

UX DESIGN AT THE CENSUS OPEN INNOVATION LABS

Associate Directorate for Research and Methodology

Drew Zachary — COIL Co-Director, Director of TOP



Kiran Wattamwar
MIT '17, Harvard '19
Design Engineering

Emma Brennan
CMU '19
Design for Environments

Jamie Liao
USC '21
Media Arts and Practice



UX Design at COIL

Associate Directorate for Research and Methodology

Supervisor: Drew Zachary — COIL Co-Director, Director of TOP

Emma Brennan, Jamie Liao, Kiran Wattamwar

United States™
Census
Bureau

CIVIC
DIGITAL
FELLOWSHIP



Emma Brennan

CMU '19
Design for Environments

Design Fellow



Jamie Liao

USC '21
Media Arts and Practice

Design Fellow



Kiran Wattamwar

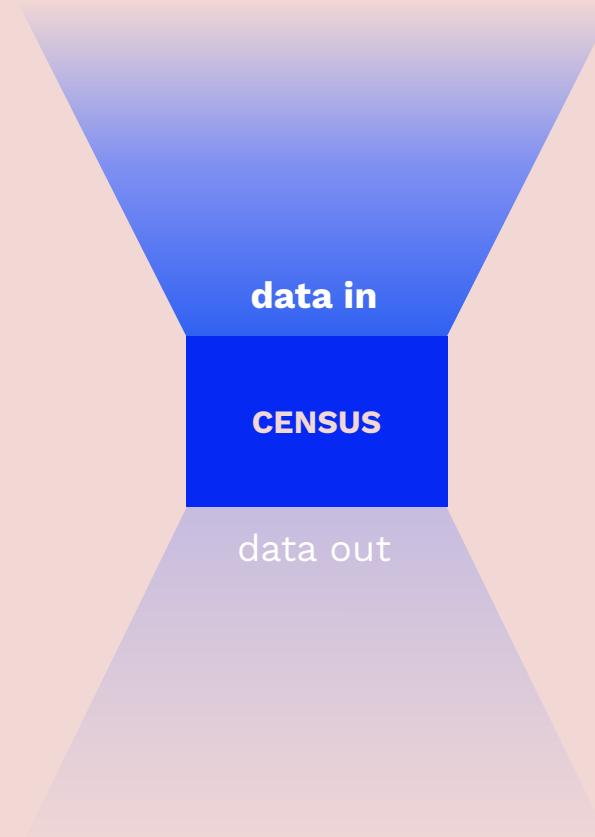
MIT '17, Harvard '19
Architecture + CS

Software Engineering Fellow

Census Accelerate

*How can we build **trust** with
hard-to-count communities?*

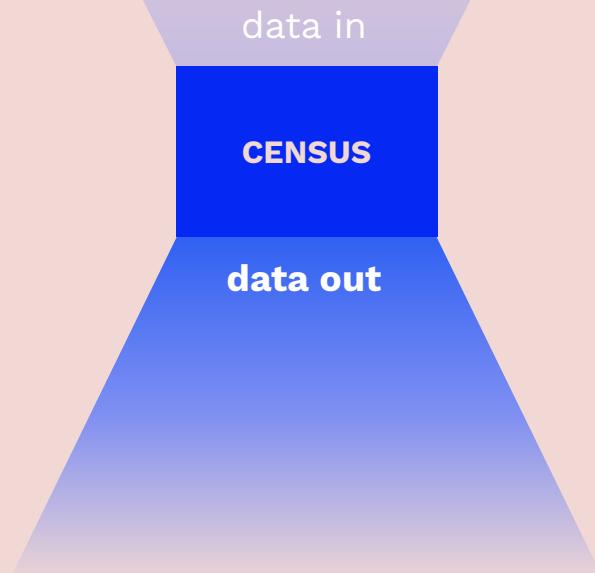
*How can we **get out the count**,
and involve the **creative
community** in the process?*



The Opportunity Project

*How can we put open data into the hands of **technologists**?*

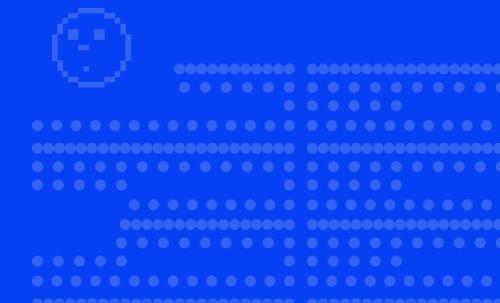
*How can we solve some of the most **challenging** agency problems with **open data**?*



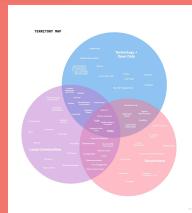


PROJECTS

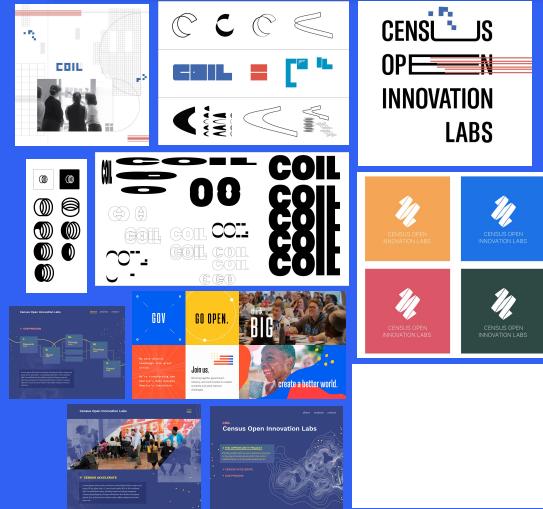
what we did



Process



Infrastructure



Identity



Process

Census Accelerate

Organized the run-of-show and activities to understand the problems at a **grassroots level**

200+ people
2 cities
2 workshops

Building relationships **across sectors** through, **storytelling**, empathy maps, and concept ideation.

Background

Projects

Process

Takeaways

Welcome to the Workforce Cohort!

We're so excited to have you here. Use this website as a portal for supplemental information about the sprint process as it unfolds.

TOP Weekly Summaries



Week	Summary
July 29 - August 2 -- Week 4	<p>This Week</p> <ul style="list-style-type: none"> Continue Data Exploration Teams continue to explore available data sets Data Dive (8/1) Teams join the virtual milestone to hear from data stewards and ask questions on available data sets
July 22 - July 26 -- Week 3	<ul style="list-style-type: none"> User Research + Data Exploration Teams continue to conduct user research and data exploration
July 15 - July 19 -- Week 2	<ul style="list-style-type: none"> User Research Milestone (7/18) Teams join the virtual milestone to share findings from their user research, design of their product, and connect with user researchers
July 8 - July 12 -- Week 1	<ul style="list-style-type: none"> Problem Statement Orientation Dive into the weeds about your problem statement and the goals of each challenge. User Research

The screenshot shows the "Welcome to the Workforce Cohort!" page with the following text:

Welcome to the Workforce Cohort!

We're so excited to have you here. Use this website as a portal for supplemental information about the sprint process as it unfolds.

TOP Weekly Summaries

July 29 - August 2 -- Week 4

This Week

- Continue Data Exploration
Teams continue to explore available data sets
- Data Dive (8/1)
Teams join the virtual milestone to hear from data stewards and ask questions on available data sets

July 22 - July 26 -- Week 3

- User Research + Data Exploration
Teams continue to conduct user research and data exploration

July 15 - July 19 -- Week 2

- User Research Milestone (7/18)
Teams join the virtual milestone to share findings from their user research, design of their product, and connect with user researchers

July 8 - July 12 -- Week 1

- Problem Statement Orientation
Dive into the weeds about your problem statement and the goals of each challenge.
- User Research

Infrastructure

The Opportunity Project Cohort Dashboard

*A core part of COIL is using **human-centered design** to best reach the people we interface with*

*in this case, it's primarily, tech teams and private sector partners through **cross-sector collaboration***



Identity

COIL Brand System

Goals:

Constructing an adaptable design system for an **evolving** brand identity

Speaking a **universal**, empowering language

Building **trust** with diverse communities and backgrounds

Designing **for and with** the public

For the first time, the decennial census will be conducted online.

With the first ever online decennial census...

how can we combat misinformation online?

how can we get out the count to a new generation of digital natives?

how can we reach hard-to-count communities?

how can we gain the trust of the public through information with integrity?

how can we put our data to good use for the general public?

how can we better leverage on-the-ground perspectives and work out of our walls?

how can we spark conversations and awareness about 2020 with digital media?



PROCESS

how we did it



COIL Brandstorm Personal Private KW IM C +4 Invite ... Show Menu

Why does our brand exist?

- group: design system should accommodate census audiences and external stakeholders by leveraging same color palettes, etc. differently (leaning into certain colors with certain audiences, etc.)
- to establish credibility with the people we want working with us
- So that someone doesn't say "wow, that MICROSOFT event was so great. the Census would never do something like that!" when it was the Census' event...
- demonstrate our values/mission
- To provide a singular look and voice for all the organizations we interact with
- To provide a cohesive, recognizable identity for our work, team, and mission
- Internal vs. external audience: we should be mindful of how we communicate differently to each

What problem are we trying to solve and for whom?

- Knowledge = human perspectives + data, turning numbers into people/ideas
- Improve the UX of cross-sector collaboration
- Government cannot do this alone.
- Creating channels for collaboration across sectors and industries - including private, public, and third sectors
- Humanizing data
- Ensure America's data becomes America's prosperity
- Dormant data. Tech teams find it more difficult to leverage gov data because they don't understand it or know it's there
- Lack of communication / feedback loop between tech ppl who use data and the agencies who release

Who are our direct competitors?

- USDS, 18F
- XD
- CAT
- Hackathons from other agencies
- CoLab (Ideo), NSF
- OPM Lab (?)
- NPP (also a collaborator)
- Think Tanks
- Good reference: <https://civicservicedesign.com/?gi=75e77af6dc6e>
- OES

Who is your ideal user?

- community organizations
- civic technologists (designers, developers, data scientists)
- government workers excited to do something different
- NYC MODA
- CfA
- people who otherwise would ignore government
- people who usually don't interact with government

What makes you different, and why should our users choose us?

- for brand: cross-sector collaboration esp. w/ other agencies/communities/non-profits
- data motifs/patterns that evoke data without scaring other people away
- Expose internal government expertise to innovators (get to work alongside govt, not just for them)
- We're well positioned with gov support and external reach
- Build coalition around projects from across sectors, prioritize open data
- Unique network - top tech teams AND creative teams AND federal agencies AND community orgs
- We're actively looking for outside perspectives to infuse and import into government
- We focus on people. We aim to provide a service to the people - we represent the same diversity of

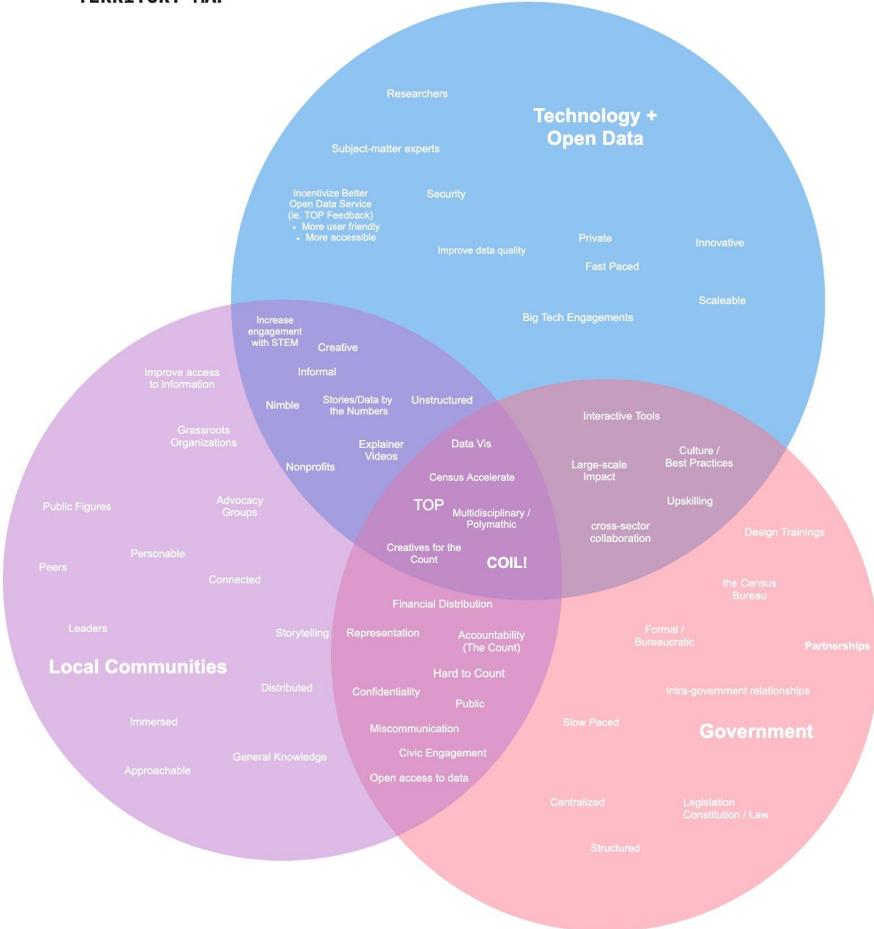
Background

Projects

Process

Takeaways

TERRITORY MAP



THE LIASON

Initiative Takers
Advocacy Group Reps
Civic Leaders



Outreach:

Proven, **easy ideas** and actions for supporting their community at a very local level in Census education

Resources they can share with a **wide audience**

Plug-and-play actions they can roll out and pass on in their own community

THE CREATIVE

Freelancers
Creative Agencies



Outreach:

Convincing proof that this is the **helpful creativity**

Self-betterment of content promotion and **network**

Flexibility in working style

Adding **value** to their **community** and their role as an artistic advocate

THE BUREAUCRAT

Census Partners
Skeptics



Outreach:

More **information** on what Census Accelerate is and how it **relates** to their work

How **effective** is this program? What do the **results** look like?

Can they **use** it? Will it help them to do **their work** better?

Background

Projects

Process

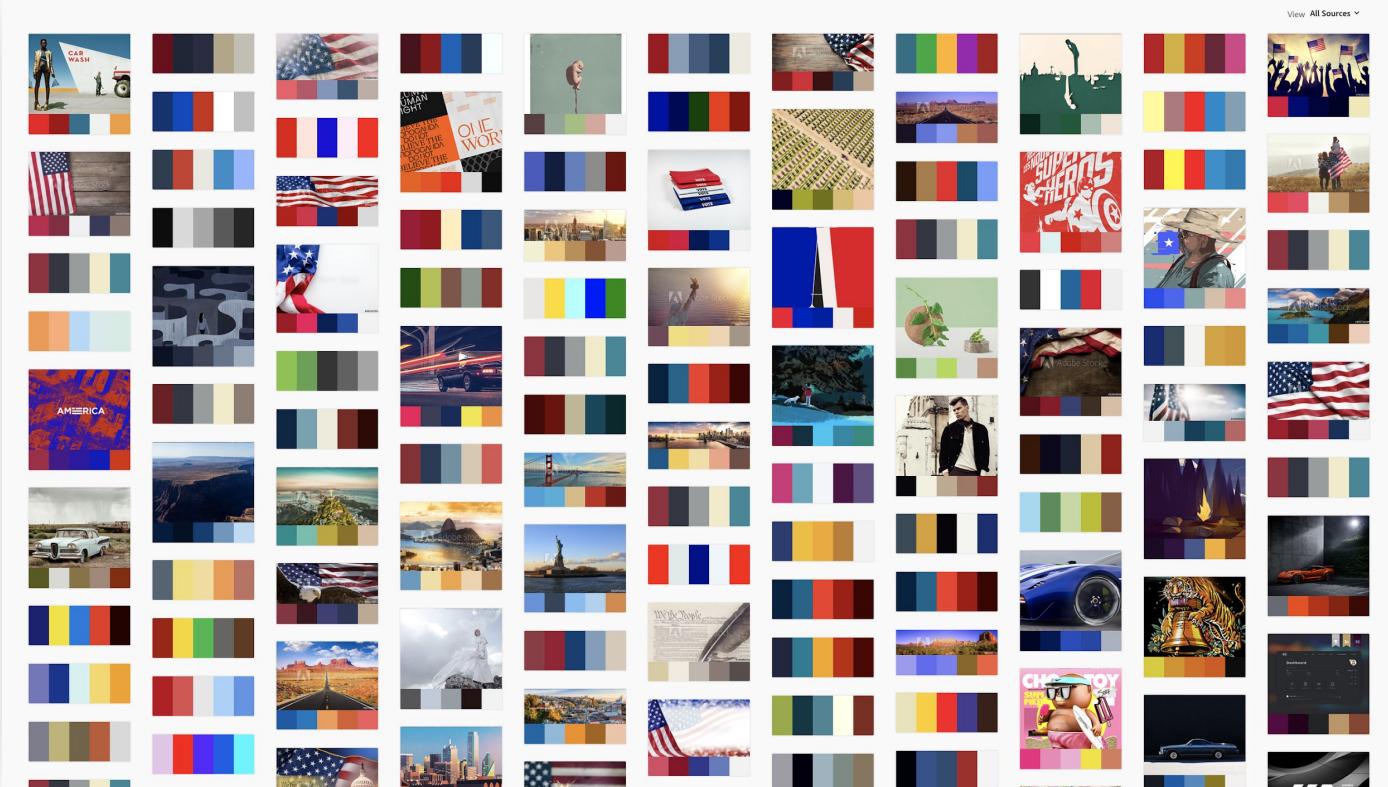
Takeaways

Background

Projects

Process

Takeaways



Background

Projects

Process

Takeaways



Background

Projects

Process

Takeaways

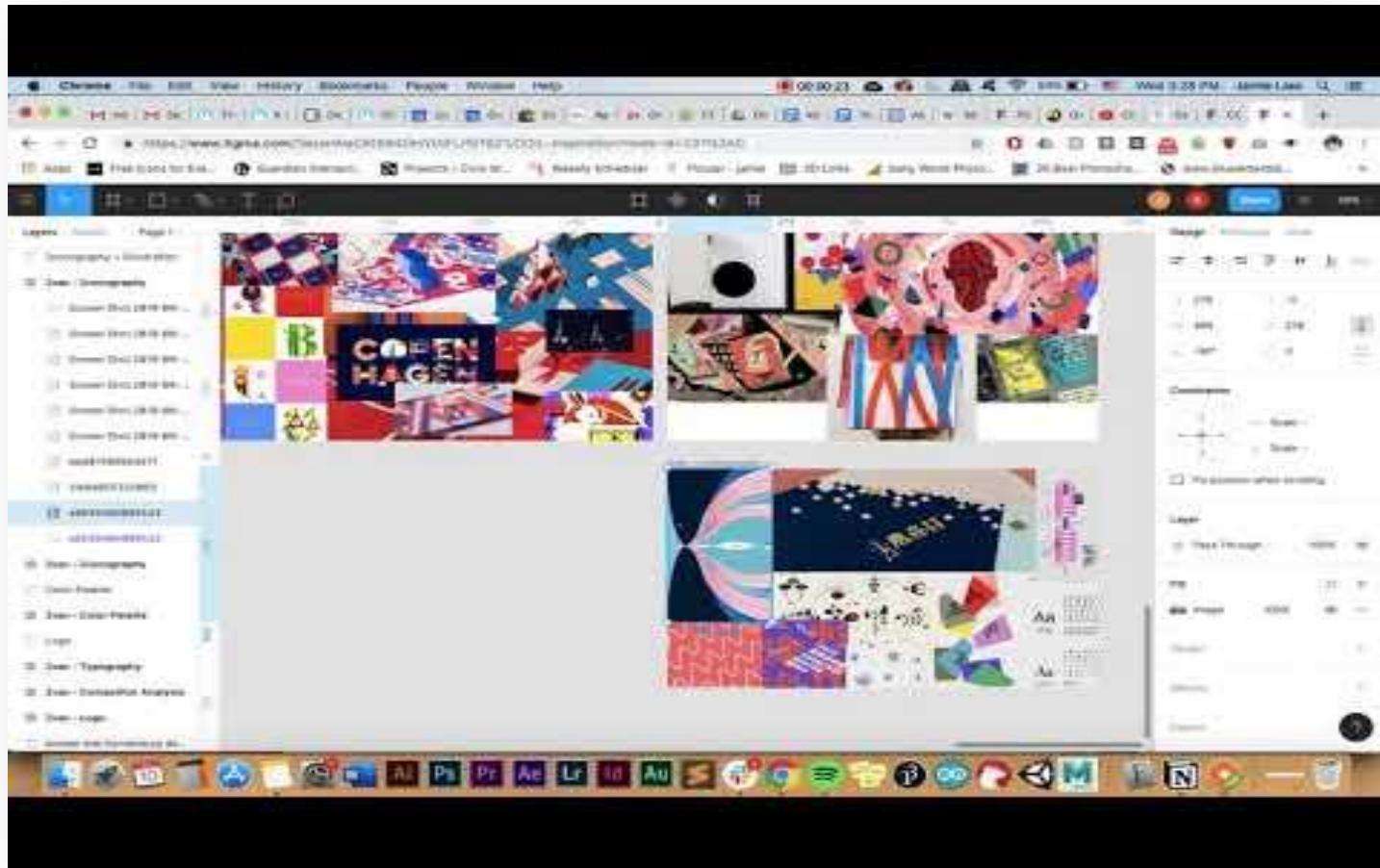




Three main goals emerged from our brandstorm session:

- (1) creating adaptive and dynamic logos,
- (2) creating thicker and text-based forms for logos and
- (3) including textures like data motifs *without* hard edges or dark-themes to create an airy and inviting aesthetic





Background

Projects

Process

Takeaways

Background

Projects

Process

Takeaways



Background

Projects

Process

Takeaways

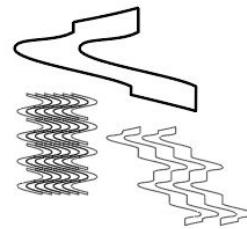
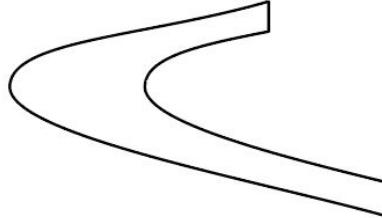
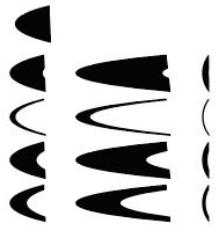
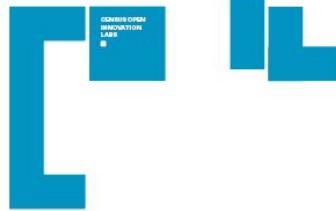
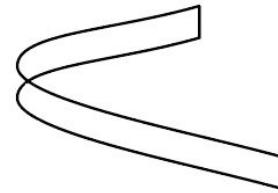
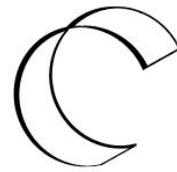
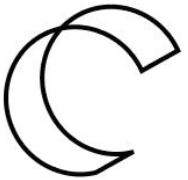


Background

Projects

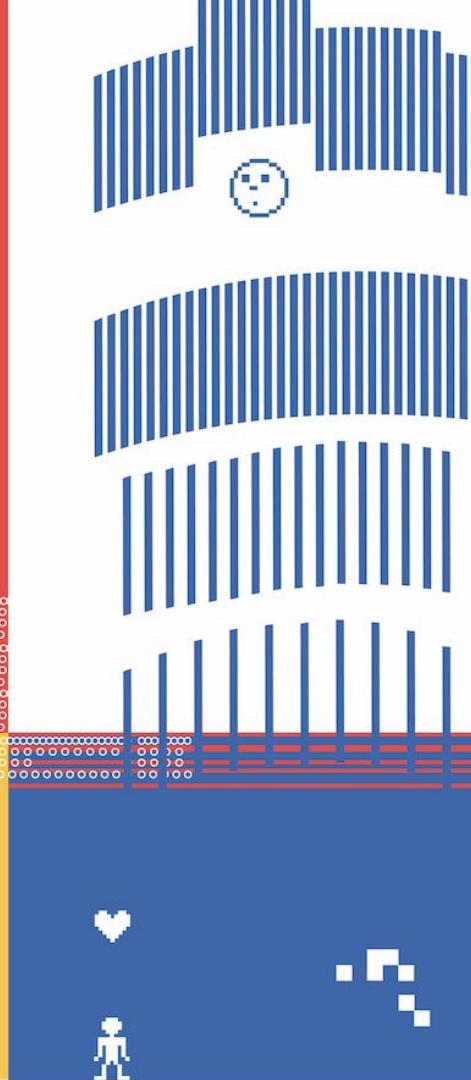
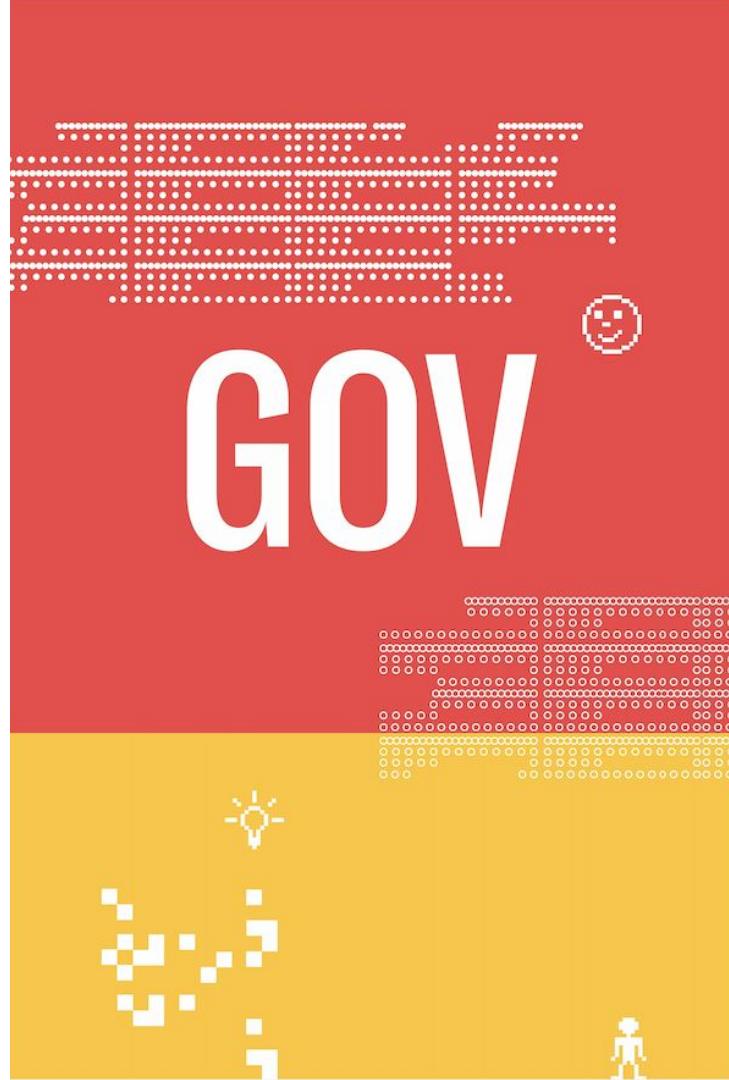
Process

Takeaways





COIL COIL COIL
COIL COIL COIL
COIL COIL COIL
COIL COIL COIL



OPEN
INNOVATION
BS



THE OPPORTUNITY PROJECT

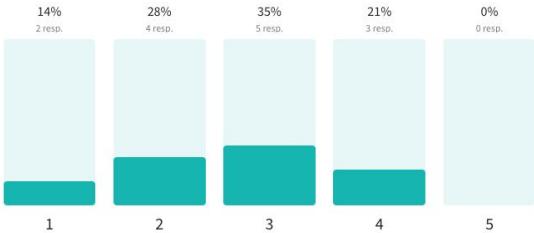




Idea 1

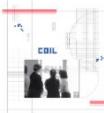
14 out of 14 answered

★ 2.6 Average rating

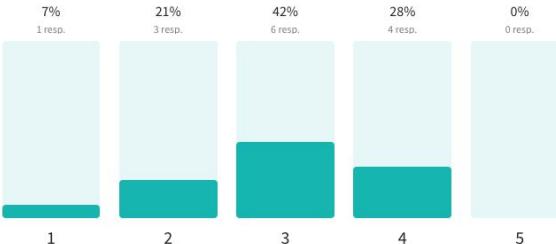


Idea 3

14 out of 14 answered



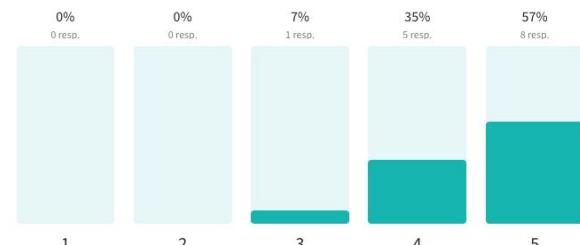
★ 2.9 Average rating



Idea 2

14 out of 14 answered

★ 4.5 Average rating





modernized outreach

[CTA to the process →](#)

DC Pride Create-a-thon

The event had given us more than just new materials to use – it left us feeling empowered to create.

Meghan Maury
Policy Director @ National LGBTQ Task Force

[CTA to showcase →](#)

Upcoming Create-a-thons

Event	Date	Location
Border Creatives	July 29	El Paso, Texas
PRIDE Creatives	July 29	Washington, DC
PRIDE Creatives	July 29	Washington, DC

Placeholder image for Partner with us and Content Development sections.

An official website of the United States government. Here's how you know

Census Accelerate

Home Get Involved Showcase Contact Us

Set the Stage Workshop Model Sample Activities Past Create-a-thons

User Advocates Government

Placeholder image for User Advocates and Government sections.

An official website of the United States government. Here's how you know

Census Accelerate

Home Get Involved Showcase Contact Us

Lorem ipsum dolor sit amet, consectetur

[CTA to learn more →](#)

Background

An official website of the United States government. [View in browser](#)

Census Accelerate

Toolkit

Step 1: Pick A Community

Step 2: Select a Format

Step 3: Pick a Key Message

Step 4: Decide Whether You Want to Host a #CreativesForTheCount or Make Something

Improving the Content

See The Steps

Home Get Involved Showcase Contact Us

This screenshot shows the homepage of the Census Accelerate Toolkit. It features a large central title 'Toolkit' with four circular callouts around it, each containing a step: 'Community', 'Format', 'Key Message', and 'Host a #CreativesForTheCount or Make Something'. Below each step is a brief description and a link to 'Improving the Content' or 'See The Steps'.

Step 1: Pick A Community

Community

1. You

2. Target Audience

Step 2: Select a Format

Step 3: Pick a Key Message

Step 4: Decide Whether You Want to Host a #CreativesForTheCount or Make Something

Improving the Content

See The Steps

Home Get Involved Showcase Contact Us

This screenshot shows the 'Community' section of the toolkit. It includes two main sections: '1. You' (with an icon of a person sitting) and '2. Target Audience' (with an icon of three people). Below these are the other three steps of the toolkit.

Step 2: Select a Format

Format

1. Social Media Profile Banners

2. Social Media Share Images

3. Memes

4. Visual Art & Illustrations

5. Videos

6. Written Content

You GET COUNTED.

YOU ALL GET COUNTED! #2020CENSUS

We Can Do It!

Register to today!

ROCKINOTE.ORG

Your voice counts, no matter the language.

Proud to be seen, be counted.

User Guide: How To Pack Your Writing

How to do a good pitch

Census 2020

intr O

This screenshot shows the 'Format' section of the toolkit. It lists six types of formats: Social Media Profile Banners, Social Media Share Images, Memes, Visual Art & Illustrations, Videos, and Written Content. Below the list are several examples of these formats, including a banner with a woman, a meme of a woman flexing, and a poster with the text 'Your voice counts, no matter the language.'

Step 3: Pick a Key Message

Key Message

General Census Education

Step 4: Decide Whether You Want to Host a #CreativesForTheCount or Make Something

Improving the Content

See The Steps

Home Get Involved Showcase Contact Us

This screenshot shows the 'Key Message' section of the toolkit. It includes a section titled 'General Census Education' with an icon of two people. Below are the final two steps: 'Decide Whether You Want to Host a #CreativesForTheCount or Make Something'.

Step 4: Decide Whether You Want to Host a #CreativesForTheCount or Make Something

Toolkit

intr O

Home Get Involved Showcase Contact Us

This screenshot shows the final 'Toolkit' section of the toolkit. It features the large title 'Toolkit' at the top, followed by the same descriptive text and links as the other sections.

Projects

Process

Takeaways



Four main lessons emerged from our branding process:

- (1) Use rapid ideation (high concept volume),
democratically refine, and present to public
- (2) Survey across segments to include more voices
to shape brand
- (3) Use rapid iteration to be reflective and self-aware
at every stage
- (4) Delegate tasks to give every designer ownership,
and accelerate team efficiency



The screenshot shows the GitHub organization page for COIL. At the top, there's a search bar, navigation links for Pull requests, Issues, Marketplace, and Explore, and a user profile icon. Below the header, the COIL logo is displayed, followed by a navigation bar with Repositories (6), Packages, People (5), Teams, Projects, and Settings.

The main content area lists four repositories:

- how-we-work**: Website for TOP program. Last updated 5 days ago. Metrics: 0 forks, 0 stars, 0 issues, 0 pull requests.
- top-site**: Website for TOP program. Last updated 5 days ago. Metrics: 0 forks, 0 stars, 0 issues, 0 pull requests.
- accelerate-site**: Website for Accelerate program. Last updated 5 days ago. Metrics: 0 forks, 0 stars, 0 issues, 0 pull requests.
- coil-website**: Last updated 6 days ago. Metrics: 0 forks, 0 stars, 0 issues, 0 pull requests.

To the right of the repositories, there are two sidebar boxes:

- Top languages**: HTML (red dot) and JavaScript (yellow dot).
- People**: Shows five profile pictures of team members and a button to "Invite someone".

Web Team Onboarding

File Edit View Insert Format Tools Add-ons Help Last edit was made 5 days ago by Anna Wang

Editing

Normal text IBM Plex S... 11 1 2 3 4 5 6 7

Versioning and Deployment

The master git branch is a protected branch, which means you cannot rebase or revert. The version history here is immutable so plan your commits accordingly!

→ **Clone the repository you want to get started**
You can find this link by copying the URL in the "Clone or Download" dropdown on the Github repository's main page:



```
cd <directory you want this copied into>
git clone <link-to-repo-src>
```

→ **Have any content updates (ie. changes to text) approved first, ask Drew who to contact**

→ **Create a branch with a reasonable name**
ie. `kiran-problem-statement-update-6-28`

```
git branch <your-branch-name>
git checkout <your-branch-name>
```

→ **Updated the CHANGES.md file**
For good internal hygiene, it helps us track changes made to the site over time even when this repository is accessed or separated version control

→ **Make your changes**

COIL Onboarding Guide

File Edit View Insert Format Tools Add-ons Help Last edit was on July 16

CENSUS OPEN INNOVATION LABS
ONBOARDING GUIDE

Welcome to the COIL team! We're psyched to have you 😊 😊 😊
The census is a big place, and we know you'll find your way around,
but here's a quick COIL-flavored guide to getting set up on the team.

If you experienced set up frustrations of your own, document how you
got through them here!

Accounts

- **GMail Account**
Create a <first name>.<last name>.census@gmail.com account
Example: jane.doe.census@gmail.com
- **Slack**
Workspace Name: coil2hq
Join channels!
- **Add yourself to the contact sheet!**
[Link](#)
- **Design Asana**
Ask Ivan to invite you
- **Join Github as a collaborator if relevant**
Link
- **COIL Google Calendar**
Anyone on the COIL team should be able to add you, we don't have a link to the entire calendar unless
you have privileges

Quick Links and Resources

- **IT Support**
TCO handles RSA tokens
(301) 763-2273
tco.security.support@census.gov
For everything else IT:
(301) 763-3333
- **Org Chart**
[Link](#)

**CENSUS OPEN INNOVATION LABS
ONBOARDING GUIDE**

Welcome to the COIL team! We're psyched to have you 😊 😊 😊
The census is a big place, and we know you'll find your way around,
but here's a quick COIL-flavored guide to getting set up on the team.

If you experienced set up frustrations of your own, document how you
got through them here!

Accounts

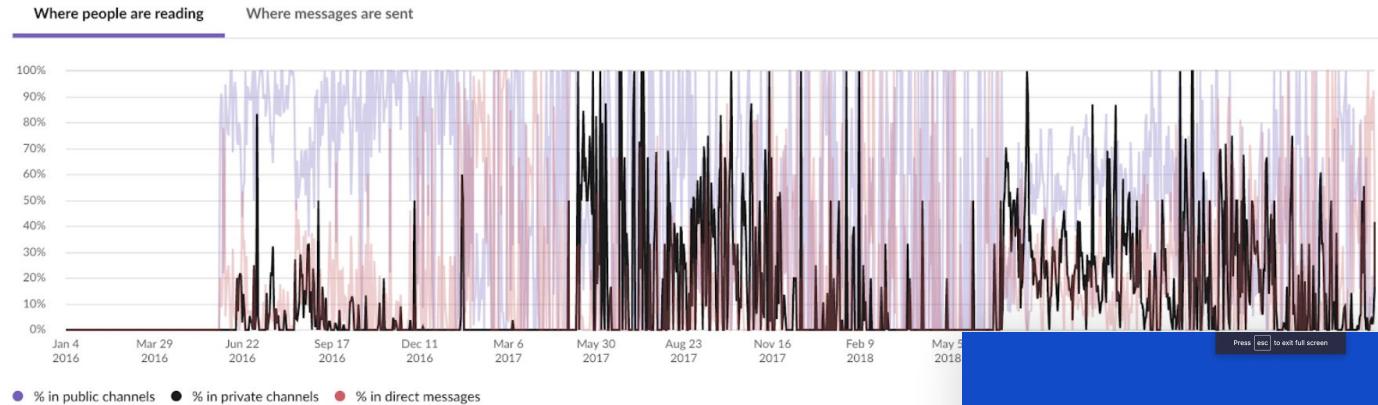
- **GMail Account**
Create a <first name>.<last name>.census@gmail.com account
Example: jane.doe.census@gmail.com
- **Slack**
Workspace Name: coil2hq
Join channels!
- **Add yourself to the contact sheet!**
[Link](#)
- **Design Asana**
Ask Ivan to invite you
- **Join Github as a collaborator if relevant**
Link
- **COIL Google Calendar**
Anyone on the COIL team should be able to add you, we don't have a link to the entire calendar unless
you have privileges

Quick Links and Resources

- **IT Support**
TCO handles RSA tokens
(301) 763-2273
tco.security.support@census.gov
For everything else IT:
(301) 763-3333
- **Org Chart**
[Link](#)

6. Public and private

Understand where your members have conversations, and where messages are most commonly read. Most messages will have multiple readers.



<https://opportunity-data.slack.com/stats>



Insight: Usage trends show that Slack usage is bursty (with peaks on a weekly basis between December and April)

SLACK WORKSPACE



Background

Projects

Process

Takeaways

Search the menus (Option+/)

100% \$.0 .00 123 Work Sans 11 B I A DO NOT EDIT

SETTINGS

Roles	Min/table	Max/Table	Table Max	8
Tech	3	5	Table Min	6
UA	1	3	Total Tables	12
Product Advisor	0	2		
Staff	0	2		
Other	0	2		

RECOMMENDATIONS

Roles	How many?	Table Recomendation:
Tech	0	
UA	0	
Product Advisor	0	
Staff	0	
Other	0	

TABLE 1 **TABLE 2** **TABLE 3** **TABLE 4** **TABLE 5** **TABLE 6**

| Name | Role |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| NOT FULL |

TABLE 7 **TABLE 8** **TABLE 9** **TABLE 10** **TABLE 11** **TABLE 12**

| Name | Role |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| NOT FULL |

BACKEND

DO NOT EDIT

Questions

How to use

1. Set up
2. When a question asks for "how many people", i.e. 3 people, so mark 3.
3. The table recommendation is based on the number of people assigned to it.
4. Fill the tables with names and roles.

Table Assignments (DO NOT EDIT) Template



TAKEAWAYS

what we learned



1

Everything is designed.

Systems that affect people are also designed by people. These can change.

2

Constraints come from everywhere.

From the people we serve, the systems we work within, and the environment around us.

3

Communication is the crux.

Design, workshops, service delivery and product dev are all to communicate a message, and share information.

THANKS

We couldn't do it without you!

Special shoutouts to

Coding it Forward

Rachel Dodell
Chris Kuang
Hillary McLaughlin
The CDF '19 Cohort

COIL/Census

Ivan Metzger
Drew Zachary
Mara Abrams
Lorena Molina-Irizarry
Michael Neal Bagby

CDF Mentors

Alla Seifert
Josh Dorothy