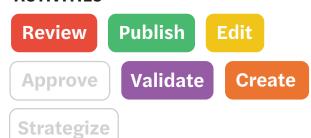
# Robin

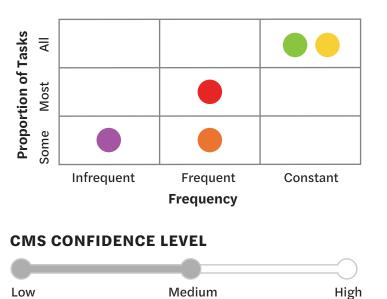


I manage content structured for the VAMC product. VA.gov content is only one part of my main job activities, and I am not involved with VA.gov content strategy.

# **ACTIVITIES**



# **CMS USAGE**



#### **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

#### **Gets Access**

Because there isn't an official channel for access yet, is given an account by the CMS team

#### **Builds familiarity**

Formal trainings aren't available yet, so learns by exploring the CMS, with occasional support from the CMS team



Is comfortable learning independently, but wonders if official trainings would make learning more efficient

#### **Gains proficiency**

Discovers tips and guidance built in to labels and help text in CMS forms

Finds in-CMS tips useful for getting oriented, and continues to learn independently



# **Content Editing - Existing Content**

# **Receives request**

Gets content request from a Public Affairs Officer via email

#### **Finds content**

Navigates numerous steps to find content to edit. Uses filters to parse through many levels to find the right content.

Bookmarks pages to make it easier to get back to key content



Has to sift through a lot of irrelevant content due to excessive permissions

# **Edits content**

Completes content form and saves in draft



Encounters form design with significant changes from the legacy system (Teamsite). Enjoys improvements to copying and pasting, html tag validation, and tooltips

#### Validates content

Shares content with relevant stakeholders or teammates for review

Frequently has difficulty getting a staging server or preview to work



# **Content Editing - New Content**

#### **Creates new content**

Accesses top menu to locate list of content types, and creates new content of the desired type

#### **Edits content**

Completes content form and saves in draft



Encounters form design with significant changes from the legacy system (Teamsite). Enjoys improvements to copying and pasting, html tag validation, and tooltips

# Validates content

Shares content with relevant stakeholders or teammates for review



Frequently has difficulty getting a staging server or preview to work.

#### **Publishes content**

Sets content to published and adds a revision log message

Not always totally certain about when content deployments happen. Is diligent about revision log messages, and thinks they should be required for everyone

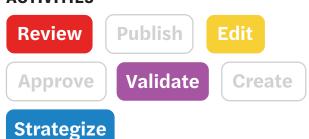


# **Tracey**

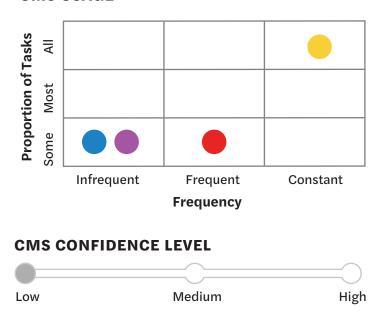


I work with a highly collaborative and self-organized team on content, and contribute to VA.gov content strategy. Engaging stakeholders and getting approval is a central part of my work.

#### **ACTIVITIES**



# **CMS USAGE**



# **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 JOURNEYMAPS**

# **Onboarding**

#### **Receives training**

Receives initial CMS training many months before getting access. Without having used the tool, doesn't find the training relevant

#### **Requests access**

Encounters the need for CMS access, but isn't sure about how to make the request. Ends up submitting the request through a fellow team member



Overall confused about the request process. The next steps and timeline remain a mystery

# Gets access

Eventually gets CMS access. Access seems to be granted randomly for different members of their team. Because the process still seems opaque, it doesn't occur to them to reach out for training

# **Builds familiarity**

Learns to use CMS slowly by completing small, simple tasks on their own. Takes on more complicated tasks as they get more accustomed, but uses the tool tentatively

#### Gains proficiency

Proceeds by relying on colleagues and CMS team members for support. Would elect to join a training if it was offered

Feels their proficiency with the tool is somewhat piecemeal, and would elect to join a training if it was offered



# **Content Editing - Existing Content**

# Finds content

Navigates to the page they want to edit



Is sometimes unable to locate the page

#### **Edits content**

Edits existing content, sometimes restructuring it with content blocks. Saves changes often and is diligent about adding a revision log message

# Validates content

When edits are concluded, copies preview production link and emails to stakeholders for validation



Manually adds screenshots of prod pages to a word document and annotates to show stakeholders what changed

#### **Sends for review**

Sends content to a teammate who has publishing permissions for final review

# Announces publication

Sends out links to live content on VA.gov so stakeholders and teammates can review production link, and emails to stakeholders for validation

