

VA



U.S. Department
of Veterans Affairs

Resource and Support MVP Card Sort

Background

The resource and support section of VA.gov is designed to give Veterans searchable, easy access to benefit-adjacent (Tier 2) content, without distracting from top task content.

We're using tags and categories to surface resource and support articles in, 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.

Beneficiary audience labels

- 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

Non-beneficiary audience labels

- Career counselors and other employment specialists
- Fiduciaries
- Veteran service organizations and accredited representatives
- Funeral directors and cemeteries
- Lenders, appraisers, and other real estate professionals
- Veteran service organizations and accredited representatives

Topic labels

- Other topics and questions
- Careers and employment
- Disability
- Housing assistance and home loans
- VA account and profile
- Records

Veterans age 65+ with complex care needs

We expected people to put these articles into the **Veterans age 65+ with complex care needs**. People put them here instead:

What kinds of long-term care services does VA offer?

Veterans age 65+ with complex care needs (17 Veterans, 6 SMEs)

Family members and caregivers (11 Veterans, 2 SMEs)

All Veterans (9 Veterans, 2 SME)

LGBTQ Veterans (2 Veterans)

What is adult day care?

Family members and caregivers (20 Veterans, 5 SMEs)

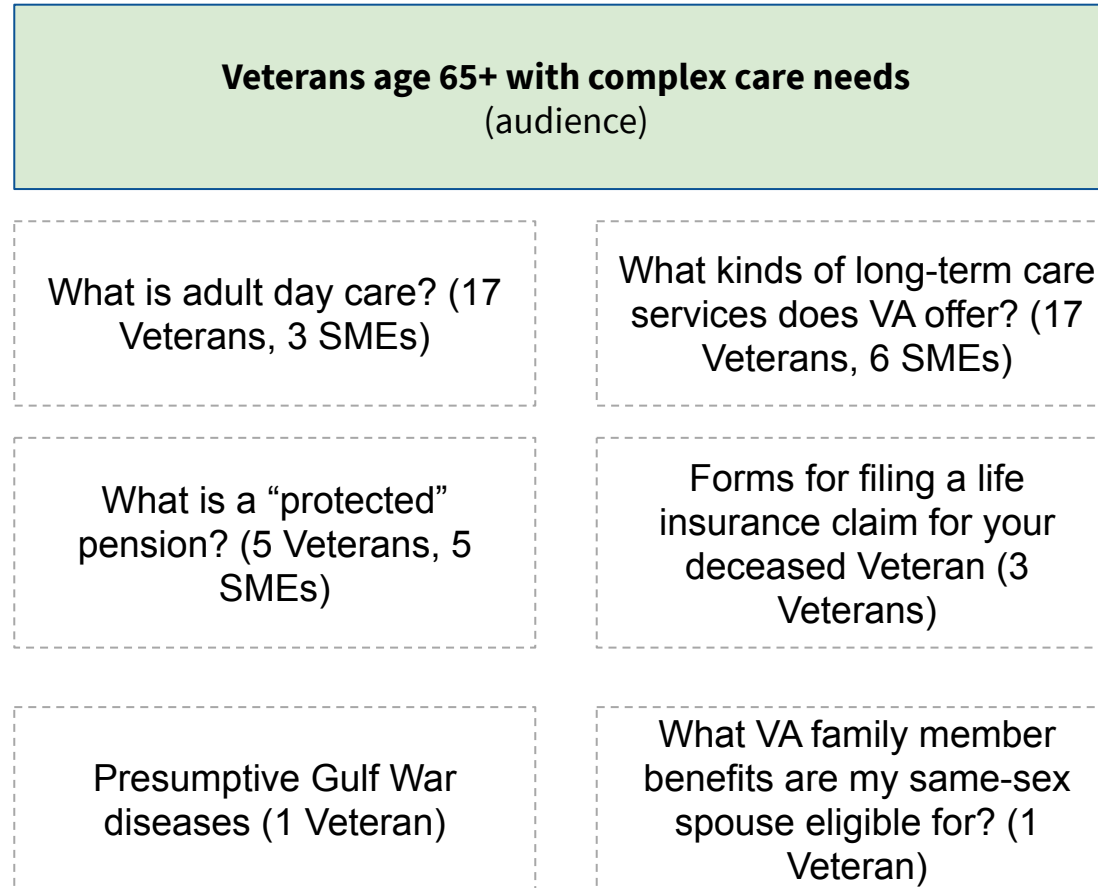
Veterans age 65+ with complex care needs (17 Veterans, 3 SMEs)

All Veterans (2 Veterans)

Fiduciaries (1 SME)

Veterans age 65+ with complex care needs

People put these articles into **Veterans age 65+ with complex care needs**:



Non-beneficiary audience labels

**Veteran service organizations and
accredited representatives**

**Lenders, appraisers, and other real
estate professionals**

Funeral directors and cemeteries

Fiduciaries

**Career counselors and other
employment specialists**

**Schools, administrators, and other
education professionals**

Key Findings

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

Records

How to upload evidence online for your claim (5 Veterans, 2 SMEs)

How to change your VA address online (5 Veterans)

VA account and profile

Where can I view my VA payments online? (22 Veterans, 4 SMEs)

Who do I contact about debt on my account? (20 Veterans, 3 SMEs)

Family members and caregivers

What is adult day care? (20 Veterans, 5 SMEs)

What kinds of long-term care services does VA offer? (11)

Disability, claims, and payments

How do I check my claim status?

Disability (22 Veterans, 6 SMEs)

VA account and profile (11, Veterans 2 SMEs)

How to challenge a claims agent fee

Disability (20 Veterans, 5 SMEs)

Other topics and questions (13 Veterans, 3 SMEs)

Research Findings

SMEs applied some Veteran audience labels more broadly than we expected.

All Veterans (audience)		
How do I reset my password? (6)	What is a “protected” pension? (3)	Benefits and services for Veterans who are Philippine U.S. nationals (2)
Forms for filing a life insurance claim for your deceased Veteran (2)	How do I verify my school enrollment? (1)	List of education liaisons for schools and state approving agencies (1)
What is a VA appointed fiduciary responsible for? (1)	VA subsidies and other incentives for businesses to hire Veterans (1)	What kinds of long-term care services does VA offer? (1)

Key Findings

Participants created some new categories that are worth considering:

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

Questions?

Appendix

Research Findings

Audience labels sorted by Veterans

Audience (category)	Article (card)	Number of participants who agreed (out of 39)
All veterans	How do I verify my school enrollment?	32
	What is a “protected” pension?	31
	How do I reset my password?	35
Family members and caregivers	Forms for filing a life insurance claim for your deceased Veteran	23
Gulf War Veterans	Presumptive Gulf War diseases	37
Incarcerated Veterans	VA services for Veterans in prison or who are about to be released	39
LGBTQ Veterans	What VA family member benefits are my same-sex spouse eligible for?	34
Minority Veterans	Benefits and services for Veterans who are Philippine U.S. nationals	32
Native American Veterans	Which tribal governments participate in VA’s NADL home loan program?	37
Women Veterans	Can I get mammogram screenings at VA?	37
	VA services for women Veterans experiencing homelessness	38
Veterans age 65+ with complex care needs	What kinds of long-term care services does VA offer?	17
	What is adult day care?	17

Audience labels sorted by SMEs

Slide 1 of 2

Audience (category)	Article (card)	Number of participants who agreed (out of 9)
All veterans	What is a “protected” pension?	3
	How do I verify my school enrollment?	4
	How do I reset my password?	6
Career counselors and other employment specialists	VA subsidies and other incentives for businesses to hire Veterans	7
Family members and caregivers	Forms for filing a life insurance claim for your deceased Veteran	5
Fiduciaries	How do I become a fiduciary for my Veteran friend or family member?	6
	What is a VA appointed fiduciary responsible for?	7
Funeral directors and cemeteries	NCA cemetery grants for states, tribal governments, and territories	8
Gulf War Veterans	Presumptive Gulf War diseases	9
Lenders, appraisers, and other real estate professionals	What are the requirements to become a VA fee appraiser or inspector?	8
	VA resources for lenders and VA fee appraisers	8

Audience labels sorted by SMEs

Slide 2 of 2

Audience (category)	Article (card)	Number of participants who agreed (out of 9)
LGBTQ Veterans	What VA family member benefits are my same-sex spouse eligible for?	8
Minority Veterans	Benefits and services for Veterans who are Philippine U.S. nationals	6
Native American Veterans	Which tribal governments participate in VA’s NADL home loan program?	8
Schools, administrators, and other education professionals	List of education liaisons for schools and state approving agencies	8
Veteran service organizations and accredited representatives	How to apply for VA accreditation as an attorney or claims agent	7
	Accreditation FAQs for VSOs, attorneys, and claims agents	9
Veterans age 65+ with complex care needs	What is adult day care?	5
	What kinds of long-term care services does VA offer?	6
Women Veterans	Can I get mammogram screenings at VA?	9
	VA services for women Veterans experiencing homelessness	9

Topic labels sorted by Veterans and SMEs

Slide 1 of 2

Audience (category)	Article (card)	Veteran participants who agreed (of 39)	SME participants who agreed (of 9)
VA account and profile	I lost my phone and I can't access the code for 2-factor authentication	19	8
	How to change your VA address online	32	9
	How do I check my claim status?	11	2
Other topics and questions	How to challenge a claims agent fee	13	3
	VA HCRV specialists for Veterans who are or have been in prison	13	8
	Directory of state Veterans agencies	27	6
	Who do I contact about debt on my account?	9	3
Careers and employment	Directory of VSOC counselors	9	5
Disability	How to prepare for your Agent Orange Registry Health Exam	19	5
	How to upload evidence online for your claim	23	5
	How VA back pay (retroactive benefits) works	19	2

Topic labels sorted by Veterans and SMEs

Slide 2 of 2

Audience (category)	Article (card)	Veteran participants who agreed (of 39)	SME participants who agreed (of 9)
Housing assistance and home loans	VA's adaptive housing grants for disabled Veterans (Video)	30	9
	Which tribal governments participates in VA's NADL home loan program?	34	8
Records	Accepted forms of discharge documents for applying for a VA benefit	20	4
	Where can I view my VA payments online?	8	1
	Can I get the military records of my deceased Veteran family member?	36	9