

McKesson Prescription Reimbursement Dashboard

UX Research Roadmap

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McKesson Prescription Reimbursement Dashboard UX Research Roadmap



Agenda

1. Vision
2. Stakeholder Goals
3. Key Research Goals & Questions
4. Research Studies
5. Research Studies Timeline
6. Appendix

Vision



We want to create a tool that will help independent pharmacies maximize their true prescription reimbursement and positively impact it.

Stakeholder Goals

The goals resulting from stakeholder interviews:

- Increase company revenue
- Improve customer engagement
- Ensure reliability of the product
- Ease of use
- Ensure accuracy of the product
- Improve customer satisfaction
- Understand labels
- Understand the customers
- Easy to navigate

Key Research Goals & Questions

Pharmacy Owner Interviews

	Goal	Research Questions
1	Understand the customers; What do they need to succeed?	What information would they want to see in the dashboard? How would they want to drill down into the information?
		Do they have any other ideas for charts or features? How often would they use the dashboard?
		Who in the pharmacy would likely be the primary user of the dashboard (e.g., owner, manager, pharmacist, technician, bookkeeper, etc.)?

Key Research Goals & Questions

Usability Testing & Survey

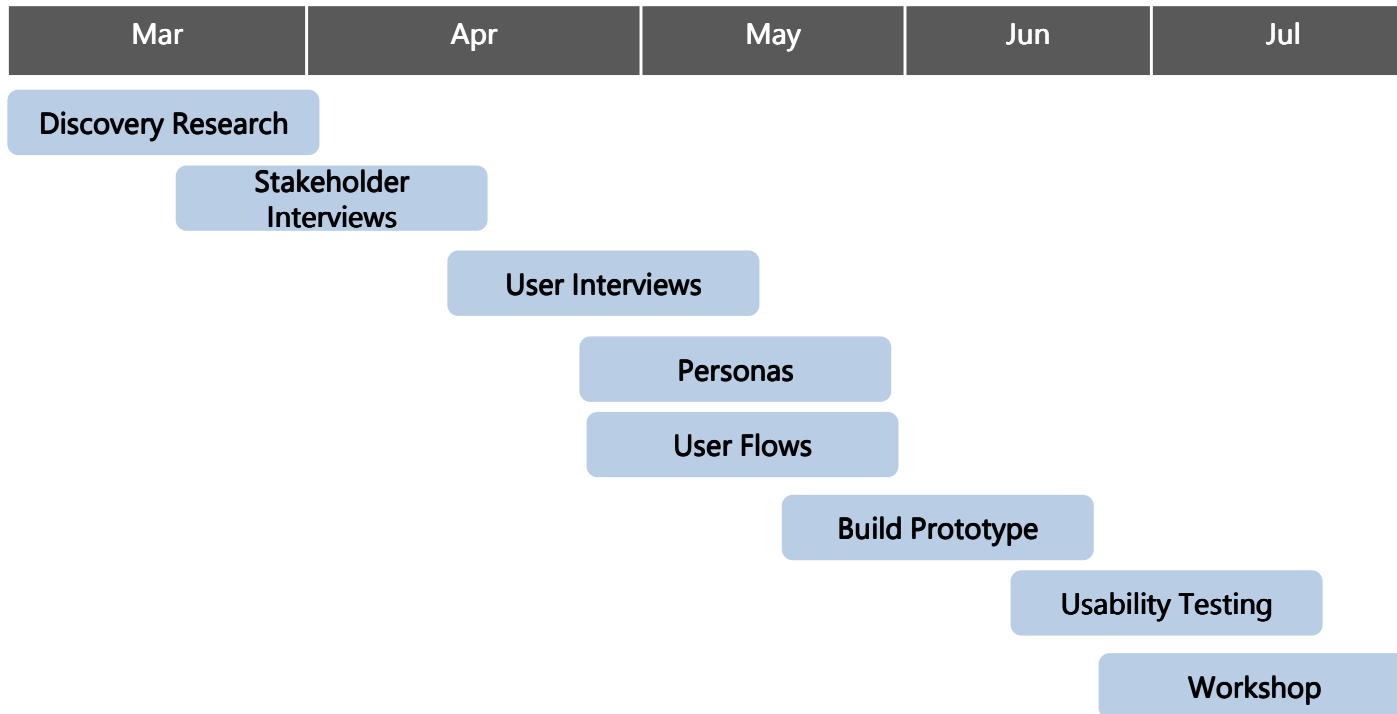
	Goal	Research Questions
2	Improve customer satisfaction	Were participants satisfied with their experience using the prototype? Would the participant recommend the product to a friend or colleague?
3	Ease of use	Can participants successfully complete the tasks? How easy or difficult is it to complete a task? How easy or difficult is it to use the prototype? Are the labels easy to understand?
4	Understand labels	Can participants successfully complete the tasks? How easy or difficult is it to complete a task? How easy or difficult is it to use the prototype? Are the labels easy to understand?
5	Easy to navigate	Can participants successfully complete the tasks? How easy or difficult is it to complete a task? How easy or difficult is it to use the prototype? Are the labels easy to understand?

Research Studies

Methodology	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Discovery Research	X				
Stakeholder Interviews	X	X			
User Interviews	X	X			
Personas	X				
User Flows			X		X
Usability Testing & Survey		X	X	X	X
"How Might We" Workshop		X	X	X	X

- Goal 1 Understand the customer
- Goal 2 Improve customer satisfaction
- Goal 3 Ease of use
- Goal 4 Understand labels
- Goal 5 Easy to navigate

Research Studies Timeline



Stakeholder Interview Questions

Appendix

Stakeholder Interview Questions

1. What are your goals for this project?
2. What is the primary purpose of this project?
3. What challenges do you hope to address with this project?
4. What would success look like for this project, in your opinion?
5. How do you define “success” when it comes to this project, and what metrics will you use to measure it?
6. Beyond achieving a successful outcome, what other goals do you hope to accomplish through this project?
7. What motivates you to pursue this project?
8. What results do you hope to see from this project?
9. How will the success of this project benefit the business?
10. Who are your key stakeholders in this project, and what role do they play?
11. What kind of feedback have you received from users or customers so far?
12. Are there any areas where you have specific expectations about the design process and output?
13. On a personal level, what are your expectations for how this project could improve user experiences or solve customer problems?