

VAMC Pittsburgh Modernization User Research

Prepared by the Digital Service at Veterans Affairs (DSVA)

March 2019

Outline

Study 1 – Navigation Tree Test

Study 2 – Services Listing Card Sort

We gathered
feedback from
hundreds of Veterans
about our plans for a
new experience on
VAMC Pittsburgh.

Study 1 – Navigation Tree Test

Our goal was to assess whether our planned left navigation allowed Veterans clear access paths.

- How many first clicks go to the primary “Locations and Services” section.
- Are any of the labels distractors?
- Are the labels “Our Locations”, “Health Services”, and “Patient and Family Services” working as we intended them to?

We asked Veterans where they would go to accomplish top VAMC website tasks

- Created an tree test in Optimal Workshop
 - 13 top tasks, each participant saw 10
 - Distributed to 5k Veterans via MyHealtheVet mailing list
- Received 211 responses (Feb 8 - 11)
- 98% Veterans, a few spouses and caregivers

▼ Pittsburgh Health Care System

▼ Locations and services

▶ Our locations

└ Health services

└ Patient and family services

▼ News and events

└ News

└ Events

▼ Working with us

└ Volunteer or donate

└ Jobs and careers

└ Doing business with us

└ Internships and fellowships

└ Health and medical research

▼ About us

└ Mission and vision

└ History

└ Leadership

└ Policies

└ Contact us

Overall, the navigation needs a little work

- Average task success was 45% across the 13 tasks (target is 60% or higher)
- Veterans looked for almost everything under “Health Services”
 - Examples: Patient Advocate, Enroll in HC, Billing, Women Veteran Care
- There was significant confusion between “Health Services” and “Patient and Family Services”
- Veterans went to “Locations and Services” first 70% of the time (correctly)
- The “Working with Us” label was a big distractor for the about-type tasks.
 - Billing (4), Patient Advocate (4)
- “About Us” was a distractor for a few tasks averaging 10% first click.
- Tasks that were clearly health-related or non-health tested well
 - Examples: Hearing Care (7), Primary Care (6), Volunteer (7)

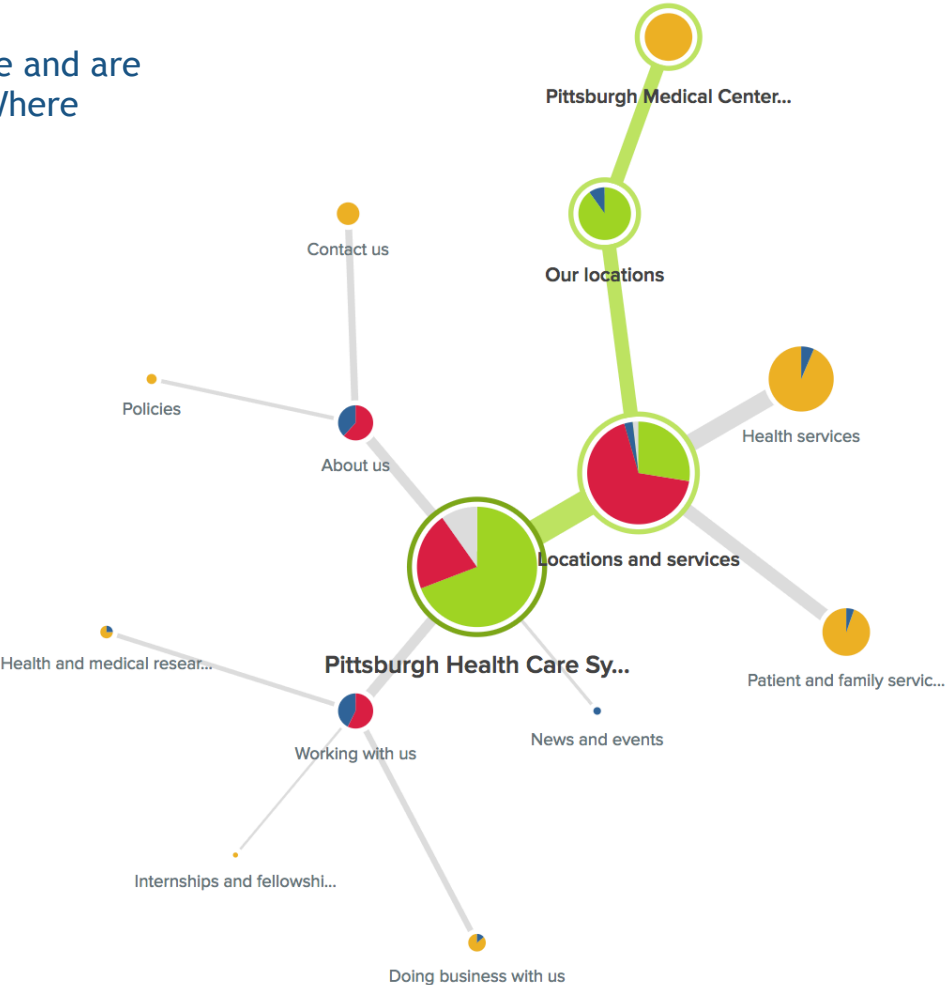
Participant destinations

■ Correct
 ■ Incorrect (< 10% of responses)
 ■ Incorrect (10% - 20% of responses)
 ■ Incorrect (> 20% of responses)

	1	2	3	4	5	6	7	8	9	10	11	12	13
Locations and services													
Our locations													
Pittsburgh Medical C...	36	60	11	122	9	11	6	7	49	7	39	6	8
Health services	58	35	63	3	15	28	37	114	18	70	1	6	37
Patient and family services	33	41	52	14	100	54	72	9	33	29	84	5	12
News and events													
News		3	2	3			1	1	2	1	2	3	4
Events		1		1			1		1	1	1		66
Working with us													
Volunteer or donate				1	1		2		1	1		104	2
Jobs and careers			1		2				1		1	1	
Doing business with us	6	3	10	2	6	29	19	3	1	1	2		3
Internships and fellowships	1												1
Health and medical resear...	3		4	1	1	2	5	3	1	1			3
About us													
Mission and vision				1					2	4	3	1	1
History					1								
Leadership													
Policies	3								10	3			
Contact us	10	13	5	16	7	29	20	4	31	7	13	7	5

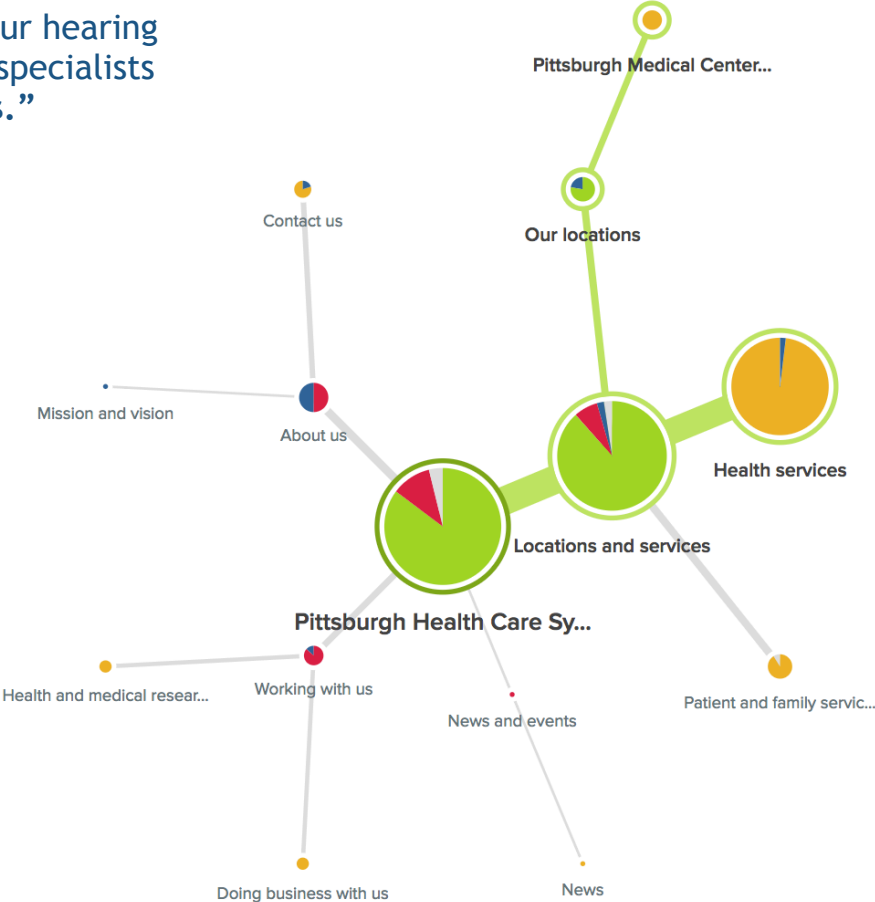
“You recently separated from service and are ready to **enroll in VA health care**. Where would you go to do that?”

Overall Score - 3



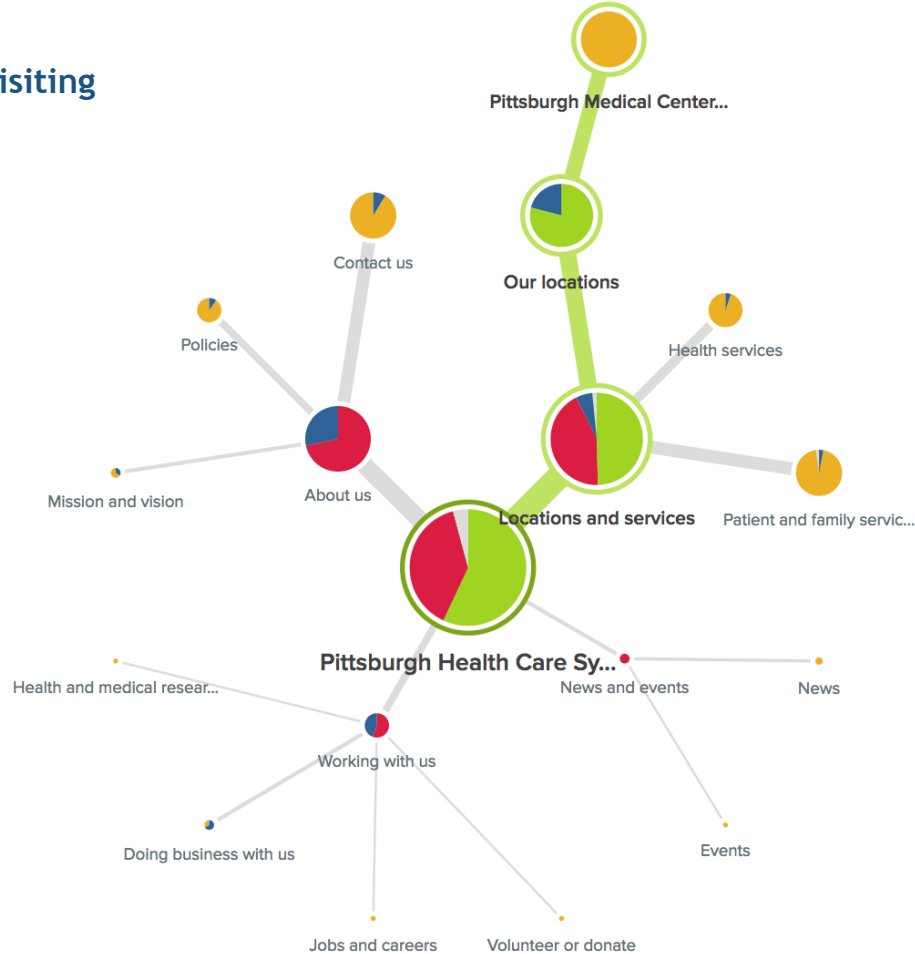
“You are having some issues with your hearing and want to know if your clinic has specialists that provide care for **hearing issues.**”

Overall Score - 7



“Where would you look to find the **visiting hours** for your VA clinic?”

Overall Score - 3



We confirmed that some things are working well

- Most Veterans correctly used the “Locations and Services” label
- The Facility page was found consistently and was not a distractor
- “News and Events” was not a distractor for top tasks

We have a few clear things to work on

- Crosslink the Health Services and Patient and Family Services Pages
- Provide access to appointment scheduling and enrollment in the “About Us” section
- Change the label for either “About Us” or “Working with Us” to reduce confusion
- The events list needs to be linked on the local facility pages
- Link to visiting hours on the “Contact Us” page

Did we reach our goals for this study?

- How many first clicks go to the primary “Locations and Services” section.
 - 70% Average, working well
- Are any of the labels distractors?
 - Yes, particularly Health Services and Patient and Family Services
- Are the labels “Our Locations”, “Health Services”, and “Patient and Family Services” working as we intended them to?
 - Our Locations – Yes
 - Health Services - No
 - Patient and Family Services - No

What Now?

We need to make updates to our left navigation and implement crosslinking. Additional tree testing and usability sessions are needed to verify the new IA works for Veterans.

Study 2 – Services Listing Card Sort

Our goal was understand if our Service buckets make sense to users

- Are services consistently sorted into the three buckets?
 - Health services
 - Patient and family services
 - Locations and services (aka Facility Services)
- Which services are most difficult to sort?
- Do we need to make any updates to the buckets or service labels?

Veterans showed us which of the buckets they expected to find the Service in

- Created a closed card sort in Optimal Workshop
 - 44 cards, each participant sorted 15
 - 3 categories
- Distributed to 5k Veterans via MyHealtheVet mailing list
- Received 348 responses (Feb 26 – Mar 1)
- 98% Veterans, several spouses

HIV/Hepatitis

Veterans and Visitor Lodging

Emergency Medicine

Suicide Prevention/Veterans Crisis Line

Rehabilitation and Prosthetics

Caregiver Support

Critical Care

Gastroenterology

PTSD Treatment

Psychiatry

15 of 15 remaining

Health services

0 items

Patient and family services

0 items

Locations and services

0 items

Breakdown of how frequently Veterans sorted the services into our planned categories

- Health services (21 cards) – averaged 78%
- Patient and family services (15 cards) – averaged 50%
- Locations and services (8 cards) – averaged 63%

Service	Patient and Family Services	Health Services	Locations and Services
Cardiology	5%	92%	3%
Ophthalmology	4%	89%	7%
Gastroenterology	3%	90%	7%
Psychiatry	14%	81%	5%
Spinal Cord Injury and Disorders	8%	89%	3%
Laboratory and Pathology	6%	81%	13%
Audiology/Speech	16%	74%	10%
Dental/Oral Surgery	13%	80%	7%
Nephrology/Renal/Kidney (Dialysis)	3%	91%	6%
Optometry	7%	82%	11%
Podiatry	8%	91%	2%
Primary Care	19%	71%	10%
Critical Care	12%	77%	11%
HIV/Hepatitis	11%	86%	3%
Mental Health	18%	78%	4%
Emergency Medicine	9%	75%	16%
PTSD Treatment	25%	68%	7%
Geriatrics	26%	66%	8%
Physical Medicine and Rehabilitation	18%	62%	21%
Rehabilitation and Prosthetics	24%	63%	13%
Addiction and Substance Abuse Treatment	46%	43%	10%

Service	Patient and Family Services	Health Services	Locations and Services
Caregiver Support	89%	9%	3%
Chaplain	77%	1%	22%
Lesbian, Gay, Bisexual, Transgender (LGBT)	71%	11%	18%
Homeless Services	63%	4%	32%
Returning Service Members (Transition & Care Management)	62%	16%	22%
Compensated Work Therapy/Vocational Rehabilitation	55%	13%	32%
Suicide Prevention/Veterans Crisis Line	51%	42%	7%
My HealthVet Coordinator	45%	24%	31%
Veterans and Visitor Lodging	42%	0%	58%
Registry Exams (Military Exposures: Agent Orange, Burn Pits)	40%	41%	19%
Nutrition, Food, Dietary	39%	51%	10%
MOVE! Weight Management	39%	56%	6%
Wheelchair and Mobility Clinics	37%	27%	36%
Women's Health	26%	61%	14%
Low Vision and Blind Rehabilitation	19%	72%	9%

Service	Patient and Family Services	Health Services	Locations and Services
Parking	10%	3%	88%
Campus and Building Maps	11%	4%	85%
Shuttle Services and Schedule	18%	4%	79%
Parking, Transportation & Travel Reimbursement	26%	1%	73%
Cafeteria, Shops, and other Retail	28%	1%	71%
Visitor Hours and Information	38%	3%	59%
Lodging for Patients and Families	71%	4%	25%
Pharmacy	17%	62%	21%

Services that did not fit neatly

Health and Patient/Family

- Addiction and Substance Abuse
- Suicide Prevention/VCL
- Registry Exams
- Nutrition, Food, Dietary
- MOVE! Weight Management
- Women's Health
- Low Vision and Blind Rehab

Patient/Family and Location

- Compensated Work Therapy/VR&E
- MHV Coordinator
- Veterans Visitor Lodging
- Wheelchair Mobility
- Lodging for Patients and Families
- Visitor Hours and Info

We learned that the health services and locations categories work but patient and family does not

- Health services were consistently sorted accurately
- Patient and family services were all over the place
- Locations and services were generally good, although there was overlap with Patient and family
- Rehabilitation-type services (blind rehab, wheelchair mobility, etc.) are particularly difficult to place
- Pharmacy belongs everywhere

Did we reach our goals for this study?

- Are services consistently sorted into the three buckets?
 - Health services - Yes
 - Patient and family services - No
 - Locations and services (aka Facility Services) - No
- Which services are most difficult to sort?
 - Patient and family services, Pharmacy
- Do we need to make any updates to the buckets or service labels?
 - Yes, we need to address the major miscategorized services

What Now?

We learned a lot about how Veterans view these services. We need to move services to their most commonly placed location and find ways to crosslink for the most difficult services to sort.

Thank you!

Contact Jeff Barnes with questions:
jeffrey.barnes4@va.gov