

# VA.gov CMS research: Facility, VAMC Pittsburgh author experience

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VAMC Pittsburgh is the model location of the approximately 150 medical centers. This plan covers research we aim to do onsite at VAMC Pittsburgh with authors (CMS Content Managers) who currently use or maintain the Teamsite Content Management System (CMS).

Related research: [VAMC Pittsburgh: veteran patient](#) onsite research with veteran patients and their spouses or caregivers

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## Study goals

While onsite, we will conduct **1:1 contextual inquiry** and **host a workflow and training working session with authors** in order to:

1. Define CMS roles. Who currently manages content in the CMS (e.g, SMEs, writers, business stakeholders, editors, designers, translation managers, or another type of author?)
2. What kind of expertise do they have in digital content and technology (so that we assess the needs for training and assistance in creating effective digital content)?
3. What are the triggers for creating and revising content, and what is the process used to do so?
  - How similar or different are the processes across the various user groups and content types?
  - What are the pain points and disruptions?
  - What works well?
  - How can we streamline and standardize?
4. What kind of training is expected and how do people prefer to learn?

## Experiences to be tested

- [Pittsburgh.va.gov](#)'s Teamsite author environments
- Workflow of a variety of authors who work on [pittsburgh.va.gov](#)

## Behaviors to influence

See *Debrief: Scoring Dimensions for Author Experience*

## Methodology

**1:1 contextual inquiry** focused on author workflow and training

- **Informed consent** – [VA Consent Form](#)
- **60-minute 1:1 moderated live interviews** with authors onsite at VAMC Pittsburgh
- **Recruiting:** Potential Interview participants based on existing information (Jane Newman's AirTable) include, **to be confirmed:**

Name	Current Teamsite Role	Location	Artifacts
Louis Scavnicky	Editor / Reviewer	VISN 4	<a href="#">Video and notes</a>
Ryan M Stubblebine	Editor / Reviewer	VAMC	<a href="#">Video and notes</a>
Kimberly Edwards	Editor / Reviewer	VAMC	<a href="#">Video and Notes</a>
For a later study:			
Shelley Kay Nulph	Reviewer	VAMC	TBD
Kathleen Pomorski	Editor / Reviewer	VAMC	TBD
Richard W Kiehn	Editor	VAMC	TBD
Heather L Steele	Editor	VAMC	TBD

- **Screening:**
  - 1-2 technical authors/users
  - 6-8 non-technical authors

- 1-2 who use the ID.me workflow [per Jeff]
  - *Break this down further if possible, with an eye on ensuring we speak to all types of authors* (E.g. 3 benefits SMEs, 3 writers, 3 business stakeholders, 3 editors, 3 designers, 2 translation managers, etc)
  - Will be holding a follow-up meeting with Louis Scavnick on 1/7 (VISN 4 webmaster who we had interviewed previously) with the aim of learning more about the potential interview pool including roles, workflows and how permissions are established.
- **Conversation guide:** (see below in Research Materials)
  - **Debriefing:** The research team will debrief for 15 minutes after each session using the Debrief Guide (see below in Research Materials)
  - **Research Artifacts:** Verbatim notes, dimension scoring, debrief notes, diagrams, informed consent forms will be organized and stored on our team's Confluence
  - **Analysis:** Key findings will be presented informally. The research will feed directly into development of the content model, author experience design, governance framework, and help desk/training approach

**~~A working session on author experience and workflow:~~** we will facilitate the building of a holistic artifact that documents the current state workflows and identifies areas of improvement. ~~Questions that will guide this activity:~~

- ~~What are the triggers for creating or revising a piece of content?~~
  - ~~Who does what?~~
  - ~~How do they do it?~~
  - ~~What are the roadblocks or challenges?~~
  - ~~What is working well?~~
  - ~~What would you like to stay the same?~~
  - ~~What would you like to see work differently?~~
  - ~~How do roadblocks and challenges affect your ability to be successful and satisfied in your job?~~
  - ~~Once trigger is identified, what is the process for creating or revising a piece of content?~~
- **~~Informed consent:~~** see above
- **~~Recruiting:~~** a range of author types will be contacted to participate by Howie Brande with the help of Jeff Barnes and Jane Newman (in progress)
- **~~Screening:~~**
  - ~~Communications professionals who need to update their sites with the latest brochures from Public Affairs~~
  - ~~Admin Assistant who needs to update contact info~~
  - ~~Benefits SME who works in Life Insurance~~
  - ~~*Break this down further if possible, with an eye on ensuring we speak to all types of authors* (E.g. 3 benefits SMEs, 3 writers, 3 business stakeholders, 3 editors, 3 designers, 2 translation managers, etc)~~
  - ~~*In later research, we will speak to Teamsite vendors and content designers from SO Company*~~
  - ~~1-2 technical authors/users~~
  - ~~2-4 Teamsite power users~~
  - ~~4-6 non-technical authors, for example:~~
- **~~Research Artifacts:~~** ~~Workshop notes, documentation of workflow will be stored on Confluence, attached to the study~~
- **~~Analysis:~~** Key findings will be presented informally. The research will feed directly into development of the content model, author experience, governance framework, and help desk/training approach.

## Related Research

- Facilities locator research, 2016
- Stakeholder interview with Louis Scavnick, former webmaster for pittsburgh.va.gov

## Timeline (WIP)

When	Milestone	Who
1/4	Ensure field logistics are in order Book travel	Meghan Casey
1/7	Finalize stimulus (E.g. outreach library sketch) and conversation guides	Meghan Casey
1/8-1/10	Onsite at VAMC Pittsburgh	
1/11-1/15	Synthesize research findings.	Meghan Casey
1/16	Share topline findings to ensure alignment prior to iteration	Meghan Casey
	Design iteration	Meghan Casey
	Share work-in-progress designs and roadmap with internal stakeholders	Meghan Casey

# Research Materials

## Conversation guide for author experience contextual inquiry

### Greeting

Hello, thank you for joining us today!

You have about 45 minutes to spend with us today?

### Informed consent (~2m)

[VA Consent Form](#)

### About the study (~3m)

- As I speak to you today, I may sound like I'm asking "why" a lot. That's because I want to make sure I capture your details correctly.
- Before I ask you a few background questions, I want to remind you that your job is really easy, you just have to be yourself and act as you naturally would.
- I did not design anything you're going to look at today, I'm just collecting feedback.
- As we talk today, please be honest with your positive and negative thoughts.
- Nothing you say will hurt my feelings.
- I will now begin recording the session (Make sure to tap record!)

### Background (~10m)

- What is your role here at VAMC Pittsburgh?
- Do you have a business card? [if not, ask what it should say]
- How long have you been here?
- Who do you work with?
  - Who is your manager and what is their title? What do they do?
  - Who do you work most closely with?
  - Do you depend upon any other person or teams to do your job?
  - Who do you contact for support?
  - Which person is most accountable for the success of content on [pittsburgh.va.gov](https://pittsburgh.va.gov)?
- Have you had other roles here?
- How long have you done this type of work?
- Do you use a tool called Teamsite?
- Were you trained to use the tool you use to enter content and publish web pages?
- When was the last time you used the CMS?
- Are there tasks you do regularly in the CMS?
- Are you planning on working on tasks that involve using the CMS today or soon?

Thank you for answering those!

### Interview questions (~30m)

- At any time today, did you assess what kind of work you have in store? If so, how? If not, how do you see what types of Teamsite work you have waiting for you?
  - What CMS work are you planning on doing today? A list of tasks or jobs would be great to hear or see.
    - When it comes to your work, which tasks are easiest to accomplish in Teamsite?
    - On the flipside, which tasks are the most difficult to accomplish in Teamsite?
- Earlier you mentioned you last used Teamsite [insert what participant said earlier] / or you need to use Teamsite to do some work today . Would you re-enact that experience for me now?
  - Think aloud as you go.
  - Start from the very beginning, even if that requires steps completed outside of Teamsite (E.g. checking email or a cheat sheet of some kind).
  - Would you tell me when you are done with this task?
  - Was there any urgency to doing this task? Was there a reason you did this task when you did it?
- Earlier you shared that the most complicated task to do in Teamsite is [use their words].
  - Could we observe while you do a mock task showing us how you would do that so we can see and hear how you get the job done?
    - How do you know when you are done?
    - About how long did it take you to do that?
- Can you tell us a little bit about what kind of training you received to manage content in Teamsite?
  - In retrospect, what was the most effective aspect of that training?
  - What could have been better about the training?

- If you encounter a problem using the CMS – for example if it's not working properly or you have to do something you've never had to do before – what do you do?

### **Wrap up**

- Why do people use the CMS here?
- What would you like to stay the same about your current experience with the CMS?
- What would you like to see work differently?
- Who else should we speak to for this research? Not a specific person, a type of person.

### **Exit**

- Well [participant name] that does it for us. Your input is very important to us and I want to thank you.
- Optional: May we contact you again for future research in the next few weeks? If yes, can we contact you directly?

### **Debrief Guide**

Debriefing Mindset: Instigate and push the team to widen the field of association and encourage them to experience the world in novel or original ways. Provoke ideation and push the team in extreme directions, listening for wherever a person says, "it's like..." or "it's almost like..." and tease out insight from there.

- What did participants do? List a few activities that relate to what they were trying to accomplish.
- How did participants characterize what they did? Use their words.
- What did you see going on?
- What surprised you?
- What did you learn in that session?

**Debrief: Scoring Dimensions for Author Experience (WIP)**

[Appendix\\_ Scoring Dimensions of a Strong Author Experience.pdf](#)

### **Synthesis and Analysis**

**Facility AX Findings**