VA API Outreach Research Brief

## Objectives

* Understand the needs of targeted user group for VA API integration
* Understand the challenges of targeted user group for VA API integration
* Identify communication channels to engage with targeted user group
* Identify the factors for successful API implementation for targeted user group
* Identify and validate success metrics for targeted user persona

## Research Questions

* What are the VA information needs of targeted user group?
* What is the process by which targeted user group currently accesses the data?
* What are the pain points within this process?
* How would access to VA data through integration with an API impact the targeted user group?
* What are the outreach needs of targeted user group throughout a VA API integration?
* What factors could hinder the success of targeted user groups in VA API integration?
* Who makes decisions about API implementation within targeted user group?

## Methods

* Analysis of email feedback from Leanna
* User interviews with targeted user personas
* Conventional analysis, development of user persona

### Participant criteria

* Industry (VetPro)
  + 1 C-Suite Level
  + 1 Developer
* Industry end-user
  + 1 VetPro platform end-user (maybe VSO, if possible)
* VA Internal Publishers
* Call Centers (WH, VA)
  + 1 C-Suite Level
  + 1 Developer
  + 1 call center end-user

## Deliverables

* Discovery read out
* Fleshed out targeted user persona
* Recommendations/template of a replicable outreach strategy for additional potential user groups
  + User research plan
  + On-going user and development engagement
  + Identify communication channels?