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Super App Health Records: Native Vaccine Caregiving

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SOLUTION Health Services

RESEARCH METHOD Unmoderated Usability Test

ABOUT

Vaccine Super App Health Records Vaccination History Mental Model Caregiving

As part of the SuperApp experience caregivers will be able to manage vaccine records for themselves and those they care for. The purpose of this study was to determine the likes, dislikes and impressions, and evaluate ease of use for the native experience



Unmoderated Usability Test

Health Records: Vaccinations Caregiving

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Executive Summary

Study Context

Before the launch of caregiving for vaccines, this study was designed and analyzed to learn if the UI is performant, and if it matches user's mental model for adding, viewing, and modifying vaccination records. Additionally, the test sought to identify missing features or functionalities from the current caregiving offerings. Through an unmoderated usability study (N=8), we learned:

Key Insights

- + Users responded positively to the *UI & layout* of the health landing
- + Users confidently found records for themselves and their family.
- + Users were able to successfully 'self-add' vaccination records
- Participants struggled to identify how to add additional family members to their account.
- Some participants voice confusion about the lack of 'add vaccination' actions for members under their care.

Key Recommendations

- Conduct additional research on: (1). Native share controls, (2). importing records from secondary locations, (3). the use of illustrations versus photographs.
- Add additional visual prominence to the 'Add member' tile for adding a new family member.
- Apply a new color treatment to 'skittle' selectors in the key vaccines pages.
- Reevaluate technical limitations related to 'self-add' vaccination records for dependents of caregivers.

Study Overview

Research Goals

- **Qualitative Benchmark:** Determine user likes, dislikes, 1st impressions, baseline ease of use of the current app vaccines experiences
- **Expected Patterns:** Discover what native app experiences users might expect to see from CVS i.e., widget functionality or otherwise.
- **Understanding Records:** Learn whether participants can understand where records come from, and how records are added into the application / experience.

Method: Unmoderated Usability Testing

Unmoderated Usability Testing uses high fidelity prototypes later in the design process to further refine any usability or comprehension concerns. They are a good tool for validating task completion success rates, task time to completion, etc.

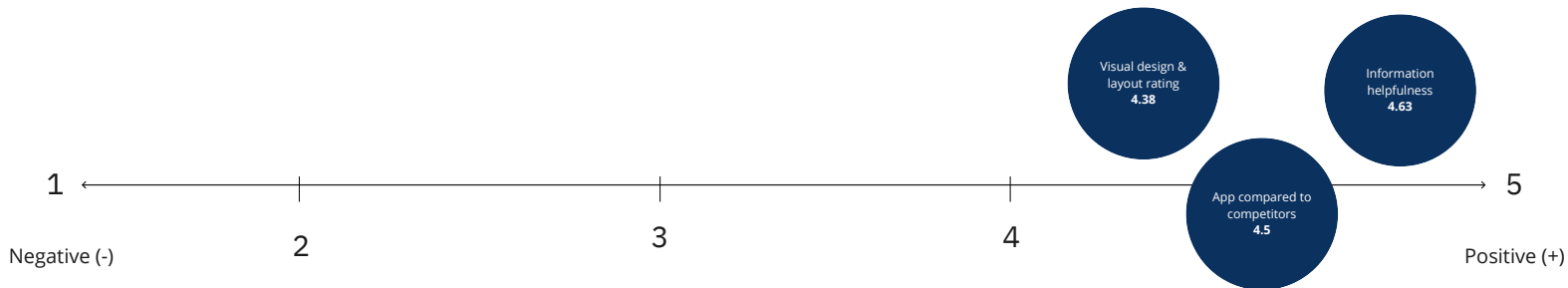
For this study, a Figma prototype [\[link\]](#) was used with Usertesting.com platform. Participants were asked to think-aloud while attempting to complete 24 tasks with the prototype to the best of their ability. Failed tasks were reviewed to understand why the participant couldn't complete.

Participants

- Number of participants N=8 [4 IOS, 4 aOs]
- Target attributes screened for: CVS customer, medical record preferences, device usage

Overall Experience Ratings

Based on 8 ratings (survey)



— "It's good ... not extremely unique ... but it serves a purpose. I wouldn't be excited about it, but it's good"

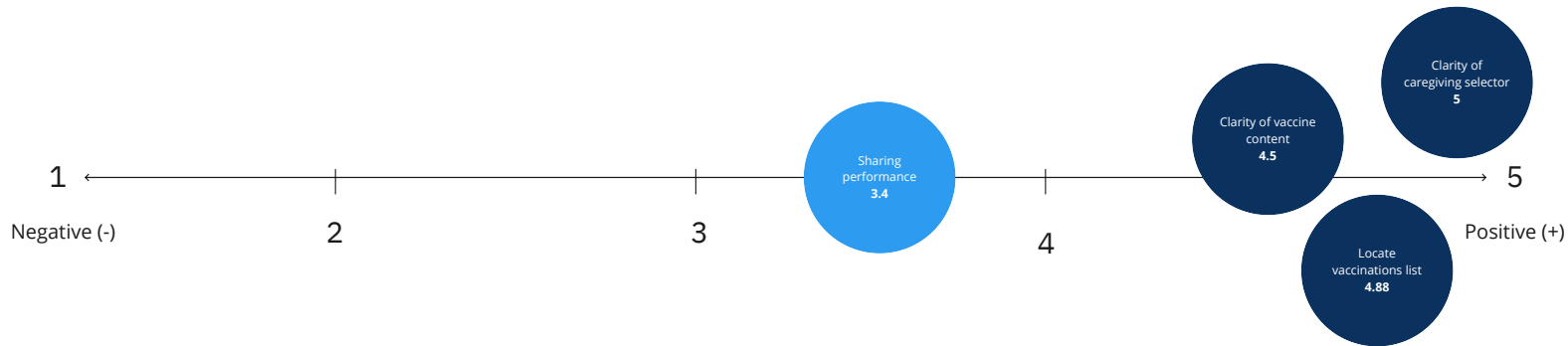
— "I'd give it a 4, only because it's not the prettiest app, but it does tie in with the CVS brand."

+ "I thought it was very helpful, I love knowing that I have my vaccination record in my hand, and my family's records as well, so if I need to pull it up at the doctor ... I can just pull it up very quickly."

+ "I think it's laid out really well. It's really easy to use."

Task Ratings

Based on 8 ratings (survey)



— **Worst Performance:** On a scale of 1-5, how **difficult** to **easy** was it to share Vincent's vaccinations with his school?

+ **Best Performance:** On a scale of 1-5, how **unclear** to **clear** is it who's vaccination list you are currently viewing?

Study Highlights

+ Users responded positively to the UI & layout of the health landing

100% of users identified the navigational milestones: vaccine history, previous visits, and lab results on the health landing page.

"You got those three things that you're looking for. Plain in sight right in the beginning."

"My initial impressions are that it looks pretty easy to use."

"So right off the bat, my whole health history is here... I like this."

+ Participants were satisfied with contents of vaccine records

"Everything is good. Nothing is missing."

"I don't see anything that could make this clearer"

"I like the fact you can open up the actual vaccine, and it gives a history ... when it was taken, who gave it, the lot number, etc. ..."

+ Users confidently found records for themselves and their family.

7/8 users immediately identified the number of people in their care, all participants were able to view records for each of their family members. **Average rating for this task was 4.88/5**

"So each, each person that I'm responsible for is listed up here. That's pretty cool."

"it's pretty clear what it was when I was clicking on it and I think I had a good understanding of, you know, what it was and why I was clicking on it."

+ Users were able to successfully 'self-add' vaccination records

100% of users were able to successfully complete all the required fields in the manual record workflow

"Okay I added it, look at how easy that was"

"it's very clear ... I don't see any issues with form. It's clear and easy for me to understand."

"it seemed like an easy process with add vaccination button, and the info to fill out after seemed easy."

Study Challenges (1 of 2)

— Participants struggled to identify how to add additional family members to their account.

While many users found the correct navigation point in the end, there was an initial lack of confidence for many. Some users expected to find the 'add' button on the health landing page.

"It's not in the other tabs I was expecting ... I'd probably do it under the health page ..."

"To be honest I didn't notice [Add to account] at first, I noticed the button "add a vaccination" first"

Design considerations

- Increase the prominence of the 'Add people' element by adding a distinct visual section, and adding an additional group title above the card.
- Include the 'Add people' element on the health landing page, in addition to the vaccine record page.

UI SAMPLE:

Most recent: Jan 1, 2024

New

2 records

Shingles

Most recent: Jan 1, 2024

1 record

DTaP

Most recent: Sep 17, 2021

+ Add a vaccination



Add people to your account

Organize family care and update personal records.



Home



Pharmacy



Health



Savings



Shop

Study Challenges (2 of 2)

— Some participants voice confusion about the lack of 'add vaccination' actions for members under their care.

Additionally, only **12.5% of users** (1/8) read the content that was available in the 'More about caregiving sheet.' This poses a risk for frustration, as many users may not be able to explain *why* they are unable to include records for their children.

"So I can only add for Sophia, but I cannot add for my kids? ... So I cannot add previous visits of my kids ..."

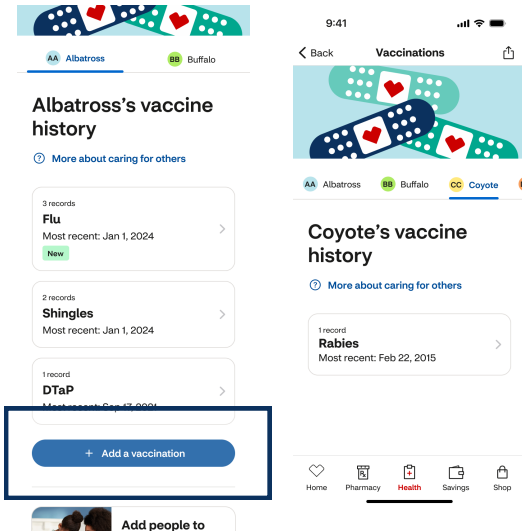
"If my kids are minors, how can I add previous visits for my kids?"

"Overall this is very cool, but I've never seen something like this in the app, where I can keep track of other people's records, too."

Design considerations

- Re-evaluate the possibility of self-add patterns for accountholders with people under their care.
- Consider disclaimer text in the context of child / dependent records to increase opportunity to explain technical limitations.

UI SAMPLE:



Unanswered Questions [Opportunities]

? Does the native share UI offer enough affordance for use?

2 participants found the share function to be too discrete. There may be concerns about the prominence of this element in the UI.

"That's the only thing I'm seeing that I'd need to message to the provider ... but I don't know if that's correct or not."

"I'm trying to see if there's something that says something like 'send this to someone'"

? Does the combination of illustrations and images provide a consistent brand image?

One participant reported consistency issues in the UI >3 times, noting that the mixed usage of both illustrations and photography created a "visually inconsistent" application.

"It's just not very cohesive here with the animation here or the, sorry, the, the graphic and then an image of a natural person and then another graphic."

? Do we offer a complete enough reference for records?

Users appeared to have a more holistic desire for record management than we offer today: moreover, language like "integration" and "import" may signal connectivity desires.

"I wonder if I get a vaccination somewhere else, could I import them here ... "

"If I got some here at CVS, and some from my doctor's office, then I have to piece together my record of vaccines"

"I [still would] like the ability to add records from other places."

Next Steps

[Short Term] User Interface Modifications

1. Include 'Add people to your account' access point on the temporary health landing screen
2. Use a more prominent visual design around the "add people to your account" tile on the vaccinations
3. Apply color to the tabbed caregiving controller, to increase prominence and help user distinguish users quicker
4. Include a 'select all' pattern on the export records sheet

[Long Term] Additional Research

1. Investigate the use of native share functionality on the enterprise level.
2. Collaborate with foundations / brand teams on the application of illustrations versus images, and subsequent mixed use
3. Spike on technical feasibility for self-add records for people under an accountholder's care
4. Explore where records can be ingested from [E.g., Epic integrations]

