Quest Diagnostics

Enhancing the appointment scheduling experience for users

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Project Overview

Scheduling an appointment is one of the main interactions users have with Quest. We had an opportunity to clean up the user experience and address a few issues from both users and business stakeholders.

This feature also served as the pilot project for launching a new design system for Quest. We were able to address and update a lot of the visual design and components.

My Role

Product Design Lead

UX Research

Creative Direction

Design System Lead

Project Objectives

User need

Users wanted the ability to view and compare the location and times of nearby patient service centers in order to conveniently schedule an appointment.

Business Requirements

- Increase user pre-registration online to reduce wait time and lines at patient service centers.

- Increase user account creation during the scheduling process since they need an account in order to view their test results.

Process Overview

Understand Ideate Design Test Analyze Repeat
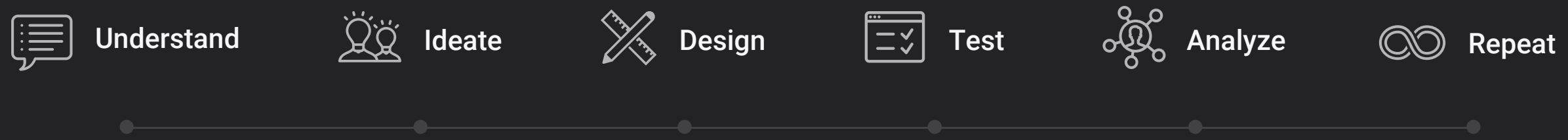
Step 1: Understand and Empathize

Some user research was done prior to my taking on this project. My first steps were to discuss and analyze the data with the previous UX researcher and designer to understand the their design direction to-date and analyze the user feedback they had collected.

To get a better understanding the user pain points, I decided to schedule my own appointment. I documented potential problems related to both the user and business needs. In addition, I noted any issues related to the user interface that might have assisted in those pain points.

Documenting the user journey

I facilitated a workshop with the product owner, business analyst, design team members, and other stakeholders in order to get a complete picture of how users may interact with Quest in order to schedule an appointment.
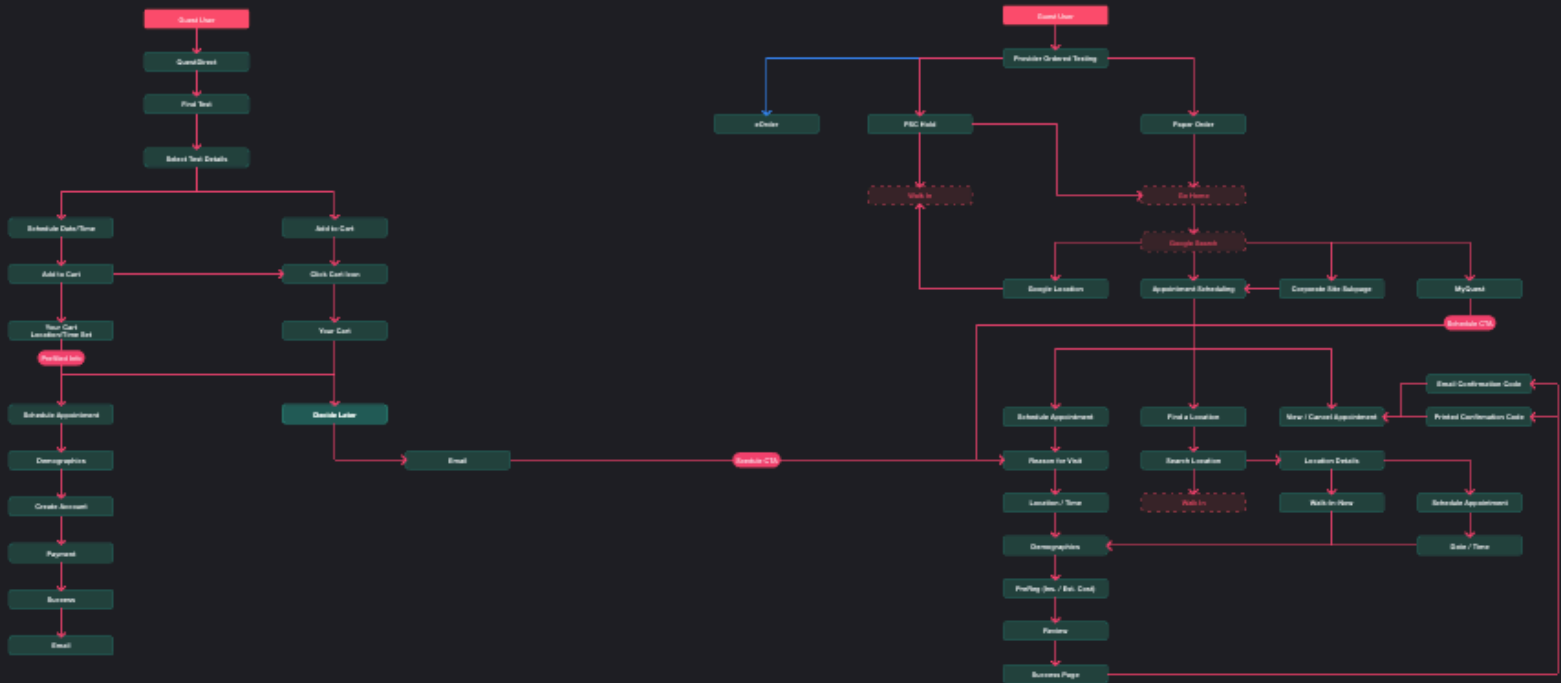
My Assumption

Users did not complete pre-registration or create an account because both of those steps came after a user had already scheduled an appointment.

Quest Diagnostics™

Schedule Appointment   ✕

✓ REASON FOR VISIT	✓ TESTING LOCATION	SCHEDULE

REASON FOR VISIT   Edit ✎

📄 Urine Drug Test Paper

TESTING LOCATION   Edit ✎

📍 Jewish Mason   Open Hours
9313 S Mason Montgomery Rd Ste 130, Mason, OH 45040   Opens 9:30 AM   ♡

SCHEDULE APPOINTMENT   Edit ✎

📅 Friday, November 09 at 10:15 AM

Who is coming in for this testing?

First Name*   Last Name*

Date of Birth

Month *   ▼   Day *   ,   Year *   Phone Number*

Email Address*

If you provide a cell phone number as your contact number, you agree that Quest Diagnostics may contact you at this number, or another number that you later convert to a cell number, to service your account. By choosing to provide a cell phone number, you also agree to receive calls and text messages, such as pre-recorded reminder or cancellation calls and/or text messages, including from automated dialing systems. Your agreement to receive calls or texts is not a condition of purchasing any goods or services from Quest Diagnostics. Normal charges may apply.

SCHEDULE APPOINTMENT

CLEAR

‹ BACK:TESTING LOCATION

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My Assumption

Appointment cards were cluttered with information and with little to no hierarchy which made it harder for users to quickly scan through the information.

Testing users to validate those assumptions

We held a few conversations with users to understand how they felt about the key assumptions and any other pain points they might of had with scheduling.

In addition, we did a few user tests on usertesting.com to get unfacilitated feedback

Key Findings: There were two types of users

Schedulers:

Users who were busy and preferred to schedule appointments when it was most convenient for their schedules. They also preferred to take care of any additional tasks prior to their appointment to save time.

Walk-ins:

Users who just wanted the location of the nearest location and then show up at the service center when it was convenient for them.

Key Findings: Users were confused

A majority of users felt that once they had scheduled their appointment, the process was complete.

These key findings validated my assumptions: that users did not complete pre-registration or create an account because both of those steps came after a user had already scheduled an appointment.

There were also a majority of users that didn't understand why you needed to create an account. They assumed that they would get their results from their doctor.

Step 2: Ideate, Design, and Test

I began sketching some ideas with a few team members based on the previous findings. From those discussions, I moved into creating and testing wireframes to do more user testing around certain ideas.

Sketching out new ideas

Some initial sketches were to establish a stepper approach based on user feedback that they liked being able to see where they are in the process.

Establishing the layout for this key visual allowed us to frame the corresponding content a lot quicker and try out a few ideas.
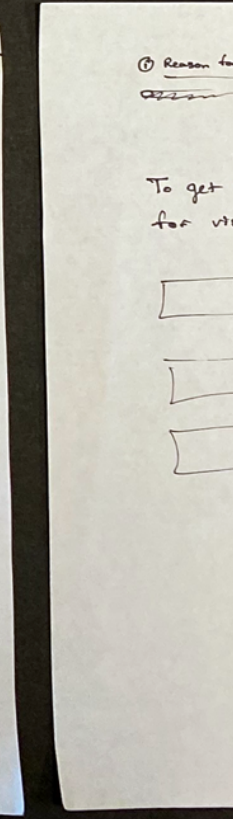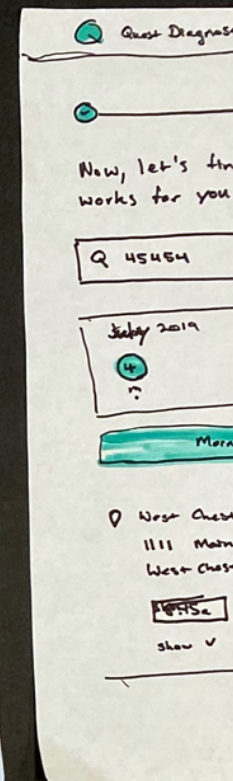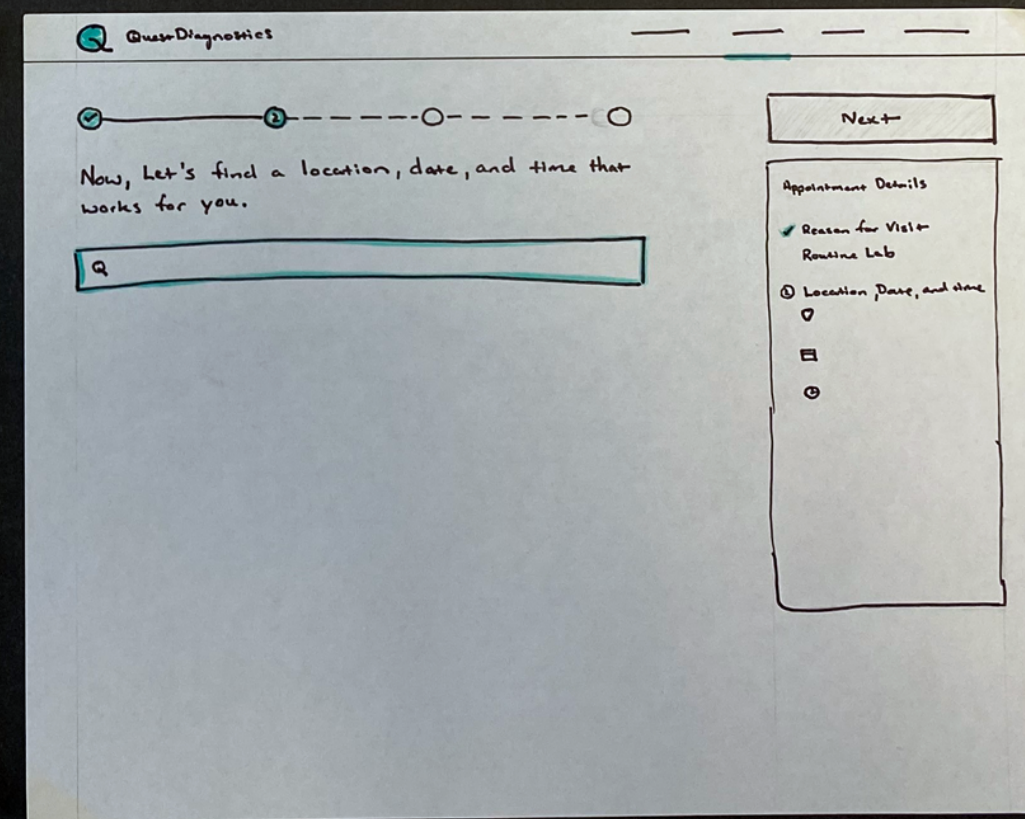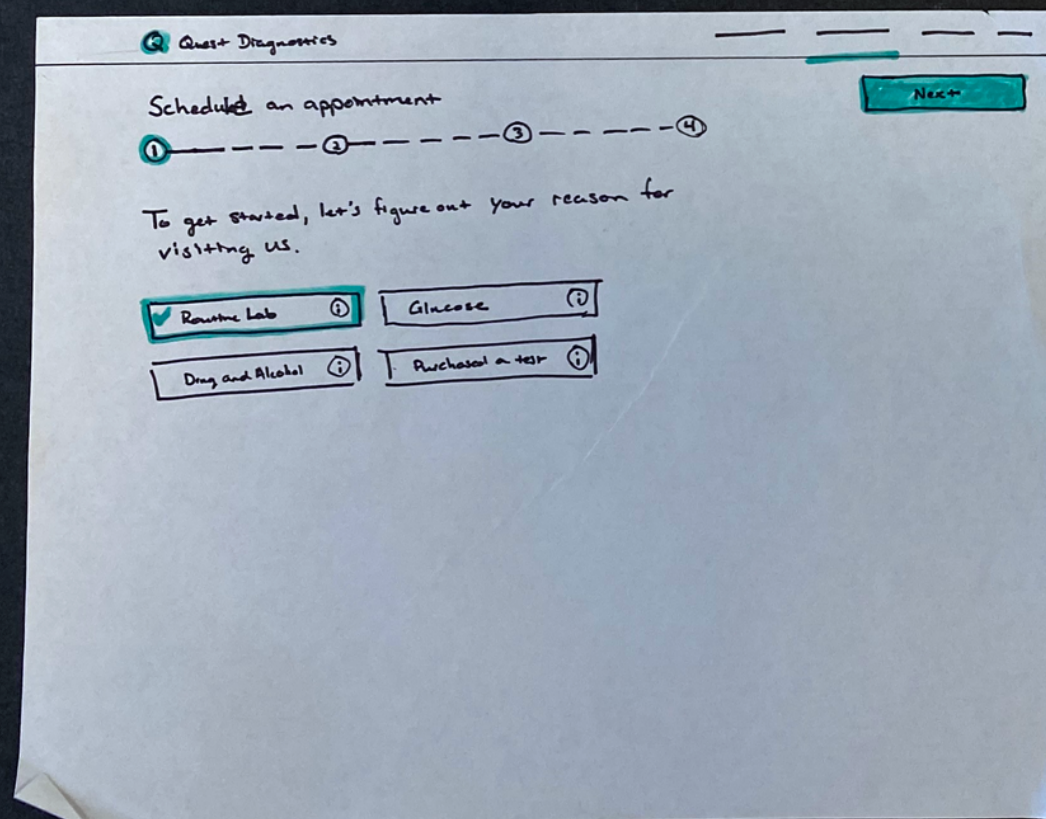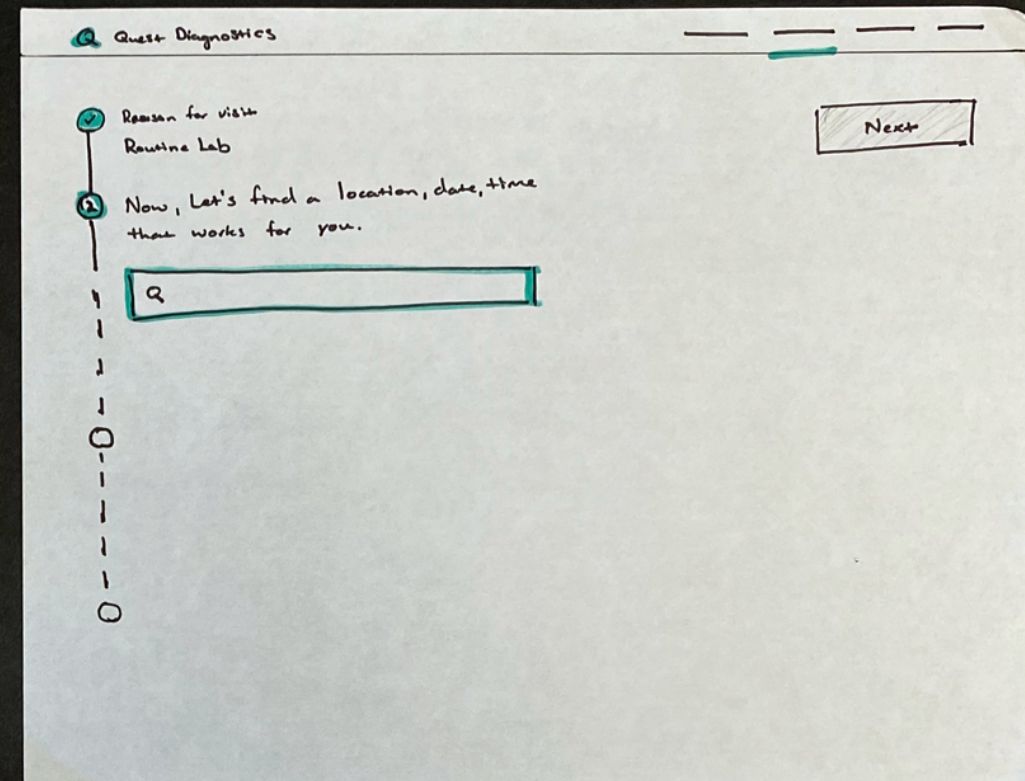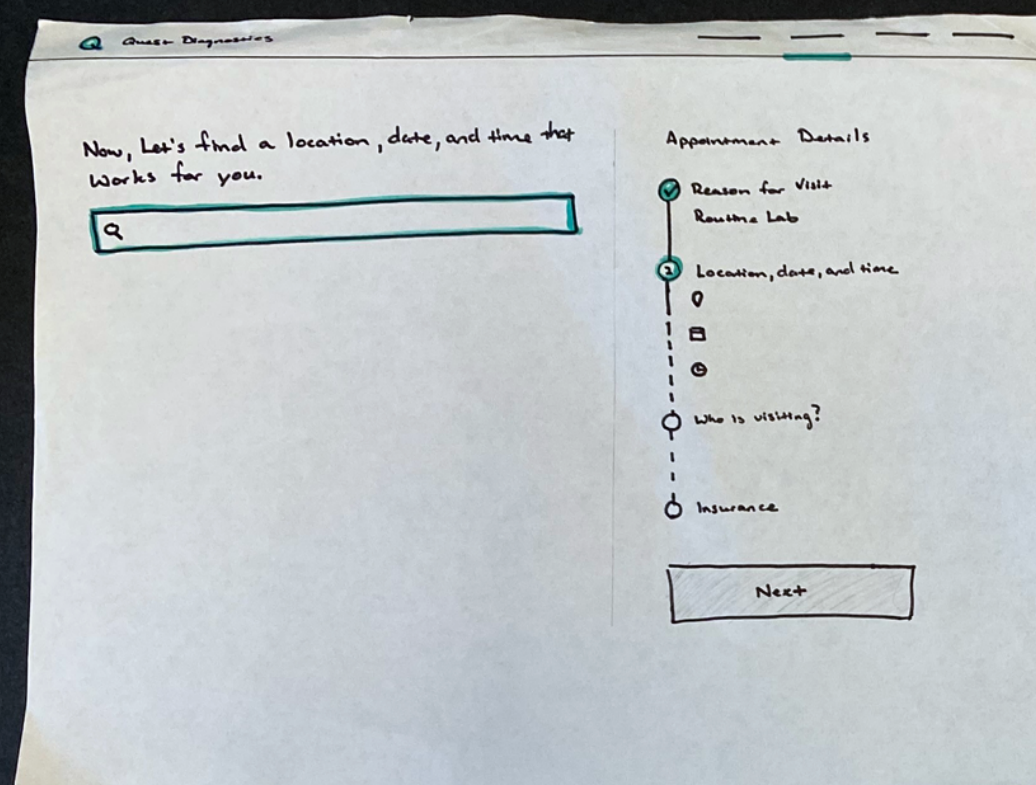
Wireframing and Prototyping

Once I landed on a few solutions based on our sketches, I started wireframing those ideas starting with mobile executions.

I began with Material Design components but quickly moved to a more custom style that improved scannability and focus for users as we continued user testing the low-fidelity wireframes.

Step 3: Design high-fidelity screens based on user feedback

Using all the previous data and user feedback, I started creating the high-fidelity mockups. I discussed these executions with the development team, business analysts, and the product owner to start capturing any edge cases or issues that were not addressed in the wireframes.

Solving for the business needs

I moved pre-registration and account creation into the main flow prior to the user completing the appointment flow.

Since users already have to enter demographic information, I assumed adding a few additional fields within another step would increase a user's probability of completing pre-registration since users were already in the mindset of entering personal information.

I allowed users to skip this step in case they did not have insurance or did not have their insurance information with them at the time.

Quest Diagnostics™

Who's visiting?

Personal Information

First Name •
Johnathan

Last Name •
Williams

Date of Birth •
05/12/1995

Sex •
○ Female   ● Male

Contact Information

Email •
johnny287@somemail.com

Phone Number •
555-555-8920

Is this a mobile phone? •
● Yes   ○ No

Appointment Contact Preferences •
☐ Email   ☑ Text

By choosing text, you agree to receive texts or calls. Consent is not a condition of purchasing any goods or services. Normal charges may apply.

☑ Create a MyQuest account? ⓘ

Password   8/8
●●●●●●●●| 👁

At least one alphabetic, one numeric or special character

What is your address?

Address
480 Apple St

Apt/Suite
Apt. 208

City
West Chester

State
OH

Zip Code
45069

☐ I agree to the Quest Diagnostics terms of services.

When would you like to provide your insurance information? •
● I'll save time and provide it now.
○ I'll bring it later to my appointment.
○ I don't have insurance.

Appointment details

✓ Reason for visiting
Routine Lab

✓ Location, date, and time
📍 **Quest Diagnostics - West Chester**
7608 Cox Ln
West Chester, OH 45069

📅 September 1, 2019

🕐 9:30 AM

③ Who's visiting

○ Insurance information

Next step

Previous step

Personal Information

First Name •
Johnathan

Last Name •
Williams

Date of Birth •
05/12/1980

Sex •
○ Female   ● Male

Contact Information

Phone Number •
555-555-8920

Is this a mobile phone? •
● Yes   ○ No

Email •
johnny287@somemail.com

Appointment Contact Preferences
☑ Email   ☐ Text

☐ Create a MyQuest account? ⓘ

When would you like to provide your insurance information? •
● I'll save time and provide it now.
○ I'll bring it later to my appointment.
○ I don't have insurance.

Continue

Solving for the user need

Data showed that most users scheduled their appointments within the first 7-10 business days following their doctor's visit. With that information, I decided to show a weekly date picker that allowed users to quickly choose the days they want to view.

Next, I found out that not all service centers operate on the same schedule since some locations being open 24 hours. With the time slots being in increments of 15 minutes, I needed to break up the time slots into more manageable, and more importantly, scannable groups.

Quest Diagnostics™

Schedule Appointment   Find Location   Help   Create Account   Sign In

Now, let's find a location, date, and time that works for you.

45069

September 2019

| 1 Mon | 2 Tue | 3 Wed | 4 Thu | 5 Fri | 6 Sat | 7 Mon | 8 Tue | 9 Wed | 10 Thu | 11 Fri | 12 Sat |

Morning   Afternoon

Appointment details

Reason for visiting
Routine Lab

2 Location, date, and time

Who's visiting

Insurance information

Next step

Previous step

2.5 miles
Quest Diagnostics - West Chester
7608 Cox Ln
West Chester, OH 45069

6:00a	6:15a	6:30a	6:45a	7:00a	7:15a	7:30a	7:45a
8:00a	8:15a	8:30a	8:45a	9:00a	9:15a	9:30a	9:45a
10:00a	10:15a	10:30a	10:45a	11:00a	11:15a	11:30a	11:45a

Show less times (14 available)

5.5 miles
Quest Diagnostics - Jewish Mason
9313 S Mason Montegomery Rd
Ste 130
Mason, OH 45040

| 6:00a | 6:15a | 6:30a | 6:45a | 7:00a | 7:15a | 7:30a | 7:45a |

Show more times (12 available)

6.3 miles
Quest Diagnostics - Hamilton (Inside Walmart)
3201 Princeton Rd
Fairfield Township, OH 45011

No morning timeslots available for this date.

Now, let's find a location, date, and time that works for you.

45040

September 2019

| 21 Mon | 22 Tue | 23 Wed | 24 Thu | 25 Fri | 26 Sat | 27 Sun |

Morning   Afternoon

2.2 miles
Quest Diagnostics - West Chester
7608 Cox Ln
West Chester, OH 45069

6:00a	6:15a	6:30a	6:45a
7:00a	7:15a	7:30a	7:45a
8:00a	8:15a	8:30a	8:45a
9:00a	9:15a	9:30a	9:45a
10:00a	10:15a	10:30a	10:45a
11:00a	11:15a	11:30a	11:45a

Show less times (14 available)

2.2 miles
Quest Diagnostics - West Chester
7608 Cox Ln
West Chester, OH 45069

| 6:00a | 6:15a | 6:30a | 6:45a |

Show more times (8 available)

2.2 miles
Quest Diagnostics - Hamilton
3201 Princeton Rd
Fairfield Township, OH 45011

No morning time slots available for this date.

2.2 miles
Quest Diagnostics - West Chester
7608 Cox Ln
West Chester, OH 45069

Walk-ins only. Current wait time is 15 minutes.

Walk In

Testing solutions with users

We created a series of prototype testing and held conversations with users to understand whether or not adding a step in the process would deter them from completing the scheduling process online. Most users did not mind the additional step and thought that it would allow them to save time by entering the information while scheduling their appointment.

Users also appreciated the stepper component stating that it helped them know how many steps were in the process before completing. They also appreciated being able to double check the information as they continued through the flow.
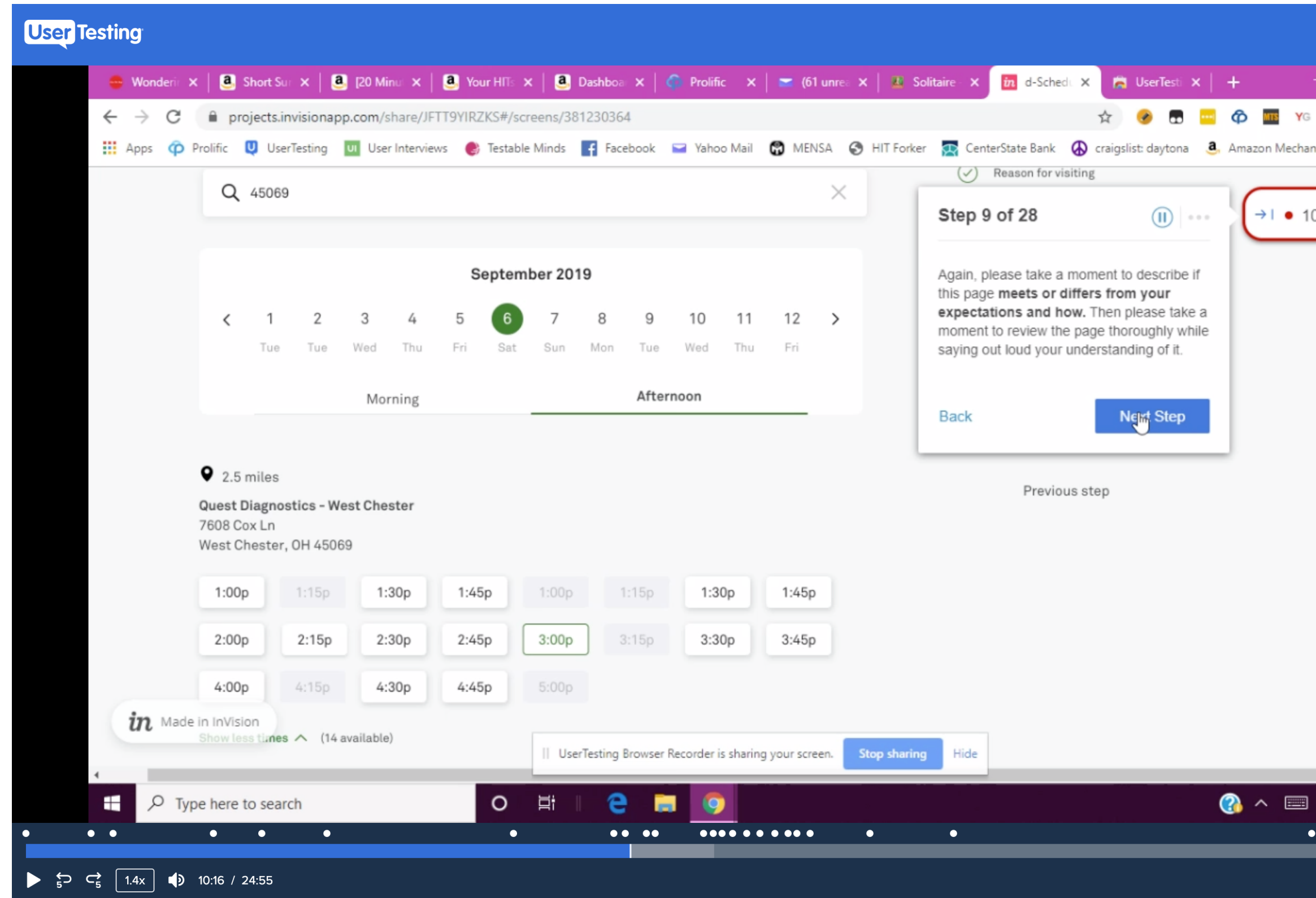
Step 4: Handoff designs to development

Once I reached the MVP state with the primary flows, I handed the files off to development in InVision (flow) and Zeplin (specs). We worked closely to implement the new screens. I provided support during dev standups to solve any issues that arose during the development sprints, often by iterating on the previous designs and doing more user testing.

Solving for the edge cases

Some scenarios were discovered during the first few sprints that I had to work through, especially around insurance.

Before

Quest Diagnostics™

NEED HELP? ⌄   CREATE ACCOUNT   SIGN IN

Schedule Appointment   ✕

✓ REASON FOR VISIT   ✓ TESTING LOCATION   SCHEDULE

REASON FOR VISIT   Edit ✎

📄 Urine Drug Test Paper

TESTING LOCATION   Edit ✎

📍 Jewish Mason   Open Hours
9313 S Mason Montgomery Rd Ste 130, Mason, OH 45040   Opens 9:30 AM ♥

SCHEDULE APPOINTMENT

November 2018 ›

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8 None Available	9 9 Available ▾	10 None Available
11 13 Available ▾	12 13 Available ▾	13 14 Available ▾	14 13 Available ▾	15 14 Available ▾	16 14 Available ▾	17 10 Available ▾
18 14 Available ▾	19 14 Available ▾	20 14 Available ▾	21 14 Available ▾	22 None Available	23 None Available	24 None Available
25 14 Available ▾	26 14 Available ▾	27 14 Available ▾	28 14 Available ▾	29 14 Available ▾	30 14 Available ▾	1
2	3	4	5	6	7	8

‹ BACK:TESTING LOCATION

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After

Quest Diagnostics™

Schedule Appointment   Find Location   Help   Create Account   Sign In

Now, let's find a location, date, and time that works for you.

🔍 45069   ✕

September 2019

‹ | 1 Mon | 2 Tue | 3 Wed | 4 Thu | 5 Fri | 6 Sat | 7 Sun | 8 Mon | 9 Tue | 10 Wed | 11 Thu | 12 Fri | ›
  | | | | | | | | | | | | Sat |

Morning   Afternoon

📍 2.5 miles

Quest Diagnostics - West Chester
7608 Cox Ln
West Chester, OH 45069

6:00a 6:15a 6:30a 6:45a 7:00a 7:15a 7:30a 7:45a
8:00a 8:15a 8:30a 8:45a 9:00a 9:15a 9:30a 9:45a
10:00a 10:15a 10:30a 10:45a 11:00a 11:15a 11:30a 11:45a

Show less times ⌃   (14 available)

📍 5.5 miles

Quest Diagnostics - Jewish Mason
9313 S Mason Montegomery Rd
Ste 130
Mason, OH 45040

6:00a 6:15a 6:30a 6:45a 7:00a 7:15a 7:30a 7:45a

Show more times ⌄   (12 available)

📍 6.3 miles

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Next step

Previous step

Before

After

Thanks for your time!

Please reach out if you have any questions about this project.

Jamie Gay

Product Design / UX / Creative Direction

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