



# **Comparison Analysis of 2 Retail Pharmacy Websites**

August 2019



## MeasuringU UX Measurement Bootcamp

- 3 day intensive program completed in 2019 taught by Jeff Sauro to teach working UX professionals how to quantify their user experience research

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## Meet the Team

(Left to Right)

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**We wanted to determine if one retail pharmacy website performs better than the other.**

Which website is easier to find pharmacy related information?

Is there a difference between websites for time spent on tasks?

How likely would users recommend the pharmacy site?

*Walgreens*

♥ **CVS** pharmacy™



## We conducted remote, unmoderated usability testing

### Tasks

1. Find out whether or not the pharmacy offers the typhoid vaccine.
2. Find the pharmacy healthcare clinic that is closest to you.
3. Find out how many servings are in a bottle of Nature Made calcium gummies.

### Metrics

#### During Task

Time spent on task  
Success of completion

#### Post-Study

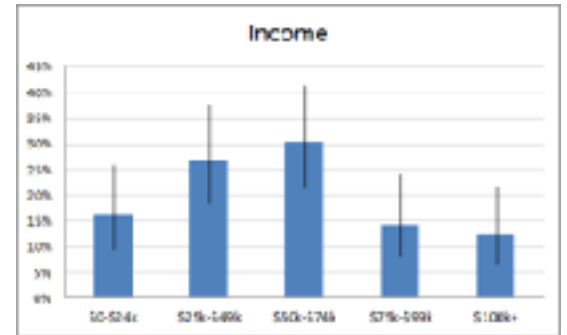
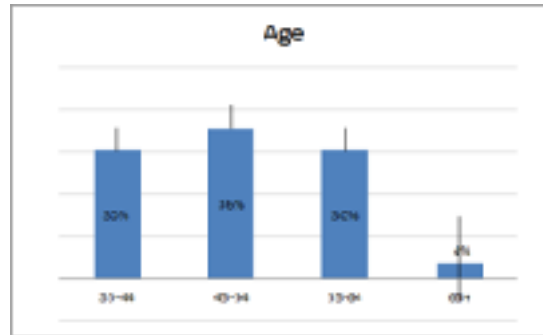
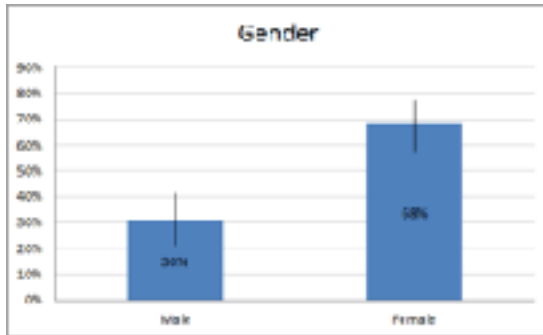
SUPR-Q  
NPS



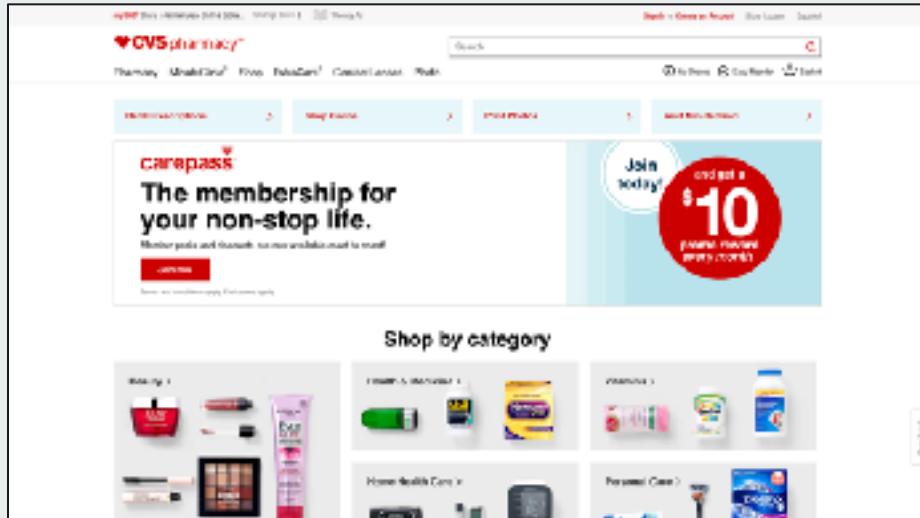
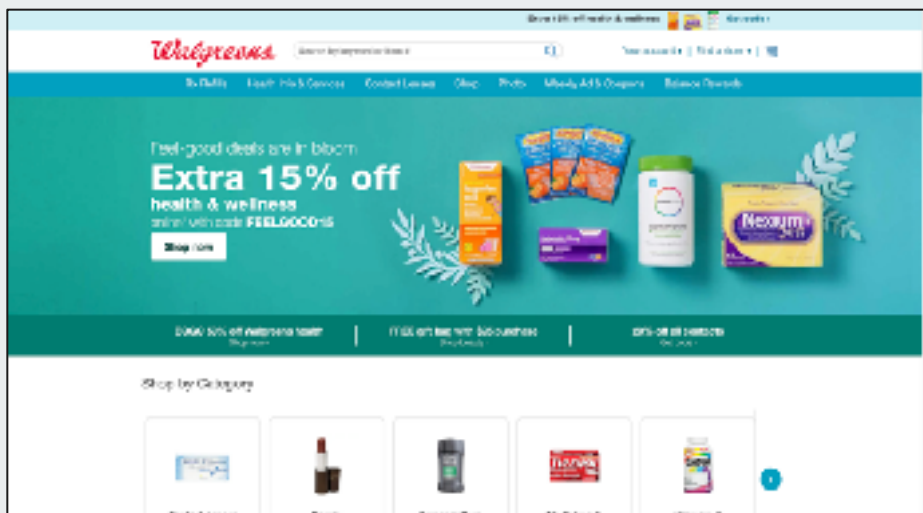
## MeasuringU Intelligent Questioning Platform (MUIQ)

- In class, we determined we calculated the number of participants we would need and that we would do t-tests.
- Used MeasuringU's proprietary platform which recorded video and ran statistics for us, giving us the results which we analyzed in excel.
- Op4G provided us with participants with overnight results

**We ran a between subjects study, with 56 total users.**



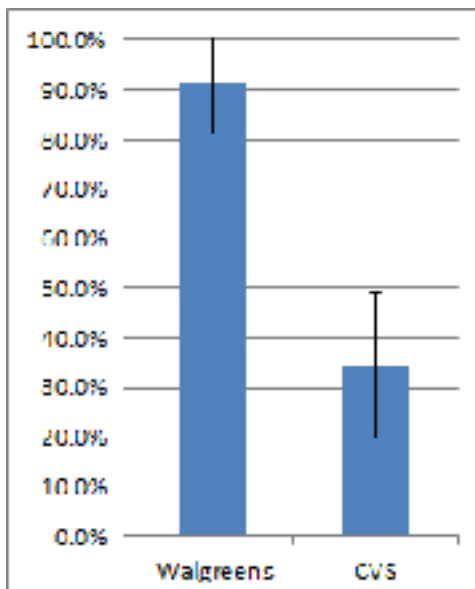
Between subjects= Different people test each condition so each person only sees one web site



# Findings



Users were more successful finding information about the typhoid vaccine on the Walgreens website.

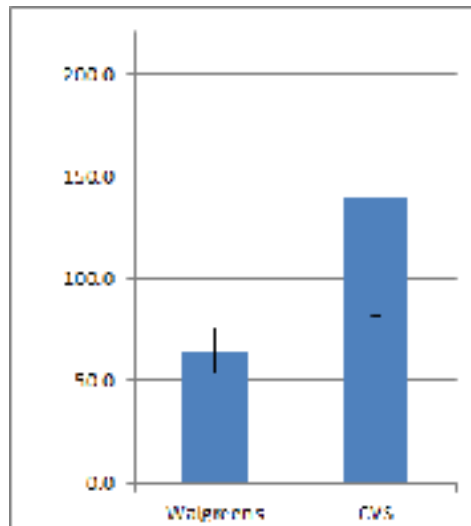


### Completion

Walgreens: 92%

CVS: 35%

Completion rates are significantly different with  $p = .00004$



### Time on Task

Walgreens: 64s

CVS success: 138s

Times are significantly different with  $p = .01$

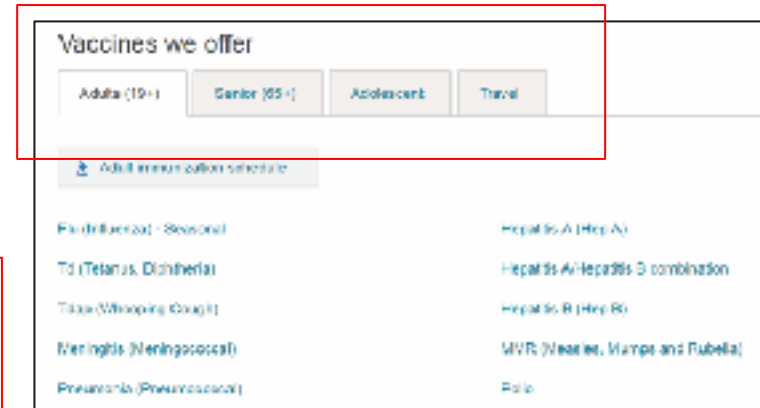
Typhoid vaccine: Browse

CVS lists travel vaccines separately from other vaccines, which does not match users' mental models.



## CVS

Most users clicked on Vaccinations & injections rather than Travel health, so they missed the typhoid vaccine information.



## Walgreens

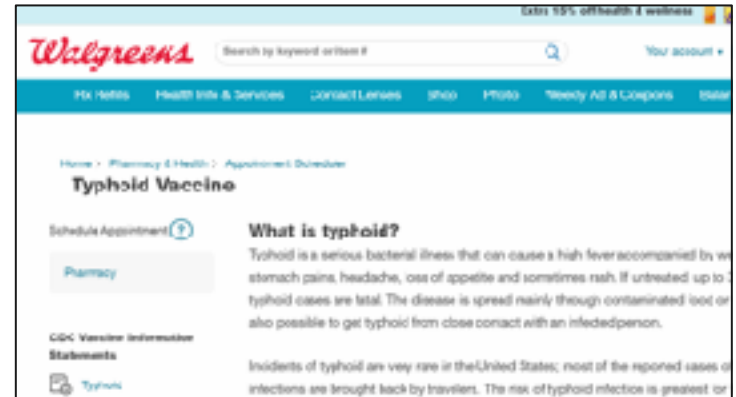
Most users noticed the Travel tab and were able to find the typhoid vaccine. A few users did actually miss the tab, showing that users do not expect these vaccines to be separated.

## CVS defaults to an unhelpful product search, while Walgreens recognizes a search for a vaccine.



### CVS

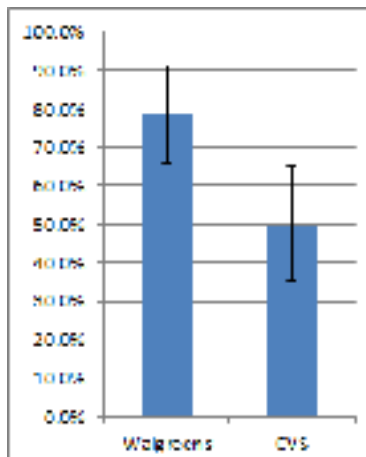
Users were unsure what to do after getting a product as a result. Very few noticed the Health Resources button and were able to successfully find the information about the vaccine.



### Walgreens

Users who searched for "typhoid vaccine" were taken directly to the typhoid vaccine landing page and could easily confirm that it was offered.

## Data for finding for the closest clinic was inconclusive.

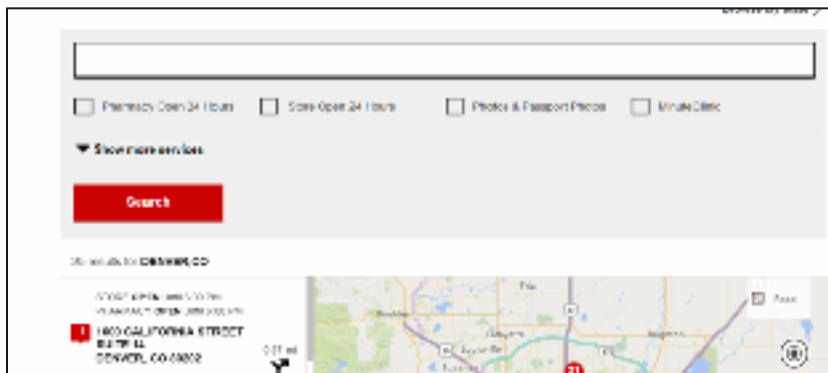


While survey data showed a slight difference between completion rates, video observation revealed that many Walgreens users were able to answer the validation question correctly (address of the clinic) even though they looked for the closest *store* rather than the closest *clinic*.

*With more time we would recode the answers or re-run the question with a different validation question to get better data.*

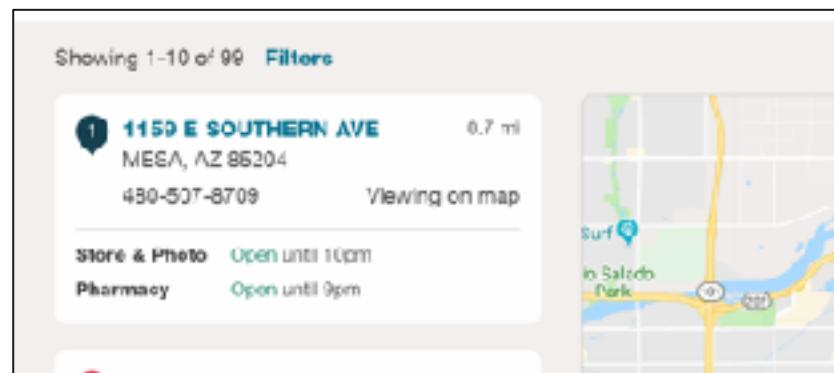
Find a clinic

## Users may be more successful finding clinics on the CVS site due to the exposed filters in the Store Locator



### CVS

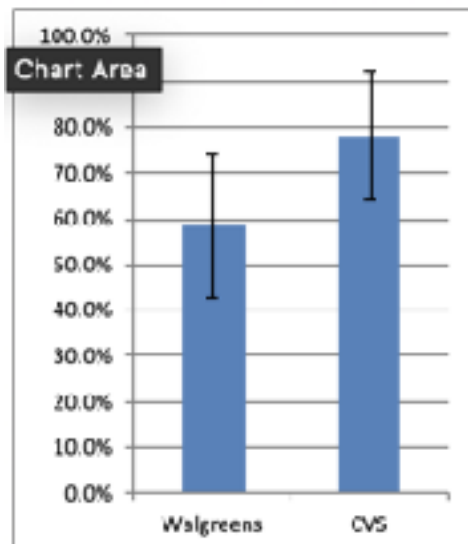
MinuteClinic is visible in the Store Locator, prompting users to click on it.



### Walgreens

Users needed to click on Filters to see the clinic option, which many users failed to do, looking only at the first store result.

We did not observe a significant difference between Walgreens and CVS when users tried to find vitamins...



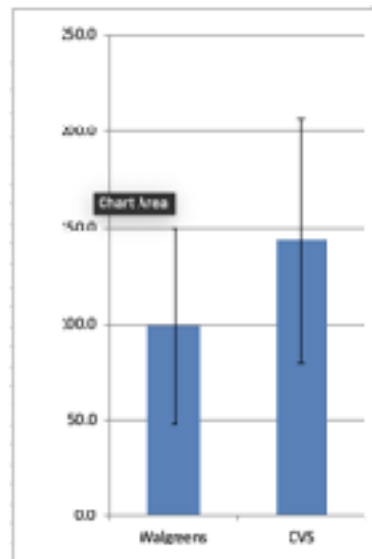
### Completion

Walgreens: 58%

CVS: 78%

Completion rates are not significantly different with  $p = 1.4723$

CI: -0.026 to 0.402



### Time on Task

Walgreens: 99s

CVS success: 144s

Times are not significantly different with  $p = 2.6853$

CI: -123s to 35s

...since the users were able to easily find the information on both product page sites





## Post Study: SUPR-Q & NPS

The **SUPR-Q** (Standardized User Experience Percentile Rank Questionnaire) is an 8 item questionnaire for measuring the quality of the website user experience.

**Net Promoter Score (NPS)** is a metric designed to help measure and evaluate customer satisfaction and loyalty. It asks one simple question:

*On a scale of 1 to 10, how likely are you to recommend our company to a friend or colleague?*





Any questions?  
Thank you!!!