

# Designing the new USAspending.gov



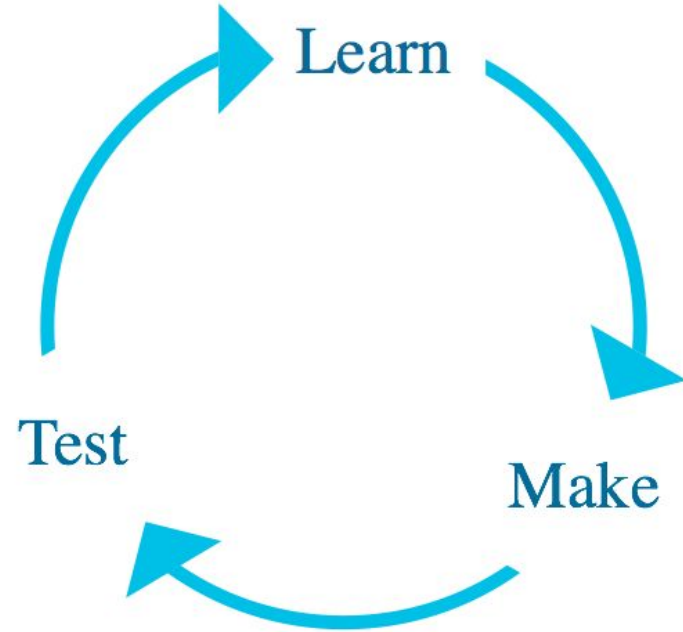
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# 1/ User Centered Design





# The Cycle

1

## **Learn:**

Interview users and create personas

2

## **Make:**

Make something the user can interact with, like a wireframe

3

## **Test:**

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

**Repeat!**



# THE REPURPOSER

Data Consumer

Name: Cameron Burke Age: 37 Occupation: Entrepreneur Location: Brooklyn, NY

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

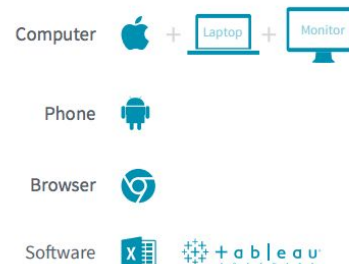
## Pain Points

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

## Skills



## Tools



## 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

# Testing Highlights



## Easier access to data!

Users want more flexibility and tools for slicing the raw data however they want it



## 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



## Powerful Filters

Provide intuitive filters with smart autocomplete



## Accurate Data

Users want access to high quality, accurate, and reliable data

# 2/ Expanding Our Reach





[Home](#)

[About](#)

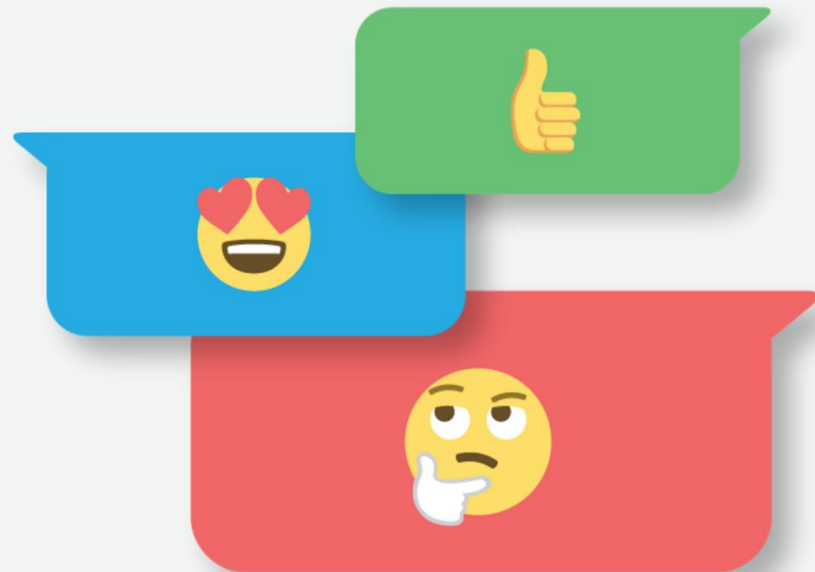
[Contact](#)

## 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](#)





# Comment on Proposed Features

Active

Completed

Archived

## Search

### Search Results

How we display search results

**1**  
concept

**28**  
comments

*Updated 3 months ago*

## Search

Summary Pages

General Pages

Developer Tools

## Summary Pages

### Contract Award Summary

How we display contract award data

**1**  
concept

**28**  
comments

*Updated 3 months ago*

### Agency Summary

How we display agency data

**2**  
concepts

**27**  
comments

*Posted 3 months ago*

### Financial Assistance Award Summary

How we display financial assistance data

**1**  
concept

**8**  
comments

*Posted 3 months ago*



# Narrow by



Table



Time



Map



Top 5

### Summary

Total Prime Award Value \$ 326,406,963

Total Sub Award Value \$ 35,904,766

Total Prime Award Count 171

Total Sub Award Count 361

Your Applied Filters: [Clear All Filters](#)

### Keywords ⓘ ▾

### Award Type ⓘ ▾

- Contracts (83) [Show Subcategories](#)
- Grants (8) [Show Subcategories](#)
- Direct Payments (62) [Show Subcategories](#)
- Loans (18) [Show Subcategories](#)
- Insurance (0)

### Time Period ⓘ ▾

- All Fiscal Years
- FY 2016
- FY 2015
- FY 2014

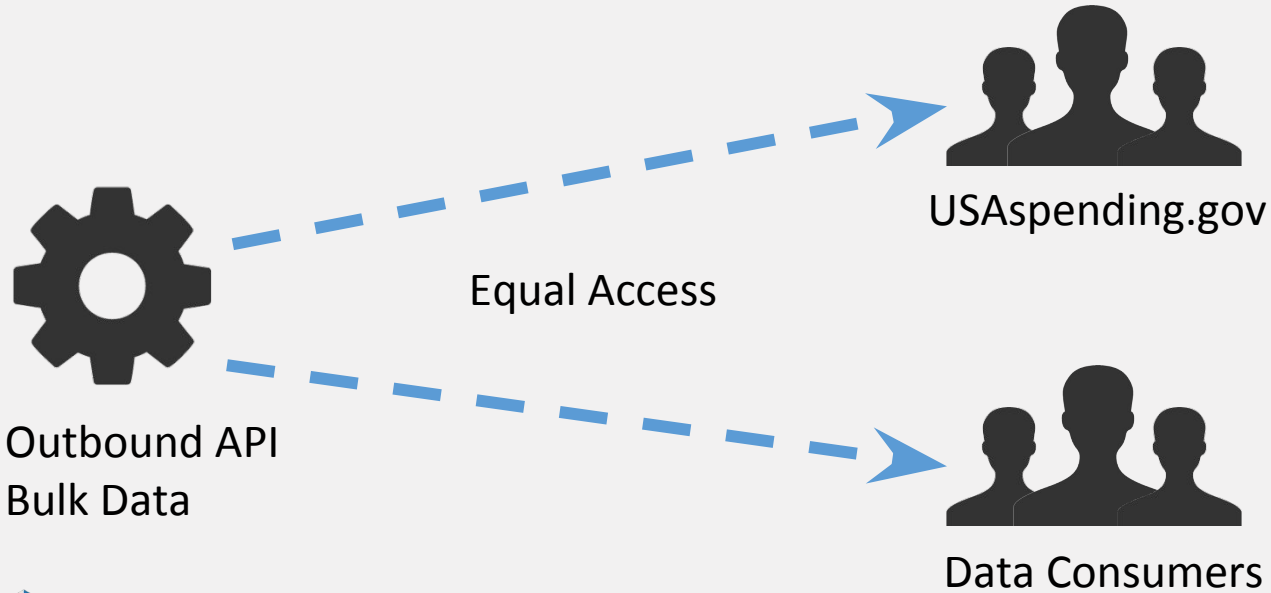
## View All: Prime Awards ▾

74 Hidden Columns



Award ID	Recipient Legal Entity Name	Start Date	End Date	Total Obligated	Awarding Ag
P063P101243	STRAYER UNIVERSITY, INC.	3/23/2010	8/31/2016	\$121,441,429	Department of
P063P121243	STRAYER UNIVERSITY, INC.	3/23/2012	8/31/2018	\$88,609,696	Department of
P063P111243	STRAYER UNIVERSITY, INC.	3/23/2011	8/31/2017	\$87,441,905	Department of
P063P151243	STRAYER UNIVERSITY, INC.	3/23/2015	8/31/2021	\$81,831,378	Department of
P063P141243	STRAYER UNIVERSITY, INC.	3/23/2014	8/31/2020	\$77,532,534	Department of
P063P131243	STRAYER UNIVERSITY, INC.	3/23/2013	8/31/2019	\$74,364,880	Department of
P063P140399	VIRGINIA COMMUNITY COLLEGE SYSTEM OFFICE	3/23/2014	8/31/2020	\$56,080,326	Department of
P063P130399	VIRGINIA COMMUNITY COLLEGE SYSTEM OFFICE	3/23/2013	8/31/2019	\$55,415,482	Department of
P063P150399	VIRGINIA COMMUNITY COLLEGE SYSTEM OFFICE	3/23/2015	8/31/2021	\$53,056,914	Department of
P063P100399	VIRGINIA COMMUNITY COLLEGE SYSTEM OFFICE	3/23/2010	8/31/2016	\$43,355,175	Department of

# Testing the API



# Participate!

- Comment on the designs on [openbeta.usaspending.gov](https://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](mailto:kaitlin.devine@gsa.gov)

Follow [@kaitlinbdevine](https://twitter.com/kaitlinbdevine)

Work Together [github.com/fedspendingtransparency](https://github.com/fedspendingtransparency)

