

# **Year 1 Impact Report**

**February 14, 2023**

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# Service Delivery by the numbers



1 product launch



GSA projects



7 partner product  
owners coached



user research /  
usability sessions



trainings in modern software  
development best practices



team members  
hired

# Project highlights

# Helping agencies align their space to their workforce needs

## Challenge

The federal workplace is changing as more agencies are moving to remote and hybrid work. GSA has developed several new offerings to assist agencies with optimizing their space for mission needs, but there wasn't a centralized website where customer agencies could learn about GSA's offerings or federal best practices.

## Solution

We conducted user research and to identify the biggest needs and pain points today, and iteratively built the website, with agency feedback along the way, using Cloud.gov Pages.

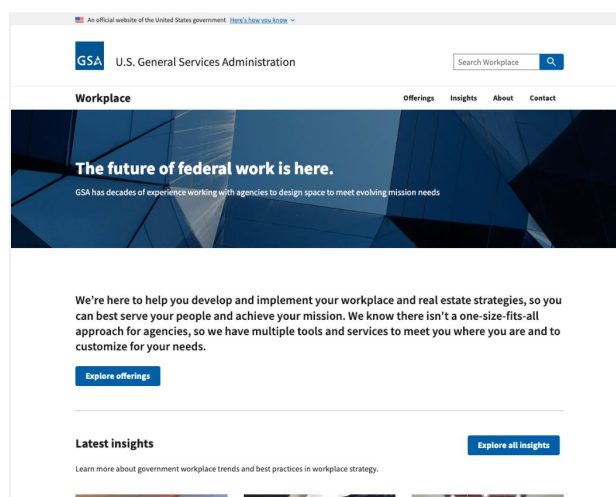
“*[This project] demonstrated the value of the Service Delivery team model. I'm looking forward to future collaborations.*”

— GSA partner

## Impact

The [website](#) launched in January 2023 and provides a cohesive experience for real estate professionals and agency executives grappling with how to optimize their real estate footprint. In the first 2-weeks being live, the initiative generated 17 news articles and resulted in ~6,640 people visiting the site.

In the near-term, the site will be an opportunity to test a sub-sites design within GSA.gov with the goals of reducing the proliferation of new GSA websites, providing a tailored user experience, and easing website maintenance and associated costs.



# Making it easier for the public to engage with GSA's art collection

## Challenge

The Fine Arts public-facing website is hard to find and navigate which makes it difficult for members of the public to learn more about the nation's oldest and largest public arts collection. It is currently difficult for the Center of Fine Arts to maintain the site or to know what users are doing on the site.

## Solution

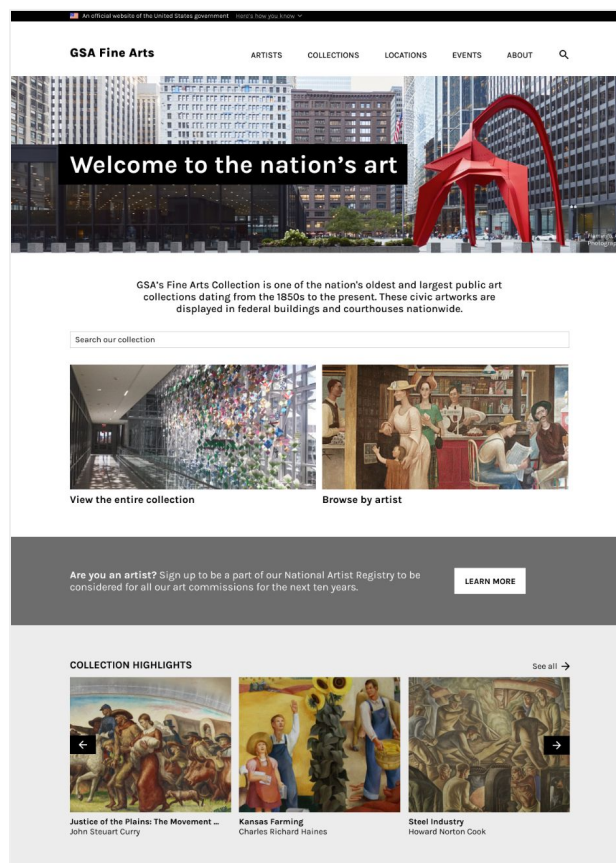
We conducted user research and technical discovery to identify a path to work with an existing contractor to build and maintain the site at a low cost. We designed the new site with feedback from public art professionals and New Deal art aficionados.

“*[The site] lets us know that this is our art. It's not locked away in a stuffy museum; it belongs to us.*”

—Arts advocate

## Impact

The new website is intended to launch in Spring 2023. The website will be easier for users to navigate and engage with GSA's art collection, and easier for the Center of Fine Arts to maintain into the future.



# Streamlining the compliance process for government purchasers

## Challenge

Section 889 of the 2019 National Defense Authorization Act prohibits procurement or use of any covered equipment or services in an effort to protect national security. Currently, procurement professionals and purchase card holders must log in to SAM.gov to find waivers and many agencies are individually maintaining their own repositories of waivers. Many suppliers are being asked to provide their waivers repeatedly, which is creating undue burden.

## Solution

NASA engineers developed simple logic to search for a company's 889 status by company name, Unique Entity Identifier (UEI), or Commercial and Government Entity code (CAGE) number via the SAM.gov Entity Management application programming interface (API). NASA provided the source code to GSA and the Service Delivery team extended their code base, conducted usability testing, and worked with GSAIT on getting an Authority to Operate.

## Impact

The 889 representation tool is intended to launch in Spring 2023. It is the first GSA application launched in Google Cloud Platform and with little cost for the GSA SmartPay team to maintain. It will make it easier for government purchasers to stay compliant with law and secure the federal supply chain.

*“I’m glad this is very simple. A lot of my cardholders are in the field. It’s gotta be very simple, [using] very few keystrokes to make this easy for them.”*

—Agency/Organization Program Coordinator

The screenshot shows a web application titled "889 Representations Search" under the GSA SmartPay logo. It includes a search bar with a "Search" button and a "Please Note" section at the bottom. The interface is clean and professional, with a blue header and footer.

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

This is a prototype. We are continuously updating functionality and collecting feedback.

**GSA SmartPay**  
Supporting your mission

### 889 Representations Search

**Check to see if a vendor has a section 889 representation in SAM.gov**

Search by business name, website, CAGE code, or SAM.gov Unique Entity ID

**Search**

This tool only checks for Section 889 representations in a vendor's SAM.gov record. Only vendors doing business above the Micro-Purchase Threshold (MPT) are required to register in SAM.gov. Contracts that are classified/FOUO or contractors that do not wish for their information to be publicly available will not show up in search results.

**Please Note:** If a vendor representation is not available, cardholders may still be permitted to purchase from a listed vendor. However, the cardholder would be responsible for documenting compliance with Section 889 in accordance with any applicable agency requirements.

The 889 Representations SAM Tool web application was originally developed by NASA.  
We encourage input! Please provide feedback and suggestions to [gsa\\_smartpay@esa.doe](mailto:gsa_smartpay@esa.doe)

**GSA** 889 Representations Search  
An official website of the General Services Administration

# Standardizing the federal real estate experience for agencies

## Challenge

As part of an effort to optimize the federal footprint, GSA wanted to provide internal GSA stakeholders and external government customer agencies with a tool to browse and explore available space in GSA's inventory. This concept needed to be validated with users to understand their needs and to identify the best technical solution.

## Solution

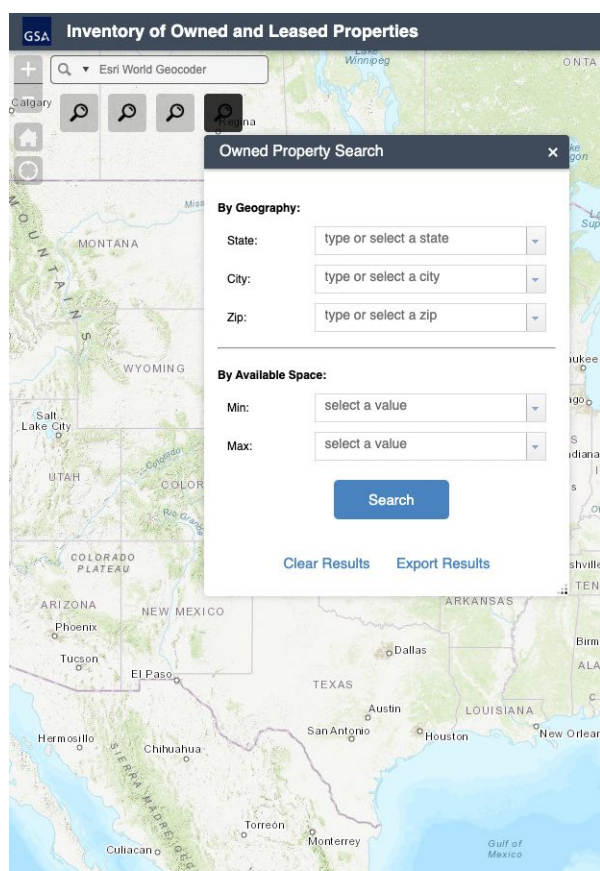
We conducted user research with GSA employees to understand their current processes and with GSA customer agencies to understand their needs. This research led the project team to prioritize two solutions: creating resources to support GSA employees in delivering a better experience for our customers and updating an existing map-based listing tool to further validate customer needs and use cases.

**“There is an opportunity for [tooling] because what we have now is Google Sheets for us to be transparent but it’s not robust.”**

—GSA regional real estate specialist

## Impact

Research conducted helped inform the priorities and direction of the project. This has resulted in refining the initial concept by starting small and reducing IT risk by taking existing tools and modifying them for new use cases, monitoring usage, and iterating based on user needs.





# Looking ahead

# Our vision

We're hopeful for what the future brings, in 2023 and beyond. GSA has a history of being a technology leader in government. We are committed to continuing that great work by:

- **Delivering value to our users.** Align projects around users' needs to make GSA offerings better.
- **Building organizational capacity.** Coach and empower GSA partners with the skills they need to continue the work into the future.
- **Shaping GSA practices.** Discover barriers for GSA teams trying to deliver to users and make improvements to GSA processes.

# About us

## Our mission

# Deliver digital services focused on user needs.

## Who we are

We're a cross-functional team of product managers, designers, engineers, and acquisition professionals within GSA's Office of the CTO. We're also parents, photographers, search-and-rescuers, immigrants, hikers, gardeners, and foodies.

## What we do

We make digital experiences better for the people who use them. We help GSA teams deliver solutions that are simple, effective, and accessible. We listen, collaborate, and learn. We coach and model modern software development best practices – such as iterative development, product management, user-centered design, and acquisition strategies to de-risk our work and deliver the right solutions.

## Our values

- 1. Start small.** We work iteratively and incrementally—proving out concepts and ideas and providing value quickly rather than all at once.
- 2. Show what's possible.** We're courageous. We take risks, try new things, and learn from our approaches to deliver solutions that are easy to use and maintain.
- 3. Meet people where they are.** Whether it's our users or our GSA partners, we start by understanding their motivations, goals, and pain points and centering our work around their needs.

## Our team

