Case study of User Research during discovery phase at Sopra Steria while working for Veterans UK MOD

Case study involved an up-close, in-depth detailed examination of the subject in question. Case studies involved both qualitative and quantitative analysis and research methods.

P.S: This case study is an extrapolated version and not a replica of the research work at MOD to only create a flavour and idea. This is due to the stringent security policy and that sensitive nature of the Ministry Of Defence.

Formal qualitative analysis and research methods on this project was:

- Face to Face interviews &
- Veterans breakfast clubs

Formal quantitative research methods on this project were:

- Quantitative surveys &
- Blog post on research for anyone interested to take part

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Problem posed was that presently the veteran users had to fill in manual paper forms to make a claim such as injury claim. This process is time consuming and at times the waiting times could be between 6 months to a year. At the same time, some of the elderly veterans were not keen on learning new digital technologies to complete forms online. Hence, the **User Research aimed at** working closely with Veterans, Staff and 3rd party partners in order to understand the user's pain points to inform the transformation programme.

At a high level, the objective was to introduce a modern digital online claims form and at the same time solve the problem of elderly veterans with no interest and unwilling to learn digital technologies to complete the claims forms online. The User Research proposed to solve this problem in the following ways:

- Walk-in centers for veterans to assist / complete the online forms on their behalf
- Completing the online forms on behalf of veterans during home visits

Approach to Evidence and context based research work adhering to GDS User Research Service manual: https://www.gov.uk/service-manual/user-research

- Understanding Scope
- Internal and External project documents referred to
- Key stakeholders
- Segmenting users
- Segmenting staff users
- Questionnaires for veteran users, staff and 3rd party partners GPs, Military Hospitals
- Assisted digital and assistive technologies in scope
- Computer systems and data flow between systems to avoid data duplication
- Detailed analysis of research findings

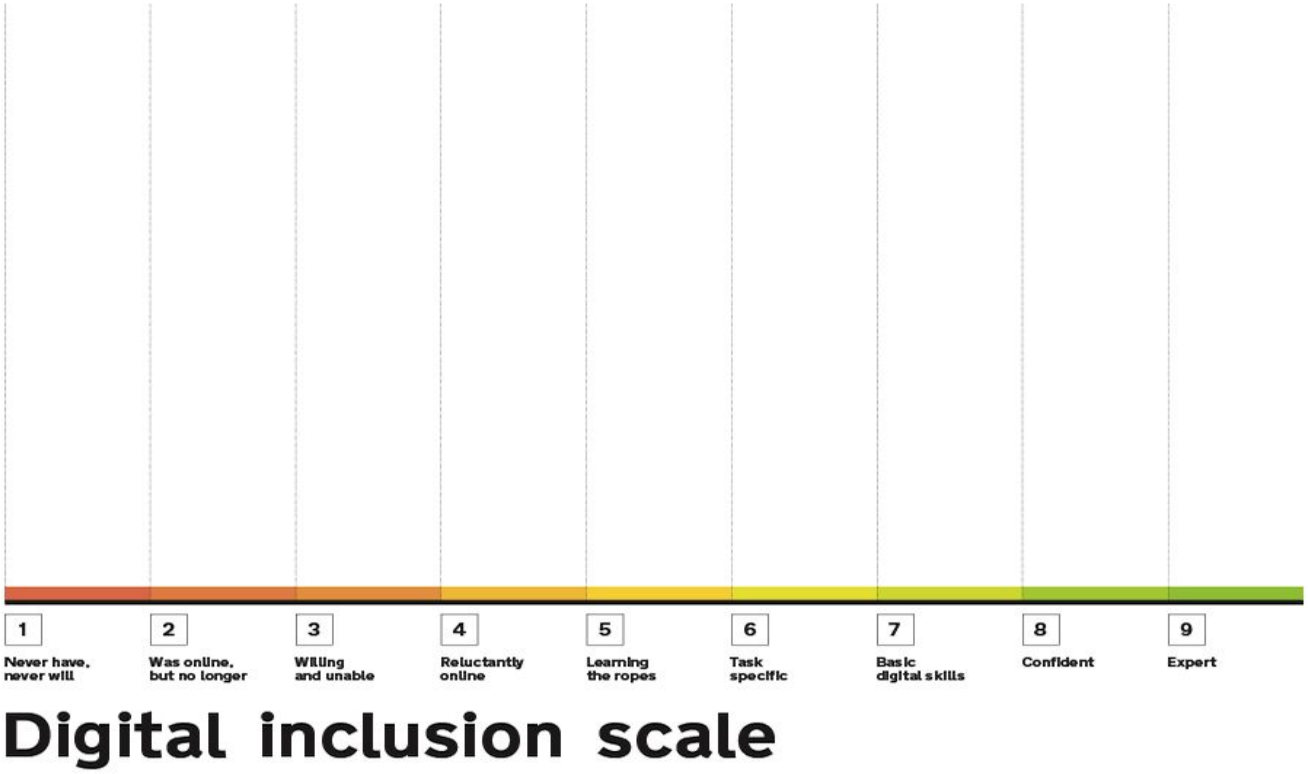
Segmentation of users based on change in user behaviour was summarised as:

Participants per User Segment per change in behaviour		
1. Veterans Age Group	2. Family of veterans	3. Veterans location
Veterans Age Group	Family Member	Location
18-24	Widow	England
25-39	Wife	Scotland
40-54	Son / Daughter	Wales
55-65	Other relative	Northern Ireland
65+		Overseas
4. Veterans Accessibility needs	5. Existing Vs New customers	6. Devices they use at present
Assistive technologies	Participant type	Devices
Screen Readers	Existing customer	Laptop
Screen Magnifiers	New customer	Desktop
Dragon Speaking s/w		Tablet
Reading solution		iPad
		Smart Phone
7. Service Awareness	8. Digital Inclusion	9. Language barriers
Awareness of Veterans UK	Internet usage	Proficiency in English
Don't know anything	Never use internet	Don't speak/write the language
	Occasionally use internet	Understands but not proficient
	Use internet daily	

Assisted digital and accessibility needs discussed in line with WCAG2.1 guidelines were:

- Assistive technologies in scope: Screen Readers, Screen Magnifiers, Dragon Speaking Software, and Speech Browsers
- The option of completing online forms on behalf of the veteran users who needs using assistive technologies during home visits or when the veteran walks into a walk-in center

The 9 point Digital Inclusion scale referred to while understanding elderly veterans, have survived injuries during wars and are not too keen on the digital world and not willing to learn new technologies.



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Detailed analysis of research findings: Understanding the user's pain points were summarized as anticipated design discussions:

S No	Anticipated Design Discussions
1	Elderly veterans not too very keen on learning digital technologies
2	Regular notifications via email/sms for transparency of claims journey
3	Online claims journey simplified by following progressive disclosure of information
4	A shared screen between 3rd party supplier of info and veterans uk case worker team
5	Online screen enabling veterans to login and check progress of claims application
6	iPad to complete the claims form while with veterans during welfare visits
7	Content design on screen made easier helping veterans where to look for info
8	Amending and withdrawing claims already made
9	Assistive technologies supported in scope
10	Cognitive overload solved by progressive disclosure of information
11	Digital electronic signatures on claims form
12	Electronically Requesting further information on claims made via email notification
13	Registration and login screens for new veterans and existing customers
14	An option for veterans to securely send messages electronically to Veterans UK
15	Someone acting on behalf of veteran / family of veteran and their user login credentials
16	Online notification Vs postal notification of outcome of the online claims