User Experience Research Report

Phase I: Website Overhaul
The Metropolis website needed an update and the development team decided that Metropolis will switch from Ruby on Rails to Python for Metropolis web products.

Goals
1. Identify changes that need to be made on the Metropolis website to optimize the public pages for both current & prospective clients and candidates.
2. Update the client sign-up, login, and dashboard to make it more user friendly for our current clients and more attractive for potential clients.
3. Create a candidate login.

Exploratory Research Findings
- Video on the homepage is too long and not relevant
- Unrelated graphics are used throughout
- Extremely lengthy form for both Client & Candidate Sign-Up
- Branding inconsistent throughout the website
- About Us page does not provide a clear explanation of Metropolis
- Website and Client interface does not look like a tech company
- Interested clients have to reach out to set up a demo
- No Candidate (Physician) Login page, only provided token
- No Match viewing provided for Candidates

The development team began translating the website with these issues in mind, and we worked closely with them to create a beta version of the new Metropolis site.
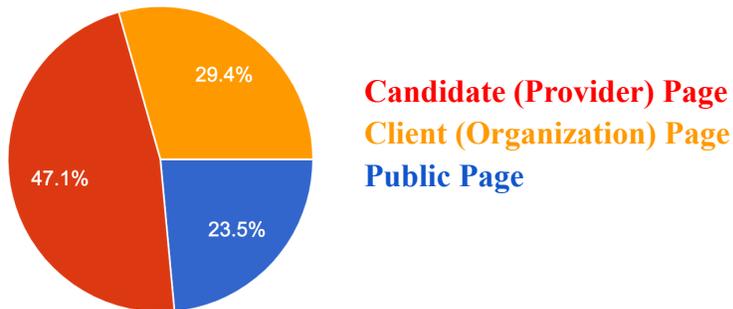
Initial Update
The Python website:
- Includes new versions of all public pages and client facing products.
- Streamlines the demo process by allowing clients to select a time for a demo via Calendly, rather than sending an email to set up a time.
- Adds an account creation and login page for candidates, a brand new feature of Metropolis.
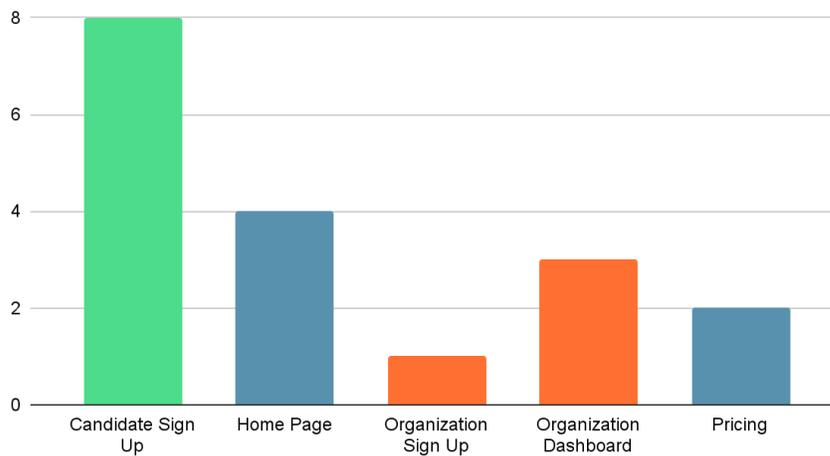
Pre-Launch Testing
Most of our testing was conducted internally, both due to a lack of client response and to protect the security of the product. While the new website went live on February 25th, the update is an ongoing process.

Quick Stats

29.4%

47.1%

23.5%

Candidate (Provider) Page
Client (Organization) Page
Public Page

Specific Pages Mentioned

8	
6	
4	
2	
0	

Candidate Sign Up   Home Page   Organization Sign Up   Organization Dashboard   Pricing

Key Findings
- Both the Candidate Sign Up and Client Sign Up are hard to find as it requires scrolling to the bottom of the homepage.
- The website does not properly resize when the window is resized.
- During the Candidate Sign Up process, the image, video, and text code entries can get stuck. This often prompts a refresh which takes users back to the beginning of the sign up process.

Solutions
- A Sign Up button was added to the top of the screen next to Log In. This takes users to the Candidate Sign Up. This decision was made because paying clients will (and should) request a demo or reach out before creating an account and subscribing to Metropolis. We also want to make the Candidate Sign Up as easy as possible to increase our potential match pool and show Clients that this is our priority.

- The development team has prioritized the mobile version of the website. They have mostly optimized the mobile version at this point, and will continue to make adjustments to both versions.
- The accepted file formats need to be added to the image, CV, and video upload portions of the sign up. Now that the site is live, the 'getting stuck' issues have mostly resolved themselves.

Next Steps

The site went live on February 25th, so this is the first time we are able to see how the new site actually operates live. We intend to follow up with clients to gather more feedback regarding the new client interface.

Phase 2: Candidate Portal

Now that there is an existing Candidate Sign Up and Log In, our next priority will be adding usable features within their accounts. Currently, all they can do within the account is update their personal details. We have started to identify changes that need to be made and new features that will be added.

Updates
- Candidates will be able to select a level of interest when they set up their account:
  - 'Ready to Interview'
  - 'Considering My Options'
  - 'Not Looking'
- Candidates will be able to view Matches within their account. Right now, they can only view a Match within an email notification when the match first occurs.
- Candidates will be able to participate in a Reddit-like physician to physician forum with separate channels separated by interests and topics.

We are currently in the designing and prototyping phase of the candidate portal updates. We have met with Mike Harper, physician liaison, to begin identifying physicians with whom we could conduct testing of these new features.

Moving forward, we will also look at user research for the provider side of Metropolis as additional features such as a blog and forum are developed and released which make the provider-side more involved.

Phase 3: Mobile App

While the development team continues to improve the web version of the Metropolis products, we will begin creating a new mobile app prototype based on the updated web versions of the product. User research will begin after creation of the initial prototype.