Concept Plus used the following plays of the US Digital Services Playbook:

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| **Play 1. Understand What People Need:** | **For Pool One** - Concept Plus used Human centered design techniques, which involved participatory sessions with people and designers, interviews with people, and iterative design approach. Concept Plus also performed usability testing to assess overall usability of our prototype.  **For Pool Two** – Per our “Agile Approach” section of the README.md, Concept Plus used Agile Scrum and worked closely with the product owner and people to determine the user needs. |
| **Play 2. Address the whole experience, from start to finish:** | **For Pool One** – Concept Plus performed usability testing and documented usability findings that drove design decisions. Our “Usability Findings Report” is located under the [https://github.com/concept-plus/fda-go-design/blob/master/Usability/FDA Go\_Usability\_Findings\_Report.docx](https://github.com/concept-plus/fda-go-design/blob/master/Usability/FDA%20Go_Usability_Findings_Report.docx)  **For Pool Two** – Concept Plus performed sprint demos and acceptance testing throughout the development process. |
| **Play 3. Make it simple and intuitive:** | **For Pool One** - We have created wireframes/mockups that were reviewed by real users for usability. We also followed Section 508 compliance and USPTO Web Design Library: <https://uspto.github.io/designpatterns/>  **For Pool Two** – Concept Plus followed our design guide standards for developing the prototype. Our “FDA-GO Design Style Guide” is located here: <http://fdago-styleguide.conceptplusllc.net> |
| **Play 4. Build the service using agile and iterative practices:** | **For both pools** - Concept Plus conducted multiple iterations to design and develop the FDA-GO prototype. |
| **Play 5. Structure budgets and contracts to support delivery:** | We budgeted for this prototype and used our established GSA labor rates per our project plan for this effort. |
| **Play 6. Assign one leader and hold that person accountable:** | **For both pools -** Concept Plus assigned Mr. Yazan Ramahi as the Product Manager and leader that was given authority and responsibility and is held accountable for the overall quality and delivery of the prototypes. |
| **Play 7. Bring in experienced teams:** | **For both pools -** Concept Pluspulled the resources that have direct and relevant experience with the technologies required for the design and development of our prototypes. Our staff has performed similar work for the Department of State and Veterans Administrations. |
| **Play 8. Choose a modern technology stack:** | For both pools, Concept Plus has used modern and open source technologies as listed in section “Modern, Open Source Technologies” in our README.md files.  **For Pool One**: <https://github.com/concept-plus/fda-go-design>  **For Pool Two:** <https://github.com/concept-plus/fda-go> |
| **Play 9. Deploy in a flexible hosting environment:** | **For Pool One** - Concept Plus used Amazon Web Services (AWS) for cloud application hosting and Github for hosting our source code.  **For Pool Two** - Concept Plus used Amazon Web Services (AWS) for cloud application hosting, Docker for hosting our containers and Github for hosting our source code. |
| **Play 10. Automate testing and deployments:** | **For Pool Two –** Concept Plus used Jenkins, Selenium and Nightwatch for automated deployments, automated integration and unit testing. |
| **Play 11: Manage security and privacy through reusable processes:** | **For Pool Two** – Concept Plus executed vulnerability scans and recorded all findings in our product backlog. |
| **Play 12: Use data to drive decisions:** | **For both pools** – Concept Plus evaluated usability and acceptance at every stage of our design and development approaches. |
| **Play 13. Default to open:** | **For both pools** - Concept Plus leveraged the open APIs of openfda.gov. All openfda.gov APIs used are listed in our Pool Two prototype. |