**KPI Pre-Workshop Planning**

*Audience* VFS teams

*Overview* Copy this template to your team's Github folder and fill out with your team prior to the KPI Setting Workshop.

**Product Line**

*For example, Platform, Global UX, etc.*

* VSA / Unauthenticated Experience / Content and Localization

**North Star**

* Provide LEP Veterans or caregivers, whose first language is Spanish or Tagalog, access to important health and benefit information in their native language.

**Product**

*For example, Health Care Application (10-10EZ), Disablitiy Compensation Application (21-526EZ), etc.*

* There will be multiple phases for this effort across VA.gov. Our initial focus will be on providing Spanish translations for:
  + Corona / Covid pages: short-term pilot using bespoke approach
  + VAMC site (TBD): long-term pilot automating translation workflow

**Objectives & Key Results (OKRs)**

*What are the objectives within your product line that your product plays into?*

*Stating this will help ensure your strategy for what to build and pain points to solve fall within the overall strategy.*

* To meet [Executive Order 13166](https://www.justice.gov/crt/executive-order-13166) for providing translated information.
* Increase customer satisfaction by providing content in user’s native language
* **Platform Category: Findability / Ease of Use**
  + KPI: Customer Engagement/Accuracy (might be an averaged customer engagement metric across all translated content on VA.gov)
* **Platform Category: Service Completion:**
  + KPI: Time to generate translated content
  + Time to deploy translated content (north star metric?)
* **Platform Category: Trust (internal)**
  + Net Promoter Score (NPS) - how likely to recommend?
* **Platform Category: Trust (external)**
  + KPI: Average satisfaction rating across translated [VA.gov](http://va.gov/)
  + KPI: error rate
  + (Q – for VAMC effort will it enable vets with more of the ability to manage medical appts, check records and the like on-line vs waiting for a translator, calling VAMC or filling out English forms incompletely or incorrectly?)

**Pain Points**

*What are the major user and business pain points along the entirety of the service your product is a part of?*

* Customer dissatisfaction and frustration
* Difficulty accessing and understanding health and benefit information they are entitled to
* Time consuming, fractured approach to providing translated content
* Congress / Executive Order

**Desired Outcomes**

*What do you hope changes as a result of launching this product or feature?*

* Increased satisfaction amongst users of translated pages/sites
* Show Congress we are making progress towards fulfilling obligation of executive order
* Providing PO’s with an automated solution to publishing translated content

**Hypotheses**

*What do you plan to do/build/create to achieve your user and business goals?*

*ex: By creating more orientation and training content, we expect teams to be more self-sufficient after they are onboarded.*

* By provide essential COVID-19 content in Spanish for our LEP Veterans and family members we will show this user base that we are committed to and care about making their health and benefits more accessible to them
* Demonstrate that VHA is making progress on providing more content in Spanish
* By launch an MVP we will demonstrate a more effective, efficient way for VA.gov product owners to provide translated content.