

Workshop & 2020 Roadmap

VA.gov products, education benefits

VA



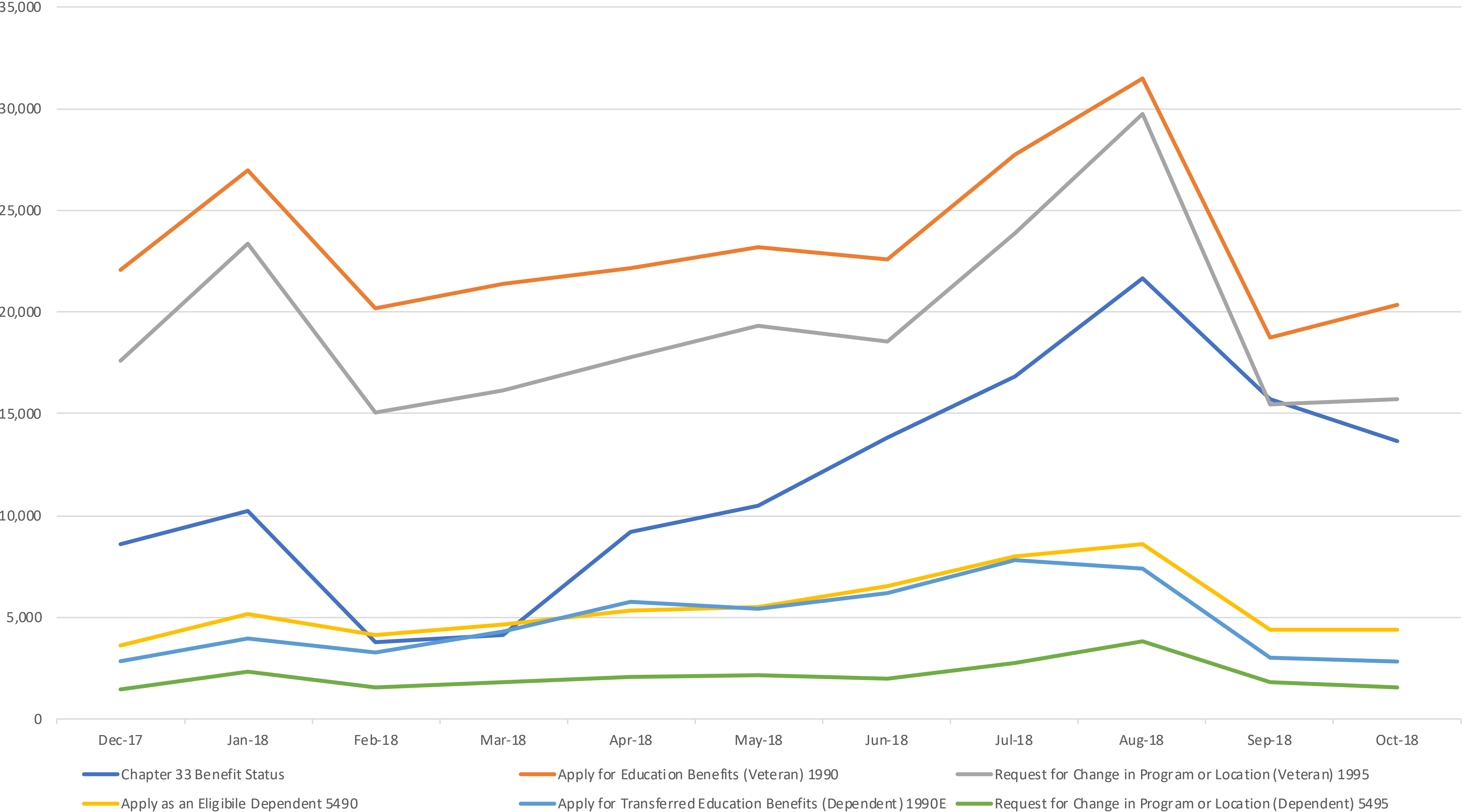
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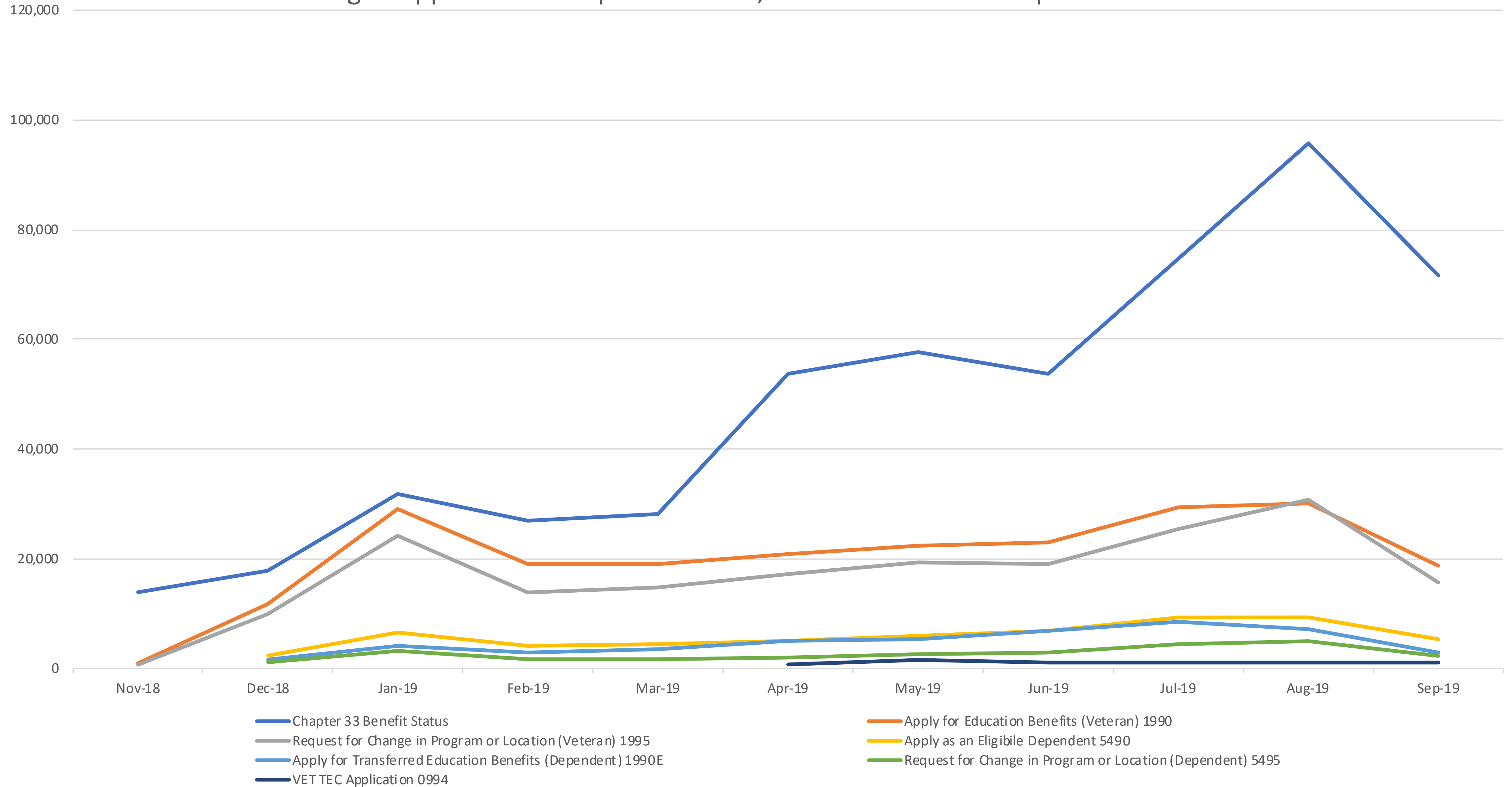




Vets.gov Application Completion Rates, December 2017 to October 2018



VA.gov Application Completion Rates, November 2018 to September 2019



Product prioritization list

How we discussed relative merits of different product efforts

Are Veterans asking for or using the product or service?

Is the product a priority for the Edu services team?

Is the product a priority for VBA?

Does the product have associated policy mandates? If yes, where are they documented?

Is there an associated deadline with the policy mandate?

Is the success of the product clearly measurable? If yes, define those measurements.

Will the product positively impact Veterans?

Is the work technically doable?

Is the work funded with development budget? Sustainment budget?

Does it have significant dependencies? What are they?

Is the product currently difficult to use?

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Proposed priorities

Best bets for future impact on the Veteran user experience

1990 & 5490

Explore the connection between the 1990 (and possible 5490) to “Digital COE” workflow; more clearly tie the completed forms to next steps in the Veteran/beneficiary workflow

Certificate of Eligibility Process

Create and/or clarify an experience for an “on demand” Certificate of Eligibility (COE)

Establish new workflow with School Certifying Officials to reduce time to confirmation of benefits

GI Bill Statement of Benefits

Address Veterans Benefits and Transition Act of 2018 (VBTA) compliance

Clarify how the GIBSB (Statement of benefits) can be better integrated into the overall workflow

GI Bill Comparison Tool

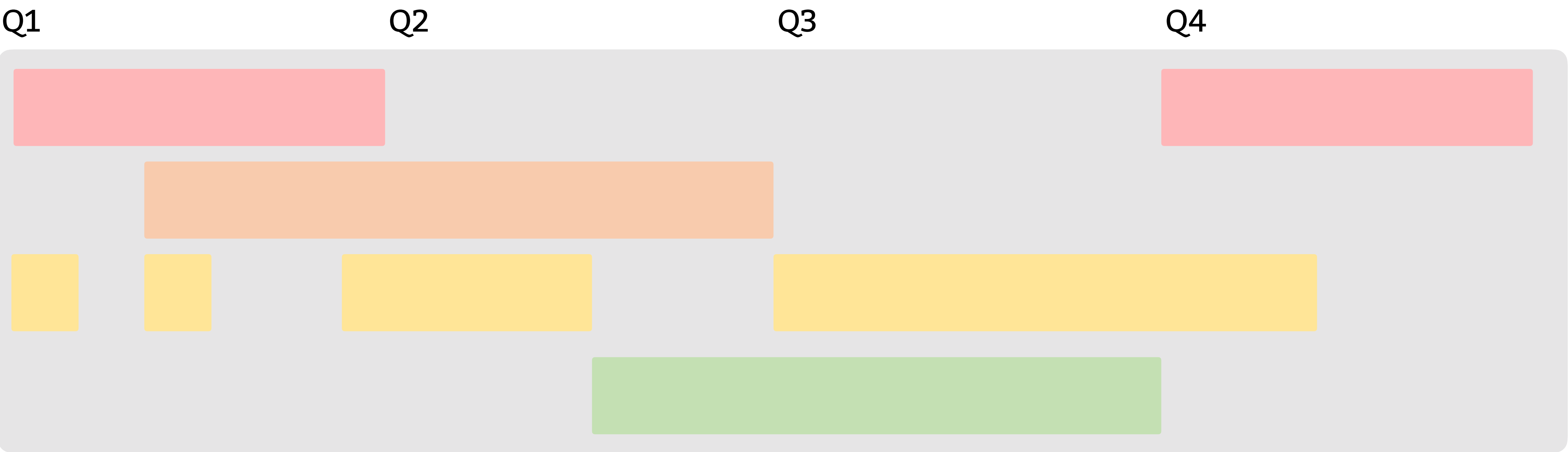
Perform policy assessment of tool data points, better align UX to Veteran priorities, promote increased usage, identify staff pain points



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Proposed 2020 Roadmap

Education benefits products on VA.gov, proposed approach



1990 & 5495

Certificate of Eligibility Process

GI Bill Statement of Benefits

GI Bill Comparison Tool

Quarter 1 2020 Roadmap V1

Education benefits products, single cross-disciplinary DSVA team

January

February

March

Discovery

Design

Testing

Production

Discovery

Design

Testing

Discovery

Discovery

Service Design

1990 & 5495

Certificate of Eligibility
Process

GI Bill Statement of
Benefits

GI Bill Comparison Tool

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Usability issues observed

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GI Bill Comparison Tool

Education benefits customer journey

The following usability issues were observed during research. They should be added to the backlog of work for the GI Bill Comparison Tool after sufficient discovery work, especially policy assessment, is completed.

- Name match issues (UMBC, for example)
- Clarify in-state vs. out-of-state benefits for public schools
- Reduce confusion by changing or eliminating null data (currently reads “no data”)
- Address graduate vs. undergraduate cost and program-specific cost expectations
- Improve design of student outcomes
- Support zip code search
- Address non-traditional semesters (summer, winter, trimesters, etc.)
- Display program information by school



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Education Hub/Content

Education benefits customer journey

The following usability issues were observed during research. They could be added to the backlog of work for the Global UX/IA team after sufficient discovery work is completed.

- Address usability issues for the Edu hub identified in this research, including
 - Label confusion around “Check post 9/11 Benefits.” This is to check the status of benefits, not the benefits themselves. Revise to “Check status of Post 9/11 benefits application” or similar
 - Rename or provide explanatory content for “Careerscope,” or make plans to retire the name. Some Veterans thought this referred to graduate programs. Others ignored it completely.



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What's next?

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Suggested future efforts

Education benefits customer journey

Connect to VBA Priorities & Efforts

Connect Edu findings and recommendations with larger VBA priorities, look for lift from technical strategy by breaking down what happens inside of processing.

Continue on the Veteran Education Journey

Service design efforts for management of benefits, research with Veterans on how they experience using their benefits and how they finish out their benefits.

Let's Do a Roadshow!

Develop appropriate stories around this work, measures of success, and socialize further throughout Edu services, VBA, and beyond.

Thank you

From the Digital Services Veterans Affairs team

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