

# DESIGNING AN NIH STRIDES DIGITAL IDENTITY

Center for Information Technology

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CS + Economics

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UC Berkeley  
CS + English

# WHAT IS STRIDES?

The STRIDES Team had different (multi-part) answers to this question!

Responses from interviewees:

Platform of biomedical research collaboration to do, share, and improve research sharing across the country.

STRIDES is an enabler to help researchers move to cloud and make their cloud services the most useful.

"What we're building here is nothing less than the greatest community of cloud-based scientific research ever."

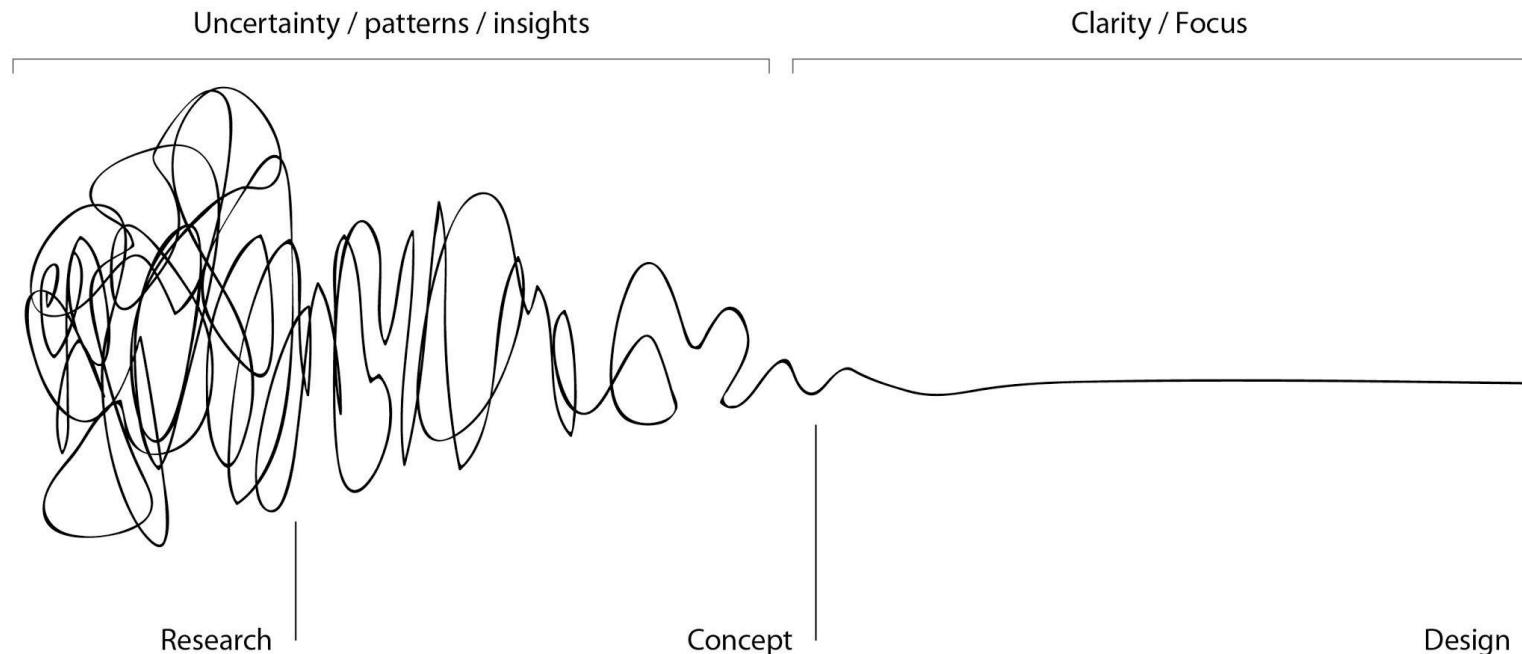
# OUR CHALLENGE

- Assist STRIDES by designing/implementing a digital presence that:
  - Is useful to the different types of STRIDES users
  - Follows modern government standards
  - Is maintainable after we leave
  - Introduce design thinking into government!

1. Website
2. Co-design workshops

# Website

# A BIT OF DESIGN THEORY



# PROCESS OVERVIEW



## Discovery

Stakeholder interviews  
End-user interviews  
User archetypes

## Prototyping

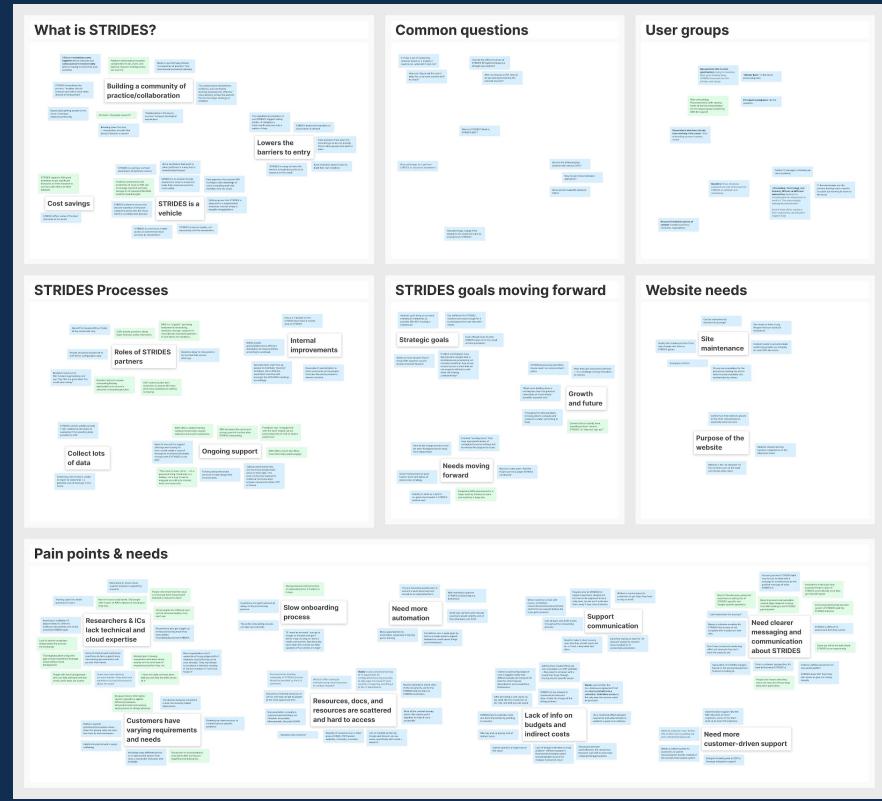
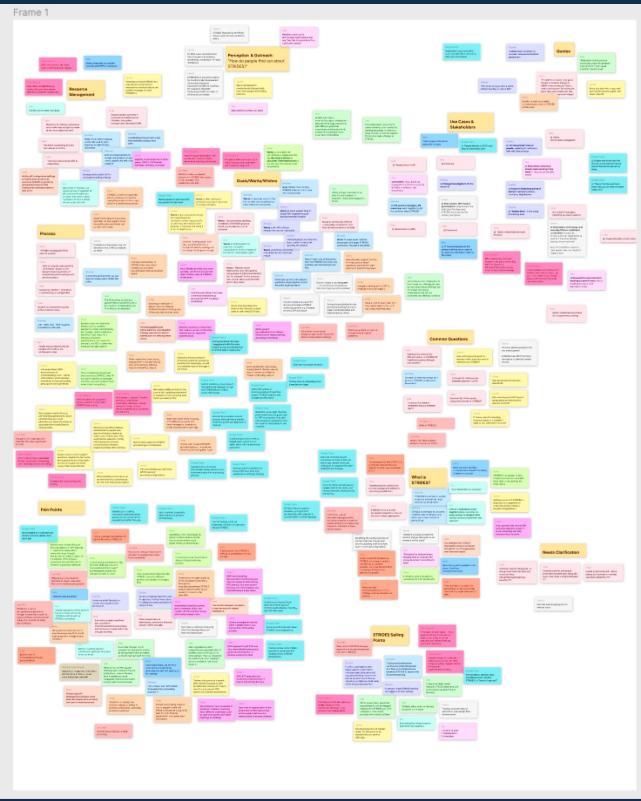
Information architecture  
Wireframing

## Testing

Usability testing  
Stakeholder feedback

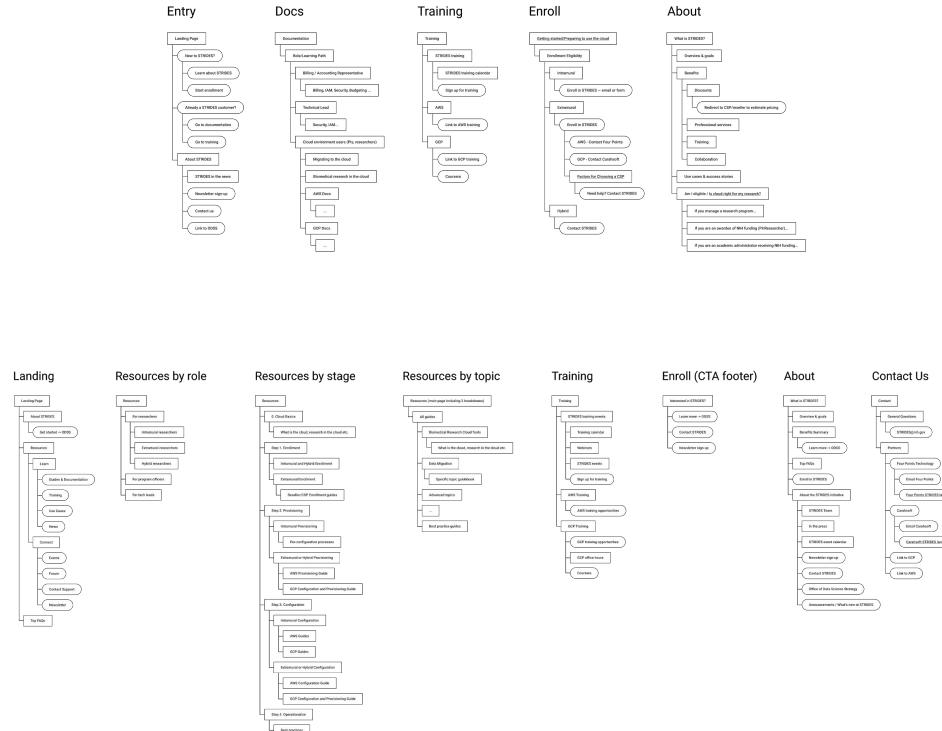
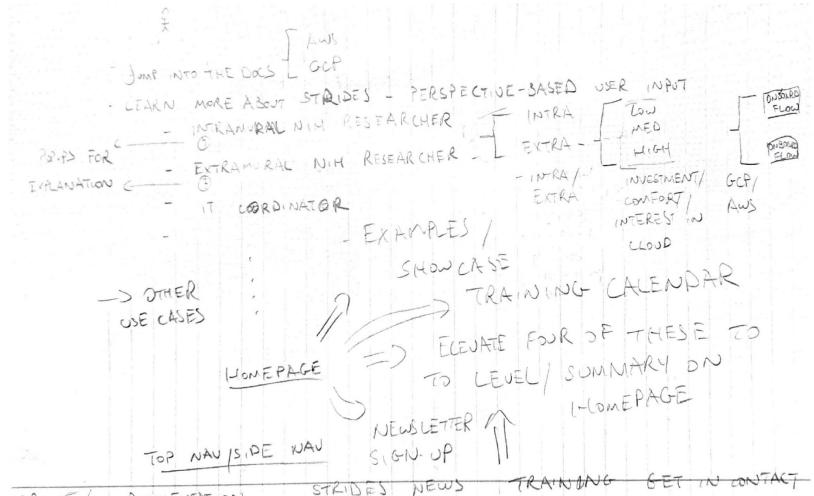
## Development

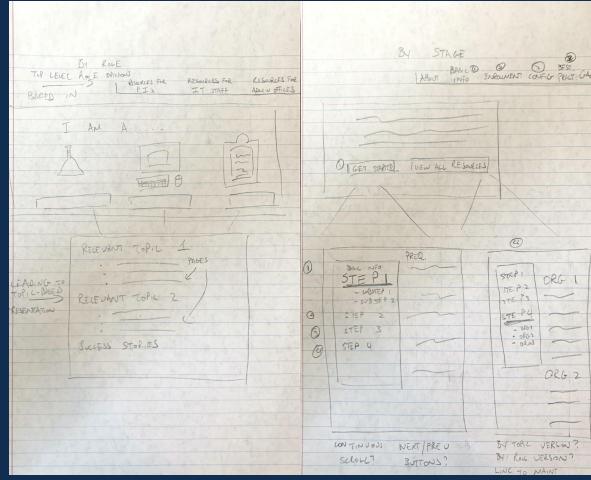
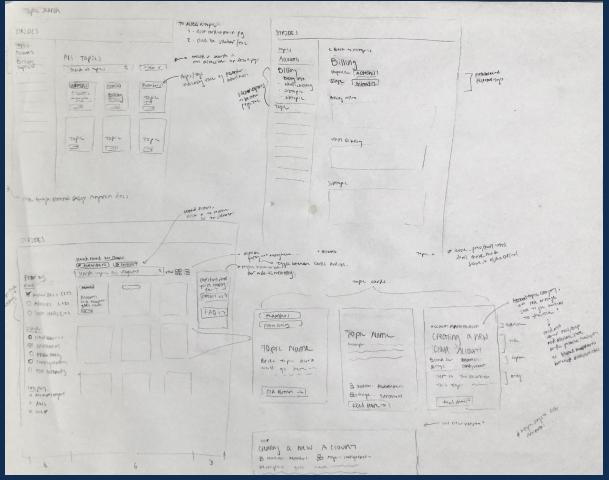
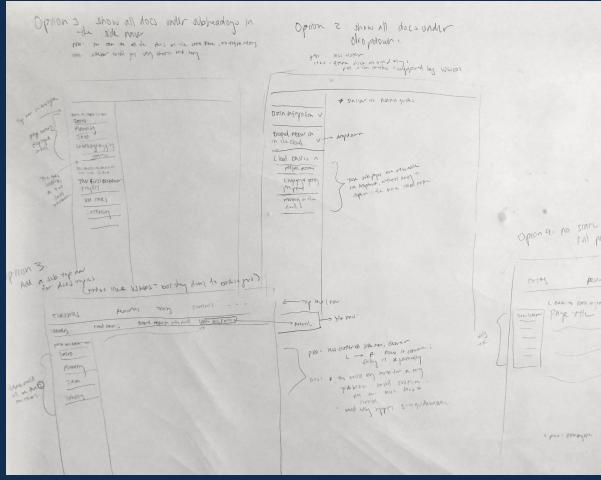
Jekyll/USWDS  
508 Standard Adherence



*29 interviews in 3 weeks*

# PROTOTYPING





An official website of the United States government [Here's how you know](#)

## NIH STRIDES

Resources Training About STRIDES About STRIDES

Home > Resources > Stage 3: Configuration

ONBOARDING STAGE 3

## Configuration

This section includes all the helpful resources to start configuring your cloud environment.

**Prerequisites** This guide assumes you have completed Stage 2: Provisioning

### Get started with configuration

**Intramural** Intramural research is done by scientists employed by the Federal government.

**Extramural** Extramural research is done across the United States by investigators who have been awarded grants through the NIH grant program.

**Hybrid** 'Hybrid' programs use NIH funded accounts but have an awardee manage the associated cloud environment and resources.

Not sure how your institute is classified? Contact STRIDES and we can help you.

### Intramural Configuration

This is a bit about what it means to be intramural

**Identity and Access Management** This document discusses the different types of AWS IAM accounts and what they are used for...

**Data Ingress and Egress** This document discusses the different types of AWS IAM accounts and what they are used for...

### Extramural Configuration

This is a bit about what it means to be extramural

**Identity and Access Management** This document discusses the different types of AWS IAM accounts and what they are used for...

**Data Ingress and Egress** This document discusses the different types of AWS IAM accounts and what they are used for...

### Hybrid Configuration

This is a bit about what it means to be hybrid

**Identity and Access Management**

An official website of the United States government [Here's how you know](#)

## NIH STRIDES

Resources Training About STRIDES About STRIDES

Home > Resources

## Resources

Guides and tutorials for everything you need to know about using cloud for research through STRIDES.

### Browse by role

See the important things to know based on your role.

**Researchers** Members or leaders of the program or project with scientific and/or technical responsibilities.

**Program Officers** Sets business practices and guidelines for how the institution will leverage cloud for research, aligning program goals with funding

**Technical Leads** Implements policies and technical infrastructure for the project or program

[View All Guides \(47\)](#)

### Browse by onboarding stage

Everything you need to know for each step of the process onboarding with STRIDES

**STAGE 0 Getting started with STRIDES** Start here to learn about the STRIDES Initiative and the benefits of cloud for your research

[View Getting Started →](#)

**STAGE 1 Enrollment** Engage with your STRIDES Initiative partner to start experiencing the available services and benefits.

[View Enrollment →](#)

**STAGE 2 Provisioning** Work with your selected STRIDES Initiative partner to set up a STRIDES Initiative account.

[View Provisioning →](#)

**STAGE 3 Configuration** Set up your cloud environment to start using your STRIDES benefits.

[View Configuration →](#)

**STAGE 4 Operationalize** Integrate custom or pre-built tools to accelerate your research.

[View Operationalize →](#)

[View All Guides \(47\)](#)

An official website of the United States government [Here's how you know](#)

## NIH STRIDES

Resources Training About STRIDES About STRIDES

Home > Resources > All guides > Data Migration

### Data Migration

Introduction Planning Identity and Access Management Labeling/Tagging

**Billing**

Access to Billing Information Consolidated Billing through AWS Organizations Cost Explorer Usage Alerts and Monitoring Cloudwatch Billing Reports Authentication Authorization Data Ingress and Egress Data Management Life Cycle Lessons Learned

**Billing**

This document discusses the IAM features regarding billing and cost management for AWS accounts.

Helpful for Program Officers and Researchers

#### Access to Billing Information

AWS Billing and Cost Management integrates with the AWS Identity and Access Management (IAM) service so that users can control who has organizational access to specific pages on the AWS Billing and Cost Management console. By default, IAM accounts are unable to access or change billing information even if they have administrator permissions. To be able to grant your IAM users access to your account's Billing and Cost Management console, you must activate the functionality. In accounts that are not a part of an AWS Organization, only the root account will be able to access billing information.

Information about how to allow IAM users to access or give access to billing information can be found at: [https://docs.aws.amazon.com/IAM/latest/UserGuide/tutorial\\_billing.html](https://docs.aws.amazon.com/IAM/latest/UserGuide/tutorial_billing.html)

**Consolidated Billing through AWS Organizations**

You can use the Consolidated Billing feature in AWS Organizations to consolidate payment for multiple AWS accounts. Consolidated Billing is offered at no additional cost, enables getting one bill for multiple accounts, while allowing track of each member account's charges. Each organization in AWS Organizations has a Master account that pays the charges of all the member accounts. When a group of AWS accounts is set up as an AWS Organization, the root of appropriate IAM accounts of the master account will be able to see the billing information of every member account as it comes in, and also get a cost report for each member account.

<https://docs.aws.amazon.com/awscostmanagement/latest/aboutv2/consolidated-billing.html>

[https://docs.aws.amazon.com/organizations/latest/userguide/orgs\\_introduction.html](https://docs.aws.amazon.com/organizations/latest/userguide/orgs_introduction.html)

<https://docs.aws.amazon.com/awscostmanagement/latest/aboutv2/grantaccounts.html>

#### Cost Explorer

The AWS Cost Explorer offers graphical visuals of account expenses, for viewing as a bar or a line chart. The default view will only show charges of previous months, but if the "Daily Costs" report is selected from the "Reports" dropdown, it will enable viewing of up-to-the-day expense reports as well as the forecasted costs. The Cost Explorer setup can be reached at <https://console.aws.amazon.com/cost-reports/home>.

It is also possible to download a csv of a report currently being displayed by clicking the "Download CSV" button below the graph.

<https://docs.aws.amazon.com/awscostmanagement/latest/aboutv2/cost-explorer-what-is.html>

#### Usage Alerts and Monitoring

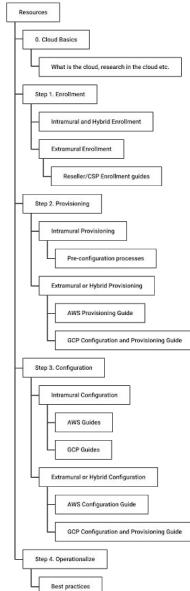
Usage alerts will notify an email address when monthly costs go over a certain amount. To set this up, a Security Notification Service topic must be created and the email addresses must subscribe to that topic. More details can be found here.

# USABILITY TESTING

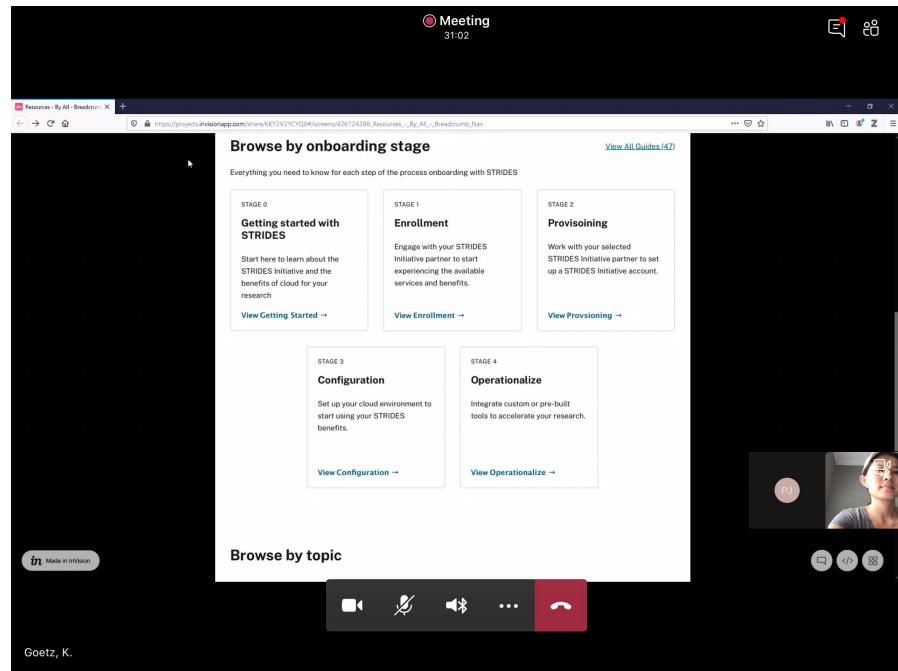
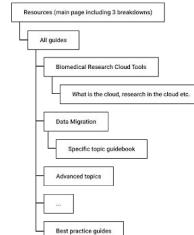
Resources by role



Resources by stage

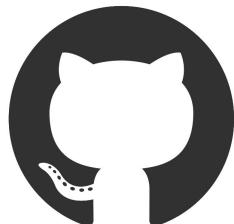


Resources by topic



Gathering feedback on InVision prototypes with Kerry from the National Eye Institute (NEI)

# DEVELOPMENT: BUILDING THE WEBSITE



## Resources

Guides and tutorials for everything you need to know about using cloud for research through STRIDES.

### Browse by role

[View all guides](#)

#### Researchers

Members or leaders of the program or project with scientific and/or technical responsibilities.

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#### Program Officers

Sets business practices and guidelines for how the institution will leverage cloud for research, aligning program goals with funding

[View program officer guides](#)

#### Technical Leads

Implements policies and technical infrastructure for the project or program

[View technical leads guides](#)

#### Security Leads

Implements policies and technical infrastructure for the project or program

[View technical leads guides](#)

### Browse by onboarding stage

[View all guides](#)

Everything you need to know for each step of the process onboarding with STRIDES

#### STAGE 0

##### Getting started with STRIDES

Start here to learn about the STRIDES Initiative and the benefits of cloud for your research

[View getting started -->](#)

#### STAGE 1

##### Enrollment

Engage with your STRIDES Initiative partner to start leveraging the available services and benefits.

[View enrollment -->](#)

#### STAGE 2

##### Provisioning

Work with your selected STRIDES Initiative partner to set up a STRIDES Initiative account.

[View provisioning -->](#)

# Co-design workshops

# WHY WORKSHOPS?

- Challenge: design a visual identity for STRIDES, and develop possible work marks and/or taglines for the program
- Goal: develop a common language to describe what STRIDES is about



Values / Andy

5:00

**Values / Andy**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

**Values / Mark**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

**Values / Nick**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

**Values / Stacie**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

**Values / Sisley**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

**Values / Todd**

**Values**

Task 1: Define values

What do you want STRIDES to be known for?

What don't you want STRIDES to be known for?

8:00

Affinity mapping and voting

**Affinity mapping and voting**

**Task 1: Themes**

1. Share what you think are the most important themes from the previous exercise.

2. Share what you think are the most important themes from the previous exercise.

**Task 2: Voting**

For each theme, place a dot on the grid below. If there are multiple dots for one theme, place them all on the same row.

**Themes**

Theme 1  
Theme 2  
Theme 3  
Theme 4  
Theme 5  
Theme 6  
Theme 7  
Theme 8  
Theme 9  
Theme 10

**Content Audit****Nick**

Key questions to answer during the content review and strategy of STRIDES align with the values we have defined.

Values (defined in exercise 1):

- 1.
- 2.
- 3.

**Task 1: Individual vote**

3 min | Individual

1. Drop a thumbs up or thumbs down based on how well you:

- 1. You can add a sticky note below the entire section on the board to explain your thinking.
- 2. You can choose to vote for every single image!

For example:

**Task 2: Continue/stop**

3 min | Individual

After reflecting on the images, use the decisions below to point to the next steps:

1. Elements you think we should keep
2. Elements you think we should change

These elements can be anything from the colors, imagery, connotations, etc., that you feel are appropriate.

**Extras**

**Personality Sliders****Nick**

**BuzzFeed** Friendly ————— Authoritative

This exercise helps set the tone for brand communication to determine personality and tone, look and feel and any other external communication.

**Task 1: Place your dots**

Drag your dot to where you think STRIDES falls between the two words.

If you think a neither is a good fit, move your dot to the gray 'neither' circle to the right.

Note: the company logos are only meant to be a visual reference and are not based on the words instead of directly comparing STRIDES to the companies represented by the logos

**matchup** Casual ————— Serious

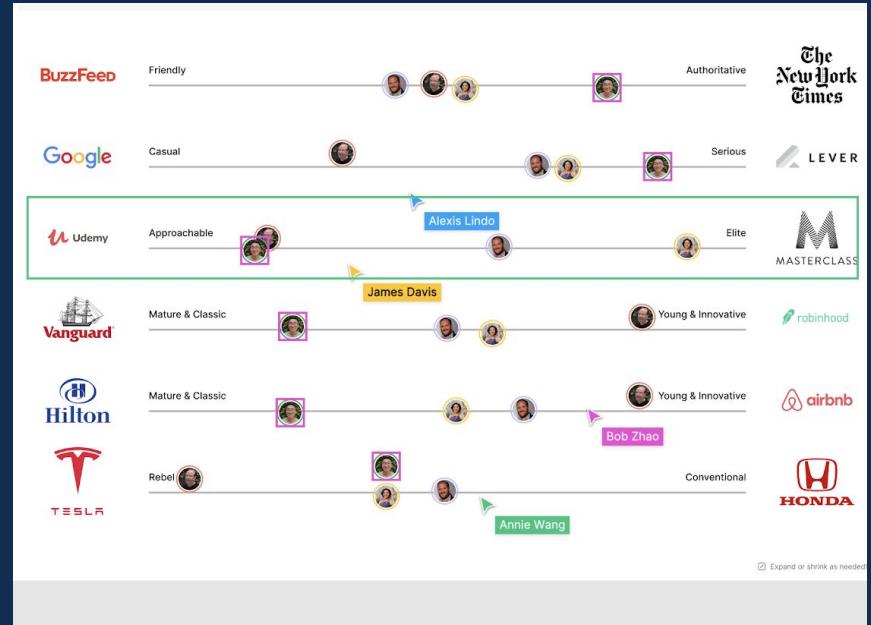
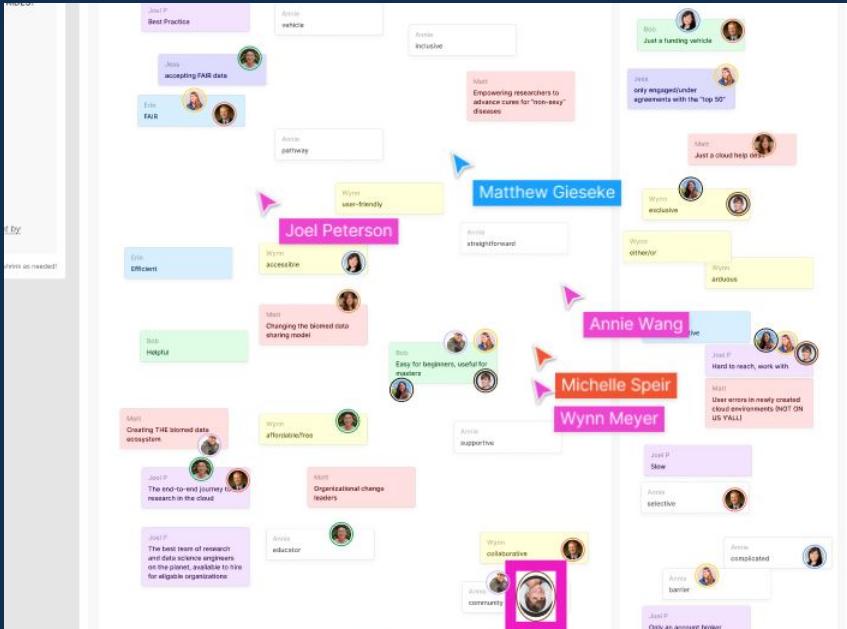
**Open Academy** Approachable ————— Elite

**Hilton** Classic ————— Innovative

**Tesla** Rebellious ————— Trustworthy

**Uber** Subtle ————— Vibrant

**Theremand** Secure ————— Free



Chrome File Edit View History Bookmarks People Tab Window Help

00:00 96% Fri Jul 31 1:00:17 PM Annie Wang

figma.com/file/M0VU0maJN0oOTU9gb3ZrR8/STRIDES-Design-Workshop-3?node-id=0...

Apps NIH PRINT HC App Board - A...

STRIDES Design Workshop 3 - +

Brand / STRIDES Design Workshop 3

Layers Assets ? 1. Values

Pages +

Welcome & Intro

Figma Basics

... ? 1. Values

2. Personality Sliders

3. Content Audit

Takeaways

Takeaways

Takeaways

White

# Values / Todd

# Values / Nick

# Values / Sisley

# Values / Mark

# Values / Stacie

# Values / Andy

Timer

Timer

T Body text

# Affinity mapping and voting

Dot / Positive

Affinity mapping and voting

Task 1: Share out

Task 2: Vote and discuss

Andy

Sisley Chung

Other Bookmarks

Activity

Chat

Background

E5E5E5 100%

Local Styles

Text Styles

Ag Slides/Title - Heavy 64

Ag Slides/Body - Regular 24

Ag Slides/Header - Black 18

Ag Tasks/Title - Heavy 40

Ag Tasks/Subtitle - Heavy 24

Ag Tasks/Body - Bold 18

Ag Tasks/Body - Regular 18

Ag Tasks/Button - Heavy 14

Ag Sticky notes/Title - Bold 14

Ag Sticky notes/Body - Regular ...

Color Styles

- People / Sisley
- People / Mark
- People / Todd
- People / Nick
- People / Andy
- People / Stacie
- People / Annie
- People / Bob
- Sticky / Indigo
- Sticky / Pink
- Sticky / Green

Get app

Apps

Help

You're recording You are recording this meeting. Be sure to let everyone know that they...

Dismiss

Baxevanis, Andy (NIH/NHGRI) [E]

Weber, Nick (NIH/CIT) [E]

Zhao, Bob (NIH/OD) [F]

01:30:43

Annie

Aubrey, Stacie (NIH/CIT) [E]

Mark (NIH/NHGRI) [C]

V

?

4:34 PM

1

i think doing one of these branding sessions with leadership would be SO HELPFUL

We need more opportunities like this for leadership!!

7/16 4:38 PM

fascinating that none of our adjectives align to our imaging...

Takeaway

We need to **align on a clearer value proposition** that is better reflected in our customer-facing communications

Takeaway

**We have a lot of work to do with partners outside of the core STRIDES team** to build the website and community we think we need to sustain the effort.

Takeaway

Better understanding of priorities of STRIDES team, **feeling heard in my own concerns and ideas about STRIDES**

Takeaway

I have hope that we can **clarify the future of STRIDES to understand what we are working toward collectively**

*Feedback from post-workshop surveys and discussions*

# Final Thoughts

# BIG PICTURE TAKEAWAYS

**“Design the small thing well, rather than  
the large thing poorly.”**

# BIG PICTURE TAKEAWAYS

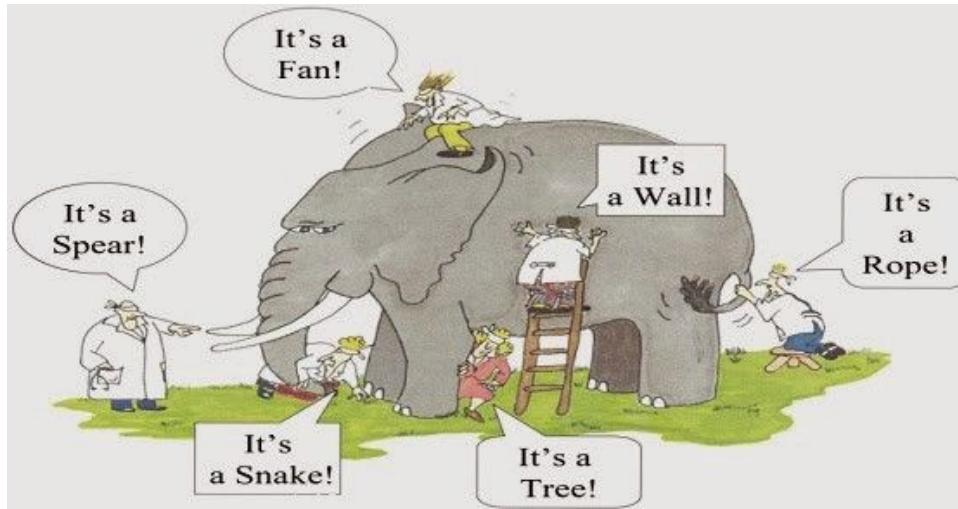
We hope our website sets the stage for the next person to succeed



# BIG PICTURE TAKEAWAYS

## Design in NIH (gov?) contexts -

Our “research process” is different in practice, but similar in spirit.



# NEXT STEPS

- Documentation and deployment
- Filling in content
  - Finalizing strategy link to ODSS website
- Subsequent iterations
  - Community forum
  - Gallery of success
  - Dynamic content

# THANK YOU

- **Nick Weber, Joel Peterson**, and the entire NIH STRIDES team
- **Jess Mazerik** for supporting all of the NIH fellows
- **Rachel Dodell, Chris Kuang, Ariana Soto** from Coding it Forward
- Mentors **Victoria Suwardiman, Jenn Noinaj**, and **Ivana Ng**
- Everyone who participated in our user interviews, usability testing, and design workshops