Understanding Your Web Audiences’ Needs: Using Formative Research to Develop Vaccine Websites for Parents and Providers

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Overview

• Background
• Formative research and usability testing for website development
  – Health care professionals
  – Parents
• Designing user-friendly sites
  – Using “bite, snack, meal” approach
• How you can use the lessons we’ve learned
Immunization – A Complex Communication Environment

• “When prevention works, nothing happens”
• Dynamic, changing
• Competing and conflicting
  • Health messages
  • Guidance and advice
  • Purposes and objectives
• Many places to find and get information
• Different audiences => different interests, different needs
• Time is often limited
Communication Environment

- Low disease awareness = increased focus on vaccine risks
  - Low tolerance for vaccine risks
- Full and complicated immunization schedule
- We are encouraged to be critical health care consumers
- Health care system often does not allow time for communication and relationship-building
- Peer-to-peer interaction and influence
  - Especially using social media
Information Sources

• According to 2011 ConsumerStyles data, parents report turning to the following places for vaccine info:
  – Child’s health care provider
  – Family
  – Child’s other parent
  – American Academy of Pediatrics
  – Friends
  – Internet
  – CDC

• 8 in 10 internet users have looked online for health information

• 46% of Americans have smartphones

• 80% of doctors use mobile devices at work
Assessing our Website
www.cdc.gov/vaccines

- Topic focused
- Audience-focused “jump” pages

Was this working for our audiences??
Usability Testing

• Are our audiences finding the information they are looking for?
• Do our audiences have unmet information needs?
• Is the information arranged logically for them?
HEALTH CARE PROFESSIONALS
Vaccine Website for HCPs
Usability Testing with HCPs

Methods

- 36 participants: pediatricians, nurses, medical assistants, physicians assistants, family doctors
- 1 hour test session
  - Pre-test
  - Website tasks
  - Post-test
Usability Testing with HCPs
General Results

• Use of term “provider” was problematic
• Were confused about how to get information they were asked to find
  – Too many paths to the same information
  – Too many choices
  – Links didn’t go where they expected
  – Too much content linking to pdfs
Usability Testing with HCPs
General Results (cont’d)

• Majority liked the look and feel of the site
• Confirmed that taxonomy was suitable
• Confused by images of babies and children
  – Many thought site was also for parents
  – Wanted to see people like them (hcps)
• Too much information on each page
• Text was too small
Revised HCP Page

- Not just providers
- Began converting PDFs to text - ex. The Pink Book
- Information grouped differently
- Avoided using images with parents and babies
- Widened columns

Still a work in progress...
PARENT WEBSITE
Vaccines Website for Parents

- Wasn’t clearly “parent page”
- Page was full of links
- Hard to scan
- Redundant information
- Lots of clicks to get parents the info they soughted
- Content was not grouped in way parents understood
Developing a Prototype Vaccine Website for Parents

• Took into account what we already knew about parents from previous research from survey data and focus groups
  – Different information needs
  – Wide range of vaccine-related topics that interest them
  – Want up-to-date, credible information
  – Limited time-want to find what they need and move on

• Considered other consumer-oriented sites parents use
Parent-Friendly Websites
Usability Testing with Parents

Methods

- 45 parent participants
- In-lab sessions
  - Pre-test
  - Website tasks
  - Post-tests
Usability Testing with Parents
General Findings

- **Design**
  - Liked seeing photos of healthy children and no needles
  - Avoided modules or widgets that “looked like ads”
  - Complained about small typeface
  - Noted cluttered appearance and difficulty scanning

- **Navigation**
  - Frustrated with multiple access points
  - Found button navigation was easy, intuitive

- **Content**
  - Found information credible & reliable
  - Would recommend site to a friend
Wanted Personalized Information

- Gravitated to content tailored by child’s age
  - Wanted breadth specific to child’s age
  - Wanted depth specific to child’s age
  - Found buttons and tabs highly intuitive
    - No problem with navigation or scrolling
Information Layering: Bite, Snack, Meal

- Appreciated layers of information
  - Give “just the facts”
  - But also have details (chunk information)
  - Include supporting research

"Asking whether [content] snacking is a good thing is like asking whether the Justin Bieber phenomenon is a good thing. It doesn't matter what we think. It's here anyway!" - Donna Papacosta in Content snacking – and what you can do about it. Communication World. 2011. 28;1:8-10.
Redesigned Parent Portal

Consolidated and expanded age-specific info

Kept large, topic-appropriate photos

Consolidated links under plain language label

Moved up disease-specific links
Tailored Information Expanded

Protect your Child at Every Age
Click on your child’s age group for vaccine information

<table>
<thead>
<tr>
<th>Overview</th>
<th>Birth</th>
<th>1 to 2 months</th>
<th>4 months</th>
<th>6 months</th>
<th>7 to 11 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 to 23 months</td>
<td>2 to 3 years</td>
<td>4 to 6 years</td>
<td>7 to 10 years</td>
<td>11 to 12 years</td>
<td>13 to 18 years</td>
</tr>
</tbody>
</table>

Babies’ Immunity
Don’t Infants Have Natural Immunity?
Babies receive some immunity (protection) from their mother during the last few weeks of pregnancy. These antibodies decrease over time, leaving the infant vulnerable to disease. By following the recommended immunization schedule, you are protecting your baby by providing immunity early in life, before they are likely to be exposed to potentially serious diseases and when they are most vulnerable to infections.

Kept intuitive button navigation
Added one tab to provide additional info
Age-appropriate photo images
Kept chunked text with links for high-information seekers
LIKE WHAT YOU SEE? USE CONTENT SYNDICATION TO BRING IT TO YOUR WEBSITE
Content Syndication

• Bring CDC’s content to your website

• Benefits
  – Content on your page always reflects most up-to-date (CDC) information
  – Visitors view information within your web frame and stay on your site
  – Less time spent searching our site for updates
How Do I Syndicate?

1. Register at www.cdc.gov/syndication
2. Sign in
3. Identify web page(s) to syndicate
4. Add page(s) to “your list”
5. Confirm your selection(s)
6. Paste syndication code into your web code
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Questions