Use of the LEAN UX Process in Government
Synopsis and citizen-centric additions by Jonathan Rath

Based on the book "Lean UX -Designing Great Products with Agile Teams" by Jeff Gothelf and Josh Seiden

UX in Government

UX | Encompasses all aspects of the citizen's interaction with the government, its services, and its products.

Excellent UX strives to:

| Meet the citizen's needs | Keep it simple | Use research and analytics to determine desired outcomes | Prioritize usability, findability, accessibility & interoperability |

Why "Citizen" and not "User" or "Customer"?

▶ Citizens have very mixed expectations of Government Services.

▶ High expectations due to great, simple, enjoyable digital experiences in the business realm due to advances in technology and UX;

▶ High expectations due to the high cost of government (taxes, services, money spent on government programs)

▶ Low expectations due to past experiences with government performance, (e.g. long wait times, complex forms and processes, fees, taxes, hard to get benefits, bureaucracy, poor perceived value, compliance issues)

Why "Citizen" and not "User" or "Customer"?

▶ Citizens generally no choice or competitive option (monopoly)

▶ Citizens can face stiff consequences, fines, and penalties for not conforming to requirements correctly (including jail, seizure of goods, property, removal of children from the home) so can react inappropriately due to fear;

▶ Citizens (especially new Canadians) can have an engrained mistrust of government due to the regimes they left in order to come to Canada;

▶ The "Citizen" demographic is one of the broadest available, making design for ease of use challenging.

▶ Everything to everyone can create a confusing experience; focus on what is critical to complete a singular task.

Citizens are your family and friends

- Without citizens there is no citizen experience;
- Have you built something you'd be proud to show your friends?
- If you build it, they will not come unless there is no other option
- If you build it, how will they learn about it
- If you build it, how will they find it
- Backend functionality and processing is critically important, but the experience is most of the product
- If the citizen gets lost using your design; the problem is you, not them.
- Steve Jobs: "The broader one's understanding of the human experience, the better designs we will have."

Design notes

- If there are choices to make some people will make the wrong decision.

- Error recovery and revisions to previous entries needs to be simple and obvious.

- You are not creating a product you are creating an experience for the citizens.

- If there is the option for use, there is also the option for misuse.

- As our designs get closer to people's inner lives, and there is a consequence to not finishing a task correctly, the risk of doing harm increases exponentially.

Current State of UX: GC

Treasury Board Standards: Content and Information Architecture Specification, Standard on Web Usability, Standard on Web Accessibility, Standard on Web Interoperability, Standard on Optimizing Websites and Applications for Mobile Devices.
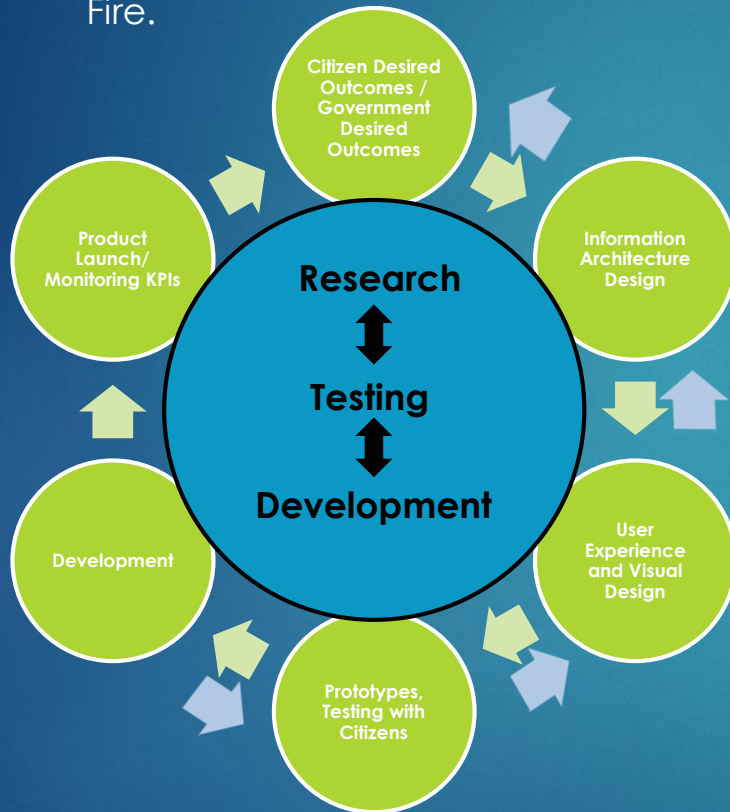
Directive on the Management of Communications, Prime Minister's Mandate letter, Blueprint 2020

Web Renewal Initiative: Move to Canada.ca, enforcing standards, recognition of the value of UX and ongoing ROT removal and relentless testing with citizens.
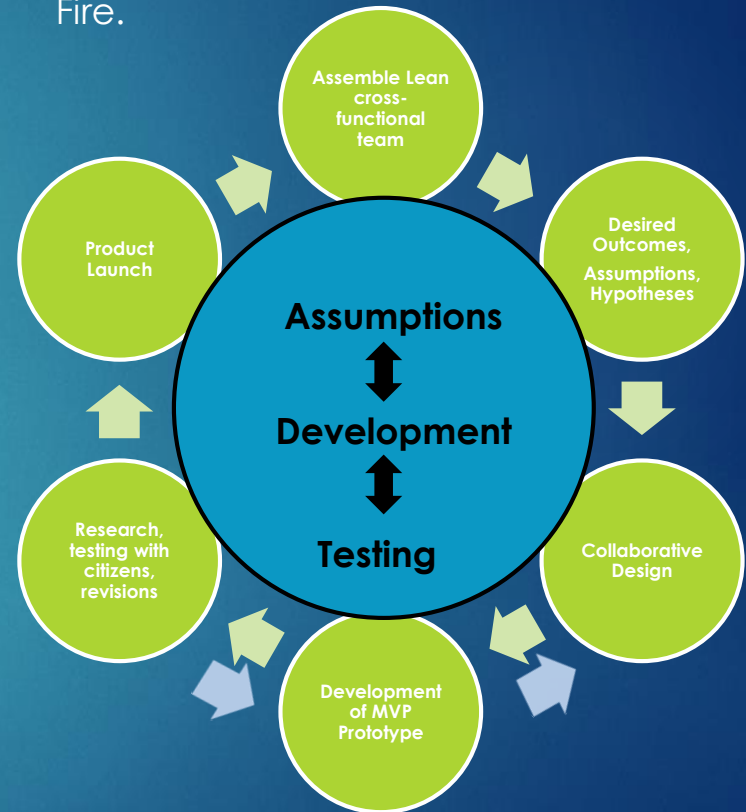
When to apply UX to a project?
Cost & Effort: Research by Robert Pressman

1X	To fix an issue in the Design and Architecture Phase	🔵 Citizen Centred Design & "traditional" UX focused here.
10X	To alter functionality during the Development Phase	Lean UX focus. IT focus.
100 X	To fix issues or add functionality after Public Release	Marketing Communications, & Analytics focus. Baseline testing to inform next release.