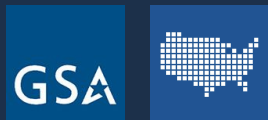


Better Gov't CoP Meeting #7

Collectively creating our future

June 6, 2017



Agenda

Better Government CoP Workshop

1

Content
Development
Timeline (10)

2

Personas +
Value Prop
(30)

3

Information
Architecture
(45)

4

Templates:
Content +
Case Study

5

Next Steps
and Action
Items (5)

1: Content Dev't Timeline

MVP

Beta

Live



July 31

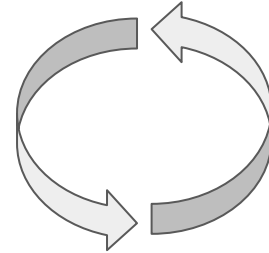
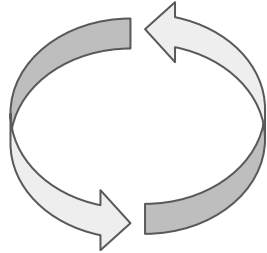
Sept. 30

Fall/Winter

Limited
Release

Wider
Release

Full
Release



Key Better Government Toolkit Milestones

July 31 (Innovation.gov)

- Better Government Playbook (6 Plays/Principles)
- Landscape Analysis
- Innovation Blog (Meta, Org., Individual Stories)

September 29

- Updated Information Architecture + Journey Maps
- 10-15 Content Areas (filled out with templates)
- Case Studies

Everyone can (and should) innovate.

Embrace change:
experiment & seek feedback
to lessen risk of failure.

Let data drive
decision-making and be a
key part of your story.



Keep the customer/user at
the center of your design.

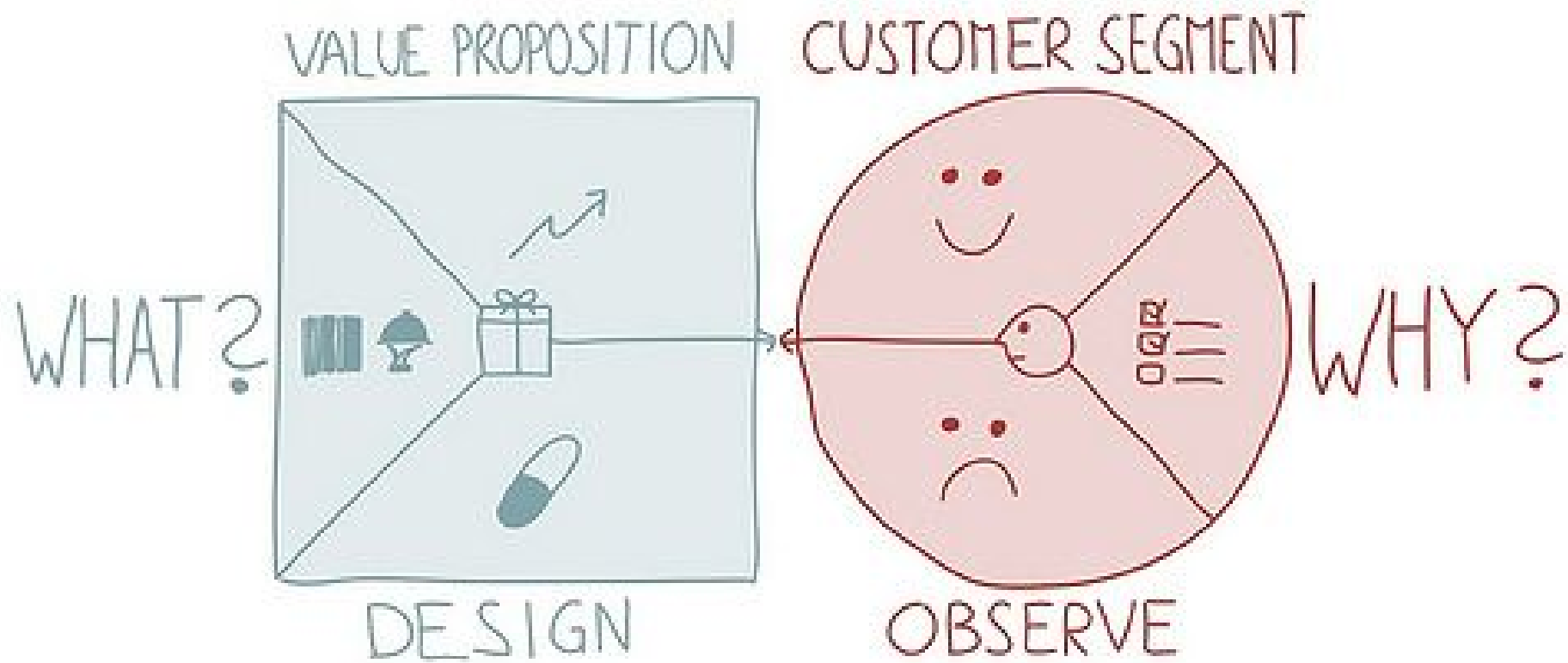
Collaborate, communicate, &
share with partners in
government and beyond.

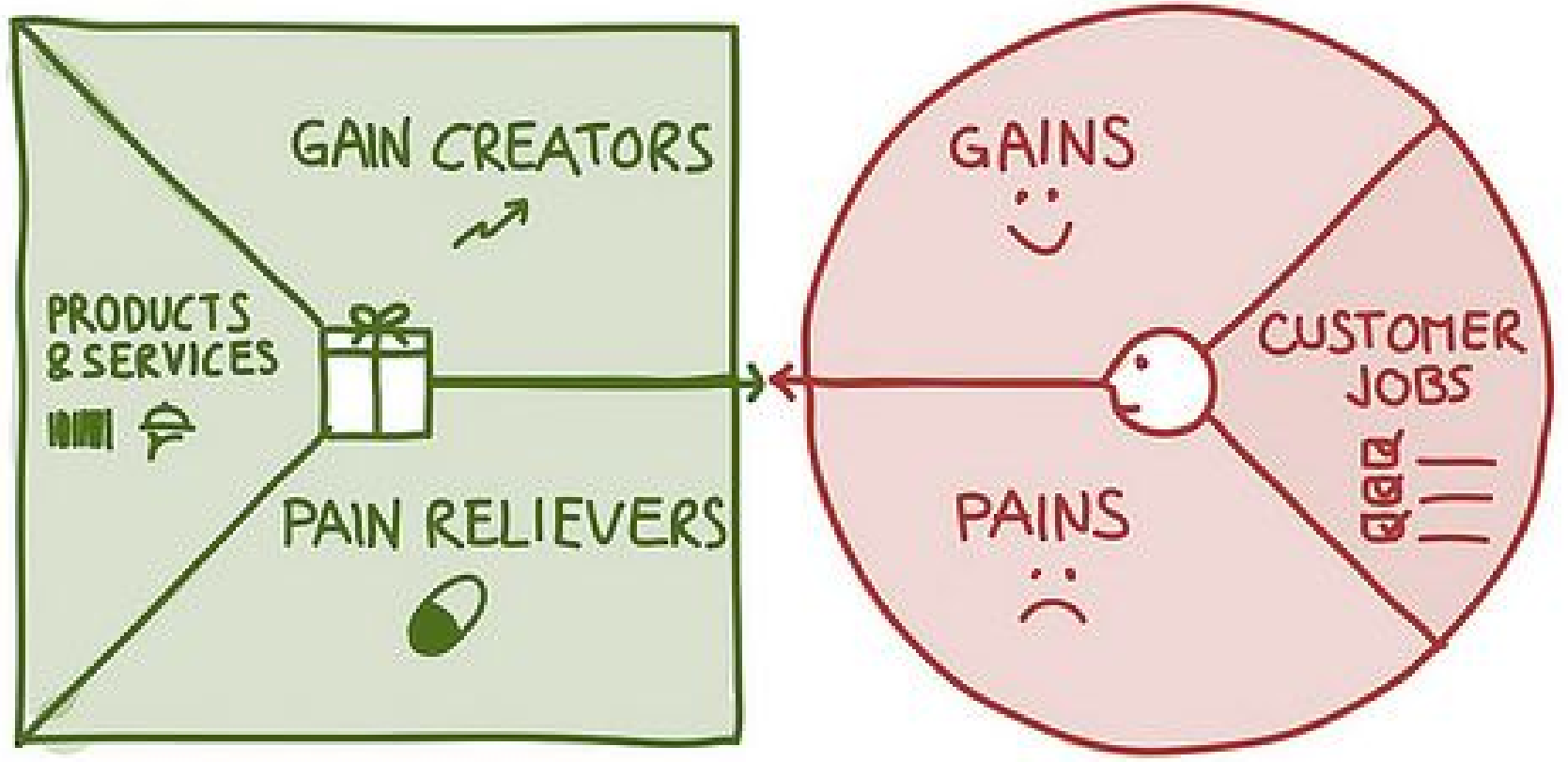
Innovation is not a
one-size-fits-all approach.

2: Updated Personas + Value Proposition

Personas and Journey Mapping

- Leadership and COP have developed 5 personas
- Finalize personas and create journey maps for how they would interact with toolkit for each by August 15
- Created Open Opportunity - [Looking for UX-savvy innovators to help create personas and journey maps](#)
- If interested in role, please let Brooke Dine or Michelle Ramsden know





Activity: Customer Segments

For each of the personas below, put yourself in their shoes and answer the following questions:

- 1) What pain points does this persona have that the Toolkit would solve?
- 2) What are they hoping to gain from using the Toolkit?
- 3) What kinds of information would they go to our Toolkit for?

SAM CHEN, 42

Deputy Director

MID-LEVEL MANAGER

Single father of one, Marine Corps veteran with 12 years in government.

Goals & Objectives

- Concerned hiring freeze will limit ability to recruit new talent
- Wants to tap into innovators in government
- Driven to improve efficiency despite lack of support from senior management
- Aiming for a promotion in the next few years

Behaviors

- Balances 50 hour weeks and care of 16 year-old son
- Early adopter of technology and gaming
Keeps current via TechCrunch and tech blogs
- Frustrated with team's lack of enthusiasm for innovation
- Loves trying new things, but fears failure

Traits



ANGELA MARTIN, 55

National Director

SENIOR EXECUTIVE

Married with two daughters, nearing retirement and fearful of major program cuts in current budget climate

Goals & Objectives

- Career federal employee with 30 years of service
- Wants to improve public perception of agency
- Fighting for funding for her agency's programs
- Wants to establish a legacy before retirement

Behaviors

- Works 60 hour weeks and has seen it all before
- Loves keeping up with family, friends, and news via Facebook and Instagram.
Technologically aware, but not early adopter
- Serious at work, but likes to hike with her dogs and have family and friends over on the weekend

Traits



KELLY SMITH, 32

Program Analyst

NEW TO GOVERNMENT

Tech-savvy, embraces design thinking, frustrated with bureaucracy of government.

Goals & Objectives

- Wants to build better products and services
- Sees technology as the great equalizer
- Frustrated by bureaucracy in government
- Wants more support from her manager

Behaviors

- Loves to network and is very social
- Inspired by time as Peace Corps volunteer in Kenya
- Wants government to improve lives through innovation
- Comfortable with risk
- Technologically savvy

Traits



KEISHA NORTON, 36

Product Manager

GOVERNMENT INNOVATOR

Newly married, just started working as a product manager in her agency's CTO's office

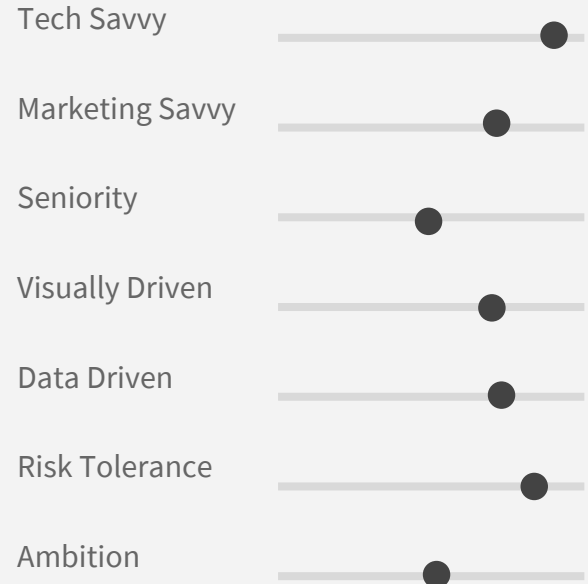
Goals & Objectives

- Works hard to change how management views innovation
Balances tension between work and pursuing new ideas
Tries
Focuses on lack of diversity and inclusion at work

Behaviors

Thinking about starting family and impact on career track
Early adopter of agile/lean software development
Known in the government network of innovators
Excited about potential to impact innovation in her new position

Traits



GEORGE CONTRERAS, 38

Senior Program Analyst

AVERAGE EMPLOYEE

*Married with young two kids, active in local community,
10 years in government.*

Goals & Objectives

- Wants to improve program efficiency but not sure how
- Motivated to make progress his office has promised but not achieved over the past decade
- Has high job satisfaction and wants to stand out to management in order to get promoted

Behaviors

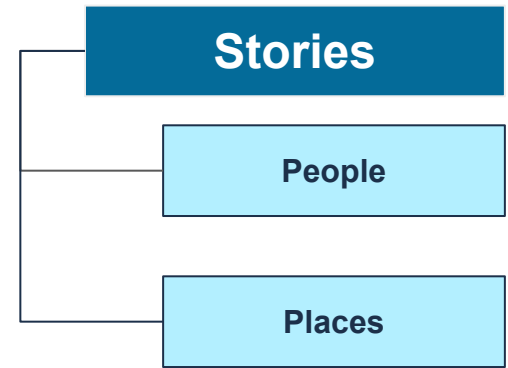
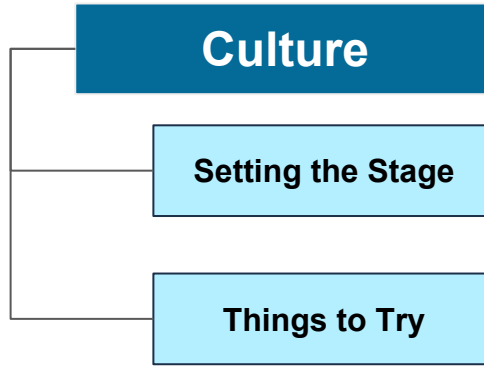
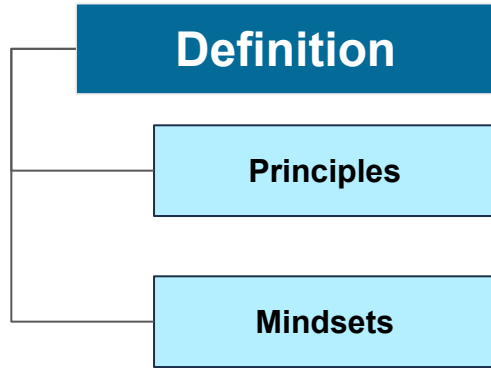
- Works 9-5:30 and teleworks twice a week
Spends time at home and volunteering at local library and community center
- Discusses vision for office to “work smarter” with his supervisor on regular basis
- Uses technology and social media to document family life

Traits



3: Information Architecture

Content Map



What is Card Sorting?

Card sorting is a research technique for discovering how people understand and categorize information. You can use card sorting results to group and label your website information in a way that makes the most sense to your audience.

[Card Sorting 101](#)



Corporate news

CEO blog

Company profile

Expense form

List of departments

Share price

Buy & swap area

Staff directory

VSS forms

Vehicle

Trello Card Sorts

Terminology

- Board = Toolkit Card Sort
- Lists = Categories for our content areas
- Cards = Topics we're organizing

Card Sort Trello Boards

- [Card Sort 0: Individual, Team, Enterprise/Agency](#)
- [Card Sort 1: Define, Culture, Stories](#)
- [Card Sort 2: Think, Do, Learn](#)
- [Card Sort 3: 5 Ws and H](#)

4: Content Templates

Content Area Templates

- Overview (What it is and when to use it)
- Success stories
- Challenges and how to overcome
- How to adopt and deploy
- Future states
- Relevant Policies
- Additional Resources

Case Study/Story Templates

Case Study Template

- Summary
- Tools + Approaches
- Key Accomplishments
- Key Insights
- Next Steps

Individual Story Template

- Background + Scope of Role
- Key Accomplishments
- How He/She Led Innovation
- Resources
 - Read More
 - Listen
 - Watch

5: Next Steps and Action Items

Design-a-Thon

Wednesday, June 21

GSA Headquarters

12-5 p.m.



Three “Tracks”

1. Toolkit Content

Online resource for the 5 Ws of innovation in the government. Created by innovators for innovators.

Personas:

- Leadership
- Mid-Level Manager
- Newcomers to Gov't

2. CoP

The “people” side of innovation. How to learn, share, and build better government.

Led by change agents, for peer-to-peer learning and sharing

3. Ambassadors

Amplify and evangelize innovation within government.

Awareness → Understanding → Adoption

Persona: Established change agents