**GIBCT Colmery Act Sec 107 Veteran Discussion Script**

**July 10, 2019 – Myesha**

**Veteran Friendly, have their own Veterans’ office. Wants a competitive school.**

**Also important that the Vocational Rehab person has a clue. Had some experiences where the reps didn’t understand what was going on.**

**107**

**Landing page: The first thing I look for is “the next step”. College is already pressure so I just want to find an easy way to move through it. I can see that [this is] user friendly – I can pick my status, the benefit I’m using and this will give me a cumulative average.**

**SRP - WOW! This shows how many GI Bill students are there. … I’d look at the number of GI Bill students because I’d be more likely to run into those students.**

**I’d look for schools that have the program I’m looking for.**

**Veteran initially didn’t realize she could click through on search results: To find out about UCDavis, more than likely I’d go to a different browser and look up that information.**

**Sees the housing allowance, per term and monthly. Monthly rate is more important to her because that’s how she budgets.**

**PROFILE Left side [calculator fields] looks like a duplicate of the right side [benefits panel]. Housing benefits – I know it makes a difference if I take in-person or online. … Now I’m a little bit confused… I’m trying to figure out… It took me a second… to realize that the left side controls the right side.**

**When you’re a veteran coming out of active duty, I opted to call the university I dealt with. There wasn’t anything that was user friendly. I called the university and they walked me through it. There’s a lot of emotion and feelings for veterans coming out of active duty so you want to make it easy for them. Make it as user friendly as possible, especially when you’re talking about people’s money.**

**Finding housing rates… I would click on the link or click “view more” [in the SRP]. Imagine I’d be able to see a housing comparison and see which would give more money.**

If she couldn’t find schools or programs in the drop-down list, would use “other locations” option.

VET TEC

**There’s a star there – not sure what that means but I’d be curious. Maybe you’d get a little more money. I’d click through on that and then click on the “Learn more”. Once I knew the difference, I’d check them out.**

Assumes the housing allowance range **depends on if you’re online or in a classroom.**

**I like this “learning format” on the left hand side. It stands out a little.**

**First I see there’s not out of pocket expense. I like that.**

**I had some questions about the benefits payout but I see there’s a learn more link so I could figure out that.**

**Logo: kind of cool. It took me a second to understand what it was. I understand I can learn more about it. Kind of futuristic. I know I’m on a VA website.**

**Welcome and Opening Remarks (5 minutes)**

Are you comfortable if I record the audio as we talk today?

**Yes.**

**Warm-up Questions (5 minutes)**

Before we look at the website, let’s start with a few warm-up questions.

1. Have you used VA Education benefits in the past?

**Using them now.**

1. Have you used the GI Bill Comparison Tool before? If yes, what was your experience?

**No.**

1. What factors are most important to you as you compare schools or institutions?

**Veteran Friendly, have their own Veterans’ office. Wants a competitive school.**

**Also important that the Vocational Rehab person has a clue. Had some experiences where the reps didn’t understand what was going on.**

1. What role will geography play in your decision?

Okay, let's go ahead and walk through a few scenarios.

**Prototype**

<https://bahdigital.invisionapp.com/share/EXIAAV8QGY3#/screens/296016673>

**Scenario #1 (10 minutes)**

Let's say you've decided to apply to the University of California at Davis. Using the GI Bill Comparison Tool, how would you determine what benefits you'd receive while taking classes at the University of California at Davis?

[After the particpant has explored the calculator fields and benefits panel]

**LANDING PAGE**

**The first thing I look for is “the next step”. College is already pressure so I just want to find an easy way to move through it.**

**I can see that it’s user friendly – I can pick my status, the benefit I’m using and this will give me a cumulative average.**

**Seems pretty straightforward.**

**I’m confused by “Cumulative Post-9/11 active duty service”**

**SRP**

**Yeah, this gives me the results.**

**WOW! This shows how many GI Bill students are there. … I’d look at the number of GI Bill students because I’d be more likely to run into those students.**

**I’d look for schools that have the program I’m looking for.**

**To find out about UCDavis, more than likely I’d go to a different browser and look up that information.**

**PROFILE PAGE**

**Sees the housing allowance, per term and monthly. Monthly rate is more important to her.**

**Left side [calculator fields] looks like a duplicate of the right side [benefits panel].**

**Housing benefits – I know it makes a difference if I take in-person or online.**

**[Sees drop-down] - It looks like they have remote locations.**

**I don’t know what a bonus-kicker is.**

**Now I’m a little bit confused… I’m trying to figure out…**

**It took me a second… to realize that the left side controls the right side.**

**When you’re a veteran coming out of active duty, I opted to call the university I dealt with. There wasn’t anything that was user friendly. I called the university and they walked me through it. There’s a lot of emotion and feelings for veterans coming out of active duty so you want to make it easy for them. Make it as user friendly as possible, especially when you’re talking about people’s money.**

**Potential Probing Questions**

1. What are your first impressions?
2. What aspect of the page or the process might other Veterans find confusing or unclear? Why?
3. Would you expect to receive the same benefits if you were to attend University of California in another location?

**Scenario #2 (10 minutes)**

Let say most of your classes will be held downtown at the UC Davis Technlogy Center. Using the site, how would you determine what amount of housing you'd receive while studying at the UC Davis Technology Center?

*[After the participant has explored the prototype and shared thoughts aloud ]*

**Potential Probing Questions**

1. What are your thoughts on the last question on the left ("Will the majority of your classes be on the main campus?")?
2. What would you expect to happen if you selected "Other"?

**Scenario #3 (10 minutes)**

Let say you're interested in checking out UC Irvine, as well. Using the site, how would you determine how much housing allowance you'd receive if you attended UC Irvine?

[If the participant navigates to UC Irvine via the Search Results Page or search box, ask if there a way to access the UC Irvine page from the School Profile page?]

**Goes to Search Results (USES BREADCRUMB!)**

**Tries to click on Irvine in the SRP – not interactive.**

***Guided to School locations…***

* **Expect that the housing allowance would be different because the zip code is different.**
* **I’d open another page and look up the housing allowance for that zip.**
* **I do love the fact that the complaints are in the tool.**
* **Like that there’s information about retention rate, graduation rate (school outcomes) even without the Veteran data. Shows generally how the school performs.**

***How would you find the housing rate for Irvine?***

**I would click on the link or click “view more.” Imagine I’d be able to see a housing comparison and see which would give more money.**

***Would you use the “Other locations”***

**If I couldn’t find what I needed, I’d know there were other options. [doesn’t observe that the zip code field appears]**

***Where would you go to look up the housing allowance?***

**When I went to compare schools, I typed in BAH calculator . (**<https://www.defensetravel.dod.mil/site/bahCalc.cfm> **) You have to know that the E-5 is the rate for schools.**

**I Googled it on my own and my VocRehab advisor. I trust that defense travel – and I trust .mil or .org. .com or .info, don’t trust as much.**

**For schools or programs not in the list, would use the “other locations” option**

**Potential Probing Questions**

1. What are your thoughts on the listing of all campuses in the locations section?
2. Under what circumstances would you review a list like this?

**Scenario #4 #116 VET TEC Benefits Panel (10 minutes)**

<https://bahdigital.invisionapp.com/share/BXIAAZ0PHY3#/screens>

Let’s assume you're moving to Detroit, Michigan and you'd like to advance your IT career by taking advantage of the VA's new high-tech program. Using the GI Bill Comparison Tool, how would you find a training course in Detroit and determine how much money you’d receive to help pay your rent while attending the course?

**Potential Probing Questions**

1. What questions do you have regarding the tuition breakdown?
2. What aspect of the Benefits panel might other Veterans find confusing or unclear? Why?
3. What are your thoughts on the logo? What does it mean to you when you see it? What do you wonder when you see it?
4. What are your thoughts on the Preferred Provider logo?

**Would try to search on schools.**

**There’s a star there – not sure what that means but I’d be curious. Maybe you’d get a little more money. I’d click through on that and then click on the “Learn more”. Once I knew the difference, I’d check them out.**

**There’s a price range… I’m guessing it depends on if you’re online or in a classroom.**

**I like this “learning format” on the left hand side. It stands out a little.**

**First see there’s not out of pocket expense. I like that.**

**NOTE: “Tuition & fees data will soon be available” should be conditional, not display when user adds their own info.**

**I had some questions about the benefits payout but I see there’s a learn more link so I could figure out that.**

**Knows that the school gets the money for tuition and sees the incentive for schools to get Veterans jobs.**

**Logo: kind of cool. It took me a second to understand what it was. I understand I can learn more about it. Kind of futuristic. I know I’m on a VA website.**

**Thank-You and Closing**

*[The moderator concludes each session by thanking the participant for their time and for offering his/her opinions and suggestions.]*

Thank you very much for taking the time to give us your feedback today. We really appreciate your help!