Sorting Facilities

Variant Test Overview

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Problem

Veterans are more often than not registered at more than one VA facility. It can be confusing for them when they have to select from a list of facilities that they are registered at. The list can be overwhelming and may include facilities they no longer visit to receive care (e.g. moved to another state).

Currently, in the VA request flow, approximately 74% of users who land on the facilities page move to the next step. We want to raise the completion rate on this page and increase the speed at which those who complete the page move on to the next step.

Hypothesis

We believe that if we provide simpler interactions and clearer language on the facility selection page, Veterans will be able to more easily understand their options.

- Help them complete the facility selection step more quickly, whether they move on to the next step, or drop-off
- Help them complete the step successfully slightly more often

Facility Selection Page

Control

Content

- Heading 1 includes type of care
- Includes Heading 2 for sort type when sorted by home address or current location
- Body copy describes list
- Additional copy for CTA for
- Displays home address reference

NEW APPOINTMENT

Choose a VA location for your mental health appointment

Below is a list of VA locations where you're registered that offer mental health appointments.

Please select where you'd like to have your appointment. (*Required)

Below is a list of VA locations where you're registered that offer mental health appointments. Locations closest to you are at the top of the list.
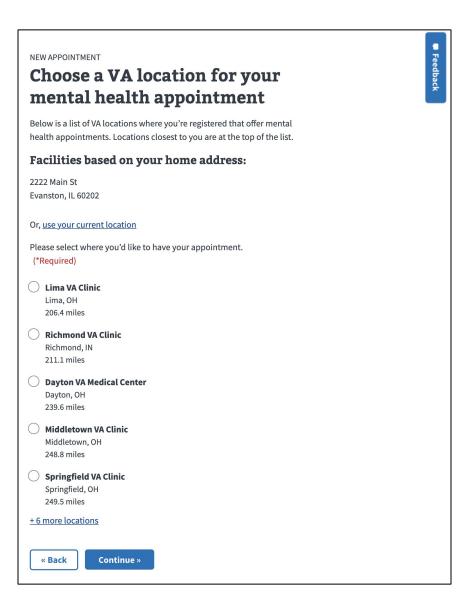
Facilities based on your home address:

2222 Main St
Evanston, IL 60202

Or, use your current location

Please select where you'd like to have your appointment. (*Required)

Sort by home address

- Default when user has home address in Profile
- Can choose to sort by current location
- Cannot choose to sort alphabetically
- Nearest to farthest from address displayed

Feedback

NEW APPOINTMENT

Choose a VA location for your mental health appointment

Below is a list of VA locations where you're registered that offer mental health appointments. Locations closest to you are at the top of the list.

Facilities based on your home address:

2222 Main St
Evanston, IL 60202

Or, use your current location

Please select where you'd like to have your appointment.
(*Required)

○ **Lima VA Clinic**
Lima, OH
206.4 miles

○ **Richmond VA Clinic**
Richmond, IN
211.1 miles

○ **Dayton VA Medical Center**
Dayton, OH
239.6 miles

○ **Middletown VA Clinic**
Middletown, OH
248.8 miles

○ **Springfield VA Clinic**
Springfield, OH
249.5 miles

+ 6 more locations

« Back   **Continue »**

Sort by current location

- Never a default
- Selection made from sort by home address
- Can choose to sort by home address
- Cannot choose to sort alphabetically
- Nearest to farthest from geolocation

NEW APPOINTMENT

Choose a VA location for your mental health appointment

Below is a list of VA locations where you're registered that offer mental health appointments. Locations closest to you are at the top of the list.

Facilities based on your location

Or, use your home address on file

Please select where you'd like to have your appointment.
(*Required)

○ **Rawlins VA Clinic**
Rawlins, WY
794.1 miles

○ **Loveland VA Clinic**
Loveland, CO
840.3 miles

○ **Fort Collins VA Clinic**
Fort Collins, CO
840.8 miles

○ **Cheyenne VA Medical Center**
Cheyenne, WY
874.2 miles

○ **Sterling VA Clinic**
Sterling, CO
932.6 miles

+ 6 more locations

« Back   Continue »

Feedback

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Current location blocked

- Alert displays
- Sort remains by home address

NEW APPOINTMENT

Choose a VA location for your mental health appointment

Below is a list of VA locations where you're registered that offer mental health appointments. Locations closest to you are at the top of the list.

Facilities based on your home address:

2222 Main St
Evanston, IL 60202

⚠ **Your browser is blocked from finding your current location.**

Make sure your browser's location feature is turned on. If it isn't enabled, we'll sort your VA facilities using your home address that's on file.

Please select where you'd like to have your appointment.
(*Required)

○ **Lima VA Clinic**
Lima, OH
206.4 miles

○ **Richmond VA Clinic**
Richmond, IN
211.1 miles

○ **Dayton VA Medical Center**
Dayton, OH
239.6 miles

○ **Middletown VA Clinic**
Middletown, OH
248.8 miles

○ **Springfield VA Clinic**
Springfield, OH
249.5 miles

+ 6 more locations

« Back   Continue »

Feedback

Sort alphabetically

- Default when user doesn't have home address in Profile
- Cannot choose another sort option
- A to Z

NEW APPOINTMENT

Choose a VA location for your mental health appointment

Below is a list of VA locations where you're registered that offer mental health appointments.

Please select where you'd like to have your appointment.
(*Required)

○ **Cheyenne VA Medical Center**
Cheyenne, WY

○ **Dayton VA Medical Center**
Dayton, OH

○ **Fort Collins VA Clinic**
Fort Collins, CO

○ **Lima VA Clinic**
Lima, OH

○ **Loveland VA Clinic**
Loveland, CO

+ 6 more locations

« Back   Continue »

Feedback

Facility Selection Page

Variant

Content

- Simplified Heading 1
- Heading 1 doesn't include type of care
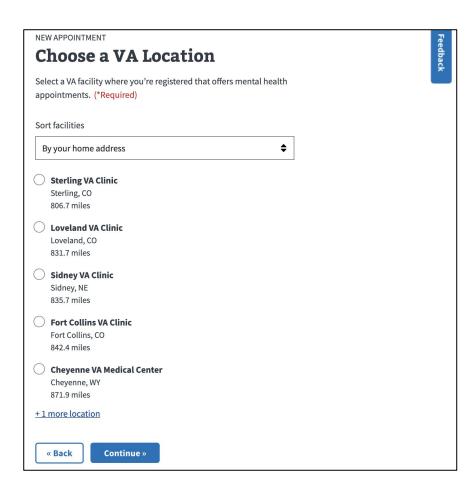- Simplified intro copy

NEW APPOINTMENT

Choose a VA Location

Select a VA facility where you're registered that offers mental health appointments.
(*Required)

Sort by home address

- Default when user has home address in Profile
- Nearest to farthest from address displayed
- Can choose to sort by current location or alphabetically

NEW APPOINTMENT

Choose a VA Location

Select a VA facility where you're registered that offers mental health appointments. (*Required)

Sort facilities

By your home address

○ **Sterling VA Clinic**
Sterling, CO
806.7 miles

○ **Loveland VA Clinic**
Loveland, CO
831.7 miles

○ **Sidney VA Clinic**
Sidney, NE
835.7 miles

○ **Fort Collins VA Clinic**
Fort Collins, CO
842.4 miles

○ **Cheyenne VA Medical Center**
Cheyenne, WY
871.9 miles

+ 1 more location

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Feedback

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Sort by current location

- Never a default
- Nearest to farthest from geolocation
- Can choose to sort by home address or alphabetically

NEW APPOINTMENT

Choose a VA Location

Feedback

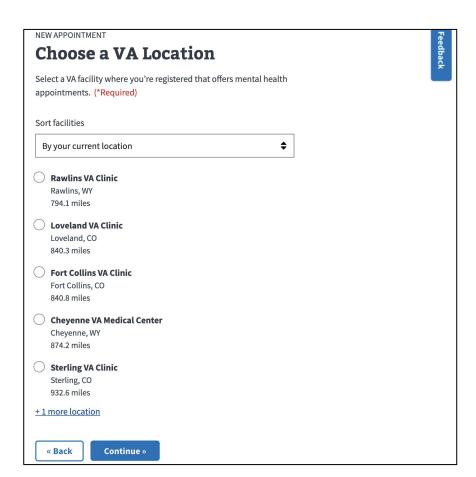Select a VA facility where you're registered that offers mental health appointments. (*Required)

Sort facilities

By your current location

○ **Rawlins VA Clinic**
Rawlins, WY
794.1 miles

○ **Loveland VA Clinic**
Loveland, CO
840.3 miles

○ **Fort Collins VA Clinic**
Fort Collins, CO
840.8 miles

○ **Cheyenne VA Medical Center**
Cheyenne, WY
874.2 miles

○ **Sterling VA Clinic**
Sterling, CO
932.6 miles

+ 1 more location

« Back   Continue »

Current location blocked

- Alert displays
- No results
- Can update browser settings and retry
- Can choose another sort option

NEW APPOINTMENT

Choose a VA Location

Select a VA facility where you're registered that offers mental health appointments. (*Required)

Sort facilities

By your current location

⚠ **Your browser is blocked from finding your current location.**

Make sure your browser's location feature is turned on.

Retry searching based on current location

« Back   Continue »

Feedback

Sort alphabetically

- Default when user doesn't have home address in Profile
- A to Z
- Can choose to sort by current location
- Cannot choose to sort by home address

NEW APPOINTMENT

Choose a VA Location

Select a VA facility where you're registered that offers mental health appointments. (*Required)

Sort facilities

| Alphabetically ⬍ |

○ **Cheyenne VA Medical Center**
Cheyenne, WY
871.9 miles

○ **Fort Collins VA Clinic**
Fort Collins, CO
842.4 miles

○ **Loveland VA Clinic**
Loveland, CO
831.7 miles

○ **Rawlins VA Clinic**
Rawlins, WY
972.6 miles

○ **Sidney VA Clinic**
Sidney, NE
835.7 miles

+ 1 more location

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Feedback