# **Research Plan**

# **Team: Digital GI Bill (DGIB) - Human Centered Design**

# **Project: My VA Secure Inbox Usability Testing (09/2021)**

## **Goals**

1. **What product & team are you doing this research for?**

This research request comes from the Digital GI Bill team for the Veterans Benefits Administration Education Service. Digital GI Bill looks to modernize the GI Bill experience in order to improve the user experience, improve claims processing, address the complexities of recent legislation, and integrate the legacy IT systems. This specific research plan comes from the Human Centered Design (HCD) agile team as we look to conduct usability testing with GI Bill beneficiaries on a Secure Inbox and email notification prototype to understand our stakeholders’ needs for an alternative method of data storage and communication with VA.

1. **Background: Briefly, what is the background on this product? What would a new person on the team need to know about this product?**

The prototype (product) that is the focus of our testing, will be presented as a series of wireframes that simulates a GI Bill Student’s access to a secure inbox and email notification center linked from *My VA Dashboard*. Design features from the prototype have incorporated user feedback, elicited from our 75 interviews conducted earlier this year. The design components are aligned with VA.Gov design system priorities, and strategy for the usability testing has been approved by VA Product Owners working with the team.

1. **Research questions: What question(s) do you hope to be able to answer after completing this research?**

As we observe the GI Bill beneficiaries’ user experience as they navigate through the Secure Inbox prototype, we hope to:

* Discover what is working in our current designs and prototype features: Are the components worthwhile, intuitive, and recognizable?
* Uncover obstacles that could limit the communication and data storage functions for users
* Explore new opportunities to improve the beneficiary experience and design for a user-friendly interface

1. **Hypothesis: What is your hypothesis for this research?**

We hypothesize that users will be pleased by the capabilities of our prototype, since it introduces a new function of streamlined communication and important document holding. However, we also believe that there will be further refinement necessary to meet the diverse needs of all GI Bill students.

## **Method**

1. **What method of research are you planning?**

The HCD team will be conducting usability testing sessions for the Secure Inbox prototype while tracking both qualitative and quantitative metrics. All usability testing will be conducted in a remote, moderated setting. Participants will receive a Perigean Zoom meeting link before their session and will join the link at the beginning of the session.

1. **Methodology:**

We will be using high fidelity prototypes to conduct usability testing. After joining the Zoom Meeting link, participants will receive a link to the prototype in the meeting chat. We will ask participants to navigate to the InVision board link and share their screen so we can observe the participant experience. Participants will be given open-ended tasks to complete where they will be able to freely navigate between screens. Time metrics will be kept for certain objectives.

1. **Why this method? How does this methodology help you answer your research questions?**

By inviting GI Bill students to participate in qualitative usability testing, the HCD team will better understand the end-to-end-user experience. The research is designed to elucidate specific areas for improvement within the prototype. We will be taking notes throughout the test and incorporating the Optimal Workshop software to capture data points and highlight areas for improvement within the user interface. We will leverage the feedback from our stakeholders to inform more intuitive changes.

The quantitative measures collected during sessions will look to consider individual’s accessibility and inform us whether tasks are duplicative and time-consuming, or intuitive and simple. The Secure Inbox was created to make the experience of contacting VA or locating important documentation *easier* for the student – thus, we want to emphasize the importance of collecting both quantitative and qualitative data.

**Participants and Recruitment**

1. **Participant criteria: What are you looking for in a participant?**
   * Target Sample Size: 8-12
   * Age: Diverse distribution preferred
   * Accessibility Preferences: Must have access to a computer or mobile phone to use the testing platform. Participant should indicate their preference before scheduling.
     1. **Note:** VA has identified underrepresented demographic populations that should be prioritized for user engagement and feedback sessions. We would like to recruit the following Veteran groups below:
        1. Live in rural or abroad
        2. Are above the age of 55
        3. Identify as Latinx, Biracial, Asian, Native, or LGBTQ+
   * Geographical Diversity: Diverse distribution preferred
   * Login Requirements: Access Zoom (as a guest)
   * VA Benefit Requirements: GI Bill Beneficiary
   * Familiarity with Technology: Diverse distribution preferred
2. **Primary criteria / Must have** –
   * Participant must have access to a computer or mobile phone to use the testing platform

* Participant be using/used GI Bill Benefits

1. **Secondary criteria / Would like to have** **–** Diverse Samples in the following characteristics:
   * Location of the participant and basic demographic qualifiers screening, including: age, race, sex, state of residence (country if outside the US).
   * With respect to your GI Bill education, what degree are you working toward? (1. Associate Degree 2. Undergraduate Degree 3. Graduate Degree 3. Non-College Degree Program 4. Other. 5.None).

* How many hours do you spend on a computer/week? (None, 1-5 hours, 5-10 hours, 10-20 hours, more than 20 hours/week).
* How would you describe your familiarity with technology? (very poor, poor, neutral, good, very good).

1. **What is your recruitment strategy?**

Recruitment will be conducted remotely from the two sources:

1. Perigean Contract – **If approved for this research request,** we would like assistance from Perigean to recruit additional beneficiaries that fall under our primary participant criterion characteristics.
2. Previous Participant Interest – We have conducted user feedback sessions in the past for DGIB and have participants who have indicated that they would like to participate in future research.

## **When?**

We plan to begin usability testing the week of September 27th, 2021 throughout each from 9am – 5pm (Est.). We will have the complete prototype built and finalized by Friday, September 24th. Each UT session will span 45 – 60 minutes. Exact dates and times for testing sessions are flexible but should ideally occur between September 29th through October 8th. Reaching our maximum goal of 10 participants will determine if we need to extend the data collection time window. There will be multiple pilot runs of our usability testing with the first dry-run scheduled for September 27th, 2021. We encourage VA collaboration team to attend any of our pilot testing sessions.

## **Team Roles**

Please list the people who will be serving in each role. Include the primary phone number for moderator and the emails for moderator, notetaker, and observers.

* **Moderator:**

Alternating HCD Team Members:

* + Audra Ayotte, [audra.ayotte@accenturefederal.com](mailto:audra.ayotte@accenturefederal.com), +1 571-429-8956
  + Isabel Herrick, [isabel.herrick@accenturefederal.com](mailto:isabel.herrick@accenturefederal.com), +1 571-429-9345
  + Leelah Holmes, [leelah.holmes@accenturefederal.com](mailto:leelah.holmes@accenturefederal.com), +1 571-775-5432
  + Russell Lyons, [russell.lyons@accenturefederal.com](mailto:russell.lyons@accenturefederal.com), +1 571-414-6157
  + Jake Buller, [jacob.l.buller@accenturefederal.com](mailto:jacob.l.buller@accenturefederal.com), +1 571-733-9205
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  + Genevieve Hiller, [genevieve.m.hiller@accenturefederal.com](mailto:genevieve.m.hiller@accenturefederal.com), +1 - 970 - 406 - 8894
* **Research guide writing and task development:**
  + HCD Team
* **Participant recruiting & screening:**
  + HCD Team
  + Perigean (if applicable)
* **Project POC:**
  + Matthew Self [matthew.self2@va.gov,](mailto:%3cmatthew.self2@va.gov) Va.Gov Representative
  + Audra Ayotte, [audra.ayotte@accenturefederal.com](mailto:audra.ayotte@accenturefederal.com), +1 571-429-8956
  + Russell Lyons, [russell.lyons@accenturefederal.com](mailto:russell.lyons@accenturefederal.com), +1 571-414-6157
  + Ricardo Da Silva, [ricardo.dasilva@va.gov](mailto:ricardo.dasilva@va.gov), Project Product Owner
* **Participant(s) for pilot test:** 
  + HCD Team Members
  + Any Necessary Va.gov Personnel
* **Note-takers:** 
  + HCD Team
* **Observers:** 
  + - Ricardo Da Silva, [ricardo.dasilva@va.gov](mailto:ricardo.dasilva@va.gov), Project Product Owner
    - Monique Rodgers, [lakisha.rogers@va.gov](mailto:lakisha.rogers@va.gov). Project Product Owner
    - Joseph Maltby, [joseph.maltby@va.gov](mailto:joseph.maltby@va.gov), Stakeholder Engagement Team

## **Resources**

* Project Brief: [VA.Gov GitHub](https://teams.microsoft.com/l/channel/19%3A2e79f273f6a8460ca3bb3bc85221803a%40thread.tacv2/tab%3A%3A1d020468-8ce9-49e9-b33a-b6c53d94ba1a?groupId=8839b3a3-8436-4316-a1e6-7b81fce57c7e&tenantId=0ee6c63b-4eab-4748-b74a-d1dc22fc1a24)
* Convo Guide: To upload
* Synthesis: Not yet started.
* Lessons Learned: Will be completed after usability testing sessions conclude.
* Read-Out/Results: Will be completed after usability testing sessions conclude.