



MOBILE USABILITY STUDY

Dallin Larsen

August 2023

CONTENTS

- Executive Summary
- About the Study
- Participants
- Task Success Metrics
- Successful Features
- Main Issues
- Recommendations



EXECUTIVE SUMMARY

Overview

- This report outlines the goals, methods, and results of a mobile usability study on the Zocdoc mobile app to determine areas for improvement and potential new features.

Goals

- This study's goal is to determine how well the app Zocdoc performs at creating a great user experience. Tasks were designed with clear success criteria to determine how effective the app is at achieving its goal.

Recruitment

- Each group member recruited 3 participants based on their prior experience using a mobile app or Zocdoc to find a doctor for a total of 18 participants.

Key Recommendations

- Build a sorting feature on the search results page that allows the user to **sort by soonest available appointment**.
- Fix the search result bugs on the Android version of the app.
- Categorize or **simplify the visit reason page** to reduce the list size of possible options.
- Provide a **more relevant and extensive list of doctors** to choose from. Many times, a doctor that didn't specialize in service was displayed.
- Make the insurance input field behave more consistently.



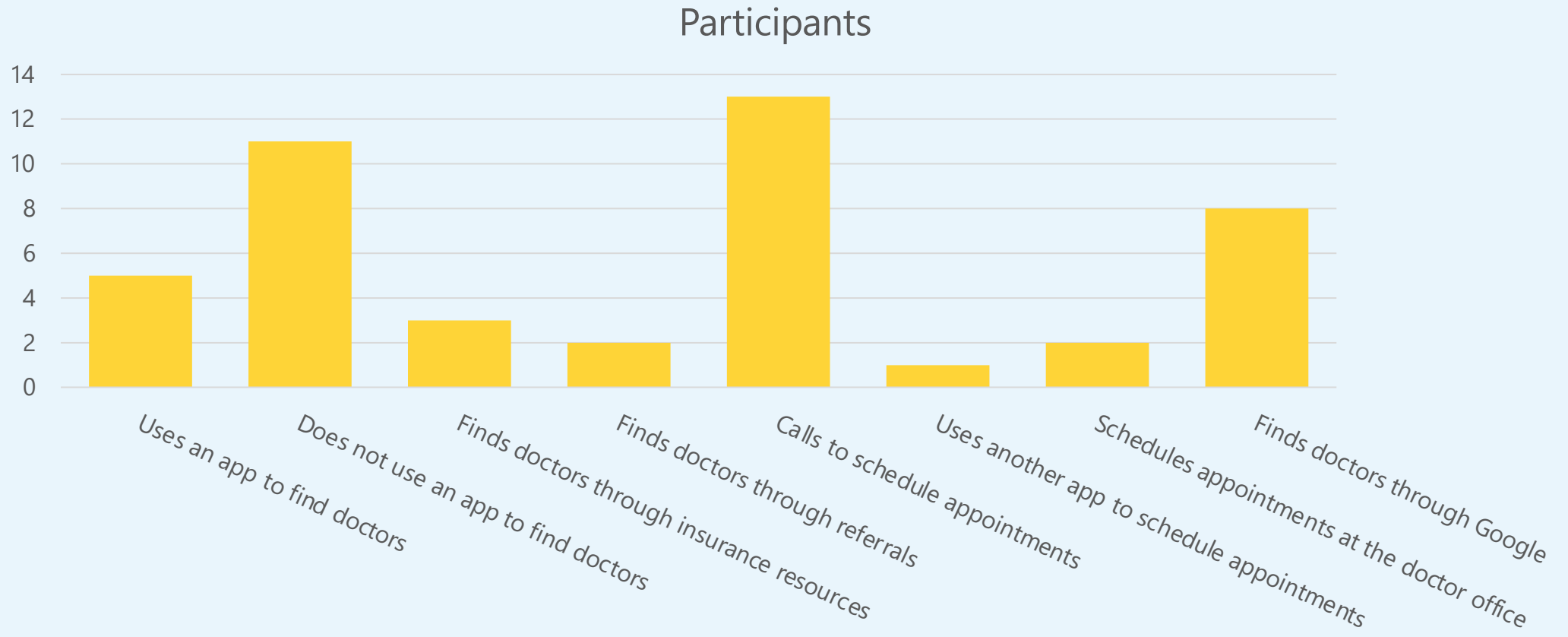
ABOUT THE STUDY

- This study's goal is to determine how well the app Zocdoc performs at creating a great user experience. Tasks were designed with clear success criteria to determine how clear and effective the app is at achieving its goal of helping users find and schedule doctor visits.
- A group of UX master's students at Kent State University collaborated on the test script.
- Each group member recruited 3 participants based on their prior experience using a mobile app or Zocdoc to find a doctor for a total of 18 participants.
- Each test was recorded and shared among members of the group. The results are contained within this report.



PARTICIPANTS

Our 18 participants had different experiences scheduling appointments to manage their healthcare needs:

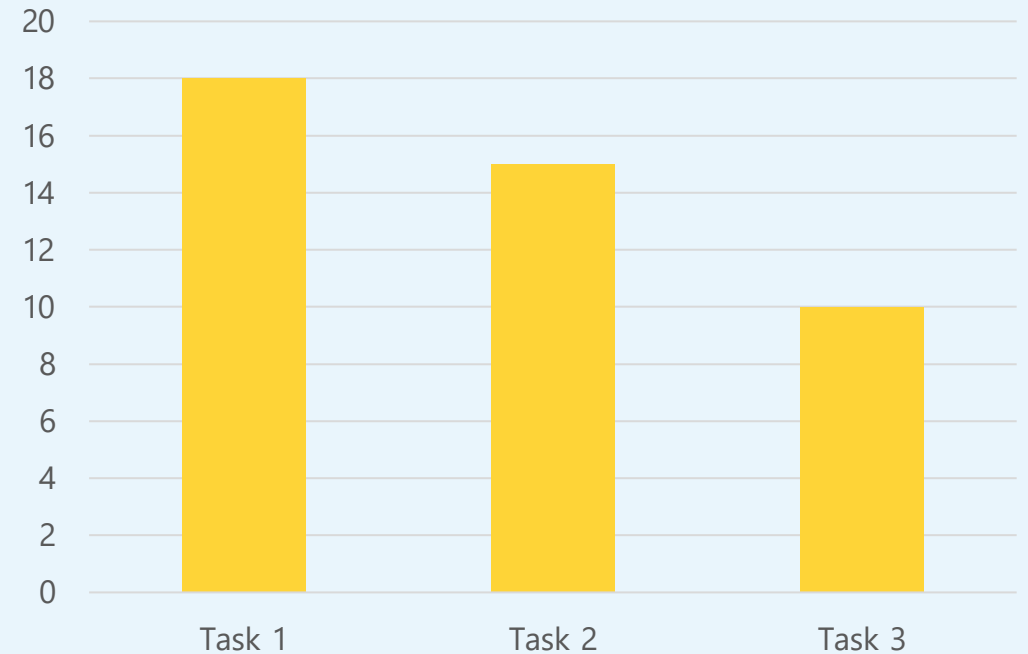


TASK SUCCESS METRICS

1. You're new to Columbus, OH, and your glasses just broke! Look for an eye doctor who can make you a new pair of glasses. You want to schedule an appointment with them as soon as possible. Find an eye doctor that can squeeze you in over the next two days. Review their profile and find their address, ratings, and accepted insurance.
2. Oh no! You believe your child has pink eye (conjunctivitis). With their busy schedule and school, you don't have a lot of time to go to the doctor. See if there is an option for an appointment for your child for this Saturday (August 5) before their 3:00 PM soccer game. Since this is your first appointment, review their education and background. Find the first available appointment that your child can attend.
3. You want to find a way to easily find customized healthcare screening recommendations for yourself. Find such a feature and find an appointment next week for a skin screening.*

* Because of the poor wording of the question, many participants didn't understand how to complete this task successfully.

Success Rate



SUCCESSFUL FEATURES

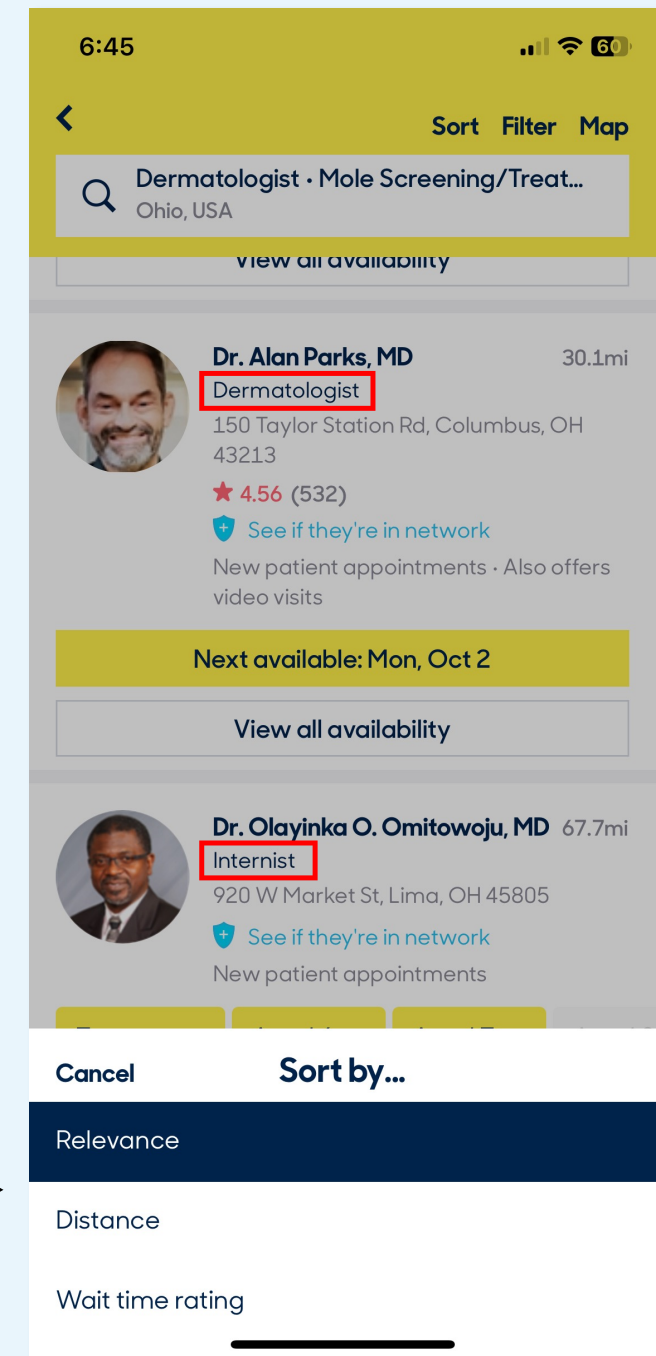
- 16 of 18 participants had positive things to say based on their initial impressions of the app.
- All 18 participants used the search form successfully.
- All 18 participants reviewed and evaluated doctors and clinics based on location, reviews, education, and background.
- All 18 participants easily viewed appointment availability.

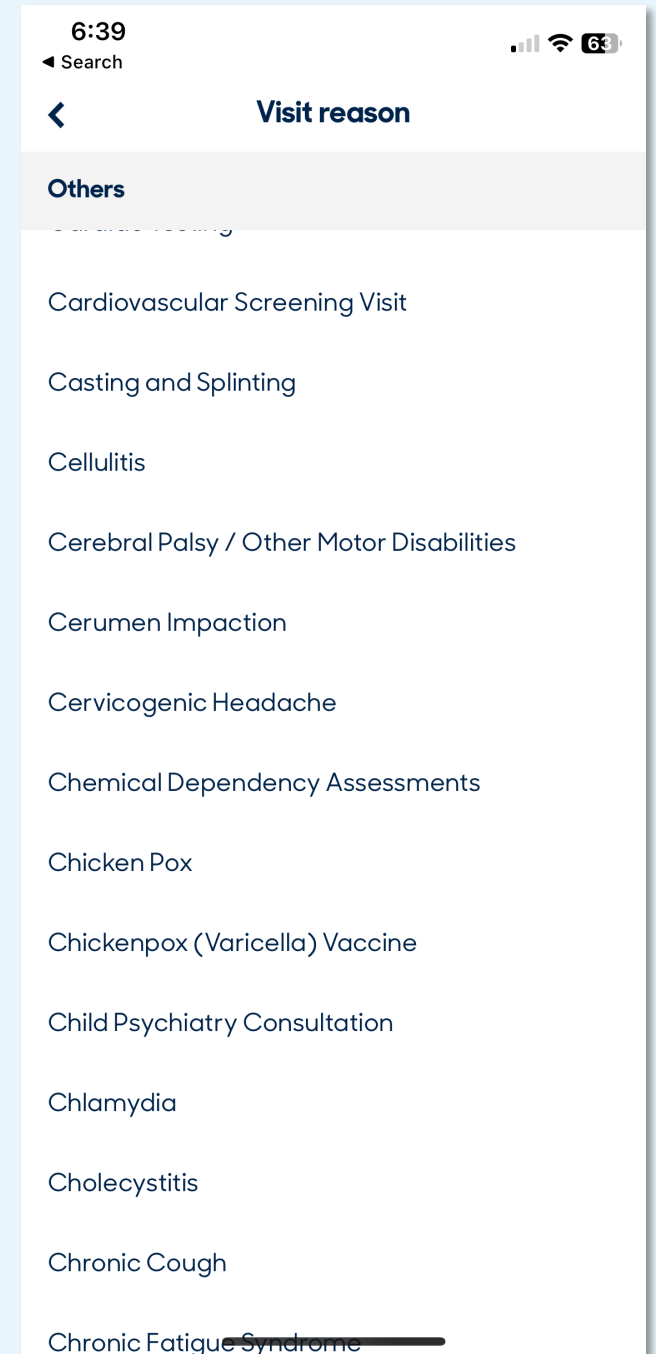
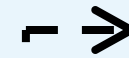


MAIN ISSUES

MAIN ISSUES

- The **sorting of doctors** on the **search results page** confused some participants.
- 2 participants directly mentioned, and others hinted at confusion as to why **some doctors** displayed in the search results that **didn't belong or were left over** from the previous search.
- For 2 participants that used the insurance form input, the input changed to require a photo of their insurance card when completing the second task that wasn't visible in the first task. This confused participants because it was **inconsistent**.



[illegible]

RECOMMENDATIONS

RECOMMENDATIONS

- Build a sorting feature on the search results page that allows the user to **sort by soonest available appointment**.
- Fix the search result bugs on the Android version of the app.
- Categorize or **simplify the visit reason page** to reduce the list size of possible options.
- Make the **map feature more useful** by allowing users to view doctor information when they tap a pin.
- Provide a **more relevant and extensive list of doctors** to choose from. Many times, a doctor that didn't specialize in service was displayed.
- Make the insurance input field **behave more consistently**.



NOTABLE PARTICIPANT SUGGESTIONS

- Create a list on the doctor information page of their specialties.
- Add a description of each doctor's specialty to ensure you select the correct type.
- Add a button that always takes you back home, so you don't need to tap the back arrow multiple times.
- Give users information on how to treat certain conditions on their own so that they know when a doctor is needed and what kind of doctor.
- Include the cost of each doctor to make a better-informed decision.

