

Plasma content user testing June 2023

Part one - Introduction

Method

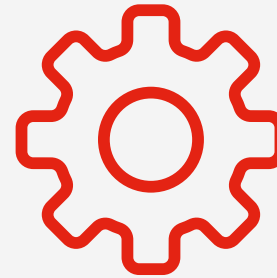
Objectives

Demographics and screener



Objective of this test:

- To understand whether users can achieve 5 key tasks related to plasma on our website.
- To understand if our tasks matched what users are looking for.
- To understand if there is a difference for users entering from the homepage and plasma page.
- To understand if there was a difference for users on mobile and desktop.



Method:

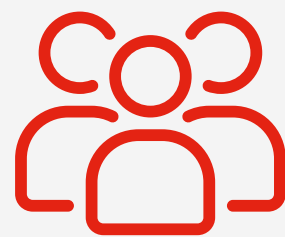
Unmoderated testing with 19* users over 3 tests.

**We tested with 22 participants but 3 tests were removed due to the tests being considered unusable.*



Task for testing (for users to find on our site)

1. What is plasma?
2. Please find information on the eligibility requirements for donating plasma.
3. Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.
4. Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.
5. Find information on how plasma donations are used and their impact.



Demographics

Total =19	Ages 22-60
M=11	20-30 = 4
F=8	30-40 = 8
	40-50 = 4
	50-60 = 3



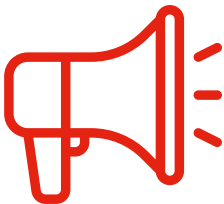
Screener for entry

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

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Part two - Questions

Open input questions and task relatedness



Before participants started the tasks we asked them to list 3 questions they had about plasma.

The questions that participants asked were largely correlated to the tasks showing that our tasks were in line with the type of information people wanting to donate plasma are looking for.

Total 65 answers		
Task	Question categories	
1.What is plasma?	What is plasma? Difference between blood and plasma	5 answers 7.58%
2.Please find information on the eligibility requirements for donating plasma.	Eligibility	6 answers 9.09%
3.Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.	Where to donate	4 answers 6.06%
4.Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.	Safety/effects Time/process	16 answers 21 answers 56.06%
5.Find information on how plasma donations are used and their impact.	How plasma is used	8 answers 12.12%
Other		5 answers 7.58%

Slight variations

How often can I donate plasma?
Will donation hurt?

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Part three - results

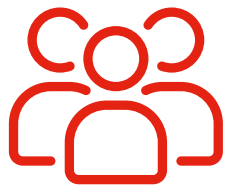
Overall scores

Observations

Recommendations



These are the results of the three tests combined (2 desktop and 1 mobile)



Total =19

F=8

M=11

Ages 22-60

20-30 = 4

30-40 = 8

40-50 = 4

50-60 = 3

1.What is plasma?

17/19 passed

2.Please find information on the eligibility requirements for donating plasma.

13/19 passed

3.Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.

13/19 passed

4.Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.

18/19 passed

5.Find information on how plasma donations are used and their impact.

17/19 passed



Tasks were completed but not easily

Users could complete the tasks but due to low representation in navigation and content being unevenly distributed across 2 main pages they had to scroll/rescroll/search a lot for their desired content.



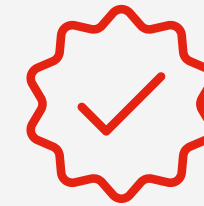
Homepage observation

Even though the 2 signposts to plasma (in page tile and mega nav item) aren't prominent, users found the plasma page fairly easily and there was enough information to finish most tasks or at least find the right information.



Mobile observation

Users found in page content without too much difficulty but those who tried the nav couldn't find anything about plasma because plasma isn't in the hamburger nav.



Eligibility

Nearly all users found an entry to the eligibility quiz but there seemed to be a few unknowns and many users didn't understand they needed to get to the end of the test to complete the task.



Finding availability

The main issue was around finding a donor centre that did plasma as a donation type, so this is an opportunity that could be explored further. There was confusion around pop ups as they are blood only but users found this difficult to understand/find.



Use clearer and more prominent labels and doorways to plasma content

Overall users could find what they were looking for but had to search the pages quite extensively, we might consider giving clearer, more consistent sign posts for content.

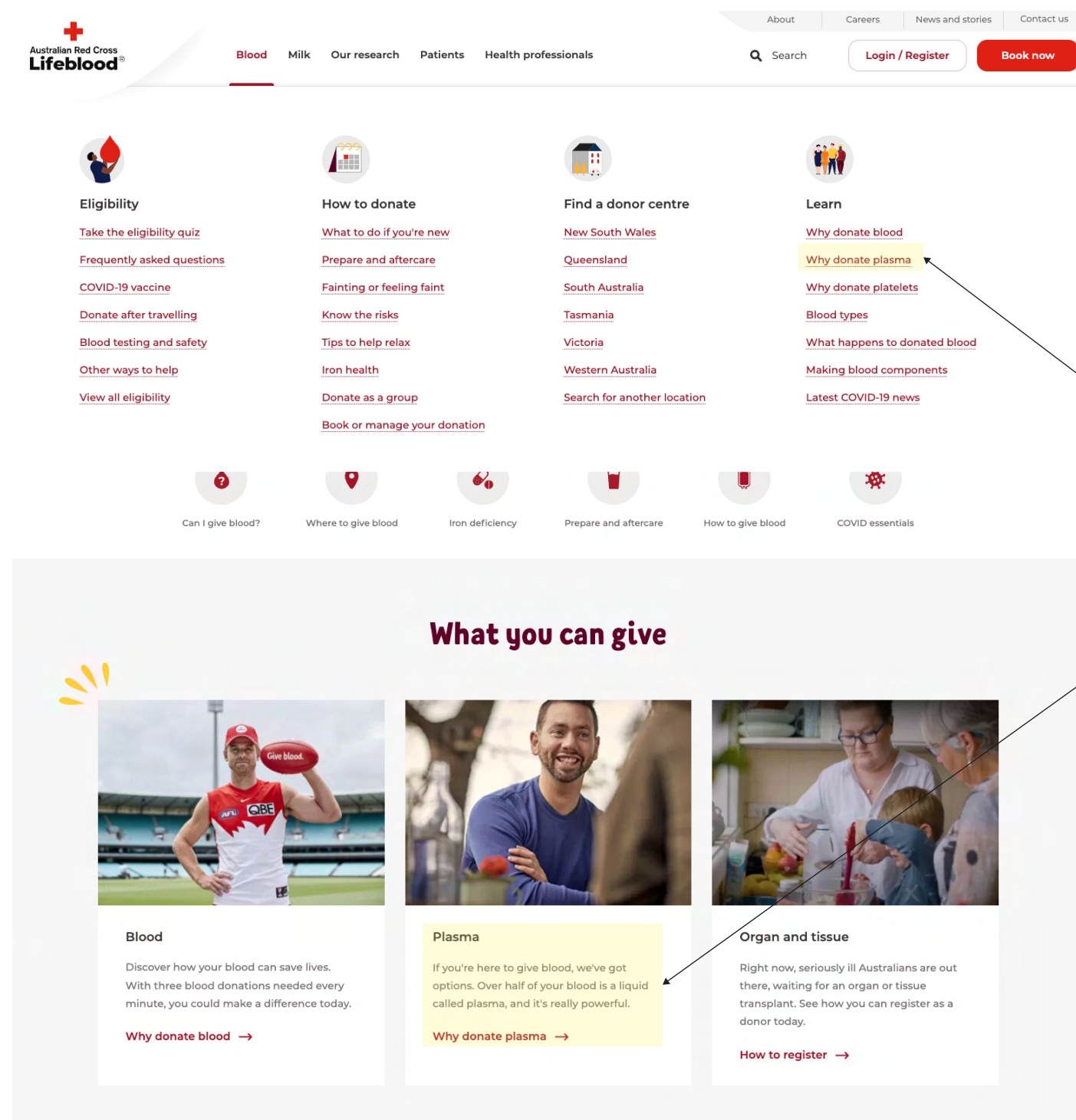
Due to lack of representation in the navigation, users opted to try and scroll through pages from top to bottom to find what they were looking for. To improve findability we might consider giving plasma more representation in the navigation.

In addition labels/headings could be clearer as to what the content is about to reduce cognitive load and improve scannability.



Use clearer and more prominent labels and doorways to plasma content

Links to plasma content from the homepage



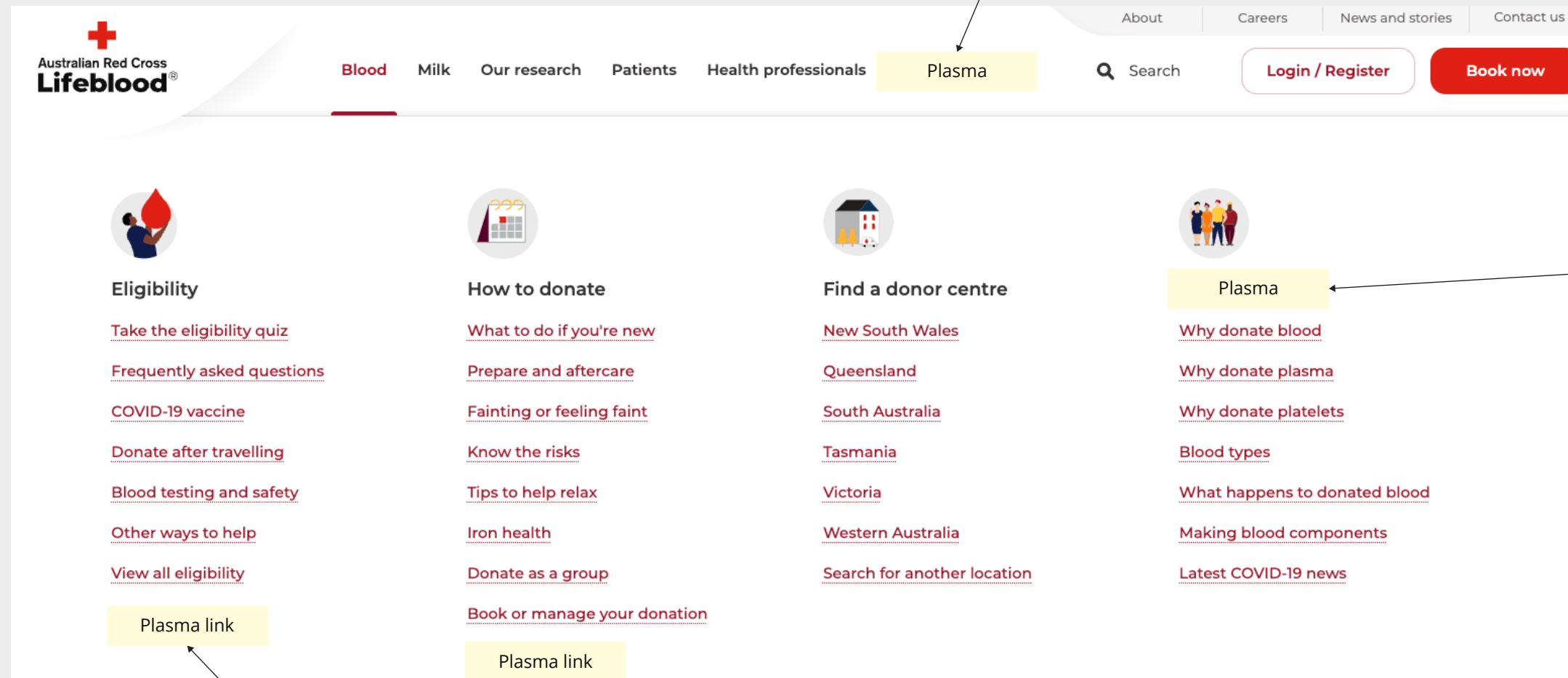
Two links to plasma content on the homepage



Use clearer and more prominent labels and doorways to plasma content

Links to plasma content from the homepage

Add Plasma link to nav



Do these all look blood related because of the image?

Consider more representation for plasma in the nav

Add more links to plasma



Consider content hierarchy and layout

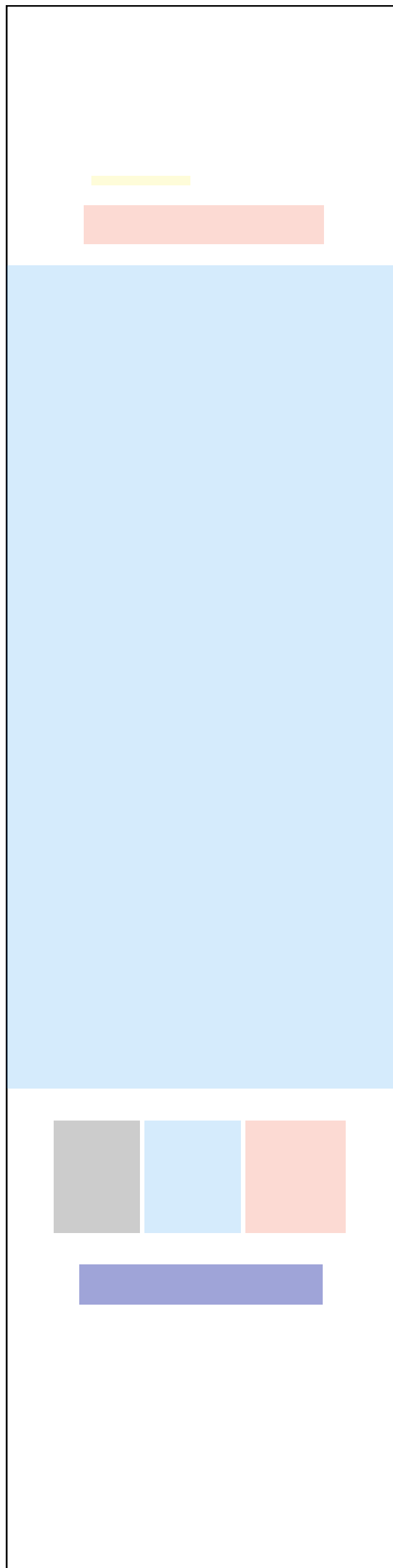
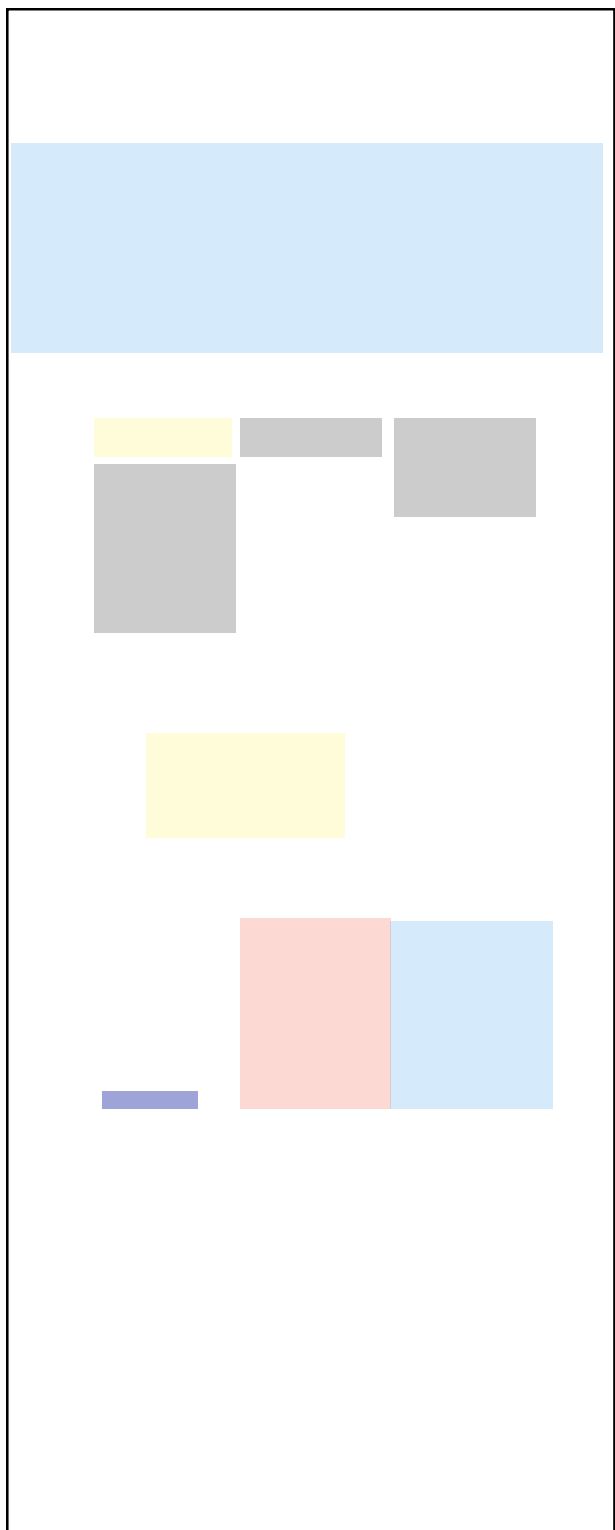
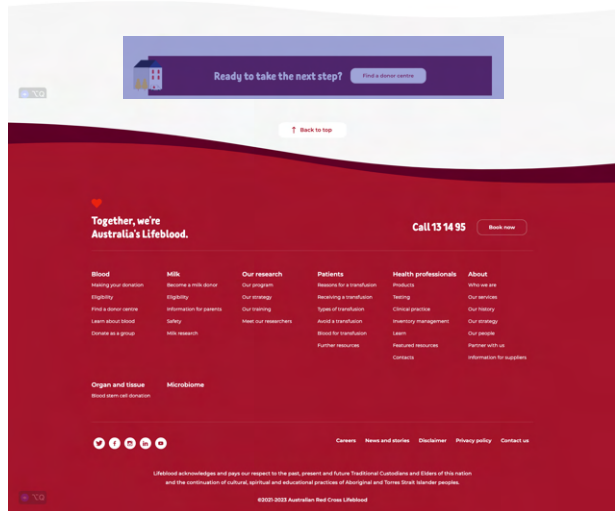
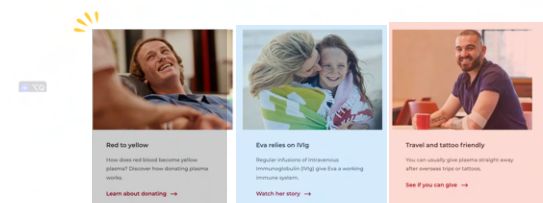
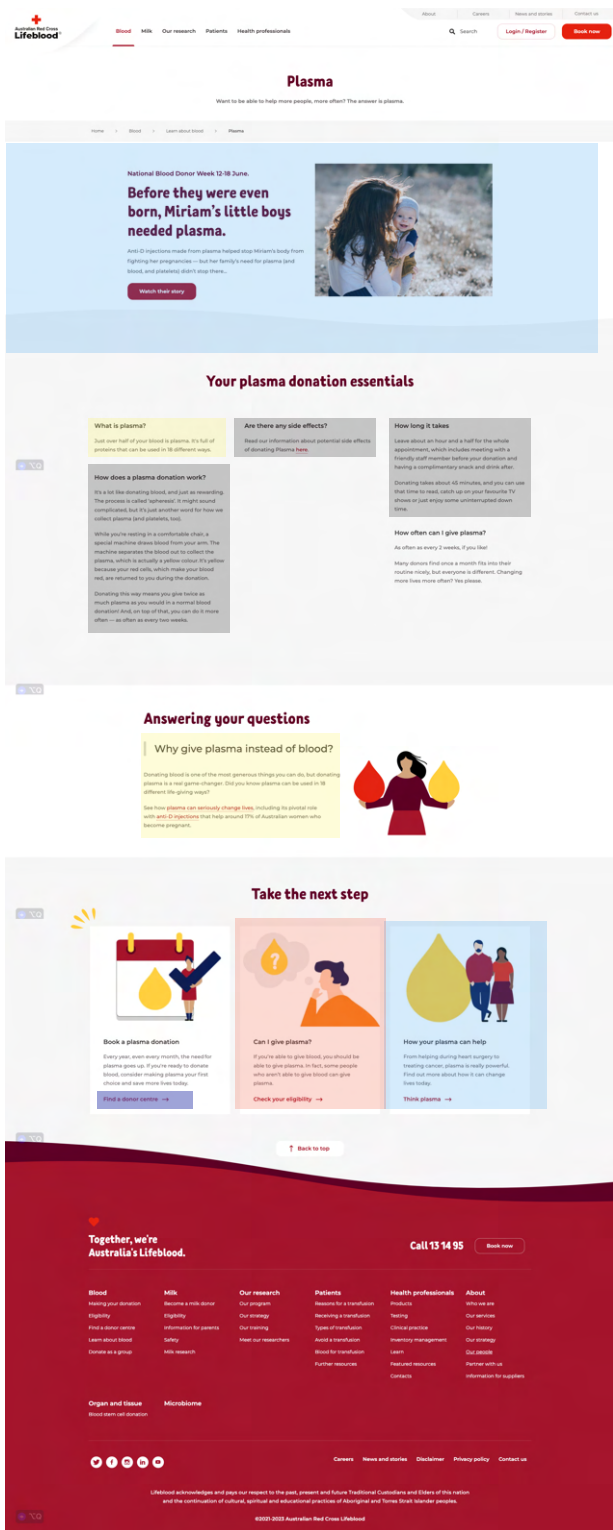
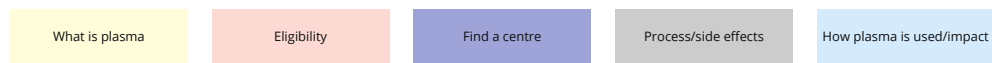
Users main questions about plasma and the prioritisation of our content might be slightly mismatched. Questions around the process were the most asked but content around process wasn't that easy to find (users found the content with lot's of scanning/scrolling eventually). We might look to give more even weighting to top tasks to ensure users can find the right information.

We have most of our plasma content on two main pages. We might consider having clearer, more consistently weighted links to pages with more focussed content.



Consider content hierarchy and layout

Categories of content and their space on the two pages

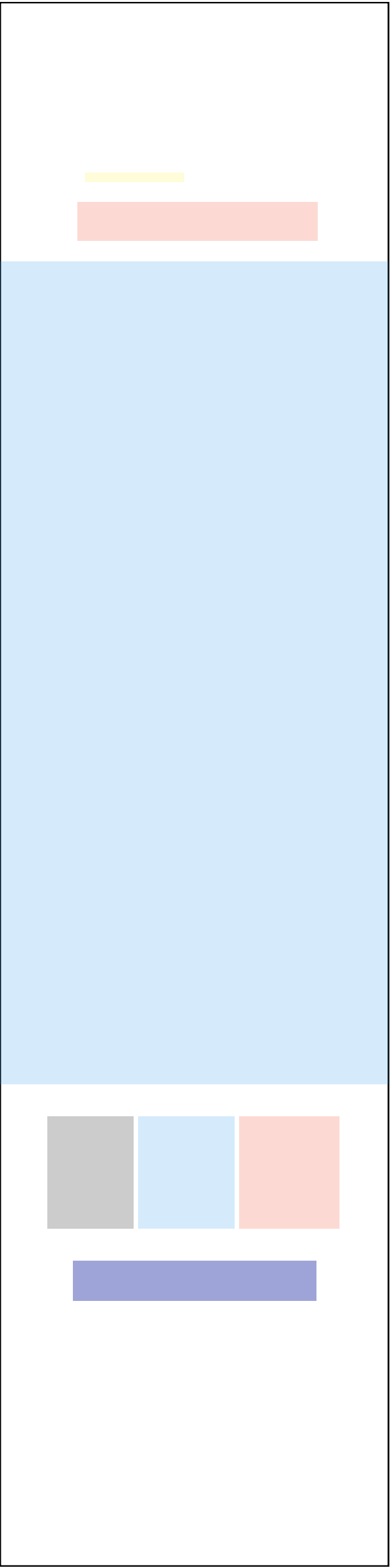
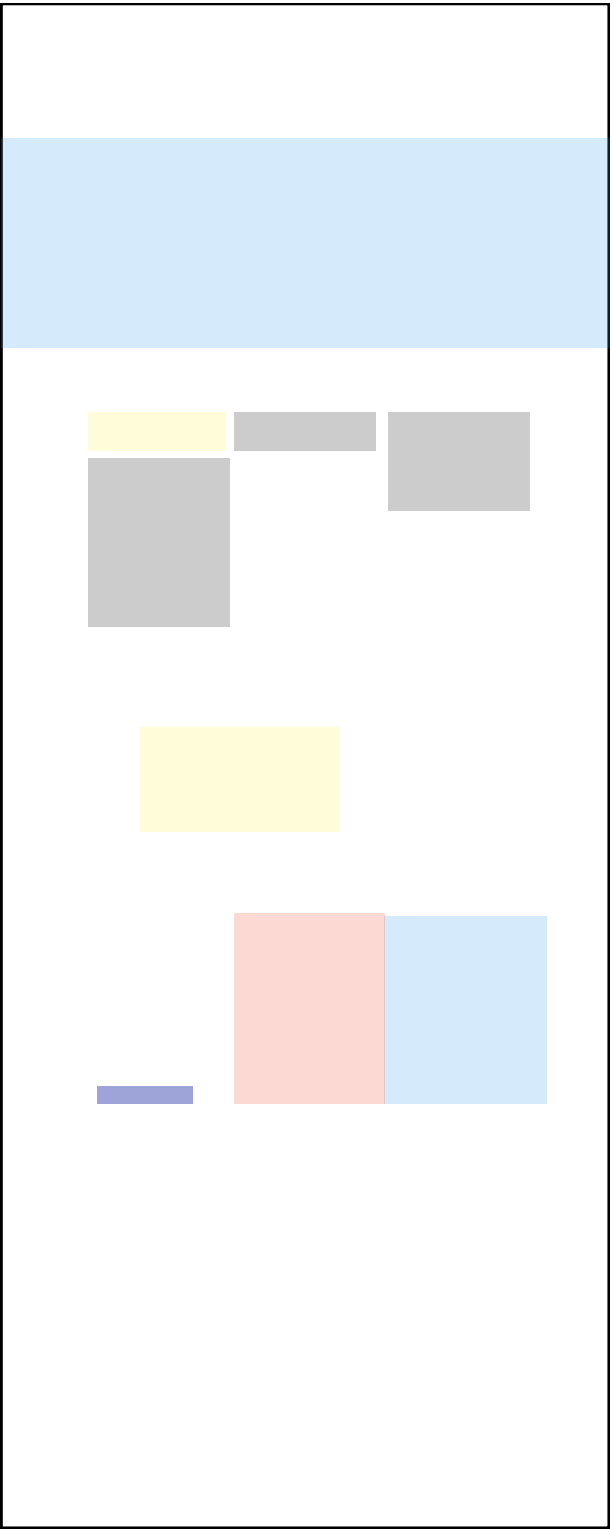




Consider content hierarchy

Categories of content and their space on the two pages

What is plasma	7.58%
Eligibility	9.09%
Find a centre	6.06%
Process/side effects	56.06%
How plasma is used/impact	12.12%
Other	7.58%



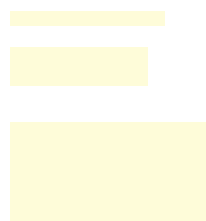


Consider content hierarchy

Categories of content and how desireable they are for users

What is plasma

7.58%



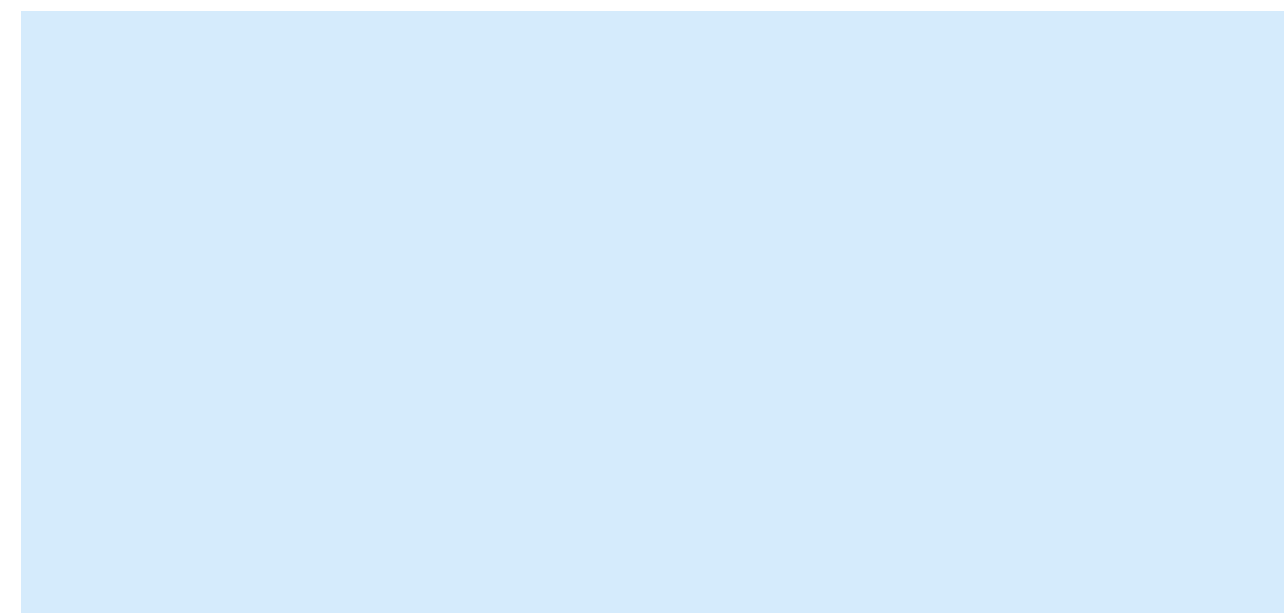
Process/side effects

56.06%



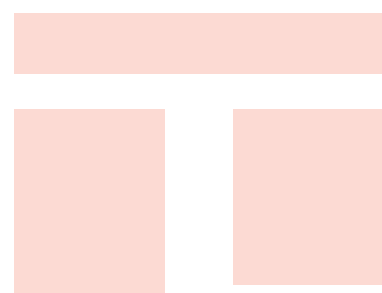
How plasma is used/impact

12.12%



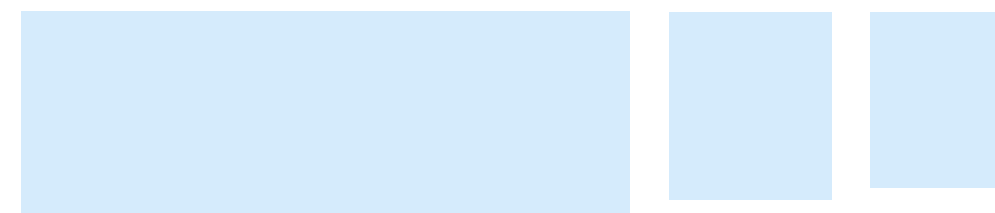
Eligibility

9.09%



Find a centre

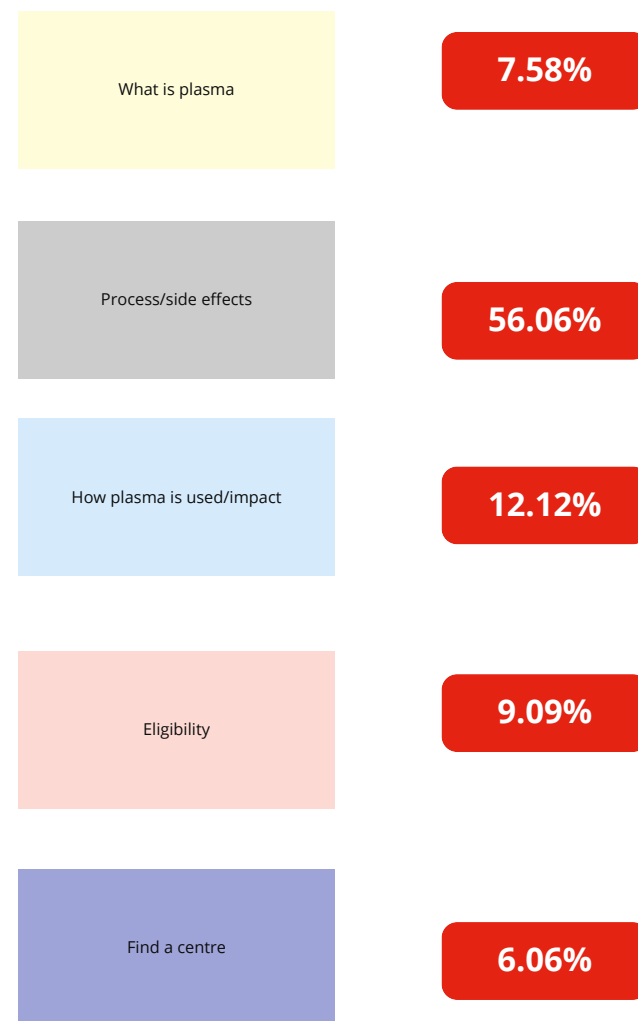
6.06%





Consider content hierarchy

Suggested hierarchy proportions (high level and doesn't take into account content)





Donor centre search

Outside of plasma content changes improvements to donor centre search (especially the "old" version) as pop up centres were common in searches but donors didn't know why they didn't have plasma.

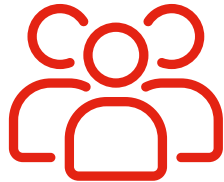
Plasma content user testing

Part four - Homepage entry desktop test

Overview and task breakdown



This test was conducted on desktop and users started each task from lifeblood.com.au



Total =7

F=3

M=4

Ages 30-49

1.What is plasma?

- 7/7 participants passed
- 4/6 used the mega nav 3 used the Plasma tile in "What to give"

Because Plasma isn't prominent on the homepage users had to really search for the two entries but found them easily enough

Most users looked at the nav for a plasma nav item

2.Please find information on the eligibility requirements for donating plasma.

- 5/7 participants passed
- 2/7 found eligibility but didn't complete

Was a little bit difficult to observe whether users understood eligibility but they all found the Quiz

All users found the CTA on the plasma page

3.Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.

- 4/8 participants passed
- 4/8 used the mega nav
- 3/8 clicked the link on the plasma page
- 1/8 clicked "Book now" in header nav

The biggest issue here was users not understanding that mobile centres were blood only and not seeing plasma to choose.

4.Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.

- 6/8 participants passed
- Most users could find the information on the plasma page

5.Find information on how plasma donations are used and their impact.

- 7/8 participants passed
- 1/8 didn't try

The 18 uses is very easy to find.

Final suggestions/comments

Even though the 2 signposts to plasma aren't prominent users found the plasma page and there was enough information to finish most tasks or at least find the right information.

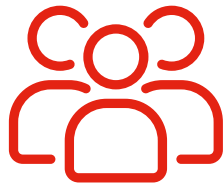
Plasma content user testing

Part five - Plasma page entry desktop test

Overview and task breakdown



This test was conducted on desktop and users started each task from lifeblood.com.au/blood/learn-about-blood/plasma/game-changer



Total =6

F=2

M=4

Ages 27-53

1.What is plasma?

- 6/6 participants passed, and 2 of the 6 had only minor difficulties
- 2/6 participants who passed found it by clicking on the 'Plasma' breadcrumb. 1/6 used the mega menu and 1/6 used search

Users may not notice the explanation about plasma in the intro copy on the 18 uses page

2.Please find information on the eligibility requirements for donating plasma.

- All participants found eligibility quiz easily
- 4/6 participants found the eligibility quiz via the eligibility quiz banner at the top of the page
- 3/6 used the mega nav or the 'Plasma' breadcrumb and easily found the quiz

3.Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.

- Only 2 out of 6 participants found a donation centre that took plasma as a donation type
- 2/6 participants found 'Find a donor centre' page via the banner at the bottom of the 18 uses. 1 of these participants commented "You don't make it easy"
- 3/6 participants used the Book Now button in the header. 2 of the 3 participants who clicked 'Book Now' chose 'Blood' as that was the only donation type offered

There's some confusion around which donation centres donors can donate plasma. From the portal, if a user clicks on a donor centre where Blood is the only option, they will not try to find a centre where plasma is available. The website makes it a bit easier for users by showing what donation types are available at a centre, however 1 user wasn't willing to look past their local donor centre to search for a plasma appointment.

4.Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.

- 6/6 participants were able to find information on the process and side effects, with only 1 of those participants having difficulties
- 4/6 participants were able to find it from the "it's a lot like giving blood" hyperlink in the intro.

Although some users may have missed the intro copy early in testing, hyperlinks stood out for some of them. Information about the process and side effects was easy to find.

5.Find information on how plasma donations are used and their impact.

- 5/6 participants easily found the 18 uses of plasma (1 participant's video didn't work)

Final suggestions/comments

No major barriers or issues finding information about plasma.
Main issue was around finding a donor centre that did plasma as a donation type, so this is an opportunity that could be explored further

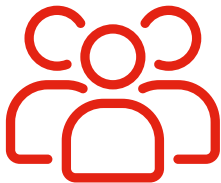
Plasma content user testing

Part six - Plasma page entry mobile test

Overview and task breakdown



This test was conducted on mobile and users started each task from lifeblood.com.au/blood/learn-about-blood/plasma/game-changer



Total =6

F=3

M=3

Ages 22-60

1.What is plasma?

4/6 completed this

2.Please find information on the eligibility requirements for donating plasma.

- 6/6 completed this
- 1/6 found the link but didn't click it

There was general eligibility questions but most users could find the quiz from the CTA on the plasma page

3.Search for the nearest plasma donation centre to your location. Check the appointment availability for the plasma donation centre you selected.

- 5/6 passed
- 2/6 nearly passed (Got to centre but didn't open calendar)
- 3/6 clicked book now (with one commenting on it)
- 3/6 clicked on the CTA on the plasma page

Problems arose when donors couldn't find plasma as an option due to centres they clicked on being mobile sites

4.Find information on what to expect during the plasma donation process, including how long it takes and any potential side effects.

- 6/6 passed
- 4/6 found "Prepare and aftercare"
- 2/6 clicked on the "red to yellow" tile
- 5/6 could find the side effects link in the copy

Prepare and aftercare seems to be a good label with 4/7 understanding that it was talking about the process.

5.Find information on how plasma donations are used and their impact.

- 5/6 passed

This was a good mix of users finding 18 life giving ways, recipient stories or both.

Final suggestions/comments

Users found in page content without too much difficulty but those who tried the nav couldn't find anything about plasma because plasma isn't represented in the hamburger nav.