

LOGIN.GOV ADOPTION TEAM

Sprint 10 Demo

Wednesday, January 4, 2023

VA



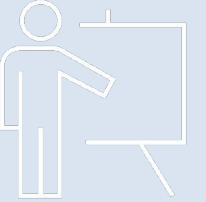
U.S. Department
of Veterans Affairs

MOVE

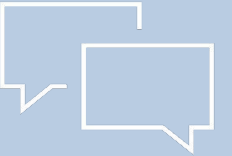
At the end of each sprint on Wednesday, the team will run sprint reviews to showcase the sprint's work for approval.

The purpose of this meeting is:

- 1 To demo the accomplishments or functionality that was accomplished over the past sprint



- 2 To get feedback and insights early and often



- 3 To create transparency for anyone interested on the product and progress



The team

Core team



Jay Tanner
Program and
Delivery Manager



Elizabeth Koch
Product Owner,
Key Personnel



**Anthony
Levin-Decanini**
Sr. Product Manager



Steve Dickson
Engineering Lead,
Key Personnel



Tyler Gindraux
Sr. UX Researcher,
Key Personnel



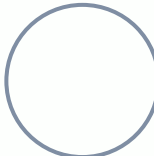
Carl Dickerson
Content
Strategist



**Carolyn
Williams****
Sr. Product Designer



Ksenia Coulter
Sr. Frontend
Engineer



Melissa Miller**
Full Stack
Engineer

Executive team



Jeff Scheire
MO Studio



Michael (Porta) Antiporta
Product & Delivery, MO Studio

***Joining later in January*

Today's agenda

- 5 min** Program update
- 20 min** Baseline data and grandfathering
- 20 min** Content strategy
- 5 min** Next steps

Areas of focus



**Legacy
credential
migration**

Priority

**Login.gov
proactive
adoption**

**In-person
support**

**Non-Veteran
user roles**

What our Sprint 10 goals were:

- ✅ Draft migration content strategy
- ✅ Prepare discovery presentation for Login.gov
- ✅ Prepare discovery presentation for OCC
- ✅ Gather data to provide a baseline of DS Logon and develop metrics to measure against
- ⚠️ Define a migration plan and dates to inform internal stakeholders of approaches

Dependencies, risks, blockers

Dependencies:

- IAM grandfathering SR-3834 for binding accounts
- Partners on communications and content strategy
- MHV and eBenefits (and perhaps IAM) for implementing banners and entry points into grandfathering and inherited proofing flows
- DMDC for DS Logon inherited proofing evidence
- Login.gov defining eligibility criteria for inherited proofing

Risks:

- DS Logon inherited proofing evidence not received

Blockers:

- IAM Data of User accounts SR-3634
- Team ZenHub access



Baseline data and grandfathering

An update on baseline data

- We've requested data about **number of existing accounts by credential and migration segments**:
 - IAM accepted SR 3634 (November 29): Our request for IAM to help migration of DS Logon and MHV accounts to Login.gov
 - Joe Niquette (December 20): Pulling information from VA.gov repo. While this may be less accurate it will be more readily available, and can give us a general sense for tracking and reporting. Joe anticipates 2 weeks for delivering data (January 3).
- Identifying **baseline segments eligible for grandfathering** is dependent on the above data requests, too.
- We've updated key takeaways of **number of sign-ins by month** with December 2022 authentications (see next slide):
 - DS Logon (username/password) usage (excluding VA.gov), as a percentage of all authentications, has dropped by half to 10% of overall authentications since August 2022 - primarily due to eBenefits introducing alternate sign-in options
 - DS Logon via VA.gov has remained 12% of overall authentications over 2022
 - DS Logon (CAC) has remained 2% of overall authentications over 2022

We've updated [baseline data](#) with December 2022 authentications

CSP Method	-Dec2022	-Nov2022	-Oct2022	-Sep2022	-Aug2022	-Jul2022	-Jun2022	-May2022	-Apr2022	-Mar2022	-Feb2022	-Jan2022	-Dec2021
CAC	143067	143377	141,635	170,836	222,159	169,996	173,120	197,039	185,770	225,480	218,217	242,480	230,736
DFAS	0	0	0	0	4	4	2	2	0	0	1	0	0
DSL	757,735	863,378	1,090,975	1,489,324	1,951,692	1,628,202	1,499,888	1,676,559	1,558,166	1,717,491	1,611,680	1,892,658	1,897,428
IDME	2,900,074	3,098,302	3,032,330	2,520,540	2,829,115	2,258,480	2,086,787	2,221,465	2,082,312	2,321,970	2,136,470	2,299,172	2,150,947
IDME_DSL	890,338	903,784	983,223	1,088,541	1,296,233	944,404	855,560	956,931	883,313	965,425	866,889	1,034,403	1,033,044
IDME_MHV	1,176,929	1,183,180	1,142,673	954,249	1,152,995	966,309	1,043,009	1,114,780	1,126,223	1,330,880	662,621	670,148	614,229
IDME_VETS	116,965	127,542	126,735	110,564	147,715	106,087	97,840	102,295	109,422	181,218	186,851	234,399	186,603
LOGINGOV	713,092	726,868	685,078	522,186	573,899	405,793	332,101	338,626	348,541	169,626	356	336	193
MHV	506,946	670,375	884,321	1,163,790	1,265,181	1,197,534	1,545,241	1,685,362	1,514,522	1,645,906	1,490,521	1,601,137	1,445,981
VACAC	42,949	45,541	45,454	43,888	49,718	38,379	39,933	44,678	42,982	46,679	40,889	43,716	40,801
VAPIV	97,167	104,855	109,348	120,440	115,916	89,326	86,806	85,412	76,915	80,956	84,131	90,460	80,423
Total	7,345,262	7,867,202	8,241,772	8,184,358	9,604,627	7,804,514	7,760,287	8,423,149	7,928,166	8,685,631	7,298,626	8,108,909	7,680,385
CSP Method %	-Dec2022	-Nov2022	-Oct2022	-Sep2022	-Aug2022	-Jul2022	-Jun2022	-May2022	-Apr2022	-Mar2022	-Feb2022	-Jan2022	-Dec2021
CAC	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	3%	3%
DFAS	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
DSL	10%	11%	13%	18%	20%	21%	19%	20%	20%	20%	22%	23%	25%
IDME	39%	39%	37%	31%	29%	29%	27%	26%	26%	26%	27%	28%	28%
IDME_DSL	12%	11%	12%	13%	13%	12%	11%	11%	11%	11%	12%	13%	13%
IDME_MHV	16%	15%	14%	12%	12%	12%	13%	13%	14%	15%	9%	8%	8%
IDME_VETS	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	3%	3%	2%
LOGINGOV	10%	9%	8%	6%	6%	5%	4%	4%	4%	2%	0%	0%	0%
MHV	7%	9%	11%	14%	13%	15%	20%	20%	19%	19%	20%	20%	19%
VACAC	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
VAPIV	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

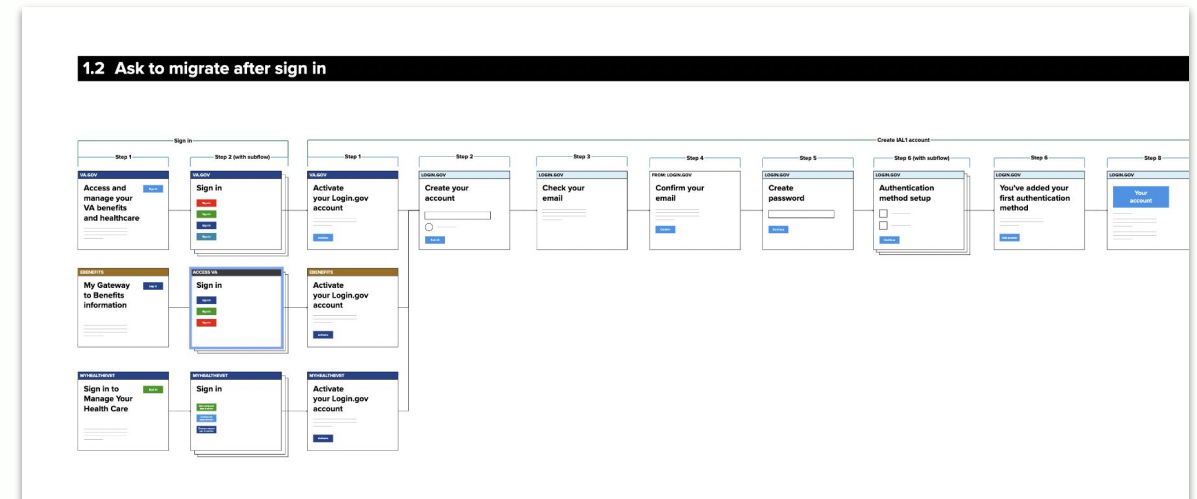
We've kicked off the design and build of a grandfathered approach

Technical solution

- IAM team accepted SR 3834 to support solution architecture and implementation of grandfathering with IAM dependencies
- Solution architecture
 - Technical constraints will inform service design, for example, requiring users to log in with their DS Logon account prior to initiating a grandfathering flow
 - High-level design flow will define integrations for coordinating development across organizational boundaries

Design

- Started sketching user flows and will further define next sprint
- Drafted a content strategy to share with partners



Migration options and decision points

Close to a decision: We will likely prioritize grandfathering over inherited proofing for DS Logon, because:

- Inherited proofing requires ID proofing evidence data from DoD, but the ID proofing evidence data linked to DS Logon accounts is not available.
- Inherited proofing may be possible for some subsets of data, for example, DS Logon accounts where Veterans used their CAC card to authenticate, but these are only about 5% of DS Logon authentications.
- We recommend prioritizing one approach (either grandfathering or inherited proofing) due to financial and time constraints.
- Inherited proofing will require a risk assessment from Login.gov, and it's not clear how long that would take or what it will entail.
- Too many approaches could be overwhelming for Veterans from a usability and design perspective.

Need to decide: When to roll out grandfathering, based on:

- September 30, 2023 DS Logon sunset deadline.
- Gathering of baseline data of eligible accounts from IAM and VA.gov.
- High rate of organic Login.gov (IAL2) adoption based on initial communications may influence decision to delay rollout.
- Implementation of grandfathering, based on design, build and dependencies on partners.
- Stakeholder awareness, support and feedback.



Content strategy

We've drafted a high-level content strategy

 [Let's take a closer look in Mural](#)

	January		February		March		April		May		June		July	
Goal	Veterans are aware of Login.gov													
	Veterans understand how to set up Login.gov													
			Veterans are aware of changing security requirements											
Audience	<div></div>	<div></div>	<div></div>		<div></div>	<div></div>			<div></div>	<div></div>	<div></div>	<div></div>		<div></div>
User story	<div></div>	<div></div>	<div></div>		<div></div>	<div></div>			<div></div>	<div></div>	<div></div>	<div></div>		<div></div>
Channel	<div></div>	<div></div>	<div></div>		<div></div>	<div></div>	<div></div>	<div></div>		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>



Presentations for Login.gov and OCC

We're presenting to Login.gov and OCC this month



John: Is there anything you'd like us to cover in more (or less) detail when we present to either partner?



Next steps

Sprint 11 goals

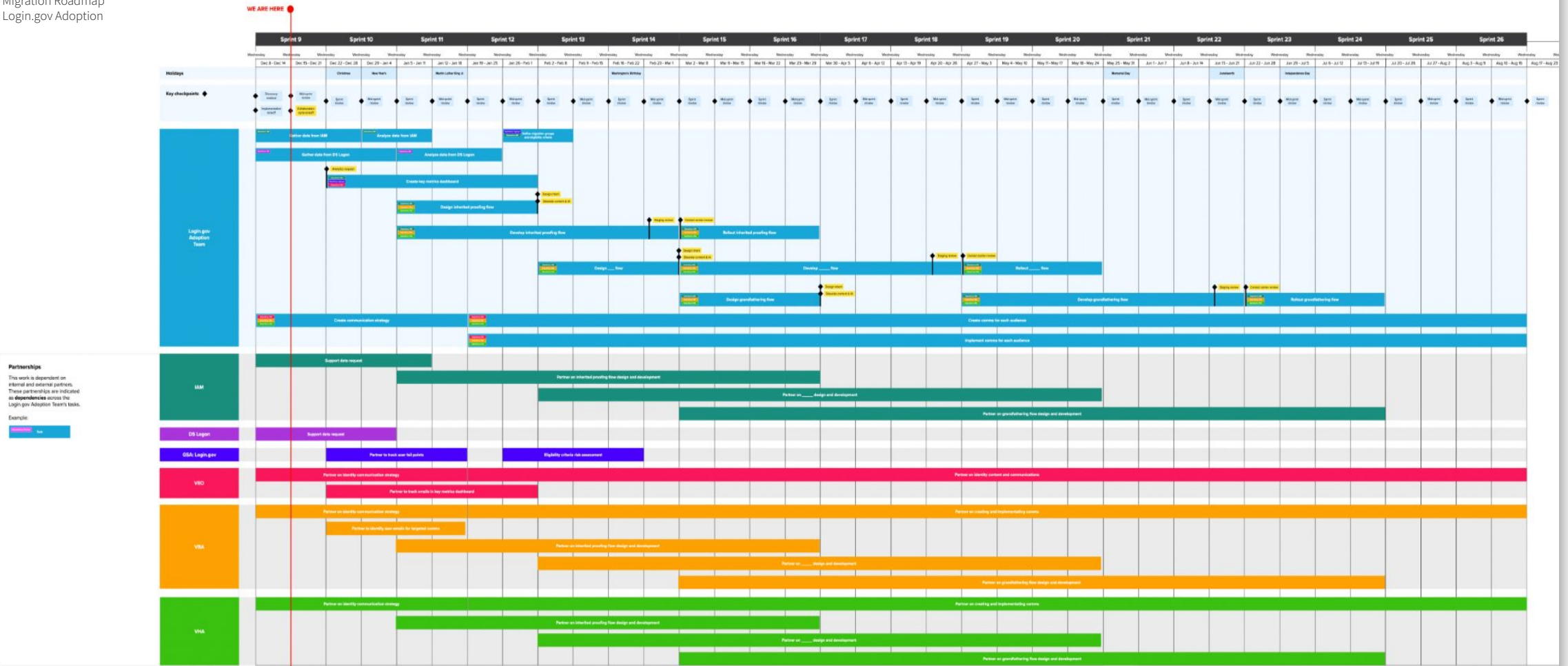
- Create and introduce milestones across grandfathering roadmap
- Continue sketching design of grandfathered user flows
- Get feedback on content strategy from VEO, MHV, eBen
- Present to Login.gov
- Present to OCC

Questions?

Appendix

Migration roadmap

Migration Roadmap Login.gov Adoption



Our current backlog

The screenshot displays a Jira backlog for the 'Login.gov-adoption Team'. The interface includes a top navigation bar with filters for Repo (2/2), Label, Sprint, Assignee, Epic, Release, Estimate, Author, and Milestone. A search bar on the right allows finding issues by text. The backlog is organized into five main columns: Future Initiatives (56 issues), Epics (13 issues), Product Backlog (24 issues), Sprint Backlog (8 issues), and In Progress (14 issues). Each column contains a list of issues with details such as team name, title, sprint dates, and labels. The 'Future Initiatives' column lists four issues related to A/B testing, direct messaging, remote proofing, and chatbot interception. The 'Epics' column lists five epics, including creating a dashboard, communication plans, implementation roadmaps, and a collaboration cycle. The 'Product Backlog' column lists five tasks for identifying stakeholders, touchpoints, tailored comms, and new accounts. The 'Sprint Backlog' column lists five tasks for research, communication strategy, content development, journey maps, and awareness content. The 'In Progress' column lists five offboarding tasks for various team members. A sidebar on the left shows navigation options like 'by Mail >>', 'ads research', 'mails', and 'for those who Login.gov'. A right sidebar shows 'Review/QA' and 'Done' sections.

Future Initiatives (56 Issues)

- va.gov-team #50334: A/B test comms messaging to reach a variety of Veteran audiences. Create a comprehensive and universal communication plan to drive Login.gov adoption. **login.gov-adoption**
- va.gov-team #50333: Direct, simple, educational messaging on why security is an evolving priority. Create a comprehensive and universal communication plan to drive Login.gov adoption. **login.gov-adoption**
- va.gov-team #50328: Remote "trusted referee" proofing option. Login.gov enhancements to support Veteran adoption. **login.gov-adoption**
- va.gov-team #50327: Chatbot intercept at moment of abandonment or repeated error states. Login.gov enhancements to support Veteran adoption.

Epics (13 Issues)

- va.gov-team #50658: Create login.gov adoption dashboard to track key metrics. Sprint: Dec 8 - Dec 21, 2022; Sprint: Dec 22 - Jan 4, 2023. Migration of DSL and MHV users to Login.gov. DS Logon sunset. **login.gov-adoption**
- va.gov-team #50341: Communication plan for DS Logon sunsetting. DS Logon sunset. **login.gov-adoption**
- va.gov-team #51035: Implementation Roadmaps. **login.gov-adoption**
- va.gov-team #50773: Collaboration Cycle for [Login.gov adoption team, DS Logon Inherited Proofing]. **login.gov-adoption**

Product Backlog (24 Issues)

- va.gov-team #51039: Identify stakeholders (internal and external). Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51040: Identify what each stakeholder needs to know. Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51041: Identify touchpoints for each stakeholder. Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51044: Implement tailored comms. Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51019: Number of new accounts being created for all credentials. Create login.gov adoption dashboard.

Sprint Backlog (8 Issues)

- va.gov-team #51082: Research read out for OCC. **login.gov-adoption** **research**
- va.gov-team #50690: Research read out for login.gov - January 10, 2023. Sprint: Dec 8 - Dec 21, 2022; Sprint: Dec 22 - Jan 4, 2023. **login.gov-adoption** **research**
- va.gov-team #51080: Develop communication strategy with VEO. Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51043: Develop content for each audience. Communication plan for DS Logon sunsetting. **login.gov-adoption**
- va.gov-team #51048: Draft journey maps for awareness content. Communication plan for DS Logon sunsetting. **login.gov-adoption**

In Progress (14 Issues)

- va.gov-team #50899: Offboarding Discovery Team. Sprint: Dec 8 - Dec 21, 2022; Sprint: Dec 22 - Jan 4, 2023. **login.gov-adoption**
- va.gov-team #50891: Offboarding of [Kevin London]. Offboarding Discovery Team. **Offboarding** **analytics-insights** **login.gov-adoption** **operations**
- va.gov-team #50892: Offboarding of [Briana Mazzio]. Offboarding Discovery Team. **Offboarding** **analytics-insights** **login.gov-adoption** **operations**
- va.gov-team #50893: Offboarding of [Samara Watkiss]. Offboarding Discovery Team. **Offboarding** **analytics-insights** **login.gov-adoption** **operations**
- va.gov-team #50894: Offboarding of [Marissa Klein]. Offboarding Discovery Team.

Product documentation

The screenshot shows a GitHub repository for the 'department-of-veterans-affairs / va.gov-team'. The repository is public and has 155 watches, 145 forks, and 218 stars. The navigation bar includes links for Code, Issues (5k+), Pull requests (103), Zenhub, Discussions, Actions, Projects (38), Security, and Insights.

The main content area displays the file structure of the 'login.gov-adoption' directory. The files and folders are listed with their last update times:

File/Folder	Last Update
meeting notes	Update and rename Login.gov blog with VEO.md to 30 November 2022 - Ne... 3 weeks ago
onboarding	Update welcome to the team.md last week
presentations	Delete README.md last week
products	Update README.md 20 hours ago
research	Update login.gov adoption discovery research findings.md last week
roadmap	Update README.md 2 weeks ago
README.md	Update README.md 2 weeks ago
team-charter.md	Update team-charter.md 2 weeks ago

The 'README.md' file content is displayed below the file list. It includes a title 'Login.gov Adoption at a glance', a section 'Where to find us' with links to GitHub and Slack, and a section 'General team overview'.

Login.gov Adoption at a glance

Where to find us

- GitHub Label: [login.gov-adoption](#)
- DSVa Slack: [#va-identity-product-team](#)

General team overview