# Reframing the problem

The Veteran need

Veterans find it extremely difficult to navigate common place interactions with the VA. The VA ecosystem is so complex that Veterans feel discouraged to apply for manage and maximize their benefits.

This experience extends online. There is a fragmentation in information and tools. In particular, navigating between general information and personalized information and tools is difficult.

Learning about, applying, and tracking benefits

Veterans (will) come to VA.gov to learn what benefits are available to them, apply, and then track and manage those benefits.

While these are distinct stages, we expect that Veterans will need to continue learning about their benefits during the application process and when managing their benefits.
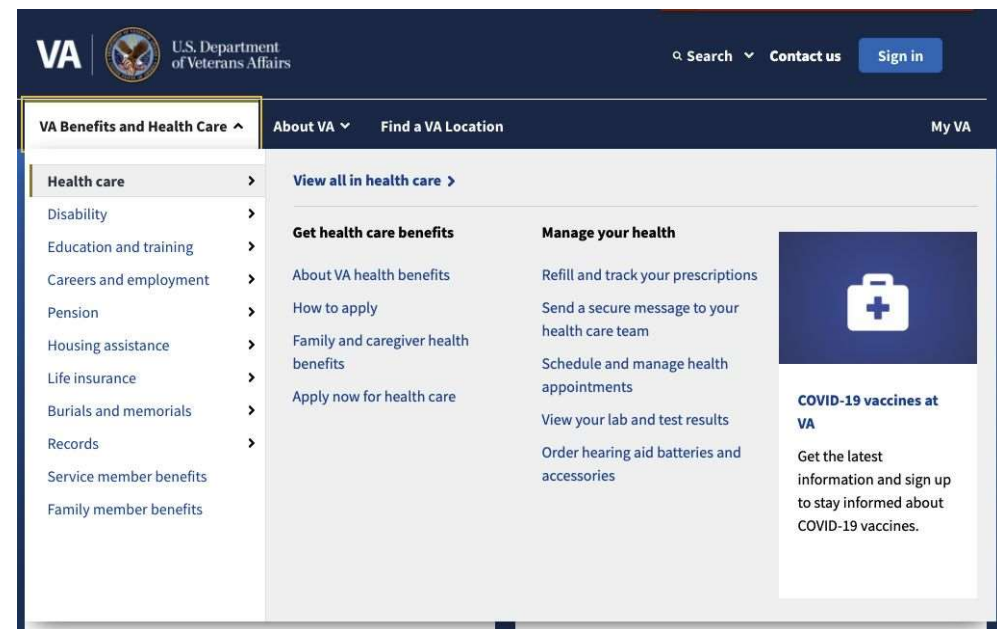
Broad goals

1. Ensure Veterans have the benefit tools and information they need, when they need them

2. Ensure their experiences are not overwhelming: minimal, intuitive, easy to navigate

Problem statements

1. How might we best serve Veterans who don't have healthcare learn about the benefits and apply for them?

2. How might we create the best personalized experiences for Veterans with healthcare who want to manage their care online?

3. How might we ensure all Veterans can learn about their benefits and get help at any point?

Our scope is limited to the navigation and structure of the content, not the content itself.

Problem statement #1

How might we best serve Veterans who don't have healthcare learn about the available benefits and apply for them?

- How do we orient Veterans who come to a 'learn' page from online search results?
- Does the personalized 'learn' experience differ from the public one?
- How do we enable Veterans to discover the content they need without overwhelming them?
- How do Veterans who land on a 'learn' page also navigate to a 'manage' page?
  - How much do they need to learn before they can apply?
- What explainers and help do Veterans need access to during the application process?

Problem statement #2

How might we create the best personalized experience for Veterans with healthcare who manage their care online?

- How do we make it easy for Veterans to manage their healthcare online and get out of the way?
  - How do we organize and represent the 'manage' tools and tasks on VA.gov?
  - Do Veterans want to manage all their VA benefits tasks in the same place?
- How do Veterans find and navigate to their 'manage' tools and tasks?
- What do returning Veterans with healthcare need to learn about?
- How do we encourage Veterans to manage their healthcare online?
  - How do we improve on the MyHealtheVet (MHV) experience?
  - How do we manage the transition from MHV to VA.gov?
  - How do we show Veterans what they can manage online (especially when they are not yet logged in)?

Problem statement #3

How might we ensure all Veterans can learn about their benefits and get help at any point?

- What 'learn' information do Veterans need access to when they are managing their care?
- How does navigation and content architecture scale to the other benefits?

Impact: What changes if we get this right?

- Veterans can easily discover what VA benefits are available, and which ones they might be eligible for
  - More Veterans maximize their benefits, especially those from underserved communities
- Veterans find it easy to manage their healthcare on VA.gov
  - More Veterans go to VA.gov to manage their healthcare tasks
- Fewer Veterans call in for help before and during the application process
-

Users

- Veterans
- Caregivers