

5 LIFE EXPERIENCES

36 GOVERNMENT AGENCIES

34 STATES AND TERRITORIES

500+ PEOPLE'S STORIES

#### **What do we mean by “life experience”?**

Life Experiences are significant events or transitions that often require interactions and touchpoints with multiple Federal agencies and levels of government, like retiring or recovering from a natural disaster.

#### **What types of solutions may develop?**

Federal agencies are working to coordinate their service delivery to achieve an integrated experience that meets customer needs. While short-term interagency partnerships may help solve, for example, basic navigation issues (e.g., links between websites), other solutions, like substantial product interoperability, may be complicated, require long-term work, and even necessitate fundamental changes in how agencies operate.

#### **What is human-centered design?**

Human-centered design (HCD) is a flexible problem-solving method that involves a human perspective in an iterative process to develop solutions to real people's needs. A typical HCD process includes discovery, design, delivery, and measurement stages. HCD draws on social science methodologies like behavioral science, anthropology, and psychology.

Executive Order 14058 on *Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government* formalized a framework for shifting our approach to service design and delivery from one focused on bureaucratic structures to one more focused on the perspective of the people that we serve.

Too often, people have to navigate a web of government websites, offices, and phone numbers to access the services they depend on. Government must meet people where they are and be responsive to how they navigate important moments in their lives.

The Life Experience organizing framework requires a new model of the Federal delivery system working together—within agencies, across agencies, even across levels of government—driven by customer research (“human-centered design”), rather than within bureaucratic silos and pre-conceived solutions, to solve problems.

At the start of 2021, Federal government leaders worked with President's Management Council (PMC) to select five priority Life Experiences for the 2022 designation cycle.

Learn more about this work at:



# The 2022 Life Experience work to date

## Understanding customer Life Experiences through human-centered design

Each Life Experience team and agency collaborators engaged in a process to learn how people interact with government during these moments in their lives. The research involved learning from and speaking directly to a diverse representation of members of the public.

Multi-disciplinary teams, including service designers, evaluation professionals, policy experts, program staff, external experts on detail to the teams, led the application of methods such as collecting post-transaction feedback, first-person qualitative research, quantitative data analysis, and other approaches to generate insights and identify trends across real customer experiences

Agency leaders and stakeholders across government participated throughout the process, including in bi-weekly sprint share-outs, to encourage ongoing reflection, iteration, and identifying areas to dive deeper. Customer stories and journey maps are the centerpieces of each summary.

## Working towards near-term improvements and transformational change

Unlike other customer experience and digital services-related initiatives, teams assigned to the Life Experience work intended to focus on longer-term (approximately 2+ years) efforts to drive structural, transformative change.

This work involves multi-disciplinary teams, integrating agency and OMB staff with customer experience and service delivery talent from innovative offices across government (e.g., the U.S. Digital Service (USDS), the Lab at OPM, the Office of Evaluation Sciences, and the Technology Transformation Service (TTS).

Collaboration with external stakeholder to identify the most meaningful changes the Federal government can implement, even if complicated, is vitally important. OMB assigned at least one lead for each project to unblock barriers, create project status updates, and connect individual Life

Experience efforts across the portfolio, to ensure the work of connecting across Life Experiences was not forgotten, and solution areas were connected and complimentary. In total, more than 60 FTE partially or fully engaged as members of the five Life Experience teams.

The work and output from the Life Experience initiative will take months and years to achieve—and the Administration and Federal agencies must remain committed. This work is a transformation in how the Federal government delivers services. Success requires ongoing leadership from the Executive Office of the President, OMB, the President's Management Council, and dedicated project teams to drive work forward.

## All five Life Experience teams adhered to common principles

Each Life Experience formed a multi-disciplinary team with individuals with relevant expertise (e.g., policy, design, product, evaluation, program management, legal, state government, Federal government, and social sector). Teams used a human-centered design approach to learn from people who have lived each experience. The work included embedding “equity checks” throughout the design process. Each team included staff from implicated agencies that joined regular readouts of project findings.

Discovery followed high-quality research protocols established and documented in the Information Clearance Request (ICR). Teams defined performance measures toward output and outcome goals. After Discovery, teams generated insights grounded in what the public prioritizes as pain points. The teams produced Discovery artifacts, including customer journey maps and stories. The teams have and will continue to work in the open, sharing templates and resources produced, findings, and incremental progress.

## Life Experience milestones to date

**2018-2020:** Office of Management and Budget (OMB) led three cross-agency Life Experience pilots

**Dec. '21:** Federal employees and agency teams submitted pitches for Life Experiences to be selected

**Jan. '22:** Components of the Executive Office of the President and the PMC selected five Life Experiences through a rigorous review process

**Feb. '22:** Life Experience teams organized with cross-agency representation and support

**Apr. '22:** Deputy Secretaries and agency leaders signed project charters; posted publicly on performance.gov

**May '22:** All teams-initiated Discovery learning with members of the public and subject matter experts

**Jul. - Oct. '22:** Life Experience teams led workshops around Discovery findings and insights with Deputy Secretary charter signatories. Teams presented Discovery work and priority project options to the PMC

**Oct. - Nov. '22:** Life Experience teams are producing project charters for priority projects; aim to finalize and kickoff implementation by 1-year anniversary of the EO