DTMO Path Analysis
Mid-Engagement Check In

September 6, 2018

18F

Welcome

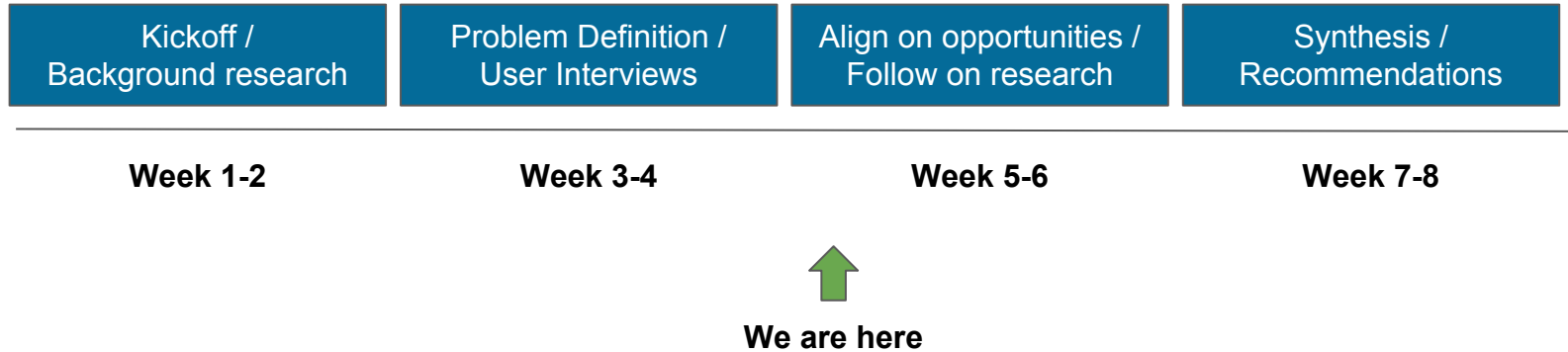| Activity	Time
Introductions and Timeline	10:00
Summary kick off goals	10:10
Summary of findings	10:15
Finding: Website review and analytics	10:20
Finding: Who are ours users?	10:40
Finding: How does information flow?	11:00
BREAK (10 minutes)	11:20
Next Steps	11:30
Adjourn	11:45

Goals for the day

Review our goals from our kick off

Report back early findings from user interviews and research

Develop a shared sense of our current state and final deliverables

Align on a plan for next phase

Timeline

Kickoff / Background research	Problem Definition / User Interviews	Align on opportunities / Follow on research	Synthesis / Recommendations
Week 1-2	**Week 3-4**	**Week 5-6**	**Week 7-8**

We are here

Engagement Timeline

Path Analysis:
Asking the right questions, solving the right problems.

2-3 person team

8-10 weeks

1 path analysis per project

Experiment & iterate:
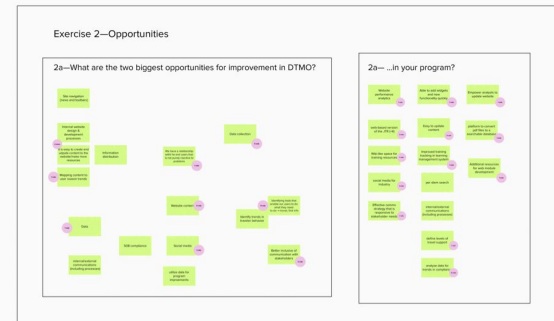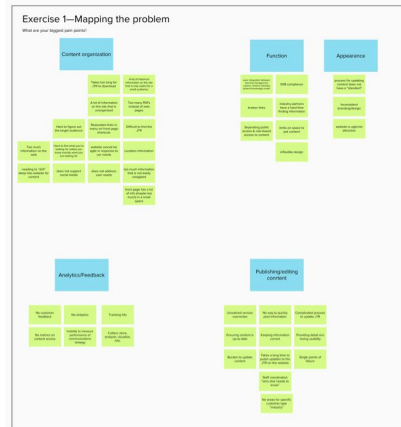**Exploring user centered solutions.**

4-6 person team

12 weeks

Flexible number of phases
based on project needs

Kickoff Summary

Kickoff Summary

The Problem

- Users find it difficult to get the information they need from the DTMO website, especially since search does not work well, information on website can be out of date, and often buried inside PDFs.
- Lack of user analytics means there is limited understanding of how audiences use the site.
- Updating the content on the website is cumbersome.
- The website has inconsistent branding and inflexible design.

Kickoff Summary

Opportunities

- Making it easy for DTMO staff to update the website.
- Using site analytics to help identify problems and improve the DTMO website.
- Providing DTMO users with a web-based version of the JTR .

Kickoff Summary

Measuring success

- Increasing customer satisfaction and tracking progress by reducing complaints and phone calls.
- Requiring less time to update website.

Fears and concerns

- Limited resources to accomplish a lot.
- Concerns in scoping this effort.

Our Approach

- **Completed over 15 interviews with:**
  - Travelers
  - Administrators
  - Auditors
  - Internal program teams
- **Reviewed analytics data, including:**
  - Google Analytics
  - Travel Assistance surveys
  - Demographics report
  - Training numbers
- **Analyzed existing technology infrastructure**
- **Mapped organization workflows**

Summary of what we've learned and next steps

Note: This is a progress report of our thinking. Expect changes in final recommendations.

Summary of what we've learned

- The website structure is based on DTMO's organizational structure rather than what users need.
- Travelers are not the primary users — but are still important.
- Travel administrators at every level need access to tools that will help them be more efficient when interacting with travelers.
- Travelers depend on a wide range of travel support teams.
- The process of updating the website is unnecessarily complex and causes delays in how information flows.

What we do not yet know

- What impact will the travel modernization effort have on **training resources and ticketing systems?**
- **Does DTMO have an organizational strategy** to either focus on expanding the TAC or supporting the capabilities of the Services and Offices?
- In regards to technology, are there **related strategies** that we need to align with?
- What are the **needs of the vendors** (airlines, buses, car rental)?

Foreshadowing next steps

1. Explore design concepts that reorganize the site's navigation to prioritize content using the U.S Web Design System.
2. Explore using existing 18F tools to digitize and make the JTR interactive.
3. Align with DTMO's strategy on travel support team, technology infrastructure and content strategy.

How is the site being used?

Understanding the website and how people use it.

- **Site mapping:** Building a high-level understanding of how the site is structured.
- **Analytics Overview**: Quick and dirty analysis of the Google Analytics for 2018.
- **User Interviews**: high-level interviews with different user groups to understand how they travel and use DTMO's services.
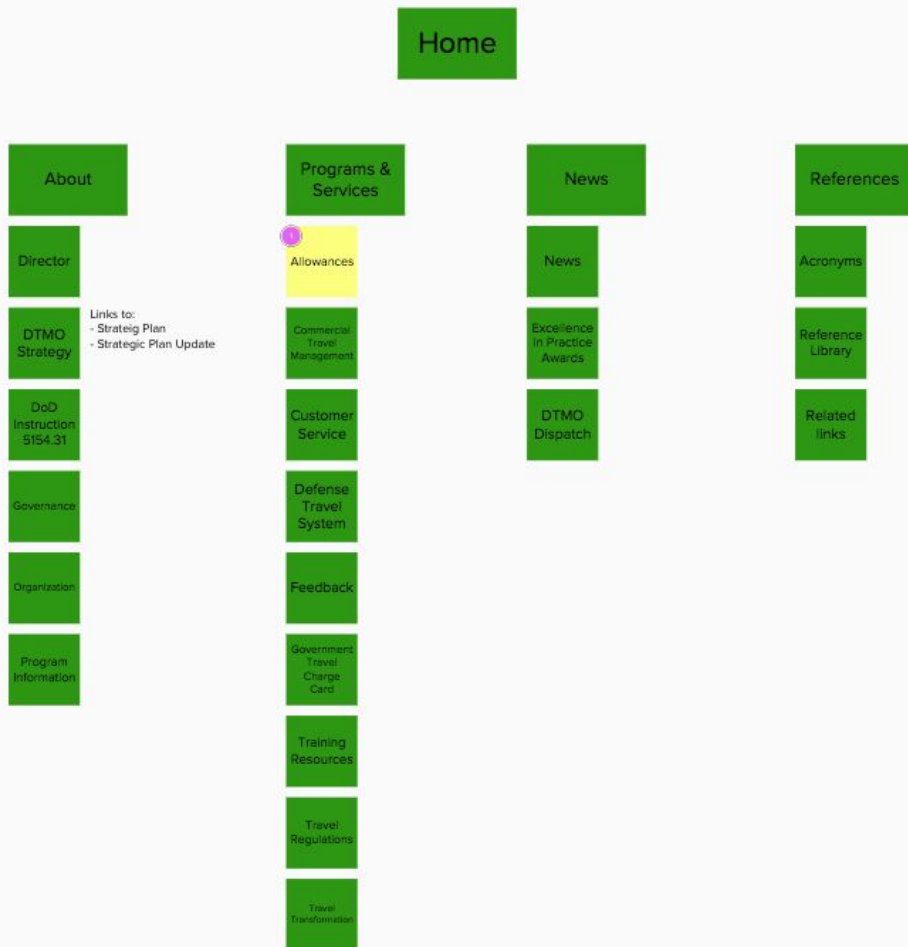
Current website structure

- The structure of this website is based on how DTMO is organized rather than user need.
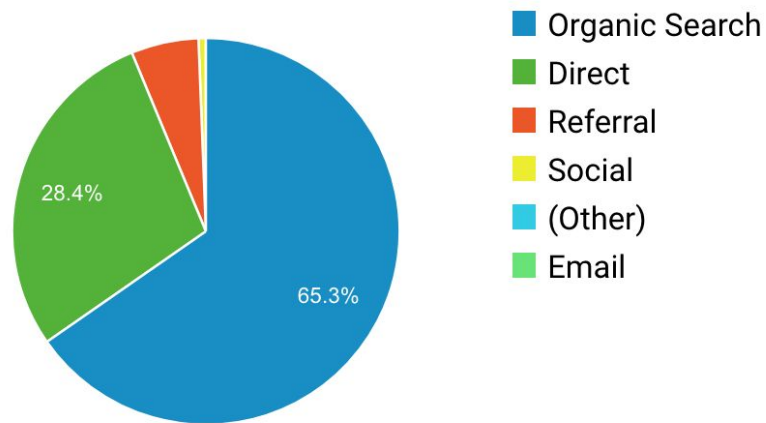
The 50 most-visited pages
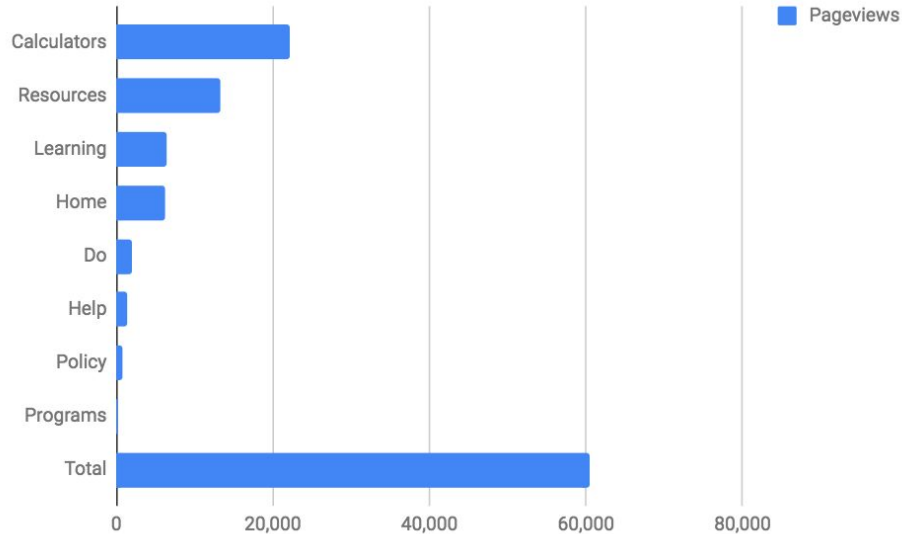
The 50 most-visited pages

- 87% of traffic goes to **top 50 pages**
- 36.7% of all traffic are to **calculators**
- Only 10% of traffic goes to the home page

"*I use the calculators every day.*"
—Tier 2 travel administrator

Top Channels

- Organic Search
- Direct
- Referral
- Social
- (Other)
- Email

28.4%

65.3%

How people get here

- 65% from search
- 28% from direct links

"The site doesn't need to change, I know where everything is."
"Yeah? How do you find things in the site?"
"I google it."

—Every travel administrator

What we can learn from this

- The navigation isn't serving people's needs.
- People are mostly coming to the website resources from elsewhere.

Major takeaways

- The navigation isn't serving people's needs.
- People are finding and coming to the website resources from elsewhere.
- Only 10% of people visit the home page at all, and most of those leave without going anywhere else.

Who are our users?

Primary Users

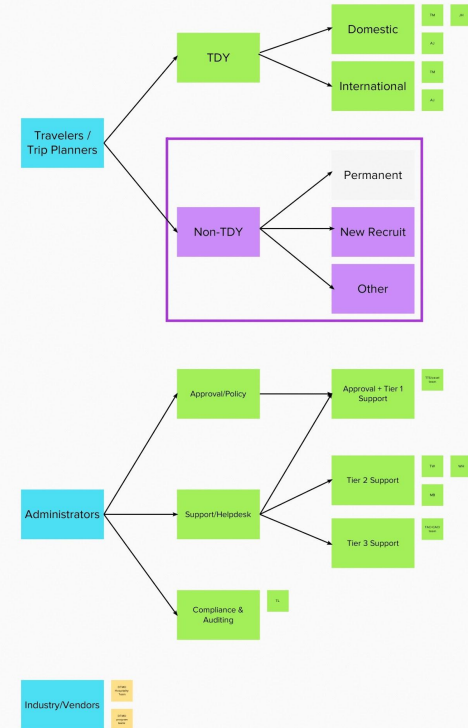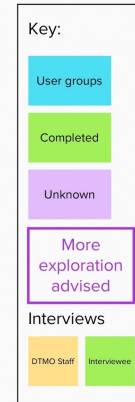**Travelers / Trip Planners**

- TDY
- Non-TDY

Administrators

- Approval / Policy
- Support / Help Desk
- Compliance & Auditing

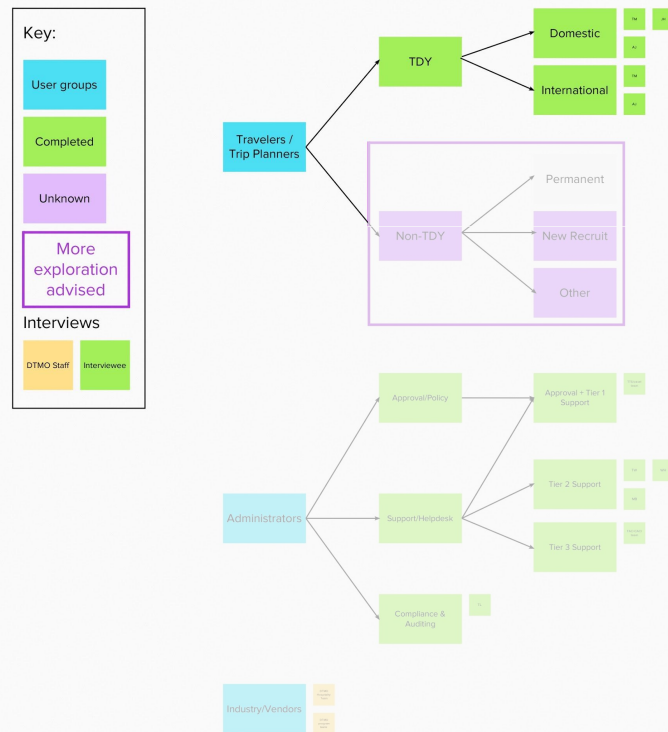**Industry / Vendors**

Ontology of customer/users

Travelers / Trip Planners

- TDY
- Non-TDY

Ontology of customer/users

Travelers / Trip Planners

For the most part, TDY travelers are unaware of DTMO's resources.

But that's mostly okay.

If they go to DTMO's website, something's weird (in their life).

I don't know where to go to find answers and my office's travel administrator is overworked, so I just don't try.
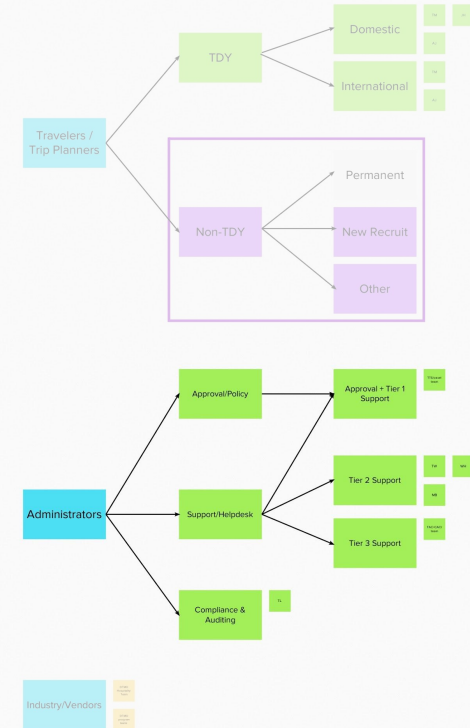
—DoD traveler

Travel Administrators

- Travel administrators
- All tiers of support
- Policy and compliance officers
- Trainers

Ontology of customer/users

"I use the calculators every day."

—travel administrator

"*I'm always talking to other administrators to share best practices.*"

—contract auditor

"I love the resources in Trax, I always share the trifolds with users."
—theme from a few travel adminstrators

Travel Administrators

Experienced, informed, and well-equipped travel administrators are the difference between an okay traveler experience and a great one.

Who's missing?

Travelers / Trip Planners

- TDY
- **Non-TDY**

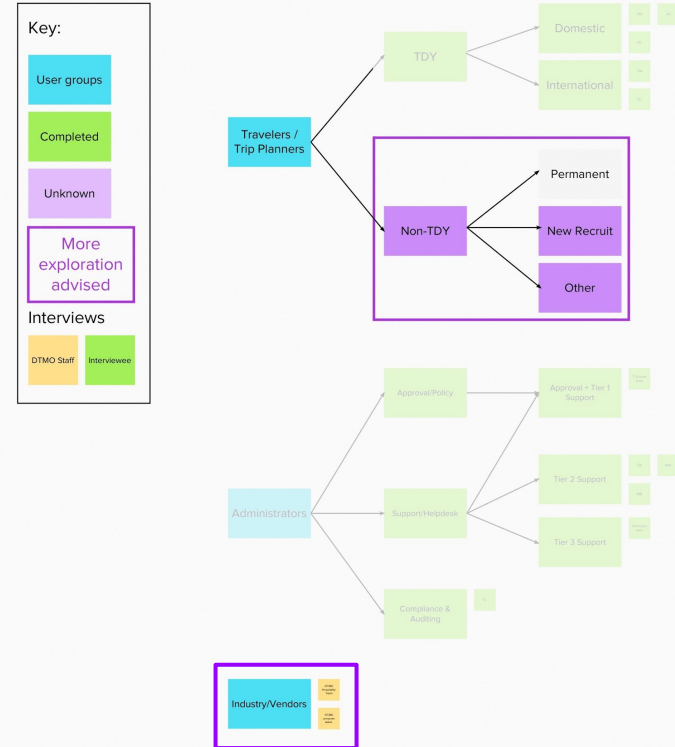**Administrators**

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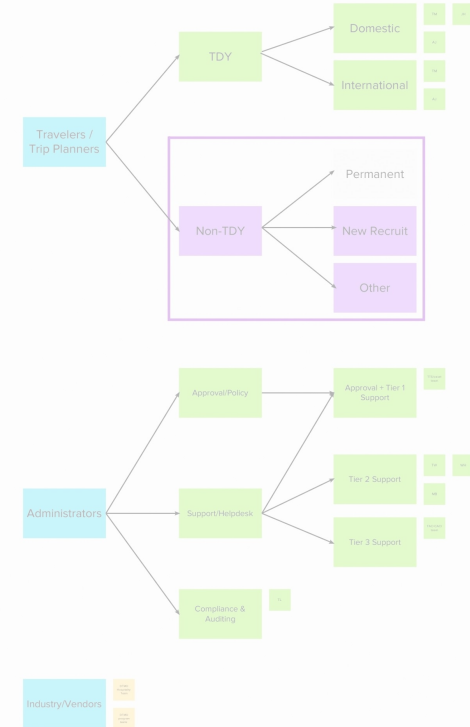**Industry / Vendors**

Ontology of customer/users

Key:
- User groups
- Completed
- Unknown
- More exploration advised

Interviews
- DTMO Staff
- Interviewee

Other Users

Committee members

Intranet users

Others?

Ontology of customer/users

Key:

User groups

Completed

Unknown

More exploration advised

Interviews

DTMO Staff   Interviewee

Travelers / Trip Planners

TDY

Domestic

International

Non-TDY

Permanent

New Recruit

Other

Administrators

Approval/Policy

Approval + Tier 1 Support

Support/Helpdesk

Tier 2 Support

Tier 3 Support

Compliance & Auditing

Industry/Vendors

Major takeaways

- Administrators are most likely to use and interact with DTMO's resources.
- Travelers rarely directly interface with DTMO resources, unless they have nowhere else to go.
- The most supportive administrators provide a lot of DTMO's resources to their travelers, the least supportive ones often lack the time to be that comprehensive.

How does the organization support travelers?

The complex web of interactions
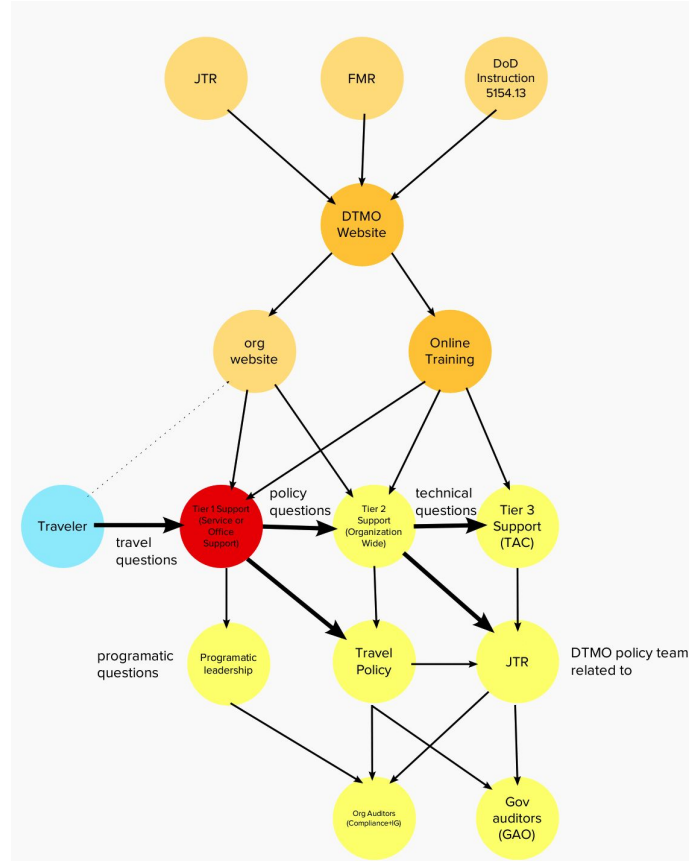
The complex web of interactions

Tier 1 Support (the traveler direct support team)

- The front-lines for many travelers and often the widest range of quality.
- Follow the Service/Office policies, which must comply with the JTR.
- Have the least amount of training and least power to help travelers through problems.
- May not necessarily their primary duty.

The complex web of interactions

Tier 2 Support (Service-wide support team)

1. There is an emergent cross-agency support network.
2. They are the only ones with JTR knowledge and vision into service-level policy.
3. service-specific business rules, and DTS admin powers.

The complex web of interactions

Tier 3 (TAC)

1. Often get policy questions, but they cannot provide interpretation.
2. The TAC is over overwhelmed with phone calls and average wait times are over an hour.
3. Most popular calls walk user through the authorization process.

Major takeaways

- **The travel modernization effort will require standardizing service-level policy.**
- **The support teams at every level will have greater reliance on the JTR.**
- **Creating a web version of the JTR that is easy to update, search, link to glossaries and external resources will be critical,**

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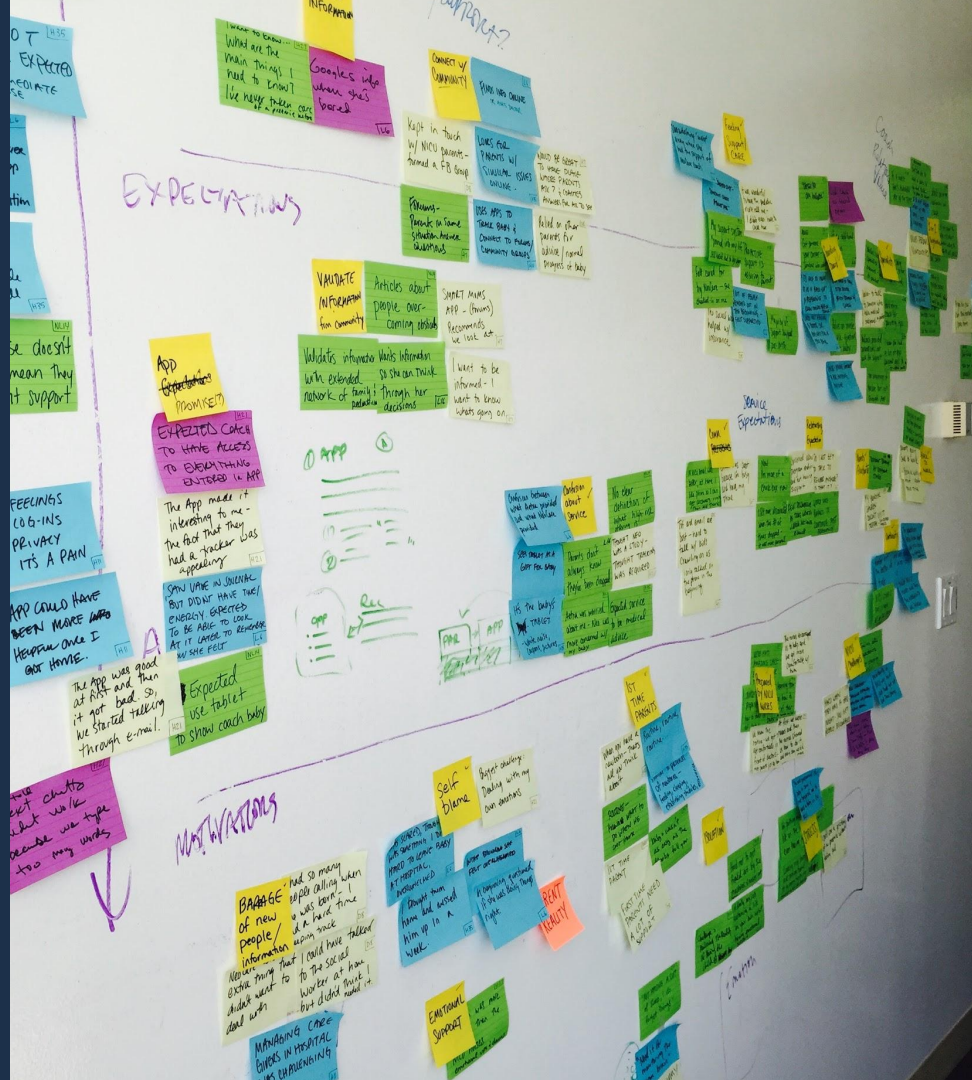
Explore design concepts that reorganize the site's navigation to prioritize content using the U.S Web Design System.

Explore using existing 18F tools (Federalist/eRegs) to digitize and make the JTR searchable and interactive.

Align with DTMO's strategy on travel support team and technology.

Thank you!