VA Web Brand Consolidation (WBC) Rollout Plan

This plan aligns each Milestone to the end of a sprint cycle, and to user testing goals. During testing, teams will begin on the next sprint's planned ZenHub issues.

After testing is synthesized, there's be a decision point: do we continue w/minor updates, or do we need to pivot / pause?

We'll use the banner on the preview site to alert viewers when it's under construction.

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Resources

Risks

Lead and Escalation List (WIP)

Technical Approach (NSOC)

[Team Norms] (WIP)

[Deployment process] (WIP)

Milestone 9.2

Aug 24, 8 PM ET

Goal: be ready to usability test homepage, megamenu, and health care benefit section in **staging : preview.va.gov**

For desktop and mobile in staging : preview.va.gov, as a <u>logged out user</u>...

- ❏ I can fully navigate through the **health care section, including left nav, header, and footer**.
- ❏ I encounter a **static landing page for every health care tool** without login component.
- ❏ I see the **new IA and appropriate new URL for every health care page.**

Communications

None needed

Ready to move on?

- ❏ Yes: small desired adjustments have been entered in ZenHub
- ❏ No: too many failures in testing, need to pivot some things

Milestone 9.3

Sep 11, 8 PM ET

Goal 1: be ready to usability test sign in, and "learn" and "apply" tasks in top 4 benefit sections (health, disability, education, burials) in **staging : preview.va.gov**

Goal 2: be ready to usability test ideal tool login flow logic in **prototypes**.

Goal 3: be ready to usability test proposed **user-facing communications**.

New Features

For desktop and mobile in staging: preview.va.gov, as a user…

- ❏ I can fully navigate through the **top 4 benefit sections, including left nav, header, and footer**.
- ❏ I see the **new IA and appropriate new URL for every page within those sections**.
- ❏ I can **log in as a test user with staging credentials** and access the LOA3 Veteran Facing Tools the test user is authorized for.
    - ❏ If I'm logged out and click on a tool, I encounter a **static landing page for every tool within those sections** [stretch: with the login component].
    - ❏ If I'm logged in and click on a tool, I'm taken directly to whatever Veteran Facing Tool I clicked on regardless of my LOA.

* Note: there will be dead links to certain items from the top 4 hub pages, if those items' main home is a different topic area - like Records, other hubs, and standalone links w/their own root URLs.

* Note: static landing pages login component is only a stretch goal for this sprint. Research should not plan for that feature to be available for testing.

As a TeamSite admin…

- ❏ I see the **functioning new header, footer, and megamenu on at least one staging TeamSite website**.

DevOps Dependencies:

- ❏ `dev.va.gov`, `dev-api.va.gov`, `dev-preview.va.gov` are routed to the VAEC development environment. `staging.va.gov`, `staging-api.va.gov`, and `preview.va.gov` are routed to the VAEC staging environment.

Communications

- ❏ **TeamSite Work Area Owners:** drive excitement and team-spirit through description of overall goals, and the need to get staging header/footer/nav work pushed through

- ❏ **Working Group:** drive excitement through research readout on user reactions to website sections for each administration
- ❏ **Working Group:** call to action about observing sessions

Collaboration with TeamSite POCs
NSOC pointing staging and preview to correct environments (staging and production)
ESCCB permission for www.va.gov's DNS to point to new reverse proxies in VAEC
NSOC will evaluate network routing and DNS for `dev.va.gov`, `staging.va.gov`, `preview.va.gov`, and `www|va.gov` to improve EWIS proxy performance

Ready to move on?

- ❏ Yes: small desired adjustments have been entered in ZenHub
- ❏ No: too many failures in testing, need to pivot some things

Milestone 10.1

Sep 25, 8 PM ET

Goal: be ready to usability test full site experience, including SSO and TeamSite pages, in **production : preview.va.gov**

New Features

For desktop and mobile in production: preview.va.gov, as a user…

- ❏ I can fully navigate through **all 9 benefit sections, including left nav, header, and footer**.
- ❏ I encounter a **static landing page for every tool**.
- ❏ I see the **new IA and appropriate new URL for every page**.
- ❏ I can **log in with my real credentials** and access the various LOA3 Veteran Facing Tools I'm authorized to use.
- ❏ I can **search for something in the VA.gov search tool** and get back helpful results.

- ❏ If I'm logged into preview.va.gov, **I can access health care tools that I'm authorized for without having to re-log in**.
- ❏ I can see the **updated Privacy Policy**.

As call center member service training team…

- ❏ **I can navigate through the full experience** and understand how things work, so I can accurately guide users who will be calling me in later milestones.

As a Veteran Facing Tools platform owner…

- ❏ I can safely allow production information to be flowing through all aspects of the preview.va.gov website, with **proper ATO and MOUs in place**.

DevOps dependencies:

- ❏ DNS updates route `preview.va.gov` to the production VAEC environment for selected testing.
- ❏ `preview.va.gov` utilizes the `api.va.gov` API domain for API requests.
- ❏ Perform a load test on `dev.va.gov` and potentially `staging.va.gov`

Communications

- ❏ **ESCCB, NSOC, others:** Charles has hosted a meeting with VA networking teams present to go over the big picture for Brand Consolidation, and talk about where everyone fits in globally. This is to get ahead of the ESCCB request for diverting traffic, which could raise alarm bells for folks if they're not aware of what's in motion.
- ❏ **Call Centers:** to be filled in
- ❏ **VA Gateway Ops:** DevOps team will notify VA Gateway Ops of test parameters and impending load testing.

External dependencies

TeamSite implementation of header, footer, and top nav.
ESCCB approval of the request for preview.va.gov to be pointed at production
ESCCB approval of the request for new dev.va.gov and staging.va.gov URLs
NSOC Web Flow Updates are in place
Empirical Path separation of preview.va.gov user data from vets.gov user data
MHV implementation of SSO cookie

❏ Yes: small desired adjustments have been entered in ZenHub
❏ No: too many failures in testing, need to pivot some things

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Start vacation blackout (Sept 25 - Nov 14) for [critical contributors tbd]

Milestone 10.2

Oct 9, 8 PM ET

Goal: be ready to beta test full site experience, including analytics, feedback, and call center flows on **production : preview.va.gov** through Vets.gov banner.

New Features

For desktop and mobile in production: preview.va.gov, as a user…

❏ I can **submit feedback to VA about my experience** on the site.
❏ I can **call a phone number if I get stuck** and need help, and talk with someone who can guide me in a helpful direction.
❏ I experience the **updated flow for the ID.me login** process.

As a Brand Consolidation product owner...

❏ I can compare **analytics for preview.va.gov** and Vets.gov.
❏ I can compare **performance data for preview.va.gov** and Vets.gov.
❏ I can compare **call center reports for preview.va.gov** and Vets.gov.

?

- ❏ Yes: at least 1,000 diverse users (across device types, login types, account types, tool types) have interacted with the site, and there are no unacceptable trends in Google Analytics, performance data, call center reports, user feedback submissions, or social media buzz.
- ❏ No: one or more success criteria have not been met, need to pivot some things.

Start Call Center 24/7 bridge (Oct 9 - ?) for support team

Start regular [leads tbd] meetings to analyze beta data

Milestone 10.3

Oct 23, 8 PM ET

Goal: be ready to beta test full site experience, including analytics, feedback, and call center flows on **production : preview.va.gov** through VA.gov banner.

New Features

As a VA.gov content owner…

- ❏ I can **edit and publish content changes** directly in GitHub.

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■ Current VA.gov banner implementation
■ VA coordination on privacy policy compliance.

- ❑ Yes: at least 5,000 diverse users (across device types, login types, account types, tool types) have interacted with the site, and there are no unacceptable trends in Google Analytics, performance data, call center reports, user feedback submissions, or social media buzz.
- ❑ No: one or more success criteria have not been met, need to pivot some things.

Start in person "war room" (Nov 5 - 9) for [critical contributors tbd]

Launch

Nov 7 [Time TBD]

Launch Day Rundown

- ❑ **Full Team:** go/no go meeting
- ❑ **TeamSite Admin:** push TeamSite includes to production
- ❑ **DevOps:** change server to serve the new VA.gov instead of the existing one
- ❑ **DevOps:** launch automated tests
- ❑ **DevOps:** 302 redirect www|vets.gov to www.va.gov
- ❑ **Full Team:** manual testing

- ❏ **Leads:** check call center reports, social media, analytics, performance
- ❏ **Leads:** team discussion
- ❏ **Chris:** decide to continue or roll back

Post-Launch Activities

- ❏ Leads: check call center reports, social media, analytics, performance
- ❏ Leads: team discussion
- ❏ Chris: decide to continue or roll back
- ❏ DevOps: 301 redirect www|vets.gov to www.va.gov

End of vacation blackout (Sep 25 - Nov 9) for [critical contributors tbd]

End in person "war room" (Nov 5 - 9) for [critical contributors tbd]