**Conversation Guide for GIBCT Profile Page Testing**

**P3 - Nathan**

**Intro - 5 minutes**

Thanks for joining us today! My name is Jen and I also have some colleagues on the line observing and taking notes. Today we're going to talk about discovering information about schools on the GI Bill Comparison Tool.

Have you done usability testing before?

If No – I’m going to put a couple scenarios in front of you and ask you to do some tasks on a website we’re working on. As you’re going through the tasks, we ask if you can “think aloud” – tell us what you’re seeing, what you’re looking for and any other thoughts that come to mind as you’re interacting with the site.

Before we start, a few things I want to mention:

* **This entire session should take about 45 minutes.** I do want to be respectful of your time, so I may occasionally prompt you with the next question or topic.
* **In this session, we want to hear your honest opinions.** We are not testing your ability. We just want to improve these tools to better meet Veteran's needs. I will not be offended by any opinions you express, and I welcome your feedback.
* **If for any reason and at any time you want to stop the session, please let me know.**
* **Are you comfortable if I record my screen and audio as we talk today?** We use the recordings just to make sure that we captured your opinions accurately. After that, the recordings are destroyed - usually within a week or two.
  + If yes: **Once I start recording, I am going to confirm that you are ok with me recording this session once more.**

*Start recording.*

* **I have started recording**. I'd like to confirm: Are you comfortable if I record my screen and the audio as we talk today?

**Warm-up Questions - 5 minutes**

Before we look at the website, let’s start with a few warm-up questions.

* What is your military status (e.g. Veteran, child, spouse)? Retired military
  + If Veteran, which branch of service? Army
* Are you currently using or have you ever used your education benefits? I tried to, but they said they couldn’t take them at the current school. May use them in the future. I’d be nice to use them. I only have a few credits on my Associate’s degree
  + If yes, which benefit are you using? When did you start school?
  + If no, do you plan on using your benefits in the near future? - Which benefit? Where are you in the school selection process? I believe GI Bill – Post 9/11. It was back in 2003. I went to culinary school in Cordon bleu. $50,000 for a minimum wage job
* Have you ever used the GI Bill Comparison Tool before? No
  + If yes, what did you use it for?

**Initial Take - 2 minutes**

I’m going to start sharing my screen.

This is the GI Bill Comparison Tool, which allows you to see what education benefits you can receive at various institutions. Do you have any initial thoughts or questions before we get started?

**First Task: Notre Dame - 15 minutes**

You've been interested in going back to school to study **Statistics**. A friend of yours recommended **University of Notre Dame** in **Notre Dame, Indiana** to you. How would you use the Comparison Tool to determine if **University of Notre Dame** would be a good fit for you?

I’d just start by typing the name of the school. “university of notre” clicked first option and hit search. …Indiana so that’s this one…clicked Compare. Clicked name of school.

I’m seeing a lot of information on this page…I guess its pretty much. It’s crazy because it has a lot of numbers and stuff already. It says what GI Bill will pay to school per year. Breaks down fees and such. It’s kind of cool actually. Umm yeah, so I don’t know…I mean that’s a lot of information.

Want to know – what I’m going to have to pay out of pocket and total cost. Now I have a $60k student loan and minimum degree…maybe job placement afterwards since not a lot of schools do that. They take your money and send you on your way. Opened school costs and calendar. Opened learning format and location. Oh wow ok,,,you can do it online or in person. That would probably save a lot of money too. Opened scholarships and other VA funding….looking through getting started. No students have complained at all? I think that’s probably not true. I think one or two of them…in my class in culinary school, everyone was going to the administration about something. But maybe that’s just cordon bleu. That’s cool that it has all the contact information. It’s a lot of information on this school and…set up.

Mostly cost would be important. Nothing else I can think of. Is there anything else about financial aid…I mean this doesn’t cover everything…basically what would be left over after the GI Bill and the out of pocket costs really. That’s kind of there.

Any specific info about financial aid – I guess just, a link that would cover the rest of the cost after the GI portion.

**Things to watch for:**

* What type(s) of search does the user conduct?
* Does the user notice the jumplinks?
* Does the user click the jumplinks?
* Does the user notice the Compare functionality?
* Does the user notice the religious affiliation in the heading?

**Upon task completion:**

* How do you think that went? Good, that’s a lot of information. I never saw anything like this when I started the culinary thing…maybe made the mistake of filling out the email and got fifty billion emails about cordon bleu
* On a scale of 1 to 5 where 1 is very easy and 5 is very hard, what did you think of finding more information about University of Notre Dame? Fairly easy, about a 1
* What types of information would be important to you in looking for a school?

**Second Task: Covering Expenses - 10 minutes**

You've noticed that the GI Bill won't fully cover the tuition at **University of Notre Dame**. You've heard that some schools offer the Yellow Ribbon program, which offers additional financial assistance to GI Bill beneficiaries. How would you use the Comparison Tool to see if **University of Notre Dame** offers the Yellow Ribbon program?

I saw that in one of those options…going through accordions. Clicked Learn more about Yellow Ribbon program. I would hope it would get pretty far on the remaining balance. A lot of parents don’t have that. Mine didn’t.

How would you go about finding out how much would be covered? Selected Yes to Yellow ribbon and fill in your information. So that’s the amount from the school. Oh yeah, there it is and it added 30k to the benefit. Out of pocket tuition so it looks like everything is covered – that would be nice. Maybe something like showing the options on the side, having them expanded everything, instead of having to open them.

Follow-up: Do you think you would be eligible for the program? If so, how much of the remaining expenses do you think would be covered?

**Things to watch for:**

* Where does the user look to find the Yellow Ribbon program?
* Does the user see the Yellow Ribbon program listed under EYB?
* Does the user find the Yellow Ribbon calculation in EYB?

**Upon task completion:**

* How do you think that went? Good – I mean after I found the pop-up things, its pretty self-explanatory.
* On a scale of 1 to 5 where 1 is very easy and 5 is very hard, what did you think of discovering what financial assistance is offered by University of Notre Dame? 2 – well just like I said have the pop up menus expanded on the side and you can see the options that are there. I mean they are there if you really look for it. It’s not that I knew what that program was.
* If you finished researching University of Notre Dame and thought the school was the right fit for you, what would be your next step? I’d probably come down to the part that said apply for education benefits or maybe contact the school itself.
* Oh and here’s more information to learn about the stuff (Veteran programs and contact information). Hmmm…umm

**Third Task: Compare Religious Schools - 10 minutes**

* You're interested in taking a few classes on religion and you're curious what schools in the **Notre Dame** area might have a religious affiliation. You know that **University of Notre Dame** is a Roman Catholic institution. How would you use the Comparison Tool to find schools in **Notre Dame, IN** that have a religious affiliation and see how they compare against **University of Notre Dame**?

Where did I see that? So it said something about the Roman Catholic thing, I just don’t remember where I saw it (was up in the summary area). I think that would be a search thing

Oh…I can search by location. Typed in “noter dame” …clicked autocomplete and search. Opened filter your results…scrolled down…oh there we go.

Fremantle, WA that’s not in Indiana….where is…opened filter results, went to state and put in indiana. Went to Country, changed to USA. Updated results. It’s showing 6…I think I found it, but it only shows me one school, but I only see the University of Notre Dame. Oh there it is (got it to scroll) Ok, so there’s like a little scroll bar in the list of schools but you can’t really see it. It kind of goes away when you aren’t doing anything with it. Maybe if that was there permanently so people can see it, that would do it.

Notre dame is on top and holy cross college, says its Roman Catholic, the next one down breaks it up by Women-only and Roman Catholic. But if you don’t realize that thing scrolls…that could be a problem

Clicked Compare on 3 of them…scrolled to top of page….oh ok, go to where it says Compare them…that’s a little weird. Not really in the picture of the other 2 boxes. But that’s cool. See all your options right there. Out of pocket costs…cool. That’s convenient. I never had anything like that when I was looking. The cost and fees breaks it down you know. I don’t know if that was like…I don’t think I ever saw that when I was doing this. Has all the Veteran programs they accept and don’t accept.

Clicked Remove for first school and took away. Yeah, that’s about it really. It’s a cool feature.

**Things to watch for:**

* Where on the tool does the user go to find religious schools?
* Does the user see/say anything about the religious affilation in the header?

**Upon task completion:**

* How do you think that went? It was pretty simple. I don’t know if I like the thing at the bottom. It was pretty small when I was looking for a place to actually compare them. I don’t know if I expected a pop-up. I’d select the schools and at the bottom of the list there would be a compare button and a pop-up would come up. I mean I found it pretty easily but kind of weird
* On a scale of 1 to 5 where 1 is very easy and 5 is very hard, what did you think of comparing schools with religious affiliations? 2

I have iPhone everything, iPad. I’m actually using a friend’s machine for this and it’s a Windows. Typically on iPhone or iPad. I left laptop in Oregon, I don’t even use it.

School comparison – removed a school…..it didn’t have a lot of the programs, so I just Xed it out. People are going to look for programs and what they’re going to look for in the school. Nothing….it just didn’t have the programs I would have looked for.

**Thank-You and Closing - X minutes**

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

Thanks! Lastly, do you know any other Veterans, caregivers, or service members who might be willing to participate in a future user research session? If Yes: Thank you! I'll have our team send you an email with a little blurb that you can pass along.

Great, well thank you so much again, and enjoy the rest of your day!