



TDAG
DESIGN

*UX Psychology &
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Ethical & Inclusive Design TO INCREASE REVENUE

HEALTH THROUGH BALANCE

CASE STUDY



INTRODUCTION

About the Client — Health Through Balance provides alternative medicine, focusing on acupuncture and other natural remedies. Besides word of mouth, the website is the largest lead generator.

The Problem — The site has been working well, but the client wanted to retool it to fit her new specialties, and her recently added beauty services. Before any redesign, however, it was crucial to find any usability issues or any other problems affecting the user experience

The Solution — Before any updates, we planned moderated usability tests, with participants who fit the established personas, which were validated by comparing them with actual customers.

Completed Project Phases

1. Crucial Tasks identification & Scenarios
2. Usability Testing Plan & Participant Recruitment
4. Moderated usability testing
5. Report and recommendations

TASK IDENTIFICATION

What is the most crucial task?

I consulted with the client to figure out the most frequent and important tasks her customers performed on the site. We also discussed her main business objectives.

We created a matrix and mapped different actions to identify the crucial ones that needed immediate action.

SCENARIOS

User Stories and Scenarios

After selecting the most important goals for customers, we created user stories and I wrote a well developed scenario for each.

Emily Johnson



Age: 48
Status: married
Children: 2 (20, 25)
Education: MBA
Profession: District Manager
Location: Los Angeles

“ As a middle aged married woman with a demanding job I want to find a natural way to lower my stress level so that I can finally relax and lower my anxiety. ”

Needs

- Lower stress
- No hassle
- Trustworthy
- Accept insurance
- Convenience
- Multiple services

About Emily

Emily is a sophisticated woman for 20 years to Joseph, a man with children with him, Mark (20) boys are away at college. She cause she likes the safety for even if the soccer mom day

She is a senior manager, and attention to details. She used to make high level decisions. Emily is kind and also demand high quality from and she is not afraid to point out and she is not afraid to point out confident and easily express her good listener.

Goals

- Find the perfect fix

User story – As a middle aged married woman with a demanding job I want to find a natural way to lower my stress level so that I can finally relax and lower my anxiety.

Scenario – You are suffering from anxiety and want to be able to relax and lower your stress level. You don't want medication, and a friend suggested Health Through Balance. You want to know if they can help you.

Pain Points

- Afraid of pain

Challenges

- Trustworthy company
- Choices + suggestion
- Catering to my needs
- Affordable
- High quality

and between work and anxious and exhausted. remedy that would help el. She has heard from work miracles, and she is

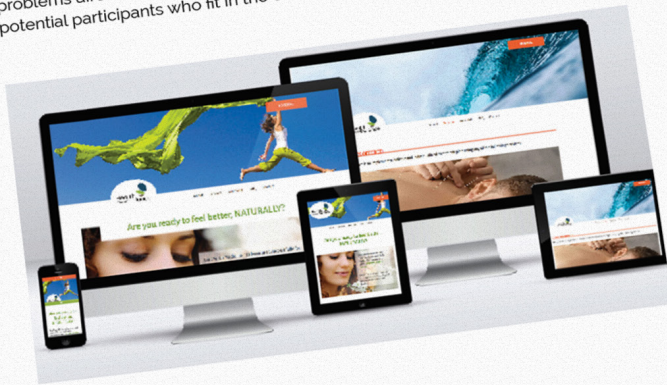
needs to find a business weekend appointments. y to schedule appointments insurance would be

Health Through Balance — Usability Testing Plan

Scope

This is the formal plan for a usability test for the natural healing business found at healththroughbalance.com.

The site has been working well, but the client wanted to retool it to fit her new specialties, and her recently added beauty services. Before any re-design, however, it was crucial to find any usability issues or any other problems affecting the user experience. It was therefore necessary to find potential participants who fit in the established target audience.



Purpose

The goals of this usability testing include establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

USABILITY TESTING PLAN

Selecting participants

We created a survey to find participants that fit within the desired audience, based on the personas that were created and validated with actual clients. The survey helped us to successfully screen potential participants.

The participants

We selected 10 participants, 3 men and 7 female, to reflect the proven demographics of real clients. All were moderately tech savvy, and their age ranged from mid-twenties to mid- forties.

The Scenarios

I prepared 9-10 scenarios for the participants, centered on the critical tasks we identified earlier. After the most challenging scenarios, I used the Single Ease Question (SEQ)* to gauge immediate reactions. We were happy to notice that the average score was above 5.

* SEQ test consist of asking the participant, right after they finished a task to grade the difficulty of the task on a scale from 1-7

MODERATED TEST

Discovering mental models

Most of the tests were performed in person, with a few being conducted on-line, via video call.

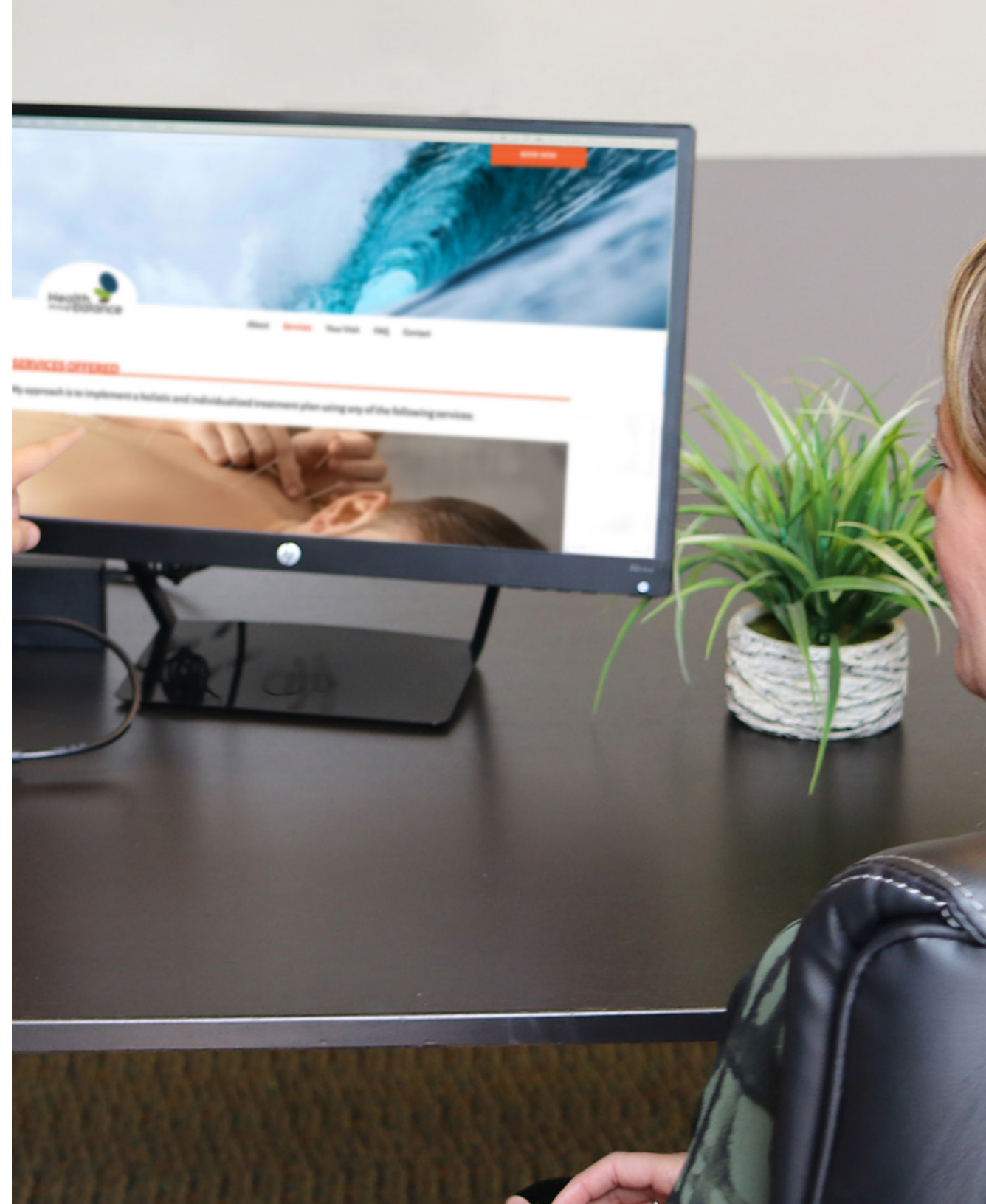
The participants started with a 5-seconds test*. Then we showed the page again, to see if it matched their first impression. After a few more introductory questions, participants dove into the scenarios.

At the end of the test, participants answered some relevant questions, to measure the likability. I used UMUX-Lite¹ to calculate usability and usefulness and the Customer Satisfaction (CSAT)².

**they were initially shown the home page for 5 seconds, and asked their first impressions as well as what they thought the site was about and what they remembered*

1. UMUX-lite consists of only 2 questions: a. the system is easy to use; b. the system's capabilities meet my needs. The answers can be on a 1-5 or 1-7 scale. Alternative text exists

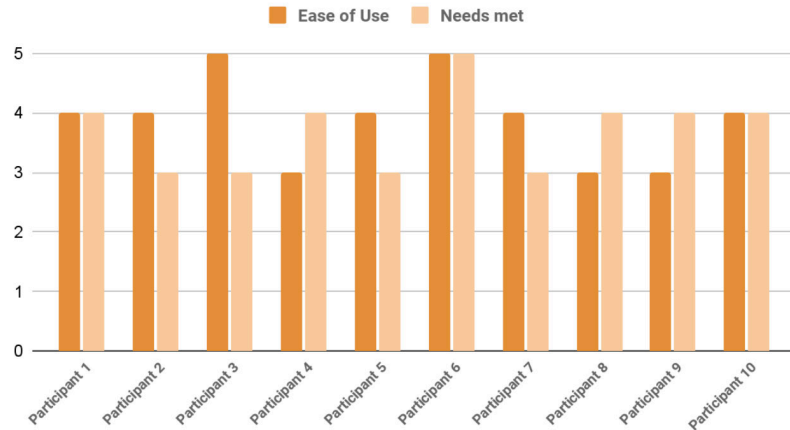
2. CSAT consist of only 1 question, "How would you rate your overall satisfaction with the [goods/service] you received?", rated on a scale from 1-5



Umax-Lite (1-5)

- a. the site is easy to use;
- b. the site meets my needs.

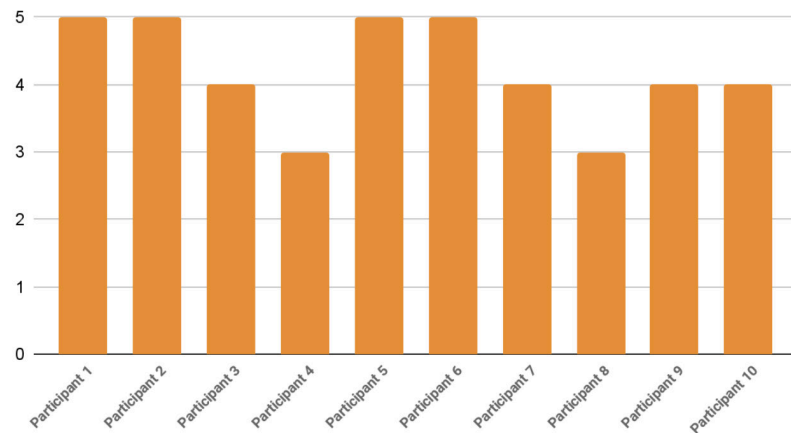
Points scored



CSAT (1-5)

satisfaction with the site

Points scored



REPORT & SUMMARY

Summarizing the results

The usability tests findings were summarized in a dashboard, and each scenario's result was also presented in details.

Next steps

Overall, the usability testing showed that most tasks were easy for the participants, and the site rated high in satisfaction and trustworthiness.

However, there were also some very consistent issues that will be addressed in the revision. For example, most participants were looking for pricing, but it was nowhere on the site.

The overall design will remain unchanged, but the content will be better organized, and additional information will be added, as needed.

Thank you!

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