

A Usability Study on MediLinker

Understanding the user's perspective on a blockchain-based healthcare identity management application

Background

MediLinker is a blockchain-based healthcare identity management system developed by Dell Medical and the iSchool for consumers and organizations. The usability study enabled the team to understand the users' ability to trust, adopt and employ the mobile application, thus identifying areas of improvement.

Research Objectives -

1. Uncovering **usability issues** in the process and user interface.
2. Identifying **opportunities** for increased user-centric focus.
3. Learning about **user behavior and preferences**.

Methodology



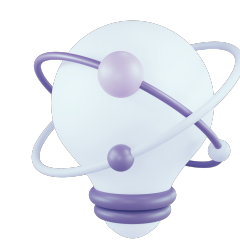
Screener
Survey



Moderated Cognitive
Task Analysis



Concurrent
Think Aloud



Retrospective
Probing

To begin with, I hosted a design workshop for the team to determine variations for **A/B testing**. The two versions differed in the amount of information/instructions provided to the user as well as the terminology used. These variants were presented to users at random, and **statistical analysis** was used to determine which one performed better.

Users were given **4 tasks**, followed by a **post-task questionnaire**.

Potential Patients

We interviewed 9 users who had **visited a medical institution in the last 6 months** about their experience with paperwork and use of e-wallets before presenting them with the MediLinker screens.

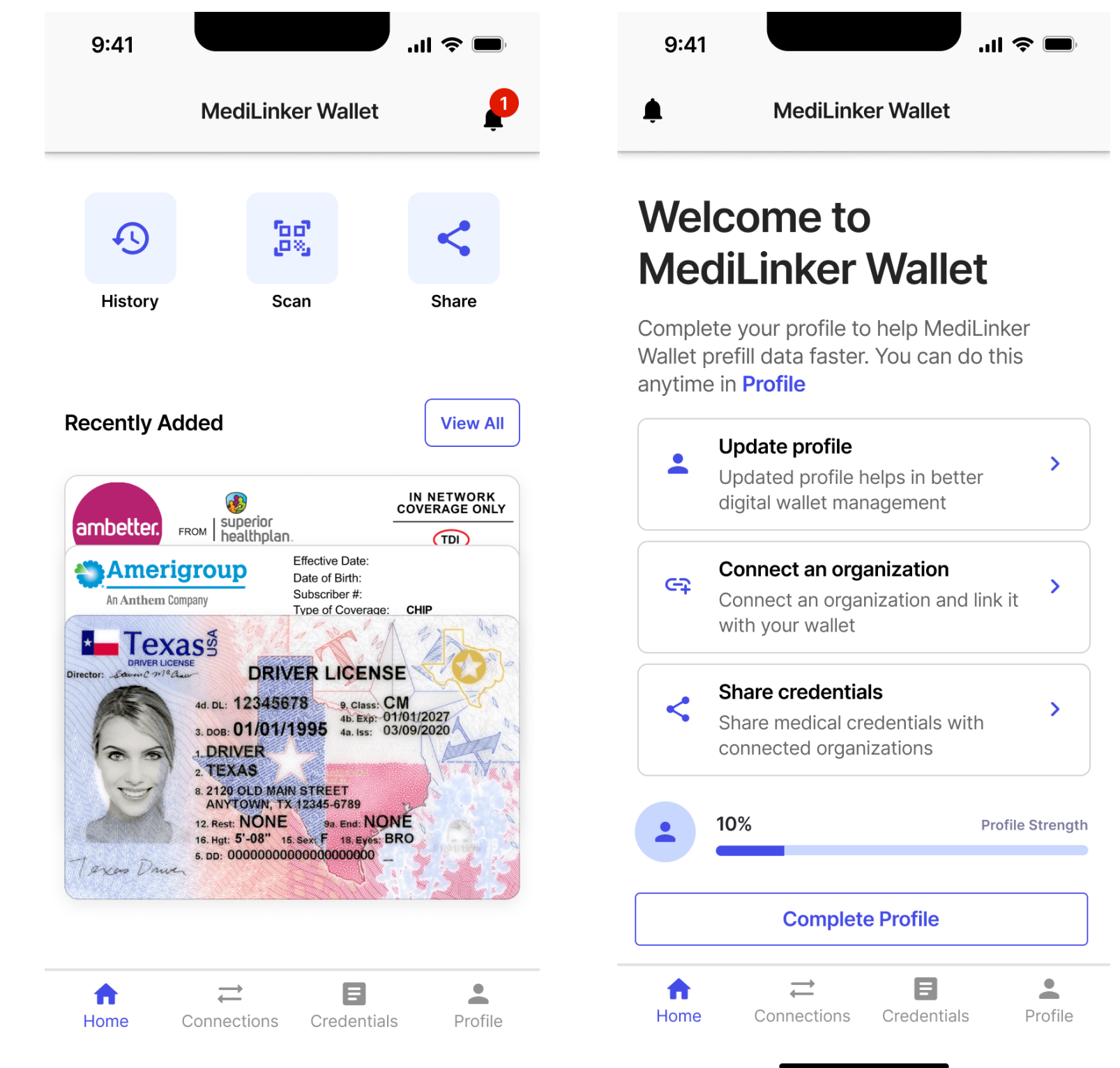
Key Takeaways

What?

Participants were unfamiliar with blockchain, yet the mention of it helped build trust around security.

Terminology like 'Credentials' and 'Attributes' was confusing for 6 out of 8 participants.

70% of the participants required more context and hand-holding to complete the assigned tasks.



So What?

Enable users to learn about how MediLinker uses Blockchain, and highlight features around information security.

Avoid using jargon, conduct further research with a selection of user-friendly terminology.

Create a comprehensive 'Help' feature, and provide first time users with guided onboarding.