

## → Partnership Proposal

### Collaboration possibilities between USA Performance and The Lab at OPM

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<b>Purpose</b>	This document describes potential services and standards of service to be provided by The Lab at OPM (The Lab) to Human Resource Solutions (HRS) during the usability research and improvement of their <i>USA Performance</i> solution.
<b>Opportunity</b>	HRS is considering improving the usability and design of the USA Performance software solution. This tool assists Federal agencies in implementing their Senior Executive Service (SES) and Non-SES performance management programs and systems. Working jointly with staff from the HRS, The Lab will forward the research and development of stakeholder insights, content strategies, and user interface designs for the tool, as well as any production-process recommendations. This initiative will also employ a project-based approach to train and mentor HRS employees in the methods and mindsets of human-centered design, providing them with the critical perspective and practical capability to apply this methodology in their work.



## Potential Services

	<b>Category 1:</b> <i>Perspectives &amp; Practices</i>	<b>Category 2:</b> <i>Insights &amp; Strategies</i>	<b>Category 3:</b> <i>Co-design &amp; Development</i>
	<b>HCD TRAININGS</b> Curate a series of in-person, open-enrollment courses in human-centered design selected to meet the needs of the tool-production team.	<b>DISCOVERY FIELDWORK</b> Conduct interviews, observations, content audits, and other qualitative inquiries with critical stakeholders to inform the design process.	<b>PROCESS INNOVATION</b> Outline work-flow strategies and team management practices to expedite and enhance the design and development process.
	<b>CUSTOM WORKSHOPS</b> Facilitate custom-built workshop(s) and co-design session(s) for key stakeholders and staff to co-create concepts and strategies for the tool.	<b>PROBLEM FRAMING</b> Collaboratively define and scope the most feasible and impactful areas for design intervention.	<b>CONTENT STRATEGY</b> Propose information-architecture, content curation, and delivery strategies to deepen engagement and reach new audiences.
		<b>STAKEHOLDER ANALYSIS</b> Create stakeholder and opportunity map(s) based on discovery work to help visualize and prioritize potential design directions.	<b>USER INTERFACE DESIGN</b> Create a visual identity, design elements and design system for the tool.
		<b>EXPERIENCE DESIGN</b> Convey a holistic vision for a new user experience of the tool, including design principles and journey maps for key audiences.	<b>PROTOTYPING</b> Develop mock-ups and proofs-of-concept for rapid, design-led experimentation, iteration and refinement.
			<b>USABILITY TESTING</b> Generate and evaluate insights and design concepts through structured observations of stakeholders interacting with designs.

## Potential Deliverables

	<b>Category 1:</b> <i>Perspectives &amp; Practices</i>	<b>Category 2:</b> <i>Insights &amp; Strategies</i>	<b>Category 3:</b> <i>Co-design &amp; Development</i>
	Custom workshop design (i.e. agenda, templates, etc.) and delivery (i.e. facilitation, hosting, etc.)	Regular dispatches and updates on discovery activities and progress	Production work-flow recommendations and frameworks for the report
	Documentation of process and outcomes from custom workshops	Reports of research findings, content audits, and program analyses	Information architecture guidelines and content delivery strategies
		Visualizations of stakeholder ecosystem, areas of opportunity, and user experience	Visual identity, brand principles, and design system (linked with use training)
			Mock-ups, prototypes, testing protocols, and outcome reports
<b>PROJECTED COST</b>	\$800/participant, or \$10,000–\$18,000/session	(Level 2: \$24,000–\$30,000) \$34,000–\$48,000 total	(Level 3: \$50,000–\$80,000) <b>\$84,000–\$128,000 total</b>

### Resources & Expertise

The Lab will provide experienced designers with a complementary mix of skills and expertise relevant to the design of the *USA Performance*. These individuals will provide project-based services as well as instruction, coaching, mentoring, and other support as needed. HRS staff (including relevant contractors) will also be key partners in all project-specific efforts, working alongside Lab staff to provide relevant subject-matter expertise and to participate in all creative activities of this project.

### Leadership & Support

- Communicating value of the project to important stakeholders
- Guidance and support of innovation strategy for the program
- Forwarding innovation through creative direction and critique
- Helping to identify and engage key stakeholders in the process
- Coach and develop HRS personnel in human-centered design

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**Note: Fees**

The estimated cost of travel, project management, and other administrative activities are included in the fees outlined in this proposal, but these projected expenses are contingent upon the length of the project and amount of travel involved. Any mandatory review processes for research protocols (e.g. IRB, PRA, etc.), collaboration tools (e.g. online document sharing, etc.), or design deliverables should be given further consideration in planning and budgeting as well.

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**The Lab**

Based at the United States Office of Personnel Management, the OPM Innovation Lab is a practice that builds human-centered design capability for innovation across the Federal Workforce. The Lab brings together a unique combination of private-sector fellows and public servants who work collaboratively on complex challenges—designing solutions for and with the public.

**Approach**

Human-centered design (HCD) is a creative and strategic approach to solving challenging problems. It blends together design, strategy, qualitative research, and entrepreneurial thinking. Our discipline puts people at the center of our process, taking into account their nuanced behaviors, mental models, and needs. Using this approach, we identify and address the root causes of problems, rather than their symptoms. The discipline of human-centered design quickly generates ideas and tests new prototypes that meet the true needs of the people with whom we are designing. As a result, we create and implement impactful and sustainable solutions.

**Contact**

**SEAN BAKER**, Director of Strategy and Operations – [sean.baker@opm.gov](mailto:sean.baker@opm.gov)  
**ARIANNE MILLER**, Managing Director – [arianne.miller@opm.gov](mailto:arianne.miller@opm.gov)