

VA



U.S. Department
of Veterans Affairs

Medallia User Research

Contact Center Team | Research Readout

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Research Goals

This study is being conducted by the VSP Contact Center team. The study follows the user feedback tool called Medallia, which is a Veteran Experience Office product within the VSignals suite.

Veterans and their families need a trustworthy way to provide feedback for the digital services that the VA offers.

Goals

Usability Study Goals

- Document and prioritize any outstanding usability issues that might come up when Veterans and their families fill out a feedback survey.
- Help VSP and VFS teams understand Veteran priorities when it comes to potential new survey designs.
- Measure the success of a proposed design change to the feedback survey's feedback button.

Goals

Research Questions

- Are users able to locate the feedback form easily, on all devices?
- Are Veterans able to navigate through the form easily?
- Do Veterans understand the questions and answers that are asked of them?
- Do Veterans understand how to answer each question?

Goals

Hypothesis

- Veterans will be able to find the proposed button design quicker and easier than the standard Medallia button design.
- The mobile feedback button will perform more successfully than the desktop, due to its proximity to the page's main content.

Methodology

Methodology

Tested proposed feedback button design

The proposed design was built utilizing findings from previous Medallia usability studies.

Usability testing and interviews

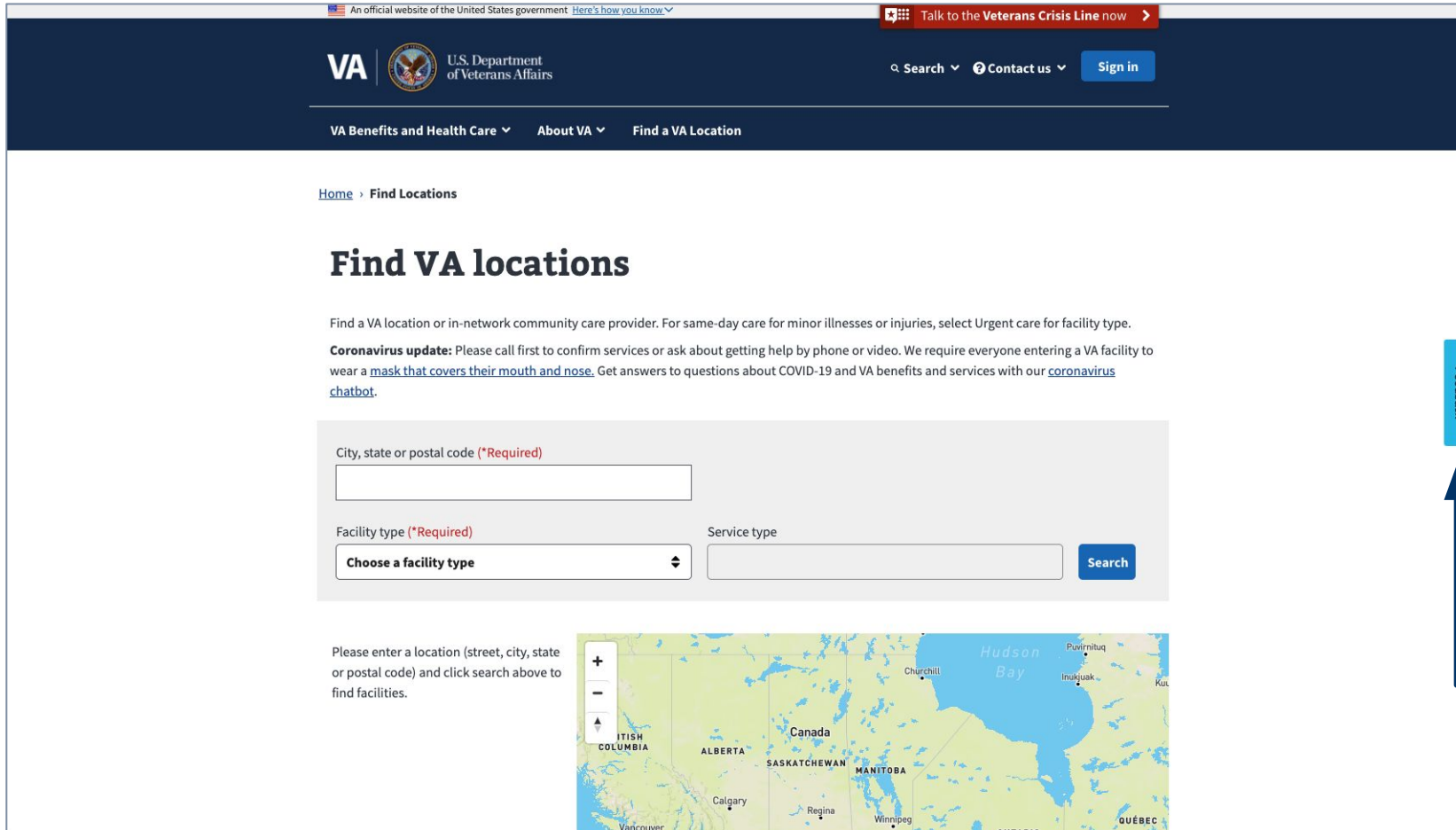
12 Participants (8 Desktop / 4 Mobile)

Aiming to learn:

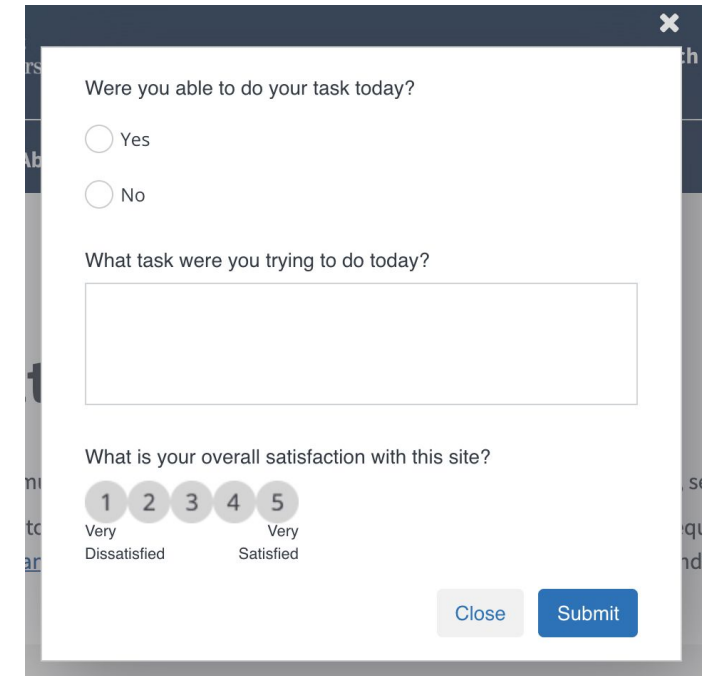
- Can users find the forms?
- What are their impressions of the forms?
- What would they use them for?
- What are their expectations after forms are submitted?

Feedback Survey

“Vanilla” Medallia Button



The screenshot shows the 'Find VA locations' page on the U.S. Department of Veterans Affairs website. The page has a dark blue header with the VA logo, navigation links, and a search bar. Below the header, there's a breadcrumb trail 'Home > Find Locations' and a main heading 'Find VA locations'. A paragraph explains how to find a VA location, followed by a 'Coronavirus update' section. Below this is a form with three fields: 'City, state or postal code (*Required)', 'Facility type (*Required)' with a dropdown menu, and 'Service type'. A 'Search' button is to the right of the 'Service type' field. At the bottom, there's a map of Canada and the United States with a text prompt: 'Please enter a location (street, city, state or postal code) and click search above to find facilities.'



The screenshot shows a feedback survey modal with a close button in the top right corner. The survey contains three questions: 'Were you able to do your task today?' with 'Yes' and 'No' radio buttons; 'What task were you trying to do today?' with a text input field; and 'What is your overall satisfaction with this site?' with a 5-point scale from 'Very Dissatisfied' to 'Very Satisfied'. At the bottom right are 'Close' and 'Submit' buttons.

Feedback






Only 1 in 7 participants were able to successfully find the feedback button.



Feedback Survey

Proposed Design

 Feedback

  U.S. Department of Veterans Affairs

Search  Contact us Sign in

VA Benefits and Health Care  About VA  Find a VA Location


[Home](#) > Find Locations

Find VA locations

Find a VA location or in-network community care provider. For same-day care for minor illnesses or injuries, select Urgent care for facility type.

Coronavirus update: Please call first to confirm services or ask about getting help by phone or video. We require everyone entering a VA facility to wear a [mask that covers their mouth and nose](#). Get answers to questions about COVID-19 and VA benefits and services with our [coronavirus chatbot](#).


City, state or postal code (*Required)

Facility type (*Required)
Choose a facility type 

Service type

Search

Please enter a location (street, city, state, or postal code) and facility type, then click search above to find facilities.



Feedback

12:54   

va.gov

worse. You may qualify for VA disability benefits for physical conditions (like a chronic illness or injury) and mental health conditions (like PTSD) that developed before, during, or after service. Find out how to apply for and manage the Veterans disability benefits you've earned.

On this page

- [Get VA disability compensation \(pay\)](#)
- [Manage your Veterans disability benefits](#)
- [More information and resources](#)



Get VA disability compensation (pay)

Eligibility >

Find out if you're eligible for VA disability benefits for a presumptive disability or other service-connected condition.

How to file a claim >

Find out how to prepare and file a claim for disability compensation online or by phone or mail.

After you file your claim >

Find out what happens after you file for VA disability compensation, how long it takes us to make a decision, and what to do if you disagree

Feedback

Research Findings

Summary

What Went Well

- The proposed button design performed better than the current Medallia feedback button, as expected.
- Though the button location is frequently overlooked, it is sufficient in both the button's purpose and the contextual hierarchy.
- Form and form questions were easily understood by participants, though the purpose was confusing for many participants.

Summary

What Needs Improvement

- Many users were confused on the actual purpose of the feedback form. This was a result of multiple factors including:
 - The presence of both task specific and general site questions
 - The lack of a form title or description
- Users are hesitant to submit feedback pertaining to specific tasks due to:
 - The absence of any user identification inputs
 - Feedback form is not the typical or ideal venue to report issues
- Most users expressed a lack of confidence that VA.gov will address form submissions.

Button Measurables

	Desktop	
	Difficulty*	Findability
P01	5	Found
P02	3	Found
P04	2	Did Not Find
P05	1	Did Not Find
P07	2	Did Not Find
P09	5	Found
P011	4	Found
AVG/CT	3.1	4

	Mobile	
	Difficulty*	Findability
P03	5	Did Not Find
P08	1	Did Not Find
P10	4	Found
P12	5	Found
AVG/CT	3.8	2

**Difficulty is determined by the participant’s experience when trying to find the survey buttons on a scale from 1 to 5, where 1 represents “Very Difficult” and 5 represents “Very Easy.”*

***Note:** P06 was experiencing Zoom issues and was unable to communicate except through chat. This prevented the full test from being performed, and data was not captured for the button findability.*

TOTALS Mobile and Desktop Combined

Difficulty

3.4

+161.5%

Findability (%)

54.55%

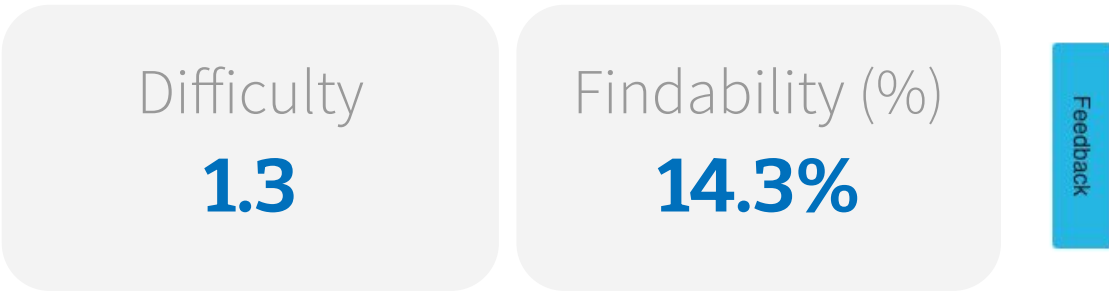
+281.73%

Button Measurables

Proposed Feedback Button



“Vanilla” Medallia Button



Button Measurables

	Proposed	“Vanilla”
P01	✓	
P02		✓
P03	✓	
P04	✓	
P05	✓	
P06	✓	
P07	✓	
P08	✓	
P09	✓	
P10	✓	
P11	✓	
P12	✓	
Total	11	1

- Users were shown both buttons side-by-side and asked to rank the buttons in terms of findability and readability.
- The proposed button was ranked higher 11 out of 12 times.
Contributing factors were primarily:
 - **Button Color:** The darker blue is used throughout the VA.gov site and stands out more.
 - **Icon:** The icon increases visibility.
 - **Text Color & Size:** Though both color combinations pass accessibility contrast measures, the proposed button utilized a bolder font weight, which increased legibility.

Form Purpose

- Many users were confused on the actual purpose of the feedback form.
- Users stated the form, in particular the first two questions, were inconsequential.

Were you able to do your task today?

☐ Yes

☐ No

What task were you trying to do today?

What is your overall satisfaction with this site?

1 2 3 4 5

Very Very
Dissatisfied Satisfied

Close Submit

IN RESPONSE TO FEEDBACK FORM HELPFULNESS:

It seems a little too general. If I was looking for a facility, this doesn't help me find anything...If it was interactive, and I said I couldn't complete [my task] and what I was trying to do and it gave me a link to something else.

— PARTICIPANT 03

Form Submissions

Users expressed distrust and cynicism regarding positive change due to form submissions.

- The form did not capture the submitter's contact information.
- If users were interested in seeing issue resolution, they would rather call or chat (in other words, they would like to talk to someone).

IN RESPONSE TO FEEDBACK FORM QUESTIONS:

I feel like [laughs] I'd be angry...You're just getting stats...I don't feel like this would actually answer my problem.

— PARTICIPANT 01

IN RESPONSE TO FEEDBACK FORM QUESTIONS:

I always see [the feedback button], but I never really click it; I want to talk to somebody right then and I'm looking for a quick response...I pretty much rely on calling.

— PARTICIPANT 07

Next Steps

Recommendations

Top Priority

Gather historical ForeSee data to compare submission rates and measure success.

Secondary Priorities

- Consider the goal of the survey and adjust accordingly.
 - Do we need to capture auxiliary information or just a rating?
- Add a title or descriptive text to the form.
 - This will help alleviate user confusion; *Is this feedback for just this page or the whole site?*

Next Steps

- Discuss and determine feedback form intent.
 - *Note: current feedback form only captures a 1-5 rating, there are no additional questions.*
- Calculate 1-to-1 ForeSee to Medallia CSAT score conversion.
- Gain understanding of Veteran expectations and trends in the larger contact center experience, and explore problem areas.