This map covers ten life stages any Veteran may encounter, from pre-service to end of life. These life stages are organized in three phases in which Veterans’ goals and aspirations are distinctly different. Each life stage lists out moments Veterans typically experience and associated VA services, and calls out key “moments that matter” which may have significant impact on Veterans’ experiences.

Not all Veterans are the same and there is no “one” veteran. There are, however, a broad set of shared moments many Veterans will encounter and live through. Different Veteran personas will experience and navigate these moments in varied and disparate ways. Using this journey as a guide to organize and align around, VA can plan for and design better experiences for Veterans.

- Building my network
- Translating my military skills
- Acquiring the appropriate education, new skills, and credentials
- Finding the right job
- Managing my professional reputation
- Engaging VA to access benefits and services
- Recognizing and addressing mental health needs
- Attending to health needs
- Managing primary care and chronic health issues
- Connecting with and serving my community
- Taking care of my health
- Maintaining my financial, social, and emotional health
- Retiring
- Aging
- Dying

Myself

Taking care of
my health

VA Health Care
Vet Center
Pharmacy
VA Refinancing
Audiology
VA Health Care
Aging

Financial

Assistance

Original

Dying

Taking care of
my families

VA Home Loan
Vet Center
Planning for
gerent term care

Legal

Geriatric & Extended Health Care

Planning for
golon term care

Legal

Mental Health Center

Revisiting housing

Legal

VA Health Care
Prescription Services
VA Health Care
MST Counseling & Recovery Services

Dying

Counseling & Recovery Services

Veteran's Pension

MOMENT THAT MATTERS
Veterans expect to be able to continue their skills and leadership abilities easily from the military to a civilian career and rely on support to identify and make workplace transitions.

MOMENT THAT MATTERS
Veterans increasingly seek alternative to institutional Funeral care to stay independent for longer, remain in their homes and communities.

MOMENT THAT MATTERS
Survivors and next of kin are often the first to hear about and experience cross-systems of care from both VA and non-VA sources. VA seeks to ensure Veteran and survivor connections are critical to “Veterans” life-living as they age.

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This page contains an image of the map; the next page is an alternate text version of the map’s content for screen readers.
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Life events impact individual goals and change priorities. Events like marriage, divorce, widowhood, birth of a child, obtaining a new degree, loss of housing, empty nest, major illness and so on have profound effects on people's priorities and how they align around, VA can plan for and design better experiences for Veterans.

Each life stage lists out moments Veterans typically experience and associated VA services, and calls out key "moments that matter" which may have significant impact on Veterans' experiences.

This page is an alternate text version of the map's content, to make the content accessible to screen readers.

Journey of Veterans Map

This map covers ten life stages any Veteran may encounter, from pre-service to end of life. These life stages are organized in three phases in which Veterans' goals and aspirations are distinctly different.

Phase 1: Serving in and Separating from the Military

Life Stage: Joining

- Moment: Leaving home
- Moment: Embracing military culture
- Moment: Being motivated by the mission
- Moment: Navigating the transition
- Moment: Arriving at a post-VA service

Life Stage: Serving

- Moment: Helping to fulfill the military
- Moment: Navigating a military and family obligation

Associated VA services:
- GI Bill
- VA Health Care
- Disability Compensation

"Managing military and family obligations" is a "Moment that Matters" because separating from the military can bring significant changes to Veterans and their families. We also heard about opportunities to improve the way VA delivers benefits and services, so we might form trusting relationships with Veterans on their own terms.

Life Stage: Getting Out

- Moment: Navigating a military and family obligation
- Moment: Transition Assistance Program (TAP)
- "Understanding the process of separating" is a "Moment that Matters" because Veterans may not be ready or able to absorb the information when they enter the transition process.
- Moment: Completing my paperwork
- Moment: Engaging VA to access benefits and services

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Starting up

- Moment: Navigating a military and family obligation
- Moment: Finding something to do

Associated VA services:
- GI Bill
- Vocational Rehabilitation & Employment
- Career Center

Life Stage: Creating

- Moment: Navigating a military and family obligation
- Moment: Navigating something to do
- Moment: Developing my career
- Moment: Maintaining my health

Associated VA services:
- GI Bill
- MyHealtheVet
- Vet Center
- Preventative Care
- Home Health Care

Life Stage: Reinventing Myself

- Moment: Navigating a military and family obligation
- Moment: Building my network
- Moment: Translating my military skills

Associated VA services:
- GI Bill
- MyHealtheVet
- Vet Center
- Preventative Care
- Home Health Care
- Employment services

Life Stage: Taking care of myself

- Moment: Navigating a military and family obligation
- Moment: Engaging VA to access benefits and services

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Taking care of my family

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Nurturing Myself

- Moment: Navigating a military and family obligation
- Moment: Nurturing my health

Associated VA services:
- GI Bill
- MyHealtheVet
- Vet Center
- Preventative Care
- Home Health Care

Life Stage: Aging

- Moment: Navigating a military and family obligation
- Moment: Participating in meaningful activities

Associated VA services:
- GI Bill
- MyHealtheVet
- Vet Center
- Preventative Care
- Home Health Care

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Caring for my health

Associated VA services:
- GI Bill
- MyHealtheVet
- Vet Center
- Preventative Care
- Home Health Care

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Caring for my spouse or family

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Caring for my family

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Caring for my family

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

Life Stage: Caring for Myself

- Moment: Navigating a military and family obligation
- Moment: Caring for my family

Associated VA services:
- GI Bill
- Home Loan
- Pre-discharge Program (Disability Compensation)

The Journey of Veteran's map is a project by the Veterans Experience Office.

The Veterans Experience team traveled across the country to meet and learn more about Veterans from all eras and branches of service. We listened to stories about their diverse military experiences and lives as Veterans. The stories we heard emphasized Veterans' deeply positive relationships with VA, an organization dedicated to the well-being of Veterans and their families. We also heard about opportunities to improve the way VA delivers benefits and services, so we may form trusting relationships with Veterans on their own terms.

The purpose of this effort is to catalyze action through analysis of customer insights, so we can align what we do with the needs and expectations of those who serve.

For more information, email: Vets-Experience@VA.gov