Comparison Tool UTest Notes

April 12, 2019

THERESA: Really nice job with improvising when we couldn’t screenshare with participant

Warm Up Q’s

* Currently using the Post-9/11 GI Bill
* ***Looking for schools that accept Yellow Ribbon***; schools with Veterans office to help with problems or issues.
* Has used the GI in the past

Scenario 1: Looking for GWU

* Type ahead does not include school that she’s looking for (GWU-Ashburn)
* Mentions: Sometimes satellites have a particular program that they run so she chose the general GWU campus.
* Sees GWU-Ashburn. And would select that.
* School Calendar doesn’t address her program (school of nursing). School of Nursing doesn’t have the same schedule. Accelerated 16 month program.
* Classes of main campus: housing may be adjusted. Did see the housing allowance change.
* Puts in Zip for Ashburn, VA but location name that appears is “Warrenton, VA”
* Additional Info panel: Single point of contact for Veterans is important.
* Additional Info panel: GWU-Ashburn doesn’t offer “Credit for Military Training” but the nursing program does.
* Additional Info panel: Institution Codes are helpful. But not sure what she’d use them for.
* Likes that everything is on one page. It’s a good summary.
* Would be helpful to mention that benefits might be different per program.
* Most important: Estimated benefit & Estimated benefit per term. Gives you a snapshot of what you’d be looking at – even if it’s not perfect, it’s a good snapshot.
* Believes the info to be very reliable.

Scenario 2: Comparing University of Florida / Florida State

* Searches for University of Florida. Sees top-line results on Search Results page – Tuition, Housing.
* Doesn’t leave SERP, searches for Florida State. Sees top-line results on Search Results page – Tuition, Housing. Drills in to FSU page to see more details.
* Doesn’t see any info about Yellow Ribbon participation.
* Yellow Ribbon “learn more” doesn’t show what schools accept yellow ribbon.
* Estimated Benefits Box: Total Paid to You – Math doesn’t make sense at first. After scrolling down sees where the numbers come from. Maybe switch the display?
* 107 – Based on the question only, doesn’t know what that’s being asked. Reads “Learn more” and understands the rationale.
* Estimate vs. Actual amount: Don’t mind getting an estimate. As long as the differential isn’t huge, an estimate is a good starting point.
* Would be willing to log-in to get a more accurate number.
* Maybe don’t display the estimate until the user has responded to the questions.

Scenario 3: How would you use the tool to determine which GI Bill you’d want to use?

* You have to select one of the benefits at the front page. Somewhere you used to be able to compare them side-by-side.

Post Test Q’s

* Would like: Have an actual comparison table that presents a summary of benefits
* Would like: Have a list of schools that would accept Yellow Ribbon
* Would definitely use this if she was going back to school
* Rates it 5: just browsing through here makes my job less complicated. Narrows down the options then would call the schools next.
* Getting this info from the VA office, you’re one step ahead. You can say “I was on the VA website and this is what was there.”
* I’m old school, I’d use it on desktop. It would be too small to scroll on a phone.
* Likes the new & improved VA website. Used to give up and call if she had a question. Happy that this is there and would tell people about it.

**KEY OBSERVATIONS**

**CRITICAL ISSUES**

**501 – VA/DoD RATE**

**107 – ZIP CODE UPDATE / CAMPUS LOCATION**

* Classes of main campus: housing may be adjusted. Did see the housing allowance change.
* Puts in Zip for Ashburn, VA but location name that appears is “Warrenton, VA” and housing allowance is lower based on Warrenton Zip Code.

**ENHANCEMENTS**