

MVP Research Plan

AFE Techs

Goal

The MVP was premised on building a two-sided platform where value is exchanged when the aircrew would submit feedback on one side and non-aircrew would use that feedback data and provide feedback back to the aircrew in return.

Our goal is to validate whether the data is valuable enough to adopt as part of the AFE tech workflow.

Metrics/Hypotheses

1. Aircrew feel psychologically safe and motivated to report all of their equipment problems
 - a. 10% of aircrew will submit at least 1 feedback within the first month *[to be evaluated at the end of the 4th week]*
 - b. 20% more aircrew will report an issue compared to the typical volume received by AFE techs
 - c. 50% of the feedback reported through AF GearFit was previously not communicated to AFE techs
2. AF GearFit data that isn't reported directly to AFE fills the gap in aircrew communication of gear issues to AFE techs
 - a. 50% of the feedback reported through AF GearFit was previously not communicated to AFE techs
3. AFE techs are able to make sense of, resolve, and/or escalate aircrew feedback issues
 - a. AFE techs know how to respond to 100% of reported issues in their purview
4. AFE techs find enough value in the AF GearFit data that they would champion making this part of their workflow
 - a. AFE techs request continued access to data
 - b. AFE techs would recommend AF GearFit data to their peers/leadership and are able to articulate its value

If the hypotheses are validated, the current MVP will be reviewed for validity 'as-is', determining how it would be implemented into AFE Techs' current workflow. Additional research would be conducted with user groups up the communication chain.

If the hypotheses are invalidated, the current MVP will be paused while the product team determines direction.

Methodology

Concierge Test

- Aircrew submit feedback throughout 8-week MVP period
- Throughout the MVP period, AFE Techs will schedule and participate in a 45-minute session with the product team where they will review aircrew feedback specific to the aircrew under their purview. This feedback will be presented via screen share by the superadmin.
 - At least 2 hours prior to the session a 'superadmin' will download a CSV and export to an Excel sheet, filtering for issue feedbacks by the AFE techs' UIC.
- The 'superadmin' will screen share the Excel sheet. The order of the data will be sequenced by data/time submitted (by default when downloaded). During the session, AFE Techs will identify any duplicate feedback, and provide actions they intend to take to resolve any issues. Any issues they do not feel able to resolve will be recorded.
- The 'superadmin' will update each item in the Excel sheet with the stated action to be communicated to aircrew. These will be reviewed with the AFE tech in the session.
 - The issue ID and status will then be made accessible to IPT members for review via email to be completed within 1 business day.
 - After the session and IPT review, the 'superadmin' will transfer the stated actions from the Excel sheet into the app to be communicated to aircrew as a status update on their reported issue.
- This document will include the full report. An executive summary of the synthesis will be shared with the product team within 5 days of the end of the test.

Recruitment and Participation

Recruitment criteria

- AFE Techs should have purview over the aircrew from whom we are collecting feedback.

Target Participants (8 AFE Techs total)

- Davis-Monthan AFB ([Recruitment request](#))

- 355th OSS group:
 - 354 FS
 - 2 AFE Techs
 - 357 FS
 - 2 AFE Techs
- 563rd OSS group:
 - 2 AFE Techs supporting HH-60G flights
 - 2 AFE Techs supporting HC-130J flights
- Seymour-Johnson AFB ([Recruitment request](#))
- 4th OSS group:
 - 333 FS
 - 2 AFE Techs
 - 334 FS
 - 2 AFE Techs
 - 335 FS
 - 2 AFE Techs
 - 336 FS
 - 2 AFE Techs

Engagement expectations

During the MVP period, AFE Techs will participate, at a minimum, in the following activities:

- Receive welcome email to schedule 45-minute Zoom video session (< 5 minutes)
- Participate in 45-minute Zoom video session (45 minutes)
- Optionally, volunteers can opt to schedule additional 45-minute sessions

Engagement considerations

The following timeline is contingent on the volume of aircrew feedback submitted.

If the volume is much lower/higher than anticipated, sessions may be scheduled later/earlier to accommodate the number of feedback to review. In the case of higher volume, AFE techs may be asked to volunteer for an additional session if they are interested.

Product team considerations

A moderator, superadmin (who has access to update the app), and a notetaker will be present for each user session.

Timeline

Week 0 Jun 22

- AF GearFit promotional activities begin; aircrew begin learning about app

Week 1 Jun 29

- AF GearFit released to aircrew; aircrew begin submitting gear feedback

Week 2 Jul 6

- **AFE group 1** will receive email to schedule 45-minute session

Week 3 Jul 13

- Begin analyzing and synthesizing research data for Hypothesis 1
- **AFE group 1** will participate in 45-minute session to review aircrew feedback

Week 4 Jul 20

Week 5 Jul 27

Week 6 Aug 3

- **AFE group 2** will receive email to schedule 45-minute session

Week 7 Aug 10

- **AFE group 2** will participate in 45-minute session to review aircrew feedback

Week 8 Aug 17

- Begin analyzing and synthesizing research data for Hypothesis 2 and 3

Welcome email communication

The following communication will be sent to participating AFE Techs via email for [introduction](#) purposes:

Subject line: "Welcome to AF GearFit Limited Release!"

"Hello _____,

My name is _____, and I am a researcher with Skylight, the vendor partner working with the Human Systems Division on a project named AF GearFit. We received your contact information from _____ as a participant in our AF GearFit limited release.

We're excited to have you participate and look forward to speaking with you soon. Here is what you can expect throughout the limited release period:

- Schedule a 45-minute session the following week with us.
 - Please sign up for a time that works best for you using the following Calendly link (need to update with something that works for them, perhaps we could manage manual?).
 - During your sessions, we will review aircrew data with you to learn if and how you would use the data.
- For now, please answer the following questions so we can learn a bit about you before our session. You can send them as a reply to this email.
 - What is your role in the AFE shop?
 - How many techs are in your AFE shop?
 - How much gear feedback from aircrew (please provide a range) do you typically manage on any given **day**? Is this more, less, or about the same for the other AFE techs in your shop?
 - How much gear feedback from aircrew (please provide a range) do you typically manage on any given **week**?
 - What percentage of this feedback do you manage alone/by yourself vs. with other AFE techs?
 - How do aircrew communicate the issues to you?
 - Do they schedule time with you? If yes, do they cancel or not show? How often?
 - Do they drop-in without scheduling time with you?

Thank you for your participation and please reach out if you have any questions!

Best,

Session Script

Hello, my name's [moderator], and I'm going to walk you through today's session. As I mentioned over email, my company is currently working with the U.S. Air Force on the AF GearFit project. Joining us on the call are [observers, and their affiliation].

I'd like to begin by thanking you for your participation so far and for making time to speak with us. Your feedback is valuable, and will help us learn about if and how you used the AF GearFit data. Just to confirm, we'd like to keep this session to 45 minutes. Does that still work for you?

If you have any questions as we go along, just ask. You may also opt out of this call at any point.

With your permission, I'd like to record the audio of this call. The recording will be kept confidential and used for notetaking purposes only. Do I have your permission to record this call?

-start recording-

Great. Do you have any other questions for me at this time?

Interview (40 min)

Data: Individual records

1. We will share a spreadsheet with you that includes feedback that has been submitted by aircrew assigned to your squadron.

This is not a test or an evaluation of you or your AFE shop in any way. We want to learn from you how you might use this type of data. We will not capture or share your personal information or identity so your feedback will be anonymous.

- a. We will review each item.
 - b. We ask that you first identify if each issue is something you already knew about or was previously communicated to you/AFE shop.
 - c. If it hasn't, what will you do with each issue and why?
 - i. Describe what you will do with the information, specifically what action you will take/would not take.
 - ii. Now, if you were to give that rationale to aircrew, how would you phrase it? What if you were to give that rationale to your leadership?
 - iii. Compare with past actions. If applicable, probe into whether there's a difference between the actions they have actually taken in the past vs what actions they *should* have taken.
2. Did you discover anything from this feedback data that caused you to re-think a past decision? Or reconsider the way you might approach how you're currently resolving or escalating issues?
 3. **[For 2nd AFE tech only]** What do you know about this data so far? Has anyone in your AFE shop talked about or said anything about it? How did they describe the data?
 4. Can you think of anyone who you'd recommend this to? Why (/why not)? How would you describe it to them? Is it okay if we reach out to them

Wrap up

Data: Aggregate

1. As a whole, how did this data compare to feedback you normally receive? (Does this capture information/problems normally not received from aircrew?)

We will email you after this session with a link to access the data again for your reference. To do this simply log in to the app, and you can download a CSV and use as desired. If you wish to filter for aircrew assigned to your AFE shop, you may filter by your UIC number.

Thank you so much for your time.

[If our volume was much higher than anticipated] Would you be open to continuing reviewing aircrew gear feedback and speaking with us again in 2-3 weeks?

Notes

Session 1

Please take verbatim notes to the extent it's possible. Do not paraphrase or be selective about what you choose to document (with the exception of omitting PII). The idea here is to capture as much as possible during this precious time we have with our users, and avoid introducing cognitive biases by selecting what to write or not write, or by paraphrasing what was said. See [18F's Research Guide](#).

Notes

Debrief

Hypotheses:

Hypothesis	Validated?	Relevant quotes/evidence

Observations:

- What surprised you
 -
 -
- What was something new you learned that you didn't know before
 -
 -

- What did you find that reinforced what you've already known
 -
 -
 -
 -
- Memorable quote(s)
 -
 -
 -
- Additional notes
 - Add note here

Appendix

Session recordings

- 1.

Synthesis

Topline summary

- Recap methodology, recruiting/participant breakdown, relevant demographic/segmentation data
- Notable direct observations
 - Supporting quotes
 - Affinity mapping
- Summary of hypothesis validation

Analysis

- Inferred/deductive insights translated into product opportunities/strategy
 - Supporting evidence
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