

UX

findings

qualitative

project overview



Usability Study: Board Exam Prep

User Experience Research

Client	Board Exam Prep Application Start-up
Research Firm	VitalVirtual

Description

This report presents the project proposal and findings from a usability study conducted over three weeks, involving 10 doctors from various specialties and geographic locations. The study aimed to evaluate a new healthcare app designed to assist doctors in preparing for board exams. Through moderated sessions and follow-up surveys, we gathered insights into the app's usability, functionality, and overall effectiveness in aiding exam preparation.

Methodology

- **Participants:** 10 doctors (5 from the USA and 5 global), representing a range of specialties.
- **Study Duration:** 3 weeks, including 1 moderated session and 1 follow-up survey per participant.
- **Data Collection:** Qualitative data from moderated sessions and quantitative data from follow-up surveys.
- **Analysis:** Thematic analysis for qualitative data and descriptive statistics for quantitative data.

Study Strategy:

Phase 1: Recruitment and User Persona Creation

- **Recruitment:** Utilize medical professional networks, social media, and medical institutions to recruit participants. Offer incentives to encourage participation.
- **User Persona Creation:** Develop detailed user personas based on the recruited doctors' demographics, specialties, and professional backgrounds to guide the app development and study focus.

Phase 2: Script and Screener Creation

- **Screener:** Design a screener questionnaire to ensure participants meet the study criteria, focusing on their specialty, experience with board exams, and familiarity with digital learning tools.
- **Script for Moderated Session:** Create a detailed script guiding the moderated session, including app walkthroughs, specific tasks to perform, and open-ended questions to probe deeper into the user experience.

Phase 3: Moderation and Follow-Up Survey

- **Moderated Session:** Conduct a 1-hour moderated session with each participant, observing and recording their interactions with the app and gathering qualitative feedback.
- **Follow-Up Survey:** One week after the moderated session, send a survey to collect additional feedback on the app's usability and effectiveness in aiding board exam preparation.

Vital Vital Pricing

Participant Recruitment + Incentive (10 participants)	\$300 per participant
Moderator & Researcher	\$3,000
Project Management	\$800
Technology & Tools	\$500
Total Client Cost	\$7,300

All projects are quoted on a case by case basis.

Vital Virtual's Deliverables:

Recruitment Report: Document detailing the recruitment process and participant demographics.

User Personas: A set of user personas based on the participants' professional backgrounds and needs.

Moderation Script and Screener: The tools used to guide the study's qualitative research phase.

Findings Report: Comprehensive analysis of the usability study, including key insights, identified usability hurdles, and actionable recommendations for the app's development.

Research Overview

User Persona:

Persona Name: Dr. Aisha Patel

Age: 32

Location: Chicago, USA

Specialty: Internal Medicine

Professional Background:

Dr. Aisha Patel is a board-eligible internal medicine physician who has been practicing for 5 years in a busy urban hospital. She is gearing up to take her board certification exam and is on the lookout for resources that can aid in her preparation. Aisha is tech-savvy and relies heavily on digital tools for both her professional and personal life.

Goals:

- **Efficient Study:** Aisha wants to make the most of her limited study time by focusing on high-yield content and practice questions.
- **Flexible Learning:** She seeks a flexible study tool that can adapt to her hectic schedule, allowing her to study whenever and wherever possible.
- **Track Progress:** Aisha wishes to monitor her study progress and identify areas where she needs further review or practice.

Challenges:

- **Time Management:** Balancing a demanding job, personal life, and exam preparation is Aisha's biggest challenge.
- **Information Overload:** She is overwhelmed by the vast amount of study material available and struggles to focus on what is most important for the exam.
- **Retention:** Aisha finds it hard to retain information studied weeks or months ago and seeks ways to reinforce her knowledge over time.

Digital Proficiency:

High. Aisha is comfortable using various apps and digital platforms for learning, organization, and patient care.

Learning Preferences:

Aisha prefers interactive and engaging study methods over passive reading. She values practice questions, flashcards, and short video tutorials that can explain complex topics in simple terms.

Behavioral Traits:

- **Diligent:** Aisha is committed to her exam preparation and willing to put in the effort to ensure success.
- **Adaptable:** She is open to trying new study methods and tools that can enhance her learning experience.
- **Analytical:** Aisha likes to track her performance and analyze her strengths and weaknesses.

Quote:

"I need a study tool that fits into my busy life, keeps me focused on what's important, and shows me how I'm improving over time."

How the App Meets Aisha's Needs:

- **Efficient Study:** The app provides curated, high-yield content and practice questions tailored to Aisha's specialty, maximizing her study efficiency.
- **Flexible Learning:** With its mobile-friendly design, the app allows Aisha to study on-the-go, fitting in quick study sessions between her work commitments.
- **Progress Tracking:** The app features a progress tracking tool that helps Aisha visualize her study milestones and areas that require more attention, keeping her motivated and focused on her goals.

Screener is created based on the user persona.

Moderation Script Highlights:

- **Introduction:** Explain the purpose of the study, ensure the participant's comfort, and confirm consent for recording.
- **App Walkthrough:** Guide the participant through initial impressions of the app, exploring its features and content.
- **Task-Based Interactions:** Ask the participant to perform specific tasks, such as finding study materials for their specialty.
- **Open-Ended Feedback:** Encourage participants to share their thoughts on how the app could better serve their study needs.

Key Findings

Usability and Interface

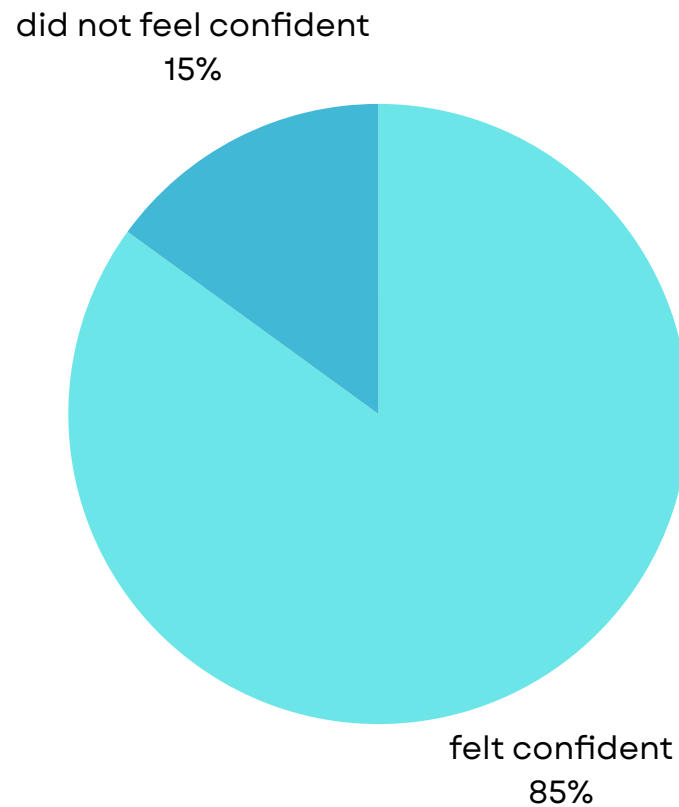
- **Positive Aspects:**
 - Intuitive navigation and clean interface were praised by 80% of participants.
 - Quick access to study materials was highlighted as a significant strength.
- **Areas for Improvement:**
 - Several users experienced difficulty with the search functionality, particularly when looking for specialty-specific content.
 - Text-heavy sections of the app were deemed overwhelming by 70% of participants, suggesting a need for more engaging, multimedia content.

Functionality and Features

Strengths	<ul style="list-style-type: none">● The quiz and flashcard features were well-received, with 90% of participants finding them beneficial for recall and review.● Customizable study plans were appreciated by all participants for providing structure to their exam preparation.
Limitations	<ul style="list-style-type: none">● Lack of offline access was a concern for 60% of participants, especially those in areas with unreliable internet connectivity.● The current content library was found to be lacking in depth for certain specialties.

Overall Effectiveness

How confident are you that using the app would improve your board exam preparation?



Over 5 participants suggested integrating a progress tracking feature to better monitor study milestones and achievements.

"Integrating a progress tracking feature has been a game-changer for my study routine. It allows me to visually track my milestones and achievements, keeping me motivated and focused throughout my board exam preparation. It's like having a personal coach within the app, constantly reminding me of how far I've come and what's left to tackle. This feature has undoubtedly streamlined my studying process, making it more efficient and rewarding." - Dr. Elena Rodriguez, Cardiology

Key Metrics

User Engagement Metrics

Active Users: The number of unique users who interact with the app daily (DAU) and monthly (MAU). A high ratio of DAU to MAU indicates strong user engagement.

Session Length: The average time a user spends on the app per session. Longer sessions can indicate more engaging and valuable content.

Session Frequency: How often users return to the app within a given time frame, showing the app's ability to retain users.

Completion Rate of Study Plans: The percentage of study plans or modules completed by users, reflecting the app's effectiveness in keeping users motivated and progressing.

User Satisfaction and Feedback

Net Promoter Score (NPS): Measures user satisfaction and the likelihood of recommending the app to peers. A high NPS is indicative of strong user approval.

User Reviews and Ratings: Aggregate ratings from app stores and feedback on specific features, usability, and content quality.

Customer Support Queries: The number and nature of queries can provide insights into potential usability issues or content gaps.

Learning and Performance Metrics

Quiz and Test Scores: Improvement in users' scores over time can indicate the app's effectiveness in aiding exam preparation.

Retention Rates: The ability of users to retain information, potentially measured through periodic assessment tests within the app.

Conversion and Growth Metrics

Conversion Rate: The percentage of users who move from a free trial to a paid subscription, indicating the perceived value of the app.

User Acquisition Cost (UAC): The cost associated with acquiring a new user, which should be optimized for sustainable growth.

Customer Lifetime Value (CLV): The total revenue expected from a user over their lifetime of using the app, highlighting the long-term value of user acquisition efforts.

Technical Performance Metrics

App Load Time: Fast load times are crucial for user retention and satisfaction.

Crash Rate: The frequency of the app crashing can significantly impact user experience and retention.

Bug and Issue Reports: The number and severity of reported issues, which should be promptly addressed to maintain user trust and app integrity.

Market Penetration and Expansion

Market Share: The app's share in the targeted market segment, compared to competitors, indicating its reach and popularity.

Global Reach: The geographic distribution of the app's user base, especially important for apps targeting global professionals.

Lessons Learned

The usability study of the Board Exam Prep App for Doctors has provided valuable insights into its current strengths and areas for improvement. By addressing identified usability issues, enhancing content diversity, and introducing new features based on user feedback, the app has the potential to become an essential tool for doctors preparing for board exams. Implementing these recommendations will not only improve user satisfaction but also contribute to the app's overall success in the healthcare education market.

Vital Recommendations

- **Enhance Search Functionality:** Implement an advanced search feature with filters for specialty, topic, and content type to improve usability.
- **Diversify Content Formats:** Introduce more interactive and multimedia content to reduce text heaviness and engage users more effectively.
- **Enable Offline Access:** Develop functionality for users to download content for offline study, addressing connectivity concerns.
- **Expand Content Library:** Collaborate with specialists to enrich the app's content across all medical fields, ensuring comprehensive coverage.
- **Introduce Progress Tracking:** Add a feature that allows users to track their study progress and achievements, enhancing motivation.