

## Card Sort Analysis Key Takeaways - ZOLL Pilot and WA Roundtable 2017

The key takeaways in this analysis are a combination of the results of two card sort exercises. Cards for both exercises were identical and labeled with current content items from the ZOLL Data website. The categories were not pre-defined (as in a closed card sort) and the participants were allowed to choose their own categories (this is an open card sort).

Each card sort exercise was performed by two different types of participants. The first exercise was conducted at the ZOLL Data office where the participants were ZOLL employees only and was intended as a pilot in preparation for the card sort at the Washington Roundtable in Puyallup, WA. The cards for Roundtable exercise were identical to the pilot, but the participants were FireRMS customers only.

Many of the findings were the same for both participant types. Here are the results:

- ZOLL website should focus primarily on solutions and customer needs
- Provide an end to end solution flow on the website
  - Example: Dispatch > Patient Care > Getting paid > Fleet Management...etc.
  - Highlight exactly where you are in the process
- Focus on three high levels on the website:
  - Potential client (pre-sales)
    - type of solution they are looking for
  - Current client
  - User looking for help or information about ZOLL
    - Post-sales (e.g., ZOLL Community Help & Resources)
- What are you looking for? Quiz or Wizard interface?
  - Use a quiz or wizard user interface to guide user to a solution when there are budgeting considerations
  - Example: Guide user to a solution for choosing a product from a group of products that basically do the same thing - but have different price points
- The same product should be listed under multiple categories
- Add these resources to every product:
  - Customer Testimonials
  - Brochures
  - Case Studies
  - White Papers
  - Videos
  - Project Management
  - IT Services

- Hosting
- Place the Contact Support section at a high level
  - Important to go directly to Contact Support and not have to drill down to find it
  - Ability to start a support ticket/case under Support
- Ability to search EMS and Fire software products
- Include a link to submit product feature requests
- Should we be called “ZOLL DATA”?
  - Users typically would not google *data* but would google *software*
  - An EMS company would not be googling ZOLL Data or ZOLL, they would be googling *EMS software* - looking for software not data
- Suggested to take out Sales Rep Locator:
  - Sounds sterile, don't care who's in the list just want to get in touch with sales
  - Don't know if this locator would take you to someone in your area or to someone who would qualify the lead and then pass it on to someone in your area
- Problems with ZOLL product naming convention
  - A lot of overlapping products that do the exact same thing - names are confusing
  - Which products are Enterprise which are SaaS?
  - We are assuming new customers already know our terminology
  - If they were not a customer, the website would not make sense to them
  - Product names need to be intuitive to new customer
  - Customers don't know what RMS or ePCR mean
  - The name ZOLL only means 'cardiac monitor' to new customers
- FireRMS section does not include all of their needs
  - Need a more prominent web presence!
  - Missing FireRMS labels in the card sort:
    - Occupancy (a module in FireRMS)
    - No mention of Mobile (refers to: hydrants, etc. a huge umbrella of all things used by Fire)
    - EMS is just one of the subsets used by Fire
- **Kudos to ZOLL from Fire:**
  - *Beginning with Dispatch, ZOLL has done a very good job at integrating the EMS patient centric reporting system with the Fire incident centric reporting system. One fire report is integrated with multiple patient reports.*
- Categories should be very customer focused (not product focused as is currently)  
Suggestions made for customer focused categories are:

- Customer Success
  - Who are we?
    - Executive team, careers, employees, etc.
  - Why pick ZOLL?
    - Sales
  - Getting there
    - Road Safety, Flight Dispatch, EMS Ambulance, EMS Fleet Management, etc.
  - Patient Care
  - Who are you?
  - How can we help you?
  - Solutions
  - Value Chain
    - Would a new customer know what this is?
  - Reporting & Analytics
  - Fire Management
  - Get Paid
- **Labels that were confusing:**
    - Checklist
    - Emergency Response & Billing Resource Management
      - RescueNet Billing or ZOLL Online Billing?
    - @Work
    - Navigator
    - X Series
    - Billing Pro
    - EMS Road Safety
    - EMS/Fire Data Software Platforms & Apps
    - EMS Fleet & Safety Management
    - EMS Mobile Health
    - Mobile Care Connect
    - ZOLL Community
      - Thought this was only for ZOLL employees
  - **Renamed Cards:**
    - EMS Billing Software to:
      - **EMS Billing Solutions**
    - EMS/Fire Communications Center & Dispatch to:
      - **EMS/Fire Communications Center Solutions**
    - EMS Fleet & Safety Management to:
      - **EMS Fleet & Safety Management Solutions**
    - Patient Care Software to:
      - **Patient Care Solutions**
    - EMS Dispatch to:

- **RescueNet Dispatch**
- Emergency Response Billing and Resource Management to:
  - **Billing and Resource Management**
- EMS Ambulance Dispatch to:
  - **RescueNet Dispatch**
- Sales Rep Locator to:
  - **I want to know more**
- Code Review to:
  - **ePCR Code Review**
- Case Review to:
  - **ePCR Case Review**
- Case Studies to:
  - **ePCR Case Studies**