USER TESTING · JUNE 2023

Plasma content user testing

Can people who'd consider donating plasma find what they need on our website?

Australian Red Cross Lifeblood®

PART ONE

Introduction

- Objectives and method
- The five tasks
- Demographics and screener

OBJECTIVES AND METHOD

What we set out to understand

Objectives

- Can users achieve five key plasma tasks on our website?
- Do our tasks match what users are looking for?
- Is there a difference for users entering from the homepage or the plasma page?
- Is there a difference between mobile and desktop?

Method

19

users in unmoderated testing, across three tests.

We tested with 22 participants, but removed 3 tests as unusable.

THE TASKS

Five things we asked users to find on our site

1. What is plasma?
2. Find the eligibility requirements for donating plasma.
3. Search for the nearest plasma donation centre and check its appointment availability.
4. Find what to expect during the plasma donation process, including how long it takes and any side effects.
5. Find how plasma donations are used and their impact.

PARTICIPANTS

Demographics and screener

19

participants

11 male · 8 female

Aged 22–60

Age range



Screener for entry

- Hasn't donated blood in the last 5 years
- Has never donated plasma
- Would consider donating plasma

PART TWO

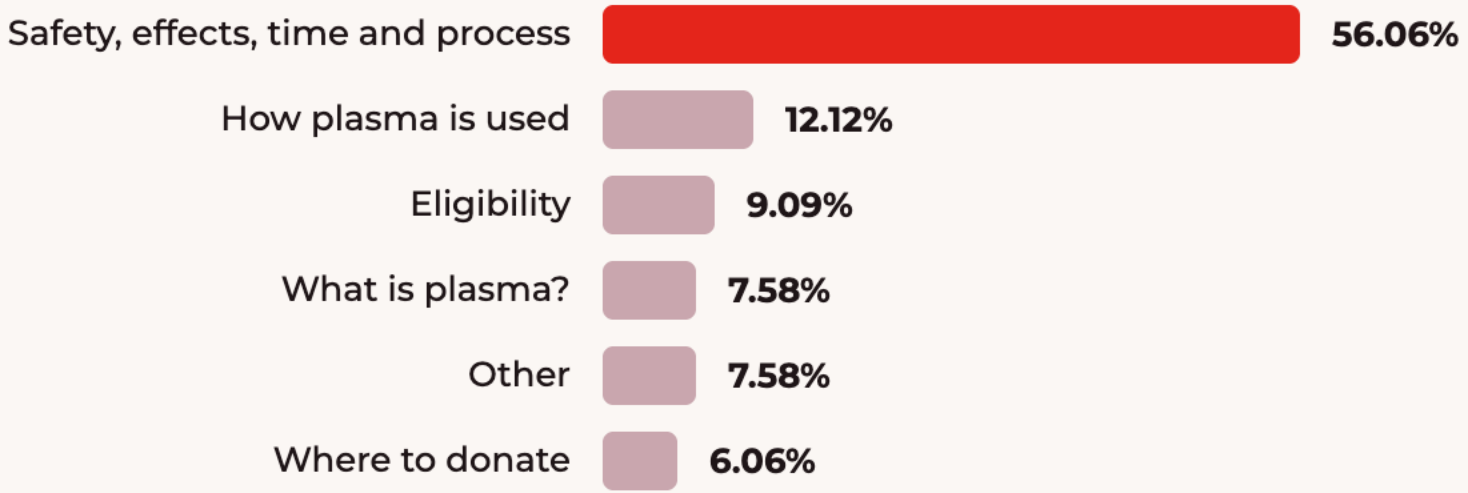
Questions

- Open input questions and how they relate to our tasks

BEFORE THE TASKS

Most questions were about safety and the process

We asked participants to list three questions they had about plasma. Their 65 answers lined up closely with our tasks.



Slight variations

- How often can I donate plasma?
- Will donation hurt?

65 answers in total. Safety and effects (16) and time and process (21) are combined.

PART THREE

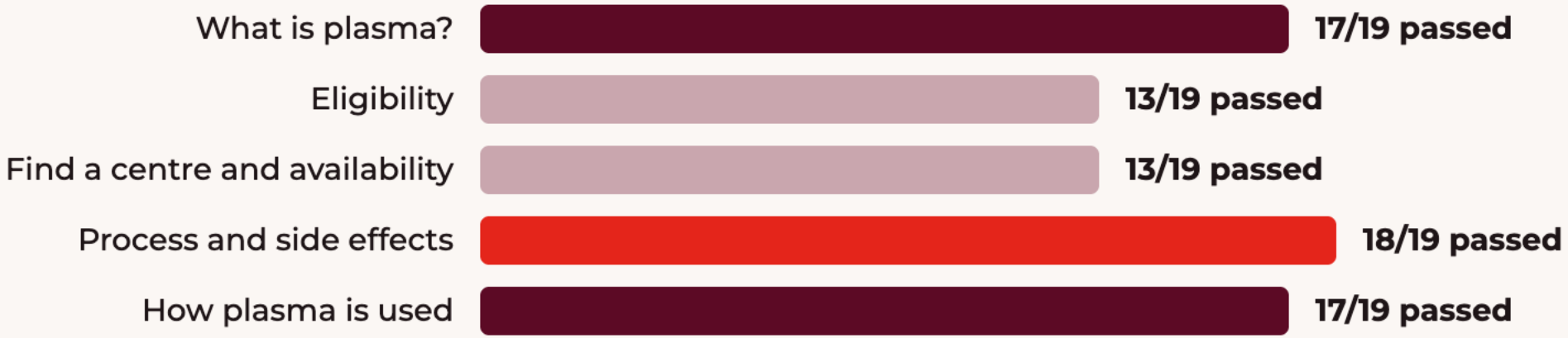
Results

- Overall scores
- Observations
- Recommendations

OVERALL SCORES

Most users completed every task

Results across all three tests combined: two on desktop and one on mobile.



19 participants: 11 male, 8 female, aged 22–60.

OBSERVATIONS

Tasks were completed, but not easily

Low visibility

Plasma has little representation in the navigation, and its content is spread unevenly across two main pages. Users had to scroll, rescroll and search a lot.

Homepage

The two signposts to plasma (an in-page tile and a mega nav item) aren't prominent. Even so, users found the plasma page fairly easily, with enough there to finish most tasks.

Mobile

Users found in-page content without much trouble. Those who tried the nav couldn't find anything about plasma, because it isn't in the hamburger menu.

OBSERVATIONS

Eligibility and availability caused friction

Eligibility

Nearly everyone found the eligibility quiz, but there were a few unknowns. Many didn't realise they had to reach the end of the quiz to complete the task.

Finding availability

The main issue was finding a donor centre that offers plasma. Pop-up centres were confusing because they're blood only, which users found hard to understand or spot.

This is an opportunity we could explore further.

RECOMMENDATION 1

Use clearer, more prominent labels and doorways to plasma content

Users found what they needed but had to search pages extensively. Clearer, more consistent signposts would help.

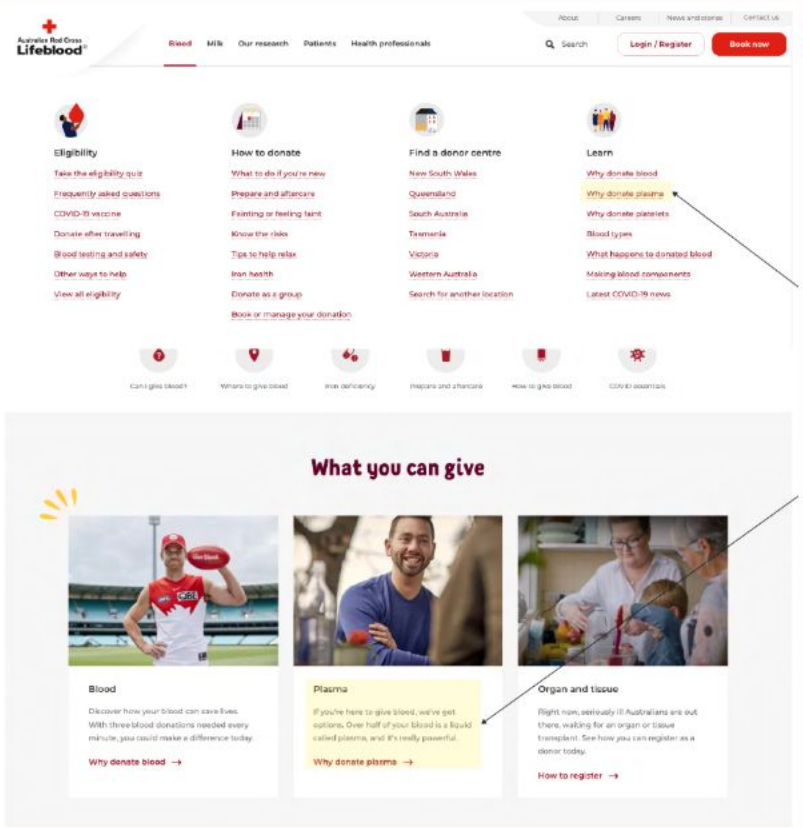
With little plasma in the navigation, users scrolled pages top to bottom. Giving plasma more space in the nav would improve findability.

Clearer labels and headings would reduce cognitive load and make pages easier to scan.



RECOMMENDATION 1 · CURRENT

Two links to plasma from the homepage



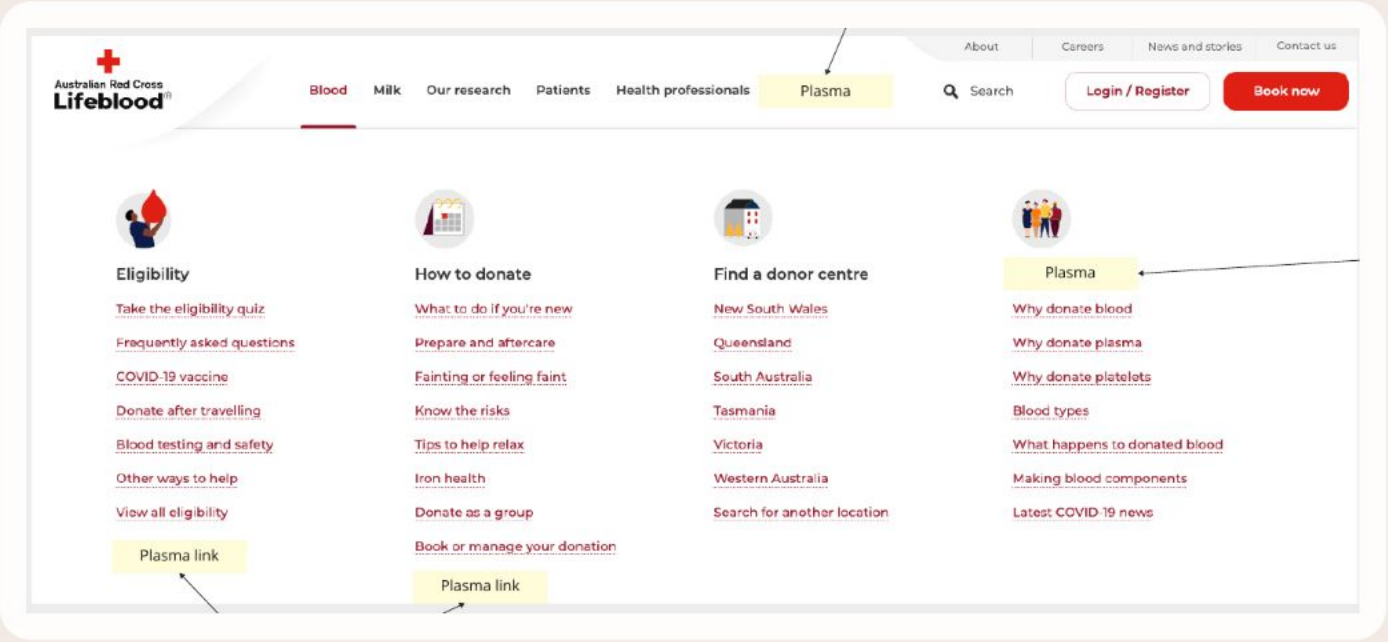
1 **Mega nav:** "Why donate plasma" sits inside the Learn column of the Blood menu.

2 **Homepage tile:** the Plasma card in "What you can give", linking to Why donate plasma.

Neither entry point stands out, so users had to hunt for them.

RECOMMENDATION 1 · PROPOSED

Give plasma more representation in the nav



Add a Plasma link to the top nav

Add plasma links inside existing columns

Ask: do these all look blood related because of the image?



RECOMMENDATION 2

Consider content hierarchy and layout

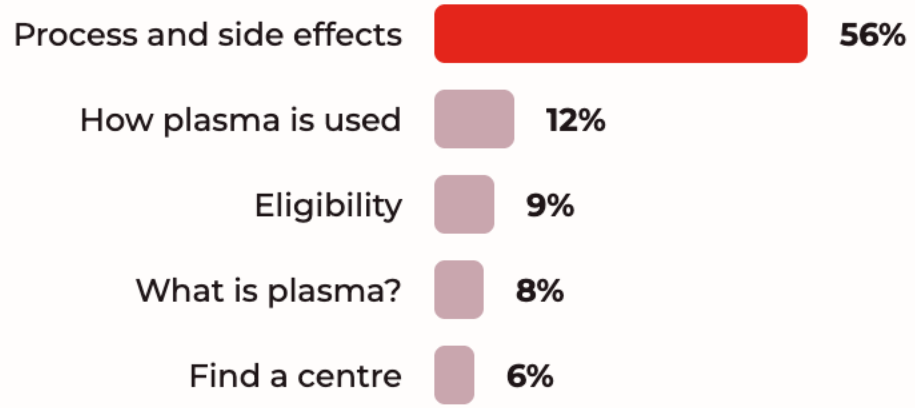
Users' main questions and the way we prioritise content are slightly mismatched. Questions about the process were asked most, but process content was hard to find without lots of scanning and scrolling.

Most plasma content sits on two main pages. Clearer, more evenly weighted links to pages with more focused content could help users find the right information.

RECOMMENDATION 2

Weight the page by what users want to know

What users asked about



Suggested order on the page

- **What is plasma?**
- **The process**
- **Impacts**
- **Ready to donate**

Box sizes hint at relative weight. High level only; it doesn't account for actual content.

RECOMMENDATION 3

Improve donor centre search

Beyond plasma content, improve donor centre search, especially the older version. Pop-up centres came up often in searches, but donors didn't know why they didn't offer plasma.



PART FOUR

Homepage entry · desktop

Desktop · each task started at lifeblood.com.au · 7 participants (3 female, 4 male) aged 30–49

- Overview and task breakdown

HOMEPAGE ENTRY · DESKTOP

Tasks 1 to 3

Desktop · each task started at lifeblood.com.au · 7 participants (3 female, 4 male) aged 30–49

TASK 1 · WHAT IS PLASMA?

7/7

- 4 of 6 used the mega nav; 3 used the Plasma tile in “What you can give”
- Plasma isn’t prominent on the homepage, so users searched for the two entries but found them easily
- Most looked for a plasma item in the nav

TASK 2 · ELIGIBILITY

5/7

- 2 of 7 found eligibility but didn’t complete it
- All found the quiz, though it was hard to tell whether they understood eligibility
- All found the CTA on the plasma page

TASK 3 · FIND A CENTRE AND AVAILABILITY

4/8

- 4 of 8 used the mega nav, 3 of 8 the link on the plasma page, 1 of 8 “Book now” in the header
- Biggest issue: users didn’t realise mobile centres were blood only, and couldn’t see plasma to choose

HOMEPAGE ENTRY · DESKTOP

Tasks 4 and 5, and final comments

Desktop · each task started at lifeblood.com.au · 7 participants (3 female, 4 male) aged 30–49

TASK 4 · PROCESS AND SIDE EFFECTS

6/8

- Most users found the information on the plasma page

TASK 5 · HOW PLASMA IS USED

7/8

- 1 of 8 didn't try
- The 18 uses of plasma were very easy to find

Final comments

Even though the two signposts to plasma aren't prominent, users found the plasma page. There was enough information to finish most tasks, or at least find the right information.

PART FIVE

Plasma page entry · desktop

Desktop · each task started on the plasma “game changer” page · 6 participants (2 female, 4 male) aged 27–53

- Overview and task breakdown

PLASMA PAGE ENTRY · DESKTOP

Tasks 1 to 3

Desktop · each task started on the plasma “game changer” page · 6 participants (2 female, 4 male) aged 27–53

TASK 1 · WHAT IS PLASMA?

6/6

- 2 had minor difficulties
- 2 found it via the Plasma breadcrumb, 1 via the mega menu, 1 via search
- Users may miss the plasma explanation in the intro copy on the 18 uses page

TASK 2 · ELIGIBILITY

6/6

- Everyone found the eligibility quiz easily
- 4 used the quiz banner at the top of the page; 3 used the mega nav or the Plasma breadcrumb

TASK 3 · FIND A CENTRE AND AVAILABILITY

2/6

- Only 2 found a centre that takes plasma
- 3 used “Book now” in the header; 2 of them chose Blood, the only type offered
- One said: “You don’t make it easy”

PLASMA PAGE ENTRY · DESKTOP

Tasks 4 and 5, and final comments

Desktop · each task started on the plasma “game changer” page · 6 participants (2 female, 4 male) aged 27–53

TASK 4 · PROCESS AND SIDE EFFECTS

6/6

- 1 had difficulties
- 4 used the “it’s a lot like giving blood” link in the intro
- Process and side effects were easy to find

TASK 5 · HOW PLASMA IS USED

5/6

- Easily found the 18 uses of plasma (one participant’s video didn’t work)

Final comments

No major barriers to finding plasma information. The main issue was finding a centre that offers plasma, which is an opportunity to explore further.

PART SIX

Plasma page entry · mobile

Mobile · each task started on the plasma “game changer” page · 6 participants (3 female, 3 male) aged 22–60

- Overview and task breakdown

PLASMA PAGE ENTRY · MOBILE

Tasks 1 to 3

Mobile · each task started on the plasma “game changer” page · 6 participants (3 female, 3 male) aged 22–60

TASK 1 · WHAT IS PLASMA?

4/6

- 4 of 6 completed this task

TASK 2 · ELIGIBILITY

6/6

- 1 found the link but didn’t click it
- Questions about general eligibility came up, but most found the quiz from the CTA on the plasma page

TASK 3 · FIND A CENTRE AND AVAILABILITY

5/6

- 2 nearly passed: they reached a centre but didn’t open the calendar
- 3 clicked “Book now” (one commented on it); 3 used the CTA on the plasma page
- Problems arose when the centres they clicked were mobile sites

PLASMA PAGE ENTRY · MOBILE

Tasks 4 and 5, and final comments

Mobile · each task started on the plasma “game changer” page · 6 participants (3 female, 3 male) aged 22–60

TASK 4 · PROCESS AND SIDE EFFECTS

6/6

- 4 found “Prepare and aftercare”; 2 used the “red to yellow” tile; 5 found the side effects link in the copy
- “Prepare and aftercare” seems a good label for the process

TASK 5 · HOW PLASMA IS USED

5/6

- A good mix of users found the 18 life-giving ways, recipient stories, or both

Final comments

Users found in-page content without much difficulty. Those who tried the nav couldn’t find anything about plasma, because it isn’t in the hamburger menu.