Usability Needs in the Marketplace: Understanding the Vendor Landscape

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Vendor User Centered Design

▸ Objective: To understand current vendor user centered design (UCD) processes and to identify specific challenges by *visiting and talking with vendors*.

◦ Non-regulatory/non threatening
◦ Goal is to learn about UCD and specific challenges to better inform policy and practice

Our Process

- Visited 11 different vendors onsite and primarily met with:
  - Usability experts
  - Business Analysts
  - Product Managers

- Each visit ranged from 3hrs to 8hrs; took place between March and August, 2013

- Research Team:
  - Raj Ratwani– Human Factors Scientist
  - Terry Fairbanks– Physician and Human Factors Expert
  - Zach Hettinger– Physician and Informatics Expert

Vendor Demographics

Vendor Demographic Summary			
Vendor	**Est. Revenue**	**Employees**	**UX Team Size**
Vendor 1	$1 billion +	6000+	15
Vendor 2	$1 billion +	6000+	30+
Vendor 3	$1 billion +	6000+	NA
Vendor 4	$300 million +	200+	30+
Vendor 5	$100 million +	500+	NA
Vendor 6	$100 million +	2000+	30+
Vendor 7	$20 million +	500+	1-5
Vendor 8	$20 million +	250+	1-5
Vendor 9	$20 million +	150+	NA
Vendor 10	$10 million +	50+	NA
Vendor 11	$300,000 +	10+	NA
Range	**$300,00 - $1 billion**	**10-6000+**	**0-30+**

Categories of Vendor UCD

Well Developed UCD

- Rigorous UCD processes in place
- Efficient testing methods
- Extensive infrastructure

Basic UCD

- Understand UCD and its importance
- Striving to implement UCD processes
- UCD is not fully integrated yet

No UCD

- Focused on customer requests
- Responding to user feedback is UCD
- No formalized method for incorporating and testing user needs throughout design and development

Challenges

Well Developed UCD

- Detailed work flow analysis
- Safety data

Basic UCD

- Resources
- Participant access
- Use case development

No True UCD

- Context and exposure
- General process
- Support

General

- Timelines and summative testing
- Legacy systems and the patient

Moving Forward

- Encourage partnerships between the vendor's clients and the vendor
  - UCD requires the participation of users

- Facilitate sharing of practices between vendors
  - Use cases
  - Workflow descriptions

- Equip the "Basic UCD" group with the tools and resources they need to succeed

Thank you!

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