**Conversation Guide - Study 3**

**Moderator logistics**

Conducting this study in-person onsite at VA medical centers. Logistics will vary based on site.

**Project-specific setup**

* DC Medical Center Women’s Clinic (April 17)
* Ft Belvoir CBOC (April 25)

**Intro - 2 minutes**

Hi! My name is [NAME] and this is [NAME], we work at VAs central office and would like to get your feedback on a new design for VA's website. Do you have a few minutes to talk?

Great, thank you!

Before we start, a few things to mention:

* This should only take about 15 minutes
* We've printed out images of the pages for you to look at
* We apprecaite honest feedback so please tell us your opinion!
* Taking notes, not using your name
* Sign informed consent

**Warm-up Questions (Optional) - 3 minutes**

Before we look at new design, could you please tell us

* What are the top 2 or 3 reasons you would visit a VA website?
* Would you typically use your phone or computer?

**Tasks 1 & 2 - 10 minutes**

**Note: Counterbalance starting design**

Ok, lets take a look at one option for the design.

* What do you think of this page?
* Is this what you were expecting?
* Where would you go first?
* What do you like about this page?
* What don't you like about this page?
* How well does this page meet your needs?

**Things to watch for:**

* Initial reaction to the page
* Time taken searching the page
* Pros/cons
* Expected terminology, and any confusing terminology
* Comments on visual design
* Comments on the number of links
* Comments on the purpose of Zone 1
* Comments on Zone 4

**Post-Task Interview - 2 minutes**

Thanks for taking a look at those designs. We have two follow up questions.

* How did those pages compare to your past experiences with VA?
* What else can we do to make your online experience better?

**Thank-You and Closing**

We appreciate you taking the time to share your thoughts with us. Your feedback is helpful as we continue to work on the site and make sure it works for Veterans!