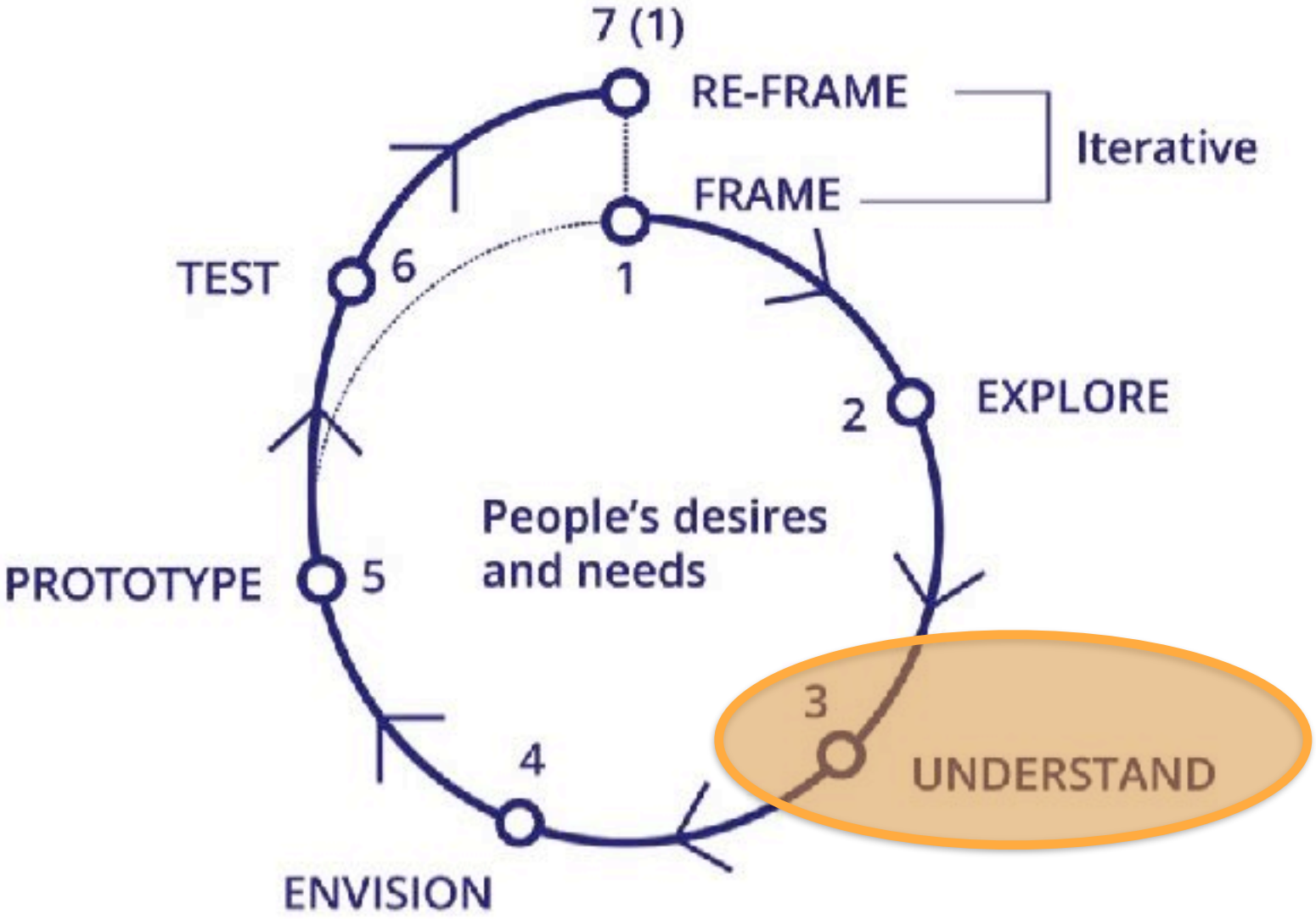
LAB OPM

EXPLORE:

Our process to meet people's real needs



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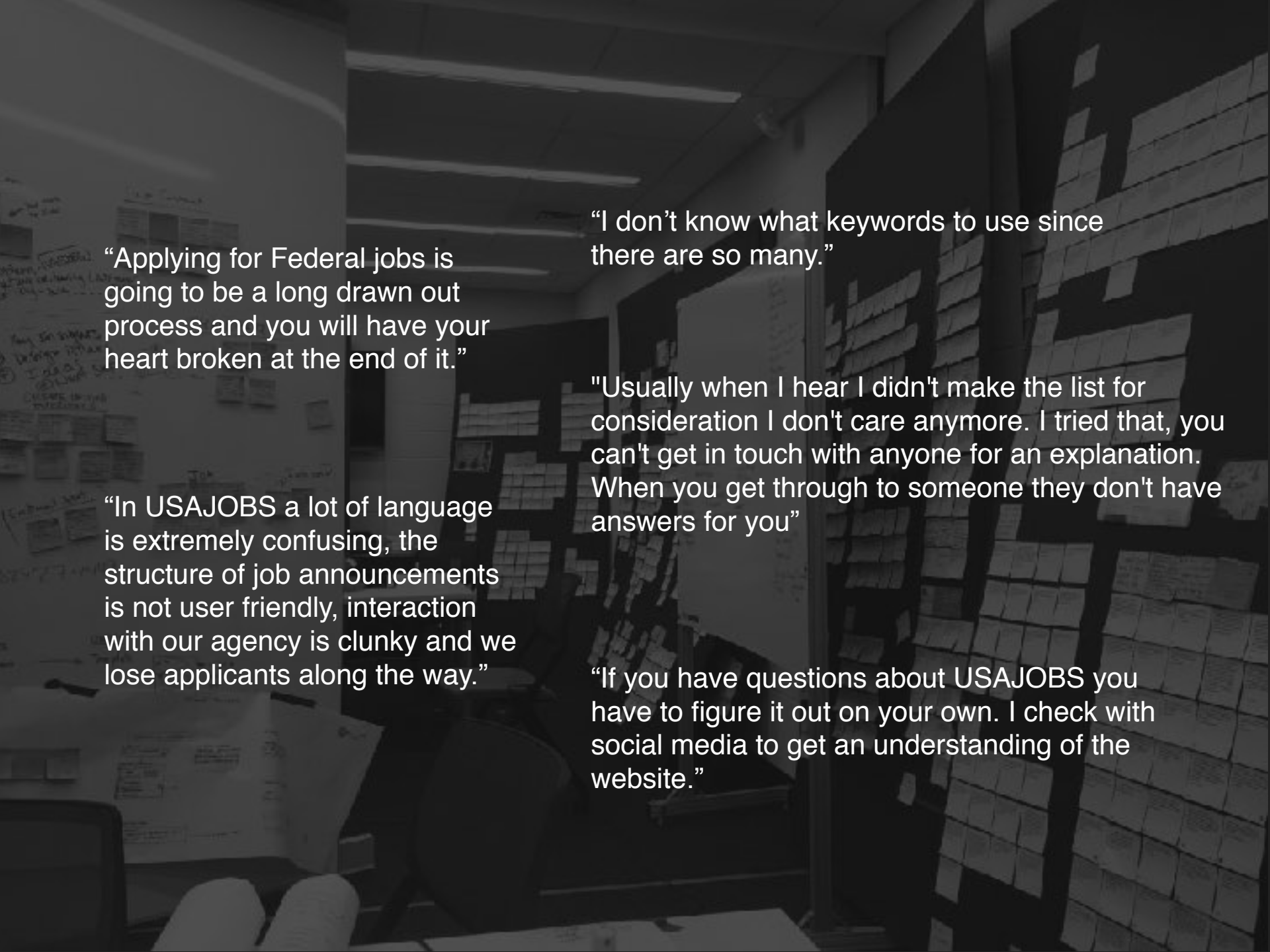
UNDERSTAND: Packaging and handling data



“Applying for Federal jobs is going to be a long drawn out process and you will have your heart broken at the end of it.”

“In USAJOBS a lot of language is extremely confusing, the structure of job announcements is not user friendly, interaction with our agency is clunky and we lose applicants along the way.”

“I don’t know what keywords to use since there are so many.”

"Usually when I hear I didn't make the list for consideration I don't care anymore. I tried that, you can't get in touch with anyone for an explanation. When you get through to someone they don't have answers for you”

“If you have questions about USAJOBS you have to figure it out on your own. I check with social media to get an understanding of the website.”

Understand

Packaging and handling data

- On yellow post-its write out your data points- one per post-it (quotes and/or observations)
- Review photos, select observations, and write a keyword or brief description of the selections.

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UNDERSTAND:
Data synthesis

Understand

Data synthesis

In order to bring clarity to complex data sets and identify useful patterns, we must be organized and adaptable.

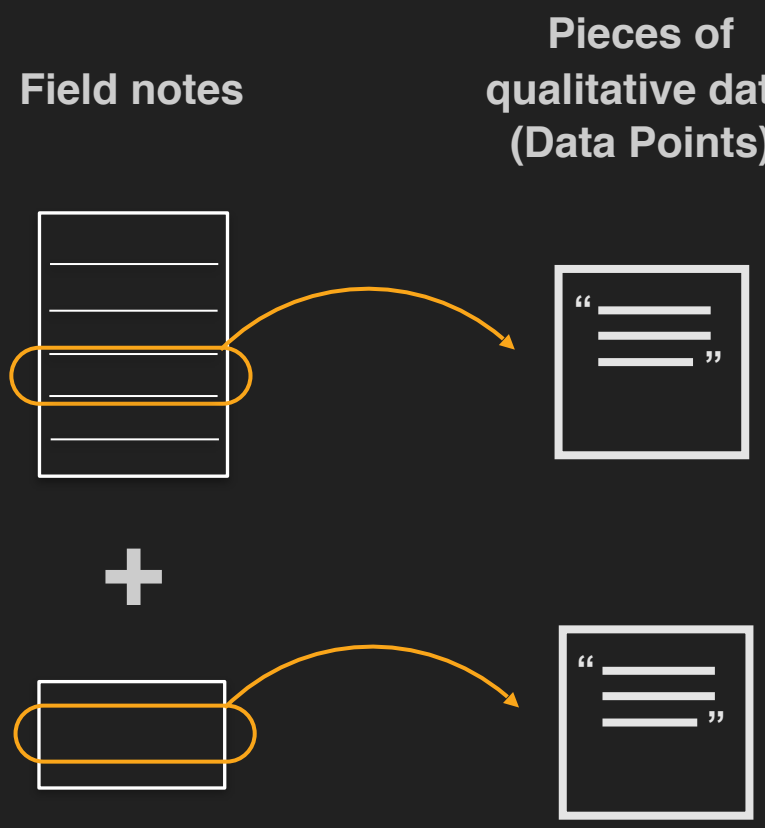
Understand

Data synthesis

The process of uncovering the **meaning** behind the data collected related to **people's real needs.**

Data synthesis

How insights connect with research



Understand

Data synthesis

Pattern finding

1. One person places and describes a **single data point.**

Understand

Data synthesis

Pattern finding

2. Invite others to place items together to create **meaningful groups** from inferences.

Understand

Data synthesis

Pattern finding

Meaning is generated by asking questions like:

- What is this saying about a particular context?
- What caused or prompted the person to think/say this?
- If I read between the lines, does it speak to something larger?
- What about this situation would lead a person to say this or do this? (Go back and remember the context for this moment)

2. Invite others to place items together to create **meaningful groups** from inferences.

Understand

Data synthesis

Pattern finding

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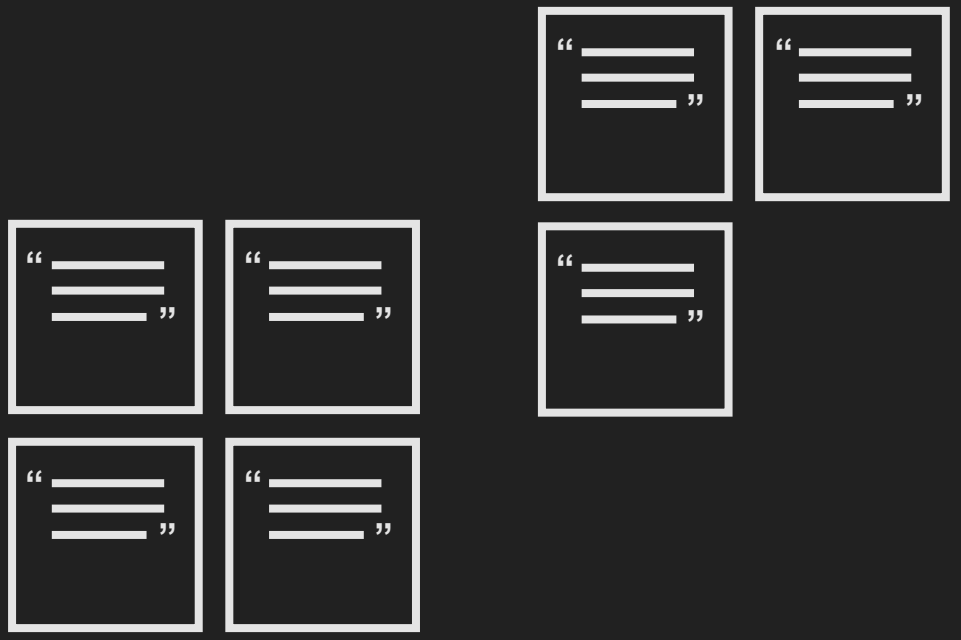
Understand

Data synthesis

Pattern finding



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Understand

Data synthesis

Pattern finding

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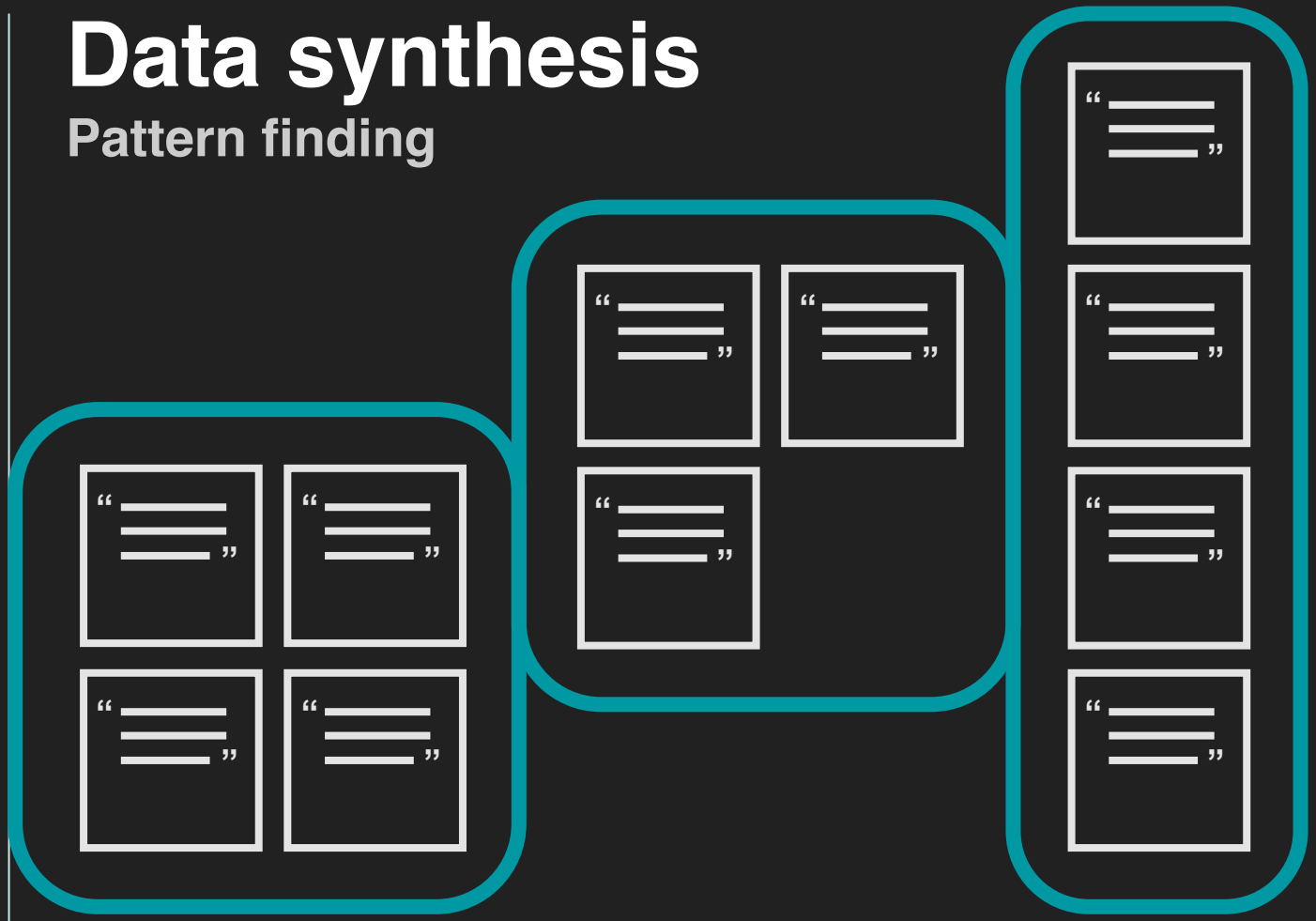
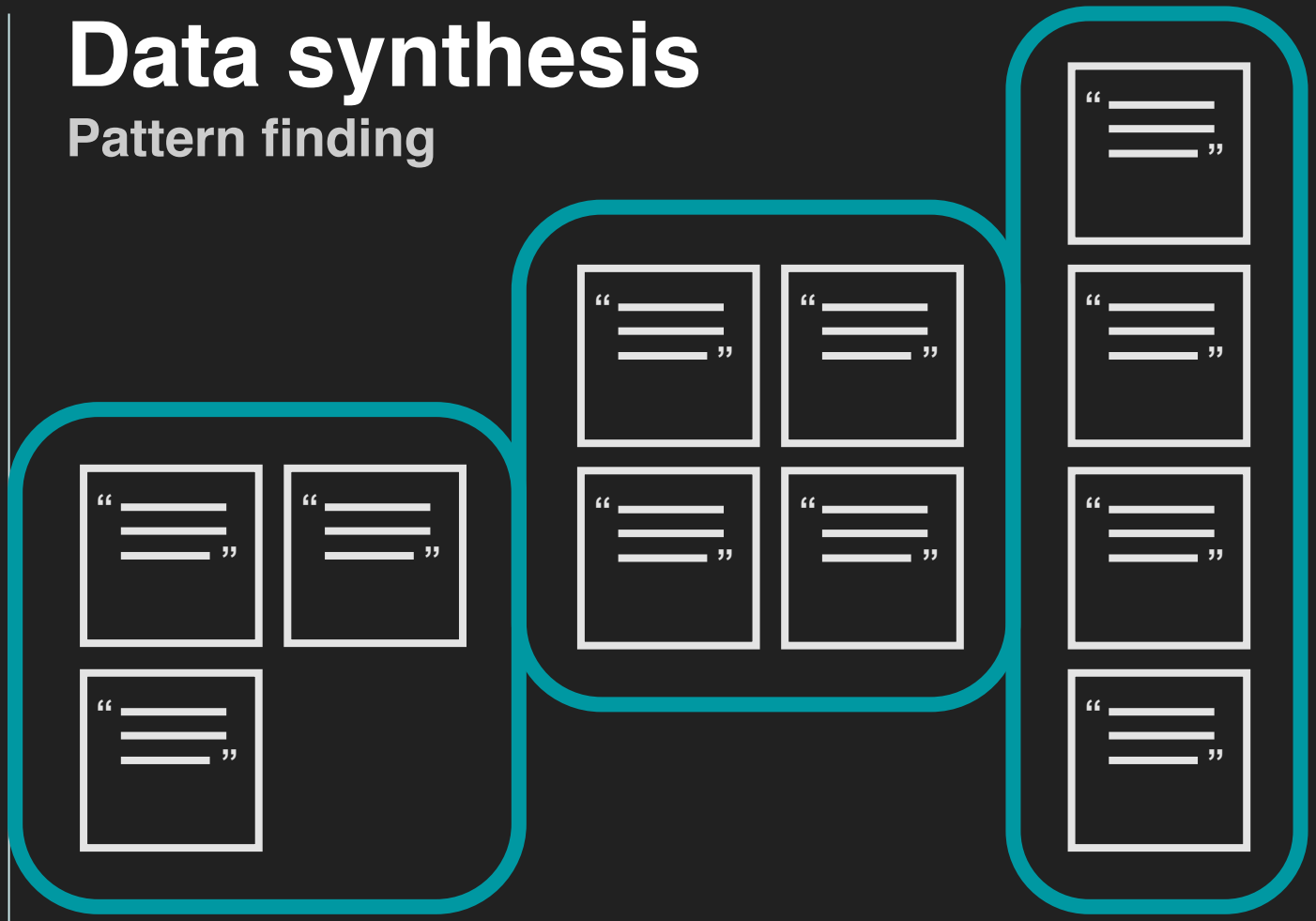


3. Label the **clusters** as they take shape.
   Create a phrase for the cluster.
   Think: “This relationship has something to do with _____.”

Understand

Data synthesis

Pattern finding



4. Discuss, rearrange, and re-label items as **groupings emerge.**

Understand

Data synthesis

Insight generation

What is an Insight?

A single phrase that exhibits a deeper understanding of a person, a thing, or situation, framed as a definitive statement of truth.

Understand

Data synthesis

Insight generation

What is NOT an Insight?

1. Data

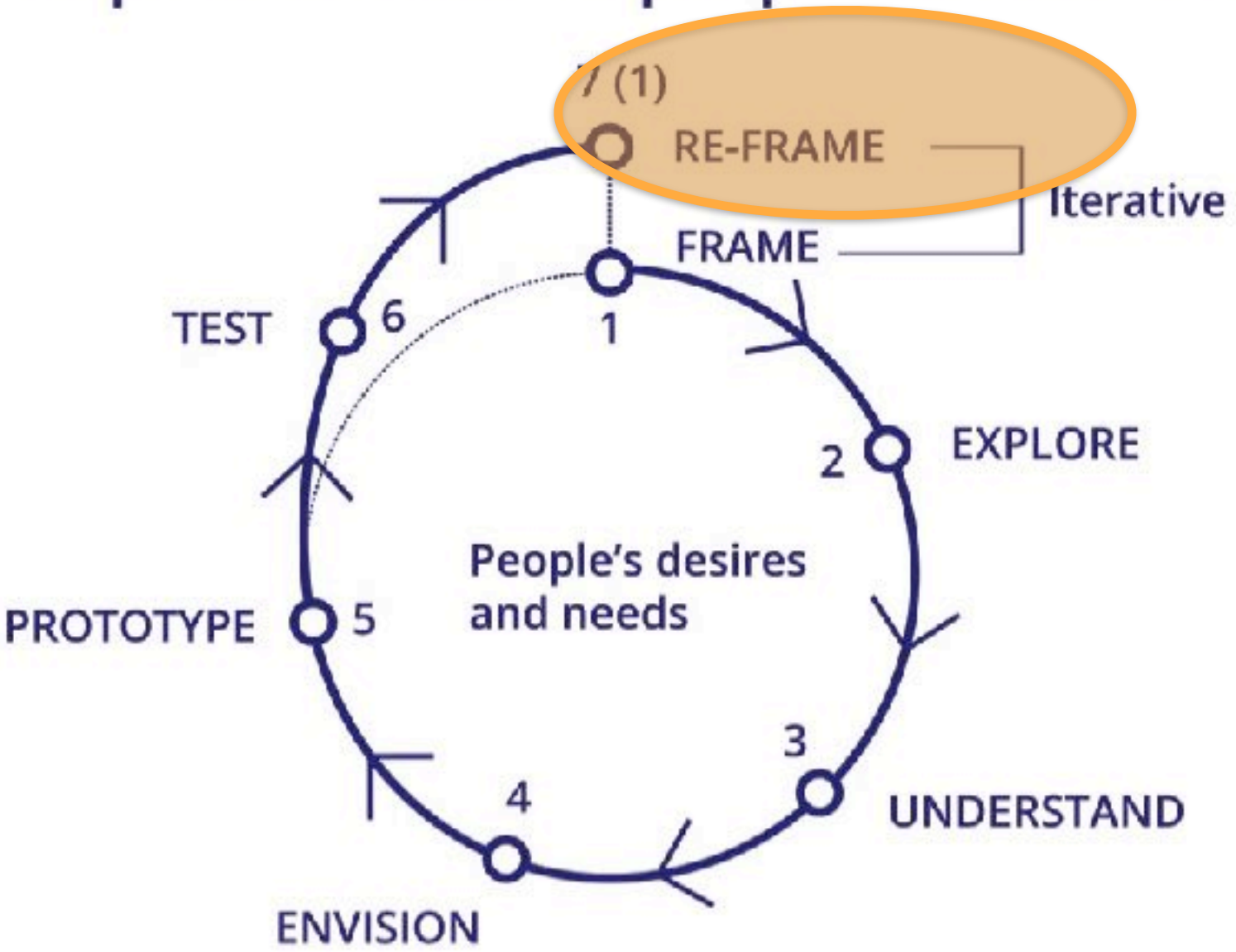
   (Insight needs action)

2. Observation

   (Observations do not have the motivation behind the behavior)

3. Customer wish or statement of need

Our process to meet people's real needs



Articulating Opportunities

Why Not Start with a Question?

Just three little words:

How might we…?

Articulating Opportunities

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How might we…?

Action/goal oriented

Articulating Opportunities

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Action/goal oriented

Open-ended potential

Articulating Opportunities

Why Not Start with a Question?

Just three little words:

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Action/goal oriented

Open-ended potential

Collaborative & inviting

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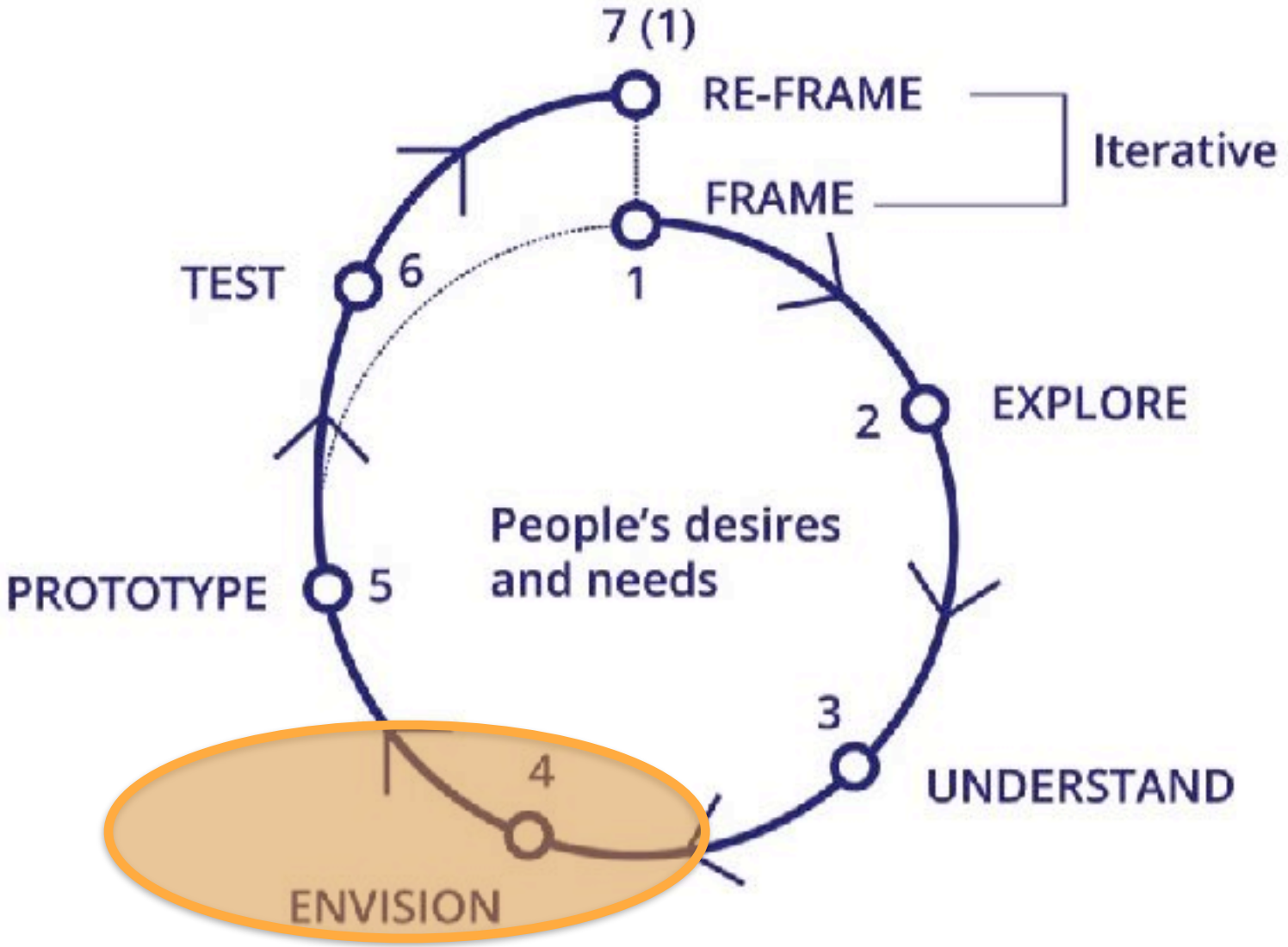
ENVISION:
Idea generation

Our process to meet people's real needs



Envision

What is ideation?

Ideation is the creative process of generating, developing, and communicating new ideas within a design framework.

Envision

Idea generation

Envisioning new futures requires **building on other people's ideas** and **"green housing"** ideas that may feel unfinished or incomplete at the time.

Thank You!

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