

A person with short reddish hair, wearing glasses and large white headphones, is sitting in a teal armchair at a desk. They are looking at a computer monitor which displays some code or data. The room is dimly lit, with a desk lamp providing light. In the background, there is a large window showing a cityscape at night with lights from buildings.

PROPELLER

Leveraging User Experience for Website Audits

WWW.PROPELLER.COM

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Introductions



Michael Arrington, CSO, DOR



Rose Barcklow, HCD Managing Consultant

Public Sector Industry Expertise

52

Public Sector & Education
Clients

245+

Unique Public Sector
Projects Completed



Where We Deliver Value for State and Local Governments, Higher Education, and Nonprofits:

Portfolio, Program, & Project Management

- Portfolio, Program, & Project Management
- Digital Strategy & Transformation
- Current & Future State Process Mapping
- Gap Analysis
- Business Case Development
- Assessment & Roadmap
- Business & Systems Analysis
- AWS, Microsoft, Salesforce

User Experience & Human-Centered Design

- Customer & Employee Experience
- Human-Centered Design
- Accessibility Strategy, Assessment, & Training
- Document & Website Accessibility Remediation
- Journey Mapping
- Constituent Engagement
- Personalization

People Strategy & Change Management

- Change Strategy & Execution
- Stakeholder Engagement & Communications
- Learning Strategy & Training Delivery
- People Analytics
- Organizational Design & Effectiveness
- Operating Model & Job Architecture
- Culture Enablement & Ways of Working
- Change Center of Excellence Setup

Data and AI Strategy & Enablement

- Data Analytics & Visualization
- AI Partner Selection & Implementation
- Data & AI Change, Adoption, & Efficacy
- Data Strategy & Architecture
- Data Management & Governance
- Data Security
- Database Management
- Tableau, PowerBI

Top Public Sector Challenges



Maximize Impact With Limited Resources

Strategic planning is essential in managing fiscal constraints and allocating resources efficiently. By aligning projects to organizational goals and enabling employees to work more effectively, organizations can reduce rework, focus on enhancing community services, and deliver sustainable, people-centered solutions.



Improving Awareness, Accessibility, and Usage of Public Services

Ensure community members are aware of available services, can easily access them, and are empowered to use them effectively. By connecting with people through community feedback and user research, organizations can ensure the services offered are relevant and impactful. Creating accessible, user-friendly experiences removes barriers, allowing them to fully leverage the programs and services that matter most to them.



Responsible Data Collection and Reporting for Community Impact

Collect and report data responsibly to drive informed decision-making and understand the impact of community services. Public sector organizations must know what data to collect, how to gather it, and how to report back in a way that creates a meaningful impact, all while ensuring privacy and compliance. Using data effectively can improve services, making them more responsive and aligned with the needs of the community.

Learn how to:

- ❑ Use a Human-Centered Design framework to conduct impactful website audits
- ❑ Leverage user data for meaningful improvements
- ❑ Create accessible digital experiences

HUMAN CENTERED DESIGN



What is Human-Centered Design?





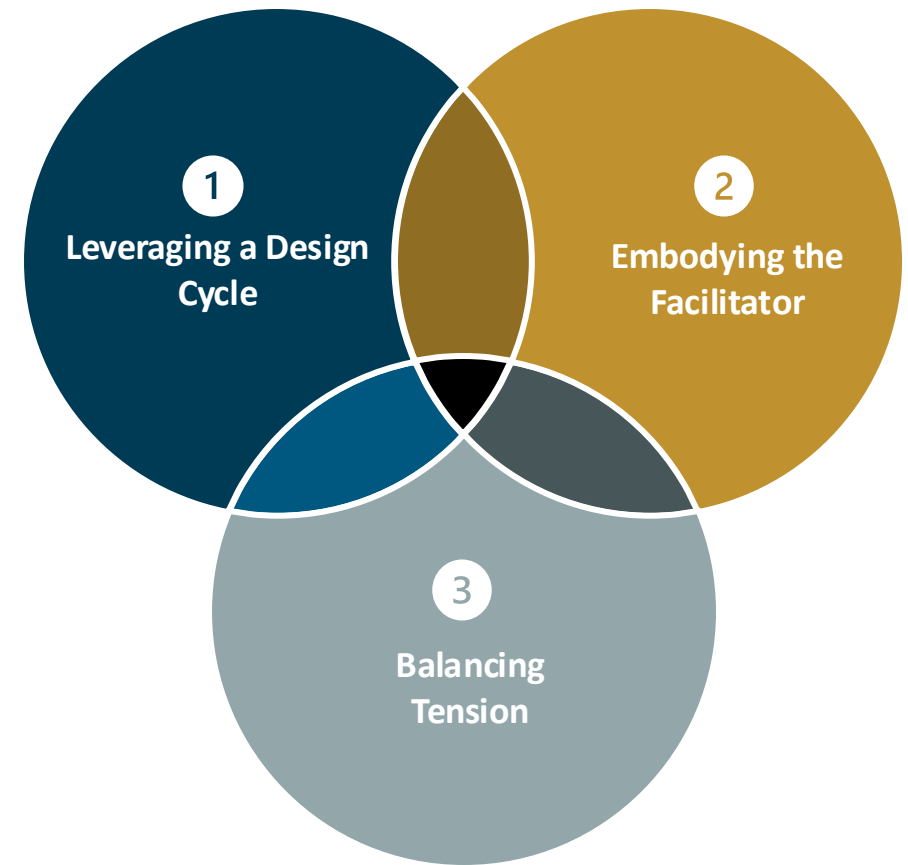
HUMAN CENTERED DESIGN

Human-Centered Design, Defined:

Human-centered design puts people impacted by outcomes of design at the center of the discovery, design, and creation process.

Human-centered design is action-oriented, deeply human, and experimental.

The **Three Anchors** of Human-Centered Design...

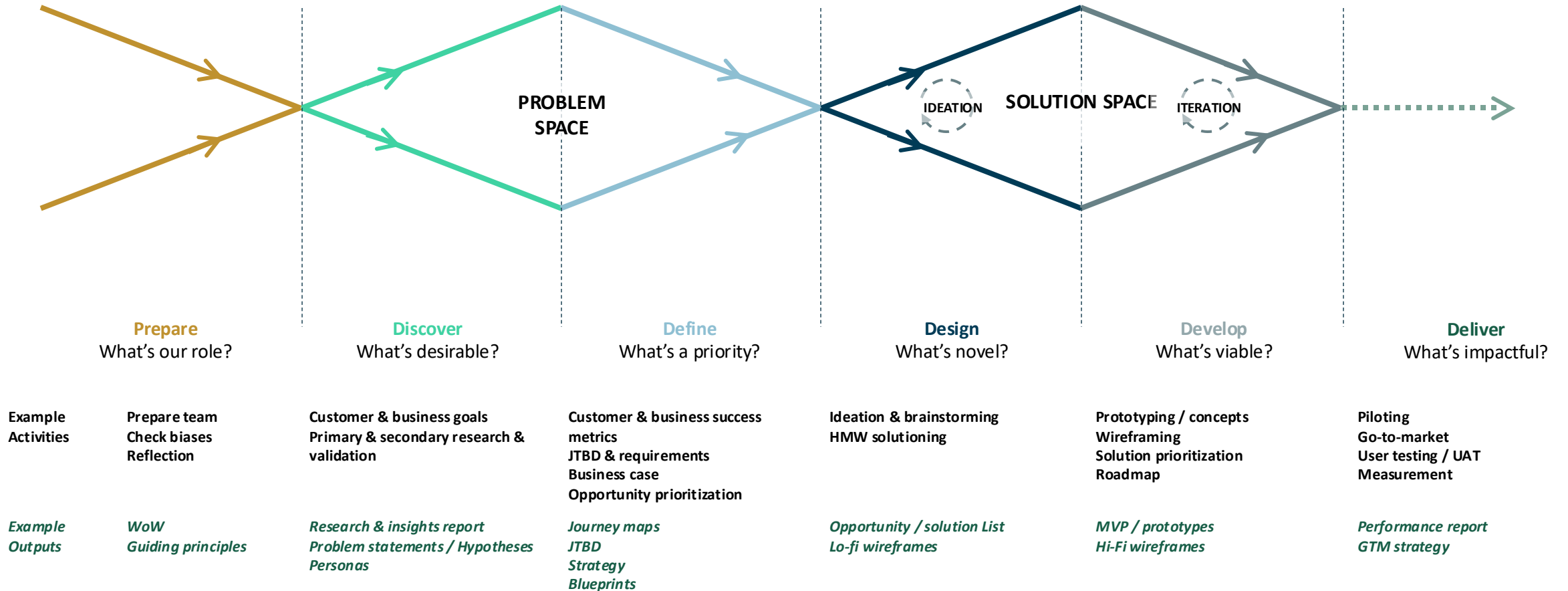




Design Approach

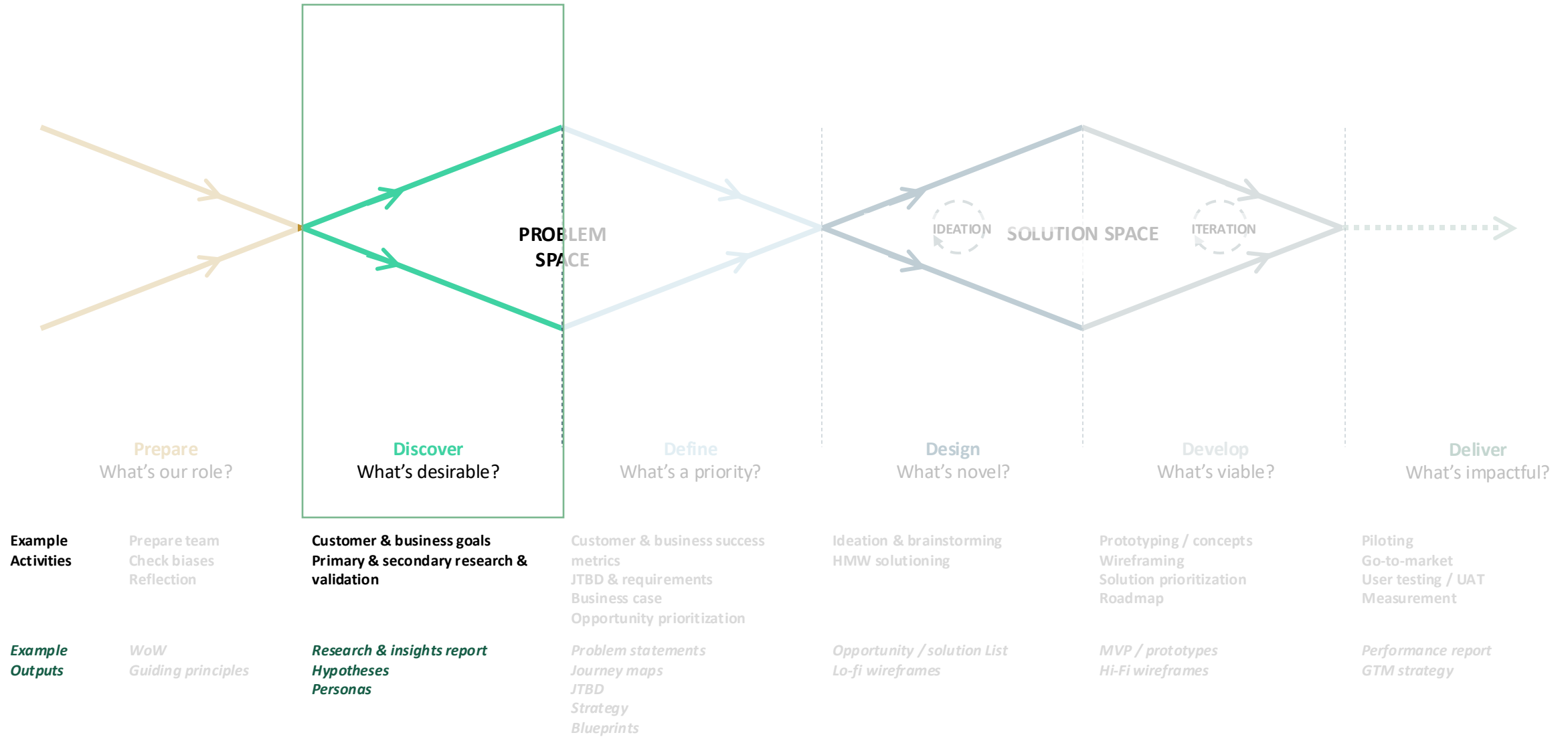
Key Takeaways:

- Problem Space and Solution Space
- Divergent and Convergent thinking
- Cyclical approach
- The letter C
- Bias toward action



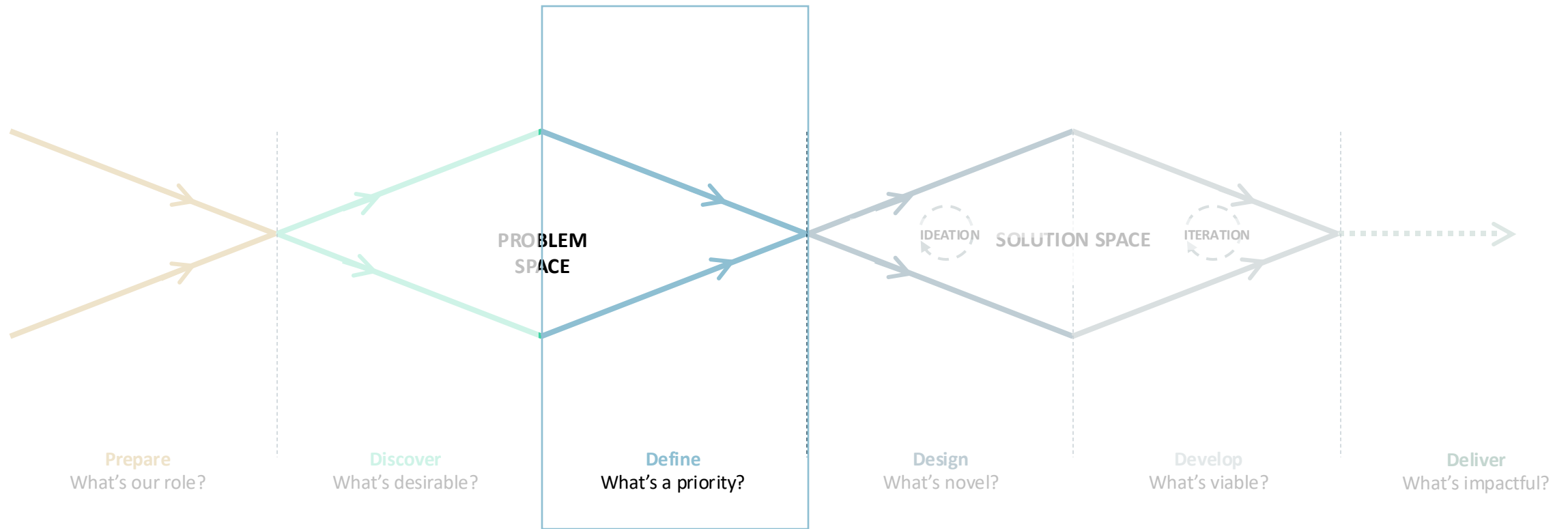


Discover





Define



Prepare
What's our role?

Discover
What's desirable?

Define
What's a priority?

Design
What's novel?

Develop
What's viable?

Deliver
What's impactful?

Example Activities

Prepare team
Check biases
Reflection

Customer & business goals
Primary & secondary research & validation

Customer & business success metrics
JTBD & requirements
Business case
Opportunity prioritization

Ideation & brainstorming
HMW solutioning

Prototyping / concepts
Wireframing
Solution prioritization
Roadmap

Piloting
Go-to-market
User testing / UAT
Measurement

Example Outputs

WoW
Guiding principles

Research & insights report
Problem statements / Hypotheses
Personas

Journey maps
JTBD
Strategy
Blueprints

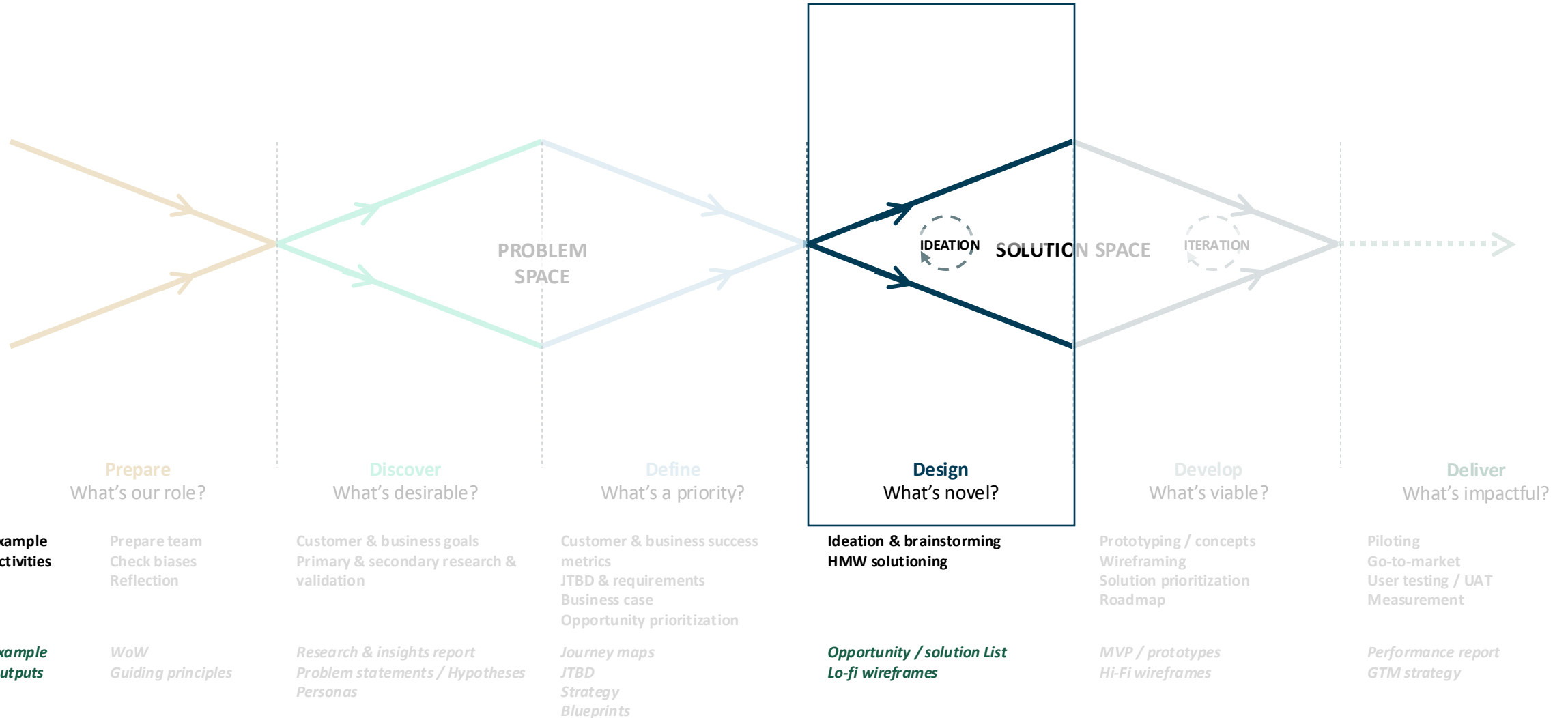
Opportunity / solution List
Lo-fi wireframes

MVP / prototypes
Hi-Fi wireframes

Performance report
GTM strategy

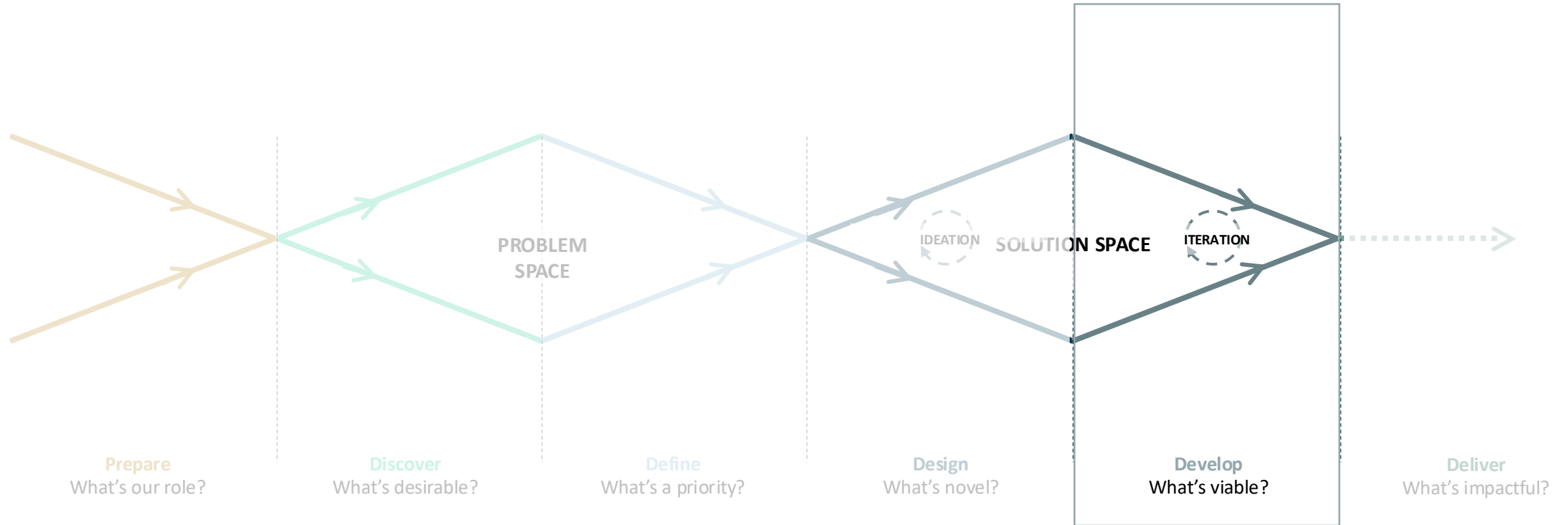


Design





Develop



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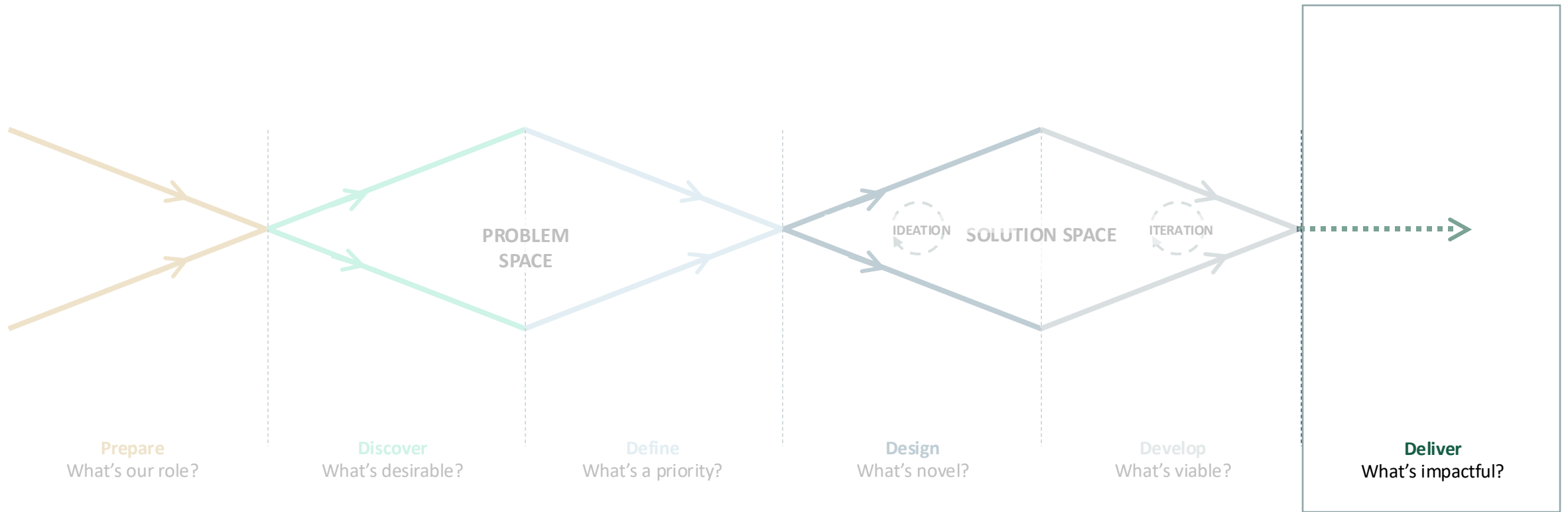
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CLOSING

Recap

- ❑ Use a Human-Centered Design framework to conduct impactful website audits
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- ❑ Create accessible digital experiences

