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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.

User Segmentation Based on Analytics

34,000 68,000 Total Users Repeat Users Occasional Regular **G-A** Visitor G-A User The 'perfect' target to Limited understanding of G-A.com benefit from integra-Requires <u>broader</u> tion <u>understanding of</u> Requires <u>contextual</u> help to fully utilize G-A workflow Could benefit from and MPS Could benefit from more frequent educational consistent site update communications communications

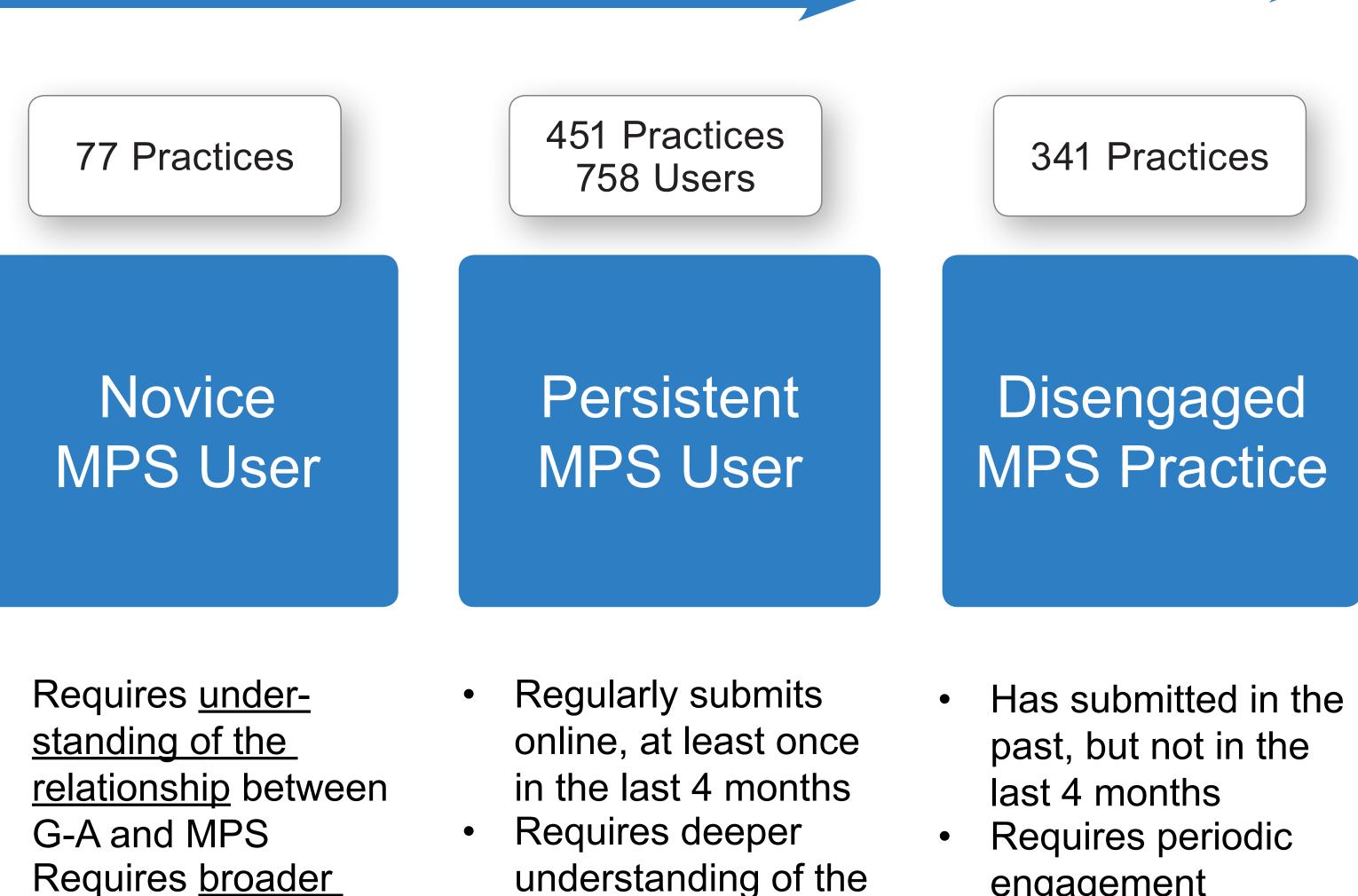
ENGAGEMENT

150 practices/month 585 users/month

New MPS Registrant

Currently waits 64 days until verification Requires <u>under-</u> standing of registration and setting up new users Requires <u>broader</u> <u>understanding of</u> workflow

Could benefit from step-by-step onboarding tutorial, with clear checklist walkthrough, alerts for incomplete registration



- Requires <u>broader</u> <u>understanding of</u> workflow
- Could benefit from periodic communications (program updates, site enhancements)

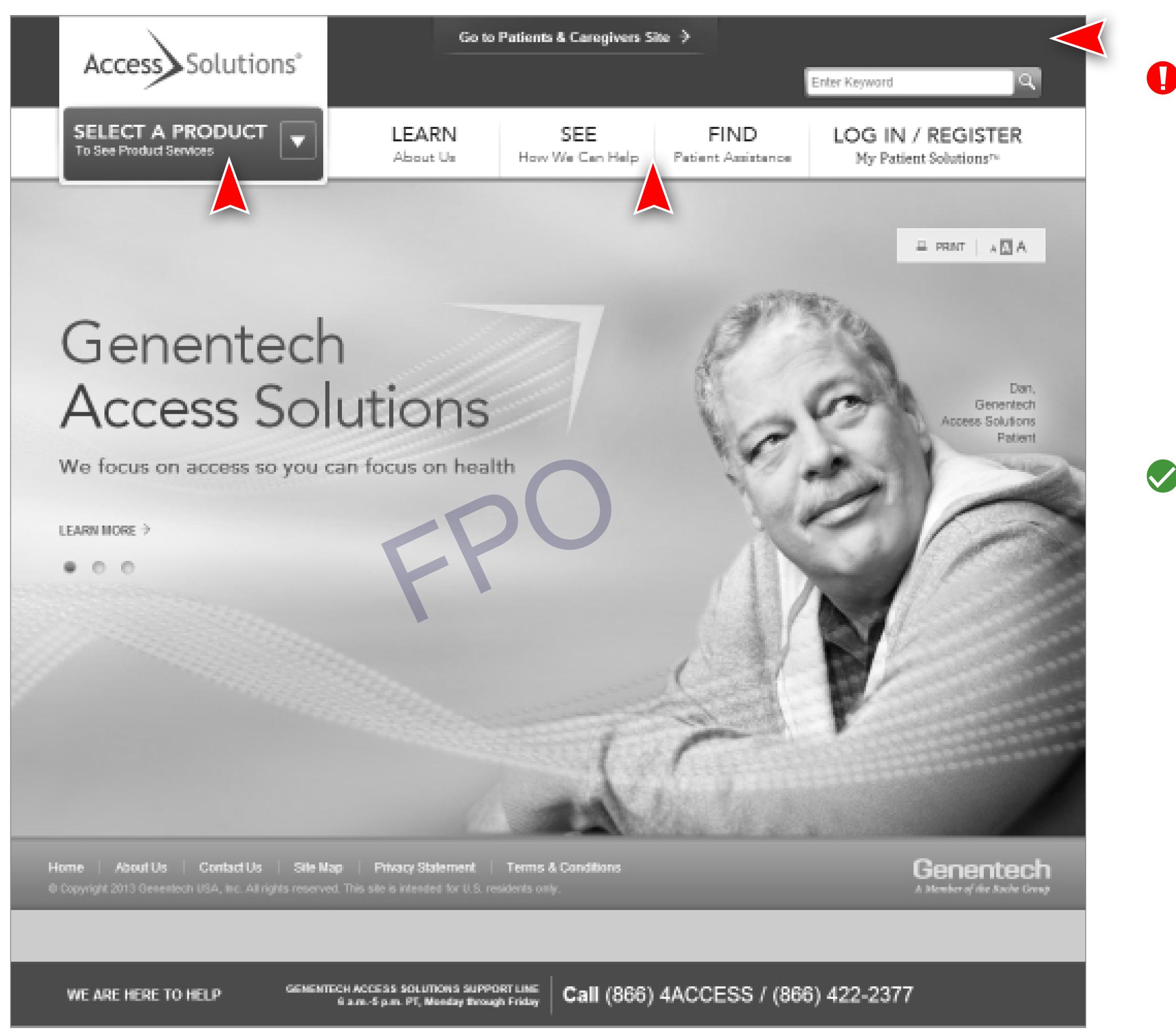
- program offerings
- available on G-A Could benefit
- from consistent
- personalized
- communications
- <u>engagement</u> messaging
- Could benefit from periodic checkins (turnover of practices, users who are not engaged)

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.





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"

"I have no idea what Compass is"

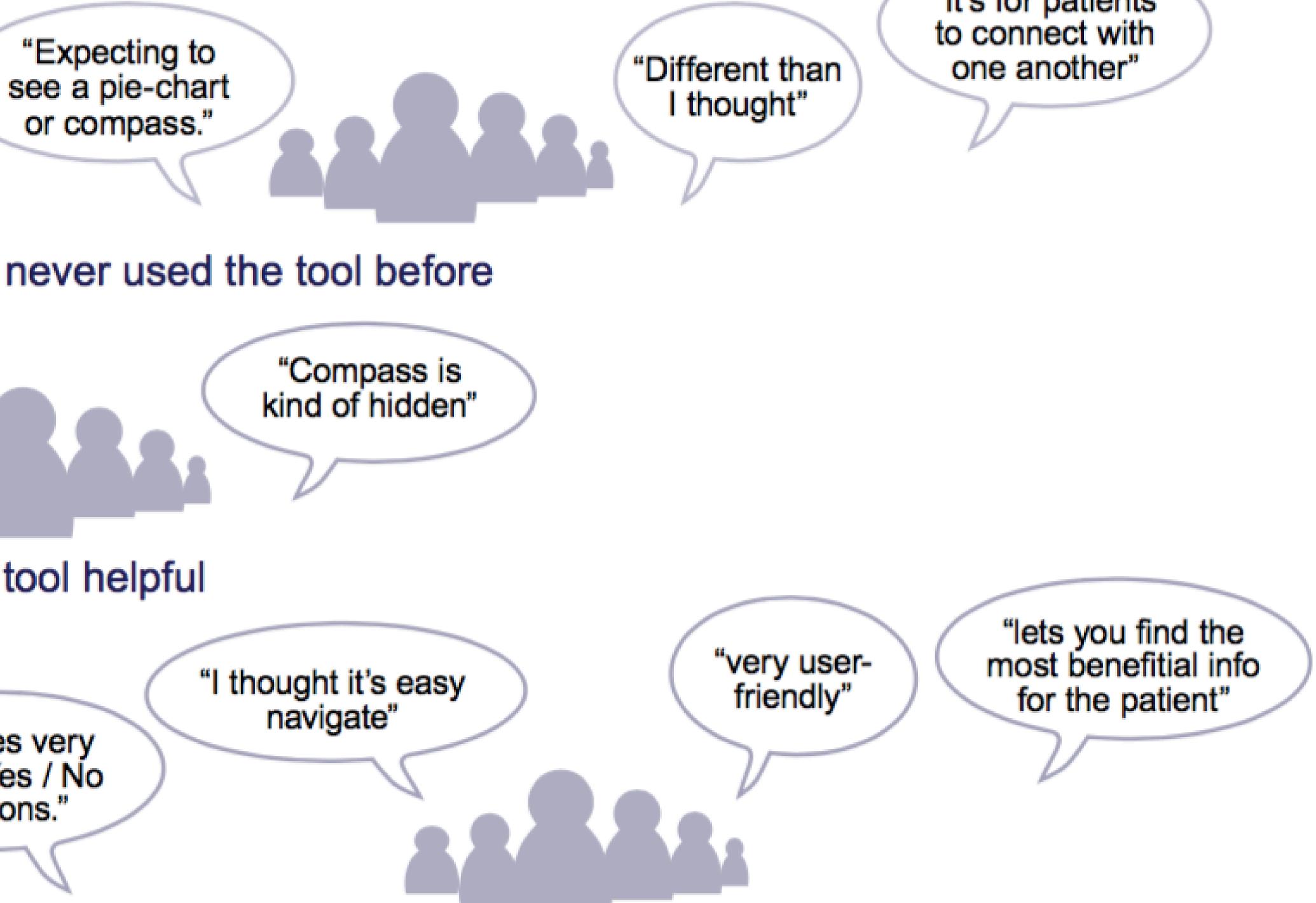
Most regular G-A users had never used the tool before

"No, I never used it."

Almost all users did find the tool helpful

"Compass helps avoid the guessing game"

"Provides very simple Yes / No questions."



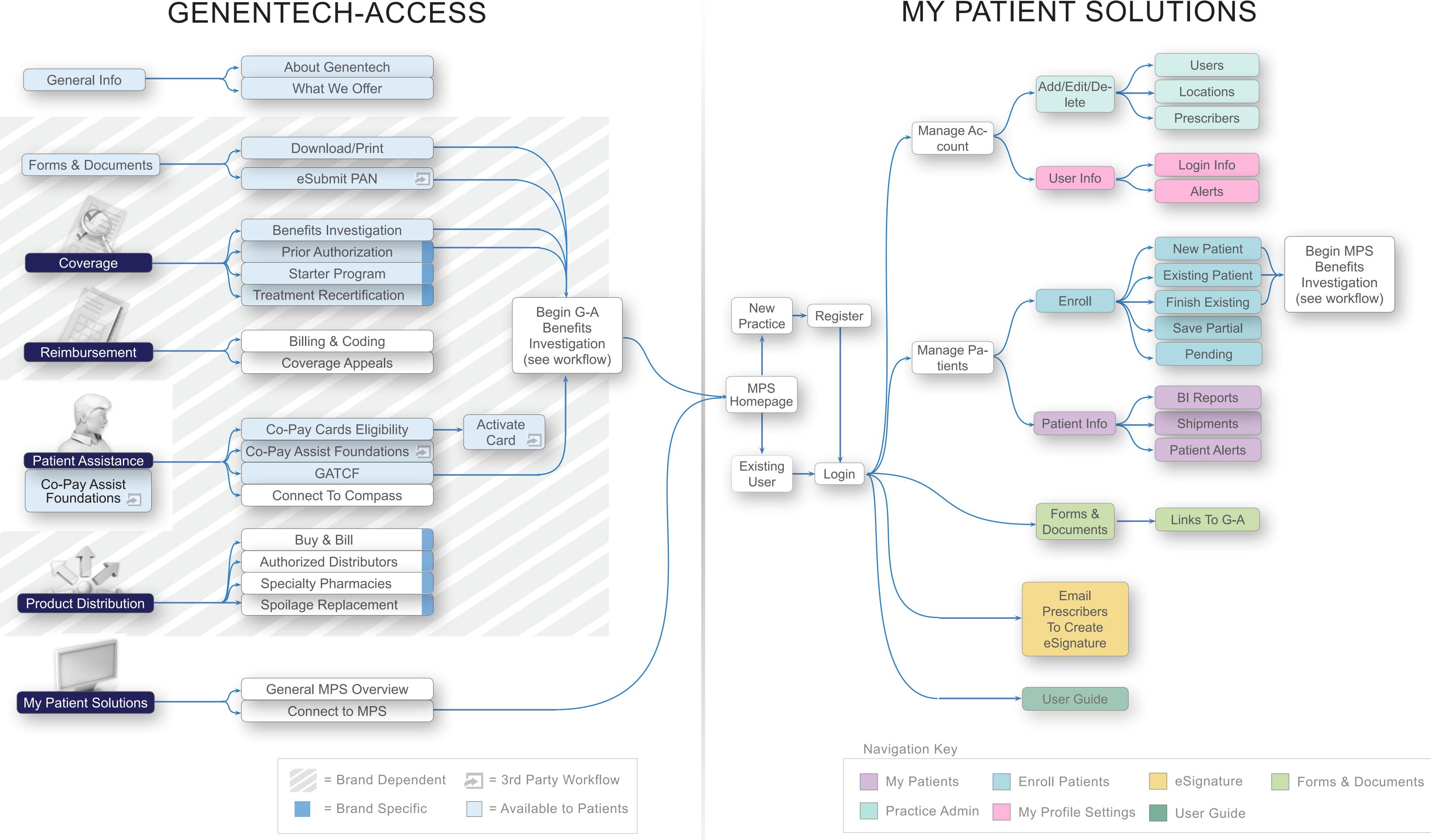
"It's for patients

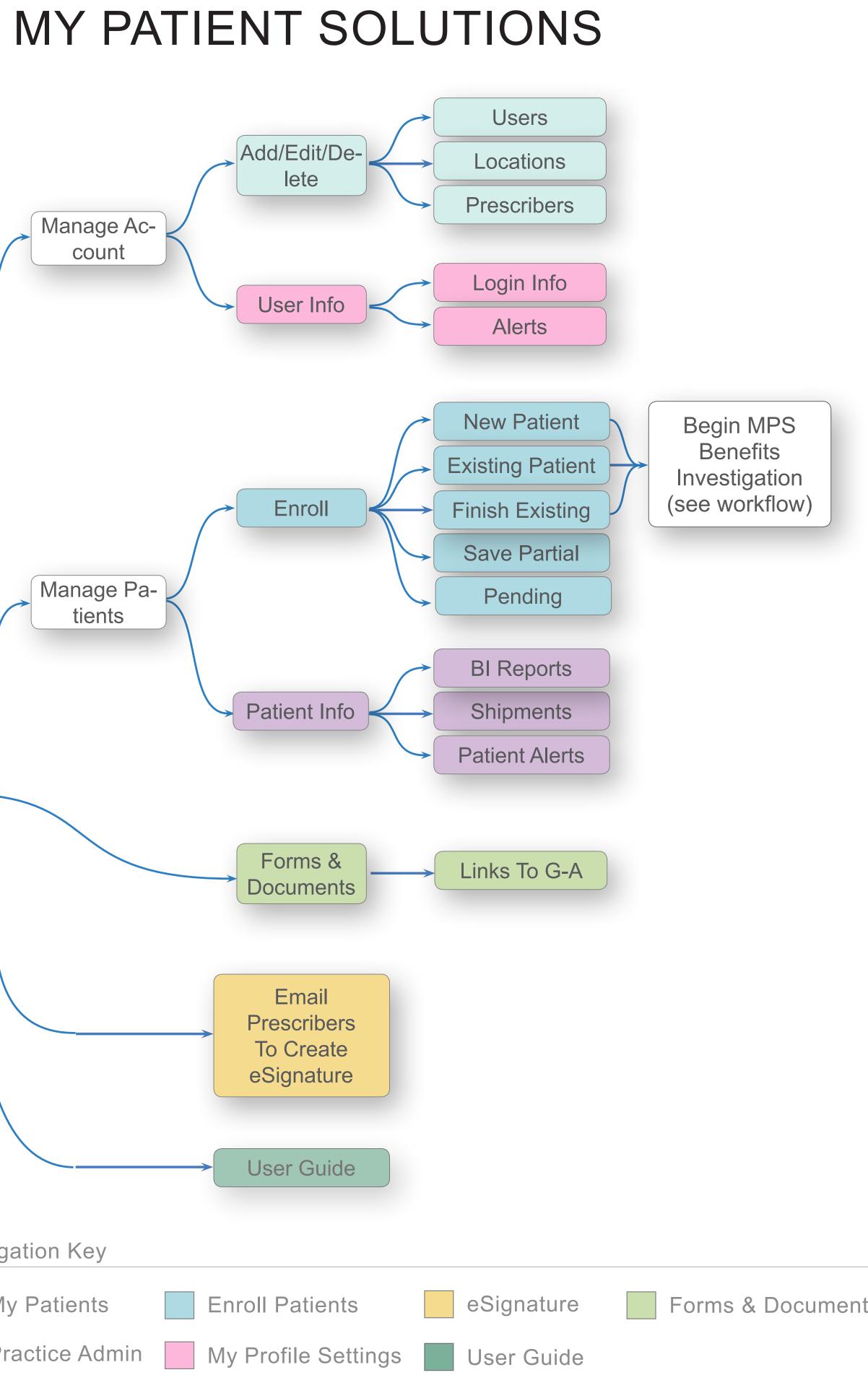
Access-Solutions Website Redesign Current User Flow

User flows help to identify interactive processes and necessary screens.

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

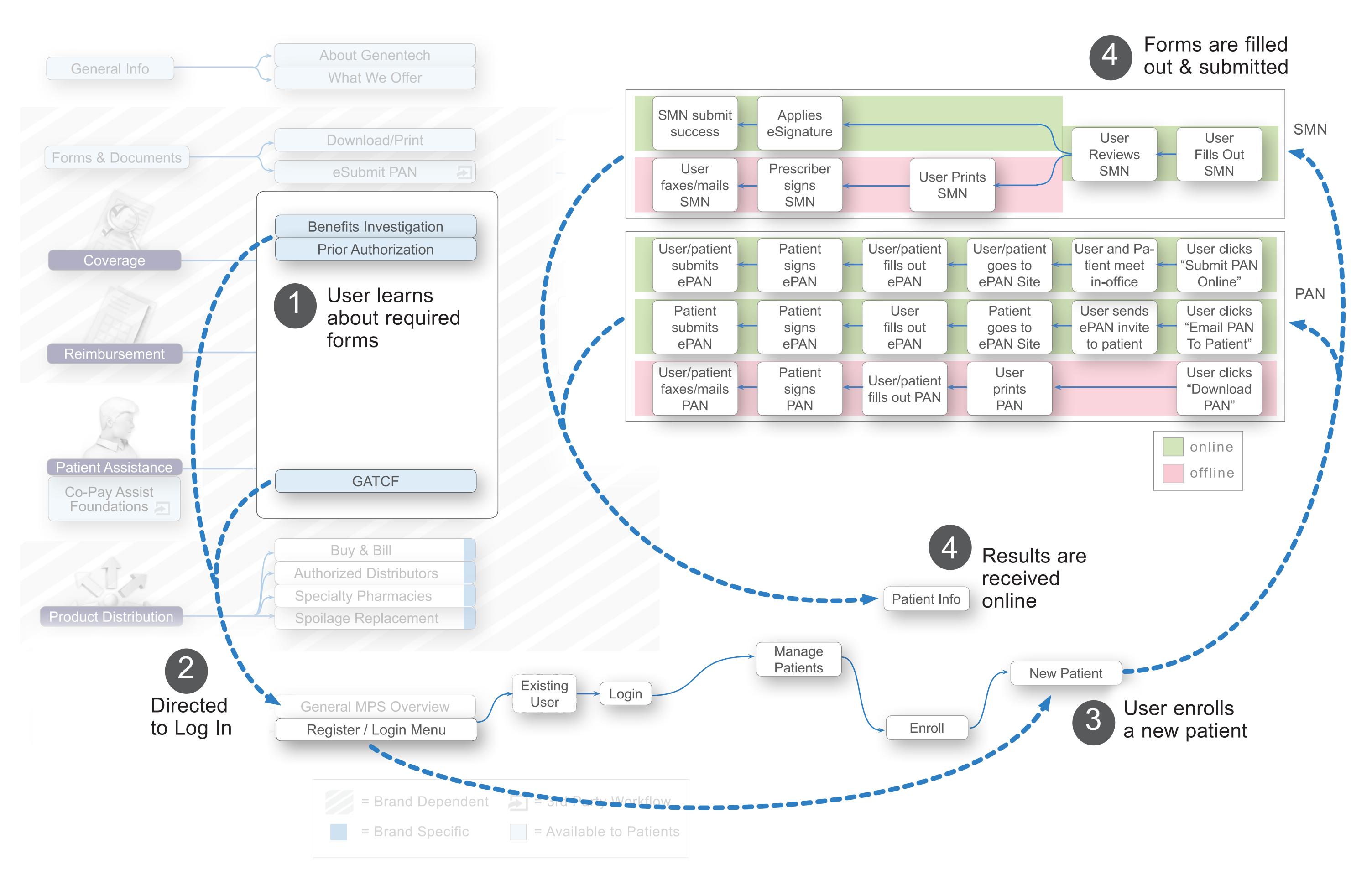
All traffic is funnelled through a single point, which is not the best user experience.





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.



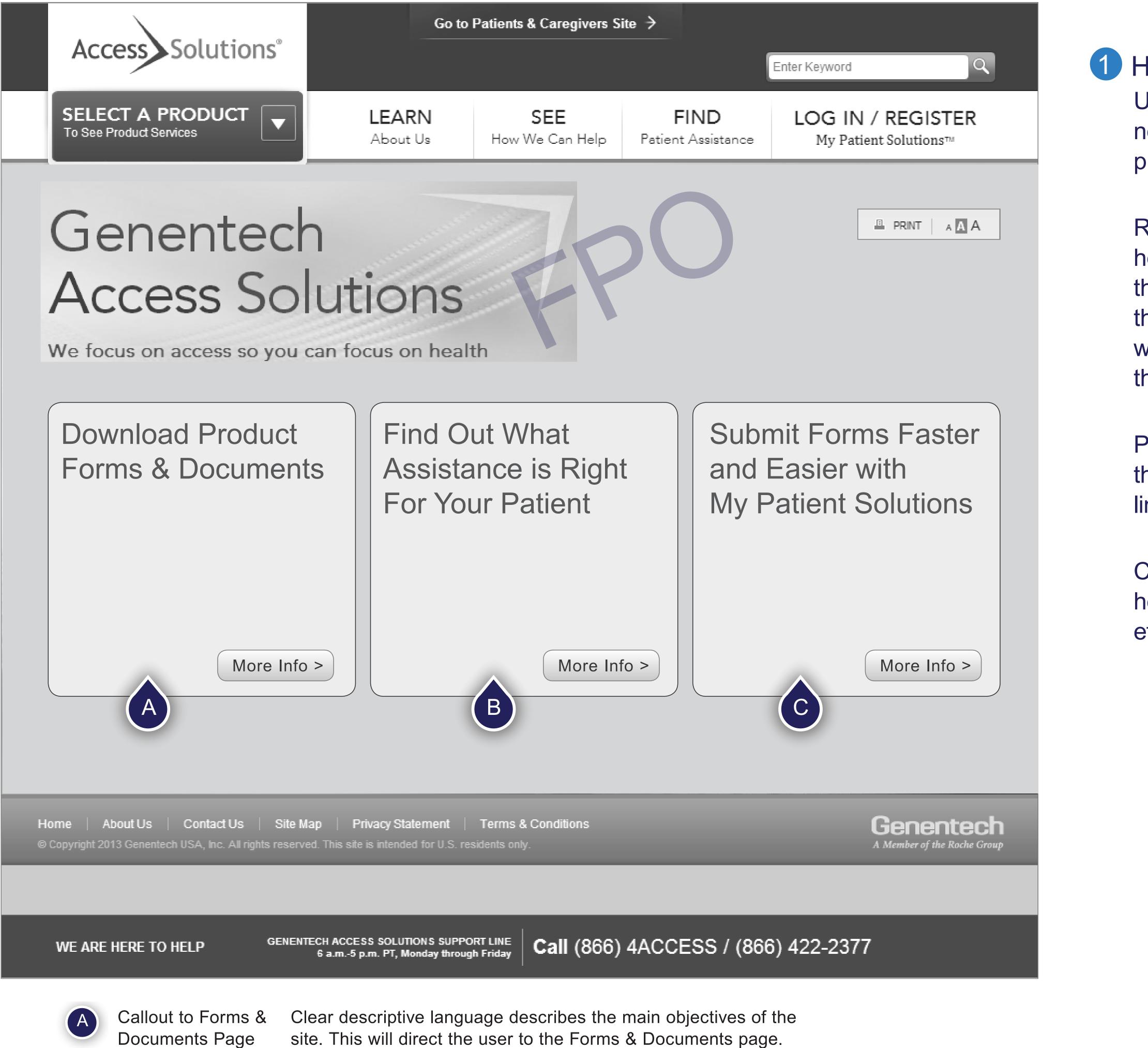
INTEGRATED SOLUTION

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.





B Callout to Compass Page

(C

Callout to My Patient Solutions Page

This will direct the user to the Compass 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.