Kelly is a senior manager with the VHA. She heard about several initiatives across the VA that promote user-centered approaches to optimizing VHA staff experiences to serve our Veteran’s health needs. She heard about the UX Guide and went to the site to learn more about implementing UX in her organization to improve a common clinical process that is known to be very inefficient.

She browses the **Home** page and decides to begin by learning some basic ideas through the **Fundamental Concepts** section. In that section, she reads narrative that provides an overview of UX and learns about subtle differences between basic concepts like HFE, UX, usability, and human-centered design. She periodically consults the **Glossary** to get formal definitions of key terms. In the Design Thinking subsection of Fundamental Concepts, she realizes the importance of interdisciplinary collaboration and how she can contribute as a key stakeholder for her process re-engineering project. Kelly’s evidence-based scientific background peaked her interest in learning how value propositions are established early in the project and then repeatedly measured throughout the process of defining a new clinical workflow.

Kelly is a strong believer in process, so she goes to the **UX Process** section of the site to learn about the overall process and the Phases that make it up. The brief descriptions of the Plan, Specify and Measure Phases imply that her biggest contributions will be at the project’s beginning, then pre-design, and then after the new process is implemented in her location. In the **Plan Phase**, Kelly learns how value propositions should represent the goals of the organization and end users, while addressing constraints in terms of technical and time limitations for the project. She puts together a team of domain clinicians, technologists and designers to define the value proposition. To formalize the Plan phase, she researches the common Methods that are performed in that phase, including **Problem Statements**, **Method X** and **Method Y**. Related Case Studies for Problem Statements (???) and Method X were provided, and she watched those to gain more insights to share with her project team.

Kelly learned that a variety of disciplines should collaborate in the **Specify Phase** to ensure the pending solution meets the needs of a variety of people and that it addresses the value proposition from the Plan Phase. Oftentimes, the priorities of different stakeholders might conflict with those of the technology team or the desires of end users. Methods such as **Cost-Benefit Analysis** (???), **Strengths-Weaknesses-Opportunities-Threats** (???) were recommended for Specify Phase, and Kelly went to those pages to learn more. On the SWOT page, she downloaded a sample SWOT form from the related links in the right margin.

Lastly, Kelly investigated the **Measure Phase**. Here she learned how important it is to measure success against the value proposition by monitoring user feedback after the new process was implemented. She studied Measure Phase Methods such as **User Interviews** and **Questionnaires**, including a **Video** on conducting User Interviews.