

3M VITAL PATCH Recommended Evaluation Methods

Beta Release with Local Vet Clinics

To measure the success of the 3M Vital patch, we propose first launching a beta release to 3 local vet clinics. The clinics would adopt the new service and offer it to its patients. We would first measure baseline levels of focus areas listed below at each clinic, then evaluate the system after 3 months of implementation.

Measuring the system goals

The goals of the Canine Vital patch were the following:

1. Bridge the communication gap between vets and pet owners
2. Improve pet health
3. Decrease costs for pet owners related to pet health issues
4. Alleviate stress of pet owners and vets

To measure the success of these goals, we will evaluate the following focus areas.

1. Trust level between vets and pet owners
2. Overall health of pet patients at beta clinics
3. Average amount of money spent on pet health related issues from pet owners
4. Anxiety levels of pet owners and vets

A survey is the recommended method to evaluate each focus area. A survey with questions addressing the four focus areas would be administered before the system was implemented and after the three month beta launch.

Measuring Overall Usability

To measure the overall usability of the 3M Vital Patch system, a System Usability Scale (SUS) would be used to gather data. A SUS is a quick and low cost method for measuring usability. Participants would be asked to answer a questionnaire with the following questions. The questionnaire would ask respondents to rank their response to each statement on a scale of 1-5 with 1 = strongly disagree and 5 = strongly agree.

SUS questionnaire questions

- I think that I would like to use this system frequently.
- I found the system unnecessarily complex.
- I thought the system was easy to use.
- I think that I would need the support of a technical person to be able to use this system.
- I found the various functions in this system were well integrated.
- I thought there was too much inconsistency in this system.
- I would imagine that most people would learn to use this system very quickly.
- I found the system very cumbersome to use.
- I felt very confident using the system.
- I needed to learn a lot of things before I could get going with this system.

The questionnaire would be administered twice during the the 3 month period to both pet owners and vets to gauge usability.

Criteria for Success

We will know if the system is working successfully if there are measured improvements between the baseline measurements of the focus areas and the three months after the 3M Vital Patch System is implemented at the clinics. The results of the surveys will be compiled to analyze and measure improvements. The success of the usability of the system will be measured by comparing results of the SUS to the established scoring scale for the system. A score of 70 or above is considered good.