One VA Card: Low-Fidelity Testing Guide

## Kickoff

[Melissa or a member of her team will “MC” and kick off the call, introduce the team, and hand off to the HCD facilitator. If they are unable to attend, the facilitator will kick off the call.]

Introduction  
*My name is [...] and I work with the Veterans Experience Office. My colleagues [introduce others on the call] are also on the line, observing and documenting our conversation today and may ask some follow up questions at the end of our call.*

*Our team is working to better understand the experience of VA-issued identification cards and letters, by speaking with Veterans, Caregivers, VA staff, and retail businesses. Based on previous conversations with Veterans, Caregivers, VA and DOD staff, we have brainstormed several potential solutions to improve experiences surrounding Veteran and Caregiver IDs and would like to get your feedback on some today.*

*This is an open conversation. You are the expert here and we are just looking to learn from your thoughts and opinions. You don’t have to answer any question you don’t want to, and we can stop the interview at any time.*

*While we will be documenting our conversation today through written notes, your responses will be confidential—nothing will be connected to your name in any way. We will remove or redact names of people, facilities, locations, or any other specific information that could be used to trace what you said back to you. We do this because we want to create a space where you feel comfortable being candid about your experiences. We will use the responses from this conversation, as well as other conversations, to update and change these potential solutions and guide our future Veteran identification efforts at VA.*

*Before we begin, we do need to gain your verbal consent that you consent to us documenting your anonymized quotes for our research. If you consent, please state your name and that you give us consent to document our conversation today?*

*Do you have any questions before we begin?*

VA-Community Promotional Partnership Model Testing Guide (45-60 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Community Partners**

**Communication with VA**

* As a partner, what information, resources, or tools would you expect to receive from VA?
  + How would you expect or like to receive that [information, tools, resources]?
* How would you like or expect VA to approach potential new partners about building a relationship and/or joining this kind of program?
* If [your organization] was a partner with VA, how would you expect to collaborate with them?
* Would you like to be able to provide feedback about your partnership? Why or why not?
  + [If yes] How would you want to provide that feedback?

**Partnerships**

* Has your organization ever partnered with another group or organization?
  + What about that relationship worked well? What did not work well? What can we learn from that experience?

**Content and Impact**

* As a partner, what would you expect to receive from VA?
* What benefit would being a partner with VA provide?
* Do you think having a partnership with VA would increase the amount and accuracy of information you'd be able to provide to Veterans and Caregivers?

ID Marketing and Communications Campaign (60 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Veterans & Caregivers**

**Information Sources**

* Where do you currently learn the most about new information, services, or products? (i.e., news sources, tv, social media, newspapers, magazines, forums, etc.)
  + If you want to learn more about a service or product, where or how do you go about seeking that out?
* What types of technology do you most frequently use?
* Where do you currently receive most of your information about VA and the services they provide?
  + When seeking out information about Veteran and Caregiver IDs, do you go somewhere else or receive that information from the same sources?
* Do you learn about VA IDs through any Veteran or Caregiver groups or organizations?
  + Do you have a preference when it comes to learning about VA IDs through those groups or through other methods? Why or why not?
  + Do you trust the information from those groups any more or less than the information you receive elsewhere? Why or why not?

**Communication via Campaign**

* What communication or marketing methods do you feel you learn the most from?
  + What do you feel makes these methods effective for you?
* If VA created ads or campaigns for Veteran and Caregiver IDs…
  + What would make you want to read or view them? Why or why not?
  + What would you expect to learn?
  + Where would you expect to see these ads?
  + When would you expect to see these ads?
  + How likely is it that you would pay attention to them?
  + Would you want to learn about IDs in this way?
* Who would you expect to have contributed to this campaign?

**ID Application Guide**

* If VA created an ID guide, is that something you would be interested in? Why or why not?
  + If so, what would you expect to see?
    - What types of information should be present? (POCs for questions? Location information? Pictures or words? Formats for the visually and hearing impaired?)
    - How or where would you expect to find or interact with it?
    - What format would you prefer it be in (digital or physical/printed)?
    - If digital, how would you expect to access the guide? (i.e., would you prefer the ID application guide be accessible online? Another digital format? Something mailed to you?)
    - If physical/printed, would you like information mailed or just picked up from visits to the VA?
* How would having an ID guide impact your experience with VA IDs?
* Who would you expect to have contributed to this guide?

**ID Reference Guide for Businesses**

* Have you ever used your Veteran ID at a store or restaurant to receive a Veteran discount?
  + [If yes] When the employee at the store checks your ID, what are they usually looking for?
  + Do they check your ID in a system or against a cheat sheet?
  + Do you think businesses would benefit from having a Veteran ID reference sheet or guide? Why or why not?

New Caregiver ID Card (30 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
    - [If just responds with emotional value] Do you believe having a Caregiver ID would provide you anything valuable beyond the emotional value? What would that be?
  + What would you add, change, or takeaway?

**Questions for Caregivers**

**Card Features**

* What would make your Caregiver ID feel official?
* What material(s) would you want your ID to be made of?
* Would you expect or like your Veteran’s information to be tied to your Caregiver ID? How so?
* How would you like to be able to personalize your Caregiver ID?
* How would you expect an ID for a Caregiver in the PCAFC program to differ from an ID for a Caregiver receiving support through PGCSS?

**Card Application**

* Do you have any expectations or suggestions for how or when you would apply for a Caregiver ID?
* How would you like to receive your Caregiver ID?
* Would you expect this to be a permanent ID or one that must be renewed or reverified at certain intervals?
  + If your card needed to be renewed or reverified, how would you expect to do that?
* Would you be willing to pay for a Caregiver ID? Why or why not?

**Using the Card**

* When and where would you expect to show or use your ID?
  + What services or privileges would you expect to gain access to with this ID?

Virtual ID Assistant (15 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Veterans & Caregivers**

**Using the Virtual Assistant**

* What questions would you most likely ask the virtual assistant?
* When or where would you like or expect to find the Virtual Assistant?
* What time of day do you think you would be most likely to use the assistant?
* Would you prefer the virtual assistant to be automated or staffed by a VA staff member?
  + If a person staffed the virtual assistant during normal business hours, but was automated from 5pm to 9am, would that be sufficient?
  + If the virtual assistant was automated, would you expect the virtual assistant to connect you to a person if needed?
* Would you expect the virtual assistant to save your preferences or search history? Why or why not?
* What features would you expect or like to see with a virtual assistant? (Chat, video, etc.)
  + Aside from answering questions, is there anything else you would expect the virtual assistant to do? (ex. looking up the status of something in a database, like when they generate a return label on a shopping site)
* Would you trust the Virtual Assistant with personal information, like your name, address, or phone number?
* Are there any virtual assistance apps or programs that you currently use?
  + What features do you like about them? What features don’t you like about them?

Online ID Registration (15 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Veterans & Caregivers**

**Applying**

* If you were applying for a VA [Veteran/Caregiver] ID, would you want to apply online? Why or why not?
* Where would you expect to find an online application for a VA [Veteran/Caregiver] ID?
* If you were applying for a VA ID online, what would you expect the application to look like?
* Have you used any online applications in the past?
  + What did you like about them? What didn't you like about them?
  + Have you ever applied for a VA Veteran ID Card (VIC)? What did you think about that experience?
* If the online ID application required more personal information, like your address, phone number, or social security number, what would make you feel safe submitting that information?
  + For IDs that require more intensive identity verification, like the Veteran Health ID Card (VHIC) and the PCAFC Caregivers program - how would you expect to complete the identity verification processes?
* How would you expect to submit your photo for your ID if the application was online?
* If you needed assistance with your application, how would you go about finding it?
  + Are there any features we could add to the application to make it easier to seek assistance?

**After Applying**

* What would you expect to happen after you submit your application?
  + Would you expect to be able to sign-in to your application after you submit it?
  + [If yes] What would you expect to see after signing back in after submitting your application?
  + Would you like to be able to track the status of your ID application after submitting it?
    - How would you expect to do that?
* After applying for your ID online, how would you expect to receive it?
  + Would you be interested in receiving a digital copy of your ID in addition to your physical ID?
  + If yes, how would you expect to receive that digital copy?
* How would you expect an online ID renewal or replacement process to be different from your initial application?

VA ID Mobile App (15 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Veterans and Caregivers**

* Would you be interested in an app like this? Why or why not?
* What information would you like to be able to have in the app?
* What functions would you like the VA ID app to have?
  + ID Application
  + Show ID/Verify Information
  + Veteran Health Data
  + Access Permissions
  + Services/Discounts Available
  + Resources
* [If not already answered] Would you want your VA ID mobile app to connect with your health information or stay separate?
* Are there any other ID apps you use on your phone?
  + What do you like about them? What don't you like?
* How could a digital ID card integrate into apps you already use? (Apple wallet, Google Pay, Samsung Pay?) Would you be interested in that?
* Do you currently use any VA mobile apps?
  + What do you like about them? What don't you like about them?
  + Would you expect a VA ID app to be separated from or integrated into an existing one? (My HealtheVet or "VA Sync My Health Data" and "VA Veteran Launchpad")
* What security features would you expect to see or be part of the app?
* Do you know other Veterans or Caregivers who would be interested in an app like this? Why or why not?

**Questions for Retailers and External Organizations**

* Do you currently accept digital IDs as a valid form of identification? Why or why not?
* Besides having Veterans present their ID to you via this app, are there any other ways you would like your business to be able to tie into or connect with the app?

Eligibility Calculator (15 min)

**Initial Feedback**

* What are your initial thoughts on this concept?
  + Is this something you would use or find valuable? Why or why not?
  + What would you add, change, or takeaway?

**Questions for Veterans & Caregivers**

* What format would you want this eligibility calculator in? Would you prefer it to be digital or physical?
* Where would you expect to find this Eligibility Calculator?
* Would you prefer it to be more static or interactive?
* When you finish the quiz or checklist, what would you expect to happen or what information would you expect to find?
* Would you want to be able to save your quiz or checklist results?
  + How would you expect to save them?
  + Once you save them, where would you want to access the saved results?
* Are there any other quizzes or checklists you have used in the past?
  + If yes, what did you like about them? What didn't you like about them?
  + What format were they in?
  + How could we learn from them?

Closing

*Now, I’d like to open it up to my colleagues on the call if they have any follow up questions.*

*Thank you so much for volunteering your time to speak with us. This has been very informative!*

[Hand it back over to Melissa or Molly to close out the call.]