

## CASE STUDY

# Online Education for Medical Professionals

*Increasing discoverability of continuing medical education across 36 specialties*

## GOALS

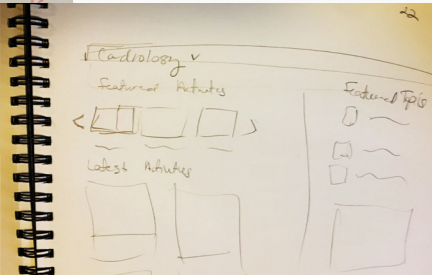
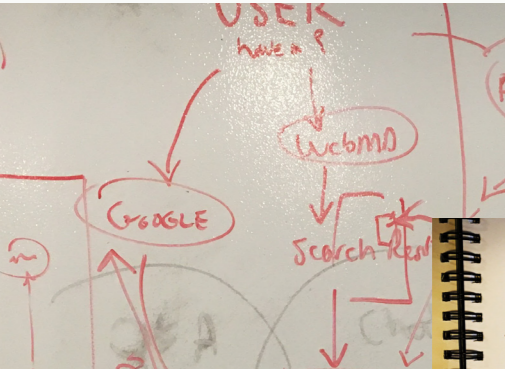
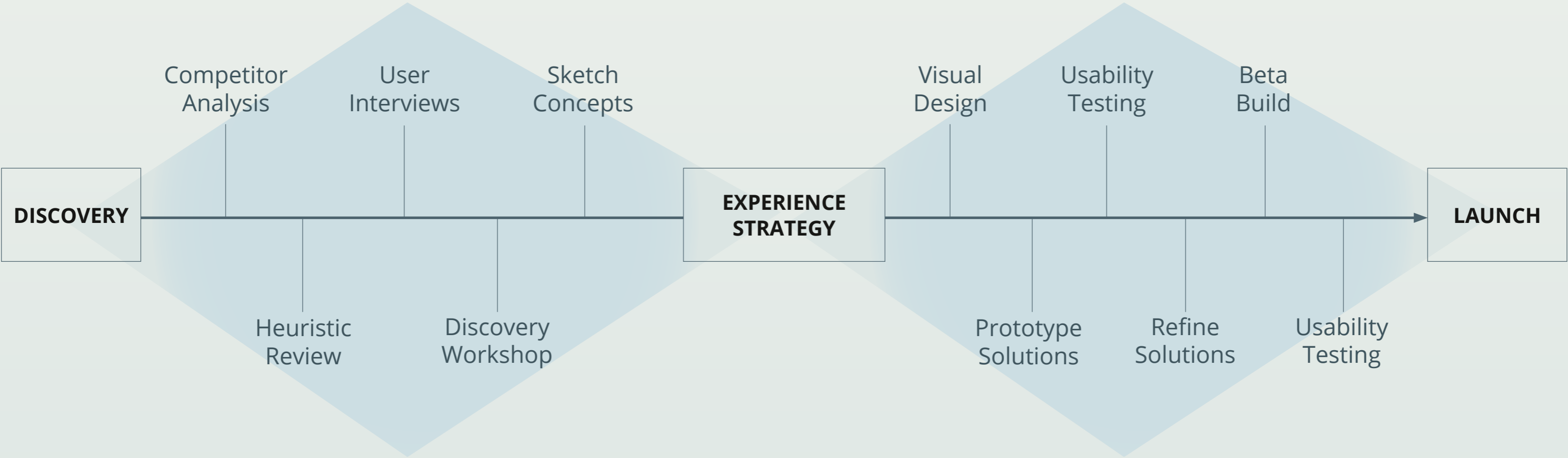
- Greater exposure to the breadth of course offerings
- Facilitate scanability of course information such as length and credit amount
- Quick access to credit tracking tool
- Support users on all devices and screen sizes



Case Study: Medical Education

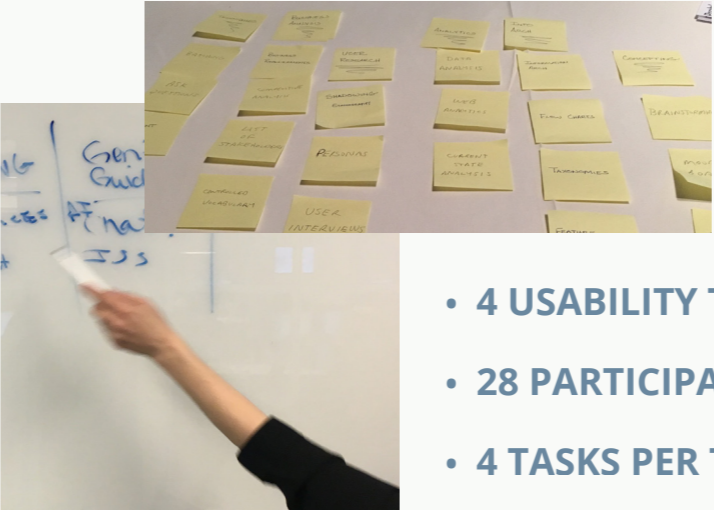
DEFINITION

EXECUTION



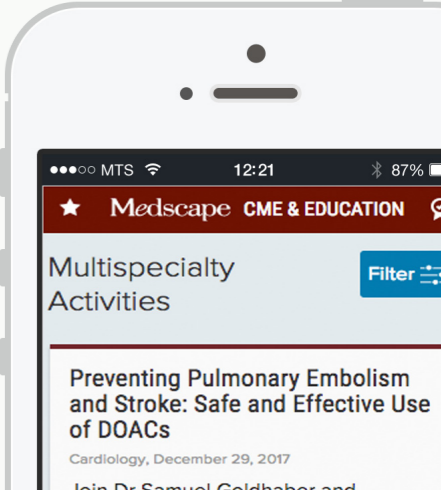
“  
Listing how long they are and how many  
credits...is an outstanding idea.

”  
USER QUOTE



- 4 USABILITY TESTS
- 28 PARTICIPANTS
- 4 TASKS PER TEST

“  
You can easily see  
the information  
you need  
”  
USER QUOTE



# Case Study: Medical Education

## DISCOVERY + GOALS

Physicians have limited time to take online courses

Most up to date courses were not easily found

Site content was hard to scan

Essential credit information was missing from landing pages

Users were struggling to find more specialized content

## SOLUTIONS

Include a save feature to allow users to save courses to complete later

Change content organization to a single feed of latest courses

Implement a card-based layout with consistent placement of credit and length of course

Include length of course and credits amount on each card

Add multi-select, advanced filtering for course specialty, length, and credit amount

## BETA TEST RESULT

Launched and tested bata version of card layout and filter feature.

4/5 participants found the filter feature “very easy”

5/5 participants were successfully able to clear their filter selections

30% increase in scroll depth

70% of users who scrolled to the bottom went on to page 2

2,000 courses saved on average each week since launch

