VSA Product Management

Global UX & Content

Help users find what they need by serving as the single source of truth for Veterans and their family members.

Q4 FY 2019 Now

Q1 FY 2020 Next

To be prioritized

Discovery

- Tier 2 Content audit / Analysis
 - On-site search for VA.gov
 - Google Markup Pilot
- Establish KPIs / analytics

Build/Launch/Publish

- Retirement of explore.VA.gov redirects
- Style Guide
- **Drupal Training**
- Updates to community care facility locator (urgent care, performance)

Research/Design

- Search landing page template
 - VA forms
- IA/ Menu/ Navigation structure

Discovery

Tier 3 Content audit / Analysis

Refine established KPIs VAMC Sites / Pages

- VA.gov Sitewide Analytics
- Analyze Google Markup Pilot Results

Build/Launch/Publish

- Tier 2/Tier 3 content templates
 - IA / Menu / Navigation
- On-site search for VA.gov
 - VA forms templates
 - Schema.org Pilot