
Abstract

Competitive Usability Study: Ideal Checkout Experience for Prescriptions

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Abstract

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

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

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

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

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

(*iproc 2017;3(1):e42*) doi:[10.2196/iproc.8749](https://doi.org/10.2196/iproc.8749)

KEYWORDS

online; prescriptions; user centered design

Multimedia Appendix 1

Full poster.

[[PDF File \(Adobe PDF File\), 2MB - iproc_v3i1e42_app1.pdf](#)]

Edited by T Hale; This is a non-peer-reviewed article. submitted 15.08.17; accepted 25.08.17; published 22. 09.17

Please cite as:

Jin ES, Pratt E, Smith D

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iproc 2017;3(1):e42

URL: <http://www.iproc.org/2017/1/e42/>

doi: [10.2196/iproc.8749](https://doi.org/10.2196/iproc.8749)

PMID:

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