# Research Plan for One VA Card - Design Testing Round 1 May 19, 2021

## ## Goals

1. What product & team are you doing this research for?

**Team:**  
VACO

Veterans Experience Office

Multi-Channel Technologies Directorate  
  
**Product:**

Summary of the project or goal of our work.

2. Background: Briefly, what is the background on this product? What would a new person on the team need to know about this product?

The aim of the One VA card project is to determine if VA could consolidate the various Veteran identification cards and letters into one ID card for Veterans (and their Caregivers), to design the card and/or the key processes involving obtaining and using the card, evaluate the need for a digital version of the card, and to recommended next steps for developing any designs into implementable solutions.

There are currently a wide range of “Veteran ID cards” that Veterans can receive or apply for to meet various needs. VA offers several of these documents, including the Veteran ID Card (VIC), Veteran Health ID Card (VHIC), eBenefits Proof of Service Card Letter and Service Verification Letter, and Program of Comprehensive Assistance for Family Caregivers (PCAFC) Letter for VA Designated Caregivers. Veterans who qualify for Community Care may also receive an authorization letter, which also includes important information pertinent to their individual identity and qualifications for VA benefits. These cards and letters show their status and allow them to access privileges, ranging from getting discounts at private retailers to easing their check-in for VHA appointments. Today, the Purple Heart and Disabled Veteran Equal Access Act of 2018 and subsequent Patronage Expansion Program, which took effect in January 2020, have increased privileges allotted to certain Veterans and Caregivers, allowing them to access military bases for use of the commissary, military exchanges, and recreation facilities with certain VA-issued identification.

At this point in the project, the team is leverage research already completed to develop and test solutions to improve the VA ID experience, outside of consolidate ID cards into a single document.

3. Research questions: What question(s) do you hope to be able to answer after completing this research?

In this round of research we are looking to test 7 low-fidelity concepts with Veterans, Caregivers and VA Staff. At this stage, we will be primarily testing to understand which concepts are desirable to Veterans so that we can make a decision around which concepts to move forward with to high-fidelity development and testing. In addition to determining desirability, we will be looking to understand key features Veterans, Caregivers, and VA Staff would expect to have for each individual concepts.

4. Hypothesis: What is your hypothesis for this research?

We do not have a hypothesis at this time. We are validating the need desire for 7 proposed solutions, as well as looking to gain an initial understanding of key features required of each solution.

## Method

1. What method of research are you planning?

Remotely moderated, semi-structured 60 minute interviews using concept sketches, value proposition statements, and in some cases, card sorting to prompt conversation around desired solutions. Veteran, Caregiver and VA Staff interviews will be held separately as not all concepts will apply to all users. VA staff will be recruited through other channels.

2. Why this method? How does this methodology help you answer your research questions?

These methods will allow us to clearly communicate the concepts we are proposed in order to prompt feedback on potential solutions as well as prompt users to articulate desired features for those solutions.

3. Where are you planning to do your research?

Remote

4. What will you be testing? \*(Design mocks, card sort, prototype, page, content, etc.) \*

Low fidelity prototypes in the form of concept sketches/descriptions, value propositions, and card sorts.

5. If remote: What tool do you plan to use (Perigean offers: Zoom, GoToMeeting, Webex)

Zoom

## ## Participants and Recruitment

1. Participant criteria: What are you looking for in a participant?

(Mention: Number of people, ages, accessibility preferences, geographical diversity, login requirements, VA benefit requirements, familiarity with technology, etc. Keep in mind, the more requirements, the more difficult the recruit, so give ample time to ensure the right participant mix.)

Recruit:

* 26-27 Veterans
  + 20 Veterans who have attempted to get a VA-issued ID or have a VA-issued ID
  + 6-7 Veterans who do not have a VA ID
* 29 Caregivers
  + 14-15 Caregivers enrolled in PCAFC.
  + 14-15 Caregivers using PGCSS.

This is recruiting for 1.5 times the minimum amount of Veteran and Caregiver interviewees to account for potential No Shows, meaning we will interview at least 17-18 Veterans and 19 Caregivers.

Screening Questions ***(please ask these questions and capture responses for the research team)***:

* Do you currently hold any forms of VA-issued identification, such as a Veteran Health ID Card or Veteran ID Card. These do not include cards issued by DOD.
  + If yes, then DO recruit.
  + If no, DO recruit.
* Are you comfortable and able to participate in a 60-minute open-ended interview, conducted via Zoom meeting or phone?
  + If yes, then DO recruit.
  + If no, DO NOT recruit.
* Caregivers: Do you receive support from VA through the Program of General Caregiver Support Services (PGCSS) or the Program of Comprehensive Assistance for Family Caregivers (PCAFC)?
  + If PGCSS, then DO recruit.
  + If PCAFC, then DO recruit.
* Language: Must be fluent in spoken English so the researchers can communicate with them.

Discharge date: A roughly 50/50 split (± 20%) between:

* Discharge date is before 1990
* Discharge date is 1990 or later

Familiarity with technology: Please recruit a range of technical savviness.

Veteran Demographics ***(please capture responses for the research team)***:

* Rationale: Roughly mirror the general Veteran population, and over-sample largest minority groups based on the [national Veteran population model](https://www.va.gov/vetdata/docs/Demographics/New_Vetpop_Model/Vetpop_Infographic_Final31.pdf), while compensating for gaps in demographics during Discovery field research:
  + Black Veterans and Caregivers
  + Hispanic/Latino Veterans and Caregivers
  + Male Caregivers
* Gender: A roughly 50/50 split (± 20%) between women and men
* Race and Ethnicity
  + 8 or more Black or African American
  + 7 or more Hispanic
  + 7 White
* Branch of Service
* Rank Upon Separation
* Date of Separation
* Age: A roughly 50/50 split (± 20%) between:
  + Age 45 and under
  + Age 45 and over
* Location

Caregiver Demographics ***(please capture responses for the research team)***:

* Gender: A roughly 50/50 split (± 20%) between women and men
* Race and Ethnicity
  + 7 or more Black or African American
  + 6 or more Hispanic
  + 6 or more White

Geography: Participants should be recruited from various locations to ensure geographic diversity of participants.

2. What is your recruitment strategy?

Please recruit via the existing recruiting contract.

## ## When?

1. Timeline: What dates do you plan to do research?

6/2/2021-6/15/2021

2. Prepare: When will the thing you are testing be ready? (Goes without saying, but should be a few days before testing will begin.)

6/1/2021 (a draft can be provided earlier if needed)

3. Length of Sessions: How long do you estimate each session will be? (This helps with scheduling & thank you gifts.) e.g. 30 minutes, < 1 hour, up to 2 hours, up to 4 hours)

60 minutes

4. Availability: If applicable, when would you like sessions scheduled? \*\*Please list exact dates and times in EASTERN Standard Time\*\*. Please request enough dates and time slots (e.g. Monday 9-1, 3-6; Tuesday 9-6, etc.). Be as flexible as possible, cognizant that many Veterans are only available before and after working times, and live across the U.S.   
Our goal is to speak to 27 Veterans and 29 Caregivers (assuming some no-shows) within the research time frame (6/2/2021-6/9/2021)

Please allow at least 30 minutes between each 60-minute interview session.

* The research team has very few constraints within the research timeframe.
* We request interviews begin no earlier than 9am ET and end no later than 5:30pm ET

5. Pilot: Please indicate a date before your sessions begin for piloting your research. Which member of the design team will you pilot your research with?

No pilot needed given low technical complexity of interview session (e.g., screen sharing or PDF viewing) The research team will want to ensure we are able to access Zoom room but can do that any time before interviews begin.

Additional recruiting requests:

* Confirm in advance that each Veteran or Caregiver participant has access to a computer, laptop, or tablet with connection to the internet (preferably). Testing sessions can also be held over the phone phone if necessary.
* To reduce the no-show rate, please do the following:
  + Confirm each interview with the Veteran participant *24 hours in advance.*
  + Text or email a reminder to each Veteran participant *the morning of their interview.*
    - Call the Veteran to confirm if you do not hear back.

## ## Team Roles

Please list the people who will be serving in each role. \*\*Include the primary phone number for moderator and the emails for moderator, notetaker, and observers. If you need Perigean to take notes for you, indicate that next to Notetaker\*\*

* Moderators: Steffanie Espat, Kimberly Thomas, Arya Abdool, Malik Vaughan
* Research guide writing and task development (usually but not always same as moderator): Steffanie Espat, Kimberly Thomas, Arya Abdool, Malik Vaughan
* Participant recruiting & screening: Perigean
* Project point of contact: Melissa Rebstock (Government Lead); Arya Abdool (Project Manager and Government Contractor)
* Participant(s) for pilot test: Steffanie Espat, Arya Abdool
* Note-takers: Steffanie Espat, Kimberly Thomas, Arya Abdool, Malik Vaughan, Celina Aguilar, Cynthia Kao
* Observers:
  + Melissa Rebstock
  + Molly Burlage
  + Beenish Ghous
  + Reginald Martin
* Confirmed participants:
  + [Steffanie.espat@va.gov](mailto:Steffanie.espat@va.gov) - BAH contractor
  + [Arya.abdool@va.gov](mailto:Arya.abdool@va.gov) - BAH contractor
  + [Celina.Aguilar@va.gov](mailto:Celina.Aguilar@va.gov) - BAH contractor
  + [Cynthia.kao@va.gov](mailto:Cynthia.kao@va.gov) - BAH contractor
  + [Malik.vaughan@va.gov](mailto:Malik.vaughan@va.gov) - BAH contractor
  + [Kimberly.thomas@@va.gov](mailto:Kimberly.thomas@@va.gov) - BAH contractor
  + [Melissa.rebstock@va.gov](mailto:Melissa.rebstock@va.gov)
  + [Molly.burlage@va.gov](mailto:Molly.burlage@va.gov)
  + [Beenish.ghous@va.gov](mailto:Beenish.ghous@va.gov)
  + [Reginald.martin@va.gov](mailto:Reginald.martin@va.gov)

**Several team members are contractors with Booz Allen. Please ONLY use VA.gov email addresses to protect Veteran PII.**