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Case study 1-pagers

TABLE OF CONTENTS

Case study 1 Empowering Member Agency: A Competitive Audit of Pharmacy Tool Ecosystems	1
Case study 2 Humanizing Health Insurance: Shifting from Clinical Pushes to Trust-Based Engagement	2
Case study 3 Inclusive Wearable Tech: Validating Personalized Machine Learning	3

Empowering Member Agency: A Competitive Audit of Pharmacy Tool Ecosystems

Benchmarking insurer tools against market disruptors to address systemic distrust in prescription management.

QUICK SUMMARY

I led a competitive UX research study to **benchmark pharmacy tool performance** against major insurers and discount pharmacy apps. By executing 12 deep-dive task analyses, I identified that **member reliance on third-party tools like GoodRx isn't just a pricing issue, but a trust and agency issue** driven by systemic stressors like medication shortages. I delivered a **functional inventory and visual roadmap that identified critical feature gaps**, providing the foundation for the client to align their digital tools with the actual self-advocacy behaviors of their members.

“When I get on my insurance app, I’m ready to be confused and to have to do a lot of annoying work.”

-P2, Female, 32

PROJECT OVERVIEW

My role Lead Qualitative Researcher (Sole)

Client Large Regional Health Insurer

Sector Pharmaceutical Services & Health Insurance

Study Duration 6 weeks

Participants 12 participants using 6 major competitive platforms (E.g., UnitedHealthcare, Aetna, GoodRx, Cost Plus)

Methodologies Task Analysis, Competitive Benchmarking, Remote Screen-sharing

Key Deliverables Visual Feature Audit & Member Agency Opportunity Map

Impact Identified crucial feature gaps. Helped client align digital tools with self-advocacy behaviors of members.

Humanizing Health Insurance: Shifting from Clinical Pushes to Trust-Based Engagement

Using depth psychology to identify 10 strategic interception points and build institutional trust

QUICK SUMMARY

I co-led a multi-phase behavioral design initiative for our client to **identify why traditional digital health interventions were failing to drive member engagement**. By using the Hidden Depth Method to map the emotional journeys of 42 members, we uncovered that **the primary barriers to behavior change were psychological rather than practical**. We translated these insights into three core design principles and ten validated 'interception point' prototypes, **reframing the organization's strategy from late-stage clinical nudges to early-stage emotional engagement that builds long-term member trust**.

“The constant notification of your diabetes, your diabetes, your diabetes... it kind of gets old. It's like being micromanaged by a parent. I'm old enough to know that I need to take my medication. And if I don't, it's my choosing.”

-P8, Female, 46

PROJECT OVERVIEW

My role Co-Researcher, Lead Interaction Designer

Client Large Regional Health Insurer

Sector Healthcare & Health Insurance

Project Type Behavioral Strategy & Service Design

Study Duration 6 months

Participants 42 members across multiple health cohorts (Chronic Stable, Chronic at Risk, Diabetes, etc.)

Methodologies Two-phase Hidden Depth Method (proprietary depth psychology framework), Emotional Journey Mapping

Key Deliverables 10 Interception Point Prototypes & Strategic Roadmap

Impact Reframed the organization's strategy to build long-term member trust

Case study

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Inclusive Wearable Tech: Validating Personalized Machine Learning

A double-blind longitudinal study to bridge the accessibility gap for users with motor impairments

QUICK SUMMARY

I led a double-blind longitudinal study for our client to **validate if personalized machine learning could bridge the accessibility gap** for users with motor impairments. By combining instrumented gesture data with qualitative sentiment analysis, **I provided the evidence needed to prove that ML-adaptation is a viable path for inclusive wearable tech.** My findings identified a tendency in users to self-blame for system failures, leading to critical recommendations for improving perceived reliability and trust.

“ I was more frustrated today. I’m not getting this right... was it my right hand? It’s not closing the way it normally does.”

-P10, Male, 48

PROJECT OVERVIEW

My role Lead Qualitative Researcher

Client Multinational Technology Company

Sector Health-Tech & Accessibility

Project Type Mixed-Methods Longitudinal Experiment

Study Duration 6 weeks

Participants 10 individuals with limited manual dexterity/motor impairments

Methodologies Mixed-Methods Longitudinal Study with a Double-Blind Experimental Design

Key Deliverables Accessibility Synthesis Report & Engineering Requirements

Impact Validated ML-adaption as viable path. Recommended critical changes to improve perceived reliability and trust