

- When it comes to recruiting, are we using Perigien?
 - Meg: Yes, I would definitely go with Perigien. You want to get a lot of folks. Get you some targeted types of people.
- We've been in the process of figuring out how this is best served through a tree test. Identify the best course of action based on these two hypotheses. We figure we could use this conversation to pick your brains a little bit for a vision for this. If you have any specific asks or notions about what this should be.
- Thinking here is that we would do two tranches of tests. One around hypothesis 0 and one around hypothesis 1. We would use sitemaps for the most part that already exist, maybe modify them a little bit for this test. The two biggest buckets for participants are Vets with healthcare and without healthcare. To a great extent that's where we're at. We've been noodling on tasks a little bit. In terms of brass tacks, that's about as far down the plan and path we've gotten for the test itself.
- Meg Peters: V6 map is behind the prototype we're testing for the health apartment. We did one round of desktop testing. We are going to do some mobile testing. The manage-only doesn't have a prototype associated with it. We were just figuring out feasibility.
- Could you talk a little bit more about the thinking on the tasks here? Can you take us through the kind of tasks you're thinking about including in the tree test?
 - Carl: WIP. What I did so far, thinking through tasks for the tree test. Taking into consideration that we're looking at manage and get conceptually. Having tasks that might focus a little bit on that. WE're testing the hub, not the apartment. Using what was done as a test last time, as a starting point. I crossed out things that would be super relevant for this round of testing. In the second column, I have started, a very initial list. Not exhaustive. Sort of some ideas or direction of what we might start exploring. Build out our tree test this time. Ones that focus a little bit that focus on get and manage.
- I have a question about the sitemaps for hypothesis 1. It only shows a site map for what would be for 'manage' experience. You will also need to represent the 'explore' experience. There will be multiple paths they can go down for healthcare information.
 - That's what's live on the site today. That's the healthcare hub.
 - What we want to do there, is look at the VA healthcare hub. And a way to get over to 'manage'.
 - For the tree test, it's just going to be lists of things at this point. I was thinking the top-level categories would be: get, manage. 'Get benefits', 'manage benefits'.
 - The sitemap should represent the 'get benefits' part of the sitemap.
 - We're not at a prototype.
 - It was my assumption as well, with hypothesis 1, the top-level will have healthcare and benefits. My health would be separate. When you get into the healthcare portion you would have both get benefits and manage benefits.

- I was actually thinking that the unified view, hypothesis 0 would be the sitemap v6.
- Taking the top nav as it is today?
- Yeah, as I was thinking about the tasks and the information we're not sure whether its' need in both get and manage. When we're designing tasks, listing out what those are. Certain information is either replicated or gotten to both ways. If that information is linked on that page, you could still get to it.
- A number of pieces remain, we can move forward without any direction.
 - Identify tasks
 - Recruiting criteria
 - We also would need to pull in some of the current IA and combine it with manage site map piece for hypothesis one. So that we can round out the total IA that we would be testing. That's kind of what we're touching on right?
 - Yes, exactly
 - If you feel structural, this makes sense to you, we're in a good place there. '
 - I think we'll need to keep looking together. We have the two different IAs and the tree testing.
 - It's not a ton to react to. It's the basic structure we want to react to today.
 - That's all we got.
- In terms of tasks, we don't want apartment-level tasks. We are thinking bout a higher level. Have you given thought to thinking about what tasks you'd like to see there?
 - I'm thinking we could use some of this time to come up with some tasks would be appropriate for getting and managing their benefits. Start putting some of those down there.
- We could start a timer, and put tasks down.
- We'll work on prioritizing these, and shoot these back to you. We'll go from there. In the next couple of days, we can talk about prioritization. And have some ideas about what the scenarios will be,

- Is the card sort needed?
 - Under normal circumstances, a card sort would precede the tree test. This may be an uphill battle with the client.
- We need to figure out what the trees are for each hypothesis.
 - Use existing site maps (and get started with those). There are murals that already have these.
 - [Manage-only site map](#)
 - [Get benefits and manage site map](#)
- For each, we'll test with Veterans:

- Without healthcare
- With healthcare
- We will also want Veterans who are new to healthcare
- We're going to need to determine demographic information
- We don't need people using assistive technology for this research
- We want participants with cognitive impairments, and people in rural areas
- We may also test with caregivers

We have 6 - 7 sprints until September.

- Determine the tasks for the tree tests
- ~~Card sort (to determine categories + the sitemap)~~
- Tree test (to validate site map)
- Veteran interviews for qualitative feedback
- Low fidelity wireframes with navigation
- Quick usability test of wireframes
- Build prototypes (to further iterate and increase fidelity)
- Usability test prototypes
- Synthesize results
- Help socialize results
- Final deliverables
 - Creative brief
 - Wireframes
 - Prototypes

- Get the Optimal Workshop tool
- Figure out what the deliverables and end goal of the work is supposed to be
- Formulate the tree jack test. Create two information architectures: (i) everything in one place, or (ii) when get and manage are in two separate places
- Draft the VA research plan for the H0 and H1 tree jack test with goals and intent
- Introduce Meg + Danielle to the research plan and get their help with the tree jack test
- Get the research plan approved by the VA
- Work with the recruitment contractor to recruit Veterans
- Do the tree jack test for H0, H1
 - The tests are asynchronous
- Synthesize the results

Tree test: Put together a site map in outline form. That would have 3 - 4 layers deep. You set up tasks. The tasks are navigation-related. You have a task to find information. You want to know about options for life insurance. Where do you go? It all depends on what you're trying to test and how well you set it up.

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How might we create an experience that allows Veterans to easily find the content and tools they need based on where they are in their VA health care journey: learning about the benefit, applying for the benefit, getting started with the benefit or managing their care and health benefits?

Discovery

- **Draft activities plan**
- **What are the questions we're trying to answer**
 - What pain points are the Veterans currently experiencing in finding content and tools (based on where they are in their healthcare journey)?
 - What are the good things about MyHealtheVet?
 - What does a 'manage' session look like? When, where, how?
- **How**
 - Secondary research
 - Look at existing research on content
 - Look at analytics from VA.gov
 - Get information or chat with people in the VA call centers
 - Talk to both call centers
 - Health enrollment center
 - Look at tree test results for the health apartment's proposed IA
 - Build interview protocols, conversation guides
 - Continued research with business partners
 - Synthesis
 - Primary research
 - Put in recruitment request
 - Always ask for more people than you need (because you have no-shows)
 - Talk to Veterans
 - 1:1 interviews
 - Focus groups
 - Focus group: Veterans who need to sign up for healthcare
 - Veterans who could speak to the benefits enrollment process
 - Tree test with current website and navigation
 - Observations, contextual inquiries
- **Output**
 - Synthesis of research
 - Experience map

Synthesis and solution hypotheses

- Tree tests to test the hypotheses (Meg would help us make this). Preparation work in advance of the test.
 - Start with VA templated research plan,
 - Build a tree test diagram

Prototypes and usability testing

Iteration towards a solution