AllofUs.nih.gov User Testing

Overview

- Objectives:

  - Understand prospective participants' and prospective researchers' experiences on AllofUs.nih.gov, including their preferences, needs and any points of confusion

  - Gauge reactions to proposed content and navigation

  - Identify opportunities to better support user pathways to enroll/register with *All of Us*

- Methods:

  - Qualitative interviews

  - First-click testing

User Testing: Prospective Participant Segment

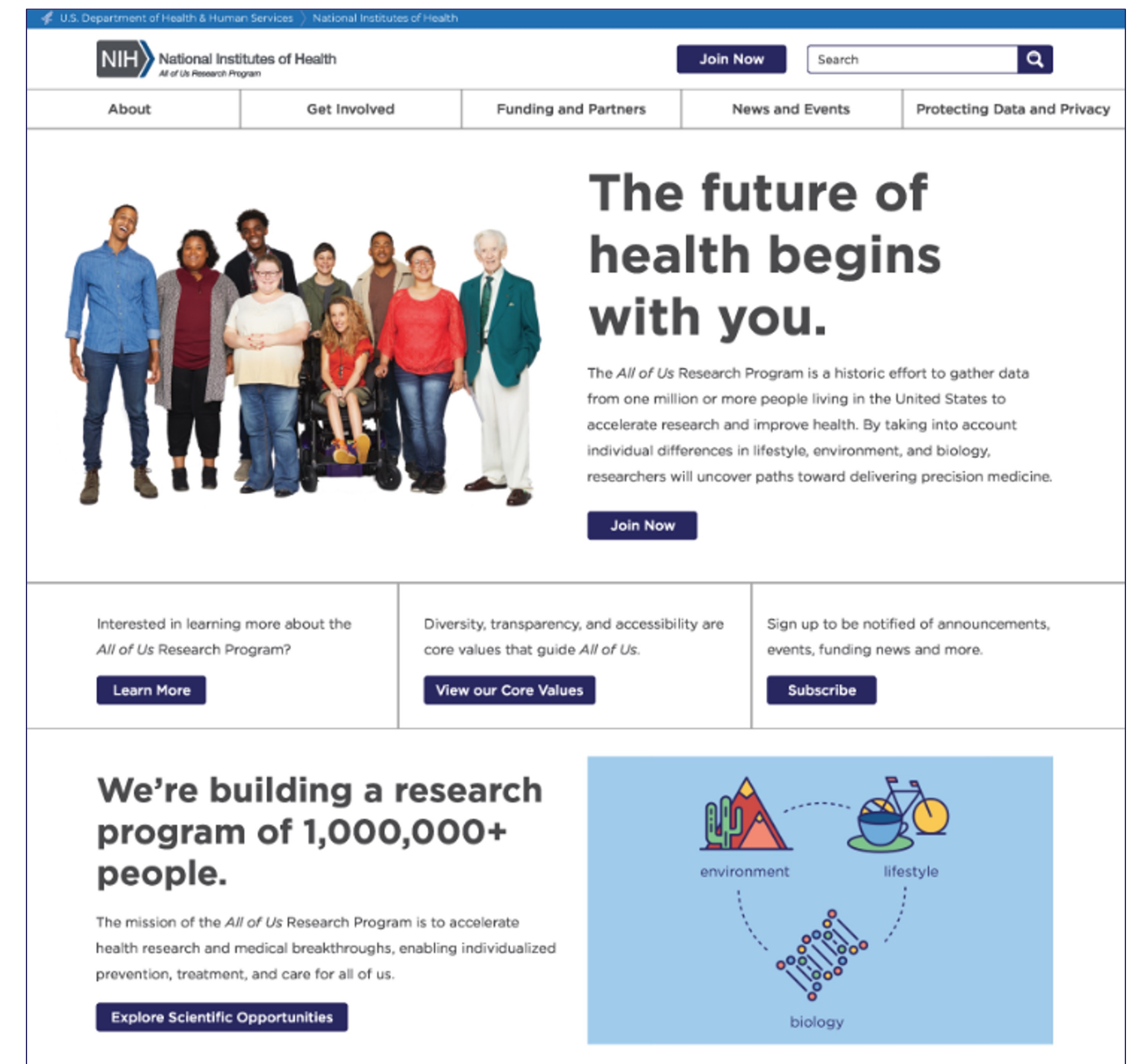| PP #	Age Group	Race/ Ethnicity	State	Geographic Area	Household Income	Gender	LGBTQ+	Health Condition/ Disability
1	55–64	African American	MD	Suburban	$35,000–$54,999	Female	Lesbian	Congestive heart failure
2	55–64	Caucasian	FL	Rural	$75,000–$99,999	Male	No	N/A
3	55–64	Caucasian	NV	Urban	<$35,000	Male	No	Spinal cord damage, Spasticity
4	25–44	Hispanic Latina	CA	Suburban	$75,000–$99,999	Female	No	Asthma
5	30–39	Asian American	WV	Rural	$55,000–$74,999	Female	No	N/A
6	45–54	Caucasian	MA	Urban	$35,000–$54,999	Female	Lesbian	Hashimoto's disease, Celiac disease
7	45–54	African American	AZ	Suburban	$75,000–$99,999	Female	No	N/A

User Testing: Prospective Researchers Segment

PR #	Age Group	Race/Ethnicity	State	Geographic Area	Gender
1	40–49	Asian American	OH	Urban	Male
2	40–49	Hispanic Latino	RI	Urban	Female
3	30–39	Hispanic Latina / African American	MA	Urban	Female
4	30–39	Caucasian	DC	Urban	Male
5	40–49	Caucasian	VA	Suburban	Female
6	30–39	African American	MA	Urban	Female
7	40–49	Caucasian	KY	Rural	Female

What Works Well: First Impressions

- Prospective Participant and Prospective Researcher groups both liked the focus on diversity.

- Prospective Participant users were interested in the Core Values CTA.

- Prospective Researcher users were interested in a study with 1,000,000+ participants.

"When you see a company has core values, you can see if they align with yours. If they did, I'd be more likely to join."

What Works Well: Helpful Pages

◉ All Prospective Participants found the following pages helpful:

- Program Overview

- Core Values

- Participation

◉ The majority of Prospective Researchers found the following pages helpful:

- Program Overview

- What Makes *All of Us* Different?

- Protocol

- Scientific Opportunities

What Works Well: Identifying JoinAllofUs.org and Research Hub Links

◉ When asked, "Where would you click to sign up?"

- Five Prospective Participants selected a JoinAllofUs.org text link or CTA.

  o One clicked "Participants as Partners."

  o One clicked "Consent Process."

- All Prospective Researchers selected a Research Hub link.

Areas of Improvement: Readiness to Join

First Impressions

> *"'The Future of Health Begins with You' is interesting.There's a button below that says 'Join Now.'* **I would not click on Join Now yet***, but that headline grabs my attention."*

Final Thoughts

◉ By the end, all Prospective Participants expressed a tentative interest in joining *All of Us*, but said **they would need more information before deciding to join**.

◉ Before being asked where they *would* click *if* they decided to enroll, only three clicked a JoinAllofUs.org link unprompted.

◉ Questions remained about:

- Eligibility and cost
- What commitments participation requires
- Who's involved
- What people are saying about the program

Areas of Improvement: Improving Clarity

◉ Purpose and Eligibility:

- Prospective Participants were confused about the purpose of the study and eligibility in regard to health status.

- Only one Prospective Researcher identified precision medicine as the focus of the program on the homepage.

  Recommendation: Clarify program purpose and eligibility on the homepage.

◉ "Scientific Opportunities" label:

- Prospective Participants expected this to be synonymous with "Participation" label.

- Prospective Researchers expected to find grant proposal opportunities.

  Recommendation: Change "Scientific Opportunities" to "Researcher Opportunities" or "Opportunities for Researchers."

Areas of Improvement: Improving Clarity, Continued

◉ "Participants as Partners" vs. "Funding and Partners"

- Prospective Participants expected funding to play a role in participation.

  Recommendation: Use labels to differentiate "Program Partners" from "Participants as Partners" terms.

◉ Who Is "*All of Us?*"

- Most Prospective Participants were not familiar with NIH or did not understand the connection.

  Recommendation: Explain the program's connection to NIH on the "Who We Are" page and link to NIH.gov.

Areas of Improvement: Enhancing Prominence

◉ Program Overview

- Users found "How Can *All of Us* Make a Difference?" heading and bullets particularly compelling and suggested moving this to the top of the page.
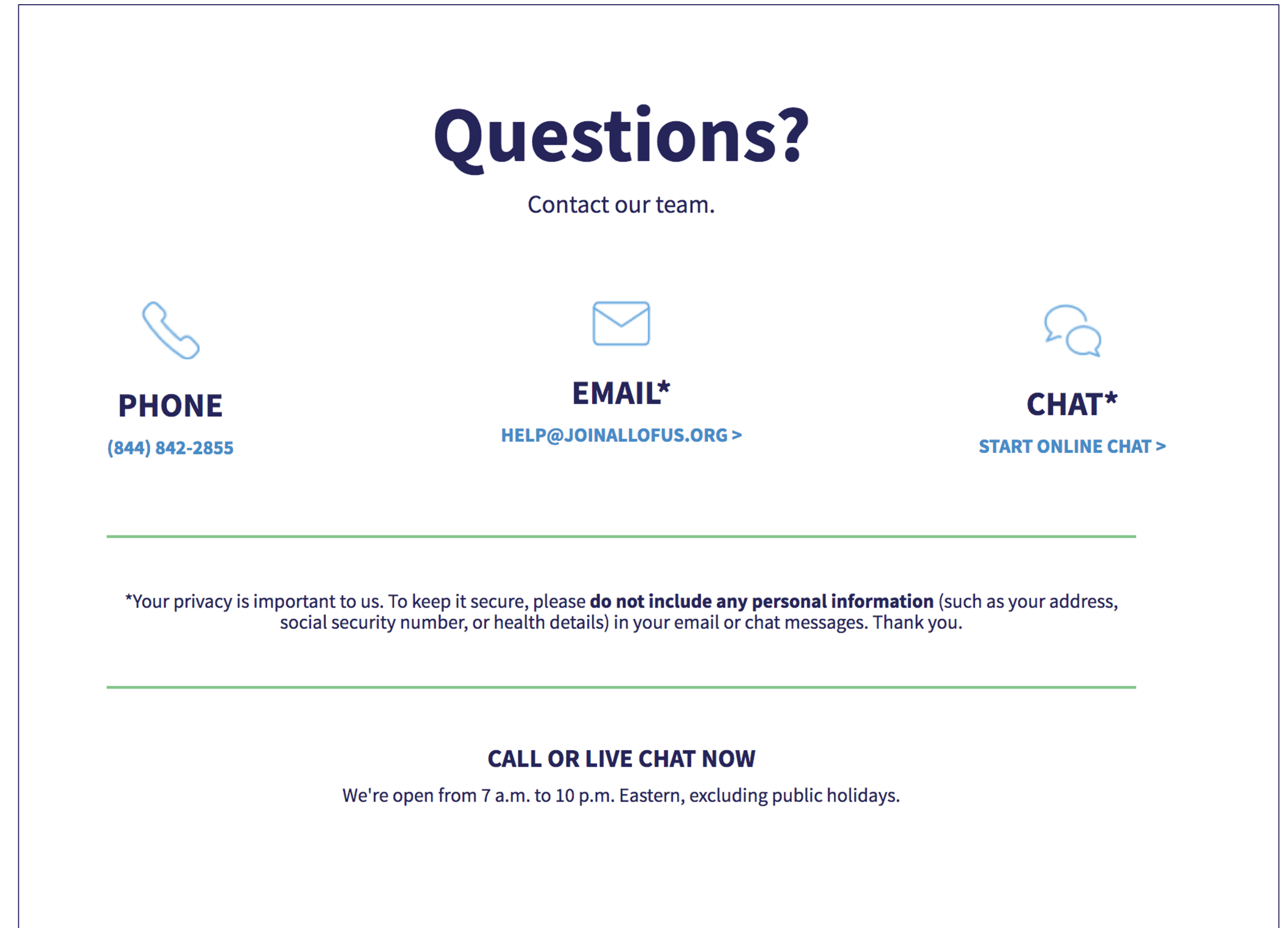
Recommendation: Revise the page to move this content up.

Areas of Improvement: Enhancing Prominence, Continued

◉ Contact information

- Users wanted contact information to appear more prominently on several pages.

Recommendation: Add a contact callout that links to the *All of Us* Customer Service Portal.

Questions?

Contact our team.

PHONE
(844) 842-2855

EMAIL*
HELP@JOINALLOFUS.ORG >

CHAT*
START ONLINE CHAT >

*Your privacy is important to us. To keep it secure, please **do not include any personal information** (such as your address, social security number, or health details) in your email or chat messages. Thank you.

CALL OR LIVE CHAT NOW
We're open from 7 a.m. to 10 p.m. Eastern, excluding public holidays.

Areas of Improvement: Enhancing Prominence, Continued

◉ Protocol Key Points

- Users wanted to see the Protocol Summary first and to see details about data types and process on this page.

Recommendation: Surface key points from the Protocol on the page and switch the Summary and Protocol links.

◉ Surfacing Details

- Users wanted more specific information on the "About," "Get Involved," and "Participation" pages.

Recommendation: Surface details on "About" and "Get Involved" from child pages in these sections.

Recommendation: Revise the "Participation" page to incorporate details from "What You Would Need to Do" and "Benefits of Taking Part" pages on JoinAllofUs.org.

Additional Opportunities: Stories and Milestones

◉ Prospective Participants demonstrated a strong interest in Stories.

> *"'Stories'* ***add that human element that helps a reader connect and relate****…. 'Stories,' to me, would involve patients or people with health issues that were somehow impacted. When you read stories like that, it helps you connect."*

> *"**[I'd click 'Stories,' because] everything else seems like it's just going to be a bunch of information, like things I can't connect with***, like 'Protocol,' 'Program and Scientific Milestones.' All that sounds overwhelming, and I don't know enough about the program yet to dive into that, but I like stories."*

◉ Both groups demonstrated an interest in seeing program results and successes.

- Program and Scientific Milestones