Study #24: Notes

📄 Created

Video Data

How are users answering each task?

video data - coding table database

Aa UZ Participant	☰ Task 1: "Do I or my loved one have a real problem with substance use?"	☰ Task 2: "Should I be considering treatment?"	☰ Task 3: "What kind of treatment options do I have?"	☰ Task 4: "How do I go about beginning admissions to treatment?"	☰ Task 5: "How can I afford treatment?"
C6143S80_10	toc, in-content call CTA	toc, in-content funnel CTA	toc, in-content insurance CTA	toc, in-content funnel CTA	toc, in-line insurance CTA
C6143S80_25	nav menu, user leaves page, read content	sticky header call helpline, sticky header call CTA	nav menu, user leaves page, read content	user has difficulty, sticky header call CTA	nav menu, verify insurance, user has ease
C6143S80_30	drift CTA, in-line self-assessment CTA	sticky header call CTA, nav menu, in-line call CTA, in-line self assessment CTA	nav menu, read content	nav menu, in-line insurance CTA	nav menu, in-line insurance CTA
C6143S80_14	toc, leaves page, in-line insurance CTA	sticky header call CTA, in-line self assessment CTA	in-line DIR front door CTA	in-content call CTA	in-line insurance CTA

Aa UZ Participant	☰ Task 1: "Do I or my loved one have a real problem with substance use?"	☰ Task 2: "Should I be considering treatment?"	☰ Task 3: "What kind of treatment options do I have?"	☰ Task 4: "How do I go about beginning admissions to treatment?"	☰ Task 5: "How can I afford treatment?"
C6143S80_12	in-line self assessment CTA	read content, in-line self assessment CTA, drift CTA	sidebar insurance CTA	in-line call CTA	in-line insurance CTA
C6143S80_56	read content	read content	user does not know	read content	user does not know
C6143S80_42	in-line self assessment CTA	read content	footer	in-line insurance CTA	in-line insurance CTA
C6143S80_46	drift CTA, nav menu	read content	user leaves page, read content	nav menu, user leaves page, in-line insurance CTA	nav menu, verify insurance
C6143S80_22	user does not know	in-line text CTA	in-line DIR front door CTA, leaves page, AAC Hub CTA	sticky footer insurance CTA	sticky footer insurance CTA
C6143S80_32	in-line self assessment CTA	in-line self assessment CTA, in-content funnel CTA, drift CTA	sticky header call CTA	sticky header call CTA	nav menu, insurance page
C6143S80_55	in-line self assessment CTA	in-line self assessment CTA	user does not know	user does not follow scenario	in-line insurance form CTA
C6143S80_44	drift CTA	in-line self assessment CTA	popup insurance CTA	in-line insurance CTA	in-line insurance CTA

Aa UZ Participant	☰ Task 1: "Do I or my loved one have a real problem with substance use?"	☰ Task 2: "Should I be considering treatment?"	☰ Task 3: "What kind of treatment options do I have?"	☰ Task 4: "How do I go about beginning admissions to treatment?"	☰ Task 5: "How can I afford treatment?"
C6143S80_19	drift CTA	in-content funnel CTA ?	drift CTA	search bar	in-line DIR front door CTA
C6143S80_21	drift CTA, user does not follow scenario	exit-interstitial insurance CTA	user does not follow scenario	in-content call CTA, in-content funnel CTA	nav menu, verify insurance
C6143S80_34	drift CTA	drift CTA	user has ease, sticky header call CTA	sticky header call CTA, in-line text CTA	sticky footer call CTA

Codes

Navigation Components

toc

search bar

nav menu

footer

CTAs

In-Line

- on page programmatically

Often, ecstasy comes in pressed pill form which some users crush up into a powder for snorting. Snorting ecstasy can cause the effects to peak sooner for the user, but it may also increase the risks associated with use.

The time for help is now.

Our 24/7 helpline is here to help you understand your treatment options.

Call (877) 879-2013

❓ Helpline Information

🏥 Browse treatment centers   🔄 Check insurance coverage

How Molly is Taken

Molly can be taken in different ways and how quickly the drug reaches the brain depends on how it was taken [3]. The faster a drug reaches the brain, the faster the rewarding effects are induced, and

- in-line SSVOB form CTA

in-line insurance CTA

in-line insurance form CTA

in-line call CTA

in-line self assessment CTA

in-line text CTA

in-line DIR front door CTA

in-line SSVOB form CTA

In-Content

- on page on a case-by-case basis, i.e shortcodes, and links on page (maybe reconsider changing links on page to a different code)

in-content insurance CTA

in-content call CTA

in-content funnel CTA

Sidebar

sidebar call CTA

sidebar insurance CTA

sidebar funnel CTA

Sticky

sticky header call CTA

sticky header call helpline

sticky footer call CTA

sticky footer insurance CTA

Popup

popup call CTA

popup insurance CTA

popup CTA

Exit-Interstitial

exit-interstitial insurance CTA

exit-interstitial call CTA

Chat

drift CTA

Content

read content

Study Errors

user leaves page

study question error

user does not follow scenario

User Behavior

user does not know

user has difficulty

user has ease

user does not like

user does like

user wants this

Site UX

bug

Misc

prior experience

unrelated comments

researcher unsure

prefer call

side observations

not a lot of users verifying their insurance on the form vob cta, but instead the check coverage cta

video data coding summary

task 1: "Do I or my loved one have a real problem with substance use?"

- most common: drift (6), self-assessment (5)

- not as common: read (3)

- text support mentioned: no

- potential trends:

  - at this level of intent, users are not looking to commit to treatment, and are instead looking to get questions answered

    - drift allows them to communicate anonymously

    - self-assessment guides them to answer this question

    - ***could be a great area of opportunity to include text support CTAs here because they 1) allow anonymous communication 2) answers questions, if phrased and put in the right perspective for users***

task 2: "Should I be considering treatment?"

- most common: self-assessment (6), read content (4)

- not as common: funnel (3), call (2)

- text support mentioned: yes (1)

- potential trends:

  - similarly to task 1, users are looking for answers to questions and not so much commitment to treatment

task 3: "What kind of treatment options do I have?"

- most common: insurance (3), read (3)

- not as common: front door (2), does not know (2)

- text support mentioned: no

- potential trends:

  - a more diverse spread of answers here, could mean that users struggle to find the answer to this question. there seems to be no clear way for users to learn about their treatment options.

  - ***opportunity to craft a CTA dedicated to learning about treatment options so that users don't hunt around the site for what they're looking for - what is the equivalent of this page on other sites in our portfolio? admissions?***

task 4: "How do I go about beginning admissions to treatment?"

- most common: call (6), insurance (5)

- not as common: read content (1)

- text support mentioned: yes (1)

- potential trends:

  - users honed in here on call and insurance, the two lead actions we would most expect from users that are near the end of the funnel

  - they seemed mostly ready to commit by talking with a person here, it seems as though pushing calls is better than texts at this stage in the level of intent

task 5: "How can I afford treatment?"

- most common: insurance (12)

- not as common: call (1), front-door (1)

- text support mentioned: no

- potential trends:

- it's clear that affording treatment is associated with checking insurance coverage online. this is good news that users are able to identify how to see they can check their coverage, however, with the traffic and low insurance policy accepted %, it could mean that there is ultimately less rescues

- ***opportunity: how do we increase policy accepted % knowing that users are aware of how to check their coverage***

non-video qualitative data

Task 1

Particip	Q1: What did you do to decide, and why?	Q2: When considering whether you or your loved one has a real problem with substance use, please rank the following in order of preference.	Q3: Please explain your answer to number 2.
1	read content		self-assessment, text support
2	self-assessment		insurance
3	nav menu		search
4	drift cta		text support
5	insurance cta		-
6	user does not know		text support
7	read content		call
8	self-assessment		self-assessment
9	self-assessment		text support [does not like]
10	drift cta		text support
11	self-assessment		-
12	drift cta		-
13	call		-

14	-		text support
15	-		call

t1q2

Aa Answer	# 1	# 2	# 3	# 4	# Total	# Mean
Call the number on the site	20%	33%	20%	27%	15	2.5
Sign up for text support	20%	13%	33%	33%	15	2.8
Check my insurance coverage online	13%	33%	27%	27%	15	2.7
Complete a self-assessment online	0%	7%	27%	67%	15	3.6
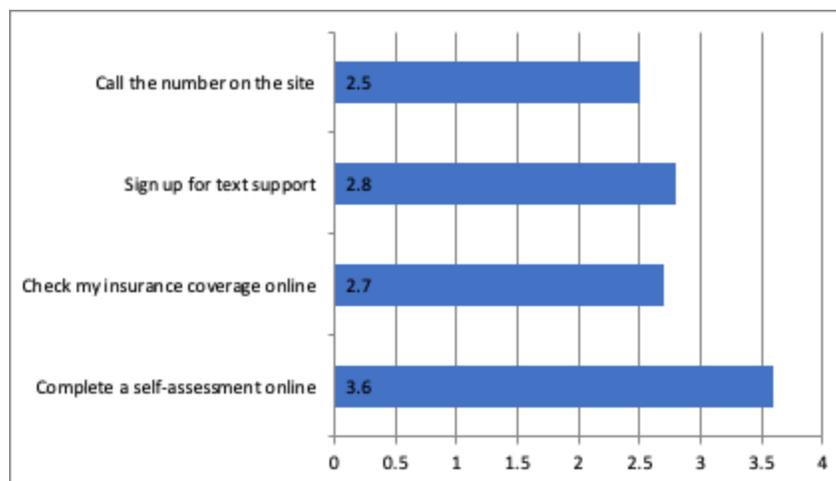
insights

- a lot of participants decided to look at self-assessment in the study

- when presented the rank-order question, participants ranked self-assessment the highest, confirming that self-assessment is preferred at this level of intent

- text support comes as a close-second, competing with insurance coverage and call as last.

- ***opportunity to present text support here at these earlier stages***
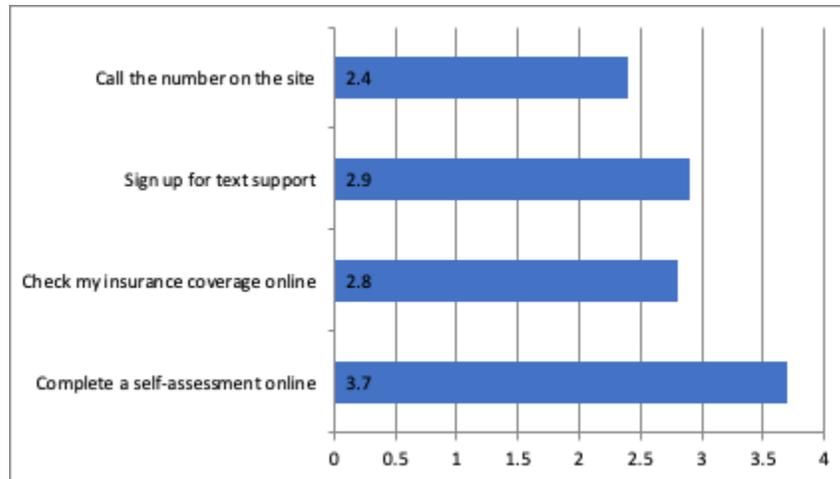
Task 2

Participant	Q1: What did you do to	Q2: When considering whether you or your loved one has a real problem with	Q3: Please explain your

	decide, and why?	substance use, please rank the following in order of preference.	answer to number 2.
1	read content		self-assessment
2	self-assessment		text support
3	call		call [does not like]
4	read content		text support
5	insurance		-
6	text support		-
7	call		call
8	self-assessment		-
9	self-assessment		text support [does not like]
10	drift cta		-
11	read content		-
12	self-assessment		-
13	call		-
14	-		text
15	read content		call

t2q2

Aa Answer	# 1	# 2	# 3	# 4	# Total	# Mean
Call the number on the site	40%	7%	27%	27%	15	2.4
Sign up for text support	13%	20%	27%	40%	15	2.9
Check my insurance coverage online	7%	27%	47%	20%	15	2.8
Complete a self-assessment online	0%	7%	13%	80%	15	3.7

insights

- many participants still, at this level of intent, gravitated towards the self-assessment
- when presented the rank-order, the results are similar to task 1. this could be seen as a sign that task 1 and task 2 are similar, and the same applies to these levels of intent

Task 3

Participant	Q1: What did you do to decide, and why?	Q2: When considering whether you or your loved one has a real problem with substance use, please rank the following in order of preference.	Q3: Please explain your answer to number 2.
1	read content		insurance
2	insurance		text support
3	dir front door		text support
4	chat		text support
5	user does not know		text support
6	dir front door		call [does not like]
7	read content		call
8	footer		-
9	call		text [does not

			like]
10	call		-
11	read content		-
12	insurance		-
13	self-assessment		-
14	user does not know		text support
15	user does not know		call

t3q2

Aa Answer	# 1	# 2	# 3	# 4	# 5	# Total	# Mean
Call the number on the site	27%	7%	13%	13%	40%	15	3.3
Sign up for text support	0%	33%	13%	20%	33%	15	3.5
Check my insurance coverage online	0%	7%	13%	53%	27%	15	4
Complete a self-assessment online	7%	13%	7%	40%	33%	15	3.8
View addiction treatment centers	7%	13%	20%	27%	33%	15	3.7
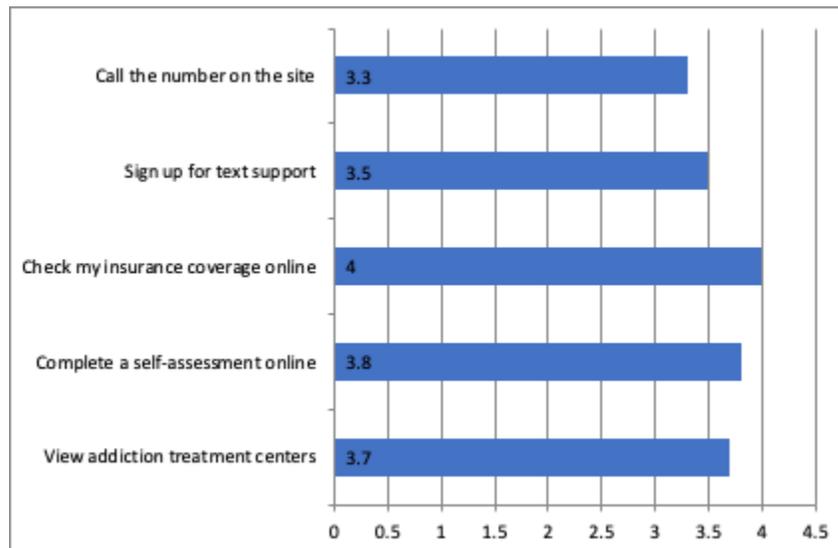
insights

- participants here are scattered, competing with insurance, call, reading content, and looking at facilities, or do not know what they should have done

- when presented the rank-order, insurance coverage comes up as the highest, followed by self-assessment, treatment centers, text support, and calling the number on the site

- it appears that at this level of intent, users do not have a clear path to determine what kind of treatment options they have

- ***opportunity here: create a clear path regarding treatment options on pages with this level of intent. could also consider applying text support here and leveraging it in a way that makes users understand that text support = understanding treatment options***

Task 4

Participant	Q1: What did you do to decide, and why?	Q2: When considering whether you or your loved one has a real problem with substance use, please rank the following in order of preference.	Q3: Please explain your answer to number 2.
1	dir front door		call
2	call		self assessment [does not like]
3	call		call
4	search		text support
5	dir front door		-
6	insurance ?		-
7	call		insurance
8	insurance		-
9	call		text support (does not like)
10	call		-
11	insurance		-
12	insurance		-
13	insurance		call

14	read content		text support
15	read content		call

t4q2

Aa Answer	# 1	# 2	# 3	# 4	# 5	# Total	# Mean
Call the number on the site	27%	0%	0%	20%	53%	15	3.7
Sign up for text support	7%	20%	27%	20%	27%	15	3.4
Check my insurance coverage online	0%	13%	20%	27%	40%	15	3.9
Complete a self-assessment online	27%	13%	7%	33%	20%	15	3.1
View addiction treatment centers	7%	7%	33%	20%	33%	15	3.7
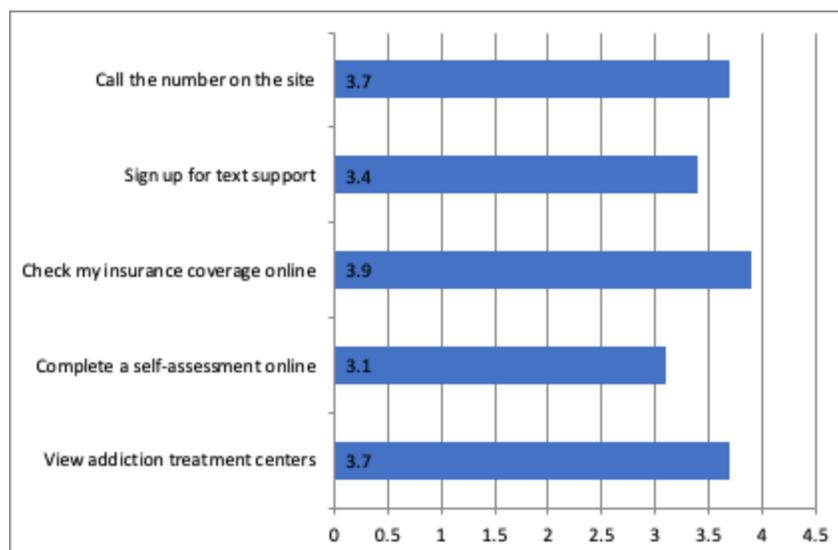
insights

- participants decided to take the route of insurance, the dir front door, and calling the most

- when presented the rank-order, insurance ranked highest, with calling and viewing treatment addiction centers tying for second, text support, and then self-assessment

- this reinforces the idea that at this level of intent, to figure out how to begin treatment, users are ready to take conversion actions such as verifying insurance, and calling the site, as well as deciding treatment centers. text support here is

ranked very low, as it does not come off to users as the most immediate way to find treatment. consider not applying text support in these stages.

Task 5

Participant	Q1: What did you do to decide, and why?	Q2: When considering whether you or your loved one has a real problem with substance use, please rank the following in order of preference.	Q3: Please explain your answer to number 2.
1	insurance		insurance company
2	insurance		text support
3	insurance		text support [user does not like]
4	treatment center		text support
5	insurance		-
6	insurance		-
7	insurance		insurance
8	insurance		-
9	insurance		text support [user does not like]
10	call		-
11	insurance		-
12	insurance		insurance
13	call, insurance		insurance
14	insurance		text support
15	user does not know		call

t5q2

Aa Answer	# 1	# 2	# 3	# 4	# 5	# Total	# Mean

| Aa Answer	# 1	# 2	# 3	# 4	# 5	# Total	# Mean
Call the number on the site	27%	0%	0%	40%	33%	15	3.5
Sign up for text support	7%	27%	13%	27%	27%	15	3.4
Check my insurance coverage online	0%	13%	0%	27%	60%	15	4.3
Complete a self-assessment online	13%	20%	13%	20%	33%	15	3.4
View addiction treatment centers	20%	7%	27%	20%	27%	15	3.3
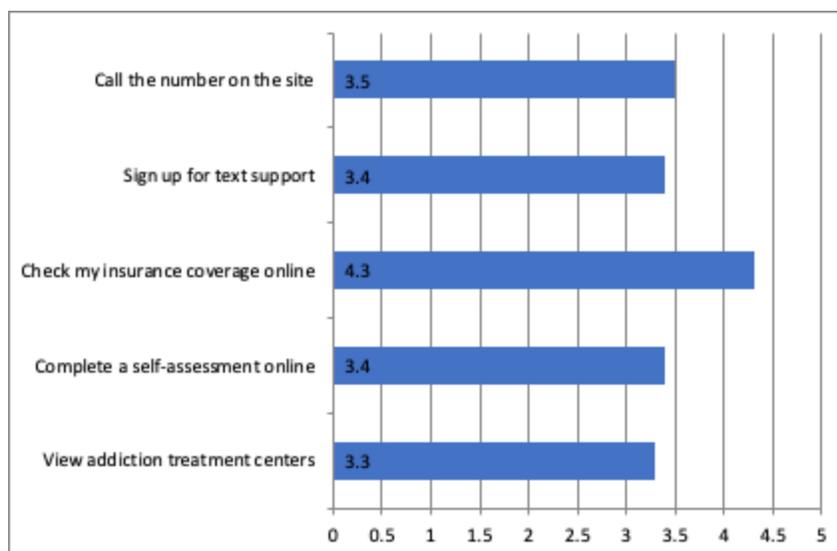
insights

- almost unanimously, all participants decided their next steps were insurance-related

- this is reflected in the rank-order, with insurance ranking #1, calling ranking #2, text support and self-assessment ranking #3, and addiction centers ranking last

- it appears that these participants made a strong connection between affording treatment and checking their insurance coverage. at this point, similar to the last task, it seems as though leveraging text here would be inefficient and should be avoided

FQ Q7: Imagine that you want to call the number on DrugAbuse.com. What time would you prefer to call?

Aa Answer	# Count	# Percent

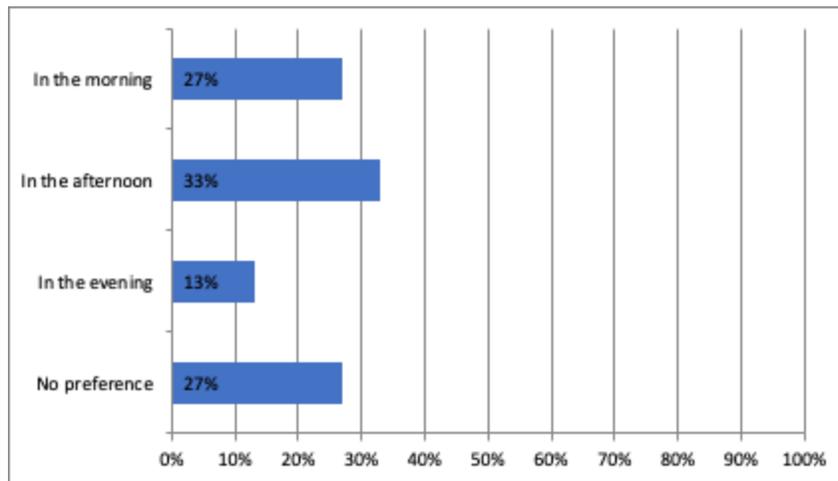| Aa Answer	# Count	# Percent
In the morning	9	60%
In the afternoon	0	0%
In the evening	4	27%
No preference	2	13%
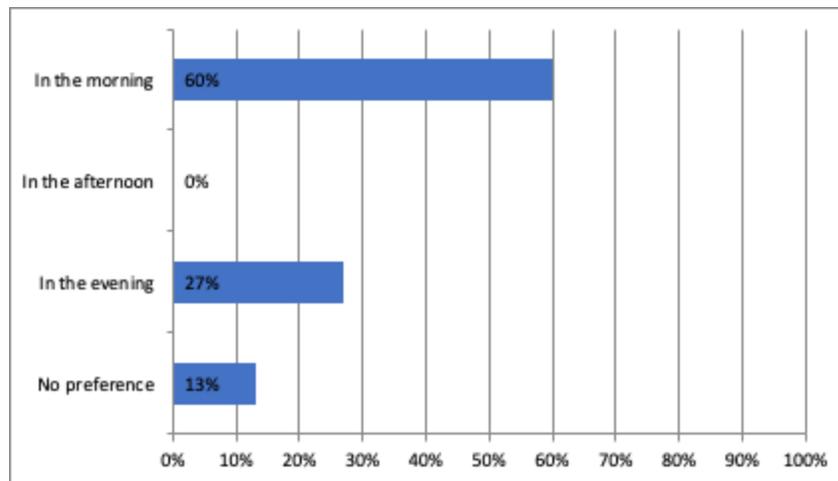
- privacy
  - when no one's around
- when have time
  - after work, evening
- morning
  - start day
- time doesn't matter when in need

FQ Q8: Imagine that you want to sign up for text support on the site. What time do you prefer to receive text support?

| Aa Answer	# Count	# Percent
In the morning	4	27%
In the afternoon	5	33%
In the evening	2	13%
No preference	4	27%
FQ Q8: Imagine that you want to sign up for text support on the site. What time do you prefer to receive text support?		

- convenience
  - any time
- more time
  - morning

FQ Q9: Which of the two would be more convenient for you to use in your overall day-to-day life: call or text support?

Aa Answer	# Count	# Percent

Aa Answer	# Count	# Percent
Call	5	33%
Text support	10	67%
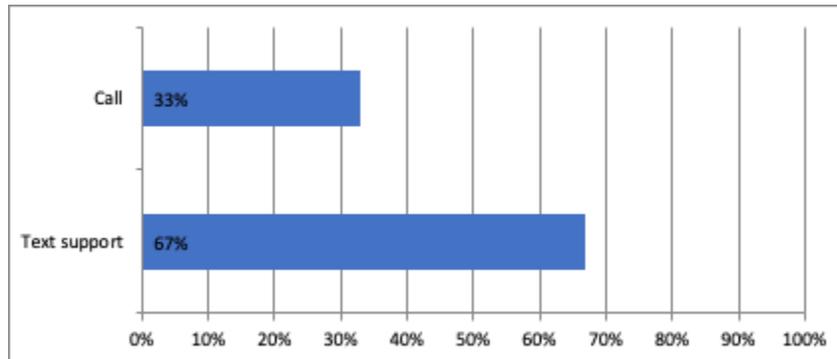
- call
    - personal preference
    - feel comfort, connection
- text
    - not comfortable speaking
    - convenience, straight to the point
    - easier

notes from meeting 1/26

- success or not success

notes from 1/27

- more context around the codes

- 34

  - ton of feedback from a ux perspective

  - doesn't engage, but says he would

  - does engage, but says he wouldn't normally

- subcategories

  -

next step ideas

- putting text ctas in early funnels and framing it as a "get your questions answered" type of thing

- making self-assessment ctas more prominent for early funnel

- pushing calls later in the funnel

takeaways from 1/31

so far, my takeaways are the following:

tasks 1 and 2 (mid-intent)

- video data makes me think that participants at this level of intent are looking to get questions answered (specifically "Do I or my loved one have a real problem with substance use?" and "Should I be considering treatment?") as opposed to commit to treatment

- **participants in the video data have a strong trend towards the drift CTA and in-line self assessment CTA to help them answer this question**

  - participant 32 points out that the content and ctas prior to reaching this assessment feel aggressive, and might have felt frustrated in a context other than this study

  - participants, when considering the question, are drawn to the drift CTA to find their answer — some change paths after and look elsewhere on the site, i.e nav

menu or self assessment

- in the follow-up questions data, participants rank first the self-assessment, followed by text support

- **recommendation:**

  - for users at this level of intent (and perhaps even lower), we can create segmented CTAs related to **answering questions related to determining an addiction problem.** this can be text support sign up or self-assessments framed in a way that addresses users early in the funnel. based on the data, it would be better to use text support CTAs here rather than later in the funnel, otherwise it would compete with CTAs that users would prefer and be obsolete.

tasks 3-5 (high intent)

- 3. "What kind of treatment options do I have" question opens up a large spread in the video data where users do not have a consensus of how to find the answer to this question

  - **recommendation:**

    - for pages that have this level of intent and question in mind (interested in treatment, but want to learn more), we can direct traffic towards a new dedicated CTA to answer this question — similar to the Know Before You Go experience, something like the 3,5,7,10 Day Detox program page

- 4. "How do I go about beginning admissions to treatment?" question, participants honed in on call and insurance, which are to be expected at this level of the funnel. It appeared from the data that participants are mostly ready to commit to treatment by talking with a person here.

  - **recommendation:**

    - it seems this point in the funnel may be appropriate the way it is, as the main CTAs to push here are calls and VOBs. there may not be any need for change.

- 5. "How can I afford treatment?" question, majority of participants gravitated towards the insurance CTA (a couple SSVOB form, but majority went onto the VOB page either through in-line CTA or sticky footer CTA). participants are able to make a clear connection between the two

- **recommendation:**

  - it appears that users can find their way to the vob page if they are looking to find how to afford treatment. however, when considering past data on % policy accepted, there may be a sign that users that come onto this page are not highly qualified leads. to remedy this, maybe the real next step here would be: how do we get more highly qualified leads on DA? a potential idea would be to strengthen the funnel, or put more info on policies accepted

takeaways

- when considering mid-intent tasks "Do I or my loved one have a real problem with substance use?" and "Should I be considering treatment?", participants tend to gravitate with the drift CTA and in-line self assessment CTAs.

  - participants associate the self-assessment with the answer more than the drift CTA, despite getting a lot of engagement

- when considering the high-intent task "What kind of treatment options do I have", participants do not have a clear consensus on how to find their treatment options

- when considering the high-intent task "How do I go about beginning admissions to treatment", participants honed in on call and insurance, which align with what we expect at this level of the funnel. Participants admit feeling ready to commit to treatment at this stage

- when considering the high-intent task "How can I afford treatment?" majority of participants gravitated towards the insurance CTA (mostly VOB page either through in-line CTA or sticky footer CTA, with a few ssVOB), showing that users make a clear connection between VOB and affording treatment

- participants consider reading through the content their actionable next step and do not consider the CTA options provided as suitable

what actionable insights can we do from here?

1. low-mid content segment answers-focused aktify cta push

2. low-mid content segment self-assessment cta push

3. new or clearly defined paths for treatment options

    a. think how facilities has a treatment overview page that goes over everything they offer

    b. perhaps pages defining treatment, or a page like 3,5,7,10 day detox

4.

analysis 2/15

☐ look at actual data

task 1

video data

- 4 chat

    - not many actually get their questions answered from it

- 5 self assessment

    - mentions of wanting it higher up

non-video data

task 2

video data

- 2 chat

- 5 read

- don't take any further actionable steps from here
  - 4 self assessment

reinforces the connection of self assessment and early stages of the funnel

non-video data

-

task 3

video data

- 2 browse centers
  - looking for their treatment options
- 2 call
- 4 insurance
  - find coverage
- 3 read
  - looking to find what kind of treatment they need

non-video data

task 4

video data

- 5 call
- 5 insurance
- 3 read
  - most looking for a center

non-video data

task 5

video data

- 12 insurance

non-video data