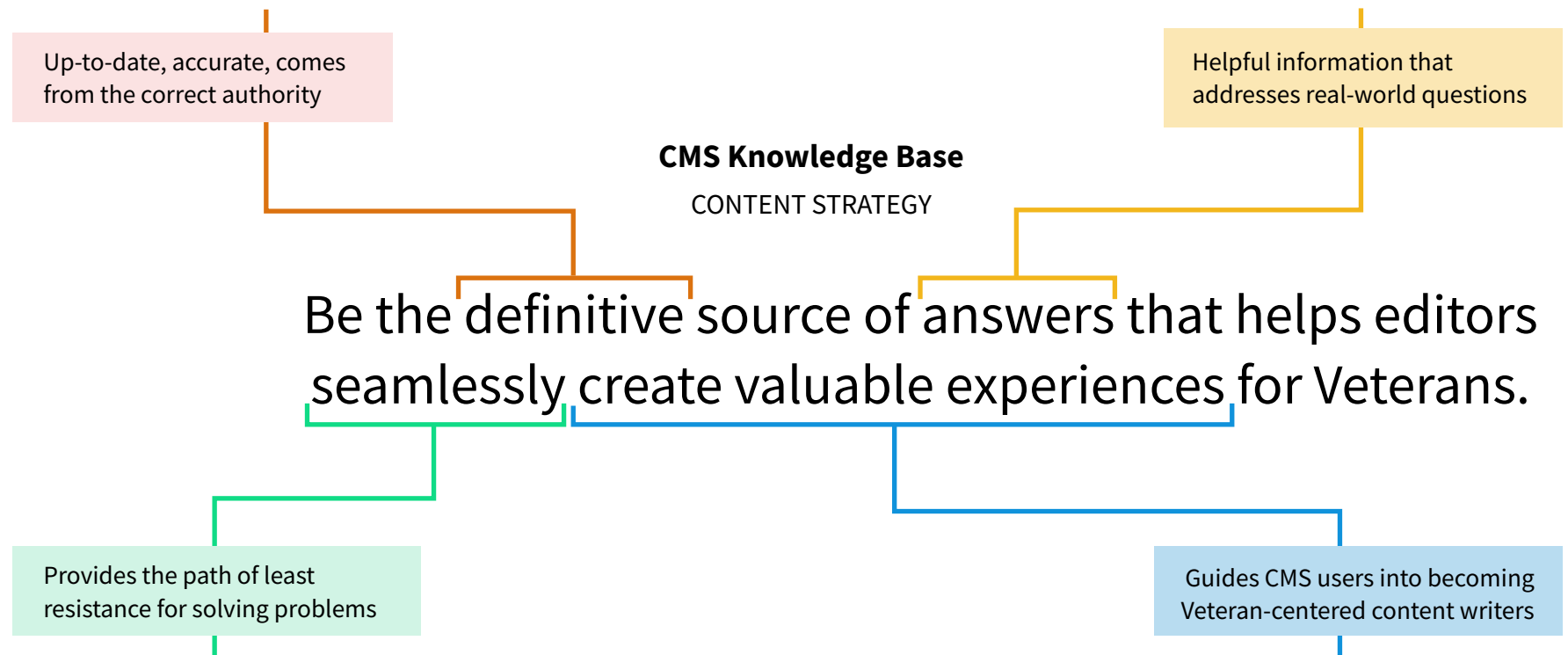


What this looks like:

- Content is up to date because there's a maintenance plan
- Users aren't confused by duplicative and/or conflicting information
- Information users get from help desk is consistent with what's in the knowledge base
- Articles (in combination with training) help users align with the Veteran-centered content strategy specific to each product.

What this looks like:

- User feedback from help desk, training, and other inputs informs what topics get priority for navigation, curation, and integration with the editorial experience.
- Internally-focused documentation (such as account admin policies) doesn't get in the way of content-oriented articles.
- Users report that knowledge base articles are helpful and easy to follow



What this looks like:

- Users are served content exactly where they need it so they don't have to go looking for it.
- When users seek out the knowledge base, they don't have to spend time remembering how to get there.
- Users looking for a specific answer can easily find it in the knowledge base.

What this looks like:

- CMS users come to understand creating web content as a craft
- Article content written to integrate the how with the why of writing for VA.gov
- Quality content design for articles and product landing pages