

My Account page Research Plan

This document is a discovery research plan for brainstorming design ideas and will help inform updating the “My Account” page.

## 

## Background

1. We need to introduce Design Studios as a way to; inform ideas for ways of working and incorporating research into the development process in a proactive way; create ideas in collaboration with others; build capacity on the team to conduct research
2. We need to improve people’s experience with the “My Account” page, and in order to do so, we need to make hypotheses on who/why people visit the page and what they want to accomplish there, ideate possible design ideas and create wireframes to test what might help
3. Usability requirements from NIST states that, “Effective design and implementation of authentication makes it easy to do the right thing, hard to do the wrong thing, and easy to recover when the wrong thing happens”
   1. Evaluating the usability of authentication is critical, as poor usability often results in coping mechanisms and unintended work-arounds that can ultimately degrade the effectiveness of security control
   2. When users create and change memorized secrets: Clearly communicate information on how to create and change memorized secrets

## Goals

1. As an End User, I want a simple and streamlined experience when I log into my login.gov account ( secure.login.gov/account), so that I can easily navigate, view and update my information.

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## Research questions

1. What is the current experience of navigating, viewing, and updating information?
   1. How simple and streamlined is the “My Account” page?
   2. How clear are the action(s) a user can take on the “My Account” page?
   3. How can someone get help understanding, navigating the page and undoing an error?
2. What do we know about users for the account management page.
   1. Hypothesis - our users are
      1. People who need secure access to government websites to..(access/share information with the government?)
      2. People conducting daily business?
      3. People applying for/ renew a service?
      4. People accessing information on an infrequent basis
   2. When do users go to the My Account page? / How is it useful to them?
      1. Hypothesis
         1. updating personal info -(address , email, phone)
         2. Adding a new authentication to get access to a gov service

## Methods

Overview

1. [Background research](https://docs.google.com/document/d/16RywQ3oAI4FGbIcRw6rF4Tc2kHCzEsfu5TRxQNGmDzI/edit) into the My Account page
   1. User background/Competitor landscape [mural](https://app.mural.co/t/gsa6/m/gsa6/1593523619294/d775d3ea5613cc11a67e769e1c324d4b3719beef)
   2. [Survey](https://docs.google.com/forms/d/e/1FAIpQLSfUeCYajd5ltmBUGZMx7oUhSrV4y2HIxkNZvzujnJoFKsmVFQ/viewform?vc=0&c=0&w=1) - [Results](https://docs.google.com/spreadsheets/d/1MG79Vp00YErzCUBZ3qtbwCrxi6abELSBk5u7tdswiTw/edit#gid=407589333)
2. Develop a “What is a design studio” session for the login.gov summit - [deck](https://docs.google.com/presentation/d/1NyqJEp8KjqmPLZitljGu_YplXf6sPh3i3C04JmMF3MA/edit)
3. [Design studio](https://methods.18f.gov/discover/design-studio/) session with Design, Product and Engineering.
4. Review results of design studio with stakeholders (Partnerships - Tom Black, Contact Center -AVA)
5. Wireframe refinement

## Considerations

#### Timeline

|  |  |
| --- | --- |
| Complete research plan draft | 7/1 |
| Invite Stakeholders | 6/29 - DONE |
| Send Survey | 6/29 - DONE |
| Review Survey | 7/1 |
| Run “what is a design studio” session | 7/2 |
| Conduct background research | 7/2 |
| Hold Design Studio | 7/10 |
| Synthesize Design Studio ideas and refine wireframes | TBD |
| Share and publish results from Design studio and any updates to the My Account page | TBD |

#### Participant criteria

Below is the criteria for participants for the stakeholder interview portion of this study.

* Range of SME stakeholders on the team
  + Danielle Lee - QE-C
  + Julia Elman - QQ2
  + Steven Urciuoli - QE-C
  + Amber Van Amburg - QQ2
  + Aaron Chapman - QE-C
  + Janet Evans - QN-C
  + Jonathan Hooper - QQ2
  + Michael Antiporta - QQ2
  + Nick Ng - QUEACA
  + Tiffany Andrews - QUEABB
  + Shawnique Muller - QQ2 Optional
  + Thomas Black - QQ2 Optional

## Resources

[18F Methods](https://methods.18f.gov/)

[18F “How to” Research](https://docs.google.com/document/d/1bnwrM7Ll9A30rCjwjGi4BVO6vvgBlRaB1d5OBheBh2k/edit)