

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 team (Analytics and Insights; Contact Centers). 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 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
- Determine whether Veterans have a clear and realistic understanding of how their feedback will be used once the form is submitted

Goals

Research Questions

- Are users able to locate the feedback form easily?
- Are Veterans able to navigate through the form easily?
- Are Veterans empowered to start and complete the form? Do Veterans trust that the survey is provided by VA?
- Do Veterans understand the questions and answers that are asked of them?
- Do Veterans understand how to answer each question?
- Do Veterans understand that their survey responses will not be responded to by VA?

Hypothesis

Veterans will be able to navigate into and through the survey relatively easily, but may have difficulty with the following:

- Understanding content for the A11 questionnaire
- Completing the questionnaire if they are using a screen reader
- Understanding that their responses will not be responded to

Methodology

Methodology

Tested two different forms / feedback buttons

- Feedback Form
- Intercept Survey

Usability Testing and Interviews

- 9 Participants

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?

Research Findings

Summary

- The feedback button located on the right side of the page for the Find VA Locations page was difficult to find
- The feedback button in the intercept survey modal window was easy to find
- Actual survey design provided a clean, confidence-inspiring user experience
- Users understood the form to be, in some capacity, delivered by VA and didn't anticipate a personal follow-up
- Most users were confused at the inclusion of questions pertaining to trust
- Though users were confident in their ability to submit feedback, many were not confident that their feedback would result in any action

Feedback Survey

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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)

Service type

Choose a facility type

Search

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

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

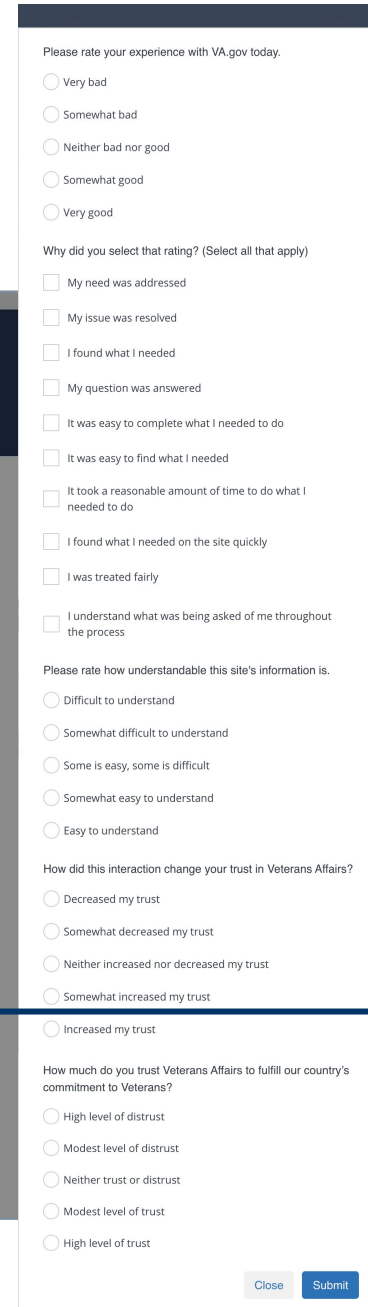
Very Dissatisfied Very Satisfied

Close Submit



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

Intercept Survey



- All 9 participants were able to successfully find the feedback button.

Button Measurables

	Feedback Button			Intercept Survey		
	Difficulty*	Findability	Time to Find	Difficulty	Findability	Time to Find
P01	1	Did Not Find	01:41	4	Found	00:04
P02				4	Found	00:05
P03				5	Found	00:01
P04	2	Did Not Find	01:03	5	Found	00:01
P05	1	Did Not Find	02:51	5	Found	00:03
P06	1	Did Not Find	00:58	5	Found	00:02
P07	1	Did Not Find	01:37	4	Found	00:13
P08	2	Did Not Find	00:59	5	Found	00:09
P09	1	Found	00:51	5	Found	00:06
AVG/CT	1.3	1	01:26	4.7	9	00:05

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

***Note:** P02 & P03 experienced issues with the Zoom participant window covering a portion of the browser window during the “Feedback Button” testing, which hid the specific button they were looking for. This was addressed in later sessions.*

Feedback Survey

- Most participants did not seek clarification on any feedback questions
 - Three participants sought some form of clarity pertaining to situations in which you were performing multiple tasks or was only able to partially complete a task
 - Three participants said the questions were too broad and sought more specificity as to whether or not the feedback was for a specific page or the whole site

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 Dissatisfied Very Satisfied

Close Submit

Intercept Survey

- Three participants raised concerns pertaining to the survey questions about trust
 - *How did this interaction change your trust in Veteran Affairs?*
 - *How much do you trust Veteran Affairs to fulfill our country's commitment to Veterans?*
- Only one participant reported they would **not** fill out the survey
 - This participant preferred a simple question and answer box with the ability to provide commentary
- Two participants mentioned the lack of negative reasons (in question two) for giving a bad rating

Please rate your experience with VA.gov today.

☐ Very bad

☐ Somewhat bad

☐ Neither bad nor good

☐ Somewhat good

☐ Very good

Why did you select that rating? (Select all that apply)

☐ My need was addressed

☐ My issue was resolved

☐ I found what I needed

☐ My question was answered

☐ It was easy to complete what I needed to do

☐ It was easy to find what I needed

☐ It took a reasonable amount of time to do what I needed to do

☐ I found what I needed on the site quickly

☐ I was treated fairly

☐ I understand what was being asked of me throughout the process

Please rate how understandable this site's information is.

☐ Difficult to understand

☐ Somewhat difficult to understand

☐ Some is easy, some is difficult

☐ Somewhat easy to understand

☐ Easy to understand

How did this interaction change your trust in Veterans Affairs?

☐ Decreased my trust

☐ Somewhat decreased my trust

☐ Neither increased nor decreased my trust

☐ Somewhat increased my trust

☐ Increased my trust

How much do you trust Veterans Affairs to fulfill our country's commitment to Veterans?

☐ High level of distrust

☐ Modest level of distrust

☐ Neither trust or distrust

☐ Modest level of trust

☐ High level of trust

Close

Submit

IN RESPONSE TO SURVEY QUESTIONS ABOUT TRUST

“How did this interaction change your trust in Veterans affairs? I don’t know about the need for that.”

“The trust questions seem strange in this context... It seems a little awkward to have trust less/more questions in this form.”

General Survey Impressions

- All participants understood the form would not result in the VA responding to their feedback
- Only two participants reported they would use their mobile device for filling out the survey
 - All felt comfortable using a laptop/desktop
- Three participants reported not feeling confident the feedback would result in actual changes to VA.gov

IN RESPONSE TO FORM SUBMISSIONS

“[The form submission] goes into a black hole and nobody does anything with it. That’s the cynical side of me talking.”

“Am I confident about something being done about what I submitted? No.”

Next Steps

Recommendations

Top Priority

- Make adjustments to feedback survey button
 - Consider adding an icon to the button (*see current Feedback button to the right*), changing button background color and/or finding an alternative location

Secondary Priorities


- Consider altering the language around the two “trust” questions on the A11/intercept survey
- Address specific accessibility issues
 - Absence of header on both forms
 - Redundant aria-labels on form answers
 - Perform further testing with screen readers
- Perform A/B Testing with specific survey questions
 - *Example: “Were you able to find what you needed?” versus “Were you able to do your task today?”*

Current Button

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COVID-19 vaccines at VA

We're working closely with the CDC and other federal partners to provide COVID-19 vaccines to Veterans and VA health care personnel. Stay informed and help us prepare.


[Get the latest updates on COVID-19 vaccines at VA](#)

Home

Disability benefits


VA disability compensation

VA disability compensation (pay) offers a monthly tax-free payment to Veterans who got sick or injured while serving in the military and to Veterans whose service made an existing condition 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



Note: The current button was not tested

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Potential Button Variations



Default Button With or without icon



Secondary Button With or without icon



comment-alt-solid (recommended)



Not currently in use on VA.gov



comments-solid

*currently in use in Veterans Crisis Line,
“Start a confidential chat”*

Button Recommendations




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Button Recommendations

★★★★★

Get VA life insurance

About VA insurance options and eligibility >
Find out which life insurance plans you may qualify for—and the benefits you’ll receive with each plan.

Benefits for totally disabled or terminally ill policyholders >
Find out if you can get your insurance premium waived or receive your benefits early in certain situations.

Beneficiary financial counseling and online will preparation >
If you’re enrolled in a VA life insurance plan, find out if you can get free financial planning and online will preparation services.

★★★★★

Manage your policy and benefits

Access your policy online >
Find out how to check your policy’s status, update your information, or pay your premium online.

Update your beneficiaries >
Keep the information up to date about who you want to receive your insurance proceeds. This will make it easier for your family members to file a claim in their time of need.

File a claim for insurance benefits >

Ask questions

Message us

Call us

Connect with us

[Ask a question online](#)

[Support for SGLI or VGLI: 800-419-1473](#)
[All other VA life insurance programs: 800-669-8477](#)
[MyVA411 main information line: 800-698-2411](#)

[Veterans Benefits Administration](#)

[Veterans benefits email updates](#)

[Veterans Benefits Administration](#)

If you have hearing loss, call TTY: 711.

Feedback

★★★★★

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.

★★★★★

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

Next Steps

- Determine Medallia limitations for feedback button design
- Position team for future testing and tracking
 - Test on mobile
 - Test with assistive technology
- Establish results from button findability in these sessions as baseline to measure against in future testing
- Capture current ForeSee completion percent and submission data to establish baseline for Medallia usage