End-user option 1: a Content Creator/Editor

Original content creation

Their current workflow (as an overview/summary)
- What are you working on today? How does this tie in to what you do on a day to day basis
- When you last **CREATED** a VA page, can you briefly talk us through what that process was like?
- When you last **UPDATED** a VA page, can you briefly explain what that process was like?
- If you could wave a magic wand and change anything about this process, what would you

End-user option 2: a User viewing OPIA

Current federal employee interested in the public statements and info published on the OPIA website

Not a SME in OPIA content is not a client for this prototype.

Questions

- Consent given

- Who are you? What's your role?
    - **Andy**
    - Press SEc for powerful senator
    - Run social media account manager / press assistant interns team
    - Appropiations committe chaired by senator
    - Involves working with OPIA
    - Appropriate budget to ... affairs
    - Works w/ VA a lot
    - Goes to public affairs website to get info they need and vis versa

- When was the last time you visited the OPIA website? What were you looking for/looking to do? Were you able to view it?
    - Email director of public affairs because couldn't find anything on site
    - basic facts & figures **#painpoint #goal**
    - VA healthcare
    - Needed answer w/in hour to provide statement to NY TImes
    - Tax info, number of ...
    - Want that info updated soon
    - Subordinates go to wikipedia because it's more updated/accessible **#workaround**
    - To confirm facts/figures -> Email VA to vet the info **#workaround**

- Can you walk me through that process on the current website today? Please talk out loud and let me know of
    - 24 on staff
    - We're on the hill, so we're on our iphones all day. Can't find info on mobile website.
    - What stands out?
        - Featured story is important to us. **#priority**
        - Tells us what VA is prioritizing and communicating to press
        - Not easy to find the info we need
        - "I am none of these things" – referring to list of menu options
    - Able to find any data?
        - Info can be found under "Resources"
        - Transcripts of speeches
        - Intergovt affairs not used
            - mostly for policy folks
    - Use google for search because site search not useful
    - Look at top area?
        - **Coordinating talking points w/ press and controlling narrative**
        - **Reliability when not aligned in messaging**
        - Important that things showing up prominently are talking points
    - Are these at top important to you?
        - Only newsworthy is Choice Act because boss worked on it.
        - Vets crisis line not important to me
        - Vantage Point blog go there sometimes but dont pull from it
        - Not homeless, not sure why these things are here in carousel
- Who should OPIA be serving?

- - Media / press / public relations
    - They are the Official spokesperson for dept of va
- Contact VA?
    - No, not sure why that info is there
- Social media?
    - No, my social media manager will coordinate for cross posting. Don't know why it's there.
- Outreach material useful?
    - No
- Would use photos. **If they have photos here, that's giving us permission to use w/ attribution.**
    - useful getting pre-packaged media assets to use in stories

- If you could wave a magic wand and change anything about working with the opia easier, what are the top things you would change?
    - Simple, reverse chronological list of news/press releases, w/ media assets and files in single downloadable package
        - Link to zip file. E.g. W/ photos, executive bios, headshot.
    - Everything should be in same place together.
- Should have link that says "For the press"

Key points and quotes from past Veteran research:

Quotes
- "(Search) has too much stuff for me, if I want to get right what I need, (Guided) gives me everything I need, most of what I need is right here in front of my face. When I don't find what I need, that's when I start going to the edges. (Search) most of the stuff in the middle of the page I can't use, I have to scroll to get what I need" – Sid
- "The VA itself is like exploring the deep caverns of the Grand Canyon. It's really really hard to find anything." – Quinn

Summary

- They want plain language
- Veterans are confused by the fragmented and complex VA benefits ecosystem.
- Because Veteran's experiences are unique, they feel best served by people who are knowledgeable and experienced in navigating VA services.
- Veterans are unaware of most of the sites available to them, and feel the names are redundant and don't help them figure out where to go.
- While Veteran perks are appreciated, ultimately Veterans just want good, customer-focused service.
- Veterans expect to find information about VA benefits & services in one intuitive place that organizes the information in a consumable way.

Tagging for synthesis:

#painpoint - a moment of pain or need identified by the participant of their current workflow

#works-well - instances of success, positively reacting to cues

#goal - what the participant is trying to ultimately do

#user-tasks - what the participant does to achieve their goals

#work-priority - the order in which the participant does work

#work-communication - ways the participant communicate with others

#hope - general hopes