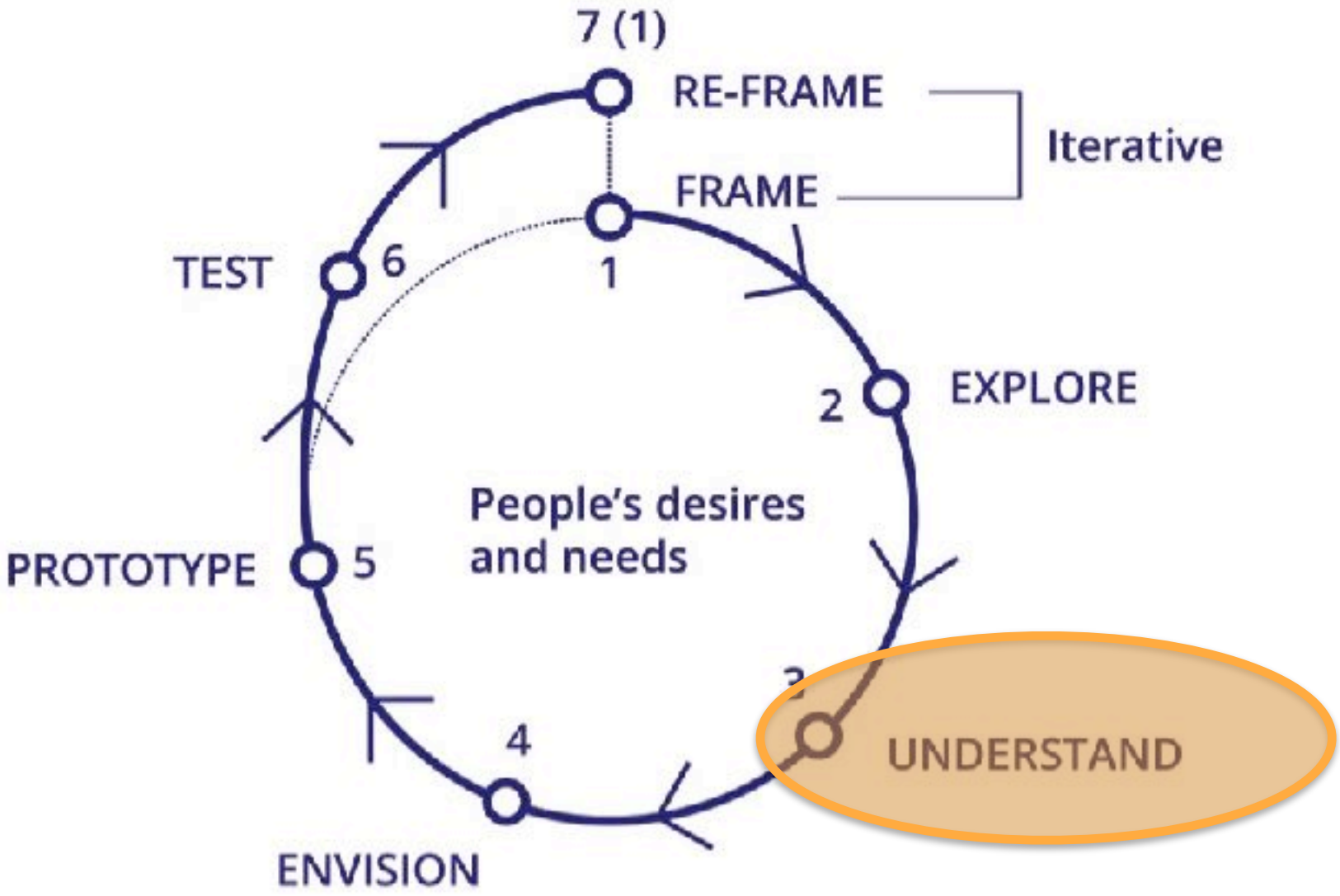
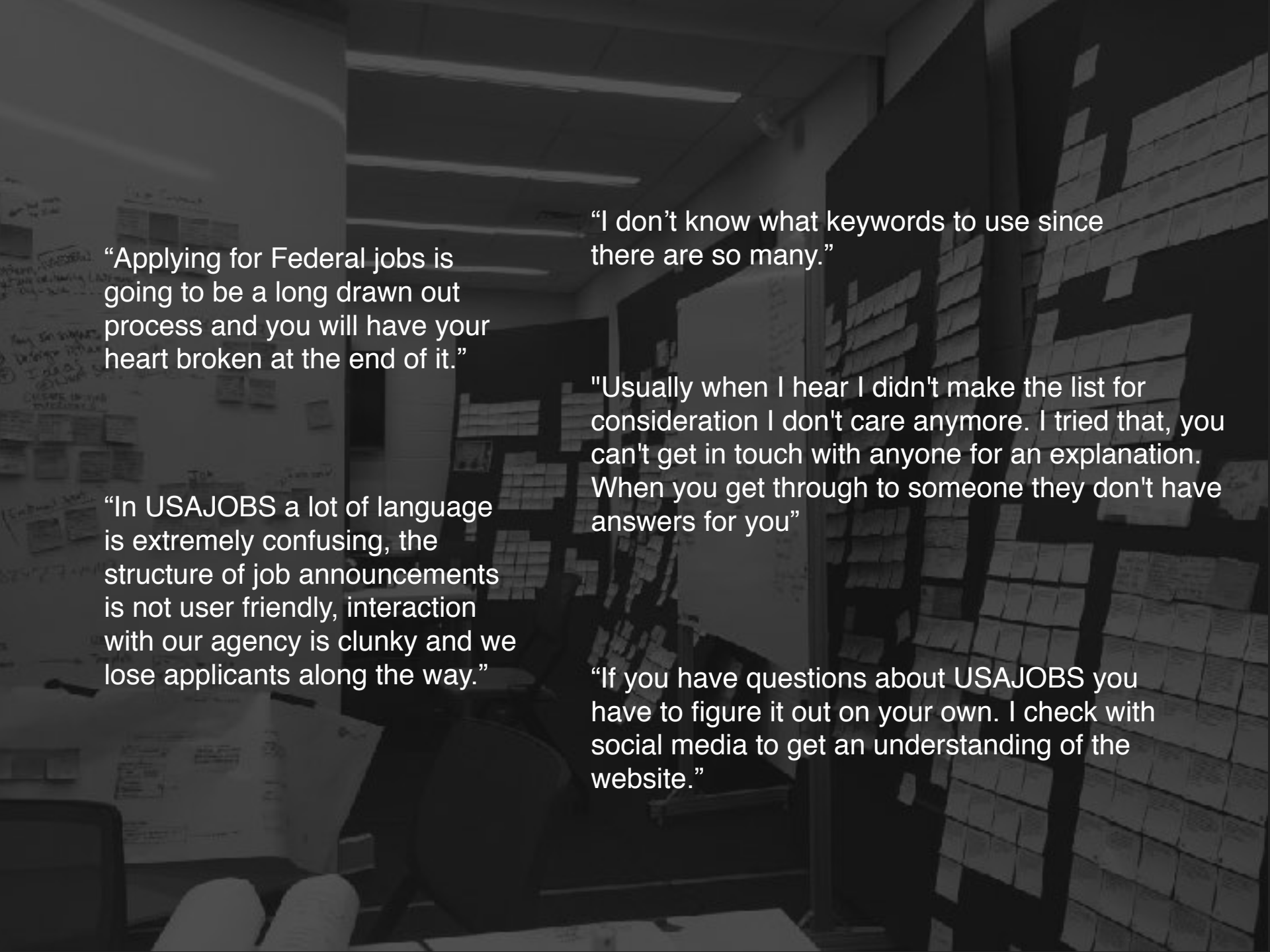
Our process to meet people's real needs



LAB OPM

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.

LAB OPM

UNDERSTAND:
Data synthesis

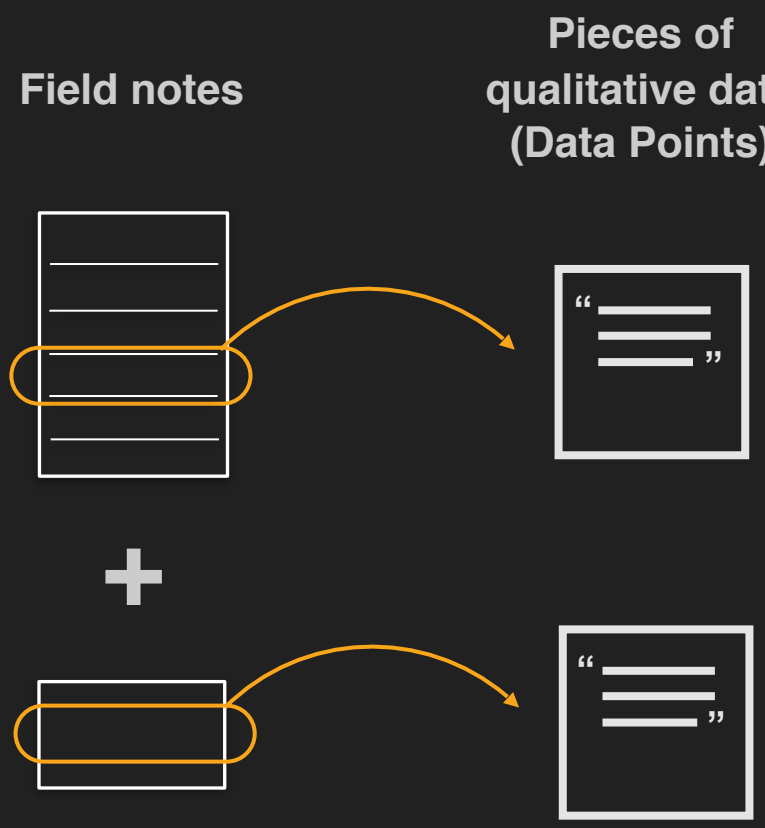
Understand

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

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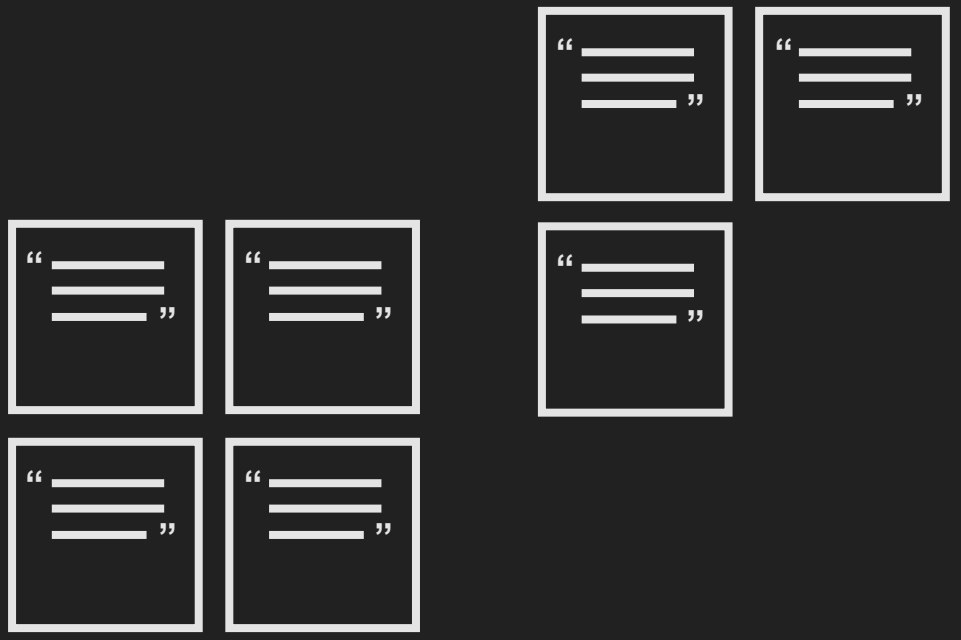

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Understand

Data synthesis

Pattern finding

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Data synthesis

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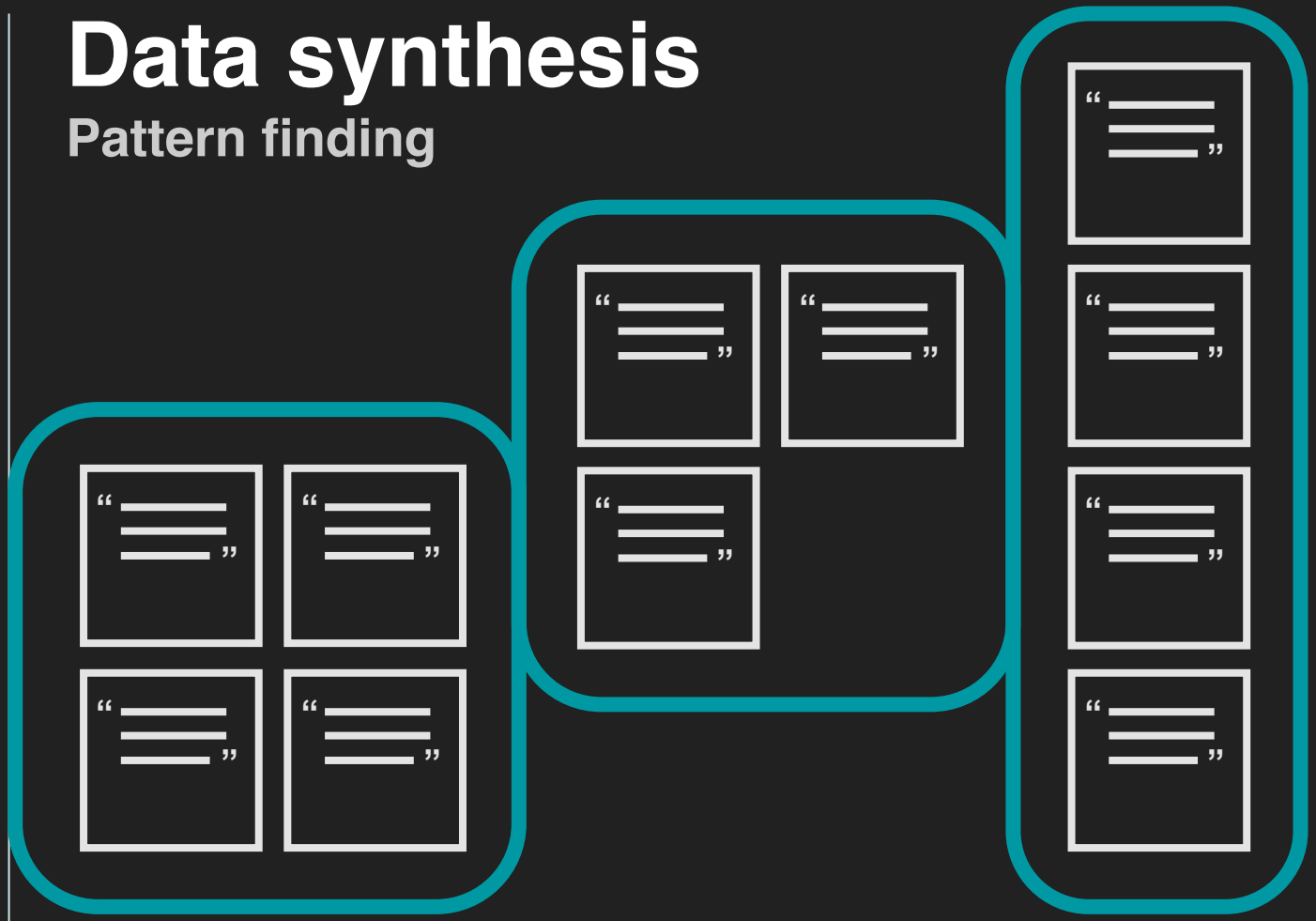
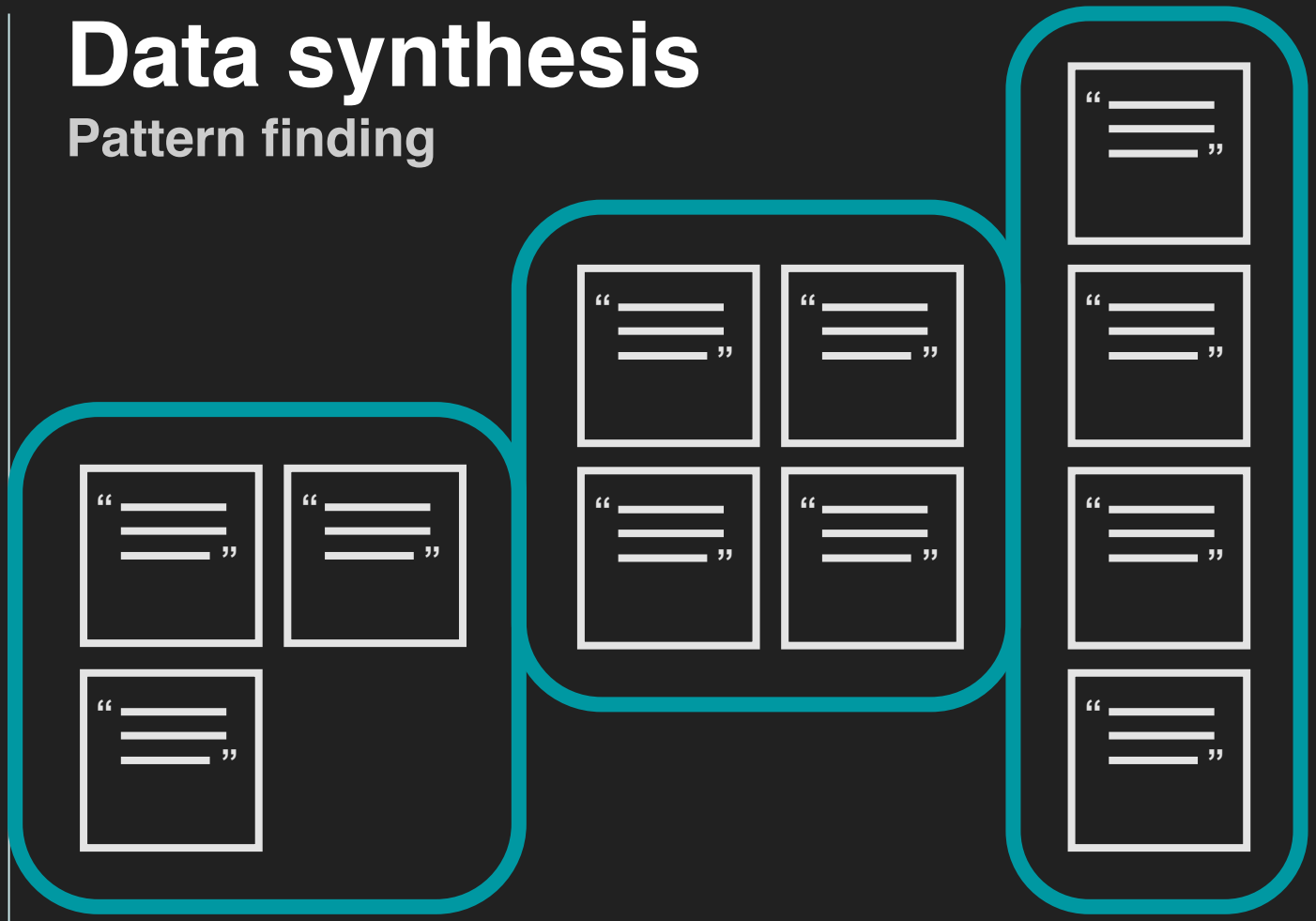


3. Label the **clusters** as they take shape.
   Create a phrase for the cluster.
   Think: “This relationship has something to do with _____.”

Understand

Data synthesis

Pattern finding



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

Understand

Data synthesis

Example

“Is this website made so complicated so people won’t apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response.”

"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."

"I don't know what keywords to use since there are so many"

“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.”

Single data point

"No I am not receiving help. I search on my own...Where is there help? That is one of the major complaint-there is no help to find"

“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

THEME

Complex Confusing Application Process	Help and Support	Searching for information and jobs	Difficulty of Use vs Job Seeker Neeeds
"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."	"No I am not receiving help. I search on my own...Where is there help? That is one of the major complaint-there is no help to find"	"I do search on my own in USAJOBS but what I have experienced - I may be looking for a physical science technician but it may not always be listed as physical science- if I type that in it will limit me and i could not get the right results"	“Is this website made so complicated so people won’t apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response.”
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Understand

Data synthesis

Insight generation

What is an Insight?

A discovery about underlying motivations that drives people's actions.

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

Understand

Data synthesis

Insight generation

Elements of an Insight

1. Context + Issue

   (who + what)

2. Why

   (why does it matter?)

3. Motivation

   (reason for behavior)

Understand

Data synthesis

Insight generation

Information

Patients are often non- compliant, this makes their conditions worsen and GP's frustrated.

Insight

Patients are so nervous during appointments that they don't listen to their doctors.

Understand

Data synthesis

Example

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INSIGHT

Applying for a government job is a long and arduous process which is made even worse because the government doesn't set user expectations up front about what they need to apply and how long it will take them.

"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."

“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.”

USAJOBS falls short of applicant expectations because it presents itself as a one-stop shop for federal hiring, but in reality it is laid on top of a disjointed process spread among 129 agencies, which disorients, frustrates, and misleads users

"No I am not receiving help. I search on my own...Where is there help? That is one of the major complaint-there is no help to find"

"I do search on my own in USAJOBS but what I have experienced - I may be looking for a physical science technician but it may not always be listed as physical science- if I type that in it will limit me and i could not get the right results"

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"I don't know what keywords to use since there are so many"

USAJOBS does not communicate eligibility and qualifications in a way that is meaningful to individual applicants, nor explain that these are prerequisites to being considered; applicants apply to jobs they can't get resulting in increased applications, workload for the government and frustration for multiple users in the system

“Is this website made so complicated so people won't apply for jobs? USAJOBS is the most complicated system I have ever used. It is very daunting to spend that much time applying without ever getting a response.”

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Data synthesis

Design Criteria

What is Design Criteria?

A way to translate the needs of your users, as uncovered during research, into specifications for a new offering.

Understand

Data synthesis

Design Criteria

Step 1: Reveal Human Needs Uncovered in Research.

What needs from our users were uncovered during research?

Step 2: Select Three Human Needs.

What do we want to accomplish for our user?

Step 3: User Perception = Expectations.

From the user's point of view, what would they expect from a solution?

Understand

Data synthesis

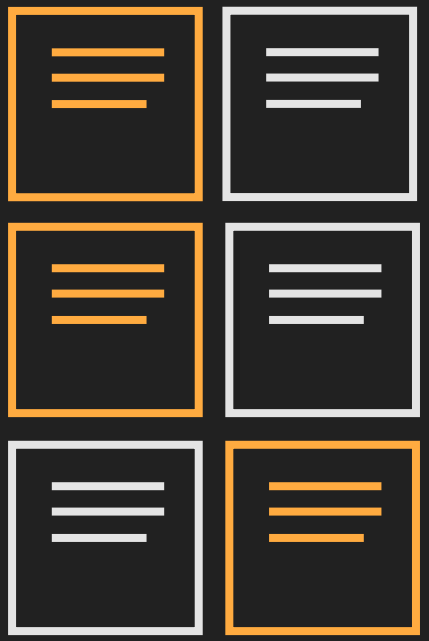
Design Criteria

Step 1: Create a list of the human needs based on your insight statements and themes.

Understand

Data synthesis

Design Criteria



Design goal = Unmet Needs

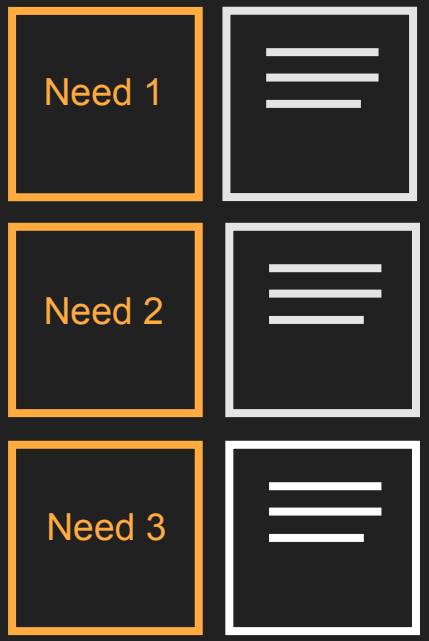
What do we want to accomplish for our user? Think of these in the ideal, best case scenario.

Step 2: Select three unmet needs that you believe should be an integral part of your solution.

Understand

Data synthesis

Design Criteria



User Perception = Expectations

From the user's point of view, what would they expect from a solution? This should be known from the research.

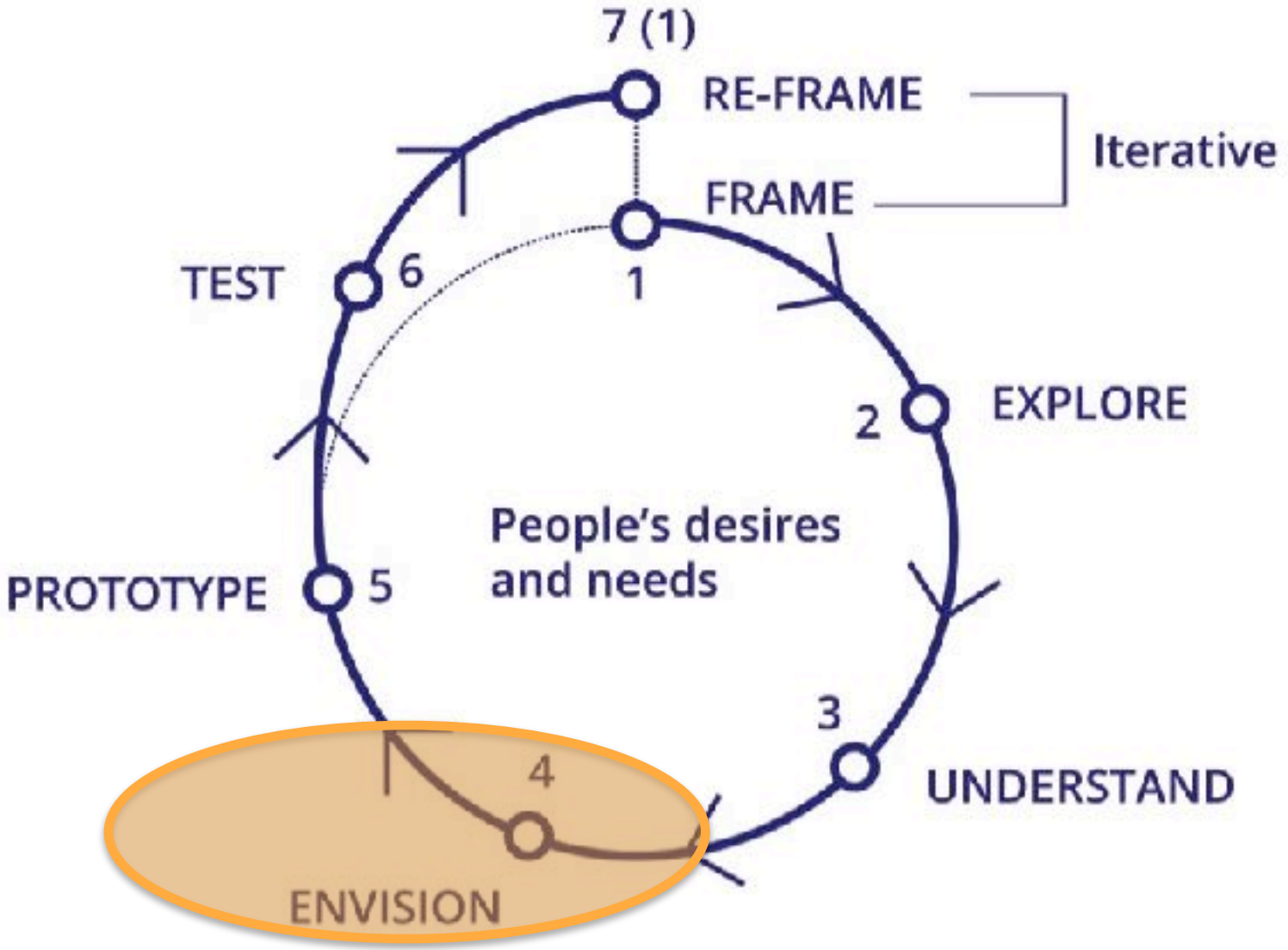
Step 3: For each unmet need, consider what a solution should encompass or embody.

For example, if an unmet need is food, an expectation may be that their belly will be full, and they will feel comfortable.

LAB OPM

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.

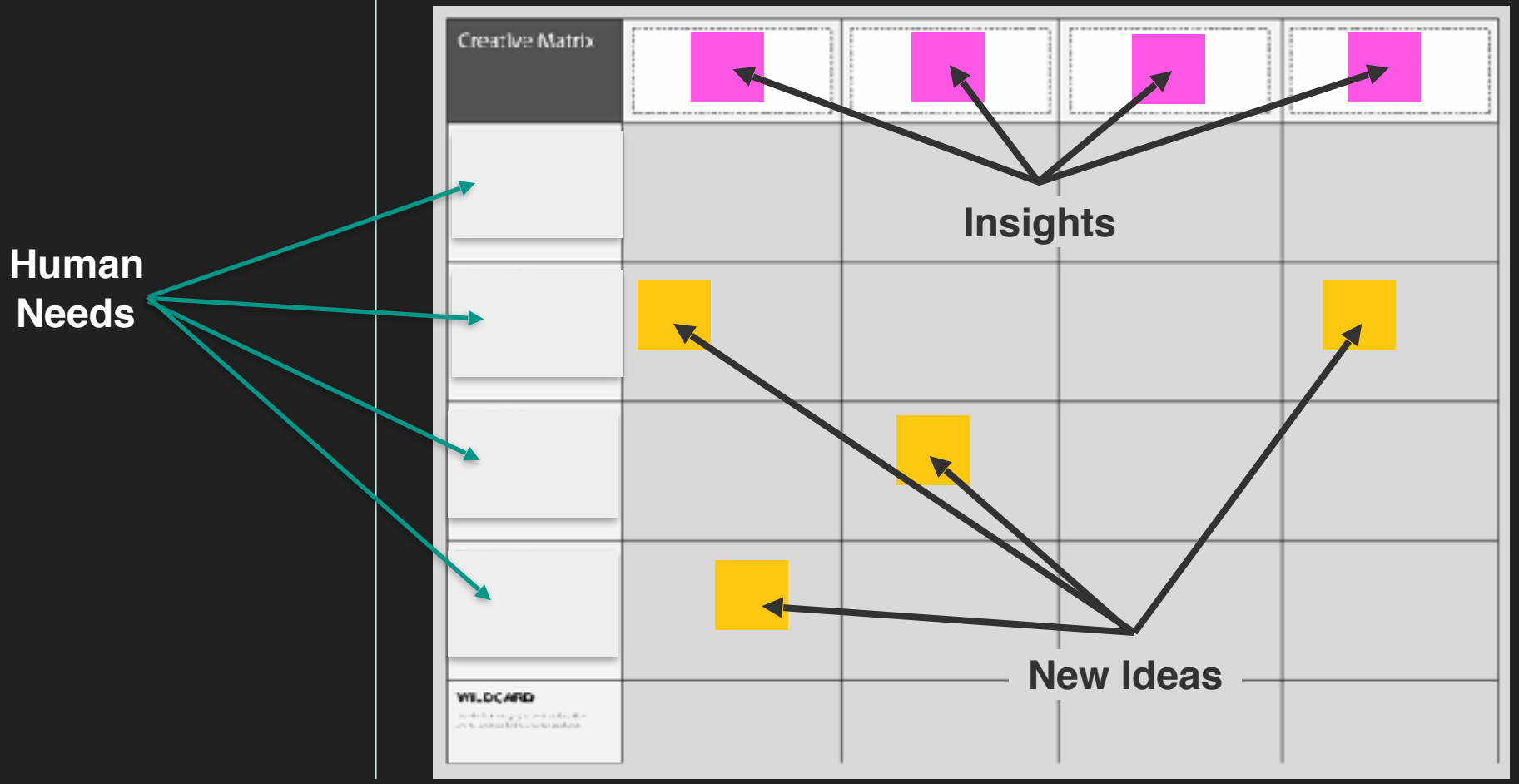
Envision

Tips for design collaboration

- *Yes, and…*
- Defer judgment
- There is no right answer
- Diversity is good
- Work visually when possible
- Everything is temporary
- Have fun!

Envision

Creative matrix



LAB OPM

ENVISION: Prioritization of ideas

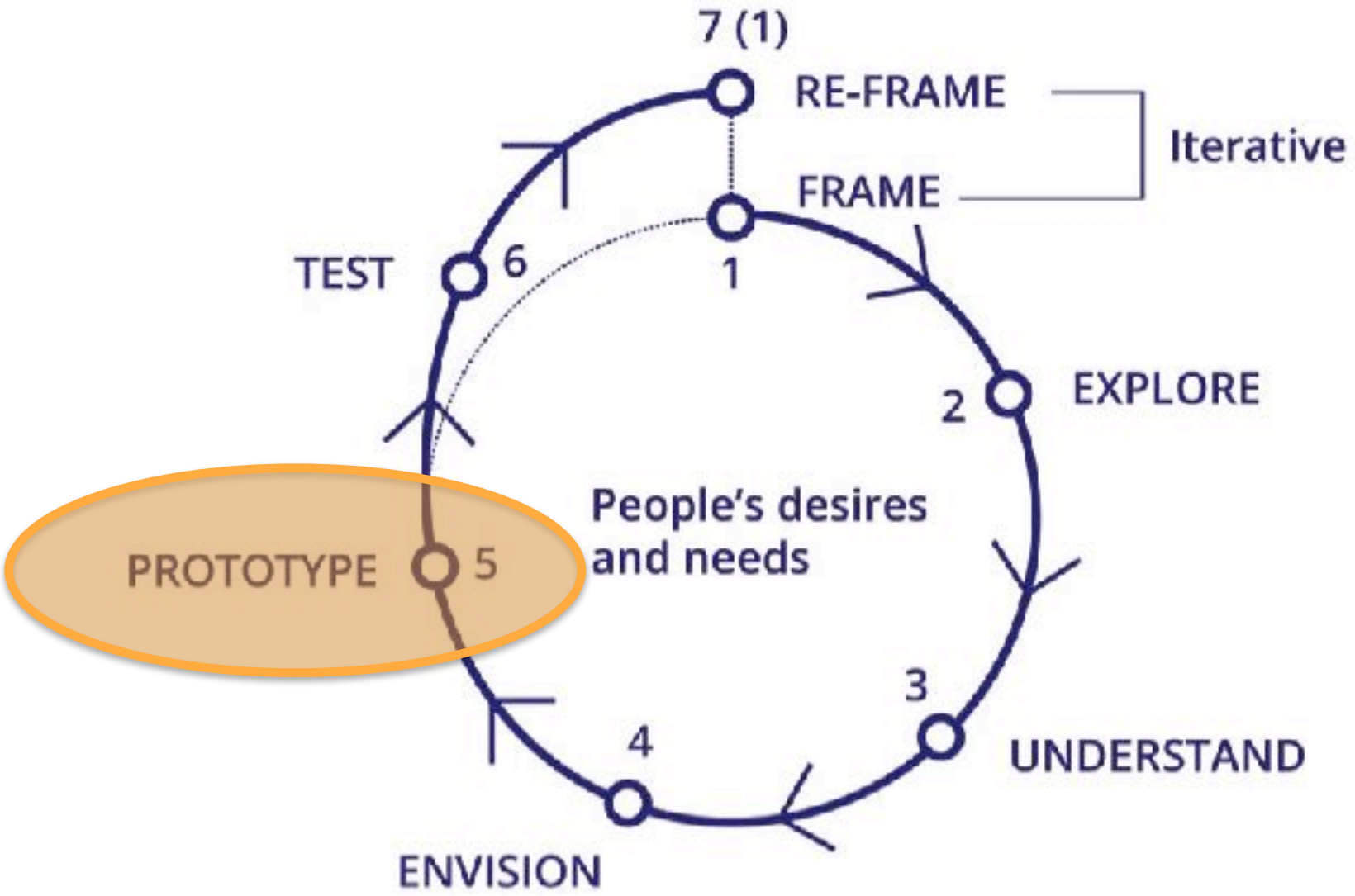
Envision

Importance/Difficulty Matrix

LAB OPM

PROTOTYPE:
Learning by making

Our process to meet people's real needs



Prototype

A prototype is…

A first simple model, release, or version of a design or an idea that tests a concept or process in the real world.

The value of a prototype

1. It tests the design in the real world.
2. It manages risk.
3. It increases collaboration and co-creation.
4. It demonstrates theoretical concepts.
5. It makes the concept available to all.

Prototyping Framework

GROUNDWORK

1

TARGET USERS

BUILD A SPEC

2

TEST PROTOTYPES

Proof of concept

TEST THE SPEC

3

ITERATE

Wider engagement

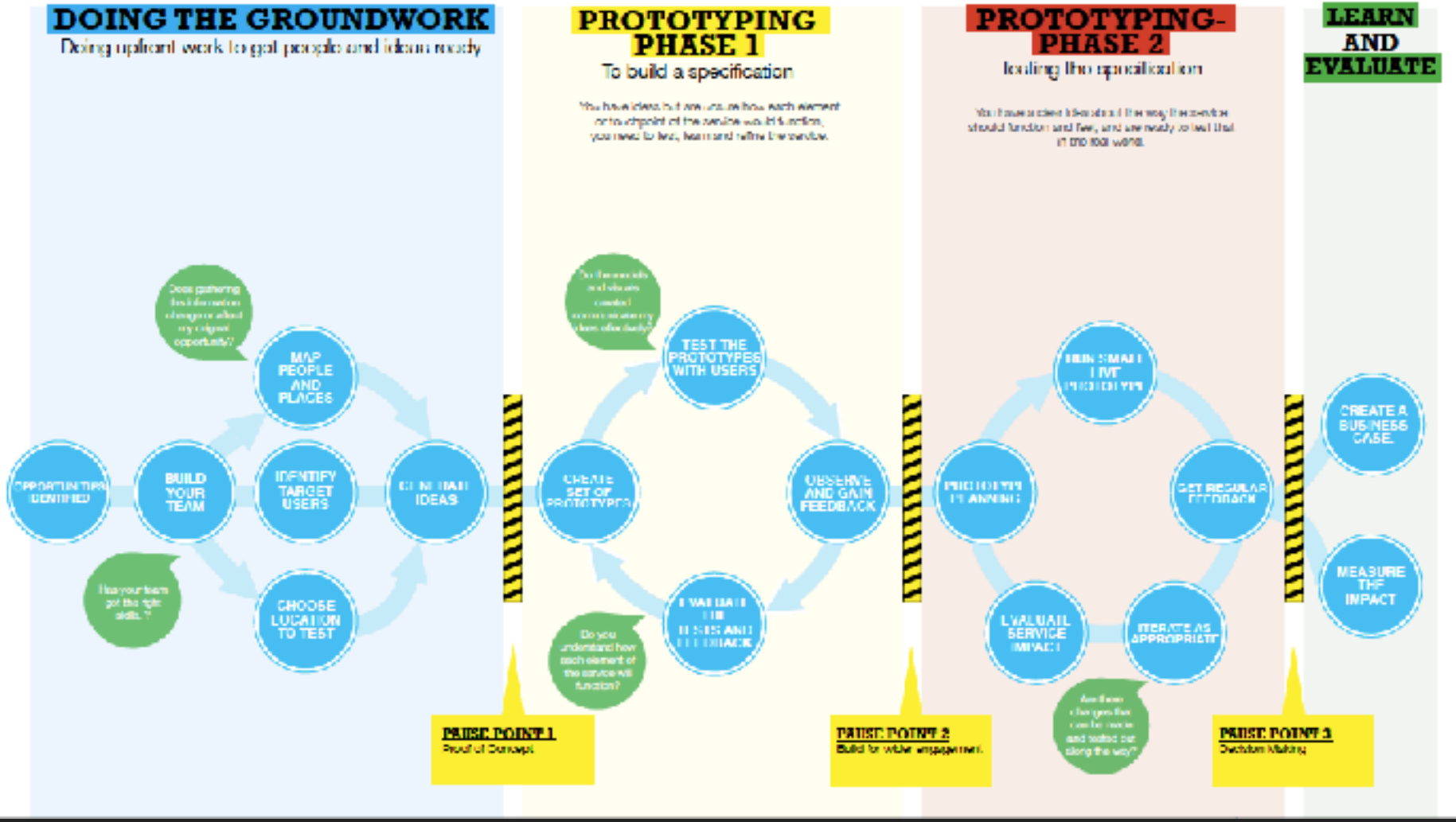
LEARN + EVAL

4

IMPACT

Decision-making

Prototyping Framework



https://www.nesta.org.uk/toolkit/prototyping-framework/

The value of a prototype

The value of a prototype

Prototype

The value of a prototype

"I recently prototyped my journey to work. I moved house and wanted to know the best route in,

The value of a prototype

http://minekafon.org/index.php/mine-kafon-ball/

Prototype

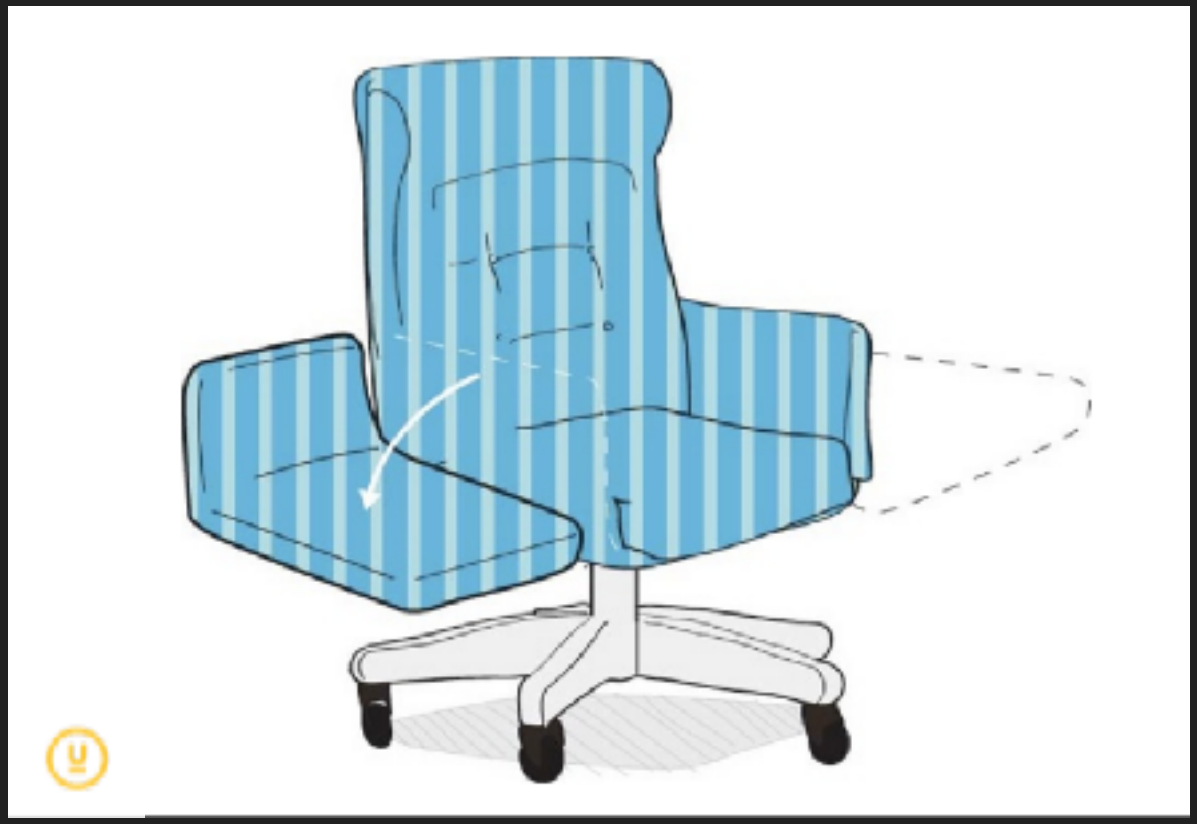
Storytelling as Prototyping

"[It's] a **lower-fidelity way of getting to what that end solution should be**, so you can **gain buy-in**, **demonstrate direction, get people excited** and also **prototype it to understand whether it's the right thing.** Storytelling can be really at any stage of the product-development process or problem-solving process."

— Katie Dill,
now VP of Design at Lyft

Prototype

Storytelling Principles

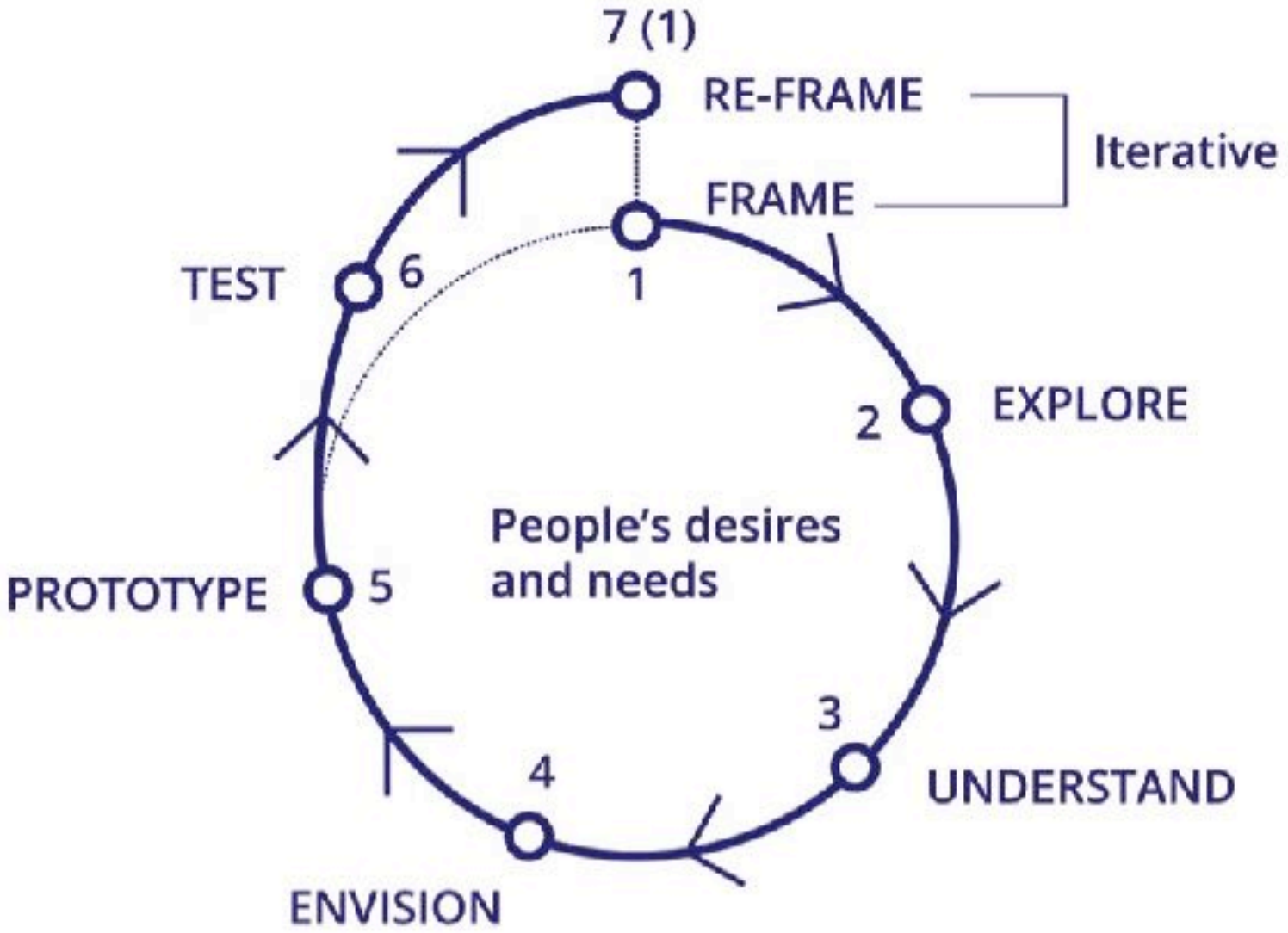


Prototype

Storytelling Principles

Prototype

Practicing Prototyping

RECAP & REVIEW

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