

CME Navigation Usability Testing - July 2021

Executive Summary

Allowing members the opportunity to purchase, complete and report CME is a priority function of the AAFP website. Available CME can be searched in a number of different ways including by topic, by date, by format, etc. The CME navigation on AAFP.org presents multiple ways to search for CME in the dropdown menu. In this study we strive to understand how members actually search for CME on the site.

This test was run with 8 active members and 2 cancelled members. Participants were asked to find a couple of CME courses on AAFP.org. Their behavior was observed and noted. Participants were also asked to access online CME that they have already purchased. The following questions were posed before the test:

Do they come to the site searching for CME on a specific topic? If so, how do they find related CME?

This test measured their behavior with a certain set of tasks. We gave them specific requirements for their CME. For example, in task 1 they were asked to find a live course on emergency medicine. They primarily used the "CME" > "By Format" menu to get to all of the live CME available.

If they don't come searching for a specific topic, but instead because they know they have CME requirements they need to meet, how do they search and determine which CME to take?

This test did not address this question directly. In order to best understand this question additional research must be completed.

Do they use the navigation drop-down? If so, which secondary menu item do they select?

Most people used the "CME" navigation dropdown to complete their tasks related to CME. This is one of the most intuitive links on our website. After that the secondary menu item they used depended on the task. The top two items were "By Topic" and "By Format". These were used about equally as often.

Do they skip the navigation entirely and immediately default to using the Search functionality to find CME?

Occasionally people will skip the main navigation but that is typically after they have lost trust in the website. In this test only a few people used the search functionality to find CME.

How do they access CME they've already purchased? Do they use the CME navigation? Do they search? Do they log in and go to their My Account page?

A large number of people used the "My Account" page either directly from the CME tab or from the top navigation. Only one person used the search to find their CME but they expected it to have personalized results. The best way people find the CME they purchased is from the "Access Purchased CME" in the "CME" menu drop-down. After that they are required to log in to see their "My Account" page. There are still people who look at the product page in order to access that content. This is an opportunity to provide special links to those who are logged in and have already purchased a product.

Report Date	9/3/2021
Date / Event of Test	July 2021
Report Author	Nick Mosher
Request	https://confluence.aafp.org/display/USER/CME+Navigation+Usability+Testing+-+July+2021
Application	AAFP.org

Grade (SUS)	A
Score (SUM)	85%
Participants (N)	10

Methodology

What Participants Did

1. Answered interview questions
2. Looked for an emergency medicine live course
3. Looked for a board review self-study course
4. Looked for a course they have already purchased
5. Filled out surveys

What Data We Collected

1. Video
2. Survey responses
3. Success rate
4. Time to completion
5. Ease of use scores
6. SUS score
7. SUM scores

Participants

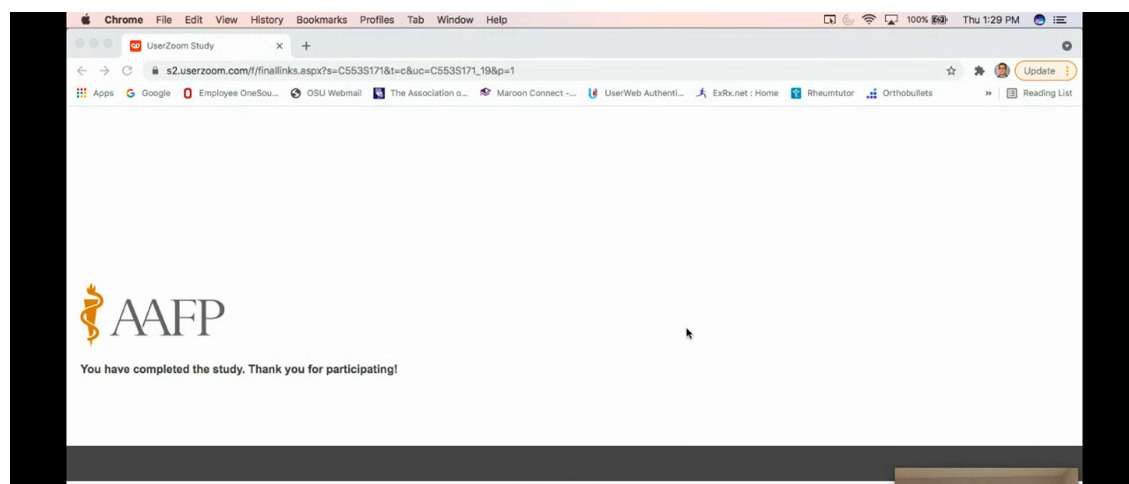
- Active members: 8
- Cancelled members: 2

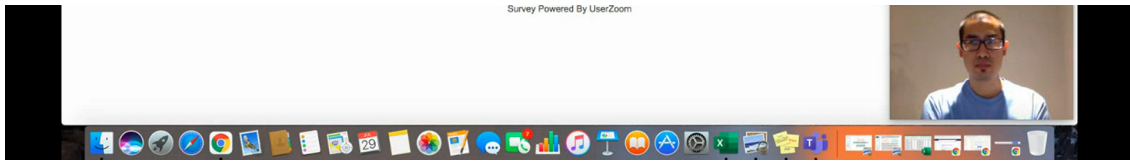
Major Findings and Recommendations

1) Secondary Links

The most popular links inside the CME navigation for finding products in the test were "By Topic" and "By Format". Both were important to participants depending on their situation.

By Format and By Topic





Participant mentioned that both "By Format" and "By Topic" are helpful pathways.

CME SECTION

Aug 3rd 2021, 19:50

Detailed Findings and Recommendations

Scenario/Task 1: Live Course

Task Instructions: You are interested in taking a live course on the subject of emergency medicine. Find a live course that you could register for.

Secondary Navigation:

Path	Number
CME -> "By Format" -> Product	7
CME -> "By Topic" -> Product	3

Search Terms: "emergency medicine CME"

Target Time: 2 minutes

Starting Page: aafp.org

Success Criteria: <https://www.aafp.org/cme/all/emergency/live-course.html>

Success Rate: 100%

Average Time on task: 1 minute 38 seconds

Easy to use: 6.7 / 7

Satisfaction: 6.7 / 7

Confidence: 7 / 7

By Format was the most popular category

In this task a majority of participants used the "By Format" category. The second most used pathway was "By Topic".

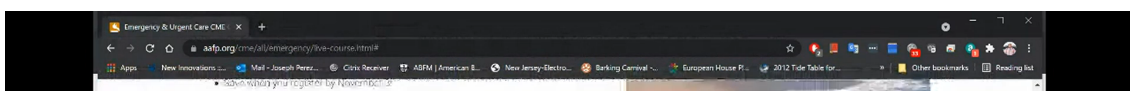
Recommendation:

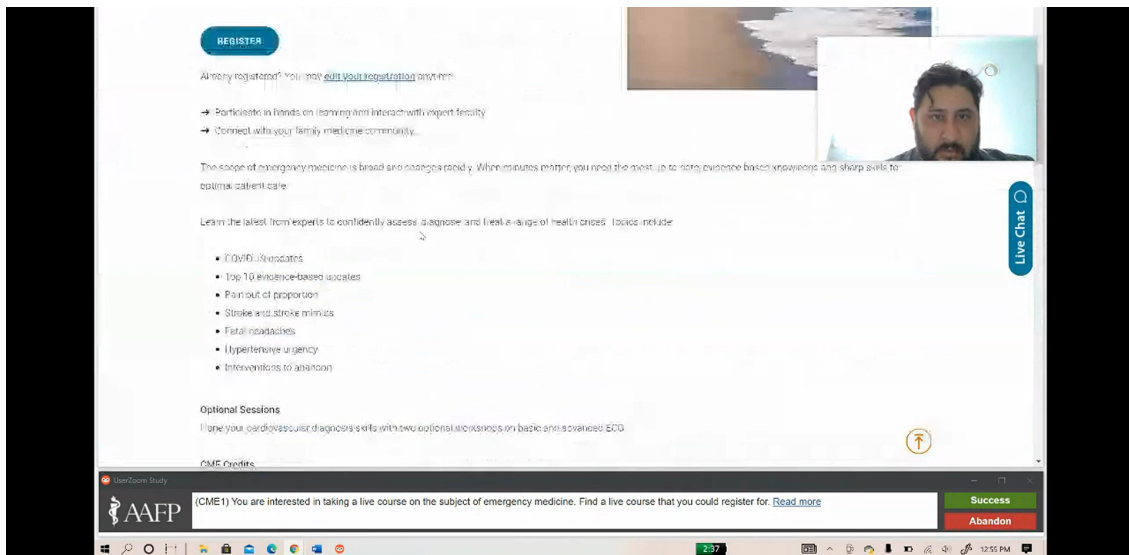
- If looking to simplify the secondary navigation the top two categories are "By Format" and "By Topic" other links like "Livestream" can be embedded inside "By Format".

Additional Feedback on the Product Page

This participant requested a different layout of the product page based on what information he finds important.

Feedback on Product page





CME SECTION TASK 1 VIDEO

Aug 3rd 2021, 19:52

Scenario/Task 2: Self Study

Task Instructions: Sign up for the Board Review online course to prepare for the ABFM exam. Be sure to note how much it would cost a member to purchase.

Secondary Navigation/paths:

Path	Number
CME -> "By Format" -> Product	2
CME -> "By Topic" -> Product	5
Search -> Product	2
"Students & Residents"	2

Search Terms: "board review course online"

Target Time: 2 minutes

Starting Page: <https://www.aafp.org/home.html>

Success Criteria: <https://www.aafp.org/cme/all/board-review-self-study.html>

How much does it cost for an AAFP Member to buy the Online Package? Correct: \$795

Success Rate: 100%

Average Time on task: 2 minutes 15 seconds

Easy to use: 5.7 / 7

Satisfaction: 5.9 / 7

Confidence: 6.6 / 7

By Topic was the most popular category

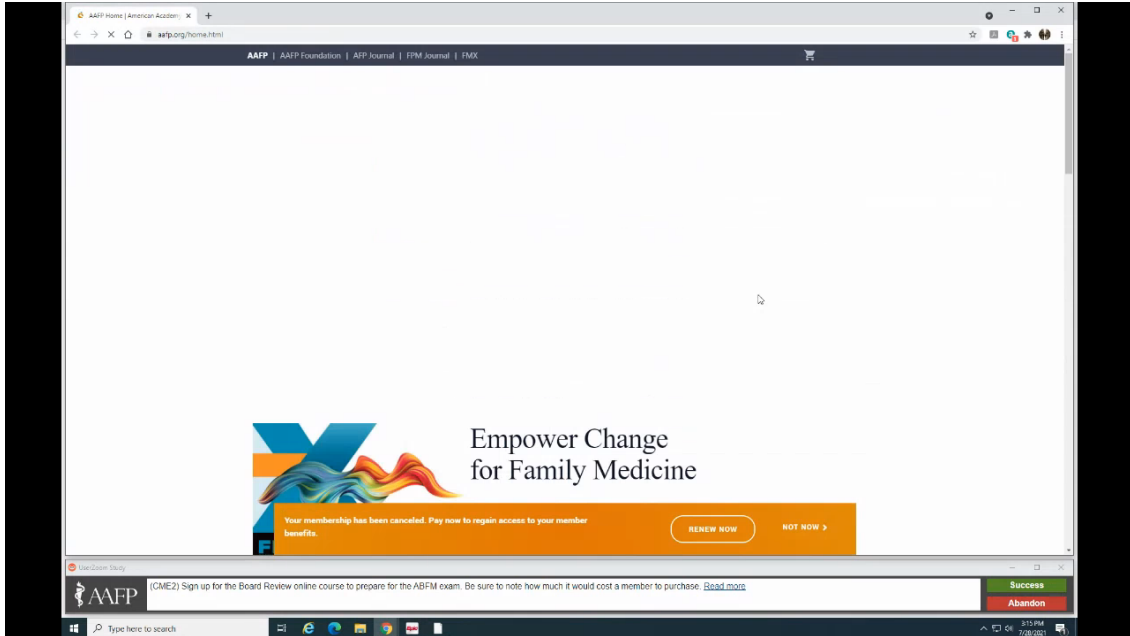
In this task a majority of participants used the "By Topic" category. The second most used pathway was "By Format".

Recommendation:

- Same as task 1.

Additional Feedback

Online != Livestream

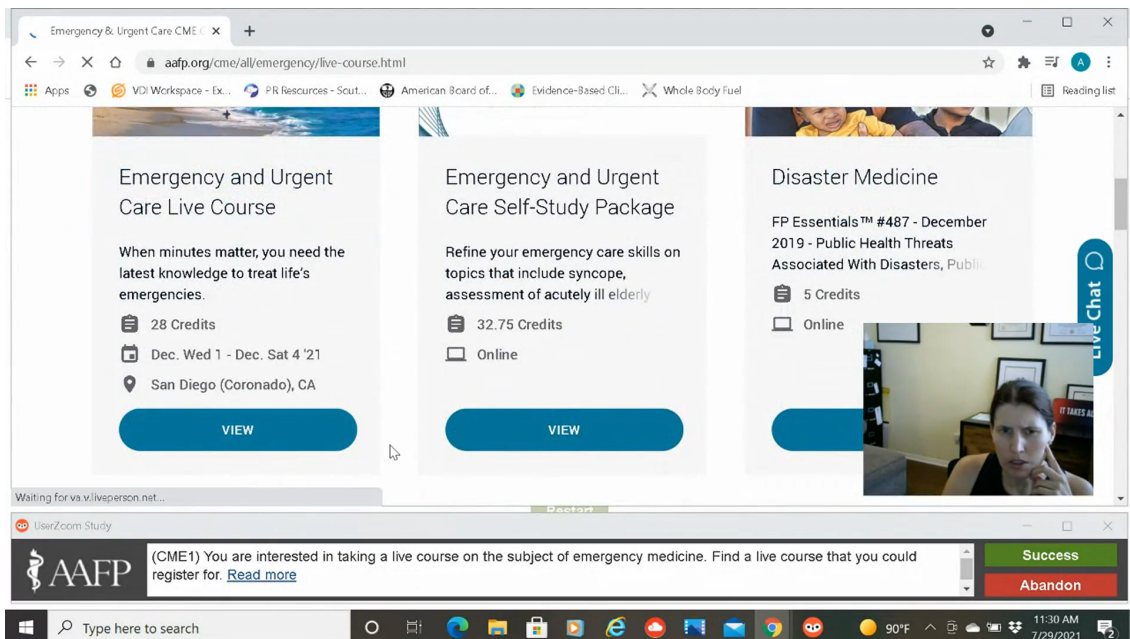


Participant struggles to find self-study CME when looking in the livestream category.

CME SECTION QUOTE TASK 2

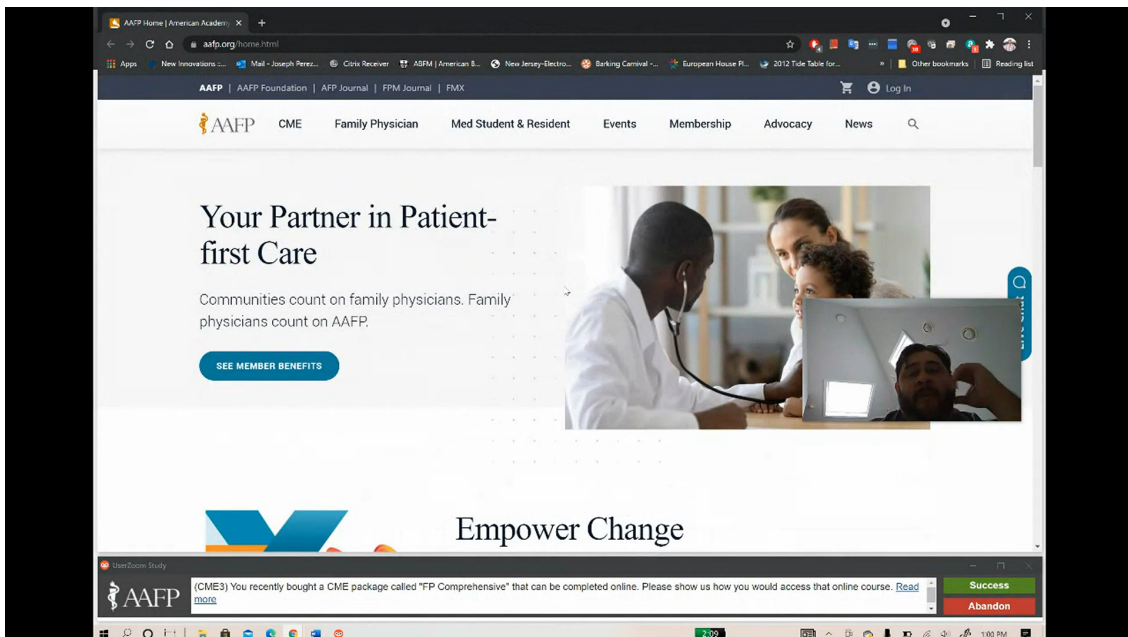
Aug 3rd 2021, 19:42

Live Course Feedback



CME SECTION TASK 1 VIDEO

Feedback on availability of board review



"Questions, questions, questions, are going to be very important"

CME SECTION VIDEO

Scenario/Task 3: Access Purchased CME

Task Instructions: You recently bought a CME package called "FP Comprehensive" that can be completed online. Please show us how you would access that online course.

Target Time: 10 sec

Starting Page: <https://www.aafp.org/home.html>

Success Criteria: "Access Purchased CME"

Success Rate: 89%

Average Time on task: 46 seconds

Easy to use: 6.4 / 7

Satisfaction: 6.2 / 7

Confidence: 6.7 / 7

Access Purchased CME link is vital

Most people used the "Access Purchased CME" link in the "CME" dropdown. This is a very useful link.

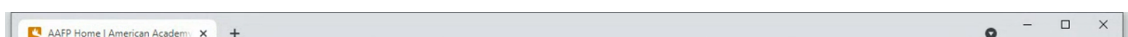
Recommendation:

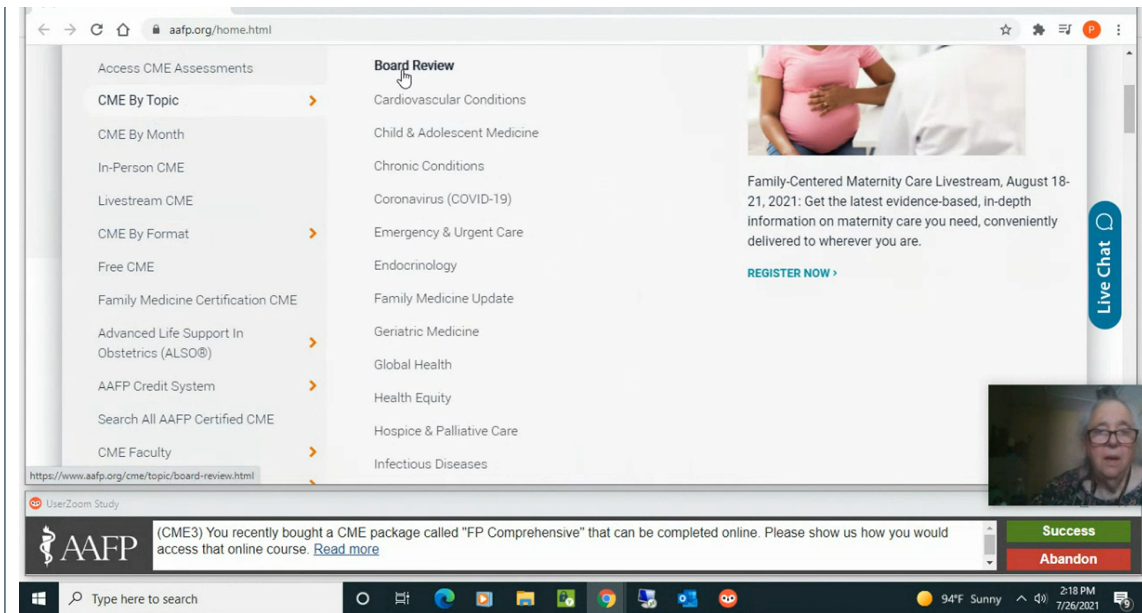
- Keep the "Access Purchased CME" link available and high up in the list of links.

Access from Product Pages

A few participants still go to the product page in question to gain access to that product, even after they purchased it.

Already Purchased Link





CME SECTION OBSERVATION TASK 3

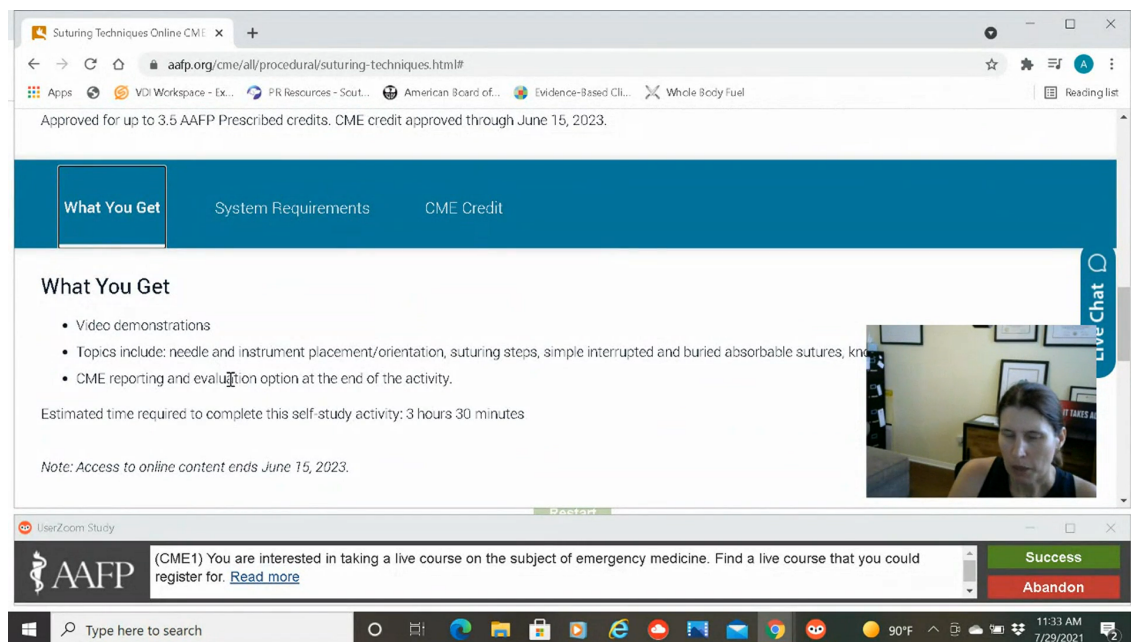
Aug 3rd 2021, 19:52

Recommendation:

- Make the link to find the product more visible. Consider making it replace the "Buy Now" button for people who have already purchased the product.

Exit Questions / User Comments

Micro CME



CME SECTION TASK 1 VIDEO

Aug 3rd 2021, 19:52

Board Review Fee Feedback

Family Medicine Board Review Self-Study

- Curriculum updates
- Practice test feature to test your knowledge at any time
- Webcast series for focused review on challenging exam topics
- Online learning community monitored by expert faculty to answer your Board prep questions

Note: Access to online content ends on August 20, 2023.

Already Purchased a Package?

Success (CME2) Sign up for the Board Review online course to prepare for the ABFM exam. Be sure to note how much it would cost a member to purchase. [Read more](#)

Abandon

11:41 AM 7/29/2021

CME SECTION TASK 2 VIDEO

Aug 3rd 2021, 19:52

Some discount for AAFP Members

AAFP Family Medicine Board Review Self-Study Package

Online Package

Online access to content
Downloadable PDF syllabus

LOG IN TO BUY

AAFP Member: \$795
Resident: \$635
Other Health Care Professional: \$795
Nonmember: \$915

Add-Ons

Online package purchase is required to purchase add-ons.

Full-color printed syllabus - \$100

LOG IN TO BUY

Audio CDs of presentations - \$50

LOG IN TO BUY

USB flash drive with content files - \$25

LOG IN TO BUY

Note: The price you will see in the cart will be the price you

Success (CME3) You recently bought a CME package called "FP Comprehensive" that can be completed online. Please show us how you would access that online course. [Read more](#)

Abandon

8:36 AM 7/29/2021

CME SECTION TASK 2 VIDEO

Aug 3rd 2021, 19:52

Favorites Feature





This participant talked about how they used the favorites feature on the website in his residency

AAFP.ORG CME SECTION VIDEO

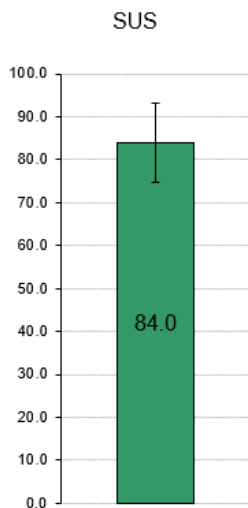
Aug 6th 2021, 16:06

Usability Scores

SUS: A

SUM: 85%

System Usability Scale (Opinion)



Grade: A

System Usability Score: 84

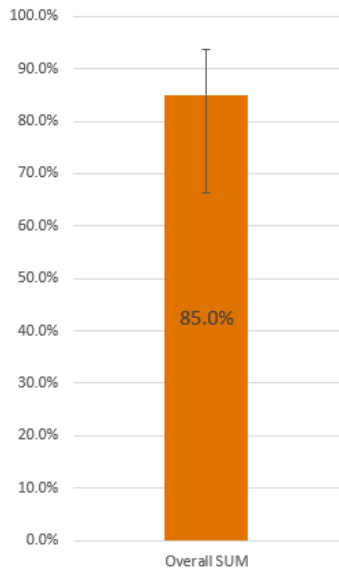
Usability: 81

Learnability: 95

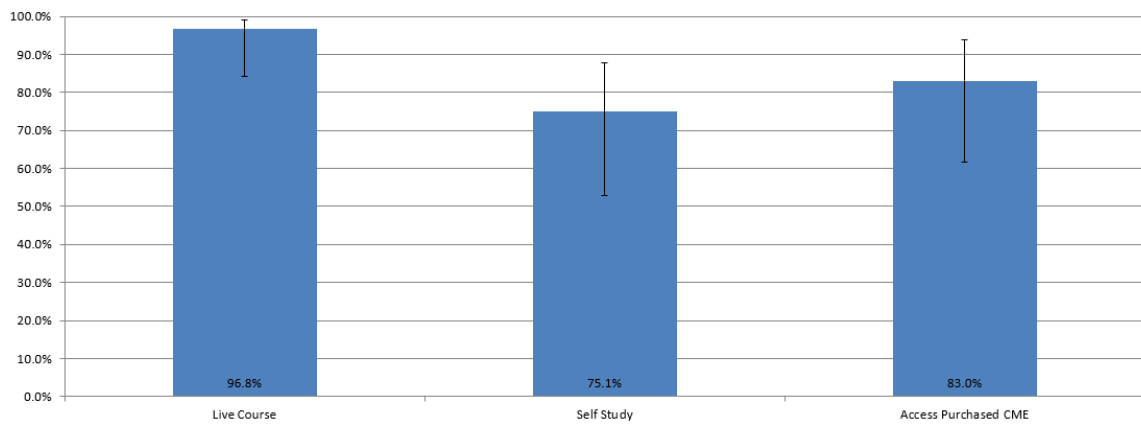
Rank vs All Products: 96%

Margin of Error: 8.5

Single Usability Metric



SUM by Task



SUM: 85%
SUM High: 94%
SUM Low: 66%

 Stories (0)

No stories added