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User Experience
Design & Direction

Case Study: Access-Solutions Site Redesign

Client: Genentech Laboratories

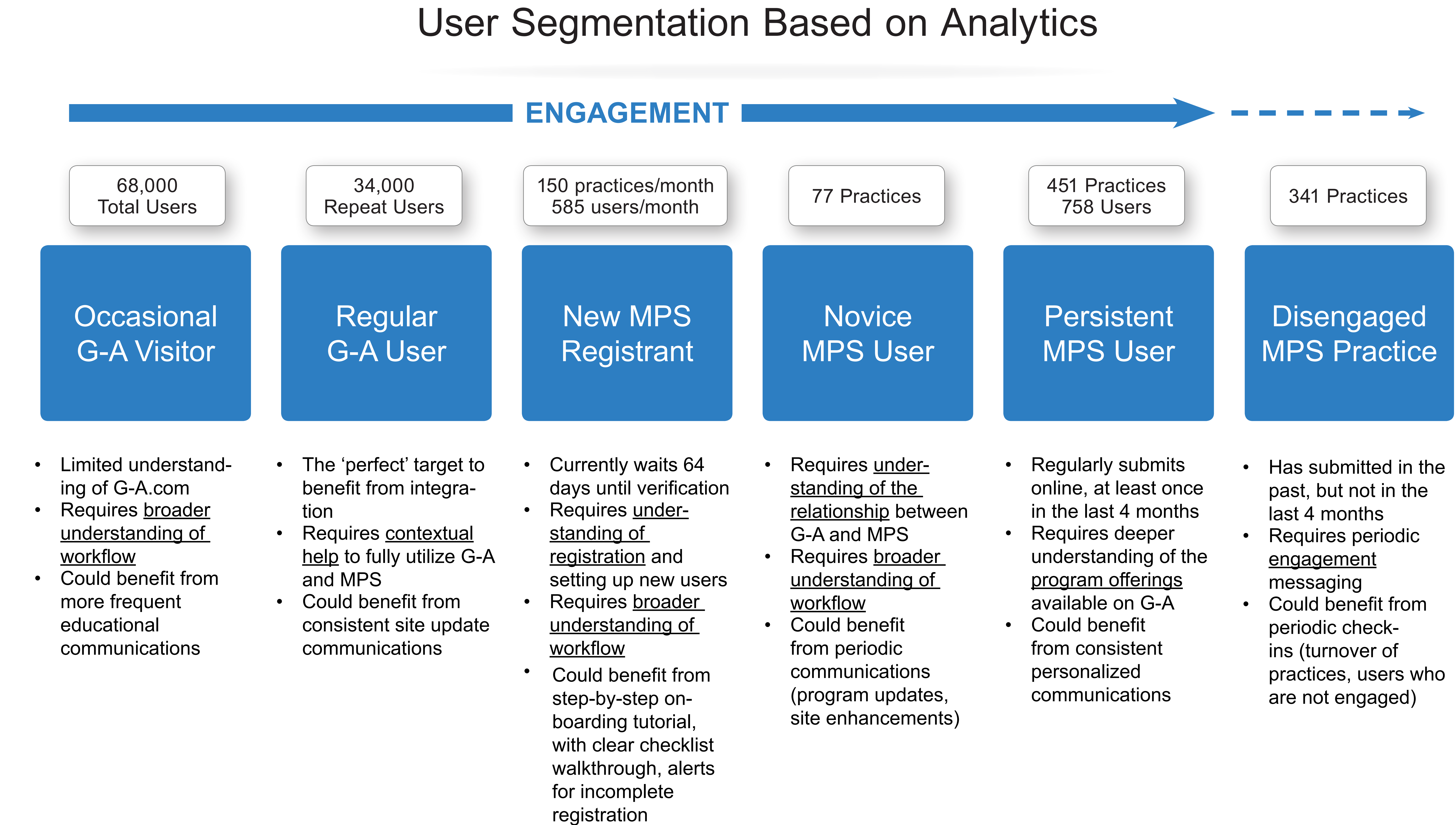
Business Objective: To increase user adaptation of website offerings by studying user behaviors and analytics

Solution: Conducted user testing and analytics, and proposed updates to the website to encourage user engagement

Access-Solutions
Website Redesign
Audience Segmentation

Research is an important part of any project. It is especially helpful to have analytics data, to show how different segments of the user population behave differently.

This diagram breaks out users into different levels of engagement, from occasional user, to persistent user, and then lapsed users.



Access-Solutions
Website Redesign
UX Audit of Existing Site

The UX Audit is a study of an existing design, how it works and what interactions are made along the way.

This helps to identify any UX obstacles or confusing messaging that hampers user engagement.



Issue

New users to G-A do not intuitively know to select a product before using the site. Problems include:

- ▶ Non-product (generic) pages are missing navigation items that exist on product-specific pages. This forms a strange disconnect for users.
- ▶ Users in testing failed to see the Select-A-Product call to action, despite its large font and high contrast colors.

Solution

- ▶ Keep navigation consistent on product and non-product pages
- ▶ Users forced to select a product before entering a product-specific page
- ▶ Redesign the Select A Product tool
- ▶ Add call to action to the homepage

Access-Solutions
Website Redesign
User Testing Feedback

Getting feedback from actual users is an invaluable tool in any project.

We can gather real-life insight into user pain points, and gain a deeper understanding of how their expectations may not align with their experience.

PROBLEM: CONFUSION AROUND THE GENENTECH-ACCESS COMPASS TOOL

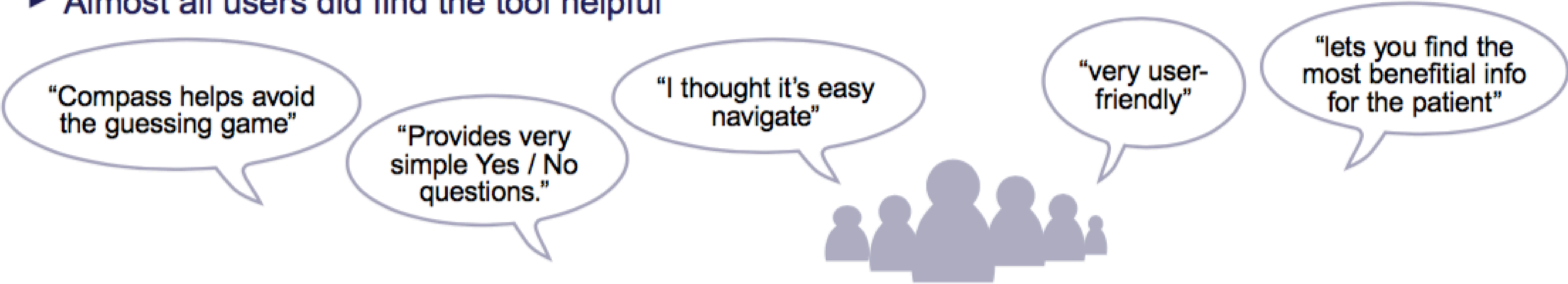
- Most users did not correctly anticipate what the tool does based on the name “Compass”



- Most regular G-A users had never used the tool before



- Almost all users did find the tool helpful

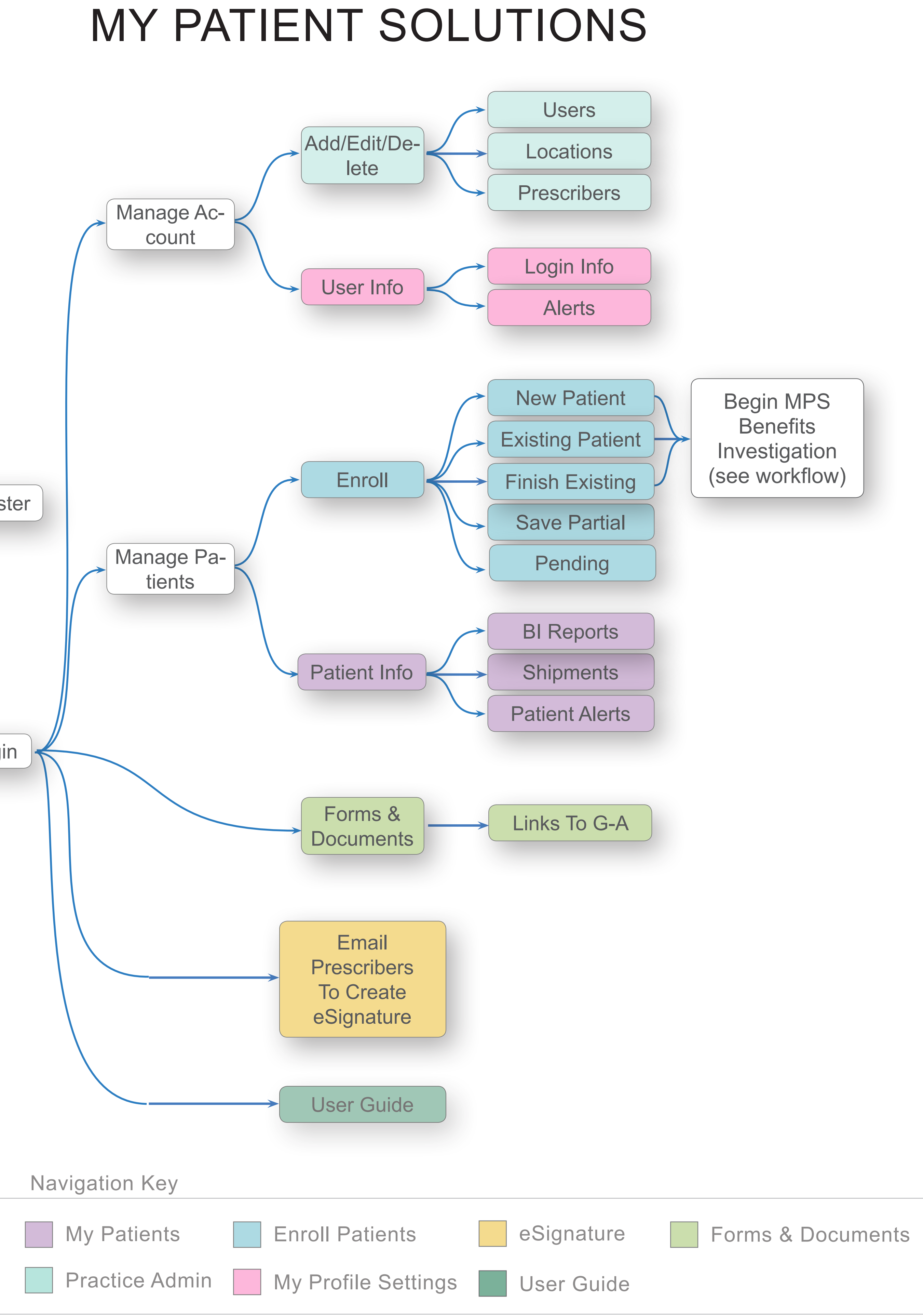
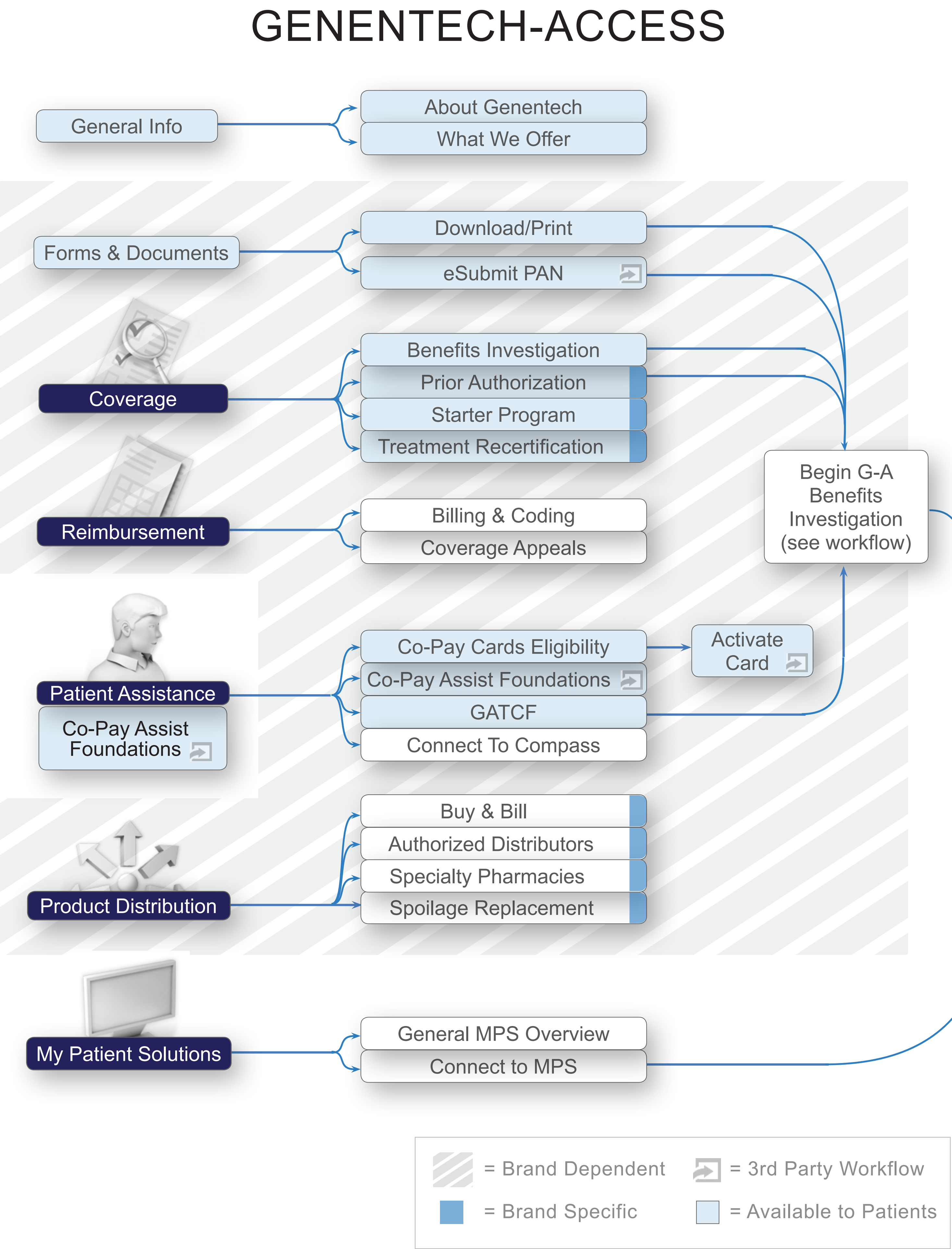


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Website Redesign
Current User Flow

User flows help to identify interactive processes and necessary screens.

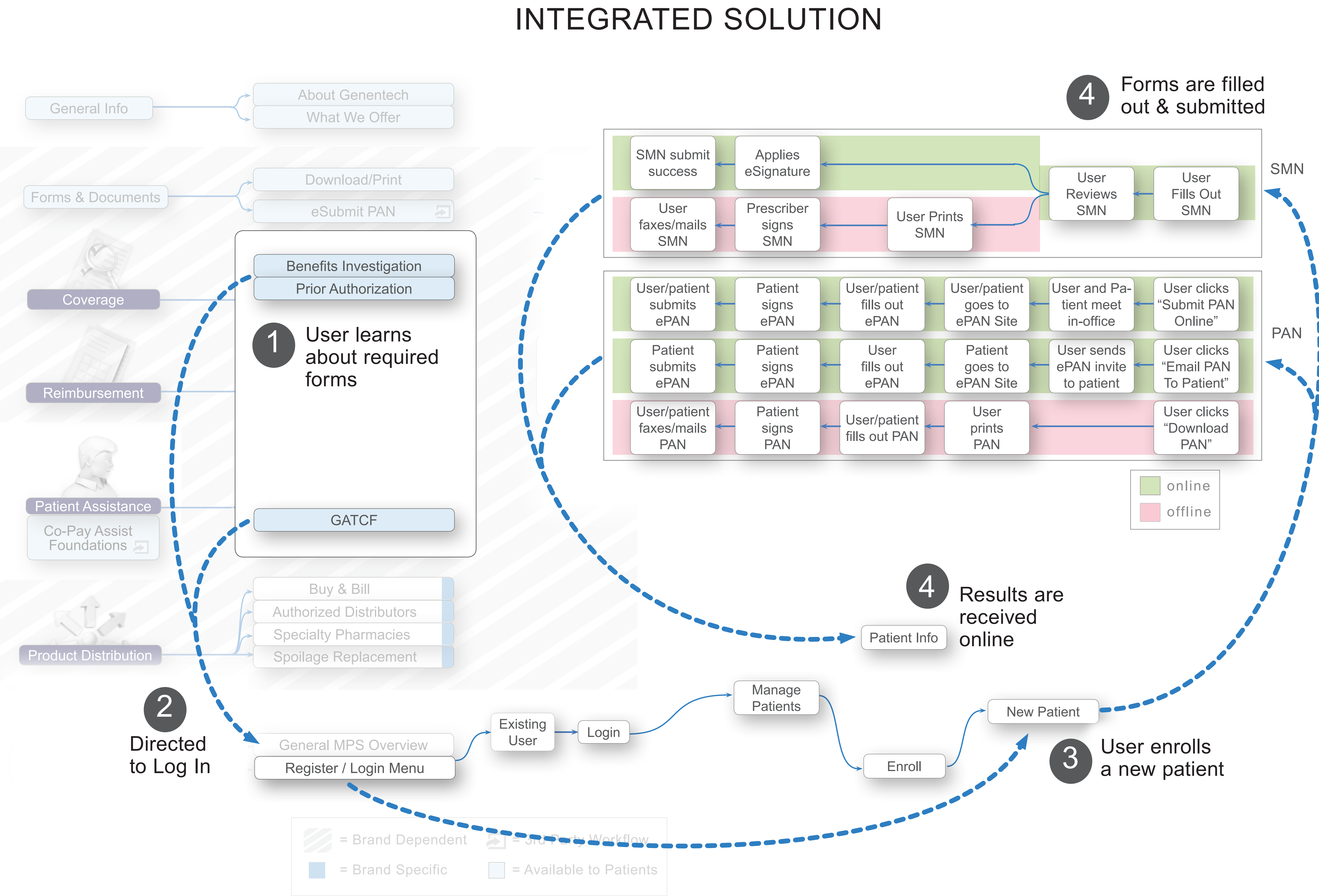
This diagram shows how a user steps through two related websites.

All traffic is funnelled through a single point, which is not the best user experience.



Access-Solutions
Website Redesign
Updated User Flow

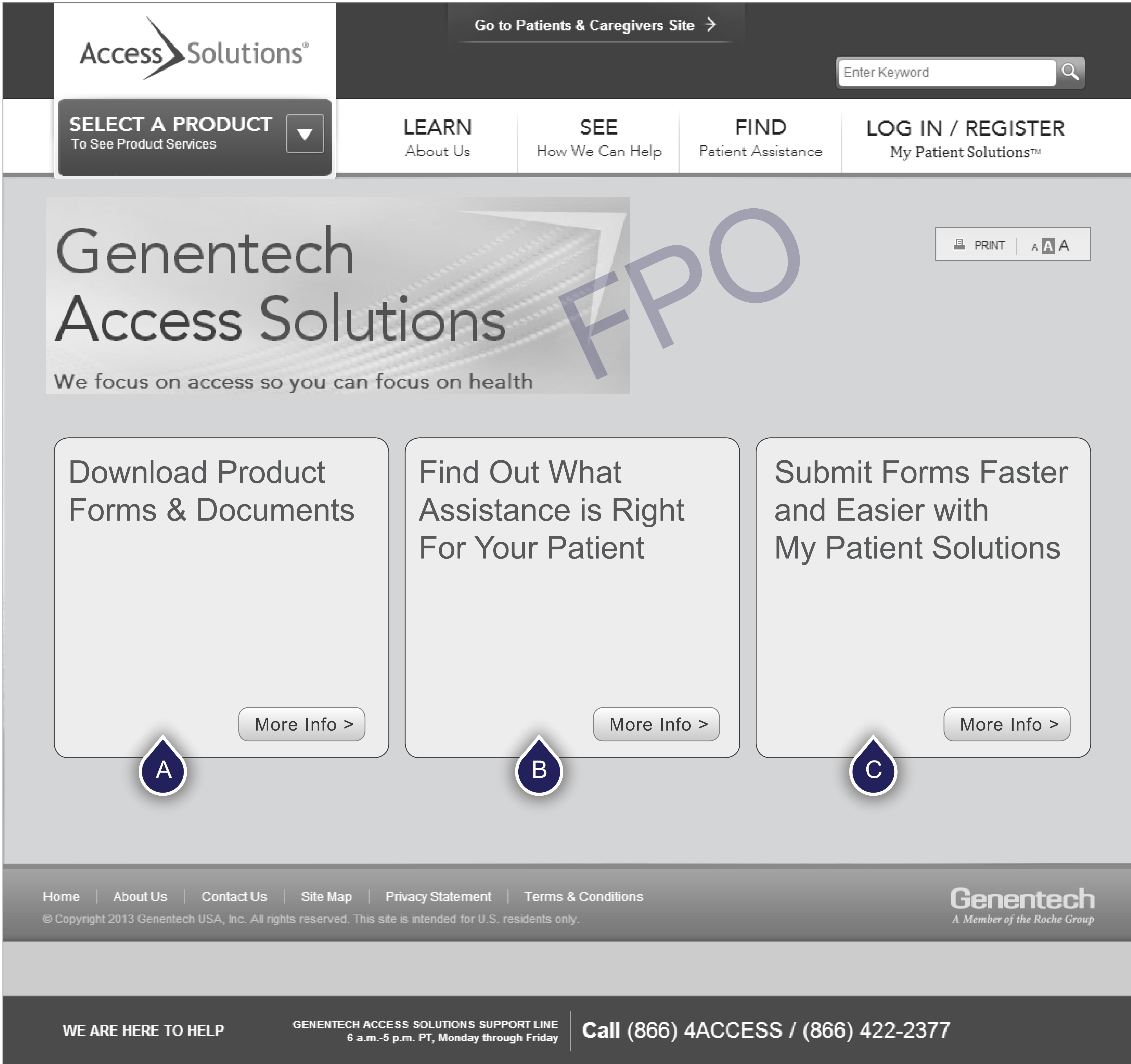
Using user flows, we can diagram a better, more integrated solution, that gets a user to reach their goal faster and easier than currently.



Access-Solutions
Website Redesign
UX Update
Recommendations

New wireframes are then created to show what will be updated on the site.

Annotations help describe the elements on the page.



- | | | |
|----------|--------------------------------------|--|
| A | Callout to Forms & Documents Page | Clear descriptive language describes the main objectives of the site. This will direct the user to the Forms & Documents page. |
| B | Callout to Compass Page | This will direct the user to the Compass page. |
| C | Callout to My Patient Solutions Page | This will direct the user to the My Patient Solutions Info Page |

- 1 Homepage Redesign**
- User Testing Issues: Homepage does not immediately indicate the website's purpose to new users.
- Recommendation: Redesign the homepage with clear calls to action for the top 2-3 reasons that users come to the site. This will both explain to users what the site is all about, and direct them to the most pertinent information.
- PROs: Makes it obvious to users what the site's objectives are. Creates a clear line of direction to chosen task.
- CONs: Requires total redesign of homepage, with associated time and effort.