DATA INFORMED DECISIONS

code.gov

Sara Cope, Joe Castle, Karen Trebon, and Amin Mehr — the code.gov team

CIVIC DIGITAL FELLOWSHIP

GSA
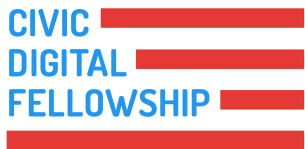
COURTNEY BROUSSEAU
University of California, Berkeley
Economics and Computer Science

CODE.GOV

Code.gov brings open source best practices to the federal government
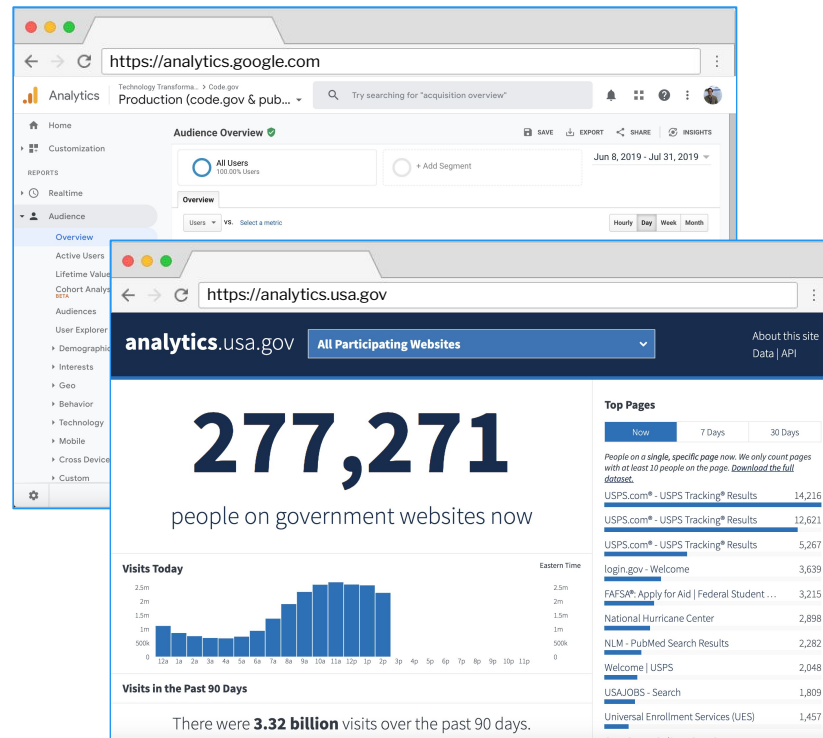
code_

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OVERVIEW

My fellowship focused on helping the code.gov team make data informed decisions about our product through:

- **Adding Google Analytics** through the Digital Analytics Program

- **Measuring open source contributions on GitHub** through a new internal tool

- **Qualitative research** about the barriers to open source reuse in government

- **Usability testing** of an MVP developed based on research outcomes

GOOGLE ANALYTICS

- **The code.gov team is tracking web analytics for the first time**

- code.gov analytics data is now displayed on analytics.usa.gov as a part of the Digital Analytics Program

- The team can use this data to inform future product decisions

GITHUB OPEN SOURCE CONTRIBUTIONS

- The code.gov team maintains >20 GitHub repos

- **To evangelize open source best practices, we have to follow them**

- I built a new internal tool to help the team track open source contributions to all of the code.gov repos
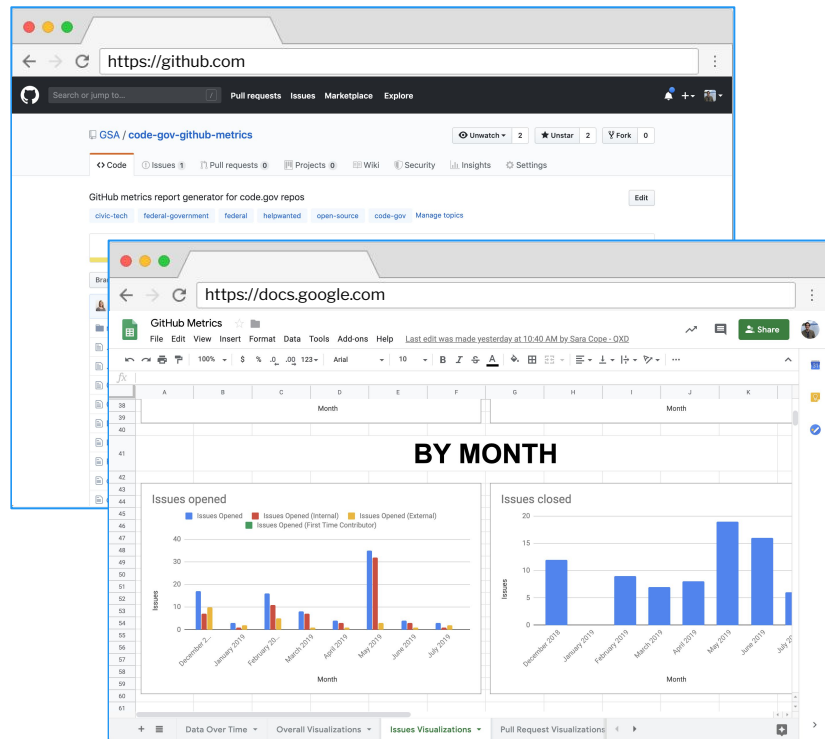
QUALITATIVE RESEARCH

- I interviewed 18 people (mostly in TTS and USDS but also some contractors) about the barriers to open source reuse in government

- **Based on my research, I identified 3 high level barriers to reuse:**

  1. Insufficient supply and demand

  2. Information asymmetry

  3. Misaligned incentives

USABILITY TESTING

- **Based on my research, I developed an MVP of a "featured projects" page** to help federal employees find reusable projects more easily and reduce information asymmetry

- I then did usability testing with 7 federal employees from 7 different agencies
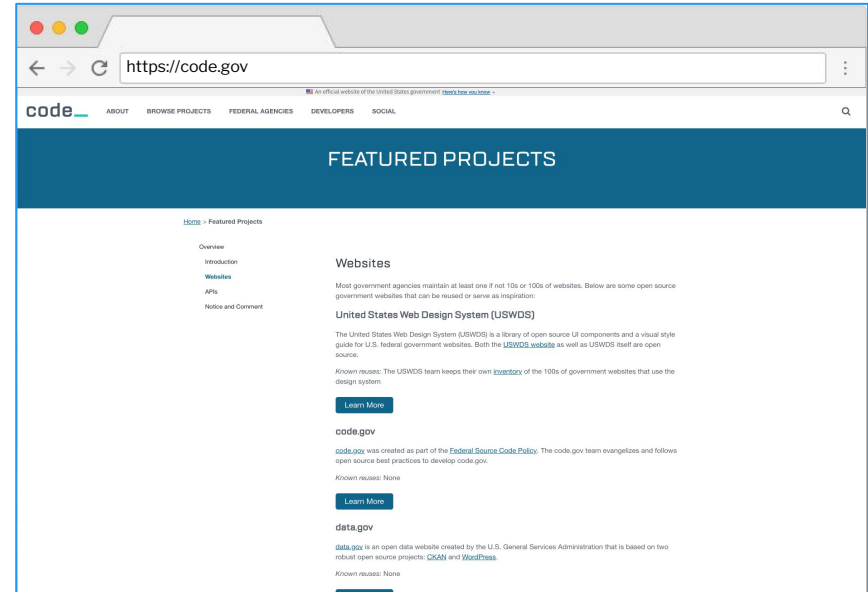
THANK YOU

Thank you to everyone who made my fellowship experience so amazing including:

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- **Sara Cope, Joe Castle, Karen Trebon, and Amin Mehr** from the code.gov team

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- My fellow GSA Fellows **Alberta, Alison, Josh, Eric, Brittney, Brandon, Vanessa, and Taeoam** and all of the other #CDF19 fellows

- All of the people along the way who took time to grab coffee or chat with me

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