

# The future of government user experience:

Improving faster with design systems



# Hi! I'm Aviva Oskow.



**Visual & service designer, working to improve  
the user experience and digital tools of the  
federal government.**

# Hi! I'm Aviva Oskow.



**Visual & service designer, working to improve the user experience and digital tools of the federal government.**

18F

User centered\* design and technology agency inside the Technology Transformation Service (TTS) of the General Services Administration (GSA).

*\*Work iteratively, design for real people, build in the open, and share what we know*

# Who are you?



Federal?

State?

City?

Visual or UX Designers?

Content strategists?

Developers?

Product?

# **Today we are talking about:**

**The US Web Design System  
and other reusable  
resources for doing our  
work better and faster**

**Examples in practice and  
use cases**

**What should come next?  
(Questions & discussion)**

There were **3.7 billion visits** to  
U.S. federal government  
websites over the past 90 days.

---

From [analytics.usa.gov](https://analytics.usa.gov)



# 92 Percent of Most Popular Federal Government Websites Fail to Meet Basic Standards for Security, Speed, Mobile Friendliness, or Accessibility, New ITIF Study Finds

March 8, 2017



Lindsay Bednar  
lbednar@itif.org  
(202) 626-5744

WASHINGTON—Every day, the public relies on federal websites to access information and services from the U.S. government, yet 92 percent of its most popular sites fail to meet basic standards for security, speed, mobile friendliness, or accessibility, according to a [first-of-its-kind study](#) released today by the Information Technology and Innovation Foundation (ITIF).

"Despite years of progress in digital government, a striking number of federal websites do not even meet many of the U.S. government's own requirements, let alone private-sector best practices," said Alan McQuinn, ITIF research analyst and the report's lead author. "Considering that many constituents rely on federal websites to interact with government, it is incumbent upon the new administration, supported by Congress, to make websites more convenient, accessible, and secure."

McQuinn and co-author Daniel Castro analyzed 297 of the most popular federal websites—all U.S. government websites in the top 1 million websites globally—assessing them on four criteria: security, speed, mobile friendliness, and accessibility. In addition to scoring the sites in each of these areas, the authors ranked them using a composite score to give an overall view of how well the most popular government websites adhere to federal requirements and industry best practices.

# Federal IT contract spending reaches new high in fiscal 2018, report says



*“Spend on digital services contracts increased 17% governmentwide”*

(Getty Images)

Written by [Billy Mitchell](#)

JAN 25, 2019 | FEDSCOOP

Federal spending on IT contracts reached an all-time high in fiscal 2018, according to new Bloomberg research.

Agencies spent \$64.7 billion on IT contracts last year, up 9.5 percent from fiscal 2017, according to Bloomberg Government's [analysis](#) of Federal Procurement Data System data.

This is attributed to growth in unclassified spending in both defense and civilian sectors —11.9 percent and 6.6 percent, respectively.

Things are finally moving in a better digital direction...

but how much time are we spending reinventing the wheel?



Progress!

# 21st Century IDEA

## Integrated Digital Experience Act

***“Government exists to serve citizens, and this bill ensures government leverages available technology to provide the cohesive, user-friendly online service that people around this country expect and deserve.”***

*Rep. Ro Khanna, D-Calif*

# **Under 21st Century IDEA, federal websites and digital services must:**

**meet web accessibility standards  
and be mobile friendly**

**have a consistent appearance**

**create digital versions of every  
in-person or paper-based  
government process—promoting  
digital forms and e-signatures**

**have industry standard secure  
connections**

**reduce duplicity and legacy  
websites**

**be designed and developed  
around data-driven user needs  
and be continually tested for  
usability**

**Any new websites or redesigns  
must comply, and any existing  
must report within a year for how  
they will improve**

# Under Title II of the IDEA, federal websites and digital services must:

## Tall orders! But....

- meet web accessibility standards
- have a consistent appearance
- be mobile friendly
- have versions of every in-person or paper-based government process—promoting digital forms and e-signatures
- have industry standard secure connections

- reduce duplication and legacy websites
- Be designed and developed around data-driven (qualitative and quantitative) user needs and be continually tested for usability
- meet the standards in one year and continue to report annually

# Under 91st Century IDEA, federal very exciting!



meet web accessibility requirements  
have a consistent user interface  
be mobile friendly  
have version control  
paper-based processes  
process—paperless  
e-signatures  
have industry  
connections

legacy websites  
developed around  
active and  
needs and be  
for usability

***“Good UX for you  
and you and you!”***

**But really, we have a lot  
of work to do.**



**What should be consistent?  
What can be unique?**



# How do we keep track?



**How does it live on past us?**

**Design systems,  
documentation  
& guidance**



# We need to speak the same language!

A common system for design  
and code

Shared methodologies for  
user centered design

Shared design principles

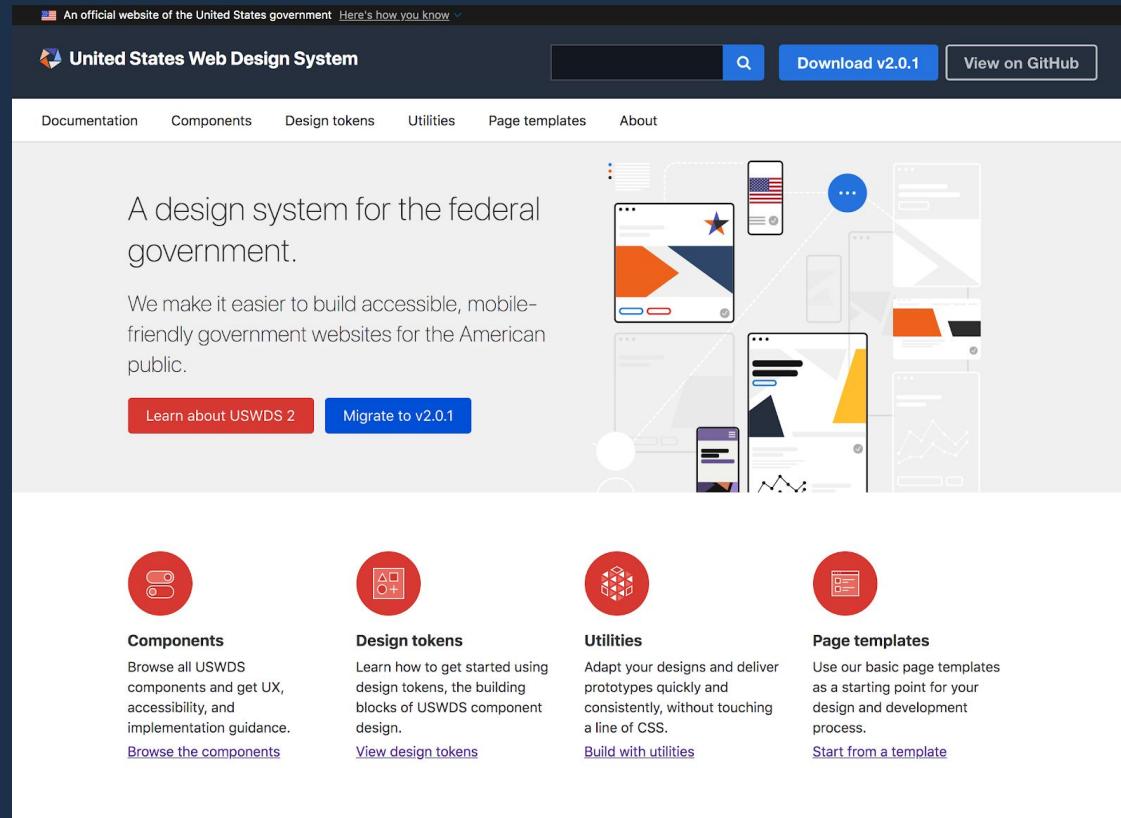
Documentation of how we've done  
it and guides for doing it again



**A head start making  
better user experiences**

# The U.S. Web Design System

The USWDS provides design guidelines and code to help agencies quickly create trustworthy, accessible, and consistent digital government services.



An official website of the United States government [Here's how you know](#)

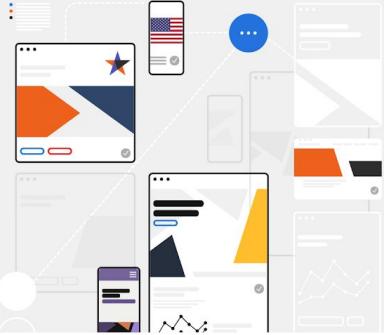
**United States Web Design System**

Documentation Components Design tokens Utilities Page templates About

A design system for the federal government.

We make it easier to build accessible, mobile-friendly government websites for the American public.

[Learn about USWDS 2](#) [Migrate to v2.0.1](#)





**Components**

Browse all USWDS components and get UX, accessibility, and implementation guidance.

[Browse the components](#)



**Design tokens**

Learn how to get started using design tokens, the building blocks of USWDS component design.

[View design tokens](#)



**Utilities**

Adapt your designs and deliver prototypes quickly and consistently, without touching a line of CSS.

[Build with utilities](#)



**Page templates**

Use our basic page templates as a starting point for your design and development process.

[Start from a template](#)

I've heard the U.S. Web Design System is ...

Just a style guide

Just some reusable digital components

Only for developers

I've heard the U.S. Web Design System is ...

~~Just~~ A style guide *is part of a design system.*

---

Just some Reusable digital components *are one feature of a full system, plus a lot more.*

---

Only For developers *who want to have a common*

# Components, Design & Code

---

Accordion

Alert

Border

Button

Color

Flex

Float

Footer

Form controls

Form templates

Grid

Header

Height & width

Icons

Layout grid

Margin & padding

Opacity

Order

Outline

Search

Side navigation

Shadow

Spacing units

Table

Tag

Typesetting

Typography

Z-index

# Templates

---

Landing page

Documentation page

# Documentation

---

Design principles

For developers

For designers

Accessibility

Performance guidelines

Code guidelines

Migration

Video tutorials

Implementations

Examples

Professional Shampoo

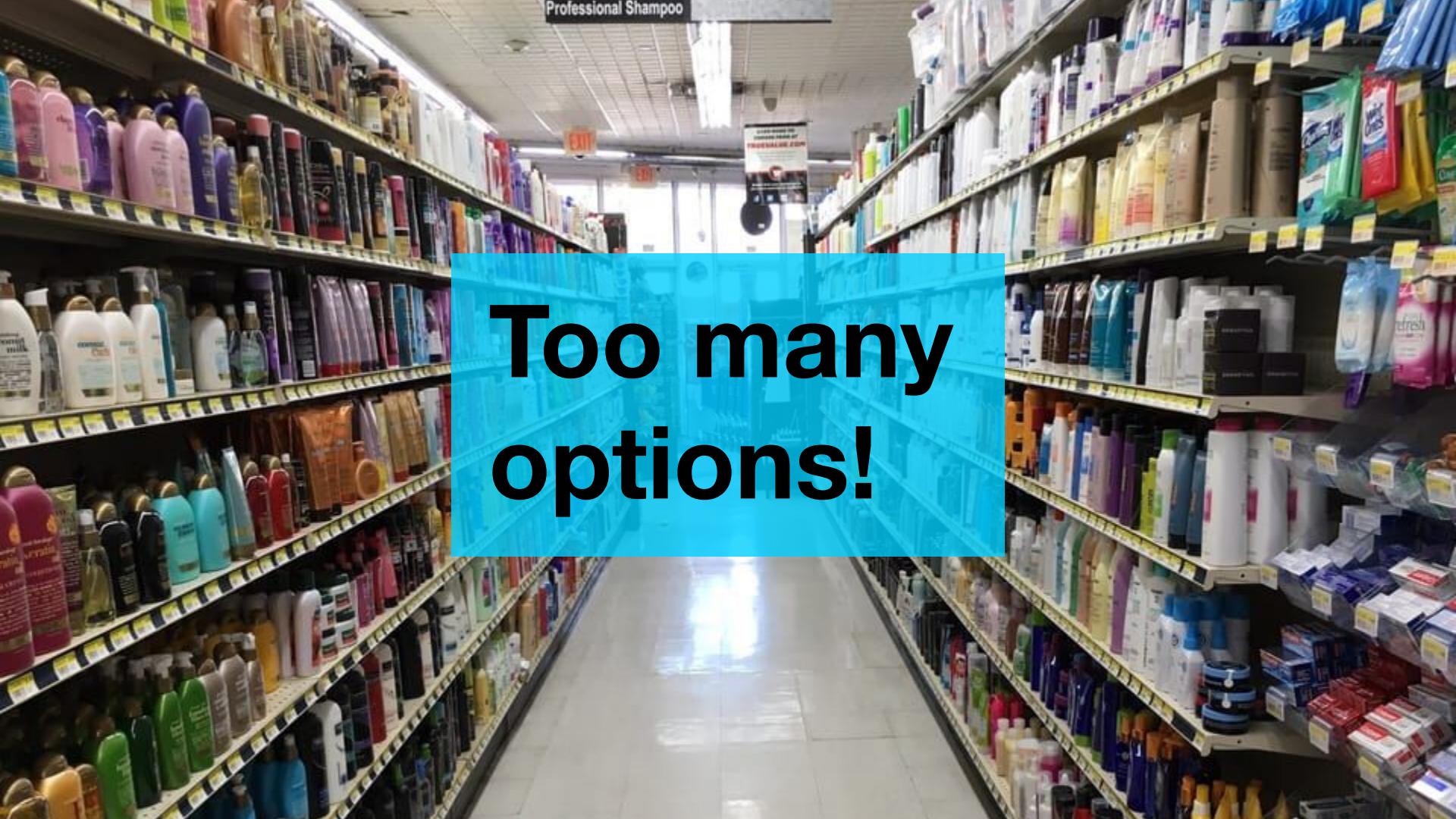
EXIT

EXIT

SALE

Check out  
the great  
values at  
[TREASUREVALUE.COM](http://TREASUREVALUE.COM)

Professional Shampoo



Too many options!

The screenshot shows the official website of the Supreme Court of the United States. At the top, there is a large seal of the Supreme Court. Below the seal, the words "SUPREME COURT OF THE UNITED STATES" are written in a large, serif font. To the right of the title, there are links for "Visiting the Court", "Touring the Building", and "Exhibitions". Below the title, there are search functions for "Search Domestic", "Advanced Search", and "Enter Search Text". A "Search Help" link is also present. The main navigation menu includes "Home", "Opinions", "Oral Arguments", "Case Documents", "Rules & Guidance", "News Media", and "About the Court". Below the menu, there is a row of nine historical books from the Supreme Court's library, including titles like "BROWN CHARTER OF FREEDOM", "BLACKSTONE'S COMMENTARIES", and "THE AMERICAN LAW REPORTER". A "CONTINUE SHOPPING" button is located below the books. At the bottom left, there is a small image of the Supreme Court building. The footer contains sections for "Recent Decisions" and "Supreme Court Library".

**ClinicalTrials.gov**

Our beta test site

**IMPORTANT:** Using of a study on this site does not reflect endorsement by the National Institutes of Health. Talk with a trusted healthcare professional before volunteering for a study. Read more.

**Find Studies    About Clinical Studies    Submit Studies    Resources    About This Site**

ClinicalTrials.gov currently lists 242,200 studies with locations in all 50 States and in 18 countries. Test Site ▾

**Search for Studies**  
Example: "Heart attack" AND "Los Angeles"  
Search

Advanced Search   See Studies by Topic  
See Studies on Map

**For Patients and Families**

- How to find studies
- See studies by topic
- Learn about clinical studies
- Learn more

**For Researchers**

- How to submit studies
- Download contact for analysis
- About the results database
- Learn more

**For Study Recruit Managers**

- How to register your study
- How to request your study removed
- FDAAA 801 requirements
- Learn more

**Search Help**

- How to search
- How to view results of studies
- How to read a study record

**Locations of Recruiting Studies**

Region	Count
Non-U.S. only (88%)	212,000
U.S. only (29%)	70,200
U.S. and non-U.S. (8%)	19,800
All sites (12%)	29,200

(Data as of April 15, 2017)

- See more trends, charts, and maps

**Learn More**

- Final Rule Webinar Series
- Test Site User Guide
- Glossary of common site terms
- SIRs or the press
- Using our RSS feeds

[HOME](#)   [RSS FEEDS](#)   [SITE MAP](#)   [TERMS AND CONDITIONS](#)   [DISCLAIMER](#)   [CUSTOMER SUPPORT](#)

[Copyright](#)   [Privacy](#)   [Accessibility](#)   [Viewers and Plugins](#)   [Freedom of Information Act](#)   [USA.gov](#)

Online Nonimmigrant Visa Application (DS-160)

## Apply For a Nonimmigrant Visa

**Tooltip Language: English** [\[View Test Tip Help\]](#)

Most of this application has been translated. To see the translation point your mouse over any sentence on the page.

**Get Started**

Select a location where you will be applying for this visa

**SELECT ONE**

Select a location and make sure you have the documents and information you will need.

**START AN APPLICATION ➔**

Select a location then select an application that you previously saved on your computer.

**UPLOAD AN APPLICATION ➔**

You will be asked for your application ID and answer a security question.

The image shows a screenshot of an interactive game titled "October is Cybersecurity Awareness Month". The game features two cartoon characters, a green robot-like figure and a blue robot-like figure, standing in front of a dark background. The green robot is on the left, holding a speech bubble that says: "Keep your passwords secret - if you think your best friend can't figure them out, who knows how many other people can?" The blue robot is on the right, holding a speech bubble that says: "Don't go for any website if you don't know exactly what it is - if you can't read or see any of the text on the page, don't click on it or your computer will crash!" Below the characters are two buttons: "CYBER TUES" on the left and "CYBER WED" on the right. At the bottom of the screen are three buttons: "Inter Flash Site", "Inter Text Only Site", and "Download Flash Player".

**SUBMIT****JOIN US****Log in****Register****Search****GET THE LATEST****Apply Now****Get started****Sign In****Subscribe****Create an account****SEARCH ▶****Search****LOG IN****Where's My Refund?****Search****SEARCH****Login****Search****Login****More****Feedback ▶****NEED HELP?****Submit****Apply****Search****Reset****Learn more****SEARCH****go****Login****Get Weather****Search****All Outbreaks ▶****Search****TRY OUR VISA WIZARD ▶****Search**

The image shows the homepage of FOIA.gov. At the top, there's a navigation bar with links for "Home", "About", "Contact", and "Help". Below the navigation is the seal of the United States. A large search bar is centered, with the placeholder text "Search FOIA.gov". To the right of the search bar is a button labeled "Search". Above the search area, there's a banner with the text "Welcome to the first iteration of the new FOIA.gov! We'll continue to improve this site in the future and look forward to your input. Submit feedback." Below the search bar, there are several sections: "Learn about FOIA", "Before you request", "Create a request", "Agency FOIA data", and "Resources for agencies | FOIA API". The main content area features a large blue box with the heading "The basic function of the Freedom of Information Act is to ensure informed citizens, vital to the functioning of a democratic society." Below this, there's a paragraph of text and two buttons: "Learn more about FOIA" and "Start your request". In the background, there's a photograph of a classical building with columns and a flag.

The screenshot shows the homepage of the Angels Fund website. At the top, there's a navigation bar with links for Home, About Us, Angels Fund, Portfolio, News, Contact, and Apply, along with a search icon. The main title "ANGELS FUND" is prominently displayed above a large, bold, yellow call-to-action button labeled "Get started". Below this, a large banner features the text "WE INVEST UP TO \$1.5 MILLION IN SEED FUNDING WE TAKE 0% EQUITY" in white, overlaid on a background image of a green plant. To the left of the banner is a smaller image of a person working at a desk. A yellow box on the left side contains the text "Seed capital for early stage product development" and "Meet entrepreneurs, industry leaders, and NPF team members to refine your team, the direction of your work, and your intellectual property". Another yellow box on the right side contains the text "Access to our network of innovators and industry experts" and "Meet entrepreneurs, industry leaders, and NPF team members to refine your team, the direction of your work, and your intellectual property". At the bottom, there are two more boxes: one for "View portfolio" and another for "View awards".

The image is a screenshot of the official website of the United States Department of Agriculture (USDA). The top navigation bar includes the USDA logo, the text "U.S. DEPARTMENT OF AGRICULTURE", and links for "E-FOODS", "BROWSE THE REPORT", and "CONTACT US". Below the navigation is a search bar with a magnifying glass icon. The main content area features a large image of a flooded agricultural field. Overlaid on this image is a white rectangular box containing the text "Disaster Resource Center", "Learn how to prepare, recover, build long-term resilience, and find Federal assistance during disaster events.", and a "Learn More" button. At the bottom left, there is another white box with the text "We want to hear from you!", a "Feedback to the Secretary" link, and a small circular icon. The bottom right features a portrait of an elderly man smiling. The footer contains a search bar with the placeholder "I'm looking for" and a dropdown menu set to "Food Safety Recalls", along with a colorful image of various packaged food products.



A official website of the United States government. See the Site Map | Privacy | Help

U.S. Department of Commerce

ABOUT ISSUES NEWS DATA AND REPORTS WORK WITH US

Bureaus and offices | Contact us

Search

Creating a one-stop shop for space commerce

On Ed by Secretary Ross: That Moon Colony Will Be a Healthy Journey That You Have

MARCH 20, 2019 Remarks by Commerce Secretary Wilbur L. Ross at the Fraunhofer Center of Muhammad Medical Center (M2C) Signing

MARCH 21, 2019 Remarks by Dr. L. Michael, Commerce Secretary Wilbur L. Ross at the SK Innovation Groundbreaking Ceremony in Commerce, Georgia

MARCH 21, 2019 Statement from Secretary Ross on the President's Budget: "A Budget for a Better America"

MARCH 22, 2019 Photo of Secretary Ross with a group of people

MARCH 28, 2019 Photo of Secretary Ross with a group of people

MARCH 28, 2019 Photo of Secretary Ross with a group of people

Tweets by @WilburRoss 0

Sec. Wilbur Ross 0  
Ann - U.S. Mento-Cervus Agreement. The U.S. and Mongolia will work together and with Mexico and Kenya as we work to globalize our economy. [#GlobalEconomy](#) [#Trade](#) [#USAID](#) [#Commerce](#) [#WilburRoss](#)

Wilbur Ross 0  
PTV's Americas believe in U.S. economy & the Trump administration. We're looking forward to working with the U.S. Environmental Protection Agency, the U.S. Small Business Administration, and the U.S. Dept. of Transportation.

Wilbur Ross 0  
View on Twitter

The screenshot shows the official website of the U.S. Department of the Treasury. At the top, there's a banner featuring a portrait of Treasury Secretary Steven Mnuchin. The main navigation bar includes links for About Treasury, Secretary Mnuchin, Policy Issues, Data, Services, News, and Contact. Below the banner, a large headline reads "The Tax Cuts and Jobs Act Is Delivering Results for the American People". A "Read More" button is located below the headline. On the left, there's a "Featured" section with a "Read More" button. The bottom left features a "Featured Stories" section with a thumbnail image of a document titled "Treasury Sanctions Venezuela's State-Owned Oil". The bottom right has a "Latest on Twitter" section with a link to the Treasury's Twitter page.

The screenshot shows the official website of the Federal Election Commission (FEC). The top navigation bar includes links for "Home," "About," "Contact," "Help," "Search," and "Log In." A search bar is located at the top right. The main header features the FEC logo and the text "Federal Election Commission UNITED STATES GOVT - AMERICA". Below the header, there's a banner with the text "Campaign finance laws • Help for candidates and committees • Legal resources • About •". The main content area has several sections: "Protecting the integrity of the campaign finance process" with a "More about the FEC" link; "Information about new open to public comment for items in advance decisions"; "Read federal election notice & comment rule"; "News and announcements" with a "45 days" badge; "FEC record" for trade association PACs (2006); "Tips for treasurers" for registered accounting services; "Press releases" for items such as "Proposed changes option to Pursuing America's Greatness Inc"; "WEEKLY DIGEST" for "Federal Election Act - 2008"; "Events and deadlines" including "Non-cash contribution reporting" and "March 28 (Open House)"; "Non-filing deadline" for "April 15 (Report Due)"; "Non-reporting or non-filing" for "March 27 (Report Due/Inc Webcast)"; "Non-public comment deadline" for "March 29 (Comments Due/2010)" with "Comments due (Due Date)" and "All legal events" buttons; and a "Get started" section with three images and descriptions: "Find out how individuals can support federal candidates" (image of people at a podium), "Explore financial data for current and past elections and the candidates in those races" (image of a computer screen showing election data), and "Learn about how much contributors can give to different types of committees" (image of a stack of US dollar bills).

An official website of the U.S. government

Search

U.S. Department of the Interior

# Natural Resource Revenue Data

Home About How it works Explore data Case studies

Overview Production Revenue Disbursements

When companies extract energy or resources on federal lands and offshore areas, they pay royalties, rent, and revenues to the federal government. The government distributes these funds for public use in a variety of ways.

It's. Explore the data Learn how it works

Learn about extractive industries in each state

Explore production, revenue, and disbursements data for each state.

Select or choose region:

Choose location

■ Federal lands and waters ■ Native American lands ■ Other State lands, local, or private

Data summary



***Consistency over conformity***

# Templates

An official website of the United States government [Here's how you know](#)

## Project title

Secondary link | Another secondary link

Current section  Section  Simple link

**Hero callout:**  
Bring attention to a project priority

Support the callout with some short explanatory text. You don't need more than a couple of sentences.

**Call to action**

The tagline should inspire confidence and interest, focusing on the value that your overall approach offers to your audience. Use a heading typeface and keep your tagline to just a few words, and don't confuse or mystify.

Use the right side of the grid to explain the tagline a bit more. What are your goals? How do you do your work? Write in the present tense, and stay brief here. People who are interested can find details on internal pages.

## A tagline highlights your approach

### Graphic headings can vary.

Graphic headings can be used a few different ways, depending on what your landing page is for. Highlight your values, specific program areas, or results.

### Stick to 6 or fewer words.

Keep body text to about 30 words. They can be shorter, but try to be somewhat balanced across all four. It creates a clean appearance with good spacing.

An official website of the United States government [Here's how you know](#)

## Project title

Current section  Section  Simple link

Parent link  
**Current page**  
Child link  
**Child link**  
Grandchild link  
Grandchild link  
**Grandchild link**  
Grandchild link  
Child link  
Child link  
Child link  
Parent link

## Page heading (h1)

The page heading communicates the main focus of the page. Make your page heading descriptive and keep it succinct.

## Section heading (h2)

These headings introduce, respectively, sections and subsections within your body copy. As you create these headings, follow the same guidelines that you use when writing section headings: Be succinct, descriptive, and precise.

## Subsection heading (h3)

The particulars of your body copy will be determined by the topic of your page. Regardless of topic, it's a good practice to follow the inverted pyramid structure when writing copy: Begin with the information that's most important to your users and then present information of less importance.

Keep each section and subsection focused — a good approach is to include one theme (topic) per section.

## Subsection heading (h4)

Use the side navigation menu to help your users quickly skip to different sections of your page. The menu is best suited to displaying a hierarchy with one to three levels and, as we mentioned, to display the sub-navigation of a given page.

Read the full documentation on our side navigation on the component page.

[Return to top](#)

Primary link Primary link Primary link Primary link Primary link

# Reusable elements

## UI components

### BUTTONS

#### Primary buttons



#### Secondary buttons



#### Buttons on a dark background



#### Big Button



### LABELS

#### Small Large

NEW NEW

### SEARCH BAR



## Typography—Pairings and styles

### DEFAULT

#### Merriweather headings, Source Sans Pro body

1. Merriweather Regular 400
2. Merriweather Bold 700
3. Source Sans Pro Regular 400
4. Source Sans Pro Italic 400

## Display 1

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 52px  
Line-height: 1.3em/60px

## Heading 1

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 48px  
Line-height: 1.3em/52px

## Heading 2

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 36px  
Line-height: 1.3em/39px

## Heading 3

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 26px  
Line-height: 1.3em/26px

## Heading 4

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 18px  
Line-height: 1.3em/22px

## Heading 5

Font-family: 'Merriweather'  
Font-weight: 700  
Font-size: 15px  
Line-height: 1.3em/20px

## Heading 6

Font-family: 'Source Sans Pro'  
Font-weight: 400  
Font-size: 13px  
Line-height: 1.3em/17px  
text-transform: uppercase

## Lead paragraph

Font-family: 'Merriweather'  
Font-weight: 400  
Font-size: 20px  
Line-height: 1.3em/34px

**Body copy.** A series of sentences together which make a paragraph.

Font-family: 'Source Sans Pro'  
Font-weight: 400  
Font-size: 13px  
Line-height: 1.3em/20px

**Italic body copy.** A series of sentences together which make a paragraph.

Font-family: 'Source Sans Pro'  
Font-style: italic  
Font-weight: 400  
Font-size: 13px  
Line-height: 1.3em/20px

## Form templates

NAME

SIGN IN

### Name

Title - optional

First name

Middle name - optional

Last name

### Sign in

or [create an account](#)

Username or email address

Password

[Show password](#)

Sign in

[Forgot username?](#)

[Forgot password?](#)

### PASSWORD RESET

## Reset password

Please enter your new password.

### >Password information

Length requirements

Character constraints, if any

New password

Confirm password

[Show my typing](#)

Reset password

### Mailing address

Mailing address 1

Mailing address 2 - optional

City

State

ZIP Code

### DATE INPUT

## Date of birth

For example: 07 04 1776

Month Day Year

# Personality can vary through tonal shifts: Colors, images, content

The image displays a grid of 10 website mockups, each showing a different tonal shift. The mockups are arranged in two rows of five. Each mockup includes a header with 'Website.gov' and a search bar, followed by a breadcrumb navigation bar.

- Row 1, Column 1:** Hero callout: Call attention to a current priority. The background is dark blue with a large American flag image. The hero callout is white with black text. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'.
- Row 1, Column 2:** Hero callout: Call attention to a current priority. The background is orange with two images of people working in a kitchen. The hero callout is white with black text. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'.
- Row 1, Column 3:** Hero callout: Call attention to a current priority. The background is green with a football field image. The hero callout is white with black text. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'.
- Row 1, Column 4:** Hero callout: Call attention to a current priority. The background is blue with a scientist in a lab image. The hero callout is white with black text. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'.
- Row 1, Column 5:** Hero callout: Call attention to a current priority. The background is white with a close-up of hands writing. The hero callout is white with black text. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'.
- Row 2, Column 1:** A tagline that highlights your approach. The background is dark blue with a large American flag image. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'. The text in the sidebar is identical to the one in the first column.
- Row 2, Column 2:** A tagline that highlights your approach. The background is orange with two images of people working in a kitchen. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'. The text in the sidebar is identical to the one in the second column.
- Row 2, Column 3:** A tagline that highlights your approach. The background is green with a football field image. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'. The text in the sidebar is identical to the one in the third column.
- Row 2, Column 4:** A tagline that highlights your approach. The background is blue with a scientist in a lab image. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'. The text in the sidebar is identical to the one in the fourth column.
- Row 2, Column 5:** A tagline that highlights your approach. The background is white with a close-up of hands writing. The main content area has a light gray background with a dark blue sidebar containing three circular icons labeled 'Describe subhead can go here'. The text in the sidebar is identical to the one in the fifth column.

**Section heading**  
Everything up to this point should help people understand your agency or project: who you are, your goal or mission, and how you approach it. Use this section to encourage them to act. Describe why they should get in touch here, and use an active verb on the button below. "Get in touch," "Learn more," and so on.

**Call to action**

**Footer**

**Section heading**  
Everything up to this point should help people understand your agency or project: who you are, your goal or mission, and how you approach it. Use this section to encourage them to act. Describe why they should get in touch here, and use an active verb on the button below. "Get in touch," "Learn more," and so on.

**Call to action**

**Footer**

**Section heading**  
Everything up to this point should help people understand your agency or project: who you are, your goal or mission, and how you approach it. Use this section to encourage them to act. Describe why they should get in touch here, and use an active verb on the button below. "Get in touch," "Learn more," and so on.

**Call to action**

**Footer**

**Section heading**  
Everything up to this point should help people understand your agency or project: who you are, your goal or mission, and how you approach it. Use this section to encourage them to act. Describe why they should get in touch here, and use an active verb on the button below. "Get in touch," "Learn more," and so on.

**Call to action**

**Footer**

# Style variety within one system

## Merriweather bold for headers

### Merriweather regular sub

Source sans pro regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Range one



Range two



## Source Sans Pro Light for headers

### Source Sans Pro Regular Sub

Source sans Pro Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Range one



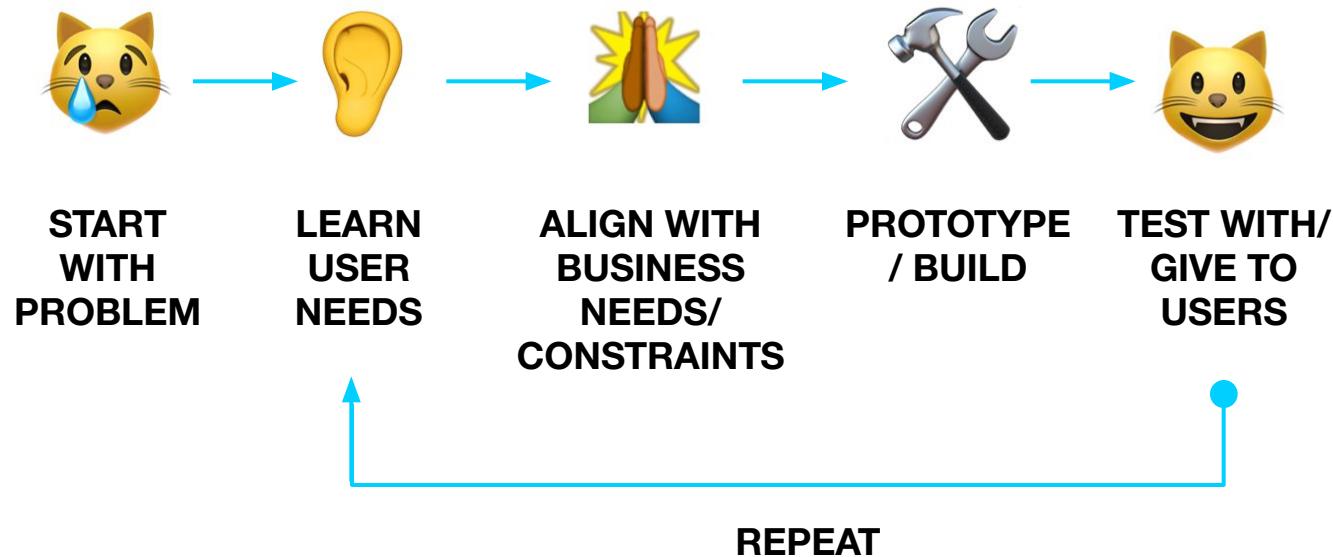
Range one alt



# The System in practice:

- 1 Speaking the **same language**
- 2 Accelerating **rapid prototyping**
- 3 Teams with **dedicated visual / UX designers**
- 4 Teams with **limited design support, time or budget**
- 5 Opportunities to **pave the way forward**

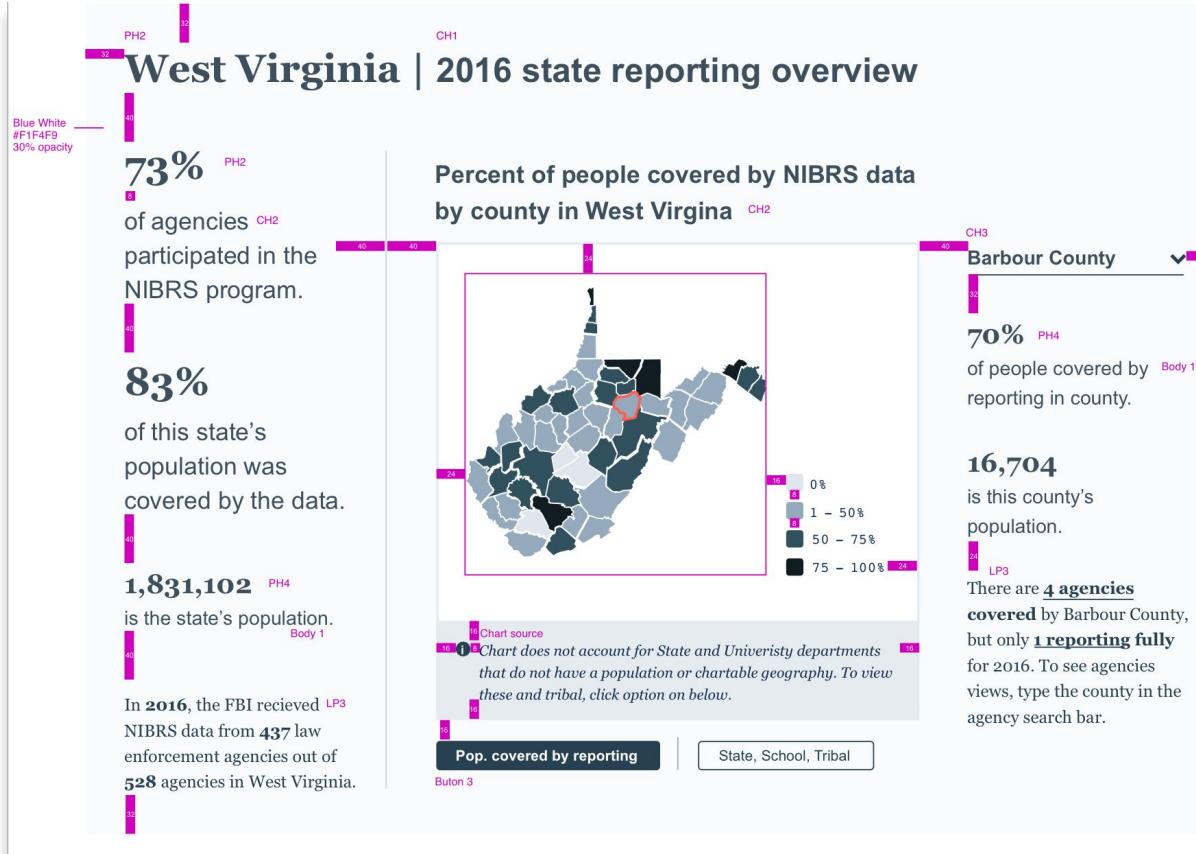
# Remember: user centered, iterative process



1

# The Design System in practice: speaking the same language

# Spacing and margins (before)



# Spacing and margins (2.0)

## Margin

CSS PROPERTY: `margin`

responsive

active

hover

focus

visited

### Margin on all sides



`.margin-0`

0



`.margin-1px`

1px



`.margin-2px`

2px



`.margin-1`

8px



`.margin-105`

12px



`.margin-2`

16px



utility suffix

spacing units

pixels

example line

example utility

1px

—

1px

bottom-1px

2px

—

2px

border-top-2px

05

0.5 spacing units

4px

padding-y-05

1

1 spacing unit

8px

padding-x-1

105

1.5 spacing units

12px

margin-top-105

2

2 spacing units

16px

square-2

205

2.5 spacing units

20px

square-2

3

3 spacing units

24px

margin-left-neg-3

4

4 spacing units

32px

u-minh-4

5

5 spacing units

40px

tablet:margin-top-4

# Grid and type (before)

- [redacted] 1:18 PM  
Is it worth us going to a 12 column grid so we can speak the same language. It'd take us only a couple hours at this  
Or, does it mean a lot of work for you also?
- [redacted] 1:18 PM  
where the 1060 browser will see 32px margin on the side (or some other value) and the rest being the content section  
(so 998px in this case)
- [redacted] 1:19 PM  
Second question and you are going to kill me.... after we adjust margins etc, if there are some type sizes that seem too  
big, is it hard to adjust? This would be last cuz I don't want anyone spending tons of time tweaking stuff in code.  
Honestly, we're trying to figure out why everything feels huge.
- [redacted] 1:21 PM  
second question — it's quite easy to adjust font sizes, no problem at all  
first question — i'm not sure u need to change it at this point
- [redacted] 1:34 PM  
i don't think it's worth the time at this point, and i also think it's perfectly ok to each use the grid / column concept that  
works best for their purpose so long as we both end up at the same point
- [redacted] 1:53 PM  
i think the biggest difference in how we think about things is that you see one global grid and figure out how to fit each  
piece into that system whereas I see mini-grids everywhere on the page — i.e., the “other data sets” section on the  
homepage — i see a grid that needs to be divided into 3 equal sections (regardless of width of page) of that grid  
neither of these approaches is wrong, just different!
- [redacted] 1:57 PM  
Cool. Thanks for explaining.

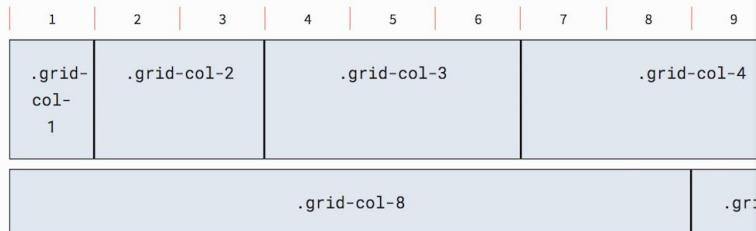
# Grid and type (2.0)

## Responsive classes

### Same at all breakpoints

For columns that should maintain the same proportion at any viewport width, use the `.grid-col` and `.grid-col-*` classes. Specify a numbered class when you need a column of a specific width; otherwise, use `.grid-col`.

`.grid-col-[1-12]` set a fixed width of [n] grid-columns in a 12-column grid.



### Code

```
1 <div class="grid-row">
2   <div class="grid-col-1">.grid-col-1</div>
3   <div class="grid-col-2">.grid-col-2</div>
4   <div class="grid-col-3">.grid-col-3</div>
5   <div class="grid-col-4">.grid-col-4</div>
6   <div class="grid-col-2">.grid-col-2</div>
7 </div>
```

## Theme tokens

The following chart shows the USWDS default settings for the nine theme size tokens. Customize the output to your project needs in `$uswds-theme-typography.scss` by setting the variables listed below. If your project requires more than nine sizes, use [system size tokens](#) as needed.

Token	Default	Example	Value	Settings variable
'3xs'	2	Tallahassee	13px	\$theme-type-scale-3xs
'2xs'	3	Tallahassee	14px	\$theme-type-scale-2xs
'xs'	4	Tallahassee	15px	\$theme-type-scale-xs
'sm'	5	Tallahassee	16px	\$theme-type-scale-sm
'md'	6	Tallahassee	17px	\$theme-type-scale-md
'lg'	9	Tallahassee	22px	\$theme-type-scale-lg
'xl'	12	Tallahassee	32px	\$theme-type-scale-xl
'2xl'	14	Tallahassee	40px	\$theme-type-scale-2xl
'3xl'	15	Tallahassee	48px	\$theme-type-scale-3xl

**“ There are a lot of conversations  
I haven’t had to have because  
of the system.”**

Heather Battaglia, 18F Developer

# Accessible colors (before)

The screenshot shows the WebAIM Color Contrast Checker interface. It displays two color swatches: 'Foreground Color' (#0000FF) and 'Background Color' (#FFFFFF). A 'Contrast Ratio' of 8.59:1 is shown in a green box, with a 'permalink' link below it. Below the color inputs are sliders for 'Lightness'. The results section is divided into three sections: 'Normal Text', 'Large Text', and 'Graphical Objects and User Interface Components'. Each section shows WCAG AA and AAA results. In 'Normal Text' and 'Large Text', both WCAG AA and AAA results are 'Pass'. In 'Graphical Objects and User Interface Components', both also pass.

Color Contrast Checker

Home > Resources > Color Contrast Checker

Foreground Color: #0000FF  
Background Color: #FFFFFF

Contrast Ratio: 8.59:1

Lightness

permalink

Normal Text

WCAG AA: Pass  
WCAG AAA: Pass

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass  
WCAG AAA: Pass

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Pass

Text Input ✓

webaim.org color contrast checker

# Accessible color palette builder



## Accessible color combinations

Please don't use these color combinations; they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

Blue-black text Aa	Blue text Aa	Light Blue text Aa	Blue-White text Aa	Dark-Red text Aa	Bright-Red text Aa
Bright-Red background #FF5E50	Aa	/	/	/	/
Dark-Red background #702C27	/	/	/	Aa	/
Blue-White background #F1F4F9	Aa	Aa	/	/	Aa
Light Blue background #95ABC	Aa	/	/	/	/
Blue background #284152	/	/	/	Aa	/
Blue-black background #111C23	/	/	Aa	Aa	/

18F accessible color palette builder

# Accessible colors (2.0)

## Red warm

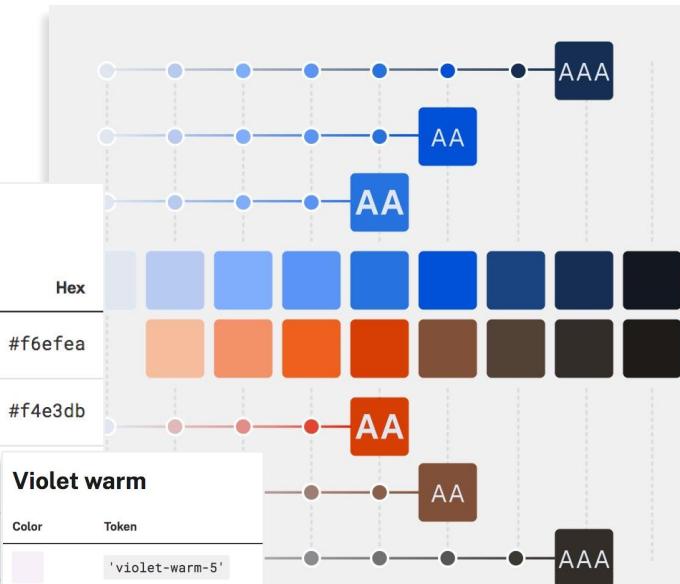
Color	Token	Family	Grade	Variant	Hex
#f6eфеа	'red-warm-5'	'red-warm'	5	-	#f6eфеа
#f4e3db	'red-warm-10'	'red-warm'	10	-	#f4e3db
#f6c2a0	'red-warm-20'	'red-warm'	20		
#f69966	'red-warm-30'	'red-warm'	30		
#f66633	'red-warm-40'	'red-warm'	40		
#f63300	'red-warm-50'	'red-warm'	50		
#d95333	'red-warm-60'	'red-warm'	60		
#993322	'red-warm-70'	'red-warm'	70		
#332211	'red-warm-80'	'red-warm'	80		
#000000	'red-warm-90'	'red-warm'	90		

## Mint cool

Color	Token
#d9e9f7	'mint-cool-5'
#c9e6f6	'mint-cool-10'
#b9e3f5	'mint-cool-20'
#a9e0f4	'mint-cool-30'
#99d6f2	'mint-cool-40'
#89c3f1	'mint-cool-50'
#79b0f0	'mint-cool-60'
#6997e9	'mint-cool-70'
#5984e7	'mint-cool-80'
#4971e6	'mint-cool-90'

## Violet warm

Color	Token
#f6eafe	'violet-warm-5'
#f4e3db	'violet-warm-10'
#f6c2a0	'violet-warm-20'
#f69966	'violet-warm-30'
#f66633	'violet-warm-40'
#f63300	'violet-warm-50'
#d95333	'violet-warm-60'
#993322	'violet-warm-70'
#332211	'violet-warm-80'
#000000	'violet-warm-90'



## Accessible colors (2.0)



Red 60 minus Red 5 = **55**

50+ achieve  
AA contrast

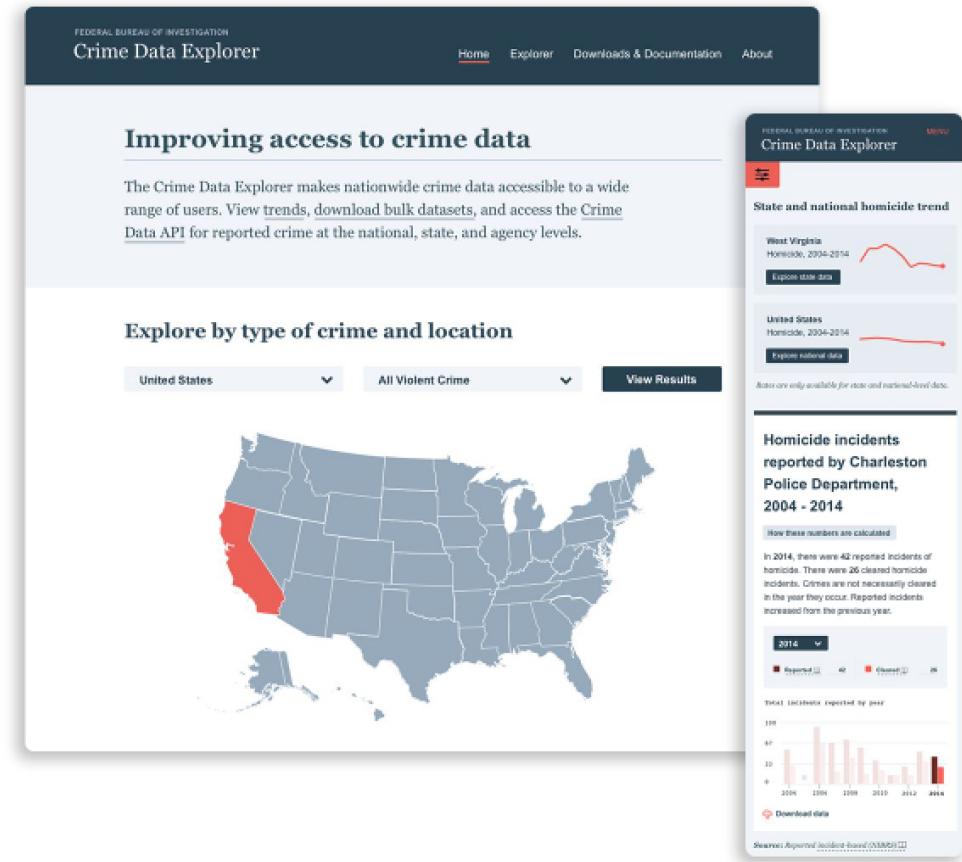
50+ achieve  
AA contrast

2

## The Design System in practice: accelerating rapid prototyping

# Opening the FBI's crime data

*(+ their first open source project!)*



# Opening the FBI's crime data

(+ *their first open source project!*)

The Crime Data Explorer (CDE) was the first attempt to build a **web platform for the public to interact with the FBI's crime data** in a user focused way.

**Through research** with the FBI and lots of users (data scientists, law enforcement, justice advocates, students, and journalists) **we learned we needed to build something that would meet varying needs:**

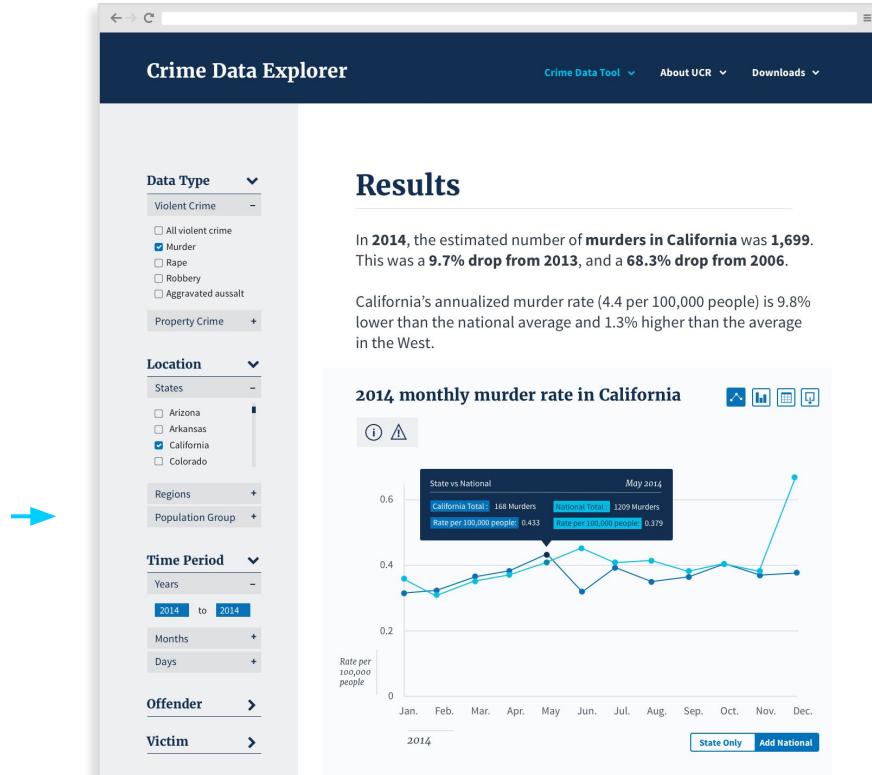
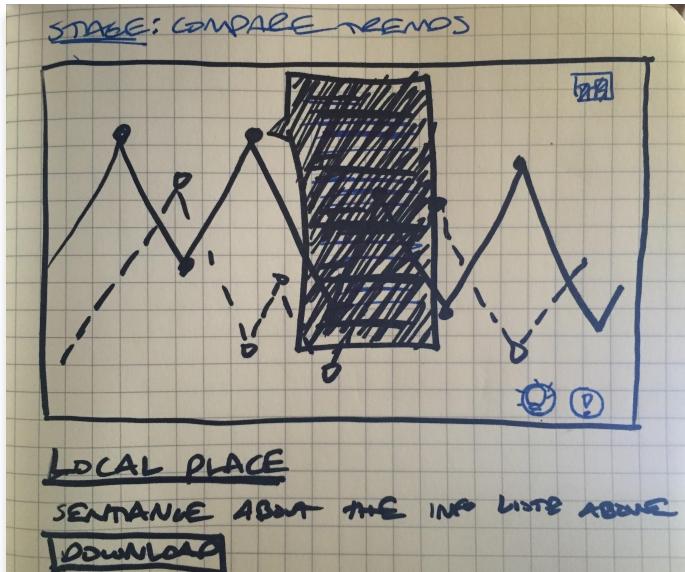
- **Exploration of the data through visualizations** for more novice users
- **Easy access to the raw data** through downloads for experienced users

# Sketches → USWDS styles for prototyping → CDE visual styles

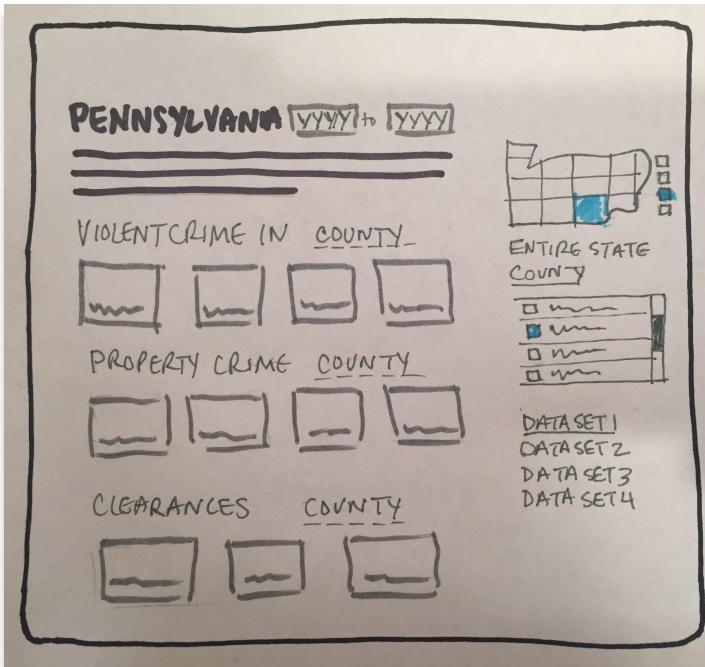
The image displays five versions of the Crime Data Explorer interface, illustrating the design process from initial sketches to the final product.

- Sketches:** A hand-drawn sketch of a dashboard titled "CRIME DATA IN THE US". It features a map of the United States, bar charts for "VIOLENT CRIME" and "PROPERTY CRIME" across different states, and a line graph at the bottom showing crime trends from 2000 to 2014.
- USWDS Prototyping:** Two versions of the "Crime Data Explorer" interface using the US Web Design System (USWDS). The first version shows a "Trends" section with bar charts for Violent Crime (Murder, Rape, Robbery, Aggravated Assault) and Property Crime (Burglary, Larceny Theft, Motor Vehicle Theft, Arson). The second version shows a "Location" section with a map of the United States where states are colored by crime rates.
- CDE Visual Styles:** The final version of the "Crime Data Explorer" website. It includes:
  - A header with "Crime Data Explorer" and navigation links for "Crime Data Test", "About UCR", "Downloads", "Explore", "Downloads & Documentation", and "About".
  - A "Crime in the U.S." section with a map of the United States and a callout for "Violent Crime" showing a 1.2% decrease from 2012 to 2013.
  - A "National, state, and local crime data" section with a map of the United States.
  - An "Explore by location" section with a map of the United States.
  - An "Explore national trends by crime type" section with maps and data for Violent Crime (+5%), Hate Crime (+20%), Property Crime (-5%), Human Trafficking (+10%), and Law Enforcement Assault or Killed (+4%).
  - A "Use our data in your project" section with a map of the United States.
  - An "Open data" section with a map of the United States.
  - A footer with logos for the FBI, Office of Justice Programs, and Office of Justice Statistics, and links for "Contact Us", "Feedback", "Crime Data Test", "About UCR", "Downloads", "Downloads & Documentation", and "About".

# Rapid prototyping is much easier when you have a starting place.



# Rapid prototyping is much easier when you have a starting place.

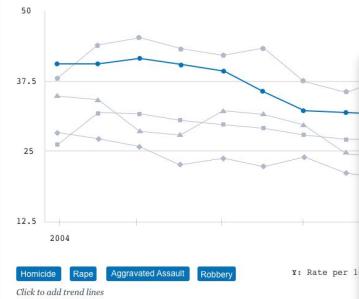


# More time to focus on the content

## Violent crime in Ohio, 2005-2014

Ohio's rape rate surpasses that of the United States, and in 2014 was at 35.3 incidents per 100,000 people (legacy definition).

> Share chart  
Download chart  
View as table

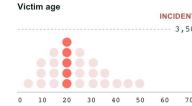


2012 VIOLENT CRIME ●  
31.9 Rate per 100,000 people 3,679 Total violent crimes

The data is from National law enforcement agencies that submitted crime data for the year. Totals are aggregates of the totals reported by agencies providing data to the UCR Program.

Skip to About the data

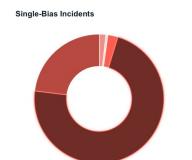
## Victim Demographics



In 2014, there were 3,000 incidents involving victims ages 20-24.



## Bias Motivation



Click to add trend lines

## Violent crime in Ohio, 2005-2014

Ohio's rape rate surpasses that of the United States, and in 2014 was at 35.3 incidents per 100,000 people (legacy definition).

## Agency Participation

### Summary

Use our application programming interface (API) to search and export Uniform Crime Reporting (UCR) data.

### NIBRS

Download the latest user manuals, data declarations, and technical specifications for Uniform Crime Data Reporting data.

### States Reporting

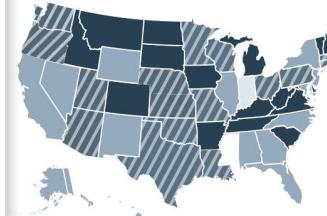
NIBRS Only  
16 States

Establishing a NIBRS only program  
1 state

Summary Only  
14 states

NIBRS & Summary  
1 state

Summary Only  
1 state



## Reported rape in Ohio, 2005-2014

Ohio's rape rate surpasses that of the United States, and in 2014 was at 35.3 incidents per 100,000 people (legacy definition).

> Download chart  
Share chart

### Homicide incidents reported by Nashville Metropolitan Police Department, 2004-2014

In 2014, there were 42 reported incidents of homicide. There were 26 cleared homicide incidents. Crimes are not necessarily cleared in the year they occur. Reported incidents increased from the previous year.



Total incidents reported by year



Downloaded Data

Source: Reported incidents based on NIBRS/G2 data from Nashville Metropolitan Police Department. No data or low data may be the result of an agency's non-participation, reporting no incidents, changes in reporting, or being "banned" by another agency. In addition, classifications, organizations, and the hierarchy of agencies can vary by state. To learn more, please see agency-level data in the Crime in the United States publications.



The data is from National law enforcement agencies that submitted crime data for the years 2005 through 2014. Totals are aggregates of the totals reported by agencies providing data to the UCR Program within each state.

Skip to About the data

# The ones that worked

## State and national homicide trend

Tennessee  
Homicide, 2004–2014  
[Explore state data](#)

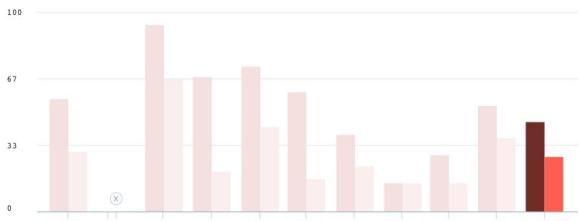
United States  
Homicide, 2004–2014  
[Explore national data](#)

Rates are only available for state and national-level data.

## Homicide incidents reported by Nashville Metropolitan Police Department, 2004–2014

In 2014, there were 42 reported incidents of homicide. There were 26 cleared homicide incidents. Crimes are not necessarily cleared in the year they occur. Reported incidents increased from the previous year.

Total incidents reported by year



Source: Reported incident-based (NIBRS) data from Nashville Metropolitan Police Department. No data or low data may be the result of an agency not participating, reporting no incidents, changes in reporting, or being "covered by" another agency. In addition, classification, organization, and the hierarchy of agencies can vary by state. To learn more, please see agency-level data in the Crime in the United States publications.

## Homicide rate in Tennessee, 2004–2014

In 2014, Tennessee's homicide rate was 5.6 incidents per 100,000 people. The rate for that year was higher than that of the United States.

Year	Rate	Total	Population
2014	5.6	412	6,214,888
United States	5.4	16,465	304,059,724

Rate per 100,000, by year



## Homicide incident details reported by Nashville Metropolitan Police Department

This agency reported 865 individual homicide incidents to the FBI between 2004 and 2014.

### Offender Demographics

Sex of Offender	
Female	72
Male	779
Unknown	114
Total	865

### Age of Victim

Age of Victim	
0-9	0
10-19	14
20-29	135
30-39	206
40-49	101
50-59	65
60-69	23
70-79	14
80-89	1
90-99	0
Total	865

### Race of Victim

Race of Victim	
Asian	2
Native Hawaiian or Pacific Islander	1
Black or African American	624
American Indian or Alaska Native	0
Unknown	124
White	214
Total	865

### Ethnicity of Victim

Ethnicity of Victim	
Hispanic or Latino	0
Multiple	0
Not Hispanic or Latino	53
Unknown	12
Total Offenders	68

## Homicide incidents details reported by Tennessee

There were 5,333 individual homicide incidents reported to the FBI in Tennessee between 2004 and 2014 by 583 law enforcement agencies reporting incident-based (NIBRS) data.

[Download data](#)

### Offender Demographics



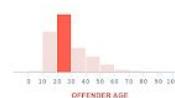
There were X reported offenders.

### Victim Demographics



There were X reported victims.

### Age of Offender



There were 1,022 incidents involving offenders with a reported age of 20-29.

### Age of Victim



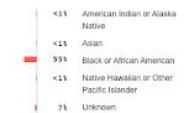
There were 1,702 incidents involving victims with a reported age of 20-29.

### Race of Offender



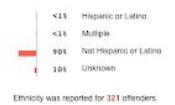
Race was reported for 5,333 offenders.

### Race of Victim



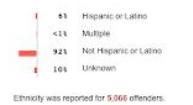
Race was reported for 5,275 offenders.

### Ethnicity of Offender



Ethnicity was reported for 321 offenders.

### Ethnicity of Victim



Ethnicity was reported for 9,066 offenders.



**When designing and coding for projects with rapid prototyping, the system keeps us from getting bogged down in weeds, leaving more room to focus on solving the most challenging problems.**

# USWDS base and lots of customization

FEDERAL BUREAU OF INVESTIGATION  
Crime Data Explorer

Home Explorer Downloads & Documentation About

### Improving access to crime data

The Crime Data Explorer makes nationwide crime data accessible to a wide range of users. View trends, download bulk datasets, and access the Crime Data API for reported crime at the national, state, and agency levels.

### Explore by type of crime and location

California All Violent Crime View Results



### Data downloads

Estimated crime data NIBRS data Other datasets

Crime trends at the state and national level for violent and property crime since 1995. Incident-based data for crimes known to law enforcement for states reporting NIBRS. Hate crime, assault on law enforcement officers, missing persons data, agency participation, cargo theft, and human trafficking.

See all downloads

### Open Data

This data comes from more than 18,000 law enforcement agencies across the country that voluntarily participate in the FBI's Uniform Crime Reporting (UCR) Program. This is an open data project to improve the nation's crime data and promote transparency in the criminal justice system.

FEDERAL BUREAU OF INVESTIGATION  
Crime Data Explorer

Contact Us | Criminal Justice Information Services (CJIS) Division | Home | DOWNLOADS | DOWNLOADS & DOCUMENTATION | FEEDBACK | PRIVACY POLICY

FEDERAL BUREAU OF INVESTIGATION  
Crime Data Explorer

Home Explorer Downloads & Documentation About

### Location

Tennessee Search for an agency

### Time Period

2004 to 2014

### Type of Crime

All Violent Crime Homicide

Rape Robbery Aggravated Assault

All Property Crime Arson Burglary Cargo Theft Larceny Theft Motor Vehicle Theft

Hate Crime Additional datasets

### Tennessee

Homicide rates for Tennessee are derived from incident-based (NIBRS) reports voluntarily submitted to the FBI. In 2014, the FBI estimated crime statistics for Tennessee based on data received from 582 law enforcement agencies out of 585 agencies in the state that year.



### Resources

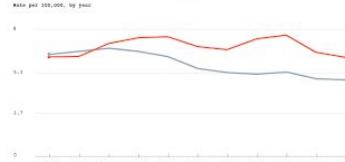
About homicide data Download population and population data Tennessee UCR Program FBI UCR Program

### Homicide rate in Tennessee, 2004–2014

In 2014, Tennessee's homicide rate was 5.6 incidents per 100,000 people. The rate for that year was higher than that of the United States.

Year	Rate	Total	Population
Tennessee	5.6	412	6,214,888
United States	5.4	16,465	304,093,724

Rate per 100,000, by year



Download data

Source: FBI, Estimated data for Tennessee, 2004–2014.

### Homicide incidents details reported by Tennessee

There were 5,333 individual homicide incidents reported to the FBI in Tennessee between 2004 and 2014 by 583 law enforcement agencies reporting incident-based (NIBRS) data.

Offender Demographics Victim Demographics

Sex of Offender Sex of Victim

Female	Male	Unknown
11%	83%	6%

Female	Male	Unknown
25%	75%	1%

### Police Employee Data

The Police Employee dataset is made up of data collected annually about law enforcement officers and civilians employed by police departments. The dataset contains information about the number of officers and civilians employed and the rate of police employees per a

FEDERAL BUREAU OF INVESTIGATION  
Crime Data Explorer

Home Explorer Downloads & Documentation About

### Downloads & Documentation

Download incident-based (NIBRS) data by year and location. Estimated data and other crime-related datasets are also available for download. Data is provided as CSV files and can be accessed via the Crime Data Explorer API.

### Resources

| Readme | Data dictionary | NIBRS attributes

### Incident-based data by state

#### Download NIBRS data by state and year

Location Year Downloads

### Additional datasets

TYPE OF CRIME	DESCRIPTION
Summary (SRS) Data with Estimates	Summary (SRS) data that has been estimated to create trends for crime occurrences on the state and national level. The FBI has traditionally included estimates in their annual publications. Download this dataset to see the FBI's estimated crime totals for the nation and its 50 states from 1994 to 2015. <a href="#">Download CSV</a>
Hate Crime	The Hate Crime Statistics dataset provides annual statistics on the number of incidents, offenses, victims, and offenders in reported crimes that are motivated in whole, or in part, by an offender's bias against the victim's perceived race, gender, gender identity, religion, disability, sexual orientation, and ethnicity. Hate crime data is captured by including the element of bias in offenses already being reported to the UCR Program. All law enforcement agencies, whether they submit summary (SRS) or incident-based (NIBRS) reports, can contribute hate crime data to the UCR using forms specified to collect such information. Please see the UCR resources provided by the FBI for more <a href="#">information on hate crime</a> . Download this dataset to see totals for hate crimes across the country from 1991–2014. <a href="#">Download CSV</a>
Assaults on Law Enforcement Officers	The Assualts on Law Enforcement Officers dataset consists of reported assaults against law enforcement officers. The UCR Program defines law enforcement officers as individuals who ordinarily carry a firearm and a badge, have full arrest powers, and are paid from governmental funds set aside specifically to pay sworn law enforcement. Download this dataset to see totals for officers who were killed or assaulted in the line of duty from 1974–2014. <a href="#">Download CSV</a>
Police Employee Data	The Police Employee dataset is made up of data collected annually about law enforcement officers and civilians employed by police departments. The dataset contains information about the number of officers and civilians employed and the rate of police employees per a

3

## The Design System in practice: teams with dedicated visual / UX designers

# Improving the process for making Freedom of Information Act (FOIA) requests.

The basic function of the Freedom of Information Act is to ensure informed citizens, vital to the functioning of a democratic society.

This site can help you determine if filing a FOIA request is the best option for you, and help you create your request when you're ready.

[Learn more about FOIA](#) or [Start your request](#)

Select an agency to start your request or to see an agency's contact information:

If you know you're ready to submit a request, continue below ↓

**Do research before you request**  
Before making a request, first look to see if the information you are interested in is already publicly available. You can find a lot of useful

**Identify the right agency**  
It's important that you identify the correct agency to send your request to. Each of over 100 agencies is responsible for receiving, processing, and responding to

**What happens after you submit a request**  
The agency you've submitted your request to will review and begin processing your request. Generally, this will involve a search for the

FOIA.gov

Learn about FOIA | Before you request | Create a request | Agency FOIA data | Resources for agencies | FOIA API

Request Directions | Agency Information

Make your request to the Office of Information Policy

Step 1 of 6  
Requester contact information

The information you supply here will be used to provide a response for your request for information. Please note that not all of these fields are required.

First name  Required

Last name  Required

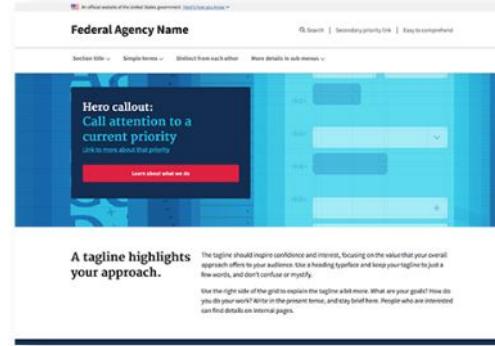
Williams

# Improving the process for making Freedom of Information Act (FOIA) requests.

FOIA is the most important law we have for **government transparency**, but it is a notoriously **slow, cumbersome, and mysterious process** for users. 2016 mandated that **one FOIA request collection point** for all agencies be created.

Through **research** with agency FOIA officers, the most common requesters, and transparency advocates, **we learned**:

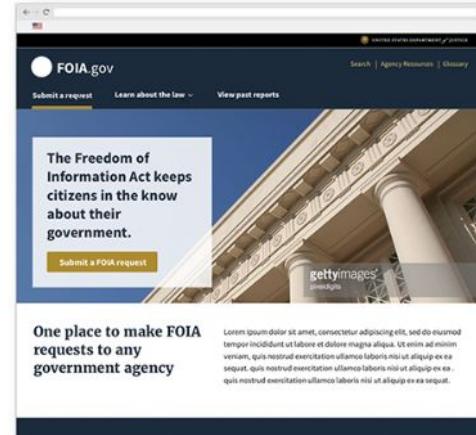
**We couldn't fix all the issues** with the FOIA process—but **we could help set expectations and create a clearer upfront process** for requesters.



[justice.gov](http://justice.gov)



## Basic USWDS styles



USWDS + DOJ, "Serious, law oriented"



**Merriweather bold  
for headers**

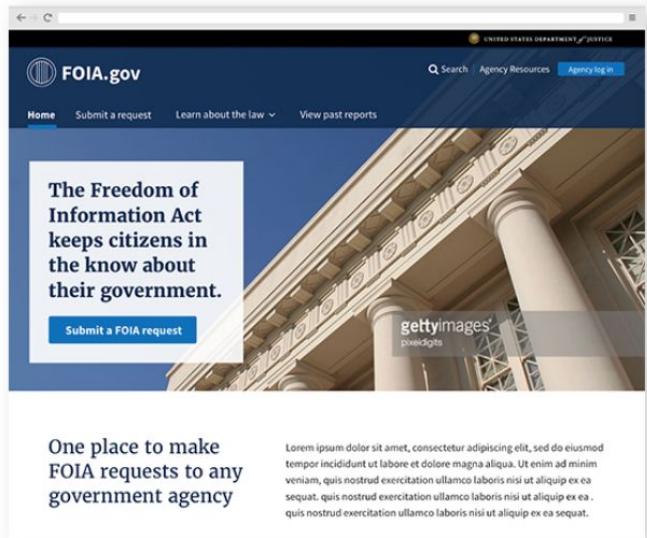
Merriweather regular sub

Source sans pro regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

COLORS



Basic web design standards:  
trustworthy, clear, official



The Freedom of Information Act keeps citizens in the know about their government.

Submit a FOIA request

One place to make FOIA requests to any government agency

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea sequat. quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea sequat.



TYPEGRAPHY

**Merriweather bold for display and headers.**

Source sans pro regular sub

Source sans pro regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

COLORS



Trustworthy, clear, official, open, transparent



The Freedom of Information Act keeps citizens in the know about their government.

Submit a FOIA request

One place to make FOIA requests to any government agency.

How to make your FOIA request:

1. Placeholder text
2. Placeholder text
3. Placeholder text

**FOIA.GOV**

UNITED STATES DEPARTMENT OF JUSTICE

News Glossary FAQs en Español Feedback

FOIA Contacts

Home Data Reports Find Learn

## What is FOIA?

The Freedom of Information Act (FOIA) is a law that gives you the right to access information from the federal government. It is often described as the law that keeps citizens in the know about their government.

LEARN ABOUT FOIA EXPLORE FOIA DATA

FOIA DATA AT A GLANCE - FY 2011 through FY 2016

Click to enable Adobe Flash Player Click to enable Adobe Flash Player Click to enable Adobe Flash Player

# (Flash charts that don't load anymore)

What Do These Charts Mean?

HIGHLIGHTS - AGENCIES AT THE END OF 2016

REPORTS

Most Full Grants Most Requests Processed

1. Dept. of Justice  
2. Dept. of Defense  
3. Dept. of Health and Human Services

VIEW MORE FOIA DATA

Recent Popular Snapshot

Board of Governors of the Federal Reserve System: Requests Disposition 2017  
Board of Governors of the Federal Reserve System: Fee Waiver Expedited Processing Requests 2017  
Board of Governors of the Federal Reserve System: Backlog



FOIA.gov

Learn about FOIA Before you request Create a request Agency FOIA data Resources for agencies FOIA API

## The basic function of the Freedom of Information Act is to ensure informed citizens, vital to the functioning of a democratic society.

This site can help you determine if filing a FOIA request is the best option for you, and help you create your request when you're ready.

Learn more about FOIA or Start your request

Make your request to the Office of Information Policy

Step 1 of 6 Requester contact information

The information you supply here will be used to provide a response for your request for information. Please note that not all of these fields are required.

First name  Required

Last name  Required

Williams

Select an agency to start your request or to see an agency's contact information:

If you know you're ready to submit a request, continue below

Do research before you request

Before making a request, first look to see if the information you are interested in is already publicly available. You can find a list of useful

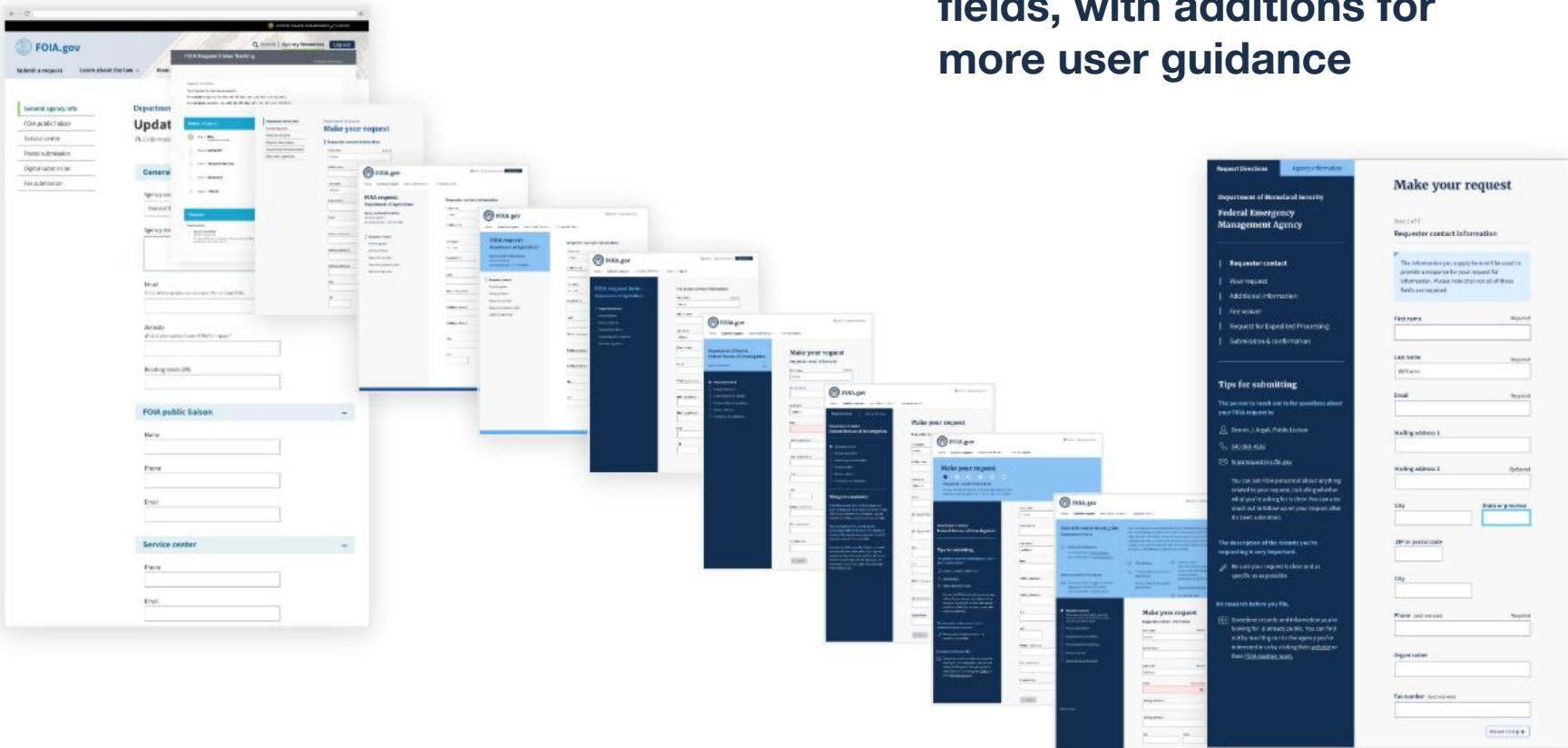
Identify the right agency

It's important that you identify the correct agency to send your request to. Each of over 100 agencies is responsible for receiving, processing, and responding to

What happens after you submit a request

The agency you've submitted your request to will review and begin processing your request. Generally, this will involve a search for the

**A form based on the USWDS fields, with additions for more user guidance**



A form experience that **guides users** through the steps, with tips and relevant content included along the way.

**Built confidence in the dedication to transparency and increase familiarity.**

Request Directions      Agency information

Department of Homeland Security  
Federal Emergency Management Agency

**Requester contact**

- Your request
- Additional information
- Fee waiver
- Request for Expedited Processing
- Submission & confirmation

**Tips for submitting**

The person to reach out to for questions about your FOIA request is:

Dennis J. Argall, Public Liaison  
 540-868-4516  
 fbiqueryrequest@ic.fbi.gov

You can ask FOIA personnel about anything related to your request, including whether what you're asking for is clear. You can also reach out to follow up on your request after it's been submitted.

The description of the records you're requesting is very important.

Be sure your request is clear and as specific as possible.

**Do research before you file.**

Sometime records and information you're looking for is already public. You can find out by reaching out to the agency you're interested in or by visiting their [website](#) or their [FOIA reading room](#).

Make your request

Step 1 of 6  
Requester contact information

The information you supply here will be used to provide a response for your request for information. Please note that not all of these fields are required.

First name Required

Last name Required  
 Williams

Email Required

Mailing address 1

Mailing address 2 Optional

City State or province

ZIP or postal code

City

Phone (xxx)xxx-xxxx Required

Organization

Fax number (xxx)xxx-xxxx

Step 1 of 6

## Requester contact information

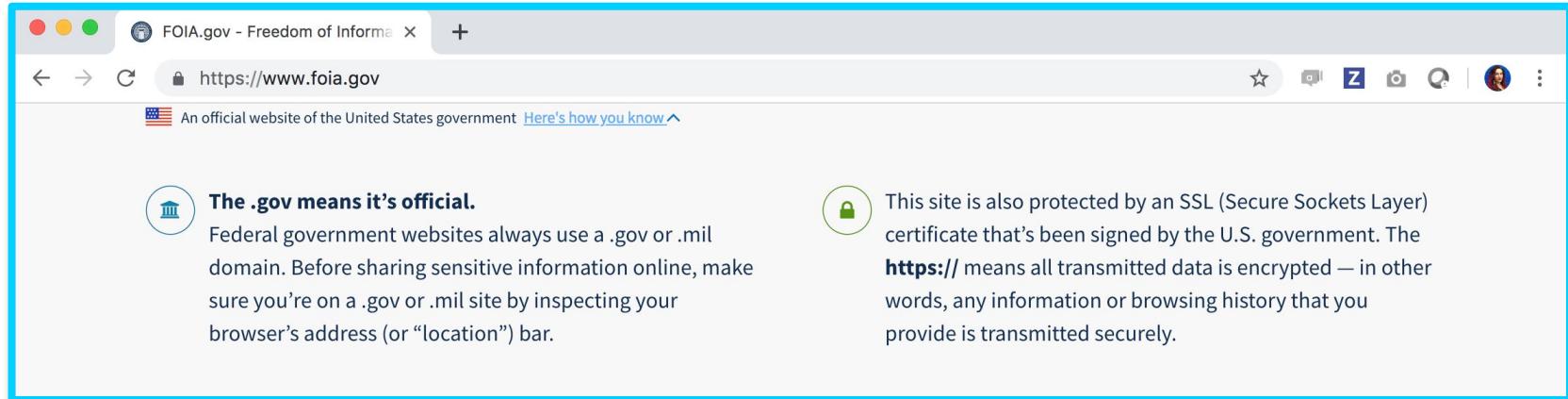
The information you supply here will be used to provide a response for your request for information. Please note that not all of these fields are required.

**The description of the records you're requesting is very important.**

Be sure your request is clear and as specific as possible.

**Do research before you file.**

Sometime records and information you're looking for is already public. You can find out by reaching out to the agency you're interested in or by visiting their [website](#) or their [FOIA reading room](#).

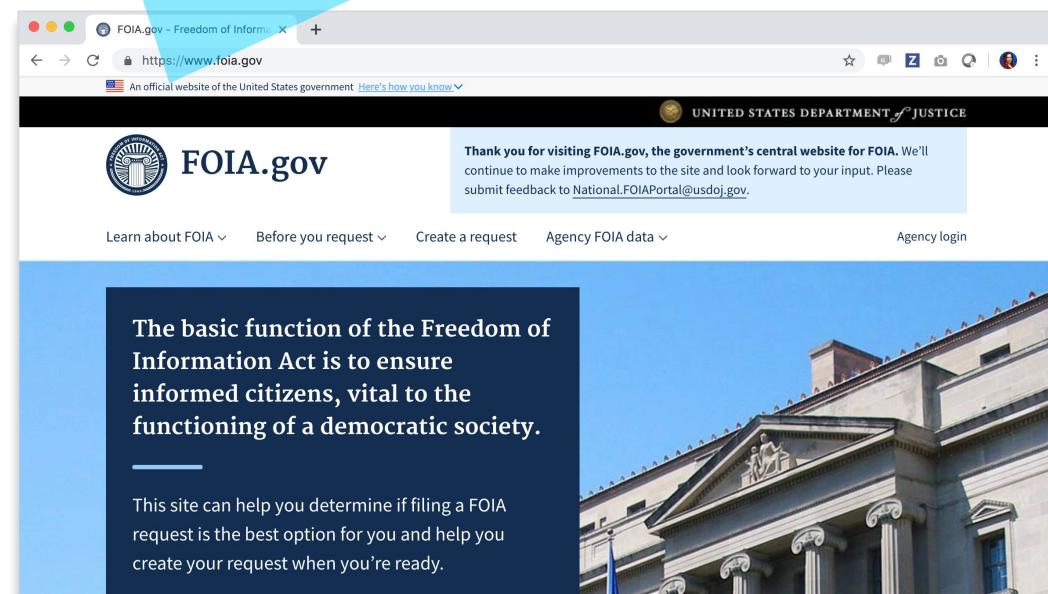
A screenshot of a web browser window showing the FOIA.gov homepage. The address bar shows the URL https://www.foia.gov. A green circular icon with a white building symbol contains the text "The .gov means it's official." Below it, a paragraph explains that federal government websites use .gov or .mil domains and advises inspecting the address bar. Another green circular icon with a white padlock symbol contains text about SSL protection, explaining that https:// means encrypted data and secure transmission.

**The .gov means it's official.**

Federal government websites always use a .gov or .mil domain. Before sharing sensitive information online, make sure you're on a .gov or .mil site by inspecting your browser's address (or "location") bar.

 This site is also protected by an SSL (Secure Sockets Layer) certificate that's been signed by the U.S. government. The **https://** means all transmitted data is encrypted — in other words, any information or browsing history that you provide is transmitted securely.

# “Official website of the United States government” banner

A screenshot of the FOIA.gov homepage. At the top, there is a black header with the United States Department of Justice logo and the text "UNITED STATES DEPARTMENT OF JUSTICE". Below the header, the FOIA.gov logo is displayed next to a message: "Thank you for visiting FOIA.gov, the government's central website for FOIA. We'll continue to make improvements to the site and look forward to your input. Please submit feedback to National.FOIAPortal@usdoj.gov." The main content area features a blue banner with the text: "The basic function of the Freedom of Information Act is to ensure informed citizens, vital to the functioning of a democratic society." To the right of the banner is a photograph of a classical building, likely the Department of Justice building.

 **FOIA.gov**

Thank you for visiting FOIA.gov, the government's central website for FOIA. We'll continue to make improvements to the site and look forward to your input. Please submit feedback to [National.FOIAPortal@usdoj.gov](mailto:National.FOIAPortal@usdoj.gov).

Learn about FOIA ▾ Before you request ▾ Create a request Agency FOIA data ▾ Agency login

The basic function of the Freedom of Information Act is to ensure informed citizens, vital to the functioning of a democratic society.

This site can help you determine if filing a FOIA request is the best option for you and help you create your request when you're ready.



# Dynamic glossary tool helps with terms people need extra guidance on.

Do research and determine if you need to make a FOIA request, then get ready.

## What happens submit a request

The agency will search for the records and review them to determine what is disclosed. While FOIA allows records to be released, there are nine exemptions that protect an agency to start your request or to see an agency's information:

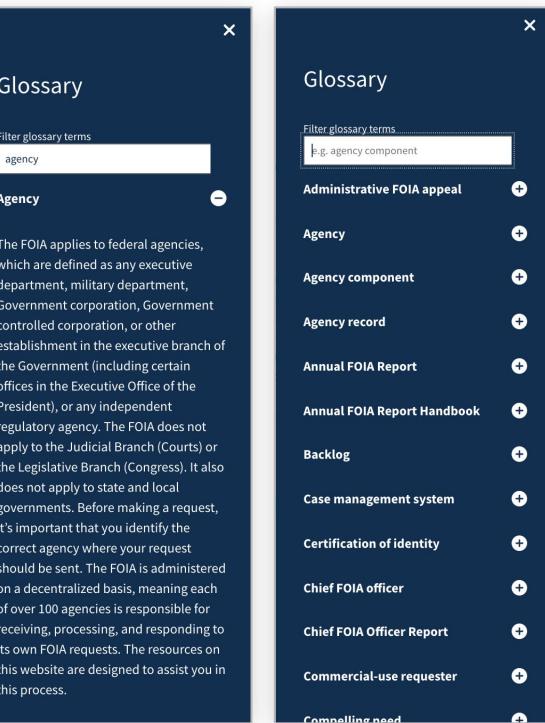
Do research before you request

Identify the right agency

What happens after submit a request

Type agency name

Search



Glossary

Filter glossary terms: agency

- Administrative FOIA appeal
- Agency
- Agency component
- Agency record
- Annual FOIA Report
- Annual FOIA Report Handbook
- Backlog
- Case management system
- Certification of identity
- Chief FOIA officer
- Chief FOIA Officer Report
- Commercial-use requester
- Compelling need

# Other sites using the dynamic glossary tool

The screenshot shows the FBI Crime Data Explorer homepage with a sidebar for location and time period selection. A central panel displays crime data for the United States. On the right, a modal window titled "Glossary" is open, containing a search bar and a section titled "Estimated data". Below the search bar, there is descriptive text about how the FBI calculates estimates for participating agencies.

## FBI: Crime Data Explorer

The screenshot shows a page from the Digital.gov Paperwork Reduction Act guide. It features a sidebar with sections like "About the PRA" and "Do I need clearance?". The main content area is titled "Do I need clearance?" and discusses the scope of the PRA. A modal window titled "Glossary" is open, showing a search bar and a results section for the term "clearance".

## Paperwork Reduction Act (forthcoming)

The screenshot shows the Federal Election Commission (FEC) website. The main navigation bar includes links for "Calendar", "Glossary", and "Help for candidates and committees". A modal window titled "Glossary" is open, displaying a search bar and a list of terms such as "Act", "Administrative expense", and "Advisory opinion (AO)".

## Federal Election Commission

The screenshot shows the U.S. Department of the Interior's Natural Resources Revenue Data website. The main content area displays financial data and a sidebar for "Abandoned mine land fee". A modal window titled "Glossary" is open, showing a search bar and a results section for the term "Accounting year".

## Natural Resource Revenue Data

4

## The Design System in practice: teams with limited design support, time or budget

# A quick win for conflict- free diamond certification and database

Official website of The United States Kimberley Process Authority

 **USKPA.org**

[Become A Licensee](#)   [About Us](#)



## The United States Kimberley Process Authority

Authorized by the U.S. government to provide US  
Kimberley Process certificates to licensed entities for  
use in exporting rough diamonds from the U.S.

[Login](#)

### About Us

The United States Kimberley Process Authority (USKPA) is a not-for-profit trade association in the United States formed for the purpose of administering and controlling the usage of U.S. Kimberley Process certificates for the export of rough diamonds from the U.S.

The USKPA is governed by a Board of Directors and is located in N.Y.

[Contact Us](#)



# A quick win for conflict- free diamond certification and database

The UN's **Kimberley Process Certification Scheme (KPCS)** is meant to prevent "**conflict diamonds**" from entering the mainstream rough diamond market.

18F was brought on by Department of State to **develop a strategy and product vision for a website and database** to manage US Certificates, but with limited time and design budget.

After research, the **team recommended:**  
Better security and features for login  
Expanded data entry and search  
Print and notification capabilities



[Log off](#)  
[Add new licensee](#)  
[Licensee list](#)  
[Reports](#)  
[Register sold certificate](#)  
[Cert lookup](#)  
[Void certificate](#)  
[Archived Reports](#)

## Reports

Select:

From: Jan 01 2009  
to: Jan 01 2009  
Display

[Save Excel](#)

Contact Us | ©2009 USKPA | The intellectual property, information and data contained on this web site (USKPA.ORG) are for the private consu  
parties will subject such party to immediate legal action by the owners of this web site. All contents of this web site are protected by US intellectu

**KIMBERLEY PROCESS CERTIFICATE**  
UNITED STATES OF AMERICA

The rough diamonds in this shipment have been handled  
in accordance with the provisions of the Kimberley  
Process Certification Scheme for Rough Diamonds.

Date of Issue \_\_\_\_\_ Date of Expiry \_\_\_\_\_ Value in U.S. \$ \_\_\_\_\_  
Exporter \_\_\_\_\_ NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ Number of Parcels \_\_\_\_\_  
Ultimate Consignee \_\_\_\_\_ NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ Carat Weight/Mass \_\_\_\_\_  
Harmonized Commodity Code \_\_\_\_\_  
Issuing Authority: United States Kimberley Process Authority

U. S. K. P. A. accepts no responsibility relating to the accuracy of the data recorded on this Certificate.  
Retain this document for 5 years from the date of issuance or receipt. See 31 CFR 592.301.  
Upon receipt, provide a copy of this certificate to the Kimberley Process office in the jurisdiction of import.

US00000

AES Confirmation Number (ITN):  
Required for export pursuant to 31 CFR 592

Specimen

Barcode: US00000

Official website of The United States Kimberley Process Authority

 **USKPA.org**

Become A Licensee    About Us

## The United States Kimberley Process Authority

Authorized by the U.S. government to provide US Kimberley Process certificates to licensed entities for use in exporting rough diamonds from the U.S.

[Login](#)



**About Us**

The United States Kimberley Process Authority (USKPA) is a not-for-profit trade association in the United States formed for the purpose of administering and controlling the usage of U.S. Kimberley Process certificates for the export of rough diamonds from the U.S.

The USKPA is governed by a Board of Directors and is located in New York City.

[Contact Us](#)



 **USKPA.org**

Become A Licensee    About Us    **Certificates**    Register Certificates    Admin

### Certificate Search

[Close filters](#)

[Search](#)    [Reset](#)    [Export](#)

**Certificate number starts with**

Numeric portion only, don't include 'US'.

**Status**

Available  
 Prepared  
 Shipped  
 Delivered  
 Void

Number	Status	Last Modified	Consignee	Value
US1	Void	3/26/2019	sdf	1.00
US2	Prepared	4/22/2019	Myself	1.00
US3	Available	3/26/2019		
US4	Available	3/26/2019		
US5	Available	3/26/2019		
US6	Available	4/22/2019		
US7	Available	4/22/2019		
US8	Available	4/22/2019		
US9	Available	4/22/2019		
US10	Available	4/22/2019		

Showing 1 to 10 of 100 certificates

Previous    [1](#)    [2](#)    [3](#)    [4](#)    [5](#)    ...    [10](#)    Next

**AES contains**

Show [10](#) entries

**Date of issue**

From  To   
mm/dd/yyyy    mm/dd/yyyy

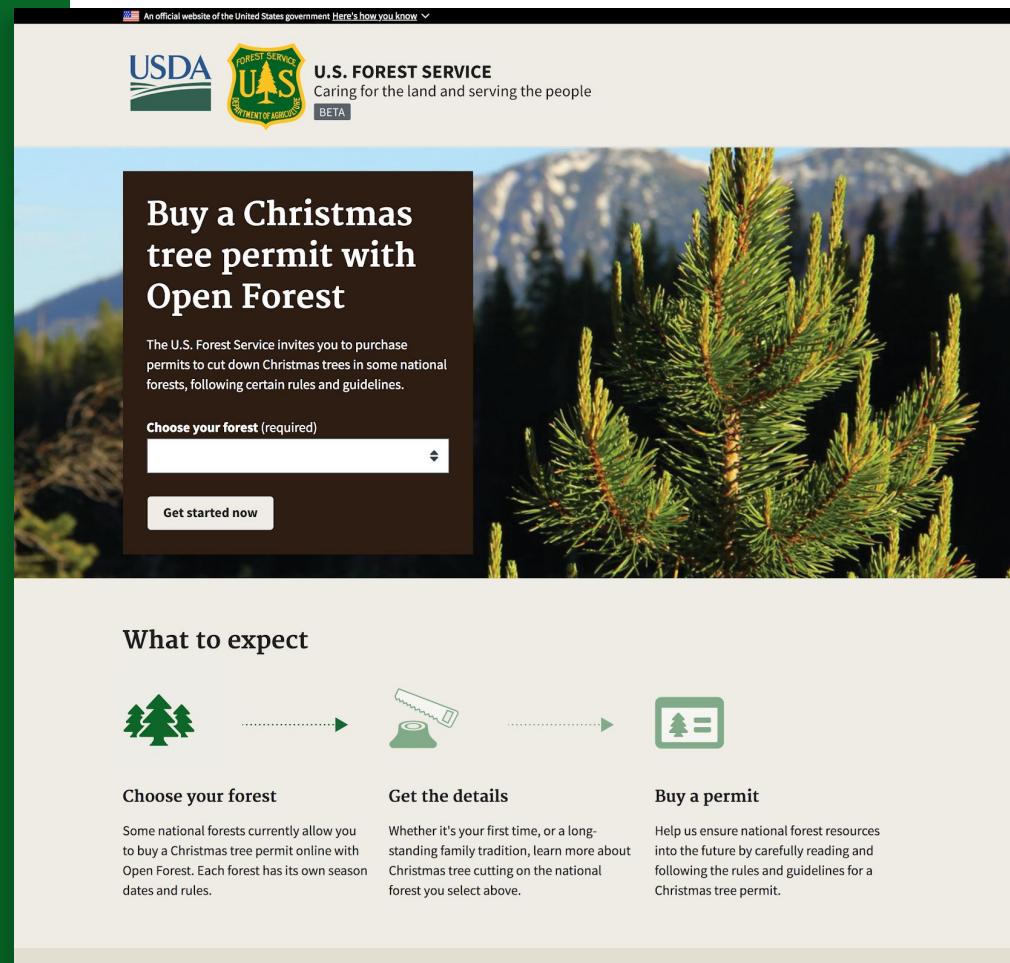
**Additional Filters** [+](#)

5

## The Design System in practice: opportunities to pave the way forward

# A new home for Forest Service Permits

(And an accompanying  
fresh web design system)



The screenshot shows the homepage of the U.S. Forest Service's Open Forest website. At the top, the USDA and U.S. Forest Service logos are displayed, along with the tagline "Caring for the land and serving the people" and a "BETA" label. The main heading is "Buy a Christmas tree permit with Open Forest". Below it, a subtext reads: "The U.S. Forest Service invites you to purchase permits to cut down Christmas trees in some national forests, following certain rules and guidelines." A dropdown menu labeled "Choose your forest (required)" is shown, with a placeholder field and a "Get started now" button. The background features a large, scenic photograph of a forest with mountains in the distance. Below the main section, there's a title "What to expect" followed by three steps: "Choose your forest" (illustrated with a pine tree icon), "Get the details" (illustrated with a saw icon), and "Buy a permit" (illustrated with a pine tree icon and a checkmark). Each step has a brief description below it.

An official website of the United States government. Here's how you know.

USDA FOREST SERVICE U.S. FOREST SERVICE  
Caring for the land and serving the people  
BETA

## Buy a Christmas tree permit with Open Forest

The U.S. Forest Service invites you to purchase permits to cut down Christmas trees in some national forests, following certain rules and guidelines.

Choose your forest (required)

Get started now

### What to expect

Choose your forest → Get the details → Buy a permit

**Choose your forest**

Some national forests currently allow you to buy a Christmas tree permit online with Open Forest. Each forest has its own season dates and rules.

**Get the details**

Whether it's your first time, or a long-standing family tradition, learn more about Christmas tree cutting on the national forest you select above.

**Buy a permit**

Help us ensure national forest resources into the future by carefully reading and following the rules and guidelines for a Christmas tree permit.

# A new home for Forest Service Permits

(And an accompanying  
fresh web design system)

The Forest Service (Department of Agriculture) engaged 18F to help with a **new public experience for online permitting**, meant to increase the public's responsible access to public lands.

18F was brought on to help advise the Forest Service in finding and then working with vendors for technical support.

Part of the output from the engagement was a **new web design system for the Forest Service, based directly off of the USWDS**.

# A web design system for the Forest Service

An official website of the United States government [USA.gov](#) [It's on. Now you know.](#)

United States Web Design System [Download v2.2](#) [View on GitHub](#)

Documentation Components Design tokens Utilities Page templates About

Page templates Landing page Documentation page

## Page templates

### Page templates

These templates for a landing page and a documentation page are built from USWDS components. Each of these pages is flexible; you can add or remove components or sub-components to suit your needs. These templates are great starting point for prototyping or for trying USWDS to see if it's a good fit for your project.

#### Landing page

Provide someone's first impression of your agency or program.

Often, site users arrive at a landing page without much context, like a search result or a colleague's email. So a landing page needs to be clear, engaging, and contextualizing.



**A tagline highlights your approach**

Hero callout: Call attention to a project or priority. A tagline highlights your approach. Buttons are used to call people to action. A sidebar contains circular icons with text descriptions.

**Section heading**

Explaining who the page should help people understand your service or project who you are, your goal or mission, and how you approach it. Use this section to encourage them to act. Describe why they should get in touch here, and use an active verb on the button below: "Get in touch," "Learn more," and so on.

**Call to action**

Buttons: Primary link, Primary link, Primary link, Primary link, Primary link. Name of Agency. Agency Contact Center (1-800-123-4567 | info@agency.gov)

Demo landing page template

Component code

Usage

An official website of the United States government [USA.gov](#) [It's on. Now you know.](#)

U.S. FOREST SERVICE Web Design Standards [View on GitHub](#)

Page templates UI components

Page templates Landing page Documentation page

## Page templates

### Page templates

These templates for a landing page and a documentation page are built from some of the components of the U.S. Forest Service Web Design Standards. Each of these pages is flexible; you can add or remove components or sub-components to suit your needs. These templates are great starting point for prototyping or for trying the Design System to see if they're a good fit for you.

#### Template 1: Landing page

A landing page is intended to provide someone's first impression of your agency or program. Often, they'll arrive from somewhere else without much context, like a search result or a colleague's email. So a landing page needs to be clear, engaging, and contextualizing.



**Demo landing page template**

Code Documentation When to use

- If you are introducing a new program to the public through a marketing or publicity campaign, a landing page is a good place to point links at. It can build on the minimal copy of a campaign without overwhelming readers.
- The landing page can be a good model for a homepage. But do some...

An official website of the United States government [USA.gov](#) [It's on. Now you know.](#)

U.S. FOREST SERVICE Web Design Standards [View on GitHub](#)

Page templates UI components

Overview Typography Colors Palette Text accessibility Accessibility Grids Buttons Labels Tables Alerts Accordions Form controls Form templates Search bar Side navigation

## Colors

A flexible, yet distinctly US Forest Service palette designed to communicate warmth and trustworthiness while meeting the highest standards of 508 color contrast requirements.

### Palette

This palette is designed to support a range of distinct visual styles that continue to feel connected. The intent of the palette is to convey a warm and open American spirit, with bright saturated tints of blue and red, grounded in sophisticated deeper shades of cool blues and grays. These colors – combined with clear hierarchy, good information design, and ample white space – should leave users feeling welcomed and in good hands.

This is a simple, minimalist color palette. Shades of blue dominate, providing a neutral backdrop on which brighter shades, clean type treatment, and bright white content areas "pop" on the page.

#### Primary colors

This palette's primary colors are blue, gray, and white. Blue is commonly associated with trust, confidence, and sincerity; it is also used to represent calmness and responsibility.

#0071bc **Color-primary** #285493 **Color-primary-darker** #112e51 **Color-primary-darkest** #212121 **Color-base**

#323945 **Color-gray-dark** #f0f0f0 **Color-gray-light** #ffffff **Color-white**

#### Secondary colors

These are accent colors to provide additional lightness and style to pages looking for a more modern flair. These colors should be used to highlight important features on a page, such as buttons, or for visual style elements, such as illustrations. They should be used sparingly and never draw the eye to more than one piece of information at a time.

**“ Our partners are now ahead of the game, they already have a project and a product that complies [with the 21st Century IDEA] that can be built upon.”**

Melissa Braxton, 18F UX



*Are you a government design  
systems evangelist yet?*

# USWDS

## cheat

## sheet

(AKA *How to  
convince others  
why they  
should care*)

1

The System gives us a BIG head start for prototyping, projects with or without design help, leaves more room for solving complex problems, and in complying with the 21st Century IDEA

2

The System is based on user centered research itself and has documentation to back up decisions

3

The System opts for *consistency* over *conformity*— sites can retain personality while making things easier to use

4

Gives us a common language that promotes better working relationships on design and development teams

5

It's open source (free) and wants your feedback on how to keep improving

It's a  
collaborative  
effort

Connect with the team:

Github  
Slack  
Email

The screenshot shows a GitHub Issues page for the repository 'uswds/uswds'. The URL is https://github.com/uswds/uswds/labels/Feedback. The page title is 'Issues · uswds/uswds'. There are 35 issues in total, with 2 pull requests, 0 projects, 0 wiki pages, and 0 insights. A prominent message at the top encourages contributors to tackle open issues, mentioning 'contributing guidelines' and 'good first issues'. The search bar shows a filter for 'is:open label:Feedback'. Below the filters, there is a link to 'Clear current search query, filters, and sorts'. The main list displays three open issues:

- Link color is not adjusted to ensure proper contrast when using the lighter text color utilities 2.0 Feedback [Status] Feature request #2632 opened on Jul 26, 2018 by stphnwlkr 3 comments
- Add full width container layout 2.0 Feedback [Status] Feature request #2592 opened on Jul 16, 2018 by stphnwlkr 3 comments
- Add styles for responsive tables Feedback Under consideration [Priority] Minor [Skill] Front end [Skill] Visual design [Status] Feature request [Type] Enhancement #896 opened on Nov 23, 2015 by line47 10 comments

At the bottom, a pro tip suggests using keyboard shortcuts (g, i) to go back to the issue listing page.



I HAVE NO  
IDEA WHAT  
I'M DOING

# Plainlanguage.gov

The home for understanding how to write accessibility for the government—or anywhere. Explains the law and requirements, provide writing guidelines and examples, share training and resources.

An official website of the United States government

plainlanguage.gov

Search...

Home Law and requirements Plain language guidelines Examples Training Resources About

**Plain language makes it easier for the public to read, understand, and use government communications.**

[Learn more](#)

**Law and requirements »**  
Learn about the Plain Writing Act, policy memos, and executive orders that require agencies to use plain language.

**Plain language guidelines »**  
Official writing guidelines for understanding your audience, being clear and concise, and testing your content.

**Training »**  
Request in-person training for your federal agency, or use our videos and materials to create your own class.

**Examples »**  
See plain language in action in a variety of regulations, legal documents, handbooks, and publications.

# Fungi Hazards and Flood Cleanup

*This example was created for training and is not official agency text.*

## ✗ Before

Flood conditions contribute to the growth and transmission of many kinds of fungi, some of which can cause sickness. Cleanup workers are at increased risk of exposure to airborne fungi and their spores because they often handle moldy building materials, decaying vegetable matter, rotting waste material, and other fungus-contaminated debris. The fungal material is carried into the respiratory tract when airborne particles are inhaled.

## ✓ After

Be careful when cleaning up after a flood. You may be exposed to and breathe in unhealthy mold in:

- The air
- Damp building materials
- Decaying vegetable matter
- Rotting waste material
- Any other damp debris

# The 18F Guides

The technical guides that 18F uses in our work with other agencies. Built on user-centered development, testing to validate hypotheses, shipping often, and deploying products in the open, they help us do our day-to-day work and are public domain for anyone to use.

<https://18f.gsa.gov/guides/>



An official website of the United States government

18F

What we deliver   How we work   About   Blog   Contact

## Guides

### Principles and standards that shape our work

18F's work with other agencies is built on user-centered development, testing to validate hypotheses, shipping often, and deploying products in the open. **Below are the technical guides that bring those principles into our day-to-day work.**



Accessibility >



Agile >



Content >



Design methods >



Front end >



Product >

# The 18F Methods

A collection of activities and practices for doing human centered design. Simplified instructions help other organizations and federal offices adopt these practices into their own projects. They were made for digital services, but can be adapted to non-technical design projects.

[methods.18f.gov](https://methods.18f.gov)

The screenshot shows the 18F Methods website. At the top, there's a navigation bar with links for 'About' and 'Print the Methods'. Below the navigation, a main heading reads 'A collection of tools to bring human-centered design into your project.' The page is organized into several sections, each featuring a method card:

- Discover**: A card with a blue header. It includes a brief description, a list of methods (Bootstrapping, Cognitive walkthrough, Contextual inquiry, Design studio, Dot voting, KJ method, Stakeholder and user interviews), and a 'See all discover methods' link.
- Decide**: A card with a green header. It includes a brief description, a list of methods (Affinity diagramming, Comparative analysis, Journey mapping, Personas, Task flow analysis, User scenarios), and a 'See all decide methods' link.
- Make**: A card with a yellow header. It includes a brief description, a list of methods (Design pattern library, Prototyping, Wireframing), and a 'See all make methods' link.
- Validate**: A card with a red header. It includes a brief description, a list of methods (Card sorting, Multivariate testing, Usability testing, Visual preference testing), and a 'See all validate methods' link.
- Fundamentals**: A card with a grey header. It includes a brief description, a list of methods (Incentives, Privacy, Recruiting), and a 'See all fundamentals methods' link.

At the bottom of the page, there's a note: 'This project is maintained by 18F. To share your feedback with us, open an issue or pull request on our [GitHub repository](#).

This part of the screenshot shows three detailed method cards:

- Contextual inquiry**: A card with a blue header. It includes a 'How to do it' section with four numbered steps, a 'Example from 18F' section, and a 'Applied in government research' section. It also includes a note about PRA implications.
- Journey mapping**: A card with a green header. It includes a 'How to do it' section with five numbered steps, a 'Additional resources' section, and a 'Applied in government research' section. It also includes a note about PRA implications.
- Additional resources**: A card with a grey header. It lists three resources: 'Adaptive Path's Guide to Experience Mapping', 'An examination of journey mapping on Wicked Problems Worth Solving', and 'Designing Digital Strategies, Part 1: Cartography'. It also includes a 'Applied in government research' section and a note about PRA implications.

# Content Guide

A new home for understanding how to write accessibility for the government—or anywhere. Explain the law and requirements, provide writing guidelines and examples, share training and resources

[content-guide.18f.gov](http://content-guide.18f.gov)

The screenshot shows the 18F Content Guide website. The top navigation bar includes a search bar and links for "How to use this guide" and "Resources". Below the header, there's a main content area with several sections:

- Introduction**: Includes links for "How to use this guide" and "License".
- Our approach**: Includes links for "Content principles", "Address the user", "Avoid duplication", "Be concise", and "Use plain language".
- Our style**: Includes links for "Abbreviations and acronyms", "Active voice", "Capitalization", "Inclusive language", and "Names".
- Content types**: Includes links for "Forms", "Headings and titles", "Images", and "Style guides".
- Structure the content**: Includes links for "Keep refining", "Giving and receiving", and "Make content web-ready".
- Numbers and percentages**: Includes links for "Punctuation", "Specific words and phrases", and "Voice and tone".

On the right side, a sidebar highlights the "Content principles" section, which contains the following principles:

- Start with user needs.**: Write in a way that suits the situation. Ask yourself: Who is going to read this? What do they need to know? How might they be feeling?
- Help people find the information they need quickly and easily. Guide them through the process.**
- Do the hard work to make it simple.**: Use plain language and simple sentences. Choose clarity over cleverness.
- Write for everyone.**: Respect the complexity of our users' experiences. Be willing to be surprised about who's reading your work.
- Build trust.**: Talk like a person. Tell the truth. Use positive language and concrete examples.
- Start small and iterate.**: Make sure your content works for users. Don't be afraid to scrap what's there and start over. Write a draft, test it out, gather feedback, and keep refining.

At the bottom, there are footer links for "18F Guides", "Navigation tips", "Print this guide", "Edit this page", and "File an issue".

# Accessibility for Teams

A ‘quick-start’ guide for embedding accessibility and inclusive design practices into a team’s workflow. Provides an overview and framework for how to approach accessibility from your discipline and human understand of why it’s all important.

[accessibility.digital.gov](https://accessibility.digital.gov)

An official website of the United States government. [Here's how you know](#).

## Accessibility for Teams

A ‘quick-start’ guide for embedding accessibility and inclusive design practices into your team’s workflow

Everyone who works on government websites has a role to play in making federal resources accessible and inclusive.

Choose the guide that fits your role:

-  Product
-  Content
-  UX
-  Visual design
-  Front end

These roles are based on the roles we have at the Technology Transformation Services at GSA.

This guide provides:

- An overview of how each team member can contribute to accessibility
- A framework for thinking about accessibility from your discipline
- An understanding of the human needs and challenges of users with disabilities

We focus on the issues most likely to impact your discipline and provide a comprehensive list of all possible issues. This guide also includes steps to work to conduct manual audits to check for accessibility issues. The [W3C Web Content Accessibility Guidelines](#) (WCAG) ensures all web content is accessible to people with disabilities.

Questions or comments? Please reach out to [accessibility@gsa.gov](mailto:accessibility@gsa.gov).

 A project of GSA's Technology Transformation Services. This website is hosted on [Federalist](#).

**Getting started**

- Getting started
- Color and contrast
- Layout and hierarchy
- Typography
- Graphics and images
- Data visualizations
- Forms
- Mobile
- Keyboard access
- Screen reader

### GETTING STARTED

#### Accessibility for visual designers

Everyone benefits from designs that are easier to see. People with different visual abilities see your designs in varying ways—the diverse nature of visual impairments creates a wide variation in how your designs are perceived. A clean and clear visual presentation helps everyone make sense of a website's information and functionality.

#### How to use this guide

We recommend planning for accessibility in your design process and regularly conducting accessibility testing throughout the design and development processes.

If you have project-specific questions, ask your agency's accessibility team.

[Continue >](#)



# Conclusion

# USWDS

## cheat

## sheet

(AKA *How to  
convince others  
why they  
should care*)

1

The System gives us a BIG head start for prototyping, projects with or without design help, leaves more room for solving complex problems, and in complying with the 21st Century IDEA

2

The System is based on user centered research itself and has documentation to back up decisions

3

The System opts for *consistency* over *conformity*— sites can retain personality while making things easier to use

4

Gives us a common language that promotes better working relationships on design and development teams

5

It's open source (free) and wants your feedback on how to keep improving

# Resources

## [US Web Design System](#)

Design and build fast, accessible,  
mobile-friendly government websites  
backed by user research

## [18F Guides](#)

Repository for best practices  
across our teams

## [18F Method Cards](#)

A collection of tools to bring human-centered design into your projects

## [Plainlanguage.gov](#)

Laws and guidelines for plain language writing

## [18F Content Guide](#)

A home for understanding how to write accessibility for the government

## [Accessibility for Teams](#)

A ‘quick-start’ guide for accessibility and inclusive design practices

# Special thanks

Dan Williams (USWDS)

Austin Hernandez (18F Visual Design)

Christine Bath (18F Visual Design)

Melissa Braxton (18F UX)

Heather Battaglia (18F Engineering)

Jeremy Zilar (Digital Gov)

# Questions & Disco

Thank you! 🎉



18F

[aviva.oskow@gsa.gov](mailto:aviva.oskow@gsa.gov) | [18f.gsa.gov](http://18f.gsa.gov)