



Rapid prototyping for  
the web using the U.S.  
Web Design System

BIXAL

*It isn't 10,000 hours that creates outliers, it's 10,000 iterations.*

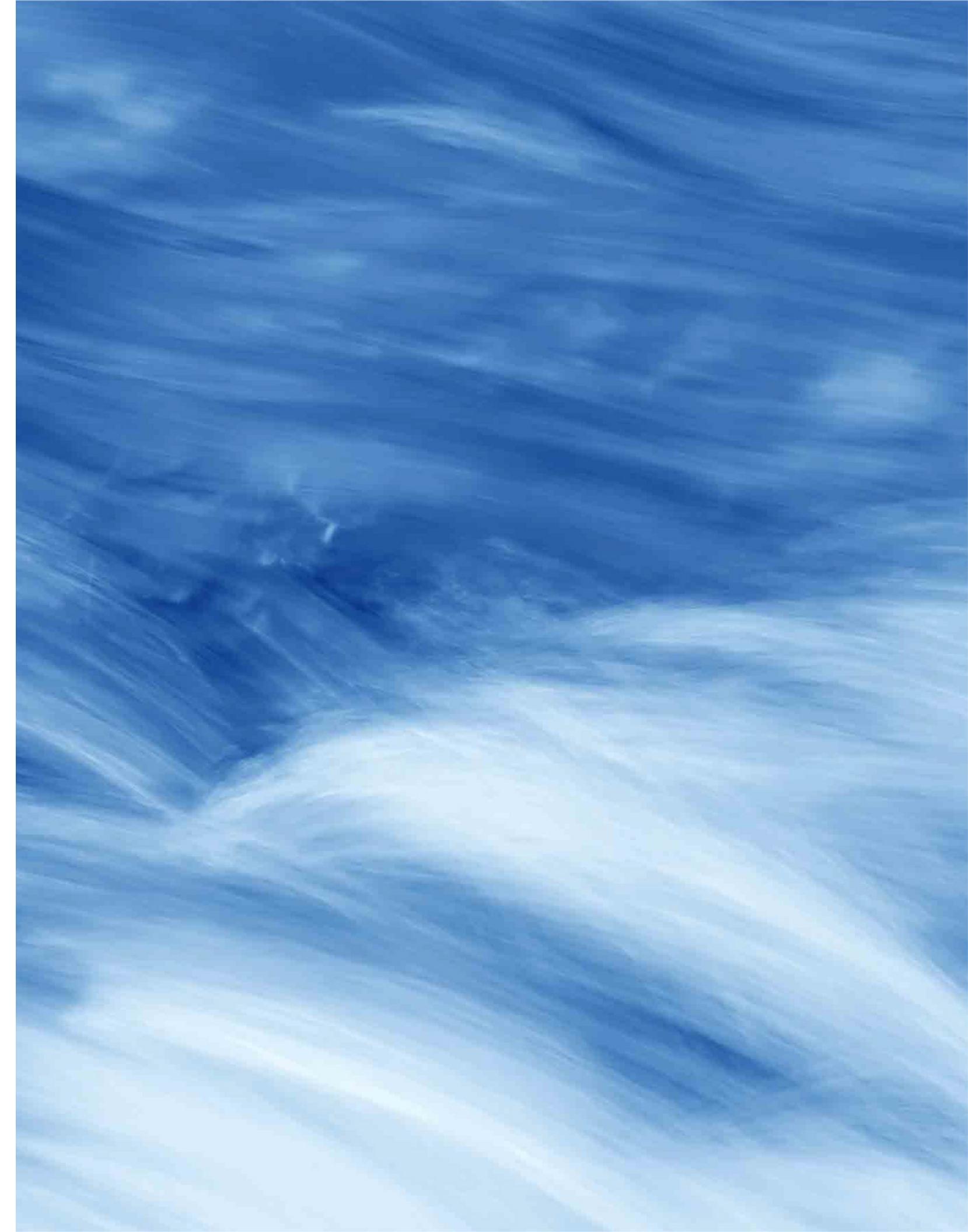
*—@naval on Twitter*

# Event prep

- Read a summary of the project we'll be covering.
- Poke around the live site to see how it works.
- Read the readme of the GitHub project.
- Create a GitHub account.
- Try following the instructions in the readme for using our project as a template for your own project. Bring us your questions!

# Agenda

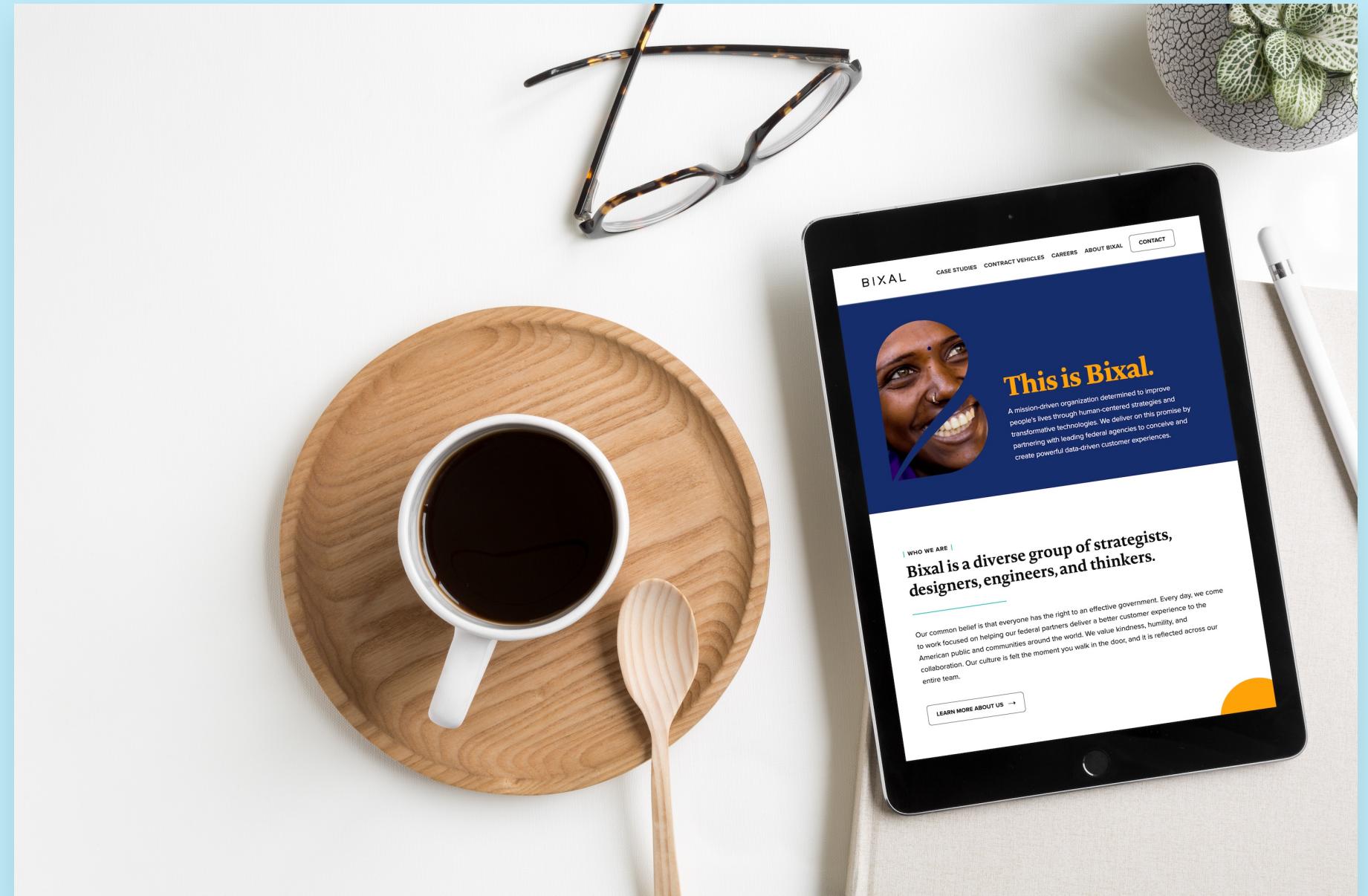
- Team background
- Case study: HHS Complaint Form Screener
- Template workshop



# Background

# Bixal

A mission-driven organization  
determined to have a positive impact on  
the lives of people everywhere.



# Who we are

- Brianna Naolu  
UX Designer, Bixal
- Kayla Chumley  
UI Designer, U.Group
- Philip Levy  
Director of Experience Design, Bixal

*We help civic tech teams accelerate learning, reduce risk, and improve outcomes by making ideas more tangible more quickly using rapid web prototyping.*

# Why it's relevant

21st Century Integrated Digital Experience Act  
(21C IDEA):

- Modernize websites
- Improve customer experience



# Principles

- Speed
- Tangibility
- Reusability
- Openness



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# Case study: HHS Complaint Form Screener

# Overview

The form before the form:

- Forms are common in government, but they can be done poorly.
- Picked complaint form screener to experiment with.
- Prototyped and tested 3 iterations in less than 4 weeks.

*How might we get people to the complaint  
form as soon as possible with the least  
amount of confusion?*

# Process

1. Test the current screener.
2. Brainstorm ideas in Figma using USWDS components.
3. Build new screener using USWDS, Jekyll, and GitHub Pages.
4. Conduct user testing and consider feedback.
5. Repeat Steps 2-4 as necessary.

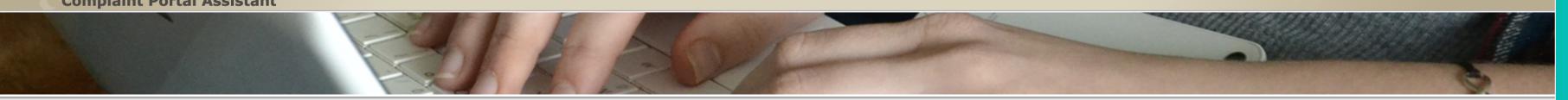
# Scope

- Custom questions
- Simple logic flow
- Linked resources
- Step indicator
- U.S. Web Design System

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# Before

U.S. Department of Health and Human Services  
Office for Civil Rights  
Complaint Portal Assistant



### Complaint Portal Assistant

The U.S. Department of Health and Human Services (HHS) Office for Civil Rights (OCR), enforces federal civil rights laws, conscience and religious freedom laws, the Health Insurance Portability and Accountability Act (HIPAA) Privacy, Security, and Breach Notification Rules, and the Patient Safety Act and Rule, which together protect your fundamental rights of nondiscrimination, conscience, religious freedom, and health information privacy at covered entities.

1. **Federal Civil Rights Laws** help to protect you from unfair treatment or discrimination because of your race, color, national origin, disability, age, or sex.
2. **Federal Conscience and Religious Freedom Laws** help to protect you from coercion, discrimination on the basis of conscience or religion, and burdens on the free exercise of religion.

If you believe that a [covered entity](#) discriminated against you or violated your (or someone else's) civil rights, conscience rights, or religious freedom rights, you may file a complaint with OCR. You may file a complaint for yourself, your organization, or for someone else.

The following are some examples of potential covered entities (including institutions and personnel) that must abide by federal civil rights, conscience, and religious freedom laws:

- State and local government agencies that are responsible for administering health care • State and local government income assistance and human service agencies • Hospitals • Medicaid and Medicare providers • Physicians and other health care professionals in private practice with patients assisted by Medicaid • Family health centers • Community mental health centers • Alcohol and drug treatment centers • Nursing homes • Foster care homes • Public and private adoption and foster care agencies • Day care centers • Senior citizen centers • Nutrition programs • Any entity established under the Affordable Care Act • Health insurance plans or companies • HMOs • Pharmacies • Homeless shelters • Health researchers.

3. **The HIPAA Privacy Rule** is a federal law that gives you rights over your health information and sets rules and limits on who can look at and receive your health information. The Privacy Rule applies to all forms of individuals' protected health information, whether electronic, written, or oral. The **HIPAA Security Rule** is a federal law that requires security for health information in electronic form. In addition, the **Patient Safety Act and Rule** establishes a voluntary reporting system to enhance the data available to assess and resolve patient safety and health care quality issues, and provides confidentiality protections for patient safety concerns.

If you believe that a covered entity violated your (or someone else's) health information privacy rights or committed another violation under the HIPAA Privacy, Security, and Breach Notification Rules or the Patient Safety Act and Rule, you may file a complaint with OCR. The following are some examples of covered entities that must meet the requirements of the federal Privacy, Security and Breach Notification Rules: • Health Plans • Health care clearinghouses • and Health care providers that conduct a portion of their business electronically using a HIPAA covered transaction. OCR can investigate complaints against covered entities and their business associates. You may file a complaint for yourself, your organization, or for someone else.

**Question 1 - What is the nature of your complaint?**

Violation of Civil Rights (Based on Race, Color, National Origin, Disability, Age, or Sex)  
 Violation of Conscience or Religious Freedom  
 Violation of Privacy or Security of Health Information (HIPAA)

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If you have any questions or need help filing a civil rights, conscience or religious freedom, or health information privacy complaint, you may email OCR at [OCRMail@hhs.gov](mailto:OCRMail@hhs.gov) or call the U.S. Department of Health and Human Services, Office for Civil Rights toll-free at: 1-800-368-1019, TDD: 1-800-537-7697.

We provide alternative formats (such as Braille and large print), auxiliary aids and services (such as a relay service), and language assistance.

U.S. Department of Health & Human Services - 200 Independence Avenue, S.W. - Washington, D.C. 20201

# After

A screenshot of a prototype website for filing complaints. The top navigation bar includes a USA flag icon, the text "A prototype website of the United States government", and a link "Here's how you know". Below the navigation, a horizontal bar shows five steps: "Before you file", "Personal information", "Complaint details", "Supporting documentation", and "Sign and submit". The main content area asks, "Is your complaint about a healthcare provider, insurance provider, or data processing company?". It includes a link "See examples of these providers covered under federal law" and two radio button options: "Yes, it is" and "No, none of these apply". At the bottom are "Back" and "Next" buttons. The footer contains links for Home, Topics, Agency, and Media. It features the "agency.gov" logo, social media icons for Facebook, Twitter, YouTube, and Instagram, and a link to the "Agency Contact Center". The footer also includes links for About Agency.gov, FOIA requests, Office of the Inspector General, Performance reports, Accessibility support, No FEAR Act data, Privacy policy, and a link to visit USA.gov.

A prototype website of the United States government [Here's how you know](#)

Before you file Personal information Complaint details Supporting documentation Sign and submit

**Is your complaint about a healthcare provider, insurance provider, or data processing company?**

[See examples of these providers covered under federal law](#) +

Yes, it is  
 No, none of these apply

[Back](#) [Next](#)

Home Topics Agency Media

 **Agency.gov**

[Agency Contact Center](#)  
(800) CALL-GOVT info@agency.gov Translate

 **agency.gov**  
An official website of the **Agency**

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Looking for U.S. government information and services? [Visit USA.gov](#)

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“straightforward, clear, and  
easy-to-understand”

# Template Workshop

# Steps

- Create a [GitHub account](#) or log in.
- Make a copy of our [repository](#).
- Publish the site using GitHub Pages.
- Configure a few site settings.
- Edit question content.
- Change homepage image.

# What to try next

- Add new questions.
- Edit home, exit, or success page content using markdown.
- Advanced: Change the styling of layouts using USWDS utility classes.

# Takeaways

- Learn to speak [Markdown](#).
- Start with templates ([CodePen](#), [Github](#)).
- Copy and paste [component code](#).
- Customize with [design tokens](#) and [utility classes](#).

# Resources

- [U.S. Web Design System](#)
- [Mastering Markdown GitHub Guide](#)
- [GitHub](#)
- [Jekyll](#)
- [Rapid Response Team](#)
  - [Brianna](#)
  - [Kayla](#)
  - [Philip](#)

**Thank you!**