



QUEERx: Testing Low-Fi Prototypes

Assignment 5
Annabelle, Adrian, Rebecca, and Houston



Our Team



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QUEERx

Where the good doctors are.



Overview



Users

Individuals in the LGBTQ+ community seeking supportive local doctors through referrals.



Problem

Locating supportive doctors in their local area poses a challenge for many in the queer community.



Solution

Crowdsource reviews and referrals from the Queer community to highlight supportive local doctors.

Presentation Roadmap

Designing for 3 Task
Flows: Simple,
Moderate, & Complex

Low-Fi Prototypes

Implications,
Limitations, and Next
Steps

Discussion

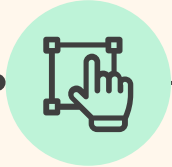


Part 1

Concept Sketches

Exploration,
Comparative Analysis,
and Decision

Part 2



Part 3

Testing

Methodology, Usability
Goals, and Results

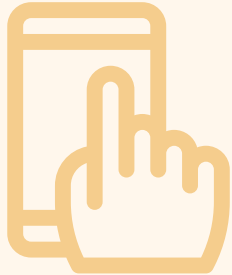
Part 4





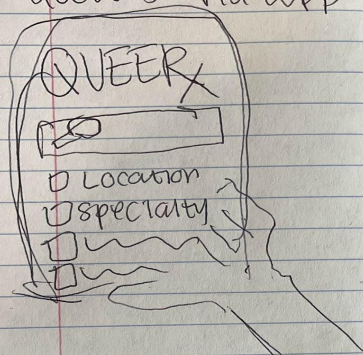
Concept Sketches

Mobile Application, Web Browser Extension, and
Virtual Reality Platform Realizations

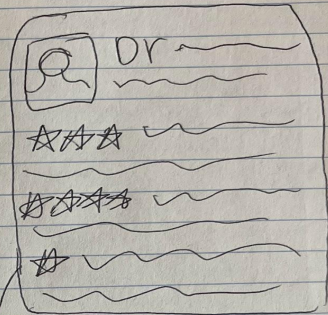


QUEER MOBILE APP

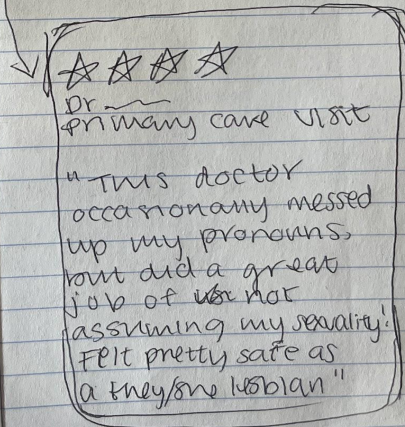
user wants to pre-
vet doctors via app



Reviews for each doctor

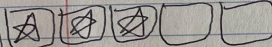


up close of one review



Write a review

Doctor: _____



Pronouns?

Gender affirming care?

Comments:

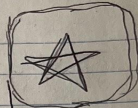


Mobile App



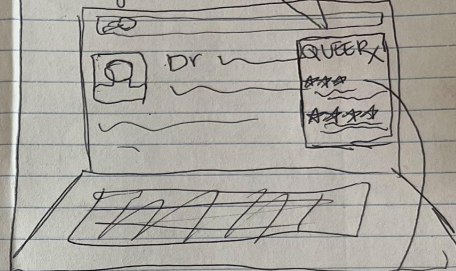
concept

queer browser
extension, click
to get popup

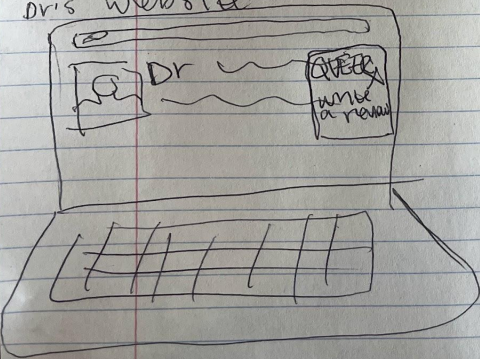


SKETCHES

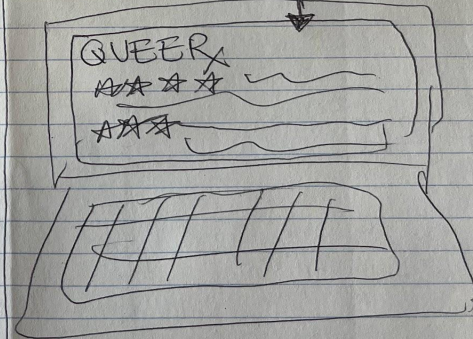
popup displays
reviews for the dr whose
site you're on



another version of the
popup allows users to quickly
write QUEER reviews from a
dr's website

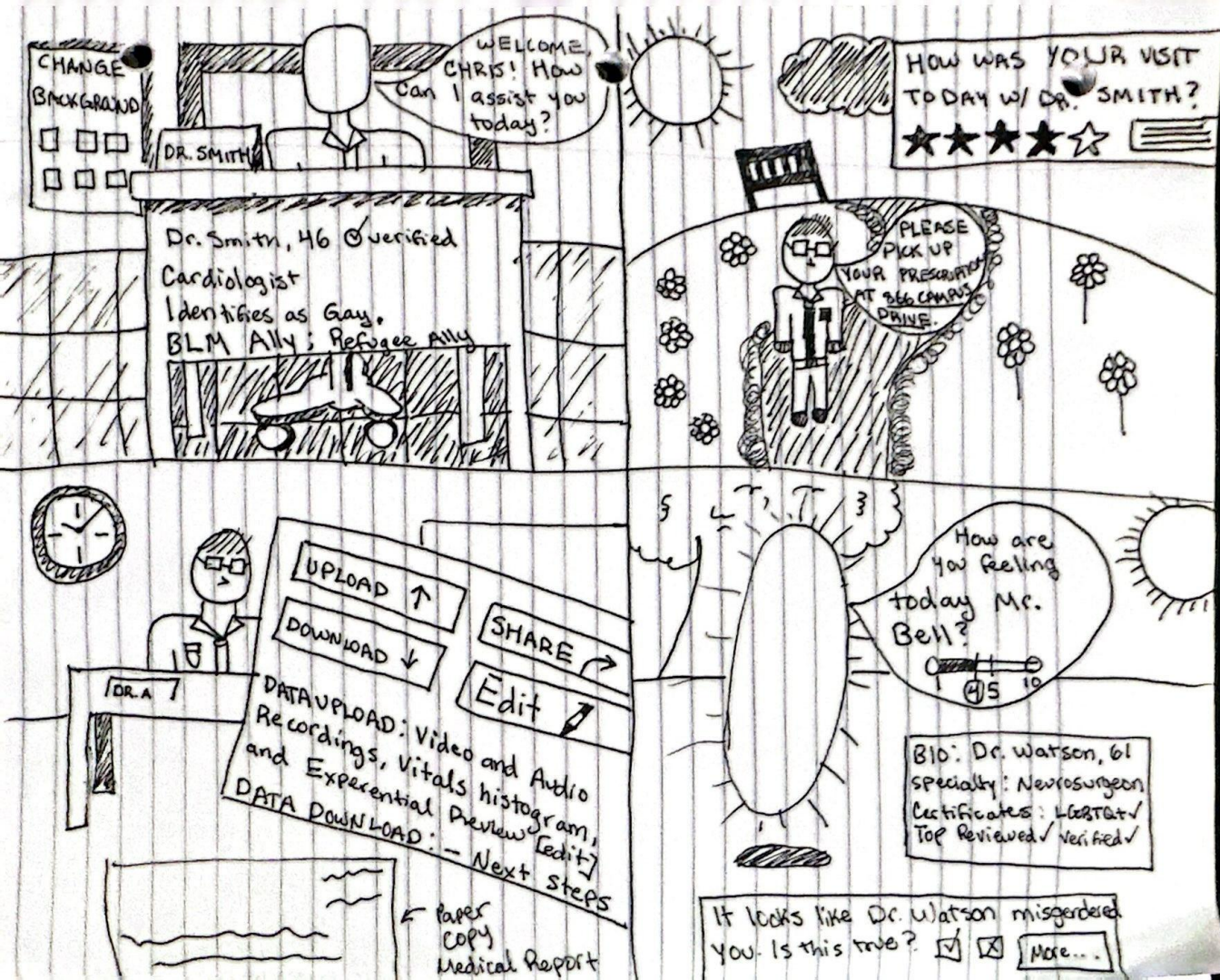


expand to full screen
view to see more reviews

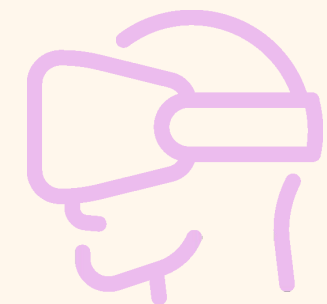


Web Browser Extension





Virtual Reality



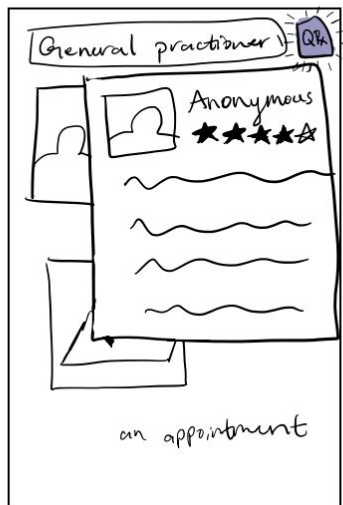
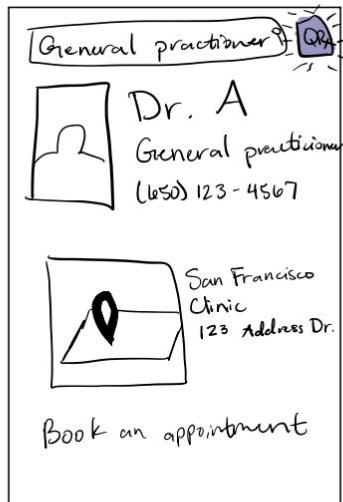
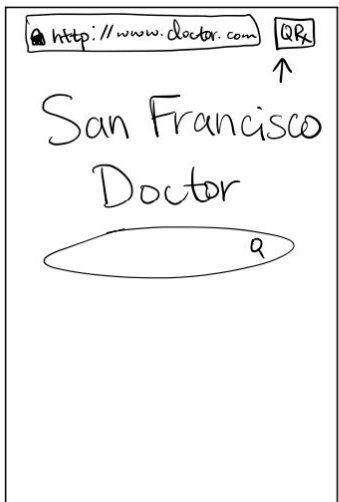
2 Further Developed Realizations



**Web Browser
Extension**



Mobile App



Web Browser Extension Realization v2



QUEER

Where the good doctors are

Location, specialty, ...



General practitioner (9)

Filter



Dr. A
★★★★☆

5 mi

Reviews



Dr. B
★★★★☆

23 mi

Reviews



Dr. C
★★★★☆

14 mi

Reviews



Dr. D
★★★★☆

21 mi

Reviews

General practitioner (9)

Filter by...

Distance

Within 10 mi

Within 50 mi

Within 100 mi

Within mi

Accessibility

Public transport nearby

Interpreters available

Rating

4* or higher

3* or higher



Dr. D
★★★★☆

21 mi

Reviews



Dr. A

General practitioner
San Francisco, CA

★★★★☆ (Add review)



Anonymous ✓

★★★★☆

Best doctor I've ever had!
Comprehensive, and no judgement
when I mentioned my partner.



Steven ✓

★★★★☆

Had the wrong name and
pronouns down for me, but
quickly corrected it on...



Anonymous

★★★★☆

Significantly better than
other doctors, long wait...

Anonymous (9) (2)

★★★★☆

Had the wrong name
and pronouns down for
me, but quickly
corrected it on request.

Dr. A was kind and
efficient. I've been dealing
with migraines and was
never comfortable enough
with doctors to go, but
I had an overall good
experience with Dr. A.

Mobile App Realization v2



**Why these
two?**



Comparative Analysis

Virtual Reality

- ✗✗ Currently has a small user base.
- ✗✗ Current hardware limits time online
- ✗ May cause negative health side effects.
- ✓ Emerging market with the potential for innovation in HCI.

Web Browser Extension

- ✓ Greater compatibility with accessibility devices
- ✓ Better legacy support for older devices
- ✗✗ More difficult to get people onboard

Mobile App



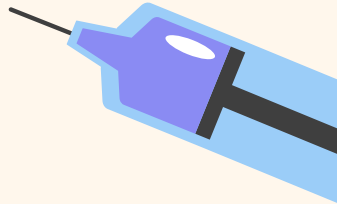
- ✓✓ Convenient to call a doctor's office from a smartphone directly
- ✓ Bring it on-the-go, like to the doctor's office
- ✗ Higher scrutiny from app store platforms

Advantages of a Mobile App



The mobile app excels where the other two lack, with added benefits.

- ★ Convenient to call a doctor's office from a smartphone directly.
- ★ Bring it on-the-go, like to the doctor's office.
- ★ Has a massive user base.
- ★ Easy to install.

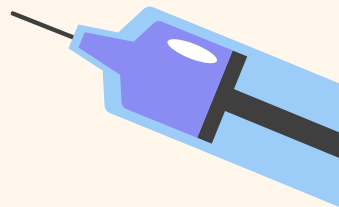


Constraints of the App Store Platform



The mobile app lives on an app store that hosts a directory of apps that are ready to install.

- ❖ Relatively less access to device telemetry and data due to OS-specific terms & conditions
- ❖ App is subject to an app store review guidelines, which can change over time.
- ❖ Publishing on multiple app stores may require additional development due to different programming languages



Decision-Making Rationale

Virtual Reality



Currently has a small user base.



Current hardware limits time online



May cause negative health side effects.



Emerging market with the potential for innovation in HCI.

Web Browser



Greater compatibility with accessibility devices



Better legacy support for older devices



More difficult to get people onboard

Mobile App



Convenient to call a doctor's office from a smartphone directly



Bring it on-the-go, like to the doctor's office



Higher scrutiny from app store platforms

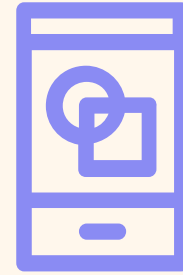
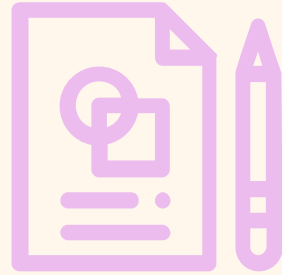


Selected Interface:
Mobile App



Low-Fi Prototype

Three Task Flows: Simple, Moderate, and Complex,
and Prototype Development



Low-Fi Prototype Platform

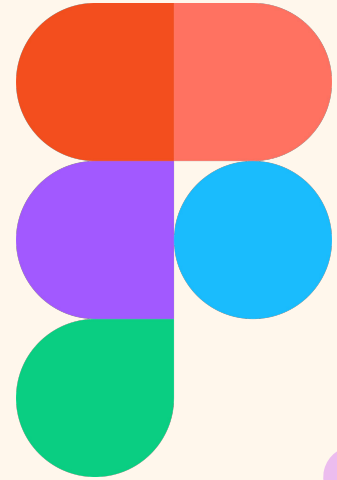
Hosted on: Figma

Features

- Edits can be undone for quick, easy development.
- Figma can run on full desktop environments that support modern web browsers (i.e., MacOS, Windows, Linux, etc.).

Interactions

- **Online Web Browser Graphical User Interface:** Mouse clicks emulate taps with fingertips on touch screen.
- **Navigation:** Clickable buttons.



Low-Fi Prototype Construction

Features

- Locate doctors by location (miles away), specialty, transportation filters, and minimum rating.
- Doctor list includes star ratings for quick comparison.
- Verified profile badges.



Interactions

- **Navigation:** Clickable buttons.
- **Write a review** for a Doctor.
- **Read results** from a search for a general practitioner near Stanford, CA.
- Two (2) **detailed doctor profiles** with sample reviews.





Our Prototype





Simple Task:

Search for a doctor by
location, specialty, etc.



QUEER

Where the good doctors are

Location, specialty, ...

General practitioner

Filter

Dr. A 5 mi
★★★★☆
Reviews

Dr. B 23 mi
★★★★☆
Reviews

Dr. C 14 mi
★★★★☆
Reviews

Dr. D 31 mi
★★★★☆
Reviews

General practitioner

Filter by...

Distance

- Within 10 mi
- Within 50 mi
- Within 100 mi
- Within mi

Accessibility

- Public transport nearby
- Interpreters available

Rating

- 4* or higher
- 3* or higher

Dr. D 31 mi
★★★★☆
Reviews

General practitioner

Filter by...

Distance

- Within 10 mi
- Within 50 mi
- Within 100 mi
- Within mi

Accessibility

- Public transport nearby
- Interpreters available

Rating

- 4* or higher
- 3* or higher

Dr. D 31 mi
★★★★☆
Reviews

General practitioner

Filter

Dr. A 5 mi
★★★★☆
Reviews

Dr. B 23 mi
★★★★☆
Reviews

Dr. E 51 mi
★★★★☆
Reviews

Dr. F 78 mi
★★★★☆
Reviews

Dr. F
General practitioner
San Francisco, CA
★★★★☆ Add review

Anonymous ✓
★★★★☆
Best doctor I've ever had!
Comprehensive, and no judgment
when I mentioned my partner.



Steven ✓
★★★★☆
Correct name, correct pronouns—
I've never had this good
of an experience with my...

Anonymous
★★★★☆
Significantly better than
other doctors, long wait...



Moderate Task:

Look at QueerX user reviews for a specific doctor.



QUEER

Where the good doctors are

Location, specialty, ...

General practitioner

Filter



Dr. A

★★★★☆

Reviews

5 mi



Dr. B

★★★★☆

Reviews

23 mi



Dr. C

★★★★☆

Reviews

14 mi



Dr. D

★☆☆☆☆

Reviews

21 mi



Dr. A

General practitioner
San Francisco, CA

★★★★☆ (Add review)



Anonymous ✓

★★★★☆

Best doctor I've ever had!
Comprehensive, and no judgement
when I mentioned my partner.



Steven ✓

★★★★☆

Had the wrong name and
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with doctors to go, but
I had an overall good
experience with Dr. A



Dr. A

General practitioner
San Francisco, CA

★★★★☆ (Add review)



Anonymous ✓

★★★★☆

Best doctor I've ever had!
Comprehensive, and no judgement
when I mentioned my partner.



Steven ✓

★★★★☆

Had the wrong name and
pronouns down for me, but
quickly corrected it on...



Anonymous

★★★★☆

Significantly better than
other doctors, long wait





Anonymous

★★★★☆

Significantly better than
other doctors, but
wait times were a little
long. I did not get
the usual invasive questions
or stumbling that happens
when I bring up my wife and
child as a lesbian.



Complex Task:



Share your experiences with the community - add a review for a doctor you've recently visited.

QUEER

Where the good doctors are

Location, specialty, ...



General practitioner



Filter



Dr. A



Reviews

5 mi



Dr. B



Reviews

23 mi



Dr. C



Reviews

14 mi



Dr. D



Reviews

21 mi



Dr. A

General practitioner
San Francisco, CA



(Add review)



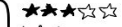
Anonymous



Best doctor I've ever had!
Comprehensive, and no judgement
when I mentioned my partner.



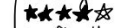
Steven



Had the wrong name and
pronouns doubt for me, but
quickly corrected it on...



Anonymous



Significantly better than
other doctors, long wait



Anonymous



Write review...



Submit



Sam



After reading the reviews here,
I decided to set up an
appointment with Dr. A and it
was the best decision I've ever
made! It was such a positive
experience (I especially enjoyed
the activities in the waiting room)
and so opposite to what I've gotten
from the healthcare industry before.



Submit



Dr. A

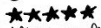
General practitioner
San Francisco, CA



(Add review)



Sam



After reading the reviews
here, I decided to set up...



Anonymous



Best doctor I've ever had!
Comprehensive, and no judgement
when I mentioned my partner.



Steven



Had the wrong name and
pronouns doubt for me, but
quickly corrected it on...

Our Usability Goals



Discoverable

How easy is it to learn new features that may be added over time?



Efficiency

Can a user perform their intended task quickly?



Pleasuring

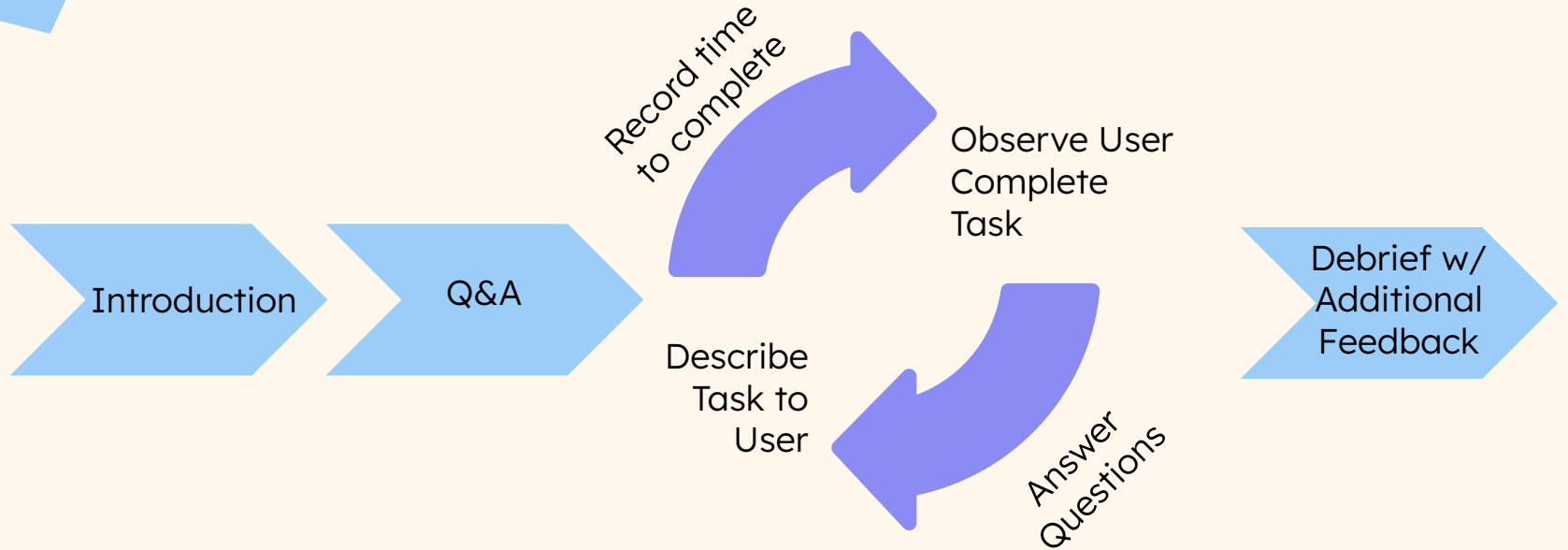
Is the user satisfied with their experience?



Flexibility

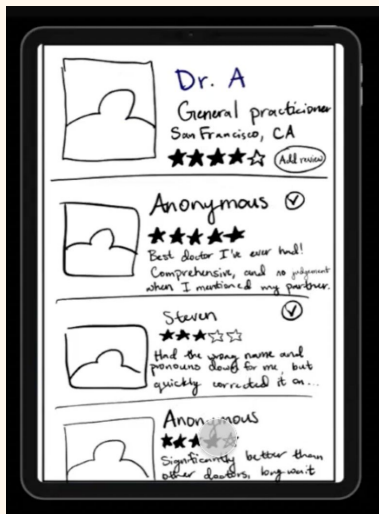
Are there multiple ways to complete the same task?

Our Testing Process



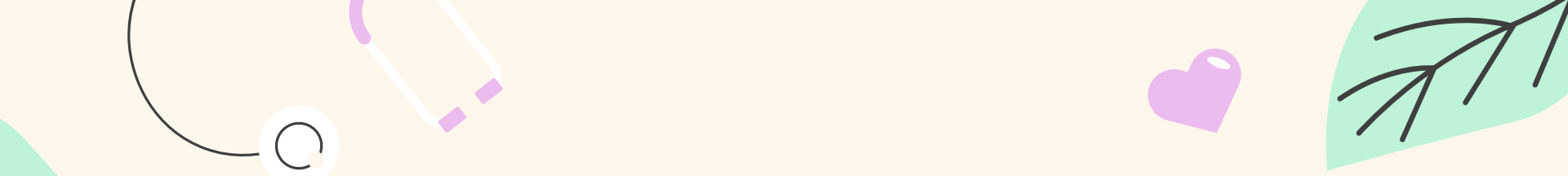
Sofia (she/her), 20, bisexual

Student at Tufts University



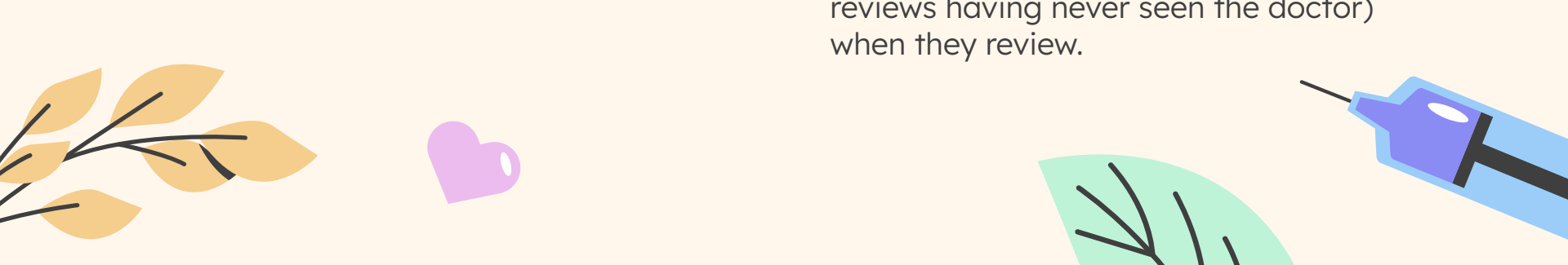
Successfully completed all 3 tasks!

- Loved the general concept and basic layout
- Wanted to make sure she could filter by specialty
- Would like to see a section where doctors can input their identities/allied communities
- Had some issues with returning back to pages



**J.T. (she/her),
23, bisexual**
Actor in South Carolina

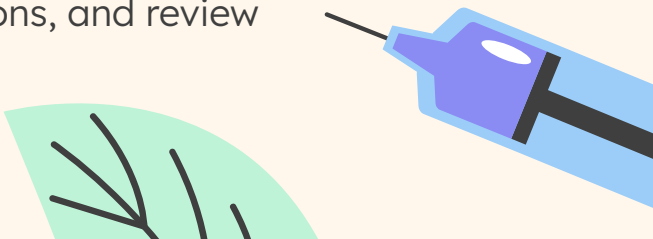
Successfully completed all 3 tasks!


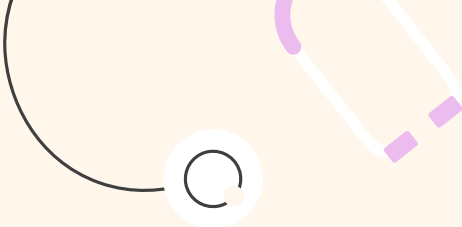
- Appreciated that it was straightforward, easy to use.
 - Would like to see doctor bios.
 - Would appreciate if filtering included filtering by sex or gender for the purposes of finding doctors users are comfortable with (especially with gynecologists).
 - Mentioned looking into verifying what users have visited a practice (vs writing reviews having never seen the doctor) when they review.
- 



**Alan (he/him),
82, gay**
Retired Lawyer



Successfully completed all 3 tasks!

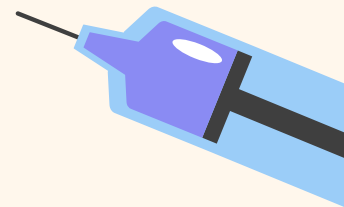
- He highlighted how it was difficult to distinguish a profile that belonged to a doctor to that of a patient.
 - Confused on how to search for a specific doctor, feeling overwhelmed by the list of profiles despite having not chosen a filter option like specialty, distance, etc.
 - Would appreciate doctor bios, certifications, and review keywords.
- 

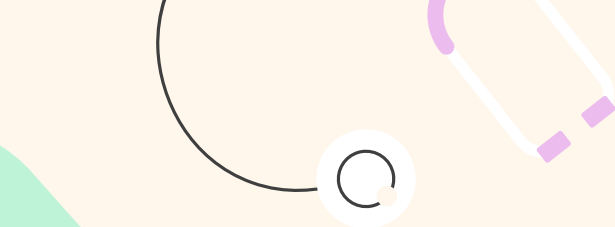


**J.G. (she/her), 49,
bisexual, married
to a woman**

Successfully completed all 3 tasks!

- Thinks app is in good shape.
 - Would have liked to see doctor bios.
 - Would have liked to have more home page options like separate searches for location and specialty, and having the option to add a doctor to the database.
- 
- 

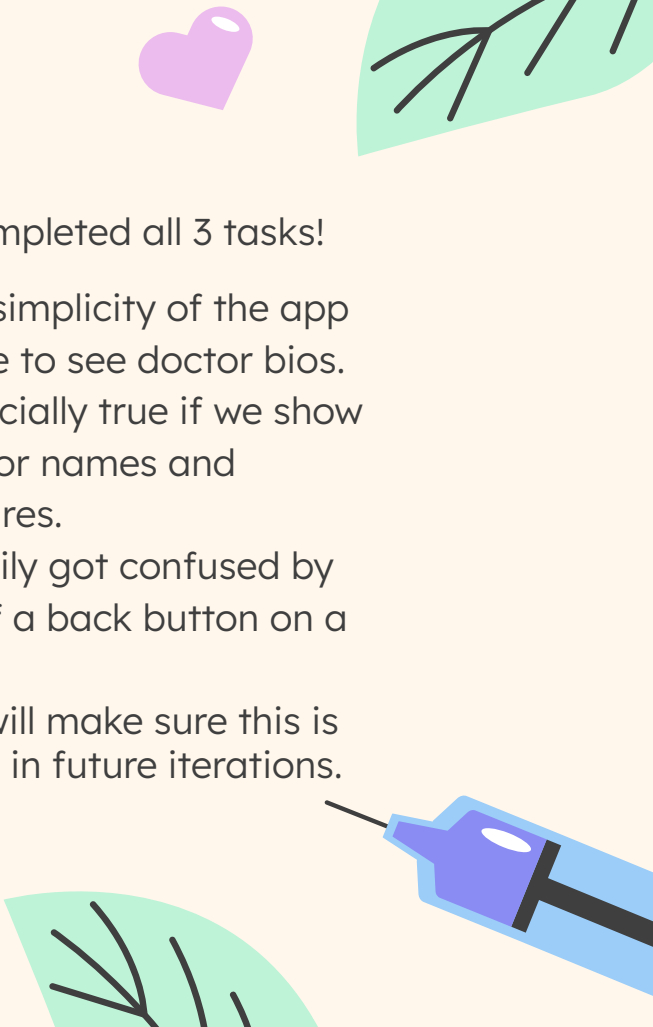




M.H.
(she/they), 20,
lesbian

Student at Tulane University

Successfully completed all 3 tasks!

- Liked the simplicity of the app
 - Would love to see doctor bios.
 - o Especially true if we show doctor names and pictures.
 - Momentarily got confused by the lack of a back button on a screen.
 - o We will make sure this is clear in future iterations.
- 

Key Testing Results

Process Data

- All users completed all 3 tasks.
- Make sure that the logic of the screens all have a way to navigate back and forth.
 - *A lack of a back button caused confusion.*
- Users argued for increased flexibility due to a linear mode of navigation.

Bottom-Line Data

- All participants completed all three tasks in under eight (8) minutes.
 - The quickest task was our simple task.
 - Average time to complete...
 - **Task 1:** ~ 1 Min.
 - **Task 2:** ~ 4 Min.
 - **Task 3:** ~ 3 Min.
- Performance improved from Task 2 to Task 3, possibly due to quick learning of repeated initial steps.
- **66%** of participants enjoyed the app's appearance.
- Each task only had **one way** to be completed.

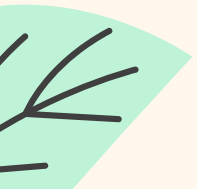
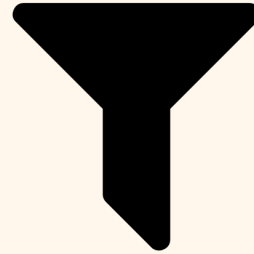


Key Testing Results

Additional Observations:

Users want to...

- have more home page options like separate searches for location and specialty.
- have the option to add a doctor to the database.
- see a section where doctors can input their identities/allied communities.
- filter by sex or gender for the purposes of finding doctors users are comfortable with (i.e., gynecologists).





Efficient

All users completed all 3 tasks.

All users completed all three tasks in under eight (8) minutes.

Average time to complete...

- **Task 1:** ~ 1 Min.
- **Task 2:** ~ 4 Min.
- **Task 3:** ~ 3 Min.



Discoverable

Performance improved from Task 2 to Task 3, possibly due to quick learning of repeated initial steps.

Average time to complete...

- Task 1: ~ 1 Min.

- **Task 2:** ~ 4 Min.

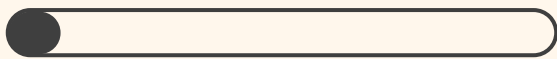
- **Task 3:** ~ 3 Min.





Pleasant

- **66%** of participants enjoyed the app's appearance.
- M.H. and J.G. liked the “**simplicity** of the app.”
- J.T. appreciated it being **easy-to-use** and thought it was “straightforward”.



Flexible

- Each task only had **one way** to be completed.

- The **lack of visible back arrows** to go back to the previous screen made it difficult for all users to navigate the prototype once they were “stuck” on a screen without a back arrow.



Discussion



Implications, Limitations, and Next Steps





Implications of Our Findings



- Having **solid app navigation logic is crucial** in maintaining a positive user experience in completing different task flows.
 - The user experience would benefit greatly from a **robust filtering system** with plenty of relevant options.
 - Keeping the graphical user interface **simple is preferred** when displaying information.
 - Integrating new **non-linear modes of navigation** may aid in making the completion of tasks flexible.
- 
- 

What Would We **Change**?

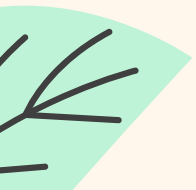
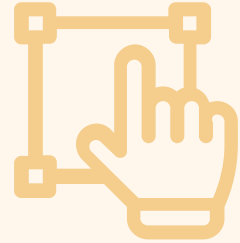
- ❑ To help improve the flexibility, efficiency, and discoverability of our task flows, we can **implement a permanent bar menu** on left or bottom side to help...
 - ❑ shorten popular task flows and
 - ❑ provide a backup navigation flow.
- ❑ To provide a more relevant user interface when displaying search results, we can **expand the filtering options** to help narrow their search, like filtering by...
 - ❑ Sex/Gender Identity
 - ❑ Specific Location
 - ❑ Certification/Affiliation





Limitations

- Our users were limited to interacting with the Figma prototype through a **mouse click to simulate finger presses** on a touch screen which is not a 1-to-1 substitute for the app experience.
- We did not implement a **scrolling functionality**.
- We did not learn about what the experience of a user who has **no valid results after an inquiry** is like.
- We did not learn about how users may experience an **interactive map** whose search results are displayed as pins overlaid on it.



Appendix!



Web-Based Browser Extension

unobtrusive, adds on to experiences that users are already participating in

Has greater compatibility with accessibility interface devices.

might be less accessible to people who aren't tech-savvy

no real way of bringing people back, curating a profile etc

buy-in for leaving reviews probably lower which decreases platform's overall value

less of a community feel

difficult to navigate between tasks in simplified format

quick, streamlined way of getting important info

Better legacy support for older devices

harder to get people onboard with an extension as opposed to app

Mobile App

Accessing the internet through a mobile device is the most popular mode of connecting to the internet.

Less accessible to those with dexterity disabilities.

bring it with you on the go (for example, to the doctor's office!)

Higher scrutiny from app store platforms.

format most people are already comfortable with

promotes community in this more social platform (is just more similar to other apps that have social aspects)

notifications make it easier to bring users back

Small screen, limiting the amount and type of information able to be displayed.

Better support for QR codes for quick and simple sharing of information.

convenient to directly call a doctor's office to make an appointment from phone

Pros and Cons

The background features a light cream color with scattered decorative elements. There are several stylized leaves: some are light green with black outlines, and others are a golden-brown color. Additionally, there are blue DNA double helix structures scattered around the page.

Link to Prototype

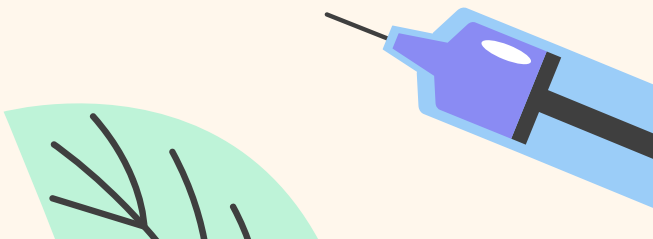
<https://www.figma.com/file/GcnWTX9uI96XeCStAJOK6X/LoFi-prototype-147?type=design&node-id=0%3A1&mode=design&t=Qz3gwI185qw1zu4j-1>



Testing Protocol

Gave participants brief overview of our needfinding experience and the problem we identified.

Asked the users to complete 3 tasks:

- 1) Filter for a doctor by location, specialty, etc.
 - 2) Look at user reviews for a specific doctor
 - 3) Make a review for a doctor yourself!
- 

Thanks

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**

