

Robin

I manage content structured for the VAMC product. VA.gov content is only one part of my main job activities, and I am not involved with VA.gov content strategy.

PREVALENCE

AUTHORITY

ACTIVITIES

Review

Publish

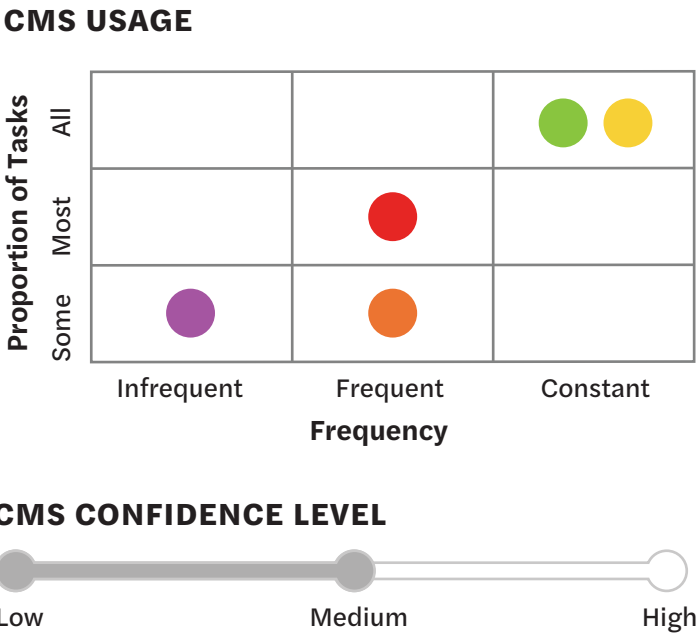
Edit

Approve

Validate

Create

Strategize



- WORK PRIORITIES

▪ Content timeliness, consistency, and accuracy
- CONTENT AUTHORITY

▪ Has permission to edit and publish content for multiple VAMC facilities

▪ Sends content to higher level content approvers for review

▪ Approves and publishes content from lower-level content editors

- SUPPORT PREFERENCES

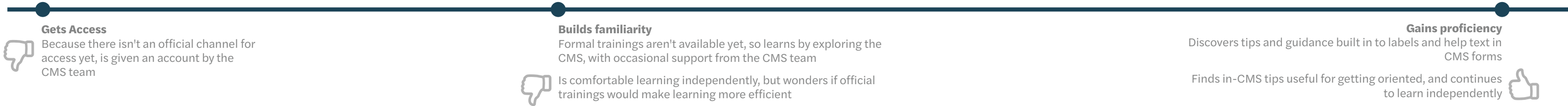
▪ Prefers to learn by doing over trainings and guides

▪ Occasionally seeks support (via email)
- SUPPORT NEEDS

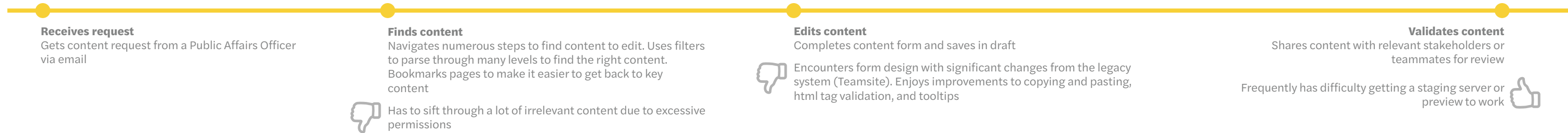
▪ Would feel more confident in user guides if they knew the guides were always up to date

WORKFLOW JOURNEYMAPS

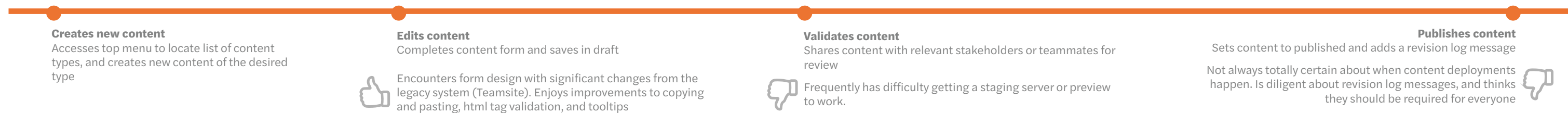
Onboarding



Content Editing - Existing Content



Content Editing - New Content



Tracey

I work with a highly collaborative and self-organized team on content, and contribute to VA.gov content strategy. Engaging stakeholders and getting approval is a central part of my work.

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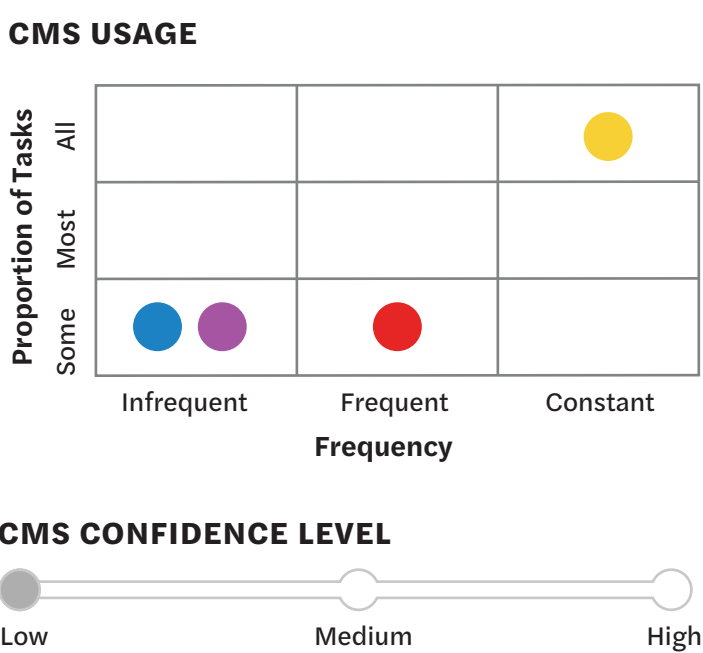
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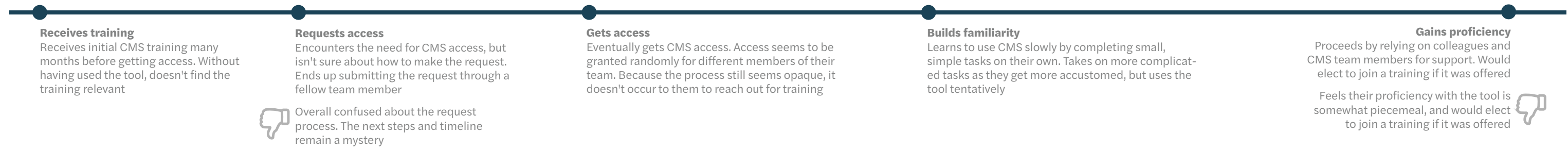


- WORK PRIORITIES
- Respond quickly to urgent content needs to stakeholders
 - Bring content strategy needs to requests
- CONTENT AUTHORITY
- Doesn't make changes without having whoever owns the page giving their blessing
 - Has the tools and authority to do the job

- SUPPORT PREFERENCES
- Goes to Product Owner, but would go to PM if they had one
 - CMS team members
 - Team of self-starters
- SUPPORT NEEDS
- Alerts
 - Manage content structure

WORKFLOW JOURNEYS

Onboarding



Content Editing - Existing Content

