

A/B Testing Technique Description

I decided that A/B testing would be the most effective approach for this scenario. A/B testing involves comparing two versions of an experience to determine which option, A or B, better achieves a pre-defined goal. I used this method to explore how chiropractors can optimize their collaboration with personal injury attorneys. Recognizing that constantly seeking new attorney partnerships is inefficient, I focused on identifying ways chiropractors could build sustained working relationships with attorneys across multiple cases. Specifically, I tested two communication styles to see which one attorneys preferred.

Moment that Matters

Description of the Moment

The Moment that matters for Atmosphere Chiropractic in this study about how to best work with Personal Injury Attorneys is the moment when the attorney is **requesting information** from the chiropractor. This moment happens during every personal injury case, and was brought to my attention in more ways than one throughout my research that efficient communication, which is the job-to-be-done, is a major pain point for both the attorney and chiropractor.

How the end-user need/JTBD help identify the MTM

The **job-to-be-done** of efficient communication was identified during interviews with attorneys. During my observations, efficient communication (a category) did not emerge until I was able to interpret the information from the interviews. A category that emerged from my interviews was the convenience factor, which largely included efficient communications across parties. The attorney's desire for efficient communication (**end-user's need**) help me to identify the moment that matters as all my interviews alluded to this communication breakdown when requesting information.

Why I focused on this Moment

I focused on this moment for multiple reasons. First, it was brought up in each of my interviews as a bottle neck that prohibits them for doing their work. Secondly, it became clear in my observation, only after doing interviews, that there was a lack in communication at Atmosphere what was going on the day that I observed. And lastly, when attempting to communicate with the company to perform research it was near impossible to contact them to schedule/coordinate anything.

Analysis

While doing A/B testing triangulation technique, I learned that **the end-user, the attorney**, likes the idea of having a portal because they would like to reduce the amount of communication needed to get their job done. I found that attorneys tend to think that everyone should know what they need and have it ready when they need it. From the testing and what they mentioned its that the best way to get repeated clients from an attorney is to get them all the information/documents they want before they ask and as soon as you have it. The data also clued me in that **this moment of requesting information** is very important because that is what allows the attorney to do their job as efficiently as possible, so the quicker they can get and access the information the greater the change the attorney will want to work with the chiropractor again.



Implementation

To implement A/B testing effectively, I wanted to create a control group to help determine how large of an impact the prototype would make, if any, on the user experience. I reconnected with each of the individuals I had previously interviewed, explaining that we would discuss two scenarios, after which I wanted them to share their thoughts on each one. For Scenario A (the control group), I asked them to describe how they currently request information from the chiropractor; everyone stated that they simply send an email to make these requests. In Scenario B, I described an online portal where they could request all the necessary information for each personal injury case, ensuring that both the attorney and chiropractor can see what is requested from the start. The chiropractor would be able to upload information immediately upon availability, allowing everything to be stored in one accessible place for both parties whenever needed. Below is an image of what I showed the attorney to illustrate the prototype concept.

Summary

The key insight is to make their work easier before feeding or gifting something to them. As a whole, attorneys want the chiropractor to make their work as quick and painless as possible. Having an easy-to-access place where they can go, eliminating the need to reach out to the chiropractor, will elevate the chiropractor in the eyes of the attorney. This tells us that other methods of trying to will over the attorney, like taking them to dinner or giving them gifts, although nice, are less important in the attorneys eyes than making their job easier.

