[GLP-1] Usability Benchmark Study Brief

This document details the key aspects of a user experience research study proposed in support of [GLP-1] Usability Benchmarking for the purposes of planning and alignment between researchers and stakeholders.

Study Name	[GLP-1] Usability Benchmark
Format	Unmoderated
Approval Date	9/11/25

BACKGROUND

The brand team has identified 9 "high value actions" (HVAs) that we should test, as well as any other metrics or data we want to grab for this benchmark. A few of their HVAs require more definition, but that will be up to us to define because the brand is not involved in this testing:

RESEARCH QUESTION(S)

This study will be designed to uncover answers to the following questions.

Do people know how to access information on ... ?

Understanding Coverage
Understanding Access
Savings Card
Self-Pay Options
What is [GLP-1]
Inspiration (patient stories, patient content)
What to expect when getting started
Where to get questions answered (FAQ)
[GLP-1] News

DELIVERABLES
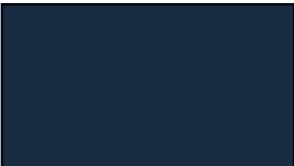
The results of the study will be delivered in the following format. Delivery of these materials will mark the end of this engagement.

- The UX researchers will provide a document of synthesized data, including a prioritized list of pain points. They will also include a benchmarking UX score of [GLP-1] Web and Mobile platform to compare against any future experience changes.

BUSINESS VALUE

The stakeholders have defined the business value of the research results as:

- Patient Touchpoints (number of patient users)

PARTICIPANTS

Persona(s)	[GLP-1] Users - GLP-1 Patients - HCPs
Population Size	>50,000
Target Sample Size	5 for Web 5 for Mobile (potentially testing disease state)
Recruiting Strategy	User Testing
Time Commitment	30 minutes

TIMELINE[1]

Setup	9/12- 9/18
Recruiting	9/19
Administration	9/19 - 9/23

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[1] Dates are estimates and subject to change based on resourcing and recruiting timelines.
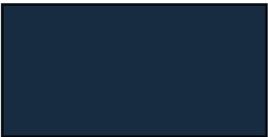
Analysis	9/23 - 9/30
Readout	10/2

LIMITATIONS

The following possible limitations have been identified by the researchers and/or stakeholders:

- It's a smaller population so results will not generalize, however for this study, it is not a concern as we are looking for rich, specific data.
- There may be emergent differences across the population and are not accounting for that in participant selection. Can be followed up upon in extended research.
- People within the population may have familiarity with this site, therefore responses may not be from an initial impression.
- Participants may improve as questions progress due to continued familiarity, even with the plan to randomize question order.

TOOLS & PLATFORMS

The following software will be utilized to coordinate with participants, host sessions, collect data, and/or analyze findings.

- User Testing (for recruiting and administering questions)
- Microsoft / Figma (project synthesis and writeup)

RESEARCH TEAM ROLES

- Chloe Gilmore, Researcher

COMMUNICATION CADENCE

- Research Team will update the stakeholder vias slack after each stage is complete.