

Presidential Innovation Fellows

Improving the Usability of pif.gov

Through Evaluation and Testing

Presented by: Ahsanul Abeer



pif.gov - The Presidential Innovation Fellows Website

The screenshot shows the homepage of pif.gov. At the top left, the text "Presidential ★★★ Innovation Fellows" is displayed next to three blue stars. The top right features a navigation bar with links: Home (underlined), Who We Are, Fellows, Projects, Agencies, a red "Join us" button, and a search icon. The main content area has a blue-toned background image of a group of people. On the left, white text reads "Uniting innovators & federal leaders" and "to improve government for every person in our country". A white "Join us" button is located below this text. On the right, three white star icons are followed by bold, italicized text: "Inform & Inspire", "Motivate to Apply", and "Sign up for Updates". At the bottom left, there is a small link: "● Agencies: Learn how to work with Presidential Innovation Fellows".

Presidential ★★★
Innovation Fellows

Home Who We Are Fellows Projects Agencies Join us

Uniting innovators &
federal leaders
*to improve government for every
person in our country*

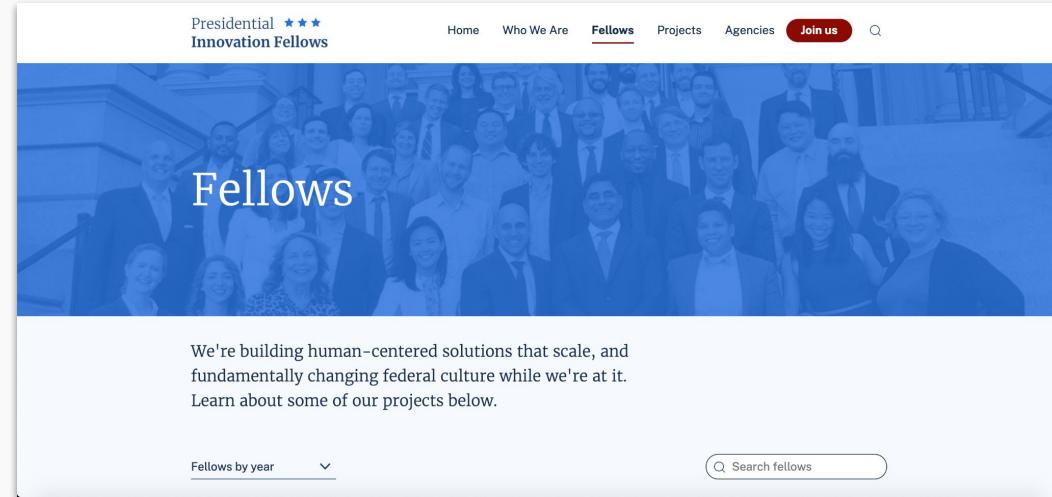
Join us

● Agencies: Learn how to work with Presidential Innovation Fellows

★ Inform & Inspire
★ Motivate to Apply
★ Sign up for
Updates

pif.gov/fellows

*2nd most visited
page on pif.gov*



The screenshot shows the homepage of the Presidential Innovation Fellows website. At the top, there's a navigation bar with links for Home, Who We Are, **Fellows**, Projects, Agencies, and a Join us button. Below the navigation is a large, semi-transparent blue overlay featuring a group photo of many fellows. The word "Fellows" is prominently displayed in white text on the left side of the overlay. A descriptive paragraph below the photo reads: "We're building human-centered solutions that scale, and fundamentally changing federal culture while we're at it. Learn about some of our projects below." There are also "Fellows by year" and "Search fellows" filters.



Aamir Virani

Building products. Building teams. Defining processes (but not too much!).



Aaron Creel

Security and technology Advisor in artificial intelligence and emerging technologies supporting public sectors. Twenty years of experience in governance and security policy.



Abrar Qureshi

A technologist and a believer in continuous re-imagination and simplification.



Adrianna Valenti

Transformational leader combining art and science to provide clarity to complex issues.

0.0.0.0:4000/fellows/adrianna-valenti/

★ *Empathize*
★ *Educate*
★ *Inspire*



Problems with the Fellows Page

High Bounce Rate

65%

*Low Average
Time on Page*

**28
Seconds**

Exit Rate

15%

*How can we improve the
Fellows page to retain
potential candidates?*



PIF CONTENT STRATEGY BRAINSTORM

This content strategy template was created to help facilitate the process of designing a successful fellows page on the PIF website.

PROJECT NAME:
Coding It Forward Web Updates

DATE:
6/22/2021

ATTENDEES:

- Ahsan
- Keith
- Aileen

1 PRINCIPLES

Current Identity

LOGO, TYPE & ILLUSTRATION

Merriveather Bold 32 for headers with Light Italic for emphasis
Merriveather Regular 16 for subheads

Font Pairing: **Playfair Display 27 for large logo type**
Playfair Display 14 for regular body text
Playfair Display 14 for small body text

PERSONAL BIO

President, Innovation Fellows

COLOR PALETTE



PRINCIPLES

These are our brand's building blocks.
What do we look like, who do we serve, and what do we offer?

Target Customer

PERSONAL NAME

Future Fellow

Creating community across government



PERSONAL BIO

Our Fellow, PIF's senior tech and innovation leaders who bring unique expertise and passion to their work. They are leaders who work hand-in-hand with agency experts.

What they do

Bring people and ideas together. Wherever there is a need to connect, our Fellows are there. They have a deep understanding of how to identify and evaluate the needs of their clients, whether it's a government agency or a private sector organization. They are also well-versed in the latest trends and how they can be applied to solve complex problems. Our Fellows are driven by a desire to make a difference and represent values that are shared by everyone and every culture. They are committed to making a positive impact on the world and the communities they serve.

What they value

Our Fellows are:

- Data science, AI, and analytics
- Cloud computing and infrastructure
- Cybersecurity and information security
- Digital design
- Digital marketing
- General management
- HR
- Policy
- Project management
- Public administration
- Supply chain management
- Technology

General Qualifications

- BS degree in a related field
- Ability to think outside the box (after thinking outside the box)
- Excellent communication skills
- Good grasp of English grammar
- Good research and analysis skills
- Good writing skills
- Leadership

Value Proposition

What is the brand about? How does it benefit the target customer and what differentiates it?

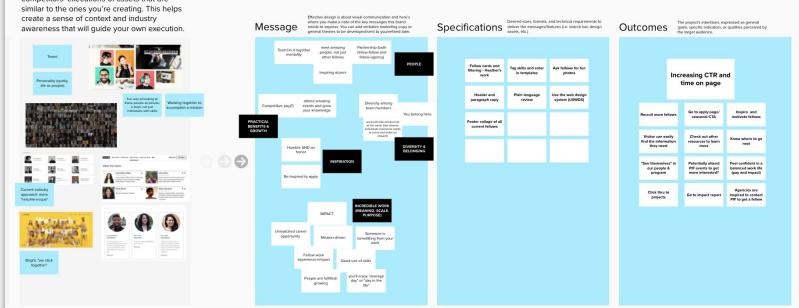
For senior industry technologists who want to use their expertise for profound good, PIF provides a unique opportunity for you to come solve massive challenges at a massive scale AND find support in a cohort of change agents, access to leadership compensation, and an unmatched network across industry and government.

Benefits

- Jump into public service with confidence and flexibility.
- Find a place where you can grow and develop.
- "What's next?" is now the most exciting question.
- "How can we make a difference?" is the most important resource.
- Here, you'll never go it alone. As a cohort, our community is dedicated to supporting each other and helping one another succeed.
- Be a trusted leader in your own workplace and beyond.
- Gain access to quality healthcare and retirement savings.



3 PROJECT: pif.gov/fellows



moz://a Who we are What we do What we fund What you can do Blog

Heart Donate Newsletter

Heuristic Evaluation

PIF WEBSITE HEURISTICS EVALUATION

Today, we are evaluating our website to identify user research priorities and whether or not our website is reaching its objectives. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics").

- 1 Background**



● Persona
Who are we designing for?

Future Fellows. Tech and innovation leaders who bring human-centered, iterative, and data-driven practices to work by learning hand-in-hand with Federal agency leaders.

Mission-driven. Mission-driven leaders who are “doers.” People first. They do what they say, even if especially when it’s hard. Want to believe a problem is solvable, but know that most “big-potential” opportunities won’t make the most of their skills. They want to apply their extensive technical expertise to great ideas. They are open to feedback and are willing to learn from others. They are driven by a desire to do work that advances their career, but the mission-driven opportunities they know of feel like masonry at a pay cut. They want to feel the “uncertain”—the best of both worlds, so they can enter a role of service with confidence. They are friendly, just unsure of how to break into publicservice; several

● Problem
How does our indicator fail?

While we focused on 50% of FY22 candidate discovery through any other source, we have made progress narrowing our field, including user interests and preferences testing, we have not yet done user validity research. We wanted to identify user research priorities, and ultimately, ensure our website inspires candidates to apply.

WELL MEASURE:

Reserve CTY open or invite to interview	Take our call page	Organizing website	The user is CSCD and confident
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WE WON’T CONSIDER THE FOLLOWING AREA:

Career counselor	Industry liaison or government liaison
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● The objective
Identify user research priorities

...so that we deliver a module that generates “future fellow” interest and inspires candidates to apply.

Mobile cognitive load. Hint!
The mobile version of this slide is designed to be viewed while users swipe the screen horizontally. The text on the right side of the slide is aligned to the left to prevent overlap with the portrait grid.

- Our website is reaching its objectives. Heuristic evaluation involves having a small set of (the "heuristics").

2 Evaluation

Use this section evaluate our site based on our heuristics.

 - Minimize cognitive load.**
 - User control and freedom.**
 - Match between site and real world.**

<p>Redesign instead of saying "out of date". Instead say "out of date".</p>	<p>Homophony verb choice. Are "out" or "easy" too strong?</p>	<p>Red & alerting</p>
<p>The button may become less effective as time goes by. Also, it's not clear what happens after clicking.</p>	<p>Clear tap rate The longer you wait, the more likely you are to click.</p>	<p>Match between site and real world</p>
<p>Don't make it look like a game. It's not a game.</p>	<p>What does "short representation" mean? Is it a good idea to have a short representation?</p>	<p>Do we highlight 20% of our products? Or 100%?</p>
<p>Don't make it look like a game. It's not a game.</p>	<p>Clear tap rate The longer you wait, the more likely you are to click.</p>	<p>Observe users' shopping behavior in "short representation".</p>
<p>Red & alerting</p>	<p>Red & alerting</p>	<p>absent visual of specific products</p>

Fulfillment

Consistency

Precision

Accessible

User Control and Freedom

Minimize Cognitive Load

Match Between Site and the Real World

- ★ *User Control and Freedom* - giving users the ability to exit an unwanted action without going through an extended process
- ★ *Minimize Cognitive Load* -maintain task relevant information within the display
- ★ *Precision* - interface will allow users to perform a task exactly

Usability Testing

Task 1

The user obtains information from the website to determine if the program is of interest to them

Task 2

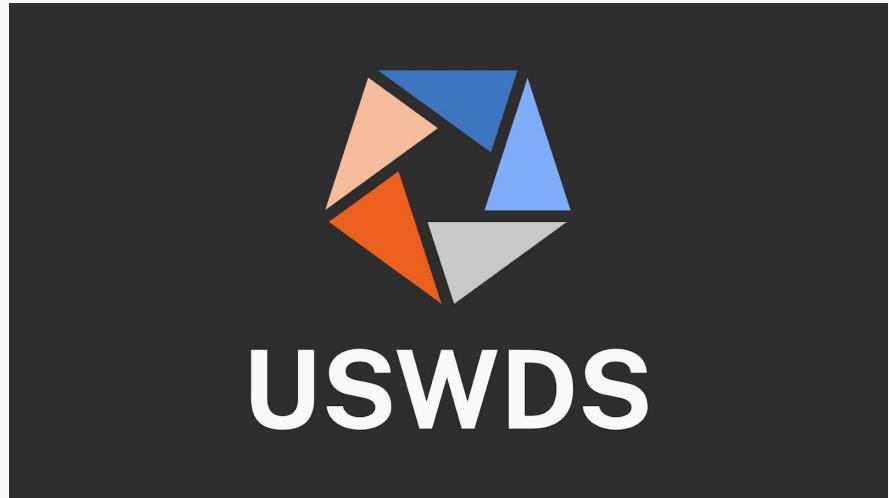
The user finds example of fellows who share their expertise

Our findings

- *Am I qualified?*
- *What projects use my skills?*
- *A need for information at fingertips*
- *How can I find others with my skills?*

1. Redesign *fellows on the landing page*
2. Implement *a precise search function*





Card

Lorem ipsum dolor sit amet consectetur adipisicing elit. Facilis earum tenetur quo cupiditate, eaque qui officia recusandae. Excepturi nobis dolores molestias! Quas quisquam a officia eos.

[Visit Florida Keys](#)



Card with media

Lorem ipsum dolor sit amet consectetur adipisicing elit. Facilis earum tenetur quo cupiditate, eaque qui officia recusandae. Excepturi nobis dolores molestias! Quas quisquam a officia eos.

[Visit Florida Keys](#)

Media and header first



Lorem ipsum dolor sit amet consectetur adipisicing elit. Facilis earum tenetur quo cupiditate, eaque qui officia recusandae.

[Visit Florida Keys](#)



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Adrianna Valenti

Transformational leader combining art and science to provide clarity to complex issues.

Before

The 'Fellows' page features a large blue header image with the word 'Fellows' overlaid. Below the header, a sub-headline reads: 'Our fellows come from diverse backgrounds and have a wide range of skills, but they share compassion, excellence and dedication. Get to know our fellows below.' A search bar labeled 'Search fellows' is positioned at the top right. A dropdown menu shows 'Fellows by year' and 'Fellows by specialty'. The main content area displays ten fellow profiles in a grid:

- Aamir Virani**: Product. Building products. Defining processes (but not too much!).
- Aaron Creel**: Security and technology Advisor in artificial intelligence and emerging technologies supporting public sectors. Twenty years of experience in governance and security policy.
- Abrar Qureshi**: A technologist and a believer in continuous re-imagination and simplification.
- Adrianna Valenti**: Transformational leader combining art and science to provide clarity to complex issues.
- Agata Ciesielski**: Data-driven creative thinker, passionate about leading passionate teams.
- Alex Glade**: Parent, continuous learner, behavioral change champion.
- Antoinette Coleman**: Consumer products leader with expertise in strategy, brand and innovation.
- Rubashinde Ongutte**: AI/Machine Learning. Passionate about using mathematical models to measure performance.
- Brenda Thomas**: Senior innovation and strategy executive, as well as a serial venture-backed entrepreneur. Has led several innovation labs for large organizations (aka for large organizations). Focused on venture capital investing.
- Carlos Roque**: Product. Team building, product development, and operations.

After

The redesigned 'Fellows' page has a similar layout but includes several new features highlighted by callout boxes:

- Expertise tags for sorting/selection**: Two dropdown menus at the top labeled 'Fellows by year' and 'Fellows by specialty' are accompanied by arrows pointing to the 'Fellows by specialty' dropdown.
- Expertise highlighted**: Arrows point to the 'Specialty' column in each fellow's card, which lists their specific areas of expertise.
- Card with media**: Arrows point to the circular profile pictures of the fellows.
- Capability to add clickable year, social media, etc.**: An arrow points to the year listed under Agata Ciesielski's card, indicating the ability to click for more details.

The main content area displays ten fellow profiles in a grid:

- Aamir Virani**: Product. Building products. Defining processes (but not too much!).
2021
- Aaron Creel**: Software and Cloud Infrastructure. Machine learning and technology.
Advisor in artificial intelligence and emerging technologies supporting public sectors. Twenty years of experience in governance and security policy.
2021
- Abrar Qureshi**: Software and Cloud Infrastructure. Artificial intelligence and a believer in continuous re-imagination and simplification.
2021
- Adrianna Valenti**: Data Science and Analytics. Transformational leader combining art and science to provide clarity to complex issues.
2021
- Agata Ciesielski**: AI/Machine Learning. Data-driven creative thinker, passionate about leading passionate teams.
2021
- Alex Glade**: Change Management. Parent, continuous learner, behavioral change champion.
2021
- Antoinette Coleman**: Consumer products leader with expertise in strategy, brand and innovation.
2021
- Arunam Skandarajah**: AI/Machine Learning. Data-driven creative thinker, passionate about leading passionate teams.
2021
- Brenda Thomas**: Senior innovation and strategy executive, as well as a serial venture-backed entrepreneur. Has led several innovation labs for large organizations (aka for large organizations). Focused on venture capital investing.
2021
- Carlos Roque**: Product. Team building, product development, and operations.
2021

Page 1 of 3

Next



Aamir Virani

Product

Building products. Building teams. Defining processes (but not too much!).

2021



Aaron Creel

Software and Cloud Infrastructure

Security and technology Advisor in artificial intelligence and emerging technologies supporting public sectors. Twenty years of experience in governance and security policy.

2021



Abrar Qureshi

Software and Cloud Infrastructure

A technologist and a believer in continuous re-imagination and simplification.

2021



Adrianna Valenti

Data Science and Analytics

Transformational leader combining art and science to provide clarity to complex issues.

2021



Agata Ciesielski

AI/Machine Learning

Data-driven creative thinker, passionate about leading passionate teams.

2021



Alex Glade

Change Management

Parent, continuous learner, behavioral change champion.

2021



Antoinette Coleman

Strategy and Growth

Consumer products leader with expertise in strategy, brand and innovation.

2021



Arunan Skandarajah

AI/Machine Learning

Global health technologist, interdisciplinary product manager, and systems-scale innovator.

2021



Marian Adly

Data science expert

Presidential Innovation
Fellows (PIF) leveraged their
expertise across marketing
and data to help launch
unprecedented health
research initiatives ...

MEET OUR FELLOWS BELOW.

2020 Fellows



Software and Cloud Inf



Search fellows



Irtaza Barlas

Software and Cloud Infrastructure
Lifelong Learner, Researcher, Technologist, Teambuilder, and Innovator. Architect and developer of complex systems, and a student of literature, religion, and history.



Johnny Martin

Software and Cloud Infrastructure
Entrepreneur, software architect, startup founder, leader, teacher. Hands-on technologist, computer science Ph.D. who still writes code.

2020



Joshua Farrar

Software and Cloud Infrastructure
Helping agencies with digital transformation initiatives, software and enterprise architecture, analytics design, data collection, analysis, and reporting.

2020



Ken Kato

Software and Cloud Infrastructure
Thought leader. Technology disruptor. Innovator. Experienced in solving problems from bare metal to cloud. Steeped deeply in agile methods and development. Track record of success as a change

Next steps

- Continue monitoring pif.gov/fellows performance on Google Analytics
 - Time on page
 - Bounce rate
 - Behavior: Click thru to Apply/Sign up for updates
- Ongoing usability testing - continue this as a best practice!

Future Potential Projects: Apply page

Presidential ★★★
Innovation Fellows

Home Who We Are Fellows Projects Agencies [Join us](#) 



Join Us

Apply to PIF

Thanks for your interest in becoming a Presidential Innovation Fellow (PIF)! Applications are currently closed. We recruit annually and usually open applications late winter through early spring of each calendar year.

[Sign up for PIF updates](#)

Our next cohort

We closed our latest round of applications on May 14, 2021. Thank you to all who applied!

Our team is now reviewing all applications completed by 11:59pm PT on May 14, 2021. The application review part of the process takes the longest, so thank you in advance for your patience.

For those who are selected to interview, we plan to conduct interviews on a rolling basis throughout June, July, and August, and anticipate a start date this winter. **Due to the high volume of applications, we are not able to provide updates on the status of your application until all fellows have been selected.**

Our timeline

Here is our tentative timeline:

- **May 14, 2021, 11:59pm PT:** Applications are due! Thank you for applying.
- **May - June 2021:** Our Talent Team, HR team, and subject matter experts review and qualify all applications and resumes.
- **June - August 2021:** Interviews occur throughout June, July, and August 2021.
- **September 2021:** Final selections and tentative offers* will be made early September 2021.

Future Potential Projects: Projects page

The screenshot shows the 'Projects' section of the Presidential Innovation Fellows (PIF) website. At the top, there is a navigation bar with links for Home, Who We Are, Fellows, **Projects**, Agencies, Join us!, and a search icon. Below the navigation is a blue header banner with the word 'Projects' in white. The main content area features a heading 'Our Work' followed by a brief description: 'We're building human-centered solutions that scale, and strengthening federal culture while we're at it. Learn about some of our projects and partners below.' Below this, there is a section titled 'PIF Impact Report' with a link to the report. The main content is organized into a grid of project cards, each representing a collaboration between PIF fellows and a specific federal agency. The cards are arranged in two columns. The first column contains cards for the Centers for Disease Control and Prevention (CDC), Department of Justice, and Federal Emergency Management Agency (FEMA). The second column contains cards for the Centers for Medicare & Medicaid Services (CMS), Department of Labor, Food and Drug Administration (FDA), and Department of Veterans Affairs. Each card includes the agency logo, a brief description of the project, and a call-to-action button.

Presidential ***
Innovation Fellows

Home Who We Are Fellows **Projects** Agencies Join us! Q

Projects

Our Work

We're building human-centered solutions that scale, and strengthening federal culture while we're at it. Learn about some of our projects and partners below.

PIF Impact Report

If you'd like to learn more about our history, our fellows' work with partners, and our results, read our [Impact Report](#).

Filter by agency

Upcoming projects Case studies All Projects

Centers for Disease Control and Prevention

Strengthening CDC's engineering, big data analytics and interoperable systems to protect public health

Department of Justice

Fueling data-driven decisions, transparency, and operations across the U.S. Department of Justice

Federal Emergency Management Agency

Save lives and build more resilient communities using data analytics

Centers for Medicare & Medicaid Services

Improving data sharing across the healthcare ecosystem

Department of Labor

Meeting the demands of the future of work and building a more inclusive economy

Food and Drug Administration

Enabling more efficient and seamless regulatory review processes

Department of Veterans Affairs

Improving services for veterans

Thank you!

*For an amazing summer
experience*

We hope we've made you proud!

