**VA API User Research**

## VA API Lighthouse Project and Engagement Strategy

The Department of Veterans Affairs is building an [API platform](https://www.oit.va.gov/developer/) for customers to leverage to better deliver services to Veterans. However, VA recognizes that building a platform isn’t enough; they must also have an audience who wants to consume these APIs. As such, they want to ensure API releases meet the needs of outside developers, and ultimately have a positive impact the lives of Veterans.

As part of that work, VA awarded Ad Hoc a [mini-consultancy](https://www.oit.va.gov/developer/micropurchasing/index.cfm) to understand how to best engage with these potential audiences and create the materials, documentation and support system that is critical to successful adoption by our customers.

## About Ad Hoc

Ad Hoc is a product development company that builds and maintains digital government services for several federal agencies. We’re taking a user research-based approach to this consultancy so we can implement an API strategy based on an understanding of the direct customer need to encourage adoption.

## Participate in VA’s user research

We’re actively reaching out to high-impact actors to assess their needs around VA API usage and ongoing engagement with VA. We’d like to conduct interviews with key decision makers on API usage, and people with technical knowledge of API integration to understand how the technology and engagement from VA might best serve their needs. User interviews involve a semi-structured question-and-answer format and typically last 45-60 minutes. Participants don’t need to prepare anything in advance.