

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		4/ Logged-in users can update their personal information easily and instantly		7/ Veterans and their families trust the security accuracy and relevancy of VA.gov		
	2/ Veterans can manage their health services online		5/ Veterans and their families can find a single, authoritative source of information		8/ Platform users can build and deploy high-quality products for Veterans		
	3/ Logged-in users can easily track applications, claims, or appeals online		6/ Logged-in users have a personalized experience, with relevant and time-saving features				
DE Numbers	Increase <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- 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		<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">- Content & Localization- Facilities- Public Websites- Sitewide CMS- Sitewide Content- VAMC Web Modernization	<ul style="list-style-type: none">- Authenticated Experience- Contact Centers- Identity- Profile- VA Digital Notifications- Virtual Agent/Chatbot	<ul style="list-style-type: none">- Secure Messaging- VA Mobile App Core	<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">- eBenefits Migration- Education Benefits & Applications- Claims & Appeals- Debt Resolution