A picture is worth 1,000 words

Designing the new USAspending.gov

Kaitlin Devine
Product Owner, Treasury
DATA Act Development
Guiding Principles

- Agile Development
- User-Centered Design
- Transparency
DATA Act Development
Guiding Principles

- Agile Development
- User-Centered Design
- Transparency
Discover

Validate

Make
Why is this cycle important?
How the customer explained it
How the project leader understood it
How the analyst designed it
How the programmer wrote it
What the beta testers received
How the business consultant described it
How the project was documented
What operations installed
How the customer was billed
How it was supported
What marketing advertised
What the customer really needed
How we did it in the beginning
What Federal spending data elements are most crucial to your current reporting and/or analysis? #6

rmaziarz opened this issue on Dec 1, 2014 · 11 comments

rmaziarz commented on Dec 1, 2014

No description provided.

rmaziarz added the data elements question label on Dec 1, 2014

GaryBass commented on Dec 22, 2014

I'm new to GitHub, but have been involved in spending transparency issues for many years. For example, when I ran OMB Watch, we developed FedSpending.org, which became the underlying programming for USA Spending.gov. As noted below, there are many data elements and fields not covered by the 49 listed.
Pros

Low barrier to entry

Generally accepted in the gov digital services community as a feedback mechanism

Cons

GitHub is mostly targeted at developers

Interface can be confusing

Extremely open-ended questions did not always generate targeted and actionable feedback
Next, we convened the community.

Tracking Federal Spending: An Open Data Roundtable with the U.S. Department of the Treasury
Pros

Directly engaged external stakeholders

In-person conversation allowed for a more free exchange of ideas

Cons

Logistics intensive and therefore infrequent

Large group = breadth more than depth
Open Beta, part 1
Building 21st-Century Government

Help Us Reinvent the Public Website for Federal Spending

Learn About the Project
The mission of the U.S. Department of the Treasury is to manage government finances and provide an accounting and financial overview of Federal government spending.

Give Feedback
Everyone is welcome – the public, developers, people inside and outside the government – and encouraged to join the community forum and give us feedback.

Vision
When the new USA Spending.gov – the taxpayer site built for taxpayer needs – is launched in May 2017, you will have an open window into government spending. You
Search

We know you need strong search features to find answers to your questions. We're at the beginning of developing our search functionality and we want you to help build it.

Below are some early ideas for search functionality and a demo of one idea. Visit our Community Forum and give us feedback about what works. What's missing. What needs to change.

Advanced Search

Are there changes to the search filters that you’d like? Are there additional fields you want to search by? Is the layout of the form easy to follow? How would you like the search results to be displayed?

Live Filters

Try the demo and then give us feedback about the functionality, additional filters or results columns you’d like. What do you think about being able to create charts and graphs? Are there other visualizations that could answer questions about Federal spending?

Search Builder

What is your opinion of this search method? Does it make searching easier? Are there additional options you’d like

SQL Search

Is a SQL interface useful? Why? What expectations do you have about the functionality? Would you rather use a web interface or have direct access to the database?

Provide Feedback

Try the Demo

Provide Feedback

Provide Feedback
Pros

Stakeholders outside of DC could engage, at any time

More actionable feedback on specific concepts

Cons

Forum was not conducive to commenting on specific details of concepts

Updates to concepts were infrequent

Not as much feedback as we’d like
Persona Creation

- Agency Developer
- Budget Analyst
- CFO
- Citizen
- Data Owner
- Journalist
- Recipient
- Repurposer
THE RECIPIENT

Name: Gabrielle Winter  Age: 32  Occupation: Business Development  Location: Multiple Locations

Gabrielle is all about data. She wants to slice and dice the USAspending data for her own purposes and needs the data to be complete and reliable so she can do her job.

Gabrielle is an avid cyclist and lives in Fairfax, VA with her husband and new daughter.

“I need market intelligence so I can make decisions that advance our business.”

Goals & Tasks
- Gains market intelligence:
  - What contracts have been awarded to a specific set of competitors. Filters on: NAICS #s for types of companies and PSC code for types of work
  - When contracts may be up for recompete
  - Total addressable market—e.g., all spending for a particular agency

Attitudes & Motivations
- Motivated by winning federal contracts; understanding agency spending and gaining intelligence about competitors
- Data is not always trustworthy. There is not enough care taken when data is going in

Pain Points
- Not enough granularity. Wants to see
  - Awarding office (not just agency)
  - Funding account
  - Better breakdown of services rendered.
- Data is not standardized (e.g., multiple entries for same contractors)
- Slow downloads
- 8 fields defining buyer is too many

Design Implications
- Needs easy data downloads
- Needs ability to create and save reports
- Needs ability to see multiple years
- Needs ability to create alert when contracts may be up for recompete

Skills
- Financial
- Technological

Tools
- Computer
- Phone
- Browser
Open Beta, part 2:

Innovating on the thing that’s helping us innovate
Desired Outcomes:

- Increased user engagement
- Diversity of users across personas
- Discovery of new personas
Improvements

- More frequent posting of concepts
- Rapid iteration
- Pairing individual user interviews with open feedback
This is where you come in
Me  
Ya’ll
Visit openbeta.usaspending.gov!

Tell your friends!

Come back often!
(especially after the new design launches)

Sign up to be interviewed one-on-one!
Contact fedspending@treasury.gov

Special Thanks:
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