

## CROWDSOURCE TO START

### "Agile Development and User-Centered Design - Volunteers Needed"

Cambria brought together a multidisciplinary team using straightforward crowdsourcing methods. This involved a mass email to all employees defining the task of developing a prototype led by multidisciplinary team utilizing agile processes. This was an exciting challenge that we knew would spark the interest of many of our employees and the approach requirements of the assignment were consistent with Cambria's human-centered core values. We requested volunteers within the firm and defined the roles we were seeking.

#### EMAIL: *Agile Development and User-Centered Design - Volunteers Needed*

All,

Over the next three and a half weeks, *Cambria will be developing a working prototype using some of the latest techniques, software and tools* as part of our efforts to become a qualified vendor for the California Health and Human Services Agency to provide user-centered design and agile software development services. As you all may know, there has been a big push recently in government to transform the way it develops and delivers digital services to its citizens and California is leading the way in this transformation. We strongly believe that government is going to be rapidly changing in how they develop software and this change is here to stay.

We are excited about this opportunity as this would showcase our capabilities and our human-centered service offerings within our firm that our clients are seeking. Dhiraj Talwar, Senior Director of our HHS

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At this time, *we are looking for consulting services and technology services staff who are interested in working with us in developing this working prototype*. The roles that we are seeking include interaction designer, user research, usability tester, business analyst, visual designer, front end and

### The original call to action

Hi Dhiraj,

I am interested in working with you and rest of the team in below project in what every capacity you feel I can help.

Thanks,  
Sandeep

## A few of the responses we received

Dhiraj,

Good morning!

I would like to be part of exciting opportunity. I can handle 1-2 of all the listed roles except for the 'Developers'.

Thanks.

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**RAJESH ADONI**

1050 20th Street, Suite 275

Hi Dhiraj,

Please include me in the kick-off on Monday- this seems like a great opportunity for me to get engaged early on this initiative as well as a work closely with you over the next few weeks.

Thanks,  
Lauren