



# Usability Report

CLIENT Insulet Corporation

DATE 8 May 2018

John Autry

ADES 1540 — Foundations of UX Design

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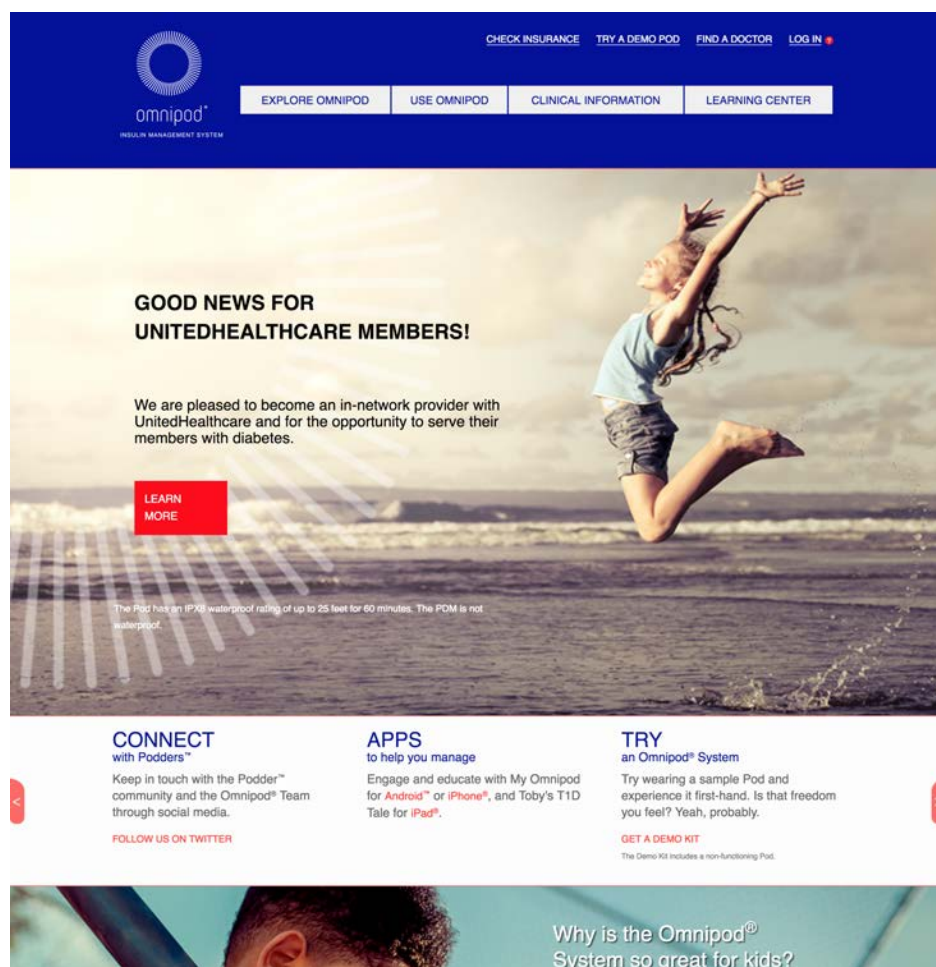
# Introduction

This report is a review of the website of the Omnipod Insulin Management System. Produced and sold by Insulet Corporation, Omnipod is an insulin delivery system that allows diabetics to administer insulin to themselves, without requiring multiple daily injections. Insulet's website for the Omnipod system, [myomnipod.com](http://myomnipod.com), serves as the company's primary consumer-facing touchpoint. Though the website does include some information relevant to caregivers and insurance professionals, such as clinical studies, the website is primarily consumer-focused. The website is designed to provide existing users with resources and support, and to provide prospective users information about how the system works, why users should choose Omnipod as their insulin delivery system, and resources about how to get started with the Omnipod system.

Because a majority of the public facing website (i.e. that which can be accessed without logging in) is to provide new and prospective users information about the Omnipod system, I chose to investigate the website's effectiveness at presenting and organizing information that would be most important to users wanting to learn more about the Omnipod system. Over the course of my investigation, I found many issues concerning the navigational structure and layout of information on landing pages. Some of the most important information on the website, such as how the Omnipod system works, were either difficult to find or the information was scattered across multiple different pages. The navigation had many problems: there were many duplicate links, often on the same page; some links in the primary level of the

navigational hierarchy were not important enough to deserve such a prime location; and many page links were not under the menu that one would expect them to be.

After studying the existing site and conducting research, I chose to redesign the website by completely reworking the navigational structure and the information hierarchy of many of the pages. Changes included consolidating separate pages that included duplicate or related information, reorganizing the navigation and implementing a dual level menu header, as well as redesigning many pages to be more streamlined and improve readability.



The homepage of [myomnipod.com](https://myomnipod.com), as it appeared 3 April 2018.

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# Executive Summary

Over the course of this project, many changes were made to my redesign of the Omnipod website. My first prototype revolved around narrative-like linear flow, in which the user learns the most basic information at the top of the page and continues to learn more and more information as they scroll down the page, with little links in every section that take the user to another page where they can learn more about a certain topic in detail. This concept eschewed the idea of dropdown menus in the navigation header, and instead made each button in the navigation header a link to a landing page that would tell a new story.

Unfortunately, this concept did not work well in user testing. Though the organization of information was solid — users understood pretty well which topics were under which section — they struggled to find detailed information, and felt like they had to dig through pages and pages in order to find what they were looking for. When performing user testing, participants commented that they wished there were shortcuts so that they could jump straight to the information.

In spite of these problems, there was one highlight: as mentioned earlier, my information hierarchy was solid, and performed during user testing, especially with my treejack test. During user testing, users quickly figured out the correct page to go to find a certain piece of information, but couldn't find it on that page, due to my linear narrative flow design. My treejack test, which was being run at the same time as I was performing user testing, confirmed these results. Users successfully navigated my information hierarchy the

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majority of the time, and the only hiccups involved “lone wolf” action items that either didn’t fit into a specific category, or fit into multiple categories.

In order to address these problems, I decided to return to traditional web design practices with my second prototype. I implemented dropdown menus with links directly to different topics, and I turned the navigational header into a dual-level system, with actionable items on the top level, alongside the logo, and dropdown menus and a search button in the level below that. This proved much more effective during user testing; every single participant successfully completed each task and went straight to the answer. Users commented that the layout of each page was easy to understand and easy to navigate, and the presentation of information was intuitive. During user testing on my second prototype, I did gather a lot of good information for potential future changes, but overall users responded well to my second prototype.

# Research

- + OVERVIEW
- + BACKGROUND
- + PERSONAS
- + JOURNEY MAP
- + SWOT ANALYSIS
- + INFO HIERARCHY
- + STAKEHOLDER MAP
- + COMPETITIVE AUDIT
- + TASK ANALYSIS

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# Overview

Before redesigning the site, I conducted extensive research about Insulet Corporation, product stakeholders, as well as learning as much as I could about Omnipod users. I developed personas, journey maps, and performed task analyses. I analyzed the information hierarchy as well as conducted a SWOT analysis of the site. I also conducted a competitive audit of competing companies websites.

Over the course of my research, development, and prototyping phases, the stakeholders I chose to focus on were new users who are familiar with insulin delivery but are thinking about choosing Omnipod to help them manage their diabetes. I also chose five tasks a new user would likely perform on the site when considering switching to the Omnipod system. The five tasks are as follows:

- 1 FIND OUT HOW THE OMNIPOD SYSTEM WORKS
- 2 FIND OUT IF INSURANCE COVERS OMNIPOD
- 3 FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND COMPETITORS
- 4 CONTACT OMNIPOD CUSTOMER SUPPORT
- 5 REQUEST A DEMO KIT FOR THE OMNIPOD SYSTEM

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# Background

Founded in 2000, Insulet Corporation is a medical technology company whose primary product is the Omnipod Insulin Management System. In addition to the Insulin Management System, Insulet also produces a generic variant of the Omnipod system that can be used with a variety of injectable medications, known as the Omnipod Delivery System. The Omnipod system is the only tubeless insulin delivery system currently on the market, and as a result is very popular with diabetics and physicians.

Omnipod works by injecting insulin directly into the patient's body -- much like traditional syringe-injection -- via a small device placed on the skin and attached with a bandage-like adhesive. These devices, called pods, are controlled wirelessly by a small "Personal Diabetes Manager," a PDA-like device that allows the user to program basal and bolus insulin therapies. A pod can hold up to 3 days worth of insulin, after which time the pod must be removed from the skin and a new one attached and programmed.

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# Personas

For this project, I created 6 personas in order to get a better sense of the different kinds of people who will use the Omnipod website. These 6 personas are all of different ages, and come from different backgrounds, but because I chose to redesign the US version of the Omnipod website, all of my personas are US residents. International users, who live in countries with different healthcare systems, will have very different needs and will likely want to find different information and perform different task than a US resident might. Below is a summary of my personas, with the following 6 pages introducing my personas in detail.



**Angela Nichols**

28 — KANSAS CITY, MISSOURI

A nurse and single mother who has been living with Type II diabetes for the last 6 years.



**Carlos Moreno**

56 — PHOENIX, ARIZONA

An adventurous realtor who has been living with Type I diabetes his entire life.



**Jack Rhodes**

15 — SACRAMENTO, CALIFORNIA

A student and hopeful veterinarian who has been living with Type I diabetes his entire life.



**Elaine Liang**

76 — GRAND RAPIDS, MICHIGAN

A retiree in the care of her daughter who has been living with Type II diabetes for over 30 years.



**Julia Morgan**

44 — JACKSONVILLE, FLORIDA

A florist and divorcee who has been living with Type II diabetes for 9 years.



**Jame Ellis**

67 — DALLAS, TEXAS

A retiree who has been living with Type II diabetes for over 20 years.



Angela Nichols

### Quote

“My son is the light of my life, and he's what keeps me going when times get hard.”



### Key Attributes

Resilient, intuitive, amicable, diligent, passionate

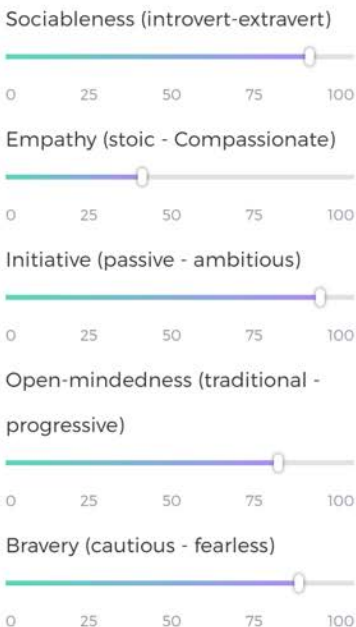
### Social



### Demographic

Female 29 years  
Kansas City, MO, United states  
Single  
Nurse

### Personality



### Background

Angela was frustrated and upset when she was diagnosed with Type II diabetes, as she had always been healthy and worked hard to take care of her body. But she has always been a hard worker and a go-getter, so she told herself she wouldn't let it stop her from living her life and taking care of her son. She has been using an insulin pump for the last 5-6 years, but her new job in the city's largest hospital means she needs a more discreet solution that won't be in her way at work.

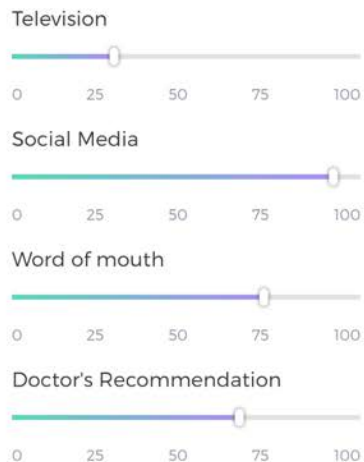
### Brands and influences



Gerber®



### Preferred Channels



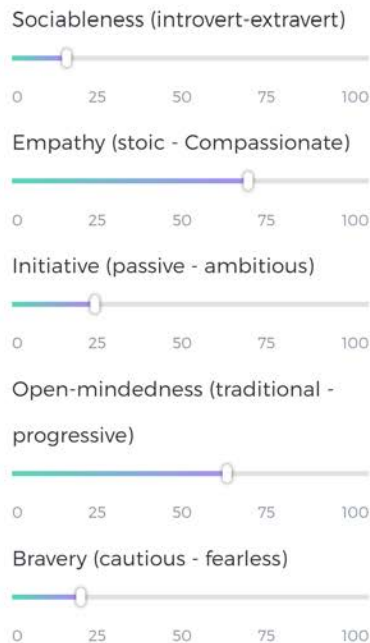


Jack Rhodes

### Demographic

♂ Male 15 years  
📍 Sacramento, CA, United states  
Single  
Student

### Personality



### Quote

“There's so much beauty to see in the world around us, if people would just open their eyes.”

### Background

Jack has always been an optimistic person who likes to see the good in people, and the world. He cares a lot about the environment and animals and wants to attend UC Davis to become a veterinarian. Jack has been a Type I diabetic his entire life and though he has had financial troubles in the past, he has a very supportive family who is doing everything they can for him. Though he has been using daily injections his whole life, the demands of high school have required him and his family to look for easier solutions.

### Brands and influences



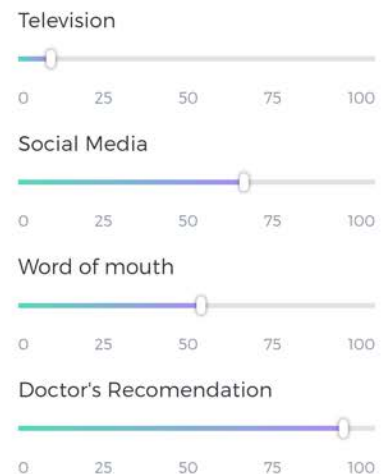
### Key Attributes

Friendly, gentle, shy, considerate, understanding

### Social



### Preferred Channels





Julia Morgan

### Quote

“Life is a gift, don't forget to live it!”

”

### Key Attributes

Resourceful, intelligent, kind, caring, hard-working

### Social



### Demographic

Female 44 years  
Jacksonville, FL, United states  
Divorced  
Florist

### Background

Over 15 years ago, Julia left her old job behind and choose to pursue her dream of becoming a florist. Though her husband refused to support her and they were forced to get a divorce, she didn't let that stop her and has been living her dreams ever since. She was diagnosed with Type II diabetes when she was 35, and has been using daily injections to help her manage her diabetes for nearly a decade. Now, as her business continues to grow, she is looking for an easy to use system that doesn't require her constant attention.

### Personality

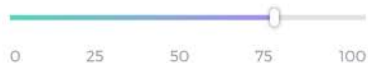
Sociableness (introvert-extravert)



Empathy (stoic - Compassionate)



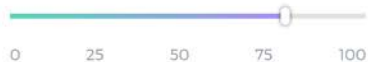
Initiative (passive - ambitious)



Open-mindedness (traditional - progressive)



Bravery (cautious - fearless)



### Brands and influences



### Preferred Channels

Television



Social Media



Word of mouth



Doctor's recommendation





Carlos Moreno

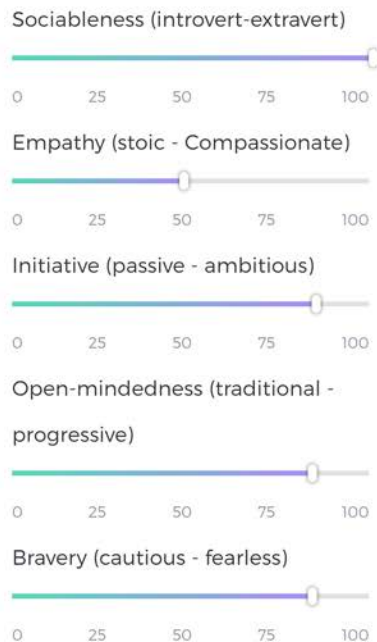
### Quote

“Life's an adventure, and I want to make the most of it!”

### Demographic

♂ Male 56 years  
📍 Phoenix, AZ, United States  
Married  
Realtor

### Personality



### Background

Carlos has always been very outgoing and adventurous; he loves to meet new people and see new things. He and his family are always traveling and he always loves to see what the world has to offer. He's been living with Type I diabetes his entire life, and he's never let it get in the way of having a great time. Wanting to waste no time with daily injections, he's used insulin pumps since they were first commercially available. Now, he's heard about some new kind of pump that is completely tubeless, and he's eager to try it out.

### Brands and influences



### Key Attributes

Friendly, adventurous, enthusiastic, outgoing, inventive

### Social



### Preferred Channels





Elaine Liang

### Quote

“Never let anyone keep you down or hold you back.”

### Key Attributes

Stern, dedicated, protective, traditional, practical

### Social



### Demographic

- Female 76 years
- Grand Rapids, MI, United States
- Married
- Retired

### Background

Elaine has lived in the United States since she was a baby, and she was worked very hard to provide her family with a good life. Now in her 70's, Elaine has retired and is living in the care of her daughter. She had been living with Type II diabetes for over 30 years, and has alternated between using traditional insulin pumps and daily injections to treat her diabetes. Now, she has heard from her other diabetic friends about some new kind of tubeless insulin pump and, having gotten fed up with traditional insulin pumps, she's curious to learn more.

### Personality

Sociability (introvert-extravert)



Empathy (stoic - Compassionate)



Initiative (passive - ambitious)



Open-mindedness (traditional - progressive)



Bravery (cautious - fearless)



### Brands and influences



### Preferred Channels

Television



Social Media

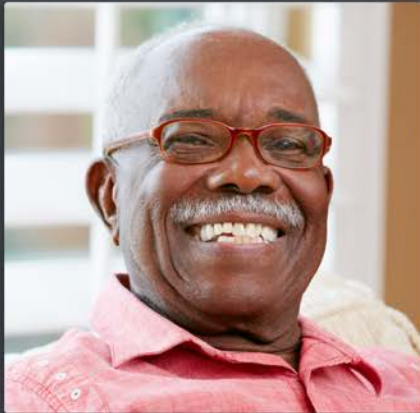


Word of mouth



Doctor's Recommendation





James Ellis

### Quote

“Life's a party, let's all have a just have a great time!”

### Demographic

♂ Male 67 years  
📍 Dallas, TX, United States  
Married  
Retired

### Personality

Sociableness (introvert-extravert)



Empathy (stoic - Compassionate)



Initiative (passive - ambitious)



Open-mindedness (traditional - progressive)



Bravery (cautious - fearless)



### Background

James is a fun guy to be around, funny and quick, but also wise and paternal. Now at the age of 67 he is finally able to retire and spend more time with his children and grandchildren. He was diagnosed with Type II diabetes in his 40's, and has been using a traditional insulin pump ever since. James is fairly resistant to change, as he likes to stick to what he knows, but as his aging insulin pump starts to fail him, his family encourages him to look for more modern, easier solutions.

### Brands and influences



### Key Attributes

Fun, friendly, witty, wise, paternal

### Social



### Preferred Channels

Television



Social Media



Word of mouth



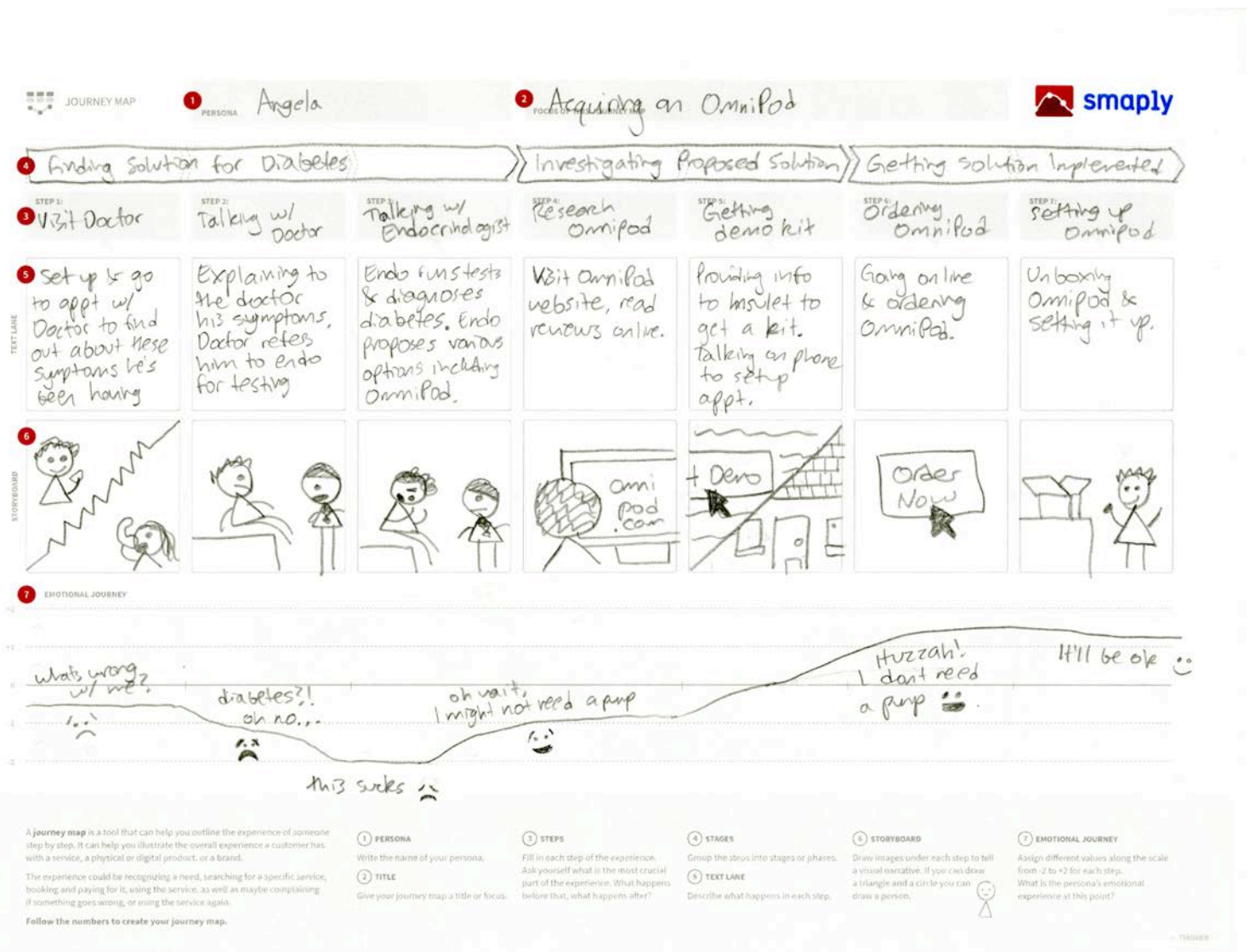
Doctor's Recommendation



# Journey Map

For this project, I chose to create a journey map of Angela getting diagnosed with diabetes, and her journey to acquire an Omnipod.

Below is an image of that journey map.



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# SWOT Analysis

## STRENGTHS

A good visual style is already in place; the website is modern and doesn't look antiquated or outdated.

Not lacking in information; Anything a user might want to know can be found somewhere on the site.

Very robust customer support and learning center section.

Plenty of images to supplement text, creating a good visual hierarchy and making the site eye-catching.

Insulet provides support software for both computers and smartphones, allowing users to more easily manage the data from their PDM.

## WEAKNESSES

A lot of duplicate links, often on the same page.

The layout of navigation menu is not intuitive and a user may have trouble understanding it.

Dropdown links are presented horizontally, adjacent to one another. This makes it difficult to easily scan for the desired link.

The homepage does not offer very much information up front. If you didn't already know what Omnipod was, the homepage doesn't help inform unfamiliar users.

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# SWOT Analysis

## OPPORTUNITIES

Omnipod is the only tubeless pump currently on the market; that can be capitalized on.

Many competitor websites are full of too much information; the streamlined aspect of the Omnipod site is an advantage.

Competitors do not have such a robust online community around their products.

Omnipod has several clinical studies backing up its efficacy; those can be capitalized on.

Because of the robust online community, Insulet has contact with many loyal customers that can offer testimonials.

## THREATS

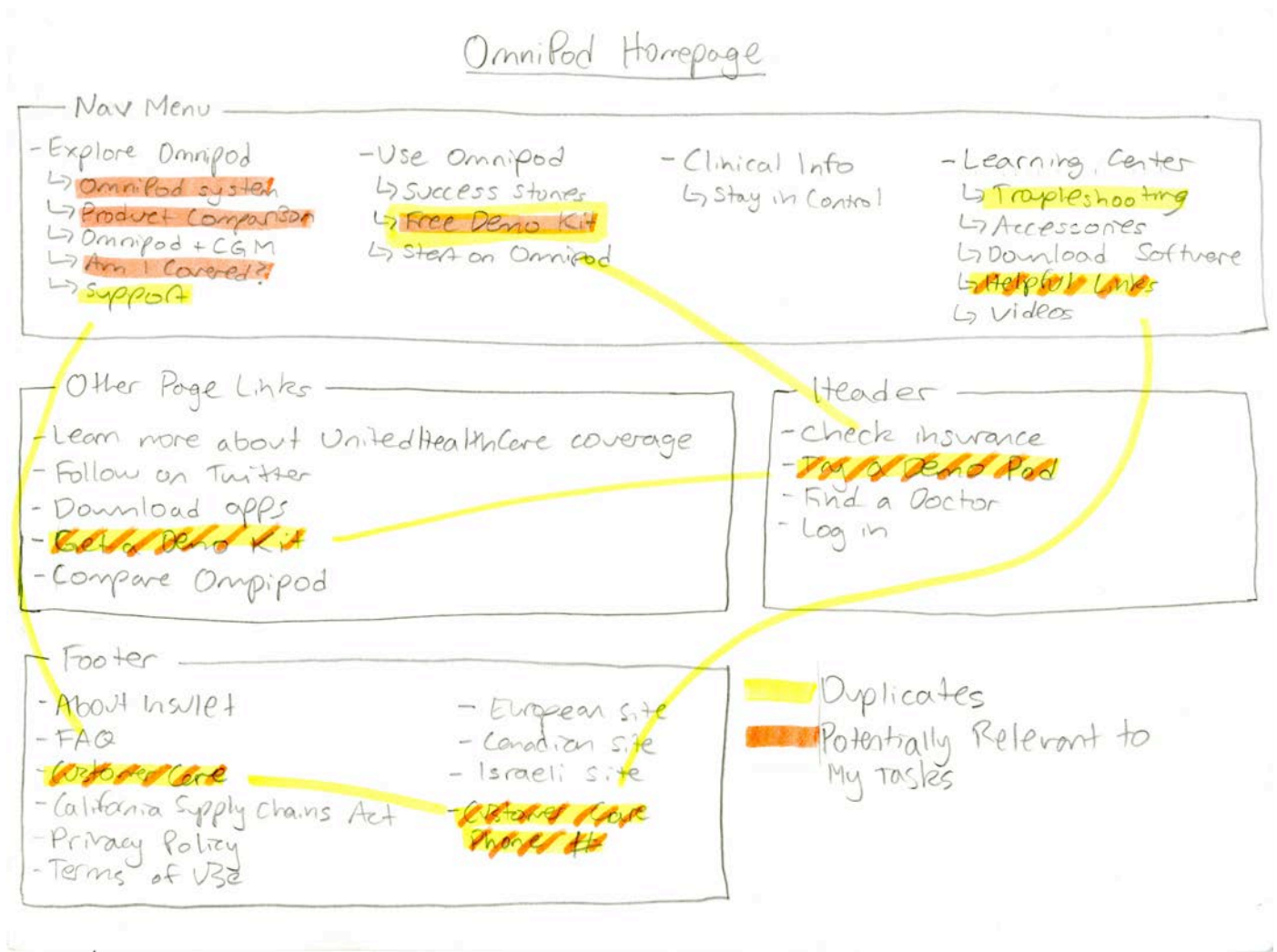
Users are often wary of leaving behind familiar technologies (i.e. traditional insulin pumps) in favor of new technology (a tubeless, wireless pump).

A user's decision to not choose Omnipod may be out of Insulet's control, such as insurance noncoverage, financial problems, and inability to get a prescription.

Federal and state regulations require Insulet include many links to information a user may not be inclined to read, and, in some cases, may be entirely irrelevant to the user.

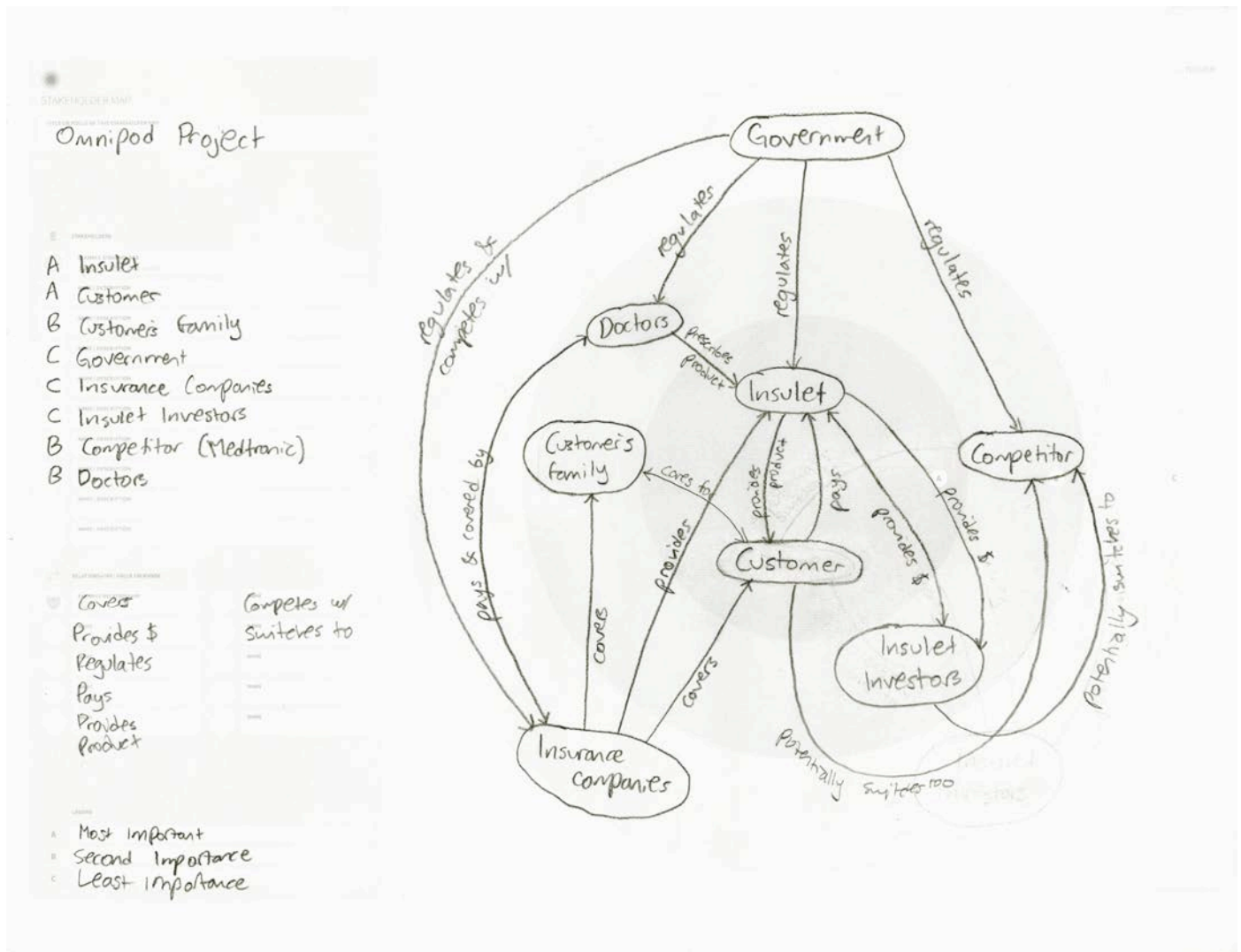
# Information Hierarchy

In order to get a better sense of the layout of the website and how it's information was organized, I created an information hierarchy chart that lays out links on the homepage. I also highlighted which links were duplicates, and which were potentially useful to my tasks.



# Stakeholder Map

In order to better understand and manage the different players that all have a stake in the Omnipod website, I created this stakeholder map to convey the importance of each stakeholder and the relationships each stakeholder had to one another.



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# Competitive Audit

As I was researching Omnipod and it's users, I thought it best to get a good idea of where Insulet's competitors stand in terms of website user experience. Below are my findings after investigating Insulet's two major competitors, Medtronic, the company behind the MiniMed 530G, and Tandem, the company behind the t:slim X2.

## Medtronic Diabetes Care

### MAIN FEATURES

- + Implements a dual-level header, with two navigation menus.
- + A search box is front and center in the top right of the navigational menu.
- + A banner for social media links lies right below the header.
- + The homepage features a convenient "What are you looking for today?" and has a series of categories based on the user's current situation

### NAVIGATION

- + **Products**  
This menu includes over a dozen links related to Medtronic's various diabetes related products, and accessories for those products.
- + **Treatments**  
This menu includes 4 links related to different kinds of insulin pump therapies for different groups of users, including children, Type I and Type II diabetics.

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## NAVIGATION CONTINUED

### + Services

This menu includes 5 links related to training, assistance, and Medtronic's 24 hour helpline.

### + Community

This menu includes 6 links related to Medtronic's blog, videos, Medtronic's email newsletter, and Medtronic's MiniMed community.

### + Support

This menu includes nearly two dozen links related to technical support for Medtronic's products.

### + Store

This link, placed in the header as though it were a dropdown menu, takes users to the store where they can purchase accessories for their insulin pump.

## OVERALL IMPRESSIONS

Medtronic's website feels like a very generic medical information website. It is not visually striking or particularly easy to navigate, but it does provide plenty of helpful information and support to users. Throughout the website, Medtronic places great emphasis on "Real Customer Stories," and allows users to get in touch with something called a "MiniMed Ambassador."

The homepage provides a good onboarding experience: it has a little box that asks "What are looking for today? Please tell us a little more about yourself." The box contains multiple categories that describe different user situations, such as "I am newly diagnosed with diabetes. Show me useful content." and "I am a parent or

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caregiver to someone with diabetes and want to see what you offer.” and then presents the user with information and links based on that situation.

The rest of the website is not as pleasant. The navigational menu, despite being dual-level, is full of over three dozen links divided into 5 dropdown menus. It is very difficult to easily scan the enormous list of links in each dropdown to find what you want. Fortunately, Medtronic has implemented a search function and placed it right at the top of the page, allowing users to easily search for information.

## Tandem Diabetes Care

### MAIN FEATURES

- + A single “get started” button at the top of the page begins users on the onboarding process.
- + The navigation menu at the top consists of four simple links.
- + The website is very responsive; pictures move when you hover on them, links change color, slideshows automatically play.
- + Responsive design; the site easily compresses into a small window and dynamically grows out when resizing.
- + Because Animas is discontinuing their pumps in the US and Canada, Tandem has implemented a banner at the top to entice former Animas users.

### NAVIGATION

#### + Products

This menu includes nearly a dozen links related to Tandem’s products and accessories and software for those products.

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## NAVIGATION CONTINUED

### + Support

This menu includes nearly a dozen links related to product training, user guides, forms and resources, and other helpful links for pump users.

### + About

This menu includes over a dozen links related to Tandem as a company: about the company, careers at Tandem, investor relations, press releases, etc.

### + Contact

This menu includes four pieces of contact information: Tandem's corporate address, their corporate phone number, as well as phone numbers and call hours for Technical and Order support.

## OVERALL IMPRESSIONS

Tandem's website is very impressive overall, but has some drawbacks. The website is well designed and easy to navigate, but there is simply A TON of information, especially on the homepage. While the drop-down navigation menus are intuitive and easy to use - they span the whole screen with an image on one side, and a two column list of links on the other - there are too many links per category.

However, Tandem's onboarding process is very efficient. A simple "Get Started" button at the top of the page takes users to the onboarding page.

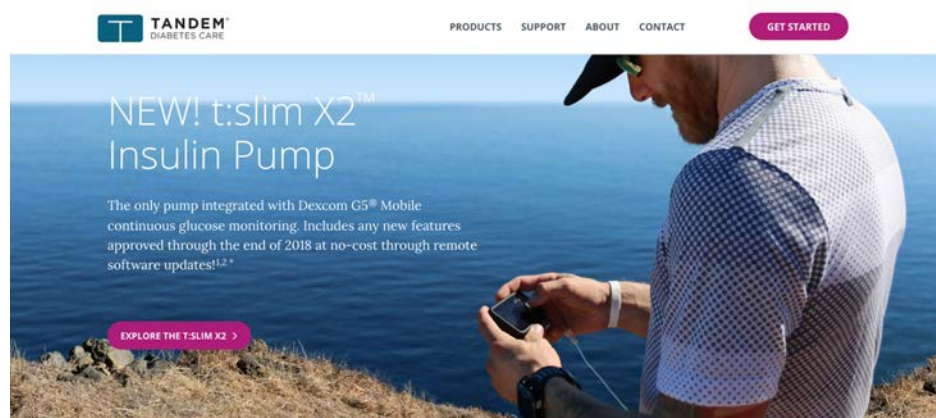
On this page, there are three immediately visible options:

- + An online form, where a user can choose “I want a pump” or “Check my insurance.”
- + A PDF download of the information forms so that a user can print them and fill them out manually.
- + Tandem’s customer care phone number and phone hours

Below this, a banner titled “What Happens Next” explains to the user the onboarding process and the time it will take. Overall, the onboarding process is very easy to understand and follow.



The homepage of [medtronicdiabetes.com](http://medtronicdiabetes.com), as it appeared 1 May 2018.



The homepage of [tandemdiabetes.com](http://tandemdiabetes.com), as it appeared 1 May 2018.

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# Task Analyses

Before redesigning the website and reworking the task flows, I had to develop a good understanding of the existing task flows on the website. Below, I've laid out the paths a user has to take in order to accomplish a task, as well as roadblocks a user might encounter when attempting to complete said task.

## Task #1 — Find out how the Omnipod system works

### TASK FLOW

#### 1 Homepage



#### 2 Hover Explore Omnipod



#### 3 Click Omnipod System



### POTENTIAL ROADBLOCKS

1. Choosing the wrong top-level menu.
2. Not realizing the text that appears are clickable links.
3. Not understanding what the link text is trying to convey.

## Task #2 — Find out if insurance covers Omnipod

### TASK FLOW

#### 1 Homepage



#### 2 Click Check Coverage



#### 3 Fill out Patient Info

Step 1: Personal Step 2: Doctor Step 3: Insurance Review

We are sorry your information is not complete. Please fill in all fields marked with an \*.

To better serve you, please select the option that best describes your reason for submitting the form.

I Was Referred By:\* Please Select Please Select One option

Which Best Describes You?\* Please Select Please Select One option

### STEP 1 OF 3: PERSONAL INFORMATION

#### Contact Information

Preferred Phone Number:\* ( ) - - The phone number must be 10 digits.

Best Time to Call:\* Please Select time Please Select One option

#### 4 Fill out Doctor's Info

Step 1: Personal Step 2: Doctor Step 3: Insurance Review

### STEP 2 OF 3: LET'S FIND YOUR DOCTOR!

What is your diabetes doctor's last name?\* Hernandez Please enter at least 1 letter.

What State is your diabetes doctor in?\* Texas

Please select a doctor.\* Hernandez, Antonio (NCDV) Please Select One option

Did you already speak with your doctor about the OmnipodB?\* Yes No

#### 5 Fill out Insurance Info

### STEP 3 OF 3: LET'S FIND YOUR INSURANCE!

Insurance Owner:\* Same as Patient Please Select One option

What State is your Insurance in?\* Select state Please Select One option

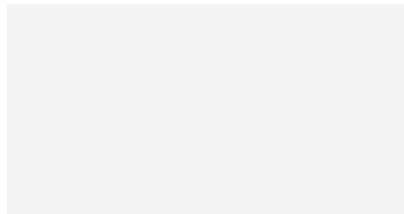
Select your Insurance:\* Please Select Please Select One option

This service is for U.S. residents only.

Do you have Secondary Insurance?\* Yes No

#### Insurance Policy Holder Information

#### 6 Click Submit



### POTENTIAL ROADBLOCKS

1. Not seeing "Check insurance"
2. Not knowing doctor's information.
3. Not knowing insurance information.
4. Not seeing next button at bottom of page.

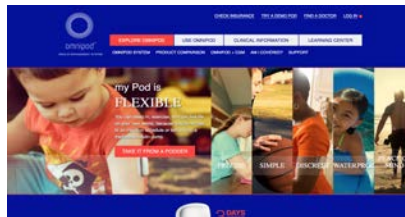
## Task #3 — Find a product comparison between Omnipod and competitors

### TASK FLOW

#### 1 Homepage



#### 2 Hover Explore Omnipod



#### 3 Click Product Comparison



### POTENTIAL ROADBLOCKS

1. Choosing the wrong top-level menu.
2. Not realizing the text that appears are clickable links.

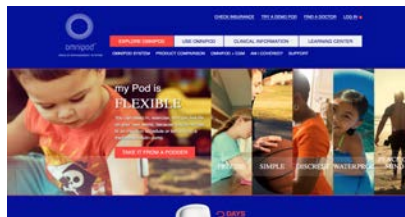
## Task #4 — Contact Omnipod customer support

### TASK FLOW

#### 1 Homepage



#### 2 Hover Explore Omnipod



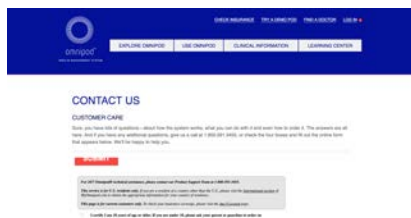
#### 3 Click Support



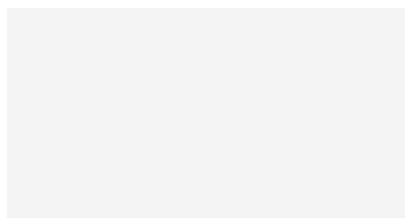
#### 4 Click Online Form



#### 5 Fill out form



#### 6 Click Submit



### POTENTIAL ROADBLOCKS

1. Choosing the wrong top-level menu.
2. Not realizing there is a second “support” menu under “explore omnipod”
3. Not seeing contact us on the support page.

# Task #5 — Request a demo kit for the Omnipod system

## TASK FLOW

1 Homepage



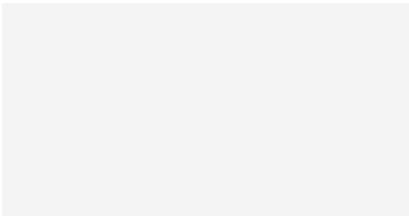
2 Click Try a demo kit



3 Fill out form



4 Click Submit



## POTENTIAL ROADBLOCKS

1. Not seeing “try a demo kit” at the top.

# Development I

+ OVERVIEW

+ PROTOTYPE I SKETCHES

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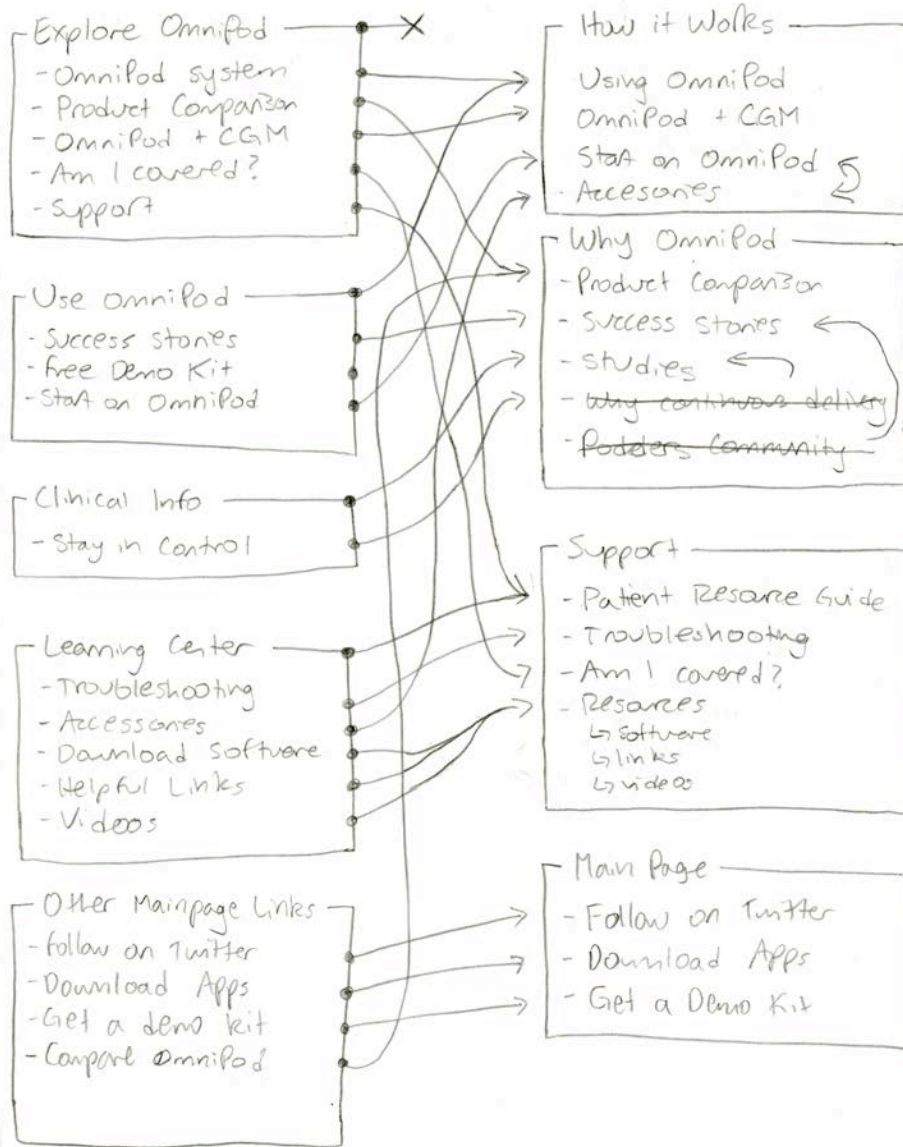
# Overview

My first step in redesigning Omnipod's site was to rework the information hierarchy. This was the main problem of the website: organization of information. Many pieces of related information were in completely different locations; for instance, if you wanted to learn how the Omnipod system worked, you could hover over "Explore Omnipod" and then "Omnipod System," which would tell you about how the individual Pod and PDM both work, but if you wanted a step by step process of using the Omnipod, you would have to click "Use Omnipod." Also, many links were duplicated into completely disparate areas of the site; for instance, you can request a demo kit by simply clicking "Try a demo kit" at the top, but you can also hover over "Use Omnipod" and click "Free Demo Kit."

To rectify this mess, I studied the information hierarchy I developed of the navigation. I saw that all of the top level navigational items fell into three general categories: information about how the Omnipod system works, information that was designed to convince users why they should choose Omnipod to treat their diabetes, and, lastly, information and resources related to customer support. I decided to restructure the primary navigation structure based on those three categories. Titled "How it Works," "Why Omnipod," and "Support," these three menu items would serve as the primary way of navigating the site. A diagram of my information hierarchy reorganization can be found on the next page.

I then began thinking about the relationship between the navigation and the rest of the site. Would it consist of dropdowns, would the links each take you to a landing page with more links?

## Omnipod Navigation



My reorganization of the Omnipod navigational structure.

After toying around with those ideas, I eventually decided to design each page to flow linearly, telling the user more and more as they scroll. Because most users of the Omnipod website are likely completely unfamiliar with the product, I wanted to tell them a story as they scrolled; at the top of the page, the most basic and introductory information would be presented in an easy to

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understand way, and as they scrolled down the page, they learned more and more information.

To this end, I chose to place all of the links that were previously in dropdowns into sections that would be presented to the user in a linear flow as they scrolled down the page. For example, on the “How it Works” page, the first section would introduce the Pod and the PDM with a short paragraph and a link to learn more. Below that would be a short 3-step summary of how to use the Omnipod system with a link to explore the process in more detail. Both “How it works” and “Why Omnipod” were layed out this way, where the user learns more about the topic as they scroll, with “Learn more” buttons in each section that allow the user to explore a particular area in more detail.

Because the information contained in the “Support” page does not necessarily relate to each other in a straightforward way, and wouldn’t really make sense in a linear presentation, I chose to make the “Support” page present it’s information in a grid. I consolidated many of the Support links (such as combining “Helpful Links” and “Instructional Videos”) so that the user would not be so overwhelmed with information, and I ended up with six pages where the user could find all of the information they needed.

As for the homepage, I chose to show three sections, one for each of the navigational items, and have the navigation menu serve as anchor links that would scroll users down to that section. These three sections would give users a glimpse at what each page was about, as wel as providing them a link to the page. The first section of the page would introduce the Omnipod system to the user with a short paragraph and photo, and provide a link to the “How it works”

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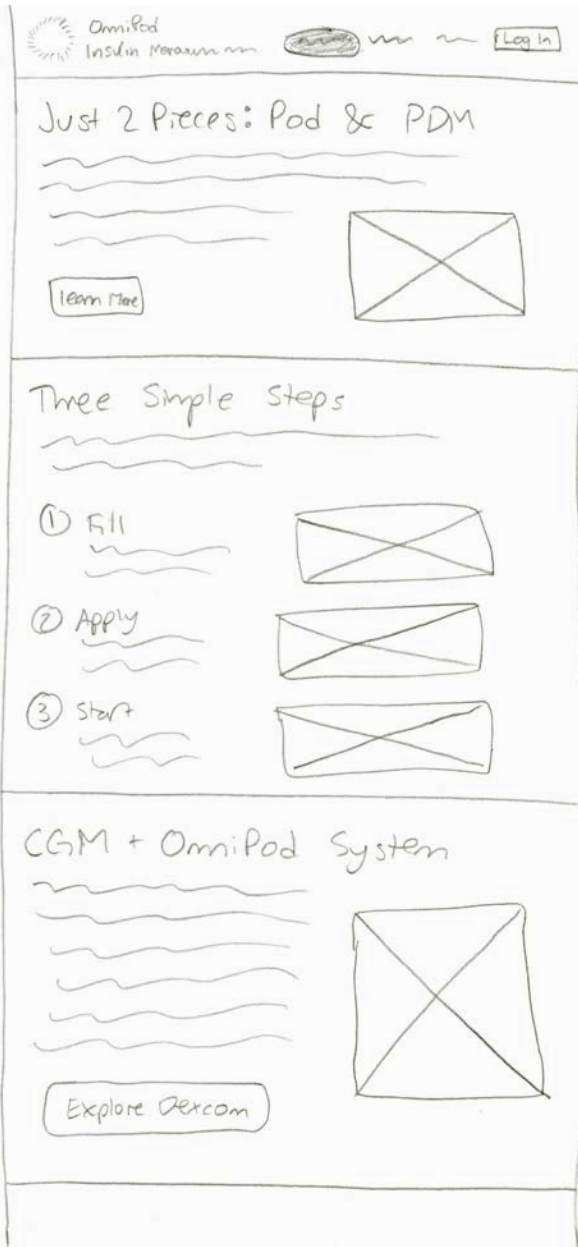
page to learn more. Below that, the next section opens the user up to the benefits of Omnipod, with a link to the “Why Omnipod” page to explore why so many people choose Omnipod. Finally, the third section would give the user a taste of the abundance of resources and support that will ensure their experience with the Omnipod system is seamless; this section would include a link to the “Support” page. Below the three sections would be links to important information that a user might want access to right away. This area includes social media links, smartphone app downloads, and a link to request a Demo kit.

# Sketches

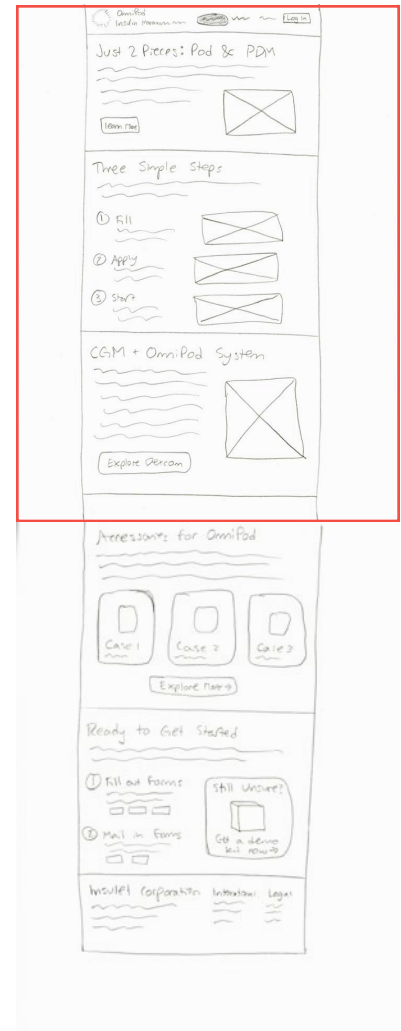
The following are my initial sketches for Prototype 1, based on the ideas presented in the last section. The homepage is below, and it shows the three sections I described, with window-width pictures and short paragraphs in each section.

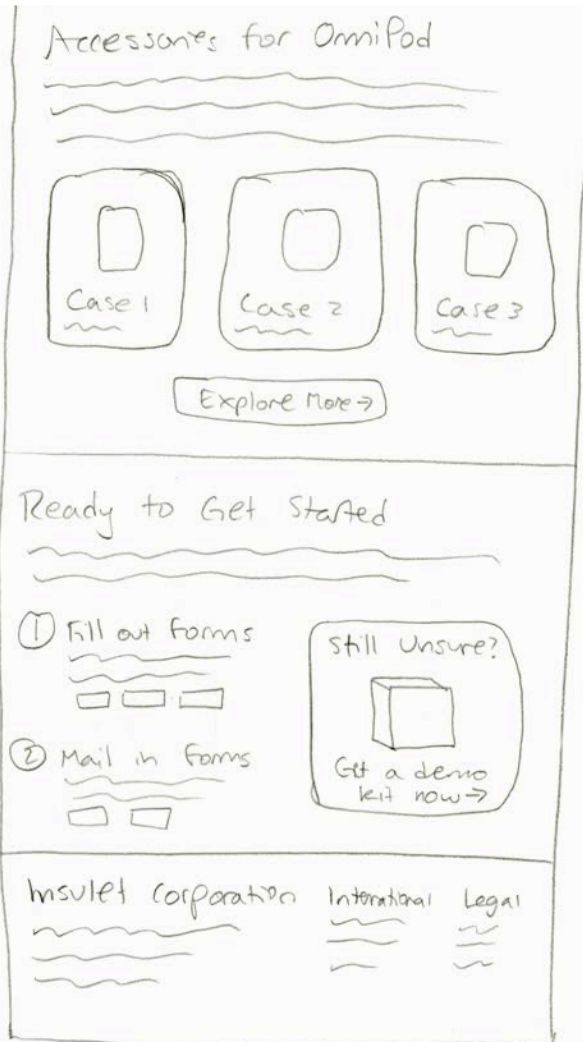


My initial sketch of the homepage for Prototype 1.

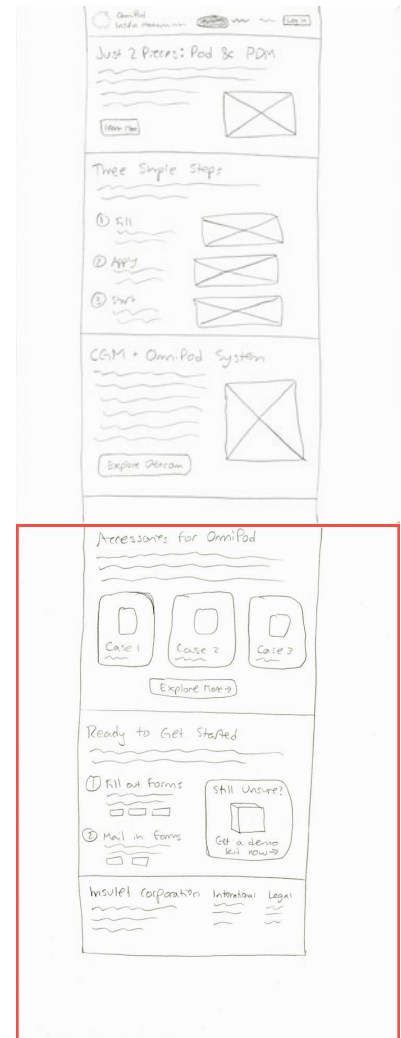


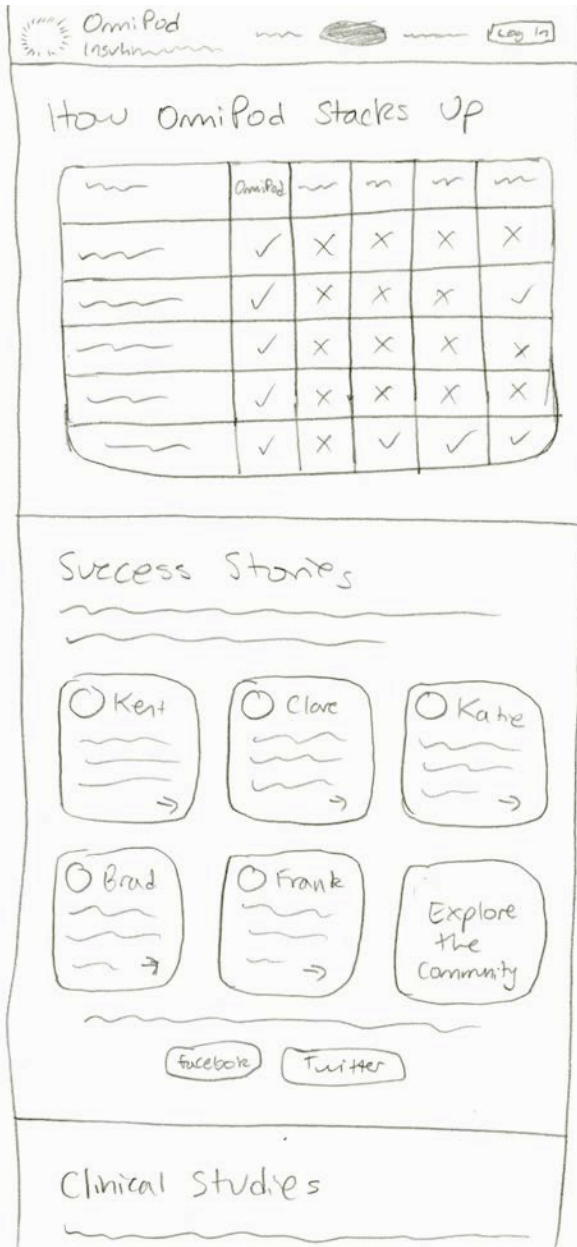
My initial sketch of the "How it Works" page for Prototype 1. This is the top half, with the bottom half on the next page.



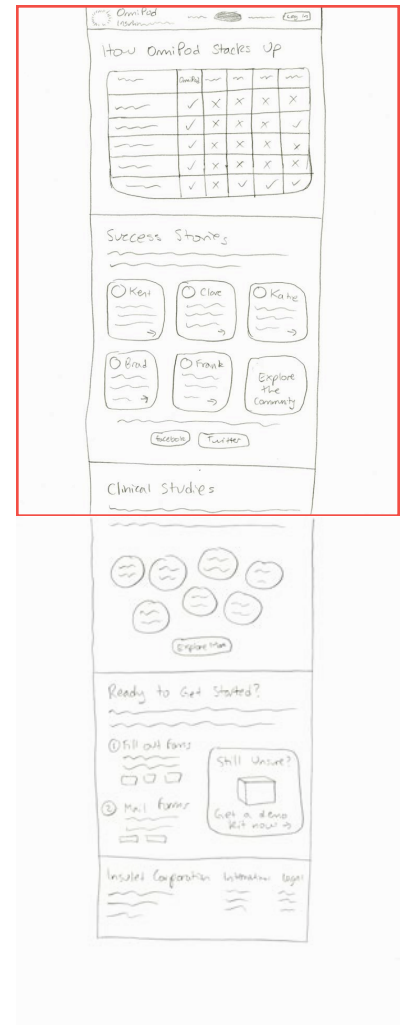


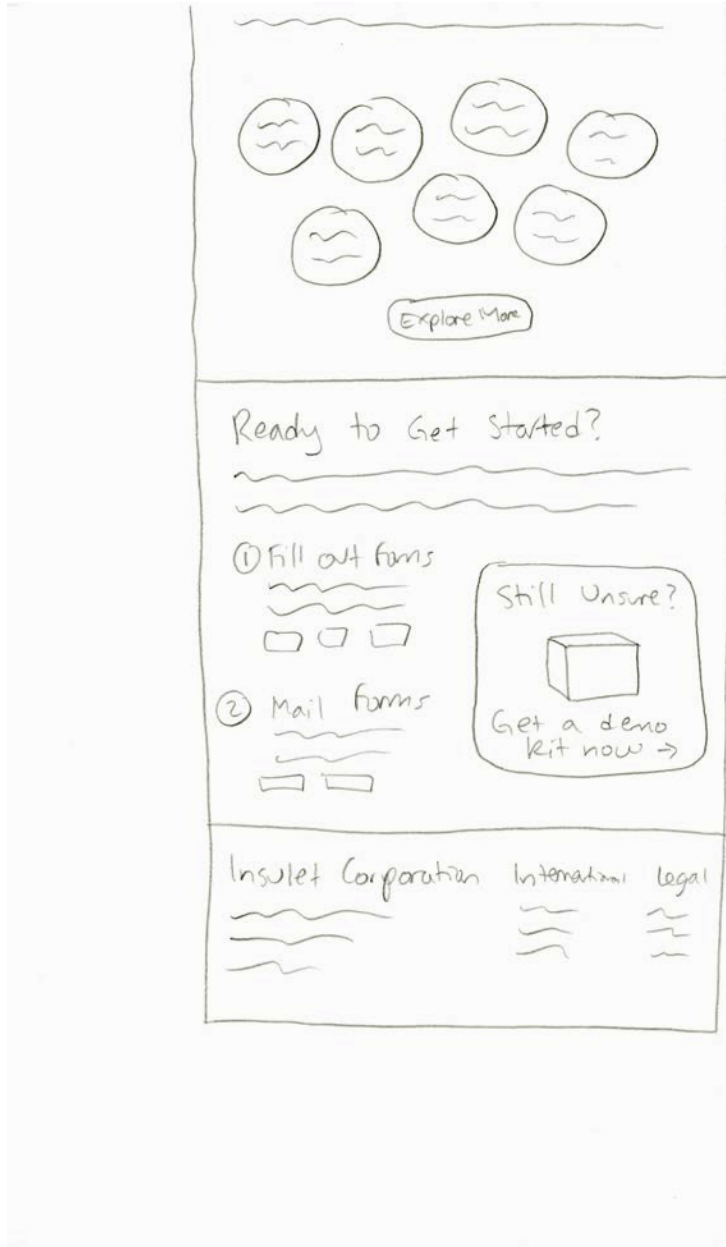
My initial sketch of the "How it Works" page for Prototype 1. This is the bottom half of the page.



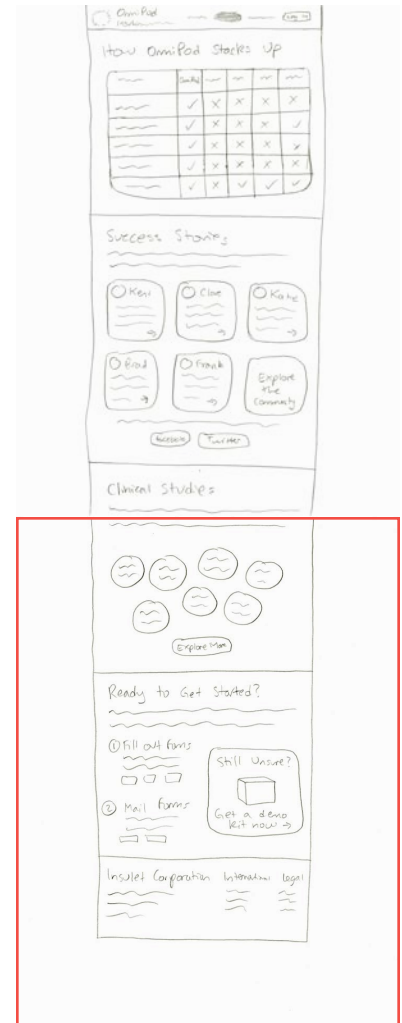


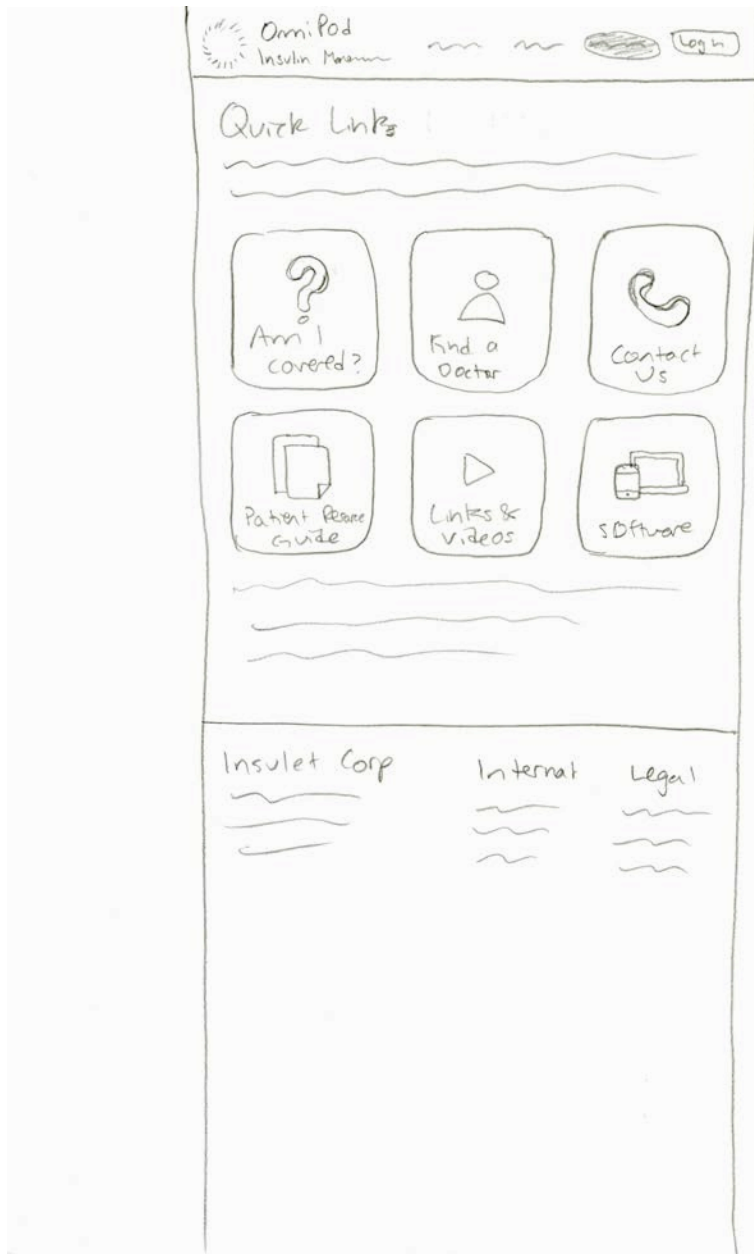
My initial sketch of the "Why Omnipod" page for Prototype 1. This is the top half of the page; the bottom half is on the next page.





My initial sketch of the "Why Omnipod" page for Prototype 1. This is the bottom half of the page.





My initial sketch of the "Support" page for Prototype 1.

# Prototype I

- + OVERVIEW
- + SCREENSHOTS

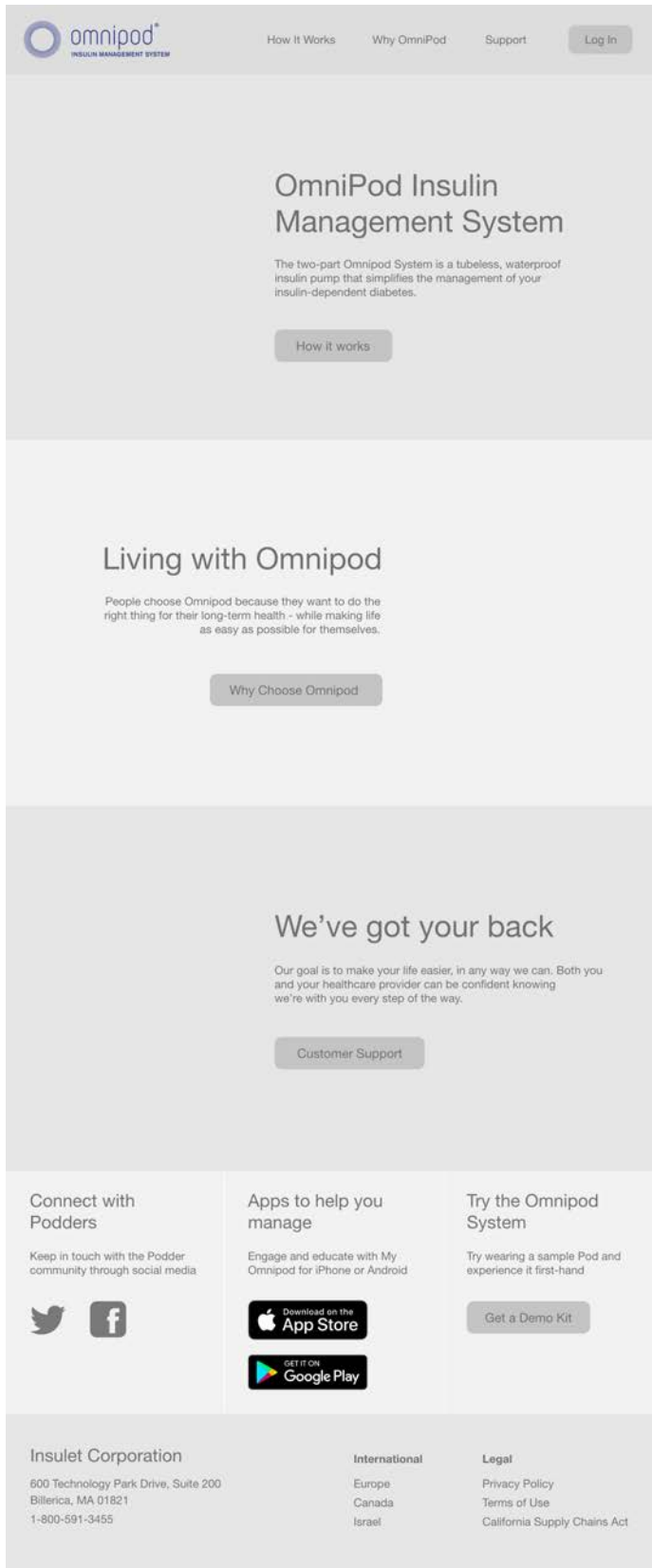
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# Overview

I chose to use Adobe XD to create my first prototype, as I needed a simple tool that would allow me to create a basic mid-fidelity prototype consisting of only gray boxes and text. The main purpose of this prototype and the usability testing I ran on it was to test my concept of linear storytelling, where the user learns information as they scroll down the page.

In this prototype, I only implemented the screens relevant to my tasks. Certain screens, such as forms where the user inputs information, are not implemented. Overall, this is quite a limited prototype just meant to test the navigational structure. How much I develop this prototype will depend on its test results.

The following pages are screenshots of my first prototype, and you can explore the prototype at [xd.adobe.com/view/141fc39a-211b-426c-52ce-6920688b6817-622e/?fullscreen](https://xd.adobe.com/view/141fc39a-211b-426c-52ce-6920688b6817-622e/?fullscreen)



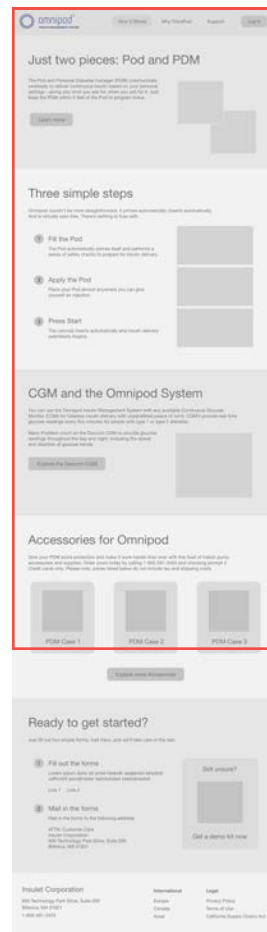
## Homepage

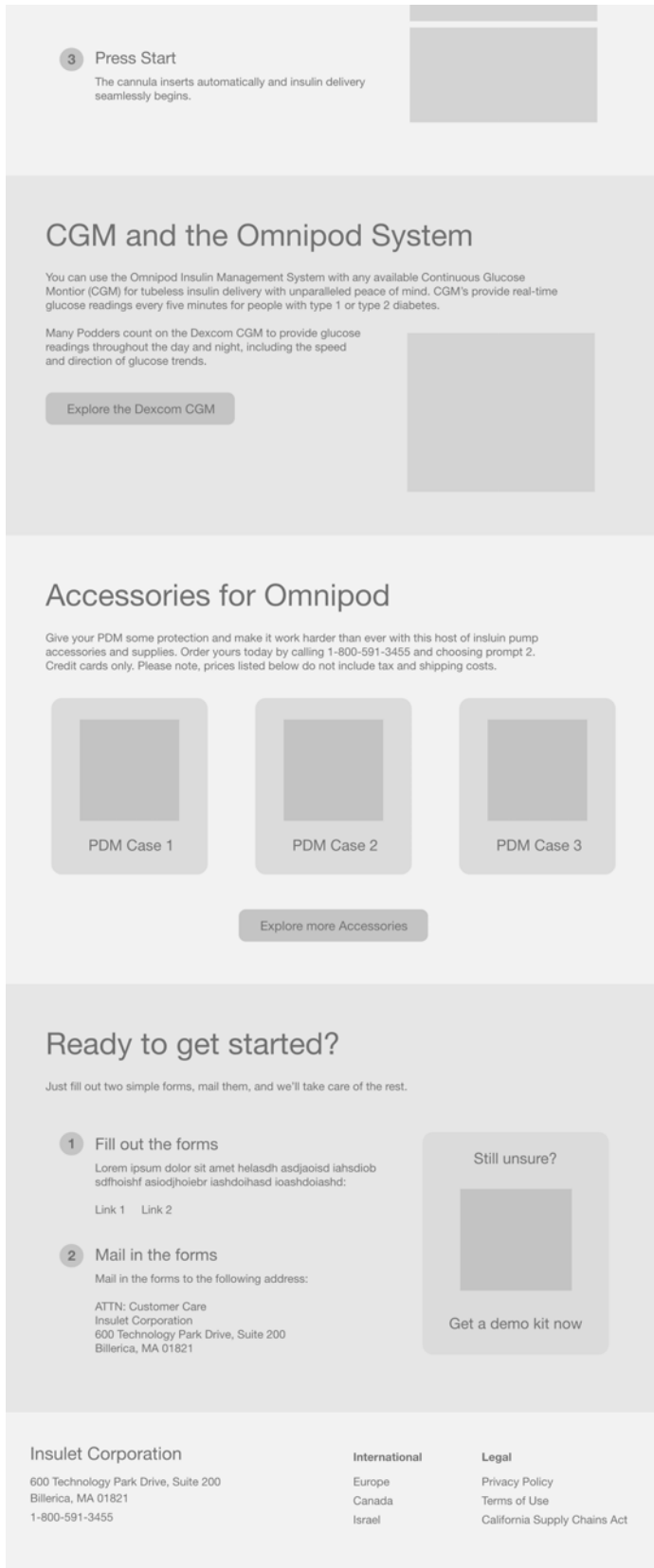
This is the homepage of Prototype I. It is a direct implementation of the sketches I made, which were based upon the idea of showing the user information in a linear, narrative way. Each of the three primary sections of the page have background images, and the text is oriented to the left or the right of the subject of the photo.



## How It Works

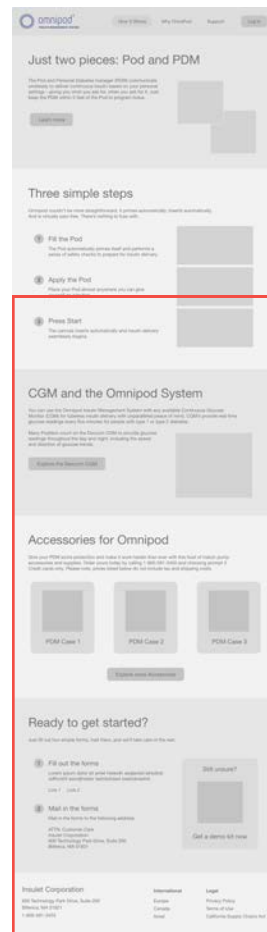
This is the upper portion of the “How It Works” page of Prototype I; the lower portion is on the next page. It is a direct implementation of the sketches I made, which were based upon the idea of showing the user information in a linear, narrative way. All of the dark gray boxes are images, and the rounded gray rectangles are clickable buttons.

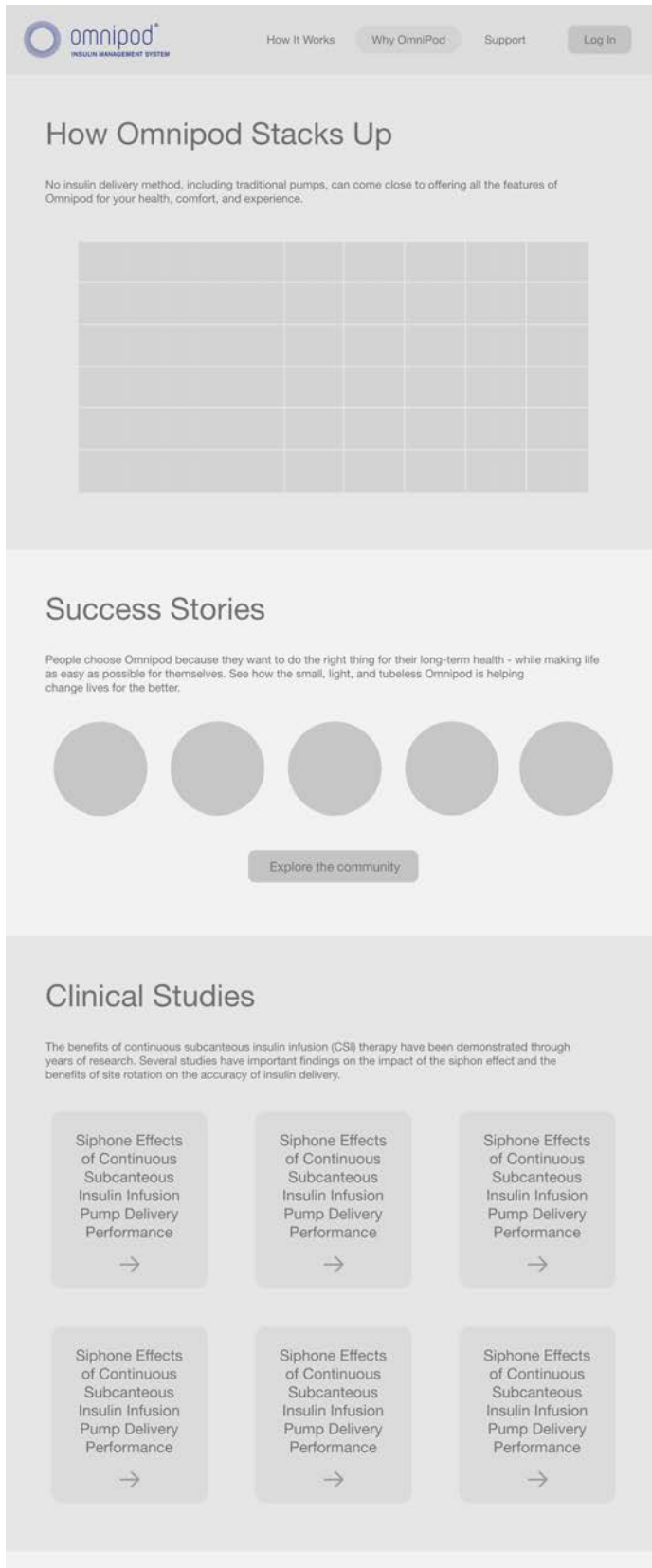




## How It Works

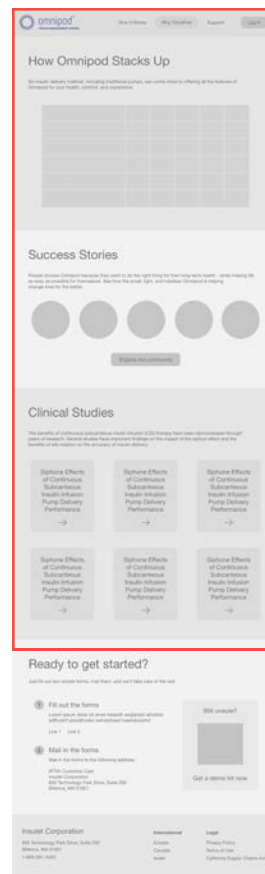
This is the lower portion of the “How It Works” page of Prototype I; the upper portion is on the previous page. It is a direct implementation of the sketches I made, which were based upon the idea of showing the user information in a linear, narrative way. All of the dark gray boxes are images, and the rounded gray rectangles are clickable buttons.





## Why Omnipod

This is the upper portion of the “Why Omnipod” page of Prototype I; the lower portion is on the previous page. It is a direct implementation of the sketches I made, which were based upon the idea of showing the user information in a linear, narrative way. The gray table at the top is a product comparison table and the circles in the “Success Stories” section are clickable photos of community members. As before, all of the dark gray boxes are images, and the rounded gray rectangles are clickable buttons.



## Success Stories

People choose Omnipod because they want to do the right thing for their long-term health - while making life as easy as possible for themselves. See how the small, light, and tubeless Omnipod is helping change lives for the better.



Explore the community

## Clinical Studies

The benefits of continuous subcutaneous insulin infusion (CSII) therapy have been demonstrated through years of research. Several studies have important findings on the impact of the siphon effect and the benefits of site rotation on the accuracy of insulin delivery.

Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



Siphon Effects of Continuous Subcutaneous Insulin Infusion Pump Delivery Performance



## Ready to get started?

Just fill out two simple forms, mail them, and we'll take care of the rest.

### 1 Fill out the forms

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse potenti. In quisque diam. Nullam quis ante. Donec posuere magna sed felis. Donec sed odio dui. Donec lorem. Donec ipsum dolor, sit amet consectetur adipiscing elit. Suspendisse potenti. In quisque diam. Nullam quis ante. Donec posuere magna sed felis. Donec sed odio dui. Donec lorem.

[Link 1](#) [Link 2](#)

### 2 Mail in the forms

Mail in the forms to the following address:

ATTN: Customer Care  
Insulet Corporation  
600 Technology Park Drive, Suite 200  
Billerica, MA 01821

Still unsure?



Get a demo kit now

### Insulet Corporation

600 Technology Park Drive, Suite 200  
Billerica, MA 01821  
1-800-591-3455

### International

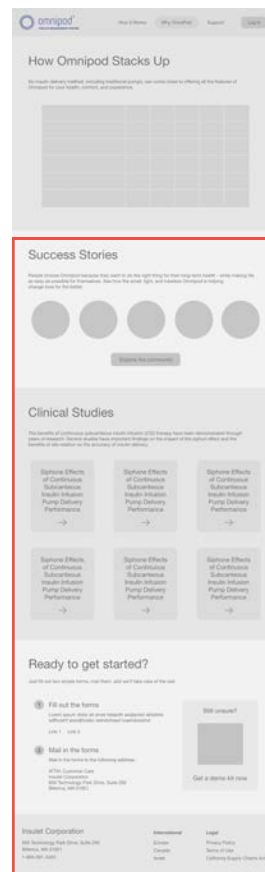
Europe  
Canada  
Israel

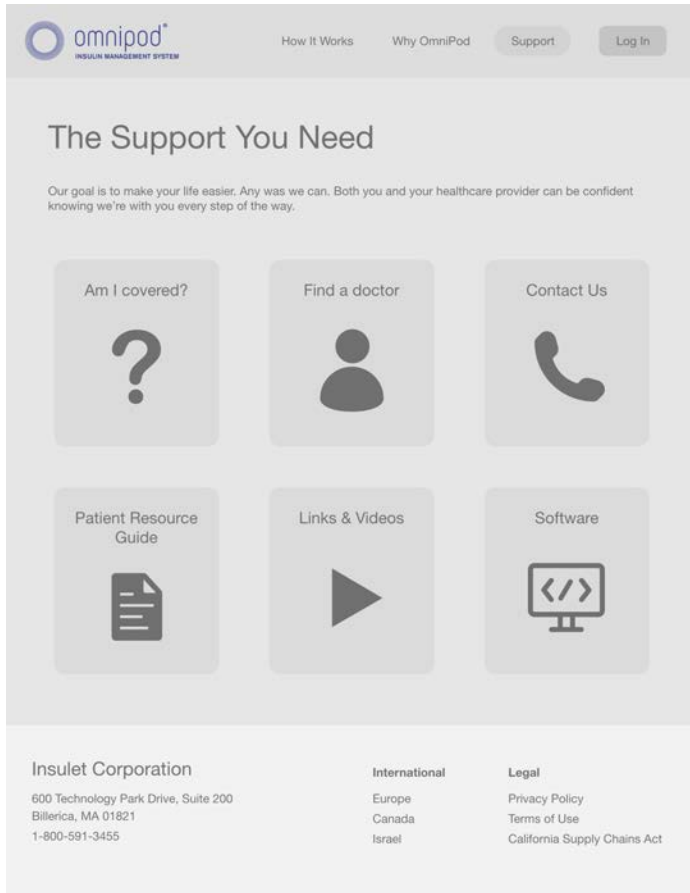
### Legal

Privacy Policy  
Terms of Use  
California Supply Chains Act

## Why Omnipod

This is the lower portion of the "Why Omnipod" page of Prototype I; the upper portion is on the previous page. It is a direct implementation of the sketches I made, which were based upon the idea of showing the user information in a linear, narrative way. The gray table at the top is a product comparison table and the circles in the "Success Stories" section are clickable photos of community members. As before, all of the dark gray boxes are images, and the rounded gray rectangles are clickable buttons.





## Support

This is the “Support” page of Prototype I. It is a direct implementation of the sketches I made, in which I organized the support links into 6 categories. Each rounded rectangle is a clickable link that will take you to another page with more information.

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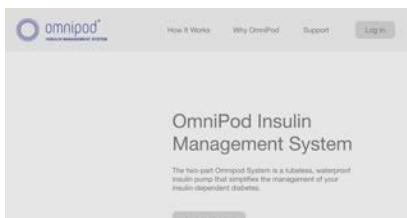
# Task Analyses

Before testing my prototype, I performed a task analysis on each of my 5 tasks using my prototype and compared the results to the task analysis of the original website. Below, and on the following pages, are my findings.

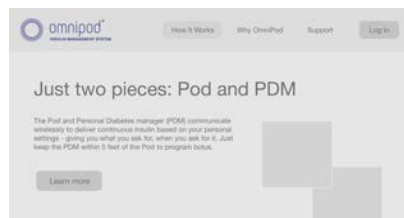
## Task #1 — Find out how the Omnipod system works

### TASK FLOW

#### 1 Homepage



#### 2 Click How It Works



### POTENTIAL ROADBLOCKS

1. Not seeing the "How It Works" button.

### COMPARISON

My prototype takes one less click than the original website. Though there is one more level the user can dive down into (the "Learn More" button under "How It Works"), the necessary information is presented after just one click.

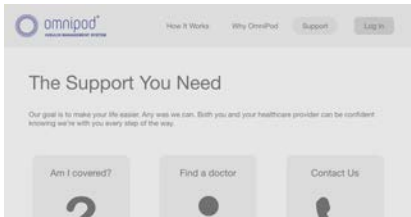
# Task #2 — Find out if insurance covers Omnipod

## TASK FLOW

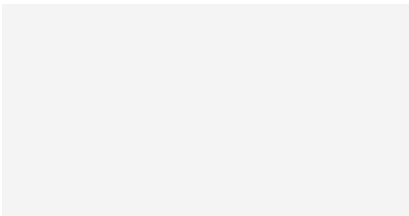
1 Homepage



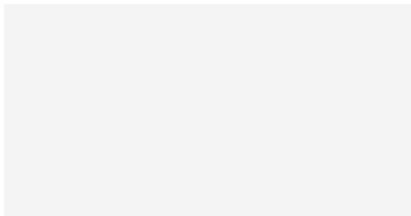
2 Click Support



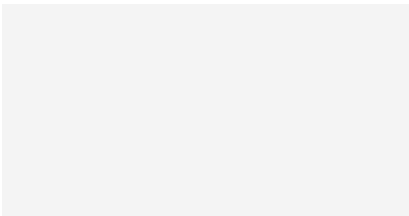
3 Click Am I Covered?



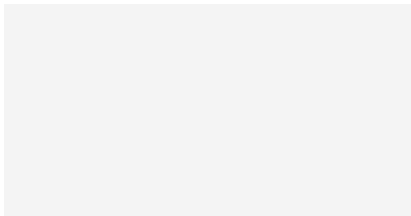
4 Fill out Patient Info



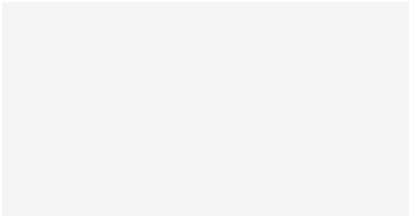
5 Fill out Doctor's Info



6 Fill out Insurance Info



7 Click Submit



---

## Task #2 — Find out if insurance covers Omnipod continued

### POTENTIAL ROADBLOCKS

1. Not realizing “Am I Covered?” is under “Support.”
2. Not knowing doctor’s information.
3. Not knowing insurance information.
4. Not seeing next button at bottom of page.

### COMPARISON

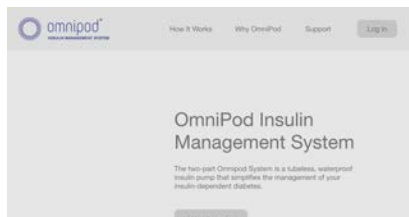
Because I eliminated the dual-level header of the original website and moved “Am I Covered?” under the “Support” page, my prototype takes one more step than the original website.

---

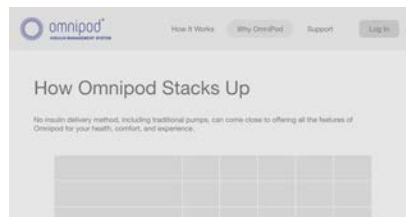
## Task #3 — Find a product comparison between Omnipod and competitors

### TASK FLOW

#### 1 Homepage



#### 2 Click Why Omnipod



### POTENTIAL ROADBLOCKS

1. Not seeing the “Why Omnipod” button.

### COMPARISON

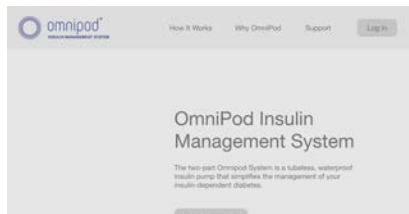
My prototype takes one less step than the original website, and the information is immediately visible upon clicking the “Why Omnipod” button.

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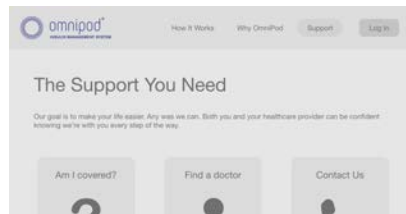
## Task #4 — Contact Omnipod customer support

### TASK FLOW

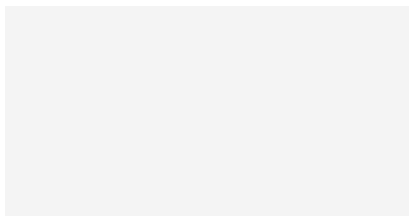
#### 1 Homepage



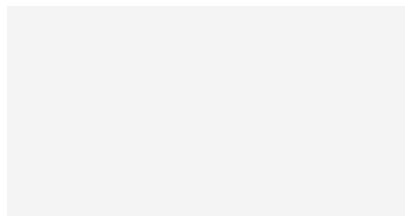
#### 2 Click Support



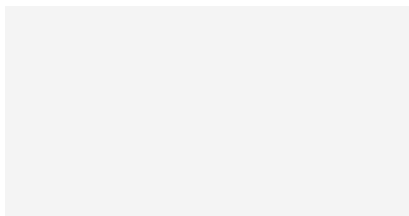
#### 3 Click Contact Us



#### 4 Fill out form



#### 5 Click Submit



### POTENTIAL ROADBLOCKS

1. Not realizing “Contact Us” is under “Support.”
2. Not seeing the “Contact Us” button.

### COMPARISON

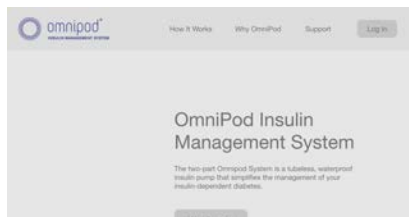
My prototype takes one less step than the original website, because “Support” is nested under “Explore Omnipod,” rather than being a top level navigational item.

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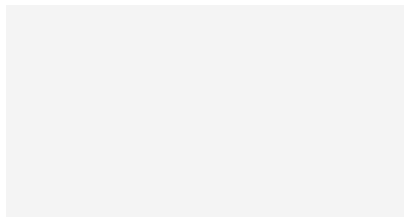
## Task #5 — Request a demo kit for the Omnipod system

### TASK FLOW

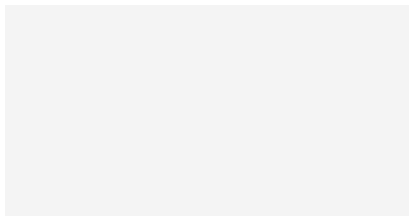
#### 1 Homepage



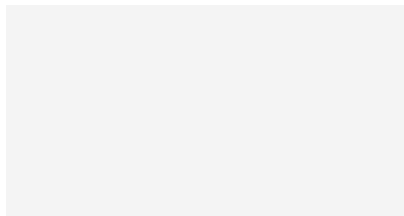
#### 2 Click Try a demo kit



#### 3 Fill out form



#### 4 Click Submit



### POTENTIAL ROADBLOCKS

1. Not realizing “Try a demo kit” is on the homepage.
2. Not seeing the “Try a demo kit” button.

### COMPARISON

My prototype takes the same amount of steps as the original website. This is because both of our websites follow basically the exact same process, starting at the “Try a demo kit” button being on the home page.

# Testing I

- + OVERVIEW
- + PARTICIPANT 1 RESULTS
- + PARTICIPANT 2 RESULTS
- + PARTICIPANT 3 RESULTS
- + PARTICIPANT 4 RESULTS
- + PARTICIPANT 5 RESULTS
- + TREEJACK RESULTS
- + FINDINGS

---

# Overview

After completing my first prototype, I began testing it on users. I first created a treejack test of the information hierarchy of my first prototype and distributed it to my peers for testing. Over the course of my in-person testing, 10 people completed the treejack test, the results of which are at the end of this section.

All in all, I tested 5 individuals of different ages, genders, and backgrounds in order to get a sense of how my prototype performs with actual users. The following pages lay out the results of the tests in detail.

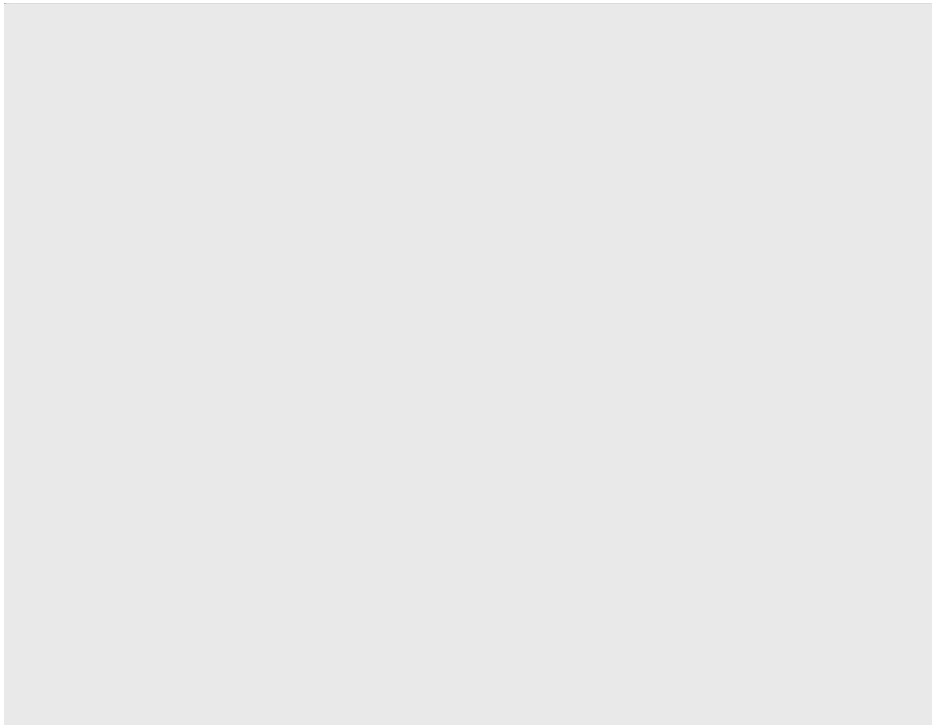
---

# Participant 1

## Pre-Interview Thoughts

After studying the homepage for a moment, the participant realized that the three sections of the page corresponded to the navigational menu at the top. They commented that this was confusing, as they would expect a header-like navigational menu to take you elsewhere on the site. However, the participant did feel that the homepage provided a good amount of information in an easy to understand way.

## Task Completion



A screen recording of Participant 1 completing the 5 tasks.

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#### **TASK #1 - FIND OUT HOW THE OMNIPOD SYSTEM WORKS**

This participant went straight to click “How it Works” and quickly scanned the information at the top of the resulting page, which provided them the information they wanted. This task took the participant approximately 6 seconds to complete, and the participant made no errors.

#### **TASK #2 - FIND OUT IF INSURANCE COVERS OMNIPOD**

This participant first went to the homepage after completing the previous task, and scrolled up and down looking for the information. They then clicked back onto “How It Works” and scanned that entire page as well. They performed this same search on “Why Omnipod,” before eventually landing on “Support” by process of elimination and finding the correct button. This participant took 44 seconds to complete this task, and made 3 errors; they only arrived at the correct answer after eliminating all other possible choices.

#### **TASK #3 - FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND ITS COMPETITORS**

This participant immediately clicked “Why Omnipod.” They quickly saw the product comparison chart at the top of the page, providing them the information they needed. This task took the participant approximately 5 seconds to complete, and was completed with no errors.

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#### **TASK #4 - REQUEST A DEMO KIT**

This participant first went to the homepage, then clicked “Support.” After not finding the information there, they returned to the homepage and scrolled to the bottom to find and click “Try a demo kit.” Though the participant did successfully complete the task, they found the demo kit button from memory, not by discovery. This task took the participant 39 seconds, and they made 2 errors.

#### **TASK #5 - CONTACT OMNIPOD CUSTOMER SUPPORT**

This participant went to the homepage and scrolled up and down for a moment before finding the customer support number at the bottom. Though this was not the intended answer of this task, it is an acceptable alternative. This task took the participant approximately 18 seconds, and they made 0 errors.

### **Post-Interview Thoughts**

After studying the homepage for a moment, the participant realized that the three sections of the page corresponded to the navigational menu at the top. They commented that this was confusing, as they would expect a header-like navigational menu to take you elsewhere on the site. However, the participant did feel that the homepage provided a good amount of information in an easy to understand way.

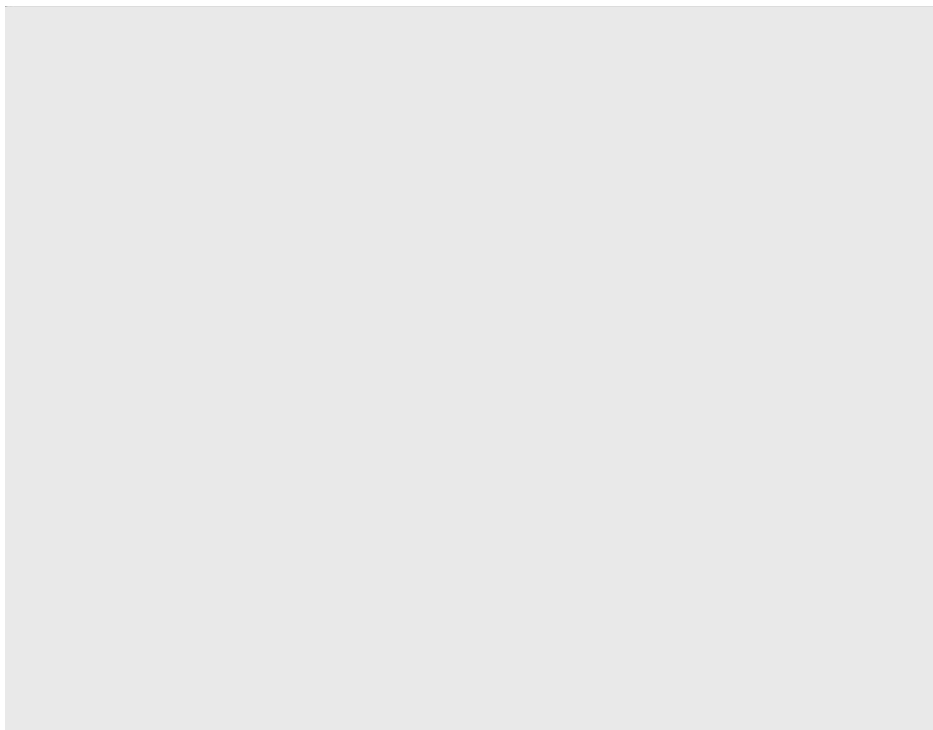
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# Participant 2

## Pre-Interview Thoughts

This participant did not have much to say about their initial assessment of the homepage, beyond the fact that they thought it offered a good amount of information without being too overwhelming.

## Task Completion



A screen recording of Participant 2 completing the 5 tasks.

---

**TASK #1 - FIND OUT HOW THE OMNIPOD SYSTEM WORKS**

This participant immediately clicked on “How it Works,” which provided them the information they wanted. This task took the participant approximately 7 seconds to complete, and the participant made no errors.

**TASK #2 - FIND OUT IF INSURANCE COVERS OMNIPOD**

This participant immediately clicked “Support,” and found the “Am I covered?” button. This task took the participant approximately 10 seconds to complete, and the participant made no errors.

**TASK #3 - FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND ITS COMPETITORS**

This participant immediately clicked “Why Omnipod.” They quickly saw the product comparison chart at the top of the page, providing them the information they needed. This task took the participant approximately 3 seconds to complete, and was completed with no errors.

**TASK #4 - REQUEST A DEMO KIT**

This participant first scrolled to the bottom of “Why Omnipod,” before clicking “How it Works” and scrolling down to the bottom and clicking “Try a demo kit.” Though this is a secondary solution, the primary being on the homepage, this is still an acceptable answer. This task took the participant approximately 20 seconds and was completed with one error.

---

#### TASK #5 - CONTACT OMNIPOD CUSTOMER SUPPORT

This participant went straight to the bottom of the page and found Insulet's contact information. Though this was not the preferred answer, it is an acceptable alternative. This task took the participant approximately 5 seconds and no errors were made.

#### Post-Interview Thoughts

The only comment this participant had after completing the test was that it would be nice if the prototype had some way of informing the participant when a certain area is not implemented in the prototype, so that the participant isn't just clicking randomly wondering why things don't work.

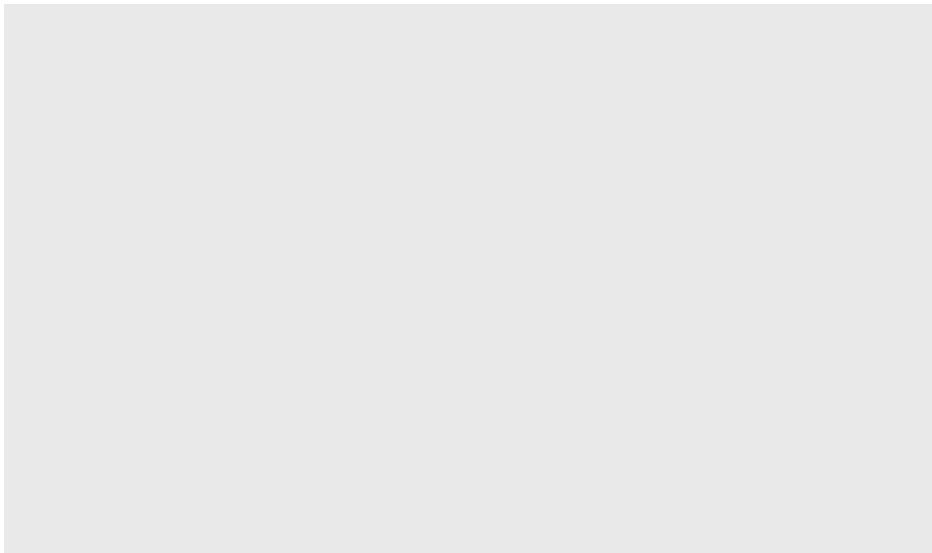
---

# Participant 3

## Pre-Interview Thoughts

This participant felt like “Why Omnipod” should be presented before “How it Works.” Also, this participant didn’t immediately understand what a Podder was, and felt like the website made too many assumptions; many users will know nothing about the Omnipod system, and it’s important not to assume the user knows a lot.

## Task Completion



A screen recording of Participant 3 completing the 5 tasks.

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#### **TASK #1 - FIND OUT HOW THE OMNIPOD SYSTEM WORKS**

This participant immediately clicked on “How it Works,” which provided them the information they wanted. This task took the participant approximately 15 seconds to complete, and the participant made no errors.

#### **TASK #2 - FIND OUT IF INSURANCE COVERS OMNIPOD**

This participant almost clicked “Why Omnipod,” but then clicked “Support” and saw the “Am I Covered?” button instantly. This task took the participant 21 seconds, and the participant made no errors.

#### **TASK #3 - FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND ITS COMPETITORS**

This participant immediately clicked “Why Omnipod.” They quickly saw the product comparison chart at the top of the page, providing them the information they needed. This task took the participant approximately 4 seconds to complete, and was completed with no errors.

#### **TASK #4 - CONTACT OMNIPOD CUSTOMER SUPPORT**

This participant immediately clicked “Support” and went straight to “Contact Us.” This task took the participant approximately 7 seconds to complete, and was completed with no errors.

#### **TASK #5 - REQUEST A DEMO KIT**

This participant commented that they initially thought the solution might be on the “Support” page. However, the participant remembered that they saw “Try a demo kit” on the “How It Works” and decided to go there. Though they found the correct solution, they found it by memory and not by

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discovery. This task took the participant 21 seconds to complete and the user made zero errors.

## Post-Interview Thoughts

At the conclusion of this test, this participant reiterated that they felt “Why Omnipod” should be before “How It Works” on the homepage. They felt it would be more impactful to users considering whether or not to choose Omnipod as their insulin pump therapy system. Contrarily, the user also didn’t understand what Omnipod was, and wished the website had been more clear in explaining what the Omnipod system was.

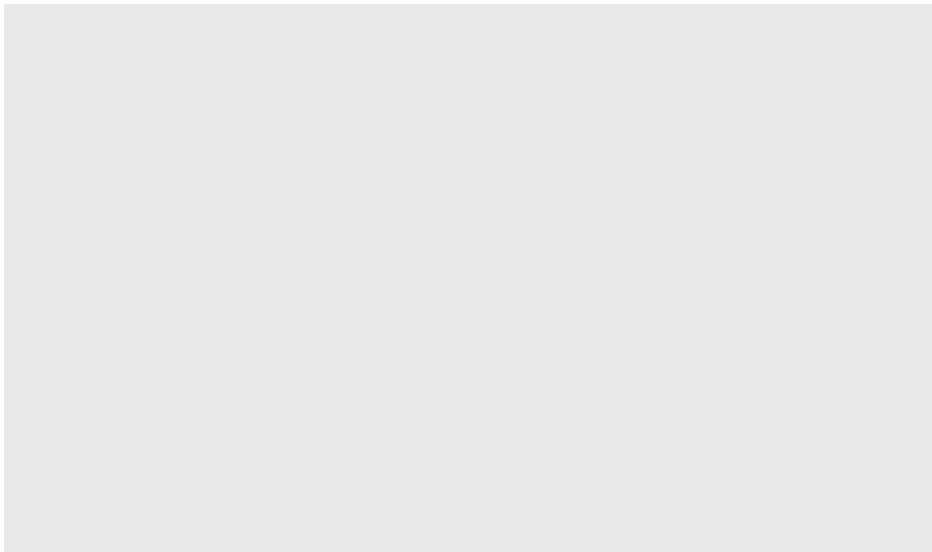
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# Participant 4

## Pre-Interview Thoughts

This participant felt that the homepage provided a good amount of information to educate unfamiliar users about the Omnipod system. They immediately understood what the Omnipod was and were curious to learn details about how it worked. This participant felt that it was not immediately obvious you could scroll, though this may have been due to the testing environment; the prototype did not take up the full screen and was surrounded by black borders. This participant also felt there should be more contact information in the footer.

## Task Completion



A screen recording of Participant 4 completing the 5 tasks.

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#### **TASK #1 - FIND OUT HOW THE OMNIPOD SYSTEM WORKS**

This participant immediately clicked on “How it Works,” which provided them the information they wanted. This task took the participant approximately 4 seconds to complete, and the participant made no errors.

#### **TASK #2 - FIND OUT IF INSURANCE COVERS OMNIPOD**

This participant went straight to “How it Works” from the homepage and and scrolled up and down that page. They then clicked “Support,” and immediately saw “Am I Covered?” The participant commented that they only chose “Support” after process of elimination on the 3 navigational categories. This task took the participant approximately 34 seconds to complete and was completed with one error.

#### **TASK #3 - FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND ITS COMPETITORS**

This participant immediately clicked “Why Omnipod.” They quickly saw the product comparison chart at the top of the page, providing them the information they needed. This task took the participant approximately 8 seconds to complete, and was completed with no errors.

#### **TASK #4 - CONTACT OMNIPOD CUSTOMER SUPPORT**

This participant knew from exploring the website in the pre-interview part of the test that contact information was at the bottom of the page. Therefore, I asked the participant where else on the website they might look for contact information. They chose “Support” after a moment’s hesitation and found “Contact Us” quickly thereafter. This task was completed in 7 seconds and was completed with no errors.

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#### TASK #5 - REQUEST A DEMO KIT

This participant knew from memory that there was a “Ready to Get Started?” section at the bottom of “How It Works.” They went to this page and scrolled down and saw the “Try a Demo Kit” button. Though this participant navigated based on memory, they did put together that “Try a Demo Kit” would be under “Ready to Get Started?” This task took the participant approximately 18 seconds to complete and was completed with no errors.

#### Post-Interview Thoughts

This participant felt that the website was fairly difficult to navigate, specifically because they felt like they had to dig too much for information. They commented that they would prefer dropdowns in the header rather than links to landing pages, though they commented that they felt this way because dropdowns were familiar, not necessarily easier. This participant felt that the website could be more streamlined, and possibly have shortcuts for power users who may know more about Omnipod and want to go straight to the information they’re looking for.

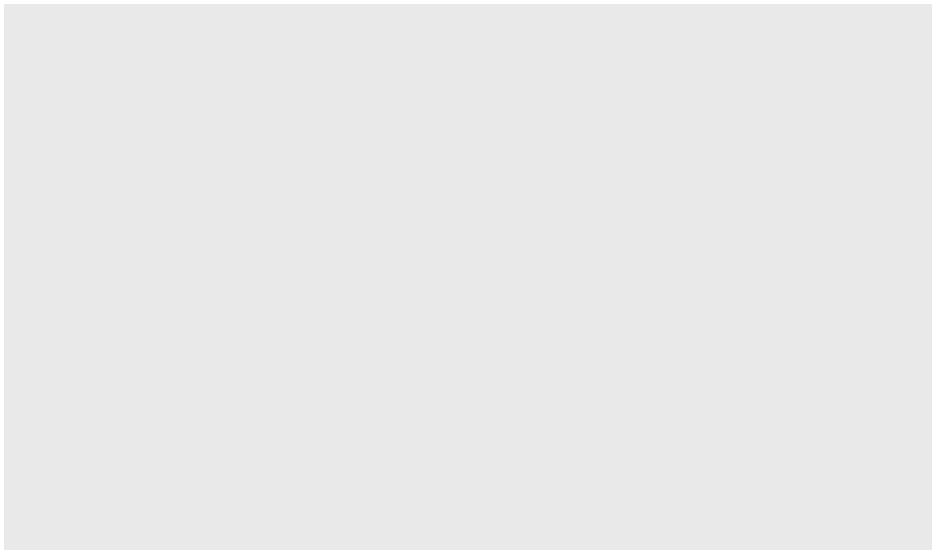
---

# Participant 5

## Pre-Interview Thoughts

This participant felt that the homepage did not provide enough information to an unfamiliar user and was a little basic. However, they did like that of the information that was there, it was very straight to the point and easy to understand. They also felt the layout of the site was a bit too basic and generic, and did not do a lot to stand out or entice the user; this comment may have been because the prototype lacked any color or images.

## Task Completion



A screen recording of Participant 5 completing the 5 tasks.

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**TASK #1 - FIND OUT HOW THE OMNIPOD SYSTEM WORKS**

This participant immediately clicked on “How it Works,” which provided them the information they wanted. This task took the participant approximately 20 seconds to complete, and the participant made no errors.

**TASK #2 - FIND OUT IF INSURANCE COVERS OMNIPOD**

This participant went straight to “Why Omnipod” because they felt finances and insurance would be a reason why to choose Omnipod. They then clicked “Support” and saw “Am I Covered” quickly. This task took the participant approximately 41 seconds, and the user made 1 error.

**TASK #3 - FIND A PRODUCT COMPARISON BETWEEN OMNIPOD AND ITS COMPETITORS**

This participant immediately clicked “Why Omnipod.” They quickly saw the product comparison chart at the top of the page, providing them the information they needed. This task took the participant approximately 9 seconds to complete, and was completed with no errors.

**TASK #4 - CONTACT OMNIPOD CUSTOMER SUPPORT**

This participant went straight to “Support” and then clicked on “Contact Us” right away. This task took the user approximately 7 seconds and they made zero errors.

**TASK #5 - REQUEST A DEMO KIT**

This participant knew from memory that there was a “Ready to Get Started?” section at the bottom of “Why Omnipod.” They went to this page and scrolled down and saw the “Try a Demo Kit” button. Like the previous participant, this participant

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navigated based on memory, but they did put together that “Try a Demo Kit” would be under “Ready to Get Started?” This task took the participant approximately 19 seconds to complete and was completed with no errors.

## Post-Interview Thoughts

This participant felt that the website was a little lacking in info, that if you wanted really detailed information, you had to dig deep for it. They wished the website was more streamlined and accessible.

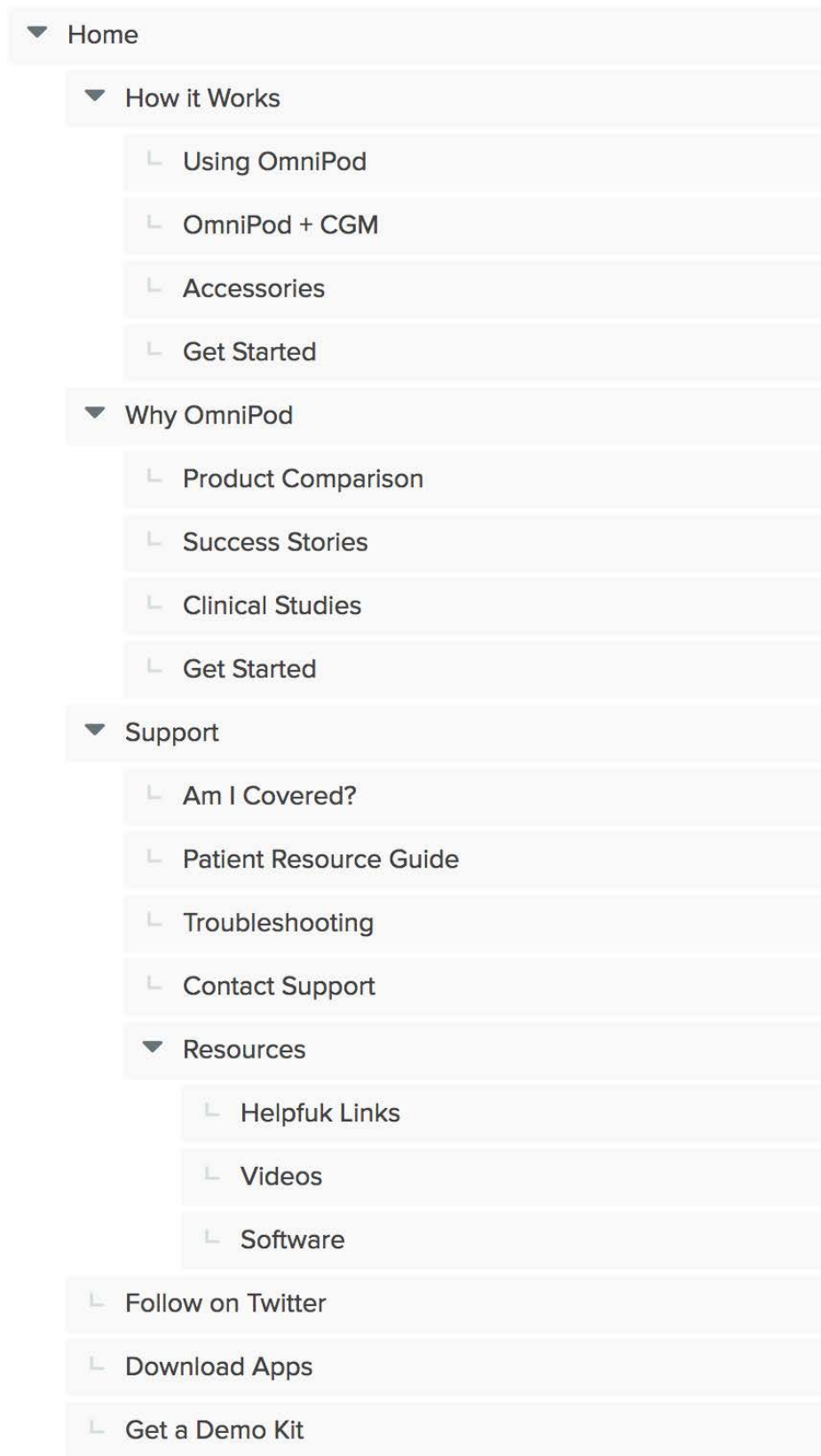
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# Treejack Results

Over the course of my in-person usability testing, my treejack was being tested by my peers. Though the information hierarchy of my treejack is slightly different than that of my first prototype, it is very similar, with the only changes being in the organization of support categories. My treejack test asked participants to complete more tasks than 5 I was testing with my prototype in order for me to get a better understanding of people's thoughts on the information hierarchy as a whole.

What I found is that my main 5 tasks were mostly successful, with just two main sources of error. The first was on the question of where a user would find out if insurance covers Omnipod, some users felt that would be under "Why Omnipod," rather than "Support." The other source of error is that while most users did eventually find "Contact Us" under "Support," many users had trouble finding that page, and navigated around the website for a little before landing on the correct answer. The biggest issue was with a task that was not part of my main 5: where would a user go to download software for their Omnipod? The amount of errors on this question is largely due to my poor wording of the question; while I intended the question to mean where would you download computer software, almost all users took it to mean where would you go to download smartphone apps. This was simply an issue with the test, not with the information hierarchy itself.

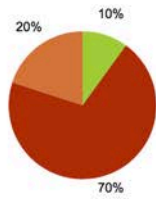
The following pages are a detailing of my treejack test and its results.



The information hierarchy that I tested with this treejack test. It very closely matches my Prototype I, with just a few changes.

### 1. Where would you go to download software for the OmniPod system?

Support > Resources > Software



Success	Direct	1	1	10%	10%
	Indirect	0	0	0%	0%
Fail	Direct	7	9	70%	90%
	Indirect	2	0	20%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

View the Pietree

#### Success



#### Directness



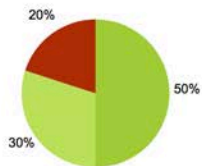
#### Time Taken



2  
OVERALL

### 2. Where would you go to find out if insurance covers OmniPod?

Support > Am I Covered?



Success	Direct	5	8	50%	80%
	Indirect	3	0	30%	0%
Fail	Direct	2	2	20%	20%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

View the Pietree

#### Success



#### Directness



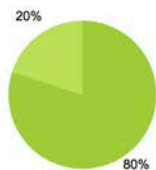
#### Time Taken



7  
OVERALL

### 3. Where would you find a comparison between OmniPod and competitors?

Why OmniPod > Product Comparison



Success	Direct	8	10	80%	100%
	Indirect	2	0	20%	0%
Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	0%

View the Pietree

#### Success



#### Directness



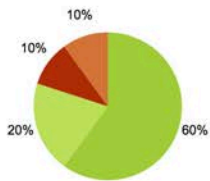
#### Time Taken



10  
OVERALL

#### 4. Where would you find Insulet contact information?

Support > Contact Support



Success	Direct	6	8	60%	80%
	Indirect	2	2	20%	
Fail	Direct	1	1	10%	20%
	Indirect	1	1	10%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

View the Pietree

##### Success



##### Directness



##### Time Taken



7

OVERALL

#### 5. Where would you go to acquire a demo kit?

How it Works > Get Started

Why OmniPod > Get Started

Get a Demo Kit



Success	Direct	10	10	100%	100%
	Indirect	0	0	0%	
Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

View the Pietree

##### Success



##### Directness



##### Time Taken



10

OVERALL

#### 6. Where would you go to find out how the OmniPod system works?

How it Works > Using OmniPod



Success	Direct	10	10	100%	100%
	Indirect	0	0	0%	
Fail	Direct	0	0	0%	0%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

View the Pietree

##### Success



##### Directness



##### Time Taken

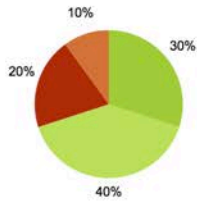


10

OVERALL

### 7. Where would you go to learn about other customers' experience with the OmniPod system?

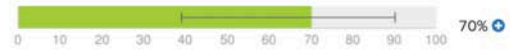
Why OmniPod > [Success Stories](#)



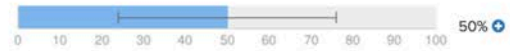
Success	Direct	3	7	30%	70%
	Indirect	4		40%	
Fail	Direct	2	3	20%	30%
	Indirect	1		10%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

[View the Pietree](#)

Success



Directness



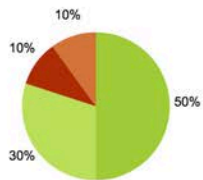
Time Taken



5  
OVERALL

### 8. Where would you go to learn about clinical studies about the OmniPod system?

Why OmniPod > [Clinical Studies](#)



Success	Direct	5	8	50%	80%
	Indirect	3		30%	
Fail	Direct	1	2	10%	20%
	Indirect	1		10%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

[View the Pietree](#)

Success



Directness



Time Taken

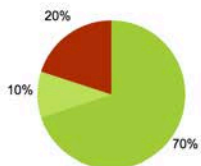


6  
OVERALL

### 9. Where would you go to get started with the OmniPod system?

How it Works > [Get Started](#)

Why OmniPod > [Get Started](#)



Success	Direct	7	8	70%	80%
	Indirect	1		10%	
Fail	Direct	2	2	20%	20%
	Indirect	0		0%	
Skip	Direct	0	0	0%	0%
	Indirect	0		0%	

[View the Pietree](#)

Success



Directness



Time Taken



7  
OVERALL

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# Findings

To sum up my findings in a sentence, the idea of presenting information in a linear flow kind of way was a complete failure. All of my participants felt that the website was too difficult to navigate, and that you had to hunt too hard for information and dig too deep. As Don Norman says, “Two of the most important characteristics of good design are discoverability and understanding.”<sup>1</sup> Unfortunately, the linear flow concept I implemented in this prototype was not easily understandable to users, and it did not lend itself to the discoverability of information as I had hoped. Multiple test participants expressed a wish for shortcuts and more direct access to information, so that users familiar with the website didn’t have to dig deep through multiple pages.

<sup>1</sup> Norman, Donald A. **The Design of Everyday Things**. NY, NY: Basic Books, 2013.

Fortunately, my rework of in the information hierarchy proved quite successful. Overall, users did well on my treejack test, with the majority having successfully navigated the tree to find the information they were looking for. So though my organization of the pages themselves were not intuitive to users, the way in which I organized links and information into the three different categories was quite effective.

Going forward, I will rework my implementation of the information hierarchy in order to make information more readily available and not so buried.

# Development II

+ OVERVIEW

+ PROTOTYPE II SKETCHES

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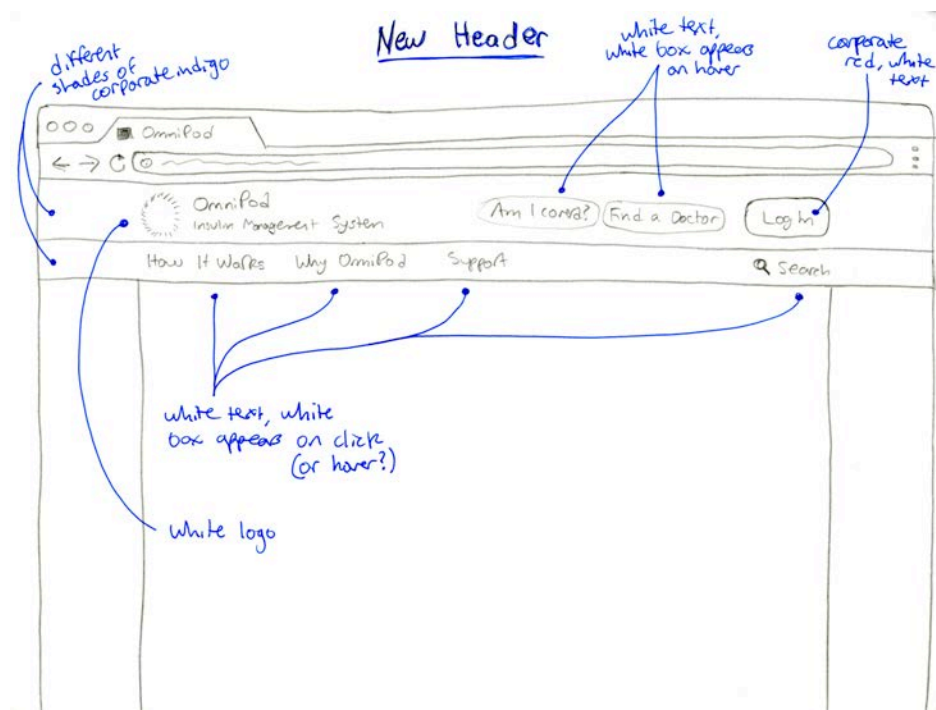
# Overview

Because my first prototype did not test well with users, I needed to basically start from scratch in terms of page layouts. My information hierarchy was solid, but the way information was presented on a page was lacking.

I start by focusing on the homepage, because this would be the user's first introduction to the Omnipod system. In my testing, I had multiple participants tell me that the homepage did not have enough information to educate a completely unfamiliar user. While I wanted to address this, I didn't want to overwhelm the user with an onslaught of information right at the top of the page. Therefore, I decided to keep the window-width photo banner at the top, and just trim down the text to a simple "Say hello to the Omnipod Insulin Management System." Below this banner, the real meat of the page began; I introduce the two components of the Omnipod system, the Pod and the PDM, before giving the user a quick 3-step rundown of how to use the system. Below that is little blurb about the Omnipod community, with a link to explore said community. Below that, I wanted to give users a little glimpse into the wealth of resources available to them, without overwhelming them, so I created a little bubble graph that displays different types of resources and customer support options available to the user. At the bottom is a link with a little paragraph inviting the user to try a demo kit.

With my homepage roughly laid out, I decided to turn to the header and once again rework the navigational menu. One of the few issues I had with my information hierarchy was that there were certain

extraneous links that every user had a different idea of where to find. All of these links could be considered “action links”; rather than taking the user to a page of information, they were explicit, discrete actions a user might want to take on the site.



My initial sketch for the new dual-level header.

To accommodate these action links, I decided to reimplement the dual-level header the original website had implemented. The top level would include the logo on the left side, with the action links “Am I Covered?,” “Try a Demo Kit,” and “Find a Doctor” all sitting front and center next to the Login button on the right hand side.

The bottom level of the header is where I put the three primary navigation categories. However, instead of making them landing page links, I made them dropdowns in this prototype, on the suggestion of one of my test participants. Though I had originally avoided dropdowns because they were so common and generic, I

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realized that trying to go against convention is not always beneficial. As my tests later proved, the dropdowns proved an effective way to give the user a good sense of where information was located as well as giving them an opportunity to go to the information they wanted instantly. In addition to these three navigational categories, I decided to implement a search button on the right hand side of the bottom level; this would give the user a failsafe to find what they were looking for if the navigational menu wasn't helping them find it.

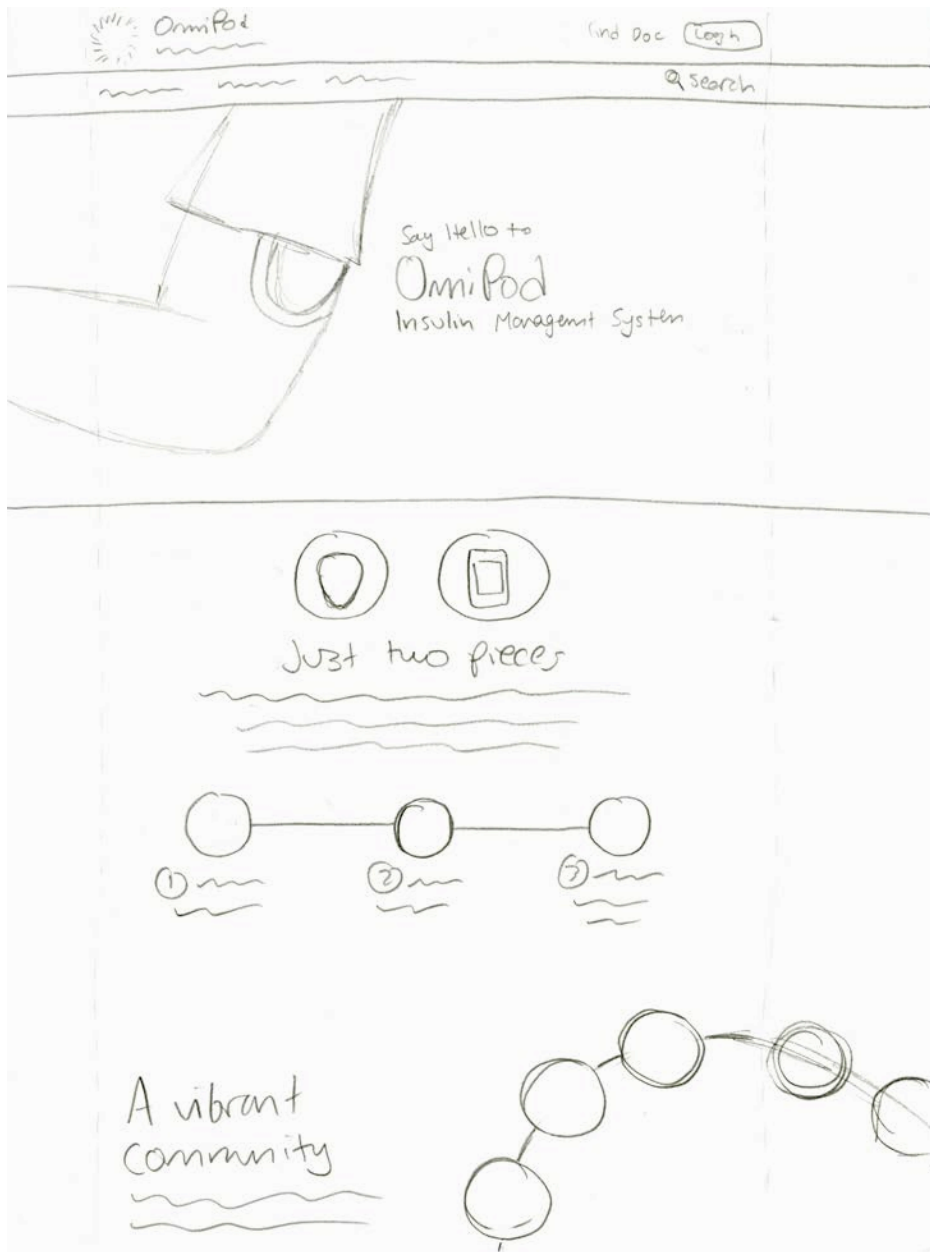
As I developed the rest of the pages relevant to my prototype, I decided to implement the window-width image banner at the top of every page. This not only created a good visual style that caught the user's attention and made the page more attractive, but it allowed me to put in a header and short paragraph near the top of the page that gave the user a summary of the page's contents.

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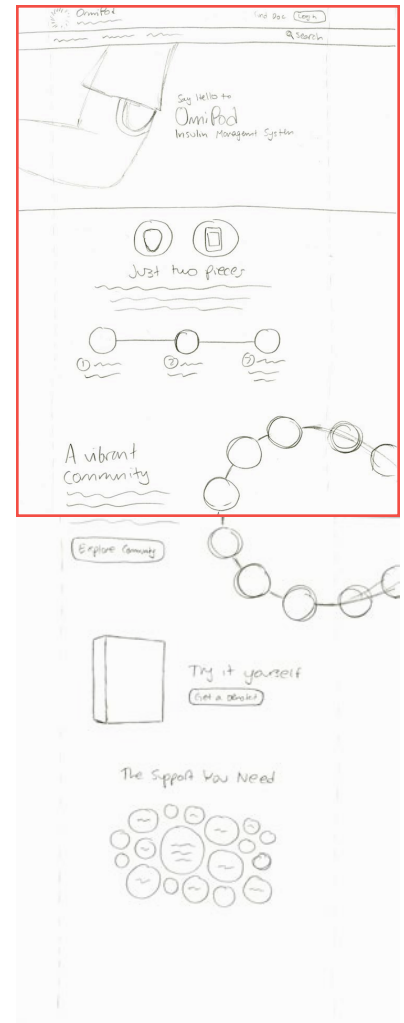
# Sketches

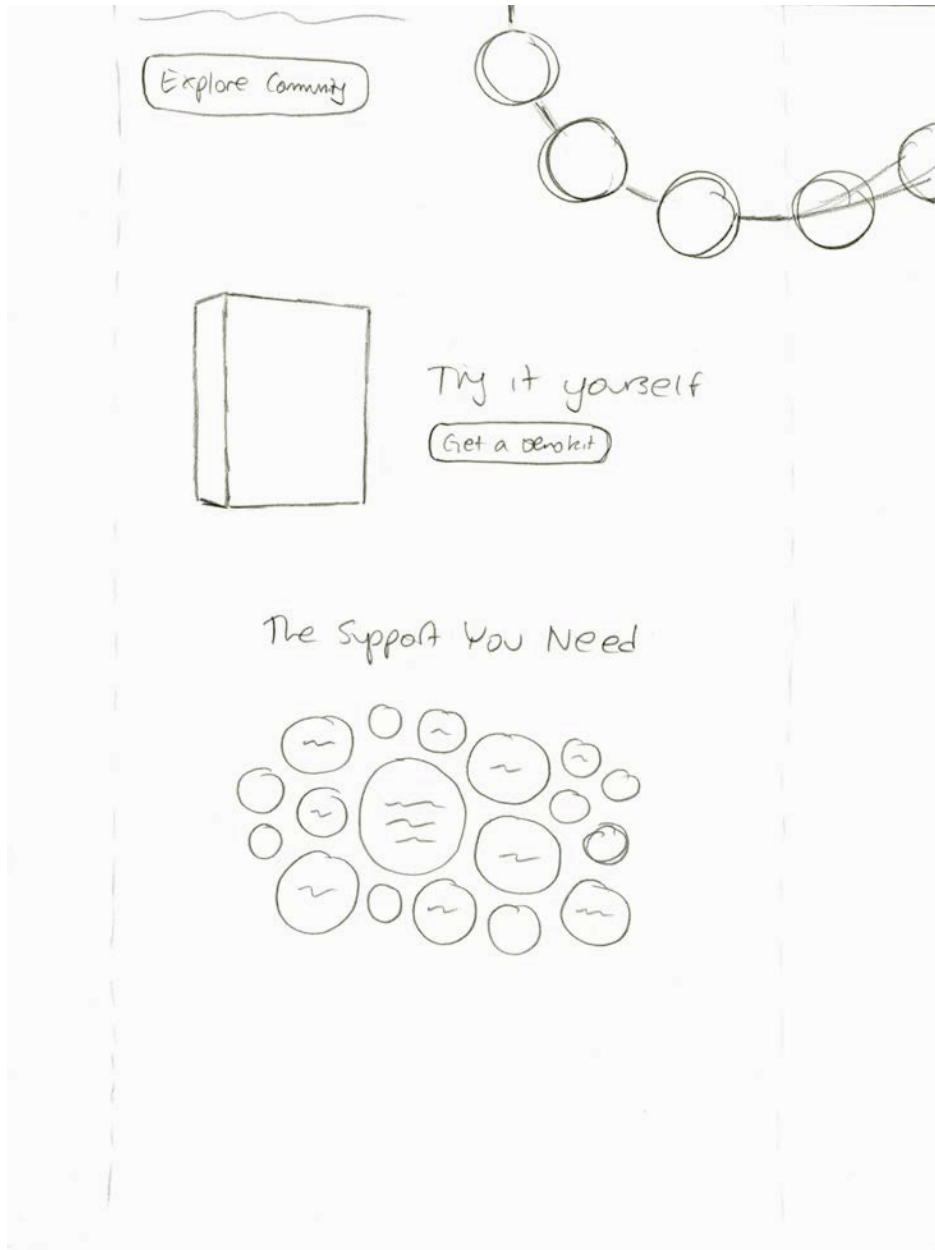
Due to time constraints, and because I wanted to make my second prototype high-fidelity, which required more time, I choose to only sketch out the header (which was included 2 pages ago) and the homepage. Sketching the homepage gave me a good idea of the visual style of the entire site, where a single image banner at the top would tell the user about the page contents, and content would be placed in a non-static, non-blocky way below it.

The following two pages are sketches of the homepage for my second prototype.

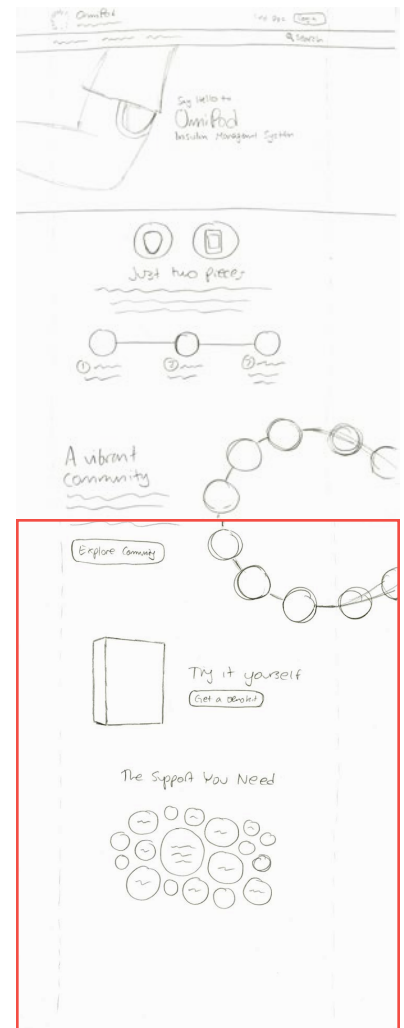


My initial sketch of the homepage for Prototype II. This is the top half of the page, with the bottom half being on the next page.





My initial sketch of the homepage for Prototype II. This is the bottom half of the page, with the top half being on the previous page.



# Prototype II

- + OVERVIEW
- + SCREENSHOTS

---

# Overview

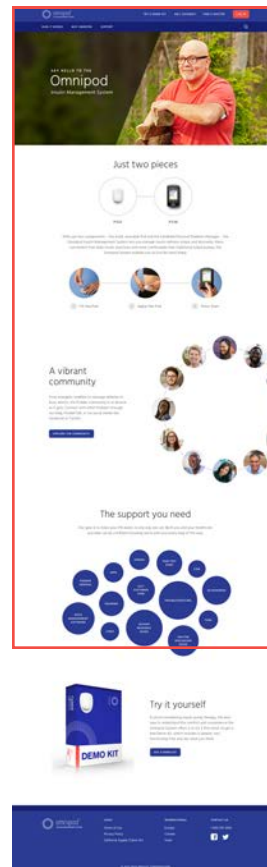
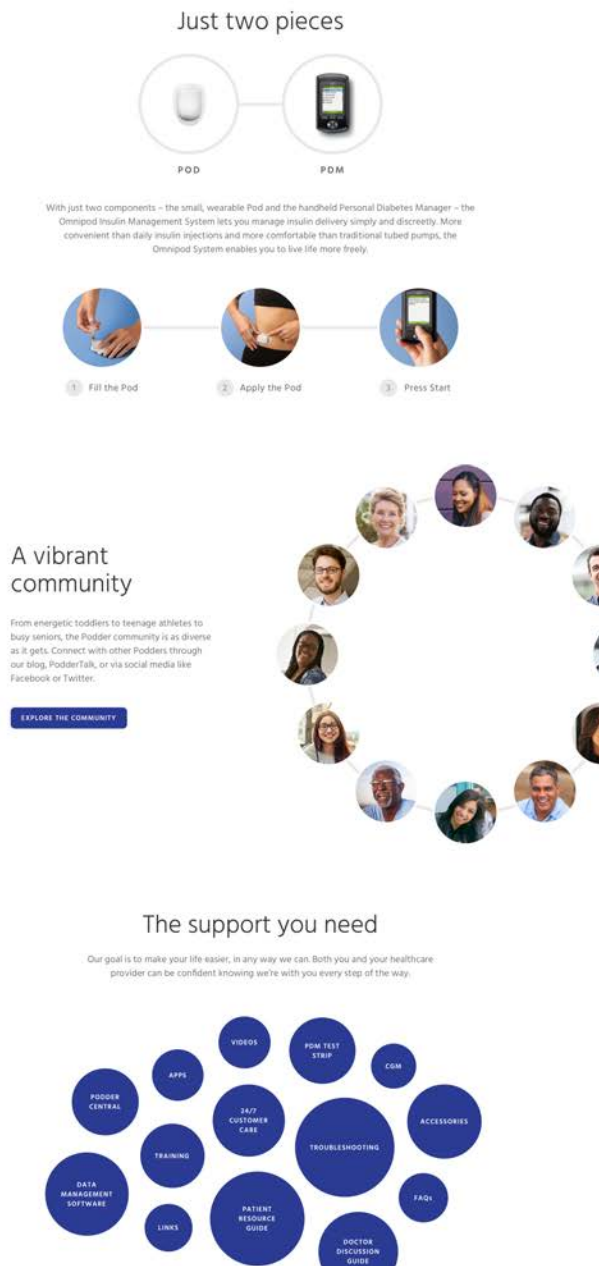
I chose to use Sketch and InVision to implement my second prototype, as this would allow me to create detailed high-fidelity screens. InVision allowed me to do more creative things with the prototype, including implementing a hover feature for the navigational dropdown.

In this prototype, I decided to implement more screens than I had previously. Whereas before I only had the main screens for each of the navigational categories, this time I went ahead and created a screen for every step of my tasks. However, because there are so many screens and this report is already extremely long, I will only include the main pages in this report. The full prototype is available for you to explore at [jautry.com/omnipod](http://jautry.com/omnipod)



## Homepage

This is the homepage of Prototype II. It is a fairly direct implementation of the sketches I showed earlier. This is the upper portion of the homepage, with the lower portion being on the next page.



With just two components – the small, wearable Pod and the handheld Personal Diabetes Manager – the Omnipod Insulin Management System lets you manage insulin delivery simply and discreetly. More convenient than daily insulin injections and more comfortable than traditional tubed pumps, the Omnipod System enables you to live life more freely.



## A vibrant community

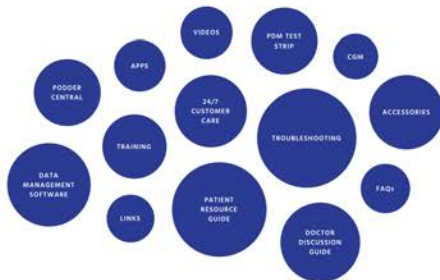
From energetic toddlers to teenage athletes to busy seniors, the Podder community is as diverse as it gets. Connect with other Podders through our blog, PodderTalk, or via social media like Facebook or Twitter.

[EXPLORE THE COMMUNITY](#)



## The support you need

Our goal is to make your life easier, in any way we can. Both you and your healthcare provider can be confident knowing we're with you every step of the way.



## Try it yourself

If you're considering insulin pump therapy, the best way to understand the comfort and convenience the Omnipod System offers is to try it first-hand. So get a free Demo Kit, which includes a sample, non-functioning Pod, and see what you think.

[GET A DEMO KIT](#)



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CONTACT US  
1-800-591-3455  
[f](#) [t](#)

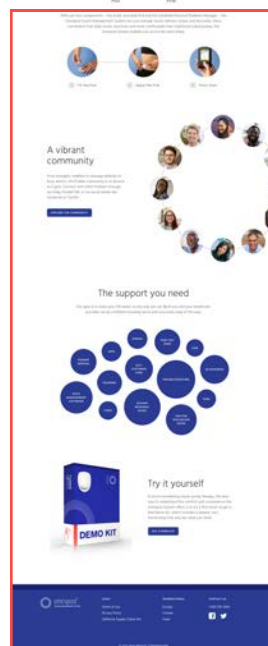
© 2017-2018 INSULYT CORPORATION

## Homepage

This is the homepage of Prototype II. It is a fairly direct implementation of the sketches I showed earlier. This is the lower portion of the homepage, with the upper portion being on the previous page.



Just two pieces








## How to Use Omnipod

This is the "How to Use Omnipod" page of Prototype I.

### Three simple steps

- 

**1 Fill the Pod**  
The Pod automatically primes itself and performs a series of safety checks to prepare for insulin delivery.
- 

**2 Apply the Pod**  
Place your Pod almost anywhere you can give yourself an injection.
- 

**3 Press Start**  
The cannula inserts automatically and insulin delivery seamlessly begins.

### A very simple system

The Pod and Personal Diabetes Manager (PDM) communicate wirelessly to deliver continuous insulin based on your personal settings - giving you what you ask for, when you ask for it. Just keep the PDM within 5 feet of the Pod to program a bolus. Simple enough.



#### A small, lightweight, waterproof Pod that is easy to apply and wear

- 3 days supply of insulin
- Built-in 200-unit insulin reservoir, angled infusion set, automated inserter, delivery mechanism, and power supply
- Weights <30 grams with an empty reservoir
- Automatic insertion at the push of a button
- Pink slide insert inwindow to ensure the cannula has deployed
- Strong adhesive
- Durable, waterproof exterior shell



#### A handheld PDM wirelessly manages your personal insulin delivery

- Built-in FreeStyle blood glucose (BG) meter
- Large color screen with bright mode option
- Customizable ID system
- Test Strip port light for low-light conditions
- Extensive food library for carbohydrate counts
- Suggested bolus calculator (also calculates insulin on board)
- Port to download your stored records into clear reports and charts
- Intuitive prompts, like "Are you going to eat now?"





Product Comparison

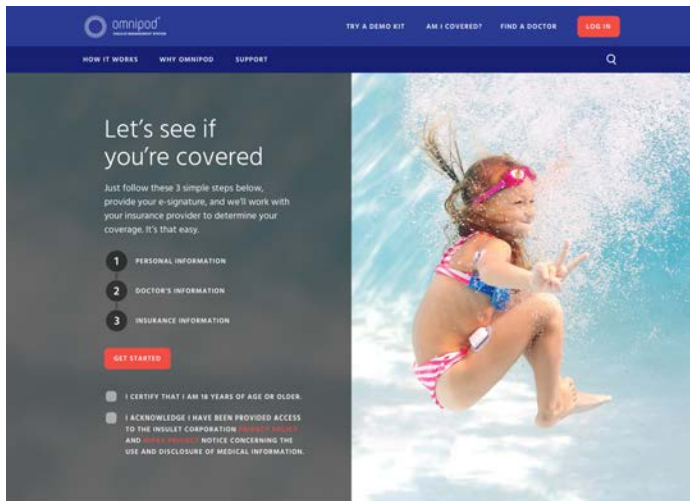
This is the “Product Comparison” page of Prototype II.

How Omnipod stacks up

FEATURE	OMNIPOD	MULTIPLE DAILY INJECTIONS	MINIMED 530G	T:SLIM G4	ANIMAS VIBE PUMP WITH CGM
Tubeless	✓	—			
Waterproof	✓ <sup>1</sup>	—	2	3	✓ <sup>4</sup>
Uninterrupted Insulin Delivery	✓				
Auto-cannula insertion, hands free	✓				
Integrated BGM or CGM	✓		✓	✓	✓

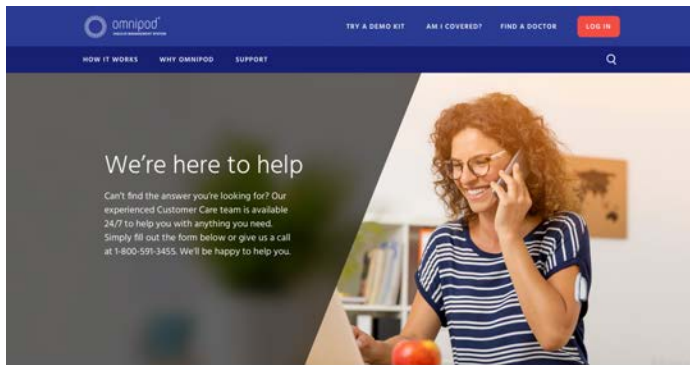
1. The Pod has a waterproof IPX8 rating for up to 25 feet underwater for 60 minutes. The PDM is not waterproof.  
2. 530G User guide states “you should avoid getting your pump wet.”  
3. IPX7 immersion for 30 minutes at depth of up to 3 feet.  
4. Pump is waterproof at 12 feet for 24 hours; Dexcom G4 sensor and transmitter is water-resistant up to 8 feet for 24 hours





## Am I Covered?

This is the “Am I Covered?” page of Prototype II.



## Contact Support

This is the "Contact Support" page of Prototype II.

### Contact our Customer Care team

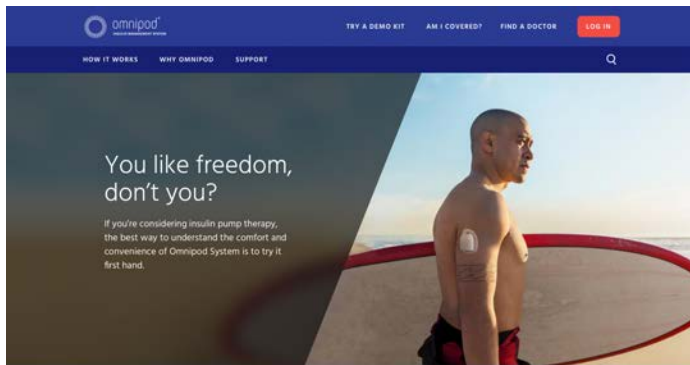
This form is only for current customers who currently reside in the United States. If you are a prospective customer, please visit the [Am I Covered?](#) page. If you are a resident of a country other than the US, please visit the [International](#) section of myomnipod.com to obtain the appropriate information for your country of residence.

FIRST NAME	LAST NAME
<input type="text" value="Jonathan"/>	<input type="text" value="Applesseed"/>
EMAIL	
<input type="text" value="jonathan.applesseed@example.com"/>	

- ☐ I certify that I am 18 years of age or older. If you are under 18, please ask your parent or guardian to fill out this form on your behalf.
- ☐ I acknowledge I have been provided access to the [Insulet Corporation HIPAA Privacy Notice](#) concerning use and disclosure of my medical information.
- ☐ I authorize Insulet Corporation, its distributors, affiliates, and wholly-owned subsidiaries to contact me by telephone or email regarding the Omnipod and other diabetes-related supplies and services.
- ☐ Please check this box if you are an Omnipod customer.

[SUBMIT](#)





## Request a Demo Kit

This is the "Request a Demo Kit" page of Prototype II.

### Request your free Demo Kit

Try a free Demo Kit, which includes a sample, non-functioning Pod, and see what you think. Get an opportunity to see how it feels to wear a Pod, find an area on your body that works best for you, and feel the freedom you could have with the Omnipod system. The Demo Kit is completely free, and there's no obligation to buy.

FIRST NAME	LAST NAME
<input type="text" value="Jonathan"/>	<input type="text" value="Applesseed"/>
EMAIL	
<input type="text" value="jonathan.applesseed@example.com"/>	
ZIP CODE	PHONE NUMBER
<input type="text" value="12345"/>	<input type="text" value="(123) 456-7890"/>

- ☐ I certify that I am 18 years of age or older. If you are under 18, please ask your parent or guardian to fill out this form on your behalf.
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REQUEST YOUR DEMO



# Testing II

- + OVERVIEW
- + PARTICIPANT 1 RESULTS
- + PARTICIPANT 2 RESULTS
- + PARTICIPANT 3 RESULTS
- + PARTICIPANT 4 RESULTS
- + PARTICIPANT 5 RESULTS
- + FINDINGS

---

# Overview

After completing my second prototype, I completed another round of usability tests using my second prototype. I hoped that because this prototype looked closer to a fully functioning, real website that I would get feedback; before I had to ask participants to ignore the fact there were no colors or photos. Now, with everything implemented in almost production-ready quality, I would be able to see how users responded with things like bright colors acting as calls to action, as well as pictures and different typographic styles affecting the visual hierarchy.

For brevity's sake, I have declined to include a fully typed-out transcription of the results of all 5 participants, and have instead included scans of my notes for each test. The "Findings" page at the end of this section will summarize the test results.

## Test Results P1

## Proto 2

### Pre-Interview Thoughts

- "Just two pieces" - change to something more catchy that catches your attention
  - ↳ word "pieces" is kind of vague
- size of word bubble under "support" implies importance
- make it more obvious the bubbles are clickable
- change to search bar instead of button

### Tasks

- ① went straight to "how it works"
- ② straight to am i covered
  - ↳ clicked get started
  - ↳ followed the steps & finished likes
  - ↳ wants to find doctor or explore community
- ③ went home, why equip, product comparison
  - ↳ put asterisk next to waterproof, just one asterisk
- ④ support, contact info, submit
  - ↳ make phone number red
- ⑤ straight to try a demo kit

### Post-Results

- like image banners, immediately obvious you can scroll
- on homepage, emphasize tubeless pump
  - ↳ maybe statistics
  - ↳ 3 days insulin emphasized on homepage
- likes the top bar, creates hierarchy

## Test Results P2

Proto 2

### Pre-Interview

- likes font, organized, clear to read, not overbearing w/ info
- likes dual dotification, maybe switch navigations dual to top
- likes button vs search bar
- "Just no pieces" too vague
- steps are good
- easy to navigate

### Tasks

- ① straight to answer
- ② straight to page, "get started"
  - ↳ followed steps
  - ↳ would want to try a demo kit, wants to get demo, find a doctor as well
- ③ straight to answer
  - ↳ color code numbers
  - ↳ pictures instead of graph to compare for visual reference
  - ↳ size comparison
- ④ straight to contact info
  - ↳ emphasize the number
  - ↳ move "thanks" into header
  - ↳ add more methods of contact
- ⑤ straight to try a demo kit
  - ↳ submit
  - ↳ same advice for contact info

### Post-Interviews

- maybe add chat thing to corner

## Test Results P3

Proto 2

### Pre-Interview Questions

- a lot of information
- good spacing & hierarchy
- likes that it shows the steps right off the bat
- showing the community is good
- bubbles are good

### Tasks

- ① straight to answer
- ② straight to an I covered
  - ↳ click get started
  - ↳ followed steps
  - ↳ would want to go back to homepage, now it works, FAQ, or support
- ③ straight to answer
  - ↳ maybe something
  - ↳ don't have footnote in empty spot
- ④ went to bottom
  - ↳ make contact us a button
  - ↳ ~~submit~~ form is good  
Success
- ⑤ straight to top and filled out form

### Post-Interview Thoughts

- move find a doctor to support into support  
"find an omnipod doctor"
- make heroes maybe a little smaller

## Test Results PY

- logo is homepage  
not obvious

### Pre-Interview

- community circle makes you think there's more off the pages
- likes that the pictures don't wave around too much
- thinks top rows have
- make photo leaders Skinner
- not immediately obvious you can scroll

Proto  
2

### Tasks

- ① straight to answer
- ② straight to an I covered
  - ↳ tried to click through header
  - ↳ would want to try demo kit before insurance because don't want to waste time w/ doctor's insurance
- ③ straight to answer, but w/ hesitation on "how it works" vs "why Omigod"
  - ↳ more visual reference instead of graph
  - ↳ footnotes are good
- ④ went to the bottom, then went to top & support
  - ↳ more info at bottom
- ⑤ straight to demo kit
  - ↳ filled out form

### Post-Interview Thoughts

- none, they were said during tasks

## Test Results PS

### Pre-Interview Questions

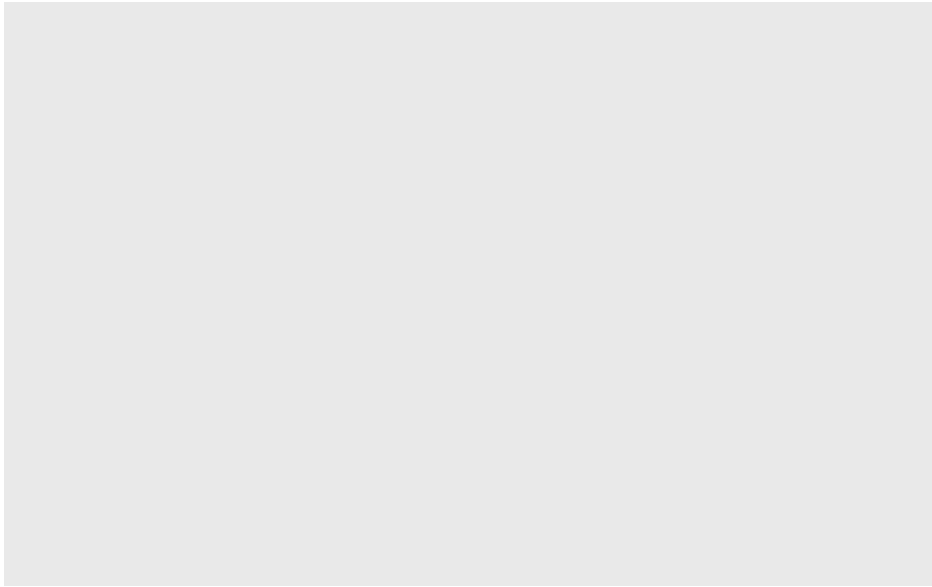
- easy to understand
- likes "just two pieces", very simple

### Tasks

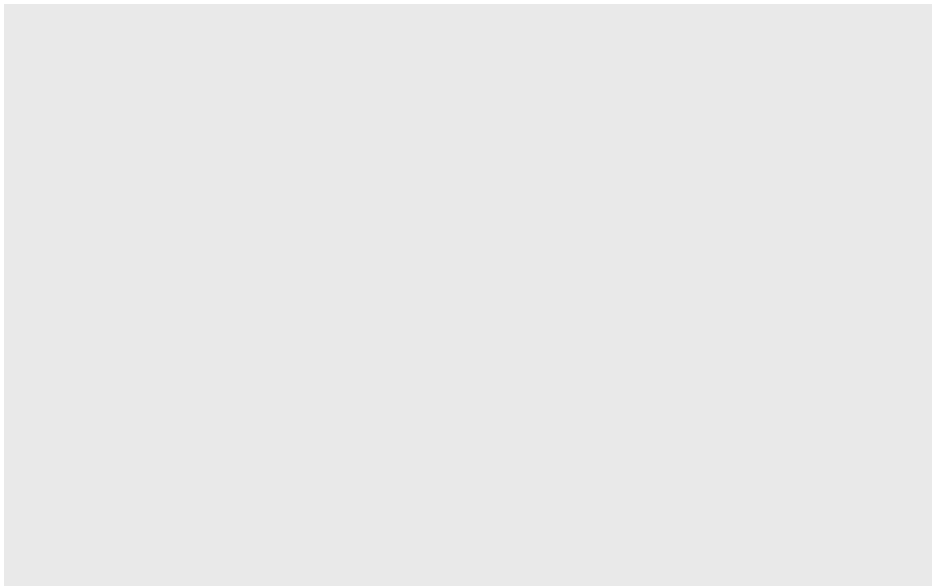
- ① straight to answer
- ② straight to answer covered
  - ↳ followed the steps
  - ↳ would want to find a doctor, because assuming covered
- ③ straight to answer
  - ↳ footnotes understandable
- ④ straight to answer
  - ↳ immediately saw phone number
- ⑤ straight to top

### Post-Interview Thoughts

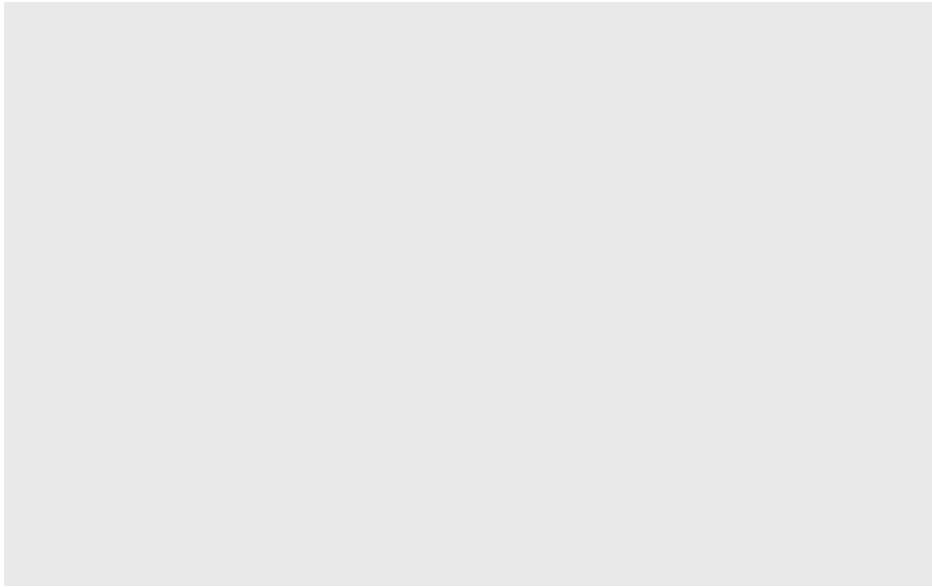
- like dropdawns



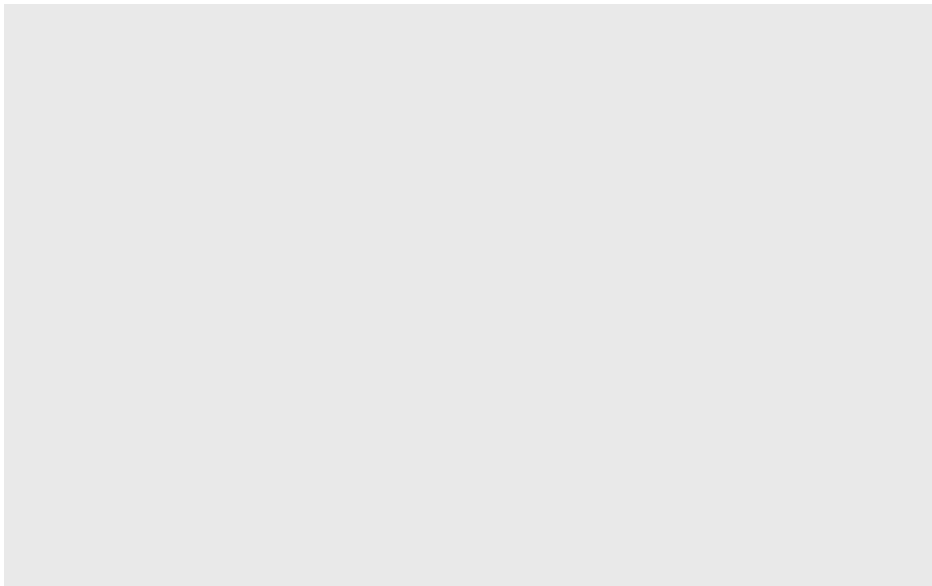
A screen recording of Participant 1 completing the 5 tasks.



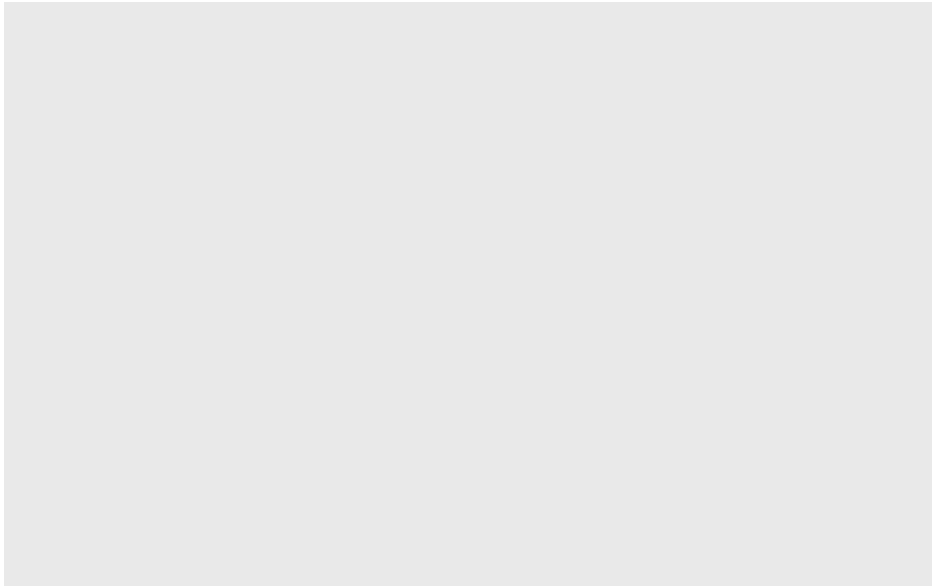
A screen recording of Participant 2 completing the 5 tasks.



A screen recording of Participant 3 completing the 5 tasks.



A screen recording of Participant 4 completing the 5 tasks.



A screen recording of  
Participant 5 completing  
the 5 tasks.

---

# Findings

This prototype was much more successful than the first: every single participant went straight to the correct answer immediately, without any frustrations or turning back. Participants were very pleased with the layout of information on the site, and particularly liked the image banner at the top that gave a hint of what the page was about. Though I did have some issues with the prototype not displaying dropdowns properly, overall this round of testing was very successful.

I got a lot of good feedback on little things that can be changed here and there, which I go into detail about at the end of this report, but overall users responded well to my dropdown navigation and the new page designs.

# Conclusion

- + OVERVIEW
- + FINAL PROTOTYPE
- + FUTURE CHANGES

---

# Overview

My first prototype attempted something a little unconventional and, while I had a lot of faith in my concept, it unfortunately did not work out in the testing phase. However, I think a lot of that had to do with my implementation of the concept. I have seen websites before that tell a story in a linear way down the page, sometimes even ditching scrolling entirely and instead creating distinct pages that transition into one another vertically. I think because my implementation just involved static blocks of information in sequence down the page, the user did not understand the flow as well as if there had been micromoments and transitions.

I think another issue with my first prototype was that I wasn't keeping in mind my audience. The Omnipod website is for a piece of medical technology; users are not visiting the website for fun, and they certainly aren't visiting to have a good time. Users want a simple website that works well and tells them the information they want to know quickly. Because of this, a storytelling-like flow doesn't work well in this context. In the future, I need to be more conscious of my audience and their purpose for coming to the website so that I'm not overdesigning my project.

In spite of the problems with my concept, my information hierarchy was fairly effective from the beginning. I did have some trouble with so-called "lone wolf" action links that didn't really fit into one category, or maybe even fit into multiple categories. Nearly every user had a different idea of where to find them because every user prioritized and categorized these tasks differently. Besides this, however, my reorganization of the top level navigation menu proved

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effective with the majority of users — it matched with most of my users mental models<sup>1</sup> about where to find important information.

<sup>1</sup> Norman, *The Design of Everyday Things*

For my second prototype, I decided to return to more conventional methods of web design by implementing a dual-level header and dropdown navigation menus. This design performed better with users than my first prototype; it allowed users, both those familiar with the website and unfamiliar, to go straight to the information they wanted to find. I did get an opportunity to keep a little bit of this concept in my final prototype; the image banners at the top of each page gave users a little taste of what the page was about, which gave them an opportunity to either continue to scroll and learn more information, or go on to another page without investing too much time searching for the information they want.

Overall, I'm very pleased with my final prototype, and I learned a lot over the course of this project. I became very experienced with industry-standard design tools such as Sketch and InVision, and I learned that there is a lot more to user experience design than I originally thought. I found that I really enjoyed user testing because it allowed me to get first hand knowledge about what users really want to see in a product. Also, user testing is really helpful when you're stuck and are unsure about which direction to go in: just ask your users what they would like to see implemented!

As intensive as this project was, and as laborious it was to write this report — 108 pages!!! How did that even happen?? — I really enjoyed getting first hand experience designing a website, testing it with real users, and implementing practical, justified changes.

---

# Final Prototype

This is my final prototype for my redesign of the Omnipod website. I did not make any changes after testing Prototype II, but some future changes I would like to make are listed below. The full prototype is available for you to explore at [jautry.com/omnipod](http://jautry.com/omnipod)

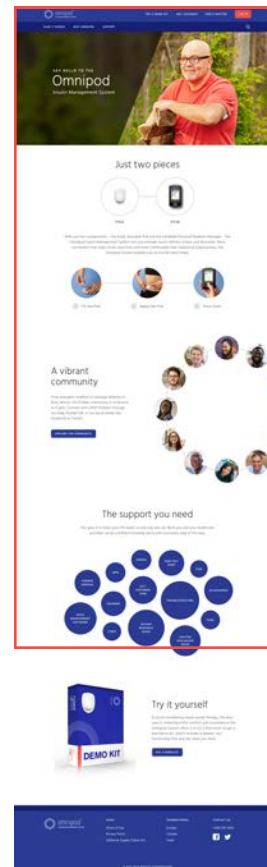
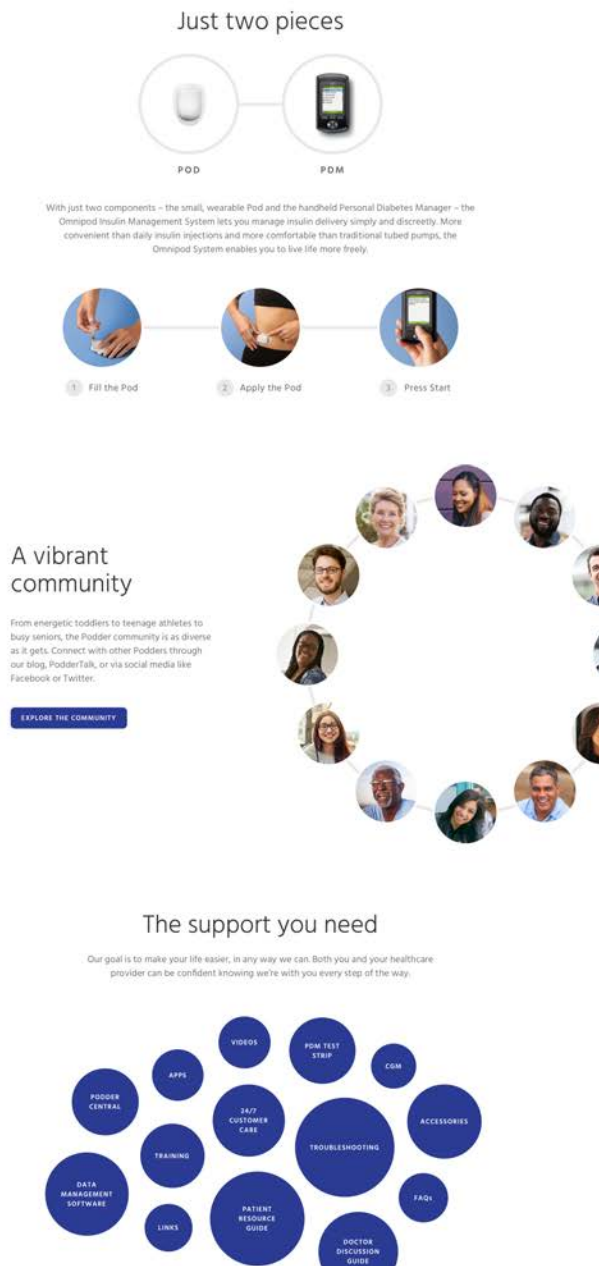
## POSSIBLE FUTURE CHANGES

- + Rename “Support” to “Customer Support”
- + Bundle all of the dropdown links under “Support” into one page and combine with search. Search would be front and center, with different information categories below that
- + Reword “Just two pieces” on the homepage; users aren’t understanding that fully
- + Add a few bullet summative points under the “Say hello” banner on the homepage
- + Make the bubbles in the homepage support graph clickable
- + On completion and submittal of insurance coverage form, make the button take the user somewhere besides “Explore the Community”
- + On the contact and request demo kit pages, move form submittal confirmation message into image banner
- + Move “Find a doctor” into “Support” dropdown, bring “Contact Us” up out of dropdown and into top level of header
- + On product comparison page, don’t have footnote superscripts in empty spaces, put something there
- + Shrink height of image banners on each page so that it’s more obvious that you can scroll



## Homepage

This is the homepage of my final prototype. It is a fairly direct implementation of the sketches I showed earlier. This is the upper portion of the homepage, with the lower portion being on the next page.



With just two components – the small, wearable Pod and the handheld Personal Diabetes Manager – the Omnipod Insulin Management System lets you manage insulin delivery simply and discreetly. More convenient than daily insulin injections and more comfortable than traditional tubed pumps, the Omnipod System enables you to live life more freely.



## A vibrant community

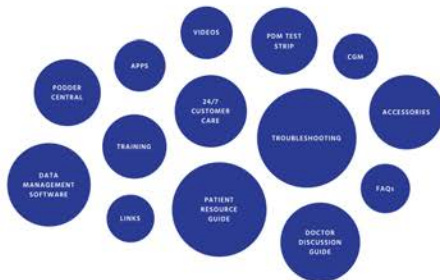
From energetic toddlers to teenage athletes to busy seniors, the Podder community is as diverse as it gets. Connect with other Podders through our blog, PodderTalk, or via social media like Facebook or Twitter.

[EXPLORE THE COMMUNITY](#)



## The support you need

Our goal is to make your life easier, in any way we can. Both you and your healthcare provider can be confident knowing we're with you every step of the way.



## Try it yourself

If you're considering insulin pump therapy, the best way to understand the comfort and convenience the Omnipod System offers is to try it first-hand. So get a free Demo Kit, which includes a sample, non-functioning Pod, and see what you think.

[GET A DEMO KIT](#)

omnipod  
insulin management system

**LEGAL**

Terms of Use  
Privacy Policy  
California Supply Chains Act

**INTERNATIONAL**

Europe  
Canada  
Israel

**CONTACT US**

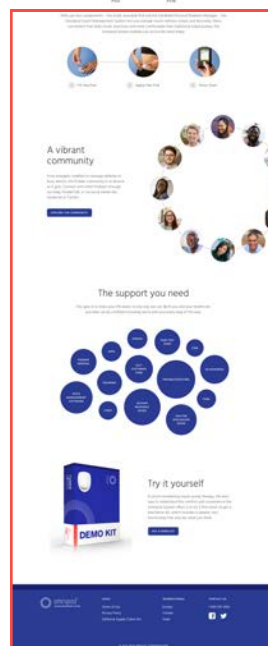
1-800-591-3455

## Homepage

This is the homepage of my final prototype. It is a fairly direct implementation of the sketches I showed earlier. This is the lower portion of the homepage, with the upper portion being on the previous page.



Just two pieces








## How to Use Omnipod

This is the "How to Use Omnipod" page of my final prototype.

### Three simple steps

- 

**1 Fill the Pod**  
The Pod automatically primes itself and performs a series of safety checks to prepare for insulin delivery.
- 

**2 Apply the Pod**  
Place your Pod almost anywhere you can give yourself an injection.
- 

**3 Press Start**  
The cannula inserts automatically and insulin delivery seamlessly begins.

### A very simple system

The Pod and Personal Diabetes Manager (PDM) communicate wirelessly to deliver continuous insulin based on your personal settings - giving you what you ask for, when you ask for it. Just keep the PDM within 5 feet of the Pod to program a bolus. Simple enough.



#### A small, lightweight, waterproof Pod that is easy to apply and wear

- 3 days supply of insulin
- Built-in 200-unit insulin reservoir, angled infusion set, automated inserter, delivery mechanism, and power supply
- Weights <30 grams with an empty reservoir
- Automatic insertion at the push of a button
- Pink slide insert inwindow to ensure the cannula has deployed
- Strong adhesive
- Durable, waterproof exterior shell



#### A handheld PDM wirelessly manages your personal insulin delivery

- Built-in FreeStyle blood glucose (BG) meter
- Large color screen with bright mode option
- Customizable ID system
- Test Strip port light for low-light conditions
- Extensive food library for carbohydrate counts
- Suggested bolus calculator (also calculates insulin on board)
- Port to download your stored records into clear reports and charts
- Intuitive prompts, like "Are you going to eat now?"





## Product Comparison

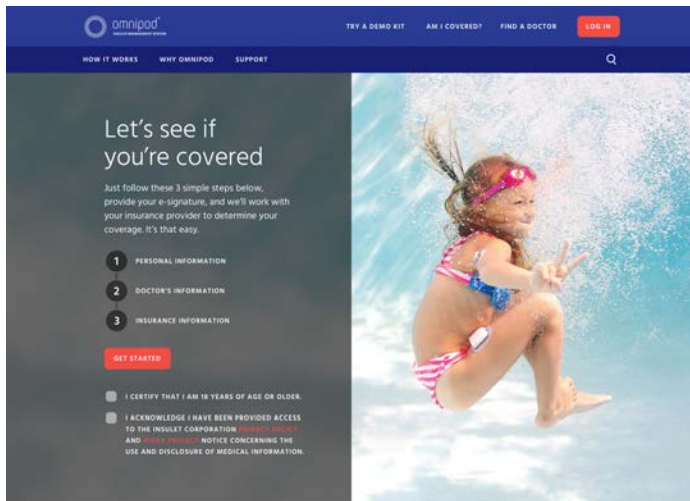
This is the "Product Comparison" page of my final prototype.

### How Omnipod stacks up

FEATURE	OMNIPOD	MULTIPLE DAILY INJECTIONS	MINIMED 530G	T:SLIM G4	ANIMAS VIBE PUMP WITH CGM
Tubeless	✓	—			
Waterproof	✓ <sup>1</sup>	—	2	3	✓ <sup>4</sup>
Uninterrupted Insulin Delivery	✓				
Auto-cannula insertion, hands free	✓				
Integrated BGM or CGM	✓		✓	✓	✓

1. The Pod has a waterproof IPX8 rating for up to 25 feet underwater for 60 minutes. The PDM is not waterproof.
2. 530G User guide states "you should avoid getting your pump wet."
3. IPX7 immersion for 30 minutes at depth of up to 3 feet.
4. Pump is waterproof at 12 feet for 24 hours; Dexcom G4 sensor and transmitter is water-resistant up to 8 feet for 24 hours





## Am I Covered?

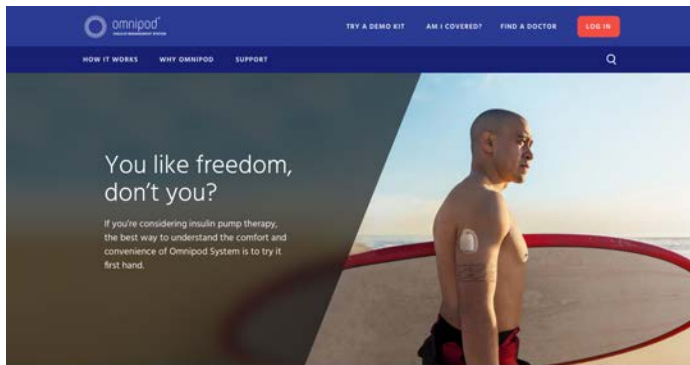
This is the “Am I Covered?” page of my final prototype.



## Contact Support

This is the “Contact Support” page of my final prototype.





## Request a Demo Kit

This is the "Request a Demo Kit" page of my final prototype.

### Request your free Demo Kit

Try a free Demo Kit, which includes a sample, non-functioning Pod, and see what you think. Get an opportunity to see how it feels to wear a Pod, find an area on your body that works best for you, and feel the freedom you could have with the Omnipod system. The Demo Kit is completely free, and there's no obligation to buy.

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REQUEST YOUR DEMO



# That's all folks!

+ THANK YOU FOR YOUR TIME