

 Objective 1: Improve the scheduling experience to reduce user frustration and increase confidence

Key Results:

-  Reduce drop-off rate on the scheduling flow by **25%** by end of Q3
 -  Increase task completion rate for appointment booking to **90%+** in usability testing
 -  80% of surveyed users report feeling **confident in their visit type and selections**
 -  Identify and resolve **100% of top 5 UX pain points** in the current scheduling process
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 Objective 2: Ensure users select the correct “reason for visit” to better support provider prep

Key Results:

-  Add “reason for visit” to scheduling flow with **100% usage tracking** across all visits
 -  90% of users report that the reason-for-visit choices are **clear and easy to understand**
 -  80% of providers report improved preparedness due to reason-for-visit data
 -  Reduce the number of incorrectly categorized appointments by **30%**
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 Objective 3: Increase appropriate use of video visits when available

Key Results:

-  70% of eligible users **see and consider** the video visit option during scheduling
-  Increase total **video visit conversions by 20%** from previous quarter
-  85% of users who chose a video visit say they **understood what it was and felt it fit their needs**

- ☒ Conduct 2 usability studies or A/B tests focused on **video visit messaging and placement**
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 Objective 4: Educate users about MinuteClinic services to support informed decision-making

Key Results:

- ☒ Add service education modules or tooltips and achieve **60%+ engagement** with them
- ☒ 75% of users report feeling **well-informed about their options** post-booking
- ☒ Reduce “unsure” selections or repeat visit questions by **20%**
- ☒ Launch and test new “Learn more” microcopy and measure **bounce rate decrease** on service info pages