

Customer Insights Rollup

Q2 2020

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1. WHAT WE DID

We talked to people from

- 10 VFS teams
- 7 practice areas
- 4 organizations

We generated customer insights by

- Conducting user journey workshops w/ FE & BE engineers.
- Conducting directed interviews on the Collaboration Cycle.
- Tracking customer support requests.
- Doing a discovery sprint on the VFS developer experience .

Pain Point Themes For VFS Developers

THEME 1

Interfacing with external services is a barrier for many teams

THEME 1

“Systems we integrate with are not super dependable, often have performance issues and take a while to come back. We end up doing more workarounds because of this.”

- *Back-end Engineer #1, User Journey workshop April 2020*

“There is not a clear way to understand external services - what they are for and what they can do.”

- *Back-end Engineer #3, User Journey workshop April 2020*

“Understanding conventions (what's the vets api way of doing things?) lots of implementations, no recommended way.”

- *Back-end Engineer #3, User Journey workshop April 2020*

THEME 2

Insufficient documentation has left engineers to find answers on their own

THEME 2

“Our [Form Builder] documentation falls off at the more advanced stuff.”

- FE Engineer #2, User journey workshop - April 2020

“I’m asking in public channels how do we pull data for forms.”

- FE Engineer #6, User journey workshop - April 2020

“I do control F in platform support [to find answers to my questions].”

- BE Engineer #3, User journey workshop - April 2020

“For peer reviews, I usually hit up [specific engineers] to review. I feel like I should be asking in the FE channel but those guys don't have context on what I've been working on. But I should give everyone a chance to review the code.”

- BE Engineer #5, User journey workshop - April 2020

“Can someone point me to a VA.gov guide on linting rules for javascript?”

- Engineer, #vfs-frontend Slack - April 2020

THEME 3

Infrastructure

THEME 3

“Biggest problem is that we don't have parity between environments. Just b/c something works on staging doesn't mean it will work on prod. Can't do the same type of testing b/c of accounts and data.”

- BE Engineer #1, User Journey Workshop

“Data is all over the place.”

- BE Engineer #4, User Journey Workshop

“Load tests (and other backend automated checks) take way too long to run, and contribute to Master merge conflict issue significantly.”

- BE Engineer #1, Developer Experience Needs Discovery Sprint

“Backend merge process is so painful. Has cost me days [of productivity] so far.”

- FE Engineer #7, Developer Experience Needs Discovery Sprint

COLLABORATION CYCLE V1

RESEARCH

THEME 1

VFS teams value VSP ensuring quality

“Helps us build better products. Invaluable input and catching things we may not have been looking for. It's like having a bigger team of clever people. The intention is right - ensuring we delivering quality and gets a lot of more people involved in the process.”

- *Product Manager #2, Collaboration Cycle V1 Research*

“For me, I think a lot of good stuff has come out of it. ”

- *Designer #2, Collaboration Cycle V1 Research*

“Get a lot from 508 spot-checks.”

- *Product Manager #1, Collaboration Cycle V1 Research*

“I personally feel that the process is overall beneficial.”

- *Product Manager #4, Collaboration Cycle V1 Survey*

THEME 2

Process is better than before

“I much prefer knowing what's expected. Much more clarity than before”

- *Product Manager #2, Collaboration Cycle V1 Research*

“The new process is more meetings, but less of a big dog-and-pony show and this is much more conversational and I like that. ”

- *Designer #1, Collaboration Cycle V1 Research*

“Our tech lead thinks VSP has been reasonable in removing unnecessary steps. Feels like a lot more meetings but there are short, concise. ”

- *Designer #1, Collaboration Cycle V1 Research*

“Before designers were getting random feedback from different people.”

- *Designer #2, Collaboration Cycle V1 Research*

THEME 3

QA and Accessibility Checkpoints

“Think QA was done better before. Seems like it's not called out in the same way.”

- *Product Manager #2, Collaboration Cycle V1 Research*

“Wasn't clear who needed to write Testrail test cases.”

- *Product Manager #2, Collaboration Cycle V1 Research*

“QA is so disconnected from the cycle. People don't know what to do w/ QA”

- *Designer #2, Collaboration Cycle V1 Research*

“Did we prematurely ask for a 508 spot check? Did we ask for accessibility too soon?”

- *DEPO #1, Collaboration Cycle V1 Research*

THEME 4

Feedback that is not cohesive or actionable causes confusion

“The reviewers don't always align. There'll be conflicting feedback in the tickets.”

- *Designer #2, Collaboration Cycle V1 Research*

“There is a missing linkage between cycle and value to vets. If we see that we can prioritize appropriately and communicate to stakeholders.”

- *DEPO #1, Collaboration Cycle V1 Research*

“I have come away from feedback sessions overwhelmed due to all of the voices in a short 30 minute period.”

- *Designer #3, Collaboration Cycle V1 Survey*

“My team feels exhausted and intimidated by it. It feels like all of vsp is management with so many voices and rules that it stifles our inspiration.”

- *Anonymous #1, Collaboration Cycle V1 Survey*

THEME 5

Process burden

“My DEPO has concerns about how this can impact time of deliver. Feels process and meeting heavy. Not agile. Do more asynchronously.”

- *Product Manager #2, Collaboration Cycle V1 Research*

“Hard to do rapid iteration, making small changes, getting feedback. Scheduling of meetings feels the most burdensome”

- *DEPO #1, Collaboration Cycle V1 Research*

“[The experience] feels like a one-size-fits-all that doesn't in fact fit all situations or product types.”

- *Product Manager #3, Collaboration Cycle V1 Survey*

“It's really confusing and we inevitably miss something which frustrates VSP and makes our team feel bad”

- *Anonymous #1, Collaboration Cycle V1 Survey*

“I've really struggled with it because it seems inflexible, confusing, and not supportive.”

- *Anonymous #2, , Collaboration Cycle V1 Survey*

Feedback by Theme

External Services

[read comments](#)

Engineering Documentation

[read comments](#)

Collab Cycle Process

[read comments](#)

Accessibility & QA

[read comments](#)

Reviewer Feedback

[read comments](#)

Infrastructure

[read comments](#)

Links will be updated the week of 6/8.

Customer Support Incidents

Most common types per VSP team:

	Ops	BE Tools	FE Tools	Content & IA	Analytics
1st	Socks	Architecture	Other	Request	GTM Implementation
2nd	PR review	Data Request	Forms System	Question	Contact Center Tier 3 Issue
3rd	Deployment	Local Environment & Metrics	Local environment		GTM Bug

[Support Incident Tracker](#)

Next Steps

- Schedule workshops with VSP teams as a part of the Q3 planning cycle to map feedback themes to super epics.
- Collaborate with teams to do deep dives into feedback themes prioritized in the workshops.



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Thank you.