Designing the new USApending.gov

Kaitlin Devine
Product Owner, Treasury/18F
kaitlin.devine@gsa.gov
1/ User Centered Design
User Centered Design

The Cycle

Learn:
Interview users and create personas

Make:
Make something the user can interact with, like a wireframe

Test:
Put the wireframe in front of a user, conduct usability testing

Repeat!
Cameron grew up in a suburb of Dublin, Ireland and went to MIT where he met his wife, Phoebe.

“We want to be a one-stop shop for any piece of data that exists about Federal contracts.”

Goals & Tasks
- Access data through outgoing API
- Add value through interpretation and analysis
- Create visualizations and identify trends
- Resell data, such as: What contracts have been awarded to whom, for how much, for how long, from what account. Which Federal agencies received increases and cuts.

Attitudes & Motivations
- Data needs to be accurate in order for us to sell it
- Since it is all public data, we add value through data manipulation and analysis
- US market data is just one piece of the puzzle, it should easily tie into the global equation

Pain Points
- Data quality is questionable: missing cells, typos in contractor names result in duplicate accounts, amounts sometimes differ from other source documents
- Insufficient data granularity

Design Implications
- Use APIs make the data readily available
- Budgetary information at the summary level is not helpful. Data must be granular to provide real value to subscribers

Skills
- Financial
- Technological

Tools
- Computer
- Phone
- Browser
- Software
Testing Highlights

**Easier access to data!**
Users want more flexibility and tools for slicing the raw data however they want it

**Powerful Filters**
Provide intuitive filters with smart autocomplete

**Sane Rollups of Awards**
Instead of dumping a mess of transactions in my lap, users want to see the big picture and life cycle of an award

**Accurate Data**
Users want access to high quality, accurate, and reliable data
2/ Expanding Our Reach
Your Voice Matters

Join the conversation and tell us what you think about proposed features for USAspending.gov. Your feedback matters because this is your website.

Take a look at the features below and give us your thoughts. Or, schedule a one-on-one session with the OpenBeta team. Help us make sure that the new USAspending.gov will work for you.

Schedule a One-on-One Session
## Search

### Search Results
How we display search results

<table>
<thead>
<tr>
<th>Search</th>
<th>Concept</th>
<th>Comments</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28</td>
<td></td>
<td>Updated 3 months ago</td>
</tr>
</tbody>
</table>

## Summary Pages

### Contract Award Summary
How we display contract award data

<table>
<thead>
<tr>
<th>Summary</th>
<th>Concept</th>
<th>Comments</th>
<th>Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28</td>
<td></td>
<td>Updated 3 months ago</td>
</tr>
</tbody>
</table>

### Agency Summary
How we display agency data

<table>
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<tbody>
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<td>27</td>
<td></td>
<td>Posted 3 months ago</td>
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### Financial Assistance Award Summary
How we display financial assistance data

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<td>Recipient Legal Entity Name</td>
<td>Start Date</td>
<td>End Date</td>
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Expanding Our Reach

Testing the API

Outbound API
Bulk Data

Equal Access

USAspending.gov

Data Consumers
Participate!

- Comment on the designs on openbeta.usaspending.gov
- Sign up for a one-on-one test session
- Sign up to test the API
Resources

Federal Spending Transparency Collaboration Site
http://fedspendingtransparency.github.io/

FedSpendingTransparency Organization on GitHub
https://github.com/fedspendingtransparency

Open Beta
https://openbeta.usaspending.gov
Thanks!

Contact kaitlin.devine@gsa.gov
Follow @kaitlinbdevine
Work Together github.com/fedspendingtransparency