
User Centered Design and Customer Service Oriented Government

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What is User Centered Design?

What is Customer Service Oriented Government?

How Do
They Relate?

<https://playbook.cio.gov>

13 “Plays”

1. Understand what
people need

2. Address the
whole experience,
from start to finish

3. Make it simple
and intuitive

4. Build the service using agile and iterative practices

5. Structure budgets and contracts to support delivery

6. Assign one leader
and hold that person
accountable

7. Bring in experienced teams

8. Choose a modern technology stack

9. Deploy in a flexible hosting environment

10. Automate testing and deployments

11. Manage security and privacy through reusable processes

12. Use data to drive decisions

13. Default to open

How We Do It

Study in the States: Appealing to Two Disparate Audiences



Homeland
Security

STUDY *in the* **STATES**

MyCareer@VA: Getting Users On Board at the Front Door



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