CIVIC DIGITAL FELLOWSHIP

Scaling Open Innovation & Data Across Government

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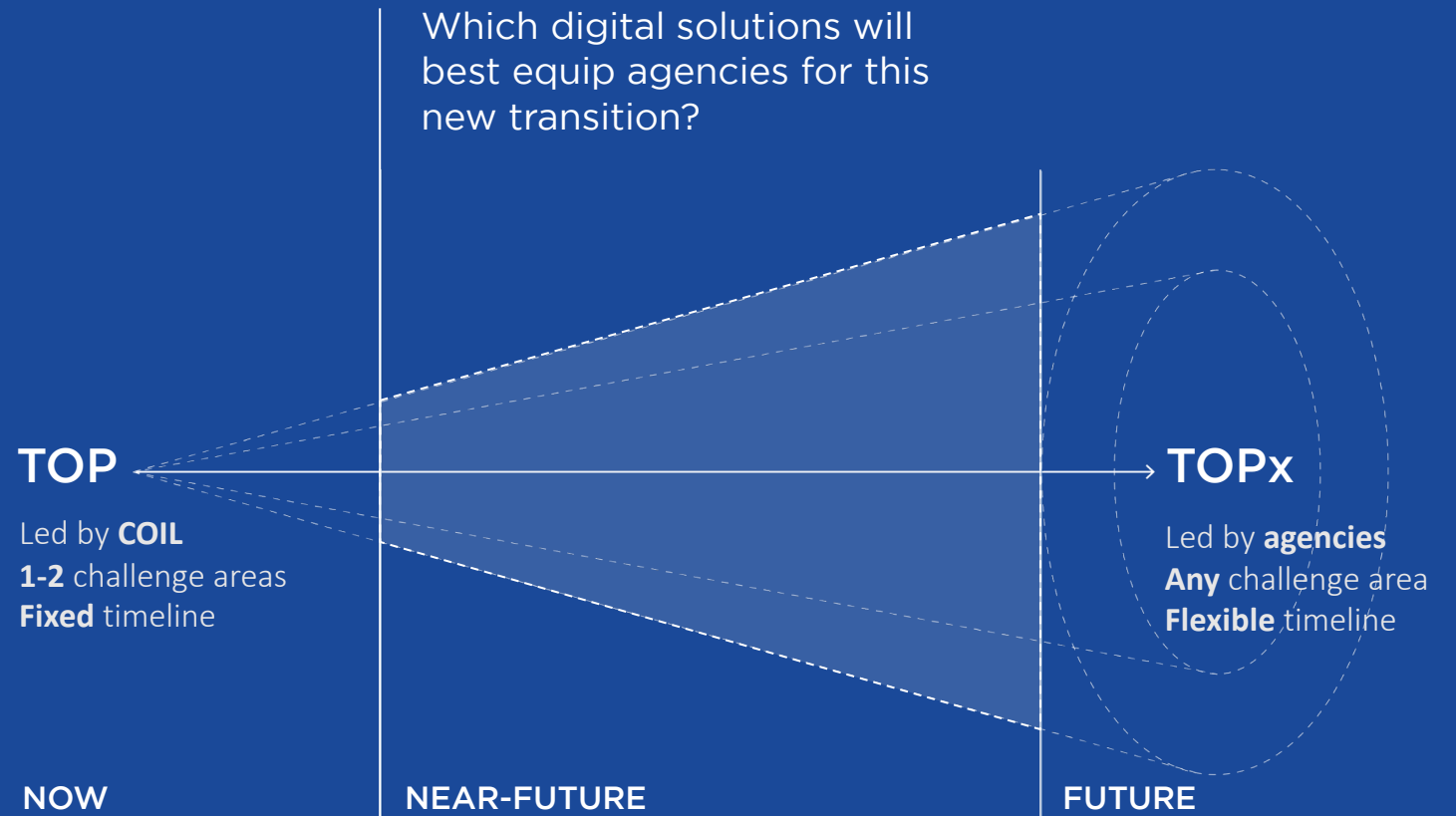Supervised by Drew Zachary, Lorena Molina-Irizarry, Emma Brennan

SCALING TO PX

THE OPPORTUNITY PROJECT

UNITED STATES Census Bureau

The Opportunity Project (TOP) brings together **government, technologists, and communities** to turn **open data** into **digital tools** that tackle our nation's toughest challenges

We envision a future in which **every federal agency** uses the TOP model to **advance open innovation**, **disseminate data**, and **normalize cross-sector collaboration**

How can we make The Opportunity Project more clear and intelligible to prospective agencies?

Which digital solutions will best equip agencies for this new transition?

TOP

Led by **COIL**
1-2 challenge areas
Fixed timeline

TOPx

Led by **agencies**
Any challenge area
Flexible timeline

NOW

NEAR-FUTURE

FUTURE

GOAL

Create a **self-service website experience** that clearly and succinctly conveys what TOP is, and **orients prospective agencies** to how the new TOPx model works

DESIRED OUTCOMES

FOR AGENCIES

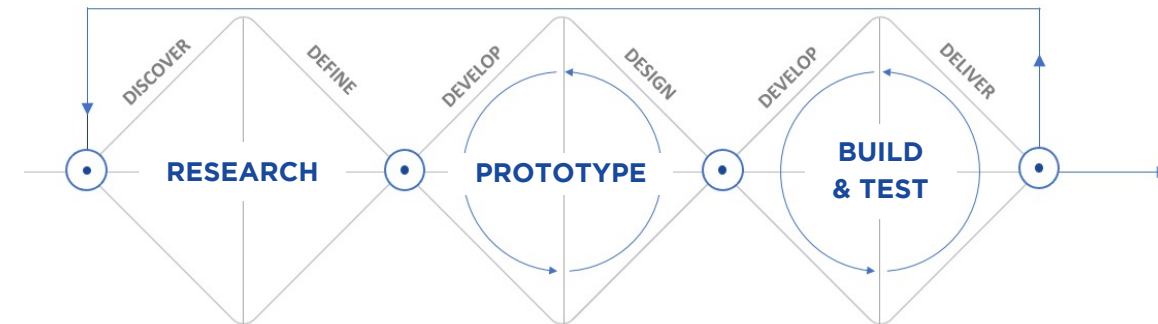Build awareness and excitement about TOP/TOPx

Understand the sprint process and their role in it

FOR CENSUS

Minimize time/effort required to brief agencies

Make website and digital tools easily adaptable

DESIGN PROCESS

DISCOVER   DEFINE   DEVELOP   DESIGN   DEVELOP   DELIVER

RESEARCH   **PROTOTYPE**   **BUILD & TEST**
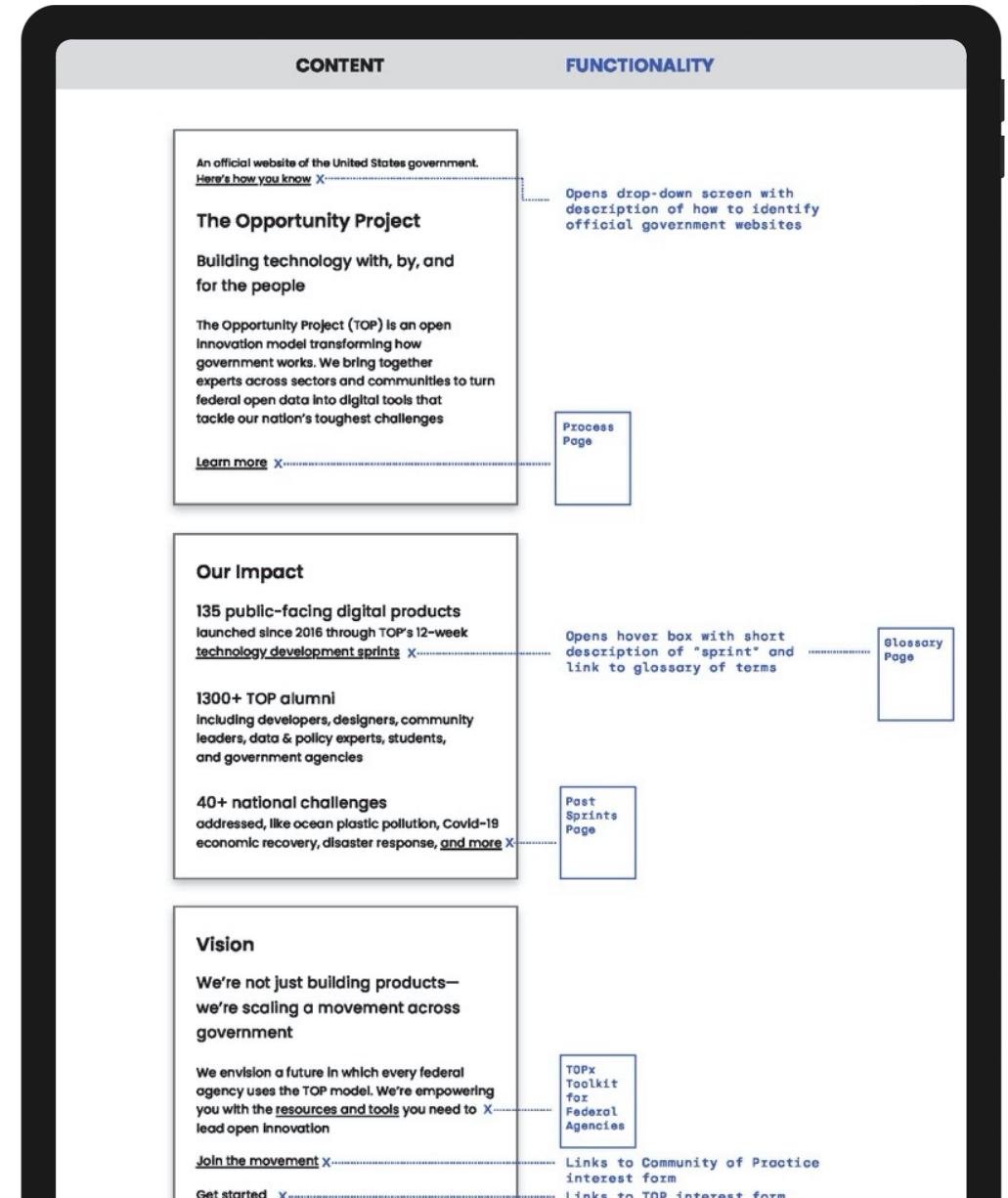
PRIORITY GUIDES

A new, **content-first approach** to prototyping

No layout or visual design elements **focuses the user** on information & content

Functional blueprint allows for **early collaboration** with developers

Content hierarchy is **suitable for responsive design**

Streamlines design of high-fidelity wireframes

Key findings from testing with users

METHODS

A prototype alone is not meaningful; it must answer a **clear question** or **hypothesis**

Design **only** the **details that matter** & choose an **appropriate method** for what we need to test

Be clear about **what we're testing** & when we have **enough data** to move on

CONTENT

Web-first content requires a hierarchy to balance **specificity** with **simplicity**

Use **plain language** & **in-context explanations** whenever possible to maximize comprehension

Structure & **sequencing** of information matters just as much, if not more, than the content itself

Moving from early insights to implementation

Research

DISCOVER

DEFINE

Generate insights

Find pain points & needs

Synthesize findings

(Re)frame the problem

Prototype

DEVELOP

DESIGN

Generate & prioritize concepts

Make & test prototypes

Learn, iterate, & refine

Build & Test

DEVELOP

DELIVER

Define requirements & success metrics

Create roadmap / user stories

Launch & test releases

Finalize & implement design

New idea/ insight/need

JUNE

JULY

AUGUST

Any opinions and conclusions expressed herein are those of the authors and do not necessarily represent the views of the U.S. Census Bureau.

Deliberative–Pre-decisional