February, 2010

Secure Messaging Mobile MVP

U.S. Department of Veterans Affairs

BLUF (Bottom Line Up Front)

- The team largely validated scope we hypothesized in our first meeting with a couple of minor exceptions
- Our reliance on MHV for development support is minimal to release the MVP

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SM Mobile MVP Recommendation

Hypothesis for Initial Scope	Recommendation
✓ Read Messages	✓
✓ Reply to message	✓
✓ Compose new message	✓
✓ Viewing Basic Folders / Counts	✓
✓ Add attachments	✓
✓ Push Notifications	Via email, Sort of
✓ Usage Analytics	✓

Hypothesis for Initial Scope	Recommendation
✗ Viewing Personal Folders	✓
✗ Managing folders (creating new folders, deleting folders)	✗
✗ Preferences	✗
✗ Delete	✗
✗ Sequestered Account Creation	✗
? Search	✗

Comparative Analysis and Summary

Comparative Analysis Key Questions

- How does secure messaging function on other healthcare related sites?

- What messaging features are popular amongst consumer-driven brands?

- What are the major differences between desktop and mobile messaging experiences?

Comparative Matrix- Apps

VA Secure Messages (today)	VA Cerner (Mobile Web)	Follow My Health (GW)	MyChart	Carefirst Insurance	One Medical	Airbnb	Etsy	WhatsApp	VA Mobile App MVP
View Messages	X	X	X	X	X	X	X	X	X
Compose Message	X	X	X	X	X	X	X	X	X
Attachments	X	X	X	X	X	X	X	X	X
Folders	X	X							X
Drafts									
Search							X		
Delete	X	X	X					X	

Key Takeaways

- Messaging in the healthcare websites/apps reflect email style correspondences (messages are organized around subject lines) and features (e.g., folders).

- Within consumer-driven space (Airbnb, Etsy, WhatsApp), message threading tends to be more chat-like and center around a running conversation with a person/group.

- Generally, desktop messaging includes more robust features, such as search and managing labels/folders.

- Mobile app experiences tend to be more streamlined and lightweight with a focus on basic messaging tasks (view messages, compose a message, add attachments).

- Email notifications include a variety of CTAs for users to follow up with message, ranging from pointing users directly back to the website/app, to allowing users to reply back via email.

Technical Analysis and Summary

Technical Summary

- Proxying via vets-api to live alongside rest of mobile API and use OAuth implementation
- Minimal backend work for MVP with MHV-equivalent features

In Progress:

- PR with mobile-specific messaging API, integrated with OAuth
- Single Page webapp/test harness

Technical Summary

Sticking Points:

- Folders - need to interact with them at MHV API layer, whether or not displayed to user.
- MHV Account Types (Advanced/Premium/etc) still bleed through into API error states/corner cases
- Turnaround time for IAM to update OAuth configuration.
- Email notifications ≠ Push notifications

SM Feature Estimates

SM MVP Feature	T-Shirt Size (S/M/L)
Read messages	M
Reply to messages	M
Compose a new message	L
Add attachments	L
Unread message count	S
Display all folders	S

Estimates are holistic (front-end + back-end) and based on preliminary conversations. Still estimating other features.

Next Steps

- Team will fully integrate with the mobile team's sprint cadence

- Technical

  - Analytics Pairing

  - What other engineering will happen in the next two weeks?

- UX

  - Lo-Fi Prototyping

    - Create a testable prototype that reflects the MVP features

  - User Research

    - Run a study with Veterans using the low-fidelity prototypes

  - Finalize recommendations

    - Make updates to the prototype in preparation for development

- Funding