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	**Platform**	**Sitewide**	**Account Experience**	**Mobile**	**Health Tools**	**Benefit Tools**
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 Core - Secure Messaging	- Modernized Check-in - Online Scheduling - COVID-19 Response - Caregiver - Dig. Health Modernization / Health Apartment - Clinical Decision Support Applications - Digital Health Platform	- eBenefits Migration - Claims & Appeals - Debt Resolution - Education Application