

CHAMPIONING THE
VALUE OF HCD
IN GOVERNMENT



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HCD IN THE PRIVATE SECTOR WORKS!

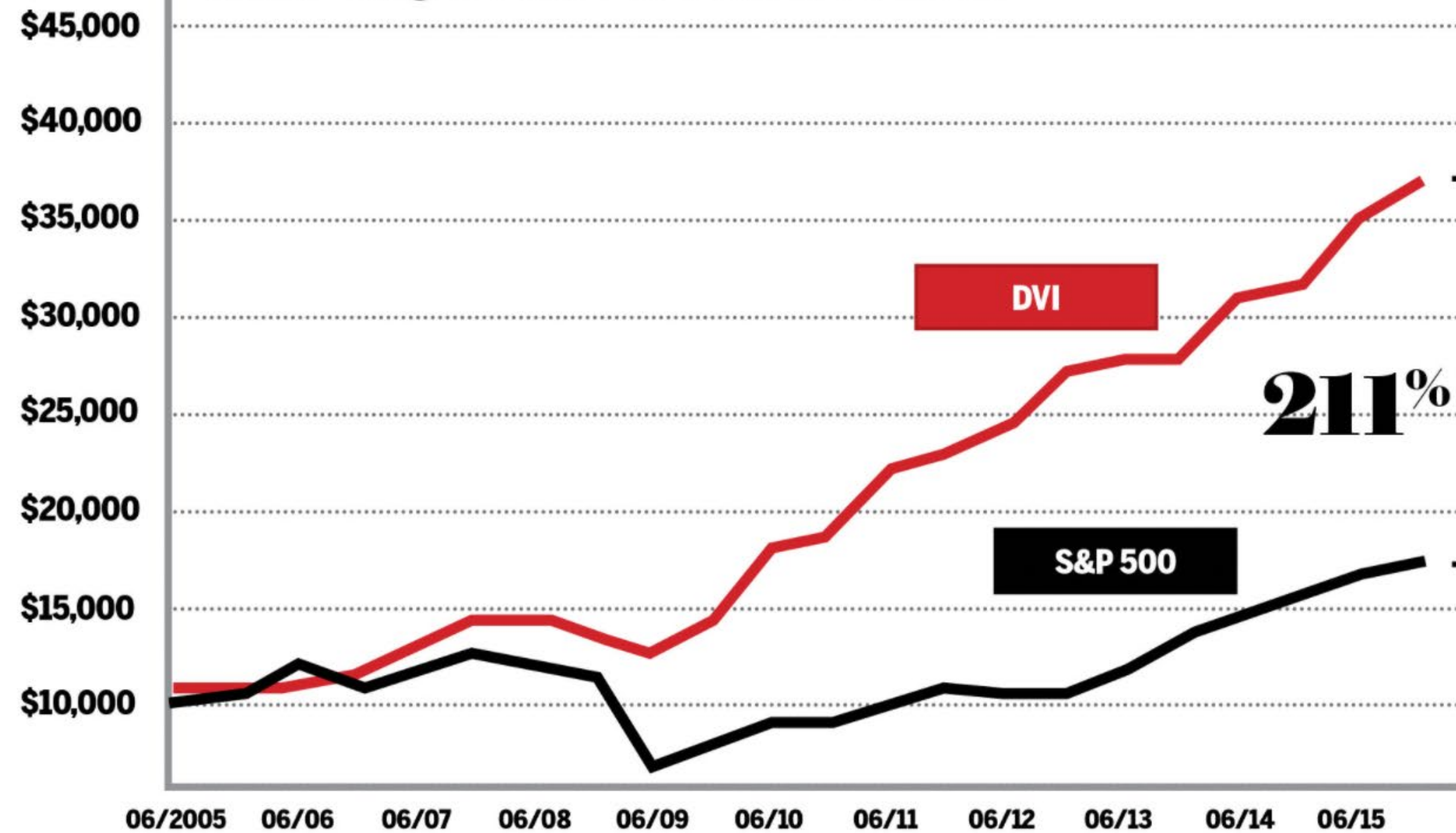


HCD IN THE PRIVATE SECTOR WORKS!

DESIGN-CENTRIC COMPANIES:

APPLE
COCA-COLA
FORD
HERMAN-MILLER
IBM
INTUIT
NIKE
PROCTER & GAMBLE
SAP
STARBUCKS
STARWOOD
STANLEY BLACK & DECKER
STEELCASE
TARGET
WALT DISNEY
WHIRLPOOL

dmi:Design Value Index 2005-2015



**We're not competitor obsessed,
we're customer obsessed.**

**We start with the customer,
and we work backwards.**

JEFF BEZOS | EXECUTIVE CHAIR, AMAZON





FROM THE TOP...

21st Century Integrated Digital Experience Act

Barriers to Government's Adoption of User-Centered Design — And How To Address Them

OMB Circular Section 280

Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government



COMMON REBUTTALS



We've had some people try our apps and tell us what they think, we're good

Research is expensive

We can do it later

COMMON REBUTTALS

Users have been asking for X feature, let's just build it.

Research is slow

We've got analytics & data, we don't need research

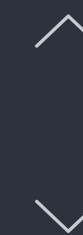


— SAMPLE SCENARIO —

Your HCD team has built user research into a project's timeline. However, management begins to question resources, commenting that, "You don't have the staff or resources to conduct research." While you agree that your team is small, you also realize the importance of user research.

ACTIVITY

- How will you address this real concern?
- Can user research be conducted with limited staff and resources? How so?



ACTIVITY

— BREAKOUT & SHARE-OUT —

- 1) Separated into 5 Breakout Rooms
- 2) Presented with a link to your scenario
 - Provided a link to Confluence page with your room's scenario
 - Designate Team Lead to capture and present your resolution
 - 7 mins to discuss the scenario and answer questions
- 3) Share-Out
 - Your Team Lead will present a brief recap of the respective scenario and questions
 - 5 minutes to share the results of your discussion
 - Team Lead will share the results of your discussion



SHARE OUT
Welcome Back!



BREAKOUT ROOM

ONE

Your team has spent the past several months developing a new product. You completed discovery research at the start of the project but have not talked with end-users since that time. Management is pushing to launch the product without usability testing to meet the launch timeline.



- Is this a good idea—why or why not?
- How might you handle the situation?



BREAKOUT ROOM



TWO

Your team recently completed a new app for beneficiaries. Prior to the initial launch of the app, your team conducted usability testing with beneficiaries. That testing uncovered potential problems which were addressed prior to its release. Several months after app was successfully launched, a manager requests that a new feature be added stating, "This new feature is small and should be easy-peasy to implement. You already conducted user research once, so just use the analytics we already have. Besides, we didn't include additional user research in the budget."

- Will current analytics be sufficient enough to move forward—why or why not? 

- How would you address the budget issue?

BREAKOUT ROOM **THREE**

CMS wants to conduct a comprehensive review of certain processes followed by medical clinics. A contractor on the project shares that they have worked at similar medical clinics before and are essentially “experts” that know what the customer needs. They continue by exclaiming that, “There’s no need to involve the customer at this point—if there are any questions, just ask us.”

- Is reliance on the “expert” contractor sufficient to understand the customer—why or why not? 
- How might you handle the situation? 

BREAKOUT ROOM **FOUR**

Your team is working on a new website launch and end-user research has been built-in to the project timeline. During the project kick-off meeting, a project manager seeking to cut costs questions the need for end-user research and wants to know an ROI for conducting such research.

- How do you justify the need for end-user research and the costs involved?
- Can an ROI for this type of research be calculated? If so, how?



BREAKOUT ROOM FIVE

You learn of a new website development project and HCD has not been built-in to the project timeline. Curious about why HCD wasn't considered you ask the project manager. Her response is that the client's priority is to adhere to lean/agile protocols and decided HCD wasn't necessary—"it's not agile." Upon hearing this, you strongly disagree and decide to challenge her logic.

- Can HCD and Lean/Agile be applied concurrently—why or why not?
- How would you address her belief that HCD isn't agile?



IN SUMMARY



Improving customer experience can drive better critical outcomes for government agencies



Increase Trust

Satisfied customers are

9X

more likely to trust the agency providing the service



Achieve Stated Mission

Satisfied customers are

9X

more likely to agree an agency is delivering on its mission



Meet or Exceed Budgetary Goals

Dissatisfied customers are

2X

more likely to reach out for help 3+ times

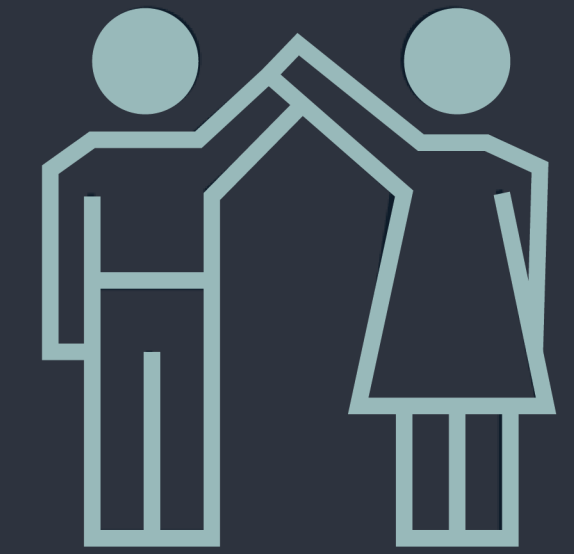


Reduce Risk

Dissatisfied customers are

2X

more likely to publicly express dissatisfaction



Boost Employee Morale

Long-term organizational success is

50%

driven by organizational health and is mutually reinforced by customer experience

HCD METHODS COMBAT WASTED RESOURCES

Ensuring that products:

- ✓ Are easy to use
- ✓ Fit expectations
- ✓ Meet business goals



RESOURCES

[Calculating ROI for Design Projects](#)

[Overcoming Objectives to UX Research](#)

[Customer Experience Toolkit](#)

[Getting to Know Your Users:](#)

[Tips and Tricks from Veterans Affairs](#)

[The Basics of ROI in Human-Centered Design](#)

[Executive Order on Transforming Federal
Customer Experience and Service Delivery
to Rebuild Trust in Government](#)

[OMB Circular No. A-11: Section 280](#)



The logo features a stylized cross symbol on the left, composed of two overlapping plus signs. The top-left and bottom-right arms are light teal, while the top-right and bottom-left arms are white. To the right of the symbol, the text "HCD" is positioned above "SHARE", both in a bold, light teal, sans-serif font.

HCD
SHARE



THANKYOU

