



CASE STUDY: **ONLINE USABILITY TEST**

# An online patient reporting tool

## THE PROJECT

A client wanted to test the user experience for their online patient reporting tool.

This involved conducting usability tests with clinicians to check:

- ✓ **THE CONTENT** was clear and easy to understand
- ✓ **THE FLOW** of the online journey made sense
- ✓ **HOW TO IMPROVE** the user experience on this platform

## THE PROFILES

The client wanted to recruit a range of physicians including Oncologists, GPs and nurses from across the UK with quotas from each of the regions. We profiled each of the respondents according to this screening criteria.

## THE PROCESS

We recruited participants for the research from our panel of medical professionals. They took part in an online usability test (25–30 minutes) providing feedback on the online reporting tool.

## THE OUTCOME

The client was able to adapt and upgrade the patient reporting tool in line with the insights provided by the medical professionals.

## RESEARCH METHODOLOGY



Online Usability Test

