Proposed Content Model for VA Web Brand Consolidation

Prepared by the Digital Service at Veterans Affairs (DSVA)
Prepared for and presented to the VA Web Brand Consolidation Working Group

March 29, 2018

Outline

1. Our content design goals

2. Our content design principles

3. Content design problems

4. Proposed global content model

This is our proposed content model to support creating a single 'front door' to access tools and information **and** for setting a strong, global foundation for the future VA.gov.

1. Our content design goals

These are our content goals for 2018 and beyond

- **Get Veterans to the tools and content they want and need in just 1 or 2 clicks**

- **Help realize the Digital Modernization Vision** to have the best online experience in the federal government (July 2017)

- **Help realize the CTO's top 2018 priority** to make VA's online experience match that of a typical Fortune 500 company

- **Future-proof our content and IA** so future tools and content have a place to go

- **Create adaptable content** that can be surfaced contextually (i.e., personalization)

- **Better structure content** that is CMS-, SEO-, and analytics-ready, and flexible for multi-user, multi-device contexts

- **Clarify and streamline** content ownership and management (i.e., content governance)

2. Our content design principles

# These are our guiding principles for designing and structuring our content and IA on VA.gov

- **Collocate content:** content items about the same topic are grouped together

- **Produce information scent:** content labels are appropriately descriptive

- **Create multiple access paths:** the same content can be accessed in multiple places and through different flows

- **Make the agency's internal structure invisible:** users care about the tools and content they want and need, not which VA administration or organization provides it

- **Build trust and transparency:** users need single sources of truth and transparency into their journey with VA

- **Use plain language (as much as we can):** make it easy for users to read and understand VA content

3. Content design problems

We have a lot of content models and content problems

A lot.

The benefit lifecycle is rigid and doesn't apply to all tools and content across VA.gov

Explore ➡ Apply ➡ Track ➡ Manage
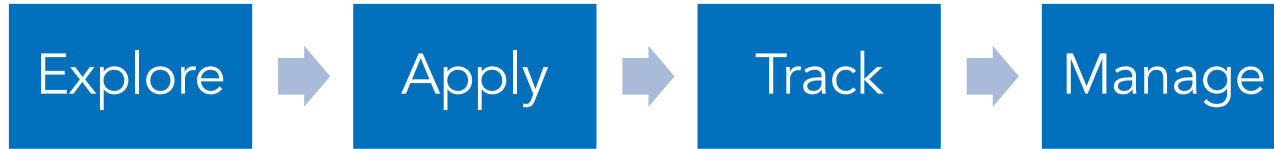
There are many benefit categories

Health Care	Disability	Education and Training
Careers and Employment	Pension	Burials and Memorials
Housing Assistance	Life Insurance	Records

Three administrations own the tools and content

VHA VBA NCA

There are Veteran sub-groups and other non-Veteran audiences that use VA.gov

Veterans	Transitioning Servicemembers, Active Duty, and Reserves

Family, Dependents, and Caregivers	Medical Professionals	Veteran Service Organizations, Partners, and Small Businesses	VA Employees	News Media and the Public

Unauthenticated vs. authenticated tools and content serve different purposes

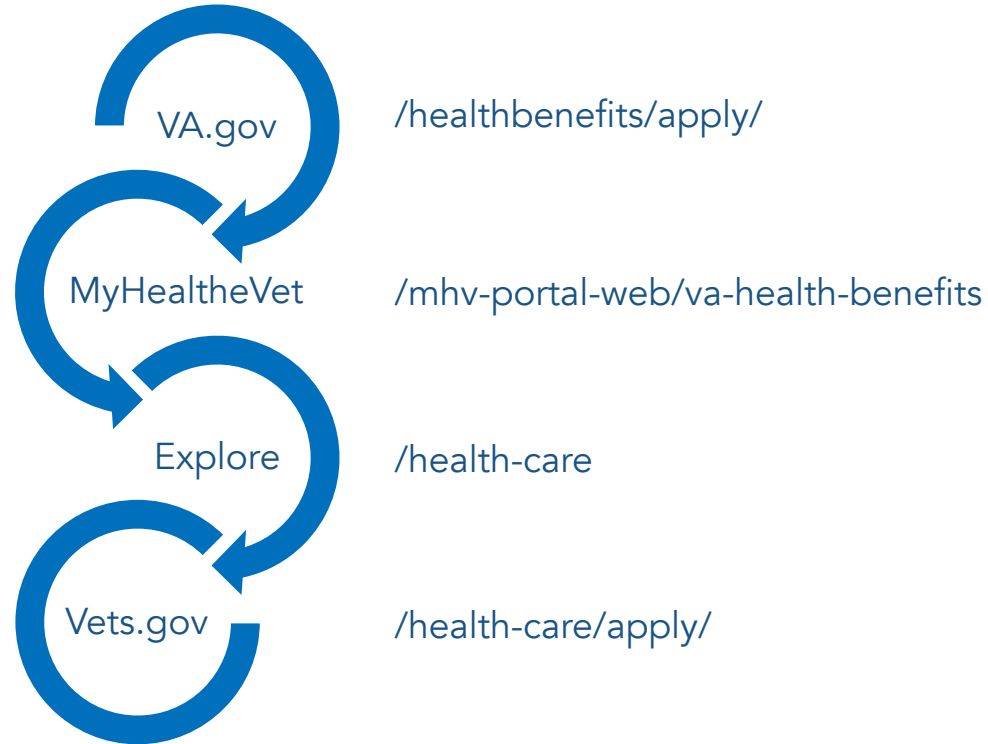| Unauthenticated (not logged in)	Authenticated (logged in)
• New users and new benefit-seekers • Single transactions (i.e., apply once, find a facility once, etc.) • Drives account creation	• Personalized, customized user experience • Returning users and post-benefit-seekers • Multiple, routine transactions (i.e., track and manage many times; e.g., refill a prescription) • Profile, account, and personal document management

We lack single sources of truth for individual benefits and topics

How do I apply
for health care?

VA.gov /healthbenefits/apply/

MyHealtheVet /mhv-portal-web/va-health-benefits

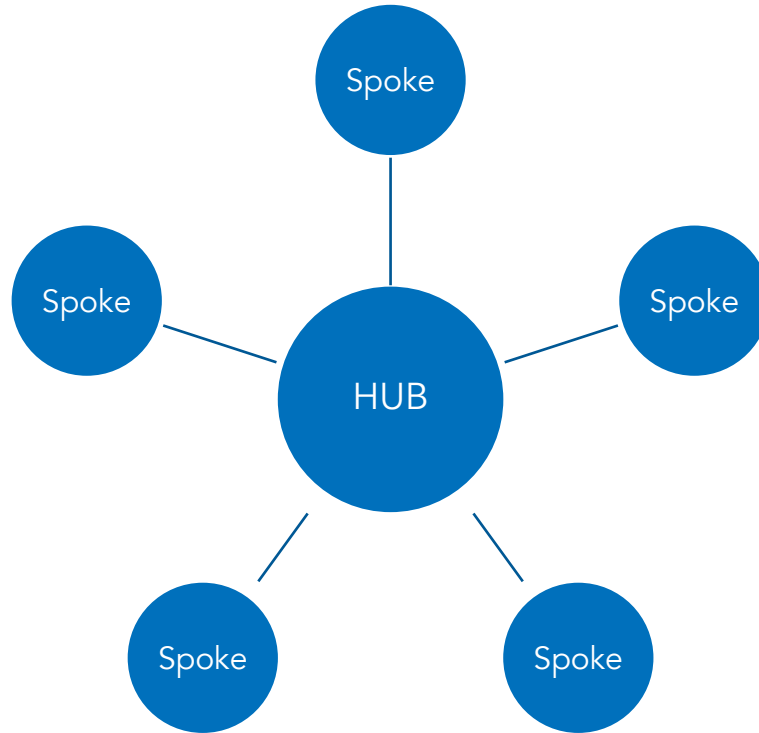Explore /health-care

Vets.gov /health-care/apply/
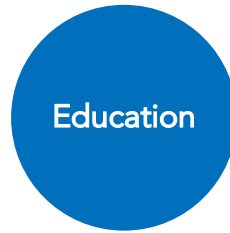
4. Proposed global content model

The challenge

How do we create a global content model that accounts for competing content, organizational, and audience structures **and** also set a strong, global foundation for the future VA.gov?
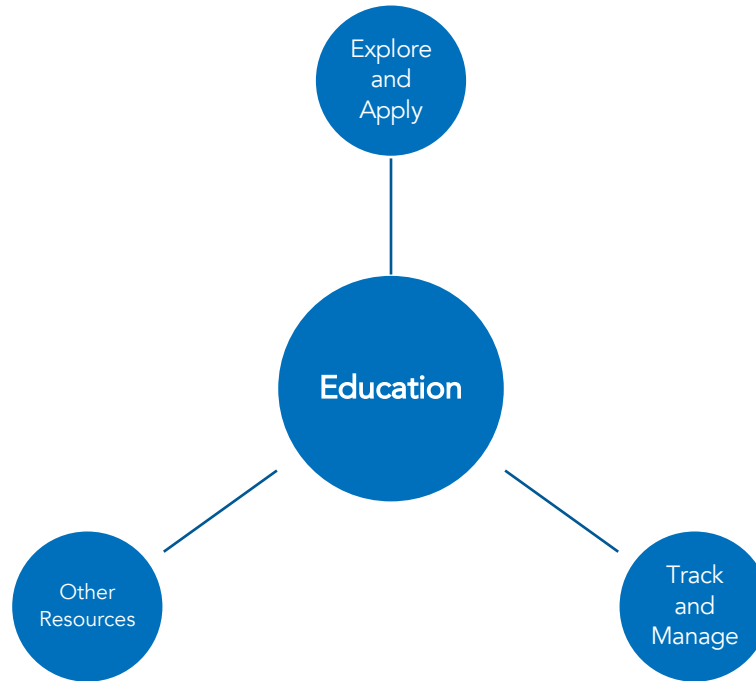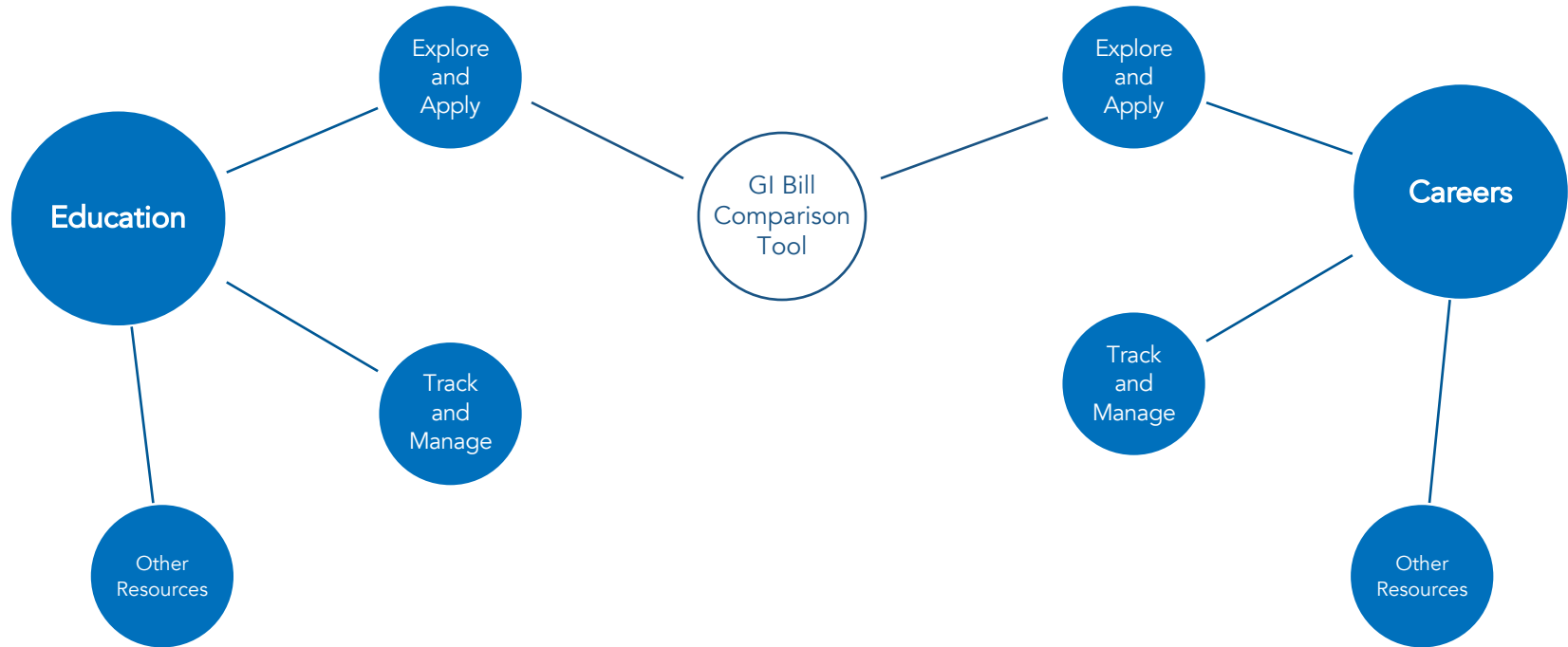
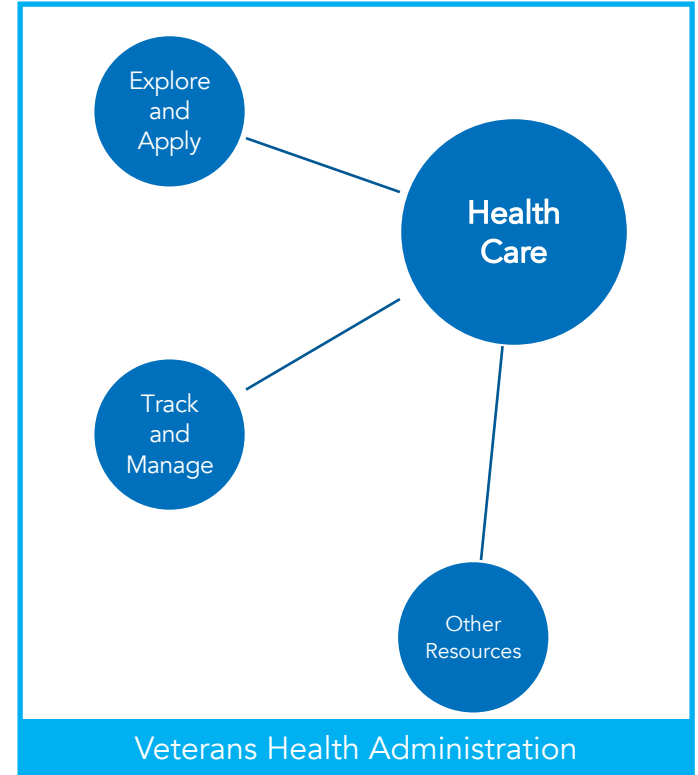# A hub-and-spoke content model…

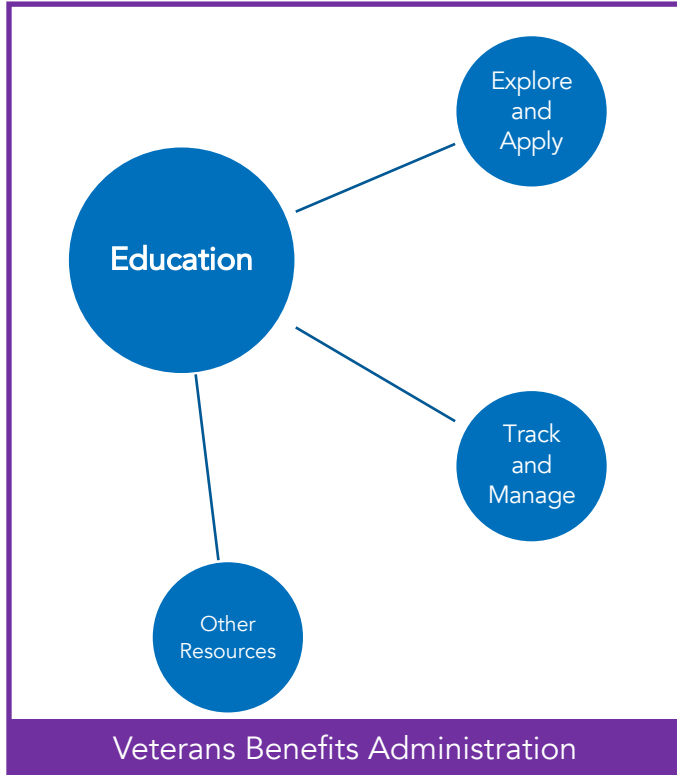# …with the benefit category as the hub…

Education

…and the benefit lifecycle as the spokes…

...allowing for cross-benefit tools and content...

…and ownership by each administration.

Why this global content model works

- **Consolidates into 1 model** and aligns the 3 main existing VA global content models (by benefit category, by benefit lifecycle, and by administration)

- **Is Veterans-first** and centered on what users want and need

- **Creates a single source of truth** for each benefit category and its tools and content, resulting in better SEO and analytics and a better user experience

- **Is flexible enough to allow for other non-benefit hubs** like <u>audiences</u> (e.g., 'Family and Caregiver Benefits,' 'For Transitioning Servicemembers,' etc.) or <u>topics</u> (e.g., 'Research,' 'About PTSD,' etc.)

- **Provides a place for global VHA, VBA, and NCA content** that crosses individual benefits

- **Results in a streamlined content governance model** for VA administrations, content managers, and other stakeholders

What a <u>VHA benefit hub</u> could look like

Health Care Benefits

With VA health care, you're covered for regular checkups with your primary care provider and appointments with specialists.

About this page

These benefits are provided by the *Veterans Health Administration* (VHA).

Go to VHA page >

Need help?

Call us v

Explore and Apply

Determine eligibility >
Apply for health care >

Track and Manage

Refill your prescriptions>
Schedule a VA appointment >
Message your health care team >

More Resources

About VA health care coverage >
Affordable Care Act (ACA) >
Health topics A-Z >

What a <u>VBA benefit hub</u> could look like

Disability Benefits

You may be able to get VA disability benefits if you got sick or injured, or developed a mental health condition (like PTSD) while serving in the military.

About this page

These benefits are provided by the *Veterans Benefits Administration* (VBA).

Go to VBA page >

Explore and Apply

Determine eligibility >
Disability conditions >
Submit an appeal >

Track and Manage

Track your claims and appeals >
How to navigate the appeals process >

Need help?

Call us v

More Resources

VR&E benefits and services >
Adaptive housing grants >

What an NCA benefit hub could look like

Burials and Memorials

We can help Servicemembers, Veterans, and family members plan a burial or memorial service.

Explore and Apply

Determine eligibility >
Determine pre-need eligibility >
Plan a burial >

Track and Manage

Find a cemetery or gravesite>
Honor the deceased with memorial items >

More Resources

What to expect at a funeral >
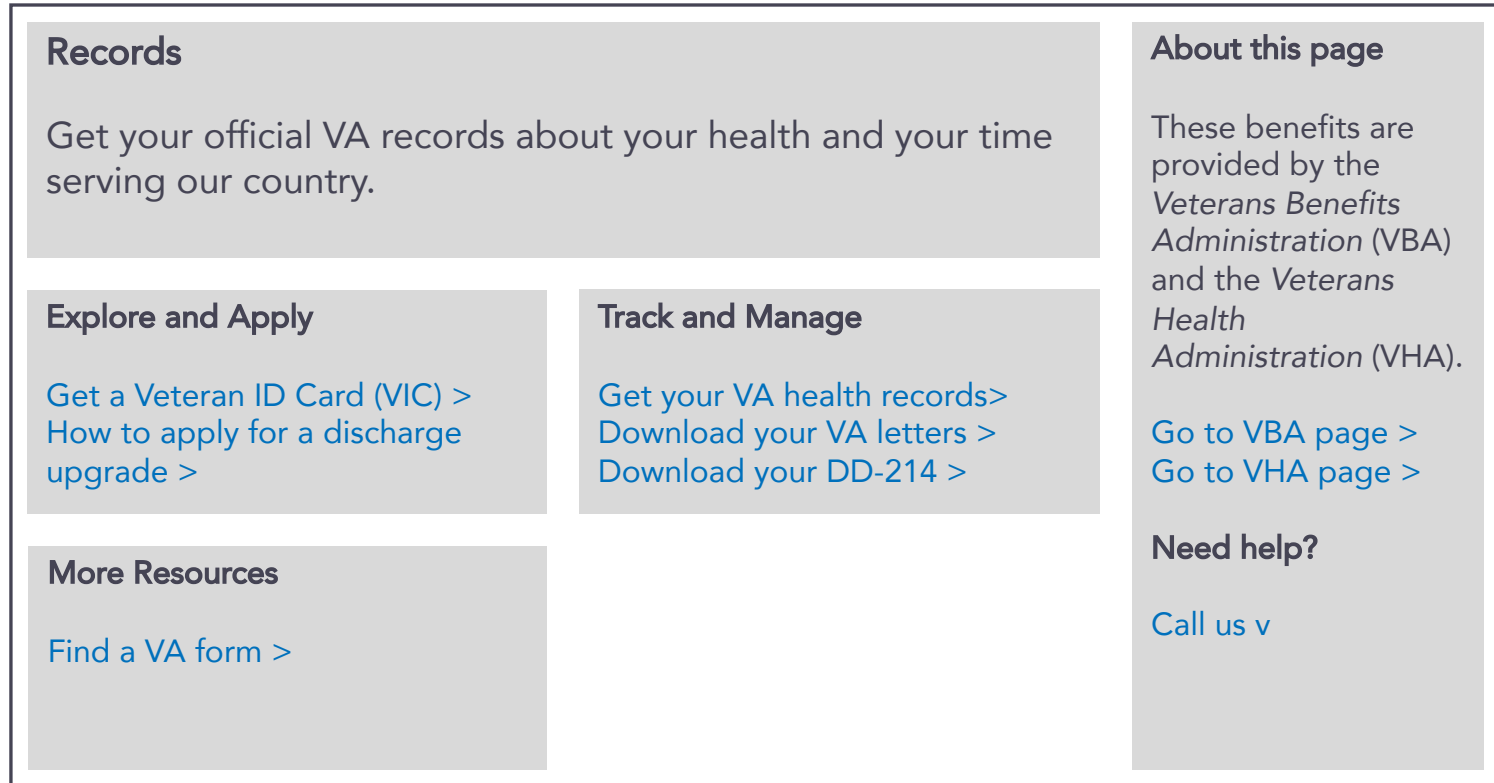Burial allowances and survivor compensation >

About this page

These benefits are provided by the *National Cemetery Administration* (NCA).

Go to NCA page >

Need help?

Call us v

What a [VHA+VBA joint benefit hub](#) could look like

Records

Get your official VA records about your health and your time serving our country.

Explore and Apply

Get a Veteran ID Card (VIC) >
How to apply for a discharge upgrade >

Track and Manage

Get your VA health records>
Download your VA letters >
Download your DD-214 >

More Resources

Find a VA form >

About this page

These benefits are provided by the *Veterans Benefits Administration* (VBA) and the *Veterans Health Administration* (VHA).

Go to VBA page >
Go to VHA page >

Need help?

Call us v

Thank you!

Contact Andy Lewandowski with questions:
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