One VA Card: High-Fidelity Testing Guides

## Kickoff

[Melissa or a member of her team will “MC” and kick off the call, introduce the team, and hand off to the HCD facilitator. If they are unable to attend, the facilitator will kick off the call.]

Introduction  
*My name is [...] and I work with the Veterans Experience Office. My colleagues [introduce others on the call] are also on the line, observing and documenting our conversation today and may ask some follow up questions at the end of our call.*

*Our team is working to better understand the experience of VA-issued identification cards and letters, by speaking with Veterans, Caregivers, VA staff, and retail businesses. Based on previous conversations with Veterans, Caregivers, VA and DOD staff, we have brainstormed several potential solutions to improve experiences surrounding Veteran and Caregiver IDs and would like to get your feedback on some today.*

*This is an open conversation. You are the expert here and we are just looking to learn from your thoughts and opinions. You don’t have to answer any question you don’t want to, and we can stop the session at any time.*

*While we will be documenting our conversation today through written notes, your responses will be confidential—nothing will be connected to your name in any way. We will remove or redact names of people, facilities, locations, or any other specific information that could be used to trace what you said back to you. We do this because we want to create a space where you feel comfortable being candid about your experiences. We will use the responses from this conversation, as well as other conversations, to update and change these potential solutions and guide our future Veteran identification efforts at VA.*

*Before we begin, we do need to gain your verbal consent that you consent to us documenting your anonymized quotes for our research. If you consent, please state your name and that you give us consent to document our conversation today?*

*Do you have any questions before we begin?*

**[If the facilitator does not have this information ahead of time, use the following prompts:]**

* [For Veterans]: *Also, before we begin – do you have a VA-issued Veteran ID? If so, which one?*
* [For Caregivers]: *Also, before we begin –* do you receive support from the VA? *[If yes] Do you receive support through the Program for General Caregiver Support Services (PGCSS) or through the Program for Family Caregiver Support Services?*

*Do you have any questions before we begin?*

Caregiver ID Card

**ID Card Mockup**

*[Facilitator should share their screen or verbally walk-through ID card mockup in MURAL]*

**Questions for Caregivers**

*Based on feedback from our first round of testing, we mocked up a Caregiver ID card.*

* If you had to choose between having a vertically oriented card or a horizontally oriented card, which would you choose? Why?

*[Use the version they select for the rest of the session.]*

* What are your initial thoughts about the card?
  + Is there anything you would add, change, or takeaway?
* How would you change how the information is laid out? *[If so, make a copy of the original card and rearrange it how they are suggesting]*
  + Is there anything that you would have listed on the front instead?
    - Is there anything you would have listed on the back instead?
  + Do you have a preference on how the name is laid out? Last, first or First Last?
  + What are your thoughts on how the Caregiver type and program are listed?
    - Besides having the Caregiver type and program listed underneath the name, is there any other way you would differentiate Caregivers in PCAFC and PGCSS?
* Is there any other information or personal details you would like to add, like your date of birth, any Caregiver credentials, etc.?
* What are your thoughts on the “Caregiver” stripe?
  + Is there another way you would visually distinguish the Caregiver ID from other VA IDs? (Symbols, colors, etc.)
  + Are there any other symbols or design features you would add to the card in addition to the stripe?
  + Is there anything that would make the Caregiver ID feel more official or credible?
* Is there any other way you would want or expect [your/the] Veteran’s information to be tied to [your/the] Caregiver ID?
* How long should the Caregiver ID card be valid for before it is renewed?
  + Or how often should it be renewed?
  + At what key moments or milestones would it be best for the Caregiver ID to be renewed?
* What do you think the bar code on the card would be used for?
* How or when would you like to be able to use your Caregiver ID card?
  + [If doesn’t answer this] Would you want to use your Caregiver ID for anything outside of VA or DOD?
* What issues do you foresee you might run into using this card? Why?
* If [you/a Caregiver] tried to use [your/their] ID and it didn’t work, who should [you/they] contact about that issue?
  + If a customer service resource was available, how would you prefer to access it? Via phone, website, QR code, something else?
  + If a customer service resource was listed on the card, where would you put it?
* On the back of the card, there’s a list of what privileges or services this card provides. Are there any services or privileges you would want to add or change on that list?

## **Caregiver ID Evaluation Questions (Caregivers)**

*I am going to read you a statement and ask you to please give me a response on a scale of 1-5. 1 being strongly disagree, 3 being neutral, and 5 being strongly agree.*

1. Having a Caregiver ID would validate my experience as a Caregiver.
2. The Caregiver ID we discussed today feels like an official ID.
3. I would feel comfortable using my Caregiver ID to validate my identity.
4. Having a Caregiver ID would make caring for my Veteran easier.
5. I would apply for a Caregiver ID (Y/N).

**Questions for VA Staff**

* For scanning the ID, would you prefer a mag stripe, barcode, chip, QR code, or a combination?
* In your opinion, what would be the best way to inform VA staff about the roll out of this ID?
* Do you imagine the PCAFC and the PGCSS having separate caregiver cards?
  + Is there a risk of having a single card for both programs?
  + How would make a distinction on the card, if any, between the two programs?
* Are there any existing programs (such as the Caregiver, VHIC/HEC or HIC programs) or systems you would expect the Caregiver ID to be integrated with for enrollment, creation and distribution?
* How would connecting the Caregiver ID to the Veteran Health ID Card streamline the appointment experience for Veterans and Caregivers?
  + How would it streamline the experience for staff who encounter Veterans and Caregivers at appointments?

## **Caregiver ID Evaluation Questions (Staff)**

*I am going to read you a statement and ask you to please give me a response on a scale of 1-5. 1 being strongly disagree, 3 being neutral, and 5 being strongly agree.*

1. The Caregiver ID we discussed today feels like an official ID.
2. A Caregiver ID would make interactions with Caregivers at VA facilities easier.
3. I would feel comfortable using the Caregiver ID to validate a caregiver’s identity.
4. Based on my experience as a VA employee, there is a need for a Caregiver ID.
5. I would recommend that Caregivers apply for the Caregiver ID (Y/N).

**Ranking Activity**

*[Go back to MURAL to complete card information and ranking activity.]*

* [For VA Staff, if they need prompting on ranking activity] What information is important when a Caregiver is checking their Veteran in for an appointment?

**Storyboards**

**Questions for Caregivers**

*[After ranking activity, walk through each storyboard (2 total) and ask corresponding questions]*

***Storyboard 1: Receiving a Caregiver ID when you're already enrolled in PGCSS or PCAFC.***

* After walking through this scenario, what are your initial thoughts?
  + Is there another way you would expect Caregiver ID distribution to work for those who are already enrolled in PCAFC or PGCSS?
* In step 1, you receive an email notifying you that VA is now issuing Caregiver IDs – is that how you’d like to learn that VA is offering Caregiver IDs or is there another way you’d prefer to be notified?
* In this first storyboard, in steps 4 through 6, you have your picture taken while you are already at the VA for an appointment with your Veteran. Would you want to get your photo taken for your ID when you are already there with your Veteran, or is there another option you’d prefer to have?
  + If you were going to get your ID photo taken when you were already at the VA with your Veteran, is there anything VA could do to make that process easier?
* In step 7, you receive your Caregiver ID via mail. Is that how you would like or expect to receive your ID card? Is there another way you’d prefer to receive your card?
  + Is there any information you would like or expect to receive with your card?

***Storyboard 2 (Parts 1 and 2): Receiving a Caregiver ID when you're applying for PCAFC or enrolling in PGCSS.***

* Between these two scenarios – which would you prefer? Option 1, where you select if you’d like your ID and take your photo during the initial enrollment or application process or Option 2, where you apply for the Caregiver ID after you are enrolled in either Caregiver support program?
* In story 2, in step 3, taking the ID photo is part of the application process. What are your thoughts on that?

Eligibility Calculator

**Questions for Veterans and Caregivers**

### Paper Calculator

*[Today we are sharing a tool to help you determine which Veteran-related ID cards you might be eligible for. Please try to complete this questionnaire as if you were trying to determine which ID card you might be eligible for. As you respond to questions and move through the quiz, please think aloud as you read the questions, consider how to respond and decide what to do next. Please let me know when you feel as though you have answered all the questions you need to.]*

*If the participant pauses or seems stuck, probe to ask why. Take note of where they get stuck and why.*

* Were there any questions that could have been better worded?
* How did you keep track of your response to each question? Why did you do it this way?
  + How would you ideally prefer to keep track of your response to each question?
* How did you know when to stop answering questions and to start determining your results?

*[Now, please use your responses to the questions to determine your results. Please think aloud as you review your responses and determine your results.]*

* What have you determined you are eligible for?
  1. Do you feel as though this conclusion is accurate? Why?
  2. How might you confirm that this is accurate?
  3. What was is like determining your results?
* What would you want to do next after you determine your results?
  1. Does the result section enable you to do that? Why?
  2. How could the result section be improved?

*[Now, please scroll to the second page and review the information found there.]*

* Which of the information on this page is relevant to you? How do you know that?
* How would you use the information on this page, if at all?
* What information about the ID you are eligible for would you want displayed on this page?
* How easy would you say it was to go through this calculator? Why?
  1. Was there anything you came across that was challenging?
  2. Was there anything you came across that was that confusing or unclear?
* Do you feel as though you were able to complete this quickly?
  1. What made this possible?
* **[For Veterans]** If you had a Caregiver, would you want to use this tool to understand what they might be eligible for?
  1. How would you want to be able to check your Caregiver’s eligibility in relation to when you check your own?
  2. Would you want to do that with a separate document?
* **[For Caregivers]** Would you use this calculator for your Veteran?
  1. Would you use this for yourself?
  2. How would you want to be able to check your Veteran’s eligibility in relation to when you check your own?
     1. Would you want to do that with a separate document?
* **[For Caregivers]** If there was a soon-to-be released Caregiver ID, would you want to know if you are eligible ahead of that release?
  1. Would you join a mailing list to learn more through the results of this tool? Why?
* Where would you expect to find this tool?
  1. Would you want to be able to print this out?
* More generally, do you have any thoughts on how you might change or improve this calculator?

### Digital Eligibility Calculator

*[Now we'll go through a different version of the tool you just used. Please try to complete this questionnaire as if you were trying to determine which ID card you might be eligible for. As you respond to questions and move through the quiz, please think aloud as you read the questions, consider how to respond and decide what to do next. Please let me know when you feel as though you have answered all the questions you need to.]*

Ensure the live form is open in your web browser. Starting from the beginning of the calculator, instruct the participant to complete the calculator based on their own personal information. As the participant moves through the calculator, have them think aloud as they respond and use the tool].

*Send the participant the link to the digital calculator in the chat:* [*https://forms.office.com/r/vALrkbnvAF*](https://forms.office.com/r/vALrkbnvAF)

*Start a stopwatch timer when the participant begins the questionnaire*

* *[Please try to complete this questionnaire as if you were trying to determine which ID card you might be eligible for. As you respond to questions and move through the quiz, please think aloud as you read the questions, consider how to respond and decided what to do next.]*
  1. *If the participant pauses or seems stuck, probe to ask why. Take note of where they get stuck and why.*

*When the participant finishes the questionnaire:*

* What do you make of the results you’ve been presented?
* Do you trust that the results you received are accurate? Why?
  1. How would you want to determine if the results are accurate?
  2. Would you want to be able to review your responses?
* Is the information presented when you complete the questionnaire what you would expect to receive at the end of this? Why?
  1. What would you change, add or remove on the result page?
* Would you prefer to have all the cards you are eligible for displayed on a single page? Why?
* What would you want to do next after you receive your results?
  1. Does the result page enable you to do that? Why?
* How easy would you say it was to go through this calculator? Why?
  1. Was there anything you came across that was challenging?
  2. Was there anything you came across that was that confusing or unclear?
* Were there any questions that could have been better worded?
* Do you feel as though you were able to complete this quickly?
  1. What made this possible?
* Where do you imagine being able to access this calculator?
* **[For Veterans]** If you had a Caregiver, would you want to use this tool to understand what they might be eligible for?
  1. How would you want to be able to check your Caregiver’s eligibility in relation to when you check your own?
* **[For Caregivers]** Would you use this calculator for your Veteran?
  1. Would you use this for yourself?
  2. How would you want to be able to check your Veteran’s eligibility in relation to when you check your own?
* **[For Caregivers]** If there was a soon-to-be released Caregiver ID, would you want to know if you are eligible ahead of that release?
  1. Would you join a mailing list to learn more through the results of this tool?
* More generally, do you have any thoughts on how you might change or improve this calculator?

### Overall

* What would you expect this tool to be called?
  + Is it a calculator? Is it a quiz? Something else?
* Which version was easier to use? Why?
* Which version of the tool did you prefer? Why?
* When would you use the digital tool? Why?
* When would you use the paper tool? Why?
* On a scale of 1 to 5, 1 being Very Unlikely and 5 being Very Likely:
  + How likely are you to use the digital version of this tool?
  + How likely are you to use the paper version of this tool?
  + How likely is this tool to help you determine the ID cards you are eligible for?
  + How likely are you to recommend this tool to Veteran or Caregiver you know?

**Questions for VA Staff**

*Send the participant the link to the digital calculator in the chat:* [*https://forms.office.com/r/vALrkbnvAF*](https://forms.office.com/r/vALrkbnvAF)

[Through previous research, we learned that Veterans had trouble determining the types of ID cards they might be eligible for and as a result we created an eligibility calculator. Per feedback from Veterans and Caregivers, we’ve developed a response, digital version as well as a version that can be printed out and complete].

### Paper Calculator

***Scenario 1: Figuring out if you’re eligible for a Caregiver ID but not enrolled in any Caregiver programs at VA.***

* After walking through this scenario what are your initial thoughts?
  + Anything you’d add, omit, or edit?
  + After going through this scenario do any challenges come to mind in terms of how this might be used?

***Scenario 2: Figuring out what ID you’re eligible for if you’re a Veteran not enrolled in VA health care with an honorable discharge.***

* After walking through this scenario what are your initial thoughts?
  + Anything you’d add, omit, or edit?
  + After going through this scenario do any challenges come to mind in terms of how this might be used?
* What do you make of this tool?
  + What are some of its drawbacks?
  + What are some of its benefits?
* Who do you think this is the target audience for?
  + Are there any groups of Veterans, Caregivers, or others you would send this to?
* Do you think these questions will help Veterans, Caregivers and Servicemember determine which IDs they are eligible for? Why?
  + Is there anything you would change about these questions?
* Where do you envision this tool being accessible to users?
* How should the VA advertise this tool?
* How might we be able to allow people to use this tool at their local VA if they did not have access to a phone or a computer?
* Do you foresee any challenges in using this tool?
* Do you foresee any issues with the results determined by the tool?

### Digital Calculator

***Scenario 1: Figuring out if you’re eligible for a Caregiver ID but not enrolled in any Caregiver programs at VA.***

* After walking through this scenario what are your initial thoughts?
  + Anything you’d add, omit, or edit?
  + After going through this scenario do any challenges come to mind in terms of how this might be used?

***Scenario 2: Figuring out what ID you’re eligible for if you’re a Veteran not enrolled in VA health care with an honorable discharge.***

* After walking through this scenario what are your initial thoughts?
  + Anything you’d add, omit, or edit?
  + After going through this scenario do any challenges come to mind in terms of how this might be used?
* What do you make of this tool?
* Who do you think this is the target audience for?
  + Are there any groups of Veterans, Caregivers, or others you would send this to?
* Where do you envision this tool being accessible to users?
* How should the VA advertise this tool?
* How might we be able to allow people to use this tool at their local VA if they did not have access to a phone or a computer?
* Do you foresee any challenges in using this tool?
* Do you foresee any issues with the results determined by the tool?
* After using this tool, do you imagine that Veterans or Caregivers might need any support or assistance to use this tool?

### Overall

* Which version do you think is easier to use? Why?
* Which version of the tool did you prefer? Why?
* When would you imagine Veterans and Caregivers using the digital tool? Why?
* When would you imagine Veterans and Caregivers using the paper tool? Why?
* On a scale of 1 to 5, 1 being Very Unlikely and 5 being Very Likely:
  + How likely are you to recommend the digital version of this tool to a Veteran or Caregiver?
  + How likely are you to recommend the paper version of this tool to a Veteran or Caregiver?
  + How likely is this tool to help Veterans and Caregivers determine the ID cards they are eligible for?

VA-Community Partnership Model

*[Walk Veterans and Caregivers through the appropriate storyboard, pausing after each frame to collect feedback and ask probing questions outlined below].*

**Questions for Veterans and Caregivers**

**Veterans & Caregivers | Registering for Your VA ID Through a Trusted VA Partner**

**Step 1: Attending a Veteran/Caregiver Event**

* What types of Veteran/Caregiver events do you attend, if any?
  + What draws you to those events?

**Step 2: Encountering a Trusted VA ID Provider**

* What types of organizations would you expect to be a Trusted VA ID Provider?
  + Are there any specific organizations that come to mind?
  + Would you trust an individual to be a provider?
* At what type of event would you expect to find a Trusted VA ID Provider?
* What would the badge or poster verifying the partner as trusted have to look to feel legitimate?
  + How else would you recognize this organization as trusted?

**Step 3: Registering for Your ID with the Partner**

* Would you want to be able to register for your VA ID at a Veteran/Caregiver event you happened to attend? Why?
* Would you trust sharing your information with a partner at an event in order to register?
  + What would make you feel confident that your information is being securely handled?
  + What would make you feel comfortable sharing your information?

**Step 4: Taking your ID Photo with the Partner**

* Would you feel comfortable taking your photo with a partner at the event? Why?
  + What would make you feel comfortable?
* What do you expect to happen after you register and take your photo?

**Step 5: Approval & Next Steps**

* How would you want to be notified that you’ve been approved?
* What would you expect to happen to your photo if you were not approved for an ID?
* How long to you expect to wait until you are approved?
* How would you want to follow up to check on the status of your application?

**Step 6: Receiving Your ID**

* How would you ideally want to receive your ID after registering at the event and being approved?

**Overall**

* Do you have any other feedback to share about this partnership model? Is there anything you would add, change or remove?
* On a scale of 1 to 5, 1 being Very Unlikely and 5 being Very Likely:
  + How likely are you to register for your ID with a Trusted ID Card Provider partner?
  + How likely are you to promote this opportunity to other Veterans or Caregivers who do not yet have their ID?

**Questions for VA Partners**

*[Walk Partners and VA Staff through the appropriate storyboards, pausing after each frame to collect feedback and ask probing questions outlined below. Following review of both storyboards, proceed to the card sort activity].*

**VA – Partners | Becoming a Trusted ID Card Partner**

**Step 1: Receiving an Email Invitation**

* What could the email be titled to most entice you to open it?
* What would you expect the email invitation to look like?
* Is there another way you’d prefer to be invited to be a partner?
* How else could VA promote this partnership to potential partners?

**Step 2 & 3: Reading the Email Invitation; Partnership Option Selection**

* What information about the promotional partnership would you expect in the email?
* What would motivate you to become a partner? Why?
* Which partnership option would most interest you? Why?
  + By signing up to be a Trusted ID Provider, would you expect to automatically become a Promotional Partner as well?
  + How would you change either option?
* If you were to sign-up to only receive a press kit from VA, what would you expect that partnership entail?
* What would you need to know about each partnership option?
* What would you expect to gain out of a partnership with VA?

**Step 4: Partnership Sign-up**

* What information would you expect to provide to VA if you were applying to be a trusted promotional partner?
* If you chose to only receive a press kit, when would you expect to receive it from VA?

**Step 5: Application Confirmation**

* What would you expect to be in the confirmation email?
* Would you want a potential timeline?
* Would you want a way to follow up on your application?

**Step 6: Approval & Next Steps**

* What next steps would you expect at this point?
* How long do you expect to wait for approval from VA?
* What do you think VA is vetting as they review your application?

**Step 7: Partnership Development**

* How would you ideally want to meet with your VA point of contact?
* Who would you expect to be in the meeting?
* What would you expect to discuss during the meeting? Why?
* Would you expect or want to be able to negotiate your partnership with VA? Why?

**Step 8 & 9: Partnership Formalization; Committing to the Partnership**

* Have you partnered with VA in the past? If so, what did that look like?
* Would your organization be able to commit to set performance goals, for example the ones listed? Why?
* How would you expect to be held accountable as a partner?
* What would you expect VA to contribute to this partnership?
  + How do you expect VA to be held accountable?
* Would you be willing to sign a formal agreement with VA? Why?
  + What is the value or drawback of having a formal agreement?

**Step 10: Official Recognition**

* Would you want to be publicly recognized by VA? Why?
* How else would you want to be recognized by VA and the public as a Trusted ID Card Partner?
* Where and how would you want this list to be made available?

**VA Partners | Actively Participating as a Trusted ID Card Provider**

**Step 1: Trusted VA ID Card Provider Badge**

* How would you use or display this badge?
* How could VA ensure this badge felt legitimate and official?

**Step 2: Partner Kits**

* When would you expect to receive your partner kits after finalizing your partnership?
  + What else would you expect to receive from VA aside from the partner kits?
* Would you want the option to choose which kits to receive? Why?
* Would you want the option to customize what you receive in the kits? Why?

**Step 3: Event Planning**

* In planning for your promotional event, what materials or support would you request from VA?
* How often do you plan and host Veteran outreach events?
  + What do you usually plan these events around?
* How often do you attend Veteran outreach events?
* What type of Veteran-centric events do you usually attend?

**Step 4 & 5: Photo Booth Set-up; ID Registration**

* Would you be willing to capture Veteran photos to help them register for their ID cards?
* What would you need from VA to feel confident in your ability to help Veterans register for their ID and capture compliant Veteran ID photos?
* Are most of your events indoors or outdoors?
* How many Caregivers and Veterans do you think you could realistically help register in a typical outreach event?
* What would be the ideal way for you to capture Veteran registration information and ID photos (e.g., tablet, cell phone, professional camera, laptop)?

**Step 6: Metrics Capture**

* In your current partnerships with VA, how do you report metrics to your VA counterparts?
* What are some ways VA can quantify your impact at these outreach events?
* How would you ideally be able to relay the impact you’ve had (e.g., metrics) to VA?
* Do you imagine reporting at a local level or a national level to VA? Why?
* Would you want the impact you’ve made to be tied back to your organization?
  + What might be the best way to do this?

**Step 7: Receiving IDs**

* Would you expect any sort of summary or report-back on who or how many people that you registered had received their cards? Why?
  + How would you want to receive this?

**Step 8: Partnership Experience Survey**

* What questions would be valuable to ask to understand your experience with the partnership?
* What would make you satisfied or dissatisfied with your partnership?

**Step 9: Status Check-In Meeting**

* How would you want to meet with your VA point of contact for this purpose?
* How often would you want this meeting?
* Who would you expect to be in the meeting?
* What items would you like to go over during your meeting?
* Are status meetings necessary?

**Step 10 & 11: Continuing Partnership; Proactive Outreach**

* What kind of updated information would you expect VA to give you?

**Step 12: Partnership Appreciation Event**

* How else would you like VA to recognize or reward you with your efforts?
* Do you like the idea of a partnership appreciation event?

**Overall**

* Do you have any other feedback to share about this partnership model? Is there anything you would add, change or remove?
* On a scale of 1 to 5, 1 being Very Unlikely and 5 being Very Likely:
  + How likely is this model to increase Veteran enrollment for VA IDs?
  + How likely is this model to ensure Veterans and Caregivers are receiving trustworthy information about VA IDs?
  + How likely are you to register to be a partner that only receives a press kit?
  + How likely are you to register to be a Trusted ID Card Provider?
  + How likely are you to promote this opportunity to other Veteran-related organizations?

**Questions for VA Staff**

**VA Staff | Becoming a Trusted ID Card Partner**

**Step 1: Receiving an Email Invitation**

* How do you imagine a local VAMC would collect a list of potential VA ID partners?
  + What would be the criteria for selecting who to invite to be a partner?
* Would you trust individuals as partners? Why?
* Who would send out the email invitation?
* How would you title the email subject to encourage potential partners to read it?
* How else would you invite potential partners to join?

**Step 2: Reading the Email Invitation**

* Who should be listed as the VA point of contact? Would it be the same person sending the email?
* Where would the partnership sign-up form be housed?
* What would VA need to communicate about the partnership in this invitation?

**Step 3: Partnership Option Selection**

* What do you see as the benefits of having multiple options for partnership? Why?
  + What are the drawbacks? Why?

**Step 4: Partnership Sign-up**

* What would you need to know about the partner organization to determine they could be a trusted partner? Why?
* Is there anything that would disqualify an organization from becoming a partner?

**Step 5: Application Confirmation**

* Who would review the Trusted VA ID Card Partner form?
  + Would the same person approve the application?

**Step 6: Next Steps**

* What would you expect the next steps to be after partner approval?

**Step 7: Partnership Development**

* Who at VA would be the best point of contact for the partner?
  + Would this be a local VA staff member or someone at the national level?
* What do you think needs to be discussed at this point?
  + Would you expect to have to negotiate any part of the partnership agreement?
  + What do you see VA’s role as in this partnership?

**Step 8 & 9: Partnership Formalization; Committing to the Partnership**

* Have you partnered with other groups in the past?
* Do you think a formal partnership agreement would need to be in place? Why?
* What commitments do you expect partners to make?
* What would VA be offering partners in return?
* How should VA hold partners accountable, if at all?
  + How should VA be held accountable, if at all?

**Step 10: Official Recognition**

* How would VA best be able to track trusted partners?
* Who would have access to this list or where should it be displayed?
* What information about partners would this list contain?
* How else would you want to recognize this partnership?

**VA Staff | Actively Participating as a Trusted ID Card Provider**

**Step 1: Trusted VA ID Card Provider Badge**

* What do you make of a badge for recognition? Why?
* How would you expect your partner to use the badge?

**Step 2: Partner Kits**

* What do you imagine would be provided in a press kit?
  + How would it be assembled?
  + How would it be sent?
* What do you imagine would be provided in an ID photo booth kit?
  + How would it be assembled?
  + How would it be sent?
* What benefits or drawbacks are there to sending or providing kits to partners?
* Are there other kits or materials you’d send in addition to or instead of what we’ve described to support partners?

**Step 3: Event Planning**

* What are some ways VA currently distribute materials and resources to partners?
* Are there events you would particularly want partners attend to register Veterans for their IDs
  + Are there events where it would be problematic for partners attend to register Veterans for their IDs?

**Step 4 & 5: Photo Booth Set-up; ID Registration**

* What do you think is the most secure and effective way for partners to capture Veteran information and ID photos?
* What issues do you anticipate arising as partners try to register Veterans for their IDs on site of the event?
* How would you expect your partner to send VA the information about Veterans they’ve registered?
* Would you trust partners to securely handle Veteran information in this way? Why?
  + Are there any other information security issues that come to mind?
  + How could we ensure partners are collecting Veteran information and IDs in a secure way?

**Step 6 & 7: Metrics Capture; Receiving IDs**

* What types of metrics related to promoting and registering for Veteran IDs do you think are important to capture?
  + Should these metrics be reported from partners to VA?
  + Should metrics be reported locally or to the national level?
  + How do you imagine metrics from this partnership be communicated across VA? Who is it important to share this information with?
* How would you track the connection between the partnership’s outreach and the number of IDs issued? What about outreach’s impact on card education?
* How else would you assess effectiveness of a partnership?
* How can we make sure information gets trickled back down and communication and metrics reporting remains open between VA and partners?

**Step 8: Partnership Experience Survey**

* How often would you want to send this out?
* What would you do with the data from the survey internally?

**Step 9: Status Check-In Meeting**

* What would be the frequency of your check-in meetings?

**Step 10 & 11: Continuing Partnership; Proactive Outreach**

* Would you want long or short term partnerships?
* Who would be in charge of gathering VA ID card updates and communicating them with the partners? How would they do this?

**Step 12: Partnership Appreciation Event**

* How else can we show recognition and appreciation for VA partners?

**Overall**

* Do you have any other feedback to share about this partnership model? Is there anything you would add, change or remove?
* On a scale of 1 to 5, 1 being Very Unlikely and 5 being Very Likely:
  + How likely is this model to increase Veteran enrollment for VA IDs?
  + How likely is this model to ensure Veterans and Caregivers are receiving trustworthy information about VA IDs?

## Press Kit Card Sort

* *In the first column are some items we imagine being in the electronic Press Kit. The light blue items are the ones we envision would be open to both levels of partnership. The darker blue ones we see as exclusive to the Trusted ID Card Provider level only.*
  + *Can you take a moment to scan through them, and let us know what items you think should be included? We’ll drag them to this second column for you.*
  + *Also, please let us know if you think of items you’d like to see included that aren’t already listed – we can add them for you.*
* After the sort is done, ask what characteristics you would expect of each component of the kit (ex. Printable, non-English versions, colorful, etc.?)

## ID Photo Booth Kit Card Sort

* *We see this kit as being only for Trusted ID Card Providers. Same as the last exercise, can you let us know what items you think should be included, and also if we’re missing any items?*
* After the sort is done, ask what characteristics you would expect of the kit (ex. Printable, non-English versions, colorful, etc.?)

Closing

*Now, I’d like to open it up to my colleagues on the call if they have any follow up questions.*

*[After others ask follow up questions] Before we wrap up, do you have any questions for us?*

*Thank you so much for volunteering your time to speak with us. We really appreciate it; this has been very informative!*

[Hand it back over to Melissa or Molly to close out the call.]