

2020



Oregon Health Authority

Redesign & Case Study

Mobile Web UI/UX

Outline

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Team Bio:

Silvia Pereida is a bilingual storyteller with a background in journalism, public relations, and community engagement in public works. She is a strong writer who can breakdown complex topics into simple and digestible forms of communication, that drive forth positive and equitable change.

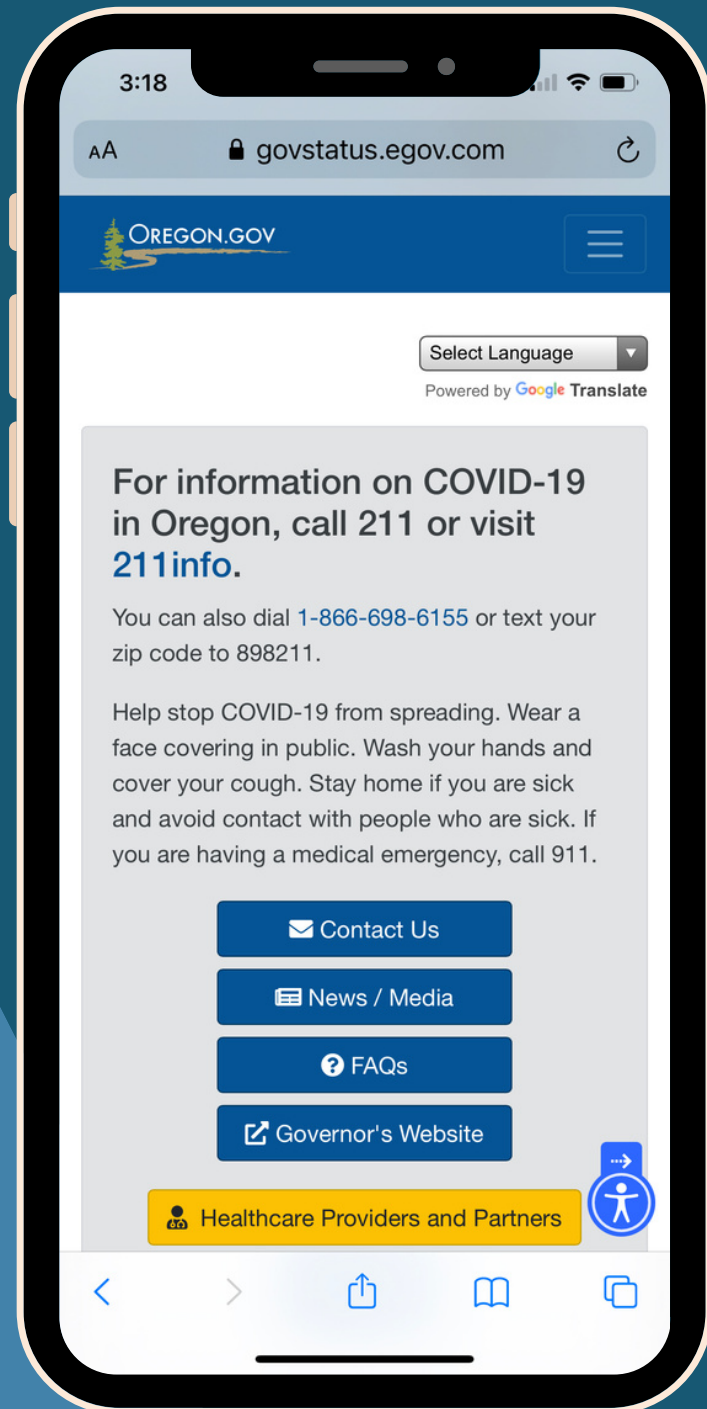
Gally is a 3-year-old mini dachshund full of sass and curiosity. She never backs down from a challenge and is known to make high pitched chirps. She is the Mariah Carey of dogs.





INTRODUCTION

Oregon Health Authority is responsible for providing information and resources during the COVID-19 pandemic across the state. Information access is vital to slow the spread of the virus, therefore equitable messaging is key especially for vulnerable populations that are being disproportionately impacted by the coronavirus.



OVERVIEW

The purpose of this research is to identify the strengths and weakness of the UX (user experience) of the OHA website.

This case study aims to identify areas of improvement and outline a prototype for equitable access to information especially to Oregon's Spanish speaking and BIPOC communities.

UX AUDIT



#	Heuristic	Abbreviation	Notes
1	Visibility of System	Visibility	<ul style="list-style-type: none"> - URL is not easily memorable for COVID-19 info. - Up at the top on the left corner of the website you can see a notification that re-directs you to the “OHA COVID-19 Update” information page. - When doing a Google search if you click on the COVID-19 sub header you are redirected to a different landing page.
2	Match between the system and the real world	Match	<ul style="list-style-type: none"> - Symbols, wording match real world concepts used in media and health care. - It is assumed that the navigator is 1.) Tech savvy and 2.) A native English speaker in order to navigate the OHA website. - There is a disconnect between the real world and the system Spanish speakers as most of the information is presented in infographics when compared to English information which is humanized with stock photos of people seeking information.
3	User control and freedom	Control	<ul style="list-style-type: none"> - User controls the system - No nudges to help the user’s journey - User can opt to sign up (email) for OHA COVID-19 updates - User can call the 211 info. Hotline instead of navigating website
4	Consistency and adherence	Consistency	<ul style="list-style-type: none"> - User clicks outline different paths and different information access - This leads to information on various topic fighting for the main landing page – over the summer wildfire/smoke information is fighting for visibility against COVID-19. - Different concepts, words, images, data sets lead the user to different paths
5	Error prevention, specifically prevention usability- related errors	Error	<ul style="list-style-type: none"> - If a user is overwhelmed there is no error or course correction - As the user navigates further away from one page to the other there are no error prevention prompts to let them know they are leaving one website or that they are all interconnected. This is only confirmed through the use of logos from OHA & Oregon.gov.
6	Recognition rather than recall	Recognition	<ul style="list-style-type: none"> - User needs to recall URL for OHA COVID-19 specific info. - The user would need to memorize what the URL is for the correct landing page rather than google searching and jumping from page to page or bookmark it.
7	Flexibility and efficiency of use	Flexibility	<ul style="list-style-type: none"> - While most of the information on this page is in English there is a button for Spanish speakers however it is not overarching as it is tailored to information on mask requirements rather than mental health services, back-to-school for college students, tips for Halloween, elementary and high school information like there is for the English-speaking population.
8	Aesthetics and minimalism in design	Aesthetics	<ul style="list-style-type: none"> - A banner in small lettering and a hyperlink leads you to the Oregon Health Authority landing page which is riddled with more hyperlinks, tailored to those seeking data and reports on daily counts, such as media and healthcare professionals. - The aesthetic of the website is sectioned into varied sizes of blocks and tries to avoid endless scrolling but is not achieved.
9	Recognition, diagnosis, and recovery from errors	Recovery	<ul style="list-style-type: none"> - The OHA logo serves as a home page for course correction - PDF’s redirect user instead of opening a new tab browser, thus having the user click the back button to realign their course correction or errors
10	Help and documentation	Help	<ul style="list-style-type: none"> - The information in the social media toolkits is easy to understand and colorful, avoiding word clutter.

PAIN POINTS

Core UX problem

Information

Features

Accessibility

Branding

Frustraciones

No puedo
transmitir
mi idea

Estoy en un
trabajo que
me frustra

No me siento
parte de la comu-
nidad y me frustra

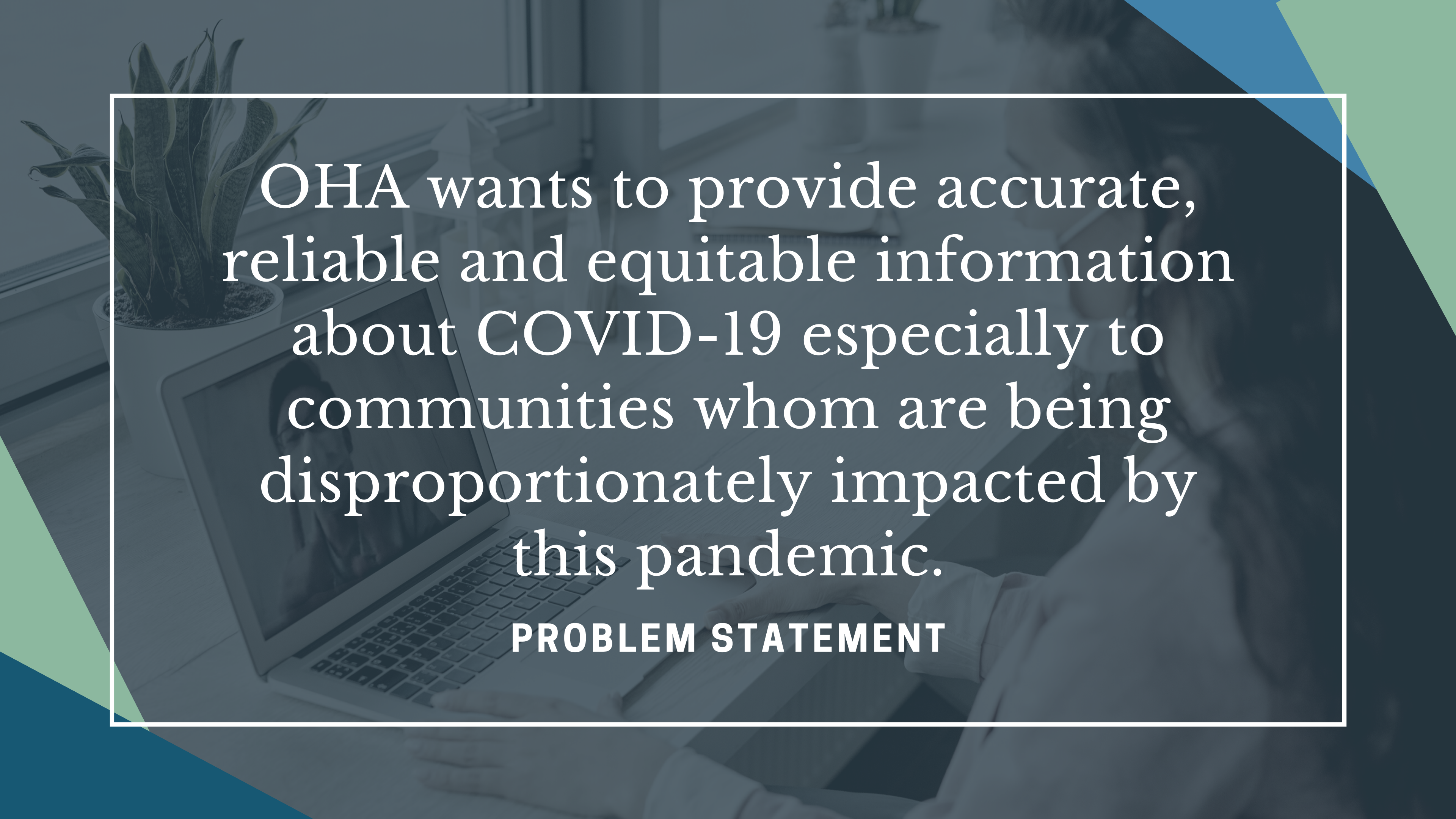
No siento la
cultura o el
espíritu de
mi universidad

Siempre
lindo y me
frustra
Lecturas

Como profesor
falta una parte
de la clase

Como profesor
falta una parte
de la clase

Como profesor
falta una parte
de la clase

The background of the slide features a blurred image of a person in a white lab coat working on a laptop. To the left of the laptop is a potted snake plant. The entire scene is overlaid with a semi-transparent dark blue rectangle. In the top right corner, there are overlapping geometric shapes in shades of blue and green. The text is centered within the dark blue rectangle in a white serif font.

OHA wants to provide accurate,
reliable and equitable information
about COVID-19 especially to
communities whom are being
disproportionately impacted by
this pandemic.

PROBLEM STATEMENT



UX METHODS

- Interviews
- Observation
- Secondary Research
- Focus Group (webinars from secondary research)

Participant Insights

Multiple
language
options visible

Big, Bold
headers

Data converted
into visuals (i.e.
infographics and
contextual
images)

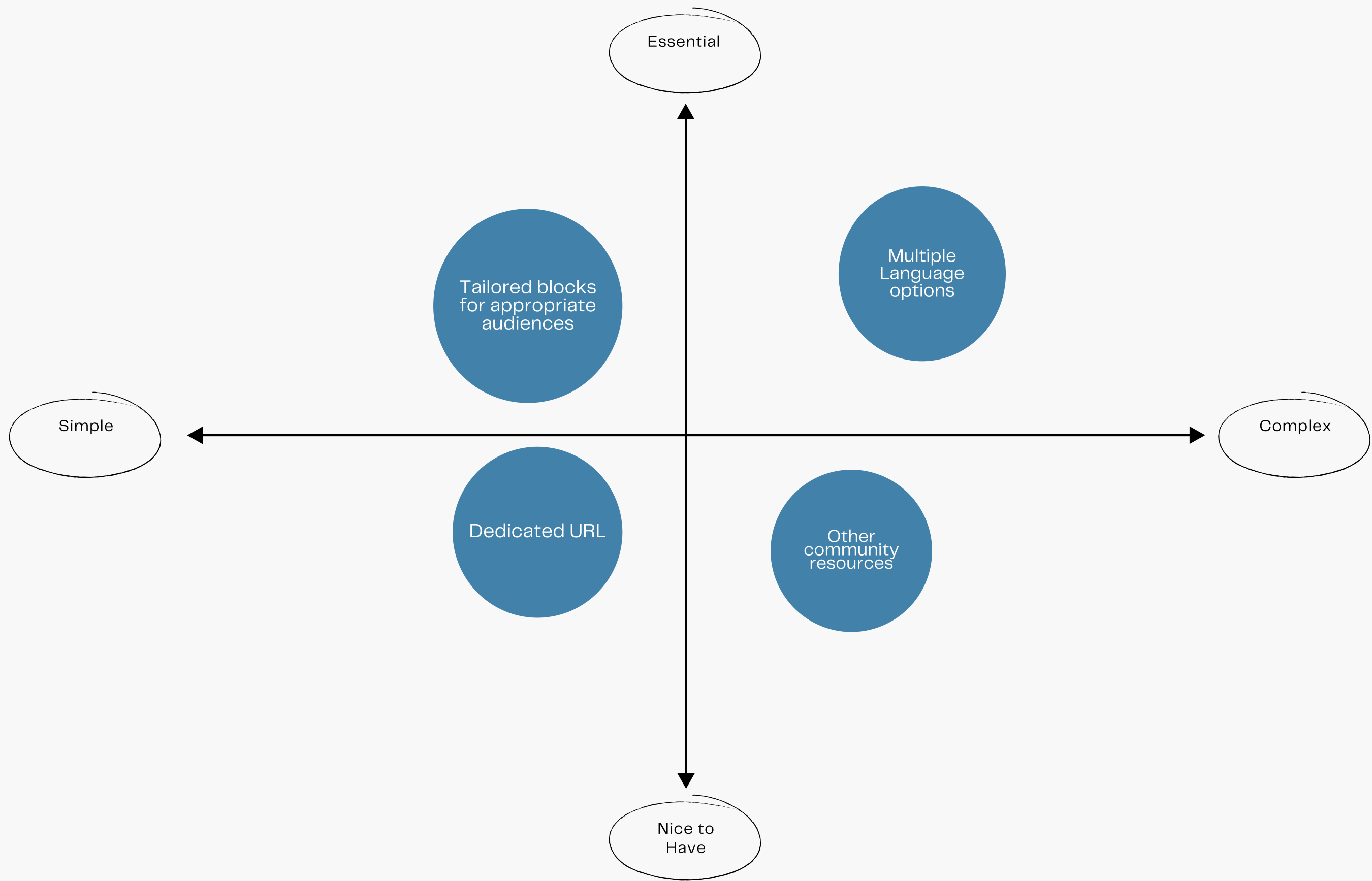
Memorable
URL



Interview Themes



FEATURE ANALYSIS

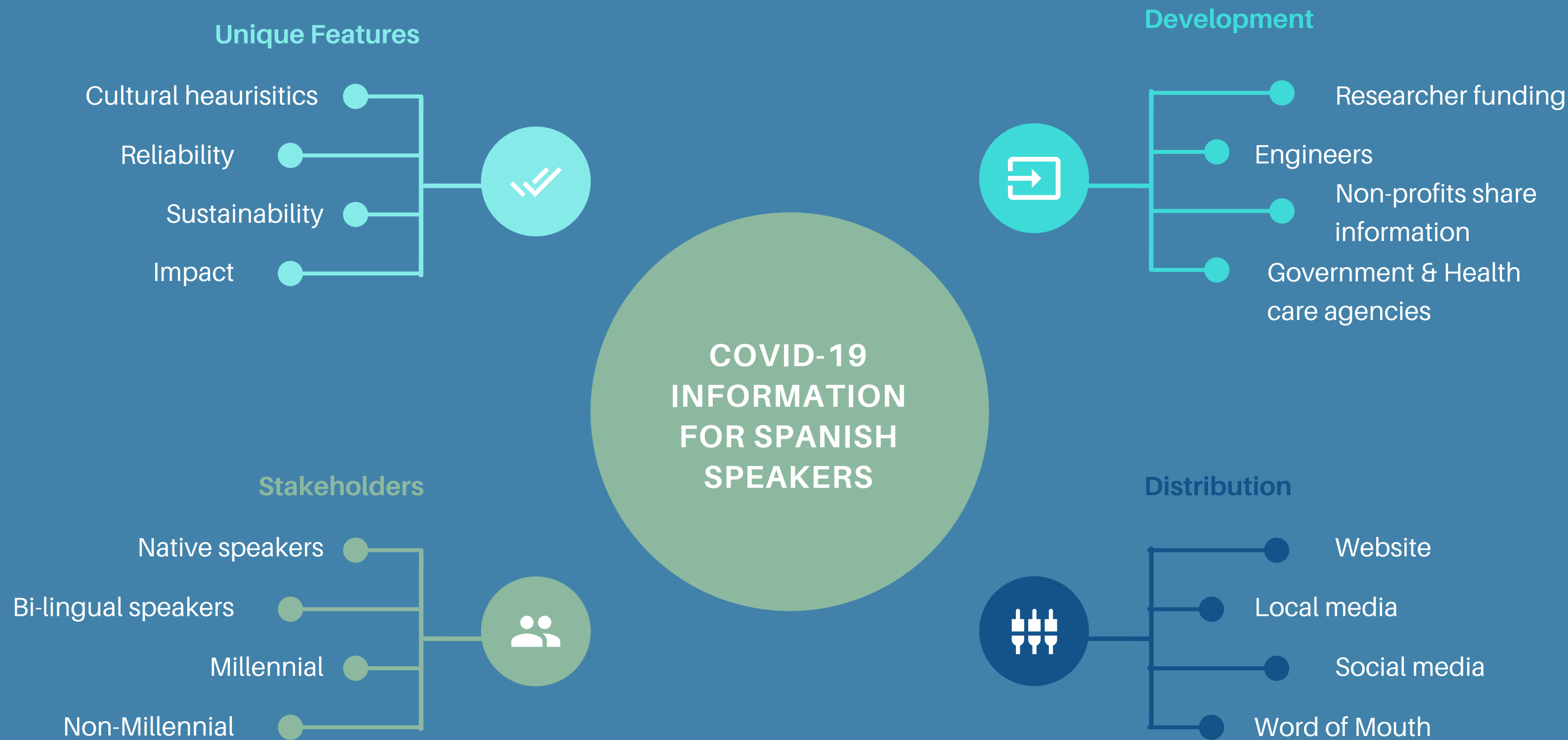


Top features for UX

website design & flow

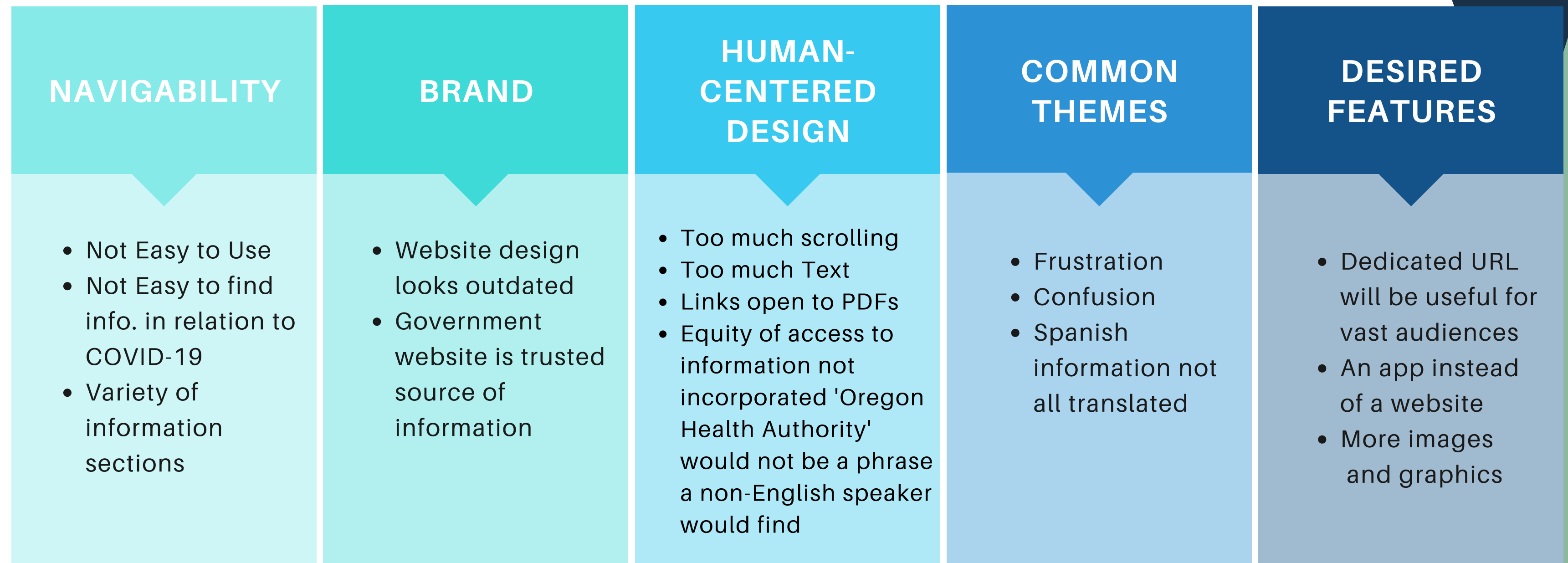
- 1** Dedicated URL for COVID-19 allows the user to memorize website address in relation to the pandemic.
- 2** Website offers information in multiple languages and the option is easy to find, not hidden from the user on the landing page.
- 3** Information is streamlined (no endless scrolling) and tailored into blocks for appropriate audiences i.e. media, health practitioners, community members.
- 4** The user is given information on various community resources such as how to's, rental assistance, food assistance, etc.

STAKEHOLDER MAP

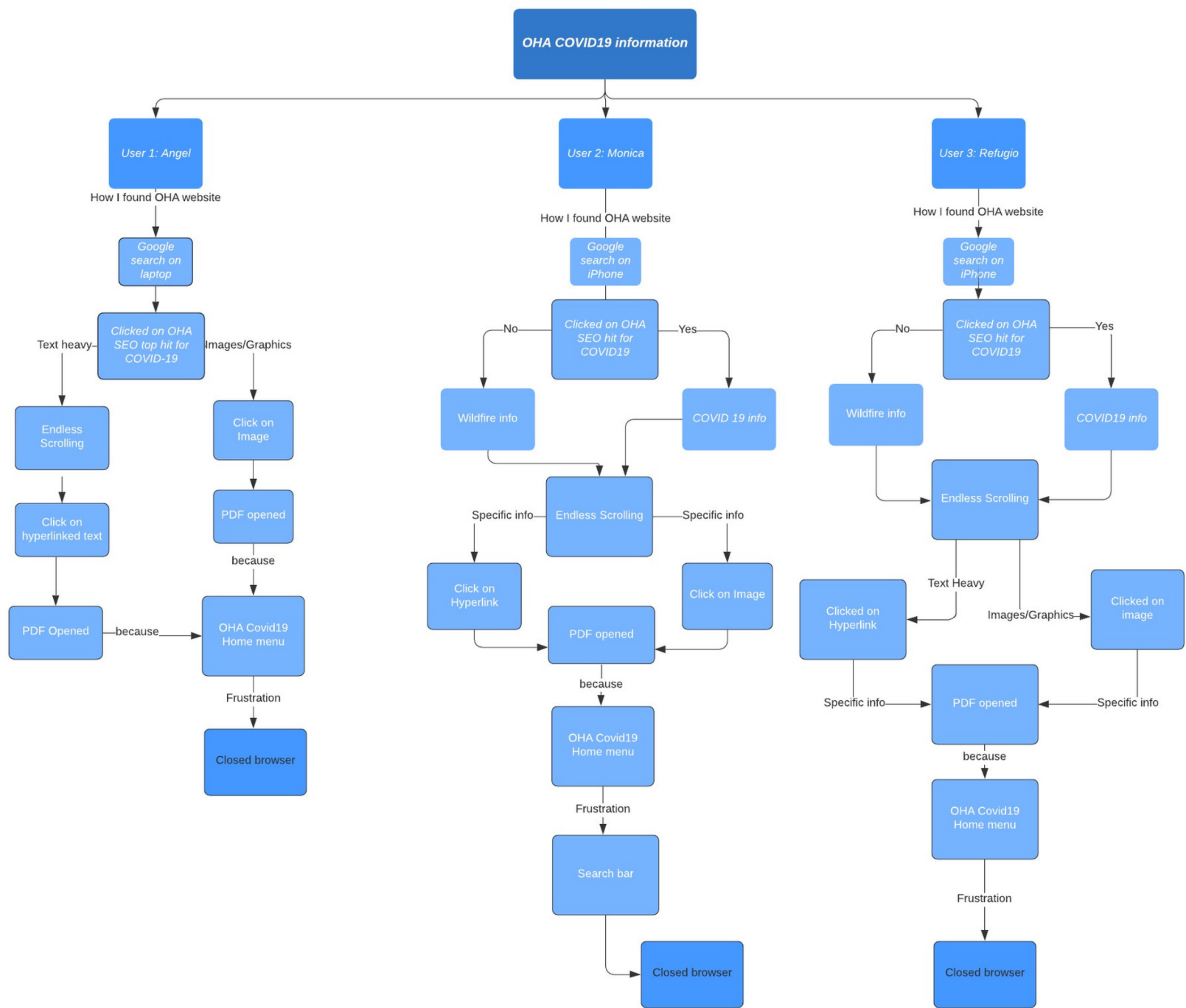


AFFINITY DIAGRAM

By laying out the pain points found through the UX audit and insights from participants in the affinity diagram, we can begin to organize the improvement areas for the OHA website. Below are areas of the website that are top priority for organizing information and key features into buckets of how to improve the user interaction as well.



Concept Map



Goals

- More Family time
- Time Management
- She wants to be knowledgeable in her healthcare career about COVID-19 safety/protocols.
- She wants her family to have equitable healthcare access.
- She wants to find information in relation to current world events easily.



**CRISTINA
RUIZ**
HEALTHCARE WORKER

Needs

- Needs laptop for school and her iPhone (both Apple products) to communicate with friends.
- Daily COVID-19 info. but only for work email, needs it to be easily digestible.
- She needs information to be easily digestible and relatable.
- She needs to be able to share information, infographics, guidelines, etc with her friends and family in English and in Spanish.

ABOUT

Cristina is a millennial and first generation student with some college education. She has struggled trying to find the balance between going to school and working full time. After working retail jobs and customer serving jobs, she has started a vocational program in healthcare. She grew up in a bilingual household where she spoke Spanish to her parents and learned English while in public school. Her parents immigrated to the U.S. from Mexico in 1988, she is the youngest and they trust in her to translate important documents and information that they might not understand as they are not fluent in English but understand it from watching news, movies, and work. Cristina identifies as a Latina woman and is independent but values family time and video chatting with her friends.

Age: 25
Job Title: Appointment Clerk @ Kaiser Permanente
Status: In a relationship
Identifies as: Latina/ First Generation

Pain Points

- Frustrated with OHA bland website, lack of visual content, and lack of engaging social media interaction with younger audience.
- Wants to fast access to factual informational.
- Uses Twitter for news gathering.
- Hates endless scrolling.
- Needs information for both English and Spanish speakers.
- She doesn't like that Google translate is hidden or not a bigger button for translation options.
- She would rather have an App than a website.



INDEPENDENT
CARING
REBELIOUS

Nintendo

Goals

- Less time at work, more time outdoors.
- He wants to be knowledgeable about COVID-19 safety/protocols so he can he implement them at work with staff and customers.
- He wants to find information in relation to current world events & COVID-19.
- He wants to go to the gym more.
- He wants to be social with friends but with a small group.

**LOUIE
GOMEZ**

MANAGER @ PDX BREWERY

Pain Points

- Doesn't like that OHA URL is hard to find or remember.
- Doesn't like that the information on COVID-19 is not easily found.
- Dislikes the endless scrolling, crowded text, & lack of visuals such as infographics something he could use at work to educate staff & customers.
- When frustrated with the website he hits the home button, & finds the annoying pop-window to be cumbersome.

Needs

- Trusted and reliable information.
- Wants access to info. quickly, & must be visually appealing (infographics/signage ready to print) and accurate to disseminate it to his staff without having to second guess.
- He worries about the health safety of his family, friends, & coworkers.
- He still travels to work in person since he is in the food service industry so he needs to be update if there is a lockdown & if his work is no longer considered essential.

ABOUT

Louie is a second generation Hispanic/Latino and is bilingual in English and Spanish since he grew up in a single household with his Grandmother and Mother. He is the oldest in his family and feels the need to protect his younger sisters and serve as a positive example/role model. He works as a manager at a popular Portland Brewery where he oversees a staff of servers and cooks. Louie is charge of educating his staff about COVID-19 safety protocols, managing employee schedules, and is worried that he may have to lay off some of his staff if sales go down or if the state mandate makes the brewery close up the dining space. Louie is responsible for making sure COVID-19 safety protocols are in place with signage for both employees and customers. He uses a laptop at work inventory and scheduling, but he uses his iPhone to keep up to date with news, talk to his family back in his home state, and entertainment.

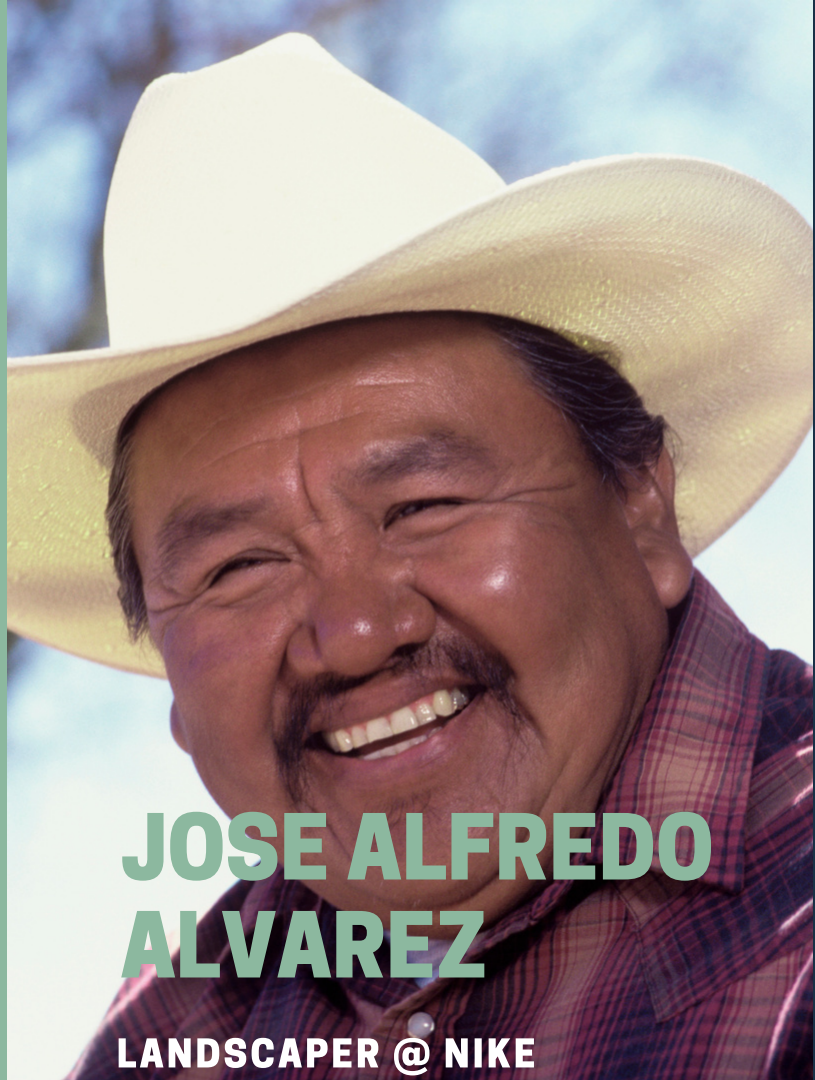
Age: 28
Job Title: Manager at Portland brewery
Status: In a relationship
Identifies as: Latino/ Native American/ 2nd Generation

EMPATHETIC
CARING
CURIOUS



Goals

- More Family time
- He wants to be able to share information about COVID-19 to his coworkers who may not speak or read any english.
- He wants to communicate with relatives on Facebook and over a phone call.
- He wants to access apps for banking, paying bills, YouTube and other entertainment on his iPhone.



JOSE ALFREDO
ALVAREZ

LANDSCAPER @ NIKE

Needs

- Access to accurate about COVID-19 in Spanish.
- He worries he may get sick and his family too, so he needs to make sure he knows how to follow COVID-19 safety protocols at work and when he goes grocery shopping.
- He needs to get updates from the Governor of Oregon Kate Brown on his phone and finds it useful that the videos have Spanish subtitles.
- He needs to know how to apply to unemployment benefits in case he is laid off or Nike reduces his hours.

ABOUT

Jose is an immigrant and became a U.S. citizen more than 25 years ago. He has lived in Oregon for the past 20 years. While he didn't complete middle school in his native country, he has always persevered. He is a native Spanish speaker and feels comfortable speaking English as well but prefers mail, email, and information in his native language - Spanish. He currently works at Nike HQ, as a landscaper after a friend referred him. But he has been considering starting his own small landscaping business as his neighbors noticed he maintains his yard and bushes looking great year-round. He is a go getter and cares deeply about his family, he is the head of his household and has three children. His children are the ones who help him translate some important or legal documents, and they even surprised him with his very first smartphone! Jose is often glued to his iPhone to keep in contact with relatives in the U.S. and back in his native country.

Age: 50
Job Title: Longtime landscaper @ Nike
Status: Married
Identifies as: Hispanic

BRAVE
LOYAL
SINCERE

Pain Points

- Frustrated with the Oregon Health Authority's boring website, lack of visual content, & many redirects & PDFs.
- Wants realtime info. & wants it to be factual & up to date.
- Dislikes endless scrolling.
- Dislikes that Google translate button is hidden and small.
- Dislikes that he can't find information about COVID-19 symptoms in English or Spanish.
- He would rather have an App than a website.



STORYBOARD



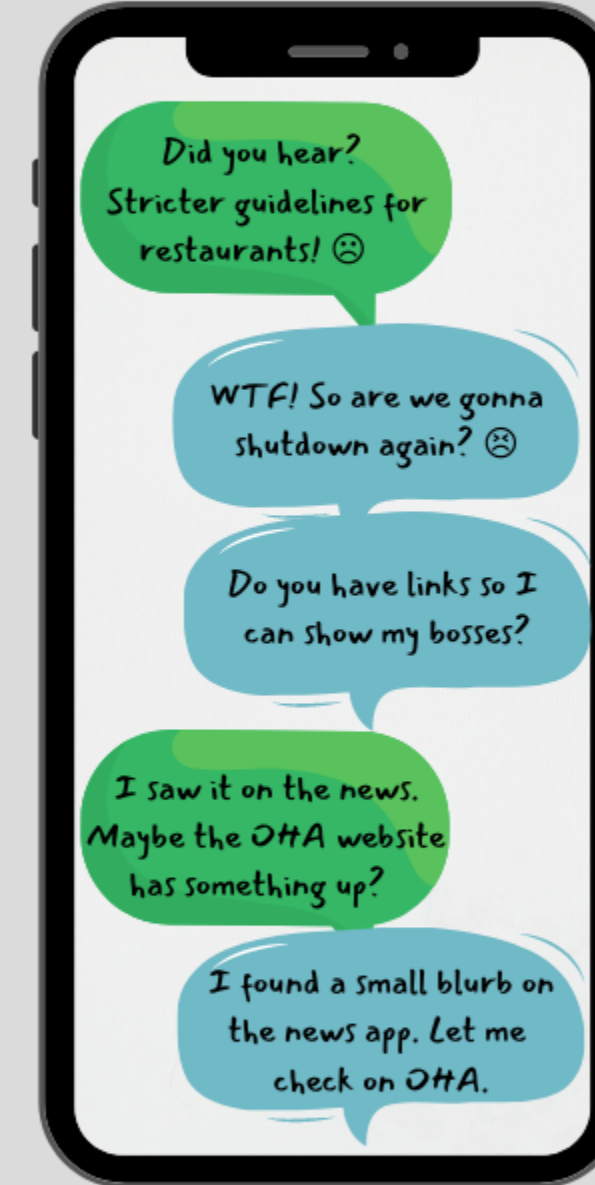
Louie needs a few nudges from the OHA website. In the corner of the OHA landing page he sees a hyperlink for COVID-19 info. He feels overwhelmed with info. and closes the browser.



Louie is experiencing many emotions, he's worried about his employees, family, and how COVID-19 closures will impact his business.

STORYBOARD

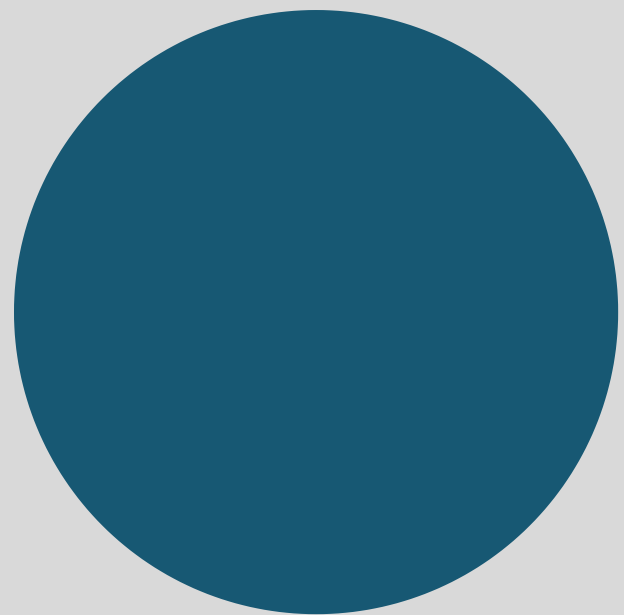
Louie is planning for the monthly inventory ordering supplies and food for the restaurant.



While Louie believes his coworker/friend, he needs a trusted source he can cite as accurate.

Design Process

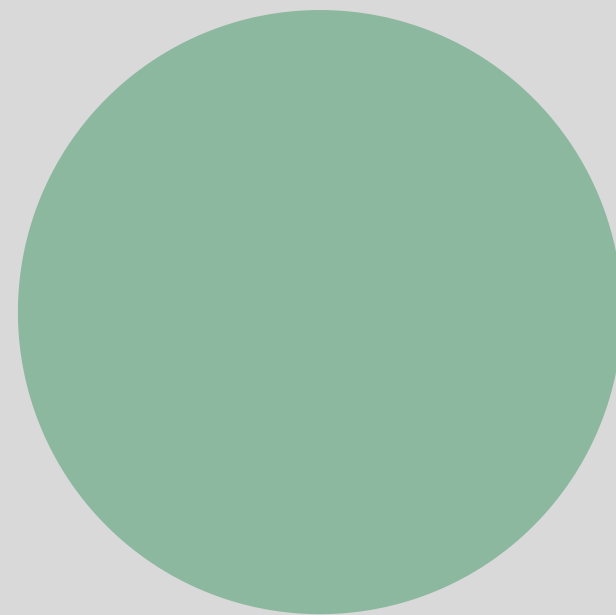
Recommended Font Family: **Libre Baskerville**



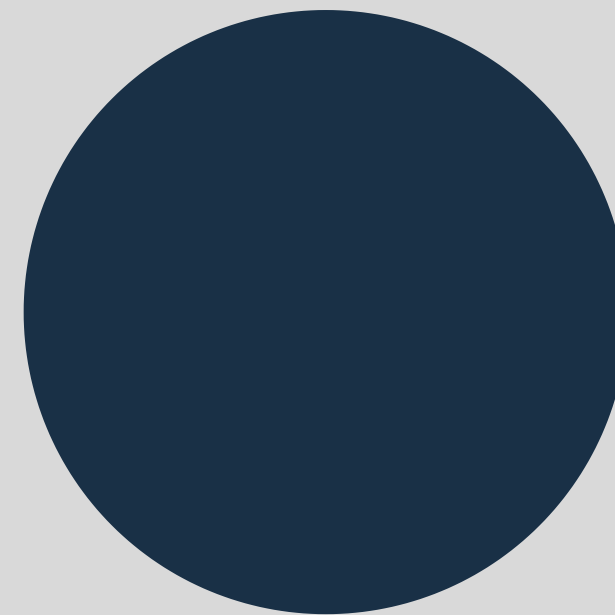
#175873



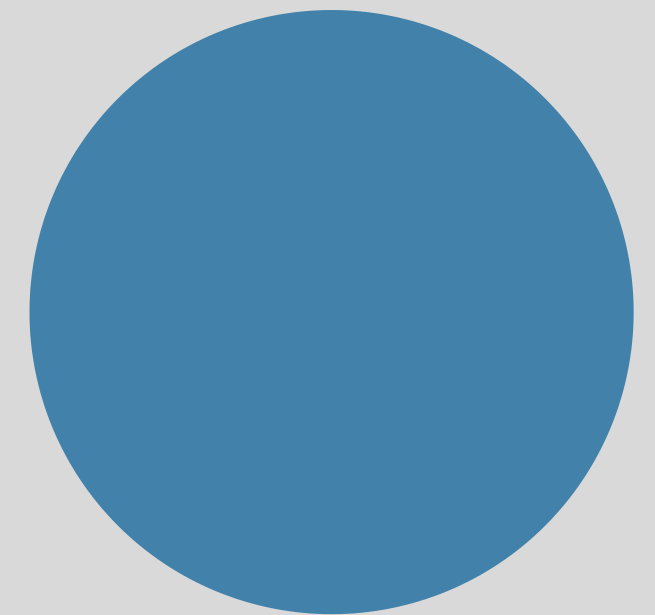
#ffffff



#8cb89f



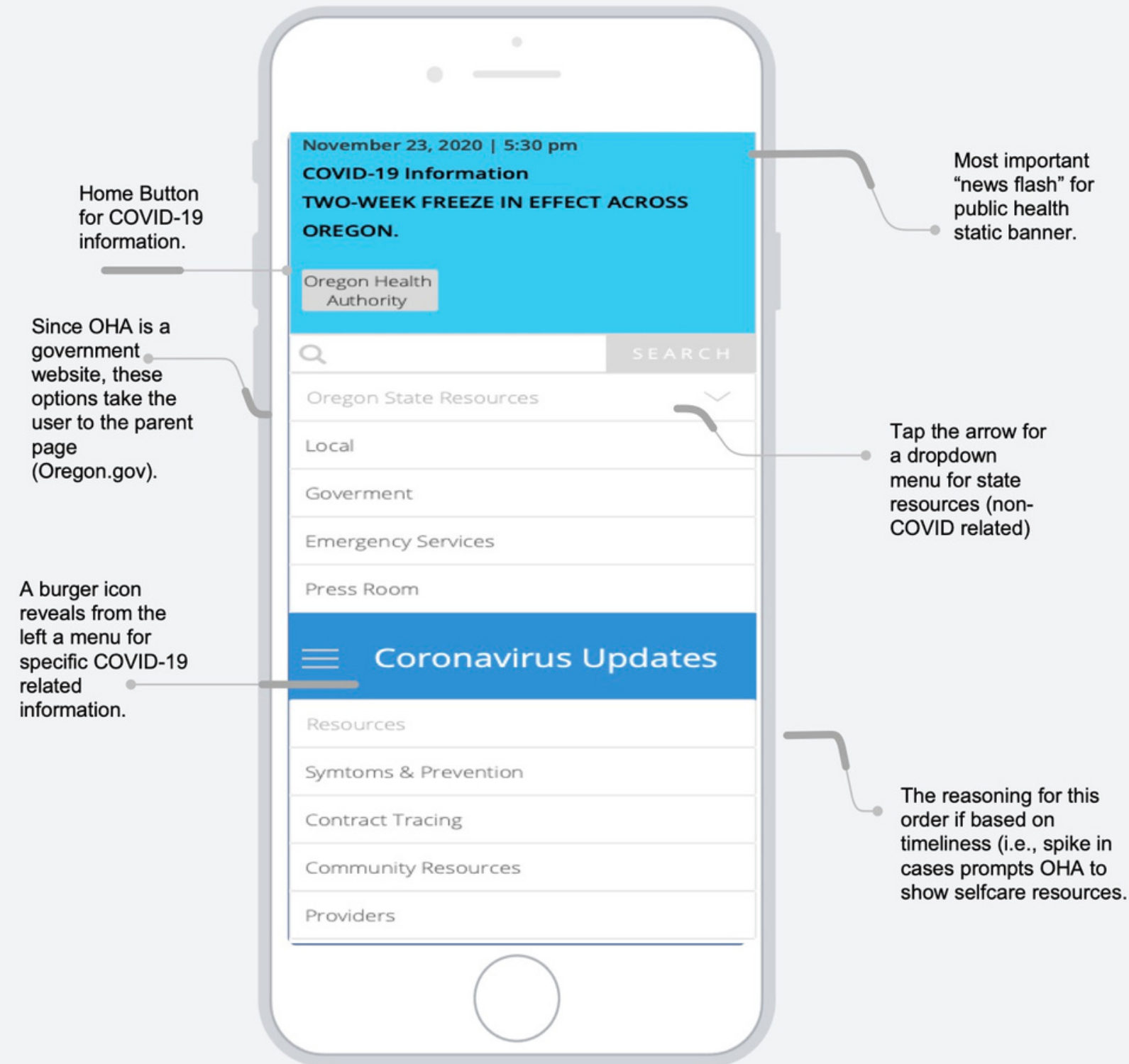
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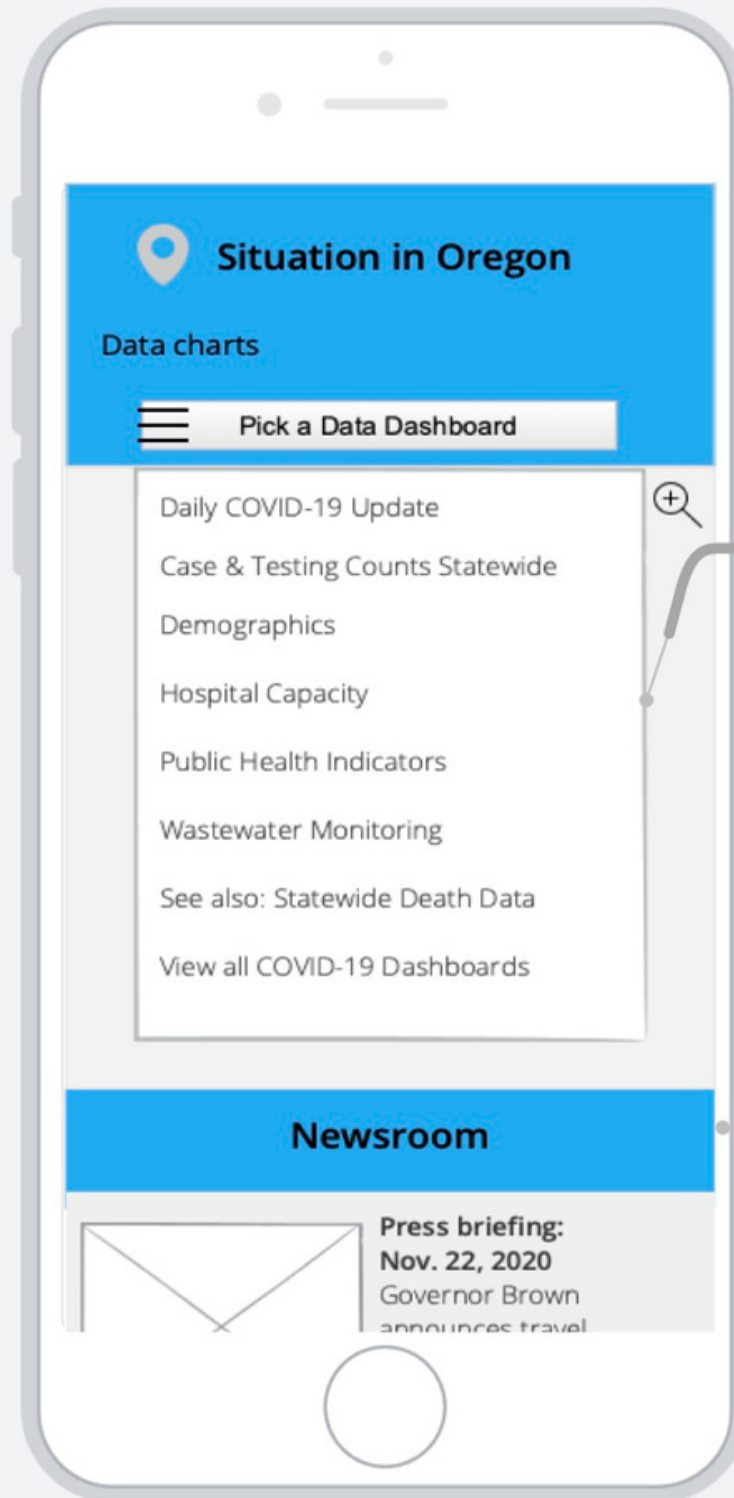
#175873

Mobile website - Oregon Health Authority

A continues scroll on an iPhone mobile browser is shown below.



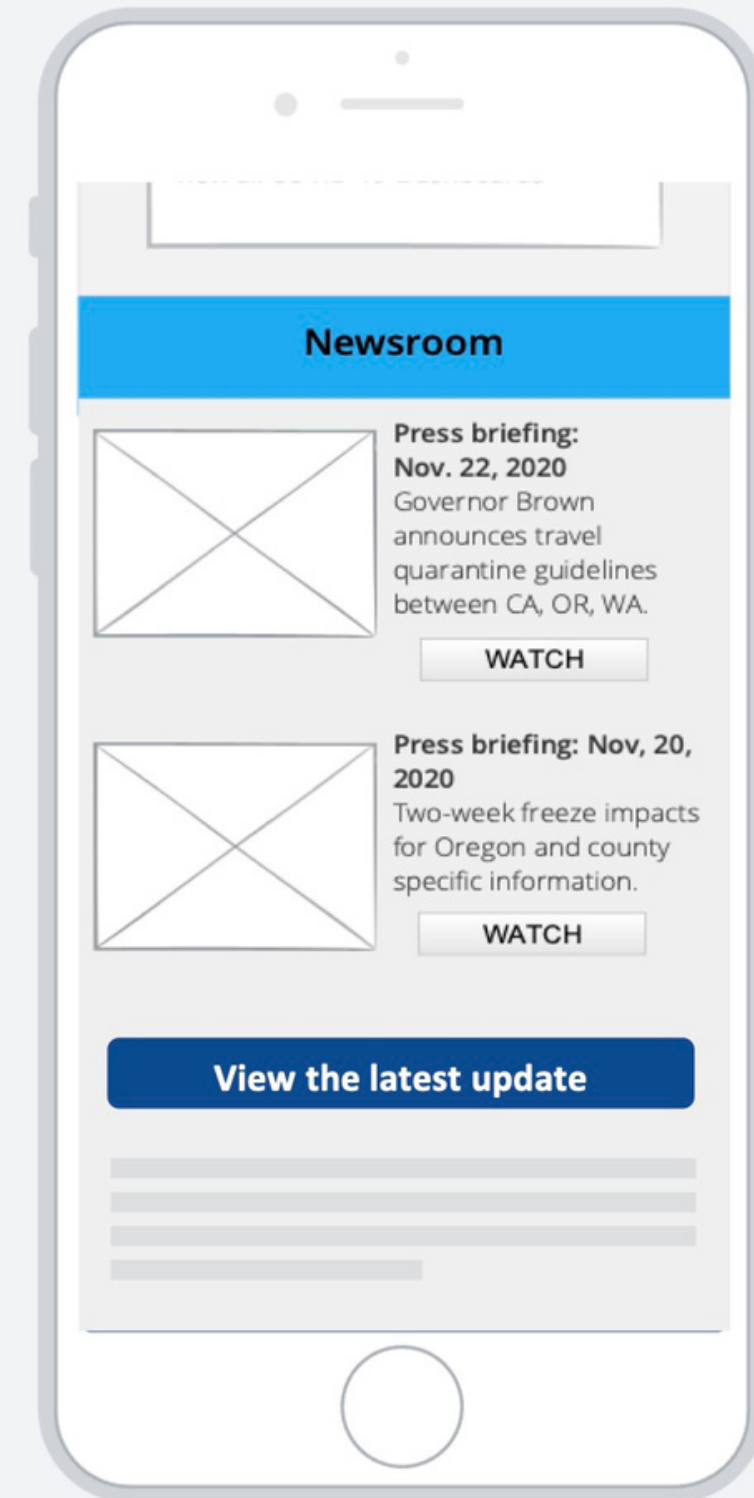
Mobile website - Oregon Health Authority



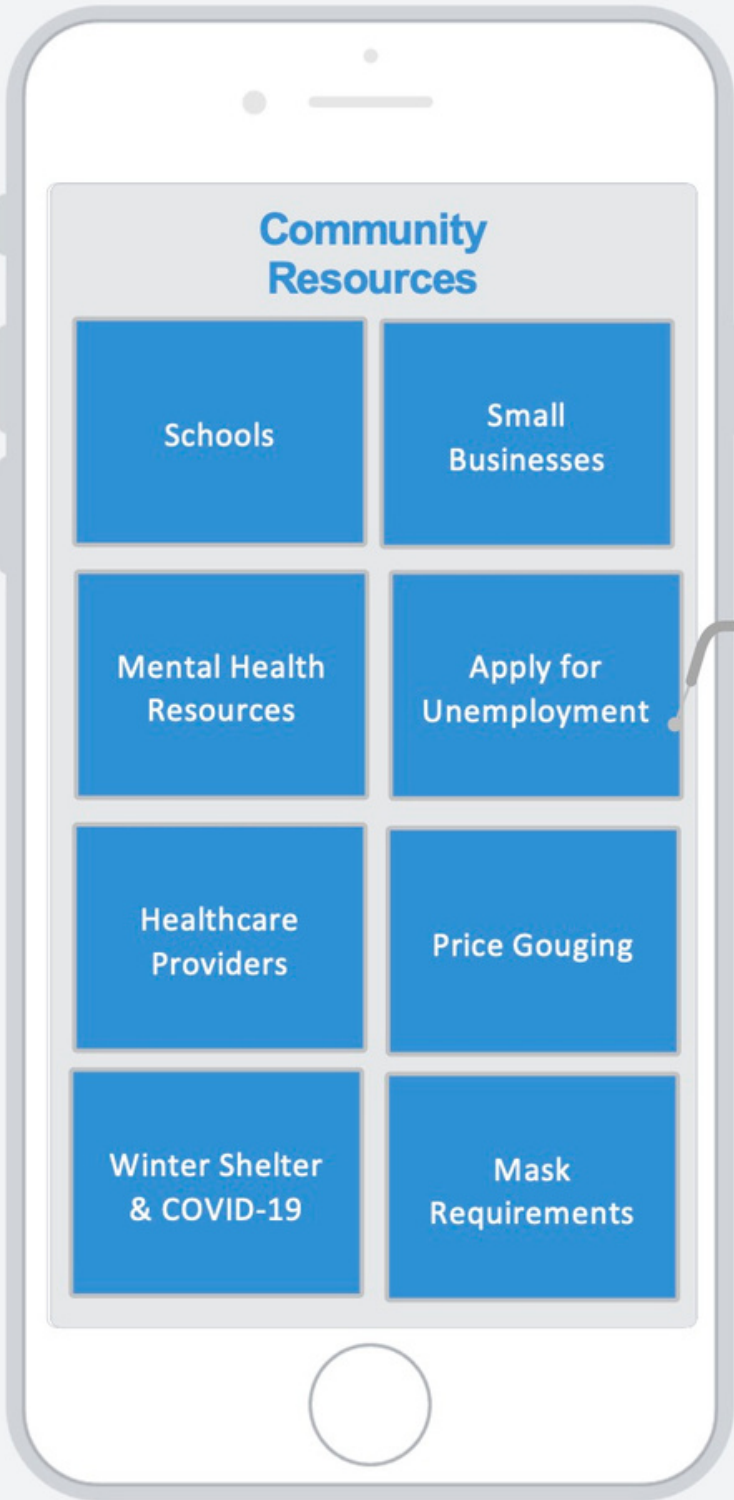
A continues scroll on an iPhone mobile browser is shown here. This is the data section for press, doctors, and researchers.

A dropdown menu from the burger icon allows user to select the appropriate data. Stakeholders can verify information and support guidelines with data.

Block sections alleviates the endless scrolling pain points. Here is a section for news media. A user like Louie (a restaurant manager) can skip this section, without having to feel like he missed an important update.



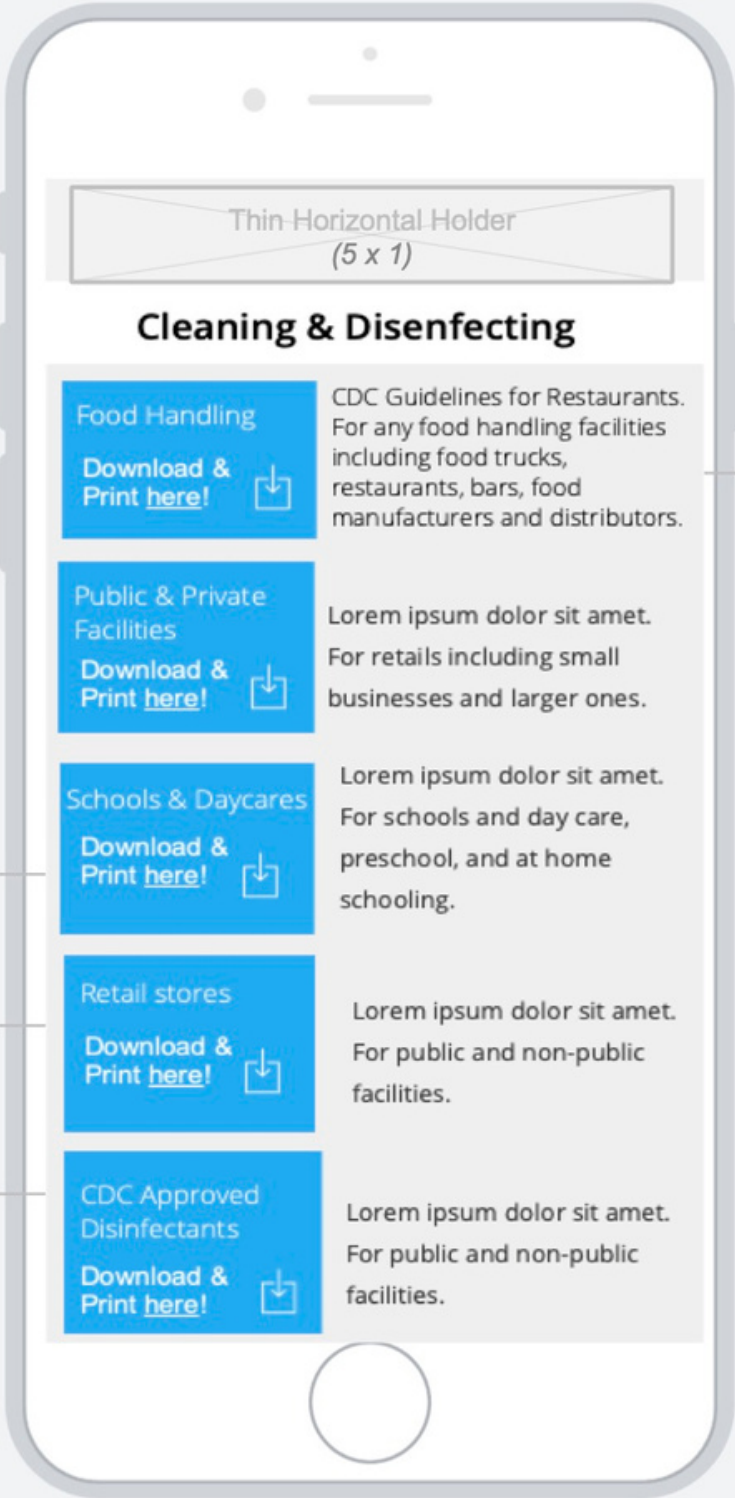
Mobile website - Oregon Health Authority



Continued scroll on OHA website Home page. This section is tailored for several stakeholders seeking resources specific to their industry or line of work.

This section is blocked into a uniform and bright section of the main home page. Cutting through the clutter and noise of a busy website.

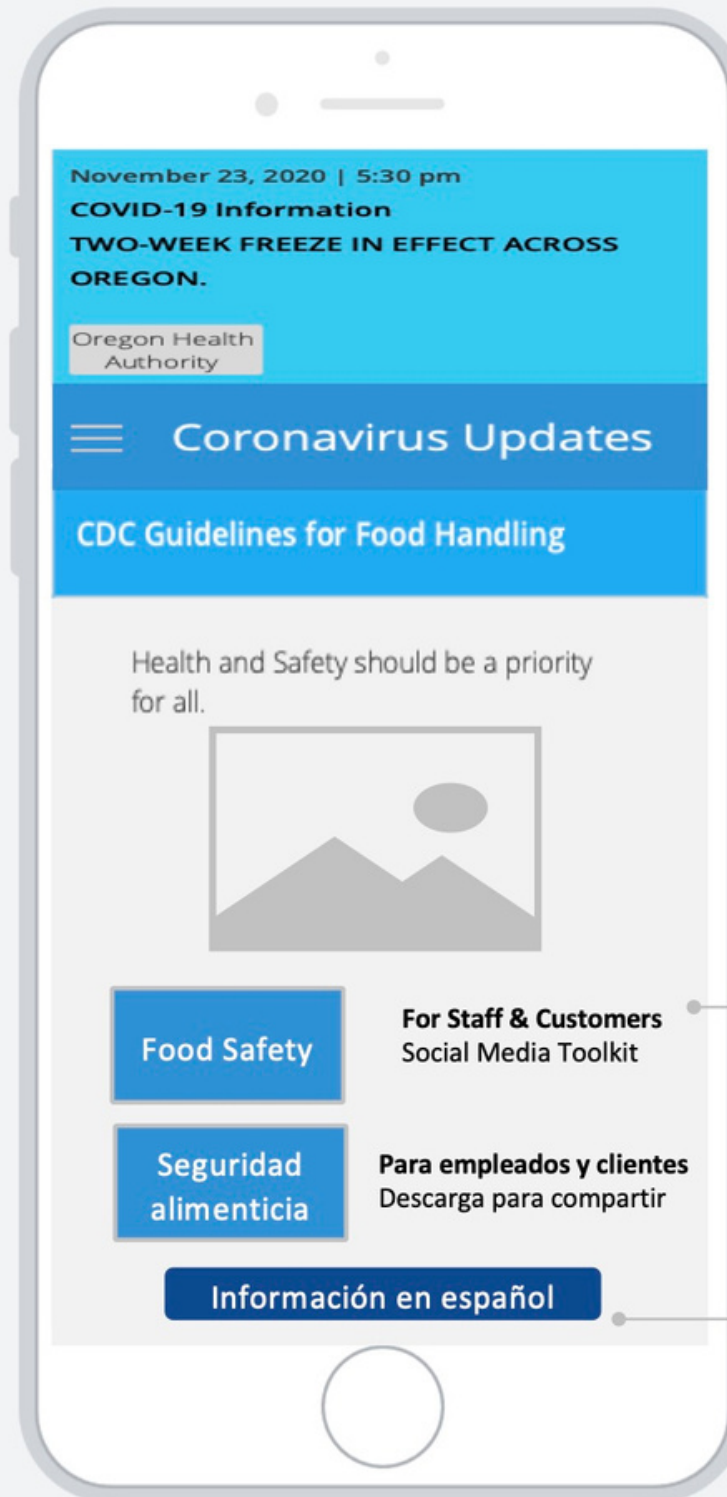
Each clickable section in the block are specific to stakeholders.



This section of the OHA website is still the home page, the user has scrolled to the middle of the website.

Mobile website - Oregon Health Authority

Top "News Flash Banner" & Coronavirus header serve as traveling containers so user can touch Home menu if needed.

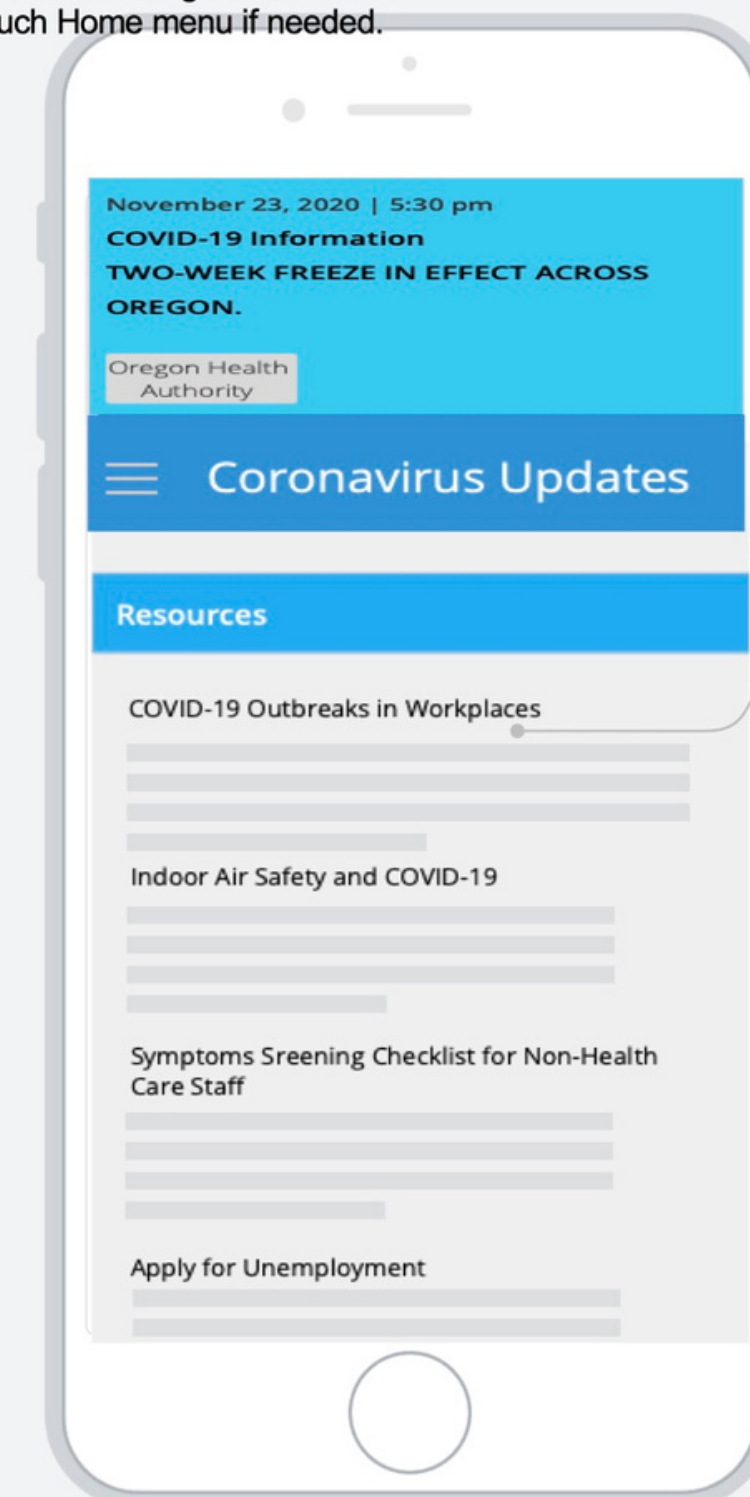


User Stream – Louie Gomez is a small business manager of a brewery in Portland. He is looking for information he can share with customers and staff.

Louie can download a PDF in multiple languages.

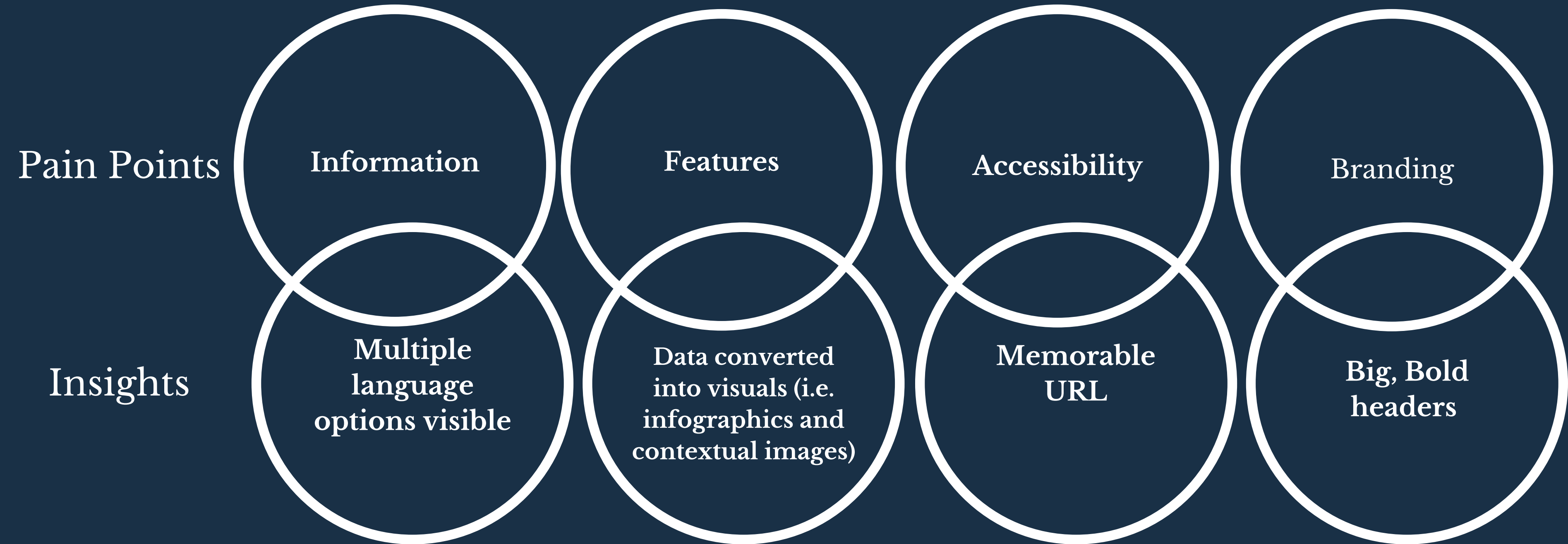
Bold is header and the non-bold type is a clickable hyperlink.

Clickable button in Spanish within the Food Handling section. This button navigates Louie to social media and printable infographics.



Clickable hyperlink for deep dive of info.

Evaluation



Evaluation



FOCUS ON THE USER'S PROBLEMS

The proposed prototype for the OHA website keeps the UX in mind, through tailored sections and equitable information access.

FEATURES

Sectioning information into buckets with hierarchy of importance nudges the user to appropriate information while avoiding unnecessary endless scrolling.

DESIGN

The design of the OHA website incorporates more visual elements, avoiding text heavy sections, and incorporates a color scheme to attract the user to allow for engagement.