STREAMLINING COP SIGN-UPS

U.S. General Services Administration (GSA) | Technology Technology Services (TTS)

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Keywords:

Community Management, Automation, User Experience, Data Integration

Summary:

To streamline the sign-up process for Digital.gov's Communities of Practice (CoPs), Tyson designed and implemented an automated system using **Qualtrics** and **ZenDesk**. Utilizing Qualtrics for survey collection and ZenDesk for ticket management, the new system allows government employees to join multiple CoPs through a single form, automatically creating membership requests and managing user data. This automation is expected to **save several hours of manual processing time** per week, **significantly improve user experience**, and **provide valuable insights** for community management across all Digital.gov CoPs.

STREAMLINING CoP SIGN-UPS

Digital.gov
General Services Administration
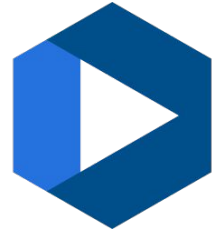Ammie Farraj Feijoo —Product Manager

coding it forward >

GSA

Tyson Cheung
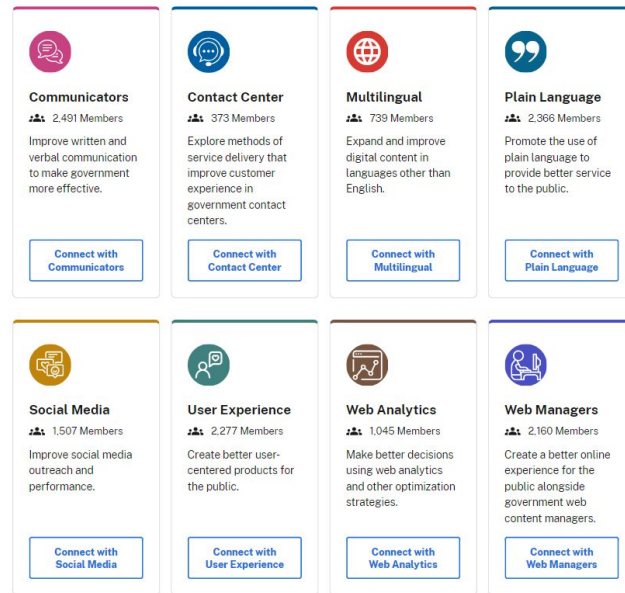University of Maryland
Media Design + CS

OVERVIEW

- Central platform for government digital transformation

- Hosts multiple **Communities of Practice (CoPs)**

  - Facilitates knowledge sharing across federal agencies
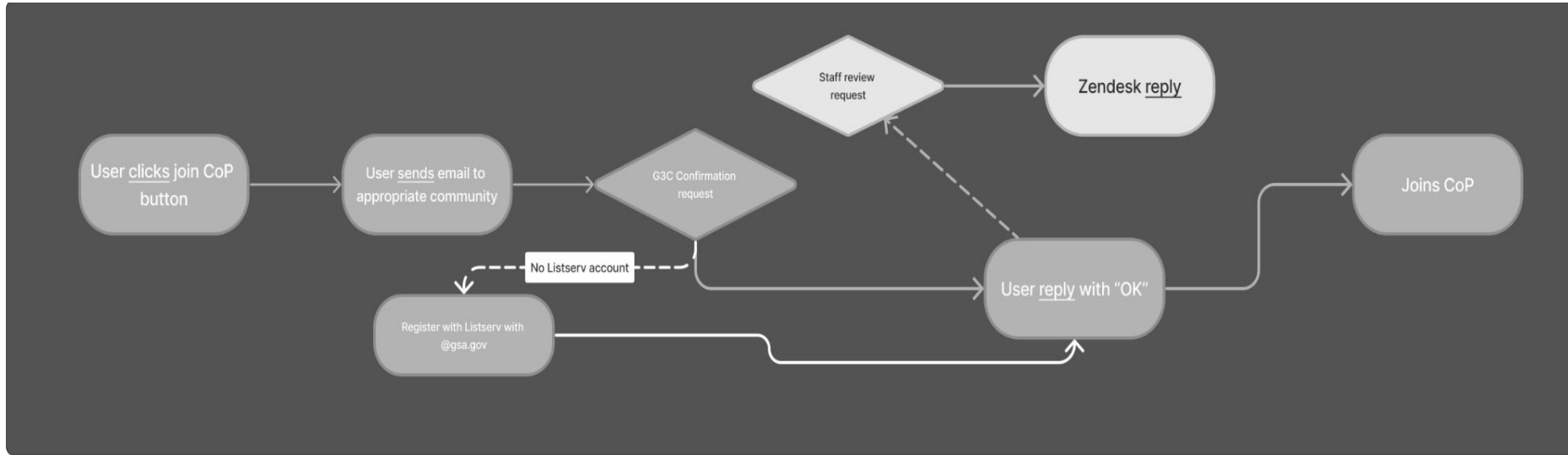
BACKGROUND AND PROBLEM

BACKGROUND

- CoP sign-up process is manual!

- 'Too many' steps involved

The 8 Communities of Practice

CURRENTLY...

Current process flow

CURRENTLY...

Step 1

Step 2

Step 3

User Experience Community

Home › Digital.gov Communities of Practice › User Experience

Create better user-centered products for the public.

👥 Connect with us

Government employees and contractors with an official .gov or .mil email are eligible to join.

Email **ux-cop-request@listserv.gsa.gov** to join. Include **Join the User Experience Community** in the subject line .

Join 2,277 User Experience community members

Join the User Experience Community

Message Insert Format text Draw Options

Aptos 12 **B** *I* U̲ S̶

Send   From: cheungtyson@gmail.com ∨

To   ux-cop-request@listserv.gsa.gov <ux-cop-request@listserv.gsa.gov> ✕   Cc Bcc

Join the User Experience Community   Draft saved at 1:17 PM

Hey, I want to join this community!

UX-COP-REQUEST: confirmation required (A67EF5609A76)

L   **LISTSERV.GSA.GOV LISTSERV Server (17.0)** <LISTSERV@listserv.gsa.gov>
to me ∨

Thank you for your interest in joining a Digital.gov community.

To confirm your subscription request, please reply to this email and type "OK" (without the quotes) in the body of your message.

We look forward to connecting with you. If you have any questions, you can email us at digitalgov@gsa.gov.

GOALS AND OBJECTIVES

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Goals

- Part of FY24 goals to **grow communities**

- Improve user experience

- Allow joining multiple communities at once
  - …while doing so, be able to streamline internal
    processes

- Maintain personalized responses

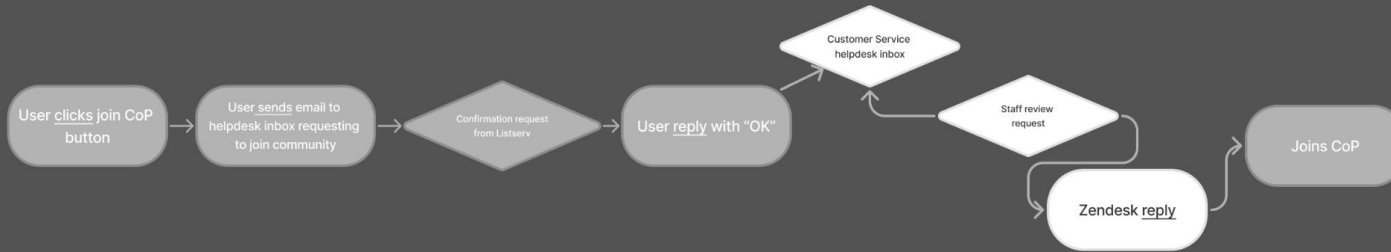cif>

12,958

June 2024 CoP membership

cif>

Why is this important?

- Increased CoP membership

- Better user satisfaction

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SOLUTION AND OBSTACLES

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PROCESS FLOWS

QUALTRICS FORM

- User-centric design

- Multi-CoP selection

- Customization

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This form is for U.S. federal, state, tribal, local, and territory government employees and contractors.

* Indicates a required field.

1. Which Community of Practice would you like to join? (Select all that apply) (Response required) *

- ☐ Communicators
- ☐ Contact Center
- ☐ Multilingual
- ☐ Plain Language
- ☐ Social Media
- ☐ User Experience
- ☐ Web Analytics
- ☐ Web Managers

2. Please provide your U.S. government-issued work email address. (Response required) *

3. Please provide your first and last name. (Response required) *

4. Before submitting, please acknowledge that you have reviewed and agree with the Digital.gov Community Guidelines. (Response required) *

○ Acknowledged

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ZENDESK INTEGRATION

- Automatic ticket creation

- Macros, triggers, and more


```
{% assign tags = ticket.ticket_field_29038188187156 | default: "" | split: ' ' %}
{% assign values = ticket.ticket_field_option_title_29038188187156 | default: "" | split: ', ' %}
{% for tag in tags %}
{% if forloop.index0 < values.size %}

{{tag}}@listserv.gsa.gov for the {{values[forloop.index0]}} Community

{% endif %}
{% endfor %}
```

Snippet of the macro that generates our response to the user's request

CHALLENGES

- **Privacy Concerns**: Opted out of using the Zendesk-Qualtrics App

- **Zendesk Learning**: Discovering and adapting to **Liquid** template language
  - Developed by Shopify, written in Ruby

IMPACT ON...

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DIGITAL.GOV + USERS

- More **efficient** sign-up process

- Better equipped to handle **growth**

- One form, multiple CoPs

- **Faster** and **broader** community involvement

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ME?

- Navigating complex integrations

- Cross-team collaboration

- Balancing user needs + operational requirements

- Liquid 💧

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THANKS! 💙

Special thanks to Nick, Ryley, fellow developers, Clarissa, Naomi, my supervisor Ammie, and CIF!