

Vision Canvas*

2: Users

What types of users is the product primarily serving?

Environmentally-conscious citizens.

3: Solutions Today

How do users address their problems today?

Users are required to pull information from multiple data sets at EPA
Users may access data and receive alerts from other sources, like weather apps

6: Organizational Impact

What problems for the agency does building this product solve?

Serves mission by better delivering to the public critical information on the outcomes of the things they regulate.

1: Problems

What problems do users have today that the product will address?

Current presentation of data requires citizens to visit multiple data sets and web pages to retrieve information that matters to them

Data is difficult to find and is organized according to agency paradigms

Once data is found, it is hard to understand/interpret for a non-scientist

Citizens do not have easy access to relevant alerts from the EPA

7: Organizational Metrics

How does the redesign align with larger organizational strategic goals? How can the impact to the organization be measured?

EPA is actively exploring portal platforms and data-linking tools to try to solve this problem of disparate data that are sought by citizens. There are OMB performance measures related to deploying a certain number of new services by the end of the FY

1: Solutions

Brainstorm content, navigation, design, feature ideas that might address the problems identified.

We do the work of collecting and interpreting the data and translating it in to terms a layperson can understand

Provide alerts in order of criticality/importance/severity

Sign up for notifications to email or phone

Select area of interest

Ensure tool is easy to locate from external search engines and within EPA.gov

4: User Value

If your target audiences have this product, how can they do things differently as a consequence? And, how will that benefit them?

Find information more easily, less frustrated
Users will be more informed re: environmental issues
Access "on-the-go"
One-stop-shop for certain types of content prevents users visiting multiple sites for information

5: User Metrics

How will success be measured?

Conversion rate from search page to results page

Number of notification subscriptions

*adapted from Jeff Patton's Opportunity Canvas