TRANSITIONING I am not sure who is in the VA and who is not [...] some of the people l talk to are affiliated with DoD and others with VA. There are a lot of acronyms I'm not used to, so I am

still making sense of it all."

Draft - Internal VA - Decision not final

Archetype 1: New and Unaware

Transitioning Service Member in need of VA medical care.

After 8 years serving in the army, Travis is separating from the DoD and in need of VA benefits. It is early in his relationship with VA, and even though he has received some guidance on how to start working with VA, he is still unclear about VA's organization and processes—particularly around medical coverage and financial benefits. As Travis was starting to learn how to navigate, a global pandemic put a pause in his plans.

Technology Comfort Level

"I would say I am pretty comfortable."

Channel Interactions





Phone Agent, Live Chat

Demographics

32 Years Old Urban Minor Mobility Concerns

Omnichannel Use Cases

• GI Bill Benefits

Vocational Rehab

• Scheduling Appointments

Home Loan; Eligibility

Frustrations

- COVID-19 has impacted his transition from DoD to VA
- Struggles to differentiate DoD from VA support now that he is caught in the middle of transition

Travis Needs...

- someone to introduce him to VA
- help navigating VA's system to understand his GI Bill, benefits, and other resources now that he is a Veteran
- an agent to put things in plain language, clarify acronyms