

# Improving Veteran interactions with VA resources

Leveraging research and usability testing to improve Ask VA

## Background

Ask VA (AVA) is an online service that all Veterans and members of the Veteran community can use to submit questions, concerns, and recommendations to the Department of Veterans Affairs (VA). A strategic initiative is underway to enhance AVA, improving accessibility, efficiency, and integration with VA systems to create a more seamless experience.

## Working with DocMe360

DocMe360 collaborates with the VA and key stakeholders to support AVA initiatives, leveraging research, usability testing, and iterative design improvements. Our approach focuses on refining submission processes, enhancing dashboard functionality, and strengthening integration with VA enterprise assets. By working closely with VA teams, we help ensure that AVA aligns with best practices in user experience, accessibility, and system interoperability.

## About Us

DocMe360 is a premier digital strategy firm and trusted advisor to our country's most prominent institutions. Based in Washington D.C., we provide innovative solutions to drive enterprise-wide growth across the healthcare, benefits, hospitality, policy, transportation, food security, and information technology industries.

## Designing for Impact

### Enhanced Submission Experience

Modifying the AskVA form to make entries quicker and more intuitive

### User-Friendly Dashboard

Simplifying the user journey, improving navigation and visibility for submitted inquiries

### Structured & Organized Data

Optimizing content organization to increase accessibility & usability

### Personalized Access

Creating authenticated and unauthenticated user pathways

### System Integration

Improving, or creating, integration with necessary VA profile and enterprise assets

### Reliable CRM Connection

Strengthening CRM integration to improve communication between submitters and VA agents

### Accessibility & Compliance

Alignment with VA.gov and USWDS guidelines for optimized accessibility