VA Mobile Co-Branding Study

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Agenda

➔ Research Goal

➔ Method: Card sort

➔ Participants

➔ Results

➔ Recommendations

Research Goal

To understand the impact of MHV branding on Veteran perceptions of the MVP VA Mobile App

- Does MHV branding affect Veteran trust for the app?
- What expectations does using the MHV branding set for Veterans about what the app will do for them?

Ascertaining trust

Trust is a tricky thing to determine in research. Asking directly is likely to distort the responses. PRA (time) constraints limit the opportunity for more complex questionnaires that could be used to triangulate to an answer.

We worked around this by coming at the question from a place of expectation setting. What does seeing MHV in the app lead Veterans to expect it would be able to do.

Method: Card sort

We used remote card sorting via Optimal Workshop to quickly understand Veteran expectations when MyHealtheVet branding is present.

- We showed A/B cohorts app screens that either explicitly mentioned MyHealtheVet branding, or did not.

- We then had participants sort listed features into "in the app" or "not in the app" buckets.

- We included a free response question to glean any additional perspective about expected features.
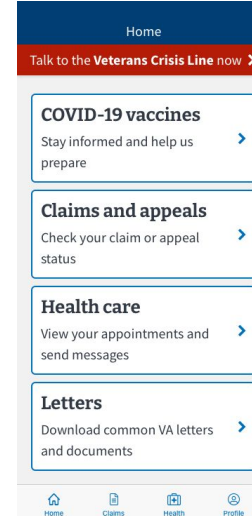

Ad Hoc
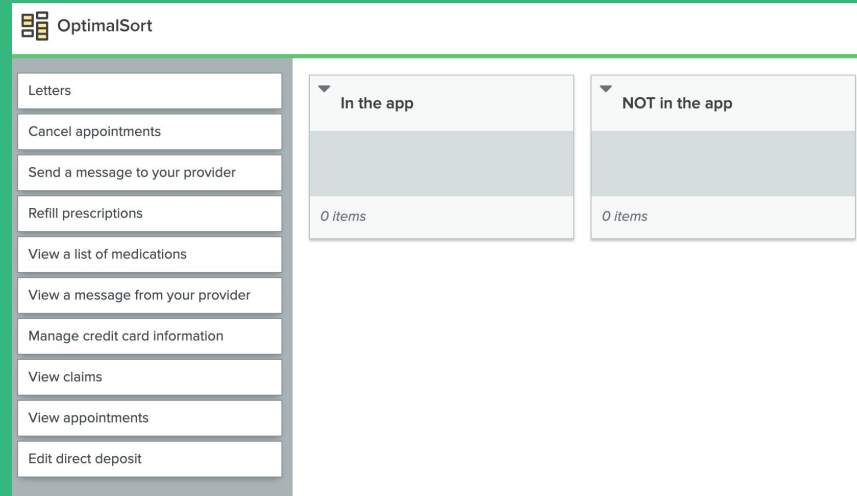
Method: Card sort

Group A
saw this screen

Explicitly mentions MHV in UI ——→
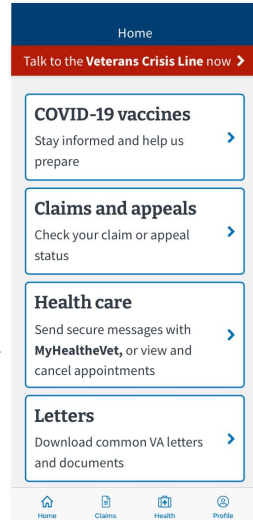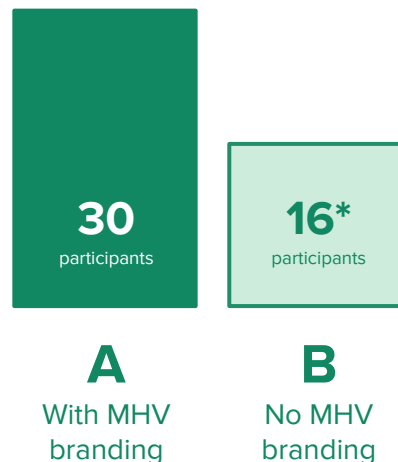
Group B
saw this screen

NO explicit mention of MHV

Ad Hoc

Participants

46 Participants:

- All regularly use a smartphone or tablet

- All have some experience with MHV

- Varied in age from 18–75+ (in ten year spans)

30
participants

16*
participants

A
With MHV branding
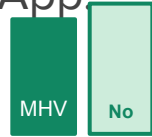
B
No MHV branding

*We don't know why these numbers were so lopsided.

We did adjust for this in synthesis.

Results

With one exception* the adding MHV branding did not meaningfully impact Veteran expectations about what features are in the VA Mobile App

MHV	No

Secure Messaging
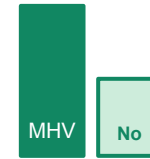*send & receive*

VA Appointments
view & cancel

Claims
view

Letters
view

Prescriptions
refills & list

65% of the **MHV Branded** cohort expected to see Rx related features in the app, compared to 37% from the **No Branding** cohort.

*65%

Freeform response

Question: **Based on the screen you saw, are there any features you didn't see in the card sort that you would expect to see in the app? If so, please list them.**

The most common answers related to:

- Prescription Refill
- Viewing a list of Medications
- Appointments

While this was not a rigorous part of the study, it was another point at which participants explicitly mentioned Medications

Recommendations

Assumption

In this first quiet launch, we are not "selling" this app.

We are most interested in:

➔ An easier path to testing

➔ Internally proving we can ship a thing

➔ Ironing out our launch processes
(help desk coordination, app stores, updates, etc.)

Recommendation

Veterans were somewhat more likely to expect Rx Refills in the app when MHV appeared in the UI.

All other things being equal, we would not recommend using MHV branding in the initial launch. We think this will reduce opportunities for disappointed Veterans.

# Why launch without MHV branding?

1. <u>We understand that veterans trust and value the MHV brand</u> and don't want unmet expectations to damage that trust (e.g. lead to negative reviews or bad press).

2. **Counter to quiet launch**— Incorporating MHV branding seems like a good move in the next "loud" launch.

Additional Recommendations

If *all other things are not equal.* We have some recommendations on how to place MHV branding to minimize confusion or unmet expectations.

Additional Recommendations:

State* which features people **can** expect to see in the app.
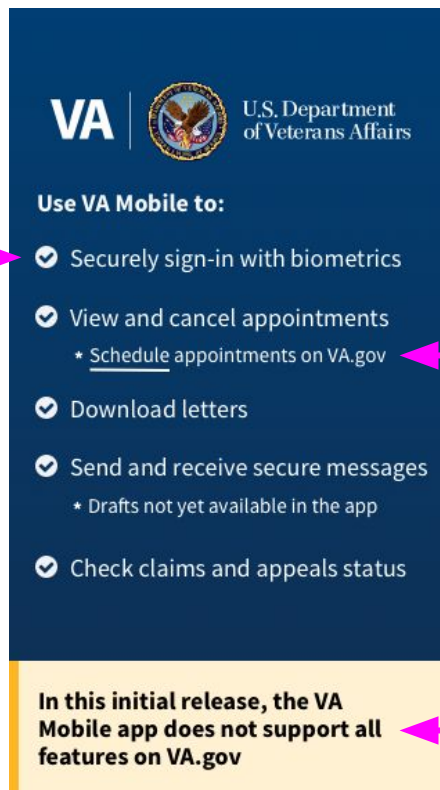
Note where to go for features that aren't in the app yet.

*helper copy not final

General statement that acknowledges limitations

VA | U.S. Department of Veterans Affairs

Use VA Mobile to:

- Securely sign-in with biometrics
- View and cancel appointments
  - ★ Schedule appointments on VA.gov
- Download letters
- Send and receive secure messages
  - ★ Drafts not yet available in the app
- Check claims and appeals status

In this initial release, the VA Mobile app does not support all features on VA.gov

Additional Recommendations:

Place MyHealtheVet branding in the app exactly where the user interacts with MHV features.

*For example, on the Health Care card but not on the home screen.*
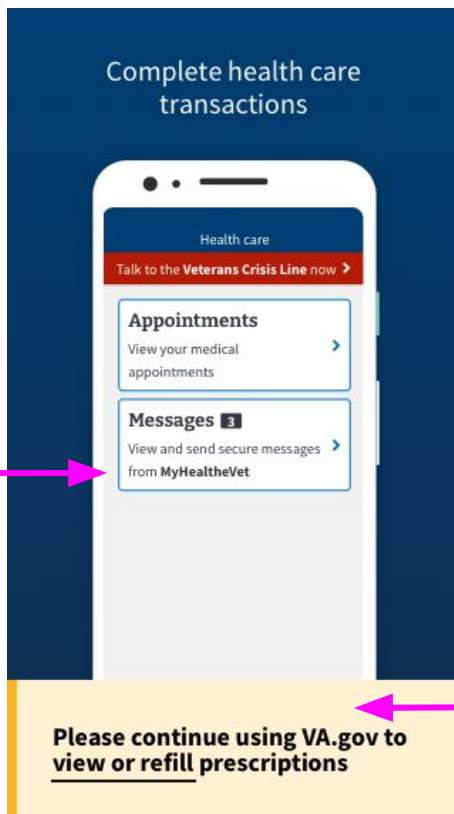
Explicitly note which features are limited or missing from the app.

Set expectations and prevent disappointment among Veterans.

Complete health care transactions

Health care

Talk to the **Veterans Crisis Line** now ›

Appointments
View your medical appointments ›

Messages 3
View and send secure messages from **MyHealtheVet** ›

Please continue using VA.gov to view or refill prescriptions

Appendix

1. Research Plan
2. VA Co-branding Discovery: Card Sorting Report
3. Raw data Group A
4. Raw data Group B
5. Unmoderated study reflection

Results

Impact of MHV Branding on Users' Feature Expectations
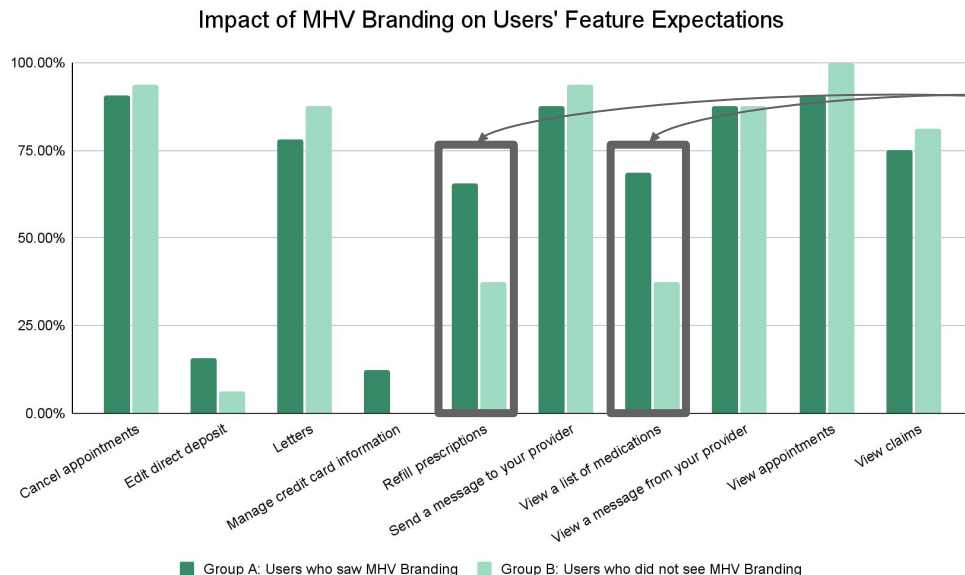
However, it is worth noting that participants exposed to MHV branding had higher expectations of seeing Rx Refills and a list of their medications.

Other Expectations

Freeform Question: "Based on the screen you saw, are there any features you didn't see in the card sort that you would expect to see in the app? If so, please list them."

Feature Mentioned	Frequency Mentioned by Group A	Frequency Mentioned by Group B
Appointments	2	0
Make Appointments	2	1
Update dependants	1	0
Covid Info/ testing/ vaccine	1	2
List of medication	4	3
Rx Refill	5	3
Direct Deposit	1	0
GI Bill	2	1
VA Benefits	1	2
Explore Health Care options	0	1
Update Contact info	1	0
Claims	1	0
Messages	1	0
Support/ help feature	1	0
Create Letters	0	1
Phone numbers to hotline/offices	3	0