

# MHN Usability Study Executive Summary

By Gini Martinez

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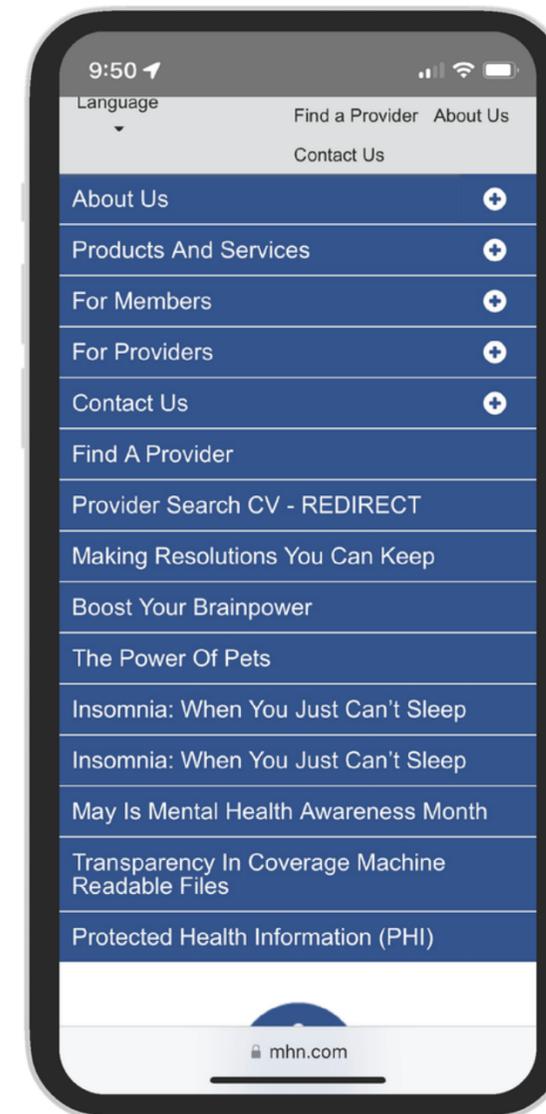
# Background

## WHO IS MHN?

Employers purchase **MHN mental healthcare** and **substance use treatment products** to provide services for their employees.

As stigma around mental health care eases and **more platforms for accessing resources** come to market, **employers have choices.**

The **usability of MHN services** can impact employers' continued desire to purchase these products for their employees over other options.



# Background

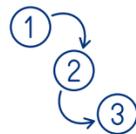
## RESEARCH QUESTIONS

- Q. Are users able to complete the “Find a Provider” mobile workflow successfully?
- Q. Is the “Find a Provider” mobile workflow a positive experience for the user?
- Q. Is there a relationship between the website design’s lack of responsiveness on a mobile device and the lack of positive experience a user has with the workflow?
- Q. Is there a relationship between lack of positive experience and lack of successful workflow completion?

## HYPOTHESES

- H1 Users are not able to complete the “Find a Provider” workflow successfully.
- H2 The “Find a Provider” workflow is not a positive experience for users.
- H3 The website design’s lack of responsiveness on a mobile device is positively correlated with the lack of positive experience a user has with the workflow.
- H4 Lack of positive experience and lack of workflow completion success will be positively correlated.

# Methods



## DESIGN & PROCEDURE

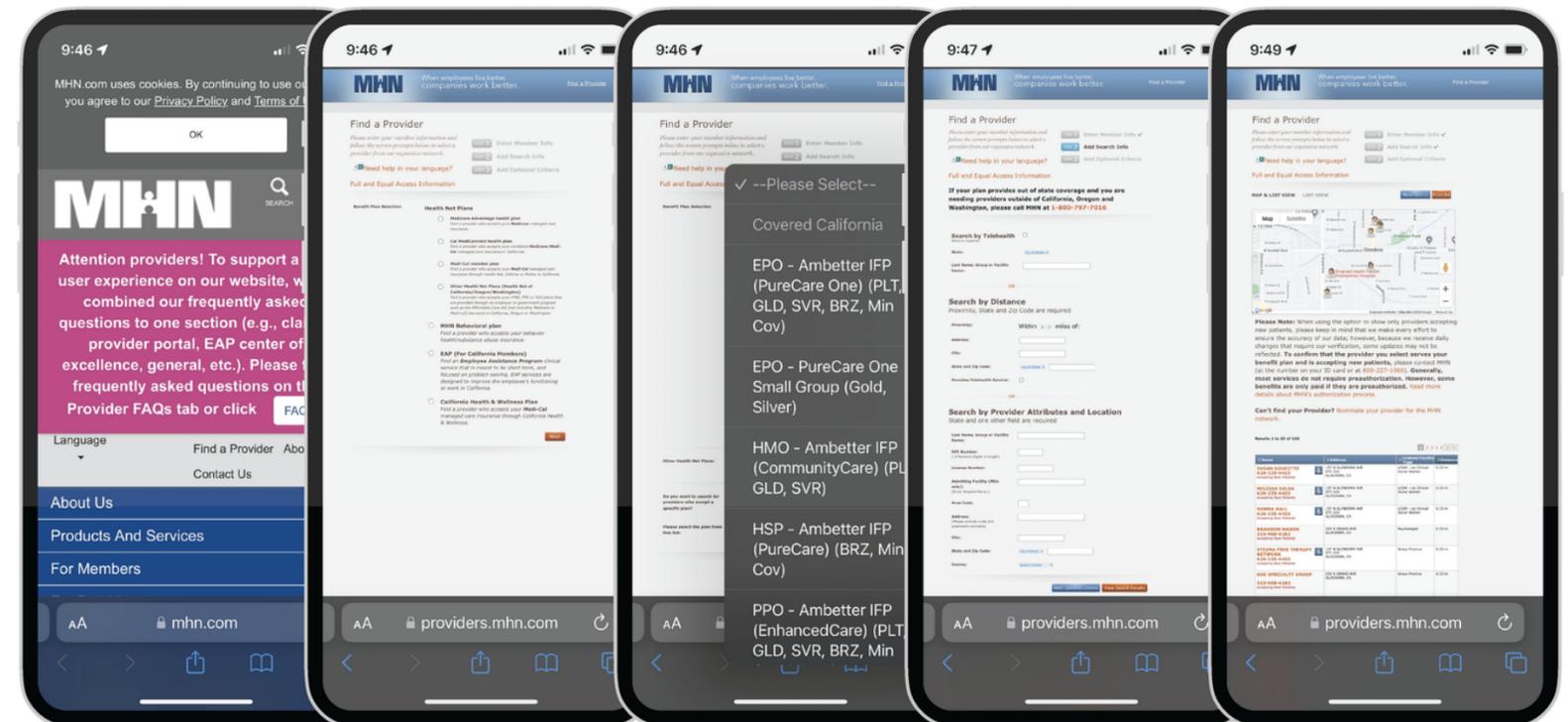
**Summative** Test of MHN's mobile "Find a Provider" workflow

**Correlational**, single sample

**In-person** or via **Zoom**

**Quantitative** & **Qualitative** data collected

**Unmoderated** live website test with **concurrent think aloud**



# Sampling

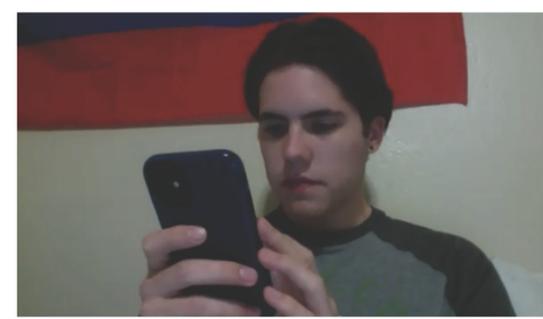


## PARTICIPANTS

Convenience sample ages 18+

M : F = **4 : 1**

Ages: **21, 21, 21, 54, 64**



# Results

## 2 METRICS\*

H1

Issues-based rating

[Success - Success with Uncertainty - Success with Errors - Technical Failure - Failure]

**Success Rate = 20%**

**Technical Fail Rate = 20%**

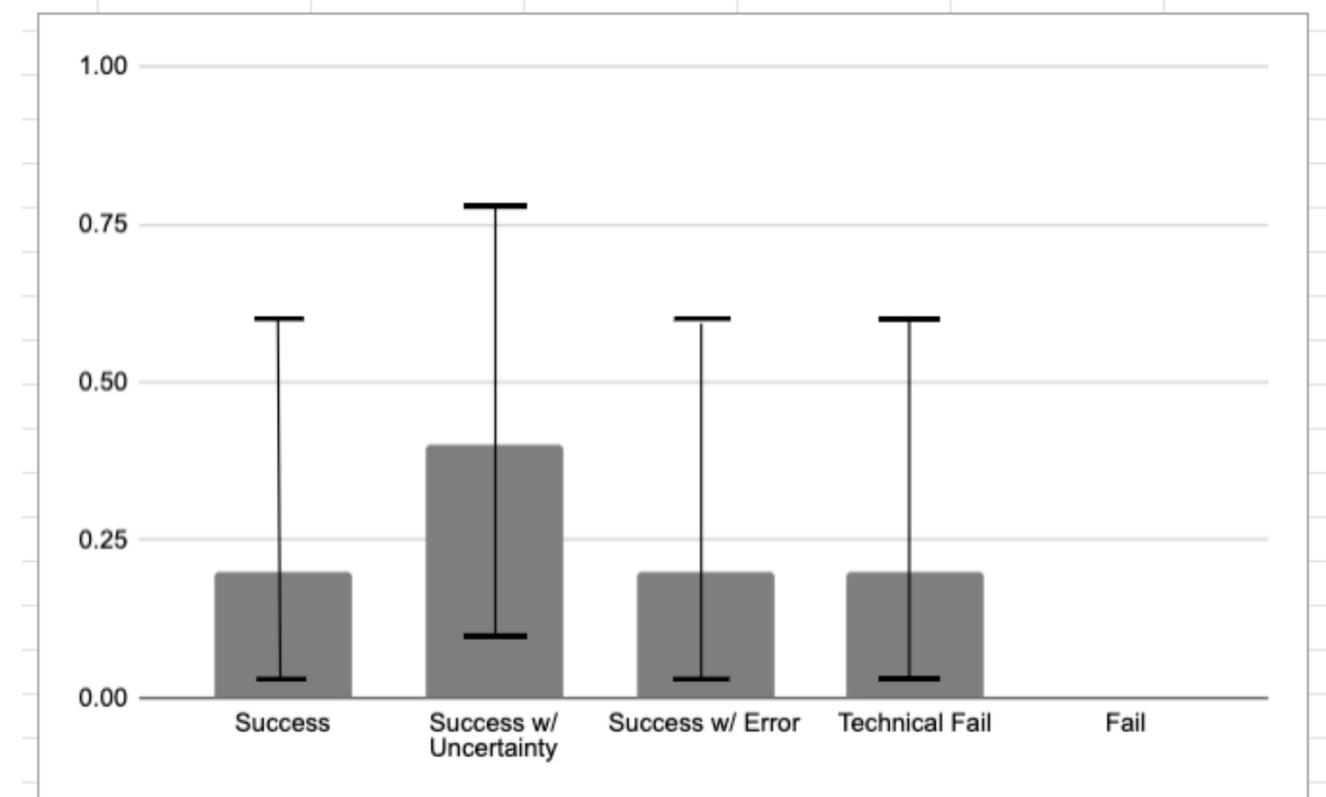
**95% CI = 2-64%**

Interaction Efficiency

[# of times users click/touch/zoom/pinch/interact with a page]

**Mean # of Interactions = 64**

**95% CI = 4 - 124 interactions**



\*Convenience Sample - n does not reach estimated size for statistical power - Skews male

# Results cont.

## UNCERTAINTY



**Rich:** "I'm gonna put somewhat successful because I got a list, but **I have no idea whether the list that I got is the list that I need to have**, according to my information. I'm not sure, until I call someone and they say, 'Oh, yes, we accept your insurance.'"



# Results cont.

## 2 METRICS

H2

Uncertainty

[Frequency of Uncertain facial and verbal expressions]

**Mean # of Uncertain Expressions = 13**

**95% CI = 5 - 20 Expressions**

H4

Issues-based rating correlated with Uncertainty

**Pearson's  $r = -.88$**  (0 means no association)

**More uncertainty was associated with less success.**



**Note:** "I got results but **I'm still not even confident...**all I know is I typed my address right."



# Results cont.



## QUALITATIVE COMMENTS

"I found it **extremely difficult**. I don't think I'm being hyperbolic."

"I felt a little nervous about was **the print was small**, so...I thought **I was going to skip a part** and so I had to go back and forth [swipe the screen laterally]."

"...all the different choices and all the different possibilities, I'm just **not sure whether I clicked the right buttons**. I just started saying this makes the most sense. I just gotta go with something and **hopefully I found the right one**."

"**Finding where the information**—that the website is asking for—**is on the card [was hard]**."

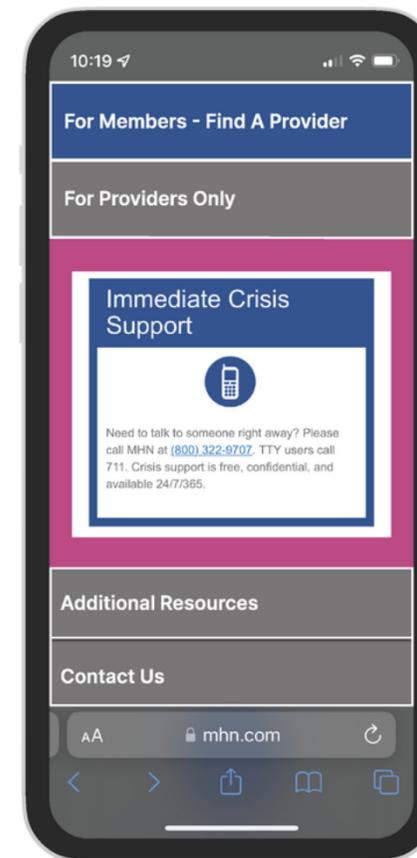
"**I didn't know if** I should click on "**find a provider**" or "**for providers**" because it sounds like it's for [finding] providers. ."



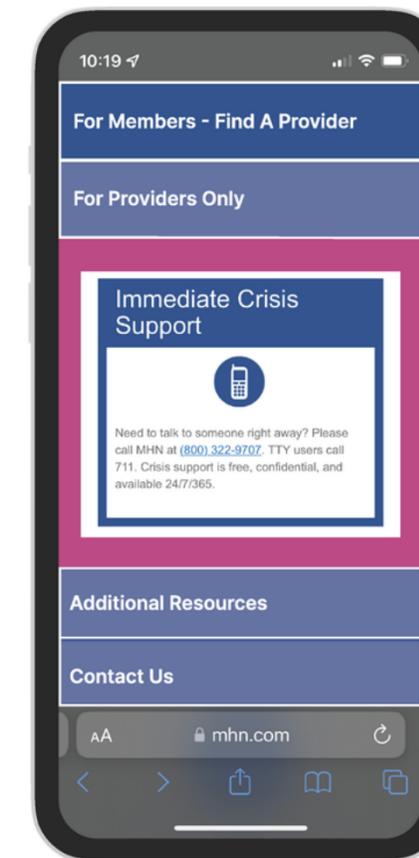
# Recommendations

## HOME PAGE

-  **Olivia:** "...I noticed on **the first screen it was too much.** I was like, Oh, I'm not gonna read all that."
-  **Nate:** "...I felt like all my options were **stacked on top of each other in a fairly overwhelming way...**"
-  **Willy:** "When I first opened [the web page] I was like, '**Whoa. There's a lot happening here.**' ...**all these other little bars and I was like, 'I don't know where I am. This is a lot.'** Just all the blue bars....if you can...kind of separate them...make them not all the same. That might be helpful. ...it was just a whole bunch of blue bars and they're all clumped together. **Even a minor shift in color might do the trick.**"



Option 1



Option 2

# Recommendations cont.

## MODAL PANEL



**Lucas:** "...if there could be **a graphic or example card that could point to where things are.** That would have been helpful for me."



**Nate:** "**if there was some sort of marker...if it could point out something on my card** that would have made it very easy for me to recognize what on my card tells me what I have."



# Next Steps



## THE BOTTOM LINE

Employers have increasingly more options to provide mental health services for their employees.

Based on the current usability test, the ceiling for MHN members to successfully complete the Find a Provider workflow is 64%.

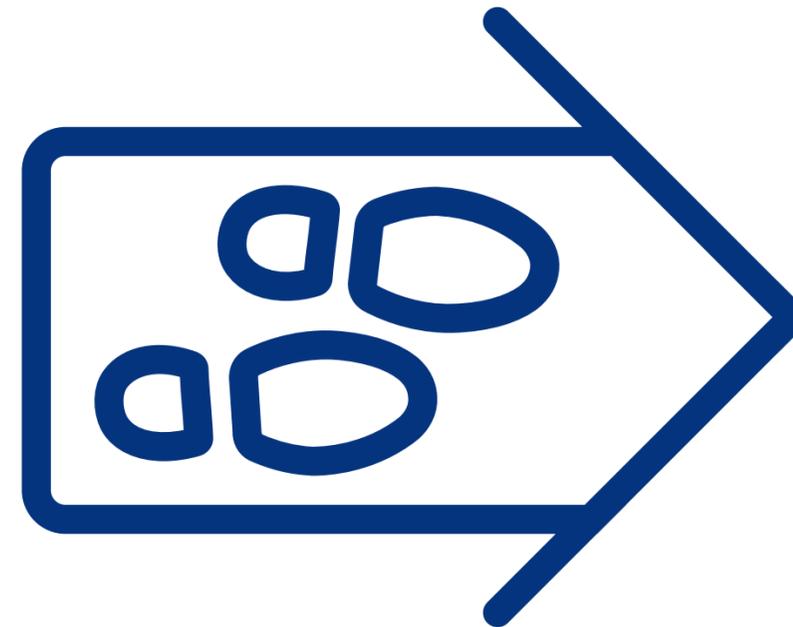
**How satisfied is MHN with a potential maximum success rate of 64%?**



## FUTURE RESEARCH

Incorporating simple, inexpensive redesigns could have a potentially significant impact on workflow success rate.

A redesign should be tested against current success rates.



# The Report

## ADDITIONAL INSIGHTS

Non-responsive Interactions and Perception of Successful Task Completion metrics as well as details of redesign rationale can be found in the test report.



Thank You