

Goal of research Test usability of vaxx.nz website		
Method Remote moderated observation of volunteers who had one of two goals (<i>make a booking, move their booking*</i>) using vaxx.nz <i>*This has potentially excluded people looking for walk-ins; this can be tested later.</i>		
Participants (7) Female - 4 Male - 3 30 years old - 5 37 years old - 1 60 years old - 1 <i>*skewed to 30's age-group due to being my FB friends & most recently opened vaccination age bracket.</i> <i>Next bracket open will be 20s?</i>	Participant goals Booking first appointment - 3 Changing appointment - 4 Earlier time - 3 A location that is open - 1	Device Desktop - 4 Mobil - 3

Interactions - arrival

- 3 people read either the header or a little of the information out loud, the rest ignored.
- 1 person commented on lack of trust in UI; would have navigated away if not for the test.
- 1 person (mobile) commented on the Heading and first Title being the same font size and not knowing which one was more important.

Consider minor changes:

- Clarify this as a 'Finding' tool rather than a booking tool, e.g. "Find spaces to get vaccinated near you" in copy.
- Fixing font hierarchy in mobile view.

Interactions - first actions

- All 7 clicked Set location button
 - 4 typed a suburb
 - 2 typed their full address
 - 1 typed postcode and quickly adjusted to full address
- 3 clicked into the Within 10km dropdown; only 1 changed it closer than 10km

Leave as is.

Interactions - walk-in display

- 1 person (desktop) did not have walk-ins displayed (none within 5km) - went immediately to the calendar.
- 3 people (1 desktop, 2 mobile) confused by walk-ins.
 - 1 took 1 minute and 58 seconds to find what they were looking for
 - *"This is confusing. Oh my Go- I don't need directions, I need a TIME! ...Am I just dumb!?"*
 - 1 took 2 minutes and 36 seconds to find what they were looking for
 - Confusion around "- Open today" copy in Walk-in header, since she was viewing the site at 8pm.
 - *"Does it mean you can just walk in and you don't have to book? There's no button to book!"*
 - 1 thought the walk-ins were the recommended/next available appointment to the location she had just set and was annoyed it was recommending somewhere so far away.
- 2 people immediately scrolled past it to the calendar.
- 1 person clicked in and out of a walk-in location without confusion, before moving on to the calendar.

Consider:

- Further analysis of genuine user goals for visiting this tool.
 - Analytics on exit point (may currently be skewed as Walk-in is now at bottom of page and few people tested scrolled down past Sept)
- Further testing of how people who want a Walk-in would **interact** with vaxx
 - With Walk-ins in current location
 - With Walk-ins in a tab
 - With Walk-ins in the top menu, etc
- Further understanding of what **information** Walk-in people would find useful:
 - E.g. current queue length, average wait-time?
 - Consider copy:
 - Would anyone care about open times for a day that is NOT today? Why would they not reserve a guaranteed spot instead?
 - Exceptions copy is confusing, e.g. "Exceptions - Bakerfield Medical and Urgent Care" for the Location Bakerfield Medical and Urgent Care.. what does that mean!?

Interactions - calendar

- 3 people's first comment was on how many slots were available - a little amazed!
- 3 were pleasantly surprised there were availabilities the following day
- All 7 selected a day this week (within the next 3 days)
- Only 1 person scrolled beyond September.
- Everyone's first selection criteria was a day that suited them.
- Second was location familiarity / distance.

Consider:

- Displaying distance to the closest available location on calendar day? Could also reduce confusion 1 user experienced later on the Government site with being offered closer locations.

9 Sep Thu	→	10 Sep Fri	→
10 available 1km closest		161 available 0km closest	

Interactions - available slots

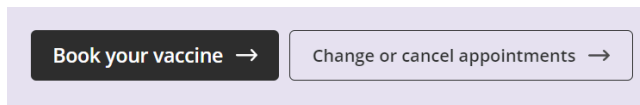
- 1 mobile user of 3 read the How to book instructions (but only the first instruction)
- 2 desktop users read the How to book instructions in full
- Everybody else ignored this section.
- All 7 scrolled up and down through the list of available locations as they thought.
- All 7 settled on one of the first 3 locations.
- All 7 selected a location they were ALREADY familiar with.
 - Nobody looked at Directions.
 - Most seemed to understand the top locations were closer; 3 commented on this.
 - Walking distance was a factor for 3 people (maybe only a factor in lockdown?)
- All 7 tried to click on Available time slots two or three times.
 - 6 quickly realised they needed to click the Make a Booking button.
- 1 scrolled up and down the page again before discovering the button.

Consider:

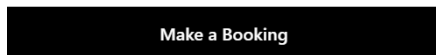
- Changing the How to book copy -
 - "Next steps" instead of "How to book," and
 - "View available locations and times below" rather than "Find a location"
 - "Click on the [see below](#) button to be taken to bookmyvaccine.nz"
- Removing the Get Directions text link.
- Changing the appearance of Available slots to appear less clickable.

Interactions - bookmyvaccine and vaxx.nz

- All 7 people clicked the **Book your vaccine** button on the Government's bookmyvaccine site.



- It's particularly likely on mobile as ONLY the Book your vaccine button is displayed above the fold.
- 4 of the 7 people should have selected "Change or cancel appointments" - this mistake led to an error message and having to repeat the process.



Consider:

- It is possible the wording of "Make a **Booking**" button on vaxx.nz primes people to click "**Book** your vaccine" on the Govt site; possible options include:
 - Make an Appointment (my favourite option)
 - Continue to Site
 - ...other?
- 3 people were confused on the Government website - caused by not understanding the purpose of vaxx, or that vaxx doesn't send any work/selections they've already done through to the Govt site.
 - "I just picked a time [in vaxx]" - shows they think they've already selected the time they want, rather than just been shown potential options.
 - When changing their booking a user assumed the Government site has already changed their location to the one 'selected' by them in vaxx when they clicked Make a booking;
 - Appointment times didn't match those shown on vaxx; user corrected own error.
 - If times HAD matched, user could have proceeded, and gone to get vaccinated at the wrong location later.
 - Not understanding vaxx results only display locations with available times on a day:
 - "Why didn't [vaxx] show these ones? Picton is closer... *checks Picton's availability* - ohhhh coz there's nothing available."

Consider:

- Clarifying the purpose of the tool
- Considering different user flows for those making a first appt to those making changes.
- Consider copy at top of open calendar:

ay
3, 2021

and time from the list below.

ake a *Booking* button, this will
okmyvaccine.nz

ails.

○ search for your desired location

○ “Available slots” to “Available slots Monday Sep 13, 2021”

Available slots

Botany Medical and Urgent Care

2 Market Square East Tāmaki Auckland 2013 (0km away)

[Get Directions](#)

Make a Booking

Available slots

08:00 am

08:15 am

08:30 am

08:45 am

09:15 am