Jan7. Participant 1 - Laura

STEM Wizard Update Discovery Research Discussion Guide

**KEY FINDINGS**

**Intent of options presented on the 1st wizard question is not obvious…**

Why would you “update your benefits” here? Don’t they have my info?

Wonders about the STEM Scholarship while looking at the Wizard:

1. What does “extend your benefits” mean?
2. What’s the STEM Scholarship?
3. Which benefit programs are eligible for STEM? **“**I’m Montgomery GI Bill, does it apply to me?”
4. If I already graduated, could I use it?
5. Does it cover technical education? There’s a large push for technical education. Automotive, robotics. Possibly apply this scholarship to a technical school

Wonders if she can update benefits and apply for STEM at the same time? “Just wondering, dealing with the VA in the past, I’d like to keep things as simple as possible.”

**Additional Findings**

* **How to apply page:** “The focus of the page is leading you to [call 888 GI BILL 1] and that number doesn’t work. In person doesn’t work either, they never call you back.”
* **How to apply page:** Really want to talk to someone. It could take all day. If the VA doesn’t have a supported hotline, don’t advertise that.
* How to apply page: Phone number on this page [888 GI BILL 1] doesn’t work. Sends you through a cycle of terror.
* **How to apply page:** To learn more about the scholarship, I’d really want to talk to someone. It could take all day. If the VA doesn’t have a supported hotline, don’t advertise that.
* **APPLICATION:** STEM Q – REVISIT WHY THIS IS SHOWN TO ALL APPLICANTS
* **APPLICATION:** STEM Q needs to clarify which benefit programs are eligible
* **APPLICATION:** STEM Q helper text needs to clarify program eligibility and include info about exhausting benefits.
* **APPLICATION:** Sees Post-9/11 in Learn More content: “It’s not for Montgomery bill scholars…” “Since it just says “Veterans,” **I’d apply for it anyway.**

**Educational background**

How did you go about applying for educational benefits? (paper form, online, worked with SCO, etc) [A bit beyond our scope, however it may help us understand their comfort level with online forms]

***Worked with university department… used paper form.***

What type of degree are you pursuing?

***Has elementary education degree now. Would like to add an educational technology endorsement.***

How far through the program are you?

Approximately how many months or years of educational benefit do you have remaining?

***Working with university to determine that.***

[If STEM] Do you have any interest in obtaining a teaching certification after you graduate?

**Set the stage**

Let's look at the "How do I apply" section of this page.

***Phone number on this page doesn’t work. Sends you through a cycle of terror.***

***“The focus of the page is leading you to [call 888 GI BILL 1] and that number doesn’t work. In person doesn’t work either.”***

***“In person, you leave a message, they don’t call back.”***

What would you expect to happen when you click the green "Find your education benefits form" button?

*Thinks button would direct you to a form that you’d fill out and someone would call you back.*

Feel free to click the button. What are your thoughts on this question?

What would you expect to happen if you clicked each of the 3 radio buttons?

a. Let's explore the radio button options… Could you talk me through what you think “Apply for new benefit” means?

*Apply – I want to start using my benefits.*

b. What about “Update my current benefits”?

*Doesn’t make sense… why would you do this here, don’t they have my information already?*

c. What does “Applying to extend my benefit using the Edith Nourse Rogers STEM Scholarship” mean to you?

*Extend – I already have benefits, I want more benefits…*

*If I was going into a STEM career, I could use*

*I’m Montgomery GI Bill, does it apply to me?*

*If I already graduated, could I use it?*

*I’d like some background on that scholarship. Maybe hot-linked.*

*Maybe hot-link everything – what’s a NEW benefit? Why would I have to update a benefit? If I was updating, shouldn’t it know?*

*[Has a lot of comments about specifics on this]*

What, if anything, have you heard about the STEM Scholarship?

*Hasn’t heard anything about that.*

*Hasn’t heard anything about that.*

b. [If they haven’t heard of the STEM Scholarship] What do you think the STEM scholarship might be?

*If I was going into a STEM career, I could use this.*

What are your thoughts on who might be eligible for the STEM scholarship?

*Has lots of questions about this… If I graduated already, could I use this?*

*I’m Montgomery GI Bill, does it apply to me?*

*If I already graduated, could I use it?*

*Would think Science, Technology, Engineering and Math. Think Engineering & Math could go in a lot of directions… if you were teaching those topics, that could be relevant.*

*Could be technical… there’s a large push for technical education. Automotive, robotics. Possibly apply this scholarship to a technical school*

*Extend your benefit is very attractive…*

Given the information you have now, how likely would you be to apply for the STEM scholarship? (Consider probing around their thought process for applying or not when they’re not sure if they’d be eligible.)

*SHOWS THE APPLICATION…*

*I want to know how many benefits I have left. I don’t want to apply if I’m not eligible or before I know how many benefits I have OR if this is going to use up my benefits.*

*Can I update and apply for STEM at the same time? Just wondering, dealing with the VA in the past, I’d like to keep things as simple as possible.*

*Sees Post-9/11… “it’s not for Montgomery bill scholars…” “Since it just says “Veterans,” I’d apply for it anyway.*

If you wanted to learn more about the STEM scholarship and who might be eligible for it, how would you go about doing that? (allow them to explore the site, if relevant)

If you were actually applying for education benefits, what additional information would help you know which option you’d want to choose here?

[If on the Eligibility page] What would you expect to happen if you clicked the "Learn more about how to apply for educational benefits" link?

Looks like we have 5-10 minutes left, so I want to pause and give my colleagues on the phone an opportunity to ask any questions they may have.

* *How would you research this?* 
  + *Really want to talk to someone. It could take all day. If the VA doesn’t have a supported hotline, don’t advertise that.*
  + *“current” what’s that?*
* *“Find your education benefits form”… consider adding content “…answer the following questions to find the right education benefits form for you…”*

[Additional questions from any observers on the phone]

* How much research on a scholarship might you do before you chose to apply

Do you have any questions for us?

22-1995 / STEM APPLICATION UPDATES

* Clarify Post 9/11 in question content (sadly, all benefit types are routed through this question)
  + Review why we can’t route non Fry & 9/11 applicants around the question.
* Clarify Post 9/11 in Learn more (implied [all] Veterans