
Abstract

Competitive Usability Study: Ideal Checkout Experience for Prescriptions

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Abstract

Background: What makes for an ideal checkout experience for prescriptions? Due to a variety of factors, including access and convenience, greater percentage of Americans are choosing to complete prescription purchases online.

Objective: In a nationally representative remote usability study, we compared the online checkout experience between Express Scripts, Amazon, Walgreens, and CVS among maintenance medication takers between ages 21 to 65+ in order to identify the ideal checkout experience for patients.

Methods: The 24 participants recruited from across the United States completed online checkout of vitamins on Express Scripts, Amazon, Walgreens and CVS through remote screen share.

Results: Results indicate that usability and appearance play important roles in patients' judgement of trust and credibility, as well indices of loyalty (eg, likelihood of returning and referral to colleague/friend). Specifically, usability of a website was significant in terms of being positively associated with trust of the website ($r=.659$, $P<.001$), and loyalty to the company ($r=.707$, $P<.001$).

Conclusions: Recommendations for improving online checkout highlight opportunities to increase patient satisfaction and overall company revenue.

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KEYWORDS

online; prescriptions; user centered design

Multimedia Appendix 1

Full poster.

[\[PDF File \(Adobe PDF File\), 2MB-Multimedia Appendix 1\]](#)

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