**Research Notes: VA.gov Merger Study 3**

April 17, 2018 | VA DC Medical Center – Women’s Health Clinic

**Participant 1**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + To get information. Uses MyhealtheVet. Uses it for TMS training, AcuStaff, things like that. “I look at the front page, news that affecting the VA” (note: she’s referring to an Intranet, not the main VA.gov; shes is also a VA employee). Has only used MyhealtheVet.
  + Most uses MyhealtheVet to talk to her doctor, looks at medical images and documents.
* Would you typically use your phone or computer?
  + Primarily uses her Android phone.

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “This is actually kind of good.”
  + Quickly found sign in at top right
  + It’s simple, you don’t have to search a lot. “Right at the front,” you can find what you’re looking for.
  + “Pretty much, it’s kind of good.”
* Is this what you were expecting?
  + “I didn’t know what to expect!”
  + She uses a different website (MyhealtheVet?) to retrieve her medical records. It is not always easy to find what she wants.
* Where would you go first?
  + She would go to Records for her medical records.
  + She would go to Pension for her pension
  + “Depending on what I’m looking for,” she’ll go to each benefit category.
* What do you like about this page?
  + “I like that it’s simple. It’s not difficult.”
* What don't you like about this page?
  + “The colors are boring.”
* How well does this page meet your needs?
  + She was trying to find a way to get directly to MyHealtheVet. Could not find a link.
  + “I guess if I signed in, maybe something else would pop up?”
  + “I would expect my own thing to pop up” after signing in if I were trying to get to MyHeltheVet.

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “It could be a little, maybe, better.”
  + “It gives you more information” than the top tasks option.
  + She compared the two designs side-by-side.
  + She first looked at health care. You can see if you’re eligible, apply for health care.
  + This one is better in the way it’s grouped.
* Is this what you were expecting?
* Where would you go first?
  + Health care
  + “Oh, good! You can send a message to your health care team.”
* What do you like about this page?
  + There are fewer little boxes so you can see more stuff
  + There’s more pertinent stuff
  + The ID card, GI Bill benefits, multiple things
* What don't you like about this page?
  + “I have nothing negative to say about it.”
  + “Even the colors – somehow, less boxes – looks better.”
* How well does this page meet your needs?
  + “I’m looking at health care always first, for me.”
  + “You’ve got ‘em all grouped pretty well.”
  + You talk about families and what you can do for them – “that’s good.”

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + It seemed more simple
  + You don’t have to go to all these other pages to find what you need
  + You don’t have difficult navigation – people always have problems with navigating
* What else can we do to make your online experience better?
  + She always starts with Google because she can use the terms/words she wants, and it keeps it simpler
  + She’s concerned about fake pages – is this a real VA website?

**Post-Session Researcher Takeaways**

Moderator:

1. She skipped over global header and zone 1
2. She was looking for the term MyHealtheVet
3. She liked the benefit category zone 2

Observer:

1. Health care and MyHealtheVet were always the first thing she was looking for
2. She liked the category Records and the things in there matches her expectations
3. She liked simple

**Participant 2**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + Find out what new programs that they’re offering for Veterans, and just “the daily look”
  + “I get a daily email from miliray.com” to keep up on what’s going on for Veterans, new programs and benefits
* Would you typically use your phone or computer?
  + Desktop

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “It looks boring.”
  + “The thing that’s catching my eye is the government seal – the VA. But where’s the pictures? Something to keep me on this page.”
  + “Images would be good.”
* Is this what you were expecting?
* Where would you go first?
  + The printed Veteran ID card. She’s been reading about problems with Veterans uploading photos and getting ID cards.
  + “A lot of this stuff is on military.com”
* What do you like about this page?
  + “There’s a lot of helpful information here.”
  + How someone can apply for a DD-214, checking the post-9-1-1 bill, comparing the GI Bill benefits (that’s new, I’ve never seen that)”
  + If you don’t like in this area, a lot of people don’t know about all these benefits and services.
  + “If you guys can find another way to reach out to Veterans to let them know there’s a website to get a lot of information.”
  + She is concerned with informing Veterans that this page (VA.gov) exists
* What don't you like about this page?
  + “There’s a lot here!”
* How well does this page meet your needs?
  + “Oh, this definitely meets it.”
  + “But, once you click, does it actually work?”

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “There’s a lot here. I like the other one more (benefit category).”
  + She likes that the links are condensed
* Is this what you were expecting?
  + “I’m more content with that page (benefit category)”
  + She wants more images
* Where would you go first?
  + Sign in
* What do you like about this page?
  + “If there’s anything that a Veteran is eligible for, they’re on both pages.”
* What don't you like about this page?
  + “To me, it’s basically the same thing.”
  + She likes the image at the bottom of the page, but why is it at the bottom?
  + Diversify the images on the page – “put some women on here!”
* How well does this page meet your needs?
  + “It would definitely do it.”

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + She is skeptical about these links “working.” Once clicking, where does it take her? Does it actually work?
* What else can we do to make your online experience better?
  + “Make sure it’s secure. Security is number 1.”
  + “If there’s a live support person online, that can help. After hours, if there’s a support person online after hours – say, like, you have someone with a drug issue, can you get that support online?” [Veterans crisis line]

**Post-Session Researcher Takeaways**

Moderator:

1. On benefit category design, she would click on “sign in” first in zone 1
2. Really likes the exposure of all the top tasks on the benefit category design
3. Didn’t flip over benefit category design

Observer:

1. Wants more images of Veterans, especially ones that are diverse
2. Likes the simple lists of top tasks in both designs
3. Skepticism about VA online services “working”

**Participant 3**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + Make appointments and relay messages to my doctor
  + Sometimes it takes 48 hours after I call in to the help line
* Would you typically use your phone or computer?
  + Both – desktop at home, but most other stuff her phone

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “This is good – I like this.”
  + “It gives you a lot of options.”
  + Health care, disability, etc. – she read down the page, from left to right
* Is this what you were expecting?
  + Yes
* Where would you go first?
  + “Actually, I would be up here to send a message to my health care team.”
* What do you like about this page?
  + “That is spells out everything you would be looking for” and what is aviable to you.
  + This is more informative
* What don't you like about this page?
  + “Actually, nothing!”
* How well does this page meet your needs?
  + If it processes things faster, then it would be great. If it’s going to be the same speed as now, then it doesn’t make a difference.
  + “It’s informative, though.”

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “See now this one is a little more compact, but it still gives you the same options.”
  + “I like this one better than that one (top tasks)”
  + “I don’t have to search as hard. Everything is in the same area.”
* Is this what you were expecting?
* Where would you go first?
  + Would still go to the same places – refill my prescriptions and send a message
* What do you like about this page?
  + “To me it’s more accessible. It’s more compact.”
* What don't you like about this page?
  + “The words are too small, but other than that it’s okay.”
  + She likes the boxes and that there is more information
  + Both of them are good, but the benefit category design is “more informative”
* How well does this page meet your needs?
  + 8 out of 10

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + “I haven’t really been on it. I call in for my appointments.”
  + Tried to sign up online for an account, but was unable to finish creating a password.
* What else can we do to make your online experience better?
  + [Participant had to exit before answering question]

**Post-Session Researcher Takeaways**

Moderator:

1. She was looking for refill prescription and health messaging, but on the top tasks design her eye first went to the health care box

Observer:

**Participant 4**

**Overall preference: Top tasks design**

**Warm-up Questions (Optional)**

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?
  + “Supposed to contact my doctor through it – that’s the main thing”
  + “Unfortunately, I don’t use it a lot” because they transitioned to automation, which “left me out of the loop”
  + Looking at results of health tests
* Would you typically use your phone or computer?
  + “I should use a laptop, but I call the nurse’s hotline”

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: benefit category**

* What do you think of this page?
  + “So you trying to make it more user friendly? I’m all for that.”
  + “Where would I put my personal stuff?” like her profile, or is this just what is already there
  + Would go to Records to manage her profile, but would also look for “personal profile”
* Is this what you were expecting?
  + “It looks pretty user friendly.”
  + Wants to make sure we are “looping in” her VA information
* Where would you go first?
  + Medical records, health care
* What do you like about this page?
  + “It’s user friendly”
  + The headings make it easy to find information
  + She would be more inclined to use the system because it looks easy to adapt to
* What don't you like about this page?
  + Does not feel personal
  + She was looking for her name – found the sign in in the header to access her profile
  + Make the sign in bigger “for the old folks”
* How well does this page meet your needs?
  + Is there a difference between the header sign in and the zone 1 sign in?
  + Either one would be okay – one is a little bigger than the other
  + Went to health care to message her doctor and records for medical records
  + Was looking for how to find information about using outside/private doctors – wasn’t sure where to go

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + The ability to also apply for benefits, in addition to managing health, was surprising
  + Would go to the apply box to apply for disability
  + Would go to disability to find out the status of new benefit application
* Is this what you were expecting?
  + Prefers this option
* Where would you go first?
  + Health care, because this is where she spends most of her time
* What do you like about this page?
  + Seems bigger, seems more organized
  + Likes the color of the top tasks box
  + Notices the “All benefits” heading
* What don't you like about this page?
  + “You have no black people down here. You need to include everybody.”
  + “Stop being so Caucasian-oriented.”
* How well does this page meet your needs?
  + “I need to update my life insurance, so I can do that here.”
  + She browsed each benefit category and mentioned whether she “needs it” or not
  + Disability, health care, records – of course, burials and memorial “whenever I get there” – are what she
  + “Where do we complain? What if we want to contact a patient advocate of something?”

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + She thinks these concepts would be easier to use
* What else can we do to make your online experience better?
  + “How do you schedule appointments? If it’s there, I’ll find it.”
  + She knew the health care help line number by memory

**Post-Session Researcher Takeaways**

Moderator:

1. Liked the visual treatment of most popular box

Observer:

**Participant 5**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + Get the address, find the phone number to call for appointments, find out what rooms the appointments are going to be in
* Would you typically use your phone or computer?
  + Phone

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “I like how the boxes are, so you can just glance at the highlighted titles and now have to read through long lists.”
  + “I like this.”
* Is this what you were expecting?
  + “No – because I live this better (than the current VA.gov)
  + It’s easy to pick out what you’re looking for
* Where would you go first?
  + “For me, right now, I’d be looking at health care and go to health care.”
* What do you like about this page?
  + “It’s nice that you have a little success story down here.”
  + She is concerned about finding a phone number to call VA
    - Looked in the footer and found a number, then found the Contact Us link in the header
* What don't you like about this page?
  + “I honestly can’t say anything I don’t like about it. It’s an improvement.”
* How well does this page meet your needs?
  + “Yes, because it has everything on here”
  + It is well laid out and it’s easy to find everything

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “The other one is more visually pleasing, but this one seems like it packs more information and links in.”
* Is this what you were expecting?
* Where would you go first?
  + Health care
  + Thinks the health care box on the top tasks design takes you to a page with the same links in the health care box on the benefit category design
* What do you like about this page?
  + It seems to pack a lot of information and links so you don’t have to look through a lot of pages to find what you want
* What don't you like about this page?
  + “It seems dreary.”
  + She likes the blue on the top tasks design
* How well does this page meet your needs?

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + “I haven’t been on one in a while,” but it seems like you have to look harder to find the information
  + Likes how everything was laid out and easy to scan because “it was compartmentalized”
* What else can we do to make your online experience better?

**Post-Session Researcher Takeaways**

Moderator:

Observer:

**Participant 6**

**Overall preference: Top tasks design**

**Warm-up Questions (Optional)**

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?
  + For any bulletin board, any classes, things that aren’t in the mainstream media that are important for us to know
  + If there’s stores that have specials for Veterans
* Would you typically use your phone or computer?
  + When at work on a desktop, and a phone for everything else

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: benefit category**

* What do you think of this page?
  + “I mean I like it – don’t get me wrong – but I think it has too much. My eyes go all over.”
  + Maybe if there were fewer options, or something with a drop-down menu
  + Likes the layout and colors and the fonts
* Is this what you were expecting?
  + Picture help
  + “For people who don’t care for reading, it helps guide them.”
* Where would you go first?
  + Health care prescriptions, where it says ‘Track and Manage’
  + “I know health care and disability are different options, but they use the same language ‘Determine your eligibility’ “
  + “Instead of ‘Track and Manage,’ just use the word ‘Prescriptions’ “
* What do you like about this page?
  + “It’s clean and neat, the boxes are fine.”
  + Likes the consistency of the colors and boxes
* What don't you like about this page?
  + “It has too many options at once”
  + Suggests having a health care box with a few options, and then clicking the box for more options
* How well does this page meet your needs?
  + “It has prescription, it has education (which I’m still working at that)”
  + Likes that each benefit category has its own box
  + It’s easy to know where to click

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “I think the fact that is has most popular is useful and the fact it has different color and different size.”
  + She likes that for each benefit category, she just has to click once
* Is this what you were expecting?
* Where would you go first?
  + “The one that is on top – prescriptions” [the first link]
* What do you like about this page?
  + “It’s not too much. It has just enough information” for me to know what I need to know.
* What don't you like about this page?
  + “The grayish color, or maybe the fact that it has this one [the blue box] makes it boring.”
* How well does this page meet your needs?
  + “It is perfect, because I don’t have to look through everything. I just go to the most popular ones.”
  + “I like the fact that it is all on top” and doesn’t have to scroll down and click around.

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + Thinks it would be better to not have to rely on Google to find the right page
    - Problem with Google is it gives you links to non-VA websites
    - Can help avoid scams
  + It will be useful to
* What else can we do to make your online experience better?
  + The log in process is “a pain”
  + “It’s easier for people to have a card to put a code in, but I don’t have one. I tend to forget my username.”
  + To have her personal email as her username is easier to remember

**Post-Session Researcher Takeaways**

Moderator:

1. She thought the benefit category design was way too busy
2. She described the design of the top task as what she wanted, before she was it
3. She was looking for medical center-specific information, but didn’t see find a location as a way to get that information

Observer:

1. She liked top tasks layout
2. She liked the single-click access points in the benefit category boxes

**Participant 7**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + Claims (she’s a disabled Veteran), looking for state-specific assistance, and anything that would have to do with women Veterans
* Would you typically use your phone or computer?
  + Both laptop and phone

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “It’s got a lot of information on it!”
* Is this what you were expecting?
  + “It looks pretty user-friendly. You’ve got it categorized pretty well.”
  + She was looking for state-specific stuff – this is just the main VA stuff
  + She is looking for state assistance like free passes to state parks, discounts on getting tags, etc.
* Where would you go first?
  + Disability, because that’s the main thing she deals with
  + “Records is a pretty good thing.”
* What do you like about this page?
  + “I like the fact that everything is pretty bolded as far as categories, and you have it that you can actually see some of the main things people go to.”
  + For older people, the more they can see “the better”
* What don't you like about this page?
  + “The only thing that I dislike is the fact that I don’t see anything that would help me at the state level. This is all just federal level.”
  + She has most of the VA benefits, so she wouldn’t use much of this
  + Is looking for more customized or personalized content
* How well does this page meet your needs?
  + “I think so, yeah.”

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + “I like that one better [benefit category].”
  + She thinks she would be distracted by this design, because she has to manually go through all the links to find what she wants.
  + For older people, this design is more work
  + To try to explain how “the process works: is really hard, so it would be nice to have a website that “break it down for you”
* Is this what you were expecting?
* Where would you go first?
  + “Honestly, I don’t know.”
  + She thinks it depends on why she came to the website
  + “Maybe health care, to check my apointments?”
* What do you like about this page?
  + “It’s pretty simple.”
  + “I don’t really like it all that much.”
* What don't you like about this page?
  + She thinks it will be too much work
  + She wants to “get to the point”
  + With the VA, there is so much on one website to begin with, you don’t want to have to search for it
* How well does this page meet your needs?
  + “It may, but at first look all I see is disability. Then I have to click disability and go through other steps.”
  + She prefers one-click links – knowing where she will be going – rather than the benefit category descriptions

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + Other VA websites are not very user friendly
  + She doesn’t use VA websites very often, because “there’s so much involved in it” and she doesn’t have the time to “sit there and put a lot of thought into what I need to do or whatever”
* What else can we do to make your online experience better?
  + “Security is a big thing.” Make sure everything is secure so we don’t have a big breach
  + Disability is big thing for she and her friends. You have to understand the process, like the fact that it’s easier to do one claim at a time. Make it user friendly so people understand what they’re doing to start out. [claims process]
  + The VA focuses on one thing at a time, not the whole part of the Veteran experience
  + “Veterans like me, we’ve put in a lot of time, and back in the day they didn’t care as much as they do now.”
  + “It needs to be even across the board, especially for the older ones.”

**Post-Session Researcher Takeaways**

Moderator:

1. She liked the health care, disability, and records categories in benefit category design
2. She is thinking of state and location information, without thinking ‘Find a VA Location’ is a way to access that information

Observer:

1. Top tasks listing is “too much work” to read through
2. She focused on the benefits that apply to her (mostly disability and health care)
3. She liked the one-click access of the benefit category links

**Participant 8**

**Overall preference:**

**Warm-up Questions (Optional)**

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?
  + Contact us page, FAQs, and mapping or trying to find a location
* Would you typically use your phone or computer?
  + Primarily phone, secondary laptop at work (“when no one’s looking”)

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + She likes how everything is organized into benefit category
  + The VA website currently is not organized well, and you have to search for the information
* Is this what you were expecting?
  + “It would be easier for me to use it, if I saw something like this.”
* Where would you go first?
  + Education and training
  + Then Records and Diability
* What do you like about this page?
  + “It’s clean. There’s not a lot of words.”
  + “This gets right to the point.”
  + If you use too many words, you will lose people
* What don't you like about this page?
  + “I don’t dislike anything about this particular one.”
  + She likes how “clean” it is
* How well does this page meet your needs?
  + “Yes.”

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “I like that the three of the things I said I would go on here for are at the top.”
  + “The colors are kind of depressing.” The top tasks design “had some variety” with the blues.
  + “If I were a suicidal Vet looking for help, this wouldn’t help me.”
* Is this what you were expecting?
  + “Yes. That one [top tasks] is good, but I like that this one goes a little bit further into detail.”
  + She likes the tile format
  + She likes that the top things are listed for each benefit category
* Where would you go first?
  + Disability, Records
* What do you like about this page?
  + The tiles are bigger
  + The sub-links are good
  + She understands that you click into the “View all” to see more options
* What don't you like about this page?
  + The color
  + She was looking for a search bar, but then found the link in the header
* How well does this page meet your needs?
  + She prefers the benefits category design because she can jump into wherever she is in her benefit lifecycle – “Since I already have a claim in, and I just go to ‘Check claim status’ “
  + She likes the tile formats and the use of blue

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + She had to search for everything on VA.gov, and links take her to pages that weren’t what she thought they would be
  + Half the time she has to go to Google to find the right VA.gov page
  + She likes the fact that she can click into Disability and see everything related to disability
* What else can we do to make your online experience better?
  + She’s used health chat
  + Would like wait times to reduce

**Post-Session Researcher Takeaways**

Moderator:

1. Her top four benefit categories and tasks were in the top tasks
2. She liked the colors of top tasks design
3. She liked the top tasks inside the benefit category boxes

Observer:

1. The benefit hub content model resonated with her to see everything in one place
2. One-click access to top tasks resonates well because of where she is in her benefit cycle
3. Reliance on Google and VA.gov search to find the right information

**Participant 9**

**Overall preference: Benefit category design**

**Warm-up Questions (Optional)**

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?
  + “The one I use the most is eBenefits, and then myHealtheVet”
  + If she’s looking for general information for something like education benefits, she’ll go to the main website and start “clicking around”
  + Checking scheduled appointments, the payouts through education benefits, prescription refills
* Would you typically use your phone or computer?
  + Desktop
  + “I don’t think it works well on our phones – the websites.”

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “I mean looking at it I can see the different subjects – like health care disability – and then the sub-text.”
  + “it’s easy to find, but – if you want my opinion – I’d make this a little bigger” [the size of the headings]
* Is this what you were expecting?
  + “Honestly I wouldn’t know what to expect. It is what it is.”
* Where would you go first?
  + Health care, because that’s what she uses the most
* What do you like about this page?
  + “There’s nothing really – you know – that I like or dislike.”
  + She was able to easily find how to refill a prescription because it was under the health care label
* What don't you like about this page?
  + She recommended a one-column list vs. two-column, because it’s easier to scan
* How well does this page meet your needs?

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + She understands that the benefit tiles are just links into each benefit category
  + She’s not sure if people will click on it, because they are looking for specific things
* Is this what you were expecting?
  + She expects things to be organized by benefit category
* Where would you go first?
  + Health care, because it applies to her
  + And then disability, because it also applies to her
* What do you like about this page?
  + “No.”
* What don't you like about this page?
  + Having to click through benefit category hub link
* How well does this page meet your needs?
  + “I would be able to figure it out, but I’m not sure if some of the older Veterans…you know.”
  + She likes having everything listed in the other design (benefits category)

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + “Honestly, I’ve never paid them too much attention. I just get on and figure it out – navigate my way through.”
  + “If I were to design the website, I would have it listed vertically in a bullet format.”
* What else can we do to make your online experience better?
  + “Not that I can think of off the top of my head.”

**Post-Session Researcher Takeaways**

Moderator:

Observer:

1. Likes having a single vertical list of links

**Participant 10**

**Overall preference: Tops tasks design**

**Warm-up Questions (Optional)**

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?
  + Benefits
  + “To see how they score compensation for certain illnesses”
  + “I would go to education benefits and health.”
  + She referred to wanting to find health information about self-care and home remedies
* Would you typically use your phone or computer?
  + MacBook or iPad

**Task 1**

Ok, let’s take a look at one option for the design.

**Homepage option: Top tasks**

* What do you think of this page?
  + She took time to read through all the top tasks links
  + “Right up here is all good. Awesome!”
* Is this what you were expecting?
  + “No, yeah – I mean it would be helpful if all these links get me to” what I need.
* Where would you go first?
  + “Probably my Records, to make sure everything is there.” [making referencing account and profile functions?]
  + Then she would determine if there’s another benefit
* What do you like about this page?
  + It’s easy to read, and not bad on the eyes
* What don't you like about this page?
  + Doesn’t like the picture of the old white man at the bottom
  + “You can be young too!”
  + The font size can be a little bigger
* How well does this page meet your needs?
  + “Mmmm, hmmmm.”
  + “More picture would help” in the upper sections
  + Older people read pictures first and then click on what they need
  + To her this is fine – “I’m looking for just what I’m looking for.”

**Task 2**

Ok, let’s take a look at one option for the design.

**Homepage option: Benefit category**

* What do you think of this page?
  + “There’s more space between the rows [columns]”
  + “I can read this one without my glasses.” – but she wants a larger font size
* Is this what you were expecting?
* Where would you go first?
  + Records
  + “Wait a minute, where’s the benefits?”
  + She took time to look for compensation, but needed to find the benefit category first
* What do you like about this page?
  + The information is spread out
* What don't you like about this page?
  + “It’s plain”
  + She likes the light blue box from the top tasks design
* How well does this page meet your needs?
  + The most popular things should be at the top – Education, Pensions, Records
  + Applying for disability compensation falls under both Pension and Disability
  + Like the ‘Apply for New Benefits’ box in top tasks design
  + “So, which one of ya’ll changin’ it to?”
  + Likes the links in the benefit category boxes because it’s less work

**Post-Tasks Interview**

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

* How did those pages compare to your past experience with VA?
  + She tries to find information on the website, but if she can’t she calls the 1-800 number
  + She finds the websites easier to use when they “more visual”
* What else can we do to make your online experience better?
  + “To me, it’s okay. But maybe a little – more contacts [info] would be better to me.”
  + Wants a more personalized experience, so she knows what she’s eligible for
  + Doesn’t like having so many “versions” of the same information across VA’s different websites

**Post-Session Researcher Takeaways**

Moderator:

Observer: