WOMEN VETERANS BENEFITS EXPERIENCE

This map illustrates the journey of women Veterans as they navigate key decisions in their lives as Service Members and Veterans. Acknowledging that not all women Veterans are the same, this journey highlights eleven journey moments reflective of experiences many women Veterans share. Each journey moment details bright spots, pain points, key decisions typically made, and key touch points influencing the women Veterans’ experience. Moments that matter the most to women Veterans are highlighted in the women Veterans experience. By understanding the experience of women Veterans as they navigate key decisions throughout their lives, VA can better understand where to focus outreach and resources in order to better serve women Veterans.

PHASE

Joining and serving

Serving in the military

Transitions out of the military

GaininG stability

Focusing on my needs and opportunities

MOVEMENTS BEFORE MATTER

Having a purpose and gaining core skills in the military

Experiencing discrimination and harassment as a woman in the military

Experiencing discrimination and harassment as a woman in the military

EXPERIENCING TOUCH POINTS INFLUENCING THE WOMEN VETERANS’ EXPERIENCE

Moments that matter throughout indicate experiences that are pivotal points in the women Veteran experience. By understanding the journey highlights eleven journey moments reflective of experiences many women Veterans share. Each journey moment details bright spots, pain points, key decisions typically made, and key touch points influencing the women Veterans’ experience.

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