

# Event Registration Usability Testing Results from Cluster 2016

## Executive Summary

The main goal of this test was to confirm if the [Prototype](#) of a new event registration process was usable. Secondary goals were to find out if people would use our save function and to find out if they could successfully edit their registration. Testing was completed live at Cluster 2016 and there were 7 participants. Participants were paid \$100 for their help and several other projects were tested at the same time.

Overall, the new prototype tested successfully. Participants were able to get registered 100% of the time with only a few minor errors. Some of the biggest concerns in the primary test of registration were: 1) Do participants understand how to register for two events at the same time. Which turned out to be only mildly confusing. 2) Did we break the current process and make things harder. Which it would appear that we made the process easier and faster.

Participants did not anticipate that a save feature was going to be available and all seemed to indicate that they expected to lose all their work if they had to walk away mid-task. I recommend that in this case the "Continue" button read "Save & Continue" to inform users that we are indeed saving their work along the way.

Editing registrations is a completely new feature to the AAFP. Participant took it in stride that they might be able to edit their registrations and expect to find links in the "My Account" and "Events" sections of the website, in addition to a link in their confirmation email. Navigation within the edit interface was generally successful. The biggest stumbling block to finding the right screen to edit was the use of "Other Options" for the category language. I recommend using more specific language to help visitors find the right section to edit.

<b>Report Date</b>	10 Feb 2016
<b>Date / Event of Test</b>	<a href="#">2016-02 Cluster 2016</a>
<b>Report Author</b>	<a href="#">@ Nick Mosher</a>
<b>Request</b>	
<b>Application</b>	Event Registration
<b>Grade (SUS)</b>	
<b>Score (SUM)</b>	91.1%
<b>Participants (N)</b>	7

### Prepared for:

Team SCS as part of [Event Registration](#)

## Participants

Name	Member status	Devices	Misc
Jim Stevermer	Active Member, faculty at MU	iphone, ipad, Mostly uses iPhone over iPad.	Uses iPhone in exam room with patients to look up medications and pictures of pills.
Jeff Hostetter	Active Member, Residency director in ND	iPhone & iPad (won in raffle, doesn't use much)	Has not used AAFP app but loves event-based apps. Prefers laptop over tablet
Josh Tessier	Faculty Physicians with patients 1/2 time	iPhone & Nexus Tablet (not often used)	Uses iPhone to pull up drug information. Prefers phone over EHR for this.
Lindsey Botsford	Family doc in TX & Medical director. Sees patients 1.5 days a week.	iPhone, iPads (personal and professional), Apple Watch, Mac Book.	iPad for patient care and patient portal. Uses Apple Watch to scan emails all day, even in exam room.
Morgan Rogers	4th year medical student in PA	iPhone and iPad	iPhone for looking up information with patients
Kelly Madden, MS	Chapter Staff in NY AAFP	Android phone and Microsoft Surface	Deals with CME a lot. Intriged by Amazon dash button
Jennifer Aloff	Family doc as small group practice	iPhone, iPad (80/20 iphone. iPad stays home)	Uses EHR in exam room, not phone. Repeat usability testing participant from last year.

### What Participants Did

1. Registered for FMX 2016 and a SAMs working group in orlando at the same time
2. Interrupted part way to find out if they could find the save button
3. Completed registration through payment
4. Asked about personal preferences on when to book hotels
5. Ask participant where they would go to access existing registrations
6. Edited registration to add two tickets to the symphony and submit for payment.

### What Data We Collected

1. Notes from observers
2. Task time
3. Task satisfaction
4. Task success rate
5. Task error rates
6. SUM score (calculated from 2-5 above)
7. Preferences

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### Major Findings and Recommendations

### Major Issues

1. Continue button was hard to find in the sticky footer and the separate "Continue with FMX" link would have cause major issues registering for both courses.
2. Participants regularly missed the fact they had to add their "Preventative Care" session on the SAMs registration course.
3. Cross event sessions overlapped and only one participant noticed the error in their schedule

### Recommended Solutions

1. Make sure the continue button and the whole action bar that is currently sticky does not stick to the bottom of the browser so users have to scroll down to see the continue button.
2. Option 1) Make it required. Option 2) Automatically check the session if we are offering session specific boxes on the first page of registration.
3. Create a way to inform participants of conflicts before payment.

## Detailed Findings and Recommendations



### Scenario/Task 1: Register for FMX 2016 and SAMs









In this test pretend that you want to attend FMX this year and the Orlando SAM working group as well. You arrived on this registration page from an email prompting you to register for FMX. Remember you want to also attend the SAM working group. Please register.

N	Success	Satisfaction	Time	SUM
7	100%	8.29 / 10	3:24	92.8%

### Questions and Answers

Question	Summary of Answers
Why are we asking for your address and phone number?	<ol style="list-style-type: none"> <li>1. Book right after registration</li> <li>2. Because you always do</li> <li>3. To send me stuff</li> <li>4. Make sure it's updated in your database</li> <li>5. To contact us</li> </ol>
Is there enough information in the CME session description to make a buying decision?	Add CME credits
When do you usually book your hotel?	Immediately following - 4 Separately - 3 Early to make sure to keep a spot - 1


S e v e r i t y	Findings	Recommendations	Responsible Party /Ticket
High	Continue button was hard to find in the sticky footer, even when contrast was changed to make it more visible.	Remove the sticky footer and forcing every visitor to scroll down to the bottom of the page to make sure they don't skip anything they intended not to skip.	 EV-360 - JIRA project doesn't exist or you don't have permission to view it.
High	Continue button in the FMX box made people skip the task of adding additional courses	Remove the "Continue to FMX" button that shows up in the top of the select registrations box to reduce errors.	 EV-42 - JIRA project doesn't exist or you don't have permission to view it.

Low	Special needs after celebration tickets were (nearly) missed by one participants.	Remove sticky nature footer	 <a href="#">EV-360</a> - JIRA project doesn't exist or you don't have permission to view it.
Med	Duplicate special needs for bundled events confused participants	Find a way to combine special needs and move it to the "about you" screen to remove association with the particular event.	 <a href="#">EV-395</a> - JIRA project doesn't exist or you don't have permission to view it.
Low	ABFM disclaimer asks participants to check with the ABFM. Most participants said they would lie and check the box anyway. One participant said they would abandon the application on that point.	Rephrase the disclaimer to say "I am eligible to participate in this Self Assessment Module." and provide a link to the ABFM for easy checking on this page.	@ Stephanie Kim
High	Participants regularly missed the fact they they had to add their "Preventative Care" session on the SAMs registration course.	Option 1) Make it required. Option 2) Automatically check the session if we are offering session specific boxes on the first page of registration.	 <a href="#">EV-352</a> - JIRA project doesn't exist or you don't have permission to view it.
Med	Sold out events appear to be open	Disable / remove "Add" button to sold out courses	 <a href="#">EV-342</a> - JIRA project doesn't exist or you don't have permission to view it.
Med	Capacity (2 /100) confused participants. Is that 98 available spots or 2?	Do the math for participants and label the field something like "Available Seats" (98)	 <a href="#">EV-342</a> - JIRA project doesn't exist or you don't have permission to view it.
Low	Non-fee celebrations confused one participant.	Make free events say "free" to reduce confusion.	 <a href="#">EV-397</a> - JIRA project doesn't exist or you don't have permission to view it.
High	Cross event sessions overlapped and only one participant noticed the error in their schedule	Create a way to inform participants of conflicts before payment.	 <a href="#">EV-398</a> - JIRA project doesn't exist or you don't have permission to view it.
Low	Participants did not immediately know that an email was sent to them.	Make indication that email confirmations have already been sent more visible and obvious.	 <a href="#">EV-356</a> - JIRA project doesn't exist or you don't have permission to view it.

### Scenario/Task 2: Save Registration

What if you had to walk away from the application for a day, what would you do?

N	Success
6	67%

Severity	Findings	Recommendations	Responsible Party/Ticket
Low	Save button was frequently missed. Participants seemed to assume there wouldn't be a save option.	Change the "Continue" buttons to say "Save and Continue" to increase awareness of the save feature.	 EV-358 - JIRA project doesn't exist or you don't have permission to view it.


### Scenario/Task 3: Edit Registration

Let's say that it had been a few days and you decided to attend symphony tickets for yourself and a guest after all. How would you add that to your registration? [From [AAFP.org](http://AAFP.org)]

N	Success	Satisfaction	Time	SUM
7	89.3%	8.14 / 10	0:47	89.3%

### Questions and Answers

Question	Summary of Answers
Where would you look to edit your registration?	Events (Register Button) - 3 My Account - 3 Email Confirmation - 2 Search for FMX - 1

Severity	Findings	Recommendations	Responsible Party/Ticket
Low	Editing "Other Options" cause confusion even immediately after completing registrations	Use more specific titles for session groupings even if that means adding additional steps.	@ Stephanie Kim
Med	Participants did not understand the guest / attendee ticket relationship	Find a way to combine them visually	 EV-400 - JIRA project doesn't exist or you don't have permission to view it.

### Screens



Hi, Jan Doe Need Help?  
888.274.2237 Open 8:00am - 6:30 ET  
[contactcenter@afp.org](mailto:contactcenter@afp.org)

- 1 - Sign Registration
- 2 - My Information
- 3 - Family Medicine Experience 2016
- 4 - SASES Working Group Details
- 5 - Payment

## 2 - My Information

### Attendee Badge

Nickname

City

State

Company

Position



### Contact Information

Select the address and phone number you would like us to use when sending you information about this conference.

**Jan Doe**  
jdoe@gmail.com

Phone:

Address:  
City/State: 11430 Tomahawk Creek Pkwy  
Lawson, KS 66211-2680  
City/State: 123 Main St  
Lawson, KS 66211-2680

### Emergency Contact

Full Name

Phone

### Disclaimers

The AAFP may take photographs and/or record audio and video at this event. By attending, you consent to the use of photographs, audio, and video recordings if you by the AAFP and its designers in AAFP communications and promotions, or for any other lawful purpose.

To make any cancellations please call us at 888.274.2237. [Cancellation Policy](#)

Save Print Current Total: 0 [Continue](#)



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- 5 - Payment

## 3 - Family Medicine Experience

### 3.2 - Other Options

#### Celebrations

Our celebration options allow you to share with the General Assembly at a gift of the Society of Medicine. You may select an complimentary gift to either your spouse or yourself. Your choice may be purchased at a reduced fee.

- Air Museum - Airplane Ticket**  
Friday, September 25, 2016 10:00 AM - 10:30 AM  
Choose your air destination of 40 US cities. Choose and get being from airport. Seat only. You can only select 1 seat.
- Air Museum - Adult Super Ticket**  
Friday, September 25, 2016 10:00 AM - 10:30 AM  
Choose your air destination of 40 US cities. Choose and get being from airport. Seat only. You can only select 1 seat.
- Air Museum - Youth Super Ticket**  
Friday, September 25, 2016 10:00 AM - 10:30 AM  
Choose your air destination of 40 US cities. Choose and get being from airport. Seat only. You can only select 1 seat.
- Symphony - Airplane Ticket - \$45**  
Friday, September 25, 2016 10:00 AM - 10:30 AM  
Choose your air destination.
- Symphony - Adult Super Ticket - \$150**  
Friday, September 25, 2016 10:00 AM - 10:30 AM  
Choose your air destination.

Save Print Current Total: 0 [Continue](#)

- Cheques
- Credit Card
- Debit Card
- Credit Card
- Debit Card

#### Opt-in

- I want to be notified by email, only and have received a welcome letter.
- I want to be notified by text message, only and have received a welcome letter.



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## 5 - Payment

### Summary

	ITEM	Date	QTY	UNIT	TOTAL
FMD216	Active Member Registration for Family Medicine Experience 2016	Tuesday, Sep 20, 2016 Saturday, Sep 24, 2016	1	\$1,200.00	\$1,200.00
CMED48	<a href="#">Continuity</a>	Wednesday, Sep 21, 2016 9:30 am - 12:00 pm	1	\$ 240.00	\$ 240.00
SASES	SASES Working Group - Orlando	Orlando, FL	1	-	-
101	Presentative Case Registration Fee	Wednesday, Sep 21, 2016 9:30 am - 12:00 pm	1	\$ 150.00	\$ 150.00
102	I have checked with the AAFP to confirm that I am eligible to participate in this SASES Assessment Module.		1	-	-
				<b>Grand Total</b>	<b>\$1,530.00</b>

Payment Code  [Apply](#) **Grand Total \$1,530.00**

### Payment

Card Number  Security Code

Name on Card  Expiration

[Pay Now](#)



Hi, Jon Doe [Need Help?](#)  
888.276.2237 Tues 9:00am - 6:30 PT  
[Contact Us](#)

- 1. Sign Registration
- 2. My Information
- 3. Family Medicine Experience 2016
- 4. SAMS Working Groups - Orlando
- 5. Payment

### 4 - SAMS Working Groups - Orlando

#### Session Registration

Registration includes a hard copy syllabus and online access to the course materials, which will be available approximately one week before the course. Additional information and instructions will be provided by email.

NO.	TITLE	Date	CMT/CPV	COST
100	Prevention Care Registration Fee	Wednesday, Sept 21, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
101	Chronic Disease Registration Fee	Thursday, Sept 22, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00
102	Care of the Vulnerable Elderly Registration Fee	Friday, Sept 23, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
103	Depression Registration Fee	Saturday, Sept 24, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00

#### ABFM <sup>1</sup> Required

To complete the SAMS process and earn CME, you must also complete the clinical simulation at the ABFM website within one year (deadline for the ABFM required).

Have checked with the ABFM to confirm that I am eligible to participate in this Self Assessment Module.

#### Special Needs

- Dietary/Allergic Accessibility
- Hearing Impaired
- Language Barrier

#### Opt-in

- I want to have my name, city and state included in attendee lists.
- I want to be included in the list provided to exhibitors, sponsors and in-kind supporters who may provide complimentary shipping for items.

Current Total: 0 [View Cart](#)



Hi, Jon Doe [Need Help?](#)  
888.276.2237 Tues 9:00am - 6:30 PT  
[Contact Us](#)

### Other Options

#### Celebrations

Find your Celebration! You will see pricing for meals or meetings with the Orlando Symphony or night at the Orange Bowl. You may select the complimentary travel to your state, based on availability. Your tickets may be purchased at an additional fee.

- Art Museum - Attendee Ticket** [View](#)  
Friday, September 23, 2016 10:00 AM - 10:30 PM  
Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Art Museum - Adult Guest Ticket(s)** Quantity: 0  
Friday, September 23, 2016 10:00 AM - 10:30 PM  
Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Art Museum - Youth Guest Ticket(s)** Quantity: 0  
Friday, September 23, 2016 10:00 AM - 10:30 PM  
Ages 11-18. Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Symphony - Attendee Ticket - Free** [View](#)  
Friday, September 23, 2016 8:00 PM - 10:00 PM  
Come see the symphony!
- Symphony - Adult Guest Ticket(s) - \$100** Quantity: 0  
Friday, September 23, 2016 8:00 PM - 10:00 PM  
Must attend attendee ticket fee.

#### Special Needs

- Dietary/Allergic Accessibility
- Hearing Impaired
- Language Barrier

#### Opt-in

- I want to have my name, city and state included in attendee lists.
- I want to be included in the list provided to exhibitors, sponsors and in-kind supporters who may provide complimentary shipping for items.

Current Total: \$ 0.00 [View Cart](#) [View My Cart](#)



Hi, Jon Doe [Need Help?](#)  
888.276.2237 Tues 9:00am - 6:30 PT  
[Contact Us](#)

### 3 - Family Medicine Experience

#### 3.2 - Other Options

##### Celebrations

Find your Celebration! You will see pricing for meals or meetings with the Orlando Symphony or night at the Orange Bowl. You may select the complimentary travel to your state, based on availability. Your tickets may be purchased at an additional fee.

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Friday, September 23, 2016 10:00 AM - 10:30 PM  
Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Art Museum - Adult Guest Ticket(s)** Quantity: 0  
Friday, September 23, 2016 10:00 AM - 10:30 PM  
Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Art Museum - Youth Guest Ticket(s)** Quantity: 0  
Friday, September 23, 2016 10:00 AM - 10:30 PM  
Ages 11-18. Come see the art museum at all 40 stops. Come and go during these special ABFM hours only. You can see many more art.
- Symphony - Attendee Ticket - Free** [View](#)  
Friday, September 23, 2016 8:00 PM - 10:00 PM  
Come see the symphony!
- Symphony - Adult Guest Ticket(s) - \$100** Quantity: 0  
Friday, September 23, 2016 8:00 PM - 10:00 PM  
Must attend attendee ticket fee.

Current Total: 0 [View Cart](#)

#### Special Needs

- Dietary/Allergic Accessibility
- Hearing Impaired
- Language Barrier

#### Opt-in

- I want to have my name, city and state included in attendee lists.
- I want to be included in the list provided to exhibitors, sponsors and in-kind supporters who may provide complimentary shipping for items.



Hi, Jon Doe [Need Help?](#)  
888.276.2237 Tues 9:00am - 6:30 PT  
[Contact Us](#)

**Good News!**  
Your registration is complete for your celebration for celebration items.

**Book Your Hotel**  
Reserve your hotel room for the celebration items.

**My Information** [View](#)

**Attendee**  
Jon Doe  
1234 Main Street  
Orlando, FL 32801  
888.276.2237  
jdoe@aaafp.org

**JON**  
JON DOE  
1234 Main Street  
Orlando, FL 32801  
888.276.2237  
jdoe@aaafp.org

**Family Medicine Experience 2016**

NO.	TITLE	DATE	CMT/CPV	COST
100	Prevention Care Registration Fee	Wednesday, Sept 21, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
101	Chronic Disease Registration Fee	Thursday, Sept 22, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00
102	Care of the Vulnerable Elderly Registration Fee	Friday, Sept 23, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
103	Depression Registration Fee	Saturday, Sept 24, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00

**Other Options** [View](#)

**SAMS Working Groups - Orlando**

NO.	TITLE	DATE	CMT/CPV	COST
100	Prevention Care Registration Fee	Wednesday, Sept 21, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
101	Chronic Disease Registration Fee	Thursday, Sept 22, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00
102	Care of the Vulnerable Elderly Registration Fee	Friday, Sept 23, 2016 8:30 am - 1:00 pm	1 / 100	\$ 100.00
103	Depression Registration Fee	Saturday, Sept 24, 2016 8:30 am - 1:00 pm	10 / 100	\$ 100.00

**Other Options** [View](#)

**Grand Total**  
Total: \$ 0.00  
Tax: \$ 0.00  
Total: \$ 0.00

[View Cart](#)

**AAFP** | My Profile | My Account | My Profile | My Account

**Quick Start!**  
 You are logged in as **JON JONSON** (Logout) | My Profile | My Account

**My Information**

**JON JONSON**  
 Member Since: 01/01/2010  
 Last Name: JONSON  
 First Name: JON  
 Email: jon.jonson@aaafp.org  
 Address: 1234 Main St, Anytown, CA 90210  
 Phone: (555) 555-5555

**Family Medicine Experience 2016**

Event	Start	End	Days	Time	Cost
Family Medicine Experience 2016	09/22/2016	09/24/2016	9:00 AM - 5:00 PM	1	0.00

**Other Options**

Event	Start	End	Days	Time	Cost
Family Medicine Experience 2016	09/22/2016	09/24/2016	9:00 AM - 5:00 PM	1	0.00

**SAMS Working Groups - Orlando**

Event	Start	End	Days	Time	Cost
SAMS Working Groups - Orlando	09/22/2016	09/24/2016	9:00 AM - 5:00 PM	1	0.00

**Other Options**

Event	Start	End	Days	Time	Cost
SAMS Working Groups - Orlando	09/22/2016	09/24/2016	9:00 AM - 5:00 PM	1	0.00

**Grand Total** \$ 0.00

**AAFP** | My Profile | My Account | My Profile | My Account

**Need Help?**  
 800.776.2227 (Mon - Fri 9:00am - 5:00pm)  
[aaafp@aaafp.org](mailto:aaafp@aaafp.org)

1 - Single Registration | 2 - My Information | 3 - Family Medicine Experience 2016 | 4 - SAMS Working Groups - Orlando | 5 - Payment

**5 - Payment**

**Summary** [Print Summary](#)

NO.	TITLE	Time	QTY	UNIT	TOTAL
501	Symphony - Member Ticket	Friday, September 23, 2016 9:00 - 5:00 PM	1	---	---
502	Symphony - Guest Ticket(s)	Friday, September 23, 2016 9:00 - 5:00 PM	1	\$ 60.00	\$ 60.00

Discount Code:   **Grand Total: \$ 60.00**

**Payment**

Card Number:  Security Code:

Name on Card:  Expiration:

Exit Questions / User Comments

Question	Summary of Answers
Was the process for registering for related conferences at the same time confusing or clear?	Clear - 4 Confusing - 2
How do you feel about the time it took to complete your registration	Fine - all
Describe your experience in 1-3 words	Straight-forward - 4 Easy - 2 Standard - 1 Simple - 1 Painless - 1 Quick - 1 Succinct - 1 Step-by-step - 1

Free Comments:

- I would want to see the entire schedule before proceeding and would leave to go look for it. - Jim
- Do you take PayPal?... That would be faster (than filling out his CC info) - Jim
- I usually register so far in advance (that) I don't know what I want to do at that point - Lindsey
- If it is close to an event and a session has a low sign up (a lot of seats available) that might deter *someone* from coming - Kell