

# AB1296 Stakeholder Workshop

March 8<sup>th</sup> 2013



# Agenda

- Usability Overview
  - Timeline
  - Target Audience
  - Approach
- Question and Answer

# Usability Timeline

## Understand

11/2012 – 01/2013

Gain an understanding of people and context through user research  
Identify key design constructs and principles

## Define

01/2013 – 03/2013

Determine the overarching system design constructs including:

- Information architecture
- Key task flows
- Interaction models

## Design

03/2013 – 05/2013

Design key components of the experience platform by determining:

- Key page types
- Essential task flows
- Page level interaction / Visual design

## Deliver

05/2013 – 07/2013

Extend the platform into the system using:

- Design specifications
- Pattern libraries

## Approach to Usability - Leverage Existing Research

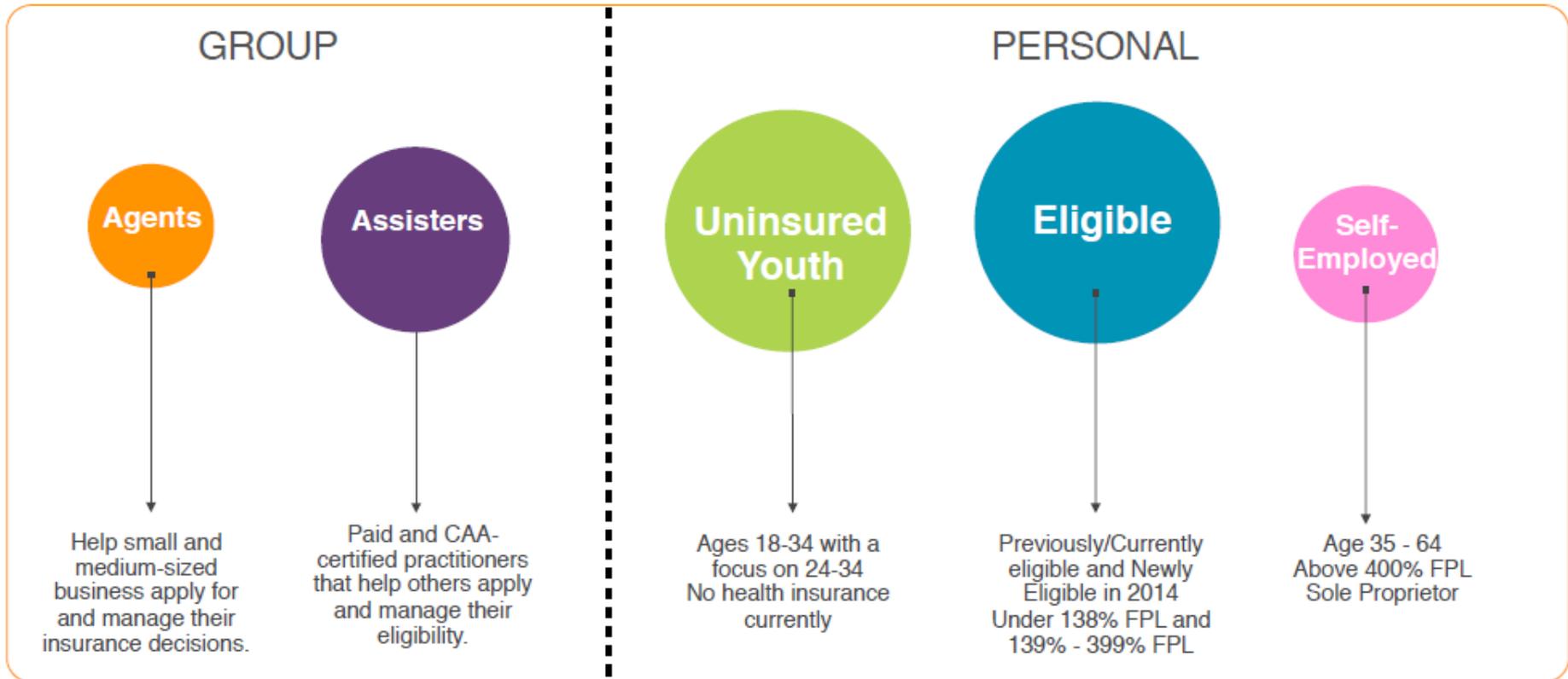
- UX2014 design principles
- PBGH research on plan choice
- Ogilvy/NORC marketing research
- Consumers Union reports
- Behavioral economics literature
- Best practices from existing sites
- Stakeholder input

# Approach to Usability – Conduct User Research

- Foundational research
  - Ethnographic Research – In field research, interviewed target audience
  - Diary Studies
  - Landscape Review – User feedback on design constructs
- User testing of prototypes
  - Eye Tracking Studies
  - Information Architecture and Navigational Model Design
  - Look-Tone-Feel Study – Design and integration of a cohesive branding
  - Iterative Test & Design – User feedback on design constructs

# Target Audience

Californians, 6th Grade literacy, English proficiency,  
Online proficiency, & Urban/Rural Geographies



Demographic mix based on the California Census, wide range of experience (or now experience) with public and private healthcare systems.

# Conduct User Research – Ethnographic Study

- In-home ethnographic research
  - 2.5-3 hour sessions
- Funnel approach
  - Starting with open-ended inquiry
  - Narrowing to focus on specific areas of inquiry
  - Storytelling
  - Re-creation of past events
  - Participant exercises

# Conduct User Research - Locations

Santa Cruz

Alameda

San Mateo

Santa Clara

San Francisco

Contra Costa

Orange

San Luis Obispo



Calaveras

Stanislaus

Marin

San Diego

Placer

Sacramento

Madera

LA

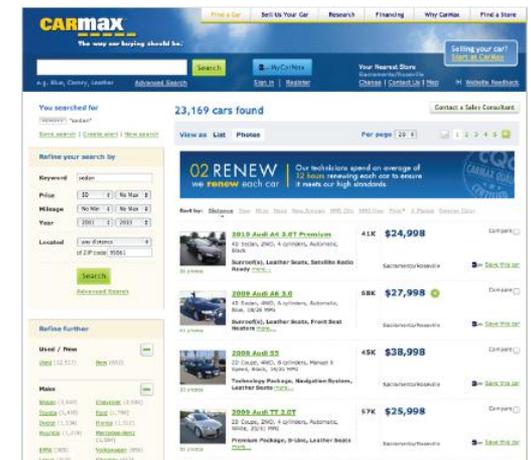
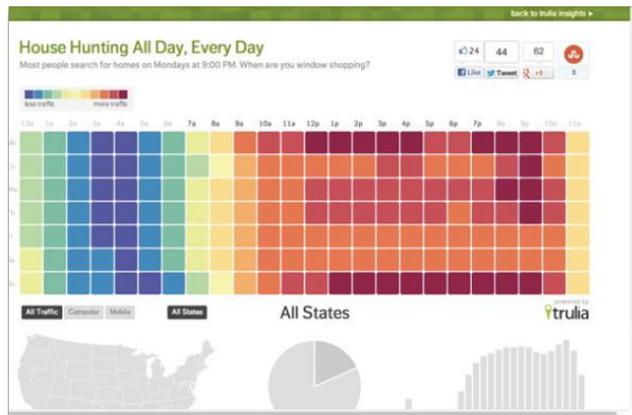
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Fresno

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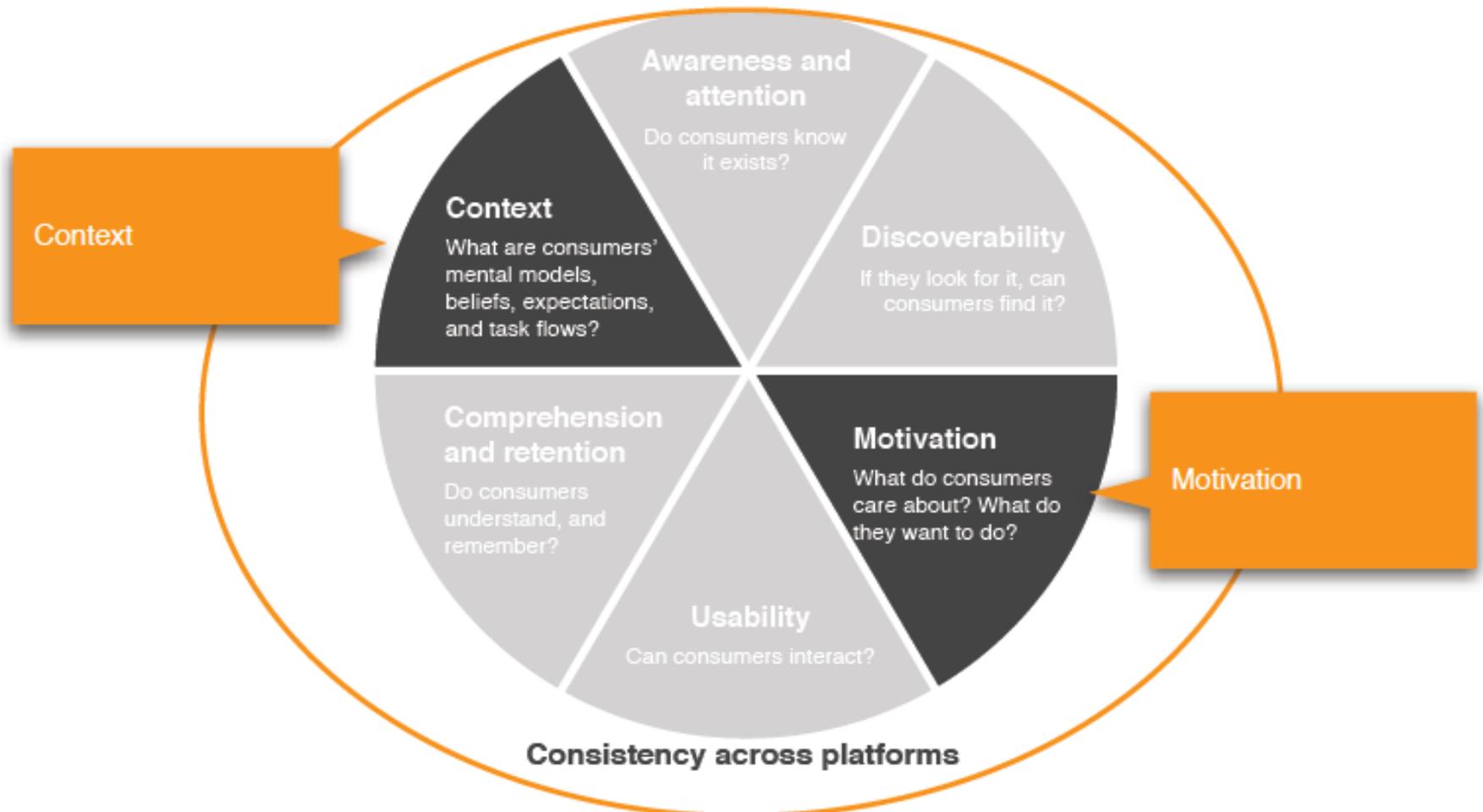
# Conduct User Research – Landscape Review

- User testing to explore existing graphical designs and interactions as methods of conveying complex decision making processes
- Tested Concepts:
  - Size and Color
  - Filtering
  - Consuming and Comparing
- Conducted user testing and research of baseline products as a starting point for refining the CalHEERS design



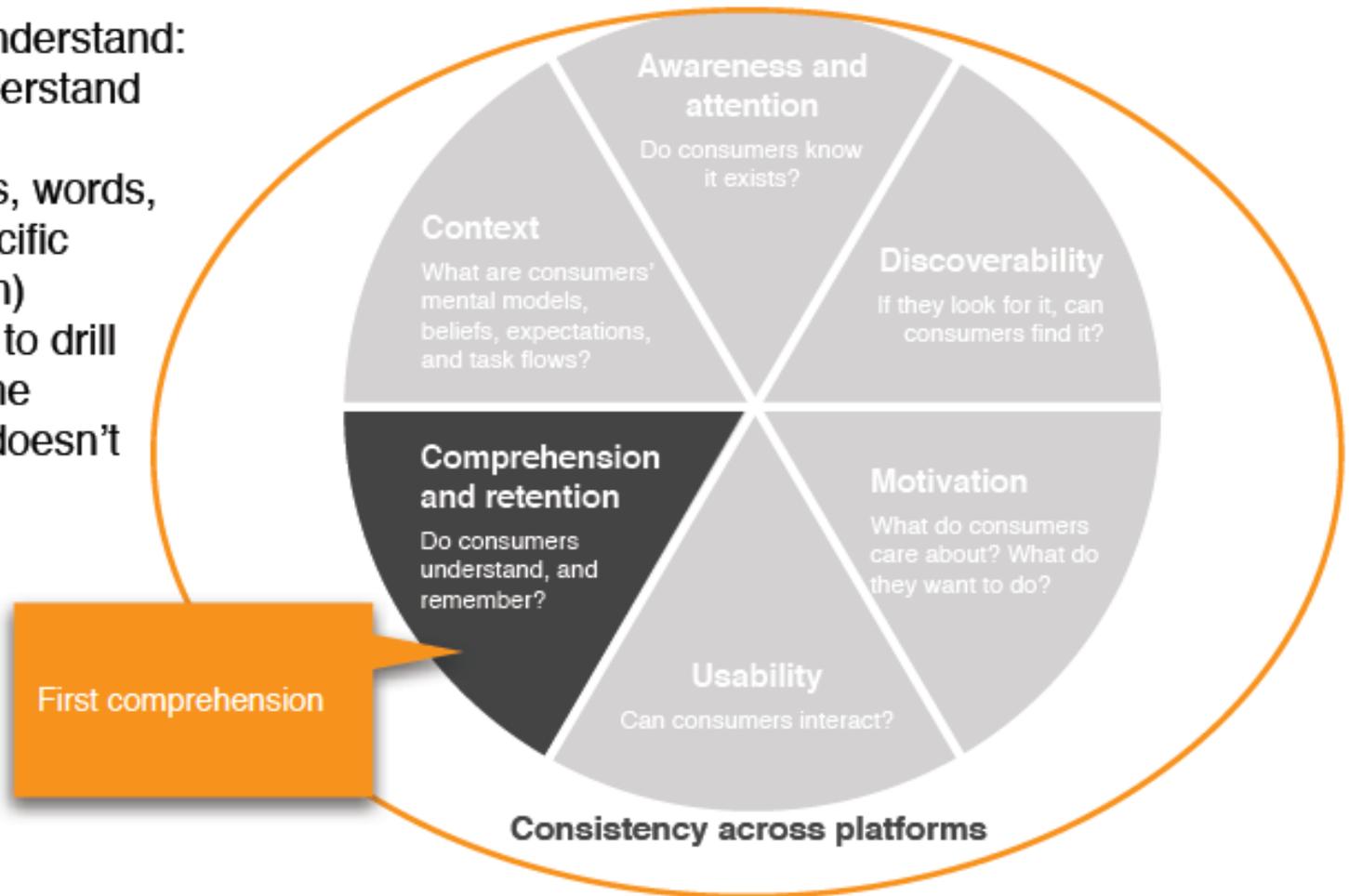
# Iterative Design & Test – User Research

Leverage the Understand Phase to 'bake' context into the design,  
and know what consumers care about



# Iterative Test & Design – Fast Cut

Important to understand:  
Do people understand  
the concept?  
(Not the details, words,  
visuals, or specific  
implementation)  
We don't want to drill  
into details if the  
concept itself doesn't  
work.



# Iterative Test & Design - Refine

Once the model is proven, then we refine. Words, visuals, etc.

