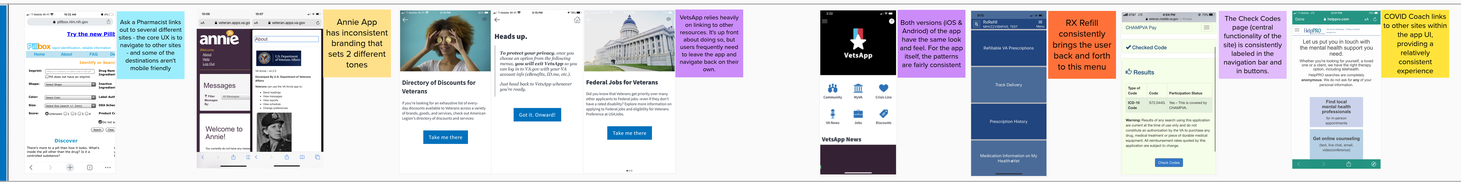
VA Mobile App - Synthesis of Heuristic Analysis

Key

- Ask a Pharmacist
- My HealtheVet
- eBenefits
- Annie App for Veterans
- CHAMPVA Pay
- RX Refill
- VA.gov
- VetsApp
- COVID Coach

Unsuccessful ⟷ Successful

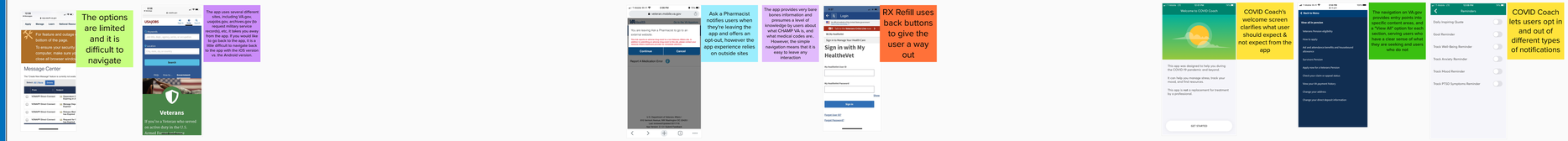
Strive for consistency



Most apps we audited linked to other apps or websites, and many heavily relied on this as a core part of the experience.

While keeping users in the app UI (ex: COVID Coach) eliminates the need for them to navigate back to the app by themselves (ex: VetsApp, Ask a Pharmacist), the experience can still feel inconsistent and put the user in a position where they need to wade through many resources and understand the purpose of each resource to get what they need.

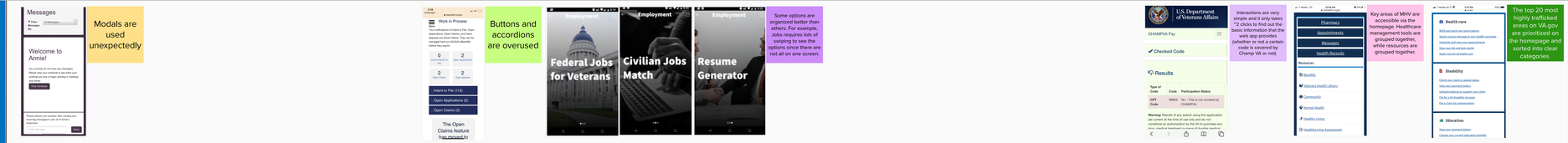
Keep users in control



Being sent to other sites diminishes the feeling of control and elements that provide control feel table stakes

On the successful side of the spectrum, the UX patterns that do provide a sense of control feel like tablestakes elements of a good digital experience. While these elements help provide a sense of control, overall the need to interact with multiple apps or websites likely diminishes a user's feeling of control.

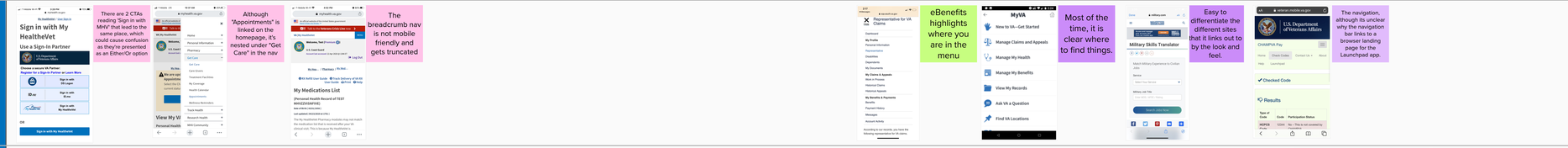
Reduce users minimum steps



The apps and sites we looked at were either very specific or very broad

Some apps had specific purposes (ex: COVID Coach, Ask a Pharmacist, Rx Refill) and others had a more broad purpose of being a "front door" of sorts to access information and tools (ex: VA.gov, MHV, Vets App). We might want to think about how to provide a lot of information in a mobile-friendly interface without overwhelming users with "walls of text"

Users should know where they are



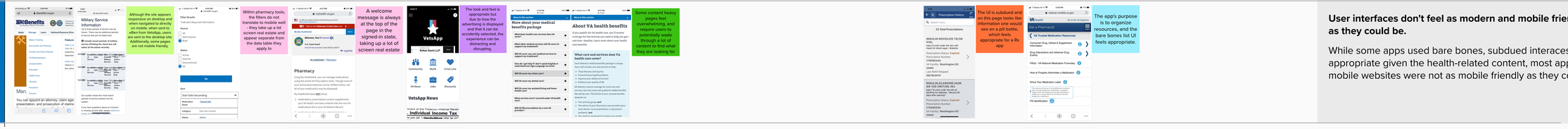
Our findings in relation to this criteria relate to the points above.

Use plain language

Generally plain language was used throughout the apps and sites we looked at.

Where language wasn't clear, it sometimes was because the app or site was assuming the user had knowledge of or experience with another part of the VA digital ecosystem.

Make the UI aesthetically appropriate



User interfaces don't feel as modern and mobile friendly as they could be.

While some apps used bare bones, subdued interaces that felt appropriate given the health-related content, most apps and mobile websites were not as mobile friendly as they could be.