


FORM FINDER USER JOURNEY

Focus area for MVP

PHASES	DISCOVER	RESEARCH & DECIDE		PREPARE	APPLY	ENROLL	
STEPS	<div>Learns about GI Bill Veteran decides to attend college knowing the GI Bill is available</div> <div>Milton Kelly, Charleston</div>	<div>Searches VA.gov: Finds info about GI Bill - wants to learn about eligibility so finds link to "About" section</div> <div>Milton Kelly, Charleston</div>	<div>Determines eligibility: Sees that she's eligible - clicks on "apply for education benefits"</div> <div>Milton Kelly, Charleston</div>	<div>Prepares: Searches for "GI Bill application form" - correct form doesn't appear in search results. Clicks on link to "apply for GI Bill related benefits"</div> <div>Milton Kelly, Charleston</div>	<div>Prepares: Learns about required documents and gathers documents needed for application process</div> <div>Milton Kelly, Charleston</div> <div>Finds form: Finds link to "find form" in the middle of the page - takes her to Apply page - finds link to paper application half way down the page. 2 more clicks and finds download link for pdf of application form - downloads pdf</div> <div>Milton Kelly, Charleston</div>	<div>Files out application form: Prints out pdf and fills out by hand. Sends application through the US Mail</div> <div>Milton Kelly, Charleston</div>	<div>Accepted: Application is accepted. Veteran is enrolled in GI Bill benefits and can apply to college programs</div> <div>Milton Kelly, Charleston</div>
THINKING	<div>🟢</div>	<div>🟢</div>	<div>🟢</div>	<div>🟡</div>	<div>🟡</div>	<div>🟢</div>	
Pain Points			<div>🔴 Your search results → Your results don't appear in search results</div>	<div>🔴 Process not clear: download link search link → It took 3 clicks to find form in the middle of the page in a new tab</div>			
ASSUMPTIONS			<div>There are several similar forms with overlapping search terms and meta data</div> <div>Milton Kelly, Charleston</div>	<div>The forms are available for download, but meta data is not catching relevant pages</div> <div>Milton Kelly, Charleston</div>	<div>It's possible to skip to apply process without going through all of the details and without signing in to an authenticated experience</div> <div>Milton Kelly, Charleston</div>		
IDEAS		<div>Offer "tips" on how to search effectively</div> <div>Milton Kelly, Charleston</div>	<div>Provide more options for finding form: Create a directory of all available forms listed by category</div> <div>Milton Kelly, Charleston</div>	<div>Improve meta data to produce more relevant search results. Test search terms with users and confirm results are as expected</div> <div>Milton Kelly, Charleston</div>	<div>Create persistent "Apply now" button and fill options for online, form download etc at the top of "apply" page</div> <div>Milton Kelly, Charleston</div>		
EXEMPLARS				<div> Example Best Practice: Tutoria provides easy guided steps, demystifies tax jargon, and creates a conversational experience</div>			