

SURVEY AND USER INTERVIEWS

Understanding posting behavior

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July 2022



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Background

Purpose and objective(s)



Purpose

Company X's value relies on the contributions of our members through conversion and content creation. There has been a downward trend of users creating content on Company X


This research will help us understand how our members think about creating and consuming content on Company X

Objective

Our goal is to identify motivations and deterrents members have when deciding whether to post to Company X

The results of this research will be used to help inform future projects related to how users create and consume content on Company X

Methodology



Research method	Criteria	Dates	Medium
Survey – Company X members N=129	<ul style="list-style-type: none">• Sex: Female/male mix• Age: 18+• Created Company X account within last 180 days• Active on Company X within last 90 days• Beta only	May 31 – June 14, 2022	Alchemer
Interviews – Company X members N=7	<ul style="list-style-type: none">• Selected from survey responses• Yes to participation• Has posted 1 or more• Has not posted• Beta only	June 6 – June 17, 2022	Userlytics

Executive summary

An abstract graphic in the top right corner consisting of several overlapping, curved, leaf-like shapes in various shades of blue. A small, solid red horizontal bar is positioned directly beneath the word "Executive" in the title.

Executive summary: key takeaways

1

Members like the posting template, but required steps like choosing topic/community are often overlooked due to their placement page

Members like the design calling it “straightforward” and “easy to use.” However, they feel there should be only one post type, making the decision between journals and discussions unnecessary

2

Barriers to posting are emotional and behavioral

Members cite having their questions already answered, feeling they have nothing to offer, and only wanting to consume information as the top reasons for not posting

3

Members would post more often if prompted by Company X or community leaders

Ideas for prompts members mentioned were to update their profile, introduce themselves, or a call to action i.e., Did you have a stem cell transplant? – Tell us about your experience

4

Members would utilize profiles more often (e.g., follow or connect with) if they contained more content

Members expressed a desire to view other member’s profiles; however, voiced disappointment with so many not being completed. Others assumed an incomplete profile was due to not being friends with that individual

Executive summary: considerations



1

Posting process changes

- Consider streamlining posting process by making the required elements (i.e., community and topic) optional
- Consolidate journals and discussions into one action of creating a post
- Add other types of posting features to template (i.e., polling)
- Consider making the video and photo actions less prominent
- Move privacy settings to a more prominent location
- Consider allowing users to create their own topics

2

Prompt users to create content

- Consider actively prompting users to update their profile
- Work with partners to elect community moderators who can help with creating and managing prompts for members
- Create a "why post" tutorial to give new users more context on benefits of posting
- Consider utilizing Activity Summary to prompt members to create posts by asking for their stories or some sort of experience i.e., Tell us about a time...
- Consider using social media channels to prompt members to create content

Executive summary: considerations (cont.)



Member profile/platform

- Consider redesigning the member profile to allow users to easily update, share, etc.
- Concept test redesigned member profile
- Future consideration – conduct usability testing of member profile

Posting insights

Primary devices used to login into Company X

Primary device used to login to Company X

N=129



Android* (6)
Apple iPad (20)



Android* (18)
Apple iPhone (33)



Computer (52)

How Apple users access Company X

N=53



Mobile app (23)



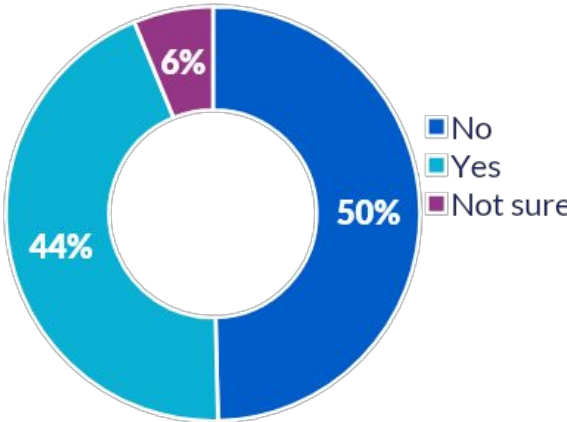
Web browser (29)



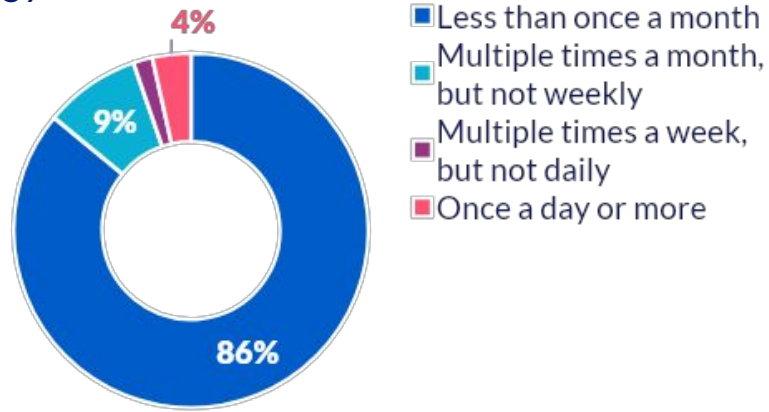
Not sure (1)

Half of members surveyed have not posted to Company X; those who have posted do so less than once a month

Posted to Company X
N=129



How often a member posts on Company X
N=57



Q. Have you posted to Company X? Q. Thinking about a typical month, how often do you create a new post?

Seeking an answer to a question is the top reason a member creates a post; the type of questions members primarily ask are about medical procedures and treatment experiences

Members typically ask a question about a specific medical question or treatment experience

"I had questions about a hysterectomy. Who had had one and what was there experience. I got some replies back that where very helpful."

A few participants mentioned creating posts to seek support from their community

"Feeling frustrated by my health, misunderstood by the people in my life, and unseen by medical professionals. I wanted community, understanding, support."

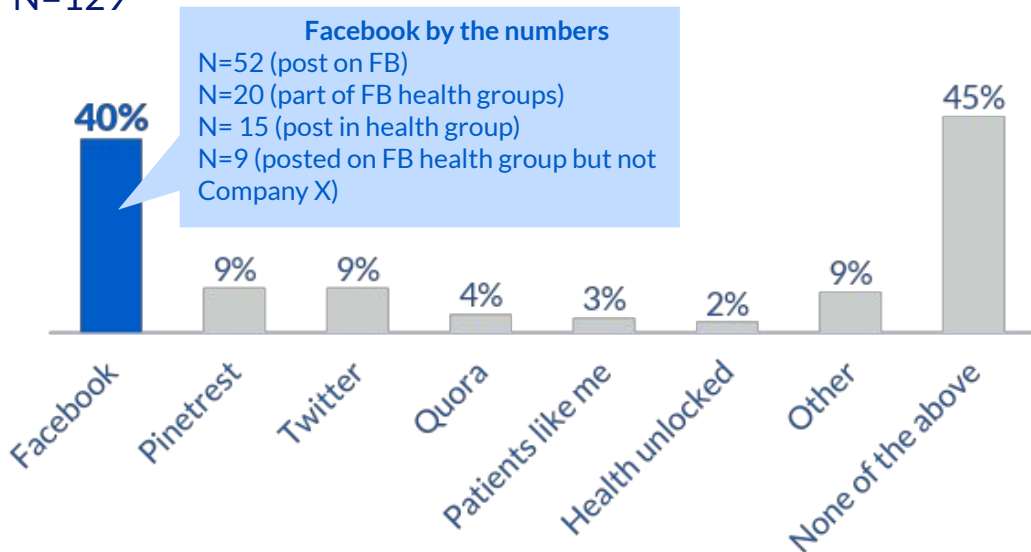
Members felt they had valuable information to share (e.g., health status update)

"Posting was easy, I just had a remission milestone so I decided to post."

38% of members who post on Facebook are part of a health group for their condition; 75% of those members post in their health group

Other sites members post on

N=129



60% who post on their Facebook health group have **NOT** posted on Company X

Why are members posting on Facebook but NOT Company X?



More targeted health groups



Familiarity with the site/app



User experience is better

Even though participants felt posting was relatively easy and well organized, required steps were often overlooked due to their placement on the page and this would have resulted in an error if the user had tried to post



Users felt the posting process was **well organized and straightforward**

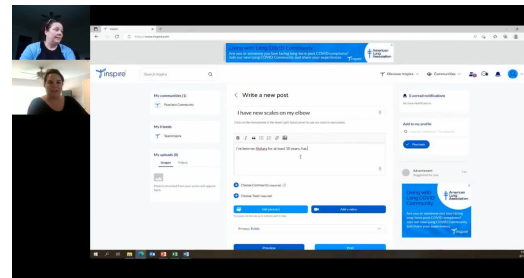
Members appreciate the privacy settings and most said they'd **keep posts public**

Participants felt there was an array of topics; but still **wanted the ability to create their own**

Users felt having titles is **very helpful when scanning** feed or email for relatable content



Required steps (community/topics) are **overlooked** due to placement on the page



In June 2022, **23% of tickets** reported to Company X were related to the required steps to publish a post -Freshdesk

Members **wondered why** discussions and journals are separated when the button says “Start a post”

Interview participants

Interview participant summary



Sex	Age	Condition	Primary device used for logging into Company X	Has posted on Company X	How often member posts
Female	50-59	Leukemia/AML	Computer/laptop	Yes	Less than once a month
Female	40-49	Psoriasis	iPhone – web browser	No	
Female	50-59	Scleroderma	Computer/laptop	Yes	Less than once a month
Female	60-69	Liver transplant	iPad – web browser	No	
Female	50-59		iPhone – mobile app	Yes	Multiple times a week, but not daily
Male	70+	Prostate cancer	iPad – mobile app	Yes	Less than once a month
Male	70+	Prostate cancer	Computer/laptop	No	

Company X member: Jill



Jill is married with two grown children. She has leukemia and recently had a stem cell transplant.

She works as a full-time researcher for a university.

Jill loves finding information on Company X and reading all about other members' experiences. She wishes there was a way to know the sentiment of a post; "I just want to read about good things."

Regarding posting, she doesn't feel she has much to offer, but would be more likely to post if she was prompted to.



I don't think I have much to say or something that somebody would want to hear from me. Maybe I would have to be prompted to do that. It's not something I would probably, you know, I in a hot second, I'll reply to something, especially when it's something good and you want to give them a hurray or good for you! But I don't think I have much to share.

Interviews: themes and insights

3 themes were uncovered from our interviews

1

Reasons for not posting are emotional and behavioral, not procedural (i.e., steps to create a post)

2

Using prompts would spur more content creation

3

Empty member profiles discourage connection and create a feeling of apathy

Reasons for not posting are emotional and behavioral, not procedural i.e., steps to create a post

Top reasons for not posting



Only want to consume content

"I am not sure what category I fall into and look forward to reading about the stories and medications that have helped those on the site."



Questions have already been answered

"I have been able to find most of the answers to any questions that I have in old posts."



Users feel they have nothing to offer/say

"Not sure if my situation is all that interesting. I have responded a few times to others."

Reasons for not posting highlight reel



Data for insights is taken from survey and interviews

Q. Have you ever posted on Company X e.g., asked a question, started a discussion, wrote in your journal?

Members expressed feeling uncomfortable and unsure about what to post; they felt this way despite having a wealth of knowledge and expertise



"Cold feet and overwhelmed. Overcritical of myself and I haven't found the right words. I would like to, and hopefully things will calm down enough for me to utilize the community."



*"I don't want to repeat what's already there."
"The questions I want answers to have already been asked by someone else."*



"There are so many young people dealing with this disease who have careers and small children. I am not sure that I would have anything helpful to say at this point."

Members who only consume content mentioned wanting to contribute but felt...

- others had more expertise to offer
- weren't confident in responding
- not comfortable with figuring out what to write

After finding the information they needed, members expressed...

- there was no need to post since question was answered
- did not want to waste time by repeating a question

Even though members have a lot of experiences and plenty to offer, members felt...

- uncomfortable sharing when condition is stable
- unsure if their situation is all that interesting
- more comfortable responding to others

Using prompts would spur more content creation

"I think maybe a prompt that would say, hey, this is this a good time to update your, I don't know, we haven't finished your profile yet, Let's do that. So you can connect to others better. You know, that kind of a thing would be, I think it would be helpful"

Members expressed a desire to post more often, and feel being prompted would encourage them to do so

Member ideas for prompts

- 💡 Polling or asking for a specific medical experience
- 💡 Prompts for updating member profile
- 💡 Introductions or welcoming others

Using prompts highlight reel



Members want to share their stories and expertise and said receiving a prompt via email or through a moderator would help them contribute more content

Asked about email prompts *"Most of the time I would say it's because I get an email it just kind of makes me remember. I asked a question yesterday and I just now looked, and I do have a couple of responses that I haven't read yet."*

Asked about moderators *"Inviting people to participate or encouraging others to post as a way to keep the discussion going and to recognize that we as patients have that knowledge and experience to share"*



When members do create posts, they rely on their daily emails to notify them of when other members have commented on their posts



Members use their daily emails to check for new topics and see if they can offer personal experiences or advice to others



A couple members feel using moderators or mentors to prompt discussions would help members within a community to connect with one another



Members felt that if Company X prompted them to share their stories they'd be more likely to contribute

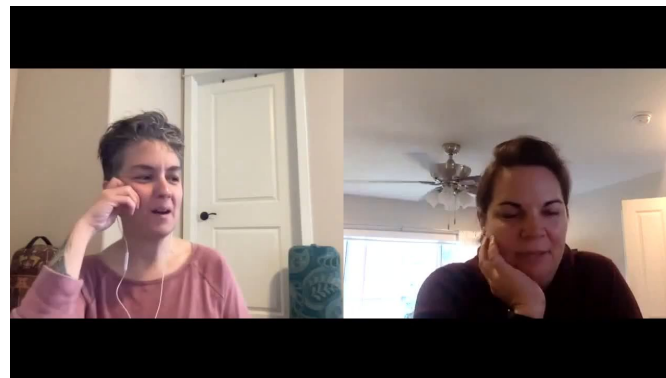
Empty member profiles discourage connection and create a feeling of apathy

Members checkout other members' profiles, but express disappointment when clicking on a profile only to find it empty

*"I look their name up to **invite them as a friend** but I don't see anything about them, they usually would say what their interests are in that profile **but a lot of them are empty** some of them will say their name and their age."*

*"I mean this is like her page, like on Facebook, but since I'm maybe I'm not friends, I don't get anything. **It shows me nothing in her about section**, It looks like she doesn't have any friends either. I don't know, like on Facebook, if you're not friends with somebody, **you can't see a lot of their stuff.**"*

Empty profiles highlight reel



Members provided multiple reasons it is important to have current health information on their profile and note receiving prompts to update health statuses would be helpful



Connecting with others on
a similar health journey

*"I think it would be helpful because When I see someone who's 54 years old, I'm like, oh, **I really want to connect to them** because they're going through menopause. So am I."*



Knowing about a member
makes it easier to help

*"When someone posts a question, it helps to know the gender **to be able to answer the best way** or maybe not at all if I am not that gender and cannot help. Anyway, profile info is valuable."*



Understanding what
resources to share

*"When someone asks about **where to get treatment**, it would be nice to have the gender, age, and hometown to **facilitate good answers.**"*

Interviews: member platform concept

Members reacted positively to the concept of a member platform they could follow; a few members were interested in building out their own platforms and connecting their social media



We're exploring the idea of providing a platform for a healthcare "influencer" to share content and connect with on the Company X platform. This "influencer" could be a prominent doctor operating in the healthcare space or an active Company X member who shares their expertise, gives health tips, etc. (From interview discussion guide)



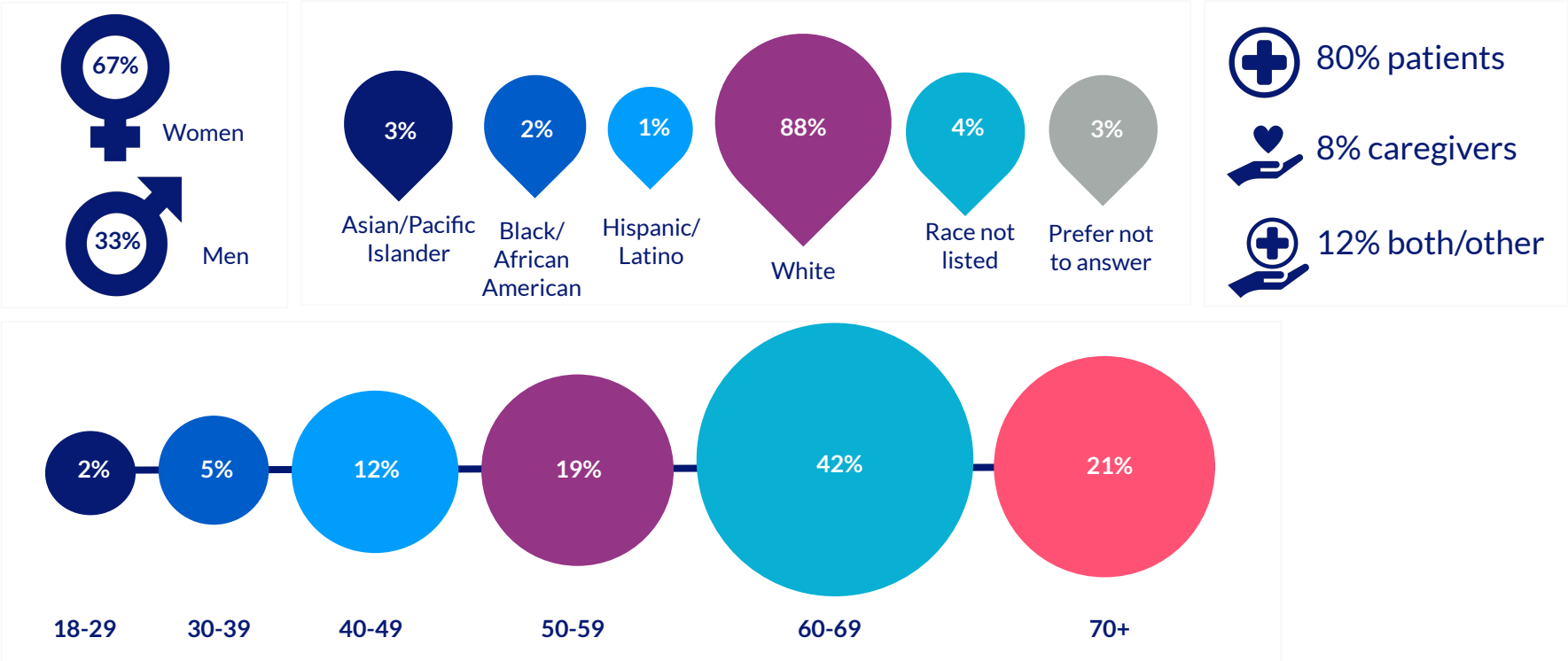
I've actually been thinking about like, because I am known for cooking and have thought about having a little side blog or something for recipes but then, you know, the other part of me is like nobody I know is gonna really care that I am finding these delicious fat free recipes because none of my friends have gallbladder issues, but that would be something that I would probably follow on Company X.



I think that's a great idea! if we [as patients] can engage with them or if we start a discussion and then they chime in on that, you know, I think that would be a way for Company X to set itself apart, sort of different than some of the other patient platforms.

Appendix

Demographics (N=129)



A stylized blue tree graphic is positioned on the right side of the slide, extending from the top right towards the bottom right. It features a thick, curved trunk and several large, rounded, leaf-like shapes in varying shades of blue.

Thank You

A small, solid red horizontal line is located directly beneath the word "Thank" in the "Thank You" text.