

Robin

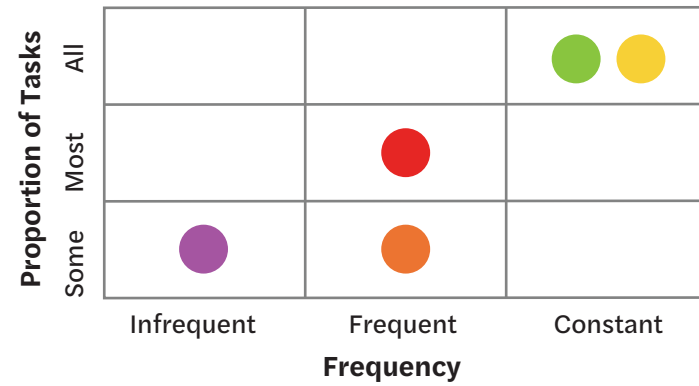


I manage content structured for the VAMC product. VA.gov content is only one part of my main job activities, and I am not involved with VA.gov content strategy.

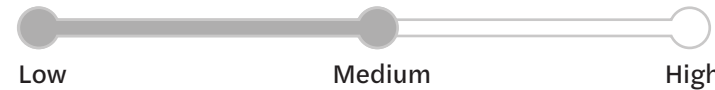
ACTIVITIES

Review Publish Edit
Approve Validate Create
Strategize

CMS USAGE



CMS CONFIDENCE LEVEL



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

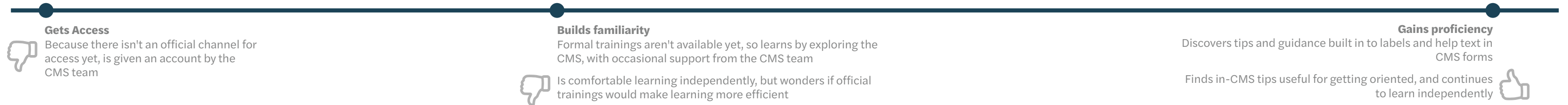
- Prefers to learn by doing over trainings and guides
- Occasionally seeks support (via email)

SUPPORT NEEDS

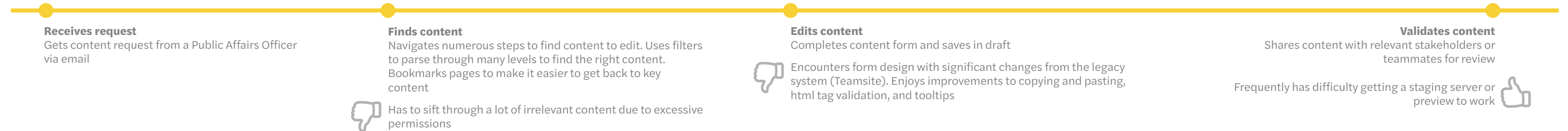
- Would feel more confident in user guides if they knew the guides were always up to date

WORKFLOW JOURNEYS

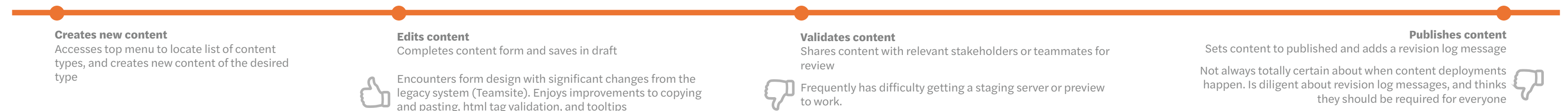
Onboarding



Content Editing - Existing Content



Content Editing - New Content



Tracey

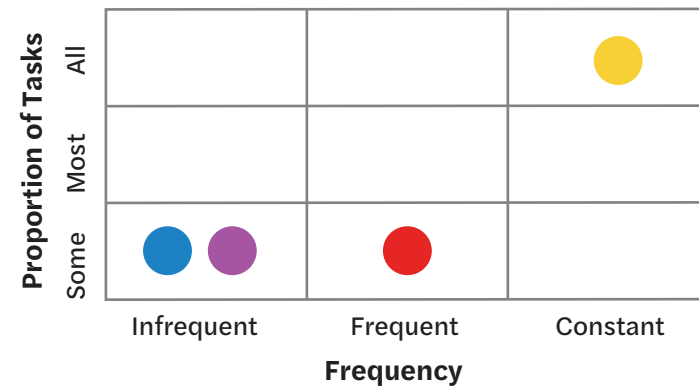


I work with a highly collaborative and self-organized team on content, and contribute to VA.gov content strategy. Engaging stakeholders and getting approval is a central part of my work.

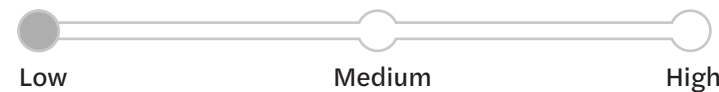
ACTIVITIES

Review Publish Edit
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CMS USAGE



CMS CONFIDENCE LEVEL



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

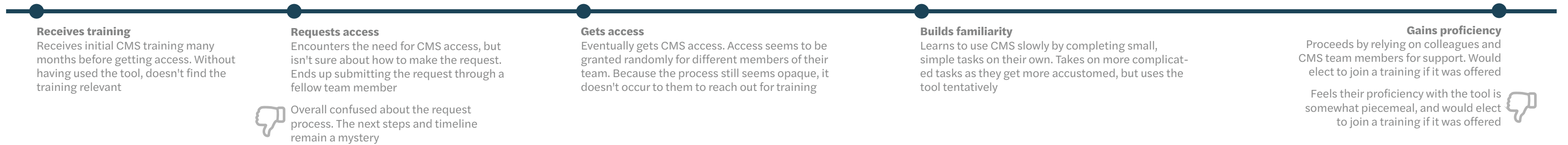
- Goes to Product Owner, but would go to PM if they had one
- CMS team members
- Team of self-starters

SUPPORT NEEDS

- Alerts
- Manage content structure

WORKFLOW JOURNEYS

Onboarding



Content Editing - Existing Content

