Solutions

PROBLEM STATEMENTS

Poor search results
Form needed doesn't appear in search results

Process not clear; download links
hard to find

• It took 5 clicks to find form in the
middle of the page in a text link

How might we...

make relevant forms
appear in search results

Miller Kelly, Christine

How might we...

give more access points
to the form options:

online
pdf downloads

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provide more
opportunities for Veterans
to get information and
access to resources
without authentication/
sign-in

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Offer "tips" on how to search effectively

produce more relevant search results. Test search terms with users and confirm results are as expected

Improve meta data to

Miller Kelly, Christine Miller Kelly, Christine

Provide more options for finding form: Create a directory of all available forms listed by category

Miller Kelly, Christine

Create persistent "Apply now" button and list options for online, form download etc at the top of "apply" page

Miller Kelly, Christine

Improve meta data to produce more relevant search results. Test Provide more options for search terms with users Offer "tips" on how to finding form: Create a and confirm results are as search effectively directory of all available expected forms listed by category Miller Kelly, Christine Miller Kelly, Christine Miller Kelly, Christine Create persistent "Apply now" button and list options for online, form download etc at the top of "apply" page Miller Kelly, Christine

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IMPACT