



# brook.org.uk



## Find a service

### Usability Analysis


This case study reports findings from usability evaluation of “Find a service” function of Brook’ desktop website. It also provides recommendations for client’s Web Development team for future design of the function.

### RESPONSIBILITIES

- Study design
- Heuristic Evaluation
- Interviews
- Think-aloud
- Thematic Analysis
- Persona Creation

### CONTENT

CONTEXT 

ANALYSIS 

## ▶ BACKGROUND

The usability analysis is aimed to support following objectives of Brook:

- Meet target audience expectation of providing all the services online
- Enhance customer perception of the primary users i.e. young adults under 25
- Improve accessibility, privacy, self-service and accuracy of the content
- Make website as primary source of information for customers and staff

## ▶ PURPOSE

As per Google Analytics of Brook, “Find a Service” is the second most visited page after Home page. The purpose of this analysis is to address following questions

- What information users look for while finding a service?
- How usable is the “Find a service” page?
- What are customer’s needs and expectations?

## ▶ METHOD

- **Heuristic Evaluation** - Nielsen’s Heuristic Principles were used to determine usability gaps for “Find a Service” function. The findings were used to define use-cases and structure the study Data Collection
- **Data Collection** - The study used triangulation of following techniques
  1. Structured Interviews - To collect demographic information
  2. Think-aloud - Moderated think-aloud use case based usability study with the participants
  3. Semi-Structured Interviews – To collect qualitative data about participants
- **Analysis** - Bottom-up Thematic Analysis was performed to find recurring patterns in data

## PARTICIPANTS



Average Age  
**21.2 Years**

## ▶ PERSONA



## Needs and Expectations

- I want easy access to information related to my health
- I should be able to find clinics nearby
- I should be able to compare services available in the clinics
- I should be able to contact trusted sources during emergencies

The usability analysis presents the outcomes based on following parameters:

- Usability issues found in terms of below mentioned usability principles
  1. Ease of use in terms of functionality
  2. Control and freedom to user
  3. Navigability to find one’s own way to perform an operation
  4. Consistency in content
  5. Error prevention and control mechanism
- Severity ratings based on possible impact on user interaction
- Recommendations for improvement based on research and usability guidelines

## FUNCTIONALITY



Issue	Severity	Recommendation
1 Search function doesn't work on pressing 'enter' on keyboard. User expects results on pressing 'enter'	High	Link 'Search' button to input data fields. Clicking the button should be optional
2 Input fields allows user to enter data in both the fields simultaneously and subsequently allows to search as well	High	System should be intelligent enough to avoid inappropriate use of a function. "OR" can be made obvious. Feedbacks could be provided to avoid abuse
3 Search doesn't work on selecting an option from data-list	Medium	Search results can be displayed as soon as area is selected as customers are clear about their choice

## KEY OUTCOMES

### Strengths

1. The 'Find a service' page covers most of the information a customer would need
2. Language used in the page is understandable to users
3. Customers find region based search useful
4. Miles shown in search results are informative
5. No broken links on the page

### Limitations

1. The Search function is inadequate
2. Several important information are below 'screen fold' and require necessary scroll to read
3. Crucial information is not highlighted
4. Navigation is difficult and it is easy to become lost
5. Readability of the content is poor and can easily be misunderstood
6. Not enough feedback on actions
7. Irrelevant error messages were shown on some occasions

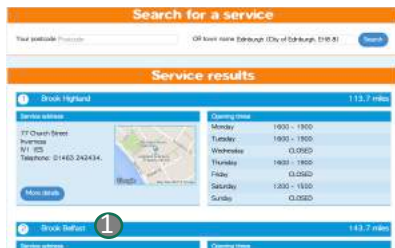
## CONTROL AND FREEDOM

Issue	Severity	Recommendation
1 Customers were forced to tally the opening hours of clinics nearby manually	High	Comparing the opening hours and services can be automated by introducing a 'Compare' functionality
2 User expects to search clinics by services offered	High	Searching based on opening hours, range of distance and services offered could help to narrow down the results
3 Users wishes to parse through maps	Low	Maps can be made interactive by introducing zoom-in and zoom-out functions

## READABILITY

Issue	Severity	Recommendation
1 Important function points like 'More details' and 'miles' in couldn't catch attention of many customers	High	These information could be made more obvious. Use of different font sizes and contrasting colors could be helpful
2 Users tend to skip introduction text as it looked disinteresting to them	Medium	A logical segregation with minimal text and highlighted links could attract users

## NAVIGATION



- [Young people's services \(England\)](#)
- [Contraception and Sexual Health services \(England\)](#)
- [Contraception and Sexual Health services \(Scotland\)](#)
- [Contraception and Sexual Health services \(Wales\)](#)
- [Contraception and Sexual Health services \(Northern Ireland\)](#)
- [NHS walk-in centres \(England\)](#)
- [Most sexual health/GUM clinics \(England\)](#)
- [Some accident and emergency departments \(England\)](#)
- [GPs \(England\)](#)
- [Some pharmacies \(England\)](#)

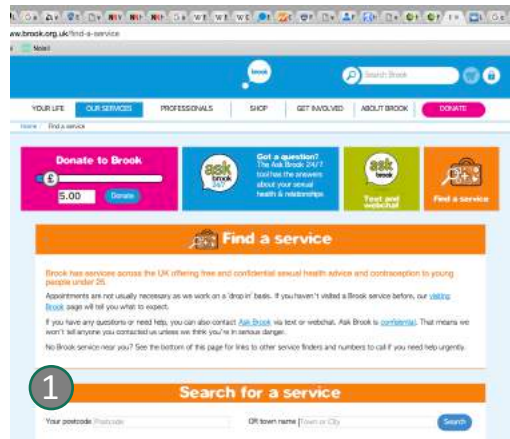
Issue	Severity	Recommendation
1 Search results are not intelligent enough. Displays clinics from different country in top results	High	System should produce results keeping a relation to real world scenarios into account. A navigation facility to “No brook near you” rather than showing results could be more assistive
2 Visited links don't change color. Many customers support their navigation by depending on this	High	Use default link colors as per web standards

## CONSISTENCY



Issue	Severity	Recommendation
1 Default message in 'Services result' section is misleading	Medium	Appropriate message should be displayed. Alternatively, the section could appear only after search
2 Details under “More details” are inconsistent, forces user to make assumptions	High	Text should be reviewed

➔ STRUCTURE AND INFORMATION FLOW



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If you need help urgently

- In England: For medical advice contact NHS 111 by dialling 111
- In Scotland: Contact NHS 24 on 08454 242424
- For help and emotional support if you're 18 or under contact Childline on 0800 1111
- For help and urgent emotional support (at any age) contact the Samaritans on 08457 90 90 90
- The Sexual Healthline 0300 123 7123
- Rape Crisis 0808 8029999

Issue	Severity	Recommendation
1 Most relevant information is not presented in 'screen-fold'. Users are bound to scroll down to seek information	Medium	"Search for a service" and "Our regions" could be moved up on the page.
2 Emergency helpline numbers are hard to discover	High	A designated location for this information could improve the experience. Most users to look for contact details in footer, header and 'Contact us' page.

TAKE AWAY POINTS

- Many of the issues can be resolved or improved without major re-design
- Some cosmetic changes and restructuring of layout can resolve lot of issues
- An extensive re-design of the search functionality should be considered