

# DESIGN OF OUR ONLINE WORLD

CCSQ WORLD USABILITY DAY 2021

## Accessible Insights

Democratizing User Research with Jira and Confluence

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# Our Team



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# Learning to Trust User Research

Fiscal Year  
**2020**  
*(Oct 20 - Oct 21)*



**20** user research studies



Around **125** participants



**100** hours of interviews

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# Learning to Trust User Research

- Maximize the value of what we've learned
- Make insights more accessible
- Strengthen trust in those insights





# Introduction to HQR

# What is Hospital Quality Reporting (HQR)?



<b>Inpatient Prospective Payment System (IPPS)</b>	<b>Outpatient Prospective Payment System (OPPS)</b>
Inpatient Quality Reporting (IQR) Hospital Value-Based Purchasing Program (HVBP) Inpatient Psychiatric Facility Quality Reporting Program (IPF) PPS-Exempt Cancer Hospital Quality Reporting Program (PCH) Promoting Interoperability (PI)	Outpatient Quality Reporting (OQR) Ambulatory Surgical Centers (ASC)
<b>HQR Reporting</b>	
Electronic Clinical Quality Measures (eCQM) Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) <a href="#">Public Reporting (PR)</a>	

# HQR 1.0: 2018 - 2021

Public Reporting Star Rating

CMS.gov | Hospital Quality Reporting

Cerner Corporation Jon Snow

## Carroll Community Hospital

CCN: #####

Change Organization

### Public Reporting

Explore your measure data benchmarks for the current or previous release period(s). Use the filters below to refine your feedback, and access supplemental info for any value with the info icon or an asterisk.

Export

Change Selections

#### Star Rating • Refresh Period 2020

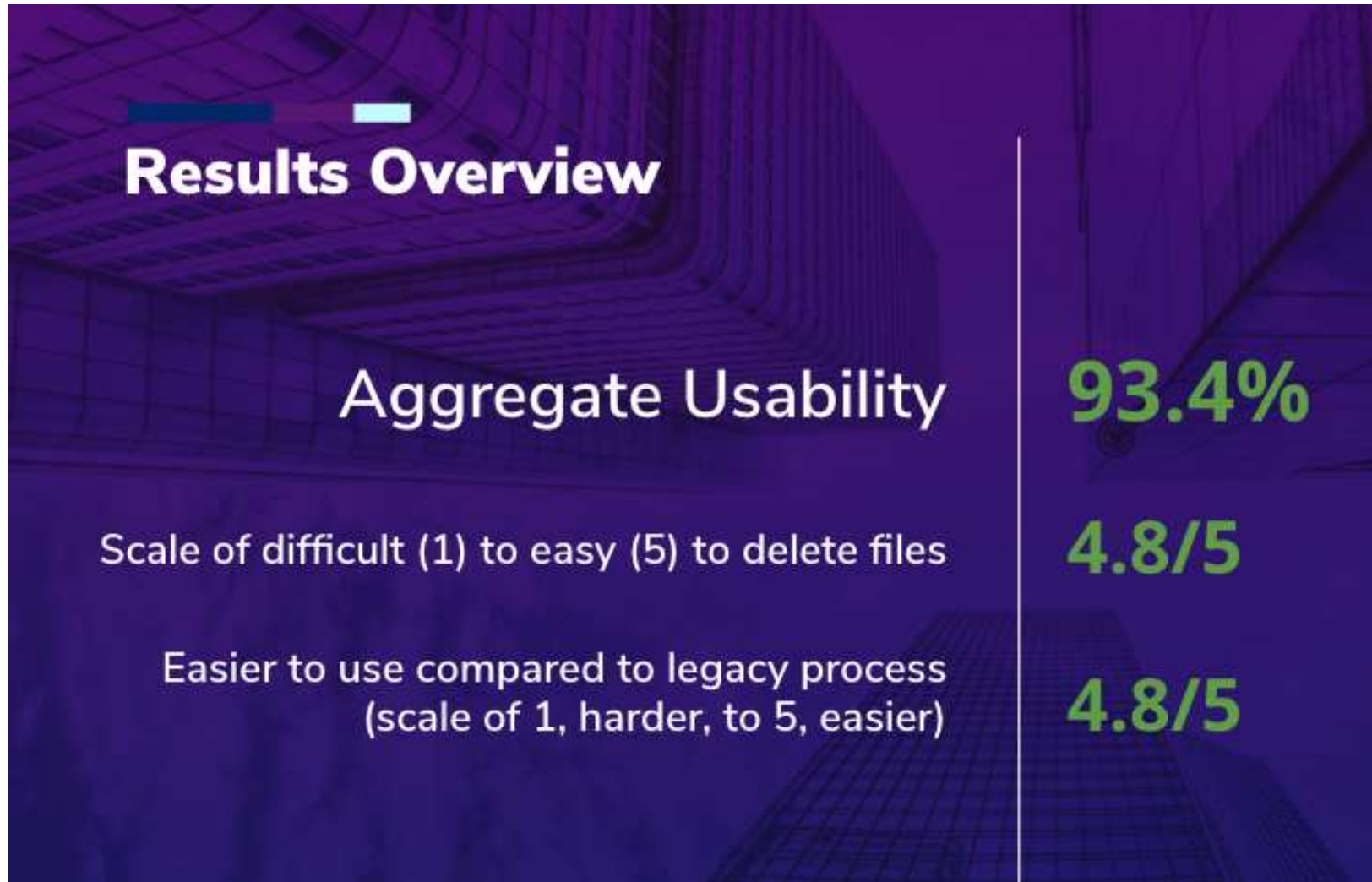
Star Rating Preview	Summary Score	Type of Facility	Type of Ownership	Emergency Service
★★★★★	0.5	Short-term	Proprietary	Yes

In order to preview the measure data that is refreshed quarterly, please view the Measure Data tab.

#### Measure Score Groups

Group	Scored Measures	Facility Score	National Score	Performance
Readmission	6	1.2	1.1	Better
Patient Experience	36	1.2	1.2	Average
Effectiveness Of Care	6	1.2	1.2	Average
Timeliness Of Care	5	1.2	1.1	Better
Efficient Use Of Medical Imaging	7	1.2	1.1	Better
Safety Of Care	6	1.2	1.2	Average
Mortality	6	1.2	1.2	Average

# HQR 1.0: 2018 - 2021





# HQR 1.0: 2018 - 2021

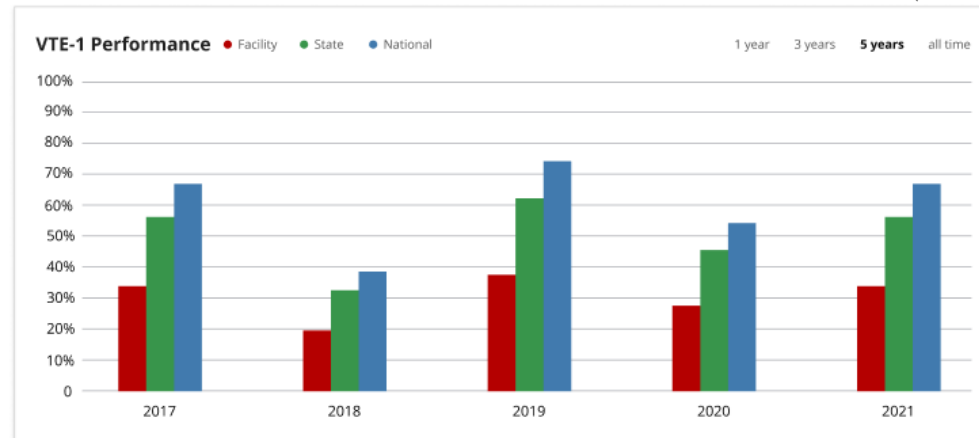
Choose my program

Choose my measures

Choose my cases

Choose my dates

Choose my content



State and National Rates are subject to change. Data is not final until both the Submission Period and the Comparative Analysis Phase end for this program and period.

# Which report was that again...?



<https://screenrant.com/raiders-lost-ark-warehouse-movie-items-stored/>



# Building Trust in our Research

# User Research Data Sources

## User Input

Help Desk Tickets

Intercept Surveys

Public Comments

## Product Metrics

Google Analytics

Other Analytic  
Tools

## Studies

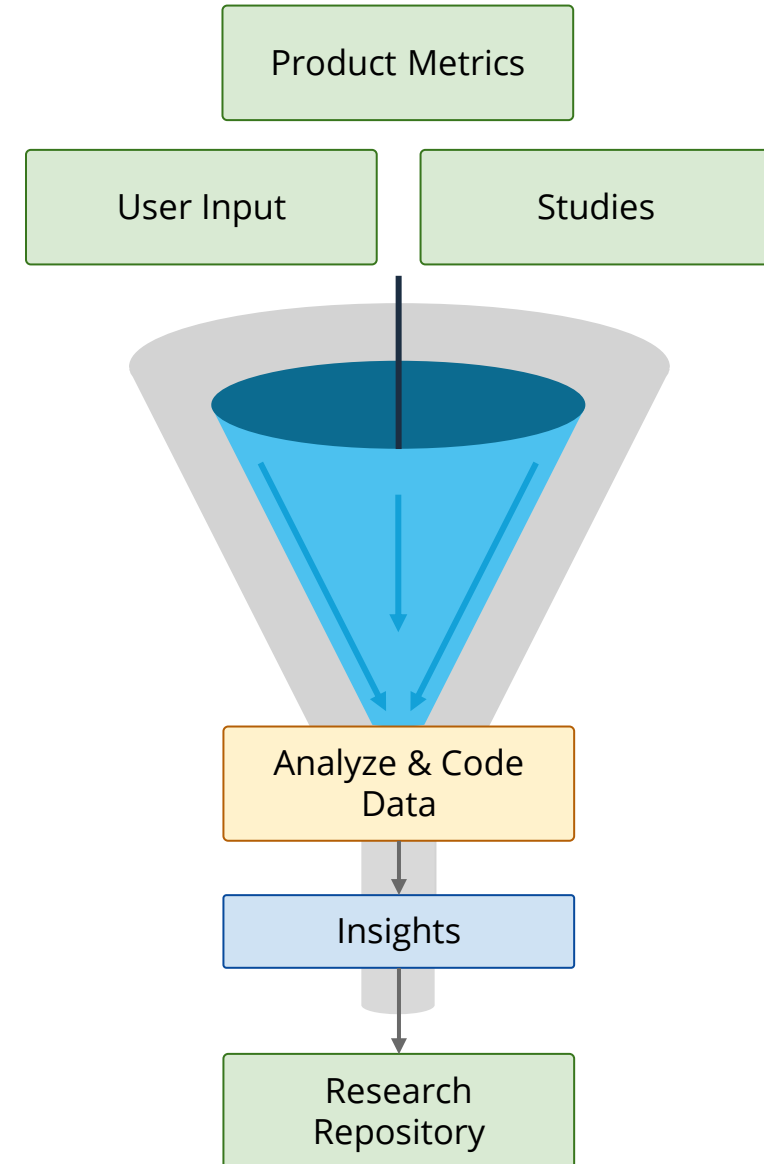
User Interviews

Usability Testing

# Consolidating Research Data

People naturally translate raw data into insights they learn about the user.

Our team operationalized that process and stores those insights into a database called the research repository.



# Democratizing Access to Research

HQR Research Insights Repository / HQRIR-76

## IT Departments

Edit Comment Assign More Archived

**Details**

Type: Insight Status: **VALIDATED** (View Workflow)

Priority: Medium Resolution: Resolved

Labels: None

Insight Category: Responsibility

Relevant Personas: IT Department Staff

HQR Product Area: Access

UX Validation: User Interview

Methods:

**Description**

Synthesized Raw Data

Journey Map Research:  
<https://docs.google.com/...>

**Additional Background Information:**

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Our team uses Jira to track and disseminate our user insights.

Insights are coded and categorized by various predetermined data points and always link to the raw research data.

# Exploring Research Insights in Confluence

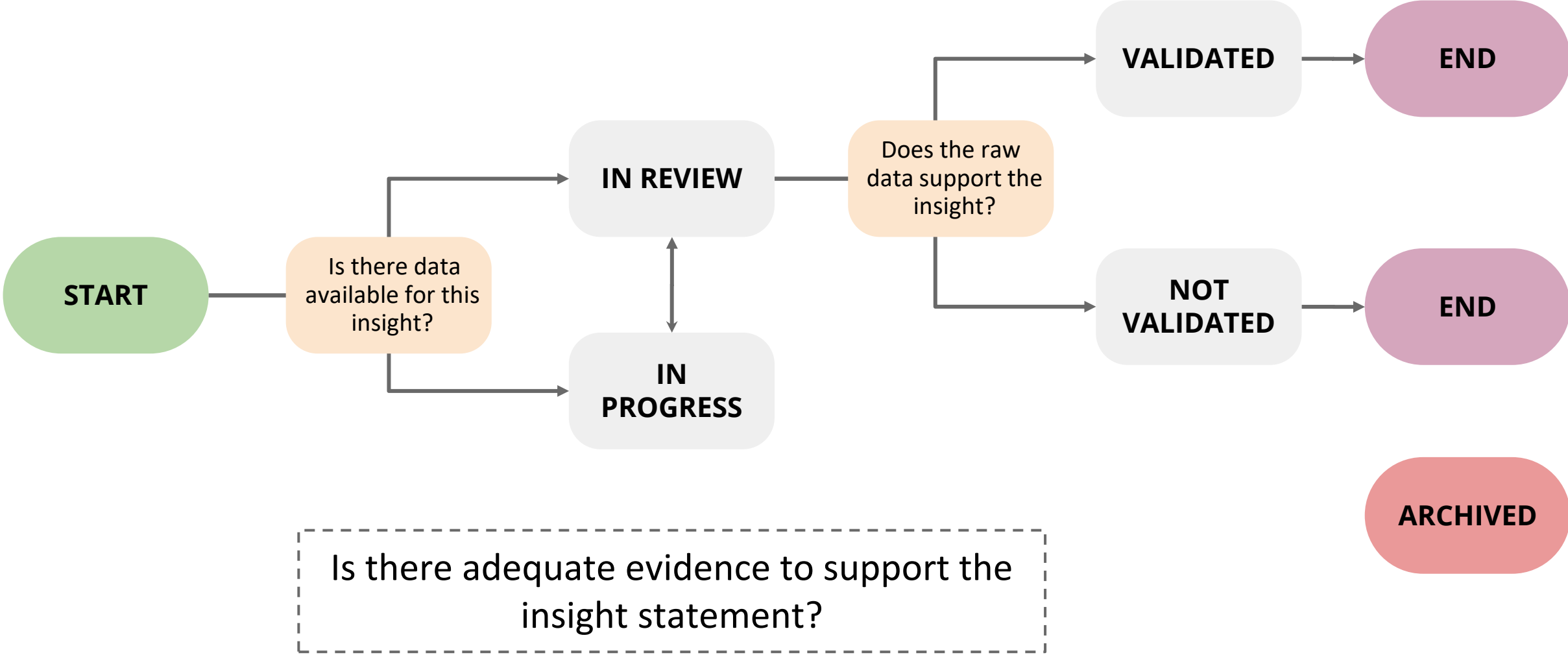
The screenshot shows a Confluence page titled "[RIR] Security - Insights Report" with a breadcrumb path of "Pages / ... / [RIR] Product Areas (Folder) / Analytics". The page includes a "Return to Repository Home Page" button and a table of insights. The table has columns for Summary, Insight Category, UX Event Frequency, UX Magnitude, Relevant Personas, HQR Product Area, and Status. Four rows of insights are visible, all with a "VALIDATED" status. At the bottom, it says "4 issues" with a "Refresh" button.

Summary	Insight Category	UX Event Frequency	UX Magnitude	Relevant Personas	HQR Product Area	Status
[Redacted]	Goal	[Redacted]	[Redacted]	[Redacted]	[Redacted]	VALIDATED
[Redacted]	Use Case	[Redacted]	[Redacted]	[Redacted]	[Redacted]	VALIDATED
[Redacted]	Use Case	[Redacted]	[Redacted]	[Redacted]	[Redacted]	VALIDATED
[Redacted]	Pain Point	[Redacted]	[Redacted]	[Redacted]	[Redacted]	VALIDATED

The screenshot shows a Confluence page titled "[RIR] IT Department Staff Persona" with a breadcrumb path of "Pages / ... / [RIR] Personas (Folder) / Analytics". The page includes a "Return to Repository Home Page" button and a detailed persona profile for "IT Department Staff at a Healthcare System", 45 Years Old (Trenton, NJ). The profile includes a photo of five people, a "Comfort with Technology" scale (1-8), and a "Proficiency in Tools" grid. The grid lists tools: QualityNet, Meditech (EHR), MIDAS, OneView, DocuSign, and MD Staff. The grid shows proficiency levels for each tool. The page also features several summary cards for "Goals", "Pain Points", "Needs", "Fears", and "Help Desk Use Cases", each with a "Summary", "Status", and "Refresh" button. The "Goals" and "Pain Points" cards show "1 issue" and "VALIDATED" status. The "Needs" and "Fears" cards show "No issues found". The "Help Desk Use Cases" card shows "No issues found".

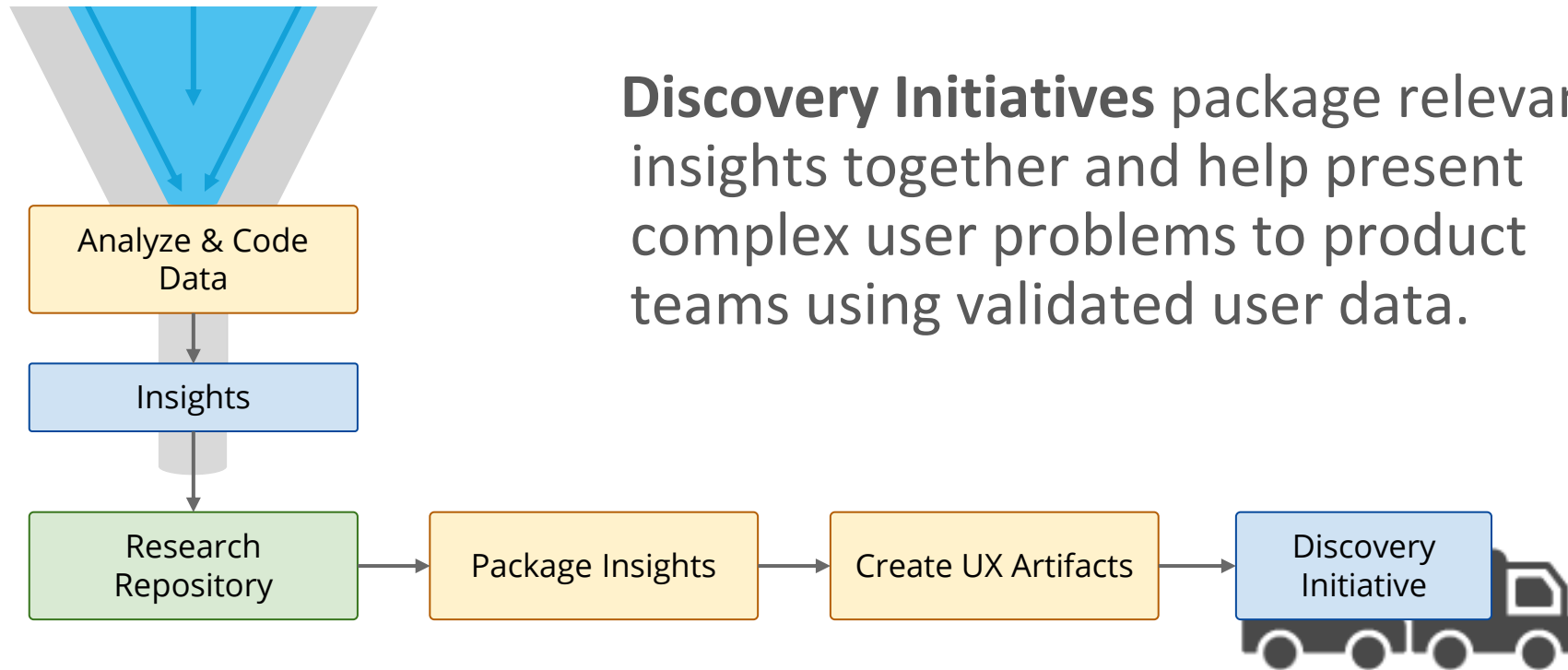
Insights from the repository feed into dynamic reports in Confluence, allowing a more focused exploration of insights.

# Governance for Validating Insights



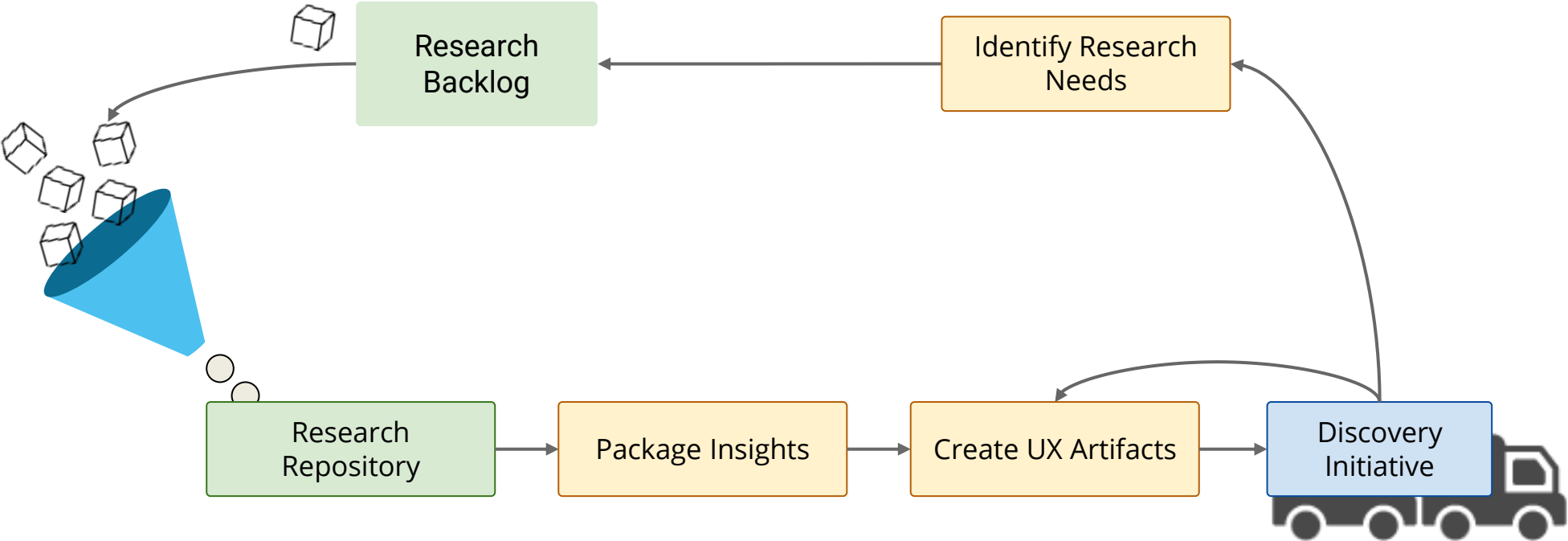


# Making Sense of the Insights



**Discovery Initiatives** package relevant insights together and help present complex user problems to product teams using validated user data.

# Preparing Discovery Initiatives



Our HCD team meets weekly to refine these Discovery Initiatives using an iterative process.

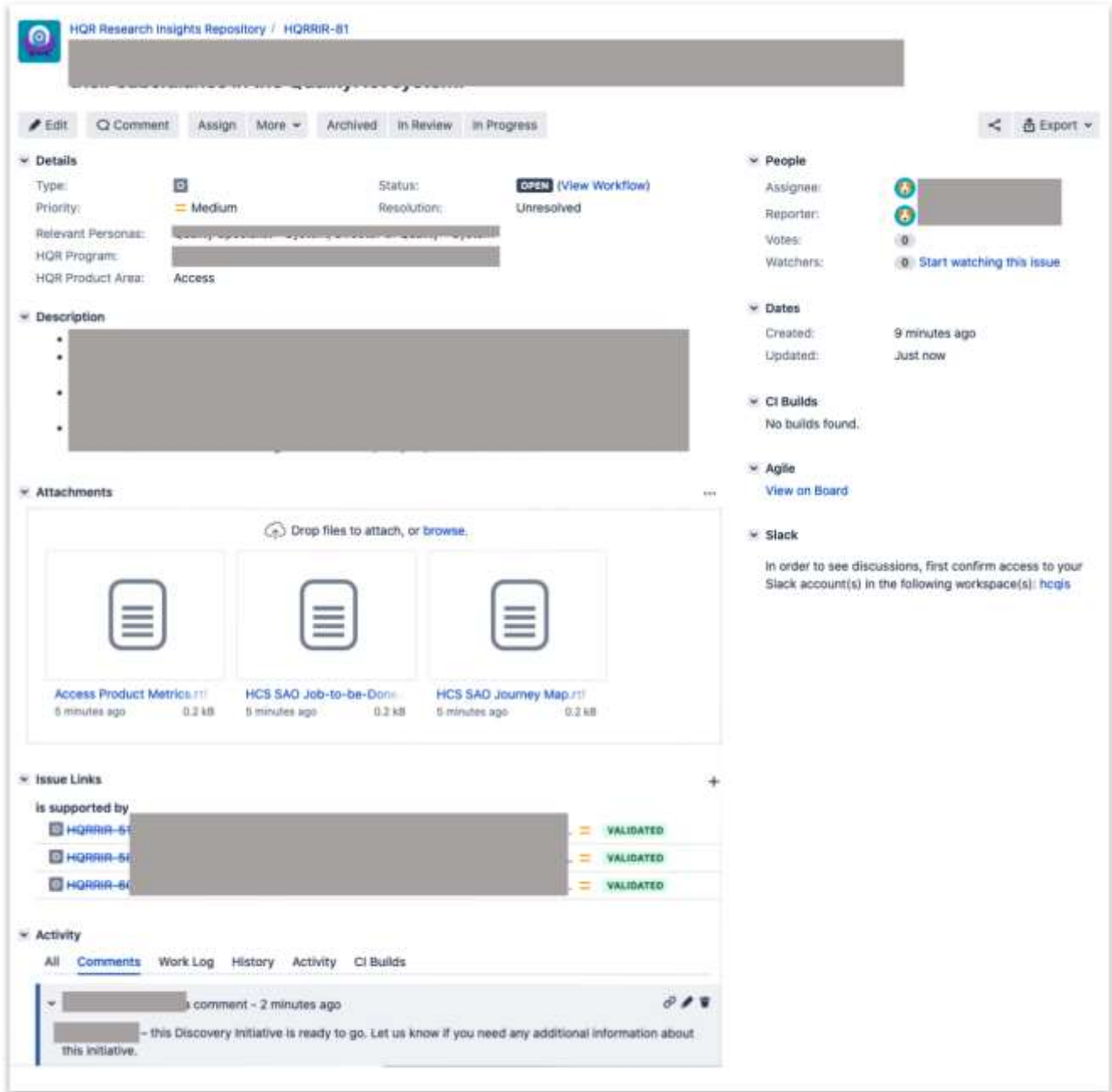
# Delivering Discovery Initiatives



Once the HCD team delivers a Discovery initiative, the product teams determine how to use it.

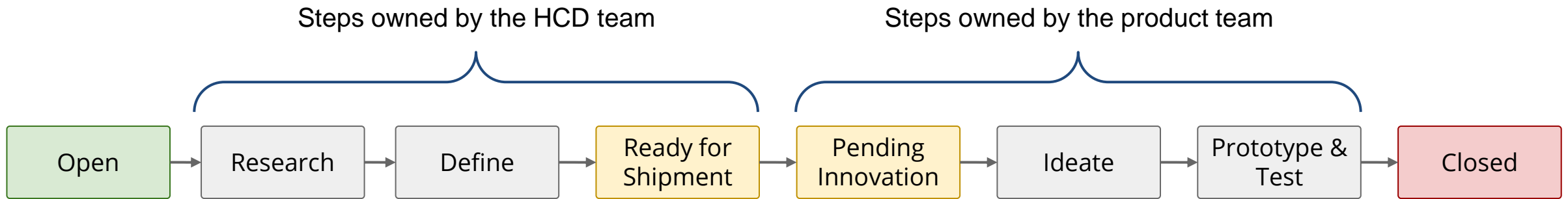
# Using JIRA to track Discovery Initiatives

Discovery Initiatives are living documents. Jira allows our team to track and triage user research to the right teams/people.

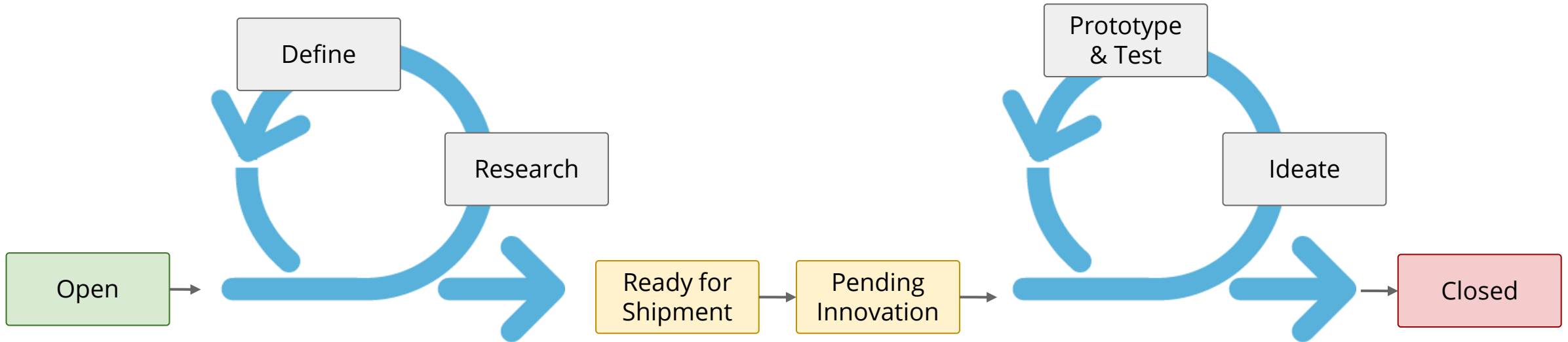


# Aligning HCD with Agile

These steps represent the status workflow of a Discovery Initiative.

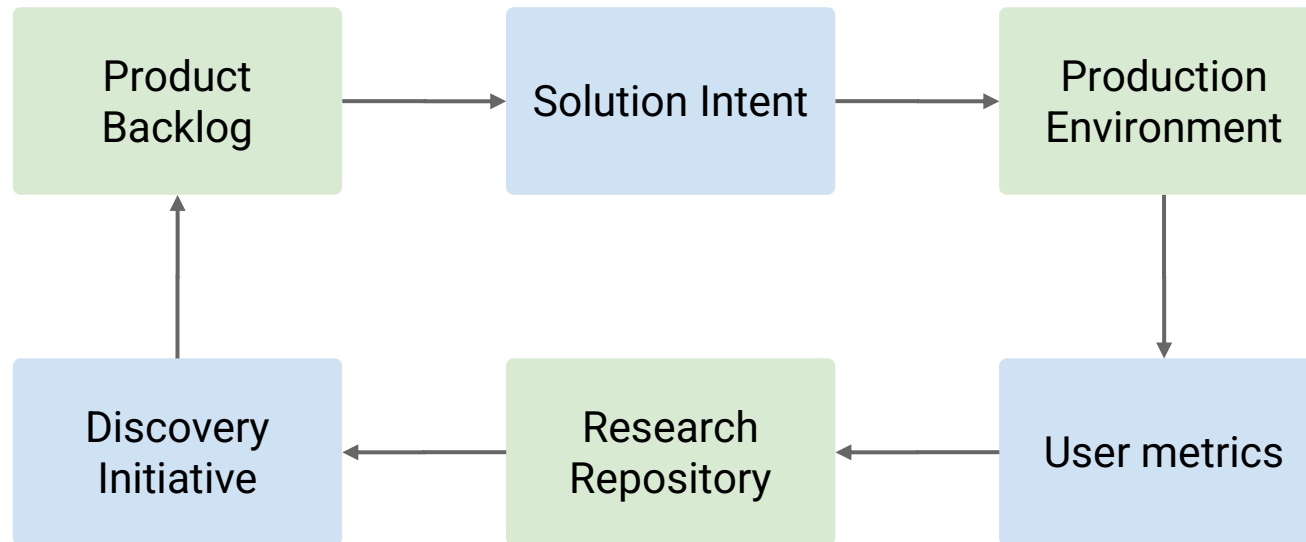


# Aligning HCD with Agile



Discovery Initiatives encourage generative research, rapid prototyping, and evaluative testing of early solutions, but it is prepared and tracked outside of SAFe.

# Research-Product Feedback Loop



# Research Ops Maturity Model

## STAGE 1 **Develop**



Researchers and designers enter insights.

The UX team use insights for background information.

## STAGE 2 **Inform**



Researchers and designers enter insights.

Product managers use insights to prioritize items in the product backlog.

## STAGE 3 **Collaborate**



Designers, researchers, and product managers enter insights.

Insights inform long-term product roadmapping.

## STAGE 4 **Operationalize**



All organization members enter insights.

Insights guide strategic decision making and inform policy recommendations.



**THANK  
YOU!**