Office of CTO - Digital Experience (OCTO-DE) Strategic Hierarchy

DE Vision — *Every Veteran is guaranteed access to self service benefits and accurate data.*

DE Mission — *Continuously deliver high-quality digital experiences for the benefit of all Veterans and their families.*

DE Goals

1/ Veterans and their families can apply for all benefits online

2/ Veterans can manage their health services online

3/ Logged-in users can easily track applications, claims, or appeals online

4/ Logged-in users can update their personal information easily and instantly

5/ Veterans and their families can find a single, authoritative source of information

6/ Logged-in users have a personalized experience, with relevant and time-saving features

7/ Veterans and their families trust the security accuracy and relevancy of VA.gov

8/ Platform users can build and deploy high-quality products for Veterans

DE Numbers

Increase
- Usage of digital, self- service tools
- Percent of applications submitted online (vs. paper)
- Benefit use and enrollment, across all business lines
- Number of VA.gov users as a function of total Veteran population
- Completion rate of online transactions
- Veteran satisfaction with VA.gov
- Benefit value (in $) delivered from online applications or transactions

Decrease
- Call center volume, wait time, and time to resolution
- Time from online benefit discovery to benefit delivery
- Time to successful complete and submit online transactions
- Time to process online applications (vs. paper)

DE Objectives

Obj. 1: Increase the accessibility, reliability, and security of Veteran's digital services.

Obj. 2: Reduce the time it takes for Veterans to find, use, and receive VA services.

Obj. 3: Deliver higher-quality health care and faster, more accurate benefits decisions by increasing VA staff access to the right information, in the right format, at the right time.

Obj. 4: Make OCTO a healthier and more effective civic tech team.

DE Crew	Platform	Sitewide	Account Experience	Mobile	Health Tools	Benefit Tools
Crew Chief	Mike Chelen	Dave Conlon	Chante Lantos-Swett	Leanna Miller	Lauren Alexanderson	Matt Self
Crew Description	Standards & policies, tooling, community, infrastructure	UX & Design System, Global IA, content, CMS publishing, public tools, VA facilities	Personalization, login & identity, help desk, mobile, notifications	Flagship mobile app, mobile strategy, mobile distribution	Health applications, health tools, COVID response	Benefits applications & status, eBenefits migration
Crew Teams	- Access Management - Analytics & Insights - Cloud Isolation - Console Services - Console UI - Design Systems - Forms Library - Governance - Infrastructure - Integration Experience - Platform CMS - Platform Content - Platform Security - QA Standards - Release Tools - Service Design - Site Reliability Engineering	- Content & Localization - Facilities - Public Websites - Sitewide CMS - Sitewide Content - VAMC Web Modernization	- Authenticated Experience - Contact Centers - Identity - Profile - VA Digital Notifications - Virtual Agent/Chatbot	- Secure Messaging - VA Mobile App Core	- 1010 (Caregiver) - 1095-B Tax Form - Clinical Decision Support Applications - COVID-19 Response - Digital Health Modernization / Health Apartment - Digital Health Platform - Modernized Check-in - Online Scheduling	- eBenefits Migration - Education Benefits & Applications - Claims & Appeals - Debt Resolution