

VA



U.S. Department  
of Veterans Affairs

# Mobile Month Study

## Topline Summary

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August 25, 2020

About 40% of Veterans who visit VA.gov do so on a mobile device, and we expect that amount to increase over time.

Designers at VA are encouraged to design mobile-first, but most of the design resources we have prioritize the desktop experience, which is responsive, but could be thought about more thoroughly for mobile.

Mobile month was created to bring awareness around Veterans' mobile experience and improve templates and resources for designers on VA.gov

# Goals

- What usability issues does the design of the header and navigation present for Veterans?
- What usability issues do Veterans encounter when checking on the status of a claim?
- What usability issues do Veterans encounter when looking for a VA location?
- What usability issues do Veterans encounter when using site search and looking for information on a content page?
- What usability issues do Veterans encounter when attempting to complete a multi-page form?
- **Are there any gaps we need to fill in our mobile research guidelines to support mobile research?**

# Methodology

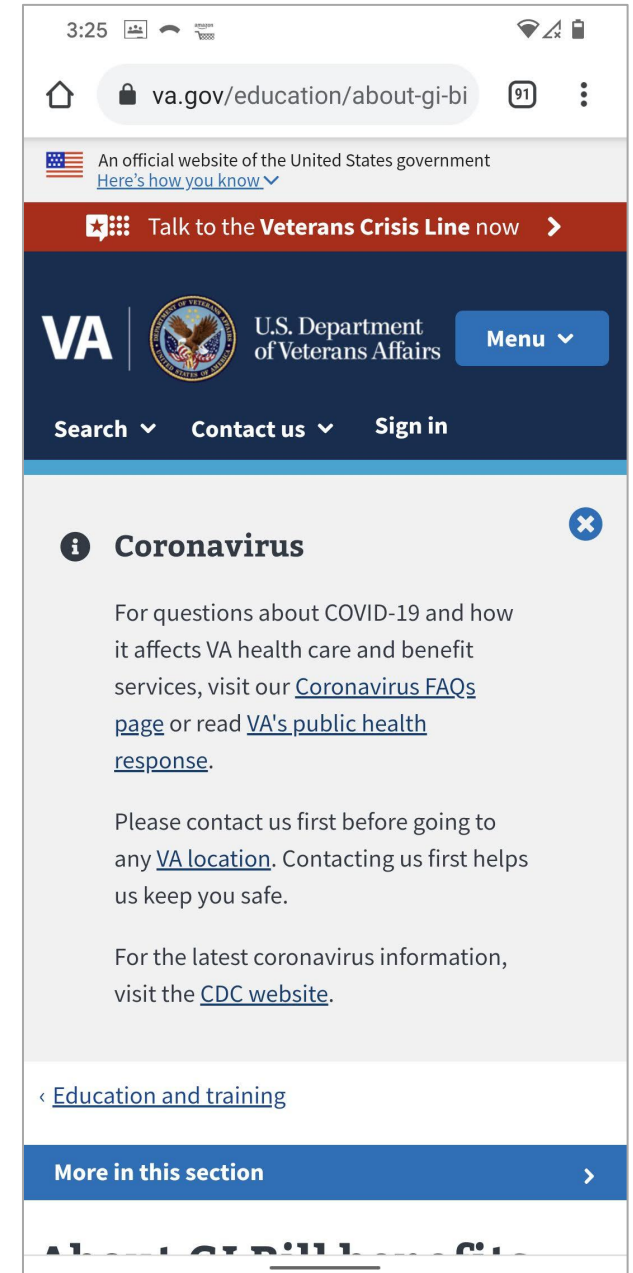
- We spoke with 6 participants, across a range of gender, location, and disability rating
- Everyone turned out to have either an iPhone or a Samsung Galaxy
- We ran sessions where the Veterans installed Zoom on their phones and completed a series of “top tasks”
- Sessions were run last Wednesday - Friday (August 19-21)
- Today we’re showing you a high level topline summary

# What's a topline summary?

A topline summary is a high level, top of mind summary of trends found in the sessions, but is not the final result of working with the data discovered. The information in this document may change following a deeper review and analysis of the data gathered.

# Usability of VA.gov - navigation

- Most participants found content easily by interacting with the “Menu” button at the top and either ignored the other interactions in the header or used them lightly
- No participants saw the “View more in this section” blue bar or interacted with it
- The back breadcrumb worked well for participants that used it
- Some participants wanted the links under “VA Benefits & Healthcare” surfaced farther up in the hierarchy in the menu
- The COVID alert caused some participants to have issues recognizing that the page had changed when navigating through content



# Usability of VA.gov - filling out a form

- Participants reacted favorably to our form design, and appreciated the simplicity. They were able to navigate easily through it.
- The wizard design worked well for Veterans and was easy for them to use
- A few small findings:
  - Some people didn't see the "start your application w/out signing in" link
  - The "sign in" notification in general is very long on mobile and forced Veterans to read a lot before finding the form

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## Apply for VA Education Benefits

Equal to VA Form 22-1990 (Application for VA Education Benefits).

**i Save time—and save your work in progress—by signing in before starting your application**

When you're signed in to your VA.gov account:

- We can prefill part of your application based on your account details.
- You can save your application in progress, and come back later to finish filling it out. You'll have 60 days from the date you start or update your application to submit it. After 60 days, we'll

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## Apply for education benefits

Form 22-1990

1 of 8 Applicant Information

You aren't required to fill in all fields, but we can review your application faster if you provide more information.

First name (\*Required)

Middle name

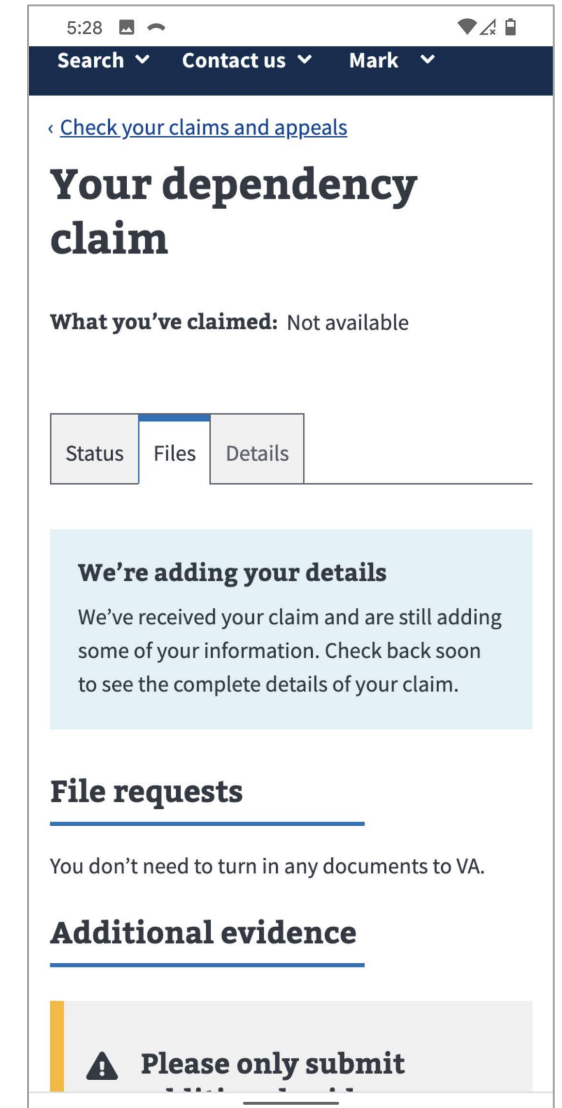
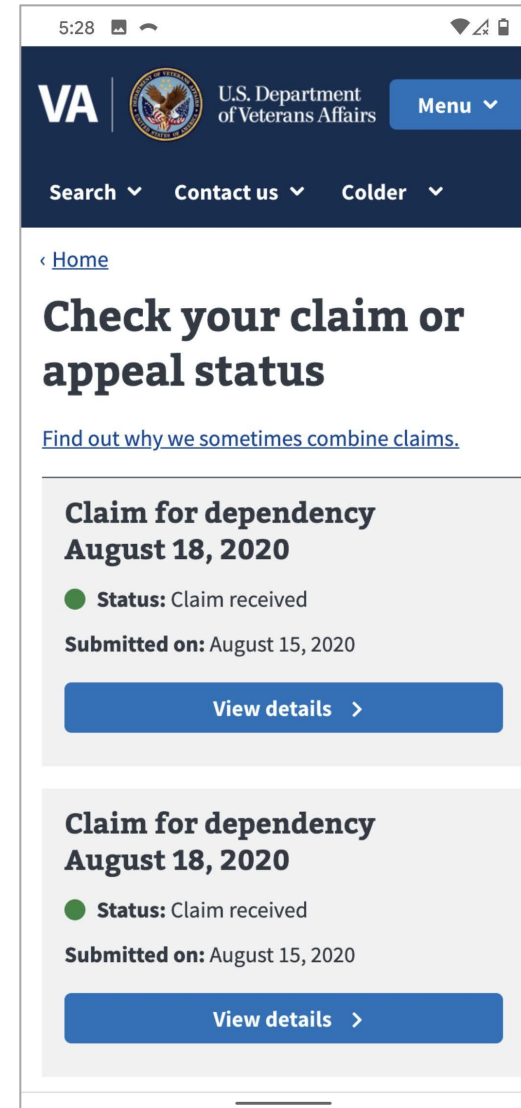
Last name (\*Required)

Suffix

Social Security number (\*Required)

# Usability of VA.gov - claims status tool

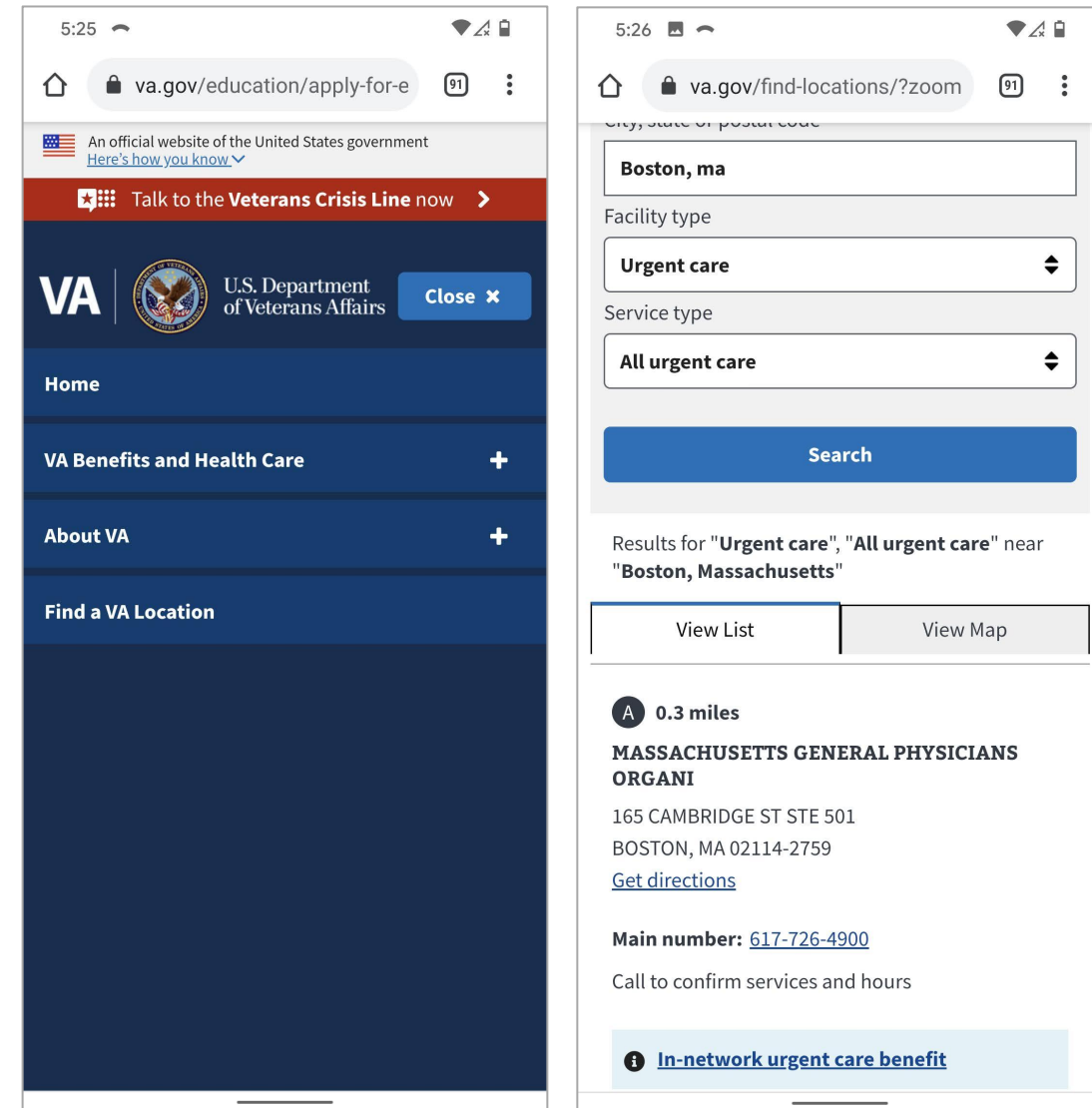
- The list view was confusing to some people, especially those who didn't have any real claims in progress
- People were willing to scroll to the bottom to find right rail content (may be related to task)
- Folks used the tabs without an issue
- Some participants took a little time finding the note that they don't have to turn in any documents





# Usability of VA.gov - facility locator

- Most people had a hard time finding the facility locator - many had to be guided by the moderator
  - Participants seemed to be thinking of the use case of the task over finding a “tool”
  - Many clicked on “VA Benefits & Health Care” in the menu
- Once in the tool, they didn’t encounter any major usability issues
- The list view was preferred to the map view
- At least 3 participants weren’t sure what the difference was between the urgent care options



# Running mobile research - findings

- Helpful to have Perigean confirm Zoom install and walk them through screen sharing prior to session
- Adding exact steps to our conversation guide for sharing on Android and Mobile helped us speak to Veterans as they figured out screen sharing
- Hard to find chat controls while screen sharing (no surprise as we see this in desktop as well)

# Next Steps

- Put together findings report
- Revise draft 1 of our mobile research guidelines
- Create tickets to add to backlogs for issues found