

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

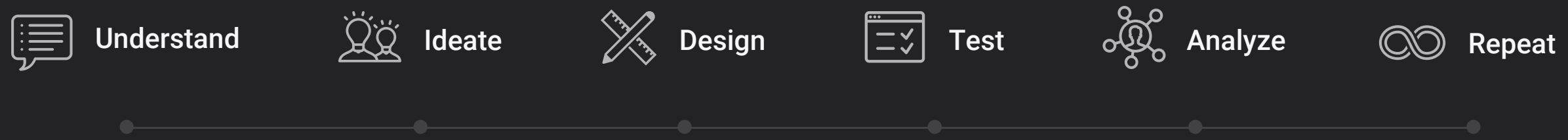
User need

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





Step 1: Understand and Empathize

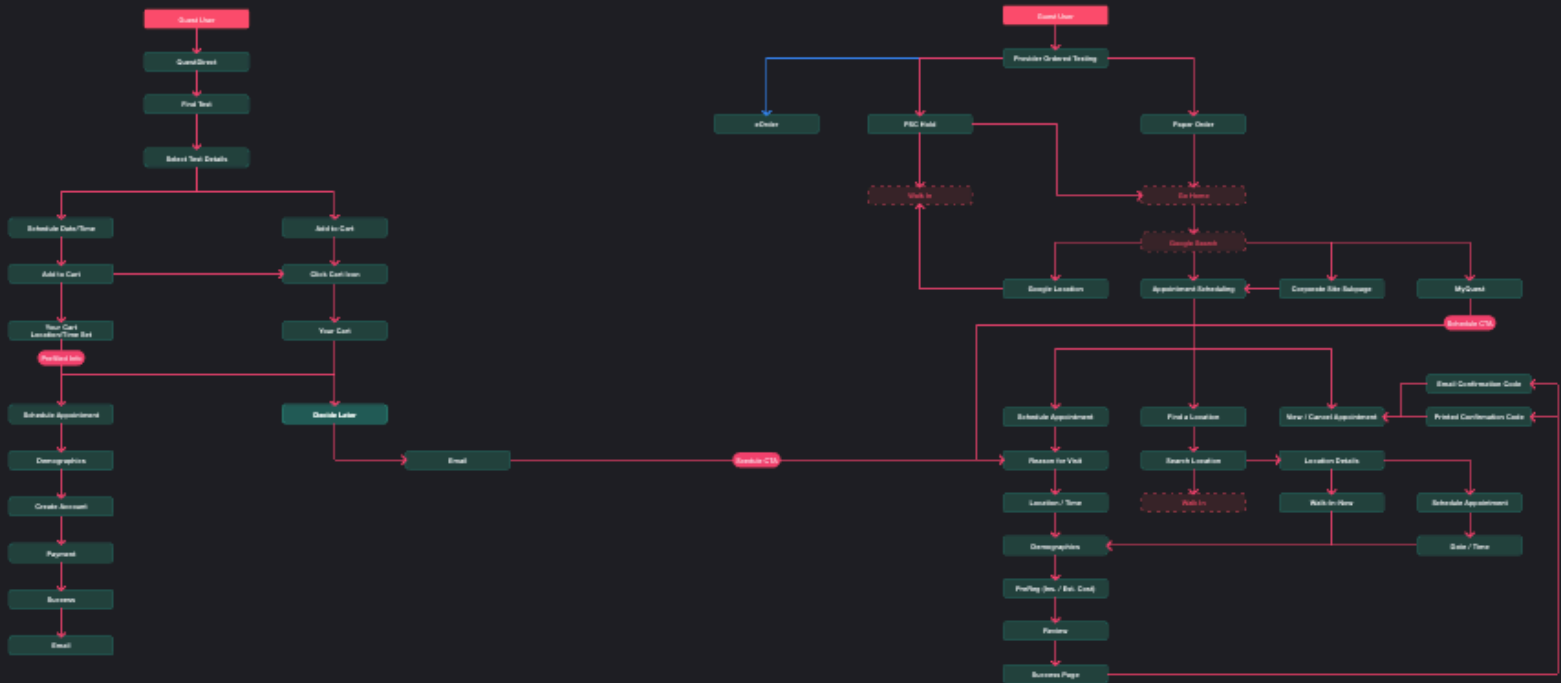
Some user research was done prior to my taking on this project. My first steps were to discuss and analyze the data with the previous UX researcher and designer to understand their design direction to-date and analyze the user feedback they had collected.

To get a better understanding of 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.

QuestDiagnostics™

NEED HELP? ▾CREATE ACCOUNTSIGN IN

Schedule Appointment

✓ REASON FOR VISIT

✓ TESTING LOCATION

SCHEDULE

REASON FOR VISIT

Urine Drug Test Paper

Edit

TESTING LOCATION

Jewish Mason

9313 S Mason Montgomery Rd Ste 130, Mason, OH 45040

Open Hours

Opens 9:30 AM

Edit

SCHEDULE APPOINTMENT

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

Copyright | Privacy | Terms

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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.

QuestDiagnostics™

NEED HELP? ▾CREATE ACCOUNTSIGN IN

Schedule Appointment

✓REASON FOR VISIT

TESTING LOCATION

SCHEDULE

REASON FOR VISIT

Urine Drug Test Paper

Edit

TESTING LOCATION

4545 Cornell Road, Blue Ash, OH, USA

Show Map ▾

Select where you'd like to go for your testing

4.2 mi

2. Jewish Mason

9313 S Mason Montgomery Rd Ste 130, Mason, OH 45040

Diagonally across from Lowe's Home Improvement Center and next to the Deerfield Township Center.

Tests at this location

Routine Lab

Glucose Tolerance

Urine Drug Electronic

Urine Drug Paper

Urine Drug DOT - Electronic

Urine Drug DOT - Paper

Urine Drug Express Results™ Online

Health & Wellness Screen

513-204-0053

513-770-0613

Lot

JEM

GET DIRECTIONS

Popular Times for Thursday

6a

8a

10a

12p

2p

4p

Thu

Fri

Sat

Sun

Mon

Tue

Wed

9:30 AM-3:00 PM

9:30 AM-3:00 PM

8:00 AM-11:00 AM

Closed

9:30 AM-3:00 PM

9:30 AM-3:00 PM

9:30 AM-3:00 PM

SCHEDULE APPOINTMENT

< BACK:REASON FOR VISIT

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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

UserTesting

GeneralJG

Dashboard ▶ Patient Experience - Scheduling on General ▶ Test #2375868

Appt Scheduling Rd3

5 of 5 Sessions (Add more participants)

BB

SessionsMetricsDetails

ShareOptions

Participants using computers

18–65+ | United States

<input type="checkbox"/>	<div>▶ 16:22</div>	<div>paralagrat ★★★★★</div> <div>40 - Male - Less than \$40,000 - United States</div> <div>0 Notes 0 Clips See Answers</div> <div>Add to panel</div>	<div>Summarize this session</div>
<input type="checkbox"/>	<div>▶ 14:47</div>	<div>pitt1 ★★★★★</div> <div>40 - Female - \$40,000 - \$59,999 - United States</div> <div>0 Notes 0 Clips See Answers</div> <div>Add to panel</div>	<div>Summarize this session</div>
<input type="checkbox"/>	<div>▶ 11:27</div>	<div>hawksnst ★★☆☆☆</div> <div>56 - Female - \$100,000 - \$124,999 - United States</div> <div>0 Notes 0 Clips See Answers</div> <div>Add to panel</div>	<div>Summarize this session</div>
<input type="checkbox"/>	<div>▶ 7:32</div>	<div>QuietChinchilla3132 ★★★★★</div> <div>38 - Male - \$150,000 - \$174,999 - United States</div> <div>0 Notes 0 Clips See Answers</div> <div>Add to panel</div>	<div>Summarize this session</div>



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

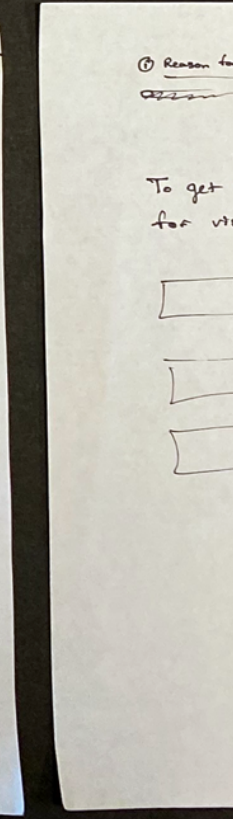
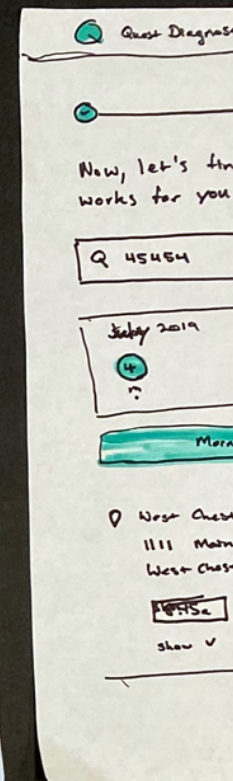
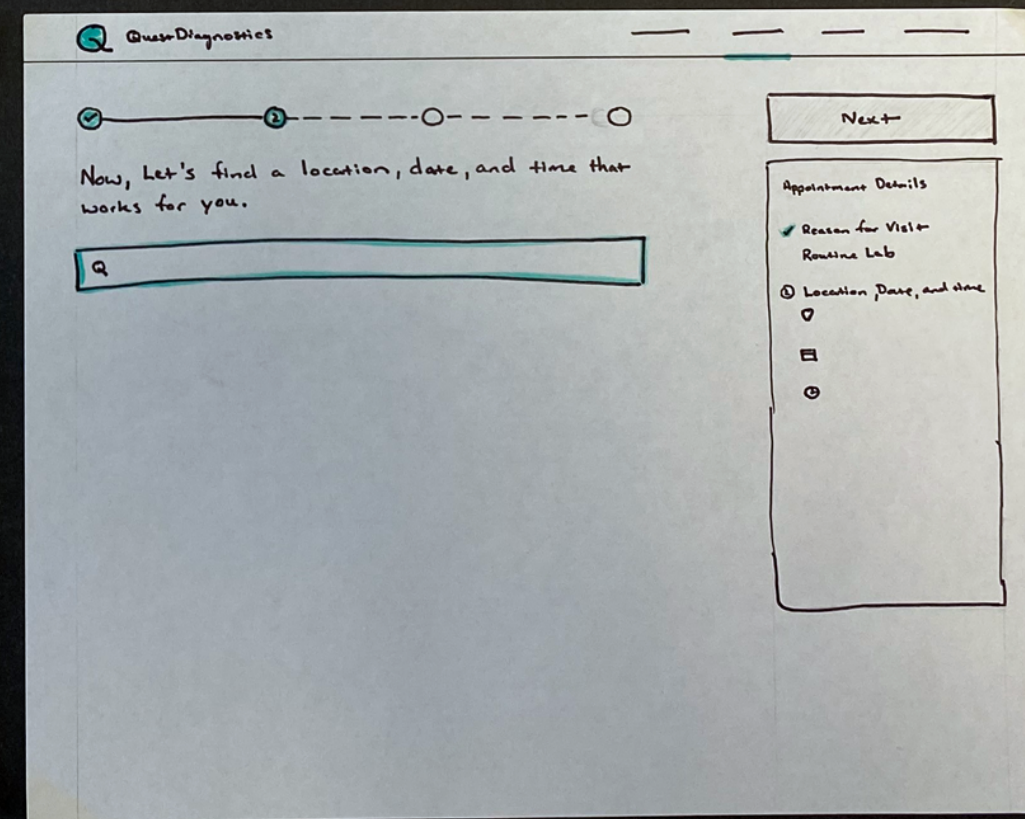
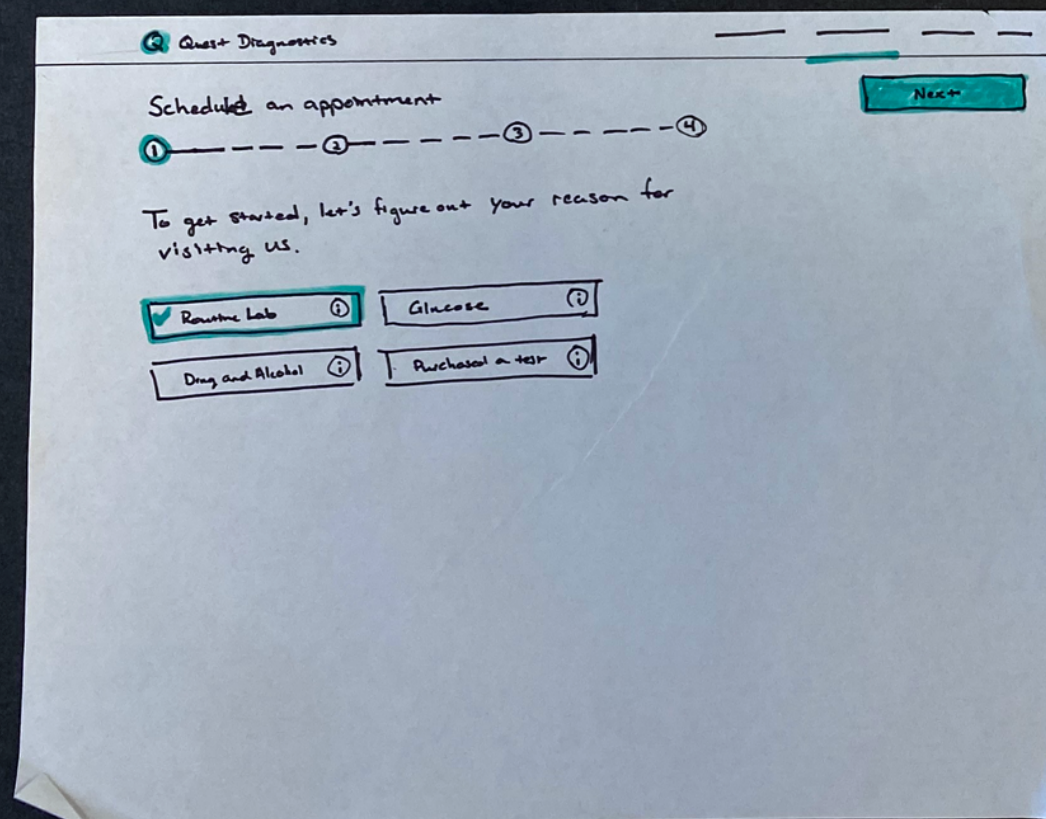
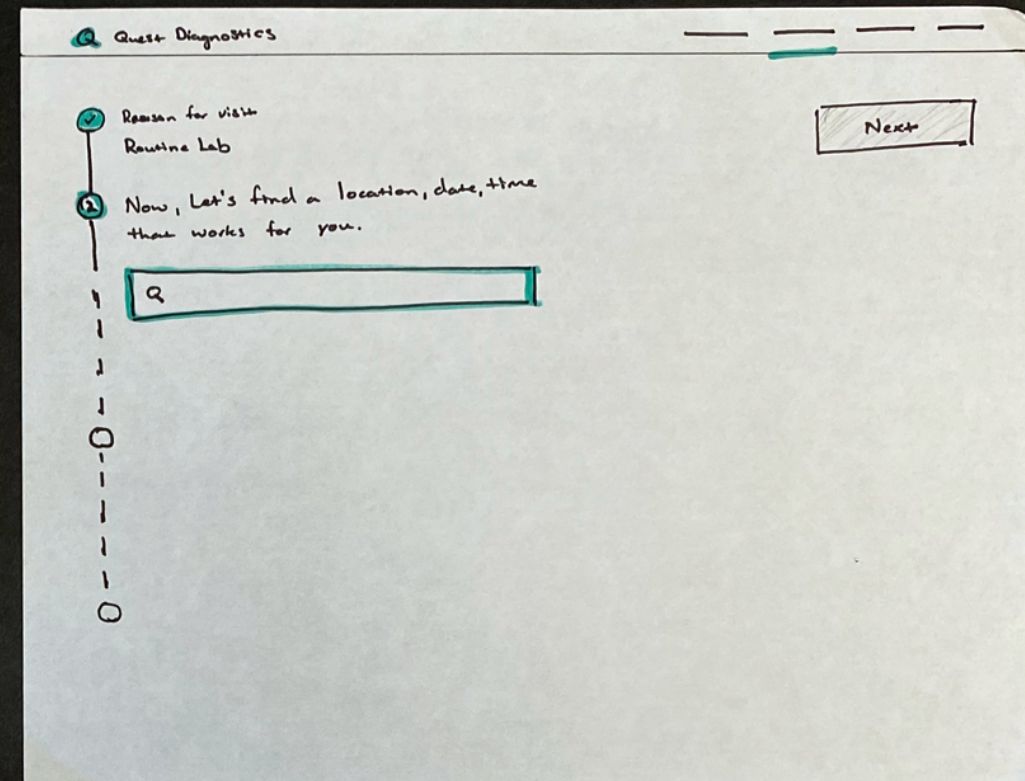
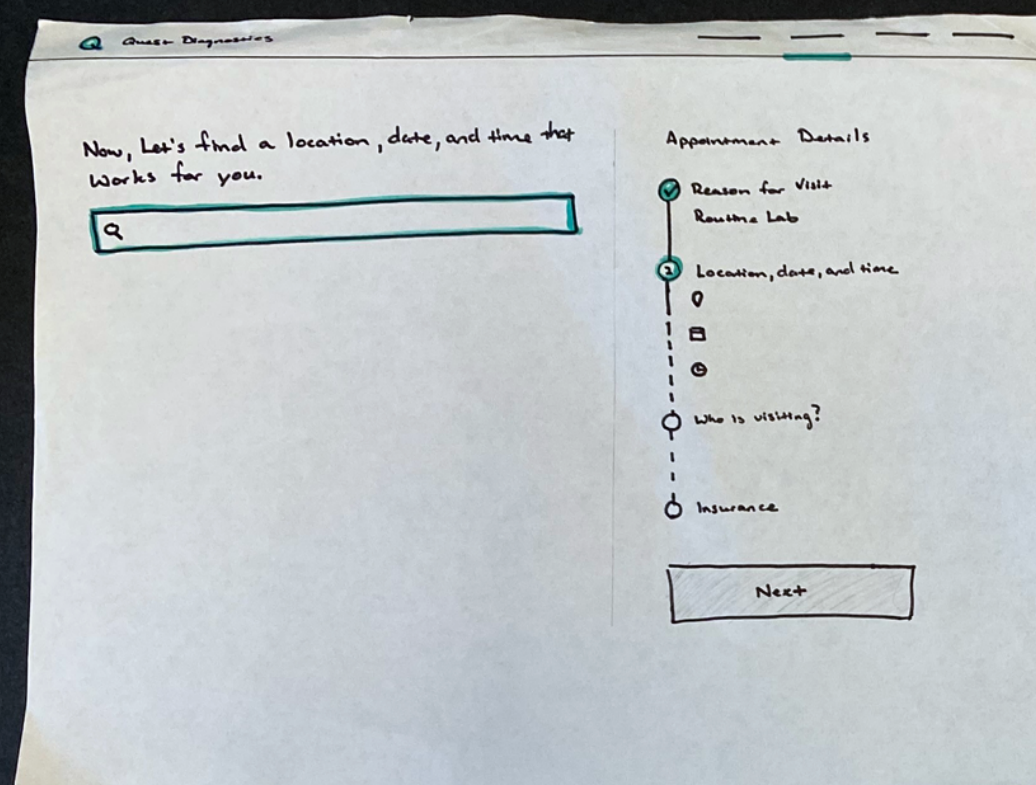
I began sketching some ideas with a few team members based on the previous findings. From those discussions, I moved into creating and testing wireframes to do more user testing around certain ideas.



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.

1

appointments.questdiagnostics.com

Create Account Sign In

Schedule appointment

What service do you need?

What location would you like to visit?

When would you like to visit?

Who is visiting?

What is your insurance information?

2

appointments.questdiagnostics.com

What service do you need?

Health and Wellness testing

Drug and Alcohol testing

Glucose Tolerance testing

Tuberculosis testing

3

appointments.questdiagnostics.com

What service do you need?

Health and Wellness testing

Drug and Alcohol testing

Glucose Tolerance testing

Tuberculosis testing

Continue

4

appointments.questdiagnostics.com

What location would you like to visit?

Address, City, State, Zip Code

5

appointments.questdiagnostics.com

What location would you like to visit?

45040

0.3 miles

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

4.7 miles

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

6

appointments.questdiagnostics.com

What location would you like to visit?

45040

0.3 miles

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

4.7 miles

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

Continue

7

appointments.questdiagnostics.com

When would you like to visit?

March 2019

Available morning times

8:00 AM 8:15 AM 8:30 AM 8:45 AM

9:00 AM 9:15 AM 9:30 AM 9:45 AM

Show all

Available afternoon times

1:00 PM 1:15 PM 1:30 PM 1:45 PM

2:00 PM 2:15 PM 2:30 PM 2:45 PM

Show all

8

appointments.questdiagnostics.com

When would you like to visit?

March 2019

Available morning times

8:00 AM 8:15 AM 8:30 AM 8:45 AM

9:00 AM 9:15 AM 9:30 AM 9:45 AM

Show all

Available afternoon times

1:00 PM 1:15 PM 1:30 PM 1:45 PM

2:00 PM 2:15 PM 2:30 PM 2:45 PM

Show all

Continue

9

appointments.questdiagnostics.com

Who is visiting?

First Name*

Last Name*

Date of Birth*

Sex*

Male Female

Contact information

Email*

Phone Number*

Phone Type*

Mobile Landline

Appointment Contact Preferences

Email Text

By choosing text, you agree to receive texts/calls, including by automated or pre-recorded means, regarding this and future appointments, your account or Quest Diagnostics services at the number you provide. Consent is not a condition of purchasing any goods/services. Normal charges may apply.

10

appointments.questdiagnostics.com

Who is visiting?

First Name*
Johnathan

Last Name*
Williams

Date of Birth*
05/15/80

Sex*
Male Female

Contact information

Email*
johnnyw282@somemail.com

Phone Number*
555-555-5555

Phone Type*
Mobile Landline

Appointment Contact Preferences

Email Text

Continue

11

appointments.questdiagnostics.com

What is your insurance information?

Provider*

Member ID*

Group ID

12

appointments.questdiagnostics.com

What is your insurance information?

Provider*
Americorp

Member ID*
890913407

Group ID
5555-5555

Continue

13

appointments.questdiagnostics.com

Create Account Sign In

Appointment Details

What service do you need?
Health and Wellness testing

What location would you like to visit?
Quest Diagnostics - Jewish Mason
9313 S Mason Montgomery Rd.
Ste. 130
Mason, OH 45040

When would you like to visit?
March 4, 2019 at 9:15 AM

Who is visiting?
Johnathan Williams

What is your insurance information?
Americorp

Schedule Appointment

Cancel

14

appointments.questdiagnostics.com

Appointment scheduled

Scan the code above at kiosk to check-in and then take a seat.

Appointment Time
March 4, 2019 at 9:15 AM

Location
Quest Diagnostics - Jewish Mason
9313 S Mason Montgomery Rd.
Ste. 130
Mason, OH 45040

Confirmation Code
SX7880RJ2

Please arrive 15 minutes early to your appointment.



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.

QuestDiagnostics™

Schedule Appointment

Find Location

Help

Create Account

Sign In

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

4 Insurance information

Next step

Previous step

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.

QuestDiagnostics™

Schedule Appointment

Find Location

Help

Create Account

Sign In

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

Q 45069

X

September 2019

<

1

2

3

4

5

6

7

8

9

10

11

12

>

Mon

Tue

Wed

Thu

Fri

Sat

Mon

Tue

Wed

Thu

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 Montgomery 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.

Appointment details

Reason for visiting

Routine Lab

Location, date, and time

Who's visiting

Insurance information

Next step

Previous step

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

Q 45040

X

September 2019

21

22

23

24

25

26

27

28

Mon

Tue

Wed

Thu

Fri

Sat

Sun

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.

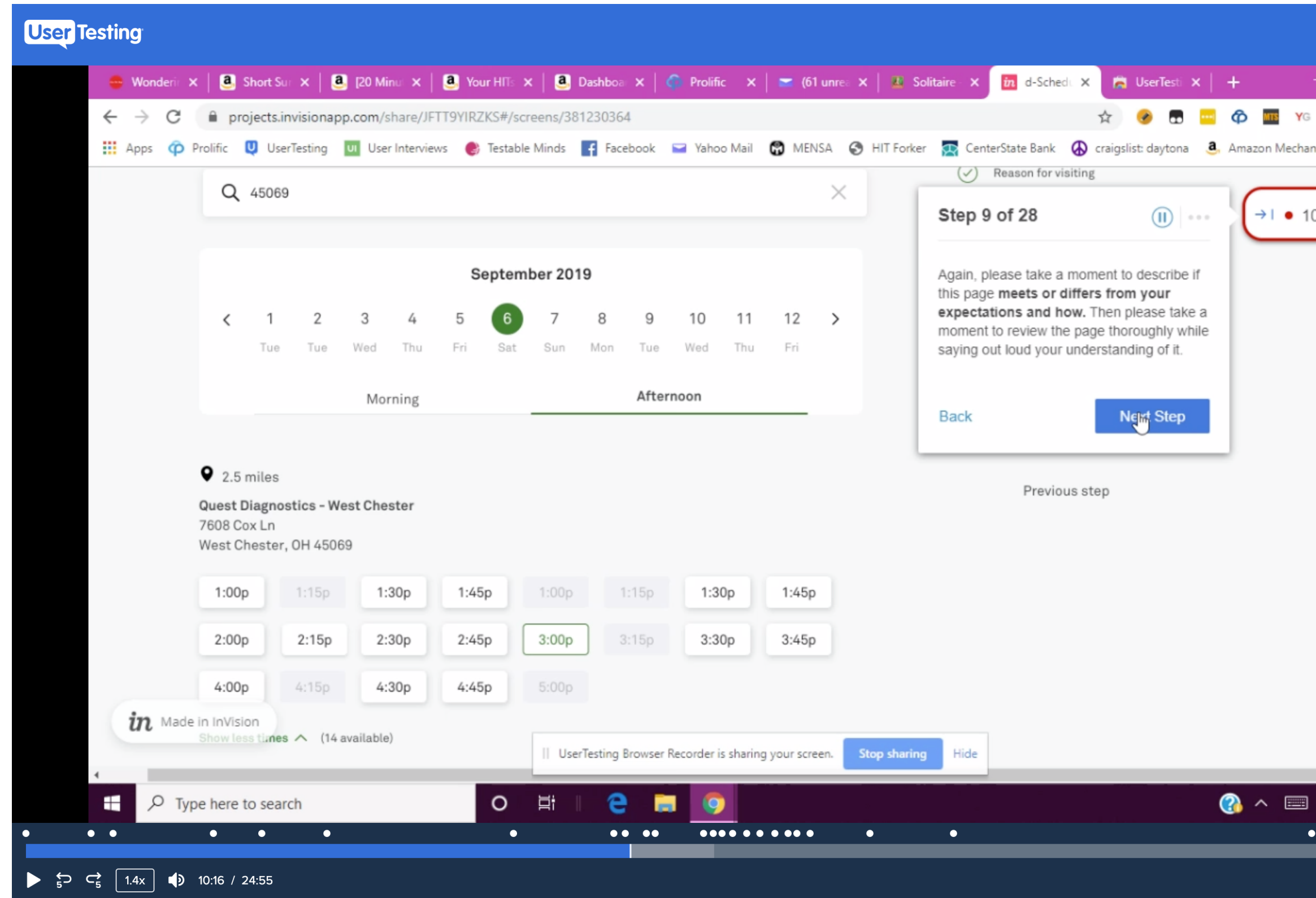
Walk In



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.

Demographics - If user creates account

d-schedule-3b.2

d-schedule-3b.3

d-schedule-3b.4

Insurance - If user does not create an account, is primary insurance holder

d-schedule-4a.1

d-schedule-4a.2

d-schedule-4a.3

Insurance - If user creates account, is primary insurance holder

d-schedule-4b.1

d-schedule-4b.2

d-schedule-4b....valid Member ID

Insurance - If user creates account, is not primary insurance holder, same billing address

d-schedule-4c.1

d-schedule-4c.2

d-schedule-4c.3a

d-schedule-4c.3b

QuestDiagnostics

NEED HELP?CREATE ACCOUNTSIGN IN

Schedule Appointment

REASON FOR VISIT

TESTING LOCATION

SCHEDULE

REASON FOR VISIT

Urine Drug Test Paper

TESTING LOCATION

Jewish Mason

9313 S Mason Montgomery Rd Ste 130, Mason, OH 45040

Open Hours

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	9	10
				None Available	9 Available	None Available
11	12	13	14	15	16	17
	13 Available	14 Available	13 Available	14 Available	14 Available	10 Available
18	19	20	21	22	23	24
	14 Available	14 Available	14 Available	None Available	None Available	None Available
25	26	27	28	29	30	1
	14 Available	14 Available	14 Available	14 Available	14 Available	
2	3	4	5	6	7	8

BACK:TESTING LOCATION

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Before

QuestDiagnostics

Schedule AppointmentFind LocationHelpCreate AccountSign In

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

45069

September 2019

1

2

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Mon

Tue

Wed

Thu

Fri

Sat

Mon

Tue

Wed

Thu

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 Montgomery 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.

Appointment details

Reason for visiting

Routine Lab

Location, date, and time

Who's visiting

Insurance information

Next step

Previous step

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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jamiegaydesign@gmail.com