

Case Study: UX Testing for a Website Migration

2020

Overview

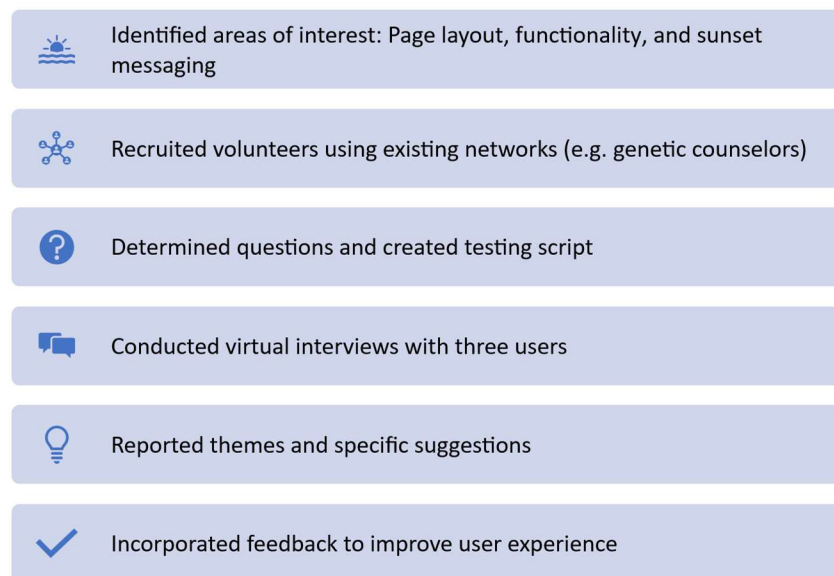
Based on previous testing and analysis, a federal health information program decided to retire a legacy genetics website and migrate its content into the agency's primary consumer health website. This project evaluated how well the new presentation of genetics information met the needs of users familiar with the original site.

The goal of this UX testing was to ensure that the new layout, navigation, and messaging supported existing users while identifying lessons that could inform future UX initiatives across the agency.

Scope of Work / Approach

1. Identified key areas of interest, including page layout, functionality of several page types, and messaging about the content migration.
2. Recruited volunteer participants through professional networks, including a genetic counselors' association and a genetics research institute.
3. Developed a structured interview guide and conducted remote feedback sessions with volunteer users.
4. Analyzed feedback, summarized major themes, and provided actionable recommendations in a formal usability report.
5. Implemented recommended changes to the new pages prior to public launch.

User testing process



Key Insights / Findings

- Interviews were conducted with three genetic counselors (a target audience for the materials) who were familiar with the legacy website and valued its content.
- The UX specialist conducting the sessions found the feedback consistent across participants, allowing testing to conclude after three interviews.
- Participants provided clear, specific, and actionable page-level suggestions, which were shared directly with the product team.
- The focused scope allowed the entire effort, from planning to implementation of user feedback, to be completed in just three weeks.
- The project demonstrated effective coordination among multiple teams, including content, UX, research, and web development.

Recommendations

In addition to incorporating page-level changes, the testing highlighted broader challenges to consider in planning future UX work:

Potential Challenges for Evaluation



Expertise



Resources



Priorities



Coordination



Effort

- **Expertise:** Many product owners are uncertain about how to approach UX testing—what resources exist, how to access them, and how to apply the results effectively.
- **Resources:** Limited time and funding can discourage UX evaluation or follow-through on findings. Gathering user feedback should be matched by a commitment to act on it.
- **Priorities:** UX activities may compete with other priorities or be perceived as disruptive when initiated outside the project team. Early communication can reduce resistance.

- **Coordination:** UX projects often require collaboration among content, product, and technical teams. Clear roles and processes can strengthen coordination.
- **Effort:** Engaging users directly takes additional planning and time, but the return in insight and quality can be substantial.

Impact and Value

This UX testing helped the agency successfully migrate specialized genetics content into its main consumer health website in a way that met the needs of target users.

The project demonstrated that a focused, well-planned UX effort can deliver significant value without requiring extensive resources. (Small scope does not mean small impact.) Even on a limited scale, user feedback can lead to measurable improvements in content quality, website usability, and stakeholder buy-in.