

MVP Research Plan

Aircrew

Goal

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

Our goal is to (1) understand what type of feedback aircrew submit and 2) understand what needs must be met for user adoption

Hypotheses

1. 50% of the feedback submitted is anonymous or non-duplicative with in-person feedback
2. Aircrew feel they are being heard (need to quantify?)
3. Aircrew feel safe to submit feedback on their gear using this app (need to quantify?)

Research questions

1. Was there anything confusing or frustrating about submitting gear feedback?
2. Do aircrew feel safe and able to submit previously unreported feedback?
3. Do aircrew feel that their feedback is going to be resolved (not go into a void)?
 - a. How does reporting anonymously impact this?

Methodology

Concierge Test

- Select aircrew (outlined below) will have access to the AF GearFit tool mid-June to submit anonymous and non-anonymous gear feedback.
- Over the course of 8 weeks, aircrew can continue submitting feedback. Mid-way and at the end of 8 weeks, AFE Techs will review and provide status updates (to be input into the app by the product team) to the issues, which will be viewable to aircrew.
- Aircrew who submit feedback through the in-app pop-up will opportunistically be recruited for follow-up sessions following the mid-way and end-of MVP status updates made by AFE Techs.

Recruitment and Participation

Target Participants

Davis-Monthan AFB

355th OSS:

- Aircrew supporting A-10 flights

563rd OSS:

- Aircrew supporting HH-60G flights
- Aircrew supporting HC-130J flights

Seymour-Johnson AFB

4th OSS:

- Aircrew supporting F-15E flights

Recruitment

Opportunistic recruitment of ~5 aircrew through the in-app popup for feedback. If no in-app feedback is provided, we can reach out to aircrew that have submitted gear feedback.

Engagement expectations

During the MVP period, recruited aircrew will participate in the following activities:

- Receive welcome email to schedule 30-minute Zoom video session (< 5 minutes)
- Participate in 30-minute Zoom video session (45 minutes)

Welcome email communication

The following communication will be sent to participating AFE Techs via email for introduction purposes:

Subject line: "Share your feedback on AF GearFit!"

"Hello _____,

My name is _____, and I am a researcher with Skylight, the vendor partner working with the Human Systems Division on the AF GearFit app. We received your contact information from the feedback you provided on the app.

We would like to follow up with you on your experience using the app to help us make the app better. Your feedback will be kept confidential. If you are interested, please

- Schedule a 30-minute session 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 the session, we will ask you how you used the app, and gather your insights and feedback

Thank you 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 app. Just to confirm, we'd like to keep this session to 30 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 (25 min)

Intro:

- 1. I'd like to hear a little bit about you. What is your role?**
- 2. In the past, what has your experience been like providing feedback on your gear?**
 - Does how often you report feedback depend on your circumstances (i.e. new gear was assigned)?
- 3. How did submitting feedback using AF GearFit compare to how you gave feedback previously?**

4. Can you describe your experience using the AF GearFit app?

- Why did you use it?
- How did you use it?
- When did you use it?
- What was access like?

5. What happened to your submitted feedback? How do you know that?

- How do you feel about the status?

Wrap up

Thank you so much for your time.

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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