**Draft Conversation Guide - Study 5**

**Moderator Logistics**

Conducting this study in-person onsite at VA medical centers. Logistics will vary based on site.

* For the Minneapolis site visit we are planning two teams, one looking at mobile and one at desktop. Both teams will use the same guide.
* This guide is meant to be flexible for the moderator, good starting points are Task 1 and Task 3. Task 5 can be done any time the users lands on a content page.
* If the user attempts to access incomplete pages, guide them back to preview.va.gov.

**Intro - 2 minutes**

Hi! My name is [NAME] and this is [NAME], we work at VAs central office and would like to get your feedback on a new design for VA's website. Could you take a few minutes to talk with us while you wait for your appointment?

Great, thank you!

Before we start, a few things to mention:

* We will be looking at a prototype for the new va.gov website
* This should only take about XX minutes
* We appreciate your open feedback so please tell us your honest opinion
* We are taking notes and recording this session but we will not use your name in association with these records
* Please take a moment to read this informed consent document, if you agree please sign, print your name, and date the form.

*Sign informed consent*

**Warm-up Questions - 3 minutes**

Before we look at the new website, could you please tell us:

* What are the top reasons you would visit a VA website today?
* Would you typically use your phone or a computer?

**Task 1 Homepage - XX minutes**

*Navigate user to https://preview.va.gov*

Please take a moment to look at this new version of VA’s main website.

* What are your impressions of this site?
* Where would you go first?
* What do you like or dislike about it?

**Task 2 Megamenu - XX minutes**

*User can start this task from any location on preview.va.gov*

Let’s take a look at the menu at the top of the page. *Point it out if they are searching for more than a few seconds.*

* What do you think about the options in this menu?
* What were you expecting to see?
* Would this be useful for you to navigate the site?
* Where would you go to [pick a task from their top reasons in the warm up]?

**Task 3 Health Care Hub - XX minutes**

*Navigate to https://preview.va.gov/health-care/*

Please take a moment to look at the new version of VA’s health care page.

* What are your first impressions of this page?
* What do you think you can do from here?
* Where would you go to [pick a health care task from their top reasons in the warm up]?

**Task 4 HC Left Nav - XX minutes**

*Navigate to any content page under /health-care/*

Let’s take a look at the - [Mobile] “More in this section” link at the top. [Desktop] Navigation on the left side of the page.

* What do you think about the options in this menu?
* What were you expecting to see?
* Would this be useful to navigate health care information?
* Where would you go to [pick a health care task from their top reasons in the warm up]?

**Task 5 HC Content and Tool Pages - XX minutes**

*When user navigates to any content or tool page under /health-care/*

* Is this what you were expecting to see?
* What do you think you can do on this page?
* Where would you go from here?

**Task 6 Other Hubs - XX minutes**

*When user navigates to any hub other than /health-care/*

* Is this what you were expecting to see?
* What do you think you can do on this page?
* Would this page meet your needs?

**Post-Task Interview - 2 minutes**

Thanks for taking a look at the new site. We have two follow up questions.

* How did that compare to your past experiences with VA websites?
* If this website went live tomorrow, what would you want other Veterans to know?

**Thank-You and Closing**

We appreciate you taking the time to share your thoughts with us. Your feedback is helpful as we continue to work on the site and make sure it works for Veterans!