**Page ID**:**x.x Value Proposition Page**

**Primary Content**

**Title**

Enter the **page title** here (REQUIRED).

**Value Proposition**

**Intro**

Enter the **intro** here (REQUIRED).

## Evidence-based Design: Minimizing Risk and Maximizing Value

The products and processes used in the VHA should minimize the risk of harming veterans while maximizing the value gained by applying a user-centered approach to designing solutions for the VHA’s clinical scenarios.

By focusing on the end user — the clinicians interacting with a product or following a process — we can lower the costs of rework due to incomplete solutions and minimize user errors that could occur in the operational setting.

It is critical to define the value that should be created by executing a project, and the degree of achievement of that value should be repeatedly measured throughout the UX process.

**Excerpt**

Define the value to be gained by a project and create a clear plan to measure how well you achieved it.