

WELCOME!

USDS Design Approach

Share-out



OVERVIEW

- The USDS team's approach combines processes and techniques from a variety of fields
- We leverage best practices from the human-centered design and user experience fields, mixed with a data-driven approach to identifying problems and understanding the effect of potential solutions
- Today we hope to provide an overview of the approach, with key techniques highlighted, plus additional links and resources for further reading and learning



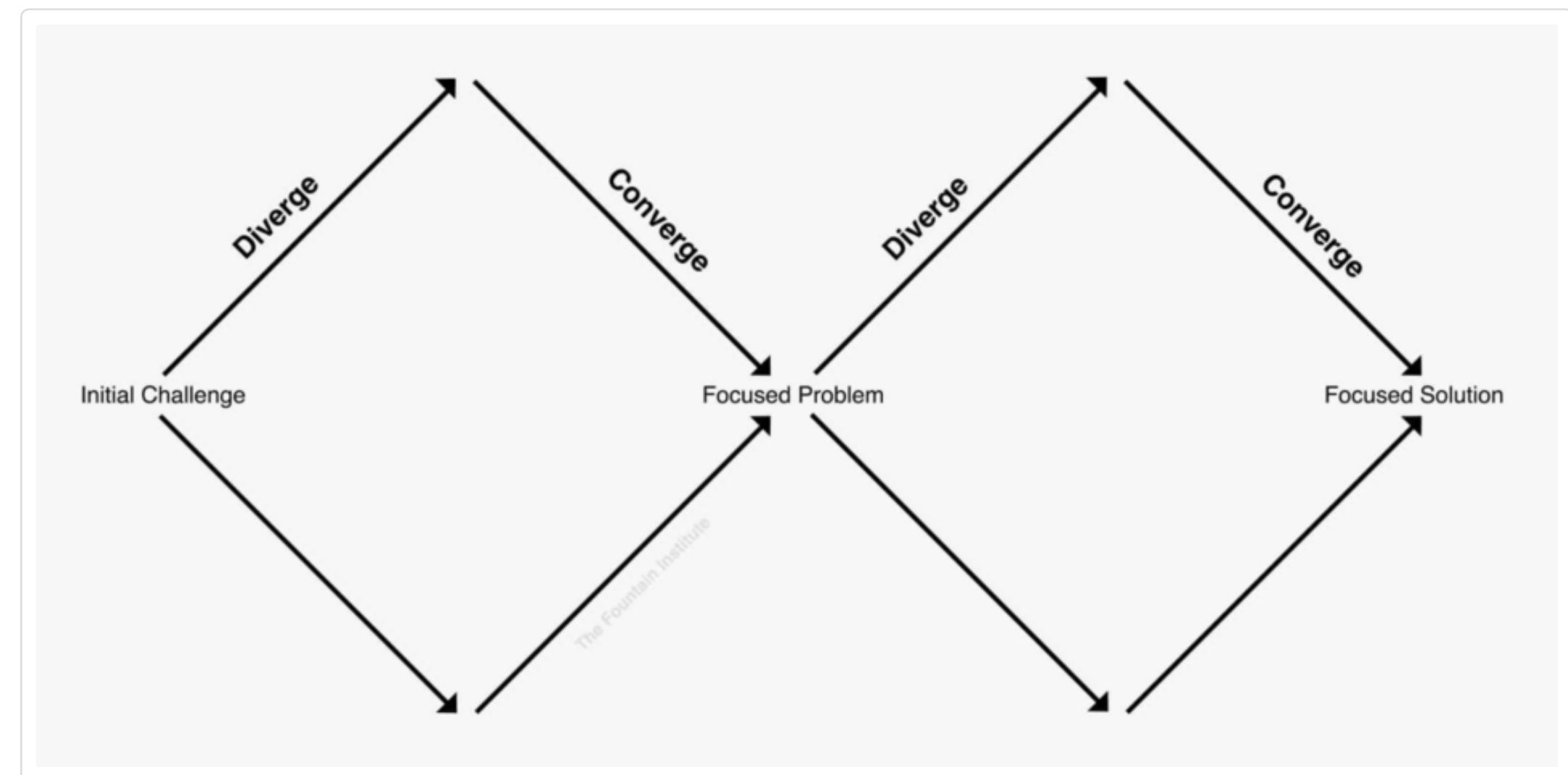
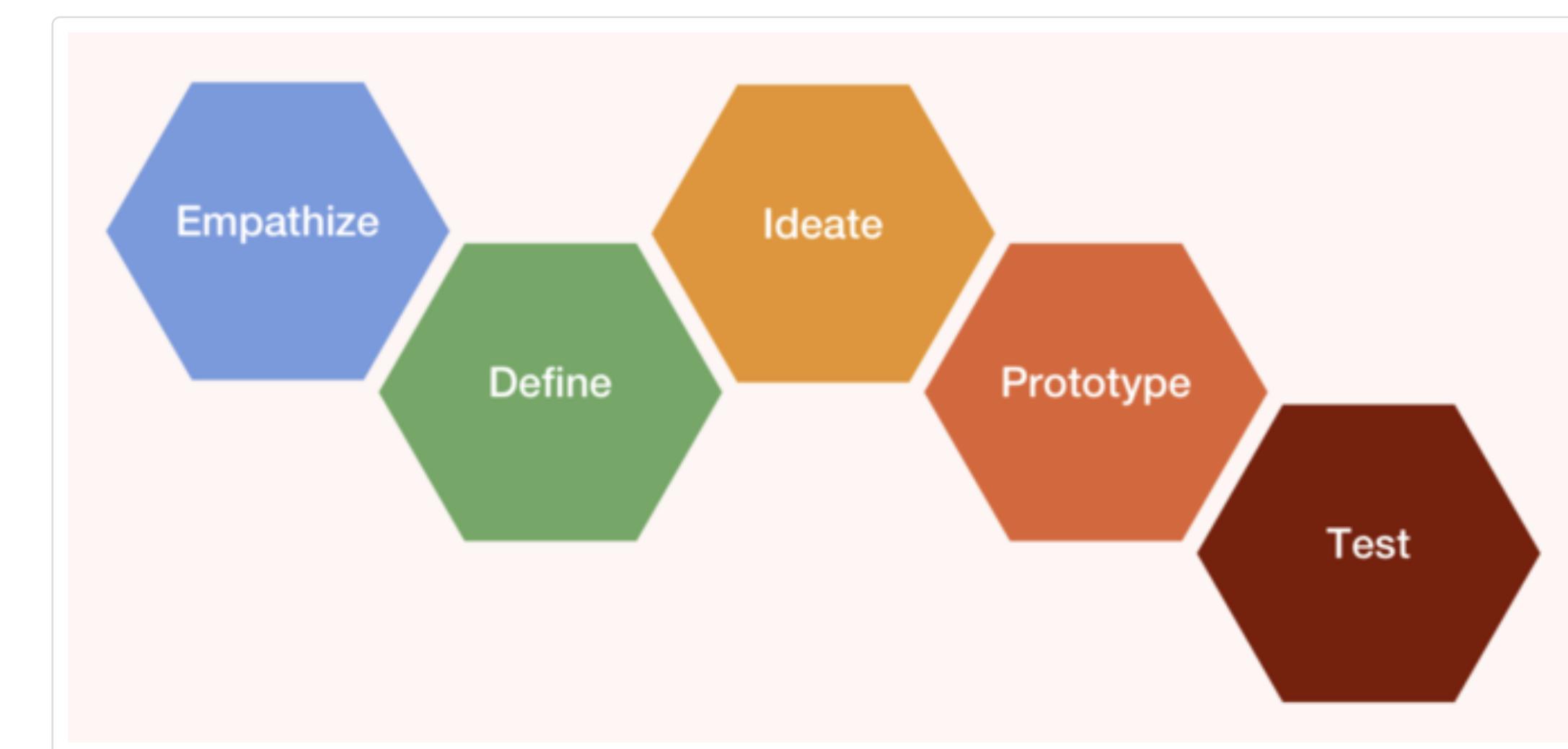
HUMAN-CENTERED DESIGN

This is a big field. It includes discovery, user testing, interface design, interaction design, service design, accessibility, behavioral psychology and more!

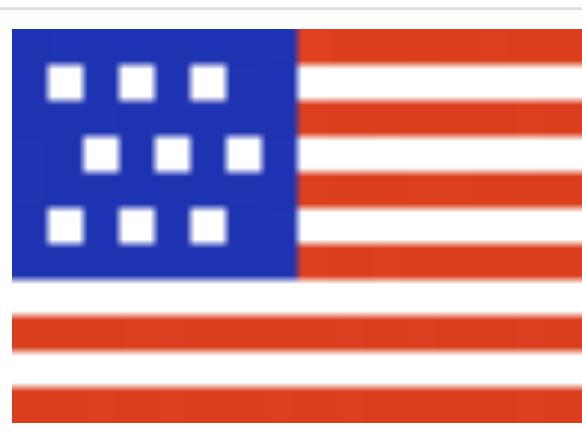


Our focus for today will be:

1. Setting up an EA advisory council
2. Running usability testing
3. Rapid prototyping
4. Analytics
5. Helpful resources



RESOURCES



USDS RAPID RESPONSE APPROACH

Discovery

- Gather quantitative data
- Conduct qualitative research sessions
- Read secondary sources
- Synthesize learnings into identified problem areas to solve for

Onsite

- Share findings from discovery
- Co-design with eligibility staff
- Prioritize solutions and understand level of effort
- Begin project team work
- Present final report
- Have fun!

Implementation

- Break into working groups based on prioritized recommendations
- Identify product owners
- Work through additional discovery, design iterations, testing, and documentation

This functions as a human-centered design cycle!

+ Measurement

BRINGING IN HCD CAPACITY

Some HCD processes can be adopted, but the best way to build capacity is to bring in additional talent. This could look like additional FTEs, help from other civic tech non-profits / small HCD vendors, or adding capacity from current vendors.

USDS can make connections for help on procurement or other players in the space!



RESOURCES

CODE for AMERICA

Code for America

We've been working for more than a decade with governments and communities across the country to break down barriers and find real

[Codeforamerica](#)

Digital Services Coalition

Digital Services Coalition - Home

Our goal is to collaborate, not compete, by bringing like-minded small to midsize companies together to work toward the common mission of serving the American public by improving how government

[Digitalservicescoalition](#)

Champions of Talent
for the federal workforce

U.S. Office of Personnel Management - www.OPM.gov

Sign-in required

Lab

Where to start

EA ADVISORY COUNCIL (PAC)

One great way to get on-going feedback from eligibility staff to set up an EA advisory council. This creates an on-going forum to test improvements and all things customer-facing, and allows for regular participation from frontline staff in how tools, processes, and artifacts get created and improved.

"A PAC is a group of program participants that convenes to engage in user research sessions and advise on program improvements. PACs can speed up the research recruitment process and facilitate deeper, more meaningful relationships and feedback from participants."

RESOURCES



How to build a participant advisory council

Learn how to bolster your user research and design more effective services by forming a participant advisory council.

 Navapbc

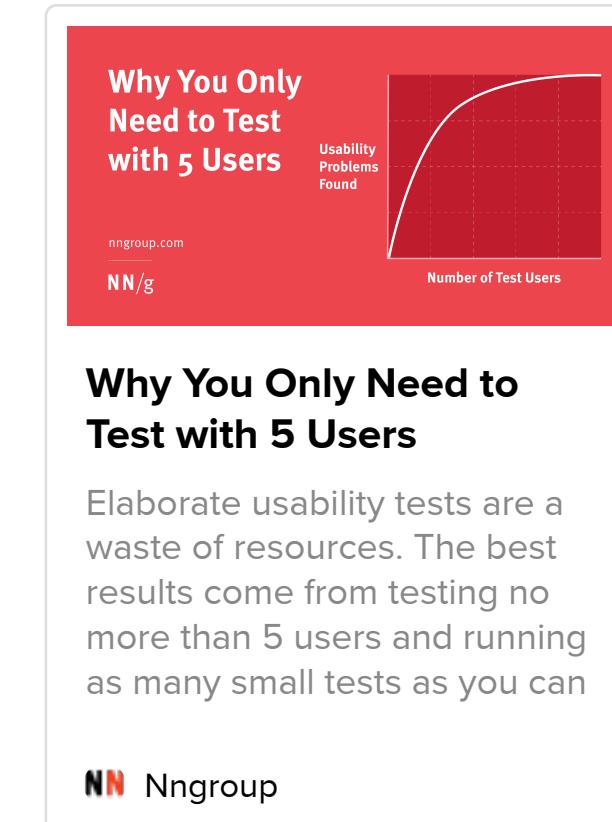
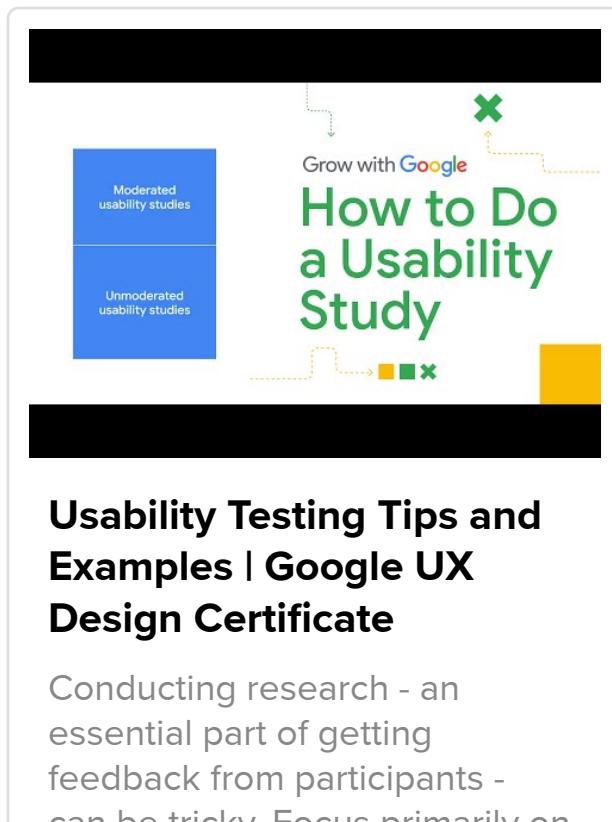
Nava PBC

USABILITY TESTING

Usability testing is a way to learn how easy or difficult it is for people to use something or complete a task by observing them actually doing it.

We recommend testing with 5 participants to start, which will find the top 85% of usability challenges.

RESOURCES



! HELPFUL TIPS

- Test early and often!
- Building a research repository helps centralize qualitative and quantitative feedback and insights in one location
- Users sometimes think, say, and do different things
- Holding regular synthesis sessions provide space to discuss feedback

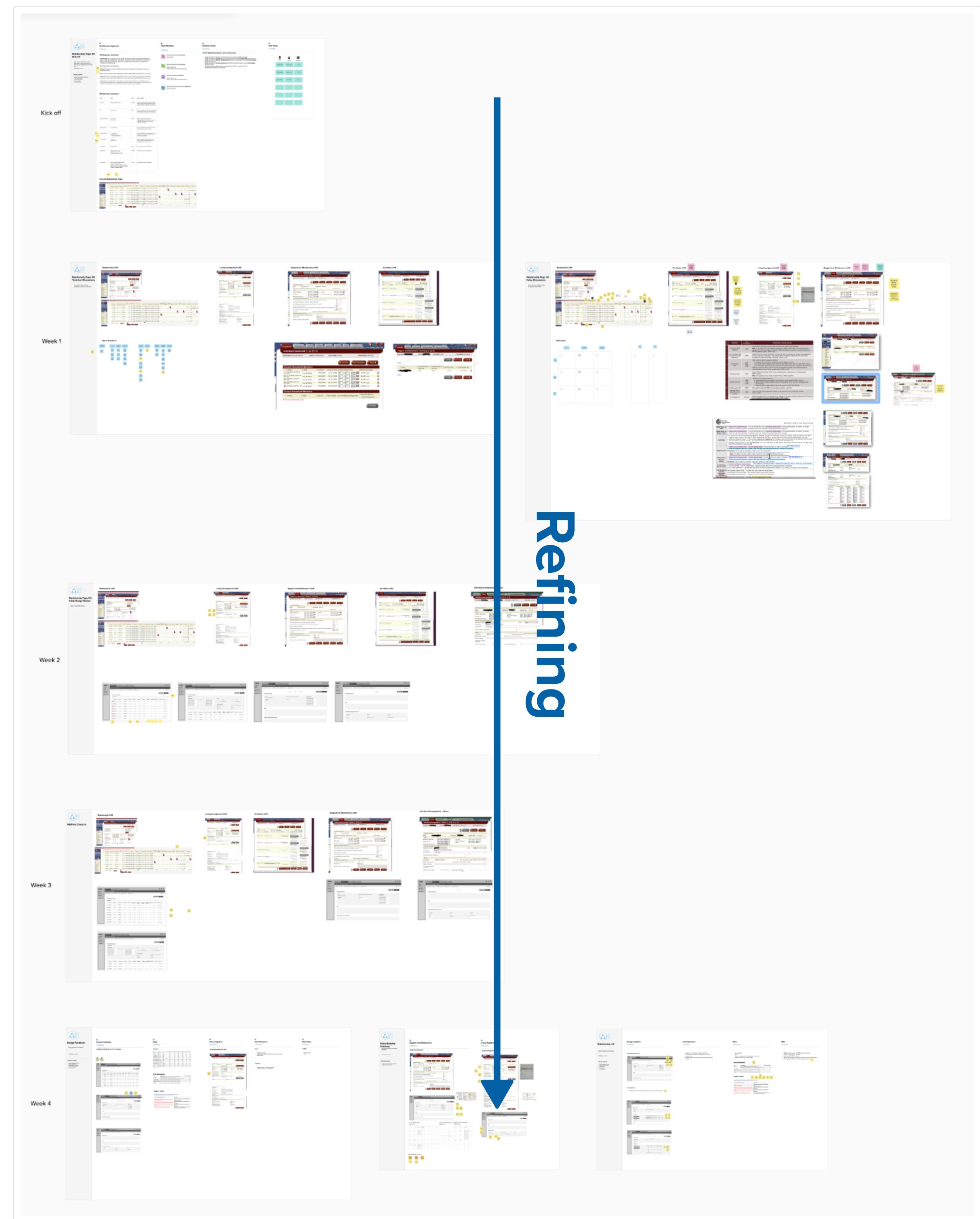
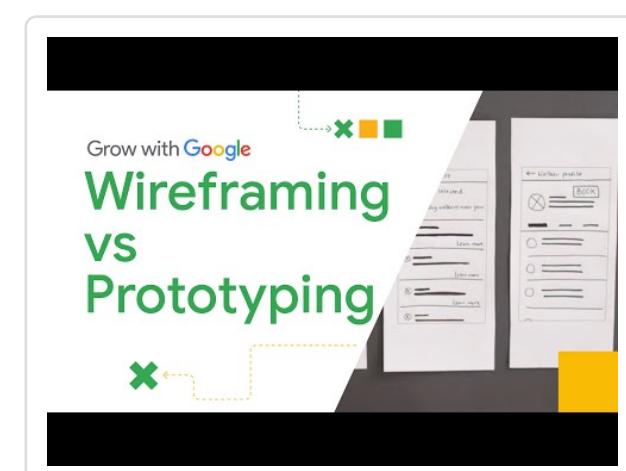
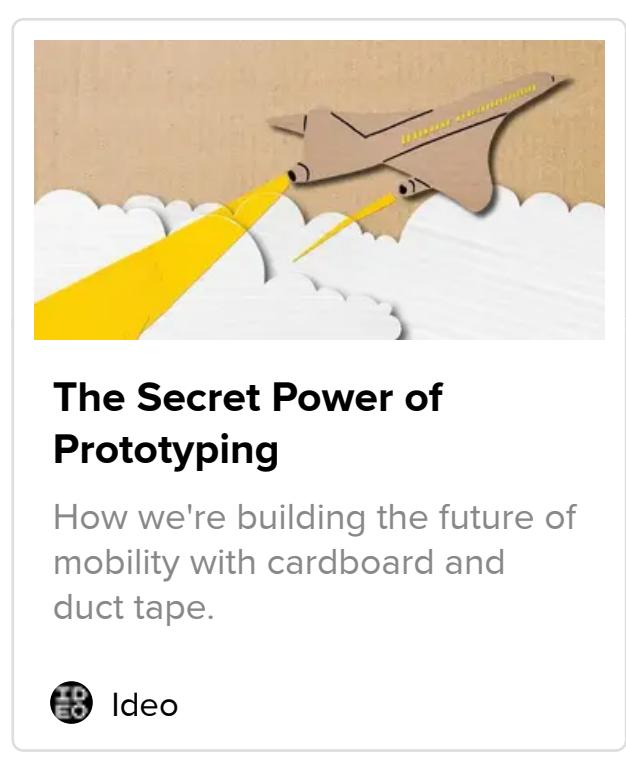
A screenshot of a software application window titled "Support & Maintenance Details". It shows a list of contacts under "Individual Information" and a dropdown menu for "Provides support for". A blue circle with the letter "A" is positioned in the top right corner of the screenshot.A screenshot of the same software application window as above, but with the "Provides support for" dropdown expanded to show a list of contacts. A blue circle with the letter "B" is positioned in the top right corner of the screenshot.A screenshot of the same software application window as above, but with the "Provides support for" dropdown expanded to show a list of contacts. A blue circle with the letter "C" is positioned in the top right corner of the screenshot.

RAPID PROTOTYPING

Insights from research become actionable when they help drive decisions and new features.

USDS leverages rapid prototyping to quickly sketch new ideas, screen flows, page layouts, and more. We use Figma, but MURAL work just as well. The key is thinking through and generating multiple options. Consider appropriate fidelity as you go!

RESOURCES



ANALYTICS

Immediate Benefits

Empower Data Driven Decisions

- Quantitative vs Qualitative
- Rely on data vs anecdotal evidence

Track how users are working

- Where do they spend time
- Prioritize optimizations based on usage / impact

Evaluate efficacy of features / changes

- Historical data to guide decision making
- Ongoing data collection to validate decisions



KEY QUESTIONS

1. Is this already in progress?
2. Have there been previous attempts?
3. YourTexasBenefits already uses Google Analytics?

Long Term Opportunities

A / B Testing

- Test ideas from user research
- Limit impact of experiments

User Journey

- Visualize funnels
- Workflow optimizations

Real User Monitoring

- Frontend errors
- Frustration indicators

HELPFUL RESOURCES

Sprint Guide



United States Digital Service
Sign-in required


PRA Guidelines



Building a better government for the people.

User Research and the Paperwork Reduction Act | United States Digital Service
Highlighting case studies across the government. In 2021, the Biden-Harris Administration issued an Executive Order to improve customer experience and make service delivery simple, seamless, and secure for Americans. Since...



Inclusive Design



Building a better government for the people.

A quick guide to inclusive design | United States Digital Service
This post aims to describe a few basic, inclusive design concepts that help guide our projects at USDS but there are many additional resources available for those ready to...



Medicaid Playbook



You can't see this image because it comes from a private source.

medicaid-renewals-playbook
This playbook was created by the U.S. Digital Service as a rapid-response guide for civic technologists providing direct technical assistance to states during the COVID-19 Public Health Emergency (PHE). Unwinding. The content in this playbook focuses on strategies to rapidly decrease the burden of...



Digital Services Playbook



U.S. DIGITAL SERVICE

Digital Services Playbook
PLAY 1 We must begin digital projects by exploring and pinpointing the needs of the people who will use the service, and the ways the service will fit into their lives. Whether the users are members of the public or government employees, policy makers must include real people in their...



Digital.gov Resources



Digital.gov

Resources
Essential how-to guidance for government product managers and digital teams.



Core Product Principles



Building a better government for the people.

Core principles of product launches in government | United States Digital Service
Every day, hundreds of millions of Americans rely on digital products that underpin critical government services. Over the past ten years, the federal government has made significant strides in following...



WRAP UP

Questions

THANK YOU

U.S. Digital Service
December 2024