



CARE

User Experience Research Report

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The CARE Team

Peyton Inman

Emily Daly

Jamie Martin

Drew Haynes

Milledge Austin

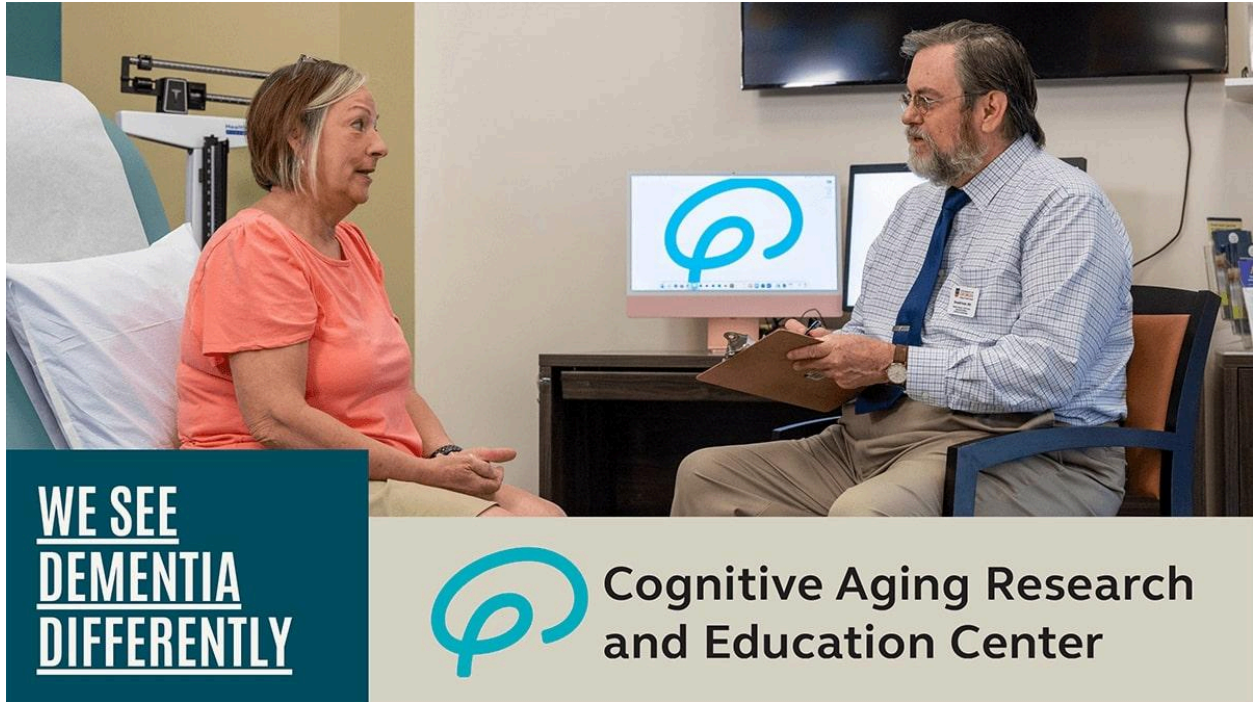


Table of Contents

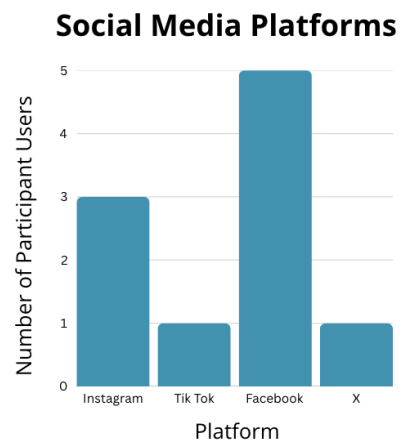
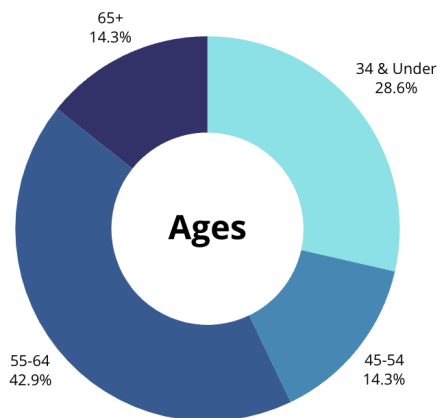
- Overview and Goals
- Participants
- Key Findings
- Project Changes
- Appendices

Overview and Goals

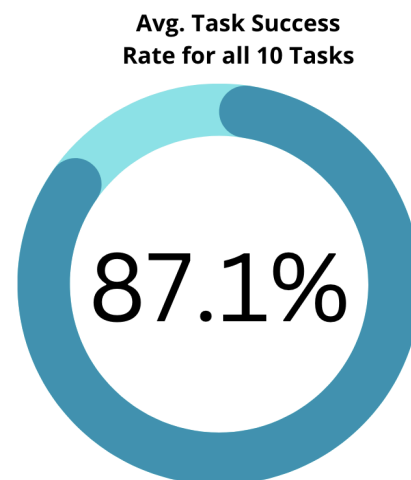
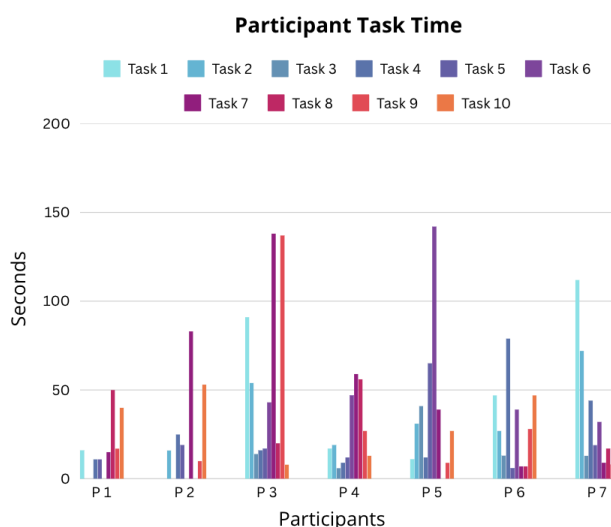
The CARE team conducted usability testing on CARE's website and social media videos with the goal of identifying where **improvements for ease of use**, particularly around **navigation** and **highlighting underutilized aspects of CARE**, can be made. The findings of this study are outlined below.

Participants

Our participants were **present and past caregivers** of individuals with Alzheimer's Disease and Related Dementias. Our participants represent CARE's target audience because the information on CARE's website and social media accounts are **geared towards patients diagnosed with Alzheimer's Disease and Related Dementias and the caregivers** of these patients. Here their ages and social media platform usage are illustrated.



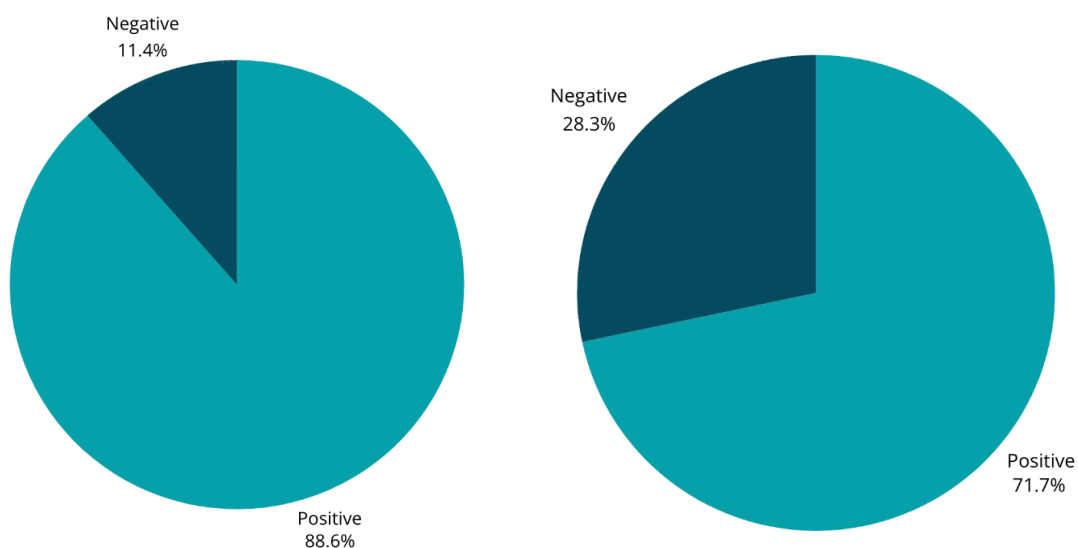
Key Findings



When asked to complete 10 timed tasks on the CARE website, there was a **87.1% Task Success Rate** across all participants. Tasks that noticeably failed or took longer to complete tended to be due to being located somewhere that participants deemed **“not intuitive,”** such as CARE’s social media accounts being under the Contact page rather than in the footer of each page.



Product Reaction Card results for the website and for the social videos are illustrated on the left and right above, respectively. Pie charts demonstrating the ratio of positive to negative adjectives chosen are below, with the website on the left and videos on the right. For both products, **the positive choices outweighed the negative by at least 70%.**



“25 years ago, you weren’t finding this information out there. I mean you were...but it was very clinical. And, y’know, we’re not clinicians. We’re family members.”

As present and past caregivers, participants in the study commented on the importance of **CARE’s voice**, as **welcoming**, **easy to understand**, and **supportive**.

Project Changes and Progress

One change we have already implemented from the results of this study is moving CARE’s social media accounts from under the Contact page to at the footer of each page.



Additional changes we will implement include providing multiple pathways to information to **increase the interconnectedness of resources** across the site. Our users cited desiring **multiple pathways to information**.

“There’s not a lot of redundancy, and I would need redundancy. Just because if I can’t find something, it would be great to have it other places.”



Appendices

A | Research Method Details

B | Instruments

C | Findings

D | Signed Consent Forms

Appendices are located at bit.ly/careUX-RR