Usability Study Research Plan

ASP Users: Manufacturers | <Month> 2023

- *The intended audience for this document is the HCD Team, ASP project leadership, and additional appropriate DCCA leadership*
- *This document outlines the research plan for conducting usability sessions with manufacturers. A separate usability facilitation guide will outline the tasks and questions for these sessions. (Guide to be created)*

1. **Purpose**
   The purpose of a user research plan is to outline goals, objectives, and logistical considerations of a research project for the team and stakeholders. This plan is an overview of the who, what, when, why, and how for the ASP Modernization usability studies planned for <month> 2023. It sets realistic expectations of what we want to accomplish and what we want to learn.

2. **Goals and Key Learning**
   The goal of this first usability session with manufacturers is to identify any usability issues with key tasks and task flow, information architecture, and UI design for submitting ASP data, and obtain overall feedback on the modernized ASP portal. We want to discover pain points these users have when using the ASP portal and learn how we can improve their experience.

3. **Study Design**
   At this stage of the design process, we need tactical feedback on the designs for the purpose of iteration. The best method for getting this kind of feedback is through the direct observation of one user at a time during <1-hour> qualitative usability sessions, moderated via Zoom. Participants will have the time to focus on the tasks we've asked them to do with minimal distraction, as well as the space to be candid about their own observations and experiences without outside influence.

   The following moderation techniques will be used to obtain feedback:

   - Concurrent Think Aloud (CTA): CTA encourages participants to keep a running stream of consciousness by thinking aloud during the session. CTA can help moderators understand participants' thoughts as they interact with the prototype and complete. Observing an individual's behaviors while thinking aloud gives us the closest representation of what their experience would be in real life.
   - Concurrent Probing (CP): CP requires that the moderator ask follow-up questions of participants as they work on tasks. When they say something interesting, or do something unique, or seem confused, etc., the moderators will ask follow-up questions to probe for additional information.

4. **Research Topics, Questions, and Intended Outcomes**

Research questions based on determined topics are our team's learning goals. What we learn from participants will help lead the team to outcomes that improve the user experience for manufacturers, validate or invalidate design and functionality, and move from uninformed opinions to informed ones. Research topics include the landing page, Manage NDC1/ALT ID, Product Data, and Financial Data.

a. Landing Page –

We will evaluate the design and content on the landing page and obtain feedback. Strategic questions will help us determine:

- What they like/don't like
- What is missing or not needed
- Does everything make sense or not make sense
- Do they understand the task flow from this point

Outcome: Determine whether changes need to be made to improve the experience for manufacturers or increase their comprehension of the process flow from this point. Does the UI and content fit their mental model?

b. Manage NDC1/ALT ID – Will this tweak/add detail

We will gather open-ended feedback to evaluate the functionality and task flow. Strategic questions will help us determine:

- Will make these more specific
- What they like/don't like
- What is missing or not needed
- Does everything make sense or not make sense
- Do they understand the task flow

Outcome: Determine whether changes need to be made to improve the experience for manufacturers or increase their comprehension of the process flow for managing NDCs and ALT IDs.

c. Product Data – Will this tweak/add detail

We will gather open-ended feedback to evaluate the functionality and task flow. Strategic questions will help us determine:

- Will make these more specific
- What they like/don't like
- What is missing or not needed
- Does everything make sense or not make sense
- Do they understand the task flow from this point

Outcome: Determine whether changes need to be made to improve the experience for manufacturers or increase their comprehension of the process flow for managing Product Data.

d. Financial Data – Will this tweak/add detail
   We will gather open-ended feedback to evaluate the functionality and task flow. Strategic questions will help us determine:
   - Will make these more specific
   - What they like/don't like
   - What is missing or not needed
   - Does everything make sense or not make sense
   - Do they understand the task flow from this point

   Outcome: Determine whether changes need to be made to improve the experience for manufacturers or increase their comprehension of the process flow for managing Financial Data.

5. **Session Participants**
   Up to 9 participants will be recruited from a mix of manufacturers who are involved in the ASP submission process. The mix will include new submitters, experienced submitters, large manufacturers, small manufacturers.

   One participant will be scheduled per session to achieve in-depth saturation and allow participants to speak more freely. Having a mix of dominant versus non-dominant participants can prevent in-depth saturation and prevents them from feeding off of each other's ideas and observations.

6. **Data Analysis**
   Data analysis and synthesis will be completed in the ASP Dovetail research repository via an affinity diagramming technique to surface patterns. Key observations and quotes will be tagged and sorted into topics to create findings and highlights.
   Findings will be shared with the team and could determine potential topics to follow-up on in future studies.

7. **Timeline**
   - Recruit participants starting <date>
   - Conduct research from <date to date>
   - Share initial findings with HCD team by <date>
   - Share formal report with CMS team by <date>

Facilitation guide

Session structure and flow. All of this needs to be flushed out. Most of it is from another facilitation guide for a usability session from another project without the details.

Need to determine tasks. I'm concerned that these 4 tasks will be too much to complete during one session depending on how involved they are.

Task 1 (T1): ASP Portal Page <to be completed>

- The participant starts on the landing page.
- The participant is asked for feedback <item 1>…
- The participant is asked for feedback <item2>…
- The participant is asked to imagine they have …
- The participant is asked how they would do this or that…
- The participant is asked where they would find this and that…

Task 2 (T2): Manage NDC1/ALT IDs <to be completed>

- Participant is asked to do this task relating to managing NDCs or ALT IDs <insert task>
- Or do we skip the task and just ask for feedback?
- Ask for perspectives around the following:
    - Item 1
    - Item 2
    - Etc
- Inquire about how this approach might impact their workflow

Task 3 (T3): Product Data <to be completed>

- Participant is asked to do this task relating to managing NDCs or ALT IDs <insert task>
- Or do we skip the task and just ask for feedback?
- Ask for perspectives around the following:
    - Item 1
    - Item 2
    - Etc
- Inquire about how this approach might impact their workflow

Task 4 (T4): Financial Data <to be completed>

- Participant is asked to do this task relating to managing NDCs or ALT IDs <insert task>
- Or do we skip the task and just ask for feedback?
- Ask for perspectives around the following:
    - Item 1
    - Item 2
    - Etc
- Inquire about how this approach might impact their workflow

Let's do brief intros. [facilitator will introduce internal folks on their behalf]

A quick overview: This session is made up of two parts.

The first part is a short usability test. Have you ever participated in a usability test? I will share a link to the design prototype with you in the chat. As you share your screen, I will ask you to complete some tasks by interacting with the prototype. Even though the prototype might look like a real website, it will have limited functionality and not everything will be interactive.

- *As you complete each task, please think aloud, so we can learn from your experience. Observing how you interact with the prototype and hearing your thoughts along the way will help us learn how best to improve the designs to better match your needs.*
- *We're not testing you, you're helping us test the prototype.*
- *I'll ask clarifying questions along the way, so please share your thoughts openly, especially any critical feedback. Understanding what doesn't work is just as valuable as learning what does.*

The second part is a walkthrough of MAP templates where we will share our screen to explain our current approach, with plenty of room for feedback from you.

Do you have any questions for us before we begin?

Initial questions

- *To understand your context better, would you briefly describe your current role and what your main focus is?*
- *How long have you been in a role related to Medicaid Finance?*
- *How familiar are you with MACFin's budget module? If yes: how's that been going?*

Usability tasks

Here's a link to the Figma design prototype we'd like you to review. ***Facilitator*** *shares link in chat:*

https://www.figma.com/proto/1dJgNwzUKVhVxYxDhtxOe5/Expenditure-Submission?node-id=5248%3A49303&scaling=min-zoom&page-id=5248%3A36496&starting-point-node-id=5248%3A57714

MACFIN HOMEPAGE

T1 (find dashboard): *You're starting on the MACFin home page. From here where would you go to start the Expenditure submission process?*

DASHBOARD PAGE

Take a second and tell me what you see on this screen.

- *What are your thoughts about the columns themselves? (order, labels)*
  - *I'd like to direct your attention to the little i icons – without clicking on them, what do you think those are? What do you think they'd tell you?*
    - *Click on them – what are your thoughts on the information?*
  - *How helpful is the data being displayed on this dashboard?*
  - *Is there anything you'd like to see here that's not currently included?*

T2 (begin submission): *Let's pretend Quarter 4 2022 is the current period. Where would you go to start working on the Quarter 4 2022 submission?*

SUBMISSION PAGE

Take a second and tell me what you see on this screen.

T3 (download template): *Let's say you don't want to manually key in data in MACFin – instead, you want to fill out an Excel template on your computer. Where would you find the template for the 64.9 Base Waiver for the current period?*

- *If they need intervention: what would happen if you narrowed down by type and period?*
- *If they've found the 64.9 form: Since this is a prototype and it's not fully functional, you can go ahead and close that panel.*

Let's pretend that you downloaded the template and already filled it out on your computer.

T4 (import form): *Now you're ready to get the 64.9 Base Waiver that you filled out into the MACFin system. Where would you go to do that?*

- *Let's pause here – which method are you more likely to choose?*
  - *Do you tend to use that method over the other, or does it depend?*
- *How would you use the File Description field?*
  - *How would you describe this form?*

Go ahead and click Save (if they haven't already).

T5 (edit imported form): Let's say you need to add a line to the form you just imported. How would you go about doing that?

FORM PAGE

Let's take a minute to look at this screen.

- *I'd like to direct your attention to the i icons again. If you were to click on them, what do you think it would tell you?*
- *What do you think would happen if you clicked on the line item link (blue text)?*

(If they Add Line Item, ask them to close it)

Let's go back to the submission package page.

SUBMISSION PAGE

T6 (confirm import): *Let's say you need to confirm whether a coworker of yours uploaded the form they were working on yesterday. Where would you go to do that?*

- ***Where would you expect to see all the files you imported for this submission?***
- *I'd like to draw your attention to the Import History link – what do you think you'd see if you clicked on it? What else?*

Let's return to the previous page.

Let's spend another moment here. Take a look at each of the forms tabs.

- ***Where would you expect to see the "Collections, Overpayments, and Adjustment" forms?***

Let's take a look at the tabs at the top – specifically the Summary table.

- ***What would you expect would be in these forms?***
- *[This can be where we can explain that we are putting all the system generated forms above under the summary section because there are some forms that are system generated that don't need state input.DISH form is system generated, doesn't require state input]*

T7 (manual add): *Where would you go to add a form manually?*

This is about all we have for the usability portion of this session. Before we move to the second part of our session, do you have any questions or comments about this prototype that you haven't had a chance to share yet?

I'm going to pass it to Vijitha who will do the walkthrough.

Part 2 – MAP template usability

Vijitha walks through download, import, forms

- What are your thoughts on the current file naming convention currently being used?
- What are your thoughts on the inclusion of feeder lines in the base template?
- What are your thoughts on the current template structure?
- If the MACFin system removed the decimals from Total Computable and Other Total Computable, how might that affect you or your workflow?
    - How important are decimals?
- How would it impact your workflow to use a template like this (working within Excel vs the system)?