Identity Team Discovery

VA.gov sign-in redesign and CSP attributes synthesis October 2021

Introduction | Goals

- To understand how the addition of Login.gov and other design modifications to the VA.gov sign-in modal will impact a user's ability to sign in.

- To understand what information Veterans, find the most important or least important in a sign in option.

- To understand which type of credential provider would users prefer, given the choice of government-created or private sector.

Introduction | Research questions
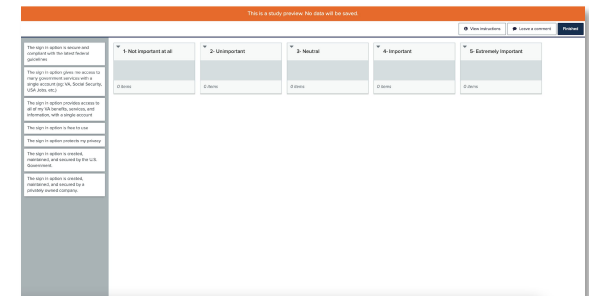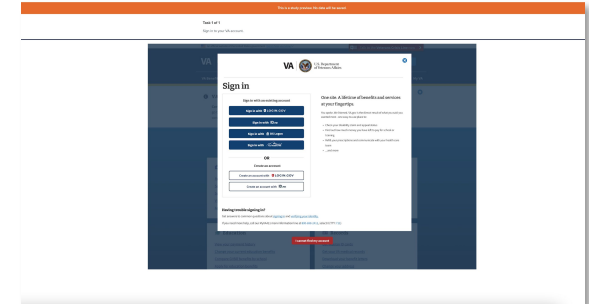
Sign-in Modal redesign

1. What usability issues does the modified design pose to the current sign-in process?
2. Are participants able to quickly locate their current sign in provider?

Attributes of government-created and private sector credentials

1. Do users prefer government created credentials or private sector created credentials?
2. Out of the attributes provided, what information is most and least important when selecting a sign-in provider?
3. What other attributes do users value in a sign-in provider?

Discovery | Research Methodology

- Sign in Modal: Remote unmoderated First Click

  - 32 Veterans- geographically diverse (IL, MD, FL, NC, CA)

    - 9 segment groups divided by CSP and how frequent users visit VA.gov.

    - 2 segment groups without participants (participants who sign-in with MHV/ID.Me and are new to VA.gov)

- Credential Attributes: Remote unmoderated Card Sort

  - 60 Veterans- geographically diverse (IL, MD, FL, NC, CA)

    - 9 segment groups divided by CSP and how frequently users visit VA.gov.

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Discovery | Hypothesis and Conclusion

Sign-in Modal redesign

When presented with the changes to the VA.gov sign-in modal, participants will be able to select their desired credential provider.

Likely True:

- Participants were able to find and select their preferred credential provider. There were very few failed attempts. Although selections may not have aligned with the segment recruited

Attributes of government-created and private sector credentials

When presented with a list of attributes about government-created and privately owned sign-in options, participants will be able to rank their most important and least important attributes.

Definitely True:

- Participants were able to rank all the attribute cards from most important to least important (with no cards being unsorted)

Discovery | Findings- First Click

- 93.75% of Participants clicked on CSP buttons
  - 6.25% Failed to click on a CSP button
- Total Participants by Sign In Providers (regardless of segment groups)
  - 43.75% MHV
  - 31.25% DS Logon
  - 15.625% ID.ME
  - 3.125% Login.gov
- Participants sometimes selected providers that were not within their recruited segment group. (Marked as successful although different provider was selected)
- Participants sometimes completed the study multiple times and used a different sign in provider from their previous attempt

Discovery | First Click Findings cont.

- When selecting their sign in provider most participants clicked on or near the provider logo.
- Failed attempts- participants that did not click on a CSP first
  - These attempts were not re-taken
- It took participants a median time of 00:34 secs to complete the study.

  - Median of 10 secs just for task itself
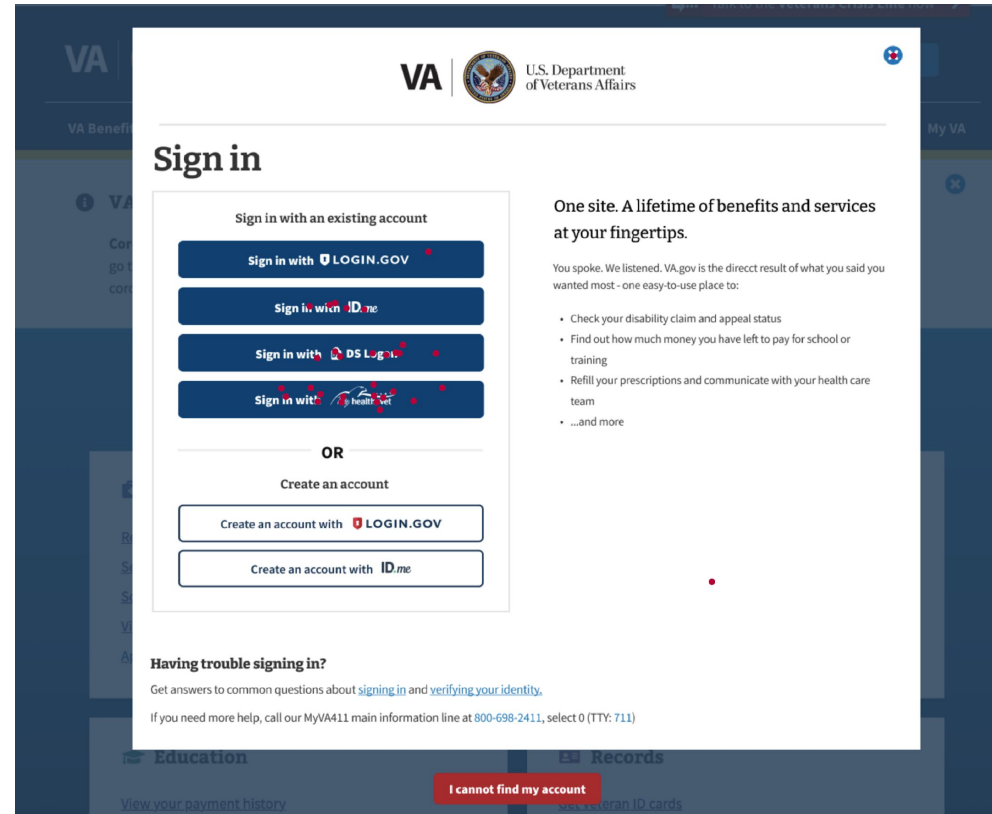
Discovery | Findings- Card Sort

- 91.6% of users feel that "The sign in option provides access to all of my VA benefits, services, and information, with a single account" is important or extremely important

- 88.5% of users feel that "The sign in option protects my privacy" is important or extremely important

- 78.3% of users feel that "The sign in option is secure and compliant with the latest federal guidelines." is important or extremely important

- 76.7% of users feel that "The sign in option gives me access to many government services with a single account (e.g: VA, Social Security, USA Jobs, etc.)" is important or extremely important.

- 56.6% of users feel "The sign in option is free" is important or extremely important

- 53.3% of users feel that "The sign in option is created, maintained, and secured by the U.S. Government" is important or extremely important (30% were neutral)

- 20% of users feel that "The sign in option is created, maintained, and secured by a privately

Discovery | Recommendations and Next steps

- Share findings with other teams that may be affected by the sign in process
- Look at solutions that simplify CSP buttons
  - Suggesting the use of just the logos on the buttons
  - (See design suggestions from Collab cycle/ DEPO design lead)
- Share ranking of attributes with comms and marketing
  - Could be useful in guiding how VA communicates the changes to credential providers. (In progress)
- Opportunity for UX research with users that we were not able to serve with this study
  - Accessibility study – scoping underway