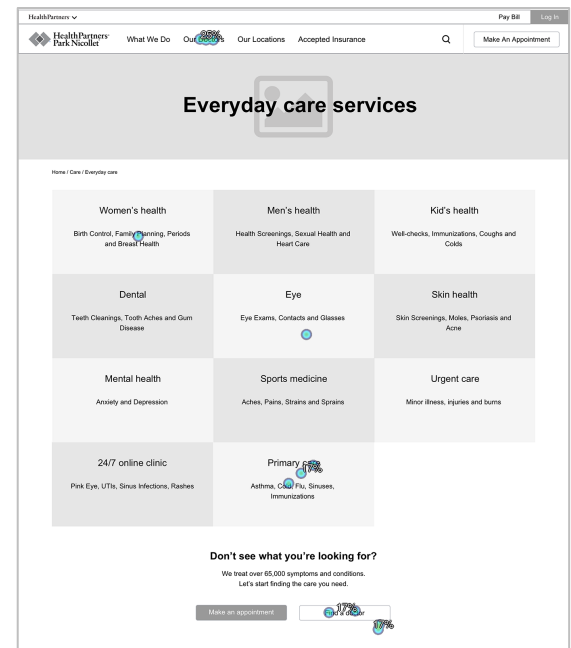
Version 1

3 out of 10 clicked on Women's Health or Navigation
Average click time was 15.01 sec



Version 2

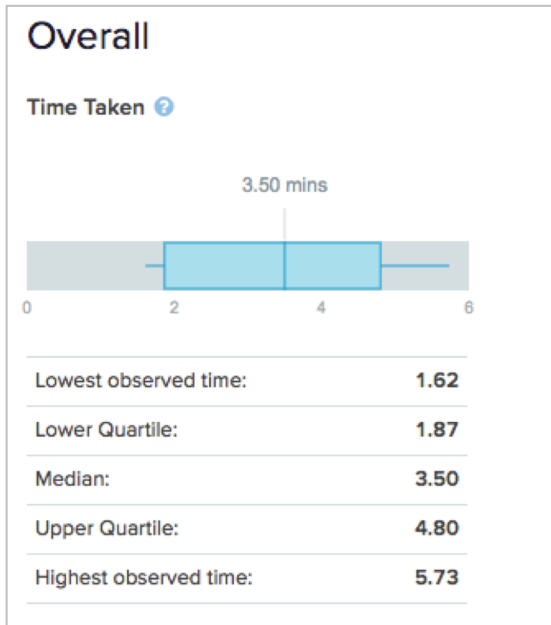
6 out of 10 clicked on Primary Care
Average click time was 6.27 sec



Version 3

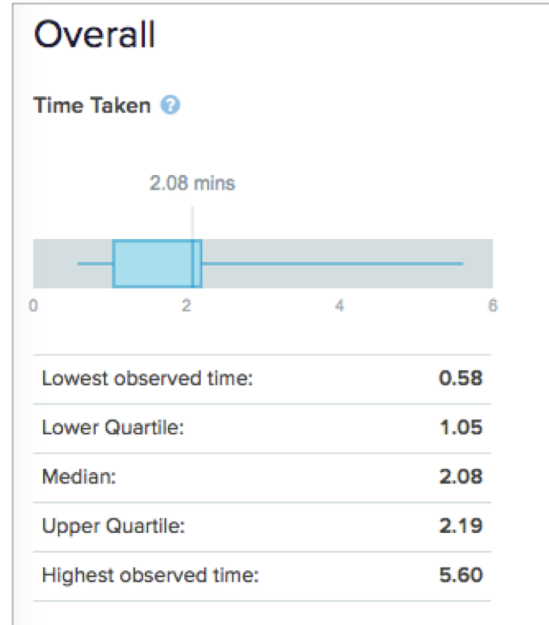
4 out of 10 clicked on "Don't see what you're looking for?"
Average click time was 11.25 sec

Summary



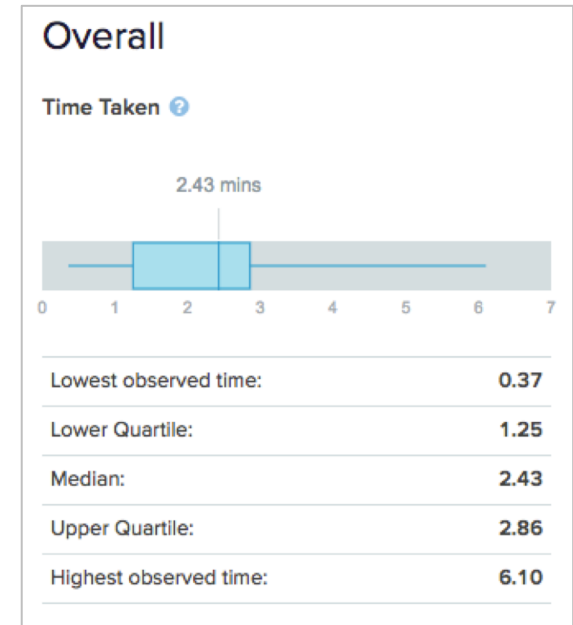
Version 1

Lowest observed time: 1.62 sec
Highest observed time: 5.73 sec
Average click time was 3.50 sec



Version 2

Lowest observed time: 0.58 sec
Highest observed time: 5.60 sec
Average click time was 2.08 sec



Version 3

Lowest observed time: 0.37 sec
Highest observed time: 6.10 sec
Average click time was 2.43 sec

Key Takeaways (General)

- Most users clicked in a spot that would bring them to the care they needed
- The majority of users clicked on Primary Care for general health needs.
- Most users clicked on the grid rather than the navigation in all three tests.
- Users were less likely to click on an appropriate spot on the page without the Primary Care tile
- Users strongly engaged with the grid in most instances instead of the navigation or another spot on the page

Recommendations

- Include the Primary Care tile for general health needs
- Re-order the tiles and test placement
- Keep the content short so that users can quickly find where they want to go

Additional Links

- Full **Version 1** test results can be found at:
<https://www.optimalworkshop.com/chalkmark/6pc62bgi3/e0s768q3/shared-results/hdsbs82k18f5kmg8s157dw8i57ey336v>
- Full **Version 2** test results can be found at:
<https://www.optimalworkshop.com/chalkmark/6pc62bgi3/e0s768q3-0/shared-results/wz16x1c06z436tne04wdxkwxt6v46hz3>
- Full **Version 3** test results can be found at:
<https://www.optimalworkshop.com/chalkmark/6pc62bgi3/e0s768q3-0-0/shared-results/oxa23445411501jq1swb6evw1ib75138>