

# Treating epocrates Case Study

## Project Overview:

Team Real Design was tasked to improve and add a feature to epocrates medical reference application. An application that was created to diagnose and reference treatment options for medical professionals and everyday users. With the research information we were able to put together a problem that allowed us to create our problem statement. Once we worked our way through the problems statement, we identified ways that we could possibly fix our problem in our HMW's. analyzing our HMW's we opened possible ways to dig deeper and complete the proper research. Using the user persona, we were able to answer even more questions and gain more InSite. Giving us the data to put together our journey map. By walking our persona Dr. Cruz through the user experience and utilizing a C&C analysis we found out some important features that were lacking when it came to competitors. After meeting with the team, we all went to work on our wireframes to sketch possible solutions to the issues we faced. Once we finished our sketches, we moved on to the user flow and our first-round prototype. Finishing our first set of usability tests we took all the information and created an affinity map. Breaking up the statements into category's, identifying the route we were going to improve the app. Utilizing a competitive task analysis chart, we broke down the amount of clicks it would take to get all the way through the completion of said task. Iterations were made to prototype one and we moved into prototype 2. Making the changes and moving into more usability testing. With the results of the second round of testing we put together our final iterations and went to HI-FI. We also included our style guide to inform future iteration changes.

## Scope of work:

There was a lot of research put into this project. The epocrates application was active and usable but had cognitive overload on the front page. Per our initial research we found the users had an issue quickly and efficiently getting from the home page to the required section to complete the task. We were able to add a Talk-to-text feature to allow the user direct access to the requested reference and treatment page without clicking through so many screens. Added hyperlinks to connect users to similar articles or treatments without exiting out of the reference page and typing in a new request in search bar. Saving time going all the way through the process again. Cut down the amount of information on the home page. Made it clear to the user what options were available without searching through multiple screens.

## Problem Statement:

Dr. Cruz needs an efficient and accurate way to search for what he needs so he can quickly relay information back to his patients and staff.

As we analyzed the problems statement our team need to focus on possible fixes to the problem statement. We created our HMW's to break down the issue at hand and deal in a solid solution.

1. How might healthcare workers quickly search on medical database apps?
2. Make the search process smoother and easier?
3. How might we help Dr. Cruz quickly search for something with accurate results?
4. How might we support health care professionals in finding the medications or conditions quickly?

## Goal of Research:

Starting the Research process, we had a few bridges to cross before we started. Finding the right way to approach the issue and at the same time using the appropriate research tools. We first utilized initial user testing to become familiar with how the user approaches the current application. Then we moved into constructing a complete story to guide us through the process of problem solving.

## Methodology:

Research was administered in person. We aimed to gain the best quality data we could through constructed scripts to maintain consistency. We administered online survey to gain outside none directed or observed actions to get just a little more information for the overall usage of the application. We did observe user body language and asked them to walk us through the task out loud. This helped us observe body language along with thought process.

## Synthesis:

Using the results and findings from our user interviews and testing we put together a few highlights. Users were having a tough time getting through the tasks in an expectable amount of time. Users were overwhelmed with so much information on the home screen. Icons were bright and recognizable but as the user moved to different screens the information was poorly organized, which had users spending unneeded time on each page looking for what they wanted.

## Persona:

Persona Was constructed to incorporate the entire research and interview pool. As well as using the results from our surveys. I allowed us to look at the entire pool of information in one place. Giving us the opportunity to find better solutions to the more streamline process.

## Journey Map:

Using our persona Dr. Cruz we put him through the task of working his way through the introduction to a patient's case. I needed to investigate a patient's illness and then use the application to get the reference and treatment information. He was very happy with the availability and size of the database offered but frustrated by how long it took to get the information. Dr. Cruz also needed to lookup other options for treatment. After spending time moving through the first reference, he was upset he didn't have access to similar reference from the original article. He had to back out and research for other results.

## C&C Analyses:

Using the C&C analyses we researched epocrates competitors. What we discovered was, only one of the competitors offered the talk-to-text feature. Giving the user the ability to just say what reference and treatment and be taken to the correct page without so many clicks. After looking at this we decided to take it a little further and utilize a competitive task analysis. Concentrating on the overall number of clicks it took to get through the assigned task. Comparing the three top competitors. The Task took 4 more clicks to finish than the closest competitor. Epocrates had the most clicks to finish, and the others also offered multiple ways to get to the same information.

## MVP Reveal:

Using the Research and information we received from Dr. Cruz and our journey map we were able to put our finger on the issue and possible solution to the problem statement. We used the information accumulated by the C&C analyses and found even more supporting evidence of the issues. Hopefully speeding up the process getting through to the requested information from the user. We decided to add the Talk-to-text feature on the front page. Users will be able to ask for the information instead of looking for it. Providing quick reference to results. Taking away the amount of information on the home page. Helping with the confusion.

## Design: Sketching/Concepting:

Working through the research and discovery phase we reached the point when we were able to sit down and start designing the application improvements. The focus was to come up with ideas that would cut down the amount of information on the home screen but at the same time align CTAs in positions that were accessible quickly without stretching fingers across the screen causing the user to use two hands. Quickly taking the user to the reference screen to gain access to hyperlinks to other supporting references without leaving the screen to do so.

## Low-Hi Fidelity Screens:

Venturing into the digital wireframes were easy after fully understanding the information put together from two rounds of usability testing. First prototype was tested with the option to have

the talk to text offer suggestions on what to say or how to ask questions displayed in a popup box. Usability test came back showing, users were having a tough time figuring out what the popup meant and how to exit the screen. Text was hard to decipher. Taking it back to the lab we made the correction to take out the popup and enlarge the text and spread it out over the entire talk screen. We also added a conformation that the talk-to-text was in fact listening. Next step was bringing the prototype to HI-FI and ready to present.

## Style Guide:

During the process of taking our prototype to Hi-Fi we put together the new Style Guide. Using some of the original epocrates colors and font sizes. By adding to the color pallet and adding new CTAs and changing the original we needed to present the new additions for future updates and changes. We added the Talk-to-text, search, more results and few others to bring the cohesiveness together.

## Recommendations/Next Steps:

Next steps we would like to consider doing A/B testing on the “Try Again” CTA button. Looking at the proper location of the button and the function it would provide during the Talk-to-text action. Does it take us back to the original screen or is there another option to move us back to the listening and talking option screen. Finding a way to make the commonly used tools more accessible. Could we change the color? Do we change the position on the screens? We would like to work more on having the talk-to-text take us to the treatment screen and have the option to only use the talk-to-text feature for all actions not just stopping at the results screen.