

# Stakeholder Question Guide

**Example:** VHA Communication/Content Director/ Approver

Consent:

- For purpose of exercise – no recording – fake consent
1. What is your role at OPIA?
    - a. Digital Director – run the website in general and this particular page and sub-pages. Small staff of 9. Mix of technical, some write/edit, some on phone.
    - b. OPIA - deals w/ public affairs / press / congress / intergovernmental
  2. Who are the audiences of the OPIA website?
    - a. Journalists, press, interns
    - b. Other agencies: press office ppl there to understand VA programs
    - c. Media / PR
  3. How often does content change?
    - a. Pretty often.
    - b. Some static content.
    - c. When new program, it goes up right away
    - d. News about program
    - e. Almost daily**
  4. Do you have analytics for this page? Can we see them?
    - a. Govt wide google analytics
    - b. No access right now
  5. What are the most important metrics or OPIA?
  6. Are there different metrics for different audiences?
  7. Do you edit the content on this page? Do you have a team that edits the content on this page?
  8. What do you mean by reusable content elements?
  9. What do you mean by migrating other offices? What might that process involve?
    - a. 3 administrations, comprised of multiple offices, often talking about same thing. They write own version.
    - b. If story of telehealth/community care, different offices will write about it.
    - c. "Waste of time, waste of taxpayer dollars" writing same thing
    - d. Would be great to have re-usable content (API?)

- i. Office of telehealth writes article about their program. Don't want to write..want summary on other page and you click on it and end up on telehealth site.

10. Process of managing content

- a. Use team site
- b. Customized and super limited
- c. Not a lot of control as editors/page owners
- d. Form, type into text box, hit submit and it's turned into page
- e. Simple approval process -> sends email -> they preview and email about any changes
- f. Can't add elements, can't move things around page, hard to add picture
  - i. Sometimes Have to go to developer to add picture
- g. Approval process: in email. Email link to staging page. **Can indicate in system that something is approved.**

11. Ideal process?

- a. Approval workflow: simple workflow is fine. Someone writes/edits, someone review/approves, someone publishes. Great if that was contained in one thing and knowing the thing we've approved is what will go live.

12. 3 people?

- a. Doesn't have to be, but often is the case. Can edit a type and publish live if have all the privileges.

13. Content types?

- a. Text, images
- b. PDF's for press releases / bios
- c. Videos, thumbnails for video
  - i. Embed code
  - ii. YouTube account
- d. Flickr embed code
  - i. **Probably not ideal**

14. Other things he wants to call out

- a. Current site matches existing VA.gov page but might not be ideal
- b. Social links not necessary – can't get rid of
  - i. Important to get to those accounts, but don't need those links everywhere
- c. Alert is something we need to do
  - i. Temporary turn on and off alert that shows on every page
- d. Want to highlight homeless initiative

15. How often does above fold (?) page get updated

- a. Some is topical

- b. Some around
- 16. Most important content
  - a. many bosses
    - i. secretaries that want bios
    - ii. congress who want initiatives highlighted
  - b. Hard to say what's most important

**[Not sure what question this fell under]**

Most hear from ppl when they can't find what they're looking for. They call, yell at the staff. Video of recent event, Press release, variety of things.

Usually provide one off content to ppl who call.

Website look and feel (header/left sidebar/etc)

Global Alert

Homeless Initiative Highlight

**----- End of First Interview -----**

**DEMO - Feedback**

**PO - Does give no shits about CI/CD pipeline.**

### **Organization and Success**

- What value do you bring to your users?
- Could you describe the process today of creating a new VA page in your organization? Of editing an existing VA page?
  - Who's involved in this process?
  - How do you participate in this process?
- Regarding the project we're working on, how would you define success? From your perspective, what will have changed for the better once it's complete?
- Who are the people and teams you work most closely with?
- How well is that relationship working?

### **Worries/Painpoints**

- Do you have any concerns about this project?
- What do you think the greatest challenges to success are? Internal or external?

### **Back of stage**

- What technology decisions have already been made, and how firm are they?
- Would you draw a diagram and tell me in lay terms how the system works?
- What problems have you noticed?
- What kinds of work-arounds do you use?

### **To help us narrow our research**

- Are you facing any deadlines we should be aware of – when do you need the results?
- Help us fill out this sentence:  
We believe that we need to { \_\_\_\_\_ }

We will know we're [right/wrong] when we see the following feedback from the market: [qualitative feedback] and/or [quantitative feedback] and/or [key performance indicator change]

### **Product Questions**

- What value does the [product/service] bring to your target audience?
- What value does it bring to the [overarching organization] Veterans Administration?
- Who is your primary audience?

- Study recruit question: should our participant matrix reflect any demographics such as location, gender, age, level of technical savvy?

**Data**

- What does your data show about the devices your readers/users use when visiting the site?
- What does the data say about how users arrive at [product/service]?
- Who currently uses the [product/service]? What does the traffic show?
- How often do people use the site?
- What other similar digital services do people use?