The New VA.gov

Designing a Veteran-First Digital Experience

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Veterans told us VA's multiple web sites are confusing and complicated to use

"All the sites sound the same to me – why do I need another brand?"

"It seems like they are getting redundant with all these sites."

"I don't care about all your @#$%^&* brand names… I just want to go to the VA & check my claim or refill my prescription…"
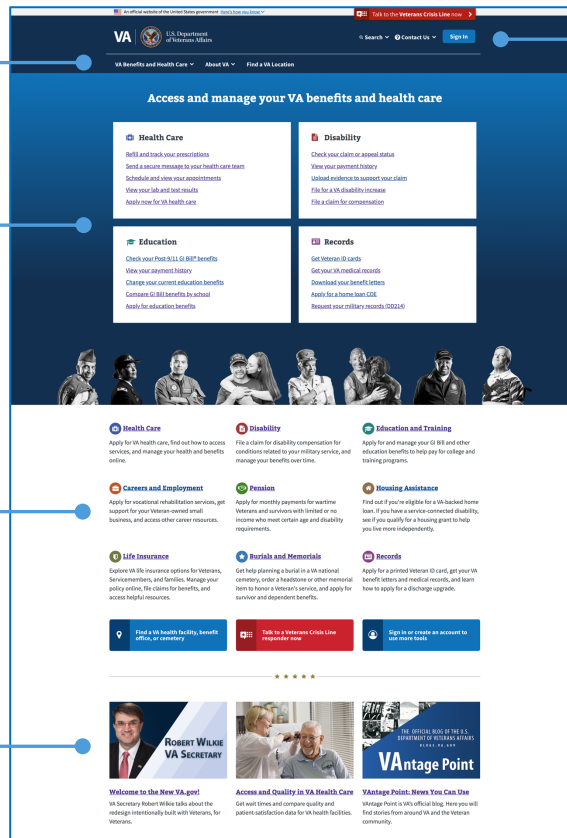
—Veteran research participants

A new VA.gov that is a Veteran-first product platform

Global navigation with benefit hubs

Top user tasks

Benefits index

News stories

Global account, help, and search utilities

One "front door" to get to all VA benefits, tools, and services

VA will deliver the best digital experience to our customers, on par with private sector experiences

Personalized experience

Whenever possible, digital services are tailored to users, based on what we know about them and what they are trying to do.

Standardized login experience

Users can enter one user name and password to quickly complete their task, with secure identify-proofing.

Veteran profile and action center

A dashboard that shows everything users have in flight at VA, with paths to update contact information and get to VA benefits and tools based on their real circumstances.
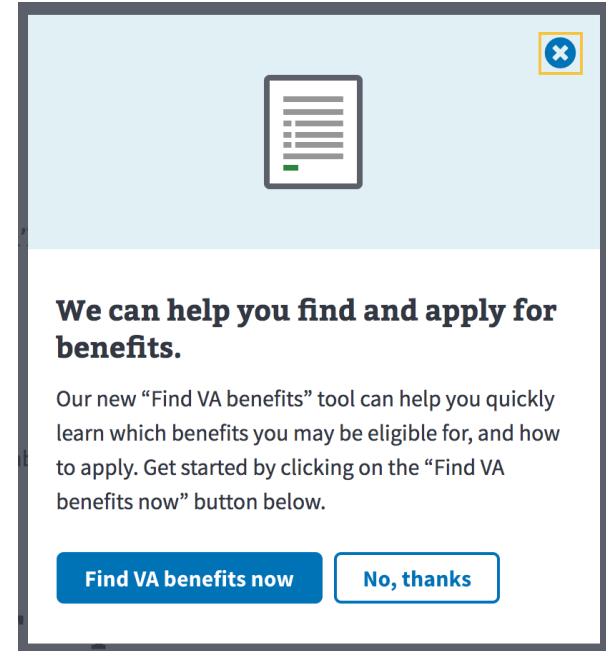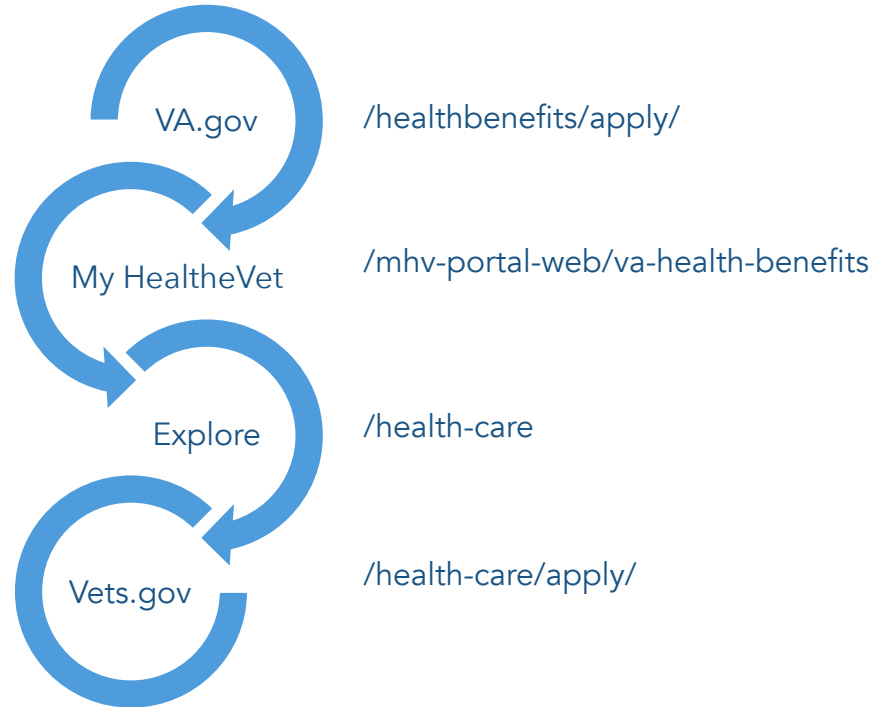
We have to create single sources of truth – one version of content, one version of a tool

A user Googles…

how do I apply for VA health care?

…and gets competing results from VA:

VA.gov   /healthbenefits/apply/

My HealtheVet   /mhv-portal-web/va-health-benefits

Explore   /health-care

Vets.gov   /health-care/apply/

Not all content and tools are equal on the new VA.gov

Tier 1

VA Benefits & Health Care Content and Tools
Primary users: Veterans and other beneficiaries (family, caregivers, service members)
Content examples: Benefits eligibility, digital forms, and tools; user homepage and profile; VAMC and RO websites

Tier 2

Program and Engagement Content
Primary users: Veterans and beneficiaries, Veteran sub-groups (e.g., women, LGBT, etc.), caregivers
Content examples: Caregiver program, women's health resources, content for benefits servicers

Tier 3

Office and Other Content
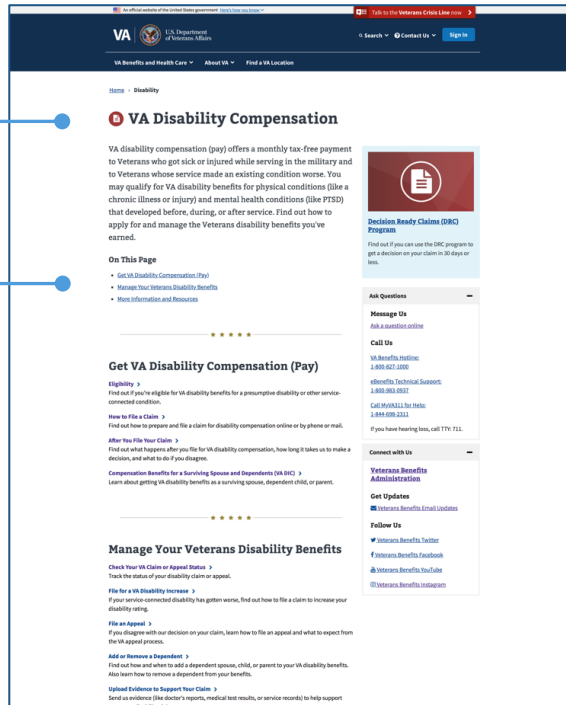**Primary users:** Non-Veteran audiences (e.g., press/media, researchers, vendors, etc.)
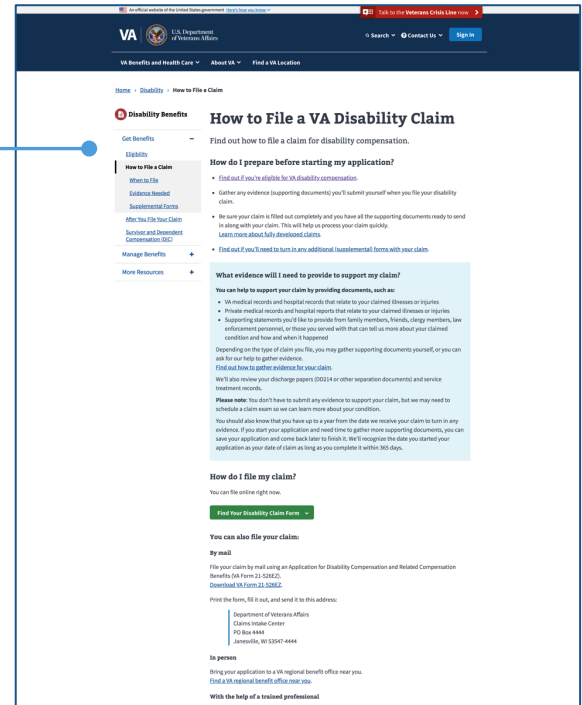**Content examples:** Office pages, doing business with VA content, VA publications

A hub-and-spoke content model with single entry points into content and tools

Hub page

Spokes

Spokes

We laid a new user-centered design foundation and built a new information architecture for VA.gov
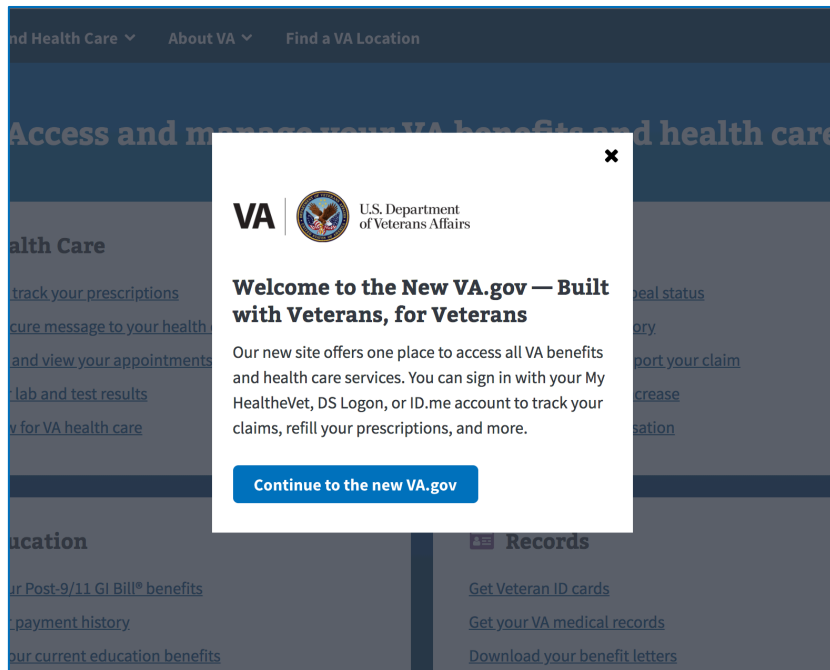
New benefit hubs
- 9 benefit hubs with 18 content spokes
- 275 pages of plain-language benefits content
- 25 benefit tools landing pages

New global navigation
- 9 benefit mega menus
- 1 non-benefit mega menu

New global utilities
- Personalized user account homepage and profile
- Account navigation
- Sign in/create account with identity proofing
- Search
- Contact us
- Veterans Crisis Line
- Find a VA location

We are continuing to re-write and move benefit content, and build new benefit tools and site features

Content product work

- Re-write/re-design all legacy benefits content and publish in 9 benefit hubs
- Migrate 9 benefit hubs content into new Drupal CMS
- New Family Member benefits hub
- New Service Member benefits hub
- New VAMC facility site (template)
- New OPIA office site (template)
- Update site navigation menus for Tier 2 and Tier 3 content

Tools product work

- Build new Drupal CMS for new Tier 1 VA.gov content
- Disability claims application (526EZ & ancillary forms)
- New VetTec education form
- Integrate My HealtheVet/patient portal into VA.gov
- Integrate VA health care online scheduling into VA.gov
- Re-build remaining eBenefits tools and features on VA.gov
- Iterate on VA.gov user homepage personalization and benefits recommendations
- Update VA.gov login/identity to new VA enterprise standards
- Build out of VA.gov Veteran Services Platform

Help us continue to create a Veteran-first, benefits-first user experience on the new VA.gov

Why we're doing this

We are working in a collaborative, cross-enterprise way to execute on:

- The Secretary's #1 priority: <u>customer service</u>
- The CTO's #1 priority: make VA's online experience match that of a typical Fortune 500 company
- The VA Digital Modernization Vision (July 2017): create a single "front door" for Veterans to access VA's services

How you can help

- Communicate content, tool, and site changes and updates to your teams and inside your organizations
- Provide subject-matter expertise on benefit content and digital tools
- Review and fact check re-written content for the new VA.gov
- Participate in research sessions (both business and user research) and product design workshops
- Participate in cross-enterprise content working groups: VA health content strategy, VA.gov editorial style guide, CMS governance