

Identity Team - Login Experience

Desk research findings



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Background

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Identity Team Goals

- Increased security
 - Move accounts to ID verified account types (verified accounts)
 - Have account holders use multi factor authentication (MFA)
- Reduce number of options for logging in, the credential service providers (CSP)



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Background

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Research Goals

- Some grounding perspective for new upcoming tasks after a team re-org
- Desk research
 - Quantitative perspective - analytics on mobile logins
 - Qualitative perspective - blog comments

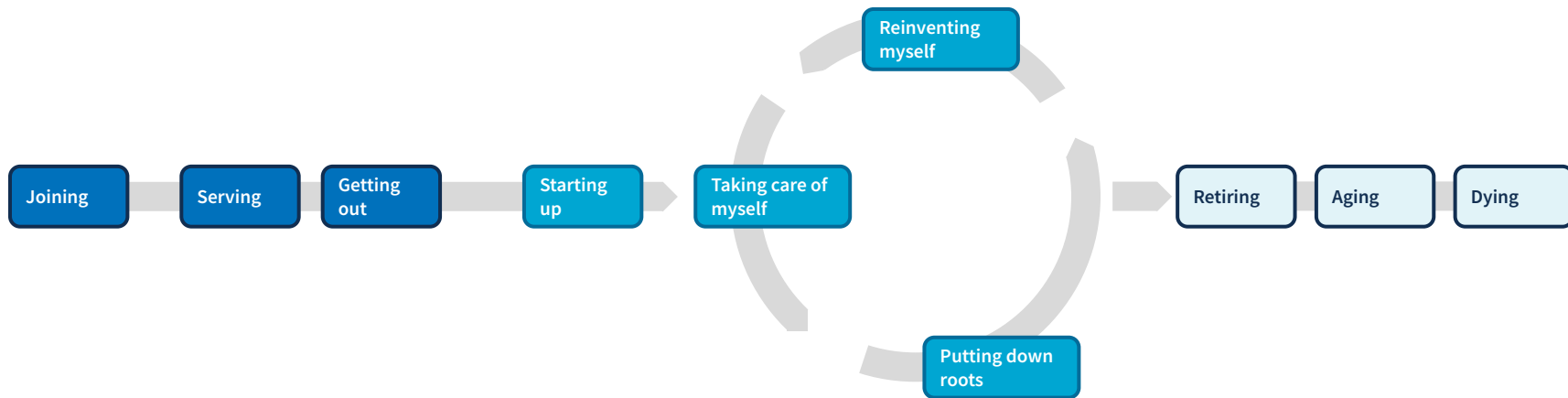
Research Questions

- Quant - Are certain devices linked with decreased use of verified accounts?
 - Does device camera correlate?
- Qual - What are some pain points and considerations for folks logging in?

How this research maps to the Veteran journey

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- Login can apply to all veterans, family, and caretakers at all stages of the veteran journey



For a fully detailed Veteran journey, go to

<https://github.com/departement-of-veterans-affairs/va.gov-team/blob/master/platform/design/va-product-journey-maps/Veteran%20Journey%20Map.pdf>

Serving and separation

Living civilian life

Retiring and aging

VA



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OCTO-DE goals that this research supports

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Supported

Not supported

Veterans and their families can apply for all benefits online

Veterans and their families can find a single, authoritative source of information

Veterans and their families trust the security, accuracy, and relevancy of VA.gov

Veterans can manage their health services online

VFS teams can build and deploy high-quality products for Veterans on the Platform

Logged-in users have a personalized experience, with relevant and time-saving features

Logged-in users can update their personal information easily and instantly

Logged-in users can easily track applications, claims, or appeals online

Measures to increase

Completion rate of online transactions

Percent of applications submitted online (vs. paper)

Veteran satisfaction with VA.gov Benefit use and enrollment, across all business lines

Benefit value (in \$) delivered from online applications or transactions

Number of VA.gov users as a function of total Veteran population

Usage of digital, self-service tools

Measures to decrease

Time to successful complete and submit online transactions

Time to process online applications (vs. paper)

Call center volume, wait time, and time to resolution

Time from online benefit discovery to benefit delivery

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- Google Analytics data is representative of entire population (of those who logged in with a mobile device)

- NOT representative
- Unknown demographics



Methodology - analytics

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Datadog

- 1-month from Jan 30th - Feb 28th, 2023
- “idme_signup_verified*” or “Logingov_signup_verified”
 - Tracking users through a login flow
- Data is user agent strings - OS and browser
- Took top 100 --> 40 mobile device
 - 8 Android devices - 13,309
 - iPads (lumped) - 462
 - iPhones (lumped) - 87,821

Login flow analytics from Datadog

OS	Device	Camera req	User Flows
Mac iOS 15	iphone 6S and up	met	8,925
Mac iOS 16	iphone 8 and up	met	78,896
Mac iOS 16	iPad mini 5/6, iPad (5th gen up), iPad Air (3rd gen up)	met	462
Android OS	Motorola Moto G Stylus	met	467
Android OS	Samsung SM-A136U Galaxy A13 5G	met	1,088
Android OS	Samsung SM-G991U Galaxy S21 5G	met	1,730
Android OS	Samsung SM-G996U Galaxy S21+ 5G	met	608
Android OS	Samsung SM-G998U Galaxy S21 Ultra 5G	met	2,252
Android OS	Samsung SM-S901U Galaxy S22	met	2,176
Android OS	Samsung SM-S906U Galaxy S22+	met	1,118
Android OS	Samsung SM-S908U1 Galaxy S22 Ultra	met	3,870

Mozilla/5.0 (iPhone; CPU iPhone OS 16_1 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) GSA/251.0.508228821 Mobile/15E148 Safari/604.1



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Methodology - analytics

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Mobile Device Info	Total users	% Verified	MP, Main Camera
Samsung SM-A426U Galaxy A42 5G	1,332	90%	48
Samsung SM-G998U1 Galaxy S21 Ultra 5G	1,305	95%	108
OnePlus DE2118 Nord N200 5G	1,174	89%	13
Motorola Moto G 5G (2022)	1,049	86%	48
Samsung SM-F936U1 Galaxy Z Fold4	1,019	94%	50
Samsung SM-N986U1 Galaxy Note20 Ultra 5G	983	93%	108
Samsung SM-G955U Galaxy S8+	964	91%	12
Motorola moto g play (2021)	958	85%	13
Motorola Moto G Stylus	946	90%	48
LG LM-V600 V60 ThinQ 5G	916	91%	64
Google Pixel 5	905	93%	12
Samsung SM-S134DL Galaxy A03s	883	81%	13
Samsung SM-G781U1 Galaxy S20 FE 5G	879	91%	12
Amazon KFTRW1 Fire HD 10 (2021)	850	84%	5
Samsung SM-G990U2 Galaxy S21 FE 5G	831	90%	12
Amazon KFMAW1 Fire HD 10 (2019)	829	88%	2
Samsung SM-A515U Galaxy A51	828	91%	48
Samsung SM-S136DL Galaxy A13 5G	827	86%	50
LG LM-Q720 Style 6	818	87%	12

Google Analytics

- 1-month from Jan 25th - Feb 24th, 2023
- All logins from unique mobile devices
 - 721,907 unique devices
 - 1,827 total models
- Found camera specs for 255 models
 - Top 100 models
 - ≥ 100 logins but $\leq 85\%$ verified account
 - random sampling of other devices

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Key findings - analytics

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1. The top logged in mobile devices have cameras that meet login.gov's requirements. This is true for both Datadog and Google Analytics datasets.
2. Apple products were 60% of VA.gov's logged in mobile devices. A slight majority of unverified account logins are also made from Apple devices (Google Analytics)
3. The majority, 84%, of mobile devices that don't meet login.gov's camera requirements are logging in with a verified account (Google Analytics)
4. Devices with cameras that are 8MP or less are statistically less likely to log in with a verified account, 86% vs 92% (Google Analytics)

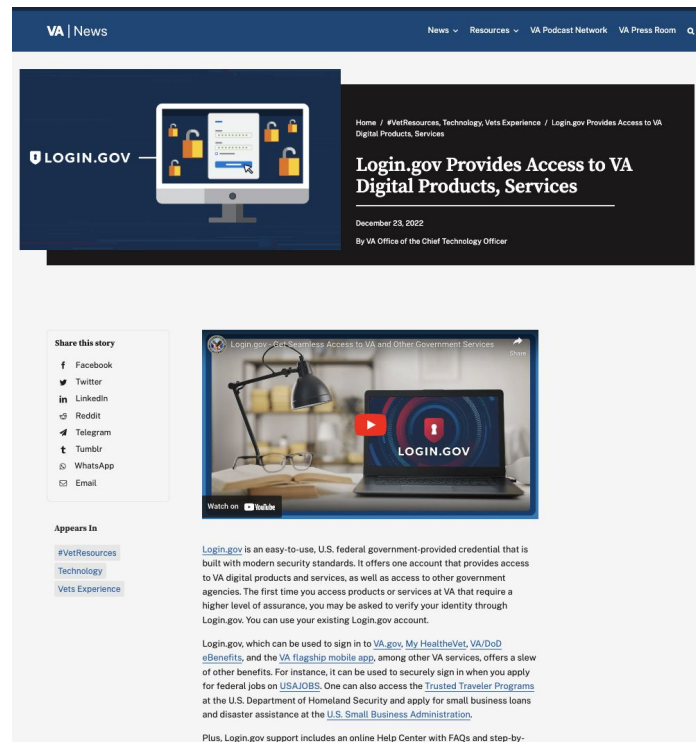


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Methodology - article comments

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- Post titled “Login.gov Provides Access to VA Digital Products, Services”
 - Introduced Login.gov in video and text
 - Does not mention new account requirements
- We affinity mapped the 53 comments
 - Organized into key topics
 - Identified 10 key points



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Key findings - article comments

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1. Overwhelmed or frustrated by the number of account credential options
 - “WE don’t want more accounts and log-ins.”
2. Desire to keep current credential option
 - “I have no problems with the Health Vet login so please leave it alone.”
3. Issues getting their account verified
 - “I have tried this several times, but the photo always fails to send...”
4. Login.gov’s ease (or difficulty) of use
 - “Login.gov is definitely not easy to use. On Monday I spent four hours signing on, being kicked off, redirected and cut off.”
5. Issues with multi factor authentication
 - “When I finally got through I could not receive a text with a stupid code to continue.”

Key findings - article comments

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6. General credential system issues
 - “I BEEN LOCKED OUT FOR OVER FIVE MONTHS AND COUNTING”
7. Workarounds used when having login trouble
 - “CAN’T GET ONLINE, HAVE TO GO IN PERSON”
8. Concerns with technology proficiency and accessibility
 - “You have no idea what some people have to go through just to use tech. It is not easy.”
9. General frustrations because of this article
10. Comments not directly related to the login or credentialing process



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Thank you!
