

VA



U.S. Department  
of Veterans Affairs

# Learning Center MVP Card Sort

**Sprint 30 Demo Readout**

# Background

The Learning Center is designed to give Veterans searchable, easy access to benefit-adjacent (Tier 2) content, without distracting from top task content on VA.gov.

We're using tags and categories to surface articles in the learning center, and wanted to see how the nomenclature for these resonated with Veterans and content authors.

# Research Goals

**We evaluated a selection of audience and topic tags** in this study in order to understand:

- If audience/topic labels make sense to participants
- How participants assign the primary audience and topic labels to articles
- If we have missed, or mis-labeled, any significant audiences or topics
- If participants understand the labels in expected or unexpected ways

# Conducting the card sort

- Unmoderated hybrid card sort using OptimalSort
- Focused on a selection of tags and categories
- 39 Veteran participants
- 9 SME/content author participants
- Separated audience and topic card sorts, and participant groups (4 card sorts in total)
- Left card sort open for about 2 weeks

# Evaluating the card sort

- Looked at how people mapped articles to categories compared to what we expected
- Dug into areas of lower agreement to evaluate
  - Where else did people put cards, if not where we expected?
  - What unexpected cards did people put into a category?
- Identified trends across both participant groups

# Key Findings

We can confidently move forward with most of the audience and topic labels we tested.

- All veterans
- Minority Veterans
- Family members and caregivers
- Native American Veterans
- Gulf War Veterans
- Women Veterans
- Incarcerated Veterans
- Veterans age 65+ with complex care needs
- LGBTQ Veterans
- Other topics and questions
- Careers and employment
- Disability
- Housing assistance and home loans
- VA account and profile
- Records

# Key Findings

Adding multiple categories and front-end tags to articles will increase findability; a second audience label may be helpful.

# Key Findings

Participants created some new categories that are worth considering:

- Claims related categories
- “Points of contact”
- Veterans who have non-citizen status



# Next Steps for Design and Research

## **Sprint 31**

- Complete card sort synthesis, share recommendations with team
- Initial interviews w/ IRIS content teams

## **Future sprints**

- Iterate on templates slated for MVP 1.1
- Continue IRIS content authoring research

Questions?