



**NIH  
HEAL  
INITIATIVE**

# Helping to End Addiction Long-term

Web Meeting

 **Palladian Partners**  
AN ALTARUM COMPANY



**#NIHhealInitiative**

 **National Institutes of Health**  
*HEAL Initiative*

NIH HEAL Initiative and Helping to End Addiction Long-term are service marks of the U.S. Department of Health and Human Services.

# User Testing Results

# Overall Takeaways

- In all of the user testing groups, participants made positive comments about the design of the website, saying it was “clean,” “visually appealing,” and better than other government websites that appear more cluttered.
- Users thought that the database was useful, but noted several points of confusion and opportunities for improvement.

# User Testing: Researchers

## Website Use and Interests

- Familiarity and usage of the site varied. Some had been to the site a few times, mostly during the launch or when looking for information about the Investigator Meeting.
- At the beginning of their sessions, participants expressed interest in the “Research,” “Funding,” and “About” sections.
- Researchers expressed interest in seeing what others are working on and collaboration opportunities.
- Researcher did not see a map, but were asked about interest. Responses ranged from neutral to very interested. Some participants said they would like to use the map to see what else was happening in their region.

# User Testing: Researchers

## Database

- Most researcher participants used the search field first and did not use the filters until prompted to do so.
- Related keywords and long-tail keywords (e.g. “MAT in jails”) did not always bring up results as expected.
- Once using the database filters, Researcher participants found the “Research Focus Areas” and “Research Programs” confusing.
  - The “Research Programs” list was particularly overwhelming.
  - Participants thought the labels should be simpler.
- Some participants used the Grant Mechanism and Location filters and found these useful.

# User Testing: Policy Specialists

## Website Use and Interests

- Participants say they have used the site to find information that helps explain the HEAL Initiative<sup>®</sup> to policymakers.
- They are most interested in “About” and “Funding” information.
- Every participant in the policy group expressed interest in seeing stories on the website, in a combination of written and video formats.
  - Useful in outreach to congressional staff and noted that stakeholders might use them when meeting with constituents.
  - Participants generally expect to find such stories under “News and Events” or on different Research section pages.

# User Testing: Policy Specialists

## Database

- Policy group participants were most interested in the location filter. They expressed interest in being able to filter by congressional district and IC, and the ability to see the funding amount per project.

## Map

- All policy group participants said the map would be a helpful feature and was be easy to use.
  - Congressional staff would find this useful.
  - Some participants asked if the map could show congressional districts, but if not, this would still be a helpful way for stakeholders to visualize what's in their districts.

# User Testing: Advocacy Representatives

## Website Use and Interests

- Prior usage and familiarity with the HEAL website before testing was mixed.
- At the beginning of their sessions, participants showed interest in the “About” and “Resources” sections.
- Participants said they would like to see the “Resources” page organized by topic or audience group (e.g. “For Practitioners”) rather than source.
- All participants expressed interest in seeing stories on the HEAL website, in a combination of written and video formats. They would share these with their networks and expected to find them under “News and Events” or “Research.”



# User Testing: Advocacy Representatives

## Database

- The majority of participants had not used the funded projects page before.
- The majority of participants used keywords to search the database first. This group showed less interest in the filters.

## Map

- The majority of participants found the map feature interesting and easy to use.

# Additional Feedback

## Validating Work in Progress

- Feature Stories
  - Host these in the “News and Events” section, with crosslinks from relevant research pages and the homepage.
  - Use a combination of written story and video formats.
- Map
  - Move international links to the end of the list.
  - Add host research institution to the project previews.

# Additional Feedback

## Database Quick Wins

- Change the “CSV” label to “Export Results” or “Download Results.”
- Add a “Clear Filters” button.
- Move “Show 5 per page” filter and consider increasing default quantity.
- Open RePORTER links in a new tab or window.
- Change “+” expander to “Show Summary.”

# User Testing: Next Steps

- Written report with findings and full list of recommendations.
- Allocate time at future meeting to discuss other changes based on user testing.