

VA



U.S. Department
of Veterans Affairs

VA.gov Impact Review: Profile 2.0

Authenticated Experience

Problem

What Veteran-oriented problems did you attempt to solve?

- Confusion between the Profile and Account pages.
- Scannability of the profile, including visual design and layout.

Problem

What organizational challenges did you go after?

- Scalability of the profile.

Visuals, Graphs, Charts

Solution, Hypotheses

What bets and hypotheses did your team craft?

- If we consolidate the Account and Profile pages, we'll remove the confusion between the two pages and improve wayfinding (no one can go to Account before Profile anymore).
- If we improve the visual design and layout, we'll increase user satisfaction and scannability.
- If we add a side navigation, we'll improve scannability and scalability.

Solution, Hypotheses

How did you measure success?

- User testing.
- [KPI dashboard](#).
- Ability to now add new features to the profile.

Visuals, Graphs, Charts

Results

Impact on Veterans, Business, and/or Technology

Quantitative reports

- [KPI dashboard.](#)
- [Contact info dashboard.](#)
- [Address validation dashboard.](#)
- [Direct deposit dashboard.](#)

Qualitative reports

- [User testing feedback.](#)

Results

Impact on Veterans, Business, and/or Technology

Quantitative

- We didn't see an improvement in any of our KPIs: Besides no longer seeing people going to Account before Profile (because we removed the page), we didn't see an improvement in any of our KPI. I think this may be a combo of having done a poor job of picking KPIs and MPI having had pretty regular problems since we launched (which will cause the profile to no load/not work).

Qualitative

- However, the new profile performed really well in user testing, and veterans preferred it to the old profile hands down. We've also made the profile significantly more scannable by adding a side navigation and adapting the visual design so it was less big/clunky, which is already allowing us to add new features.

Open Discussion

Recommendations

(Seed this section with recommendations and plan to solicit additional recs/feedback during the discussion)

Notes