

User Research Project: Alabama Public Health Website

Carolina Bell and Mst Nur E Taj Tamanna

A blue circular logo with the text "ALABAMA PUBLIC HEALTH" in white, stacked vertically.

ALABAMA
PUBLIC
HEALTH

Overview

- 01 ADPH Background
- 02 Testing Methods
- 03 Examples from Testing
- 04 Results
- 05 Recommendations
- 06 Impact & Conclusion

About ADPH

The Alabama Department of Public Health (ADPH) is the state health agency for Alabama. Their mission is to **promote, protect, and improve** Alabama's Health.

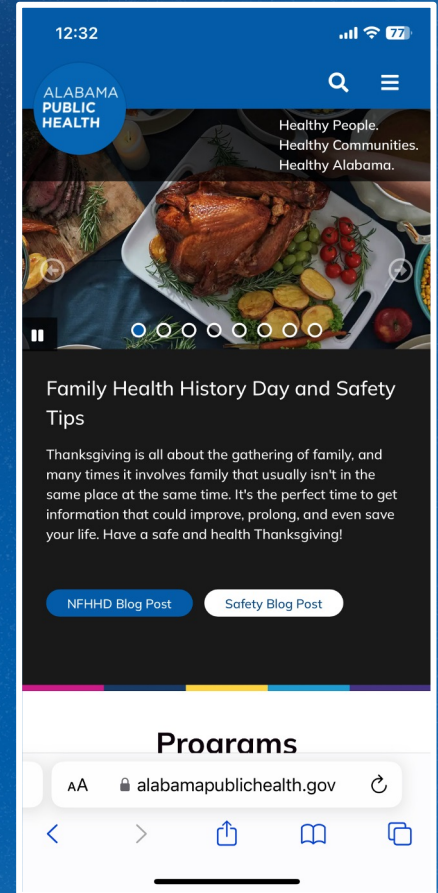
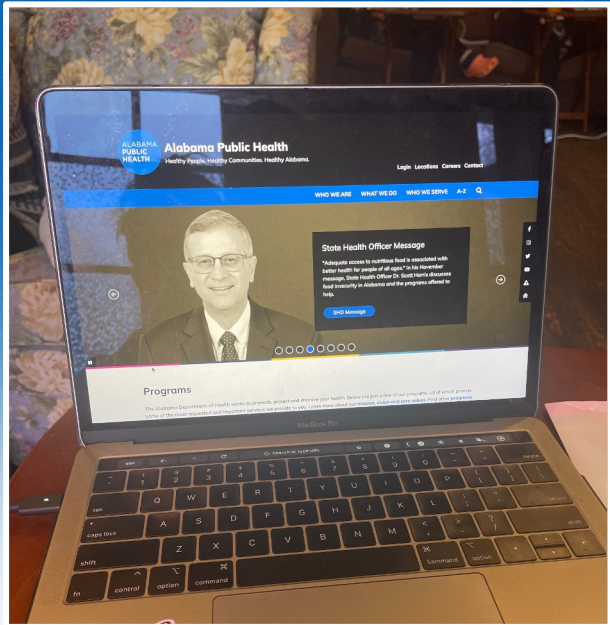
- 67 county health departments
- Divided into 8 public health districts



ADPH Services Directory

Clinical and other Direct Services	Disease Prevention & Control	Environmental Services	Preventative and Other Services	Population Health Services	Regulation, Licensure, and Training
<ul style="list-style-type: none"> - Breast and Cervical Cancer - Childhood Lead Poisoning - Family Planning - Home Care Services - Newborn Screening - Social Work - WIC - Vital Records - & More 	<ul style="list-style-type: none"> - Clinical Labs - Healthcare Associated Infections - Immunization - HIV/AIDS - Infectious Disease Outbreaks - STDs - Tuberculosis 	<ul style="list-style-type: none"> - Food, Milk and Lodging - Indoor Lead, Asbestos, Air Pollution - Onsite Sewage Disposal Systems 	<ul style="list-style-type: none"> - Babies and Kids - Child Death Review - Disability - Health Equity and Minority Health - Office of Women's Health - PRAMS - Teen pregnancy prevention - Rural Health - Tobacco 	<ul style="list-style-type: none"> - Alzheimer's Disease - Cancer Division - Cardiovascular - Chronic Disease - Diabetes - Emergency Preparedness - Injury Prevention - Nutrition - Oral Health - Prostate Cancer 	<ul style="list-style-type: none"> - Alabama Trauma Registry - ALPHTN - EMS - Health Provider Standards - HMOs - Pharmacy - Radiation Control - Radon Program - Stroke System - Technical Services

AlabamaPublicHealth.gov



Problems

Vast Amount of Information

Given the vast amount of services provided by ADHP, as seen in Table 1, it is important for users to be able to easily navigate through the different sections of the website.

Novice Users

The users of this website may not use it regularly and has a high number of first-time users. Since most users do not use it regularly, a majority of users may be unfamiliar with the website.

Navigation

As the user of this website is a large audience, therefore a well defined navigation menu is crucial which can enhance the visual appeal and professionalism of this website.



Test Objectives

- Identify areas of confusion in the website navigation, specifically for first time users
- Gather data on the ease of access to website functions and any apparent issues
- Provide feedback to improve public health outcomes and aware

User Profiles

- Alabama citizens
- Specifically women
- Parents of young children
- Elderly people
- Low income people
- Healthcare provider
- Restaurant
- Body art business
- Other organization

Participant Profiles



23
female



22
female



25
female



53
male



17
male

- All participants rated themselves comfortable with technology and websites
- All participants had not previously used the ADPH website
- All participants used the internet and websites several times a day

Task scenarios

Scenario 1

You are an uninsured and low-income woman in Macon County, AL have found out you are pregnant and are looking to find resources for expecting parents and maternal healthcare.

Tasks

- Find the webpage to apply for ALL Babies low-cost healthcare.
- Find the webpage about applying for WIC (Women, Infants & Children), a supplemental nutrition program.

Scenario 2

You are a 45-year-old low-income woman who have found lumps in your breast and are concerned about breast cancer. You want to find out more information about the disease.

Tasks

- Find the webpage to know more about signs, screened test, and risk factors of breast cancer.
- Find what are the supports and treatment you can get from the webpage.

Scenario 3

You are an EMS (Emergency Medical Services) provider in Mobile, AL and you believe your license may be expiring soon. Your boss tells you to check with the ADPH website.

Tasks

- Find the EMSP License Requirements
- Find the webpage to EMS Individual Online Renewal

Testing Methods

1. Testing Criteria

- usability
- performance
- functionality
- accessibility

2. Testing process

- Orientation script
- Consent form
- Background questionnaire
- First impression
- Task scenarios
- Post-test questionnaire

3. Testing tools and technologies

- Personal computer with internet connection
- Cell phone for measuring time
- Printed copy of testing materials
- White paper and pen for taking notes during test.

4. Data Collection

- Recorded via zoom
- Think-aloud comments
- Observation note
- Post-test questionnaire



Results

- Quantitative Data
 - Post-Task and Post-Test rankings,
- Qualitative Data
 - Trends observed during testing
 - Comments from users
 - Feedback given during the post-test discussion

Triangulation Analysis was used to compile all of these findings together for the final results.

Search Listings | Alabama Dep: x +

alabamapublichealth.gov/search/index.html?query=ems+license&referrerPageUrl=https://www.alabamapublichealth.gov/ Relaunch to update

ALABAMA PUBLIC HEALTH

Login Locations Careers Contact

WHO WE ARE WHAT WE DO WHO WE SERVE A-Z Q

Programs and Services

Contact Us

ems license

ALL FAQs PROGRAMS AND SERVICES LINKS

FAQS

How can I get a Cottage Food License?

View All >

PROGRAMS AND SERVICES

Emergency Medical Services (EMS)

The Office of EMS is responsible for protecting the health, safety, >

f

@

t

y

!

+

User 5: EMS License Search Results

ALABAMA PUBLIC HEALTH

Login Locations Careers Contact

WHO WE ARE WHAT WE DO WHO WE SERVE A-Z

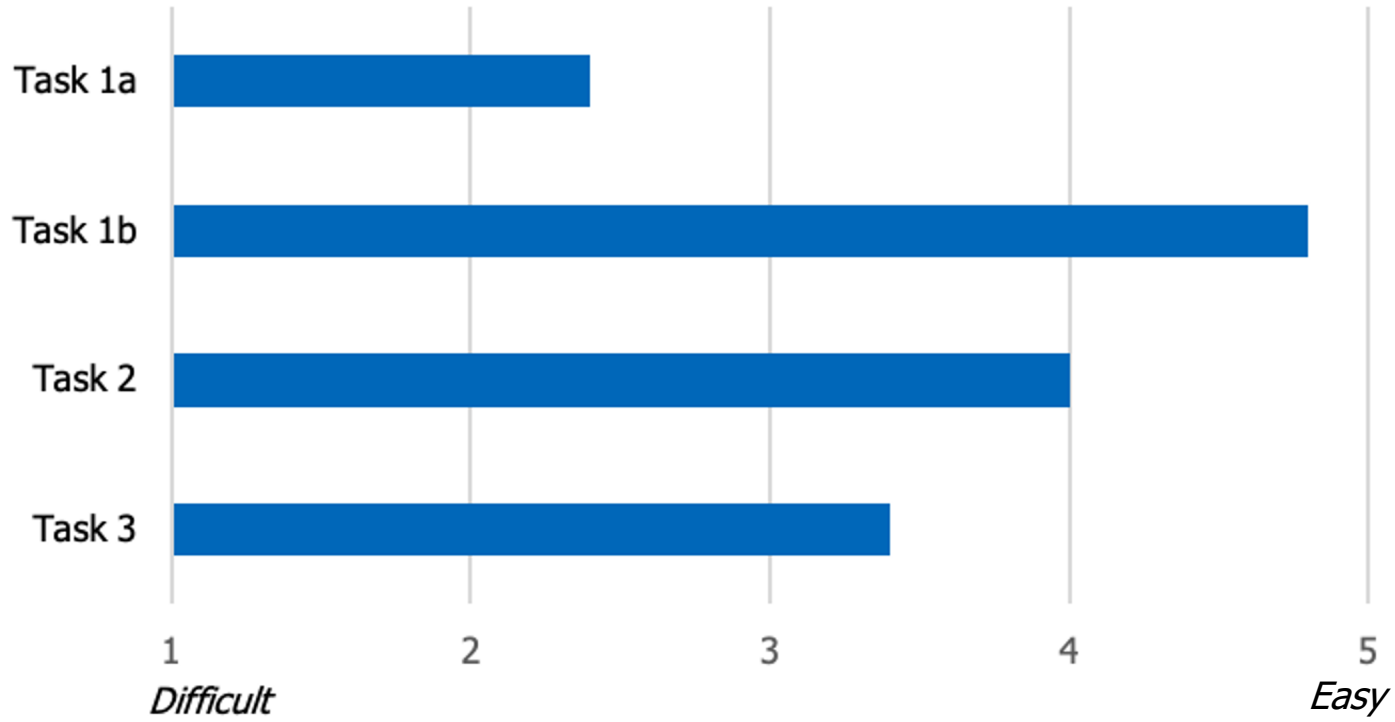
how do i get insurance if I am pregnant? Search

- I don't have insurance. Where can I get help in Alabama if I have hepatitis C?
- How do I apply for health insurance online?
- How can I get caregiver assistance?
- Where can I get food assistance?
- How do I get a medical marijuana card?
- How do I get a prescription for naloxone?
- Where can I get a flu shot?
- Can I get my flu vaccine at the same time I get a COVID-19 vaccine?
- How can I get a Cottage Food License?
- Where can I get it prenatal STD testing?

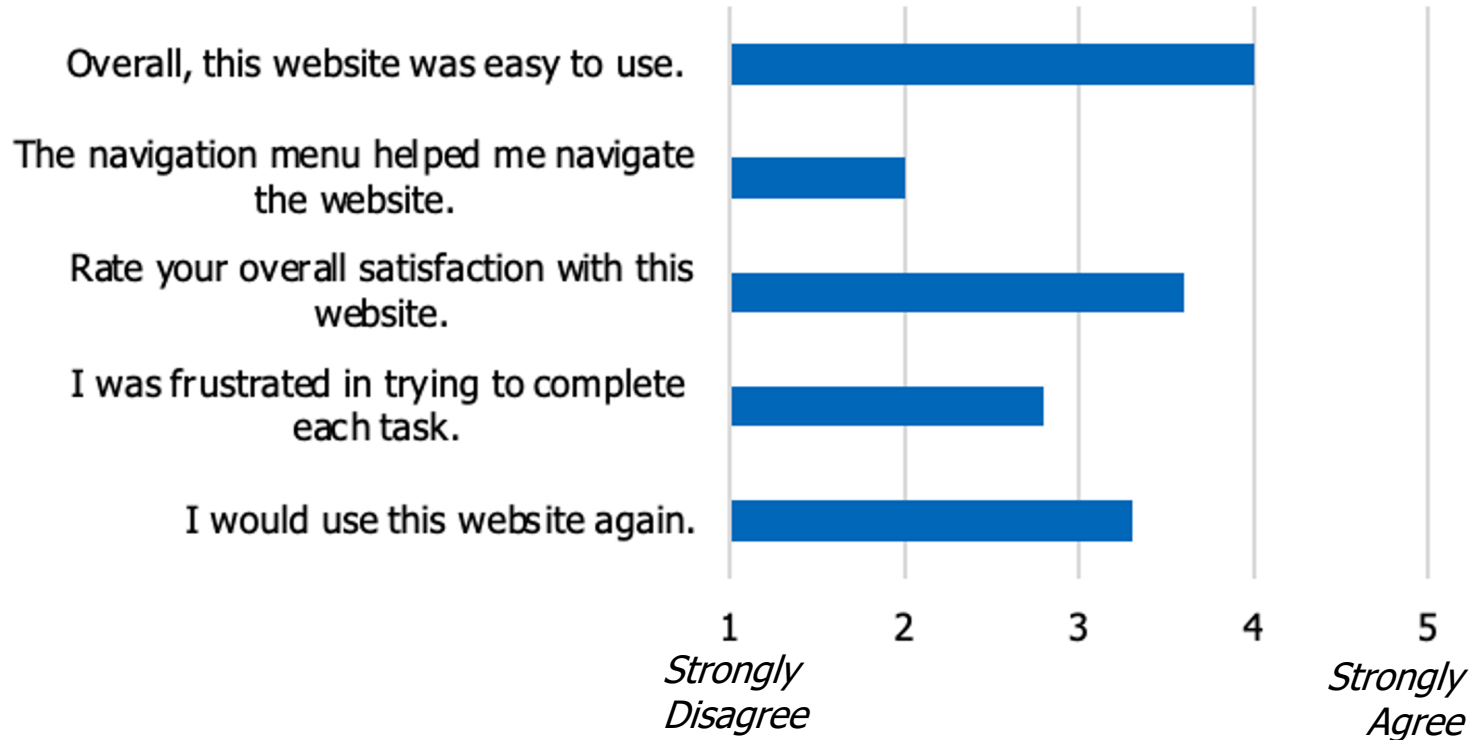
View All >

User 4: Search for Insurance

Ease of Performing the Task



Post-Test Results



Recommendations

Key findings

- ***Information Design*** — The vast array of information can be overwhelming to users.
- ***Search Bar*** — The search engine does not yield the most useful or relevant results to the user. The FAQ section appears before the results, which obscures the user from easily using the tool.
- ***Language and Terminology*** — All users were unable to find ALL Babies based off the description alone. At times, terminology interferes with the usability of the information presented.

Implementation	
Rename navigation panes	Review information design
Reorder search bar to place results before FAQs	Change grouping of services
Improve accuracy of search bar	Make resources for low-income citizens more visible
Review acronym use on the website	Create more defined sections between citizen and professional information

“I don’t think you have a choice if this is the services you need. It’s not like you can go to their competitors—the state doesn’t compete.”

— A user when asked if they would continue on this website

Impact of Research



Early
Detection



Answers to
health & safety
concerns



Accessible
Information



Collaboration
across
stakeholders



Better health
& safety
outcomes



Access to
Healthcare

Thanks!

Do you have any questions?

Carolina Bell

cab0269@auburn.edu

Mst Nur E Taj Tamanna

mzt0102@auburn.edu



AUBURN

UNIVERSITY

**Master of Technical
and Professional
Communication
Program**