

DrupalCon

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Growing the Army of Women

A Case Study

Leah Eshraghi, Nicole Laurita, Rain Breaw Michaels



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 **ARMY OF**
WOMEN[®]
DR. SUSAN LOVE RESEARCH FOUNDATION

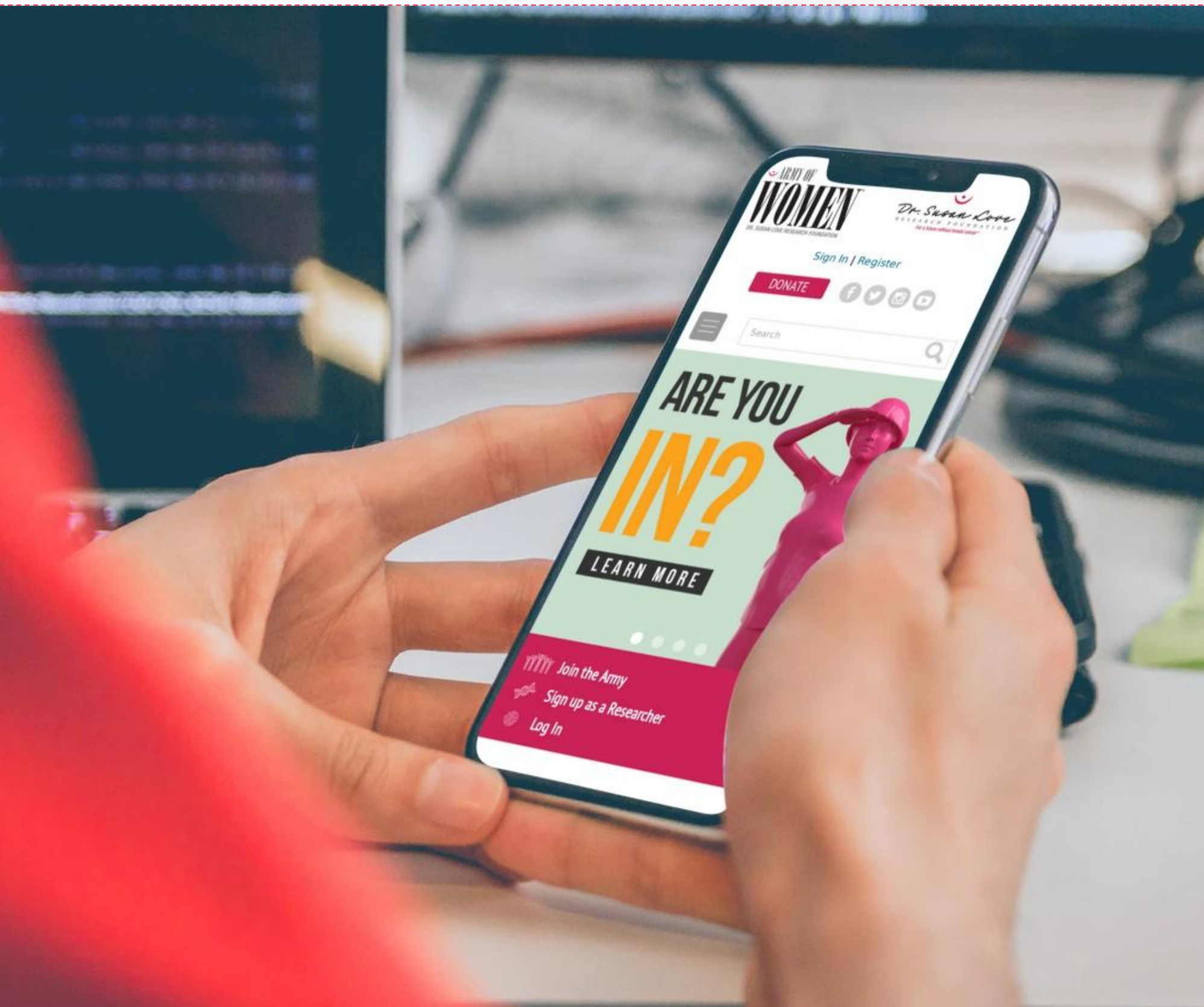
&

STAUFFER[™]



The Need:

Agile research recruitment via
the Army of Women



Bringing researchers and the public together to end breast cancer.

The Army of Women accelerates breast cancer research by addressing one of the biggest obstacles in clinical research: recruitment. The program aims to:

- » **Connect** the public to innovative breast cancer research worldwide.
- » **Forge** partnerships between members and scientists.
- » **Teach** our members about the clinical research process and scientific results.



Increase participation in research studies.

Top Priority

Connecting the Public to Research

Alma

Avid photographer.
Neuroscientist.
Breast cancer patient.
Member since 2009.



Kimlin

Breast cancer researcher.
Proud parent.
Avid traveler.
SAC member since 2017.



AnnMarie

Chemobrainfog.com.
Ocean lover.
Research advocate.
SAC member since 2016.



Vernal

Cooking enthusiast.
Grandma of seven.
Research advocate.
SAC member since 2010.



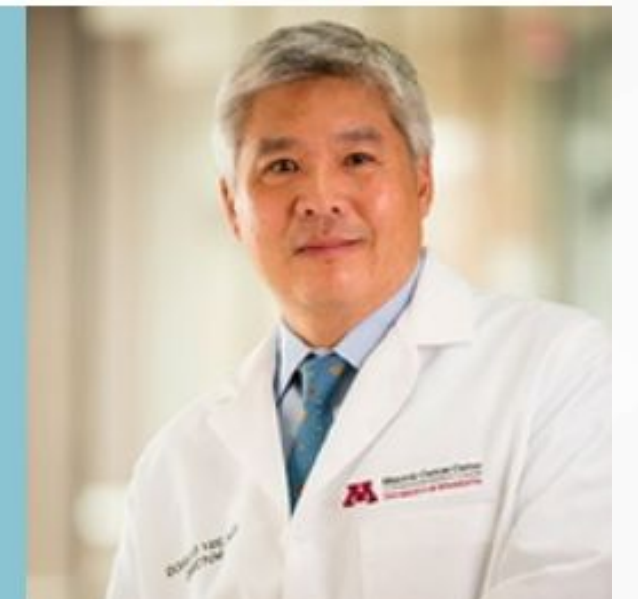
Amy

Designer.
AOW 10th logo creator.
Breast cancer patient.
Member since 2018.



Doug

Practicing oncologist.
Breast cancer researcher.
Inline skating marathoner.
SAC member since 2009.



How Does It Work?



Notify

- Weekly study emails in simple language
- Website overviews of study activities and eligibility
- Regular social media posts



Participate

- Self-select for studies
- Easy study signup (RSVP) process



Educate

- Researcher-driven webinars
- Videos and blogs about the science of breast cancer

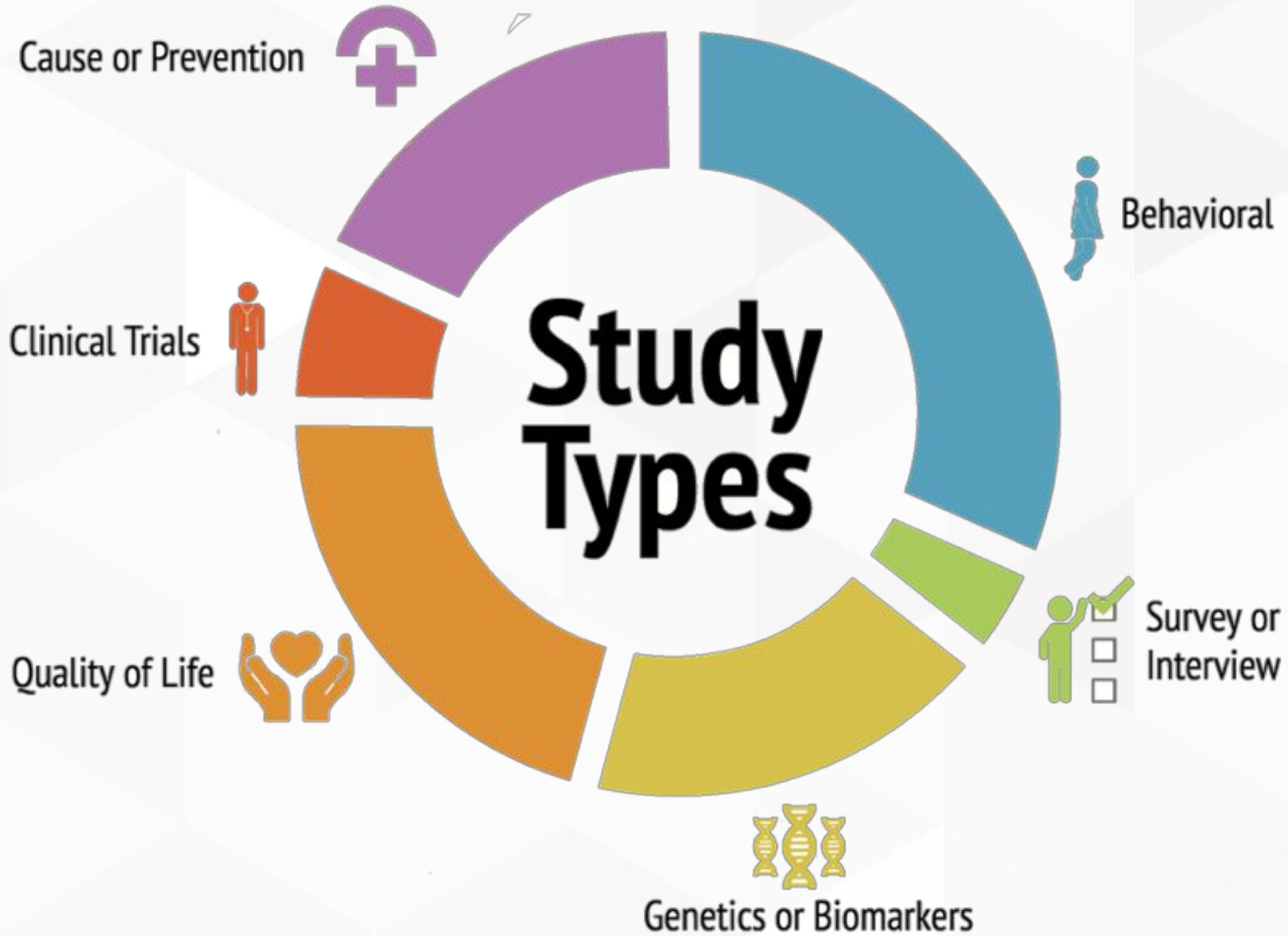


Report

- Linked scientific publications from prior studies
- Overviews of study recruitment outcomes



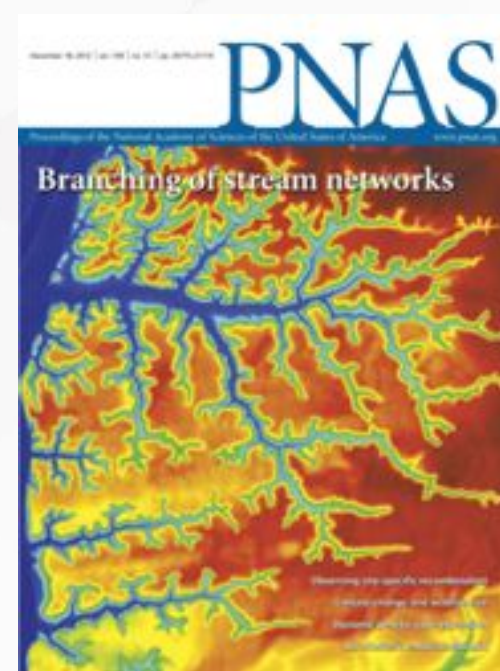
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At any given time, we have approximately 25 active studies

[Current studies »](#)

Our supported research has resulted in ~ 100 peer reviewed publications



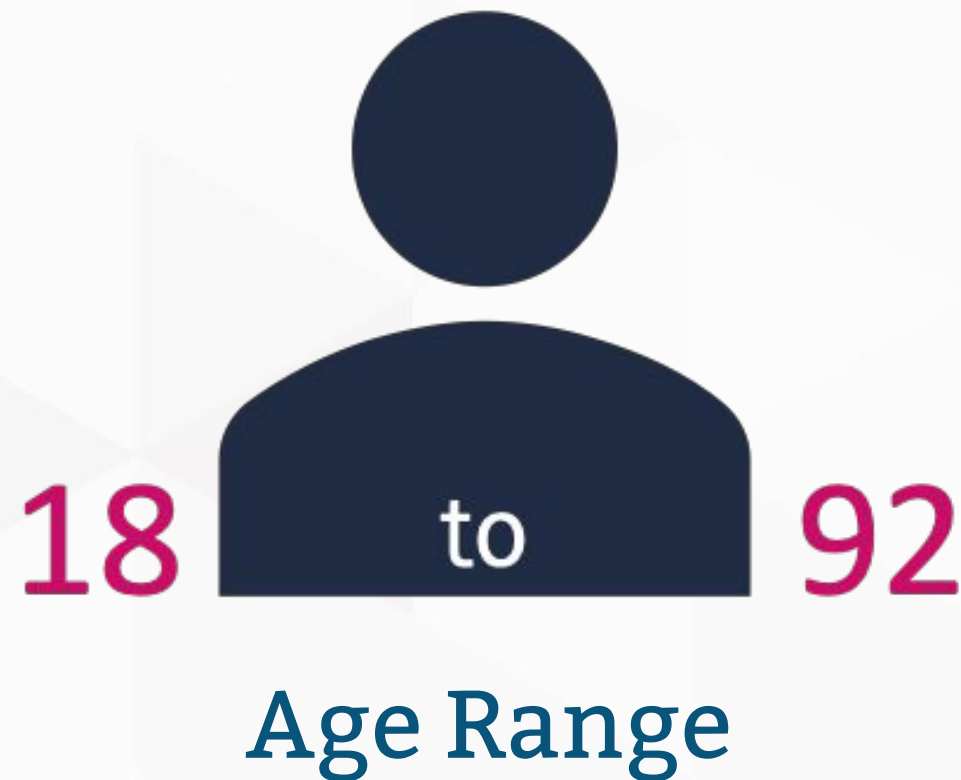
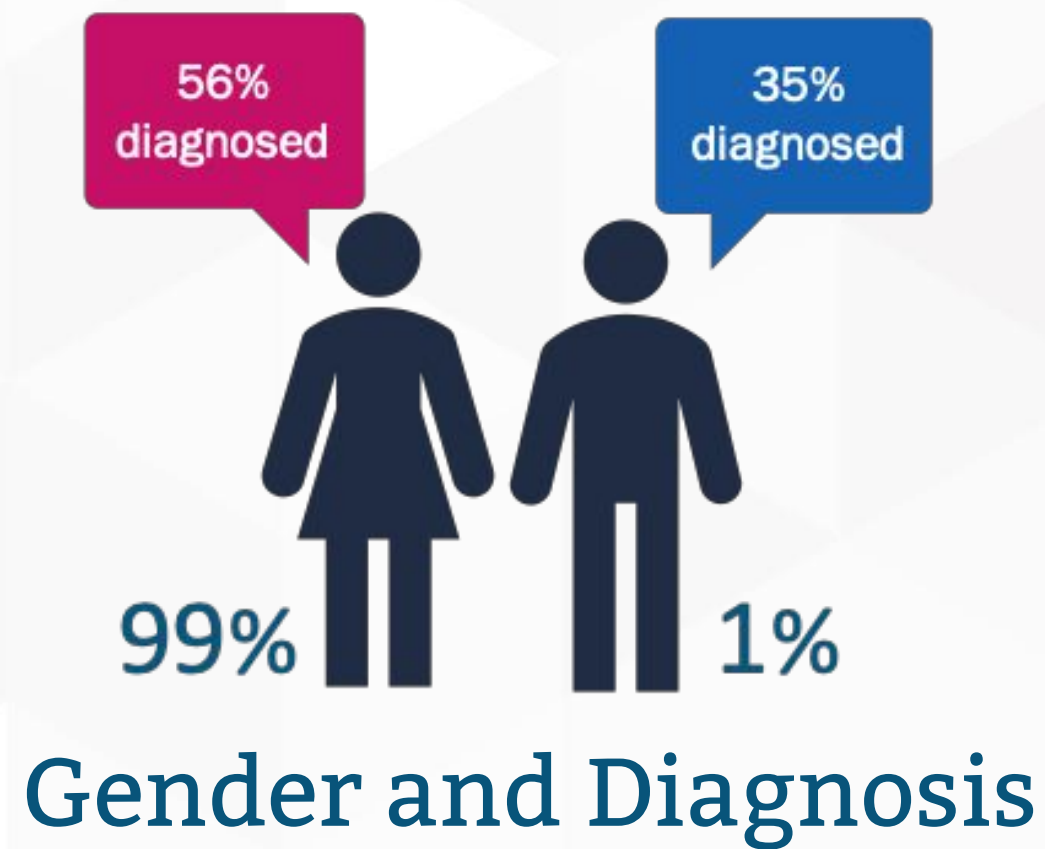
[View Scientific Articles »](#)



The Solution:
Drupal Website +
Decoupled Mobile App

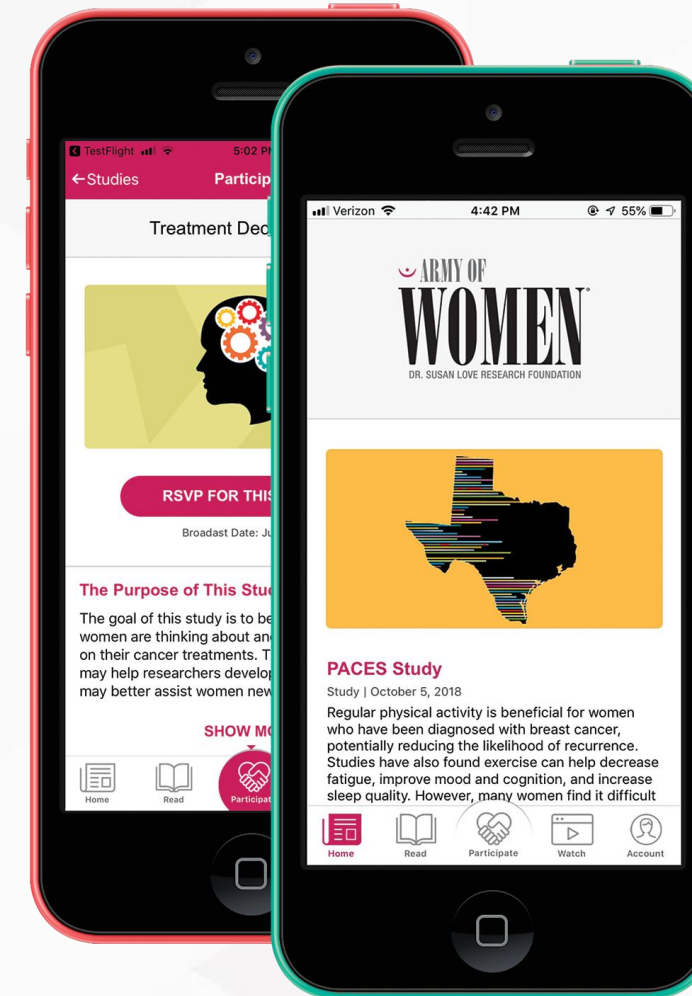
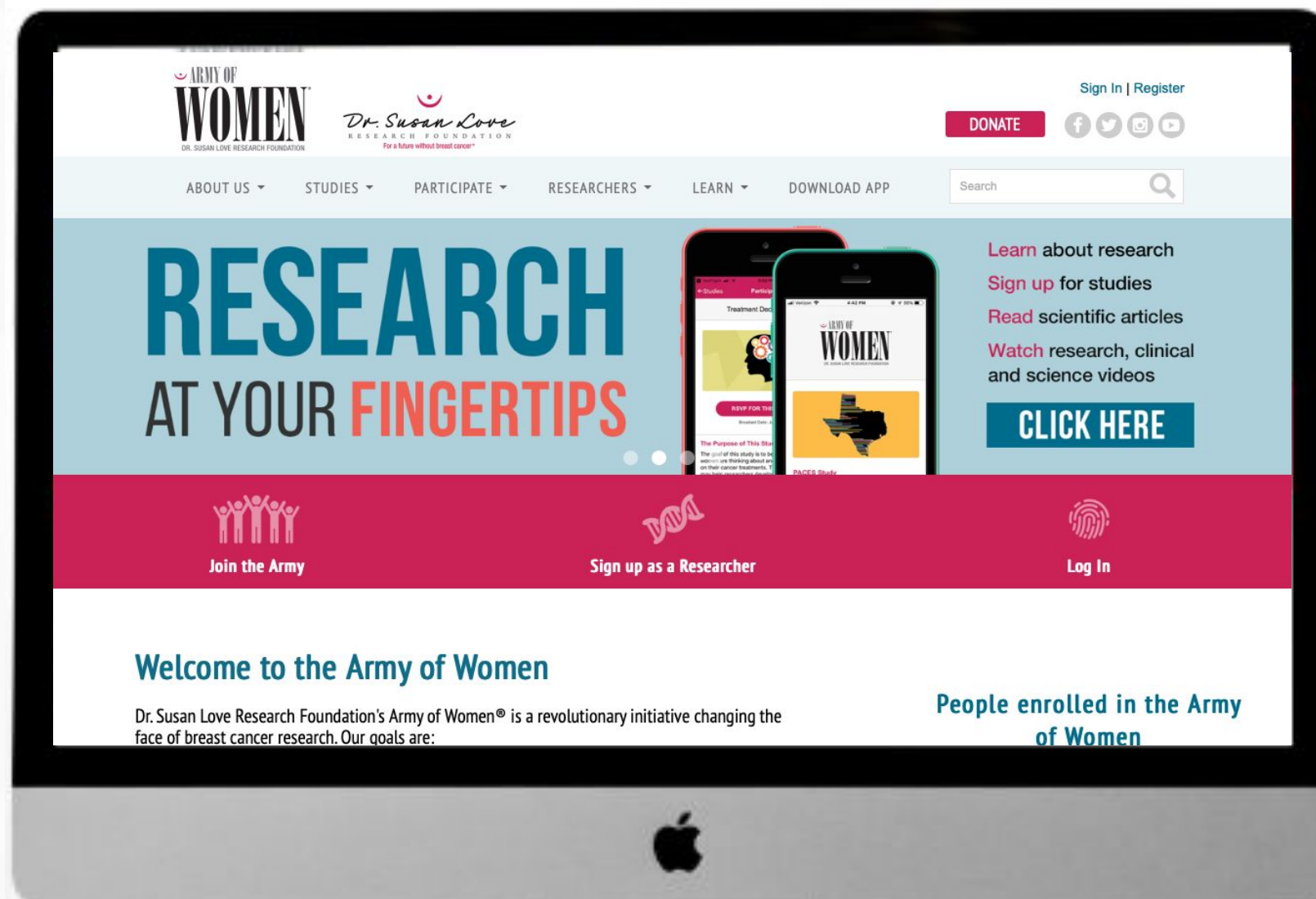
Member Demographics

We have a dedicated membership of over **383,000** participants in **47** countries around the world.



HOWEVER Over 80% of our members are white women age 60 or older.

Expanding Accessibility





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Technical Details User Roles & Workflows

Participants, Researchers,
Scientific Advisory Committee Members,
Administrators

Persona 1 Researcher



Goals:

- Find interested, eligible participants for their research study
- Engage the Army of Women community to promote widespread enrollment through social media, email, and word of mouth

Frustrations:

- Traditional participant recruitment methods can be expensive and/or inefficient
- Limited research funding may limit diversity of recruitment outreach methods
- Participant identification and screening can be time-consuming



Persona 1 Researcher



Persona 2 Participant



Goals:

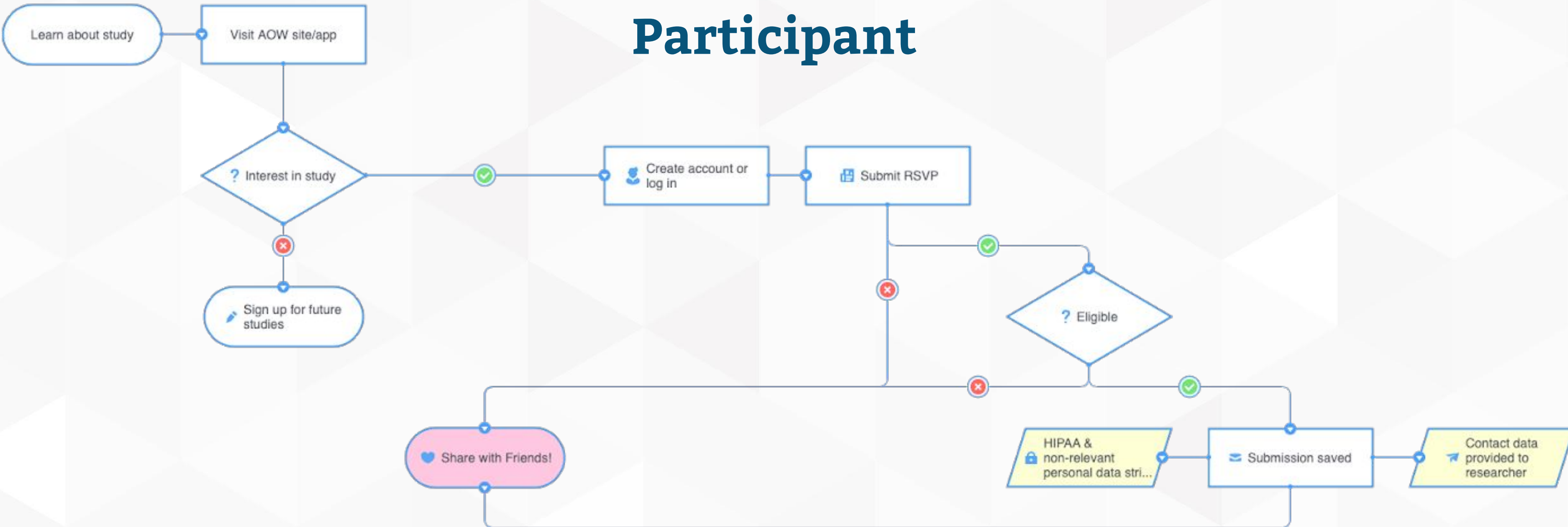
- Contribute to knowledge about the causes, prevention, treatment, and impact of breast cancer
- Help others by participating in research
- Participate in research that may be of personal benefit

Frustrations:

- Technical research language may be confusing or intimidating
- Finding compatible research studies is often labor-intensive
- Time is precious while balancing personal obligations
- Treatments may make it difficult to concentrate or remember things



Persona 2 Participant



Personas 3 & 4

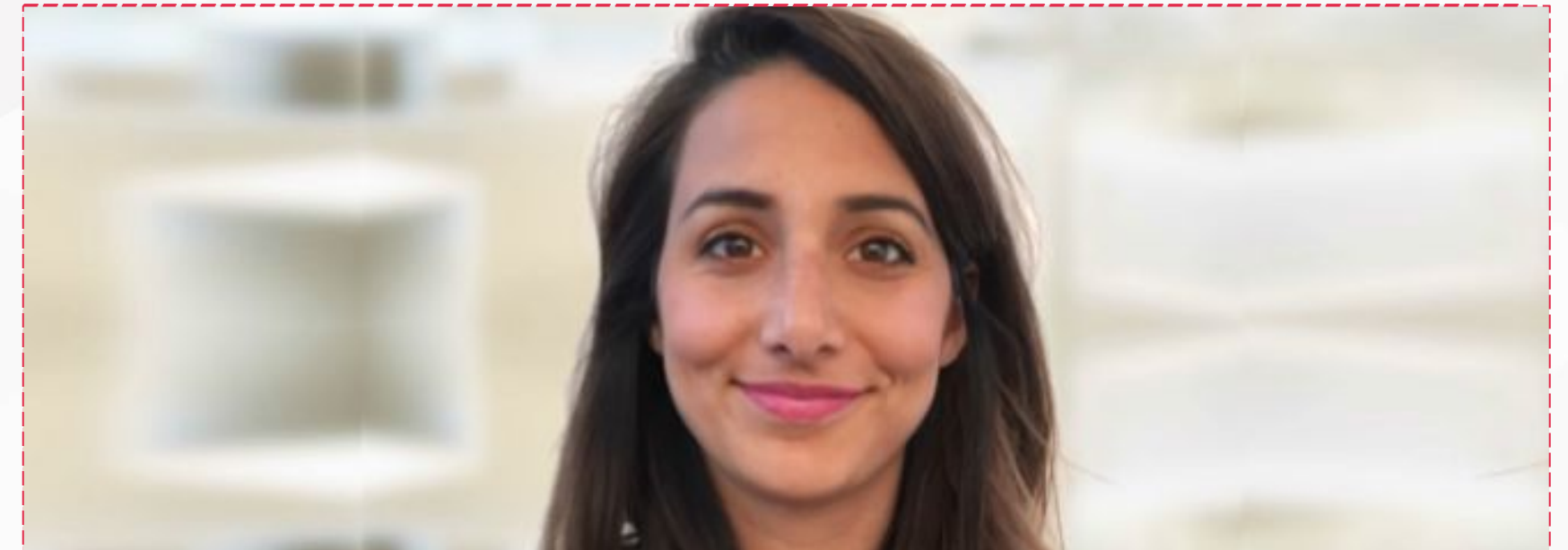
Scientific Advisory Committee & Admins

Not to be forgotten!



Scientific Advisory Committee

- Quickly identify assigned research proposals
- Leave proposal notes, as appropriate
- Easily review research proposal information, metrics, and attachments



Army of Women Admin

- Process the flow of applications
- Assign SAC reviewers
- Collect and process recruitment data reports
- Ensure security of PII
- Manage website and app materials and content types
- Review user and program analytics



Did it work?

Integrations & Tracking



Did it work

Integrations for analyzing success

Did it work

Integrations for analyzing success

- [Hotjar](#)



Did it work

Integrations for analyzing success

- [Hotjar](#)
- [Google Analytics](#)



Google Analytics

Did it work

Integrations for analyzing success

- [Hotjar](#)
- [Google Analytics](#)
- [Google Conversion Tracking](#)



Conversion Tracking

Did it work

Integrations for analyzing success

- [Hotjar](#)
- [Google Analytics](#)
- [Google Conversion Tracking](#)
- [Google Tag Manager](#)



Tag Manager



Did it work

Integrations for analyzing success

- [Hotjar](#)
- [Google Analytics](#)
- [Google Conversion Tracking](#)
- [Google Tag Manager](#)
- Real world user research



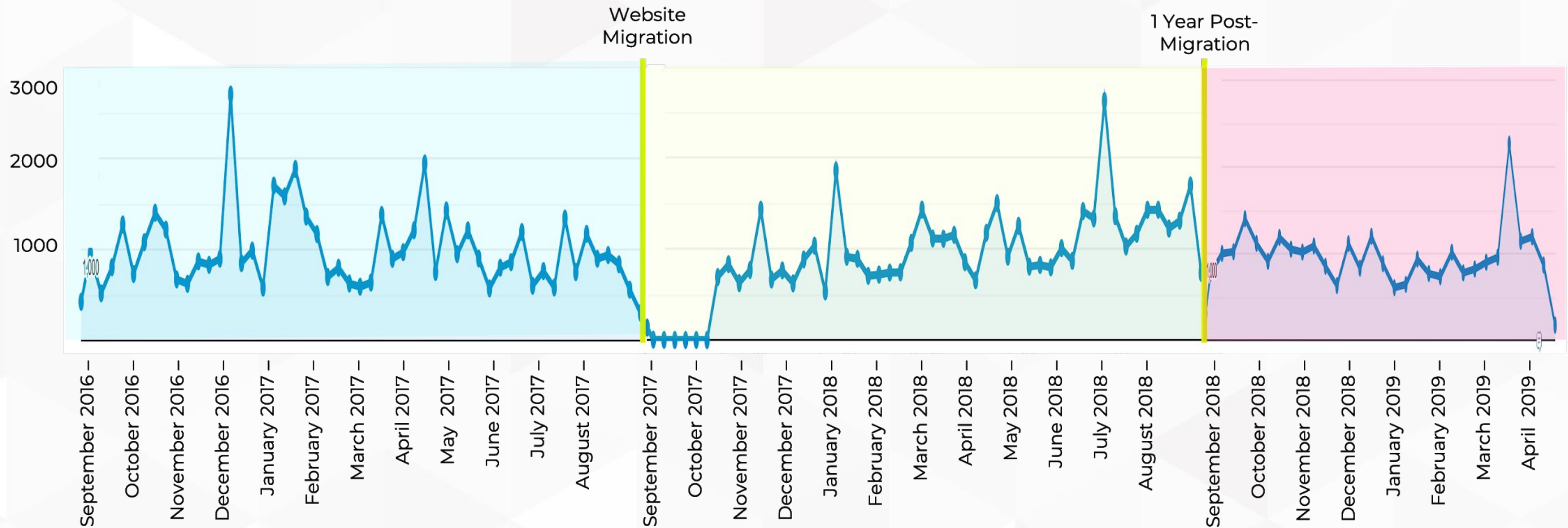


Measuring the data: **Was it worth it?**



Google Analytics — General Traffic

How did the migration affect our traffic?



Google Analytics — General Traffic

How did the migration affect our traffic?

Pre-Launch

August 31, 2016 –
August 30, 2017


Users

43,111



New Users

42,059



Sessions

57,724



Year 1

August 31, 2017 –
August 30, 2018

Users

42,915



New Users

42,780



Sessions

55,065



Year 2

August 31, 2018 –
March 31, 2019

Users

28,304



New Users

27,370



Sessions

33,391





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Google Analytics — Authenticated Access

Did existing members get over the shock of change?





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Google Analytics — Authenticated Access

Did existing members get over the shock of change?



Passwords did not migrate!

Google Analytics — Authenticated Access

Did existing members get over the shock of change?



Email Campaigns to Notify and Encourage Users

- Direct messaging to individuals
- Only captures most loyal members (side-effect, cleans out no longer valid email addresses)
- **But...** no one reads email...

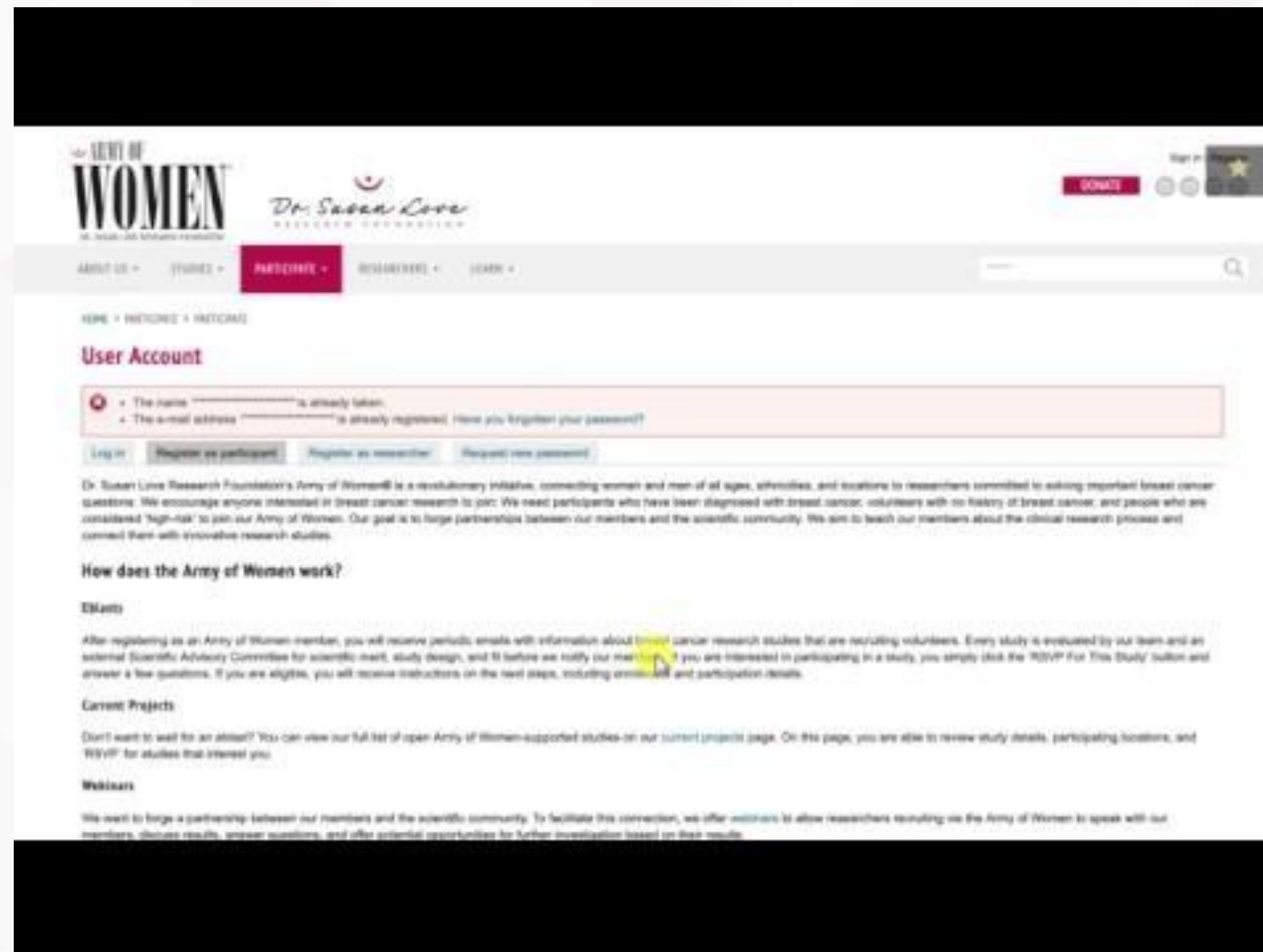


Visible Drupal Block on Website with Instructions

- Visible to anyone unsure why they cannot log in
- Extra opportunities to market the change
- **But...** any alert gives the sense of a problem, or opens us up to questions

Google Analytics — Authenticated Access

Did existing members get over the shock of change?



The screenshot shows the 'Army of Women' website. The header includes the 'ARMY OF WOMEN' logo, 'Dr. Susan Love RESEARCH FOUNDATION', and a 'DONATE' button. A navigation menu contains 'ABOUT US', 'STUDIES', 'PARTICIPATE', 'RESEARCHERS', and 'JOIN'. The main content area is titled 'User Account' and displays a registration error message: 'The name [redacted] is already taken.' and 'The e-mail address [redacted] is already registered. Have you forgotten your password?'. Below the error message are buttons for 'Log in', 'Register as participant', 'Register as researcher', and 'Request new password'. The page also contains sections for 'How does the Army of Women work?', 'Eligibility', 'Current Projects', and 'Webinars'.



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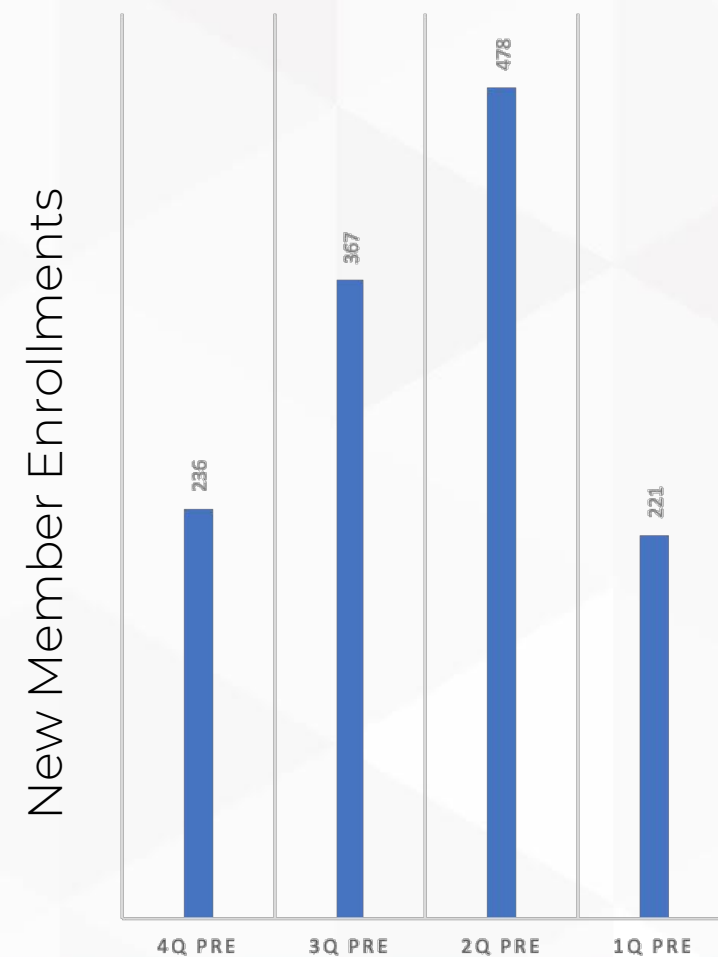
Analytics: New User Registration

Did we help or hurt our member enrollment process?

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Did we help or hurt our member enrollment process?

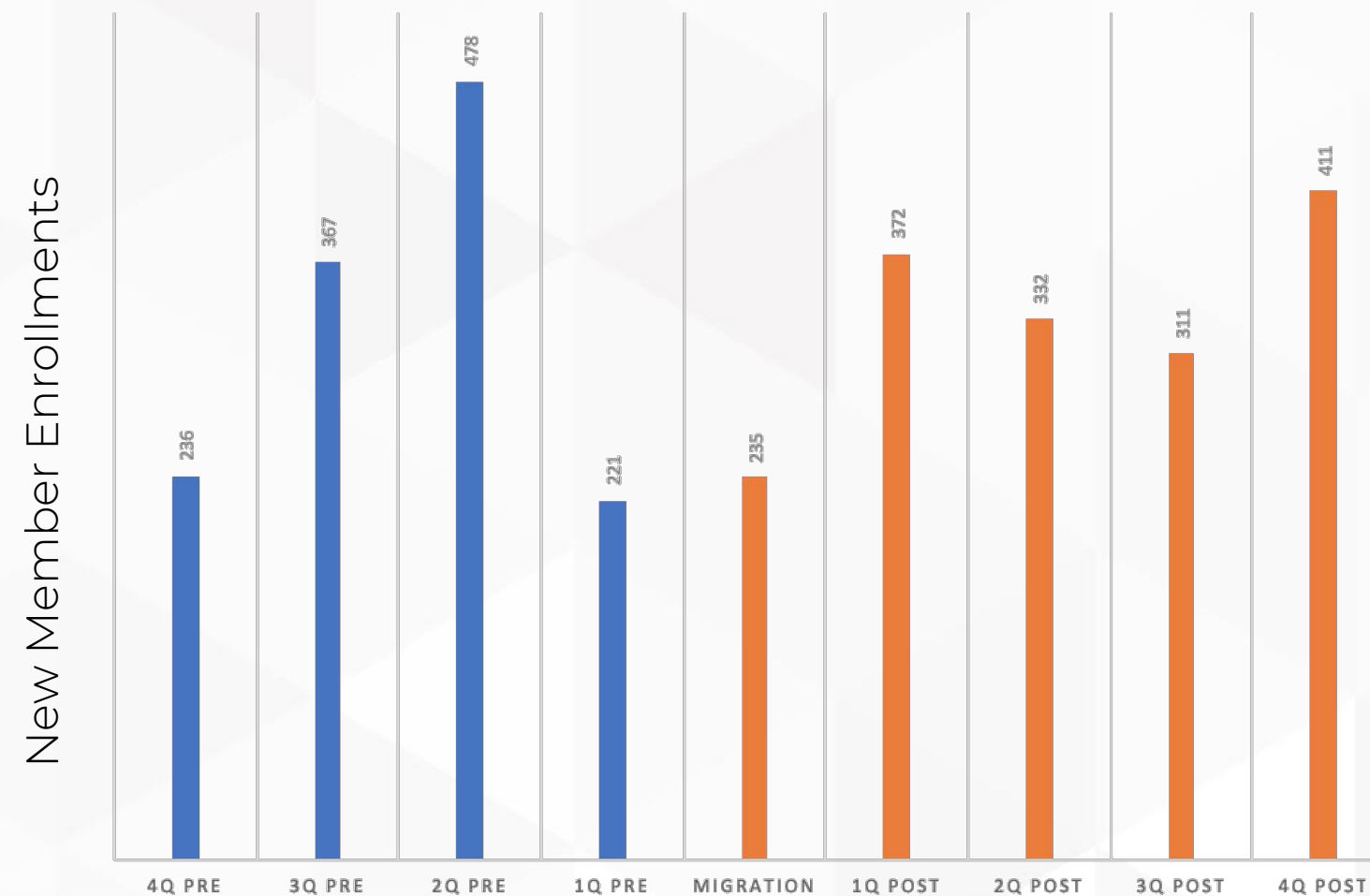
- 12 months before migration (2016-2017) ~ 1300 new members joined



Analytics: New User Registration

Did we help or hurt our member enrollment process?

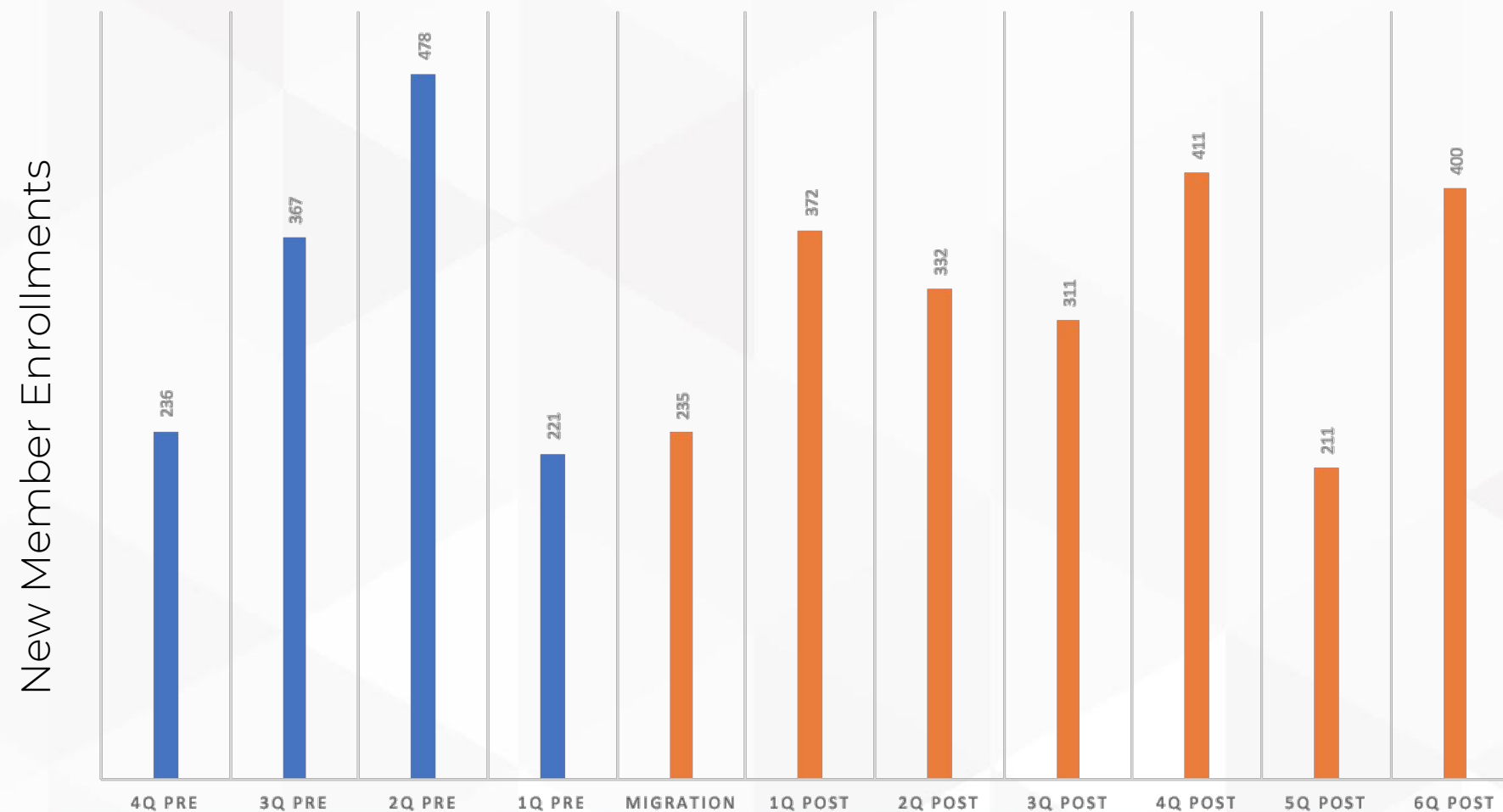
- 12 months before migration (2016-2017) ~ 1300 new members joined
- 12 months after migration (2017-2018) ~ 1250 new members joined



Analytics: New User Registration

Did we help or hurt our member enrollment process?

- 12 months before migration (2016-2017) ~ 1300 new members joined
- 12 months after migration (2017-2018) ~ 1250 new members joined
- First 7 months of year 2 (2018-2019) ~ 1025 new members joined





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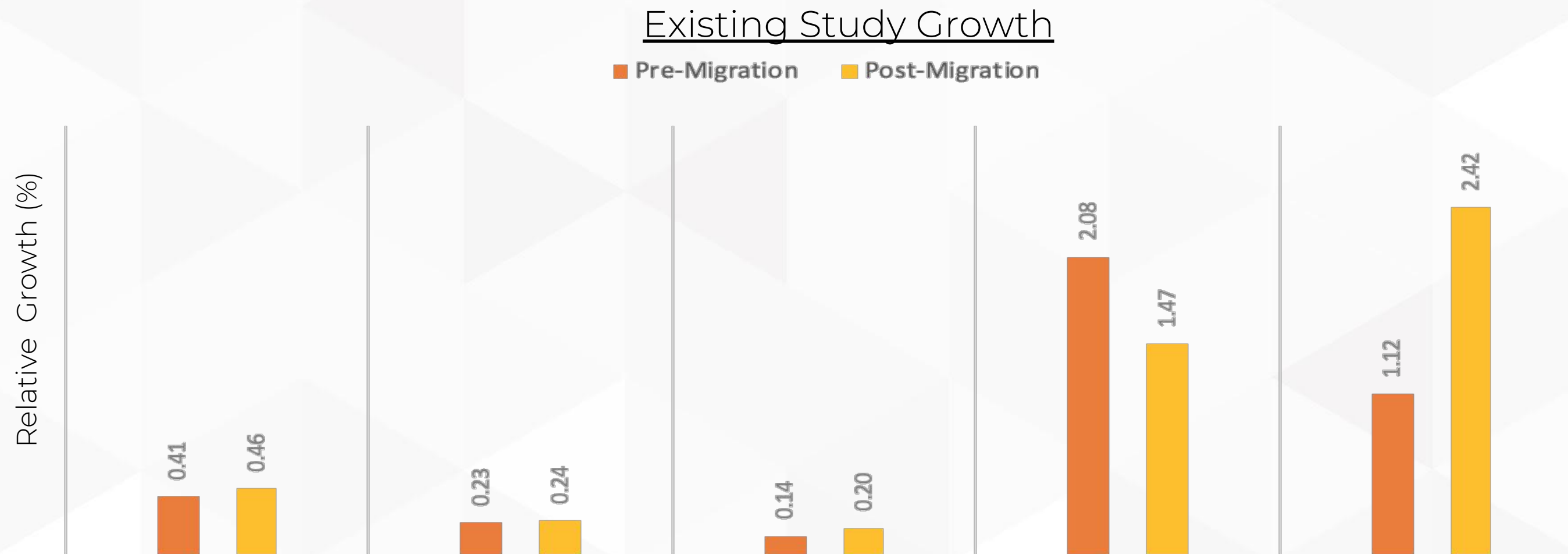
Analytics: Study Participation

Did migration help or hurt study enrollment / RSVP attrition?

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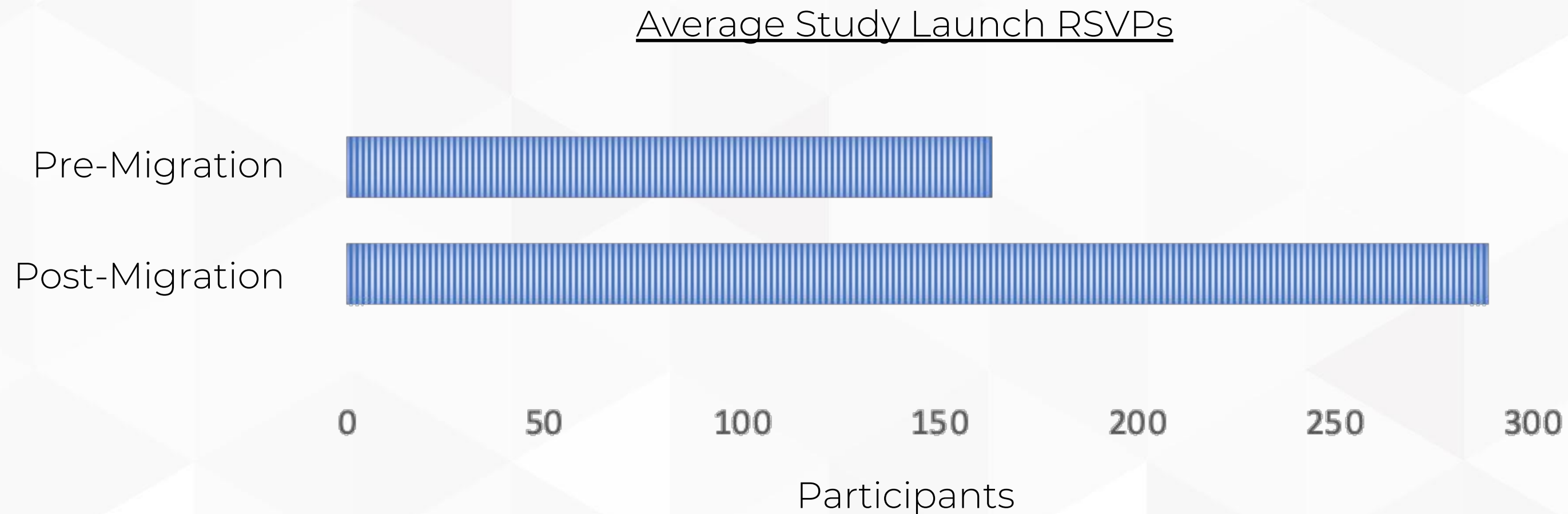
- 29.4% increase in existing study sign ups



Analytics: Study Participation

Did migration help or hurt study enrollment / RSVP attrition?

- 29.4% increase in existing study sign ups
- 77.3% increase in new study enrollments



Analytics: Study Participation

Did migration help or hurt study enrollment / RSVP attrition?

- 29.4% increase in existing study sign ups
- 77.3% increase in new study enrollments
- Social shares of studies using new AddThis feature: over 3,300 shares in 1.5 years



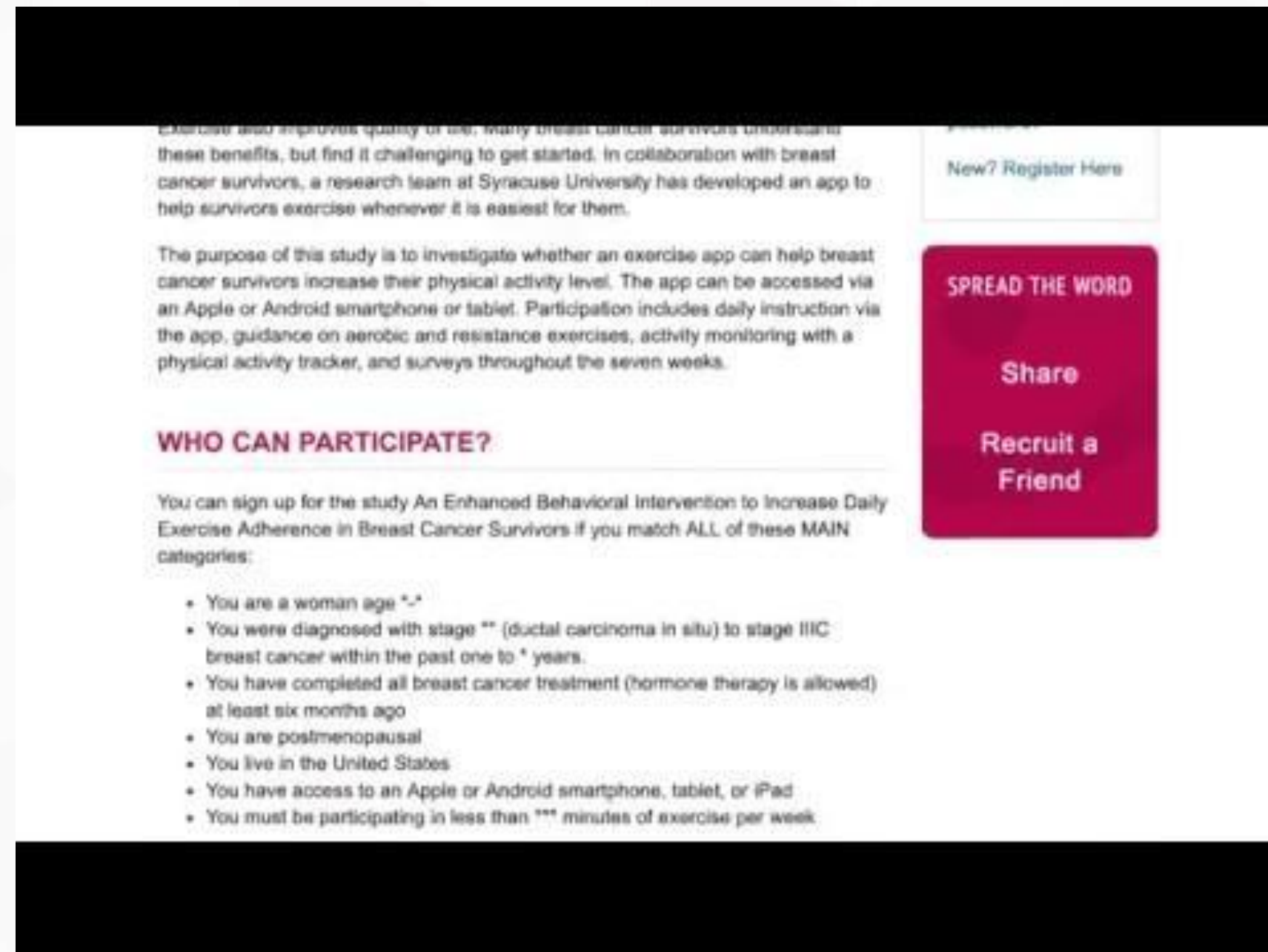


BUT!

We made a mistake...

The Original Study Signup UX

Hotjar recording



Exercise also improves quality of life. Many breast cancer survivors understand these benefits, but find it challenging to get started. In collaboration with breast cancer survivors, a research team at Syracuse University has developed an app to help survivors exercise whenever it is easiest for them.

The purpose of this study is to investigate whether an exercise app can help breast cancer survivors increase their physical activity level. The app can be accessed via an Apple or Android smartphone or tablet. Participation includes daily instruction via the app, guidance on aerobic and resistance exercises, activity monitoring with a physical activity tracker, and surveys throughout the seven weeks.

WHO CAN PARTICIPATE?

You can sign up for the study An Enhanced Behavioral Intervention to Increase Daily Exercise Adherence in Breast Cancer Survivors if you match ALL of these MAIN categories:

- You are a woman age *-*
- You were diagnosed with stage ** (ductal carcinoma in situ) to stage IIIC breast cancer within the past one to * years.
- You have completed all breast cancer treatment (hormone therapy is allowed) at least six months ago
- You are postmenopausal
- You live in the United States
- You have access to an Apple or Android smartphone, tablet, or iPad
- You must be participating in less than *** minutes of exercise per week

New? Register Here

SPREAD THE WORD

Share

Recruit a Friend

User research & iteration

An improved experience / better attrition

Eblast



Study Title

RSVP For This Study

Clicking RSVP will take you to a form. Please read the questions very carefully and select all - and only those - that apply.

[Learn how we protect your privacy »](#)

RESEARCHER

Maecenas sed diam

If the user is not authenticated (as in this example) they will be redirected to the login page before filling out the RSVP form.

SUMMARY

Cras mattis consectetur purus sit amet fermentum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue. Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor.

WHO CAN PARTICIPATE?

Sign Up For This Study

Forward to a Friend



In conclusion:

The Good, The Bad, & The Ugly

The User Experience

Did we do it right?

- We should have done user research up front, but didn't
- The result was that, while our original UX plan would have probably done well, our time and budget constraints caused us to cut what turned out to be an essential part of the UI
- So, we had to respond to user research after the fact, and iterate

Lessons Learned – The Good

- **Utilize the right integrations.** UX, analytics, and social share widgets are powerful and moderately easy to implement.
- **Regularly review the data.** Analytics and session recordings offer opportunities to identify problem areas and opportunities for growth.
- **Communicate changes with users on their terms.** Regular communication on a variety of platforms may prevent confusion when major website changes occur.
- **Keep it simple.** Identify opportunities to reduce redundancy and streamline processes.

Lessons Learned – The Bad

- **Communication is key.** Large data migrations require clear communication and identification of essential data. Due to a misunderstanding, our initial data migration excluded several valuable data fields.

Lucky for us: The old database remained available and intact for over a year. This allowed our team to run targeted migrations for missing data.
- **QA and UAT.** The need for extensive testing cannot be overstated. Incomplete data transfers may be difficult to identify.

Lessons Learned – The Ugly

- **Do not underestimate password reset hurdle.** Users may get frustrated that their saved credentials do not work. Password reset emails may end in the spam folder.

So – Was it worth it?

- Our Scientific Advisory Committee members have a far easier time reviewing submissions
- Our AOW team has an easier time promoting studies
- We are more comfortable with the security and longevity of our data
- As we continue to iterate, we are seeing our overall analytics improve, which means we are getting closer to our primary goal



“

If we share our experiences,
many patients and families will
understand that they are not alone.
We have common experiences and
we can share them with researchers.

”

Alma, member since 2009

Connect with Us armyofwomen.org



Nicole Laurita

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Dr. Susan Love Research Foundation

 nlaurita@drsusanloveresearch.org

 [/nrlaurita](https://www.linkedin.com/company/nrlaurita)



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 [@rainbrew](https://twitter.com/rainbrew)



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Join us for contribution opportunities

Friday, April 12, 2019

Mentored Contribution

9:00-18:00
Room: 602

First Time Contributor Workshop

9:00-12:00
Room: 606

General Contribution

9:00-18:00
Room: 6A

#DrupalContributions



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What did you think?

Locate this session at the DrupalCon Seattle website:

<http://seattle2019.drupal.org/schedule>

Take the Survey!

<https://www.surveymonkey.com/r/DrupalConSeattle>

Thank you!