

SKETCHNOTES @mjbroadbent


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now at
CENTER FOR CIVIC DESIGN

one tiny, simple form
AUTHENTICATION
May be the most despised part of software
SUCKS


\$100 million BATTLESHIP


\$80 billion Gov't I.T.

the NEW APPROACH
LOTS OF LITTLE THINGS...
CONSTANTLY

WHAT DOES THE USER NEED?
(ASKS NOONE)

UCD is almost non-existent
so
IS THE FIRST PRINCIPLE IN THE DIGITAL SERVICE PLAYBOOK

We arrive from the future!

USDS
Modernizing GOVERNMENT is hard.

#ConUX
CONUX
NOVEMBER 12, 2016

DIGITAL TRANSFORMATION IS I.T. - LED *Blargh*
Service transformation MUST BE DESIGN-LED

BIG PROBLEMS FROM SMALL THINGS

Canary in the coal mine...

one small system nested small systems
FIXING IT for US GOV
HEALTH CARE ENROLLMENT allowed 25 MILLION PEOPLE TO REGISTER IN YEAR 4

Government's PRIMARY PRODUCT IS SERVICE!

We're all doing UX
ENGINEERING PROBLEMS AFFECT USER EXPERIENCE

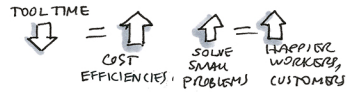
Challenge: BACKLOGS
How? Why?
10 YEAR LAG IMPACT
• INFORMATION TECH
• LEGISLATION / POLICY CHANGES
• BUDGETING PROCESS 3 YEARS OUT

Redesigning the Citizen Experience

DO CIVIL SERVICE. Please.

Transforming the way government delivers services

much of the user experience in GOVERNMENT SYSTEMS reflects the back-end I.T.



Organizational Digital Health?

- WHERE ARE THE USER NEEDS?
- IS THEIR WHOLE EXPERIENCE ADDRESSED - START TO FINISH

DESIGN DEMOCRACY
▶ Start with authentication
▶ ONE PASSWORD AT A TIME!

KEEP IT SIMPLE