

HealthHub User Insights

7 Audience Personas

RESEARCH ANALYSIS

Objective:
We tested the IA,
selector tools,
content templates,
and content needs








to uncover user insights that will inform our way forward.

Contents

1. Recap of Methodology
2. IA Tree Testing
3. Selector Tools
4. Content Templates
5. Content Needs

1. Recap of Methodology

RECAP OF METHODOLOGY – RESPONDENTS

Wellness Enthusiast	Planning for Family	Established Family	Occasional Patient	Caregiver	Chronic Patient	Suddenly Ill
						
20-40 y/o	20-40 y/o	35-45 y/o	31-40 y/o	45-55 y/o	51-65 y/o	50+ y/o

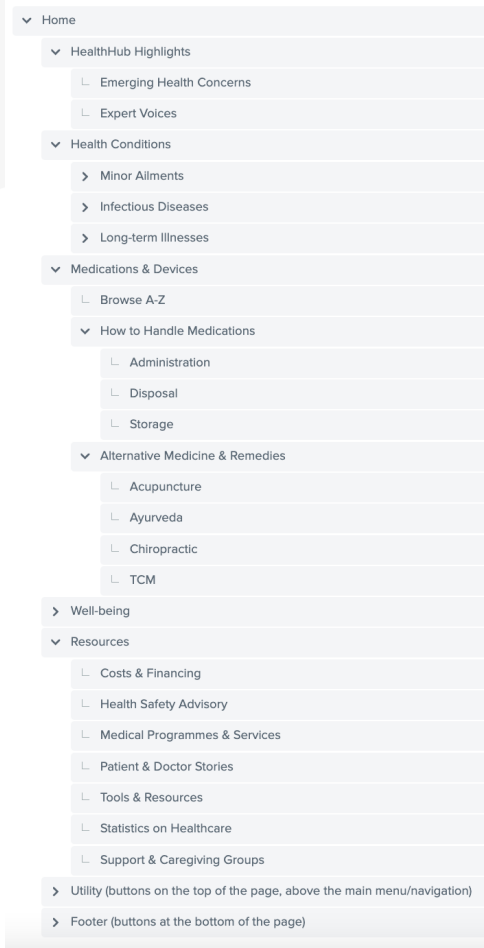
- 5 people * 7 segments = 35 respondents
- Users & non-users of health websites
- Mix of tech-savviness
- Mix of mobile & laptop users

RECAP OF METHODOLOGY – ACTIVITIES

4 sessions

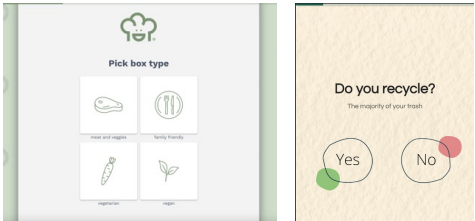
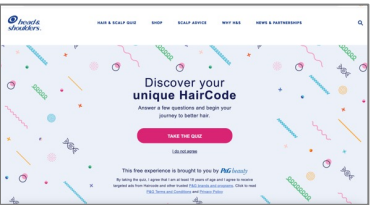
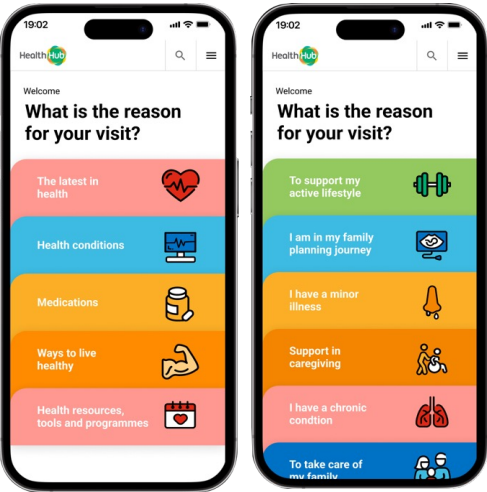
IA Tree Testing

Individual Task + Group Discussion



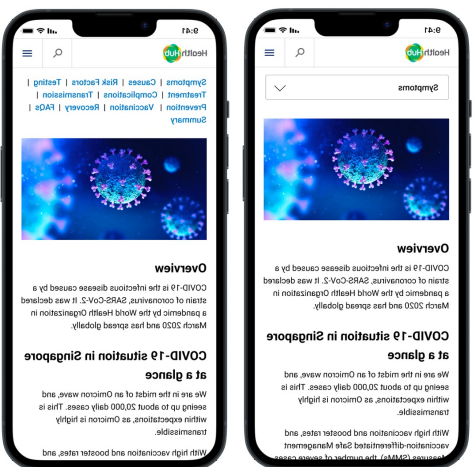
Selector Tool

Individual Task + Group Discussion



Content Templates

Group Discussion, by device preference



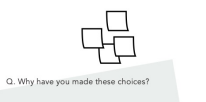
Content Needs

Group Discussion

Content Topic Activity

Q. Can you give examples of the health topics you like to read about? Write them down in the cards provided.

Q. Look at these topics we have posted. Pin the topics you have to the similar ones here. Add stickers to the ones that look interesting to you, apart from the ones you have.

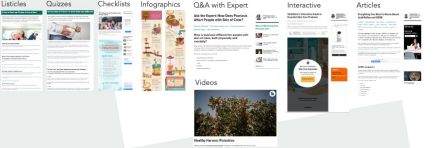


Content Topics to Expose to Respondents

Wellness Enthusiast	Planning for Family	Established Family	Established Family	Chronic Patient	Suddenly ill
<ul style="list-style-type: none">Disease preventionManaging general health, especially for the long termTrend exercise and fitness routinesTough health: contentMental health: wellness and healthy dietExercise & fitness routinesExercise tipsTime managementWhole culture	<ul style="list-style-type: none">Family planning, fertility, preconception, TCMSafe family managementHealth and healthy dietExercise & fitness routinesExercise tipsGovernment support	<ul style="list-style-type: none">Disease preventionHealth newsMental healthCalculus of varied health services to helpExercise & fitness routinesChild-friendly, family-friendly health content & neighbourhood activities	<ul style="list-style-type: none">Health guidance for own healthSeverity of conditionsCondition managementExercise & fitness routinesNutrition & healthy dietEndowed content from healthcare professionals/institutions	<ul style="list-style-type: none">Disease information & management according to stages, coordinated to severity and typeRecoveryWellnessExercise & fitness routinesExercise & fitness routinesEndowed content from healthcare professionals/institutions	<ul style="list-style-type: none">Disease information & management according to stages, coordinated to severity and typeRecoveryWellnessExercise & fitness routinesExercise & fitness routinesEndowed content from healthcare professionals/institutions

Content Format Activity

Q. Call out your top 3 content formats you choose often. Please tell us you like knowing about health this way.



2. IA Tree Testing

Before diving into the insights, let's take a look at how we can interpret the tree testing results.

1. Success Rate

This indicates the % of correct final answers. However, it's not the end-all-be-all as deeper analysis needs to be done to determine where the issue lies.

2. Directness

This indicates the direct paths taken without backtracking. Beyond getting the correct final answer, this is important to look at as it shows any meandering or guesswork that is happening.

3. First Clicks

This shows what the participants first click on intuitively. This is especially critical as it predicts how effective the 1st level navigation is – getting this right would highly increase the chances of users being able to find the content they need.

RECAP OF OUR IA PILLARS

Global Navigation

Topic Landing Page

HealthHub Highlights

Most recent and relevant content on health news, advisories, health press release, healthcare professional advice, tips, and interviews, and patient-doctor stories.

Health Conditions

Articles that detail health conditions, ranging from minor ailments, infectious diseases, and long-term illnesses.

- Anthrax
- Chicken Pox
- COVID-19
- Dengue

Medications & Devices

Medical information leaflets on Western and alternative medicine & treatments, how-to's on medical devices, and information on how to handle medications.

Well-being

All content on how to live a healthy lifestyle.

- Food, Diet & Nutrition
- Haze
- Maternity
- Mental Wellness
- Parenthood
- Personal Care
- Smoking/Vaping
- Sexual Health
- Skin Care
- Sleep

Resources

Information & tools to support users on health-related matters such as financing, health safety, medical programmes, support groups, and health statistics.

TOP FINDINGS FROM IA TREE TESTING

1. Overall, respondents were able to navigate correctly to IA pillars on the first level, especially Health Conditions and Medications & Devices pillars on tasks related to them.
2. Some opportunities to see things from the lens of the user instead of our internal classifications:
 - When users look for conditions, they don't think of their issues as minor or long-term. This tends to confuse their journey.
 - Respondents were unable to identify the body parts related to the illnesses.
3. Some pillars might benefit from sharper labelling. Examples:
 - HealthHub Highlights signals news/trending content. Respondents don't expect to find expert-related articles within this.
 - Well-being cues physical fitness and mental wellness. Users don't navigate to this when looking for topics like skin care, maternity, or parenthood.
4. Resources is seen as a catch-all – respondents clicked Resources as a default label to find information that they couldn't find elsewhere on the IA.

01

IA Insights

HealthHub Highlights

HealthHub Highlights

Overall findings

Success Rate – 40%

Directness – 66%

- For this pillar, we asked respondents questions related to Emerging Health Concerns, Expert Voices, and Patient & Doctor Stories.
- Most respondents were able to find health-related news under Emerging Health Concerns on first click, but they faced challenges in locating information related to expert opinions and stories.
- They did not associate '**Expert Voices**' and '**Patient & Doctor Stories**' with '**HealthHub Highlights**' as the name of the pillar implies that it only contains the latest announcements and news.

HealthHub Highlights

Success

HealthHub Highlights > Emerging Health Concerns

You would like to stay updated on emerging illnesses/outbreaks in the country so you're equipped as someone who takes care of a loved one with a long-term illness. What will you click?



- Most participants navigated to HealthHub Highlights on first click to find the latest news on illnesses.
- First click success rate - 60%
- The most common path taken:
 - **Home > HealthHub Highlights**

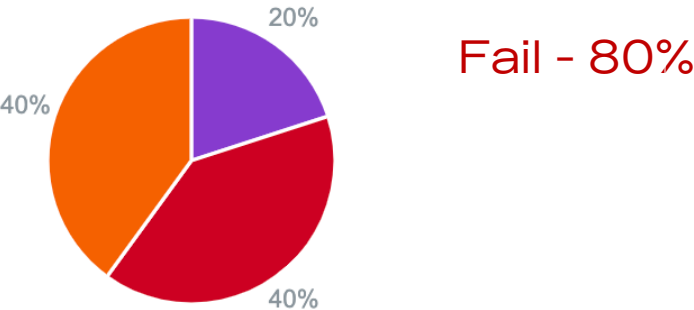
<div>Success</div>	Direct	3	3	60%	60%
	Indirect	0		0%	
<div>Fail</div>	Direct	1	2	20%	40%
	Indirect	1		20%	
<div>Skip</div>	Direct	0	0	0%	0%
	Indirect	0		0%	

HealthHub Highlights

Areas of Improvement

HealthHub Highlights > Expert Voices

You have a health-related question and want to learn a doctor’s opinion about it. Where will you find this kind of article?



- None of the participants navigated to **HealthHub Highlights** on first click to find **Expert Voices**
- First click success rate - 0%
- The most common path taken:
 - **Home > Resources**

<div></div>	Success	Direct	0	1	0%	20%
		Indirect	1		20%	
<div></div>	Fail	Direct	2	4	40%	80%
		Indirect	2		40%	
<div></div>	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Recommendation: Rename HealthHub Highlights to encompass latest news and stories. i.e., “Health News & Insights”

02 IA Insights

Health Conditions

Health Conditions

Overall findings

Success Rate – 40%

Directness – 65%

- For this pillar, we asked respondents questions related to long-term illnesses, minor ailments, and infectious diseases.
- While most respondents got the first click to Health Conditions correctly, they showed difficulty completing tasks related to health conditions:
 - Some found it difficult to differentiate **minor vs. infectious vs. long-term disease**
 - Some were **not able to identify the body parts** related to the illness
 - There were **too many clicks** to find the correct answer

“Medical conditions goes deep, requires a lot of navigation, too much of a medical condition already - I prefer to just search.”

Established Family respondent

Health Conditions

Overall findings

9. Diabetes runs in your family. You want to educate yourself about it to avoid getting it. Where will you go to find information?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	0%	40%
Home > Health Conditions	Yes	60%	60%
Home > Medications & Devices	No	0%	40%
Home > Well-being	No	0%	40%
Home > Resources	No	40%	100%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	40%
Home > Footer (buttons at the bottom of the page)	No	0%	20%

5. You read that in some cases people develop high blood pressure when they get pregnant. What will you click to find that information?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	0%	20%
Home > Health Conditions	Yes	100%	100%
Home > Medications & Devices	No	0%	0%
Home > Well-being	No	0%	20%
Home > Resources	No	0%	40%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	20%
Home > Footer (buttons at the bottom of the page)	No	0%	0%

10. Your partner's big toe became swollen. You know it's a symptom of gout. Where do you to find out more about it?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	0%	20%
Home > Health Conditions	Yes	100%	100%
Home > Medications & Devices	No	0%	40%
Home > Well-being	No	0%	20%
Home > Resources	No	0%	40%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	0%
Home > Footer (buttons at the bottom of the page)	No	0%	0%

16. There has been some irritation and breakouts on your skin the past few days and was wondering what might be the cause. Where will you find information on this?

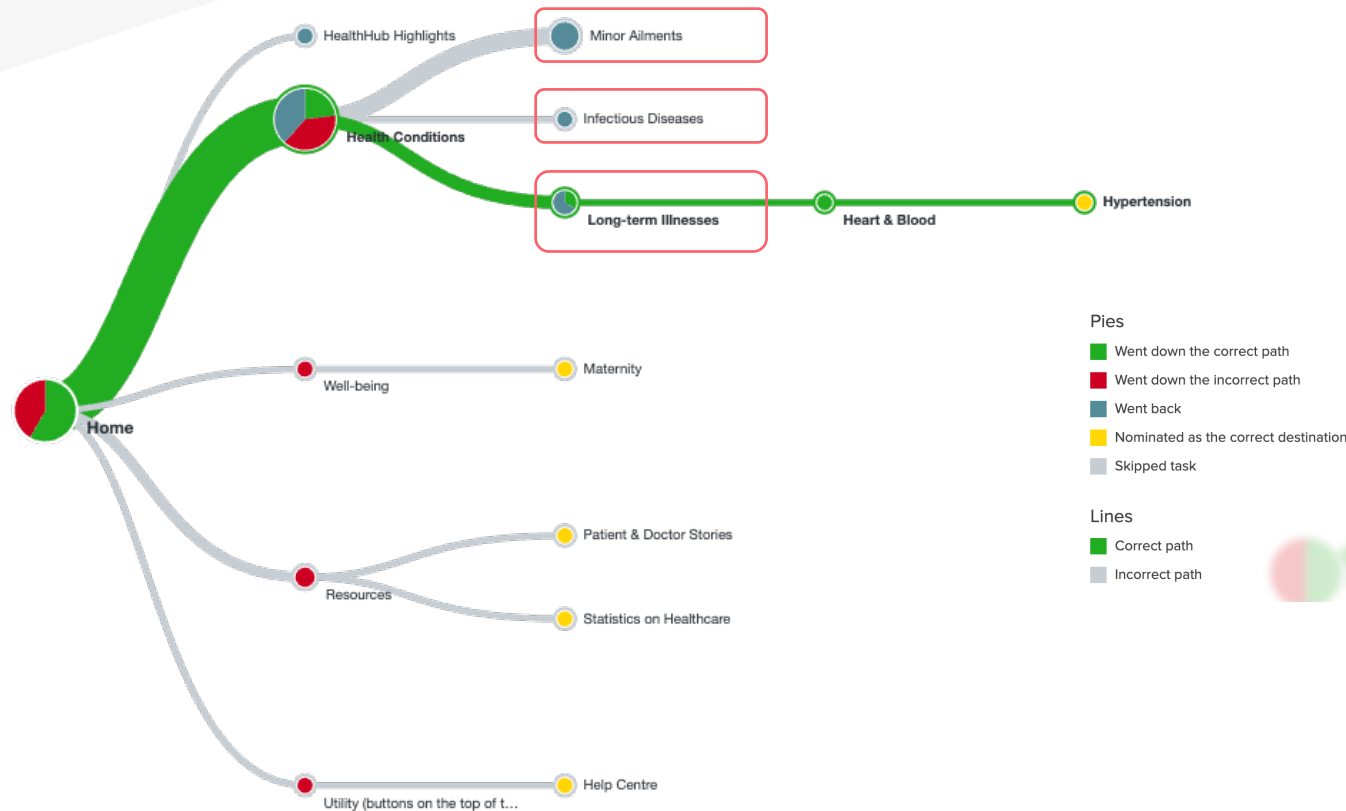
Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	0%	20%
Home > Health Conditions	Yes	80%	80%
Home > Medications & Devices	No	0%	20%
Home > Well-being	No	20%	20%
Home > Resources	No	0%	20%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	0%
Home > Footer (buttons at the bottom of the page)	No	0%	0%

- Most respondents can easily click to the Health Conditions pillar on tasks related to illnesses.

Health Conditions

Areas of Improvement

You read that in some cases people develop high blood pressure when they get pregnant. What will you click to find that information?

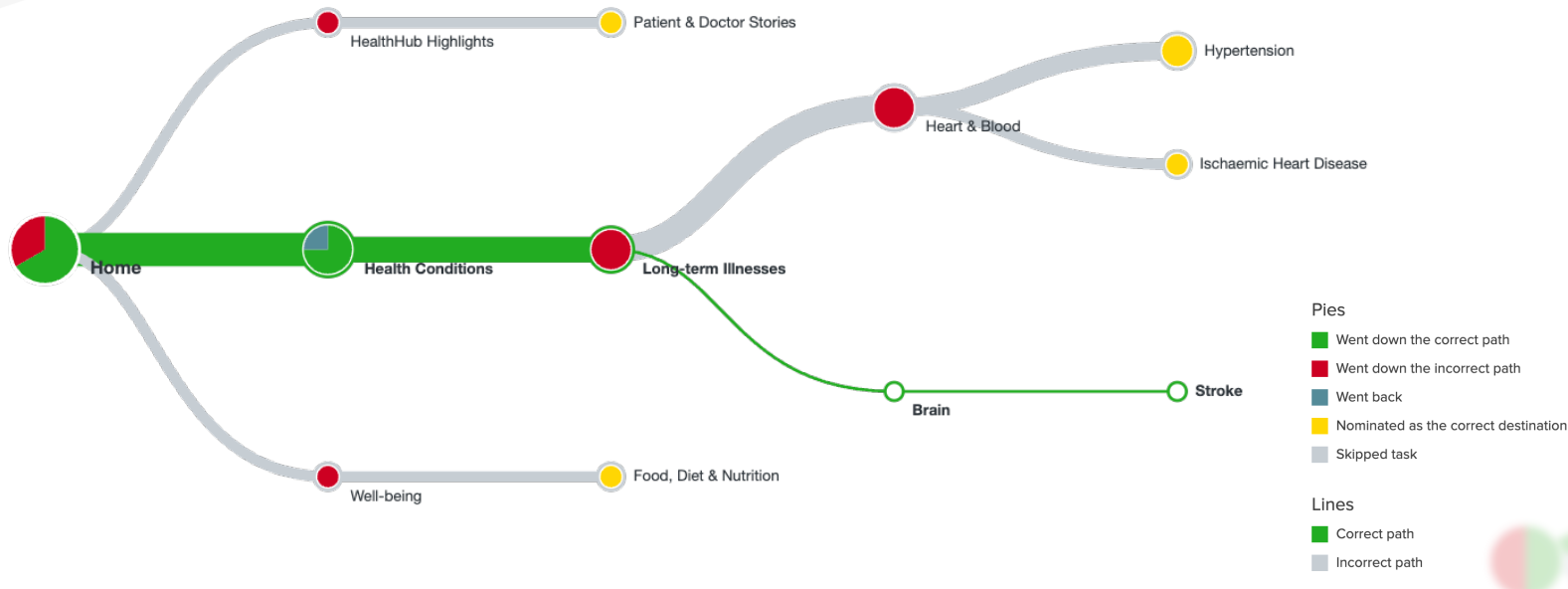


- Many respondents struggled to distinguish between Minor Ailments, Infectious Diseases, and Long-term Illnesses
- They often resort to **clicking on various Level 2 options** to find the correct illness

Health Conditions

Areas of Improvement

A friend of yours suffered a stroke recently and you got concerned for yourself. What will you click?



- Respondents struggled with identifying illnesses with body parts
- They frequently resorted to **clicking on various body parts** in an attempt to identify illnesses

Recommendation: Do away with the classification by body parts and types of illnesses. Show the top common diseases in 'Health Conditions'. The option to view more will lead users to a landing page that features an infographic on body parts to find related illnesses and browse diseases alphabetically.

03 IA Insights

Medications & Devices

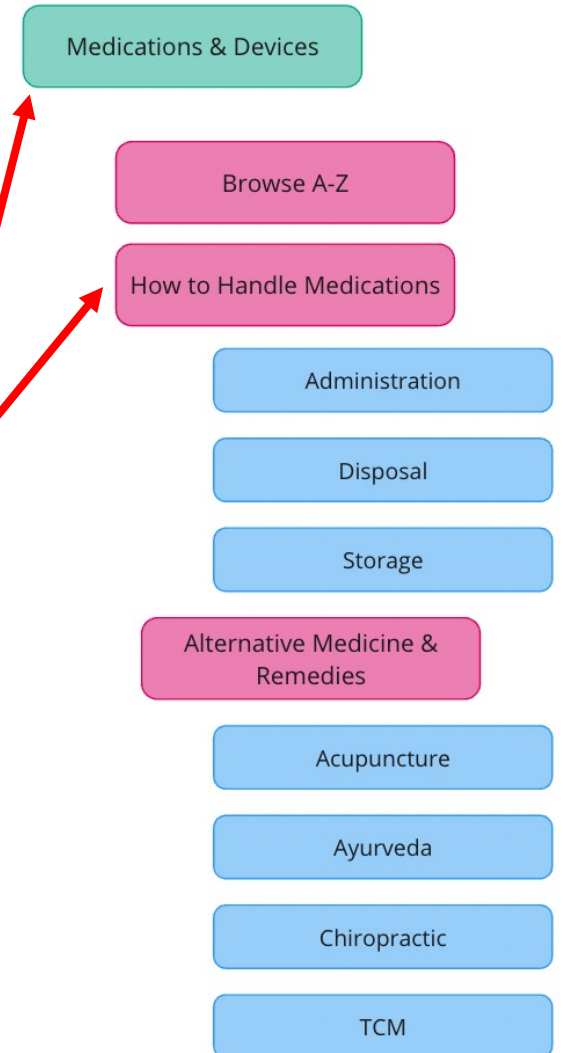
Medication & Devices

Overall findings

Success Rate – 42%

Directness – 64%

- For this pillar, we asked respondents questions related to medications & devices (administration, storage and disposal) and questions on alternative medicine.
- Most respondents **were able to find medications-related tasks on first click** as the label Medications & Devices is clear that this pillar contain medications-related information.
- While respondents could find **handling of medications** such as **storage**, they **could not find information on the usage of health devices as** Level 2 label ‘How to Handle Medications’ does not include the word ‘Devices’.
- Respondents **could not find information on alternative medicine and remedies within this pillar** as the label does not imply that it includes content related to it



Health Conditions

Overall findings

5. Your doctor recommended some vitamins for you/your partner to help with pregnancy and you want to learn more about it. What will you click?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	0%	0%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	Yes	80%	100%
Home > Well-being	No	0%	0%
Home > Resources	No	20%	40%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	0%
Home > Footer (buttons at the bottom of the page)	No	0%	0%

17. You recently bought cough syrup and was wondering if you should keep it in the fridge or your medicine cabinet. Where will you click to find the answer to your questions?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	20%	20%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	Yes	80%	80%
Home > Well-being	No	0%	0%
Home > Resources	No	0%	0%
Home > Utility (buttons on the top of the page, above the main menu/navigation)	No	0%	0%
Home > Footer (buttons at the bottom of the page)	No	0%	0%

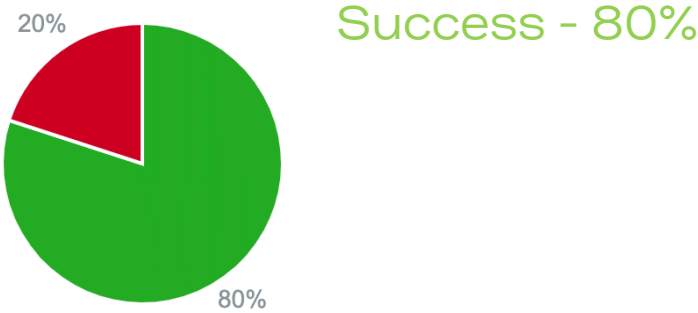
- Most respondents were able to find medications-related tasks on first click










Medications & Devices

Success

Medications & Devices > How to Handle Medications > Storage

You recently bought cough syrup and was wondering if you should keep it in the fridge or your medicine cabinet. Where will you click to find the answer to your questions?



	Success	Direct	4		4		80%	80%
		Indirect	0		0		0%	
	Fail	Direct	1		1		20%	20%
		Indirect	0		0		0%	
	Skip	Direct	0		0		0%	0%
		Indirect	0		0		0%	

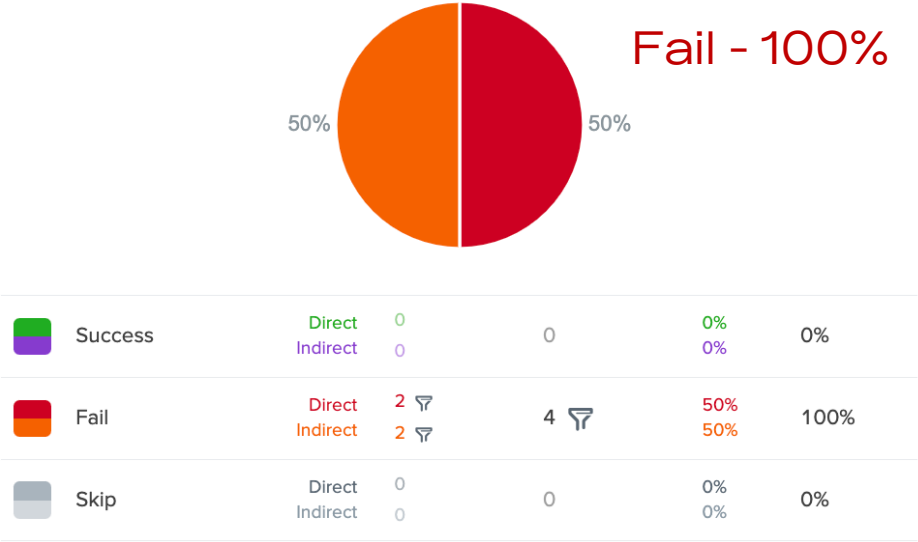
- Participants went to **Medications & Devices** directly to find information regarding Storage.
- First click success rate - 80%
- The most common path taken :
- **Home > Medications & Devices**

Medications & Devices

Areas of Improvement

Medications & Devices > How to Handle Medications

You want to learn how to use a blood pressure monitor. Where will you click?



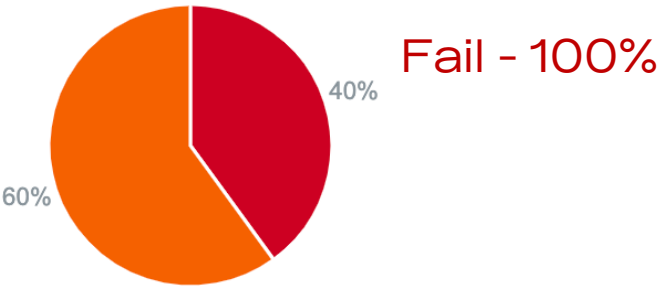
- Most participants navigated to **Medication & Devices** on first click.
- The label 'Medication & Devices' effectively guides participants to finding the correct answer, but **when it comes to the usage aspect, Level 2 label is lacking clarity**
- First click success rate - 80%
- The most common path taken :
 - **Home > Medication & Devices**

Recommendation: Suggest to rename 'How to Handle Medications' to 'Handling Medications & Devices' to encompass both medications and devices under how to handle.

Medications & Devices

Areas of Improvement

Your back has been hurting a lot recently and you think going to a chiropractor might help. What will you click?



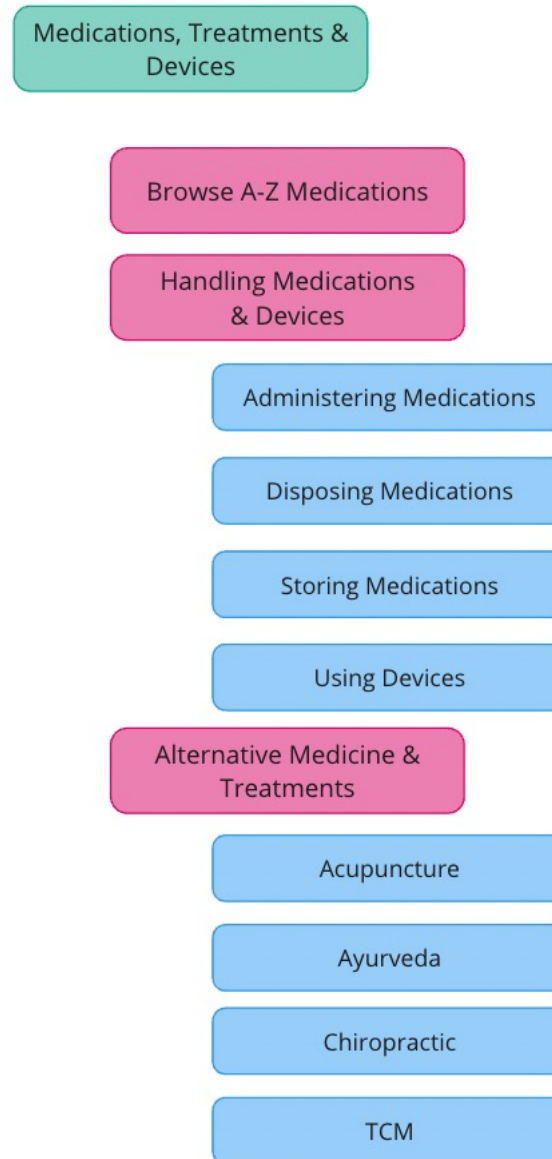
<div></div>	Success	Direct	0		0	0%	0%
		Indirect	0				
<div></div>	Fail	Direct	2		5	40%	100%
		Indirect	3			60%	
<div></div>	Skip	Direct	0		0	0%	0%
		Indirect	0				

- Most participants were **unsuccessful** in locating Level 1 to find information about **chiropractors**.
- Participants **associate their health conditions with potential solutions**.
- First click success rate - 40%
- The most common path taken :
 - **Home > Health Conditions**

Recommendation: Explore renaming Level 1 pillar to ‘Medications, Treatments & Devices’ to encompass medications, devices, and alternative medicines & treatments.

Medications & Devices

IA Enhancement



**To determine a label that will encompass external/physical treatments

04 IA Insights

Well-being

Well-being

Overall findings

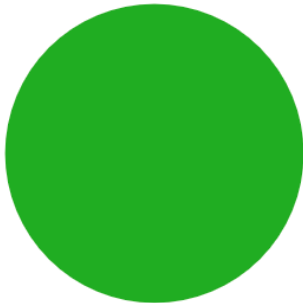
Success Rate – 45%

Directness – 71%




- For this pillar, we asked respondents questions related to wellness and lifestyle.
- Questions on mental wellness, active ageing, exercise & fitness, food & nutrition, sleep, travel, maternity, parenthood, weight management, personal care, and skin care were asked.
- Out of these topics, some topics are intuitive to find and some are not:
 - Respondents were able to associate mental wellness with Well-being on first click.
 - Respondents were also able to associate Well-being to physical fitness such as active ageing and exercise & fitness on first click.
 - When it comes to topics like skin care, personal care, weight management (i.e., how to improve your complexion), respondents encountered difficulties navigating to Well-being on first click to find the information.

You believe that taking care of your mind is good practice. Where will you click to find helpful information?

Success - 100%

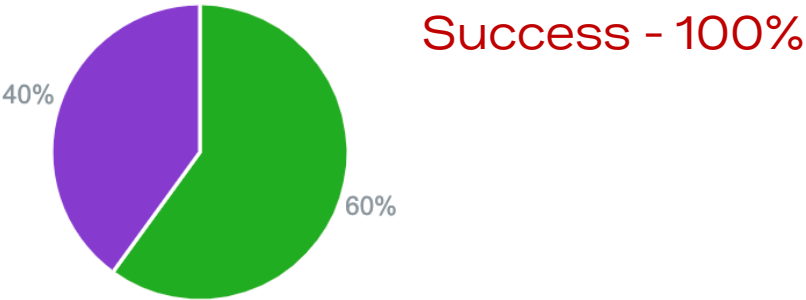


100%




	Success	Direct	5	5	100%	100%
		Indirect	0		0%	
	Fail	Direct	0	0	0%	0%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

- Participants went to **Well-being** directly to find information regarding **mental wellness**.
- First click success rate - 100%
- The most common path taken :
- **Home > Well-being**

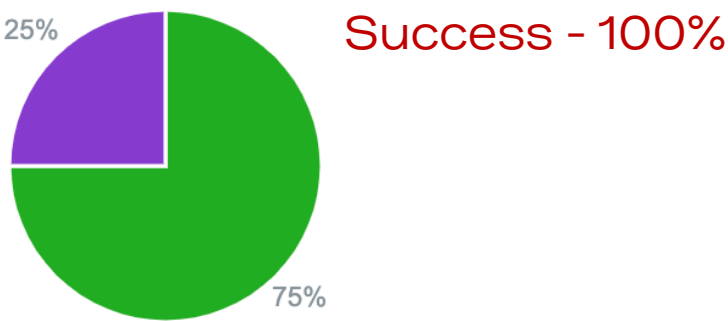
You want to make sure you maintain good health as you grow older. Where will you click to find information?






- Participants went to **Well-being** directly to find information regarding **active ageing**.
- First click success rate - 60%
- The most common path taken :
- **Home > Well-being**

	Success	Direct	3	5	60%	100%
		Indirect	2		40%	
	Fail	Direct	0	0	0%	0%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

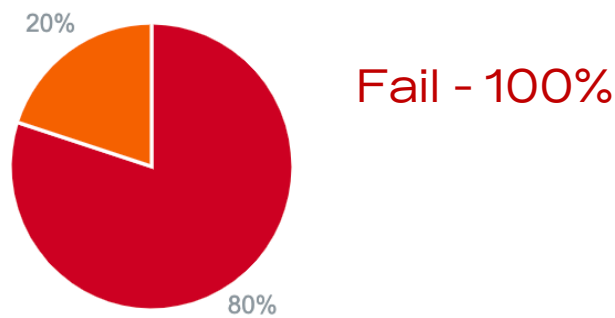
You want to learn what workouts are safe for you to do. What will you click?









- Participants went to **Well-being** directly to find information regarding **exercise & fitness**.
- First click success rate - 100%
- The most common path taken :
- **Home > Well-being**

	Success	Direct	3	4	75%	100%
		Indirect	1		25%	
	Fail	Direct	0	0	0%	0%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

You want to improve your complexion. What will you click?



	Success	Direct	0		0	0%	0%
		Indirect	0			0%	
	Fail	Direct	4		5		80%
		Indirect	1				20%
	Skip	Direct	0		0		0%
		Indirect	0				0%

- None of the respondents navigated to **Well-being** on first click to find **information about skin care**.
- Participants associate complexion with minor ailments like acne.
- First click success rate - 0%
- The most common path taken :
 - **Home > Health Conditions**

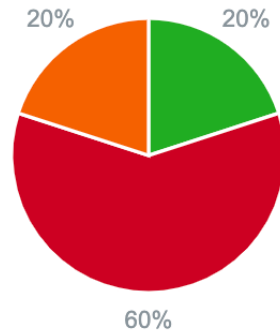
Recommendation: Rename the ‘Well-being’ section with a more encompassing and descriptive term that highlights its broader scope i.e., ‘Lifestyle & Wellness’, ‘Mind-body Wellness’

Well-being









Areas of Improvement

Well-being > Food & Nutrition

You want to find healthy recipes to prepare your/your partner's body for pregnancy. Where will you go to find that information?



Fail - 80%

	Success	Direct	1		1		20%	20%
		Indirect	0				0%	
	Fail	Direct	3		4		60%	80%
		Indirect	1				20%	
	Skip	Direct	0		0		0%	0%
		Indirect	0				0%	

- Most of the participants navigated to **Well-being** on first click.
- After Level 1, participants have trouble finding the information regarding healthy recipes.
- First click success rate - 60%
- Paths taken :
 - **Well-being > Maternity**
 - **Well-being > Parenthood**

Recommendation: Create categorisation to organise the topics in the pillar. This makes it easier for users to navigate and find specific information related to their interests.

05 IA Insights Resources

Resources

Overall findings

Success Rate – 43%

Directness – 30%

- For this pillar, we asked respondents questions related to Tools & Resources, Cost & Financing, Support & Caregiving groups, Medical Programs & Services, and Health Safety Advisory.
- Respondents were able to find topics such as Tools & Resources, Costs & Financing and Support & Caregiving Groups but not Medical Programs & Services, and Health Safety Advisory.
- Also, resources label seems like a catch-all phrase; it is confused to contain information that is related to well-being.
- For other topics under Resources, such as Costs & Financing and Support & Caregiving Groups, the respondents were able to find them.

Resources

Areas of Improvement

15. You vape from time to time but want to quit now. Where will you go to find help?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task ↕
Home > HealthHub Highlights	No	20%	20%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	No	0%	0%
Home > Well-being	Yes	20%	20%
Home > Resources	No	60%	60%

5. You want to find a good hygiene checklist for the loved one you are taking care of. What will you click to find that information?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task
Home > HealthHub Highlights	No	0%	0%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	No	20%	20%
Home > Well-being	Yes	20%	20%
Home > Resources	No	60%	60%

8. Taking care of a loved one can get stressful. You want to find out ways to cope. Where will you click to find this information?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task
Home > HealthHub Highlights	No	0%	0%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	No	0%	0%
Home > Well-being	Yes	20%	20%
Home > Resources	No	60%	80%

15. You want to start preparing for parenthood. Where will find articles about it?

Path ↕	Correct first click ↕	Clicked first ↕	Clicked during task
Home > HealthHub Highlights	No	0%	0%
Home > Health Conditions	No	0%	0%
Home > Medications & Devices	No	0%	0%
Home > Well-being	Yes	0%	20%
Home > Resources	No	100%	100%

- Many respondents navigated to Resources to find information on well-being and medication & devices.

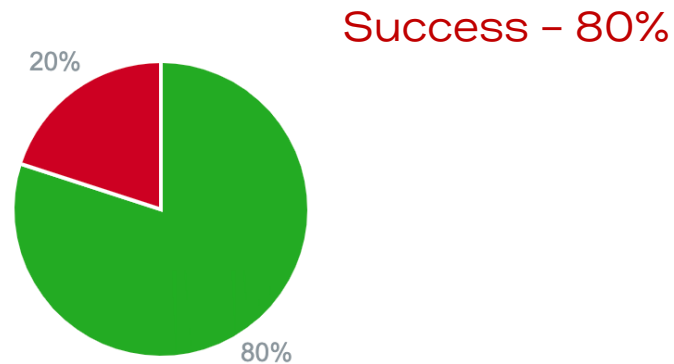
Recommendation: Suggest to rename the pillar to alleviate confusion regarding its association with well-being topics. i.e., Support & Tools








Resources

Success

Resources > Support & Caregiving Groups

You've been taking care of your parent for a few months now and while you've been happy to help, some days can be hard, too. You're thinking a group of people like you might benefit you. What will you click to learn about them?



	Success	Direct	4		4		80%	80%
		Indirect	0				0%	
	Fail	Direct	1		1		20%	20%
		Indirect	0				0%	
	Skip	Direct	0		0		0%	0%
		Indirect	0				0%	

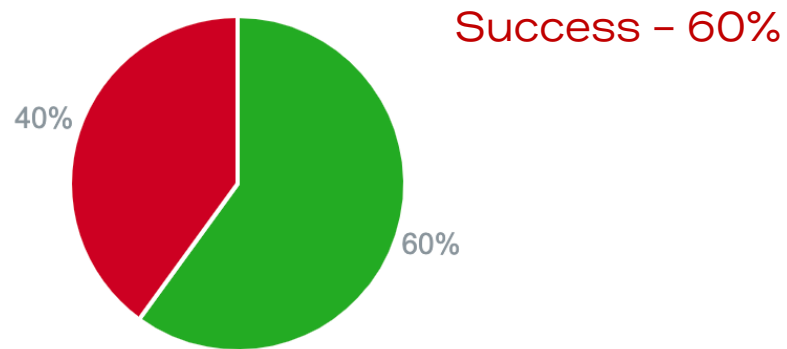
- Participants went to **Resources** directly to find information regarding Support & Caregiving Groups.
- First click success rate - 80%
- The most common path taken :
- **Home > Resources**

Resources

Success

Resources > Costs & Financing

You are looking for government financial assistance for a health-related matter. Where will you click?










- Participants went to **Resources** directly to find information regarding Costs & Financing.

- First click success rate - 80%

- The most common path taken :

- **Home > Resources**

	Success	Direct	3		3		60%	60%
		Indirect	0				0%	
	Fail	Direct	2		2		40%	40%
		Indirect	0				0%	
	Skip	Direct	0		0		0%	0%
		Indirect	0				0%	

06 IA Insights

Utility & Footer

Utility & Footer

Overall findings

Success Rate – 39%

Directness – 77%

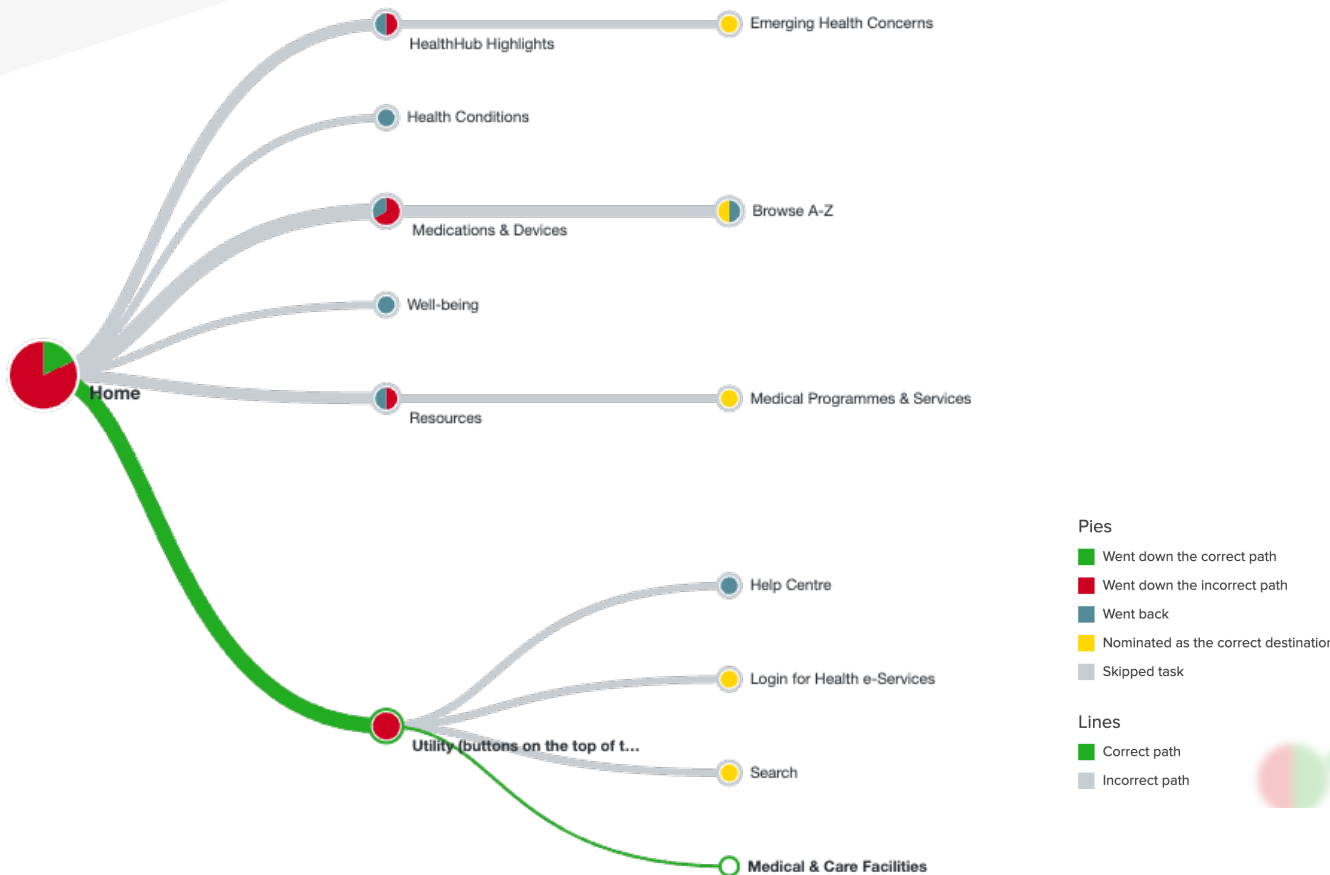
- For utility, respondents were asked questions on **Login**, **Subscribe**, and **Medical & Care Facilities**.
- None of the respondents could find information related to **Subscribe** and **Medical & Care facilities**. For **Login**, there's a mix of successes and failures.
- For footer, respondents were asked questions on **Newsletter** and **Social Media**.
- Most respondents managed to find **Social Media** under footer.
- Most respondents were confused between **Subscribe** to the latest health news in **Utility** and **Sign up for newsletters** in the footer.

Utility & Footer

Areas of Improvement

Utility > Medical & Care Facilities

You are feeling sick and need to find a clinic close to you. What do you click?



- Most respondents were unable to find **Medical & Care Facilities** under utility.
- They often navigate to other pillars to find this information.

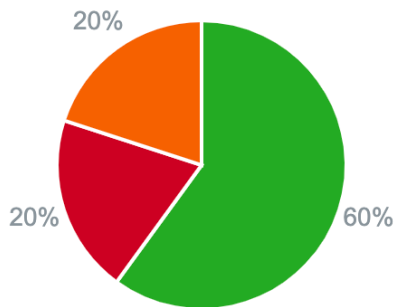
Recommendation: We recommend to still keep Medical & Care Facilities under utility as it might be a limitation of the tree testing tool that respondents cannot find Medical & Care facilities under utility.

Utility & Footer

Success




Utility > Login for Health e-Services

You need to make a doctor's appointment. Where do you go?



Success – 60%

- Most respondents were able to navigate **Login** to make doctor's appointment.
- Most common path taken:
 - Utility > Login for Health e-Services

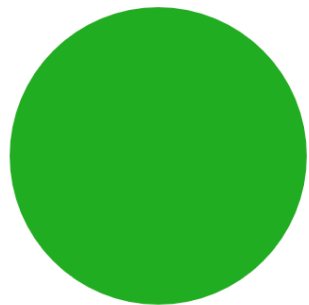
	Success	Direct	3	3	60%	60%
		Indirect	0		0%	
	Fail	Direct	1	2	20%	40%
		Indirect	1		20%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Utility & Footer

Success






Footer > Social Media

You want to join the HealthHub Telegram channel. Where do you click?



Success – 100%

- All respondents were able to find Social Media in footer.

	Success	Direct	5 	5 	100%	100%
		Indirect	0		0%	
	Fail	Direct	0	0	0%	0%
		Indirect	0		0%	
	Skip	Direct	0	0	0%	0%
		Indirect	0		0%	

Utility & Footer

Areas of Improvement

Utility > Subscribe

You want to subscribe to HealthHub to receive the latest health articles. What will you click?

12. You want to subscribe to HealthHub to receive the latest health articles. What will you click?

✓ Home > Utility (buttons on the top of the page, above the main menu/navigation) > [Subscribe](#)

Result	# of Participants	Path
Direct success	1 (20%)	Home > Utility (buttons on the top of the page, above the main menu/navigation) > Subscribe
Direct failure	4 (80%)	Home > Footer (buttons at the bottom of the page) > Newsletter Sign-up

- Most respondents clicked on newsletter sign-up in the footer when asked to find subscribe

Footer > Newsletter Sign-up

You also want to sign up for the HealthHub content in the form of a newsletter. Where do you go?

Result	# of Participants	Path
Direct success	1 (20%)	Home > Footer (buttons at the bottom of the page) > Newsletter Sign-up
Direct failure	2 (40%)	Home > HealthHub Highlights > Emerging Health Concerns
Direct failure	1 (20%)	Home > Support Tools > Tools & Resources
Direct failure	1 (20%)	Home > Utility (buttons on the top of the page, above the main menu/navigation) > Subscribe

- Most respondents failed to navigate to footer when asked to find newsletter sign-up
- The most common path taken:
 - **Home > HealthHub Highlights**

Recommendation: Suggest to keep either Subscribe OR Newsletter sign-up

07 IA Insights

Overall Recommendations

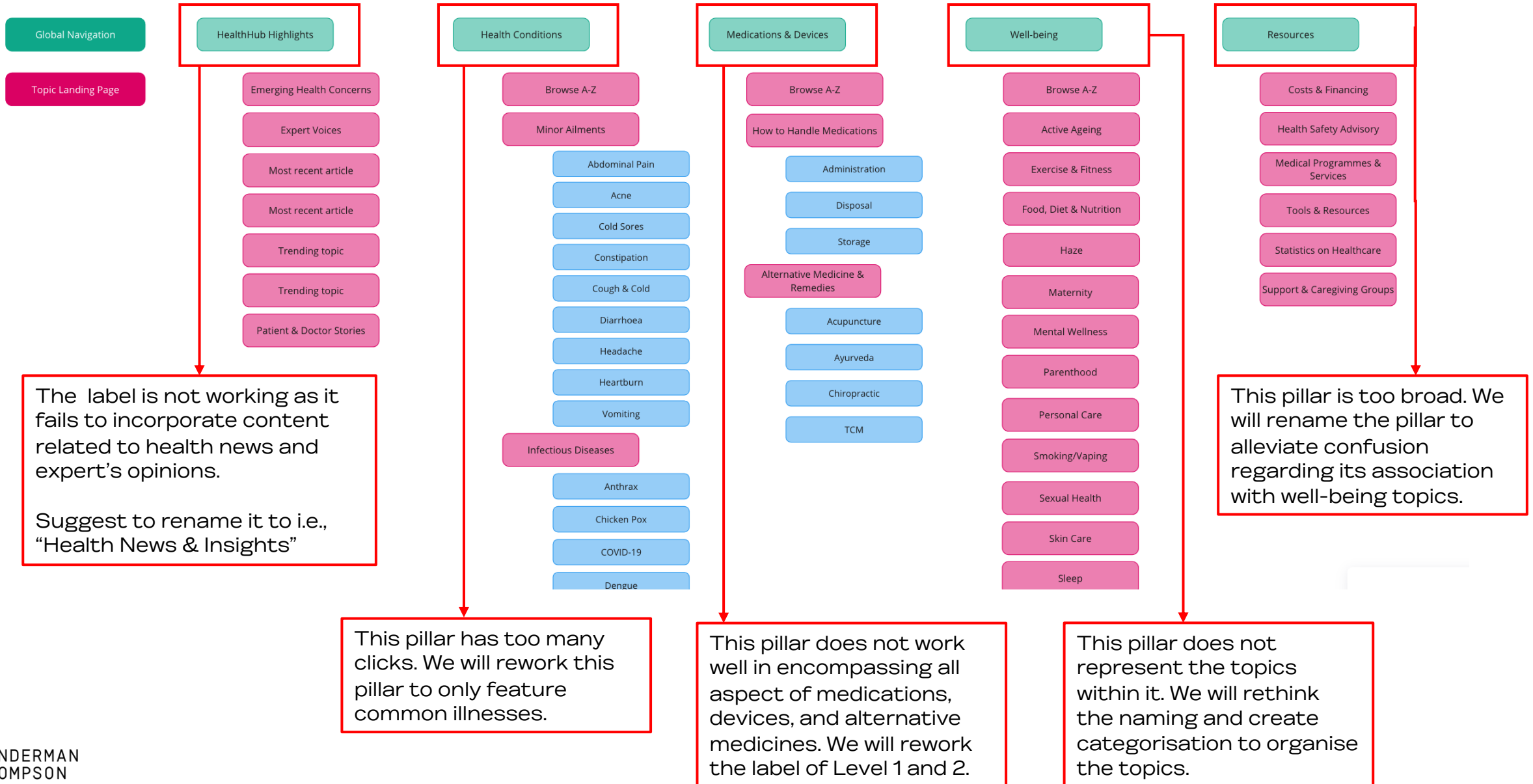
What we have tested

These are the pillars and content labels that we have tested. We picked examples of tasks where majority of the respondents completed successfully or failed.

The success rates, directness, paths for each label were considered in the making of recommendations.

HealthHub Highlights	Heath Conditions	Medications & Devices	Well-being	Resources	Utility	Footer
Emerging Health Concerns, Expert Voices, Patient & Doctor Stories	Acne, Constipation, Diarrhoea, Heartburn, Hand foot and mouth disease, COVID-19, STI, Shingles, Diabetes, Hypertension, Allergic Rhinitis, Gout, Rheumatoid Arthritis, Depression, Dementia, Stroke, Cancer	Administration, Storage, Disposal, Acupuncture, Chiropractic, TCM	Exercise & Fitness, Mental Wellness, Food, diet & nutrition, active ageing, travel, sleep, sexual health, maternity, parenthood, weight management, personal care, skincare	Tools & Resources, Cost & Financing, Support & Caregiving Groups, Medical Programmes & Services, Health Safety Advisory	Login, Subscribe, Medical & Care Facilities	Newsletter, Social media

What we will do



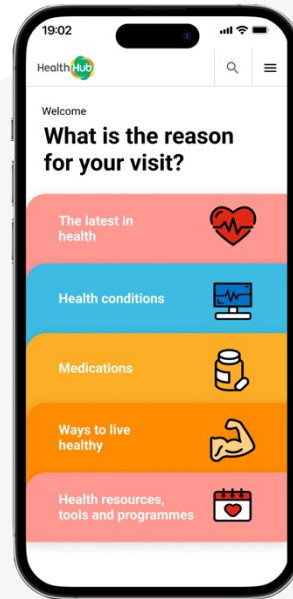
3. Selector Tools

What did we test?

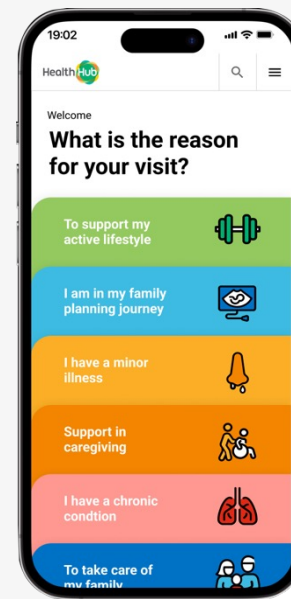
Objectives:

1. Identify the added value of an interactive tool on the HealthHub website. How might this tool improve information wayfinding and add delight to the overall user experience.

2. Test the 2 journey flows– identify which flow is more intuitive and why

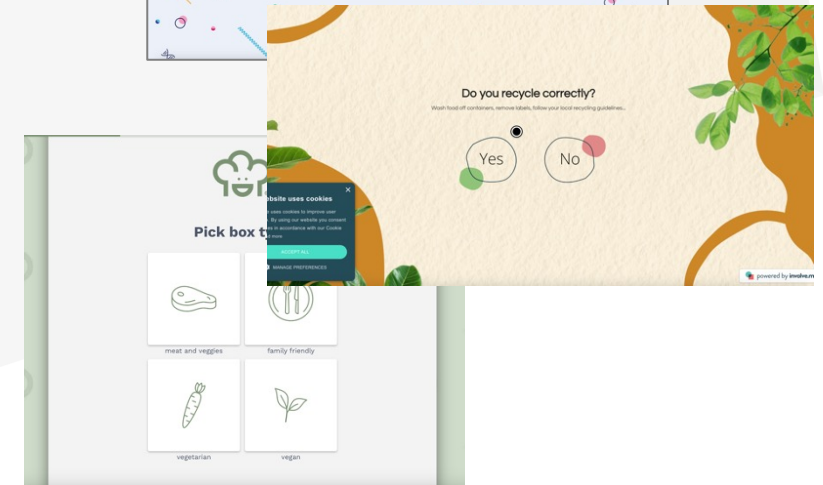
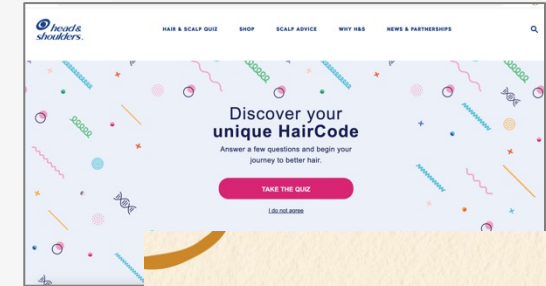


Interactive Tool 1:
IA-informed



Interactive Tool 2:
Persona-informed

Participants are given tasks to use this tool to find specific information



Participants reviewed 3 interactive tool samples. This activity is designed to get insights on preferences for user experience and visual design

What did we learn

USER FLOW

Participants like using the interactive tool. They feel that it **simplifies their navigation experience**

Participants like using the interactive tool. They find it **engaging and easy to use.**

The persona-based user flow provides a more **personalized journey path** for the user

When **titles are clear/specific**, the **user flow path becomes more intuitive** – users are able to properly self select

Example of persona tool confusion between: “**Support in caregiving**” and “**Taking care of my family**”

DESIGN

Use of imagery plays a big role in finding information – colourful visuals, clear and meaningful icons

Users expect to see a **progress bar** at the bottom of the page – this serves as a good visual cue to their progress

Caution against vibrant and colourful background – it takes the attention away from the actual content of the interactive tool, **distracting** users from the actual task.

Use of **slider selectors is not intuitive** especially for mobile devices.

Interactive tool vs. navigation menu

When asked if users prefer using the interactive tool vs the main navigation menu:

29 of the participants selected the answer below:

N=35 participants in all

✓ **It was easy to find what I needed vs. looking for it on the main menu.**

✓ Coming from the previous tree testing activity and being familiar with the information architecture, the participants expressed the joy and ease of using the interactive tool vs the main menu

✓ Use of imagery plays a big role in finding information – colourful visuals, clear and meaningful icons

✓ The selector titles are very specific, making it easier to make the selection

“Icons and pictures helped a lot”

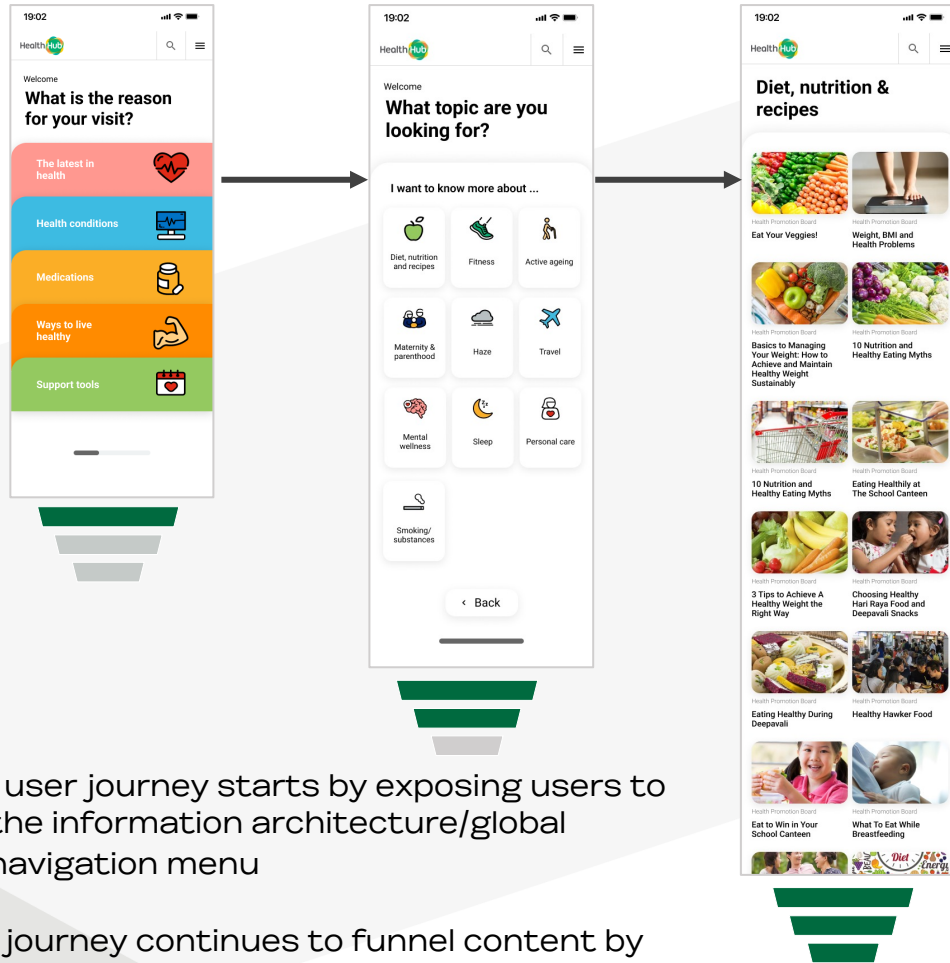
*Jack Cheo
Chronic patient group*

“Pictures & visuals are more easy to navigate compared to just words”

*Shimin
Established family*

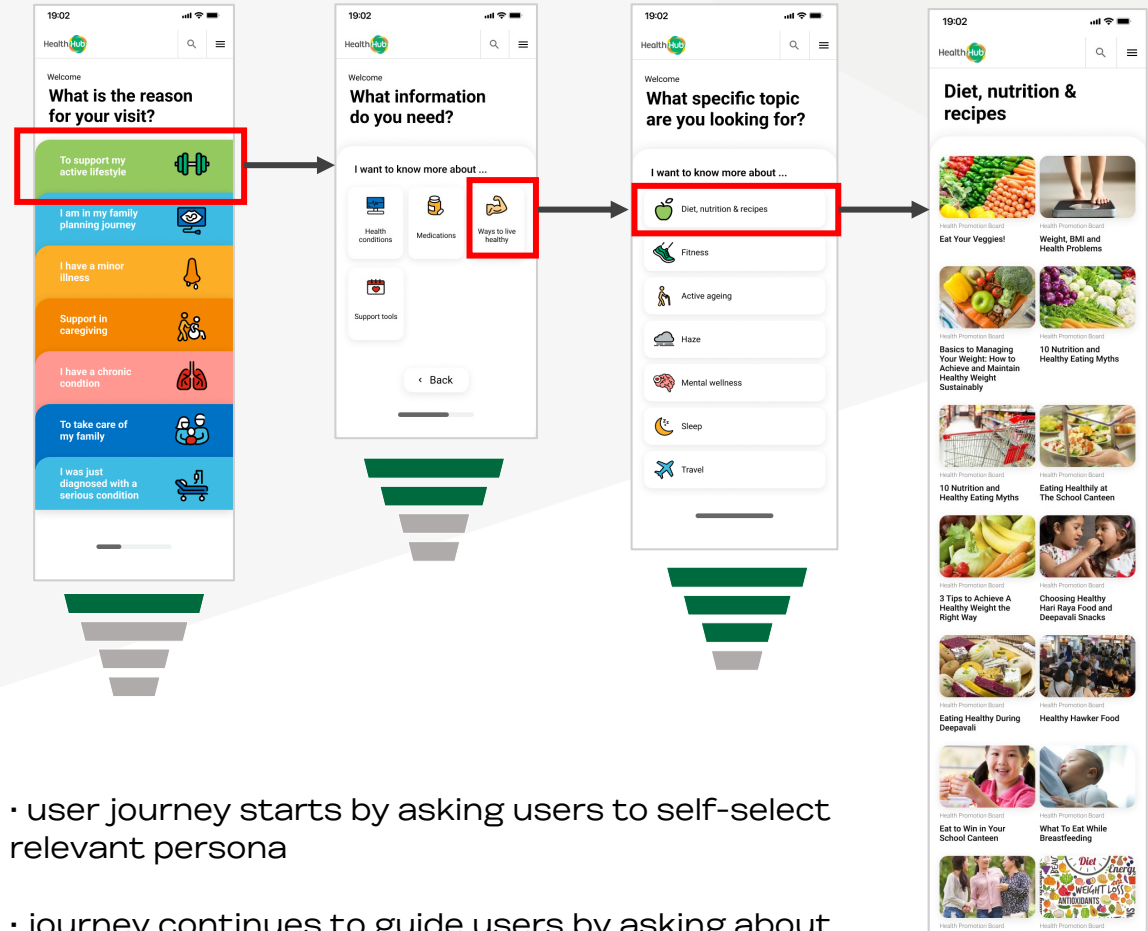
Review of the 2 flows

Interactive Tool 1: IA-informed



- user journey starts by exposing users to the information architecture/global navigation menu
- journey continues to funnel content by selecting specific topics

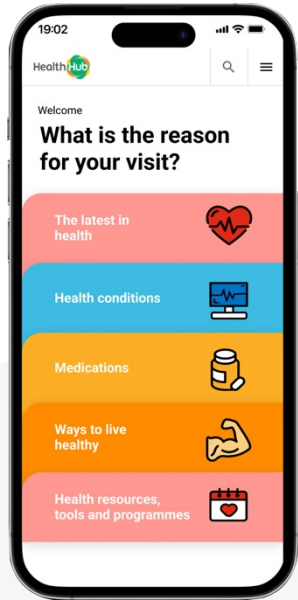
Interactive Tool 2: Persona-informed



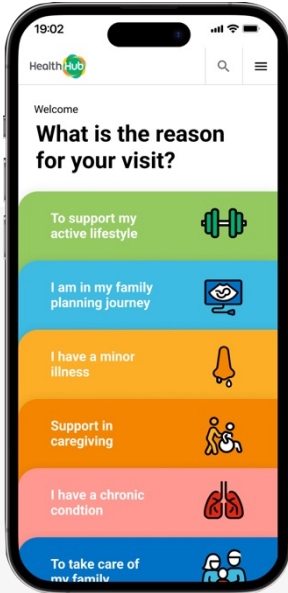
- user journey starts by asking users to self-select relevant persona
- journey continues to guide users by asking about their information needs
- journey continues to funnel content by selecting specific topics



Insights on preferred user flow



Interactive
Tool 1:
IA-informed



Interactive Tool 2:
Persona-informed



Most users preferred
this flow



Provides a more personalized journey compared to the other tool



The question and options are easy to understand, the answers were more suited to users' needs



The options provided provides a more detailed path, results are more funneled to specific topic

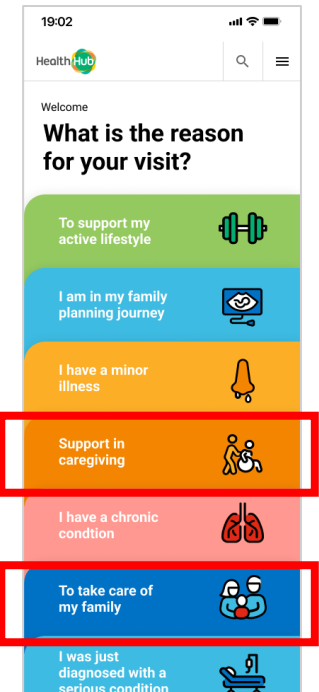
Things to note in labelling



Users find it hard to self-select their persona between “**Support in caregiving**” and “**To take care of my family**”



When users get confused, they tend to chose “**Resources**” –



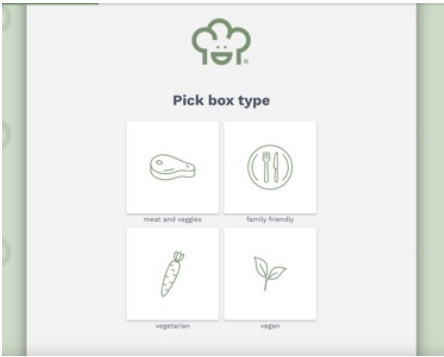
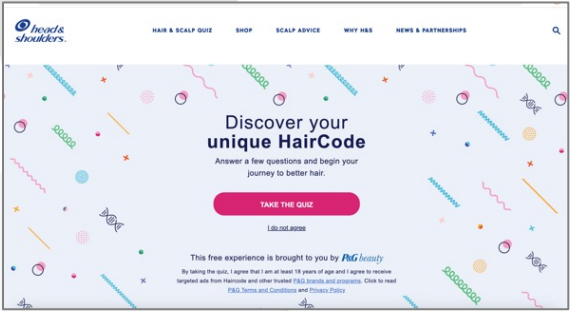
User's observations on labelling:

**“Ways to live healthy” &
“Health resources tools”**
might be overlapping.

What other questions will help you arrive at your desired destination.

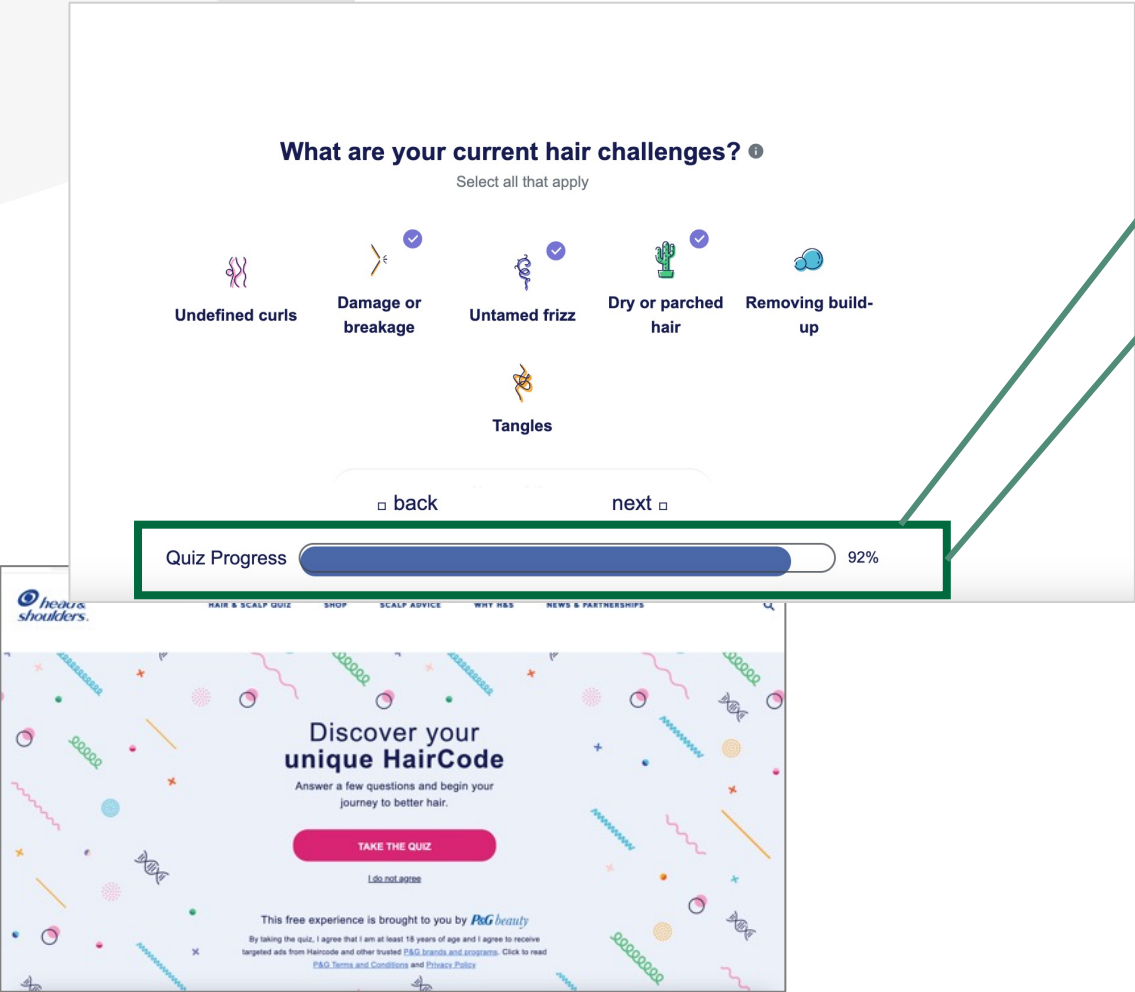
- How to manage my conditions better?
- What type of illness do you have?
- Ways to eat healthy
- To detect illnesses at an early age

Interactive Tool Samples: User Experience and Visual Design



Interactive Tool 1	Interactive Tool 2	Interactive Tool 3
WHAT'S WORKING		
Participants like the progress bar at the bottom of the page	Participants likes the design of selectors: the illustrations represents the topic/subject	Prefer the design of selectors: Simple text with illustrations
Ability to scroll through and go back to check previous answers	Good animation of the icons when the pointer is above it (hover view on desktop)	
Interesting Background visuals	Prefers the over-all clean look	
	The imagery – pictures and drawings makes the experience more engaging, less boring	
WHAT'S NOT WORKING		
Participants feels that the animation of the quiz question and answers moving up is distracting and messy	The use of sliding bars will be difficult for mobile device – better stick with elements that can easily be controlled on mobile screens	Participants commented on the the busy and vibrant background- it distracts the user from the actual content of the tool especially on the desktop screen

Interactive Tool 1



What's working



Participants like the progress bar at the bottom of the page



Ability to scroll through and go back to check previous answers



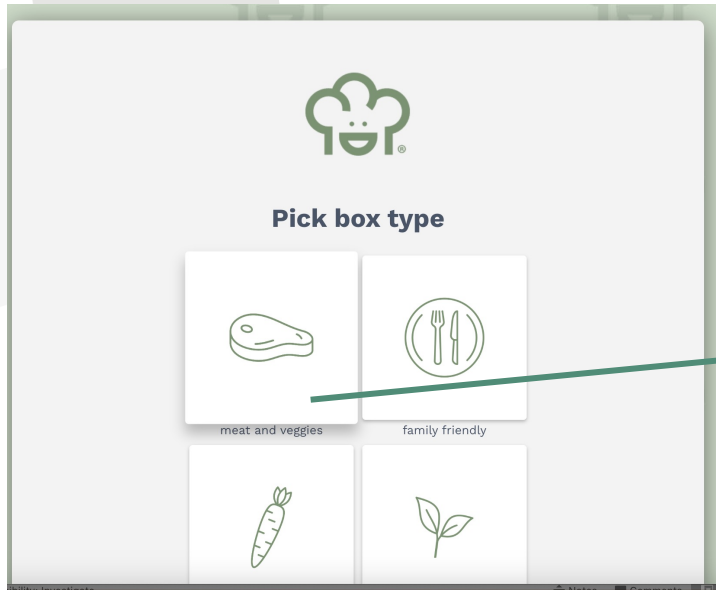
Interesting Background visuals

What's not working



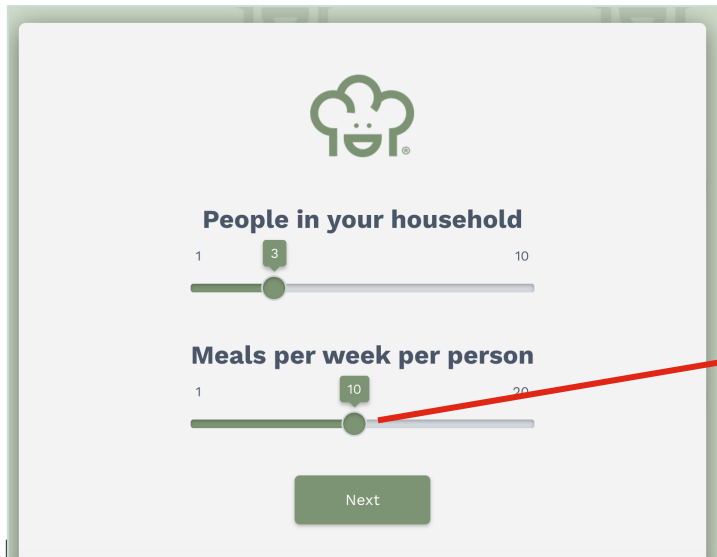
The animation of the quiz question and answers moving up is distracting and messy

Interactive Tool 2



What's working

- ✓ Participants like the design of selectors: the illustrations represent the topic/subject
- ✓ Good animation of the icons when the pointer is above it (hover view on desktop)
- ✓ The imagery – pictures and drawings makes the experience more engaging, less boring
- ✓ Prefers the over-all clean look



What's not working

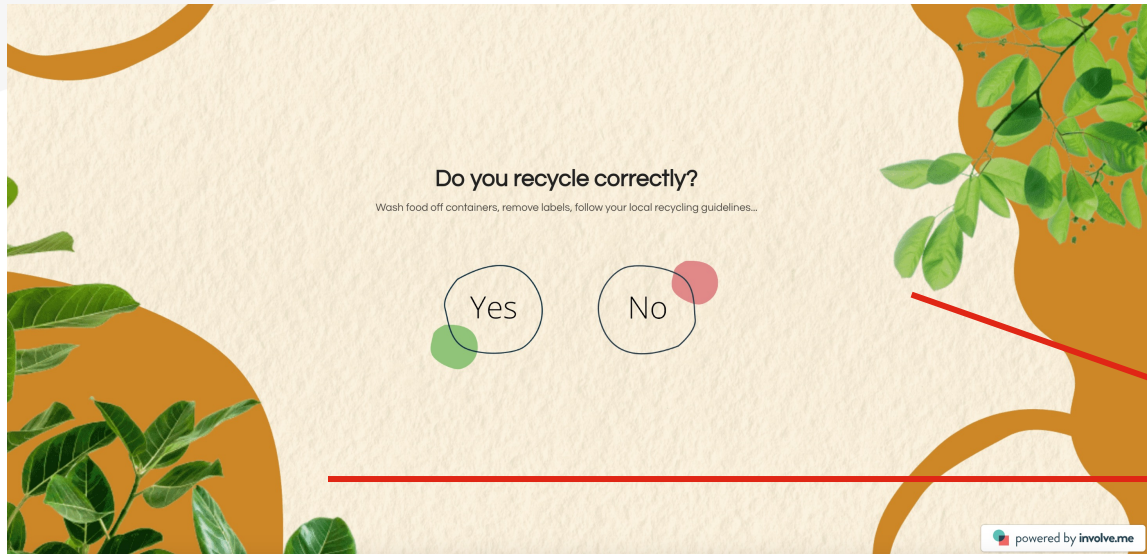
- ✗ The use of sliding bars will be difficult for mobile device – better stick with elements that can easily be controlled on mobile screens

Interactive Tool 2

What's working



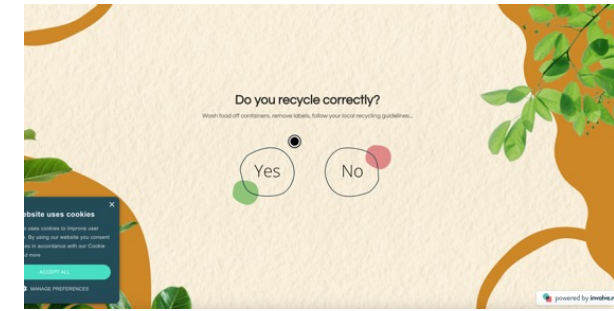
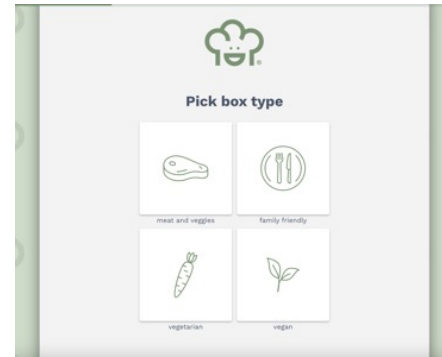
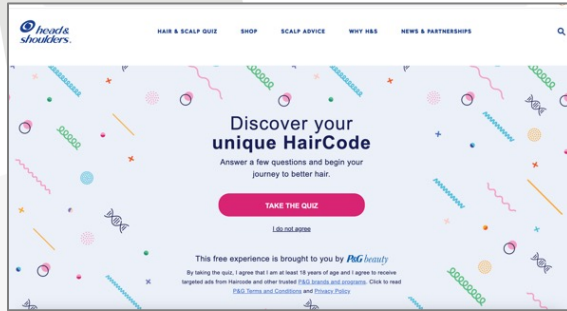
Prefer the design of selectors: Simple text with illustrations



What's not working



Respondents commented on the the busy and vibrant background- it distracts the user from the actual content of the tool especially on the desktop screen



Interactive Tool 1	Interactive Tool 2	Interactive Tool 3
WHAT'S WORKING		
Participants like the progress bar at the bottom of the page	Participants likes the design of selectors: the illustrations represents the topic/subject	Prefer the design of selectors: Simple text with illustrations
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	The imagery – pictures and drawings makes the experience more engaging, less boring	
WHAT'S NOT WORKING		
Participants feels that the animation of the quiz question and answers moving up is distracting and messy	The use of sliding bars will be difficult for mobile device – better stick with elements that can easily be controlled on mobile screens	Participants commented on the the busy and vibrant background- it distracts the user from the actual content of the tool especially on the desktop screen

Recommendations

USER FLOW



To be able to create an effective interactive tool that would simplify the user's navigation experience, it is important to:

- create a **personalized user flow** by allowing users to self-select from the options
- To be able to **self-select effectively, use clear and specific words**, don't assign labels and categories that overlaps
- Ensure that **images or iconography** clearly represents the topics/categories
- **Place the interactive tool in a prominent spot** on the homepage so users are aware of this feature

DESIGN



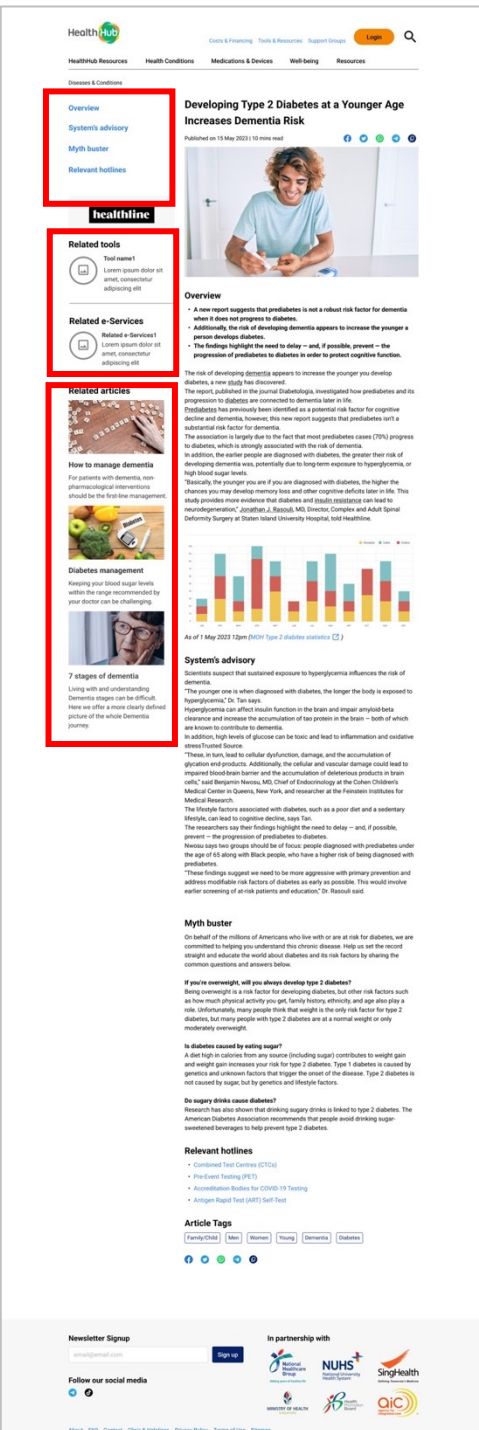
When designing the user experience and visual design direction, use these principles as guidelines:

- Create a **clean interface** that allows users to focus on the content of the tool and the task at hand.
- **Don't use vibrant background design elements** that would distract the user from the actual content of the interactive tool
- Use **micro-animation that help users continue with their intended action** – hover animation, colour change, shadows, etc.
- **Don't use slider selectors**, these components are challenging to use particularly on mobile devices

4. Content Templates

What did we test?

- Ease of reading experience-contrast, font, etc.
- Effectiveness of sub-navigation
- Intuitiveness on the placement of components:
 - Related Tools
 - Related e-Services
 - Related Articles

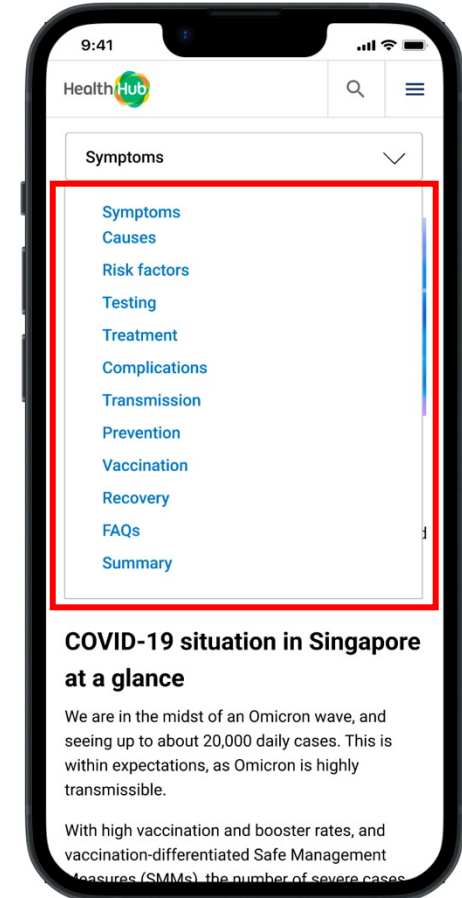
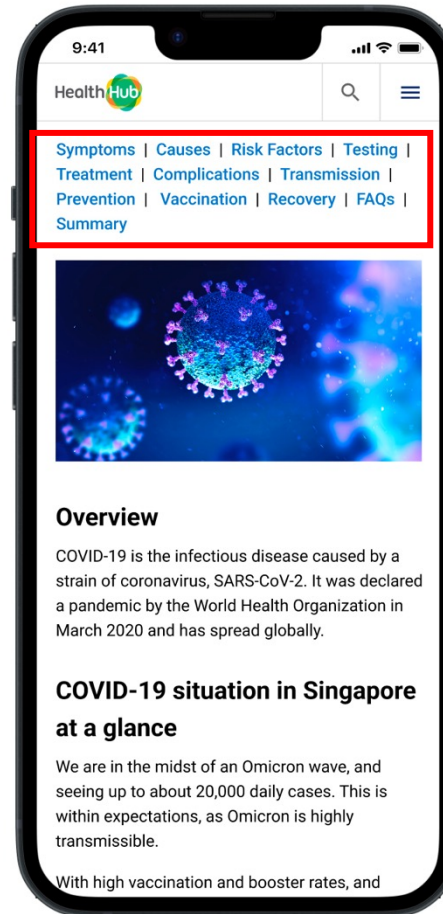


Desktop

What did we test?

Mobile

- Ease of reading experience-contrast, font, etc.
- Effectiveness of in-page anchor link navigation menu
- Intuitiveness on the placement of components:
 - Related Tools
 - Related e-Services
 - Related Articles



List of Content Templates

S.No	Topic
1	Health Conditions
2	MIL
3	Listicle
4	Recipe guide
5	Workout guide
6	Emerging health conditions
7	Expert voices (QnA)
8	Well-being blog-style
9	Patient-doctor stories
10	Medical programmes & services

1

2

3

4

5



7

8

9

10

WUNDERMAN
THOMPSON

Overall findings

Participants generally like the ease of reading experience of the article pages, the font sizes and colour contrasts are comfortable for reading for both desktop and mobile screens

Participants appreciate the in-page anchor link menu that directs users to the article sub-sections. It is convenient and seen as a time-saver

It is almost second nature to expect related articles at the bottom of the page. Related tools, e-Services are seen as a helpful addition by participants.

"I really like how this page looks, I use many websites to read articles and this is already so much better. So clear to find what I want"

-Planning for Family

"This is like a table of contents; I really like it. Not confusing that it is main menu (burger); however, (I) prefer drop down vs. buttons"

-Established Family

"Related articles, I will look at bottom. Or I will search for related articles."

-Wellness Enthusiast

"I will go to bottom for related articles; E-services"

-Chronic Patient

1. Ease of reading experience

Insights



- Length of the articles and colour contrast across devices appreciated by most participants.
- Font size for both desktop and mobile was comfortable for reading.
- Familiarity and comfort with using accessibility tools expressed by many participants.
- Videos, Infographics, Images, Point-form content are considered a refreshing break between long- wordy paragraphs.

The screenshot displays the HealthHub website interface. At the top, there's a navigation bar with links for 'Costs & Financing', 'Tools & Resources', 'Support Groups', a 'Login' button, and a search icon. Below this is a secondary navigation bar with categories: 'Microsites', 'Diseases & Conditions', 'Medications', 'Healthy Living', 'Health Programmes', and 'Health Services'. The main content area is titled 'Metformin' and includes a sub-header 'Published on 15 May 2020 | 5 mins read'. It features social media sharing icons and a list of links: 'Purpose', 'Side Effects', 'Administration', 'Precautions', and 'FAQs'. A large image of a Metformin pill bottle is shown. To the right, there's a 'Related e-Services' section with two items: 'Medications' (View your prescription records and keep track of your medications) and 'Medication Refill' (Send your request to refill or renewal of prescription online). The article content includes a 'Purpose' section explaining that Metformin controls diabetes by helping the body use insulin better, and a 'Side Effects' section listing common side effects like stomach discomfort, nausea, vomiting, diarrhea, loss of appetite, and metallic taste. It also mentions rare but serious side effects like decreased appetite, persistent vomiting and stomach pains, and general feelings of being unwell.

2. Effectiveness of in-page anchor link menu

Insights



Desktop

- Unanimously, all participants preferred in-page anchor link menu at the top of the article vs the sidebar.
- It is clear, easily accessible and intuitive.

Mobile

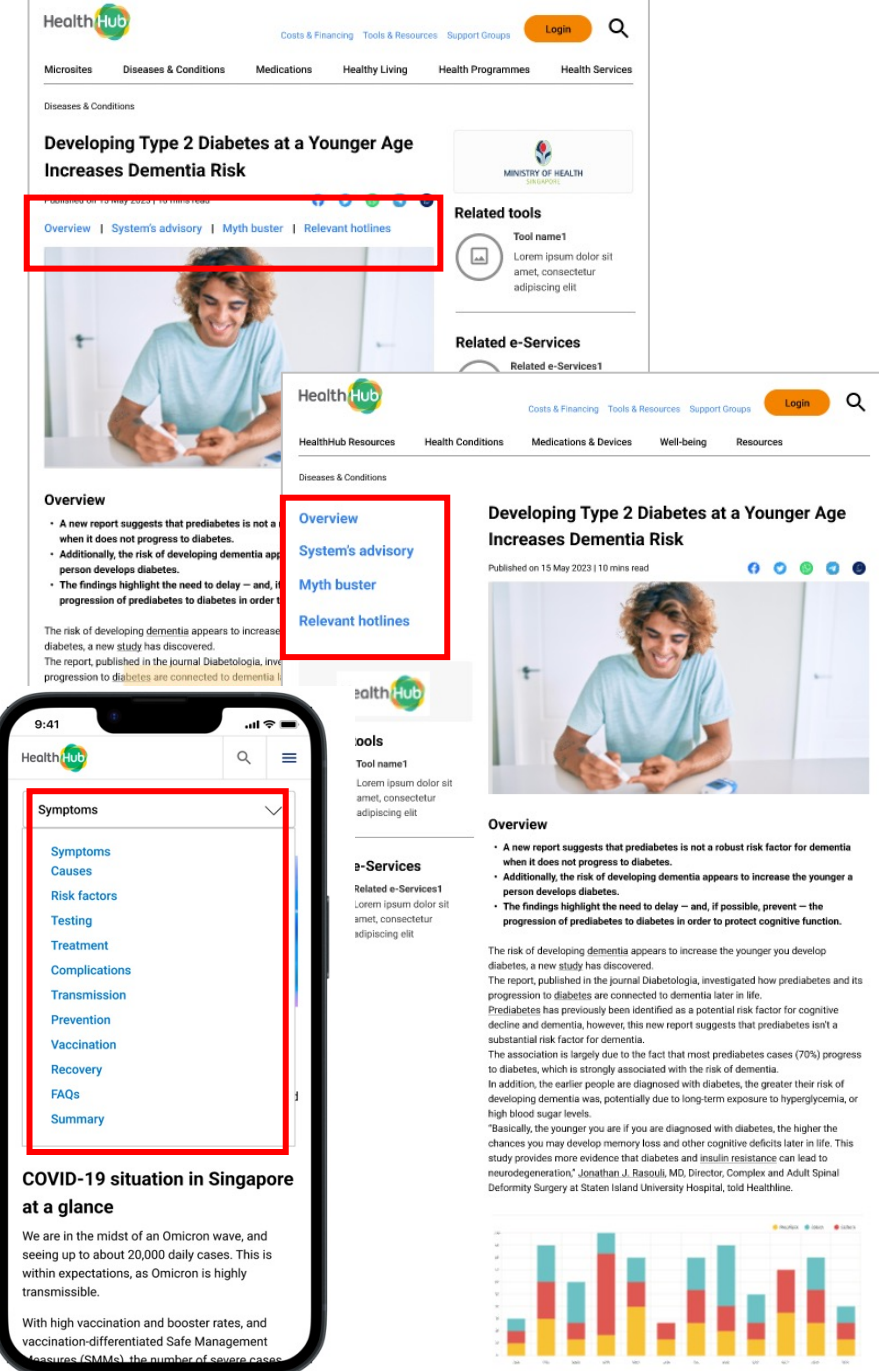
- All participants liked the drop-down navigation vs the top of the page.

For both devices, participants do not like scrolling back to top to access the navigation menu.

Recommendations



- When implementing the in-page anchor link menu, ensure that this component will be rendered as a persistent component that automatically sticks to the top section of the page. This would allow users to easily jump to different sections of the article within the webpage.
- The main navigation menu should also be rendered as a persistent component that sticks to the top section of the page.



3. Intuitiveness of placement of related content - Desktop

Insights



- Most participants intuitively expect related articles to be placed at the bottom of the page vs the sidebar.
- Participants were pleasantly surprised to see related e-Services and tools; mentioned they would like to use them when available
- Left aligned placement of related tools/services is not liked as it is distracting while reading the article.
- Some hesitation towards logging-in to Singpass to use the tools/e-Services, see it as a waste of time.

Recommendations



- Retain the placement of the related articles at the bottom of the page.
- Similarly, place the related e-Services at the bottom of the page
- Reserve the right section/space of the page to feature surveys (VOC) and newsletter subscription CTAs.

3. Intuitiveness of placement of related content - *Mobile*

Insights

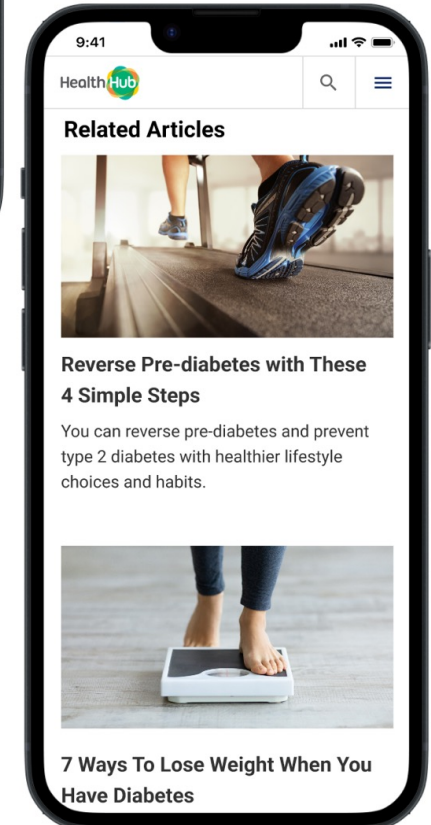
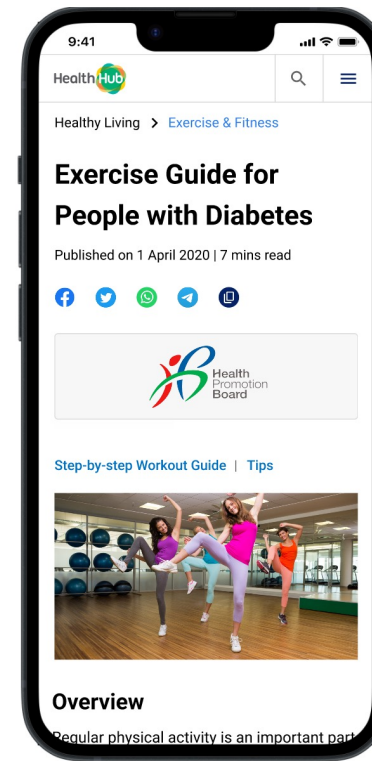


- Most participants intuitively expect all related content at the bottom of the page.
- There was a strong disliking towards placing any form of related content within (middle) the main article- feels like an advertisement
- Participants do not want to keep scrolling to access the drop-down menu and prefer it to be consistent for easy accessibility

Recommendations



- Since most users expect to see related contents at the end of an article page, it is important to be able to capture the user's attention and ensure that they are able to see at least 3-5 related articles at a glance.
- This can be achieved by creating a listing view of the related articles instead of a content card format.



Other Templates related Comments

Insights



- 10 sub-sections should be the maximum for anchor-linking content within an article.
- Videos are considered more desirable as a content format versus GIFs.
- For Expert Voices,
 - participants pointed out that the content should not become too academic, the emphasis should be on key takeaways.
 - A video summary of the expert's interview will be very useful.
- For Medications, the photos and sections featured are found to be sufficient to provide the information that users need. One section that was mentioned is to add information on “*Dosage*”.
- Reading experience is enhanced with the black font contrasting the white page background; it is seen as clean, convenient, and familiar.
- Some respondents commented that they would also be open to having related tools/e-Services hyperlinked within the article content.
- Even while reviewing templates, we discovered that majority respondents did not know that HH did articles, they only use it for e-Services; therefore, confirming our hypothesis of increasing content awareness.

5. Content Needs

What did we test?

We had a group discussion on why and how users searched and consumed health information:

Motivations for looking for health information

Triggers to using health websites

Barriers to using health websites

Preferred content topics

Preferred content formats

Preferred content channels

Overall findings

MOTIVATIONS FOR READING HEALTH INFORMATION

Respondents are proactive in gathering knowledge and staying informed about health matters

They prefer to read up on health topics to equipped themselves with information before going to a healthcare professional.

“I read up on symptoms for ease of explaining to the doctor.”, *Established Family*

“I want to get myself informed first.”, *Wellness Enthusiast*

They want to gather information from different sources to help them stay informed and assured

Especially for those with chronic conditions and their caregivers, every little bit of information helps; they feel they are running out of options.

“I look for 'grandmother stories', online forums, discussions. I appreciate the honest, raw discussions she I find through online forums with people like me. When you're desperate, anything helps.”, *Caregiver*

Overall findings

WHAT THEY THINK ABOUT HEALTH INFORMATION ONLINE

Respondents don't entirely trust health information online

Respondents recognise the importance of reliable sources and cross reference to government sources

Some information are found to be contradictory, which can be discouraging.

"Some are confusing, so I end up not reading things about my condition.", *Chronic Patient*

Information found are cross-referenced to validate the trustworthiness of content.

"I take all the information I find with a pinch of salt and cross-reference with reliable sources such as trusted speakers, doctors.", *Caregiver*

Local sites and government sites are found to be credible and trustworthy.

"I look out for .gov.sg links as they are trustworthy and relevant to Singapore.", *Established Family*

"I prioritise local hospital websites like NUH and SGH. A Singapore government website is more trusted as compared to any other countries' government websites.", *Chronic Patient*

Overall findings

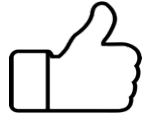
WHAT THEY THINK ABOUT HEALTHHUB CONTENT

HealthHub is not
recognised as a
resource for health
information

For most, HealthHub is known and used for e-services only. And not many know there are accessible health information on HealthHub.

“HealthHub is a website you need to log into to access, can be a hassle if a user just wants to read an article.”,
Chronic Patient

Recommendations



- Build up credibility of HealthHub as a trustworthy health website
- Educate on availability of health content on HealthHub
- Make it easy for users to find health content on the website

CONTENT TOPICS

Common to All Personas

- Nutrition and healthy diet
- Health conditions – symptoms, causes, how to prevent, cures
- Cost of healthcare for various illnesses
- Exercise
- COVID-19
- Medications
- Mental health

Wellness Enthusiasts

- Weight loss
- Sexual health
- Alternative medicine
- Disease prevention

Planning for Family

- Exercise-related injuries
- Well-being during maternity
- Medication side effects
- Procedures
- Alternative treatment
- Pregnancy diet

Caregivers

- Hospitalization rate for ageing population
- Active ageing
- Dementia help
- Financial support
- Mental help to caregivers
- Alternative medicine
- Daycare for aged individuals

Established Family

- Cost of healthcare
- Alternative medicine

Chronic Patient

- Myths & facts about conditions
- Latest treatments
- New medications

Suddenly Ill

- Proper footwear
- Expert advice
- Pain management
- Health advisor
- Supplements

Implications




- Selector tool
- Content playbook

CONTENT FORMATS

Respondents prefer certain content formats for different topics:

Listicle	Diet, healthcare tips, medicine side effects, power foods for mind
Checklist	Nutrition & diet, vaccinations, traveling, seasonal health concerns, mental management, preparing for a baby
Quizzes	Nutrition & diet, mental illness, health condition assessment, health level, myths & facts
Q&A with Expert	Disease symptoms, trending illnesses, rare illnesses, symptoms & treatments
Interactive	Recipes, procedures, support assistance, case study
Infographic	Health statistics, disease stages, mental health, medications, procedures, nutrition, government programmes
Video	Exercises, complex conditions, correcting procedures, seminar
Article	Guides, medical conditions, scientific exploration, expert viewpoints, case study, remedies, medical updates
Other preferred formats	Mini games



Implications

- Content template components

CHANNELS FOR HEALTH INFORMATION

We asked about preferred channels apart from health websites:



“Social media for lifestyle-related content; for serious topics – still go to websites for expert advice.”, *Wellness Enthusiast*



“I use TikTok for workouts.”, *Wellness Enthusiast*

“I go to TikTok for information on alternative medicine.”, *Established Family*



“I like watching YouTube videos to help explain health conditions., *Planning for Family*”



“Community groups via telegram/WhatsApp- they are topic-focused and provide solutions, but I take everything with a pinch of salt.”, *Wellness Enthusiast*



“I Google and then based on the description, I visit a websites.”, *Chronic Patient*



News has been mentioned as a health information resource across personas.



“I prefer physical leaflets for health information.”, *Caregiver*



Some mentioned they were open to receiving content via email



Thank you!