

Case Study – beneshop

Usability Testing

In my final semester of the UX Design capstone, I partnered with a past colleague and entrepreneur to perform usability studies. A healthcare ecommerce business aggregating merchants to provide consumers the best price available on eligible products under an FSA or H.S.A. Consumers can effortlessly find the cheapest products across Amazon, Walgreens, CVS, and more.

With only a few years of implementation, it was time to revisit the Design Thinking process and visit with the customer. Performing evaluative research and conducting usability research would allow us to capture formative results on the consumer's shopping process. Is the current design meeting the needs of the customer?

This research captured attitudinal and behavioral data, and when combined with a series of web analytics, we had the opportunity to really understand the customer journey.

The research study found several key insights that informed my redesign recommendation for their most frequently shopped and profitable product pages. Let me share what was accomplished.

I began my study by interviewing key stakeholders and determined what products were the most profitable and the most frequently shopped. With customer experience and business goals in mind, these might be areas where usability testing might have the biggest impact for both the customer and the business.

A moderated, remote 45-minute usability test was designed with three main tasks:

1. Shop for contact lenses and find the best price available, but first, determine if contact lenses are eligible.
2. Shop for a humidifier and determine if beneshop can help you find the best quality and best price.
3. Shop for eligible over-the-counter supplies to stock your medicine cabinet: lotion, band aids, and cold medicine.



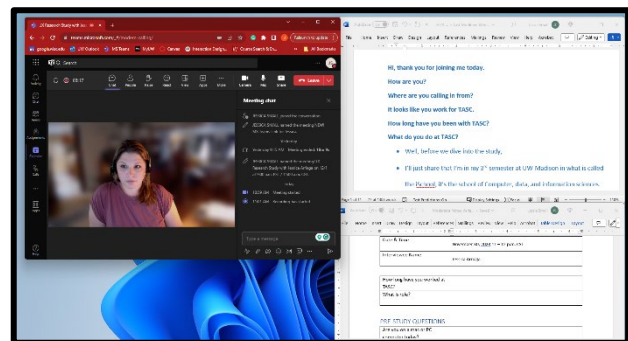
With my moderator guide and consent forms prepared and ready, I conducted 2 pilot studies to exercise my speaking points, scenarios, and make any fine tuning to my tasks. Once again, a dry run is always worth the effort! I made a few critical tweaks to my process that set-up the following week for success and confidence. I conducted 7 moderated and recorded usability studies with my revised user guide and took notes and measures.

I captured the following qualitative and quantitative results:

MEASURES	TASK I	TASK II	TASK III
AVG TIME ON TASK	8 mins 13 seconds	5 mins 26 seconds	6 mins 6 seconds
TASK COMPLETION RATE	80%	80%	80%
ERROR RATE	0.375	0.3	0.6
NET PROMOTER SCORE	20%		

I was also observing and making note of shopping behaviors and process, such as:

1. How does a participant respond to retailers or brands they've not shopped before?
2. How will a participant compare products and what factors are needed to make decisions?
3. How will a user handle two low prices at two different stores?
4. Does low price always win or does convenience play a role?
5. Are they willing to pay a higher price to avoid shipping/handling/processing fees?

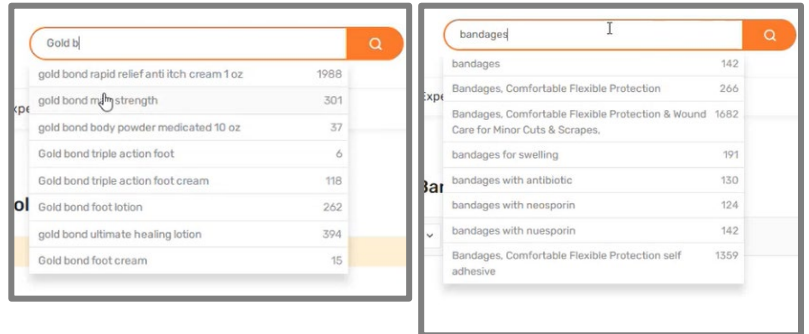


Ready to conduct user experience session to begin with MS Teams, Moderator Guide, and Moderator Notes.

- Quote: "I just assume that everything on this website is eligible. I wasn't able to find if it was eligible."

3. Name of Issue: Simplify the Search Prompts

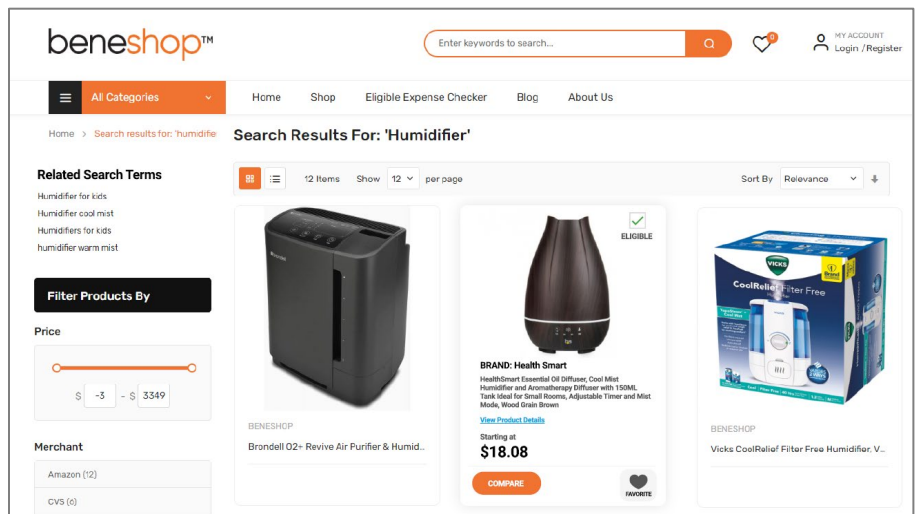
- Description:** When typing into the search bar, users are presented with prompts based on what is typed in. At times, this list shows duplicate terms or is too long for what the user needs to be successful. Simplifying the list and consolidating categories would be of benefit to the user.



- Severity: 3 – Minor

Based on the issues stated above, I'm recommending a few design recommendations and/or information architecture enhancements that will ease the user experience.

- With a large inventory of products and the participant's tendency to either use the search bar or look through the filters to find an item, there's an opportunity to fine tune these two aspects of the UI to ease the customer's experience of finding products.
- I'd recommend the next phase of the usability research as being a card sorting activity to verify the information architecture is aligned with the beneshop consumers.
- When comparing multiple products, a shorter description with key information bullet pointed is preferred vs. a more detailed description in paragraph form.
- The product page should be reconsidered as a grid view with key information the user would like to compare (e.g. at minimum, price from each vendor).
- Utilize the Product Page real estate more efficiently and add additional details about the product. Users would like to see a



“starting at” price when viewing products or a list of pricing from each vendor on the search result page for each product.

- 6) Add a button to the top and bottom for Eligible Expense Checker and redesign the eligibility checker page.

