

VA IDENTITY PRODUCT

# Sprint 7 demo

Wednesday, November 23, 2022



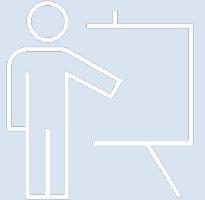
U.S. Department  
of Veterans Affairs



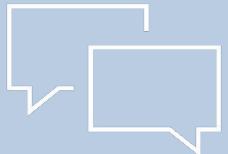
At the end of each sprint on Wednesday, the team will run sprint reviews to showcase the sprint's work for approval.

The purpose of this meeting is:

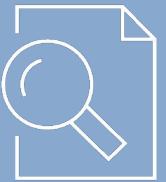
**1** To demo the accomplishments or functionality that was accomplished over the past sprint



**2** To get feedback and insights early and often



**3** To create transparency for anyone interested on the product and progress



# The team

## Core team



**Kit Casey**  
Design Director\*



**Samara Watkiss**  
Assoc. Design  
Director\*



**Pablo Cruz**  
Sr. Product  
Manager\*



**Mike Prusaitis**  
Assoc. Director,  
Program Management\*



**Steve Dickson**  
Engineering Lead,  
Key Personnel



**Bri Mazzio**  
Sr. Interaction  
Designer\*



**Marissa Klein**  
Sr. Strategist\*



**Paul Knipper**  
Visual Designer\*



**Elizabeth Koch**  
Product Owner,  
Key Personnel



**Tyler Gindraux**  
Sr. UX Researcher,  
Key Personnel



**Carl Dickerson**  
Content



**Jay Tanner**  
Program  
Management



**Carolyn Williams**  
UX Designer



**Ksenia Coulter**  
Frontend Engineer

## Executive team



**Jeff Scheire**  
MO Studio



**Kevin London**  
frog Design

\* Rolling off on 12/7/22

# Areas of focus

## Priority 1

### MHV Coordinators in-person proofing (and remote video)

MHV Coordinators have direct contact in-clinic with Veterans nationwide, and therefore have greater understanding of various challenges Veterans face. MHV Coordinators have potential to guide the migration toward Login.gov especially for Veterans needing in-person proofing.

## Priority 2

### Non-Veteran user roles focusing on Caregivers, Beneficiaries, and Delegates

There are hosts of non-Veteran users that would require Login.gov and related identity proofing. Currently there are no VA-wide agreed upon definition of these users or clarity on their use cases and needed levels of access. The primary user roles to investigate are delegates, caregivers, and beneficiaries. These individuals will need the ability to identity proof in person at VA facilities.

## Priority 3

### Inherited proofing/Migration of MHV users to Login.gov

There is an opportunity to leverage previous identity proofing to streamline the transition to Login.gov for existing users. Differing security standards of legacy proofing options is required to meet Login.gov standards. The end goal is to simplify the migration process for existing users.

## Priority 4

### Security keys as an MFA option distributed during in-person proofing

Some users struggle with using Multi-Factor Authentication. Could MHV Coordinator provide these users with security keys as an alternative?

## Priority 5

### TAP curriculum evaluation

The TAP curriculum is out-of-date when it comes to login for VA services and benefits. It should be updated to remove DS Logon and encourage users to use Login.gov from the start. *This area has unknowns, a lack of contact points and relationships, and a lack of general knowledge.*

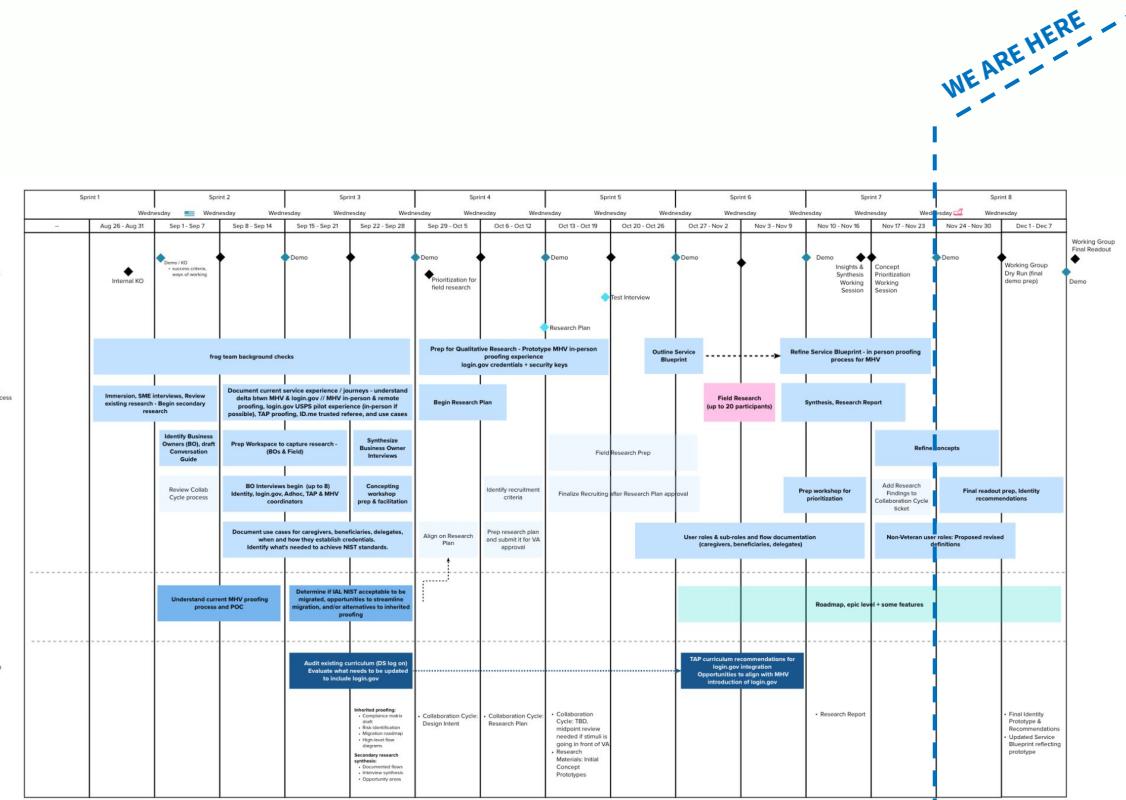
# What our Sprint 7 goals were:

-  Design service blueprint
-  Complete synthesis from field research
-  Prep for two collaborative sessions: Opportunity areas and Prioritization
-  Add research findings to Collaboration Cycle ticket
-  Complete high-level flow documentation of non-Veteran user roles and sub-roles mapped out, identify any overlap/variations of the same role
-  Draft revised Caregiver, Beneficiary, Delegate definitions with associated use cases (where applicable), harmonization of terms used and related level of access
-  Draft implementation backlog

# Today's agenda

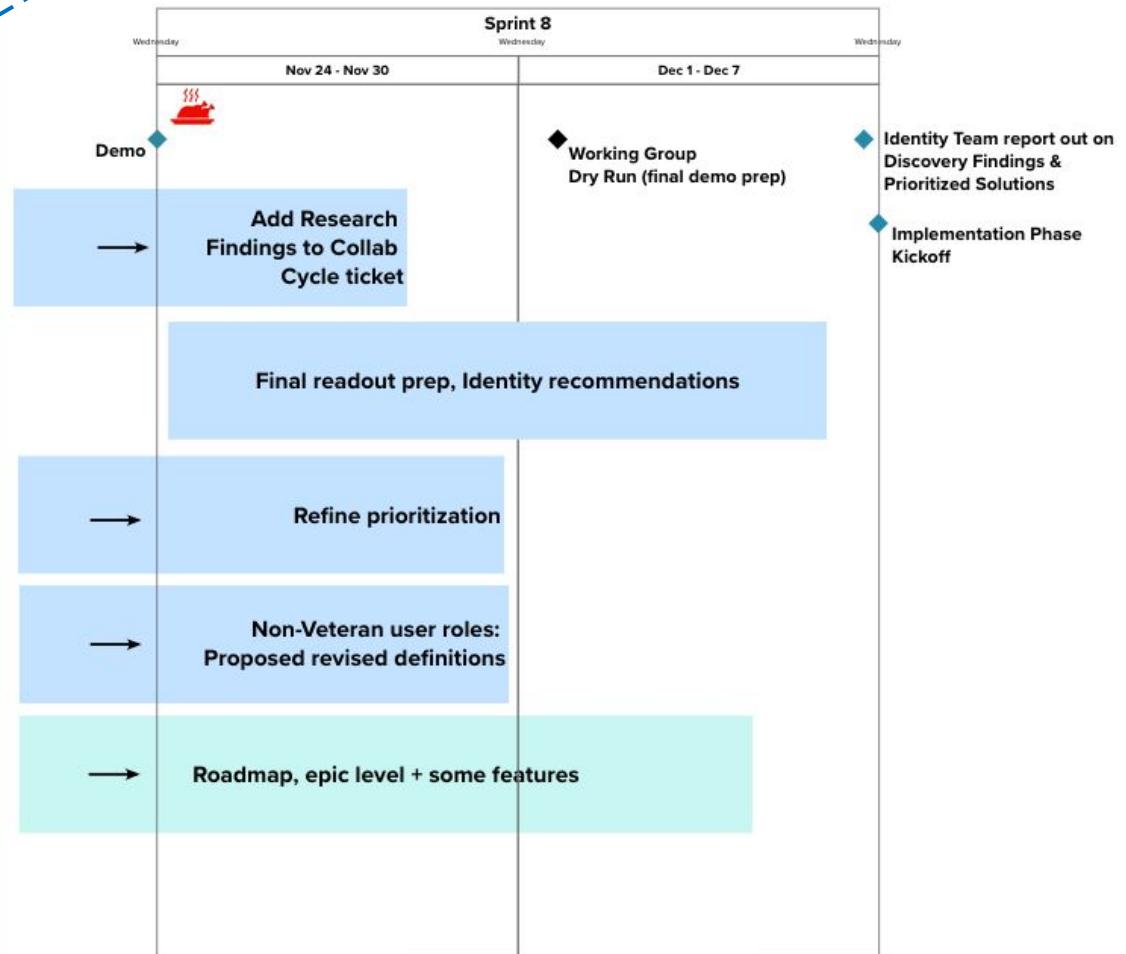
- 10 min** Program status
- 20 min** Recap: Insights & Opportunities and Prioritization Workshops
- 10 min** Planning for implementation
- 5 min** Next steps

# Our plan



WE ARE HERE

A closer look to the sprint ahead...



# WIP agenda for Dec 6–7

Tuesday, December 6th	Wednesday, December 7th
<ul style="list-style-type: none"><li>● 1–4:30 PM: Final Discovery Readout</li></ul>	<ul style="list-style-type: none"><li>● 9–11:00 AM: Phase Retrospective &amp; Lessons Learned</li><li>● 1–4:30 PM: Implementation Kickoff + Roadmap Review</li></ul>

# Dependencies, risks, blockers

## Dependencies:

- Final Readout coordination
  - Get guest list to VA HQ facility manager
  - Confirming room options (bigger = better)
  - Confirm WIP agenda satisfactory

## Risks:

- N/A

## Blockers:

- Number of "eligible" accounts for inherited proofing which also have also identity proofed for a VHIC card
- Numbers of MHV Premium accounts which have linked credentials (Login.gov, DS Logon, ID.me) to help identify how many accounts are eligible for inherited proofing
  - with both - Awaiting Danny response from 11/3 comms (OOO throughout this week)

# Recap: Opportunity areas and insights

# Opportunity areas

## Opportunity Area 1

### Don't sell me, just tell me

For Veterans credential service providers (CSPs) are a necessary evil. Provide clarity by telling them what is required and then let them be pleasantly surprised by a painless migration and additional benefits, rather than trying to sell them on something that isn't really a choice.

## Opportunity Area 2

### Humanized, contextualized, and dedicated help

Respect Veteran independence by allowing them to navigate Login.gov set up on their own terms, but provide flexible and dedicated help so they can succeed before giving up entirely. Once they reach the point of frustration, they are lost for good.

## Opportunity Area 3

### The Veteran/VA relationship carries baggage

Acknowledge the relationship history: Veteran expectations are shaped by serving in the military, bad previous experiences regarding the VA, the overall reputation of the VA, and loyalty to other Veterans.

## Opportunity Area 4

### Veterans have paradoxical views on security

Veterans distrust the government but overestimate its online security. They worry about personal privacy but feel like so much is already known about them that their medical data that it doesn't pose much of a threat. When pressed, ease of use wins out over security.

## Opportunity Area 5

### Meet Veterans where they are

Veterans are no strangers to creating new accounts, using MFA and navigating appointments. Leverage what is familiar to them to make the process understandable and proactively address their concerns.

## Opportunity Area 6

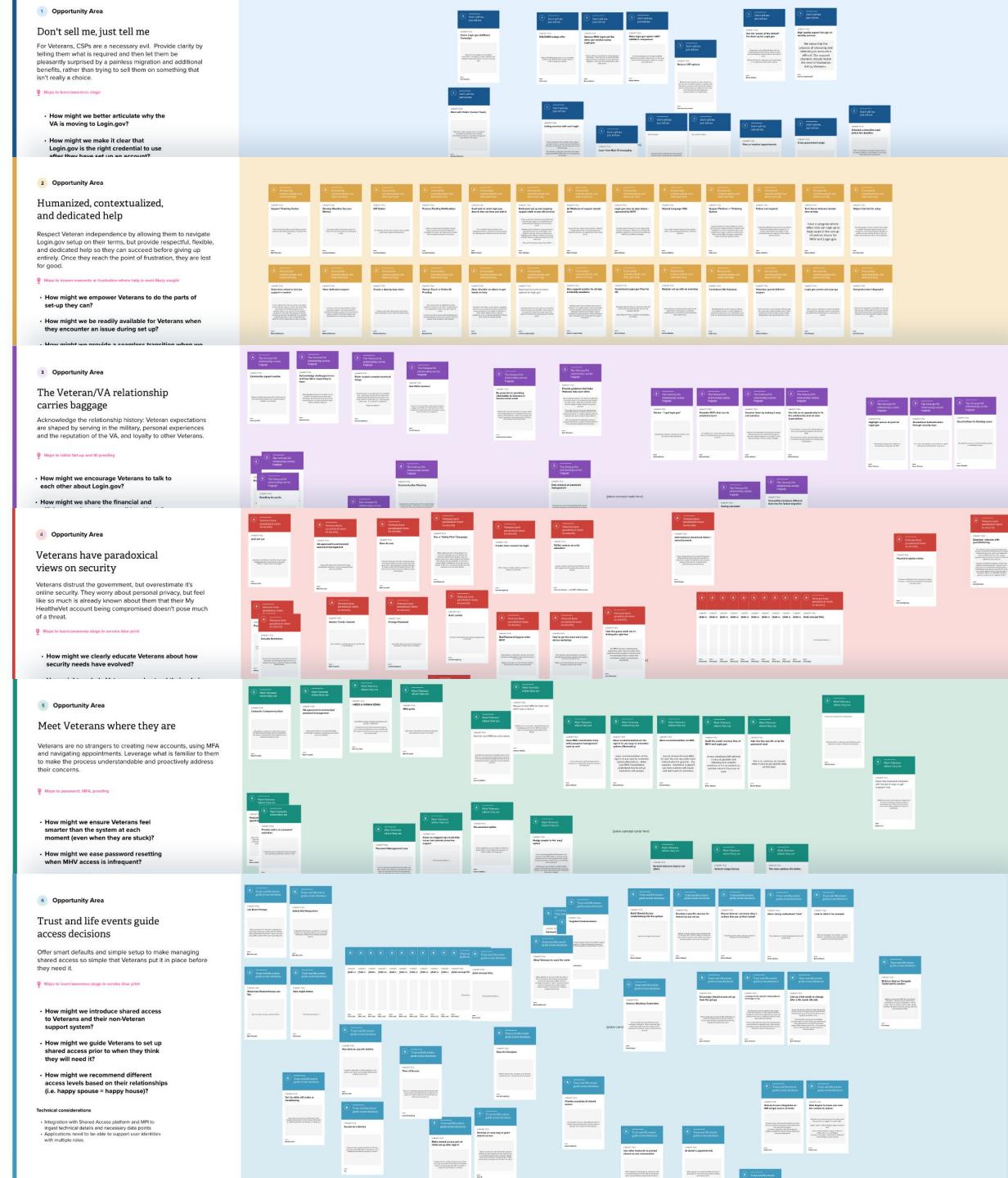
### Trust and life events guide access decisions

Use smart defaults and simple customizations to make managing shared access so simple that Veterans put it in place before they need it.

\* Please see Appendix for **insights** that correspond to each Opportunity Area

# In 40 minutes, 186 concepts were generated

Concepts were based on Veteran insights and opportunity areas to drive preliminary prioritization of actionable ideas for implementation.



# Reviewed concepts generated, voted on what felt most impactful, and prioritized top concepts based on value to Veterans, the VA, and perceived effort

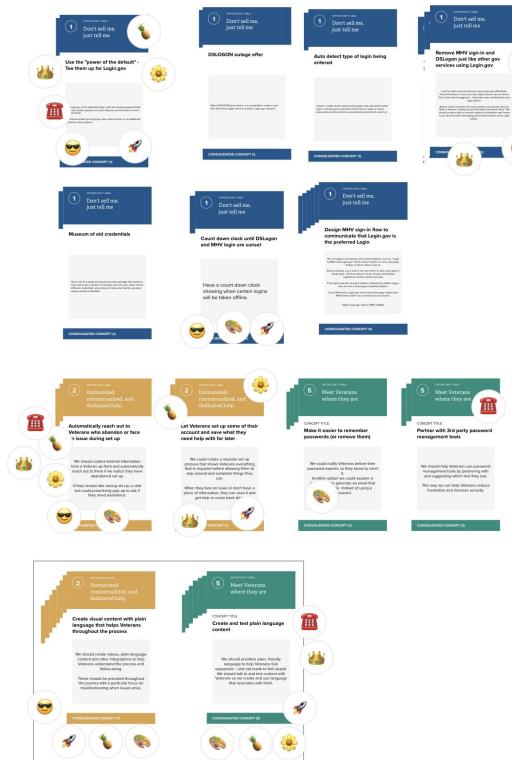
## VA participants:

- John Rahaghi
- Chris Johnston
- Lisa Koenigsberg
- Chante Lantos-Swett
- Lauren Alexanderson
- Marci McGuire
- Susan Haidary
- Melissa Rebstock
- Danielle Thierry

## Also listening in:

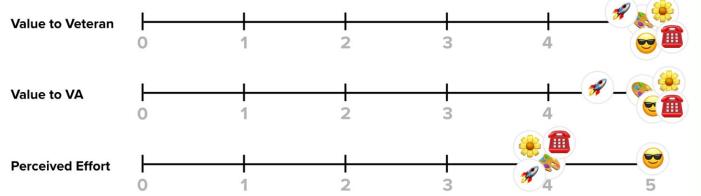
- Eric Voshall
- Jenny Wang
- Luciana Alexander Morais
- Patrick Vinograd

## Concept generation & voting:



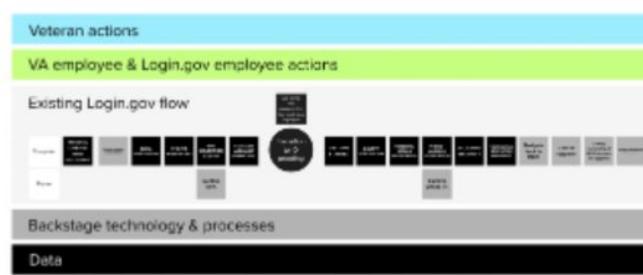
## Top voted concepts, prioritized:

Simplify who to contact while being available across channels throughout the journey



# We mapped the concepts across our draft service blueprint

The service blueprint is used to **connect the in-person services, digital modifications to the existing Login.gov flow** (to support migration from antiquated logins), and identify **impactful interventions** in the login.gov set-up, and the people and processes needed to support those moments.



## Last week

Establishing the level of zoom, and swimlanes and gaining alignment



## This week

Populating swimlanes and steps with descriptive stickies.  
Focus on above the visibility line. Mapping opportunity areas and concepts to steps and stages.

## Example



## Final delivery example

Fully fleshed with current known information, highlighting areas of further exploration.



## Opportunity Area 1

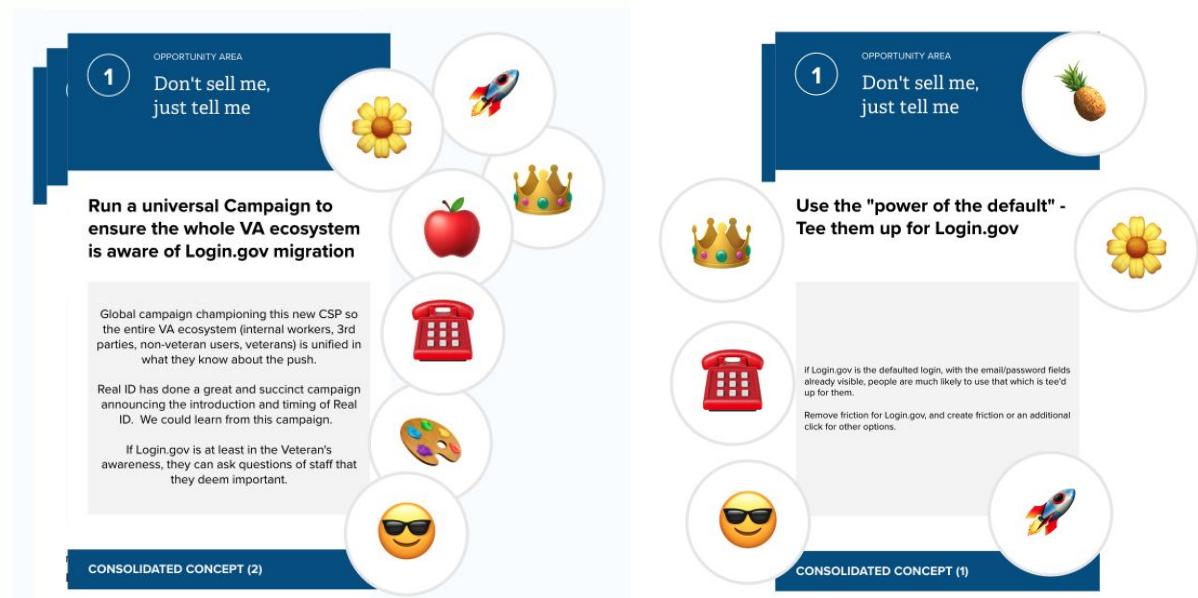
# Don't sell me, just tell me

Total concepts: 29, consolidated to 15

Awareness & Motivation	Account Initiation	Account Basics	MFA Set Up	ID Proofing & Verification	MHV Access	Continued Use
8	7					

## Reflecting on concepts generated

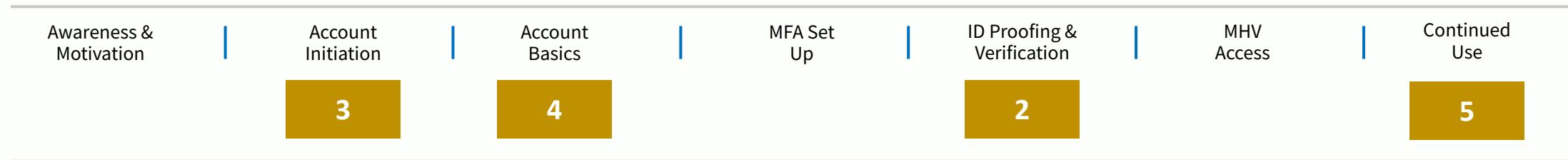
- Veterans often expressed that knowing "why" can be effective in reducing frustration and increasing compliance. However, of the highly voted consolidated concepts, most of them interpreted "tell" as pick my login options for me rather than tell as explain why. Thus **it's important for us as we explore concepts that answer 'how to demonstrate preferred options' that we do not lose the why in the content.**
- Capitalize on behavioral inertia.** Whether providing a default login option or communicating with Veterans on their preferred channel, we have the opportunity to precipitate change by playing up Veteran's unlikelihood of behavioral changes without force. So can either meet them where they already are or force them to meet VA preferences.



## Opportunity Area 2

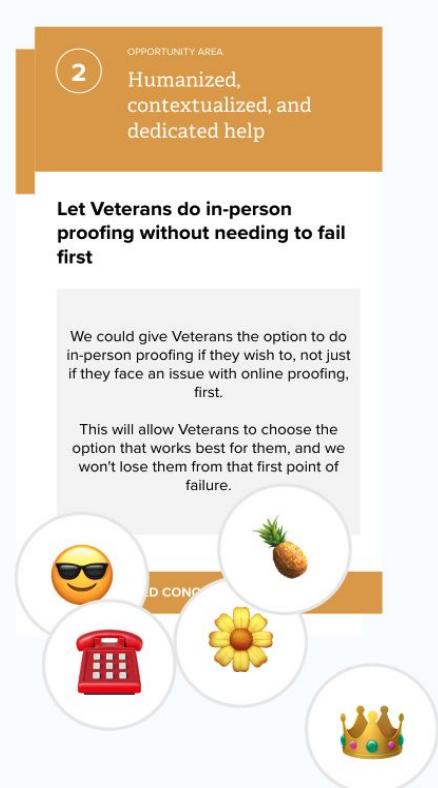
# Humanized, contextualized, and dedicated help

**Total concepts:** 37, consolidated to 14



## Reflecting on concepts generated

- Within this opportunity area, the most highly voted for were concepts that promote providing **support resources at any point** in the Veteran's migration journey rather than only at a specific time, such as after verification upload failure. Important to keep in mind as we develop more personalized support resources, contacts, and channels, we ensure that these are available throughout the entire process
  - Consolidated concepts in this opportunity area are present through the service blueprint highlighting that focusing on concepts that get at the question of when these resources are available might have the **most profound impact** in making Veterans feel supported.



## Opportunity Area 3

# The Veteran/VA relationship carries baggage

Total concepts: 33, consolidated to 17

Awareness & Motivation	Account Initiation	Account Basics	MFA Set Up	ID Proofing & Verification	MHV Access	Continued Use
11			3			3

## Reflecting on concepts generated

- During the prioritization exercise, often the more specific concepts were overshadowed by general design principles or broad encompassing concepts such as a communications plan. While those can be effective methods, the VA **should not discount the benefits of testing more specific options such as a Veteran referral email trigger or sending along a 2nd security key**. Those more specific concepts make the VA's efforts more targeted, personal, and likely to address Veteran's more specific sources of VA "baggage".

OPPORTUNITY AREA  
The Veteran/VA relationship carries baggage

CONCEPT TITLE  
**Security Keys: Content around Best Practices**

Provide content around security key best practices, what to do if its lost/ how to recover, how to use, where to store them.

CONSOLIDATED CONCEPT (3)

OPPORTUNITY AREA  
The Veteran/VA relationship carries baggage

CONCEPT TITLE  
**Talk in Terms of Cost Savings**

Explain how poorly working credentials and fraud cost the VA money. Provide dollar amounts of cost savings for these new steps; i.e. by having 4 credentials available and moving to 2, this will save x number of dollars that can go towards other programs and services to support Veterans

CONSOLIDATED CONCEPT (2)

OPPORTUNITY AREA  
The Veteran/VA relationship carries baggage

CONCEPT TITLE  
**Get VSOs involved**

As part of communication planning and rollout, engage with VSOs to create buzz around the change and equip them with information to also act as a resource to Veterans.

CONSOLIDATED CONCEPT (1)

Icons: telephone, palette, pineapple.

## Opportunity Area 4

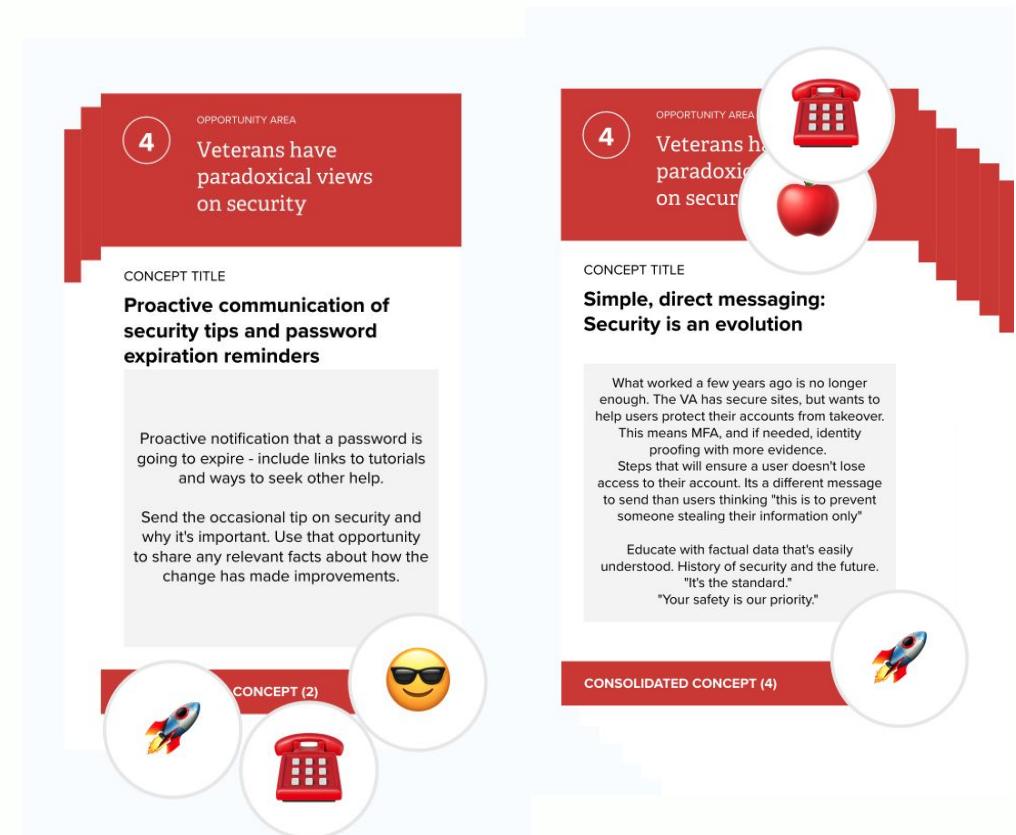
# Veterans have paradoxical views on security

Total concepts: 33, consolidated to 17



## Reflecting on concepts generated

- When you look past the concepts that are in actuality good design principles to have for any program, many of these concepts were relatively **similar to concepts in numerous other opportunity areas** suggesting that Opportunity Area 4 might act more as a lens when developing and prioritizing concepts than as an opportunity area itself.



## Opportunity Area 5

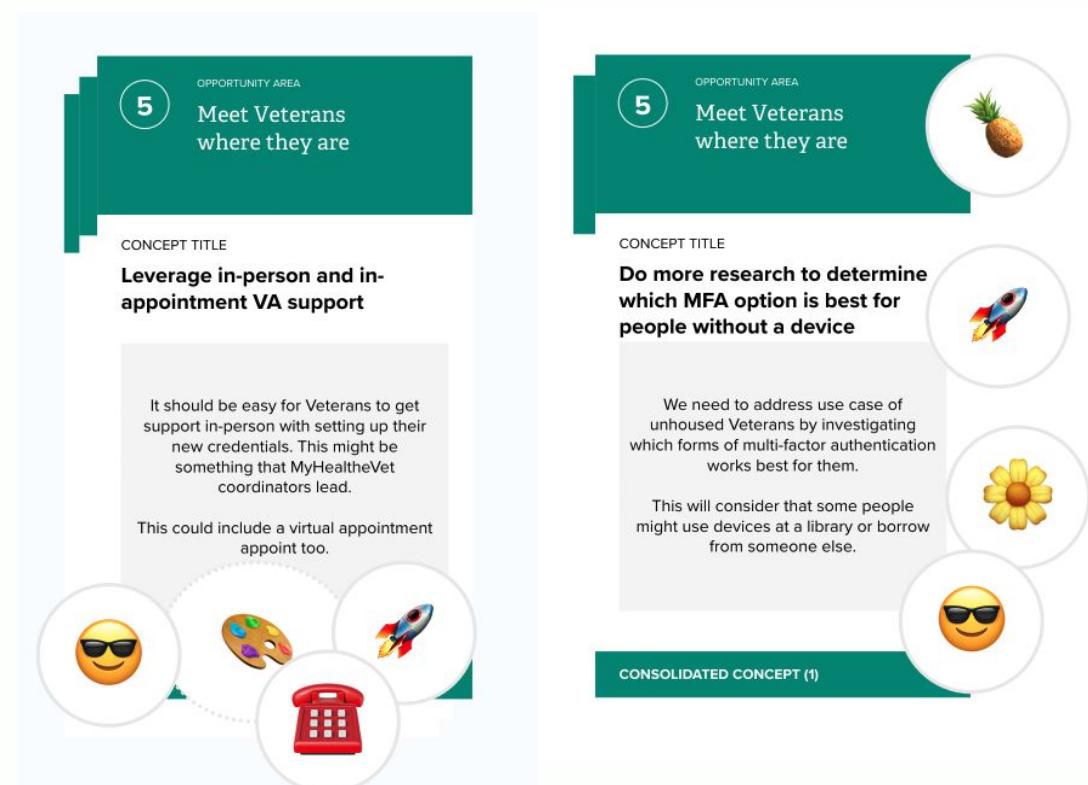
# Meet Veterans where they are

Total concepts: 28, consolidated to 10

Awareness & Motivation	Account Initiation	Account Basics	MFA Set Up	ID Proofing & Verification	MHV Access	Continued Use
3	2	3	1			1

## Reflecting on concepts generated

- Mimicking familiar successful digital processes, quizzes about “**What tech currently works for you**”, and combining VA to do’s with already scheduled visits are 3 ways to meet Veterans where they are that are worth exploring. There is potential to mix and match these methods while also adding in **familiar faces that Veterans often work with or look to for advice at the VA**.



## Opportunity Area 6

# Trust and life events guide access decisions

Total concepts: 30, consolidated to 13



## Reflecting on concepts generated

- Although important, concepts surrounding shared access should be a later focus. The VA should **solve Veterans' challenges to account migration, creation, and access before addressing shared access to non-Veteran users.** ("Put Your Oxygen Mask on First, Before Assisting Others")

6 OPPORTUNITY AREA  
Trust and life events guide access decisions

CONCEPT TITLE  
Develop a specific workflow for simple shared access set up

We should create a streamlined way to sign in and then assign roles and permissions through VA.gov profile would help encourage users to have it in place.

We can consider things like whether the caregiver or health proxy will need to be ID proofed, and, whether the Veteran will need to be there with the person in the facility and have a 3rd party witness that access is granted.

CONSOLIDATED CONCEPT (1)

6 OPPORTUNITY AREA  
Trust and life events guide access decisions

Encourage Veterans to set up shared access from the start

When people get set up with My HealtheVet, we could encourage them to set up a shared access account and understand how they can change permissions over time.

CONSOLIDATED CONCEPT (3)

# End of workshop comments

*'The insight around "systems making people feel stupid" are interesting, new-to-us, and articulated well.'*

**John R. and Chris J.**

OPPORTUNITY AREA 4

Accessing My HealtheVet is an infrequent activity for many Veterans, so the process is always a bit unfamiliar. Veterans interact with security and login processes just enough to get through them.

*'The number of contradictions (tell me what to do, but let me use the thing I want to use; secure vs. non secure) is interesting—and I hope that we can make it as easy as possible but also plan for failure.'*

**Chante L.**

OPPORTUNITY AREA 1

I'm not buying Login.gov, so you don't need my approval—I am, however, trying to comply and do what's asked of me.

OPPORTUNITY AREA 5

If it's not broken, why fix it? Veterans see their current, familiar and working methods as the easiest path, and are resistant to attempting the unfamiliar options.

*'We need to find the happy medium—where people take ownership of the security of their account, but also continue to expect a baseline level of security from a government website.'*

**Melissa R.**

OPPORTUNITY AREA 4

Trust in the government is a double-edged sword. Veterans expect that a government website will be secure regardless of what they do with MFA. More than that, they feel security is not their responsibility, but the VA's.

# Where we are leaning in, our priority focus for the Discovery Readout

**Prioritized** | This is where we believe the discovery phase team can add the most value by illustrating key moments of the experience and how they connect to the broader initiative.

- **The pathways into migration**, focusing on the variety of ways into this experience and in particular how we can meet people if they encounter a problem
- Exploring some of the key aspects that will inform **tailoring communication to specific Veteran audiences** with special focus on how this applies to comms for those migrating from DS Logon
- **In-person proofing for login.gov utilizing existing MHV processes** as much as possible with a focus on navigating the transition from digital asynchronous processes to in-person processes

**Deprioritized** | Based on the VA PO sync, the team has aligned to refrain from focus on:

- **Shared Access**, believing that it makes sense to complete some more of the foundational and alignment work here first
- Making **changes to the login screens** for MHV, recognizing that support for the transition needs to be in place before we change how Veterans login



# High-level: The shape of the Discovery Readout

1. The ask, scope of impact, security & compliance considerations
2. Shaping our research: Research goals and related key takeaways from stakeholders and overall approach (with whom and where we conduct research)
3. What we learned, Veteran perspective: Opportunity areas and insights
4. The big picture (service blueprint, in-person proofing) and moments that matter
  - Points of entry: Touch on proactive opportunities (TAP etc.), migration entry points (especially, meeting people when problem is encountered)
  - Tailored comms (specific focus for DS Logon users)
  - In-person: MHV process, navigate transition from async to in-person help
5. How we can further help those who help Veterans (NVUR Discovery)
6. Next steps: High-level strategic roadmap to inform implementation
7. Questions



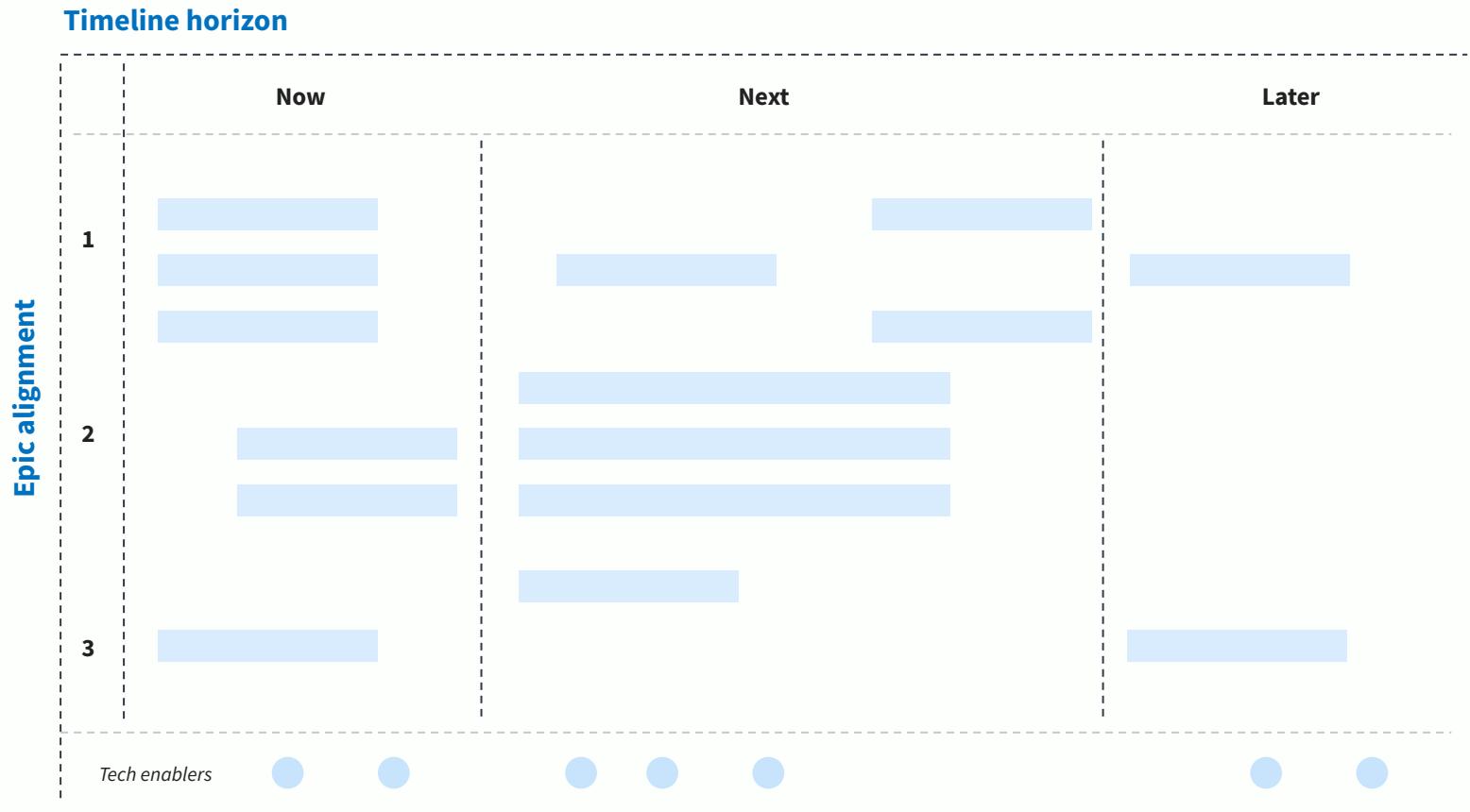
# Update: Planning for implementation

# Moving from concepts on a blueprint to concepts on **roadmap**

## Our **prioritization** lens for drafting the roadmap:

- **Migration:** Concepts that direct Veterans if they encounter a problem
- **Tailored communication:** Concepts that address those migrating from DS Logon
- **In-person proofing for login.gov utilizing existing MHV processes:**  
Navigating the transition from digital asynchronous processes to in-person processes (e.g., Concept: Targeted email comms for Veteran who abandons digital flow, offering in-person solution)

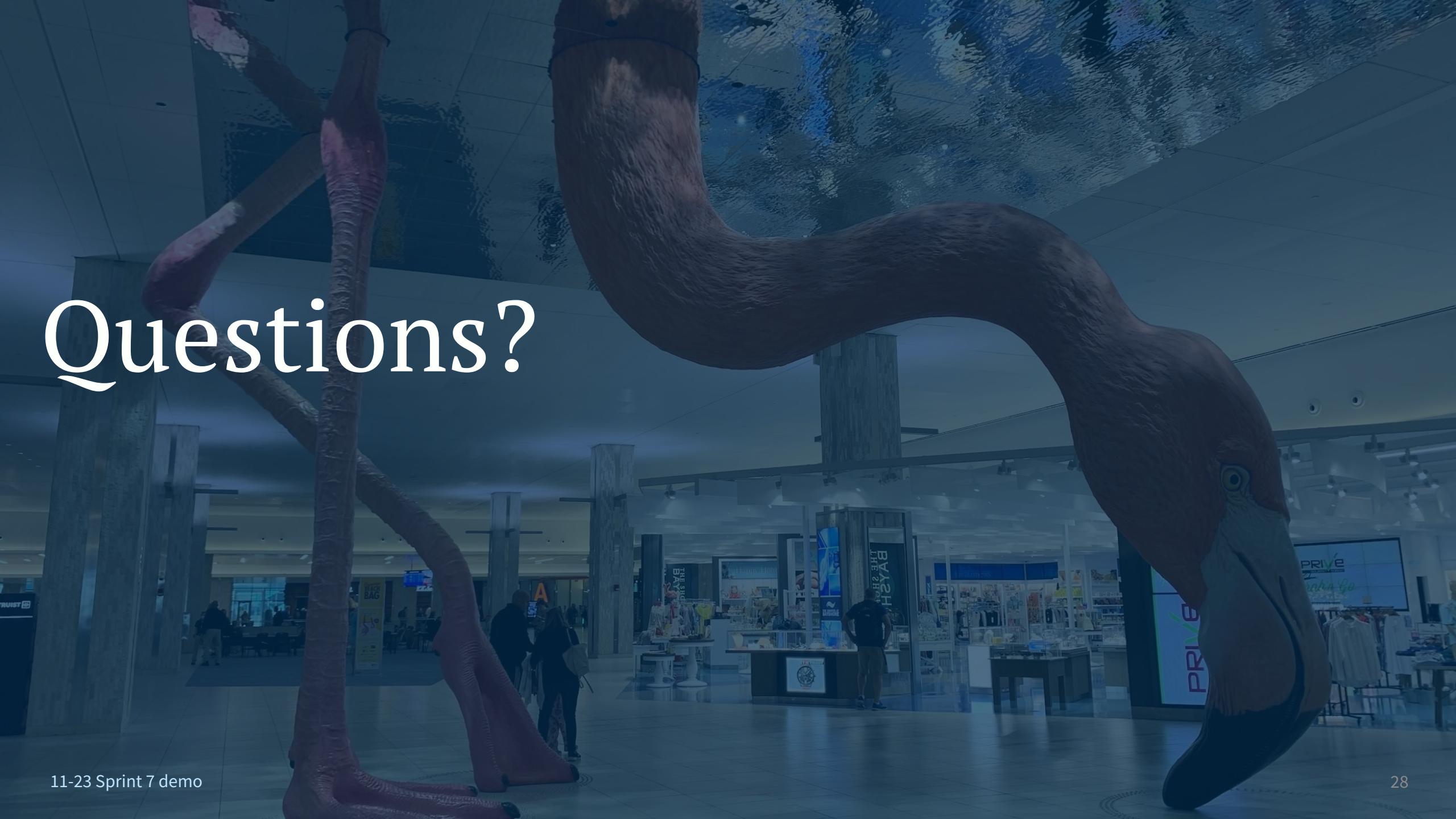
**John:** Anything else you'd like us to consider?



# Next steps

# Sprint 8 goals

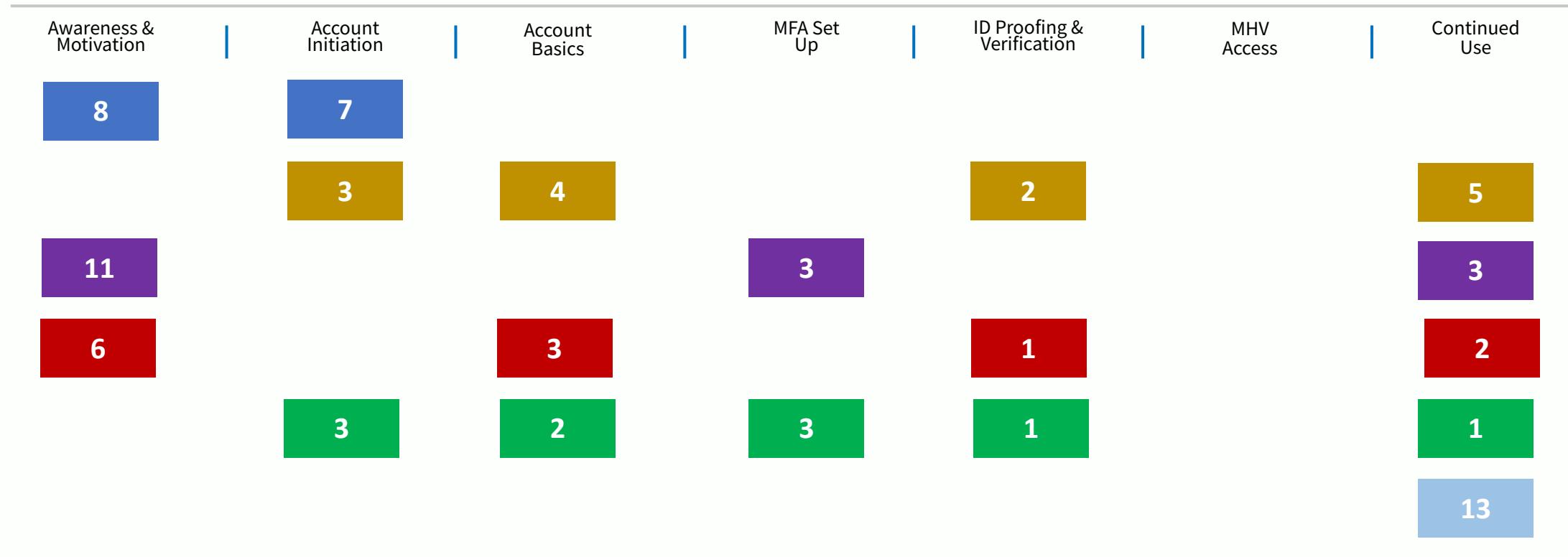
- Finish service blueprint
- Illustrate prioritized moments that matter
- Consolidate concepts
- Edit drafted backlog and map concepts to roadmap
- Add research findings to Collaboration Cycle ticket
- Synthesis use cases for non-Veteran user roles and articulate gaps/areas of opportunities
- Draft revised Caregiver, Beneficiary, Delegate definitions with associated use cases (where applicable), harmonization of terms used and related level of access
- Prep Discovery Readout deck
- Transitioning to the Implementation Phase
- Getting everyone through VA (including PIV) onboarding
- Getting everyone up to speed with the areas of work
- Draft content for a blog to raise awareness of Login.gov (as the first piece of a series of comms around the transition from DS Logon)
- Transition recommendations that will influence the Implementation MVP's
- Add & align Epics, Stories and Task for Product and Sprint backlog



# Questions?

# Appendix

# Concepts across key stages

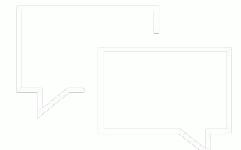




#### OPPORTUNITY AREA 1

Don't sell me, just tell me

For Veterans, credential service providers (CSP) are a necessary evil. Provide clarity by telling them what is required and then let them be pleasantly surprised by a painless migration and additional benefits, rather than trying to sell them on something that isn't really a choice.



I'm not buying Login.gov,  
so you don't need my  
approval—I am, however,  
trying to comply and do  
what's asked of me.

*"We're good at following orders, we ran  
into gunfire."*

Participant 1, Veteran Interview

If you make Login.gov my only option, articulating the benefit is unnecessary, but articulating the reason for the change matters.

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**MHV Coordinators group conversations:** The fear of losing access to MHV and the hassle of trying to set up new credentials take a huge emotional toll. Veterans do not understand why this is necessary and react with anger and frustration.

*Research Conducted: Lolita Price (Alabama), Philip Walton (Iowa), Melissa Beals (Alaska), Dwayne Cunningham (Montana), Renee Ruggles (Nevada), Ramona Dewitt-Morris (West Virginia), Alane Wright (Florida, Georgia), Marcus Mallette (Gulf Coast)*

*“If Login.gov is the preferred method, the VA has to say that and stop providing options.”*

Participant 9, Veteran Interview

Veterans aren't looking for a login upgrade; the current working option is always going to be preferred to an unknown method requiring setup.

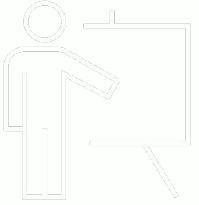
*"If you keep presenting me with those same options every time, just out of habit, I'm going to keep doing what I've been doing"*

Participant 7, Veteran Interview

In the face of multiple login options, Veterans gravitate to what appears to be the most direct route. In this case, My HealtheVet since it is the service they are trying to access.

*"I seem to press "My HealtheVet" more often than not... I think it is because that is where I am going. It feels more direct like it's getting me right in."*

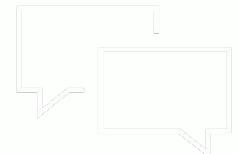
Participant 10, Veteran Interview



## OPPORTUNITY AREA 2

Humanized, contextualized, and dedicated help

Respect Veteran independence by allowing them to navigate Login.gov setup on their terms, but provide respectful, flexible, and dedicated help so they can succeed before giving up entirely. Once they reach the point of frustration, they are lost for good.



Knowing that quality, dedicated help is available makes Veterans more willing to try to upgrade on their own, and see the process to the end.

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**Eligibility and Enrollment staff conversations:** Veterans, particularly older Veterans, need more hands-on dedicated help with setting up their accounts than eligibility and enrollment staff have time (or training) to offer.

*Research Conducted: Harry (Tampa), Delia (Tampa)*

*"The lady at the desk here is already busy, she has to check in more people and get them set up with healthcare. She doesn't have time to help me set up Login.gov, then people would be waiting. But maybe if there's someone else in a different room..."*

Participant 6, Veteran Intercept

Many older Veterans are highly competent and familiar with bureaucratic processes, including doing things online. They want to be empowered to try on their own, but we should recognize their troubleshooting skills might be limited.

*“Plenty of people use MFA and have issues... My parents would be a great example of technology challenged people that need help—but usually they just have to learn how to do it a few times, get used to it, and then they are fine.”*

Participant 12, Veteran Intercept

Rather than needing to fully understand the problem or technology, Veterans would benefit from having a sherpa, a person or artifact, that can guide them through the steps in a way that makes sense to them.

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**MHV Coordinators group conversations:** Even technologically challenged Veterans see immense benefit in MHV digital services and want a trusted, tech-savvy intermediary to assist.

*Research Conducted: Lolita Price (Alabama), Philip Walton (Iowa), Melissa Beals (Alaska), Dwayne Cunningham (Montana), Renee Ruggles (Nevada), Ramona Dewitt-Morris (West Virginia), Alane Wright (Florida, Georgia), Marcus Mallette (Gulf Coast)*

*“I would walk away at this point unless someone is walking through it on my phone with me.”*

Participant 7, Veteran Interview



#### OPPORTUNITY AREA 3

The Veteran/VA relationship carries baggage

Acknowledge the relationship history:  
Veteran expectations are shaped by serving  
in the military, personal experiences and  
the reputation of the VA, and loyalty to  
other Veterans.



Veterans are eager to share information that will benefit other Veterans—positive and negative experiences alike can have a ripple effect and impact adoption.

*Says he would tell his brothers and non-techy Veteran friends, “Hey man, government changes, they are going to Login.gov, you better get ready”*

Participant 9, Veteran Interview

Transparency around government decisions and spending serves more than satisfying a curiosity—it instills trust and supports embracement of a change.

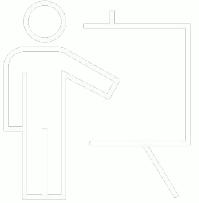
*“You know what my attitude is. They can use the money they are using for [migration/Login.gov], to help [Veterans].”*

Participant 4, Veteran Interview

Ingrained responsibility for government-issued property, undermines the perception that security keys can be an easy, peace-of-mind authentication option.

*"You're not logging into the US treasury, c'mon give me a break. You don't need that" (in response to a security key option)*

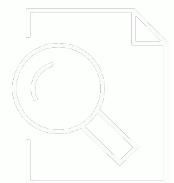
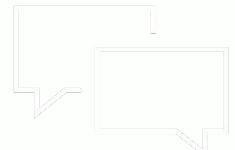
Participant 8, Veteran Interview



#### OPPORTUNITY AREA 4

Veterans have paradoxical views on security

Veterans distrust the government, but overestimate its online security. They worry about personal privacy, but feel like so much is already known about them that their My HealtheVet account being compromised doesn't pose much of a threat.



The risk of not being able access their doctors and prescriptions through My HealtheVet is concrete and terrifying, while someone hacking their account is abstract and the prospect is humorous.

*"Why are they doing all this? Are they afraid Putin's gonna come over and get into our VA accounts?"*

Participant 6, Veteran Interview

Security is important in theory, but Veterans are skeptical that any solution is fully secure—and thus not a promise Veterans feel the VA (or anyone) can keep. Ultimately, the easiest solution will win out and motivate use.

*“I understand that they are trying to be secure, but I also know that when it comes to the internet, nothing is under lock. They think it is.”*

Participant 4, Veteran Interview

Accessing My HealtheVet is an infrequent activity for many Veterans, so the process is always a bit unfamiliar. Veterans interact with security and login processes just enough to get through them.

*"This is a problem I have with MHV, is password. You can't use your previous so you have to make one up. It's a big pain to reset and then try to remember. In fact, right now, I'm not sure of my password, last one I used was "thisisstupid1", says participant who resets password every login.*

Participant 12, Veteran Intercept

Trust in the government is a double-edged sword.

Veterans expect that a government website will be secure regardless of what they do with MFA. More than that, they feel security is not their responsibility, but the VA's.

*“They've put enough security measures in place to ensure the person logging on is secure”, says participant unconcerned with security.*

Participant 8, Veteran Interview

Biometrics can at first feel like a violation, but through repeated exposure, it is increasingly embraced as an easy option requiring no memory. When choosing an MFA option, Veterans weigh intrusiveness against ease of setup and continued use.

*"At least they don't have a little needle that sticks up wanting blood." (His comment at the end of the MFA set up process.)*

Participant 6, Veteran Interview

**Key SME/BO takeaway**

The MFA options that are most commonly selected (codes, SMS, face/touch) are those that can be done instantly, but are not universally accessible and can result in security issues.

—Login.gov team

**Interviewees**

**Annie Hirshman**  
Lead UX Designer

**Ben Chait**  
Product Manager

**Chanan Delivuk**  
Partner CX Coordinator for  
login.gov

**Jeff Holden**  
Product Manager on Partnerships  
Team

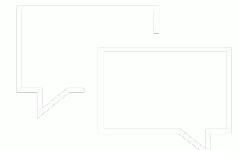
**Princess Ojiaku**  
Lead UX on Unsupervised Remote  
ID Workflow



#### OPPORTUNITY AREA 5

Meet Veterans where they are

Veterans are no strangers to creating new accounts, using MFA and navigating appointments. Leverage what is familiar to them to make the process understandable and proactively address their concerns.



It's account creation, email verification, MFA setup, not rocket science, so don't make a big deal about it—I am already doing this in my commercial products.

*“Banking uses the same thing (pointing at the MFA screen)—Myril Lynch, BofA, Fairwinds. I always have to do the second form, and every once and a while it will ask me security questions.”*

Participant 1, Veteran Interview

Making the Veteran feel smarter than the system at each moment will lower frustration and result in more people happily making it through the setup process and using the new login.

*“I’m old—57—using something new makes me feel old & dumb.”*

Participant 26, Veteran Intercept

If it's not broken, why fix it?  
Veterans see their current,  
familiar and working  
methods as the easiest path,  
and are resistant to  
attempting the unfamiliar  
options.

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**Login.gov Team conversations:** Security key are easy to use and provide the highest level of security but they are unfamiliar and require initial setup and thus the least used.

*Research Conducted: Chanan Delivuk, Annie Hirshman, Jeff Holden, Princess Ojiaku, Benjamin Chait*

*"I would use DS Logon [to log into MHV] because it's something I already have."*

Participant 3, Veteran Intercept

Veterans who have the most success using new logins long-term, are those who expect to forget passwords, and find workarounds that don't rely on memory.

*“My personal concern is not being able to use my own device resulting in not being able to have the password securely generated and stored in my password manager... I do not want to have to write this password down.”*

Participant 7, Veteran Interview

Setting up Login.gov alongside another VA appointment is a welcome convenience, so long as it represents a definitive start or end to the process—don't create another ongoing process to manage.

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**Eligibility and Enrollment staff conversations:** When Veterans visit the VA to check their eligibility and enroll in VA healthcare, staff introduce them to My HealtheVet and offer pamphlets to explain how they set it up. They ID proof (for enrollment), and take a picture of the Veteran for their VHIC.

*Research Conducted: Harry (Tampa), Delia (Tampa)*

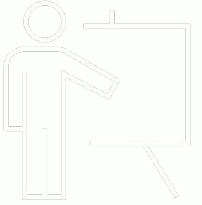
*"Yes, I would do it [set-up Login.gov] at the end of my appointment. While I'm here. I'd rather get more done in a single period, than later."*

**Participant 6, Veteran Intercept**

While Veterans appreciate bundling tasks with appointments, bundling communications causes confusion and fear around doing something wrong.

*[I'm unsure] if they want you to bring ID, then they want you to use password/username. If I don't his yes, then I worry I wouldn't be able to go to my appointment."*

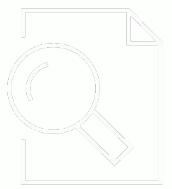
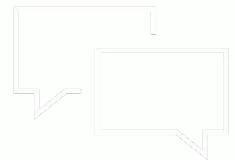
Participant 3, Veteran Interview



#### OPPORTUNITY AREA 6

Trust and life events guide access decisions

Offer smart defaults and simple setup to make managing shared access so simple that Veterans put it in place before they need it.



Veterans don't know what they need in terms of shared access until life altering events make them necessary. Conversely, setting up shared access can spur necessary conversations.

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**Carnetta Scruggs:** Friends and family are instrumental in assisting Veterans who are aging, have mental and physical health issues, and technical literacy challenges. A lack of delegate consideration means this assistance comes at the expense of security and proper protocol.

*"If I get dementia, I'm going to need someone...if I don't hire a caregiver and my significant other takes over, I need to give her access."*

Participant 3, Veteran Interview

Shared access asks Veterans to consider who they trust and who will take care of them in the future.

Understanding trust can change as the relationships evolve, they appreciate built in protections.

*“What if I’m going through a divorce and they use my medical records against me? 75% of my disability is PTSD. In court it could be used against me in terms of rights for childcare. But there is a need regardless—if I’m blind, or can’t print out a prescription.”*

Participant 3, Veteran Interview

# The more complex the caregiving situation, the more caregivers recognize the need for nuanced permissions to engage with the Veterans' healthcare.

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**Melissa Rebstock:** There is not a clear delineation between Veterans and associated non-Veteran users, especially those that might fulfill dual or multiple roles within a Veteran's life. By establishing these roles, it will help set context of how staff can more effectively assist them, reducing confusion and uncertainty for all parties.

*"If I go overseas, [my wife] would need to do all the stuff." Says participant who already gave his wife his UN/PW and unique picture for MFA.*

Participant 17, Veteran Intercept

Control and ownership of the Veteran's information is paramount. Deciding who can access, the ability to grant and revoke access, and visibility into exactly what has been accessed by others, is their right as the data owners.

*"I would feel fine about [shared access for my wife]. She's the pilot and I'm the copilot. It would be convenient."*

Participant 18, Veteran Intercept