Successful User Experience:
Strategies and Roadmaps

Elizabeth Rosenzweig
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Bentley University USA
Agenda

* What is Usability?
* What makes a Successful User Experience?
* Voting Example
* Goals and how to use them
* Aligning Goals to create Roadmaps
* Persona and Use Cases
* Tools and Methodologies
* Success Stories
* Q & A
Usability and User Experience
Good User Experience is the differentiating factor, to move design and development to the next level

Answers the question:

*Can the device and apps be used by a human being?*
Usability

- Usability is the ease of use and learning in a human-made object. This is done by matching these objects more closely with user needs and requirements.
Unsuccessful UX: USA 2000 Voting
Punch Card Ballot

[Image of a punch card ballot with a hand pointing to and writing on it.]
Butterfly Ballot

OFFICIAL BALLOT, GENERAL ELECTION
Palm Beach County, Florida
November 7, 2000

Electors for President and Vice President
(A vote for the candidates will actually be a vote for their electors.)

(REPUBLICAN)
George W. Bush - President
Dick Cheney - Vice President

(DEMOCRATIC)
Al Gore - President
Joe Lieberman - Vice President

(LIBERTARIAN)
Harry Browne - President
Art Olivier - Vice President

(GREEN)
Ralph Nader - President
Winona LaDuke - Vice President

(SOCIALIST WORKERS)
James Harris - President
Margaret Trowe - Vice President

(NATURAL LAW)
John Hagelin - President
Nathaniel Goldhaber - Vice President

(REFORM)
Pat Buchanan - President
Ezola Foster - Vice President

(SOCIALIST)
David McReynolds - President
Mary Cal Hollis - Vice President

(CONSTITUTION)
Howard Phillips - President
J. Curtis Frazier - Vice President

(WORKERS WORLD)
Monica Moorehead - President
Gloria La Riva - Vice President

Write-in Candidate
To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

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Example: UX of Photography
Kodak Camera

Mobile device of 1888
- Smaller camera
- Dry film
- Roll film

- One button - you push it we do the rest

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Successful UX Process

Voice of the Customer ➔ Market Opportunity ➔ Requirements ➔ Design ➔ User Test

Develop ➔ Redesign ➔ User Test ➔ Commercialize

Prototype
Examples of Successful UX Today
Goals and Strategic Models
Goals

- **User Goals** - focus on the person using the object
- **Product Goals** - focus on the functional specifications of the object
- **Business Goals** - focus on the market and revenue goals the company has for the product
**Strategic Model: Digital Photography**

**Long Term Product Goals**

Define the strategies

Create opportunities for people to share experiences through images

**Intermediate Product Goals**

1. Create easy to use image capture devices

2. Help consumers organize and share their images

3. Create new opportunities for people to connect through images

4. Motivate consumers to capture and share images

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Personas and Use Cases
Personas and Use Cases

* Personas focus on the human aspects of the users
* Case studies bring in the user, environment, technology and activity.
* Together they provide the context of use
Personas

- Demographics (who are they?)
- Goals (what are they trying to do?)
- Characteristics (how do they do it?)
- Needs
- Pain Points
Use Cases

- High Level Use Cases describe what the user is doing, how they do it and why.

- Detailed Use Cases describe the steps that the user takes to accomplish their goals and do what they need/want to do

  - **As a persona**
  - I want to *perform some actions*
  - So that I can *reach my goal*
Persona and Use Cases

* Personas define user goals, characteristics, strengths and limitations
* Use case provides the context:
  * What is the persona trying to accomplish (what are their goals)
  * What problem is the use case solving?
  * What are the challenges and successes?
**Digital Photography Persona 1**

**Daughter / Mom Marla**

Age 40-55

Key Tasks
- Capture moments, take pictures
- Share pictures with family and friends via social media and email
- View pictures that are shared by family and friends
- Occasionally print pictures and put them on display at home or office

**Motivations**
- Remember meaningful event
- Relive events
- Evoke warm memories

**Frustrations**
- Can’t find pictures when I want to
- Too many pictures, no organization

**Opportunities**
- Create organization of pictures as a by product of everyday events

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Teenager Theo
Age 14-18

Key Tasks
• Capture moments, take pictures
• Post pictures on high school web magazine
• View pictures that are shared by family and friends
• Post pictures on social media as a means of communication with friends

Motivations
Stay connected with friends
Communicate with peer group
Stay connected with family

Frustrations
Quality of pictures not consistent
Too many pictures, no organization

Opportunities
Create organization of pictures as a by product of everyday events
Grandpa George

Age 70+

Key Tasks
- Capture moments, take pictures
- View pictures that are shared by family and friends
- Print out pictures to put into scrapbook

Motivations
- Remember meaningful event
- Relive events
- Evoke warm memories

Frustrations
- Does not own a digital camera
- Can’t find pictures when I want to
- Too many pictures, no organization

Opportunities
- Easy to organize digital photo album
## Intermediate Product Goals by Persona

### User Groups & Intermediate Strategic Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Mom Marla</th>
<th>Teenager Theo</th>
<th>Grandpa George</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create easy to use image capture device</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>2. Help consumers organize and share their images</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>3. Create new opportunities for people to connect through images</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>4. Motivate consumers to capture and share images</td>
<td>✔️</td>
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</tr>
</tbody>
</table>
Tools and Methodologies
UX Cycle: Methods and Tools

Discovery
- Field research
- Focus groups
- Personas & Use cases
- Online surveys

Design and Evaluation
- Expert review
- Card sorting
- Wireframes/Interaction design
- Usability testing
- Eye tracking

Benchmarking
- Large-scale UX studies
- Accessibility evaluations
Discovery: Field Research

- Validate designs in the real world
- Greater customer insight
- Define user requirements
- Sparks innovation

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• Explore design concepts with a group of targeted customers or prospects
• Compare design alternatives, early prototypes, and wire frames
• Group activities might include sketching, card sorting, or paired-comparisons
• Evaluate the user experience of any product or system based on industry-wide best practices

• Evaluation based on common use scenarios and targeted users

• Focus on navigation, terminology, information hierarchy, and consistency (visual and interaction)

• Major usability issues are identified with rationale and design recommendations
• 1:1 sessions
• Task-based or open exploration
• Qualitative insights through think-aloud protocol and probing questions
• Collect data on task success, completion times, ease ratings, and overall scorecards
• Testing in lab setting, remote, or in the field
Design & Evaluation: Eye Tracking

- Collects data about where participants are looking in real time
- Test with static images, websites, print media, video, or commercials
Design & Evaluation: Wireframe/Interaction Design

- Detailed early designs representing core structural elements of design
- Allow for quick evaluation of design foundation without requiring significant development effort
- Review navigation and information architecture
## Tools and Goals

### Tools & Intermediate Product Goals

<table>
<thead>
<tr>
<th>Tools &amp; Goals</th>
<th>Competitive analysis</th>
<th>Expert review</th>
<th>Focus groups</th>
<th>Usability testing</th>
<th>Surveys</th>
<th>Wireframes</th>
<th>Social media</th>
<th>Personas</th>
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<tbody>
<tr>
<td>1. Create easy to use image capture device</td>
<td>✔️</td>
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Success Stories
Find and Compare Nursing Homes

Welcome to Nursing Home Compare. This tool has detailed information about every Medicare and Medicaid-certified nursing home in the country. Before you get started, you or your family member may have other long-term care choices like community-based services, home care, or assisted living depending on your needs and resources. For more information, see Alternatives to Nursing Homes. Otherwise, follow these steps when choosing a nursing home:

Step 1: Find Nursing Homes in your area. Search by name, city, county, state, or ZIP code.

Step 2: Compare the quality of the nursing homes you’re considering using the Five-Star Quality Ratings, health inspection results, nursing home staff data, quality measures, and fire safety inspection results.

Step 3: Visit the nursing homes you’re considering or have someone visit for you. Use the Nursing Home Checklist and other resources under “Additional information” below.

Step 4: Choose the nursing home that best meets your needs. Talk to your doctor or other healthcare practitioner, your family, friends, or others about your nursing home choices. Contact the Long-Term Ombudsman or State Survey Agency before you make a decision.

What’s New

In early 2012, the Centers for Medicare & Medicaid Services (CMS) will begin to display new quality measures based on HDS 2.0 nursing home resident assessments. These new quality measures will replace the quality measures that currently appear on Nursing Home Compare. CMS will not calculate a 5 Star Overall Rating or a 5 Star Quality Measures Rating based on these data until April 2012.

Learn More

Click on each link to get the following information:

- **File a Complaint with your State**
- **Your Rights as a Nursing Home Resident**
- **Five-Star Quality Rating**
- **Health Inspections**
- **Quality Measures**
- **Nursing Home Staffing**
- **Find the nursing home that’s right for you**
- **View the Guide to Choosing a Nursing Home**
- **Use the Nursing Home Checklist**
- **Helpful services in your state**

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Step 1: Enter Search Criteria

Choose one option and enter your search criteria. Then fill in the required fields for your selection. After you enter your search criteria, click on "Continue" to proceed with your search.

What's New

In early 2012, the Centers for Medicare & Medicaid Services (CMS) will begin to display new quality measures based on MDS 3.0 nursing home resident assessments. These new quality measures will replace the quality measures that currently appear on Nursing Home Compare. CMS will not calculate a 5 Star Overall Rating or a 5 Star Quality Measures Rating based on these data until April 2012.

Learn More

Click on each link to get the following information:

- File a Complaint with your State
- Your Rights as a Nursing Home Resident
- Learn important information about each nursing home
  - Five-Star Quality Rating
  - Health Inspections
  - Quality Measures
  - Nursing Home Staffing
- Find the nursing home that's right for you
- View the Guide to Choosing a Nursing Home

Note: CA, FL, NY, OH, TX have a large number of nursing homes. To make your search easier, we split these states in half geographically (e.g., Northern California & Southern California). If you are not sure which area you need to search, you can view a list of counties belonging to each area in these states.
Step 2: Choose Nursing Home to Compare

Your search resulted in 62 nursing homes available within 10 miles of ZIP Code 02459.

Your search may take a few minutes to load. We recommend starting a new search and limiting your search to a smaller geographic area for the following reasons:

- For searches returning more than 50 nursing homes, your Internet Service Provider may time out before the report completes loading and not all homes available will be displayed.
- When the list of nursing homes is presented, you will have many scroll of homes to scroll through, which could make the process of selecting homes difficult.

Your Search Criteria

You have selected the following criteria for your search:

ZIP Code: 02459
Distance: 10 miles

- New Search
- Modify Search

Top of page
Click 4
**View Nursing Home Locations on a Map**

<table>
<thead>
<tr>
<th>Nursing Home Name and General Information</th>
<th>Overall Rating</th>
<th>Health Inspections</th>
<th>Nursing Home Staffing</th>
<th>Quality Measures</th>
<th>Program Participation</th>
<th>Number of Certified Beds</th>
<th>Type of Ownership</th>
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<td>188 FLORENCE STREET CHESTNUT HILL, MA 02467</td>
<td>4 out of 5 stars</td>
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<td>2 out of 5 stars</td>
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<td>1590 WEP PARKWAY BOSTON, MA 02132</td>
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<td><strong>STONE INSTITUTE, THE</strong></td>
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<td>5 WILDLANDS ROAD W REXBURY, MA 02132</td>
<td>5 out of 5 stars</td>
<td>5 out of 5 stars</td>
<td>4 out of 5 stars</td>
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</tbody>
</table>
**Nursing Home Compare**

**Step 3: Compare Nursing Homes**

The 3 nursing homes you selected to compare are displayed in the table below. To view more detailed information about a specific nursing home, click on the name of the nursing home.

Your search results may show nursing homes in more than one state based on the distance you chose.

### Your Selected Nursing Homes

**GOLDEN LIVING CENTER - HEALTHWOOD**
186 FLORENCE STREET
CHESTNUT HILL, MA 02167
(617) 332-4230

**ROSCOMON ON THE PARKWAY**
110 WICKER STATION
BOSTON, MA 02132
(617) 223-1666

**STONE INSTITUTE, THE**
27 ELLIS STREET
NEWTON UPPER FALLS, MA 02164
(617) 527-0033

<table>
<thead>
<tr>
<th>Overall Rating</th>
<th>Golden Living Center - Healthwood</th>
<th>Roscommon on the Parkway</th>
<th>Stone Institute, The</th>
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</thead>
<tbody>
<tr>
<td>Health Inspections</td>
<td>4 out of 5 stars</td>
<td>5 out of 5 stars</td>
<td>4 out of 5 stars</td>
</tr>
<tr>
<td>Nursing Home Staffing</td>
<td>3 out of 5 stars</td>
<td>4 out of 5 stars</td>
<td>3 out of 5 stars</td>
</tr>
<tr>
<td>Quality Measures</td>
<td>3 out of 5 stars</td>
<td>5 out of 5 stars</td>
<td>3 out of 5 stars</td>
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<tr>
<td>Fire Safety Inspections</td>
<td>5 out of 5 stars</td>
<td>5 out of 5 stars</td>
<td>5 out of 5 stars</td>
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<tr>
<td>Penalties and Denials of Payment Against the Nursing Home</td>
<td>0 Civil Money Penalties, 0 Payment Denials</td>
<td>0 Civil Money Penalties, 0 Payment Denials</td>
<td>0 Civil Money Penalties, 0 Payment Denials</td>
</tr>
</tbody>
</table>

**What's New**

In early 2012, the Centers for Medicare & Medicaid Services (CMS) will begin to display new quality measures based on NDS 3.6 nursing home resident assessments. These new quality measures will replace the quality measures that currently appear in Nursing Home Compare. CMS will not calculate a 5 Star Overall Rating or a 5 Star Quality Measures Rating based on these data until April 2012.

**Your Search Criteria**

You have selected the following criteria for your search:

- **ZIP Code**: 02459
- **Distance**: 10 miles

**Five Star Quality Rating**

Nursing homes are rated overall and on health inspections, nursing home staffing and quality measures. More stars are better.
### Nursing Home Results

Your search resulted in 62 nursing homes available within 10 miles from the center of ZIP Code 02459.

Choose up to three nursing homes to compare. So far you have selected:

**A. GOLDEN LIVING CENTER-HEATHWOOD**
186 FLORENCE STREET
CHESTNUT HILL, MA 02167
(617) 332-4730

- Program Participation: Medicare and Medicaid
- Add to my Favorites

- [ ] Check box
- [ ] Update Results

#### Modify Your Results

**Location**

- ZIP Code or City, State: 02459
- Distance: 1.5 Miles
- State: Select a State
- County (Optional): Select a County

**Find Nursing Homes**

- Within a Continuing Care Retirement Community

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
<th>Overall Rating</th>
<th>Health Inspections</th>
<th>Staffing</th>
<th>Quality Ratings</th>
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<tbody>
<tr>
<td>A. GOLDEN LIVING CENTER-HEATHWOOD</td>
<td>1.5 Miles</td>
<td>Above Average</td>
<td>Above Average</td>
<td>Above Average</td>
<td>Above Average</td>
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<tr>
<td>B. EPOCH SENIOR HEALTHCARE OF CHESTNUT HILL</td>
<td>2.0 Miles</td>
<td>Above Average</td>
<td>Above Average</td>
<td>Above Average</td>
<td>Above Average</td>
</tr>
<tr>
<td>C. ROSCOMMON ON THE PARKWAY</td>
<td>2.2 Miles</td>
<td>Above Average</td>
<td>Average</td>
<td>Much Above Average</td>
<td>Above Average</td>
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</tbody>
</table>

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<table>
<thead>
<tr>
<th>Nursing Home Name</th>
<th>Location</th>
<th>Distance</th>
<th>Ratings</th>
<th>Program Participation</th>
<th>Add to my Favorites</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. STONEHEDGE HEALTH CARE CENTER</td>
<td>5 REDLANDS ROAD W. ROXBURY, MA 02132</td>
<td>2.6 Miles</td>
<td>Much Above Average</td>
<td>Medicare and Medicaid</td>
<td>Add to my Favorites</td>
</tr>
<tr>
<td>F. WINGATE AT NEEDHAM REHAB &amp; SKILLED NURS RES</td>
<td>88 HIGHLAND AVENUE NEEDHAM, MA 02194</td>
<td>2.8 Miles</td>
<td>Below Average</td>
<td>Medicare and Medicaid</td>
<td>Add to my Favorites</td>
</tr>
<tr>
<td>G. GERMAN CENTER FOR EXTENDED CARE</td>
<td>2222 CENTRE STREET BOSTON, MA 02132</td>
<td>3.0 Miles</td>
<td>Above Average</td>
<td>Medicare and Medicaid</td>
<td>Add to my Favorites</td>
</tr>
<tr>
<td>H. NEWBRIDGE ON THE CHARLES SKILLED NURSING FACILITY</td>
<td>7000 GREAT MEADOW ROAD DEDHAM, MA 02026</td>
<td>3.2 Miles</td>
<td>Above Average</td>
<td>Medicare</td>
<td>Add to my Favorites</td>
</tr>
<tr>
<td>I. KINDRED TRANSITIONAL CARE &amp; REHABILITATION AVERY</td>
<td>100 WEST STREET NEEDHAM, MA 02194</td>
<td>3.3 Miles</td>
<td>Above Average</td>
<td>Medicare and Medicaid</td>
<td>Add to my Favorites</td>
</tr>
</tbody>
</table>
## Compare Nursing Homes

**GOLDEN LIVING CENTER-HEATHWOOD**  
188 FLORENCE STREET  
CHESTNUT HILL, MA 02467  
(617) 332-4730  
Add to my Favorites  
Map and Directions

- **Overall Rating**: Above Average
- **Health Inspection Rating**: Below Average
- **Staffing Rating**: Above Average
- **Quality Measure Rating**: Much Above Average

**EPOCH SENIOR HEALTHCARE OF CHESTNUT HILL**  
615 HEATH STREET  
CHESTNUT HILL, MA 02467  
(617) 243-9990  
Add to my Favorites  
Map and Directions

- **Overall Rating**: Above Average
- **Health Inspection Rating**: Above Average
- **Staffing Rating**: Above Average
- **Quality Measure Rating**: Above Average

**ROSCOMMON ON THE PARKWAY**  
1190 VFW PARKWAY  
BOSTON, MA 02132  
(617) 328-1688  
Add to my Favorites  
Map and Directions

- **Overall Rating**: Above Average
- **Health Inspection Rating**: Average
- **Staffing Rating**: Above Average
- **Quality Measure Rating**: Above Average

### General Information
- **Health Inspections**:  
  - Number of Certified Beds: 49  
  - Participation: Medicare and Medicaid  
  - Within a Continuing Care Retirement Community (CCRC): No  
  - Within a Hospital: No  
  - With a Resident and Family Council: RESIDENT

- **Health Inspections Summary**:  
  - No: 49  
  - Medicare and Medicaid: 135  
  - No: 141

- **Quality Measures**:  
  - RESIDENT
## Compare Nursing Homes

### General Information

<table>
<thead>
<tr>
<th>Facility</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLDEN LIVING CENTER-HEATHWOOD</td>
<td>188 FLORENCE STREET CHESTNUT HILL, MA 02467 (617) 332-4730</td>
<td>0 Fines</td>
</tr>
<tr>
<td>EPOCH SENIOR HEALTHCARE OF CHESTNUT HILL</td>
<td>615 HEATH STREET CHESTNUT HILL, MA 02467 (617) 243-9990</td>
<td>0 Payment Denials</td>
</tr>
<tr>
<td>ROSCOMMON ON THE PARKWAY</td>
<td>1190 VFW PARKWAY BOSTON, MA 02132 (617) 322-1999</td>
<td>0 Payment Denials</td>
</tr>
</tbody>
</table>

### Overall Rating

- **GOLDEN LIVING CENTER-HEATHWOOD**: Above Average
- **EPOCH SENIOR HEALTHCARE OF CHESTNUT HILL**: Above Average
- **ROSCOMMON ON THE PARKWAY**: Above Average

### Penalties
- **GOLDEN LIVING CENTER-HEATHWOOD**: 0 Fines
- **EPOCH SENIOR HEALTHCARE OF CHESTNUT HILL**: 0 Fines
- **ROSCOMMON ON THE PARKWAY**: 0 Fines

### Inspections and Complaints

- **Add to my Favorites**
- **Map and Directions**
Summary
Successful User Experience

* Includes Product, Business and User Goals
* Personas and Use cases to better understand the person using the object
* Evaluation to collect data, Iteration to improve on design
Questions and Answers

Thank you

Elizabeth Rosenzweig
Bentley User Experience Center, Bentley University
erosenzweig@bentley.edu
+1-781-891-2032