

Three wellness platforms, rebuilt as one.

I led the research, testing and redesign of Onlife's member portal and mobile app. Across two rounds of focus groups the usability score rose from 80% to 93%.

ROLE	Director of UX / Product Design
TIMELINE	2012 to 2016
PLATFORMS	Responsive web, tablet, iOS, Android
METHODS	Eye-tracking review, personas, focus groups, UserTesting.com, A/B testing in Optimizely



01

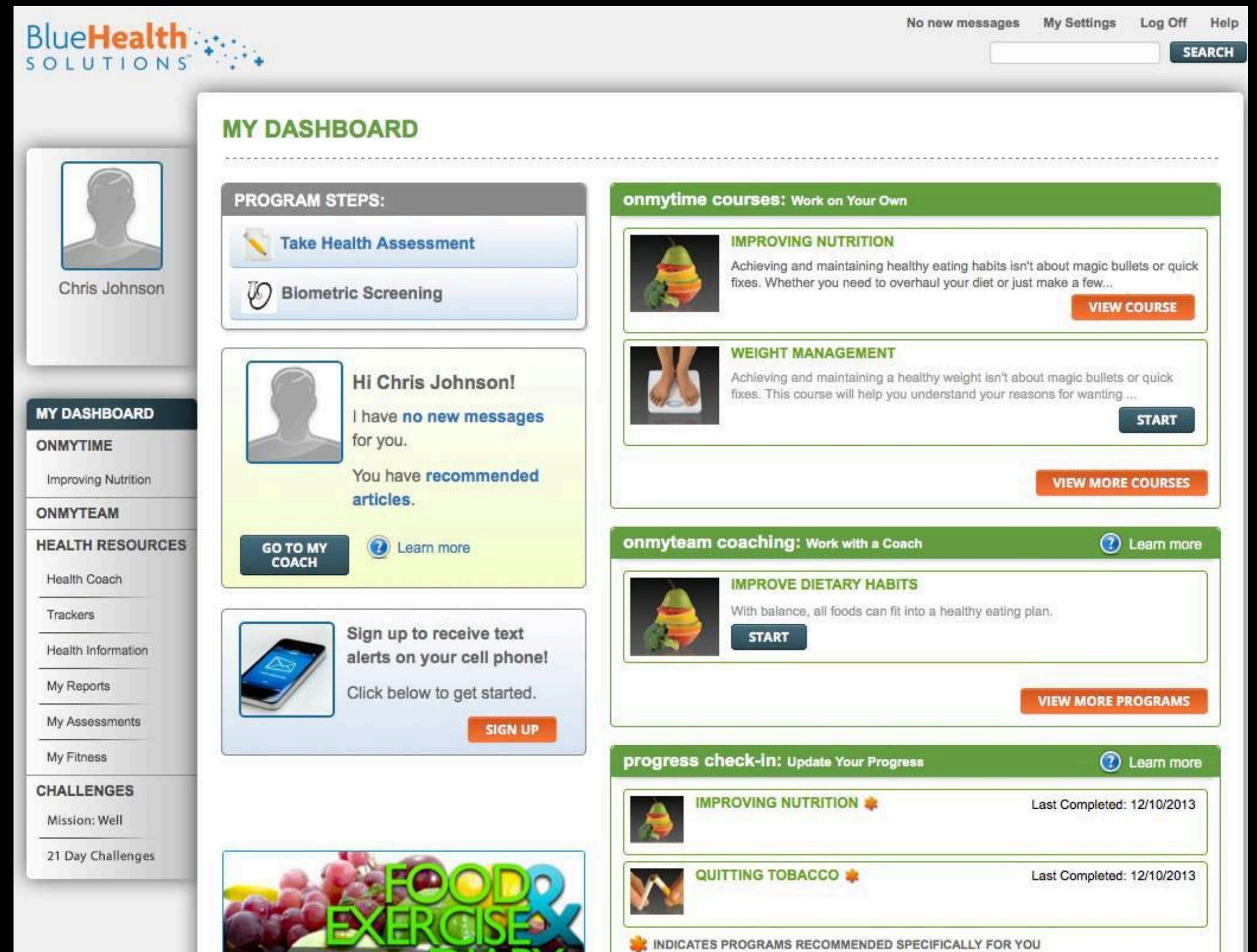
An application nobody had touched in years.

Onlife Health is a wellness company owned by BlueCross BlueShield of Tennessee, covering more than 10 million lives. Health plans and employers license its portal so their members can take a health assessment, work with a coach, follow courses and track progress toward a goal.

When I joined, the product had grown into three separate platforms with hundreds of screens, serving more than a dozen clients. The interface had not been updated in years. Screens looked dated, behaved differently from one platform to the next, were not responsive and lacked clear calls to action.

An application nobody had touched in years.

The first request was modest: review the application and recommend improvements. The review made the case for something larger, and the project became a complete rebuild.



02

One product, a dozen clients, every kind of member.

SCALE

10 million covered lives

Charts and results had to read clearly across the full range of ages, in more than one language, and meet Section 508.

CLINICAL

Different paths for different risks

A member flagged for tobacco, cholesterol or glucose needed a different experience. I worked with the clinical team to define the behavior each path should lead to, so success was grounded in clinical science.

WHITE LABEL

A brand for every client

Each health plan and employer needed its own branding, programs and promotions, without a separate build for each.

POLITICS

Many owners

Sales, clinical, client services and the health plans all had a stake. Prototypes and test results were how we built trust and agreement.

03

The old dashboard made the eye work too hard.

We started with an eye-tracking review of the existing dashboard. People scan a page in predictable ways: an F shape down the left side, most attention in the top left corner, then a Z across the rest. The question was whether the dashboard let them.

It did not. Placement was not the main problem. Volume was. Long runs of text and too many calls to action pulled attention in every direction, and the gaze path never settled into a reading pattern. Random eye movement signals confusion, and confusion ends in people leaving the screen.



TOP ISSUES FOUND

- 01 Visual hierarchy of page elements
- 02 Navigation visibility
- 03 Button color and placement
- 04 Cohesion of illustrations
- 05 Spacing between elements
- 06 Weight of the avatar

Introduction

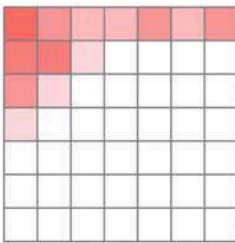
Eye tracking

Eye tracking is the study of patterns at which eyes glance across a page. In the United States, we read from left to right & top to bottom. The web and it's related design has taken on similar patterns as well. Our eyes will generally start at the top left of the page and read left to right, top to bottom with a slight degradation in both as they move down the page. This results in a "F" shaped reading pattern.

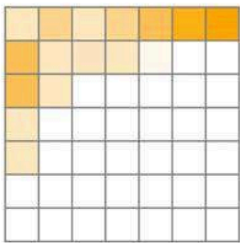


Where we look for information

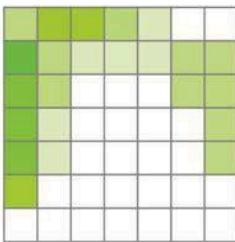
Additionally, studies have shown that people look in different sections of the screen for different types of information.



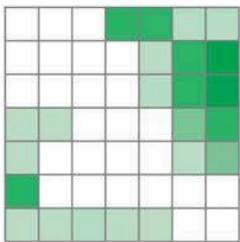
Home link



Search



Navigation



External Links

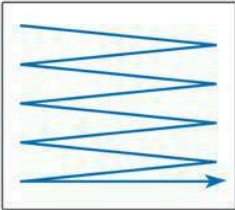
Introduction

The Golden Triangle

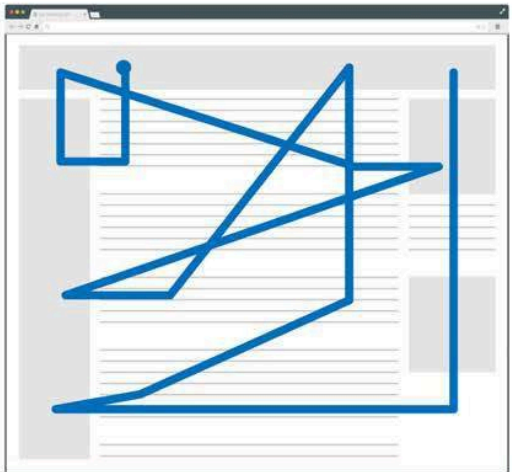
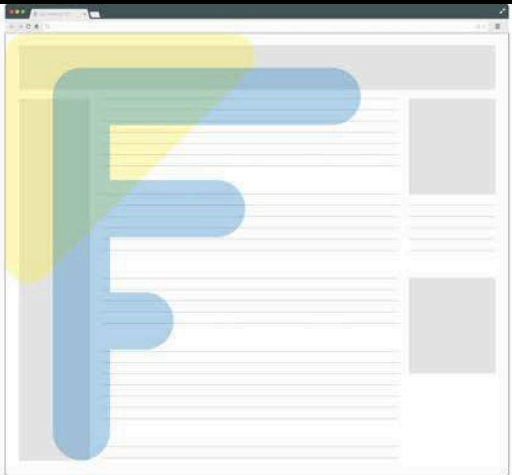
Eye-tracking studies show that our page-scanning patterns are dominated by top-left scanning for the most important words and links on a page.

Poynter Eye-tracking Study

Eye-tracking studies by the Poynter Institute of readers looking at web pages have shown that readers start their scanning with many fixations in the upper left of the page. Their gaze then follows a Gutenberg z pattern down the page, and only later do typical readers lightly scan the right area of the page.



Gutenberg Z
Pattern

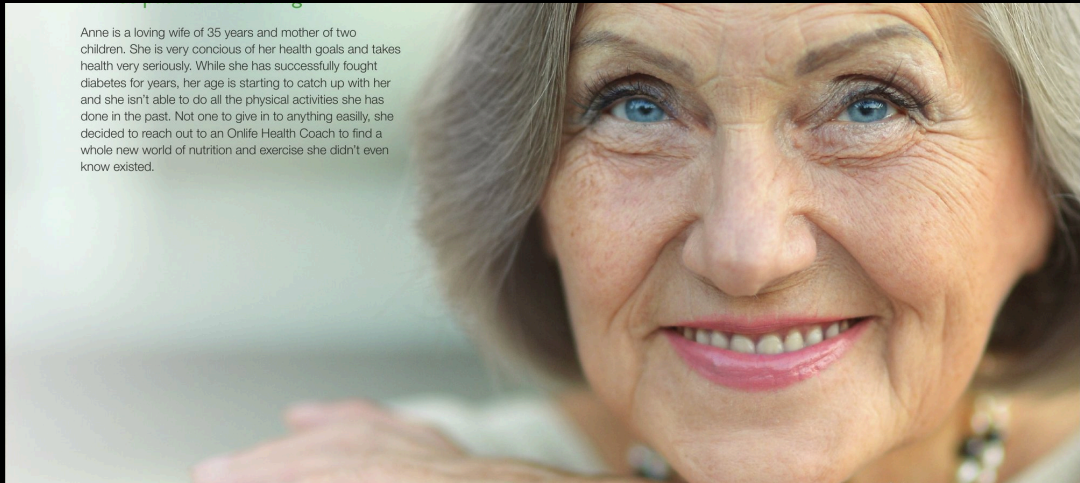


04

Three people the product had to work for.

Personas kept the clinical paths concrete. Each one follows a member from a health concern, through a first engagement with the product, to an action.

Three people the product had to work for.



65, ADMIN ASSISTANT. DIABETES MANAGEMENT

Anne

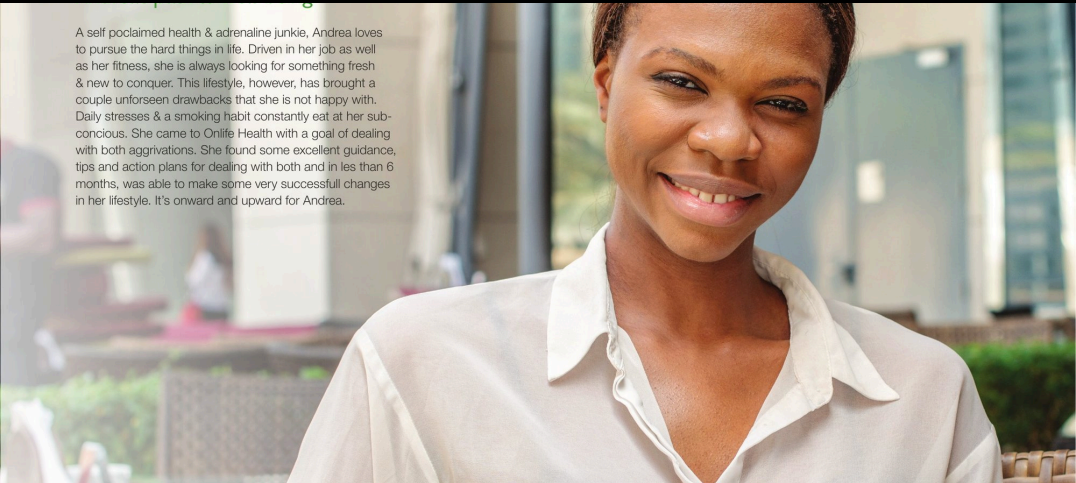
Diagnosed 15 years ago and doing well, but age is making her old routines harder to keep. She takes the health assessment and starts working with a coach, who suggests small changes to her diet and gentler exercise.



48, I.T. DIRECTOR. WEIGHT MANAGEMENT

Louis

A single father of three with a desk job. Packaged food had become the default. He enrolls in self-coaching courses he can get through in two minutes a step.



32, MARKETING EXECUTIVE. SMOKING CESSATION

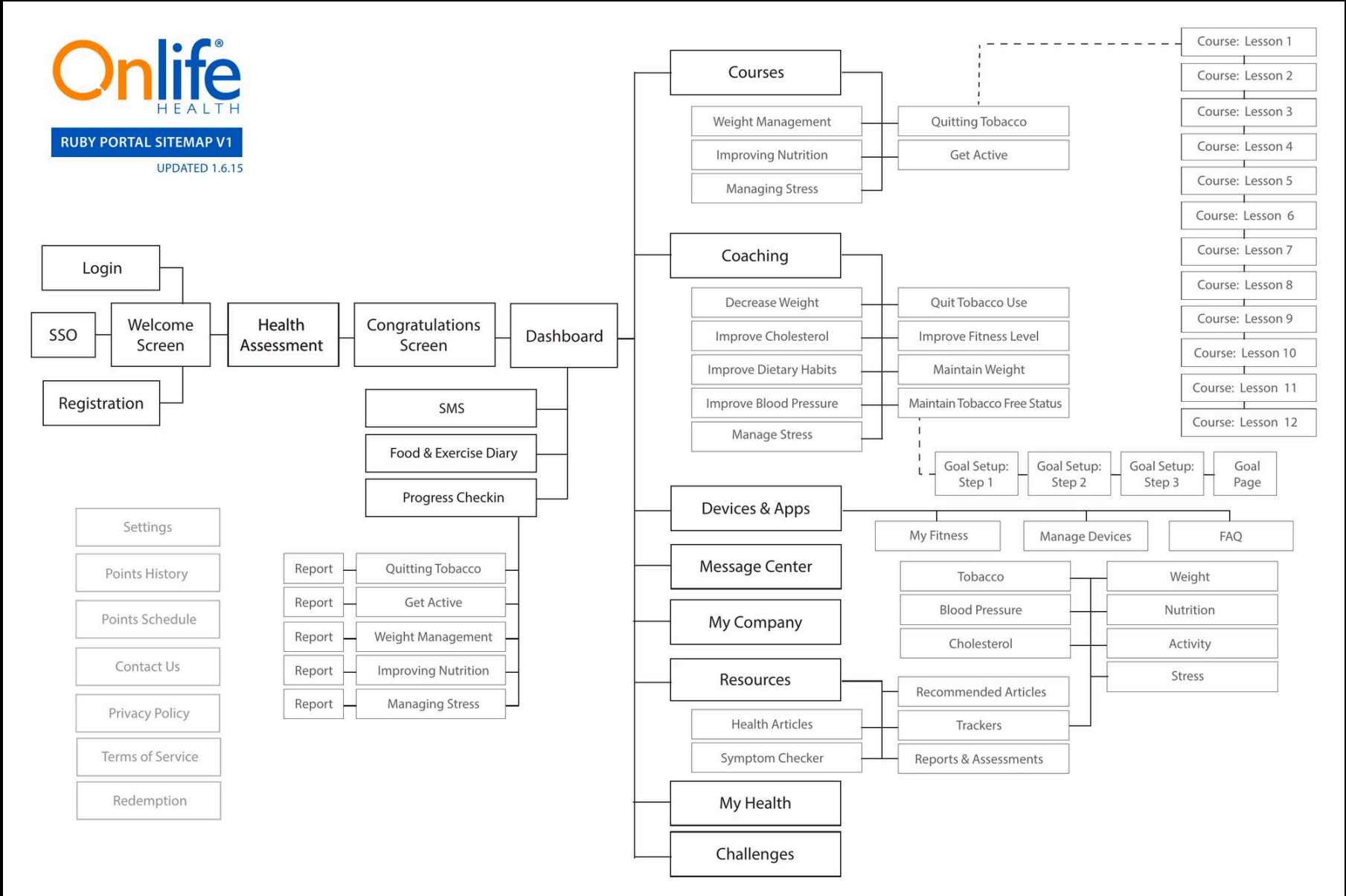
Andrea

Active and driven, with a stressful job and a ten-year smoking habit. After a first call with a coach she takes on stress management and the smoking cessation course together.

05

Structure first, on every screen size.

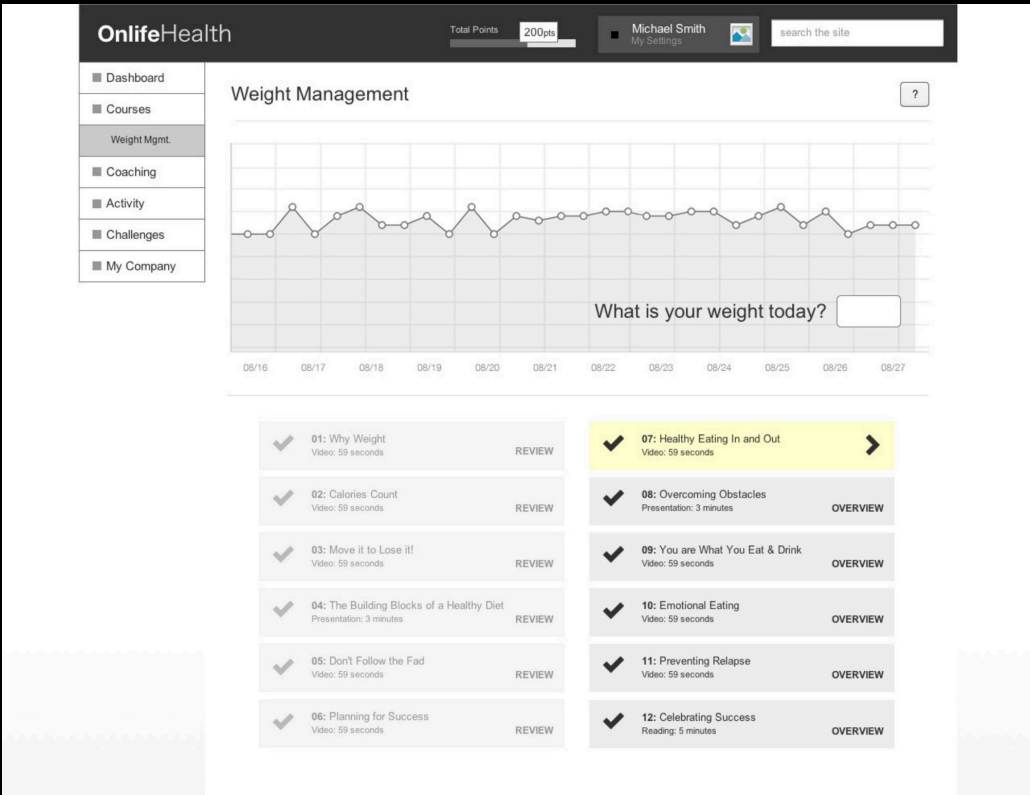
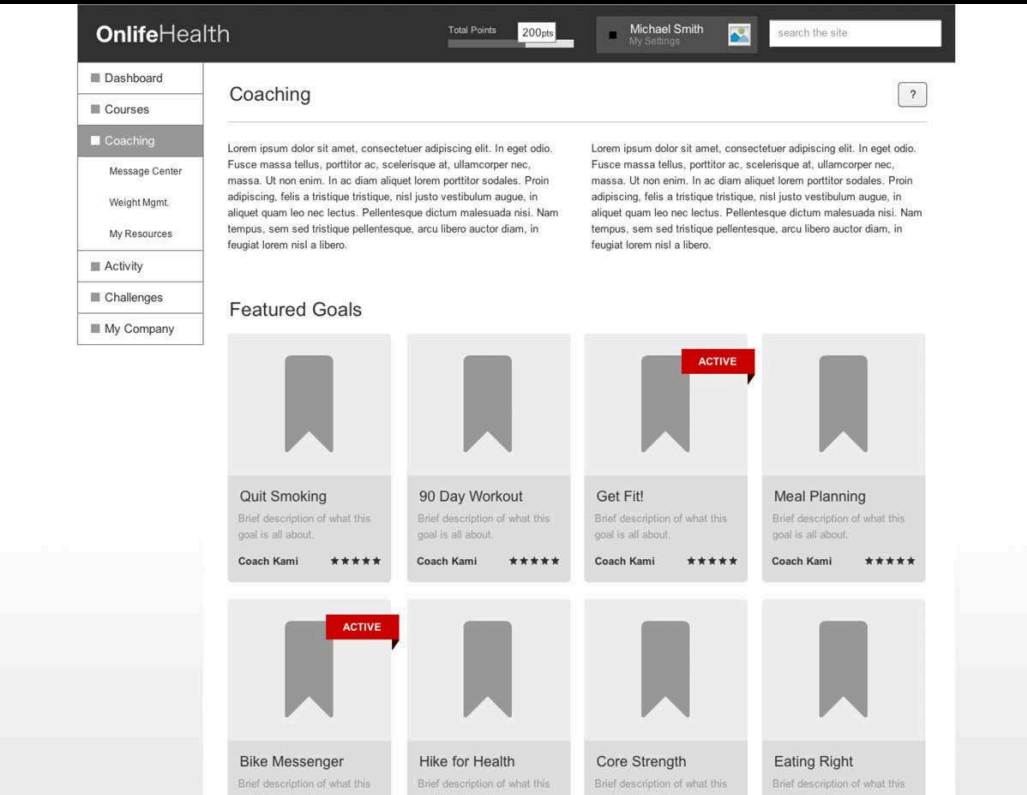
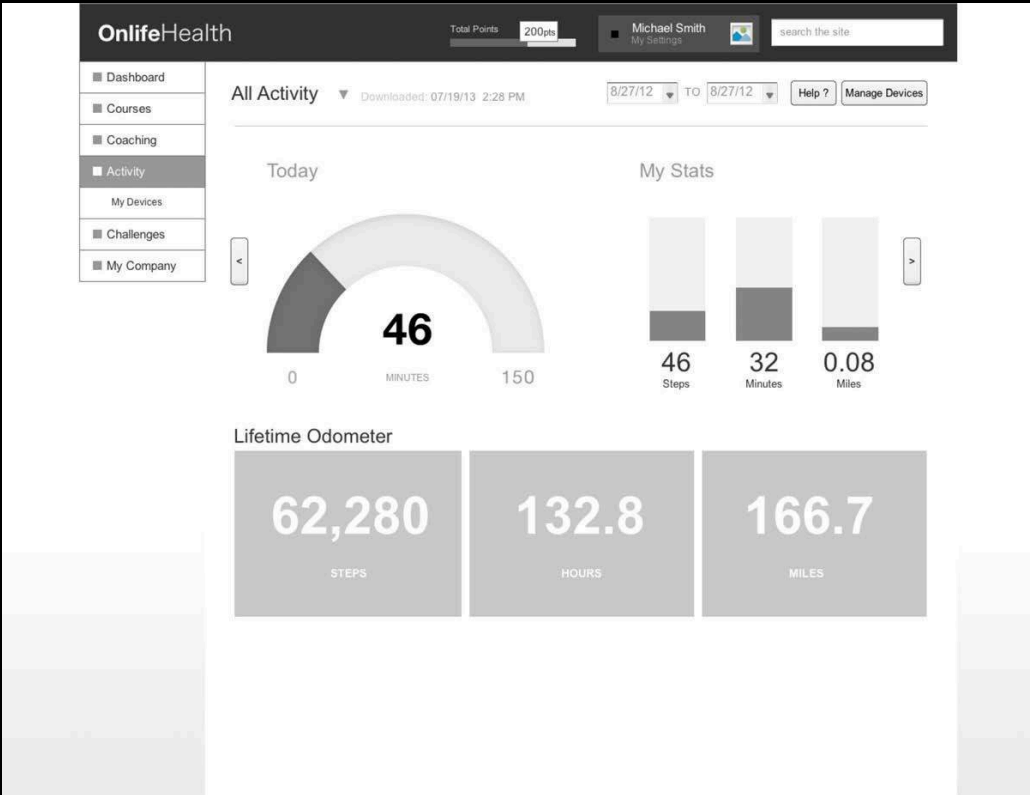
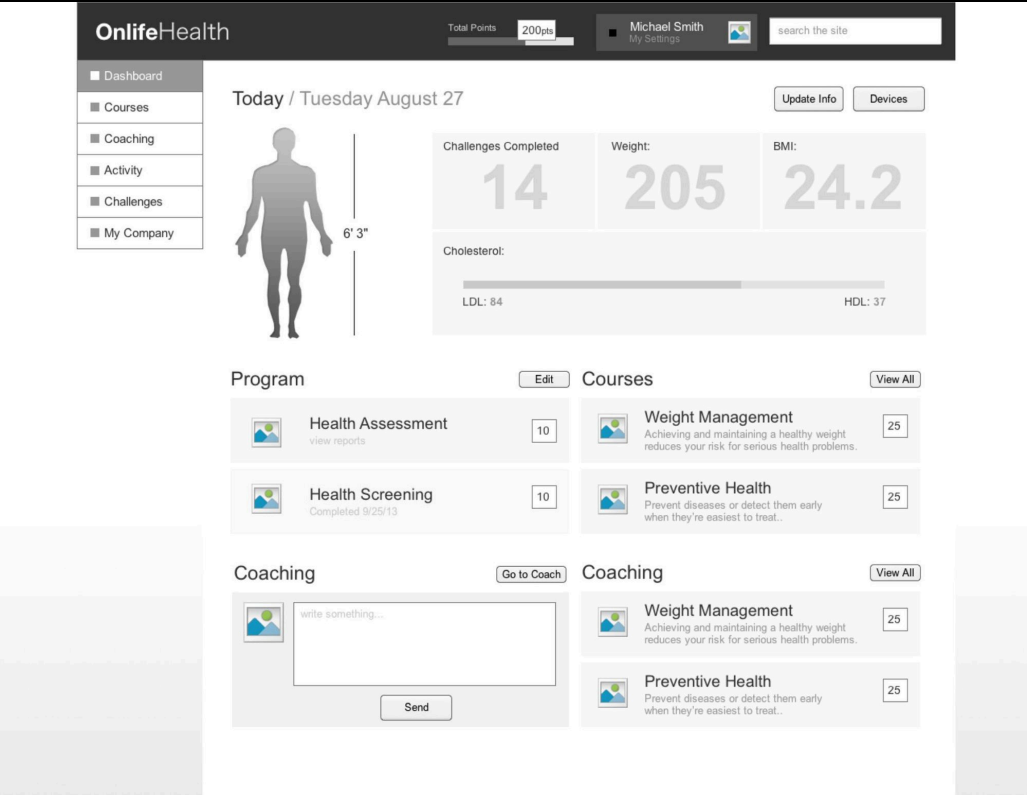
The sitemap came first: one login, one health assessment, one dashboard, and every program reachable from it.



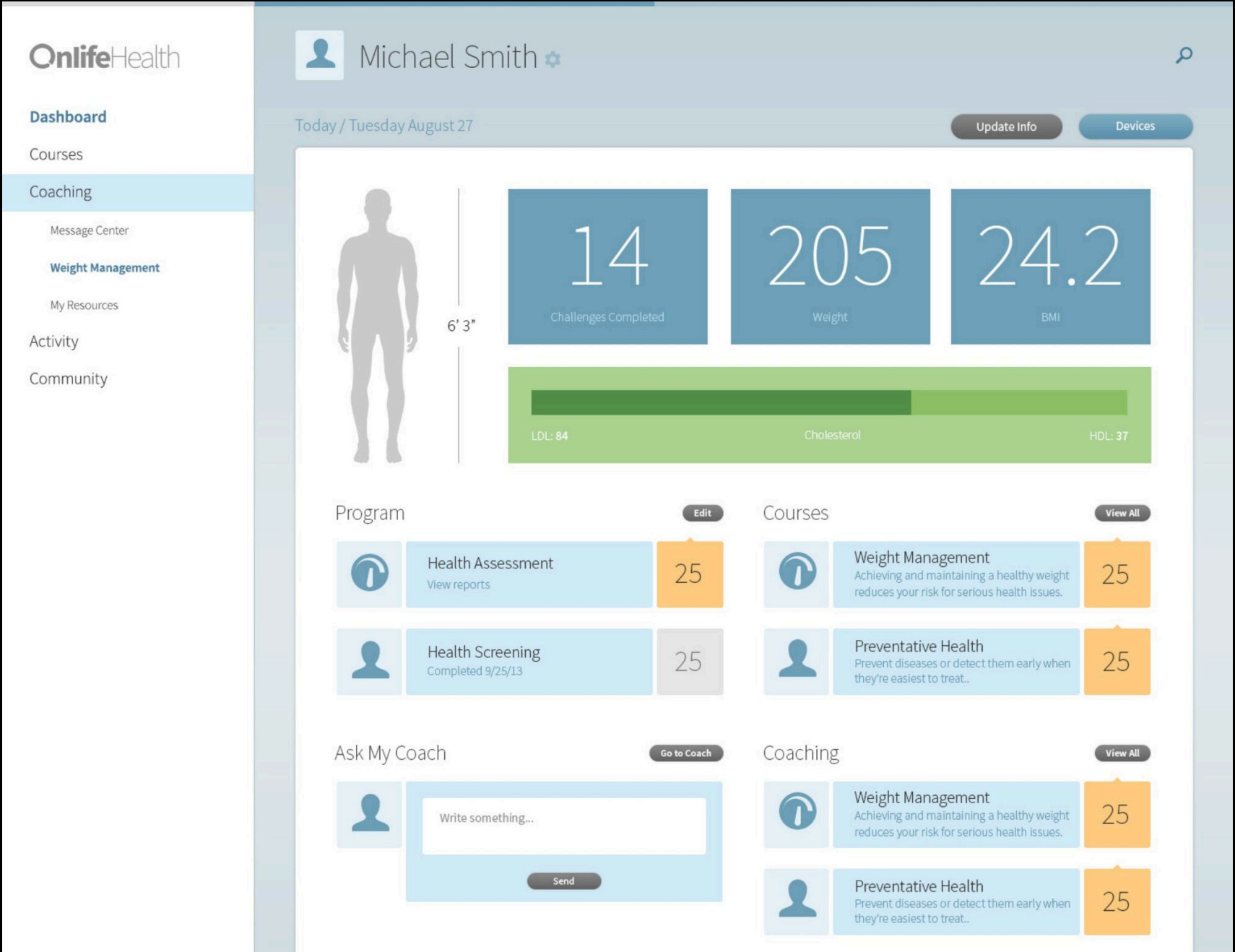
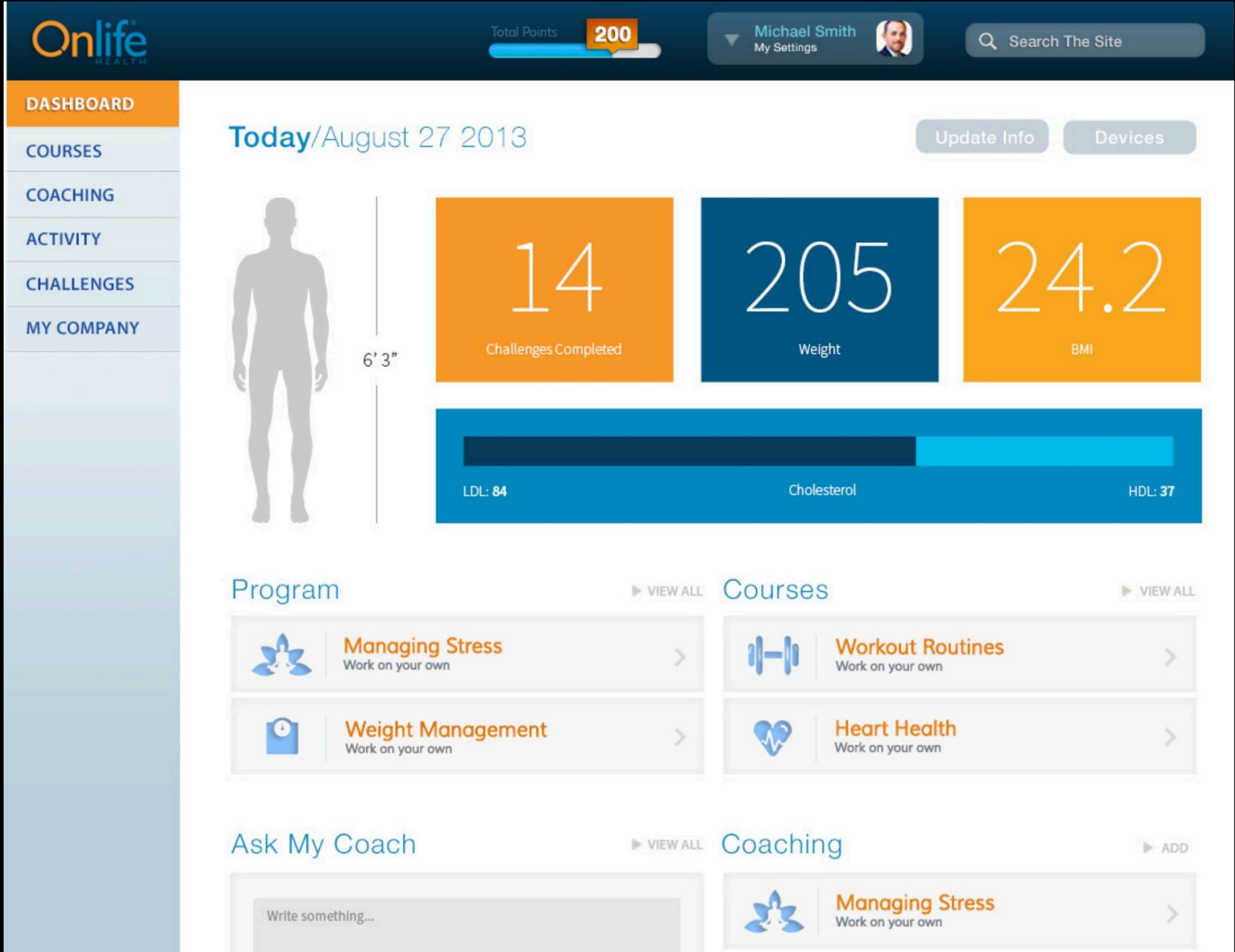
Structure first, on every screen size.

I wireframed the core flows in grey before any visual design: dashboard, activity, coaching and weight management. Each was drawn for desktop, tablet and phone together, so responsive behavior was designed in from the start. The mobile app got its own set of 40 wireframes.

The wireframes became clickable prototypes in InVision. We put them in front of members, and also in front of Onlife's sales team, client sales teams and consultants, because they had to sell the product and explain how a client could customize it.







06

Mockups in front of 20 people.

In July 2015 we took 11 mockups of the redesign to a focus group of 20 participants, 13 women and 7 men: the dashboard in two client brandings, trackers, the message center, the device dashboard, the health assessment and coaching. Every session was scored on four measures: efficiency, accuracy, recall and emotional response.

Participants also told us which sites and apps felt great to use, and those became the benchmark: QVC, Pottery Barn, Dropbox, Pinterest, Google, Samsung S Health and Apple Health.

Mockups in front of 20 people.

80%

Usability score for the first round of mockups

20

Participants. 13 women, 7 men.

11

Mockups shown

Mockups in front of 20 people.

What worked

- The blue and orange palette felt encouraging
- Tools looked useful once people found them
- The overall look was engaging

What did not

- The page ran too long
- Too much information at once
- 'Get Started Today' was unclear
- Tiles were too vague to act on

What we took from it

- Remove the endless scroll
- Group content into dropdowns and carousels
- Make every tile specific to one action
- Cut repeated links and extra copy

“I'll never make it to
the bottom of this
page.”

FOCUS GROUP PARTICIPANT, JULY 2015

Mockups in front of 20 people.

Scrolling was the loudest complaint, and I did not take it at face value. Every focus group complains about scrolling, and heat-map studies show people scroll anyway. The real problem underneath was weight: the dashboard gave everything the same volume. So alongside the fixes I started an alternate, card-based dashboard to test against the long page.

Dashboard (top section)

Onlife

Findings

Weaknesses

A. Layout

- "I'll never make it to the bottom of this page"
- "Why is there so much info?"
- Reconsideration of an alternate design which this audience would be more accustomed to.

Get Started Today

- Messaging is unclear.
- Move 'Get Started Today' to the top
- Add drop downs to cut down clicks

B. Conceptually Vague

- Tiles could be more specific
- Course section seems unclear
- White area feels disconnected from rest of page
- Users expressed they would like to see more tiles
- Track your activities appears to be more dominant
- Scale image came off as a negative connotation

Onlife

Findings

Opportunities

- Remove infinite scroll
- Recommend styling the images for a broader audience
- Removing unnecessary language and repeated links
- Recommend showing the stat bar only on the first page
- Recommend using dropdown boxes and carousels
- Recommend keeping the current color scheme
- Recommend making tiles more specific to CTA
- Recommend better utilization of white space
- Use different styles of photography
- Recommend changing the color of the Data points
- Reduce the size of 'track your activities'
- Change the scale image for the 'record your progress'
- Suggest an icon denoting activity

Onlife

Findings

Baseline Score

Efficiency	Accuracy	Recall	Response
79%	89%	67%	85%

Total Score
80%

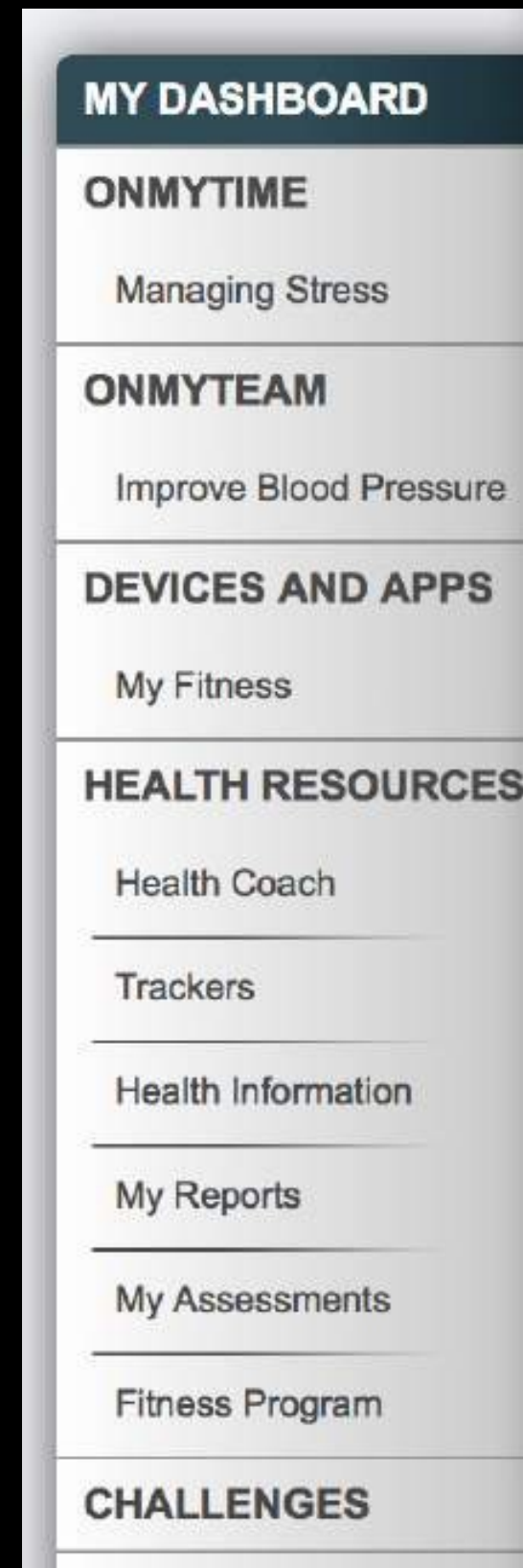
Onlife

07

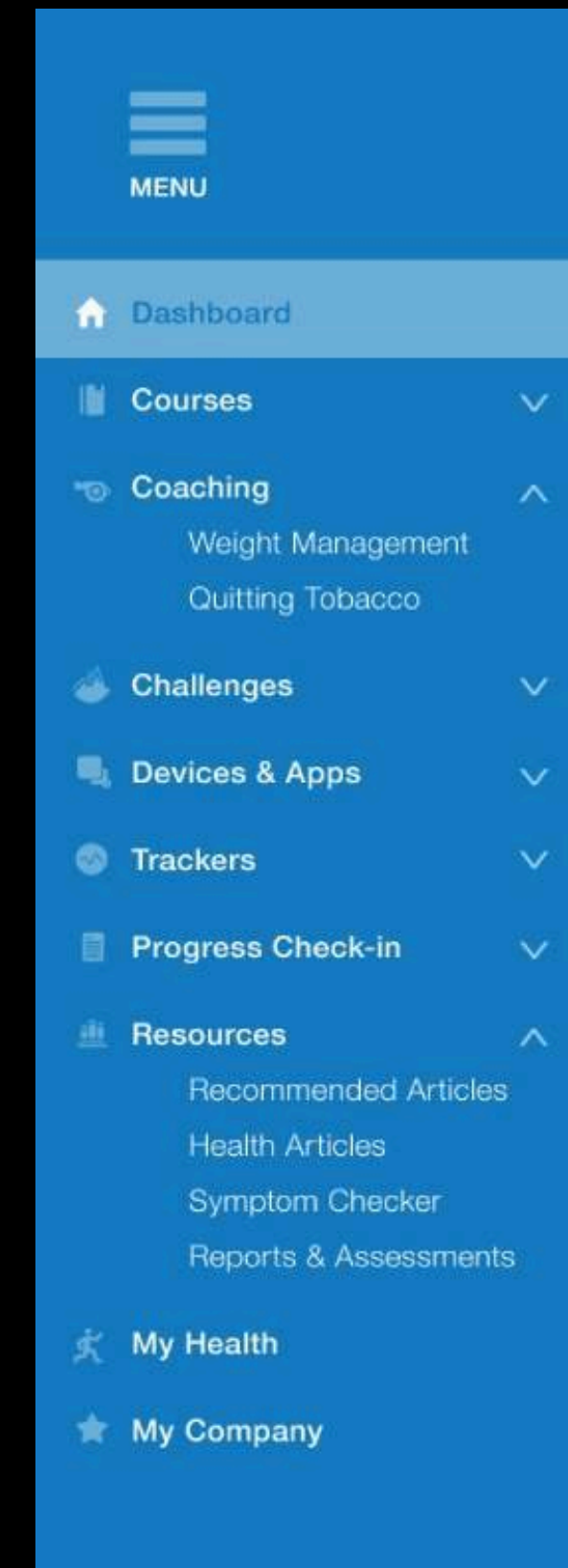
Navigation people can find

The eye-tracking review showed the menu sat outside the area where people look for navigation, and the links were too small to read as navigation at all. The new menu has larger type, an icon for every section and a marker for unread messages.

BEFORE



AFTER



Decision 02

Flat icons in fewer colors

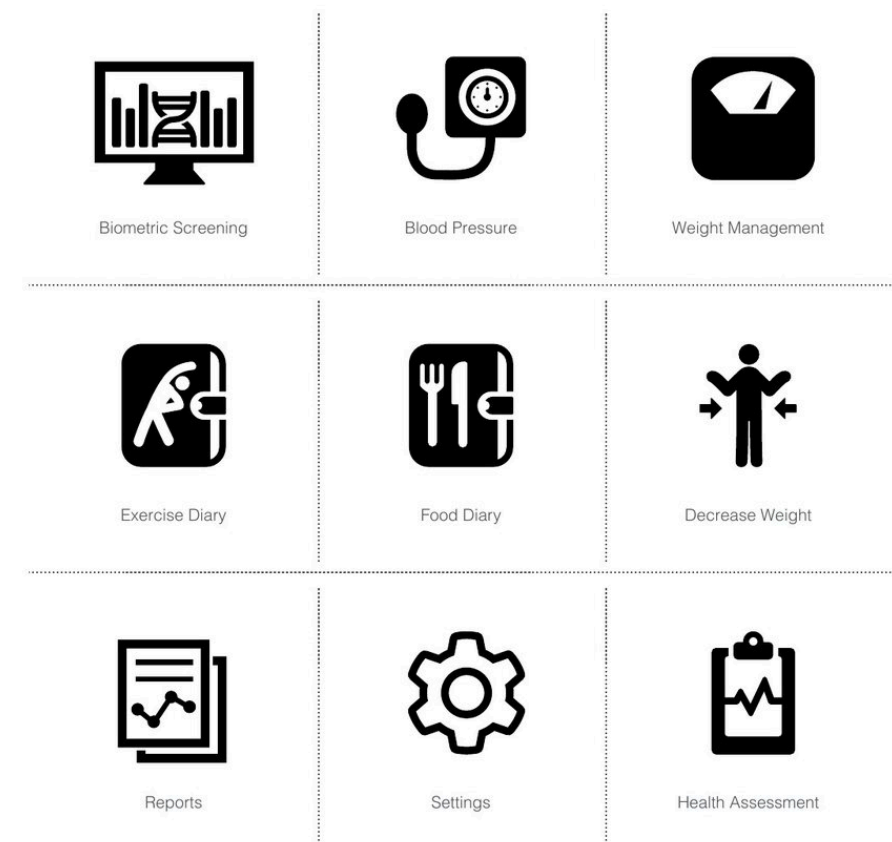
Cutting the number of colors in the icon set made each icon's purpose bolder and let color stand for a type of tool. It also let us ship every icon in one web font, which cut page load time and carried straight over to the mobile app.

The Redesign

Flat Icons

Reducing the number of colors in the icon set allows for several UX improvements.

- Bolder communication of the icon purpose.
- Color personification for types of tools on the dashboard.
- Ability to package all icons into a web font.
- Improved page load times.
- Easy translation to responsive and mobile app usage.



Decision 03

Solid color behind every call to action

Solid backgrounds make the next action clear and easy to pick out on a busy page.

The Redesign

Solid Color Backgrounds

By using solid colors as backgrounds, we provide clear and highly discernable calls to action on a page.



Decision 04

A lighter dashboard

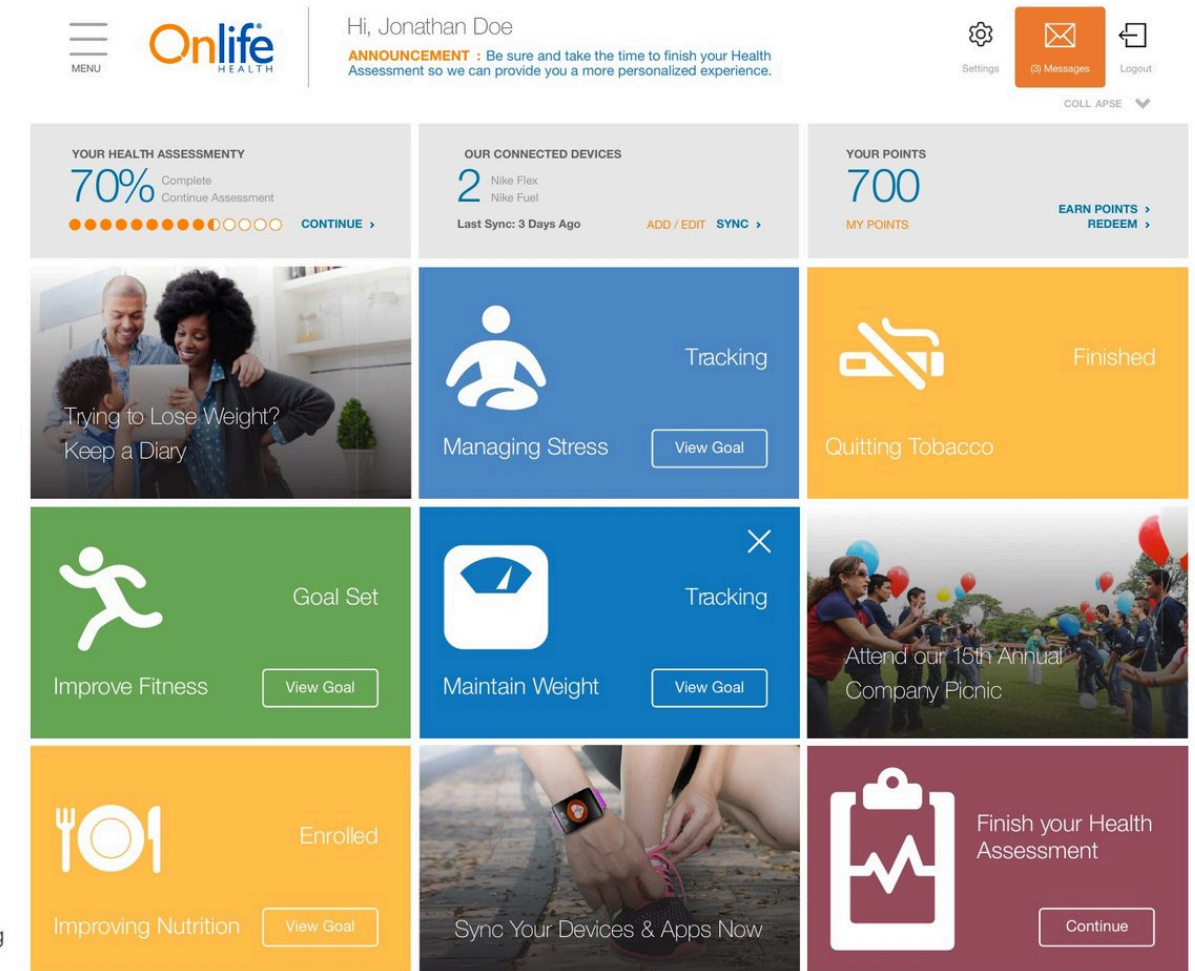
In answer to the feedback on length and weight, I reduced the marketing tiles, gave every item equal weight, and added one-click links to the screens each member uses most. Items are colored by the section they belong to.

Alternate Version

Making the most important things, the most important things

Based on the focus group feedback regarding the length and weight of items on the dashboard, we decided to reduce the size of the marketing tiles, equalize the weight of items on the page and work in individualized links based on the viewer's usage patterns by allowing quick, one-click access to the different screens they access the most often.

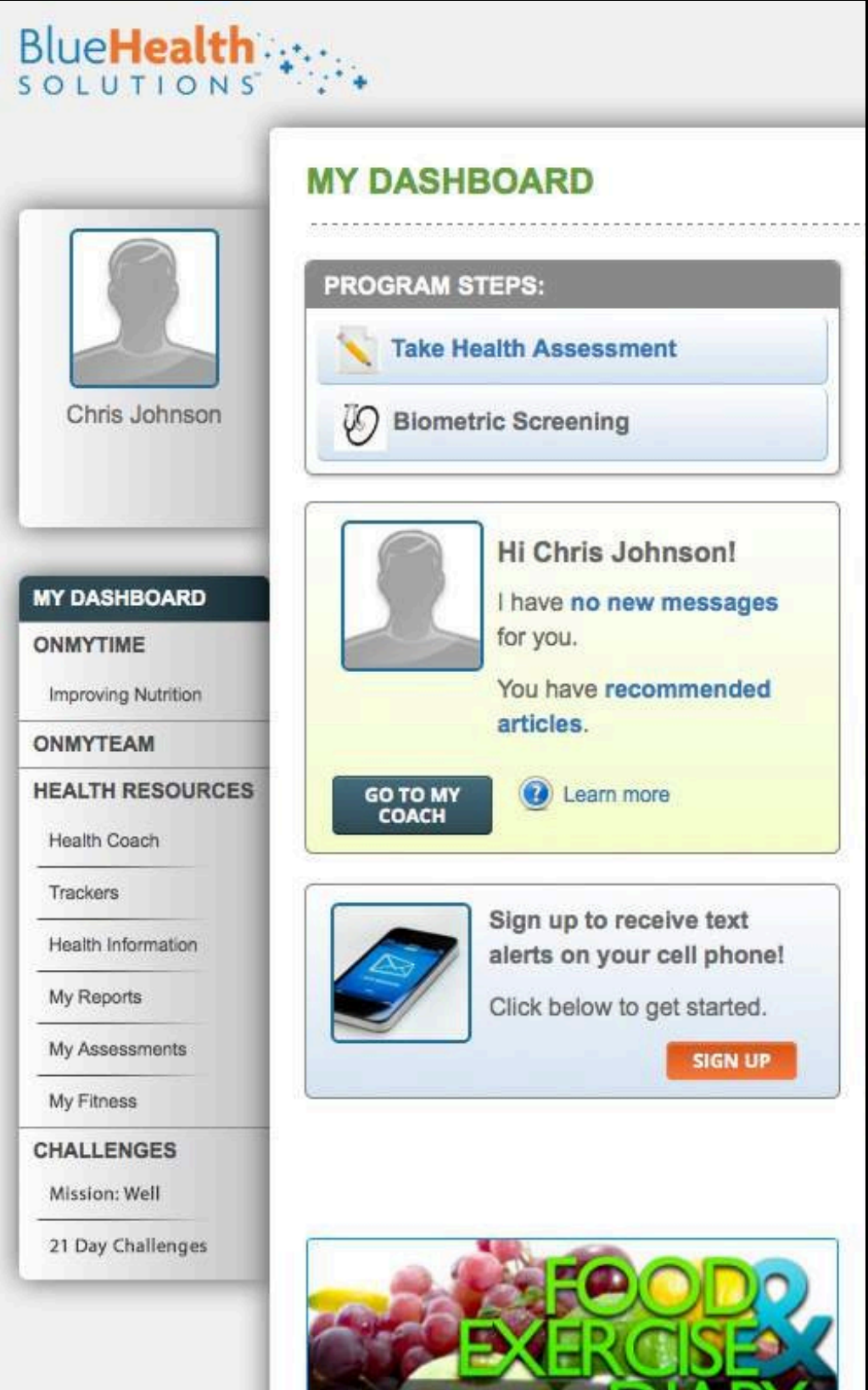
Additionally, we are coloring items based on the section they reside in.



Drag to compare the old dashboard with the redesign

Before and after

BEFORE



AFTER



08

The live product, hands on.

In fall 2015, with the redesign implemented, we went back for hands-on feedback in a practical setting. This round covered the pages nobody had seen yet and the things we changed after round one: icons, devices and graphs. It also tested goal setup in the mobile app, and when to ask members for feedback and App Store reviews.

Participants worked through ten scenarios, six on the web portal and four in the mobile app, from logging in with a mailed brochure to messaging a coach, setting a goal and updating a tracker.

The live product, hands on.

80 to **93%**

Usability score for the
implemented redesign

10

Task scenarios

6 + 4

Web portal and mobile app

The live product, hands on.

What landed

Users loved the new devices page

The new health assessment display was well received

'Contact your coach' became the primary call to action

What still needed work

Not fully responsive: people wanted the full browser width

Goals, trackers and courses were hard to tell apart

Some items in the left menu were not clickable

Trackers and graphs needed to be bigger

The app and the portal had different names

What we planned next

Let members pick a topic first, then how it is delivered

A welcome tutorial for first-time users

Scroll the next assessment question into view automatically

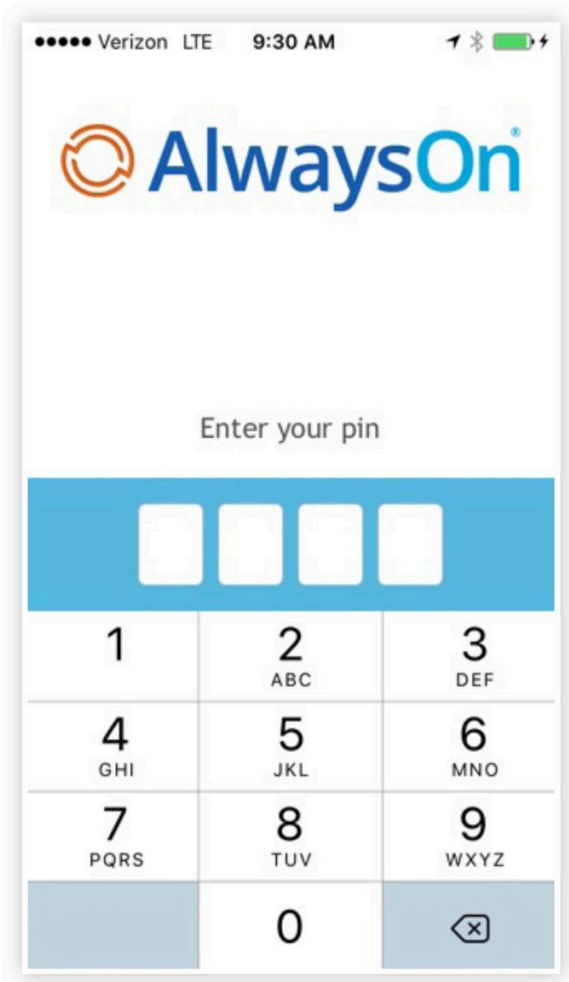
Clean up the mobile assessment and add a way to quit

Mobile App

Test 7

Current Mobile App on iPhone

- You received a brochure in the mail with your wellness program information and see a new mobile app is available. Use your current website username and password to log into the app.
- Provide the individual a pre-defined username and password
- Your employer incents on completing a health assessment and setting up a goal
- Complete these activities using the mobile app



Baseline Score

Within the baseline or control measurement of efficiency, accuracy, recall and emotional response; here are those baseline score to indicate areas of improvement.

Efficiency	Accuracy	Recall	Response
88%	94%	86%	91%

Total Score
93%

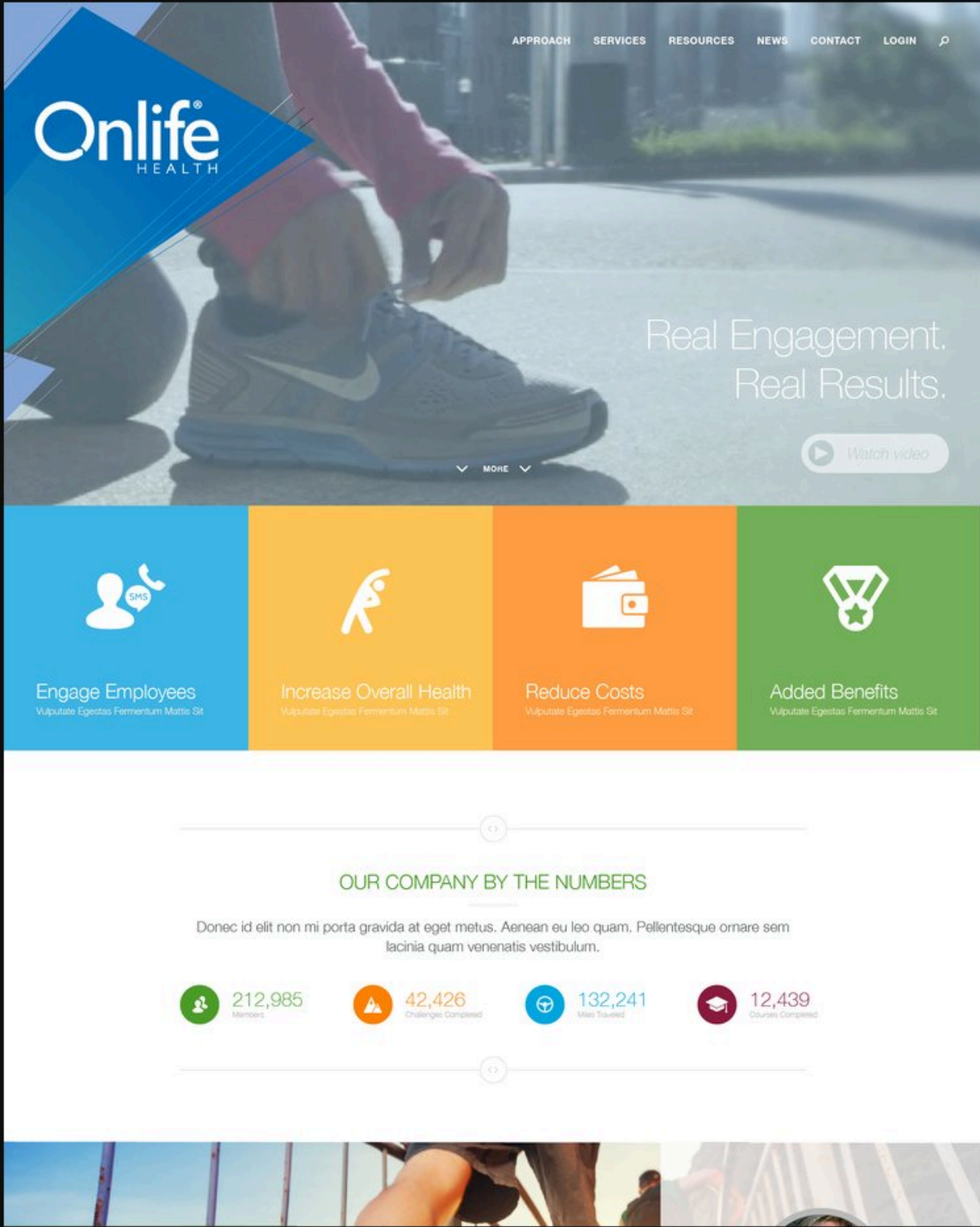


09

One system across web, tablet and phone.

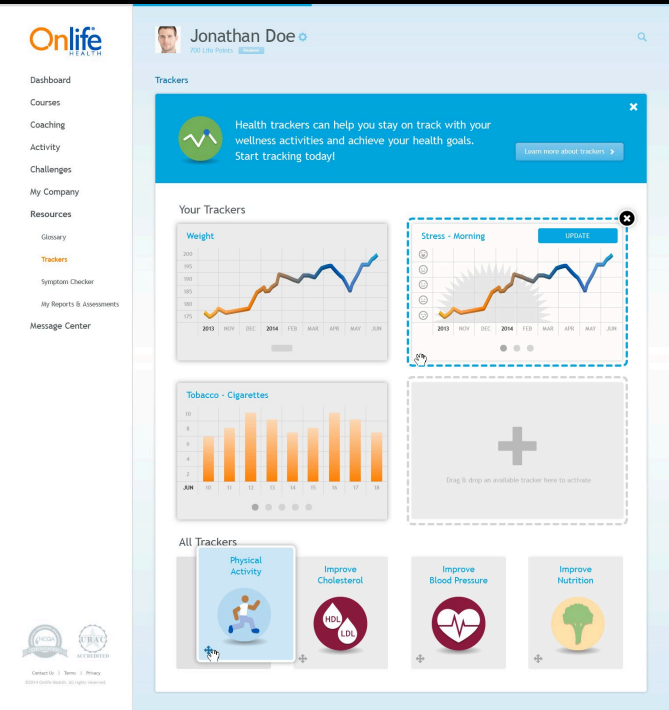
The finished platform covers the health assessment, coaching, self-guided courses, trackers, device sync, points and rewards, biometrics, reports, a symptom checker and video lessons. Every module is built from the same components and follows the same rules.





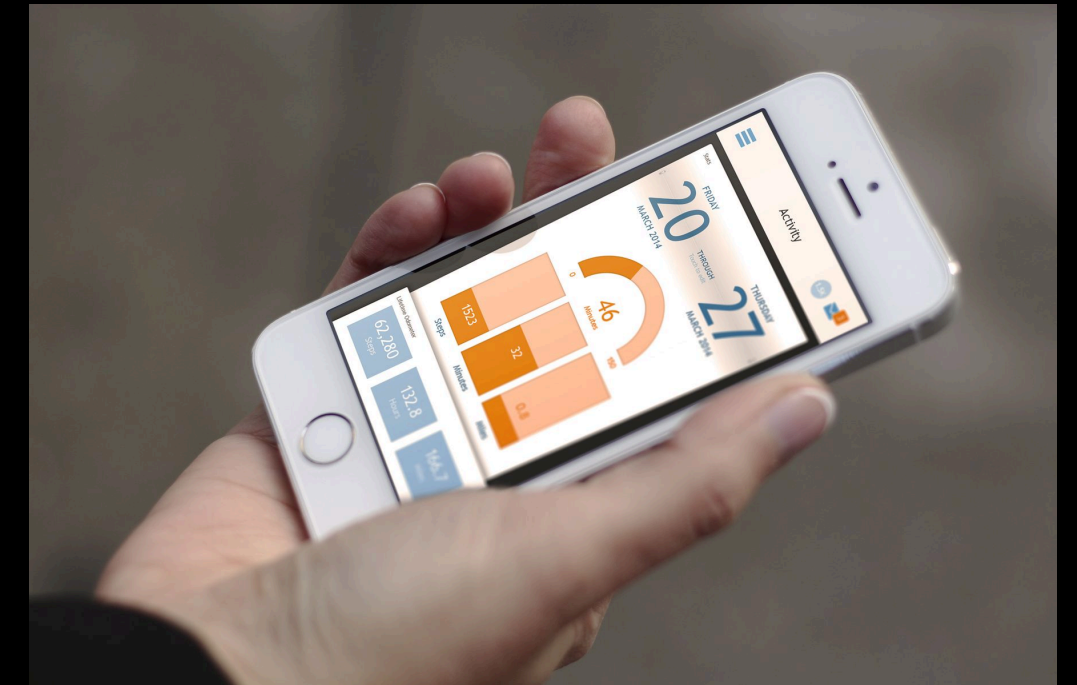
Data visualization

Members see their own numbers first: assessment results, biometrics against healthy ranges, and trackers for nutrition, weight, stress and cholesterol. The same data prints as a report to take to a doctor.



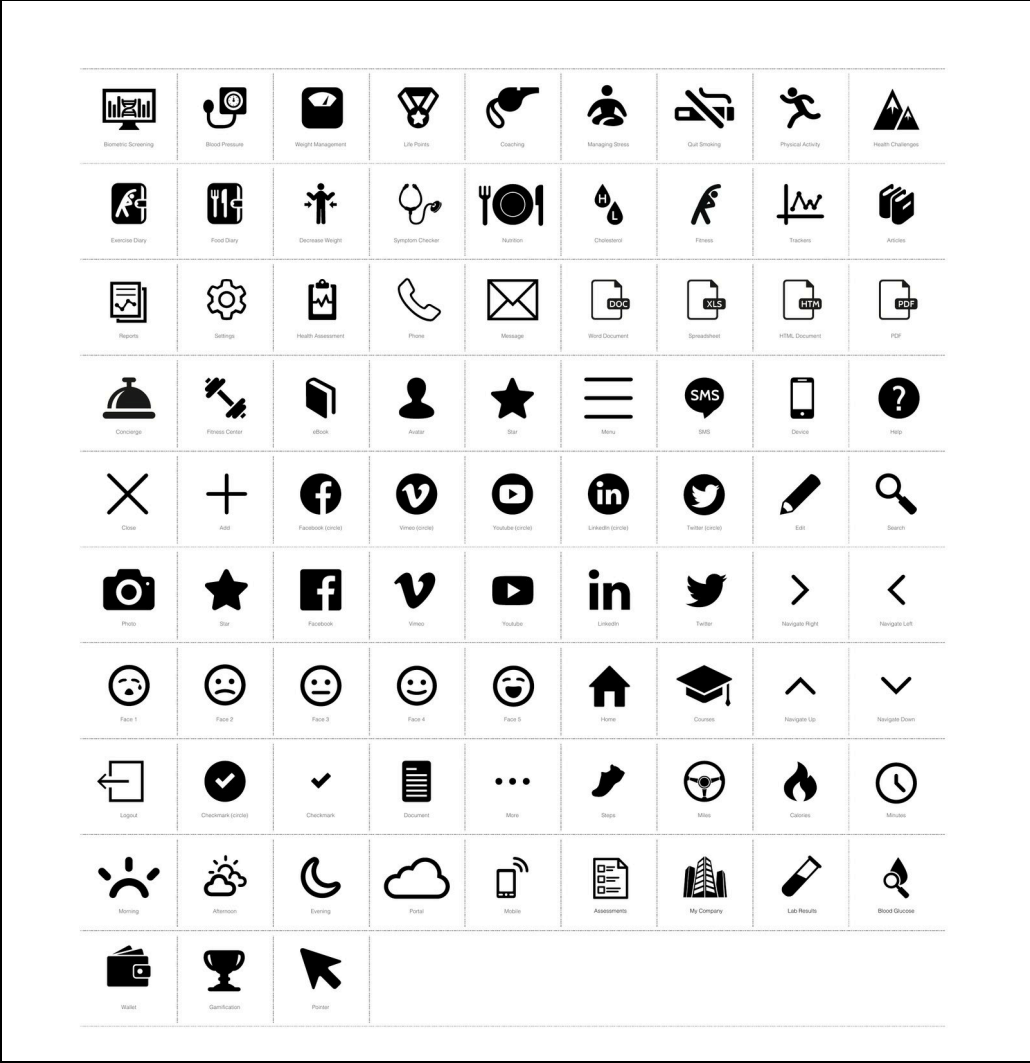
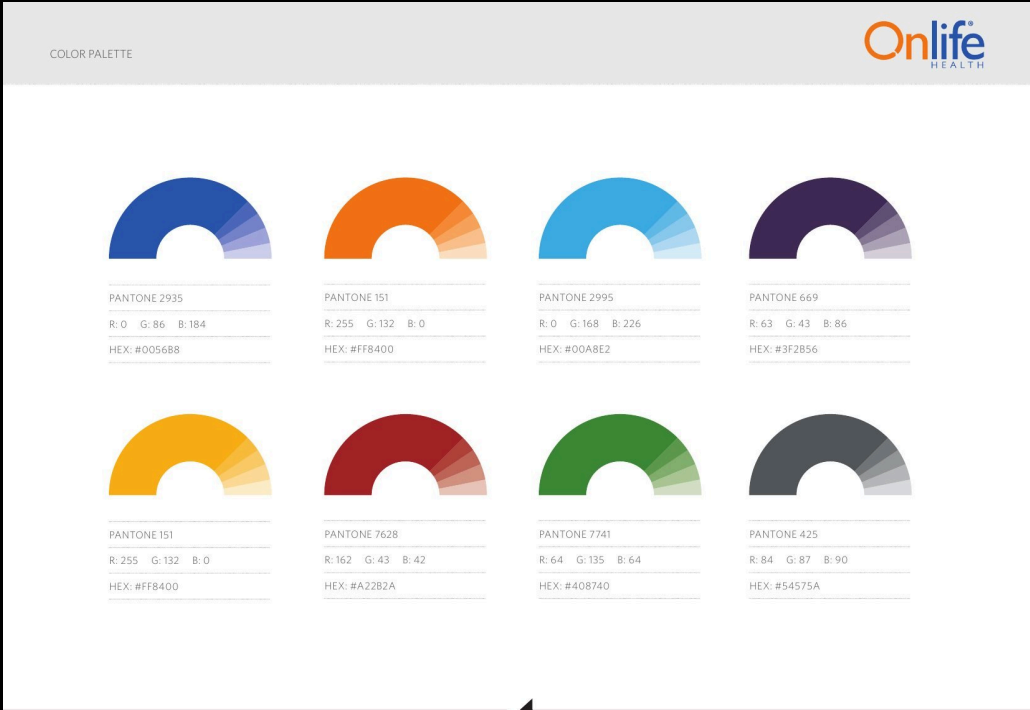
Mobile app

The iOS and Android app opens on the day's numbers: steps, nutrition, sleep, weight, active minutes. Trackers, coaching and messages sit one level down.



Design system

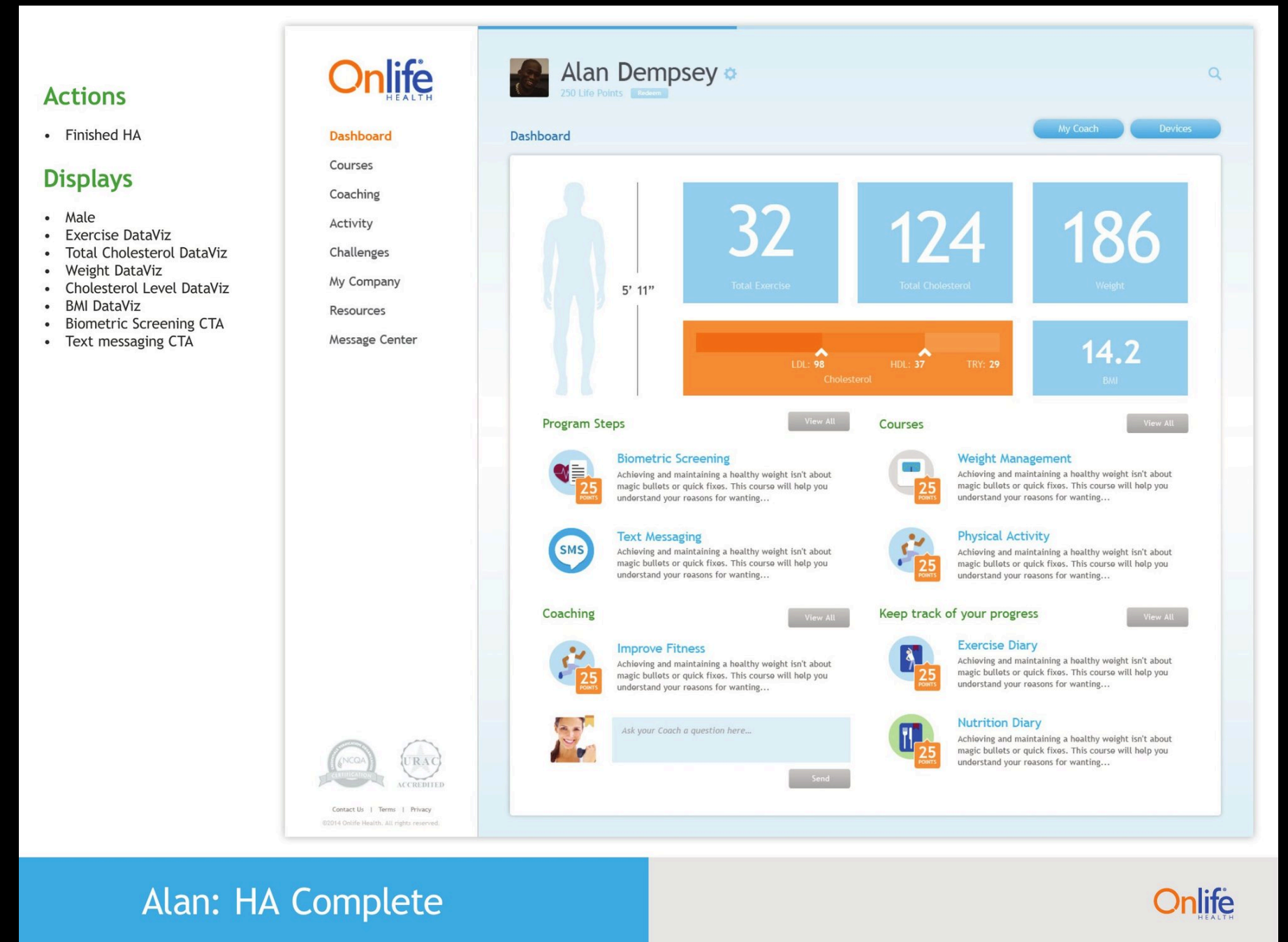
Eight colors with Pantone references and a single icon font, so new modules and new client brands start from the same parts.



10

A dashboard that learns, and a plan to test it.

The health assessment tells the system a member's age, habits and risks. I designed the dashboard to use that. A new member sees a simple default with a nudge to finish the assessment. Each answer after that unlocks the data and shortcuts that fit them: someone who reports high blood pressure sees that tile first, and someone who wants to eat better gets a one-click link to the weight management course.



Alan: HA Complete

A dashboard that learns, and a plan to test it.

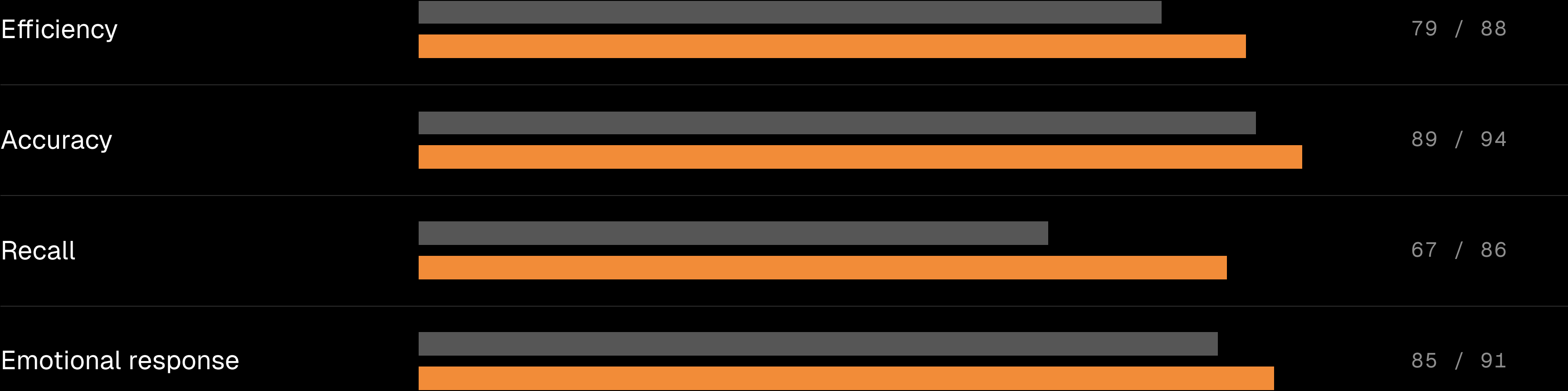
I also wrote the analytics and A/B testing plan for the mobile and responsive application: the questions to ask of the data, eleven experiments, and a monthly release cycle that tests two or three things at a time and ships the winners.

Questions for the data	Experiments	Cadence
How long does the health assessment take?	Larger type against assessment completion	Launch with a minimum viable product
Which question gets skipped most?	Shorter question copy	Test three elements for a month
What do people do right after finishing it?	Password or PIN at login	Ship what wins, then start the next set
Do they reach courses from the dashboard or the menu?	Sliders or buttons for multiple choice	
	One-screen or step-by-step tracker entry	

11

From 80% to 93%.

ROUND ONE, MOCKUPS ROUND TWO, LIVE PRODUCT



From 80% to 93%.

80 to **93%**

Total usability score across two rounds of focus groups

30%

Lower bounce rate across the redesigned applications

3 to 1

Platforms consolidated. Two were retired.

6

ADDY awards. 2 gold, 4 silver.

From 80% to 93%.

Every measure improved between the two rounds. Recall moved the most, from 67 to 86.

Three platforms became one, and two legacy platforms were retired. Every client moved to the same product, configured for their own brand and programs. Testing did not stop at launch: we kept a standing loop of user testing and client reviews.

Alongside the product I rebranded seven business units and built a shared media library of more than 1,200 assets, which cut marketing production time by 40%.

Thank you.

Chris Johnson, UX and product design

hello@cajohnsononline.com

cajohnsononline.com/onlife-health