

COVID19 Antigen Testing

Open Ended Question - Response Analysis

Dates: 14th to 22nd December, 2020

Compiled by

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Methods

Data Analysis of open-ended question

‘How can we improve the overall experience’

What were the aims

Overall aim

To identify patterns in the responses given in the open-ended question by users who had taken the COVID19 test and gather insights of things that can be improved in the overall experience.

Objectives

- Understand user needs during the testing process
- To identify what needs to be improved in the testing process
- Identify recommendation for design and process improvement

Methods

What we did

Analysis of user responses from the COVID 19 master survey received over a period of 8 days , taking 200 random responses per day from the 14th – 22nd December 2020.

1. Responses were analyzed in Microsoft excel in 8 batches with separate sheets.
2. 200 responses for each day over a period of 8 days, totalling 1600 responses.
3. All the selected responses were read in detail and categorized into meaningful headlines.
4. A link to the excel sheet will be shared upon request.

Who were the participants

People who have taken a swab test

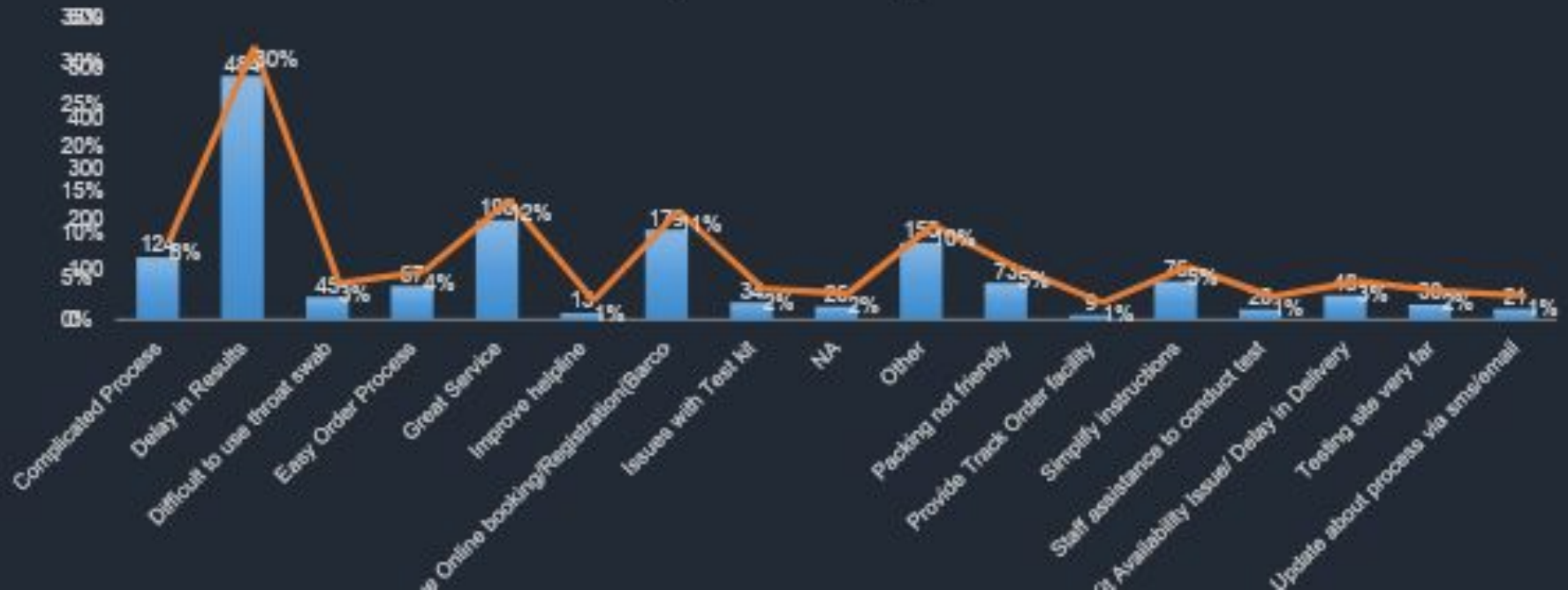
- Requesting a test (or being asked to get a test)
- Ordering a home testing kit
- Receiving / completing a home test kit
- Receiving test results (SMS/email)

Key findings – Overall

Top three headlines

1. Delay in Results
2. Improve Online booking/Registration
3. Complicated Process

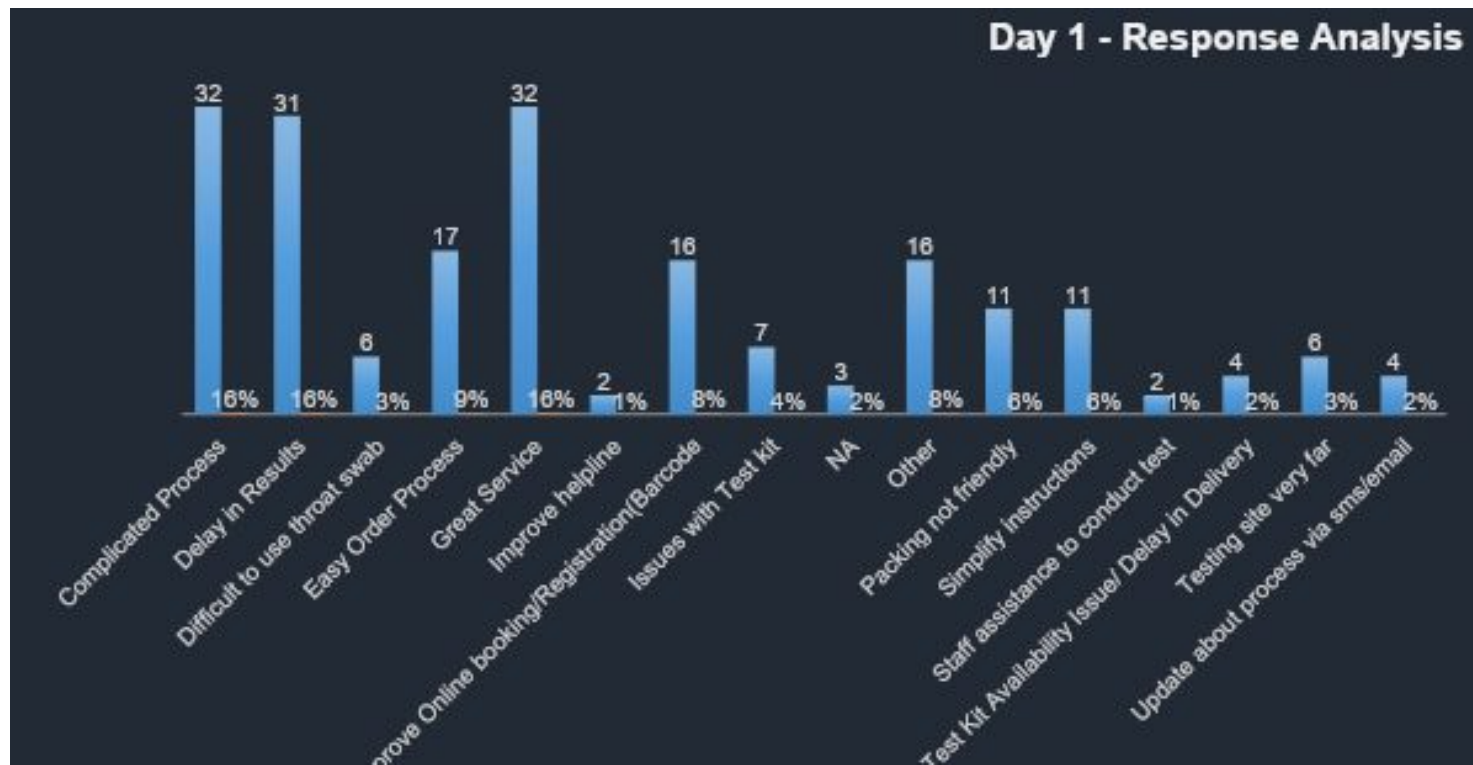
Response Analysis



Key findings – Day 1

Top three headlines

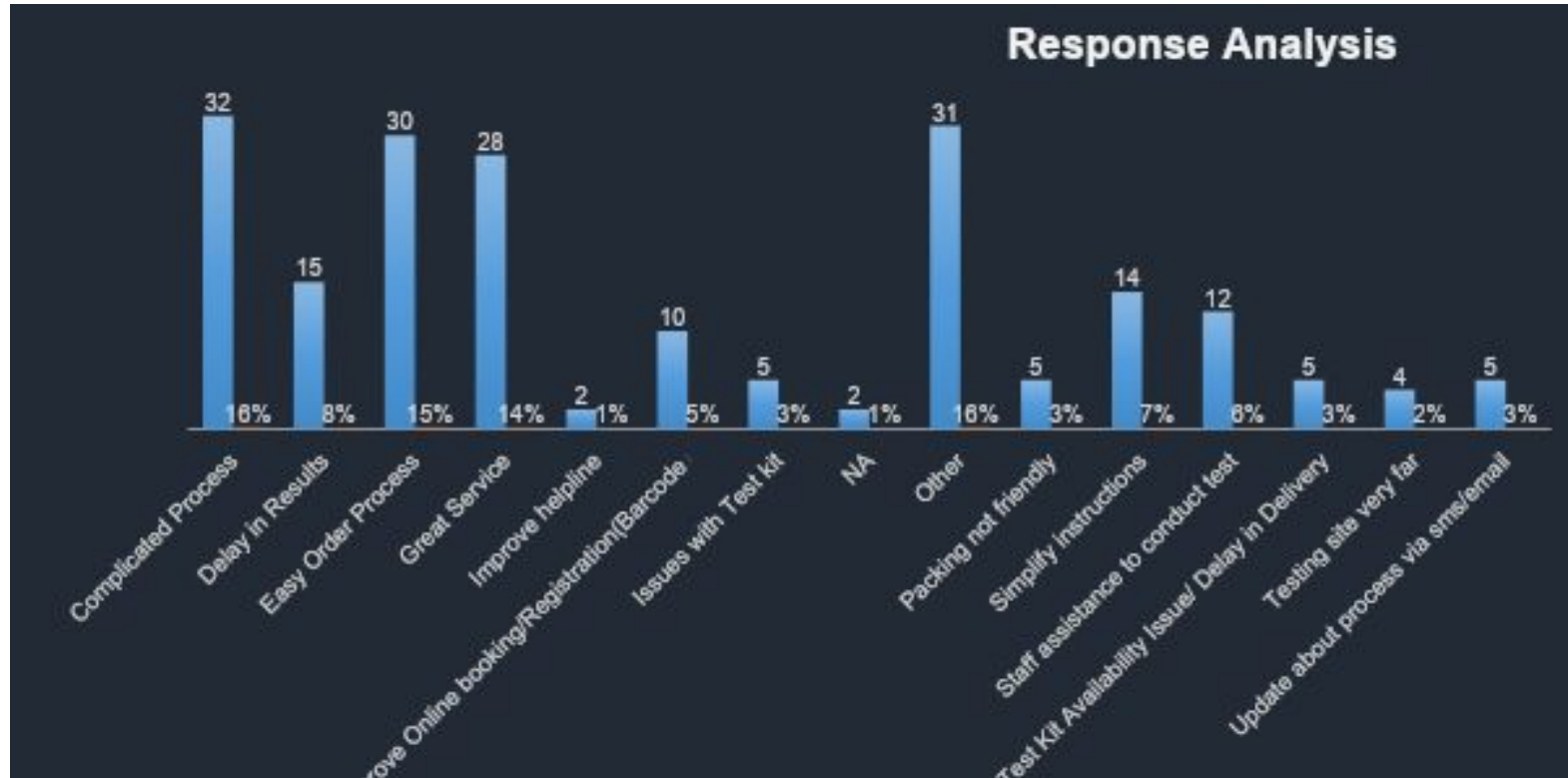
1. [Complicated Process](#)
2. [Delay in Results](#)
3. [Improve online booking/Registration](#)



Key findings – Day 2

Top three headlines

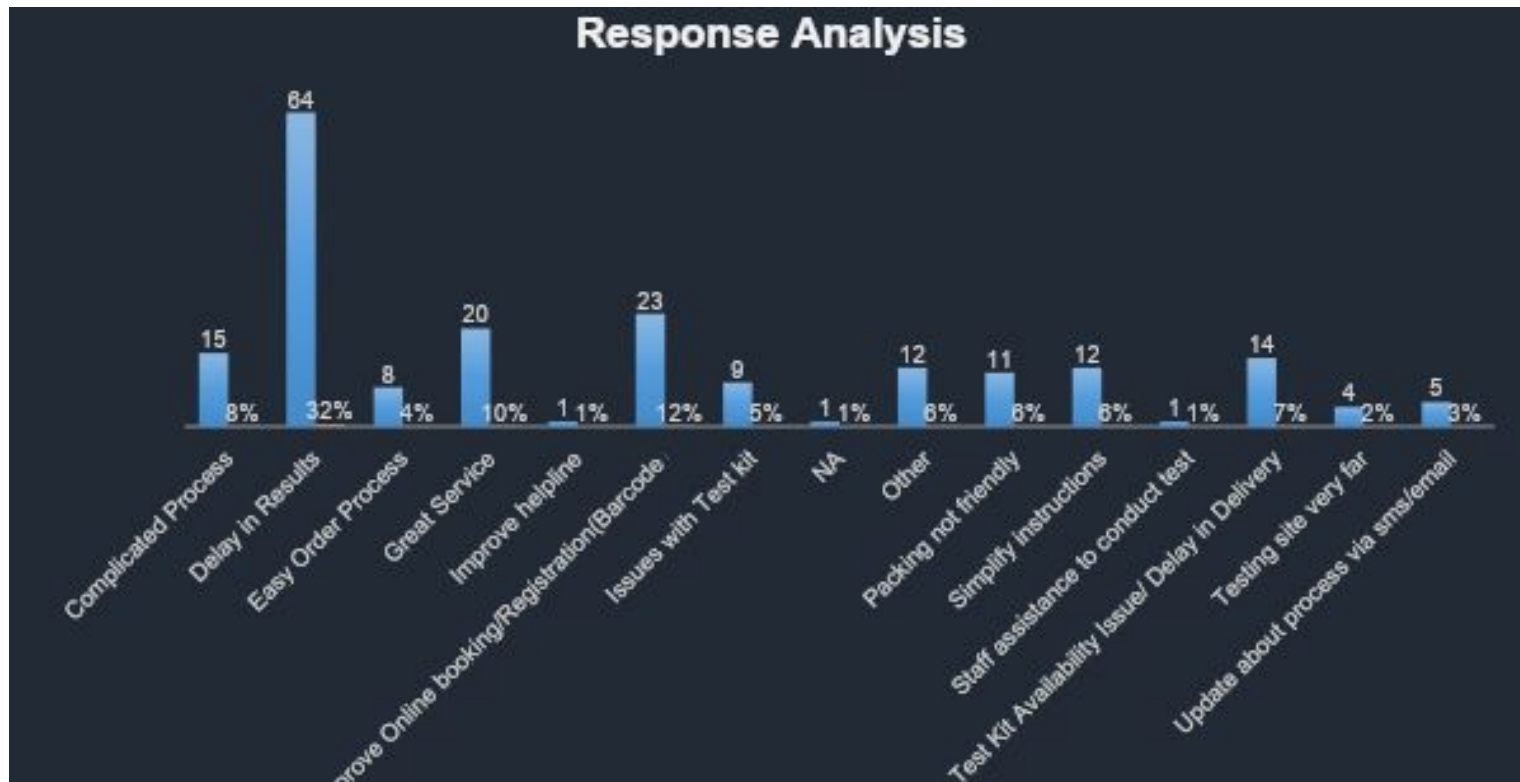
1. [Complicated Process](#)
2. [Delay in Results](#)
3. [Simplify Instructions](#)



Key findings – Day 3

Top three headlines

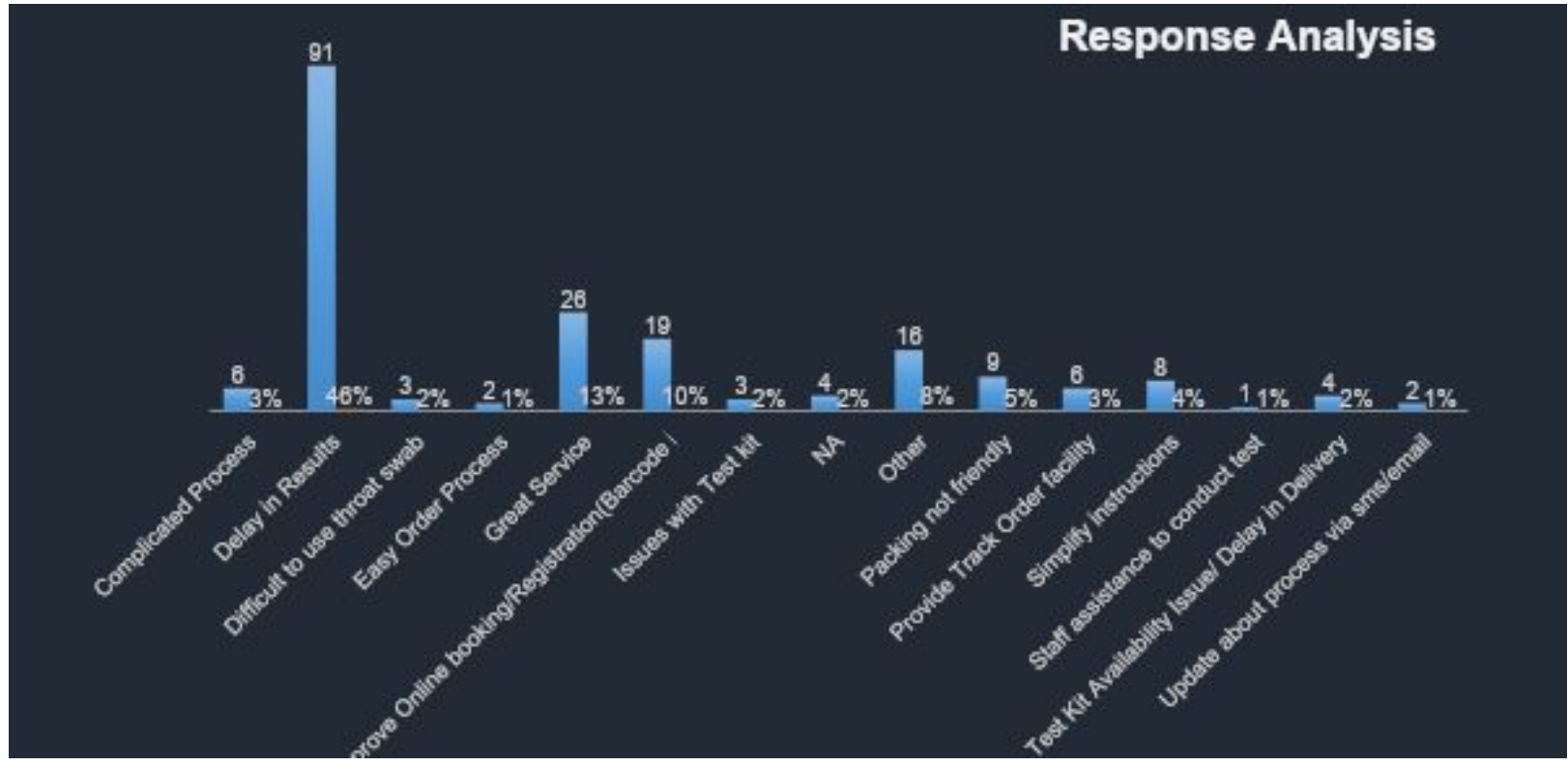
1. Delay in Results
2. Improve Online booking/Registration
3. Complicated Process
4. Test Kit availability / Delay in Delivery



Key findings – Day 4

Top three headlines

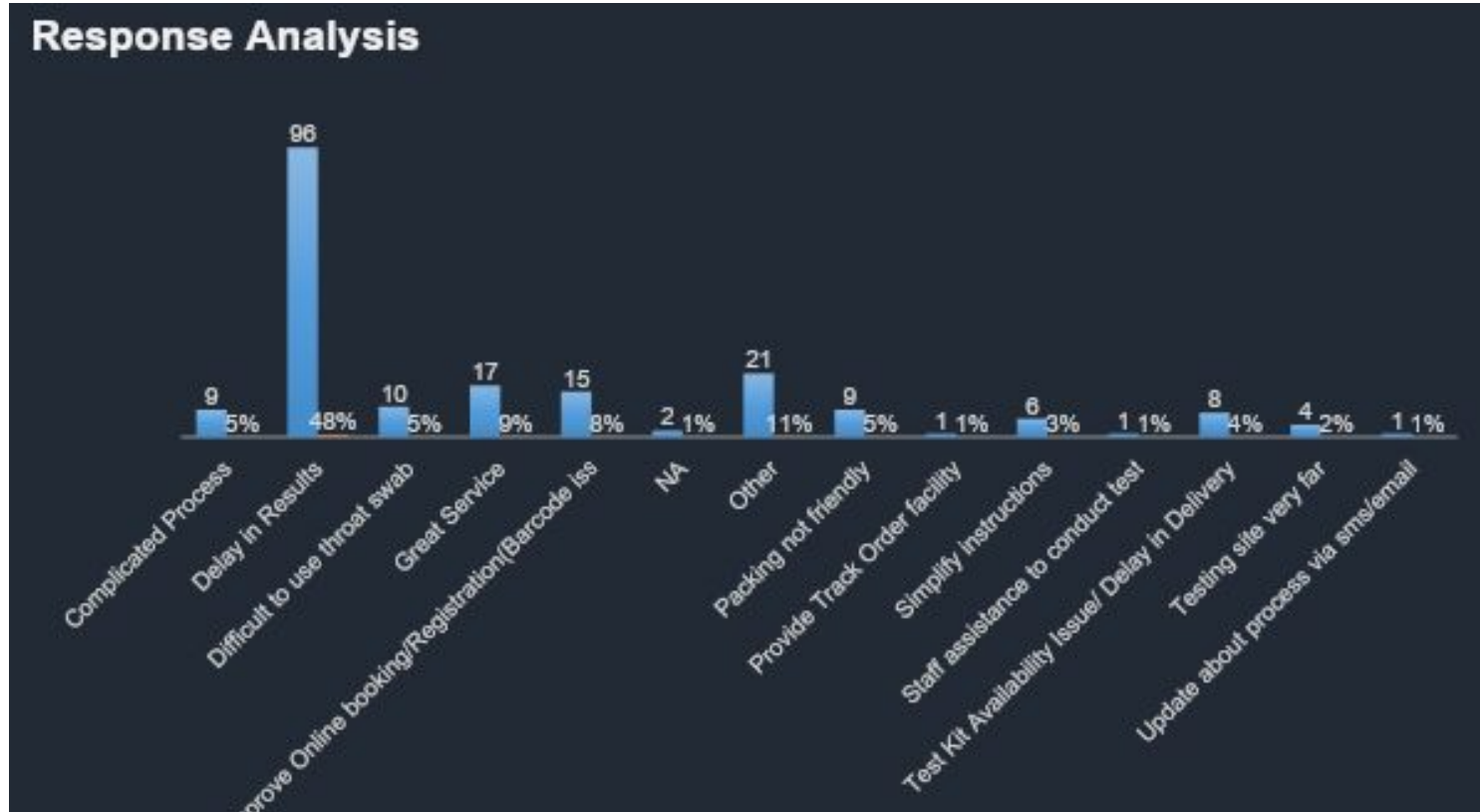
1. Delay in Results
2. Improve Online booking/Registration
3. Packaging not friendly



Key findings – Day 5

Top three headlines

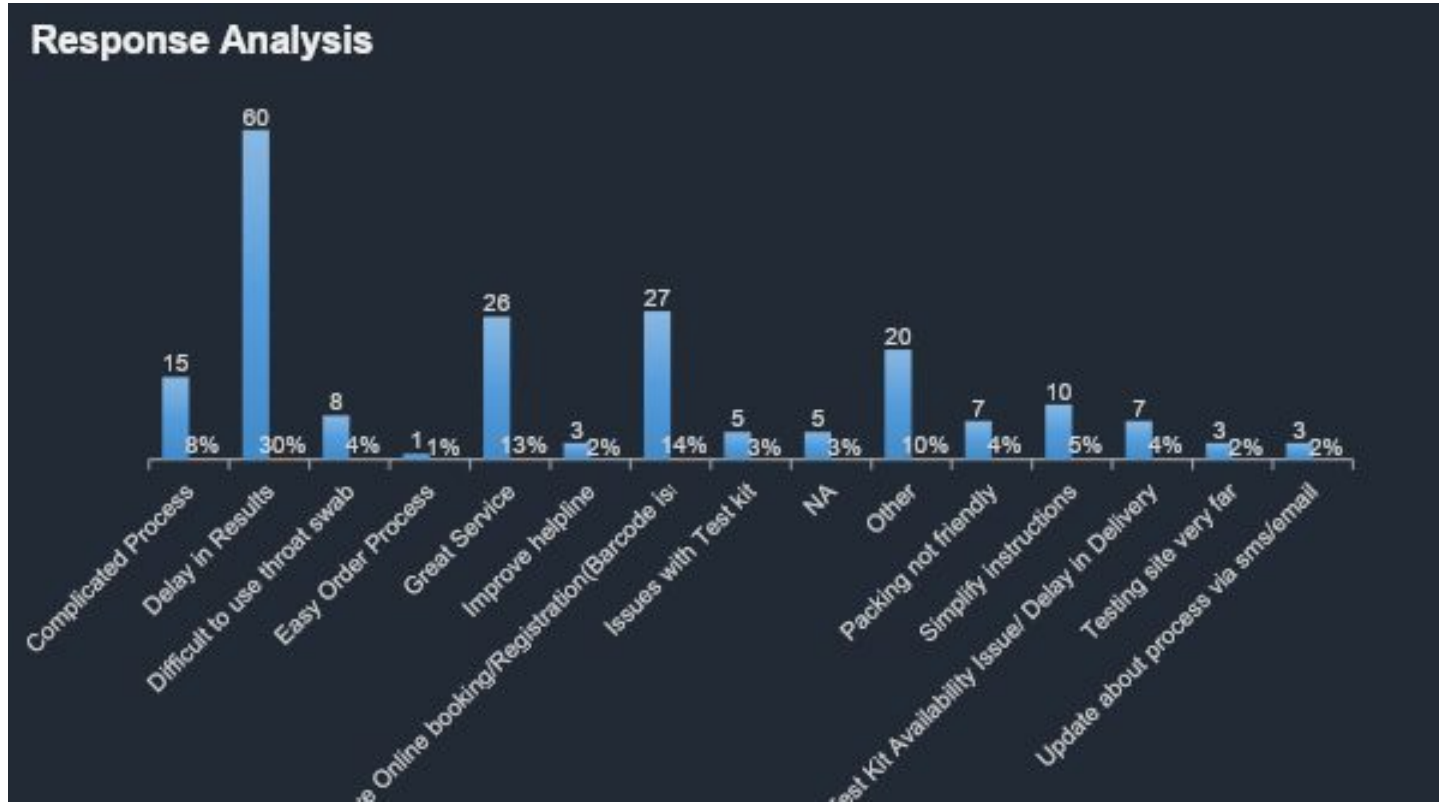
1. Delay in Results
2. Improve Online booking/Registration
3. Difficult to use throat swab



Key findings – Day 6

Top three headlines

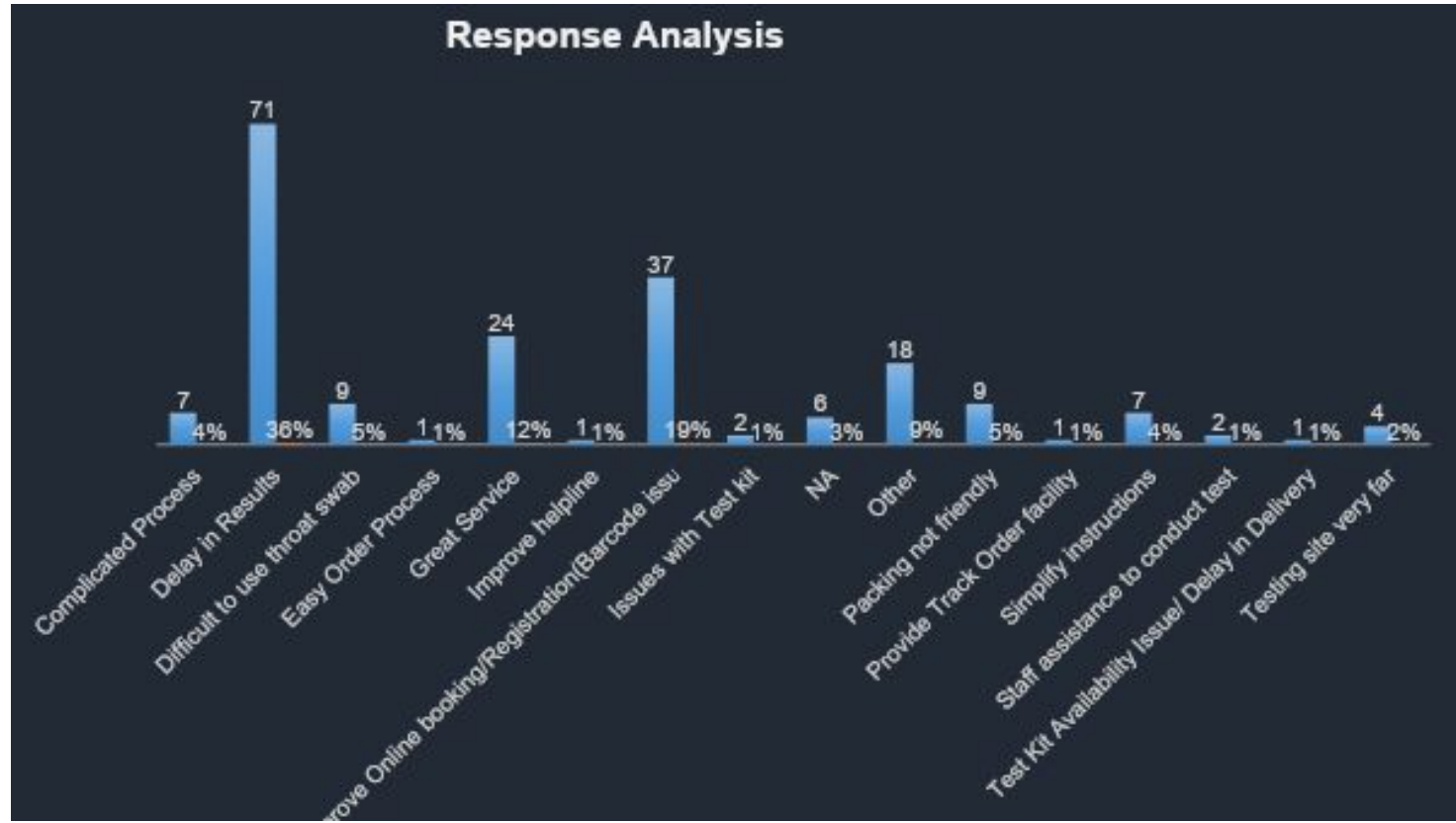
1. Delay in Results
2. Improve Online booking/Registration
3. Complicated Process



Key findings – Day 7

Top three headlines

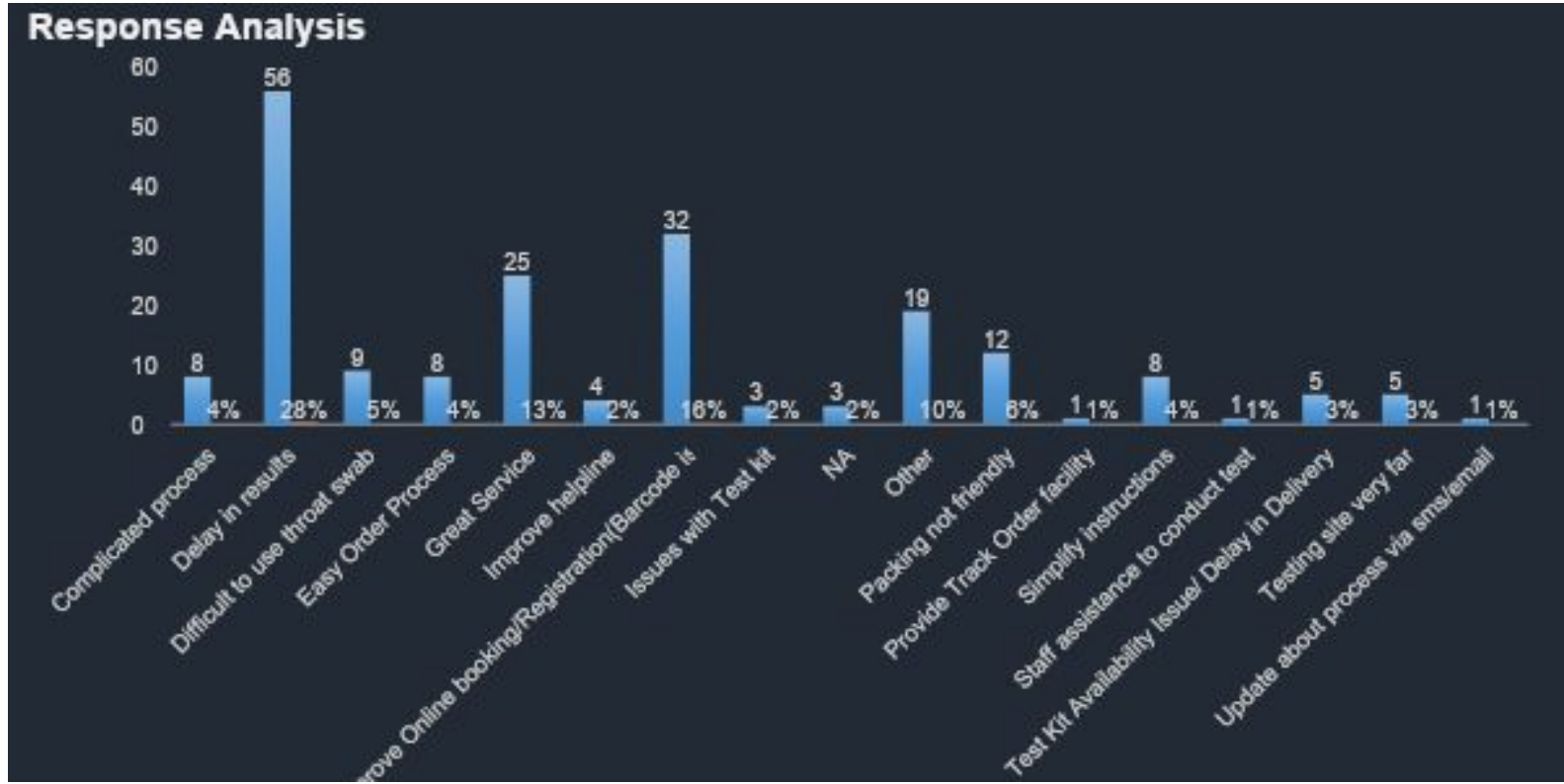
1. Delay in Results
2. Improve Online booking/Registration
3. Difficult to use throat swab, Packaging not friendly



Key findings – Day 8

Top three headlines

1. Delay in Results
2. Improve Online booking/Registration
3. Packaging not friendly



Key findings – Complicated process

Pain Points

1. Users had multiple issues with the registration of the test as it made their day-to-day activities hard due to the time spent trying to type things in and being confused around the wording and navigation of the site.
2. Users mentioned contradictory signs at the test site, saying 'test only when showing symptoms'
3. The language on the site is very confusing e.g. 'How-to-register-a test' made users feel they were booking a new test not registering the fact they had been tested.
4. There were problems with test sites not showing on the site and users had to pick up other test centers.
5. Numerous circumstances were mentioned around problems registering tests online and had to resort to going to a drive through center.
6. Users would appreciate their details being saved so they didn't have to type them in again while trying to order multiple kits.
7. The instructions on the return box was different from the instructions in the booklet

Quote 1

Well I have my test but I can't register it online so I can't take the test.

All the bar code numbers match but the system won't accept it. Very frustrating, I feel to unwell for this. If I'm finding it hard as I live on my own then there must be loads of others.

Now I probably never know

Quote 2

Problems with the on-line registration as the school where we were tested was not on the list, so had to use the address of the nearest local test centre (which we did not attend).

Quote 3

There was a lot of mixed messaging, there were contradictory signs up at the testing site saying only to get a test if you were experiencing the most common symptoms.

The website only gave availability for booking an appointment for the same day, the next day it attempted to direct me to another testing site much farther away.

Quote 4

I found folding the return box challenging. The instructions said to use the silver seal to seal the larger plastic bag. Actually what you had to do was the tear off the silver strip and press the sides of the bag together. In this case the instructions in the booklet were different to those on the bag itself.

Quote 5

It's a little complex especially if your older and don't use I.T much. I think it could have been simplified.

Also as no car that day I had to put in normal post box. Consequently I am still waiting for results.

Key findings – Delay in Receiving Results

Pain Points

1. Users were upset about the delay in results as it affected their day-to-day activities. e.g., going to school, work and other activities.
2. Drive through tests results came back quicker than home tests. Going to a drive through increases your exposure to the virus.
3. Waiting for results for days after getting tested makes users anxious and is quite upsetting as you don't know what to expect.
4. Inconsistency in delivery of results : Members of the same household who took tests on the same day receive results on different days.
5. Self – isolation confusion : When results are not received on-time people are left in a state of wondering if they should continue to self isolate especially when they don't have symptoms.
6. Weekend only postal service: Users stated they would prefer if the postal service option should be 7 days a week as having to wait for weekends is inconvenient.

Quote 1

Still awaiting results as a weekend collection was arranged. We are now say 6 days and still waiting.

Daughter may be missing valuable school time. The school has checked to see her whereabouts

Quote 2

I haven't received my results 4 days later, but did receive a email to complete this survey. However my family members have. And I'm the essential worker! Possibly prioritise those who need a result back ASAP to get them back to work

Quote 3

Return the results quicker. I have been waiting 5 days and still haven't received my results.

Quote 4

It took too long in total I'd use drive through in future - she missed a whole week of school to find out she was negative

Quote 5

Get the results returned more promptly. Still haven't received mine. My daughter completed and returned hers on the same day and had the result within 36 hours. I'm still waiting. Why the inconsistency?

Key findings – Improve Online Booking / Registration

Pain Points

1. Barcode issue: The registration process online was confusing, users had to ring up to register tests (common in multiple family tests)
2. Barcode issue: User kept typing in the Test ID number instead of the barcode
3. Re-Captcha: Users tried to submit test but kept getting the captcha code wrong and it's made them wonder why they must prove they're not robots.
4. User language: The language on the website is confusing and users find it hard to understand what to do next
5. Dropbox location: Finding the nearest drop box location near users' home postcode was a challenge as website kept prompting to use a different address.
6. Multi-test registration: Long registration process for registering more than one family members e.g., 5 family members took tests and only two results were sent back within 3 days with no information or update on when the rest would arrive.

Quote 1

The stupid pictures to check that you are not a robot are difficult because they are not clear enough.

Quote 2

Had difficulties registering my home test kit online so had to phone up to get this registered.

Quote 3

The registration on the home kit did not work. We had to phone 911.

This happened in both times we took the test. The person on the phone was very helpful.

Quote 4

The actual test was simple but the instructions were lengthy and too complicated - too many bags, need to simplify it.

Quote 3

Your website won't tell me where the nearest drop box is. I put in my post code (N8 8AL) and it says "...provide another address".

It says the same thing when I get the system to use my location. I don't live at another address, I only live at this address. My post code is the post code where I live. When I know where to drop my test off, I'll go on the the next step.

Key findings – Summary

Analysis of user responses from the COVID 19 master survey showed that users said the following were things that could improve the overall testing process.

These have been listed in order and frequency of times it was mentioned across the board.

The results shown above is based on 1,600 responses over a period of 8 days.

1. Delay in Results accounted for 30% of responses (484 out of 1,600 participants)
2. Improve online booking / registration 11% (179 out of 1,600 participants)
3. Complicated process 8% (124 out of 1,600 participants)

Quote 1

Still awaiting results as a weekend collection was arranged. We are now say 6 days and still waiting.

Daughter may be missing valuable school time.
The school has checked to see her whereabouts

Quote 2

Had difficulties registering my home test kit online so had to phone up to get this registered

Quote 3

The actual test was simple but the instructions were lengthy and too complicated - too many bags, need to simplify it.

User Needs

- I need to know when my test has been received and when to expect results so that I can resume my daily activities or continue isolation.
- I need extra support when taking the throat swab myself so I can feel confident in the results of the test.
- I need to know how long it will take to get my results so I do not have to worry by overthinking things.
- I need the instructions on the website to be clear as some questions are confusing and makes me unsure of the information filled on the site.

User Recommendations

1. **User Language:** Provide easy to follow and clear instructions on how to build and close the bio-hazard box after taking test at home.
2. **User Language:** Reduce the amount of questions during registration, make the language easy to understand so that users are not confused about the registration process.
3. **Test Barcode:** Users want clearer and easier instructions for scanning the bar code as some users end up putting the test ID instead.
4. **Test Barcode:** Provide clearer instructions on the difference between royal mail box code and kit barcode
5. **Results update:** Provide updates to users on dispatch of test kits, delivery of test results to the lab, test processing times and estimated time to receive results.
6. **Throat Swab:** Advise people if they have to do the test themselves, assistance when a child is distressed and provide simpler advice on things to do to help the process of swabbing the throat.

Recommendation - How might we?

1. Help users get their results quicker and/or provide a means of keeping them informed of when they are likely to receive results?
2. Ensure that users register their tests online within the required time frame?
3. Provide an alternative method of registration for users who are not tech savvy and do not have access to the internet
4. Reduce the repetition of information across pages e.g. Post code details , Telephone / Mobile number
5. Make it easier for one member of the household to order multiple test kits using the same mobile number and house address as this causes a delay in taking tests and getting results.
6. Reduce the time it spent by users trying to register their tests online?
7. Support users to feel more confident that they have done the throat swab the right way when taking the samples themselves.
8. Provide users an indication of how many pages are left in the registration journey e.g. Progress bar or page numbering



Analysis of open- ended responses from COVID19 Antigen Testing

Further information

The analyzed responses from the Master survey can be found here:



Thank you

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