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# CSPS Digital Academy

## Premium

### Design Overview

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# Learning objectives

1. Understand the different practices that make up the design process and how they relate to one another
  2. Learn to use a variety of design tools and approaches to effectively identify and solve problems
  3. Understand the role of ethics and inclusion in design decisions and how to design for good
  4. Learn about common design challenges within organizations and obtain strategies for incremental implementation of design practices
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# Weekly Schedule

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# February 28, 2019

## **Inclusive Design & Accessibility**

Julianna Rowsell, Accessibility & Inclusive Design Lead,  
Canadian Digital Service

### **Learning Objective**

Learn how to design for everyone, understand user diversity and learn to recognize how experiences might unintentionally exclude people.

### **Overview**

- How inclusive design benefits everyone
  - Understanding user diversity - there is no “average user”
  - Recognizing how experiences unintentionally exclude people
  - A framework that will give you concrete ways to include create more inclusive services utilizing design research, inclusive principles and accessibility
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# 2

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## March 7, 2019 **Agile for Design**

Todd Scanlan, Agile Coach, IRCC

### **Learning Objective**

Learn Agile project methodologies, how to manage design workflows and what roles/expertise are needed to perform design work.

### **Overview**

Instruction and hands-on exercises to help those who work directly with agile teams understand how to best support, guide, and coach their teams to improve their agile capabilities. Learn how-to create the conditions for a successful agile transformation.

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March 14, 2019

# Introduction to Service Design

Nourhan Hegazy, Design Lead, TBS

## Learning Objective

Understand guiding mindsets and methods of service design thinking.

## Overview

- History of design thinking
  - Unique design thinking processes
  - Design thinking mindsets and contexts
  - Service design perspectives
  - Case studies
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# 4

March 21, 2019

## Design Research

Nourhan Hegazy, Design Lead, TBS

### Learning Objective

Learn about breadth of design research approaches and methods and put them to practice.

### Overview

- Design research principles
  - Inclusive design research
  - Evolution of design research
  - How-to prepare and plan your research
  - Visual thinking
  - Empathy in design research
  - User interview discussion guides
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# 5

March 28, 2019

## Information Architecture

Ksenia Cheinman, Design Lead, CSPS Digital Academy

### Learning Objective

Understand how information architecture impacts usability of web content and learn to apply information architecture principles on both macro and micro scales as well as identify information architecture problems.

### Overview

- What is information architecture (IA)?
  - What you need to know before doing IA?
  - Elements of IA
  - Principles of IA
  - Disciplines that inform IA
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# 6

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## April 4, 2019

# Content Design

Ksenia Cheinman, Design Lead, CSPS Digital Academy

### Learning Objective

Understand the importance of having a content strategy, learn elements of good content design, identify content problems, explore how to approach them and how to test content for effectiveness.

### Overview

- What is a content strategy?
  - Why you need a content strategy?
  - Elements of a content strategy
  - Principles of good content design
  - How do you create good content?
  - How do you test content?
  - Using web analytics
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April 11, 2019

# Prototyping

Chukwuma Asuzu, Design Engineer, IRCC

## Learning Objective

Understand different types of prototypes and learn how-to prototype.

## Overview

Understand different types of prototyping methods to communicate your vision and learn to craft compelling stories with data.

- What, why, and how of prototyping
  - 2D, 3D, and 4D prototyping
  - Example prototypes: experience, user action, service, etc.
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April 18, 2019

# Data Visualization

Eman El-Fayomi, Head of Design, Canadian Digital Service

## Learning Objective

Understand how-to tell stories when designing for data visualizations, learn when to use certain chart types, and apply design best practices when creating visualizations.

## Overview

- Crafting compelling stories with data
  - Data visualization 101
  - An intro to data types
  - Chart type and design best practice
  - Finding the story in your data
  - The difference between infographics and data visualization
  - Open source tools to create your own
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April 25, 2019

# Usability Testing & Agile

Alvaro Vargas, Product Owner, CSPA

## Learning Objective

Learn when you should do usability testing, what methods are available and how to use them, including audience definition, participant recruitment, testing strategy and logistics.

## Overview

- A typical process for usability testing
  - Problem definition
  - Audience definition and analysis
  - Testing strategy and logistics
  - Audience engagement
  - Types of usability testing intro
  - UX and agile
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# 10

May 2, 2019

## Ethics & Government Standards

Kayle Hatte, Analyst, TBS

### Learning Objective

Learn about the Government of Canada Digital Standards and how to apply them, understand ethical implications of design and learn how to ask the right questions to support ethical decision-making.

### Overview

- Digital standards overview
  - What does it mean to you
  - Deep dive into ethics
  - Ethical questions
  - Analyzing project proposals through the lens of Digital Standards
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# GC UX Community Meetup

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## Resources

### **On the wall:**

- 12 “posters” (1 with design curriculum overview, 11 others with learning objectives and overview per module)
- Sticky notes and markers for participants to comment directly on the poster

### **At the table:**

- Laptop showing GCwiki design materials (tabs to Bus Rides and GitHub design repository)
- 2 iPads with community self-assessment survey
- 1 Mifi for the 2 iPads and participants + small sign with Mifi connection info
- 2 QR codes – 1 to access community self-assessment survey, 1 to GCwiki for resources and comment + small signs with QR codes
- 10 Printed copies of the design curriculum overview deck for distribution

\*\*\*One side of the table will have materials related to the self-assessment survey, the other side dedicated to curriculum and feedback\*\*\*

### **Tomorrow, we have a space/booth where attendees can:**

- Read and provide in-person feedback at the poster wall
  - Read and provide online feedback by heading to the design curriculum's GCwiki page (on iPad or their own device using QR code)
  - Fill out an anonymous self-assessment survey for us to better assess the strengths, gaps, and training that may be best suited for the GC UX community (iPad or their own device using QR code)
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