

Maze version - Canopy Partners Site Navigation Test

Your first project

Responses

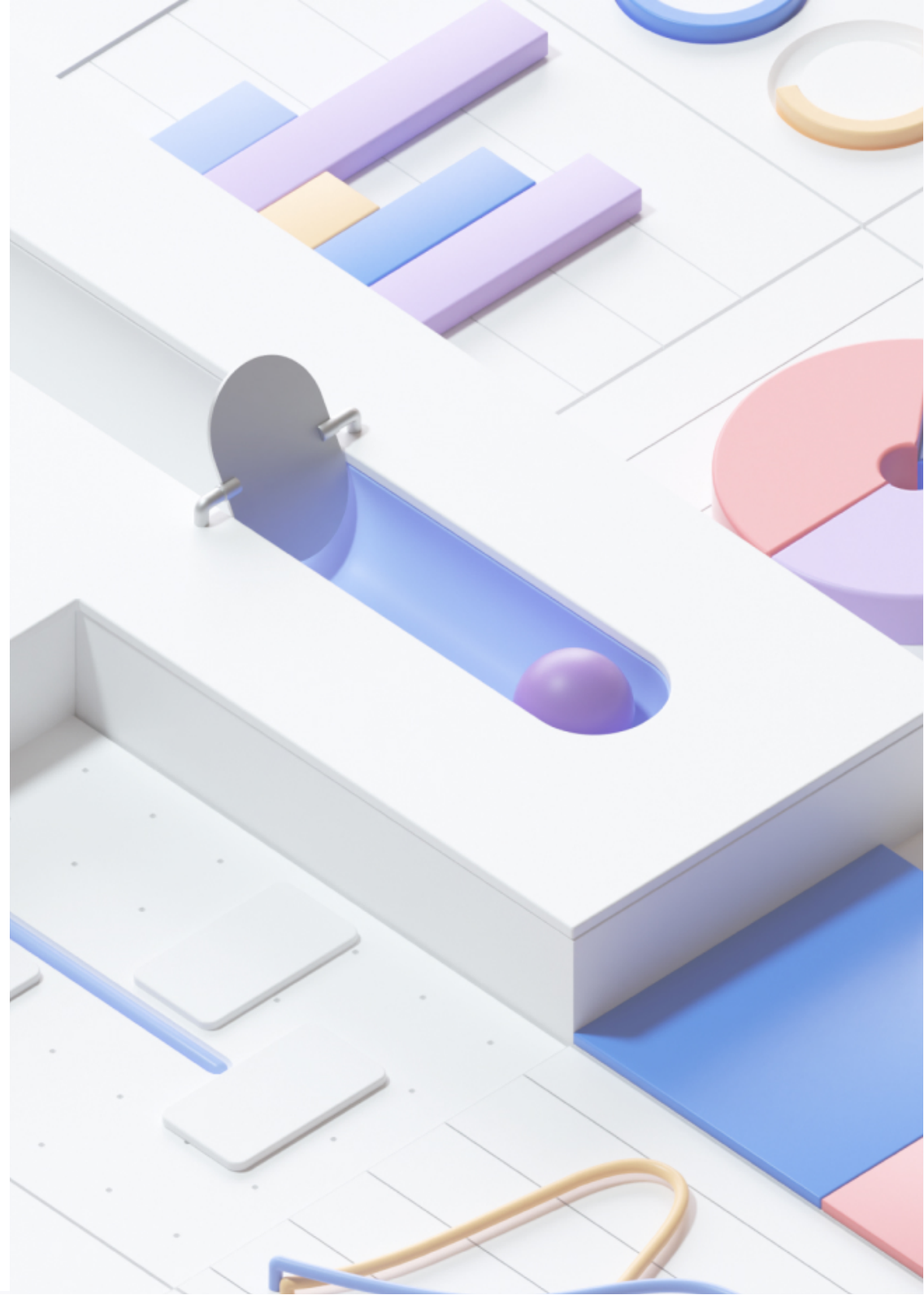
11

of blocks

12

[See online report ↗](#)

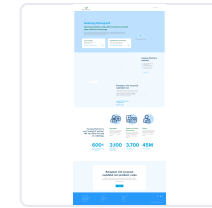
Downloaded on the 10.5.2023



Based on your first impression of the page, please write what you think the service is.

Open Question

Use the zoom + icon to make the page larger.



11
Responses

"I thought the service was how radiologists are improving and by using state-of-the-art technology this will benefit patient outcomes."

Tester #177426507 · August 1st 2023, 1:59:17 pm

"No idea!"

Tester #181175979 · July 31st 2023, 1:33:37 pm

"Providing IT services to medical providers"

Tester #181104117 · July 30th 2023, 8:34:17 pm

"Something in healthcare!"

Tester #180943945 · July 28th 2023, 9:01:10 pm

"radiology technology"

Tester #180942186 · July 28th 2023, 8:44:37 pm

"Technology involving radiology services"

Tester #180936212 · July 28th 2023, 7:56:56 pm

"Radiology"

Tester #180700452 · July 27th 2023, 7:13:40 pm

"Radiology IT services "

Tester #180398479 · July 26th 2023, 4:11:52 pm

"Some type of radiology services "

Tester #180217533 · July 25th 2023, 10:35:54 pm

"Radiology IT advisory services "

Tester #180203404 · July 25th 2023, 8:52:27 pm

"Ai and IT Service provider "

Tester #180158578 · July 25th 2023, 5:53:20 pm

[View details in Maze ↗](#)

View AI Solutions

Prototype Test

From this home page please navigate to where you think you would be able to review the AI Solutions offered.

59



81.8%

Direct success



18.2%

Mission unfinished



11

Total testers



67.7%

Misclick rate



26.6s

Avg duration

Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



81.8%

Uh oh! A significant % of testers left the expected paths. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

Home Page Option 1

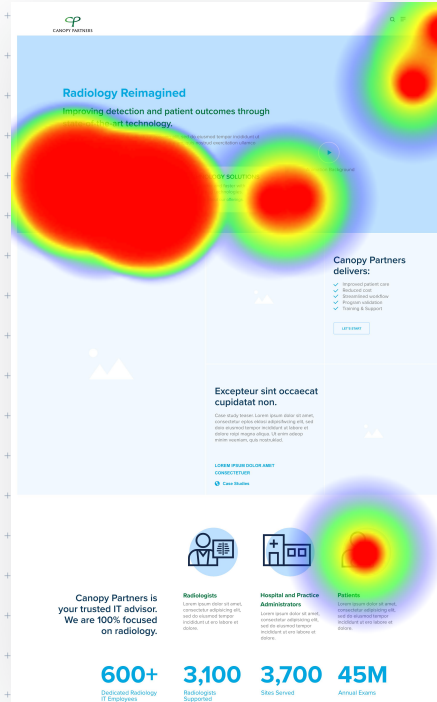
Average duration

26.8s

Users who misliked

73.0%

36



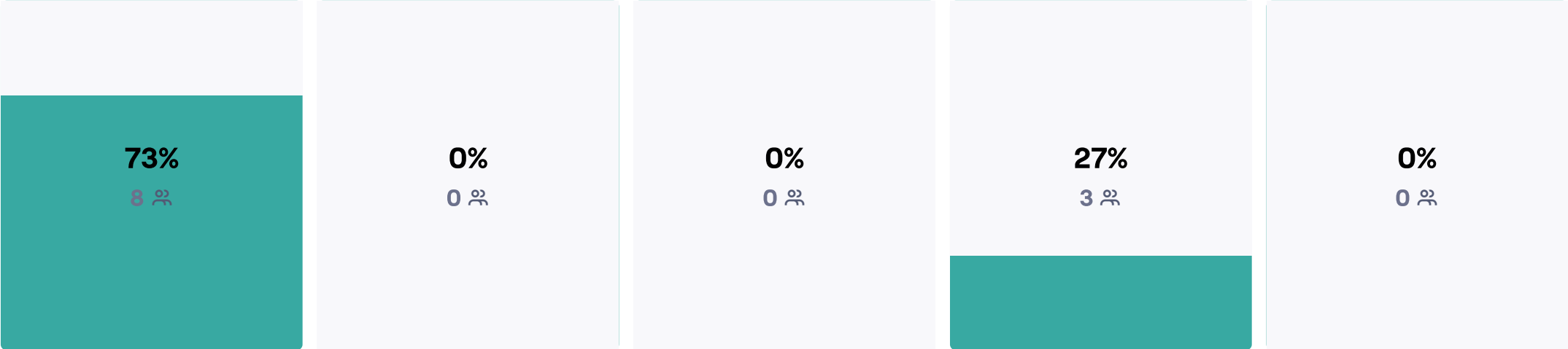
[View details in Maze ↗](#)

On a scale of 1-5 how would you rate the ease of navigating to the AI Solutions page?

Opinion Scale

11
Responses

1.8
Average



1

2

3

4

5

Easy

Neutral

Difficult

[View details in Maze ↗](#)

Please take a moment to review the AI Solutions page. How does the layout feel to navigate? Is there anything you don't like?

Open Question

Use the zoom + icon to make the page larger.



10
Responses

"I think it looks great!"

Tester #177426507 · August 1st 2023, 7:28:32 pm

"Easy to navigate. Curious if the arrows to the right of the topics under 'Partnerships on all steps of your AI journey' are how you view details of each or if the words themselves are clickable links....the vertical arrow bar is a little odd...seems like if the arrow is needed, it could be beside each topic maybe? "

Tester #181175979 · July 31st 2023, 1:39:57 pm

"In the sections like AI solutions, I'd make the links to different section larger or find a way to make them stand out more? I think the sections still under development are somewhat throwing my ability to evaluate the feel. "

Tester #181104117 · July 30th 2023, 8:38:23 pm

"It seems very intuitive."

Tester #180943945 · July 28th 2023, 9:01:55 pm

"Feels fine to me"

Tester #180936212 · July 28th 2023, 7:58:33 pm

"the layout is easy to navigate. the content leading you to the financial return feels natural!"

Tester #180700452 · July 27th 2023, 7:16:43 pm

"I dont like the first page. I think there needs to be a summary of what AIDOC is, including some generic hyperbole, ie Best in market AI solutions for Rad, improve care, reduce burn out and be on the cuttin edge of Radiology "

Tester #180398479 · July 26th 2023, 4:14:40 pm

"It feels in order - working through each piece in an organized way"

Tester #180217533 · July 25th 2023, 10:38:12 pm

"I like the layout....I'd like to add more solutions other than just the acute care program as our AI program is more comprehensive "

Tester #180203404 · July 25th 2023, 8:55:48 pm

"Felt good "

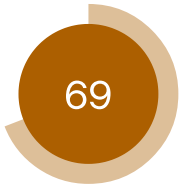
Tester #180158578 · July 25th 2023, 5:55:21 pm

[View details in Maze ↗](#)

View Case Studies

Prototype Test

From the Home page, please click on the area you believe would take you to a case study to review real-life application of AI.



80.0%

Direct success



20.0%

Mission unfinished



10

Total testers



46.4%

Misclick rate



32.9s

Avg duration

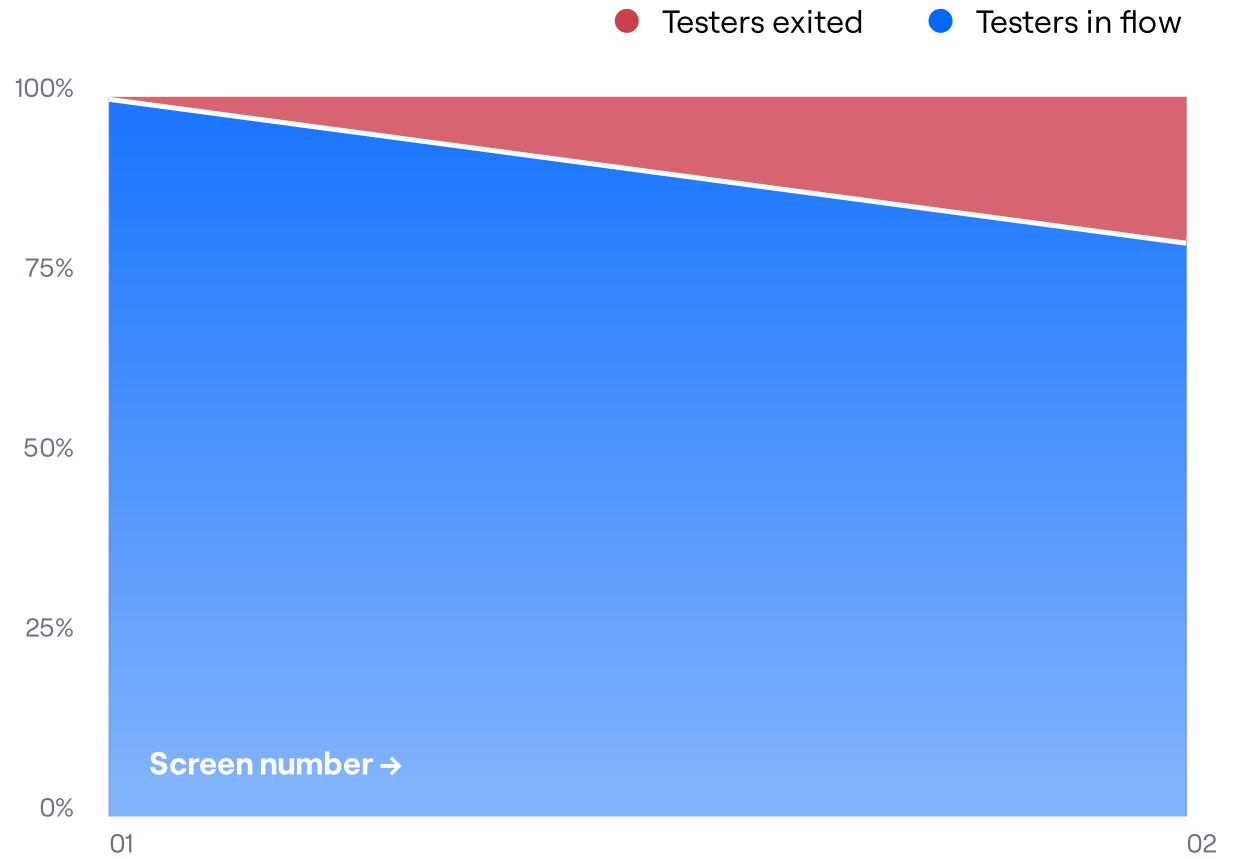
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected paths. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

Home Page Option 1

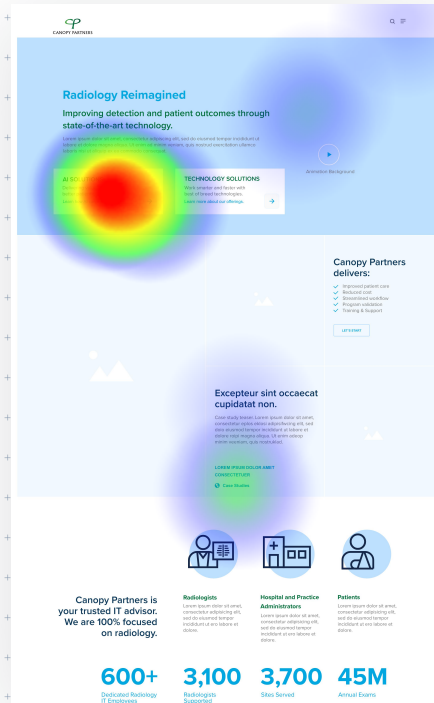
Average duration

26.9s

Users who misliked

20.0%

60



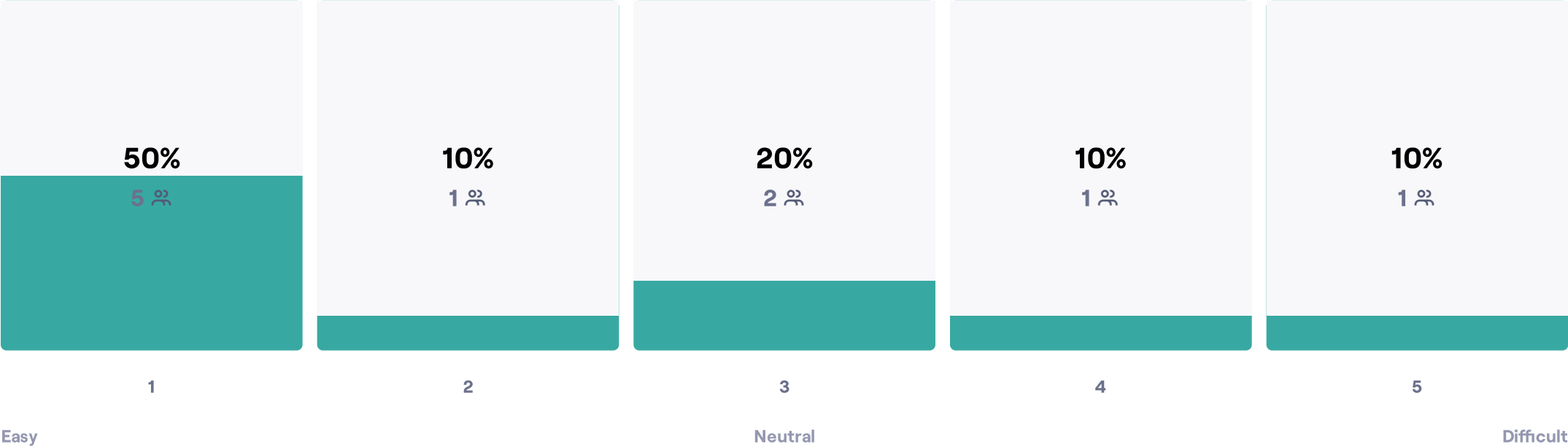
[View details in Maze ↗](#)

On a scale of 1-5 how would you rate the ease of navigating to the Case Studies page?

Opinion Scale

10
Responses

2.2
Average



[View details in Maze ↗](#)

Navigate to the Technology Solutions page

Prototype Test



From this home page please navigate to where you think you would be able to review the Technology Solutions offered. *Please note at this time the hamburger menu is not clickable.



100.0%

Direct success



0.0%

Mission unfinished



10

Total testers



16.7%

Misclick rate



6.2s

Avg duration

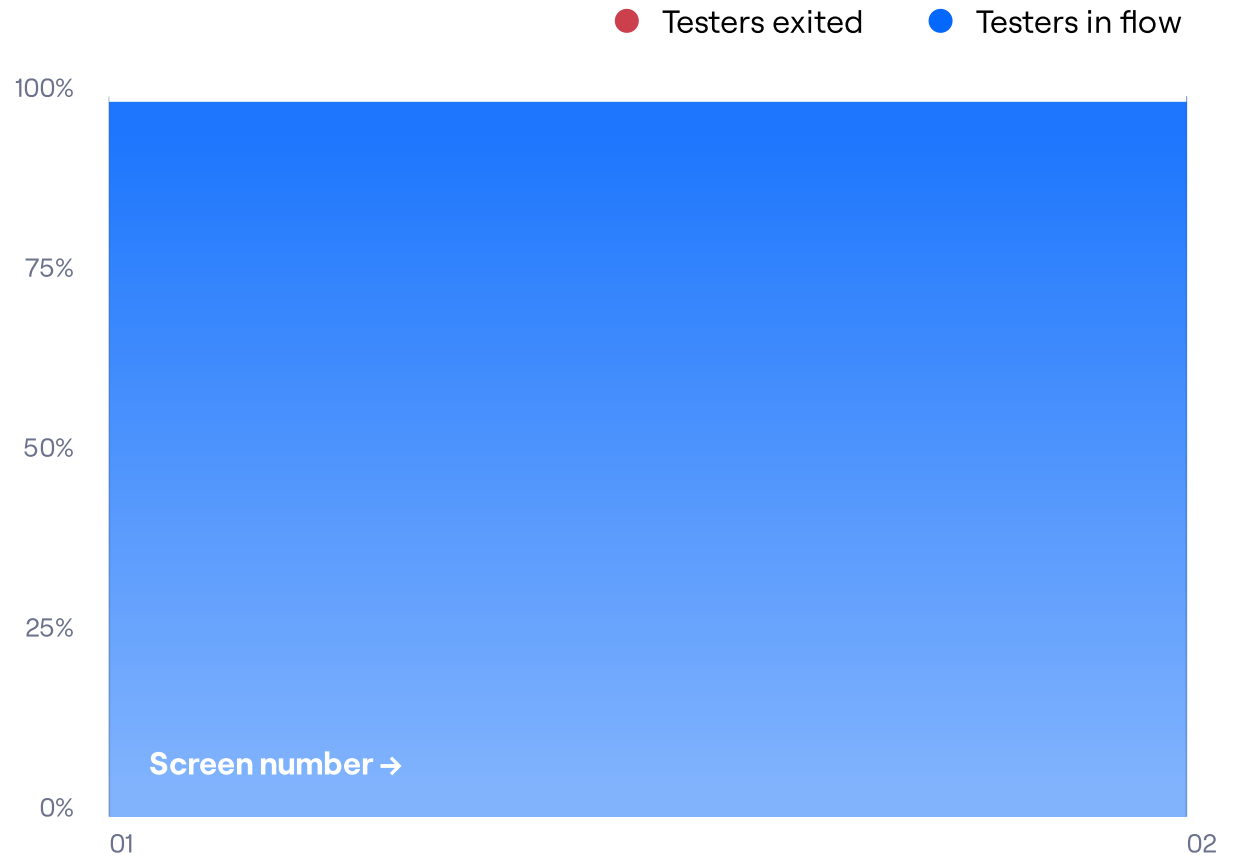
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



100%

It's time to celebrate...100% of testers completed this mission via the expected paths. Congrats!



Full path analysis

Screen 1

Home Page Option 1

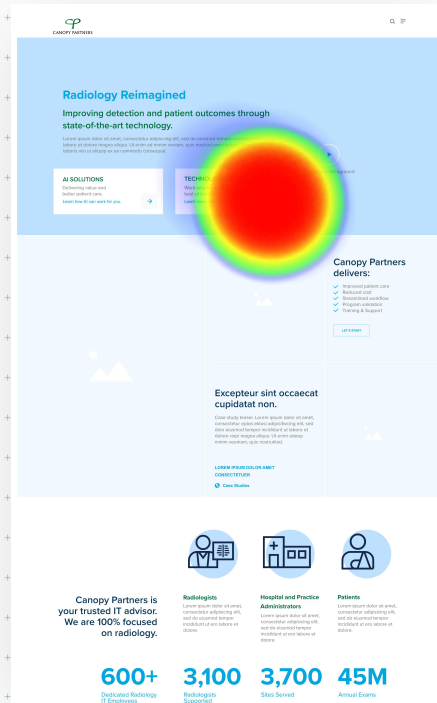
Average duration

6.2s

Users who mislicked

10.0%

95



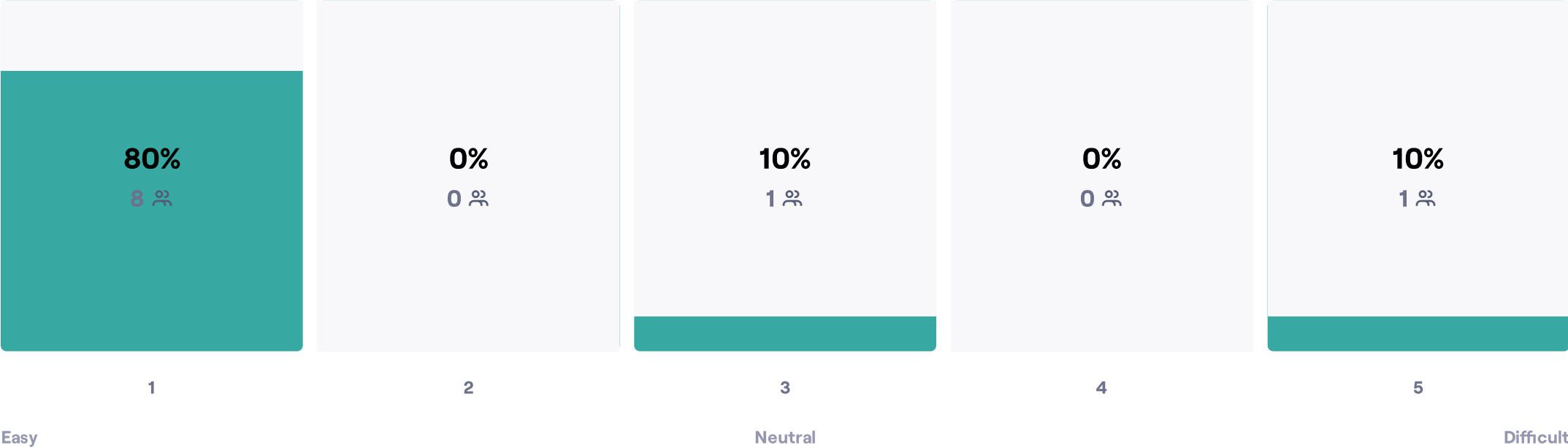
[View details in Maze ↗](#)

On a scale of 1-5 how would you rate the ease of navigating the the Technology Solutions page?

Opinion Scale

10
Responses

1.6
Average



[View details in Maze ↗](#)

If you were to visit a Resource page, what would you expect to find?

Open Question

10
Responses

"How to contact them, leadership team. If it involved case studies, where those case studies were done and all the information that entails. Basically I think of resources as tools or services that Canopy would offer. Maybe media that Canopy has received regarding their services."

Tester #177426507 · August 1st 2023, 7:34:36 pm

"Benefits of using technology/AI to radiologist, client and most importantly patients but with an emphasis on rad productivity, case examples, cost and ROI, training and long term support offered for each product. "

Tester #181175979 · July 31st 2023, 1:50:00 pm

"Applicable links, documents, etc. that support additional information to build understanding of services offered"

Tester #181104117 · July 30th 2023, 8:40:45 pm

"FAQs?"

Tester #180943945 · July 28th 2023, 9:02:57 pm

"links to studies? Not really sure"

Tester #180936212 · July 28th 2023, 8:00:50 pm

"more detailed info, financial information, maybe contact info"

Tester #180700452 · July 27th 2023, 7:17:52 pm

"contact info, validation studies for the programs, who is using the tech, summary of what it is "

Tester #180398479 · July 26th 2023, 4:16:52 pm

"A list of reference pieces, collateral or information on how to get in touch with Canopy"

Tester #180217533 · July 25th 2023, 10:39:39 pm

"White papers, blogs, videos, etc"

Tester #180203404 · July 25th 2023, 8:56:59 pm

"Testimonials"

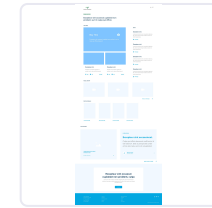
Tester #180158578 · July 25th 2023, 5:56:42 pm

[View details in Maze ↗](#)

Please take a moment to review the Resources page. How does the layout feel? Does it offer everything you expect? Is there anything missing that you would like to see?

Open Question

Use the zoom + icon to make the page larger.



10
Responses

"No, I think you have it covered and what I answered in my last response. "

Tester #177426507 · August 1st 2023, 7:35:24 pm

"Considering this appears to be a post purchase area, looks good! "

Tester #181175979 · July 31st 2023, 2:06:20 pm

"I like this page! The only suggestion I have would be to increase the font size of the section headers, I think they'd be more effective in catching my attention if a bit larger"

Tester #181104117 · July 30th 2023, 8:42:26 pm

"No, it looks good!"

Tester #180943945 · July 28th 2023, 9:03:15 pm

"It looks good but I think "resources" is a little vague for what it's offering."

Tester #180936212 · July 28th 2023, 8:01:50 pm

"layout feels good. looks like a lot of useful resources here!"

Tester #180700452 · July 27th 2023, 7:18:28 pm

"think it looks fine"

Tester #180398479 · July 26th 2023, 4:17:24 pm

"Again very well organized and intuitive."

Tester #180217533 · July 25th 2023, 10:40:29 pm

"I like the layout of this page."

Tester #180203404 · July 25th 2023, 8:57:48 pm

"Feels great"

Tester #180158578 · July 25th 2023, 5:57:28 pm

[View details in Maze ↗](#)

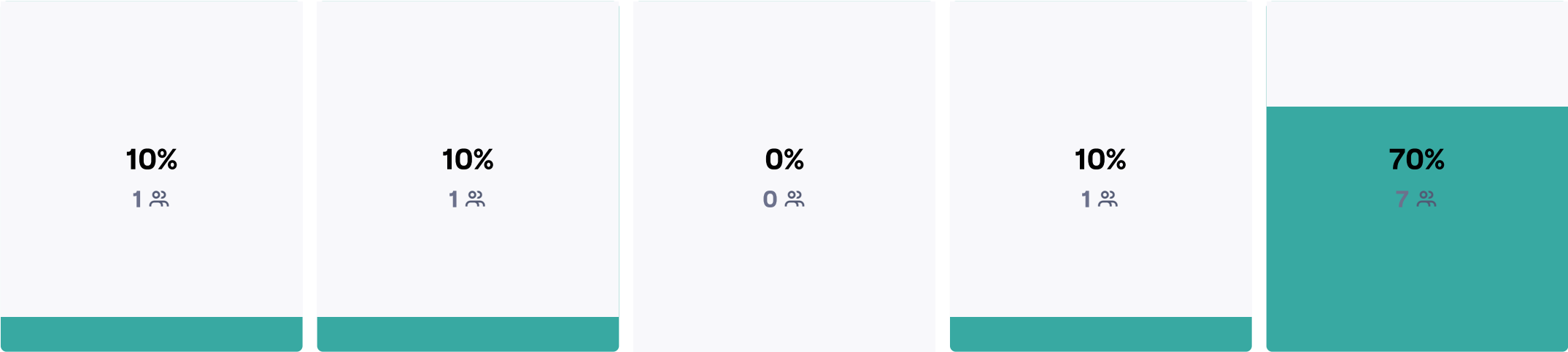
How would you rate the overall look and feel of the site?

Opinion Scale



10
Responses

4.2
Average



1

2

3

4

5

Very Poor

Neutral

Great

[View details in Maze ↗](#)

Any final thoughts? Was there anything you really liked? Was there anything you really disliked?

Open Question

10
Responses

"Loved the icons. "

Tester #177426507 · August 1st 2023, 7:35:48 pm

"Clean and simple....liked it "

Tester #181175979 · July 31st 2023, 2:06:43 pm

"On the tasks where we were asked to select where to click to find something, I wasn't able to view that page in detail (or where I clicked, maybe I wasn't selecting the right portion of the page) so then couldn't really evaluate the page as was requested."

Tester #181104117 · July 30th 2023, 8:44:09 pm

"I think it looks simple and clean. I like the look and feel!"

Tester #180943945 · July 28th 2023, 9:03:40 pm

"Great work team!"

Tester #180936212 · July 28th 2023, 8:02:07 pm

"I liked the balance of iconography and photography. the color palette is friendly!"

Tester #180700452 · July 27th 2023, 7:19:14 pm

"I am not sure if I like the design in general. Color scheme etc. I really believe that we need a general page that states the benefits of it in clear terms"

Tester #180398479 · July 26th 2023, 4:18:24 pm

"Great outline to what need to get done."

Tester #180217533 · July 25th 2023, 10:40:46 pm

"We really focus on health systems as the target audience for this new webpage. I'd like us to consider if we can weave in any solutions for imaging centers (outpatient solutions) and radiology practices (our historical sweet spot)"

Tester #180203404 · July 25th 2023, 8:58:55 pm

"Liked the simplicity "

Tester #180158578 · July 25th 2023, 5:57:50 pm

[View details in Maze ↗](#)