

## 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.

The original call for team formation and kick-off

All,

Over the next three 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 Mississippi Department of Child Protective Services to provide agile including user-centered design, Agile architecture, Agile software development, and DevOps. 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.

This prototype provides us a great opportunity to demonstrate our agile development and user-centered design capabilities that we have been successfully using on some of our client engagements to our client in Mississippi. The effort would be very similar to what we had successfully done in California that resulted in us getting us on the agile vendor pool. I will be serving as the Product Manager on this important initiative for Mississippi and Dhiraj Talwar will be serving as the agile coach. Given the importance of this effort for the firm, Rich Cefola, Director of Technology Services, has also graciously agreed to be the Technical Architect.

Thank you to all of you have already volunteered to be a part of this effort. The roles that we are looking for include interaction designer, user research, usability tester, business analyst, visual designer, front end and back end web developers. While many of these roles have been filled, there is still room for more. ***If you are interested, please reach out to me by COB today as we expect to get started on Monday.***

We received several responses from team members that were willing to contribute for this project in any capacity deemed fit by the product owner and the scrum master. Here are some of the responses:

Hi Anand/ Dhiraj,

I would like to participate/ lead portions of any Agile projects moving forward. So, let's begin with this one. Please send me over any material so I can begin reviewing.

Nuli

<Provide couple more examples>

## CROWDSOURCING FOR SUBJECT MATTER EXPERT(S)

---

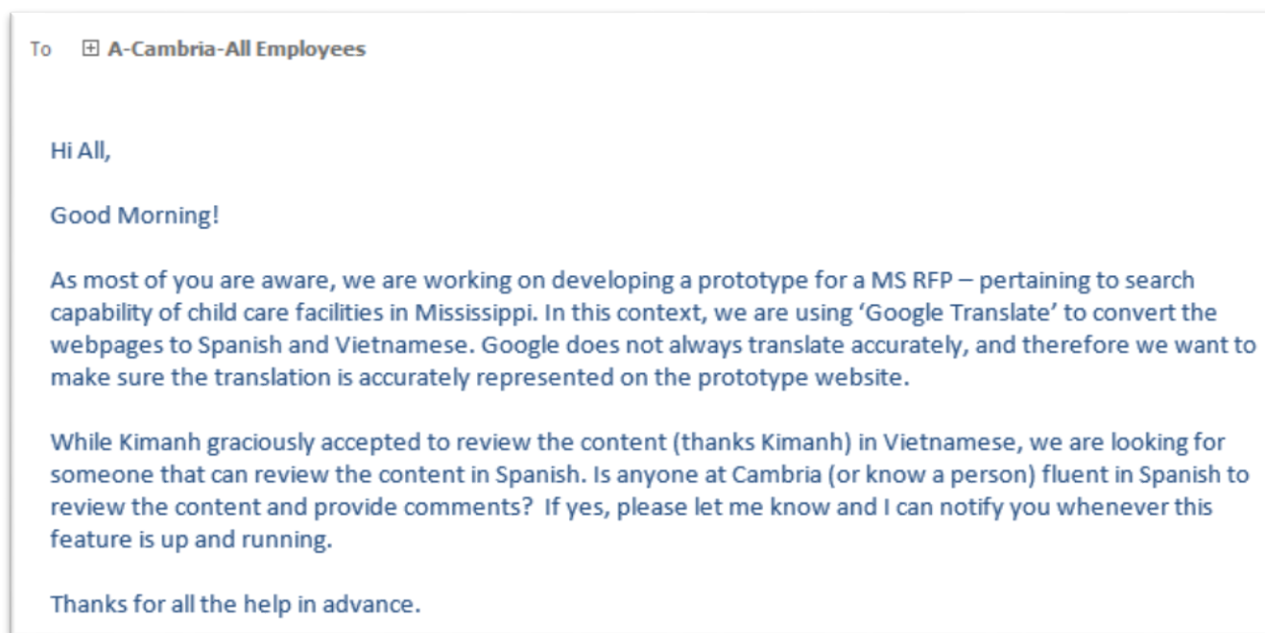
In addition to forming the Agile team, we also wanted to ensure we had actual users – foster parents, and caseworkers engaged in this initiative. Cambria’s presence in Mississippi was particularly helpful when seeking potential users to interview and provide feedback. Our Mississippi staff identified two people with both caseworker and foster parent experience. These users played the role of subject matter experts that helped us with user stories, and product reviews.

<Include email from Blake ad Tony>

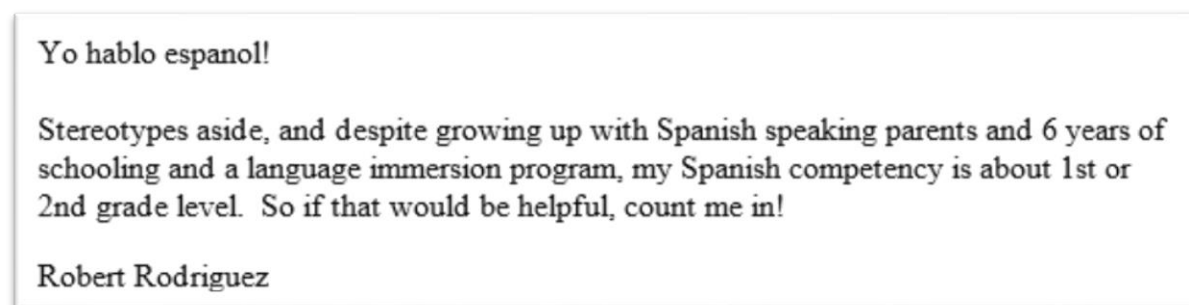
## CROWDSOURCING FOR LANGUAGE REVIEWERS

As part of final steps, we also sent out an email asking for few team members to review the language used in the ‘Spanish’ and ‘Vietnamese’ modules of the prototype. The team members were ready to assist with these languages

Call for Spanish and Vietnamese Reviewers



We received several responses stating they can help out in some capacity. We were able to review and make necessary edits to the prototype based on the detailed reviews provided by the reviewers.



Hey Nuli,  
My friend Amanda can help also. Let me know if you still need someone.

Nuli,

My wife is fluent in Spanish and I know a bit as well. We'd be happy to help.

Ron Harris