



Veteran of the U.S. Military Service

Victor Williams



Age: 60

Occupation Veteran of the U.S. Military Service

Education Level High school

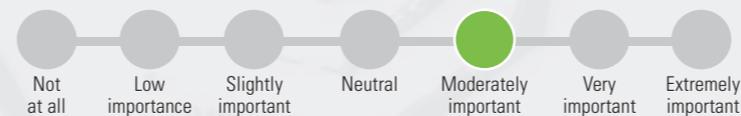
"I want to get my DD214 right off of the site."

Primary Goal

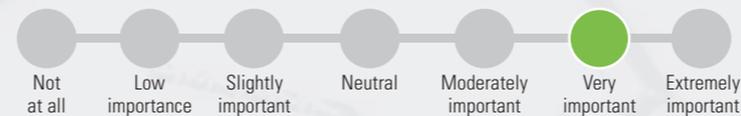
I need to get a copy of my separation document (DD Form 214) so I can apply for benefits.

Desired Features for Digital Platforms

Mobile-Friendly Experience



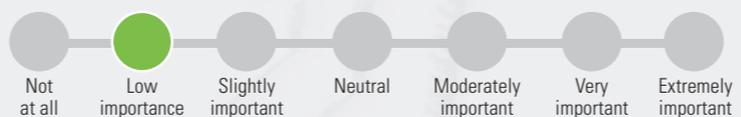
Consistent Look and Feel



Interactive and Multimedia Content



Social Media

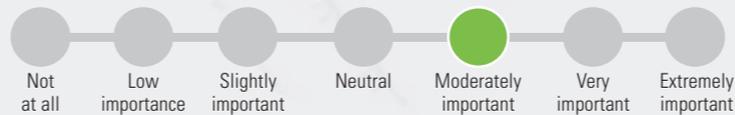


Digital Platforms of Interest

Blogs



Mobile apps



National Archives Catalog



Digital devices used

Desktop (preferred)



Tech savvy



First touchpoint with NARA

Google search for

"military records"



Top Google Searches

- | | |
|----------------------------|-----------------------------|
| 1. sf 180 | 4. military medical records |
| 2. military records search | 5. sf180 |
| 3. military records online | 6. standard form 180 |

* Top search terms that pointed to a URL including "veterans"

Related sites

- | | |
|--|-------------------------------------|
| 1. U.S. Department of Veterans Affairs | 5. Army Times |
| 2. Fold3 | 6. National Cemetery Administration |
| 3. Military.com | 7. Vietnam War Honors |
| 4. U.S. Department of Defense | |

Frustrations

- I expected to fill out my request completely online. Why do I have to print it and mail it? And why can't I get my record electronically?
- Why does it take so long for me to receive my record? It seems like I have to pay a company if I need it faster.
- It's hard for me to know the status of my request after I submit it.

VETERAN OF THE U.S. MILITARY SERVICE

Victor Williams

Male, 60 years old, retired U.S. Army veteran



USER STORIES

- As a retired veteran, I want an easy way to replace my lost DD214 as proof for my benefits. I am not good with computers.
- As a veteran, I need to get a copy of my DD214 for a VA refinance, and I didn't realize it would take this long.
- As a veteran, I want to get a copy of my DD214 right off of the site and not wait for weeks to receive it. As a veteran, I want to easily submit a request so I can obtain a replacement medal.
- As a veteran who has submitted a request for records, I want to determine the status so I know how long I will have to wait to receive the paperwork.