

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

OCTO North Stars

Increase the usage and throughput of VA services

Decrease the time Veterans spend waiting for an outcome

Increase the quality and reliability of VA services

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 Crews

Crew Chief

Rachael Roueche

Dave Conlon

Kevin Hoffman

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

- FE Tools
- BE Tools
- Testing Tools
- Operations
- CMS Core Application
- Service Design
- Product Support
- Analytics & Insights
- Content & IA

- Facilities
- VAMC Upgrade
- CMS Product Support
- Public Websites
- Search & Discovery
- Decision Tools
- Content & Localization
- Design Systems

- Personalization (Auth Exp)
- Login and Identity
- Contact Center
- Ask a Question / Chatbot
- Notifications Engine
- VEText Notifications

- VA Mobile App 1
- VA Mobile App 2
- Secure Messaging

- Health care Experience
- Online Scheduling
- COVID Response
- Caregiver

- eBenefits Migration
- Claims & Appeals
- Debt Resolution
- Education Application