

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	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 - 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)
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DE Crews	Platform	Sitewide	Account Experience	Mobile	Health Tools	Benefit Tools
Crew Chief	Rachael Roueche	John Hashimoto	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