



Comparison Analysis of 2 Retail Pharmacy Websites

August 2019

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 Scales

SUPR-Q

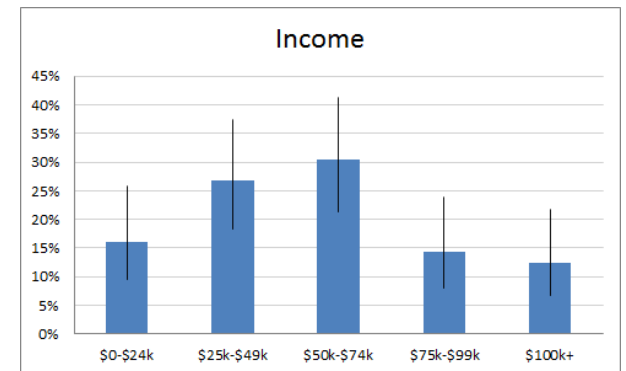
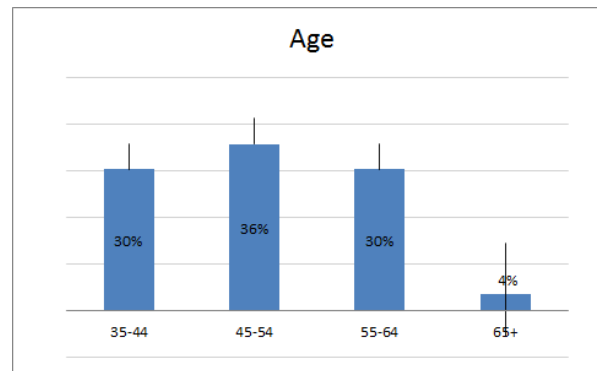
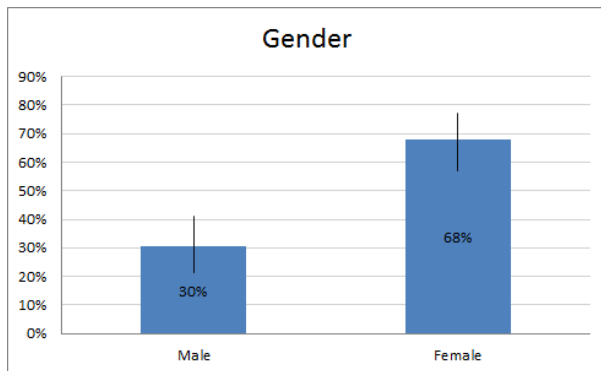
NPS



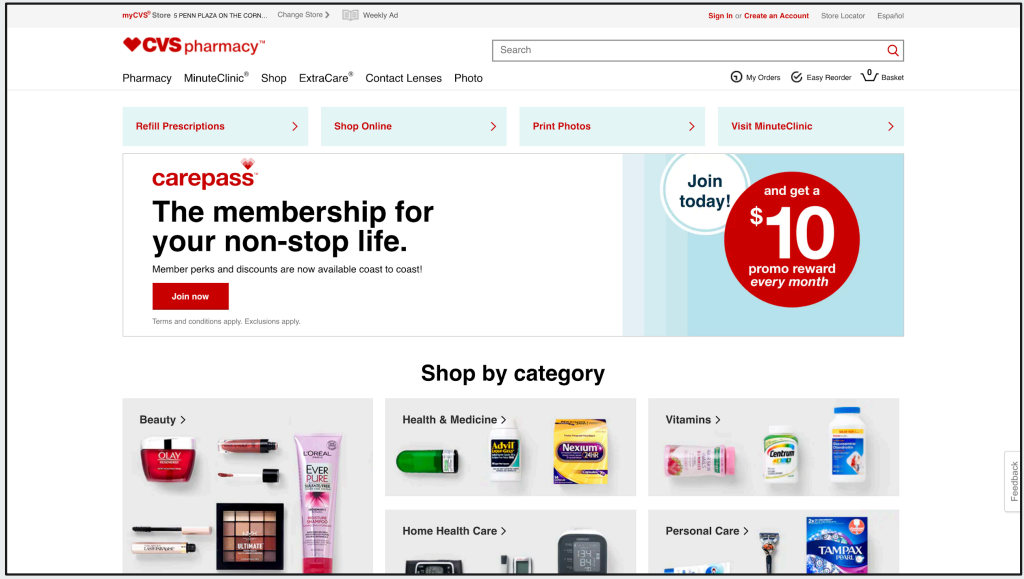
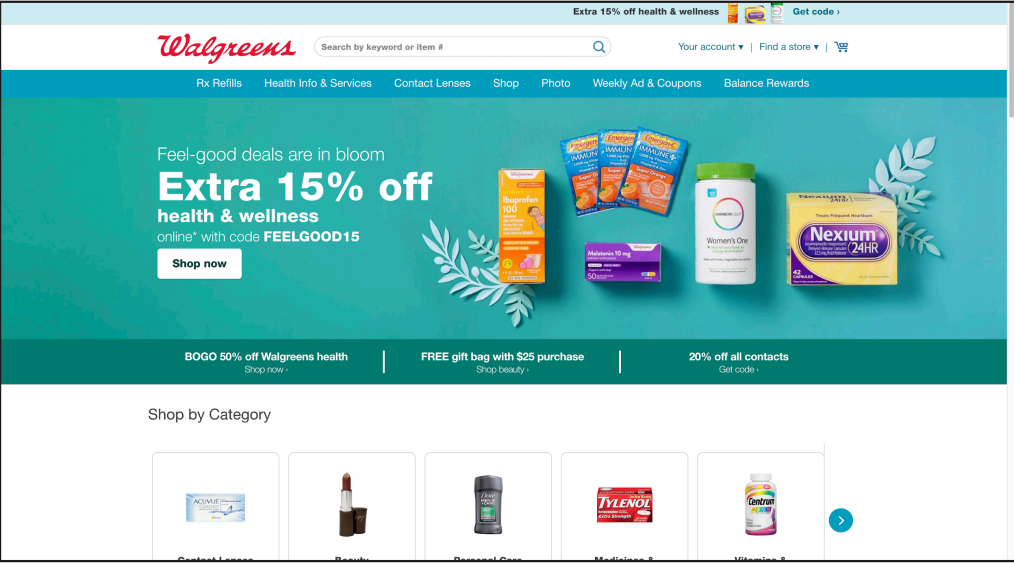
MeasuringU Intelligent Questioning Platform (MUIQ)

- We calculated the number of participants we would need and that we would do t-tests.
- We used MeasuringU's proprietary platform, MUIQ which recorded video and ran statistics for us, giving us results which we analyzed and graphed in Excel.
- Op4g provided us with participants for overnight results

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



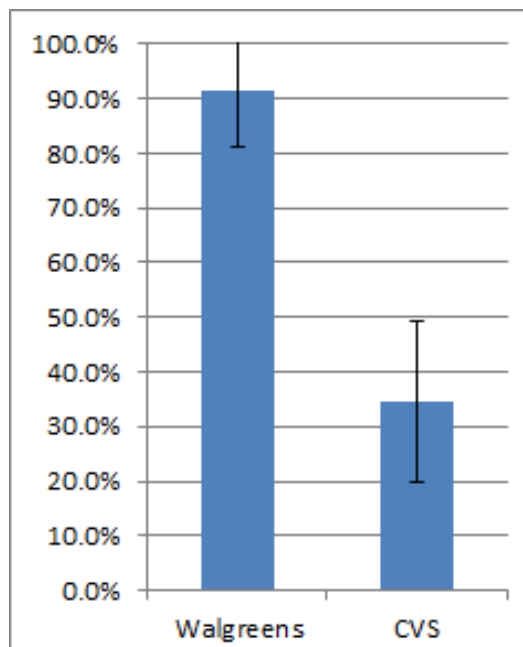
Between subjects= Different people test each condition so each person only sees one web site



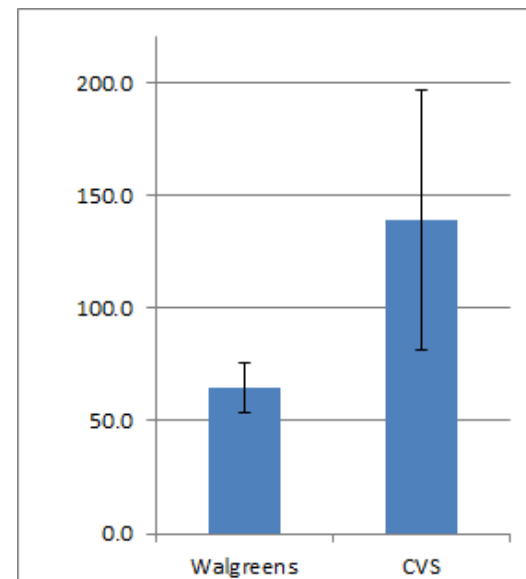
Findings

Typhoid
vaccine

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



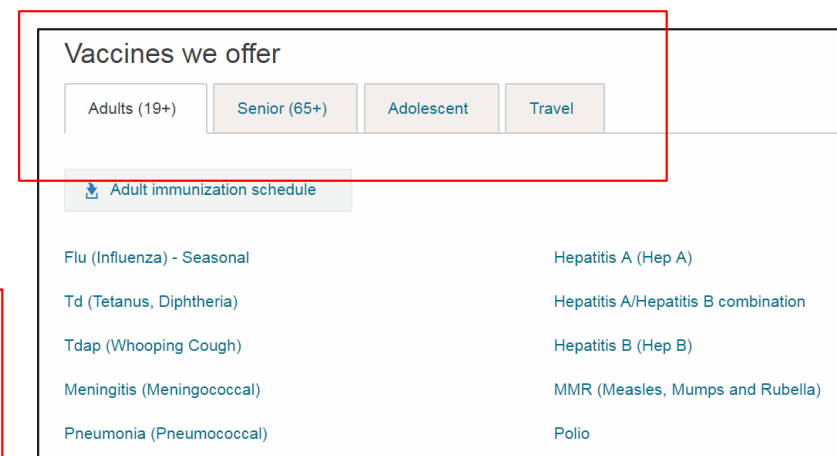
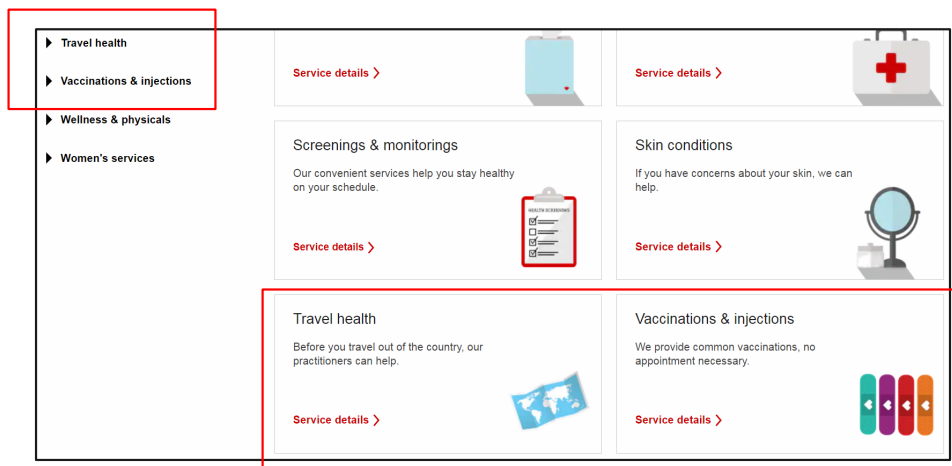
Completion
Walgreens: 92%
CVS: 35%
Completion rates are significantly different with $p = .00004$



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.



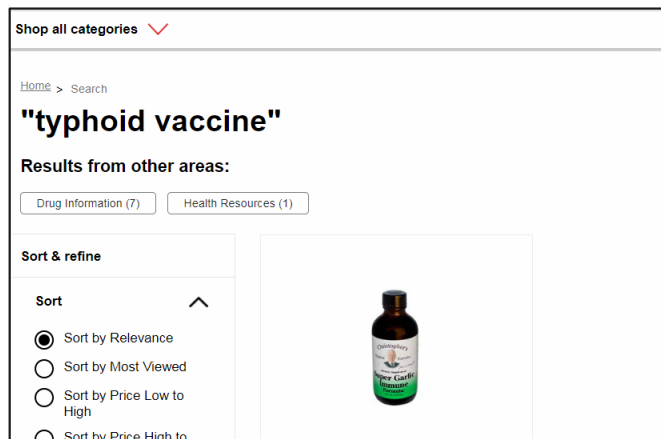
CVS

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

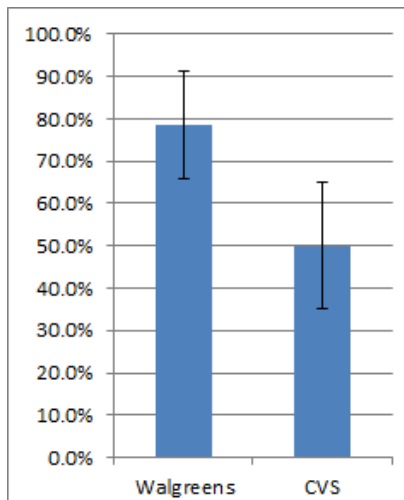
Users were unsure what to do after getting a product as a result. Very few noticed the Health Resources button and were able to successfully find the information about the vaccine.



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.

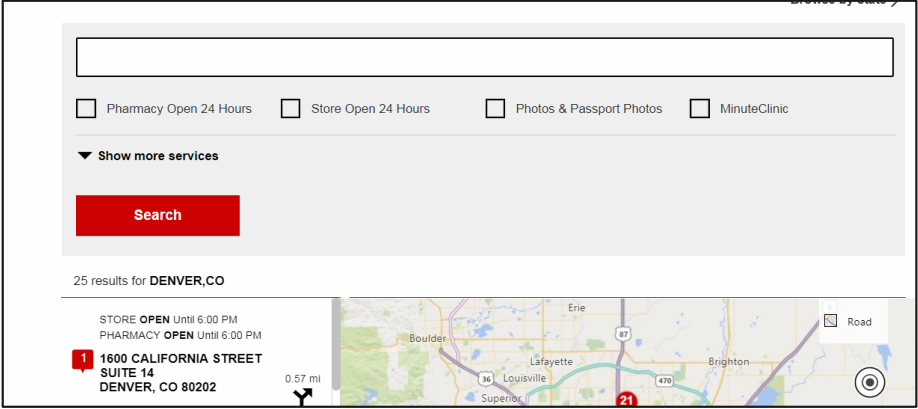


While survey data showed a slight difference between completion rates, video observation revealed that many Walgreens users were able to answer the validation question correctly (address of the clinic) even though they looked for the closest *store* rather than the closest *clinic*.

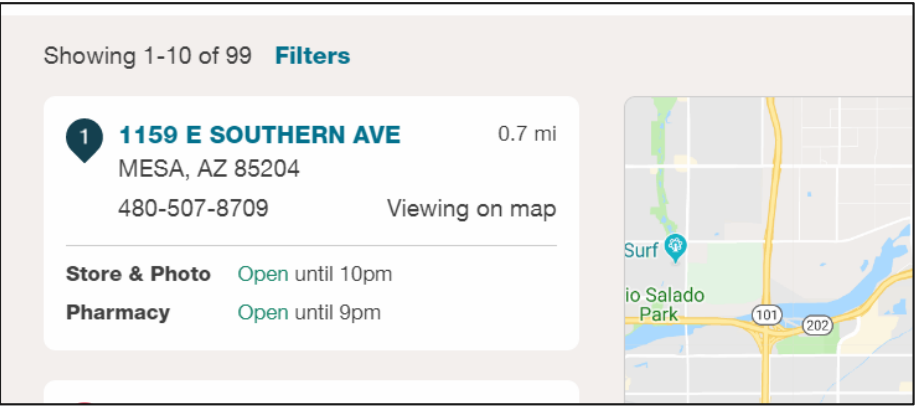
With more time we would recode the answers or re-run the question with a different validation question to get better data.

Find a clinic

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

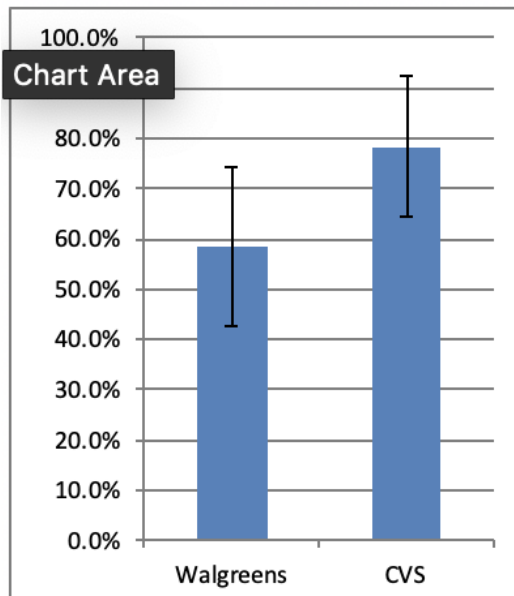


CVS
MinuteClinic is visible in the Store Locator, prompting users to click on it.



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...

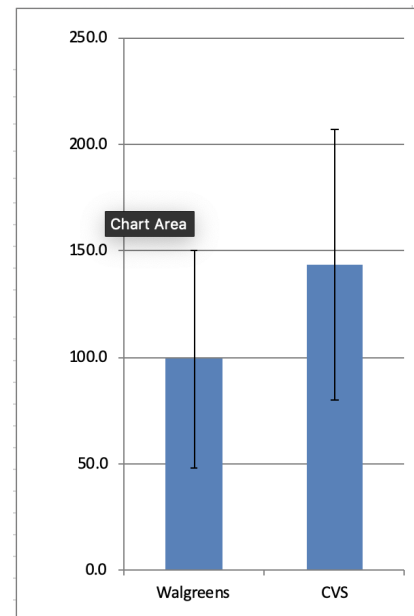


Completion

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




Search by keyword or item #

Your account | Find a store |

Rx Refills | Health Info & Services | Contact Lenses | Shop | Photo | Weekly Ad & Coupons | Balance Rewards

Home > Shop > Vitamins & Supplements > Calcium & Minerals > Calcium



Nature Made Calcium Adult Gummies
Cherry, Orange, Strawberry 80ea

★★★★★ 5.0 (11)

\$16.49
\$0.21/ea.

Online and store prices may vary

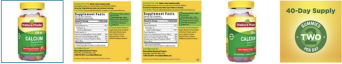

Buy 1, Get 1 FREE Mix & Match
Extra Savings Extra 15% off with code FEELGOOD15

Vitamin Angels will receive a donation with every purchase.

Ship to home FREE at \$35 | Ship to Store FREE! Details

6-9 In Stock | 801 16TH ST
Check other stores

Temporarily out of stock online


Search

Pharmacy | MinuteClinic® | Shop | ExtraCare® | Contact Lenses | Photo | My Orders | Easy Reorder | Basket

Home > Shop > Vitamins > Minerals > Calcium

Nature Made Calcium Adult Gummies

★★★★★ 4.7 (14)



Buy 1, Get 1 Free
\$17.49 reg. \$17.49
10.9¢ / ea.

Qty:

Add to basket

Check store availability >
Prices may vary from online to in store.

Eligible for 1-4 day shipping
Details

Post Study: SUPR-Q & NPS

- We did get data from this but unfortunately technical problems prevented us from including this in our presentation
- The SUPR-Q is an 8-item questionnaire designed by Jeff Sauro of [MeasuringU](#).
 - The website is easy to use (Usability)
 - It is easy to navigate within the website. (Usability)
 - I feel comfortable purchasing from the website. (Trust)
 - I feel confident conducting business on the website (Trust)
 - I will likely return to the website in the future. (Loyalty)
 - I find the website to be attractive (Appearance)
 - The website has a clean and simple presentation (Appearance)
 - How likely are you to recommend this website to a friend or colleague (Loyalty)

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Any questions?
Thank you!!!