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Website usability testing of Corporate Fund "University Medical Center": neuromarketing approach

Abstract

Object: The purpose of the study is to identify the weaknesses of the "University Medical Center" website using both traditional marketing and innovative marketing techniques, including neuromarketing technologies. This will enable us to understand the extent to which the neuromarketing approach requires fewer financial resources. The conclusions and recommendations drawn from the study will provide the necessary information to enhance the functionality of the "University Medical Center" website.

Methods: As a methodology in the usability testing study, a neuromarketing approach and a questionnaire were used. The Eye Tracking technology and the iMotions program were used in the research. Also, a questionnaire was compiled, which was conducted with respondents before and after the Eye Tracking analysis.

Findings: Based on the experience gained during this research work, it can be concluded that the use of a mixed approach to marketing research is very effective. This method is more accurate than traditional research, but cheaper than neuromarketing.

Conclusions: At the end of the study, it was concluded that innovative marketing, namely the use of a neuromarketing approach, requires fewer financial resources. Based on the results of the research, recommendations were formulated for positioning the Corporate Fund "University Medical Center" and recommendations for the website based on the research.

Keywords: digitalization, medical services, medical center, website, usability testing, neuromarketing approach, user experience.

Introduction

After the spread of COVID-19, more and more people began to resort to using IT technologies in their daily lives. The convenience of working with websites has become a key aspect in various areas of services and goods. The main goal of usability testing is to increase customer satisfaction and improve the convenience of interacting with the functionality of the website. The usability of a web resource is influenced by various aspects, such as the content of the text, its structuring and formatting, the presence of functional blocks and their logic, the placement of important elements, the presence of navigation prompts to facilitate user interaction, as well as the aesthetics of the site design (Maramba, et al., 2019).

One of the new methods of usability testing in Kazakhstan is neuromarketing. Neuromarketing is a field of neurobiological research that focuses on the study of consumer behavior through the analysis of their cognitive processes. Neuroeconomics, a related field, includes elements of psychology, neuroscience, and discussion. Research in the field of neuromarketing takes into account consumer preferences, predicting the results and effectiveness of advertising (Eroglu, Tomris Küçün, 2020; Kazybayeva, 2022).

Gaze tracking technology is a powerful marketing tool that can be used to analyze the perception of advertising materials and website layouts. It allows you to track the movements of a person's eyes and use this information to analyze the perception of information. This technology finds applications in various fields such as user experience research and medicine (Ramsøy, 2015; Gill, Singh, 2022).

Literature Review

The expansion of technology has led to an increase in the importance of user experience (UX) in the digital sphere compared to physical products. However, UX can be significant for both digital and physical products of a company. Consumer interaction with a product or service plays a key role in shaping user expe-

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rience. Subsequently, all aspects of the user's interaction with the product are taken into account for further analysis and research (Norman 1998; Philips 2016; Lamprecht 2023).

Contextual observation, interviews, field research, and moderated usability testing are just some of the methods that can be used for this purpose. Companies use different research methods to analyze their products. To get complete information, several methods are often used, selected depending on the goals (Farrell, 2017; Rohrer, 2022; Qualitative research, 2023).

Like other qualitative research methods, this method is most suitable for identifying problems with a product or service and is widely used. The quantitative usability testing method is aimed at collecting user experience indicators. The main indicators of analysis when using usability testing are the success of the task and the time spent on its completion (Test Matick, 2019; Grubaya, 2020).

The last two categories are distance and face-to-face studies. Remote usability tests are the most popular. The reason for this is that both the researcher and the user spend a small amount of resources. Remote research can be moderated or unmoderated. Moderated testing sessions are supervised by the researcher during the research process, but all attendees are remote. Unmoderated ones do not require direct control from the researcher. In fact, the user remains alone and performs the tasks assigned to him remotely. In this case, the user should be given instructions on how to complete the task for the best result.

Revised Website User Ratings. Currently, the following criteria are used to assess the convenience and user-friendliness of websites:

Ease of understanding: How quickly can potential users figure out how to accomplish their tasks on the site? Does the site provide assistance through informative pages or blocks of information?

Intuitiveness: Is the graphical interface of the site easy to understand? Can users easily navigate to the right places to solve their questions and problems?

Usage productivity: How effectively are customer issues resolved? Can the process be made even easier? How many steps does a user need to complete their tasks, and the fewer steps, the better?

Interaction errors: What is the probability of users making mistakes when interacting with the site's functionality, and what are the potential consequences of such errors?

Error tolerance level: How quickly can users understand their mistakes and how to fix them?

Potential opportunity: Do all elements and blocks designed to solve a client's problem work logically?

Page performance: How fast do website pages load?

Information retrieval speed: Is the most important and relevant information easily accessible on the main page or through visible navigation areas on sub-pages?

Satisfaction with interaction: How well can users work with the system? Can they quickly solve their questions without encountering moments of frustration? Will they recommend the site to others?

The goal of usability testing is to increase customer satisfaction and improve the convenience of interacting with the website's functionality. Usability is influenced by various factors such as text content, text structuring and formatting, presence of functional blocks and their logic, logical arrangement of important elements, navigation prompts to simplify user interaction, and the attractiveness of the site design.

A general rule for creating an optimal product is to keep it simple. Classic solutions that users are familiar with can be effective, as users easily understand familiar algorithms and visual arrangements on other websites.

Methods

The article systematizes the methods of neuromarketing research and presents the results of an applied study using neuromarketing equipment. A UX test of the Corporate Fund of the University Medical Center website was conducted. Initially, it was necessary to define the target audience of the analyzed site.

For the neuromarketing study, the following criteria were established for the respondents:

Age range: 21 to 30 years old

Gender: not specified

Previous visits to websites of medical companies at least once.

In accordance with these criteria, a sample of 22 individuals was selected. At the end of the study, 4 individuals were excluded due to lack of interest, and an additional 3 individuals were excluded due to technical equipment issues.

Before the direct study, a short interview was conducted with each respondent. During the conversation, the main task of the interviewer was to get answers to the following questions (Fig. 1).
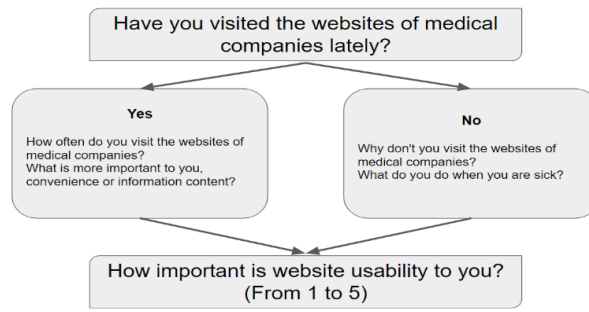
Figure 1. First interview structure
Note — compiled by the authors based on the source of Agarwal, 2015; Hole, 2018

After that, the equipment was set up and the respondent was trained. Our team maintained technical standards for the correct operation of the iMotion program and Eye Tracker equipment. Namely:
- after each respondent, a break of 10 minutes is taken to cool the laptop;
- the Eye Tracker battery was charged at least to a voltage of 4.1 volts;
- individual pads for glasses on the bridge of the nose were selected for each respondent;
- calibration was carried out on a plain surface;
- when using a smartphone, the brightness was adjusted separately for better recording.

After calibration, the respondent was given a task to solve on the website of the University Medical Center Corporate Foundation. The formulation of the task is as follows:
- to assess the quality of the site;
- to try to solve the existing health problem (optional);
- to draw conclusions about the reliability of this medical institution;
- end the experiment as soon as the respondent loses interest in this site.
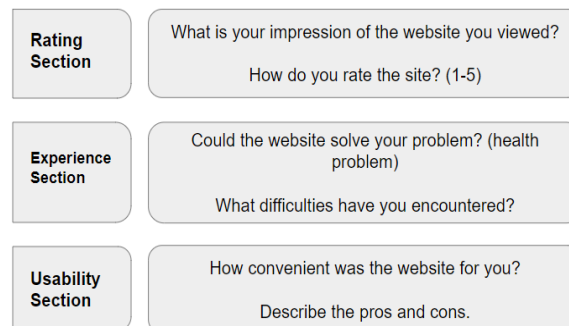

Figure 2. Second interview structure
Note — compiled by the authors based on the source of Agarwal, 2015; Hole, 2018

After the end of the study, a post-questionnaire in the interview format was conducted with each respondent. The goal was to get feedback on the website of the Corporate Foundation of the University Medical Center. The interview was conducted according to the above principle (Fig. 2).

Results

The first indicator is the visit to the website of medical companies over the past 12 months (Fig. 3). In this category, we got a ratio close to 1:1. Therefore, 9 people were on this category of websites for a given period of time. 8 people gave a negative answer to the question. It follows from this that most of the respondents have used the websites of medical companies over the past 12 months.

1. Do you visit the websites of medical institutions? (Last 12 month)	#1	#2	#3	#4	#5	#6	#7	#8	
	No	Yes	Yes	Yes	Yes	Yes	Yes	No	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	Yes	Yes	No	No	No	No	Yes	No	No

Figure 3. First Interview, Visiting websites data
Note — compiled by the authors on the research

The second indicator is the frequency of visits to the websites of medical companies (Fig. 4). In this category, all responses were divided into 4 categories: once every 0–3 months, once every 3–6 months, once every 6–12 months, once every 12+ months. According to the results of the survey, 4 respondents indicated that they visit the websites of medical companies once in the period from 0 to 3 months. 3 respondents answered every 3–6 months. Another 3 respondents answered every 6–12 months. And 7 people answered that they visit sites of this category once every 12+ months.

The largest category turned out to be respondents from the category once every 12+ months. Further, approximately equal shares are shared by all other categories, namely in the ratio 4:3:3 (0–3: 3–6: 6–12).

It is important to note that when answering this question, many survey participants answered "I visit as necessary", and to obtain a more accurate value, the medical history was clarified, according to which the chronology of visiting websites was restored. This fact suggests that the frequency of visits strongly depends on the level of people's health.

	#1	#2	#3	#4	#5	#6	#7	#8	
2. How often do you visit the websites of medical	12+ month	3-6 month	0-3	6-12	0-3	3-6 month	3-6 month	12+ month	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	0-3 month	6-12 month	12+ month	12+ month	12+ month	12+ month	0-3 month	6-12 month	12+ month

Figure 4. First Interview, Frequency data

Note — compiled by the authors on the research

By the third point, the interviewers learned the most important aspects, according to respondents, inherent in the websites of medical companies (Fig. 5). Respondents identified the following important factors: visual part, ease of search, convenience, informativity, range of services, contact availability, performance. Among these aspects, convenience turned out to be the most important. The next most important thing for respondents is informativity, ease of search and visual part are the third most mentioned.

In this way, we can build a diagram of an ideal site model based on user expectations. The site should be as simple and easy to use as possible, while having sufficient information content to close all the client's questions, as well as be visually pleasing and have a convenient

	Visual part (5)	Ease of search (5)	Convenience(8)	Informativity (6)	Range of services (2)	Contact availability (3)	Performace (1)
Respondent #1	X		X				
Respondent #2		X	X				
Respondent #3			X				
Respondent #4		X	X				
Respondent #5			X			X	
Respondent #6			X				
Respondent #7				X			
Respondent #8	X		X				
Respondent #9	X		X				
Respondent #10		X			X		
Respondent #11		X					
Respondent #12	X		X				
Respondent #13		X	X				
Respondent #14							X
Respondent #15				X		X	
Respondent #16				X			
Respondent #17	X			X			

Figure 5. First Interview, Most important aspects data

Note — compiled by the authors on the research

The last point of the questionnaire before conducting the study is to identify how important the Usability of the website is for respondents (Fig. 6). The overwhelming majority of respondents answered that usability is very important for them (5), the rest also set a high level of necessity for this indicator (4). The average indicator of the importance of usability for all respondents is 4.83 points out of 5 possible.

	#1	#2	#3	#4	#5	#6	#7	#8	
4. How important is website usability to you? 1 to 5	5	4	5	5	5	5	5	5	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	5	4	5	5	5	4	5	5	5

Figure 6. First Interview, Convenience importance data

Note — compiled by the authors on the research

Based on the results of analyzing the first part of the questionnaire, we received a portrait of the respondent and average indicators for various criteria among the focus group. Summarizing all of the above, the respondent visits the sites either once every 0–12 months or 12+ months, but in most cases the incentive for visiting is the appearance of a suspicion of illness, the most important respondent considers the convenience of the site, which shows the average indicator of the need for this attribute of 4.83 out of 5. The high information content of the site is also important.

Then the post-survey analysis was performed. This stage was divided into 2 parts: statistical and individual. Statistical analysis involves considering the overall picture by means of an average value without giving an individual color to each respondent. The individual provides for an analysis of each respondent individually and an analysis of the answers to understand the principle of each person's actions.

Statistical analysis includes 5 questions.

The first question is a general opinion about the website (Fig. 7). Among 17 subjects, the answers were distributed as follows: 7 — neutral, 7 — positive and 3 — negative. The majority of opinions were distributed between neutral and positive, 41,2 % each. And only 17.6 % responded negatively.

	#1	#2	#3	#4	#5	#6	#7	#8	
1. What do you think of the "University Medical Center" website?	Neutral	Neutral	Negative	Neutral	Negative	Neutral	Negative	Positive	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	Positive	Positive	Neutral	Positive	Positive	Positive	Positive	Neutral	Neutral

Figure 7. Second Interview, General opinion data

Note — compiled by the authors on the research

For a better understanding of the situation, an infographic was made on the average ratio (Fig. 8). To create it, it is necessary to interpret the answers according to the digital system. Accordingly, the negative value is represented by (-1), neutral (0), positive (1). According to the results of calculations, the average value is (0.24).
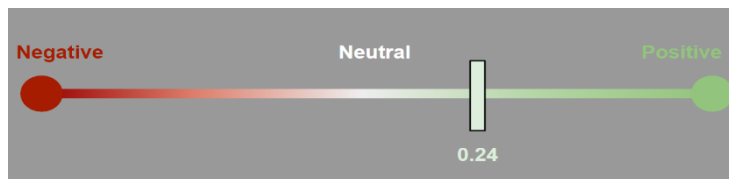

Figure 8. General opinion infographic

Note — compiled by the authors on the research

The second question focuses on the convenience of the website (Fig. 9). In this part of the interview, the absolute majority of respondents noted the convenience of the website. Namely, 12 out of 17 who passed the study, which is 70.6 % of the total number of respondents.

	#1	#2	#3	#4	#5	#6	#7	#8	
2. How user-friendly is the "University Medical Center" website for	Inconvenient	Convenient	Inconvenient	Inconvenient	Inconvenient	Convenient	Inconvenient	Convenient	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	Convenient	Convenien	Convenient	Convenient	Convenient	Convenient	Convenient	Convenient	Convenient

Figure 9. Second interview, Website's convenience data

Note — compiled by the authors on the research

The next question addresses the problem with which the respondent came to the website (Fig. 10). In this study, laboratory assistants gave respondents the task of "Solving the current health problem". Due to the impossibility of tracking the full cycle of treatment, due to the distance, for many respondents, this task was to find the necessary doctor, or to search for background information on his problem. According to the results of the analysis, 64.7 % (11) of the subjects were able to find a solution to their problem, and 35.3 % (6) were not satisfied with the solution provided by the website.

	#1	#2	#3	#4	#5	#6	#7	#8	
3. Did the website solve your problem? How fast?	Yes	Yes	Yes	No	Yes	Yes	No	Yes	
	#9	#10	#11	#12	#13	#14	#15	#16	#17
	No	Yes	No	Yes	Yes	No	No	Yes	Yes

Figure 10. Second interview, Problem solve data

Note — compiled by the authors on the research

Then the respondents had to give the website an assessment based on their impressions and feelings (Fig. 11). The most common rating was 4 (6 mentions). Then the list was distributed as follows: score 5 — 2 mentions; score 3 — 5 mentions; score 2 — 3 mentions; score 1 — 1 mention. As a percentage, this statistics looks like this: 5 — 11,8 %; 4 — 35,3 %; 3 — 29,4 %; 2 — 17,6 %; 1 — 5,9 %.

	#1	#2	#3	#4	#5	#6	#7	#8	
4. How do you rate the	2	4	3	3	3	3	1	4	
"University Medical	#9	#10	#11	#12	#13	#14	#15	#16	#17
Center" website?	5	5	2	3	4	4	2	4	4

Figure 11. Second interview, Website's rating data

Note — compiled by the authors on the research

The average value is 3.3. At first glance, it may seem that this is a bad value. However, as a percentage, this value is 65.8 %. What does the positive color of the evaluation of the website mean? This is shown in the infographic below (Fig. 12).
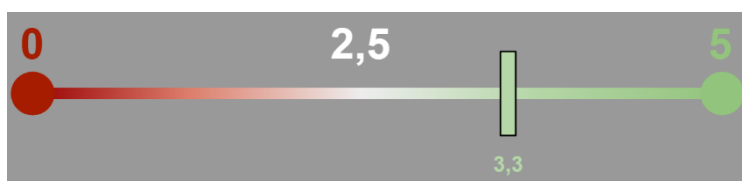
Figure 12. General opinion infographic

Note — compiled by the authors on the research

The analysis of the statistical part shows that the majority of respondents treat the University Medical Center website neutrally or positively, however, a significant part of respondents also considers it inconvenient to use. Most users were able to solve their problems when using the site, however, some respondents indicated that the site did not solve their problems. The overall rating of the site is 3.4, which indicates that the majority of respondents do not consider the site the best in its category, but also do not consider it the worst.

Most users noted that the site is not user-friendly enough, which underlines the importance of optimizing the user interface. However, the majority of respondents were able to solve their problems when using the site, which indicates that the site contains sufficient information for users.

Some respondents noted that the site did not solve their problems, which underlines the importance of testing and optimizing the functionality of the site.

The next step is to conduct a cross-analysis of statistical data.

The first step will be to compare the overall ratio (Fig. 7) and rating (Fig. 9). They have many similar points. And the fact that they have approximately the same value proves the correctness of the analysis. However, there are differences. It can be seen from the graphs that with the possibility of a more extended evaluation of the website, the evaluation values are higher than the ratio value. In general, this does not change anything globally, but this fact proves that the majority of respondents indicating neutrality in the first question have a more positive color.

Drawing a parallel between the first and second question, it can be noted that all those who spoke negatively about the object of the study noted the inconvenience, however, in addition to this group, 2 more subjects noted the inconvenience of the website, but the overall impression of the website remained neutral. The further task of the individual analysis is to find out what led to this result, and which aspects influenced the improvement of the impression to the website.

In the next stage, 4 indicators will be considered: impression, rating, convenience and problem solving (Fig. 15). The filter will be the answer no to the question about solving the problem. The following observations were found.

Not all respondents who have not received a solution to their problem have had a negative experience using the site. Moreover, 50 % of respondents expressed a positive impression of the site.

67 % of respondents in this sample noted the convenience of the website, despite unresolved problems.

The average rating was 2.83. This indicator is low, but still has a positive color.

From the above observations, it can be concluded that solving the problem does not so much affect the attractiveness of the site for the average user. And in the long run, with all the other good aspects, the website can leave a neutral, and even a positive impression.

1. What do you think of the "University Medical Center" website?	2. How user-friendly is the "University Medical Center" website for you?	3. Did the website solve your problem? How fast?	4. How do you rate the "Universit y Medical
Neutral	Inconvenient	No	3
Negative	Inconvenient	No	1
Positive	Convenient	No	5
Neutral	Convenient	No	2
Positive	Convenient	No	4
Positive	Convenient	No	2

Figure 13. Cross analysis, Question 3 filter

Note — compiled by the authors on the research

In the next stage, the same 4 indicators will be considered: impression, rating, convenience and problem solving (Fig. 13). The filter will be a low rating (1–3). During the analysis, the following observations were identified.

The overall impression of the visit was divided into approximately equal parts. Negative — 3 respondents, which is 33.3 %. Neutral — 4 respondents, which is 44.5 %. Positively — 2 respondents, which is 22.2 %. The majority chose neutrality.

The question concerning the solution of the problem also received similar proportions of answers. Yes — 5 answers; 55.6 %. No — 4 answers; 44.4 %.

A similar situation occurs with the convenience of the website. 5 respondents consider it inconvenient, 4 consider it convenient. Which in percentage ratio is 55.6 % to 44.4 %.

Based on the above observations, the following conclusion can be drawn: a low rating in approximately similar proportions depends on the other parameters and this dependence should be checked for each respondent individually.

1. What do you think of the "University Medical Center" website?	2. How user-friendly is the "University Medical Center" website for you?	3. Did the website solve your problem? How fast?	4. How do you rate the "Universit y Medical
Neutral	Inconvenient	Yes	2
Negative	Inconvenient	Yes	3
Neutral	Inconvenient	No	3
Negative	Inconvenient	Yes	3
Neutral	Convenient	Yes	3
Negative	Inconvenient	No	1
Neutral	Convenient	No	2
Positive	Convenient	Yes	3
Positive	Convenient	No	2

Figure 14. Cross analysis, Question 4 filter

Note — compiled by the authors on the research

Thanks to the conducted analyses and interviews, further neuromarketing research will have a clearer goal for each respondent. Thanks to this method, the research team will spend less time analyzing respondents and making recommendations.

Discussions

Neuromarketing survey of respondents. For further analysis, respondents with non-recurring problems and unique problems were selected According to the results of a neuromarketing study, it was revealed that no attention was paid to information about the site and both menus. It is proposed to use more functionality and increase the intuitiveness of the site (Iloka, Onyeke, 2020).

The respondents pay attention to the reviews, which consist of a rating, a short text and the absence of a photo. In the news section, they first pay attention to the photos. When going to the doctor's page, first read the reviews. The "Doctor Search" section focuses on photos.
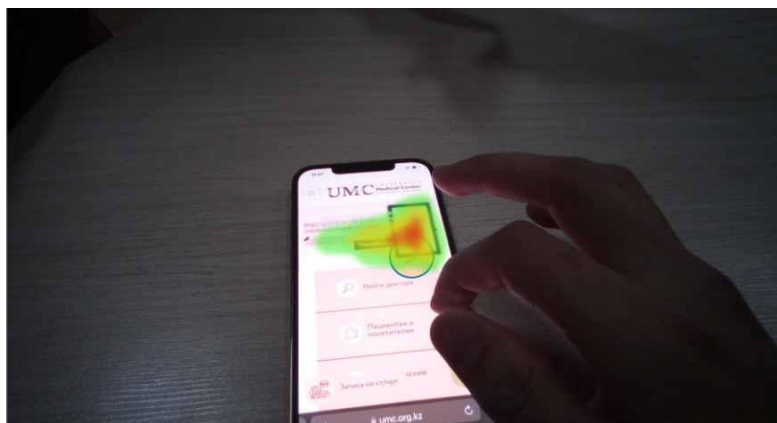
Figure 15. Heatmap based on the average values of all respondents
Note — compiled by the authors on the basis of neuromarketing research

Regarding the site, the respondents gave a rating of "2". However, the respondents noted that the interface of the site is clear, and the search is simple. At the same time, the disadvantages of the website are the lack of additional information, according to the results of the study it is clear that at some points the respondent lacks the visual part and simple information. Despite the presence of a large amount of time and information on the site, the respondent accepts visual information. Thus, it is necessary to add visually simple and understandable information in the deep sections of the website.

Respondents pay attention to the clarity, clickability and design of posters, as well as statistics and contact information at the bottom of the page. The description of the medical fund is read in an average of 8 seconds. Which is the average. In addition, the study of the map and reviews also arouses interest among visitors. Among the shortcomings of the site, the respondents noted a lack of functionality and also faced the problem of loading pages.

Based on the conducted research, it can be recommended to improve the functionality of the site, as well as pay attention to optimizing its loading speed. It is also worth continuing to work on the design of the site, taking into account the interest of visitors to posters. In addition, you can consider applying the design of statistical data to other departments of the site in order to attract more visitors' attention.

Thus, the preliminary preparation helped us to significantly save resources when conducting neuromarketing research and obtaining accurate results to deduce the general theses of the work:
- to increase the intuitiveness of the site;
- optimizing the user interface of the mobile version;
- improving site navigation;
- rework reviews;
- rework the section "About UMC Fund".

Conclusions

The website of the corporate foundation serves as a pivotal instrument for engaging users and disseminating information effectively. Its allure stems not only from an aesthetically pleasing design but also from meticulously crafted functionality facilitating swift and convenient information retrieval. Among the arsenal of attention-grabbing tactics, prominently featured posters on the homepage emerge as particularly effective. Adorned with vivid hues and essential information, these posters captivate users' attention and entice them to delve deeper into the site.

Moreover, the presentation of statistics in an engaging format fosters easy comprehension and visual appeal, as evidenced by over 80 % of users absorbing the displayed information. The inclusion of a map, distinguished by its size and vibrant color scheme, serves as another prominent attention magnet, prompting users to explore further. Additionally, the comprehensive list of establishments, conveniently positioned on the site's left side, furnishes users with current information, enabling swift decision-making regarding available offerings.

In sum, the corporate foundation's website stands as an exemplary model of thoughtful and effective web design, adept at capturing users' attention and facilitating seamless access to desired information. However, despite its commendable features, nuances surfaced during the UX test, necessitating targeted improvements.

The identified issues encompass:
1. Enhancing site intuitiveness.
2. Optimizing the mobile interface.
3. Refining site navigation.
4. Redesigning the reviews section.
5. Reworking the "About the Fund" segment.

Intuitiveness refers to the ease and convenience of site navigation, albeit certain aspects warrant enhancement. For instance, the "Find a Doctor" tab lacks functional filters, necessitating restoration of full search functionality. Additionally, mobile interface optimization is imperative, given instances of tab overlap and text congestion observed across various smartphones.

Furthermore, site navigation, particularly the search section, requires refinement, as users' misconceptions regarding its functionality were noted. Consideration should be given to expanding search capabilities across multiple site sections or removing it from the top navigation menu entirely.

Redesigning the reviews section is imperative, as observed during research, despite users' brief interactions with it. Filtering reviews based on criteria such as photo availability, relevance, and ethics can bolster user trust and engagement.

Lastly, the "About the UMC Foundation" segment warrants reevaluation to align with contemporary online standards. Options include condensing content or supplementing it with an infographic for enhanced clarity and engagement.

In conclusion, addressing these outlined recommendations will fortify the corporate foundation's website, ensuring it remains a beacon of effective communication and engagement in the digital realm.

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«University Medical Center» Корпоративтік қорының веб-сайтының ыңғайлылығын тексеру: нейромаркетингтік тәсіл

Аңдатпа:

Мақсаты: Зерттеудің мақсаты — дәстүрлі маркетингтік және инновациялық маркетингтік әдістерді, соның ішінде нейромаркетинг технологияларын қолдана отырып, «University Medical Center» веб-сайтының әлсіз жақтарын анықтау. Бұл бізге нейромаркетинг тәсілінің қаржылық ресурстарды қаншалықты аз қажет ететінін түсінуге мүмкіндік туғызады. Зерттеу нәтижесінде алынған қорытындылар мен ұсыныстар «University Medical Center» веб-сайтының функционалдығын арттыру үшін қажетті ақпаратты береді.

Әдісі: Ыңғайлылықты тексеруді зерттеу әдістемесі ретінде нейромаркетинг әдісі мен сауалнама қолданылды. Зерттеуде *Eye Tracking* технологиясы мен *Emotions* бағдарламасы пайдаланылды. Сондай-ақ, сауалнама құрастырылды, ол респонденттермен *Tracking* талдауына дейін және одан кейін жүргізілді.

Қорытынды: Осы зерттеу барысында жинақталған тәжірибеге сүйене отырып, маркетингтік зерттеулерге аралас тәсілді қолдану өте тиімді деген қорытынды жасауға болады. Бұл әдіс дәстүрлі зерттеулерге қарағанда дәлірек, бірақ нейромаркетингке қарағанда арзанырақ.

Тұжырымдама: Зерттеу соңында инновациялық маркетинг, атап айтқанда нейромаркетинг тәсілін қолдану аз қаржылық ресурстарды қажет етеді деген тұжырымдама жасалды. Зерттеу нәтижелері бойынша «University Medical Center» Корпоративтік қорын позициялау бойынша ұсыныстар және зерттеу негізінде веб-сайтқа ұсыныстар берілді.

Кілт сөздер: цифрландыру, медициналық қызметтер, медициналық орталық, веб-сайт, ыңғайлылықты тексеру, нейромаркетинг тәсілі, пайдаланушы тәжірибесі.

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Тестирование удобства сайта Корпоративного фонда «University Medical Center»: нейромаркетинговый подход

Аннотация:

Цель: Цель исследования — выявить слабые стороны веб-сайта «Университетский медицинский центр», используя как традиционные маркетинговые, так и инновационные маркетинговые методы, включая технологии нейромаркетинга. Это позволит нам понять, в какой степени нейромаркетинговый подход требует меньше финансовых ресурсов. Выводы и рекомендации, сделанные в результате исследования, позволят получить необходимую информацию для улучшения функциональности веб-сайта «University Medical Center».

Методы: В качестве методологии в исследовании юзабилити-тестирования были использованы нейромаркетинговый подход и анкетирование. В исследовании применены технология *Eye Tracking* и программа *Emotions*. Также была составлена анкета, которая проводилась с респондентами до и после анализа *Eye Tracking*.

Результаты: Основываясь на опыте, полученном в ходе данной исследовательской работы, можно сделать вывод, что использование смешанного подхода к маркетинговым исследованиям очень эффективно. Этот метод более точен, чем традиционные исследования, но дешевле, чем нейромаркетинг.

Выводы: В конце исследования был сделан вывод, что инновационный маркетинг, а именно использование нейромаркетингового подхода требует меньшего количества финансовых ресурсов. По результатам исследования были сформулированы рекомендации по позиционированию Корпоративного фонда «University Medical Center» и по веб-сайту, основанные на результатах исследования.

Ключевые слова: цифровизация, медицинские услуги, медицинский центр, веб-сайт, юзабилити-тестирование, нейромаркетинговый подход, пользовательский опыт.

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