

VA



U.S. Department  
of Veterans Affairs

# Comparison Tool Redesign Profile Page

Research Readout

# Background & Goals

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# Background

The Booz Allen team has been working on a re-design of the GI Bill Comparison Tool. The content and layout of the school profile pages was reworked and navigation was added.

The team would like to see how users interact with the new profile page and how it fits into the new overall design of the GI Bill Comparison Tool.

# Research goals

- Determine the effectiveness of the redesigned profile page on desktop devices – specifically the reorganization of the page content and the addition of page navigation.

# Hypotheses to be tested

Researchers believe that users will be able to successfully navigate and find important information on the redesigned school profile pages.

# Methodology

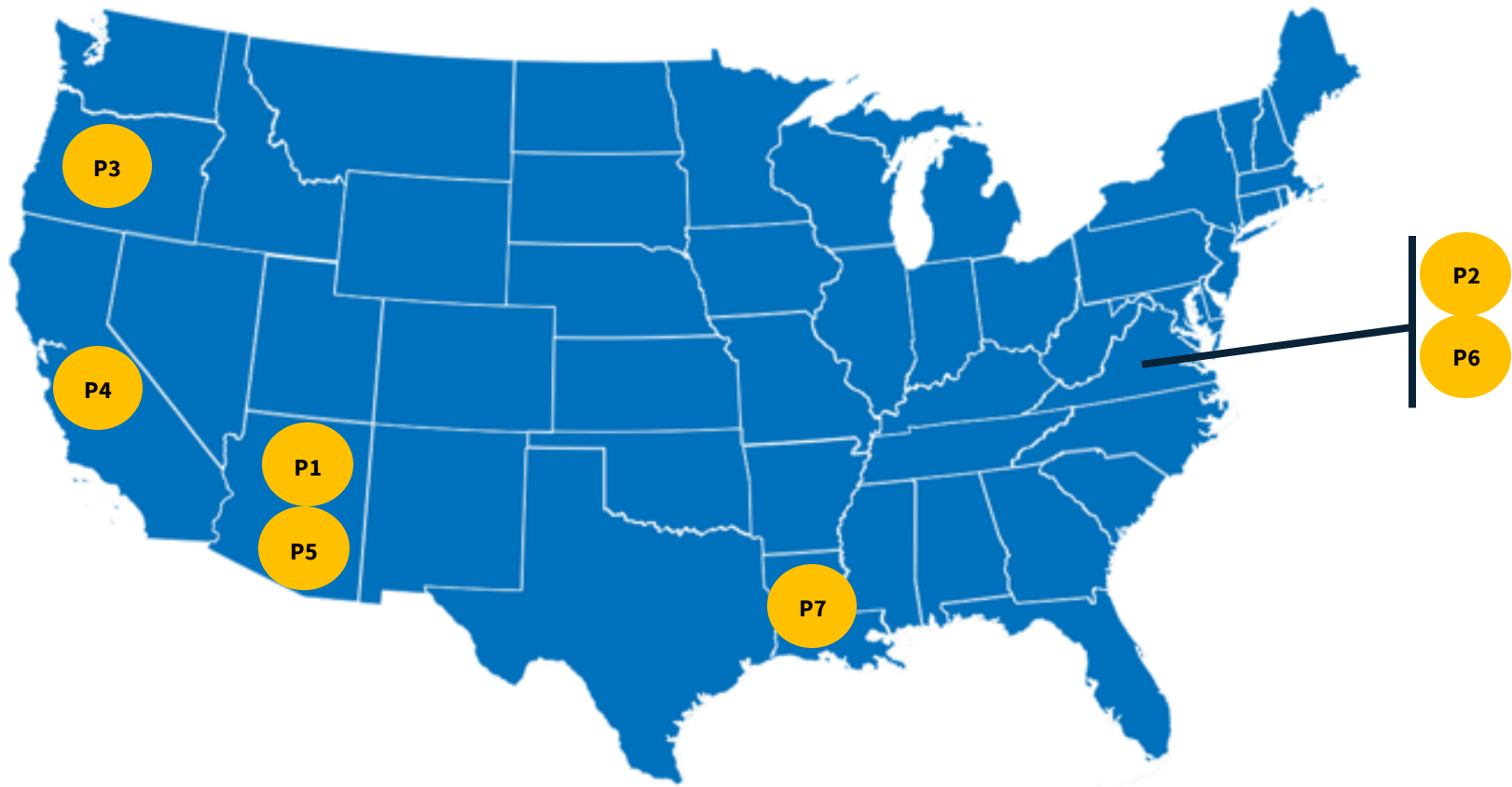
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# Method: Remote Usability Testing

**Reasoning:** Remote moderated usability testing allowed researchers to assess how users interact with the tool and how well they were able to utilize the functionality.

It also allowed researchers to ask questions about what the user is thinking as they complete the tasks to gain better insight into thought, actions and expectations.

# Who we spoke with



5 Women  
2 Men

6 Veterans  
1 Dependents

3  
Branches

3  
Ethnic  
Backgrounds

25-64  
Age Range



# Research questions

## **Navigation:**

- Do users notice (and utilize) the jump links on the right hand side?
- How do users navigate the profile page (e.g. scrolling, jump links, Back to top button)?

## **Content:**

- What value (if any) do users see in the school profile pages?
- Do users have any questions about the information they see on the profile pages?
- Is there any additional information users want to see on the school profile pages?
- Do users notice the specialized mission in the card headers on the profile page?

# Research Findings

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# Key Findings

1. Participants thought the profile page **provided lots of good information without being excessive**
2. Participants thought the **information on the profile pages was valuable**
3. Several participants were **unfamiliar with some of the Veteran programs**
4. Participants **discovered Yellow Ribbon information in a variety of ways**
5. Participants were more likely to **notice religious affiliation in the search results than profile page**
6. Most participants **didn't engage with on-page navigation**

## Research Findings

# 1. Participants thought the profile page provided lots of good information without being excessive

- Well organized

*"It's a lot of information but it doesn't feel cluttered, it just feels like a streamlined experience." - P2*

- Detailed information

*"The tool must have a pretty good database to be bringing up this much info on the school" - P4*

## 2. Participants thought the information on the profile pages was valuable

- The most popular aspects of the page were:
  - Benefit information (7 participants)
  - Contact information (5 participants)
  - Yellow Ribbon (4 participants)
  - Student complaints (4 participants)
  - Getting started with benefits section (4 participants)

*"Veteran complaints...I never would have thought to include that , but I think it's something that would matter to me as well" - P5*

- Additional information participants wanted to see
  - Degrees/programs offered by school
  - Test scores/GPAs of accepted students

### 3. Several participants were unfamiliar with some of the Veteran programs

- 8 Keys to Veteran Success (3 participants)

*"I don't know what the 8 Keys to Veteran Success is" - P6*

- Principles of Excellence (1 participant)
- Other terms that participants had questions about:
  - Religious affiliation
  - # of GI Bill students
  - VET TEC
  - Kicker bonus

## 4. Participants discovered Yellow Ribbon information in a variety of ways

- “Calculate your benefits” section
  - Additional Information (2 participants)
  - Accordions (1 participant)
  - Accessed Yellow Ribbon tool from Learn more (1 participant)
- “Veterans programs and support” section
  - Historical information table

*"Yellow Ribbon recipients [in Historical Information table] is helpful because it shows that people are really getting that benefit." – P6*

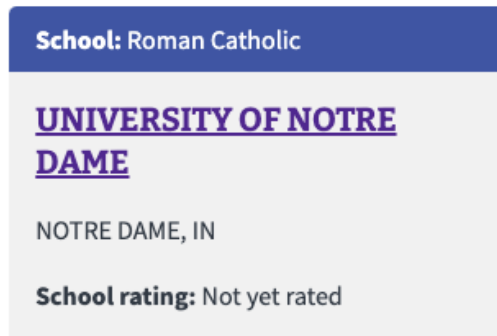
- 2 participants wanted to see a Yellow Ribbon indicator in the search cards

*"I kinda thought I'd see it on the first little thing when you call the school up [search card]." -P1*

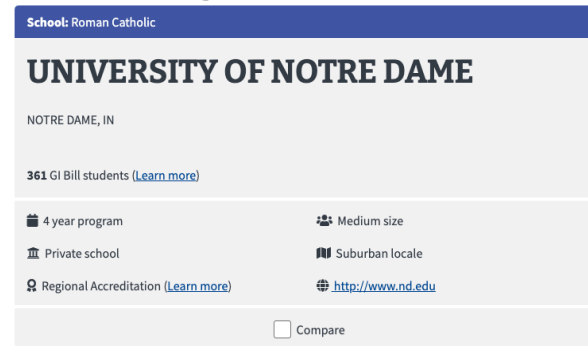
## 5. Participants were more likely to notice religious affiliation in the search results than profile page

- Only 2 participants noted the religious affiliation in the profile page header

### Search card



### Profile page



- One participant wanted to filter by specific religious affiliation

*"Is there a way to filter by type of religion? I think it should be under religious affiliation [in filters], there should be sub-groups that are available." – P7*



## 6. Most participants didn't engage with on-page navigation

- Participants generally chose to scroll through the page
- No participants were seen using the "Back to top" button
- Only one participant used the jumplinks

*"Because desktop ads typically appear at the top of the page or in the right rail, web users sometimes ignore the content placed there" - Nielsen Norman Group*

School: Roman Catholic

# UNIVERSITY OF NOTRE DAME

NOTRE DAME, IN

361 GI Bill students ([Learn more](#))

4 year program

Medium size

Private school

Suburban locale

Regional Accreditation ([Learn more](#))

<http://www.nd.edu>

☐ Compare

### On this page

- ↓ [Calculate your benefits](#)
- ↓ [Getting started with benefits](#)
- ↓ [Cautionary information](#)
- ↓ [School locations](#)
- ↓ [Academics](#)
- ↓ [Veteran programs and support](#)
- ↓ [Contact information](#)

# Additional Insights

- Some participants didn't know what the asterisk indicated when Highlight Differences was selected
- For location search, half of participants who conducted a location search (2/4) thought only one result was displayed at a time

**School comparison:**  
View school information side by side to compare schools

**HARVARD UNIVERSITY**  
  
CAMBRIDGE, MA

**UNIVERSITY OF NOTRE DAME**  
  
NOTRE DAME, IN

☒ Highlight differences [Remove](#) [Remove](#)

**Summary**

Accreditation	Regional	Regional
* GI Bill students	378	361

Search by name

Search by location

[Use my current location](#)

within 25 miles

Search

Update tuition and housing estimates

Filter your results

Showing 25 search results for "Washington, DC"

A 5 miles

School: Female only

**GEORGE WASHINGTON UNIVERSITY**

Washington, DC

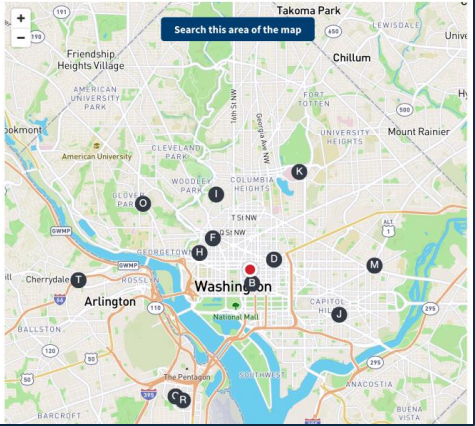
★★★★☆  
(4.4 of 5) by 102 Veterans

You may be eligible for up to:

Tuition benefit:  
\$25,162 / year

Housing benefit:  
\$2,352 / month

Search this area of the map



# Recommendations

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# Recommendations

## Profile Page:

- Explore ways to re-format jumplinks to bring greater attention to them
- Consider moving the Historical Information table to "Calculate your benefits" section
- For post-MVP, investigate incorporating school degrees/programs and student test scores and GPAs

## Search

- Investigate making the scroll bar always visible on the results list for location search
- Keep the specific religious affiliation in the search card headers

# Recommendations

## Comparison Page

- Include "Learn more"s for Veteran programs and other terms participants didn't understand
- Reformat "Highlight differences" checkbox to include asterisk

<div>School comparison: View school information side by side to compare schools</div> <div><input checked="" type="checkbox"/> * Highlight differences</div>	School	
	STETSON UNIVERSITY	
	EMBRY-RIDDLE AERONAUTICAL UNIVERSITY-WORLDWIDE	
	<a href="#">Remove</a>	
Accreditation	Regional	Regional
* GI Bill students	661	460

# Next Steps

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# Next Steps

1. Refine UIs as noted in recommendations
2. Continued development of UI elements which tested well