

KP

Global Navigation Launch

UX Case Study

Healthcare

Navigation

Enterprise UX

Role
Principal Product Designer

Launch
June 2024

PROJECT FOCUS

A single destination for authenticated KP.org members

Kaiser Permanente needed a modern global navigation experience that could organize 90+ authenticated features, support regional and profile variation, and make high-value healthcare tasks easier to find.

65%

navigation lift

Compared to legacy

4 bp

task completion

After launch

90+

features organized

Across regions

Problem Statement

Authenticated KP.org had grown into a complex ecosystem, but the navigation model had not kept pace with member needs.

WHAT WAS NOT WORKING

Members could reach critical healthcare tasks only if they already knew where to look.

- High-value tasks were dispersed across authenticated pages and product areas.
- Members had to rely on memory, search, or multiple clicks to locate common actions.
- Regional, proxy, profile, and capability differences made one-size-fits-all navigation unrealistic.
- New programs needed a scalable destination that would not fragment the experience further.

DESIGN CHALLENGE

Create one global navigation system that felt simple to members and flexible enough for enterprise complexity.

- Organize 90+ tasks and features into intuitive categories and submenus.
- Support regional, membership, proxy, and profile-based variation.
- Improve task access and confidence while reducing cognitive effort.
- Create a model that could evolve as KP.org added new authenticated capabilities.

This was not just a header redesign. It was an enterprise information architecture and service-access challenge.

Discovery and Research Conducted

Research combined behavioral data, structured evaluation, team workshops, and direct user feedback to reduce launch risk.

01 Tree testing

Validated whether members could find key tasks within the proposed IA and category model.

02 Design workshops

Aligned stakeholders around task groupings, naming, regional needs, and feasibility.

03 Usability testing

Observed whether users could locate high-value tasks, understand labels, and recover from ambiguous paths.

04 User interviews

Gathered qualitative context around how members think about benefits, care, pharmacy, billing, records, and appointments.

05 A/B testing

Compared the new navigation against legacy patterns to evaluate engagement and task completion changes.

06 Comparative analysis

Reviewed healthcare, financial, and large authenticated service ecosystems for scalable navigation patterns.

Discovery moved the team from opinion-based navigation debates to evidence-informed decisions about categories, labels, priority tasks, and launch readiness.

Design Goals

Create a navigation model that was useful, scalable, and flexible enough for Kaiser Permanente complexity.

01

Improve task access

Give authenticated users faster access to high-value tasks and commonly used features.

02

Support scale

Organize 90+ features into structured menus without creating a dense or intimidating experience.

03

Increase confidence

Make the system feel predictable, clear, and connected to the user's authenticated context.

04

Respect variation

Support regional, membership, proxy, and profile-based differences without separate navigation models.

05

Enable extensibility

Create a foundation where new capabilities, including MyChart Evolution, could be added later.

North star: help members reach the right healthcare task faster, with fewer missed paths and less cognitive effort.

From Research to Design Decisions

The findings directly shaped the navigation model, taxonomy, and launch strategy.

Research

Members needed faster access to common tasks



Prioritized a drop-down global menu with one-click access to high-value tasks.

Task labels needed to match member language



Refined category names and link labels to reduce ambiguity and improve confidence.

Regional variation could not be ignored



Built a flexible model that could show or hide features by region, profile, and capability.

Legacy paths created extra cognitive effort



Grouped related tasks into structured menus and submenus to make scanning easier.

New programs needed future placement



Designed the model to support future additions without redesigning the entire navigation system.

Before and After Solution Model

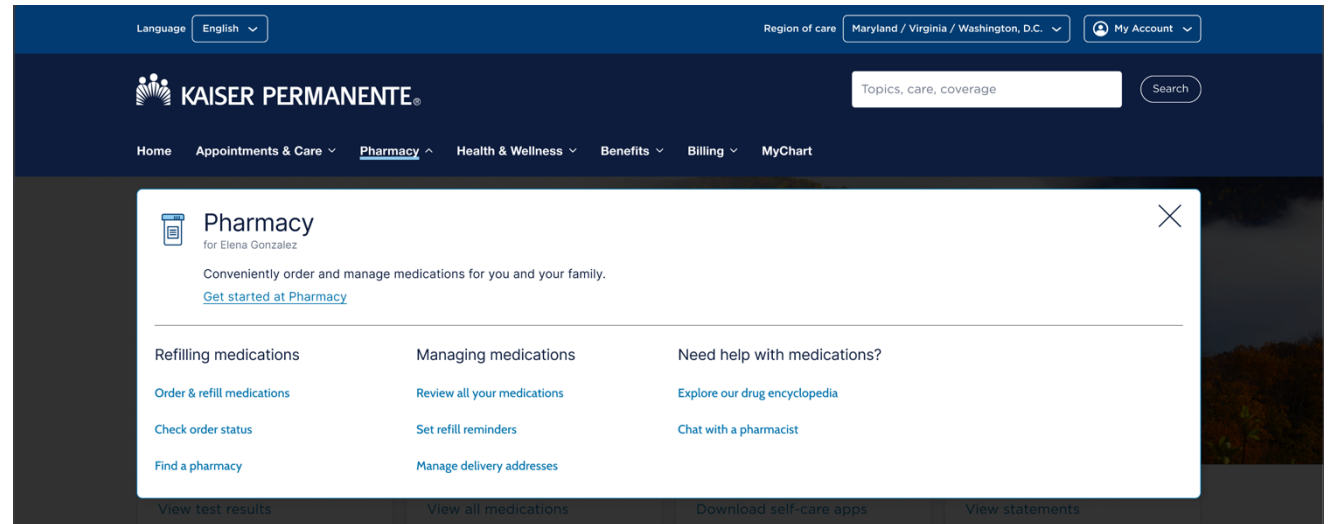
The new model shifted KP.org from a narrow header pattern to task-oriented menus tied to authenticated member needs.

BEFORE: LEGACY NAVIGATION



- Limited pathways at the top level.
- Common authenticated tasks were buried deeper in product areas.
- The structure did not easily expose the breadth of KP.org capabilities or regional variation.

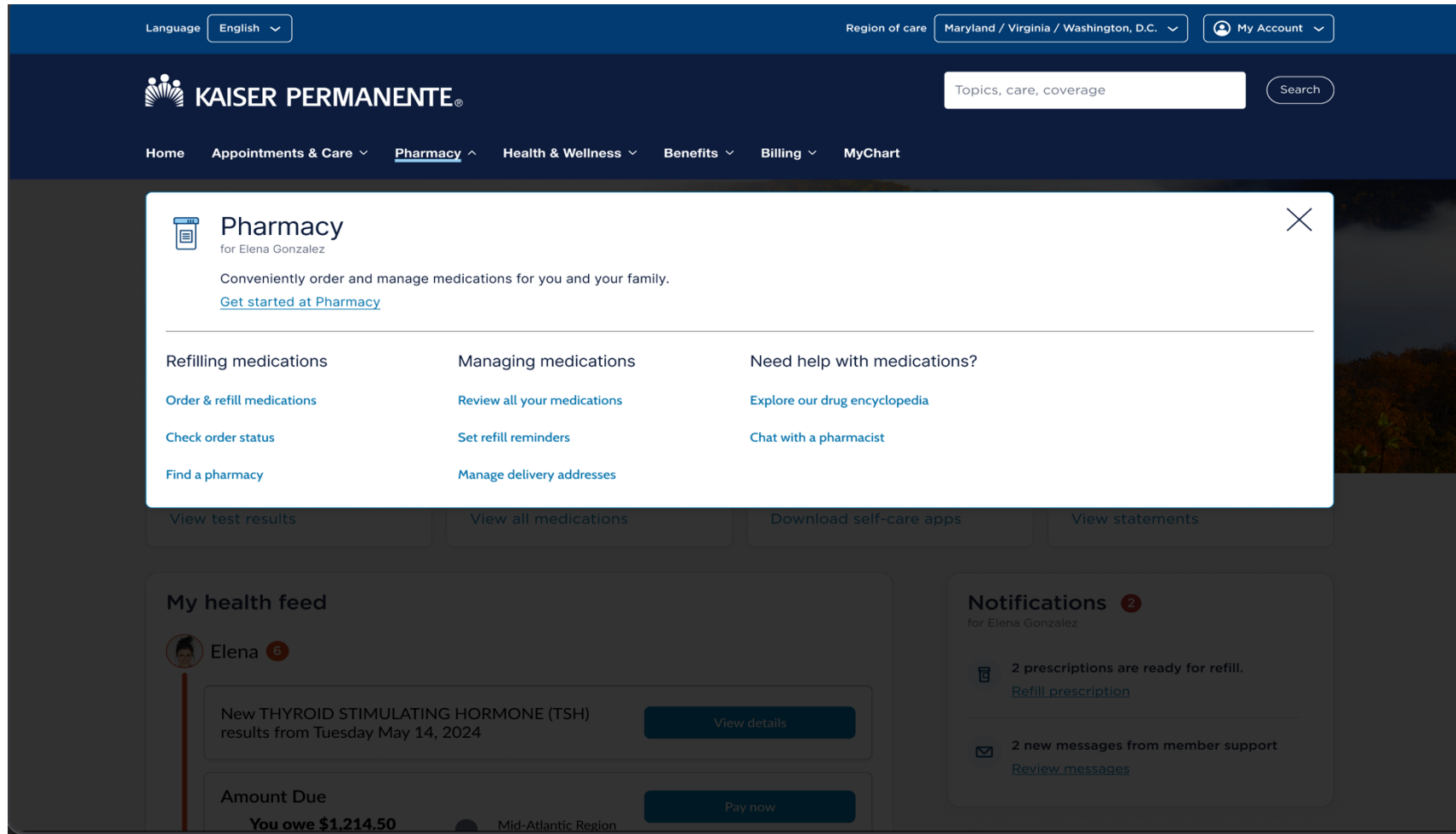
AFTER: AUTHENTICATED GLOBAL MENU



- Task-oriented menus expose common actions directly from the authenticated header.
- Supports region, profile, and capability variation without separate models.
- Creates clearer paths into pharmacy, care, benefits, billing, and MyChart tasks.

Final Desktop Navigation Experience

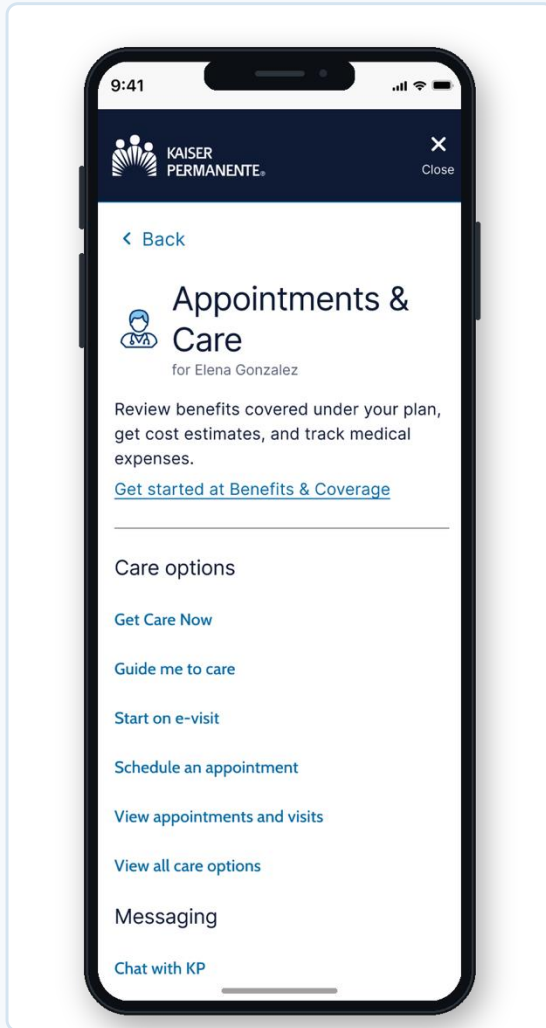
The desktop pattern gives members a clear, contextual menu while preserving the KP.org header, search, account, language, and region controls.



The task structure becomes visible without overwhelming the member or breaking an authenticated context.

Mobile Navigation Experience

The mobile model kept the experience focused, readable, and task-oriented for smaller screens.



MOBILE DESIGN CONSIDERATIONS

The mobile experience needed to support the same information architecture while respecting touch targets, screen constraints, and healthcare task urgency.

- Large, readable type and clear link spacing for scanning and touch interaction.
- A focused back-and-close pattern that keeps members oriented inside the menu.
- Task groupings make care, benefits, pharmacy, messaging, and appointments easier to find.
- The model preserves user context for the authenticated member or proxy profile.

Solution Details

A global navigation model that balanced usability, scale, governance, and enterprise delivery.



Task-first structure

Organized features around the actions members were trying to complete, not internal team ownership.



Context-aware menus

Supported menu variation by region, membership, proxy state, profile type, and feature availability.



Scalable taxonomy

Created a structure that could absorb new services and programs without redesigning the header.



Cross-functional alignment

Aligned UX, product, engineering, analytics, accessibility, regional teams, and stakeholders.



Launch readiness

Supported go-live planning with measurement, communications, feedback tracking, and iteration.



Future extensibility

Prepared the model for MyChart Evolution and additional authenticated KP.org capabilities.

Value and Success Measures

The launch showed measurable improvement in navigation engagement and task completion, while creating a more extensible foundation.

65%

lift in navigation engagement

Compared to legacy

4 bp

task completion increase

Measured after launch

90+

features organized

Across menus and regions

WHAT THE METRICS SUGGESTED

- Members used the new navigation experience to access a broader range of tasks and features with less friction.
- Engagement increased significantly compared with the legacy experience, indicating stronger discoverability and utility.
- Task completion improved, suggesting that the model helped reduce missed paths for key authenticated journeys.
- The solution provided a scalable foundation for future KP.org capabilities rather than a one-off navigation update.

Voice of Customer Feedback

Post-launch comments reinforced that members noticed the improved access, structure, and usefulness of the new menu.

“ General improvements

“Drop-down menus with line-item info per subject excellent. Scheduling improved. General ease of use improved.”

Customer survey feedback

“ Task access

“Thank you for changing the names of the tabs at the top of the page to something more logical.”

Customer survey feedback

“ Discoverability

“Good improvement to website putting the menu items at top of the workspace where I can see them.”

Customer survey feedback

Key Takeaways

What this project demonstrates

Strategic UX

Solved a discoverability and information architecture problem inside a complex healthcare ecosystem.

Research-led decisions

Tree testing, usability testing, interviews, workshops, A/B testing, and comparative analysis guided the model.

Measurable impact

Increased navigation engagement by 65% and improved KP.org task completion by 4 basis points.

Scalable foundation

Created a flexible structure for future authenticated KP.org capabilities and regional variation.

This is the kind of work I enjoy most: taking complex systems, aligning teams, validating decisions with research, and creating product experiences that are easier for real people to use.