


ISC ...worlds apart in spatial application development


AHCA FloridaCompareCare Website Usability Study




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ISC AHCA FloridaCompareCare Website Usability Study



1. Methodology
2. Participant Demographics
3. Summary of Findings




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Usability Study Definition


A website usability study tests the extent to which an intended user can meet his or her goals using the system being tested.



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ISC Usability Study Overview



- 20 2-hour sessions in 4 different Florida Locations (Tampa/St. Petersburg, Miami, Pensacola, Tallahassee) with 1 Facilitator and 1 AHCA Observer
- Participants selected from various demographic and socio-economic categories
- Each One-On-One Session included:
 - Walk-Through of majority of sites' pages
 - Used "Talk-Along" process
 - Pre And Post-Session Interviews

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ISC Individual Usability Session

- Pre-Test Questionnaire
 - Gauge Participant's Internet Utilization
- 8 Structured Exercises
 - Designed to utilize majority of FloridaCompareCare's functions and pages
- Post-Test Interview
 - Overall Impression of Website
- Post-Test Survey
 - Rate FloridaCompareCare

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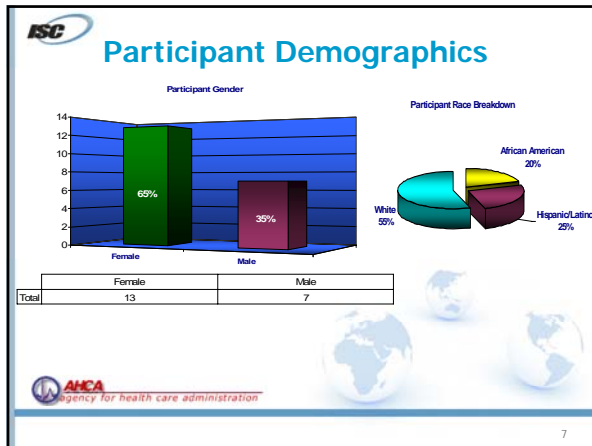
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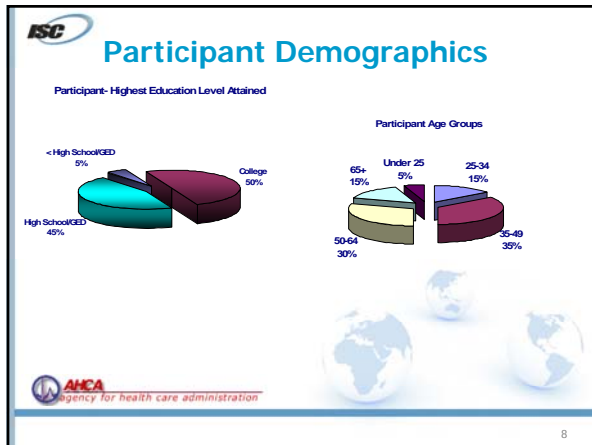
ISC Usability Session Protocol Design

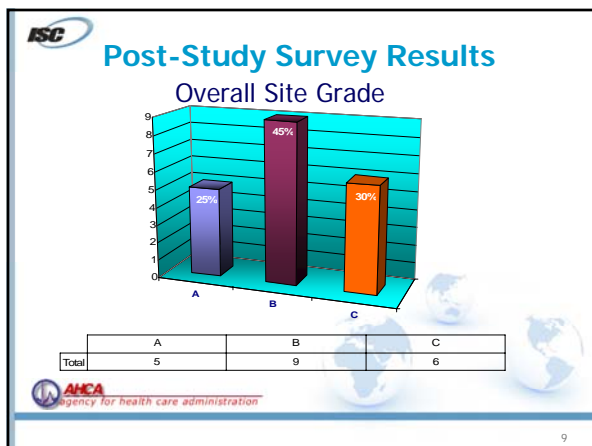
- ISC designed protocol using the latest methods derived from previous studies conducted for academic, health and government agencies
- All protocols and candidate screening instruments were reviewed by academic consultant specializing in Website Usability Studies

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Post-Study Survey Results

- 50% of the participants did not think the site was attractive
- 70% found the site difficult to navigate
- 70% found the terminology used hard to understand
- 75% found it hard to read through text (font, color, size)



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Post-Study Survey Results

- 75% of the participants found the glossary hard to understand
- 70% found the final results difficult to understand



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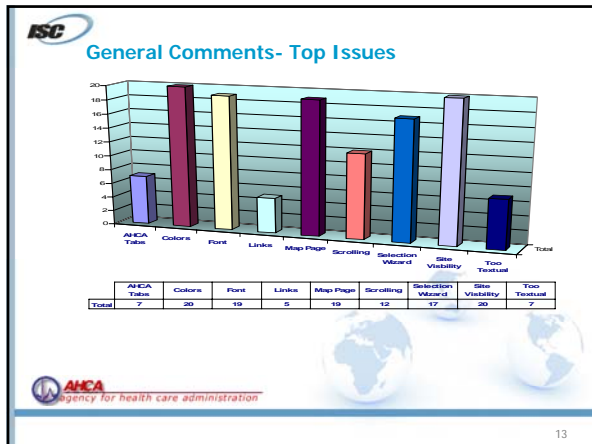


Post-Study Survey Results

- 95% of the participants would return to FloridaCompareCare
- 95% would recommend site to friends and relatives
- 85% felt the information on the website was helpful in making a medical decision



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- ### General Comments- Top Issues Identified
- Site used too many bland colors for its background and text.
 - No participant had ever heard of the site prior to the study.
 - The font size in the results and glossary sections was too small to read.
 - There was difficulty with the selection (county, zip code, etc.) criteria used to find a location on the map.

- ### General Comments- Top Issues Identified
- The multi-step process to obtain results was confusing.
 - Too much scrolling.
 - The labeling on the top AHCA Tabs surrounding the site were confusing and distracted the user from FloridaCompareCare.
 - Too Much Text was displayed on many of the pages (too Wordy).



What additional hospital information would you like to see on this site?

- location
- special services, awards
- emergency room data
- physicians affiliated with hospital
- stars on presentation
- success rates
- good hospitals
- reputation





What additional ambulatory surgery center information would you like to see on this site?

- insurance information
- location
- on-call doctor
- special services
- success rates
- mortality rates
- complications
- cleanliness





What physician information would you like to see on this site?

- education
- services provided
- specialty
- malpractice, complaints, reprimands
- procedures, location
- locations
- list of physicians by hospital





What additional health plan information would you like to see on this site?

- plans accepted by physicians and hospitals
- eligibility, cost
- coverage, services provided
- co-payment information
- different insurance options





Recommendations

- **Color Selection**- Use similar colors to AHCA Seniors site (darker colors, graphics, and fonts).
- **Site Visibility**- Implement a communication plan for additional publicity or press releases. i.e. An article in the MyFlorida.com site which most Floridians use to access state government information.
- **Map Page**- Revise selection criteria and provide functionality to display facility information when the user clicks on the facility on the map.
- **Font Size**- Use darker and bigger fonts.





Recommendations

- **Selection Wizard**- Split into two functions such as "Search by geographic location" and "Search by medical condition/procedure". Re-word medical categories into simpler terms (i.e. Gastrointestinal to Stomach or Digestive Problems).
- **Scrolling/Too Wordy**- Issues are related. Provide users with a highlighted link so they may get more detail on another page.
- **AHCA Tabs**- AHCA is currently in the process of re-labeling these tabs.

ISC and AHCA are currently in the process of addressing these issues. Changes resulting from these findings will be incorporated into the site's quarterly update process.





Questions



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