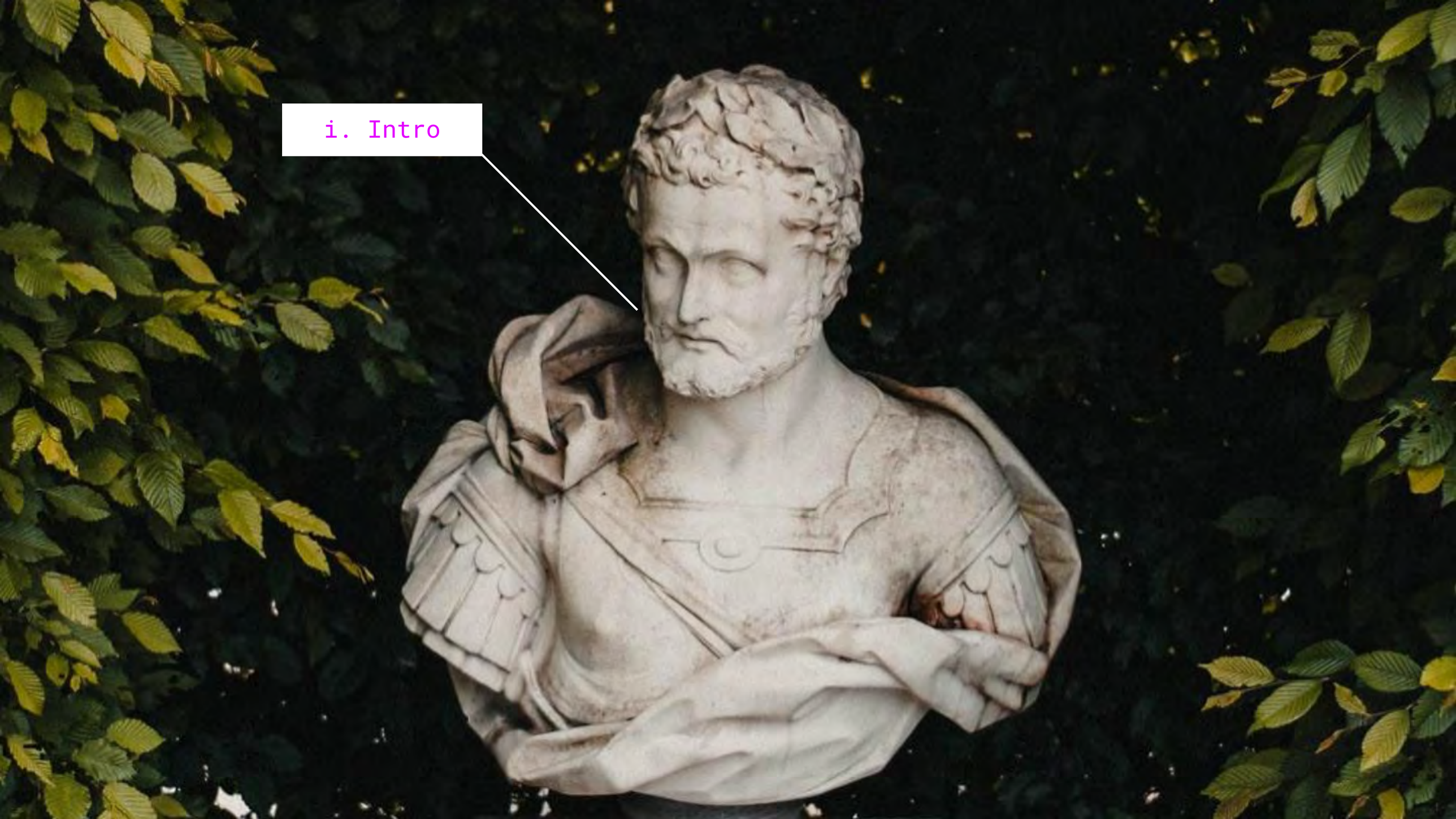
HI.

Nice to e-meet you.


i. Intro

HELLO.

I'M JULIAN.

I'M,

I'm an Experience Designer and Brand Strategist with over 9 years crafting consumer-focused experiences.

I'M,

I love craft, people, concept, culture, ramen, and a good puzzle.

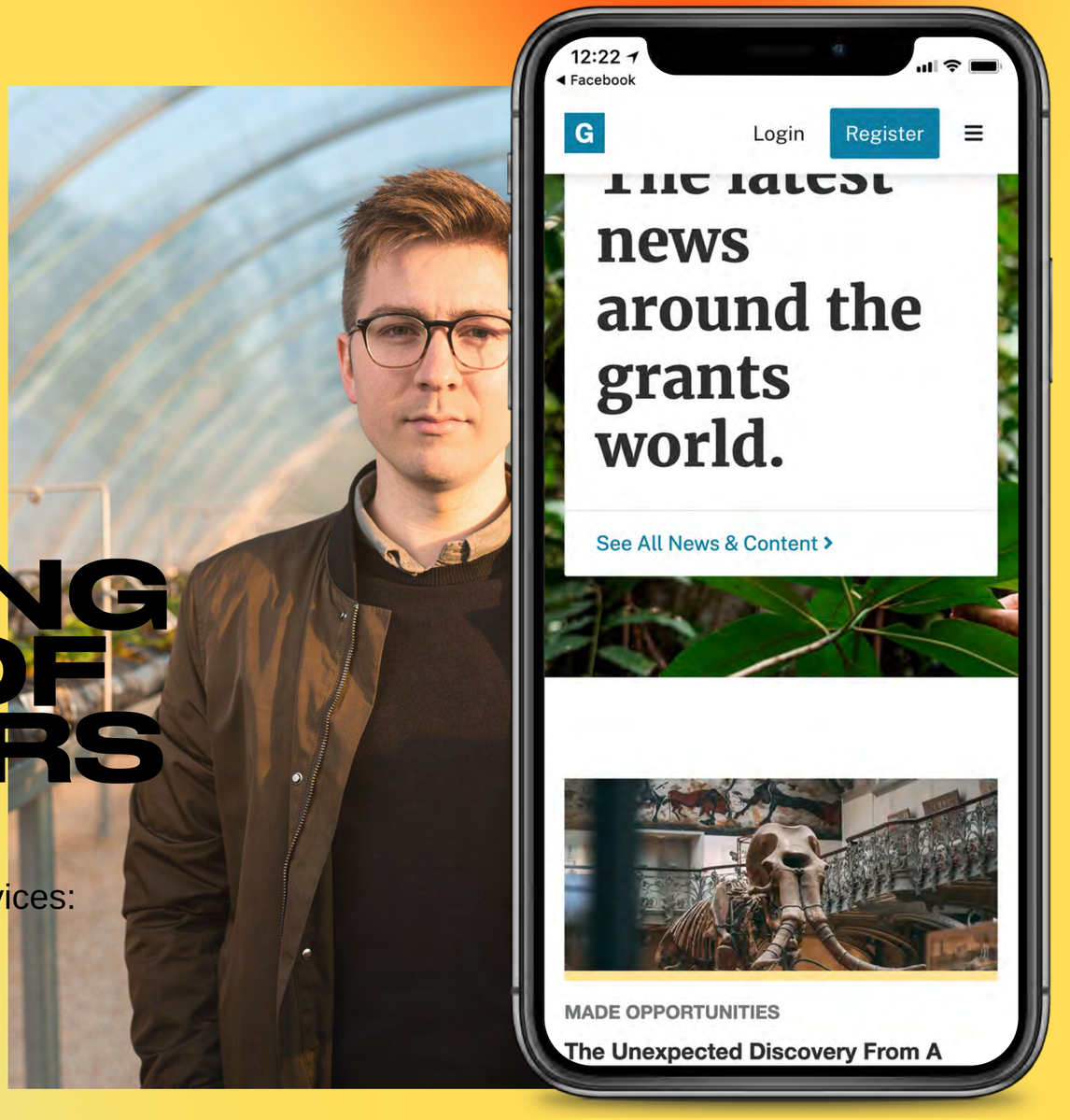
I'M,

I'm interested in the power of the human experience, and how decoding it can help better craft ideas and experiences that elevate us all.

01. Work

CONNECTING A WORLD OF INNOVATORS

The U.S. Department of Health and Human Services: Grants.gov Transformation



My Role On Our Talented Team of 32.

Jimmy Pham Principal/Director of Engineering	Sue Kim Chief Technology Lead	Ryan Crawley Project Management Lead	Peter Chang Grants.gov Director of Technology	David Isaac Grants Information Systems Lead
Ming Zhang Back-End Engineer Lead	Shweta Deshmukh Project Manager / Scrum Master	Craig Green Front-End Engineer Lead	Julian Parker Experience Design Lead	Norman Davis Business Analyst (Grantor)
Bedig Galladian Business Analyst (Applicant)	Nicole Foster Grants Chief Communications Officer	Adriana Weitzman Grants Community Lead	Darshan Vashee Grants Information Systems SME	Judy Ceresa Grants Information Systems SME
Ed Calimag Grants Information	Diane Schroeder Grants Information Systems SME	Bousaidi Younes Tester	David Tilette Help Desk Manager	Mammamtha Jagadish Tester

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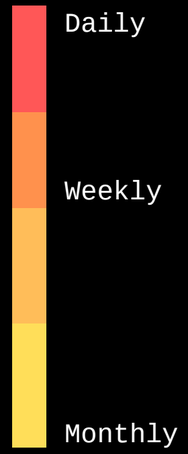
Collaboration Heatmap



My Role On Our Talented Team of 32.

"She's a dual-wielding boss."

"Grants-obsessed."

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"My Ace."

01

Context

In 2002, the office was established as a new office within the U.S. Dept of HHS. It’s founding vision: to provide a central platform facilitating the federal grant application and award process for applicants and federal grant-making agencies.

4,567+
Grant Programs

1 million
Users at any given moment

$500 billion
in federal funding being distributed annually

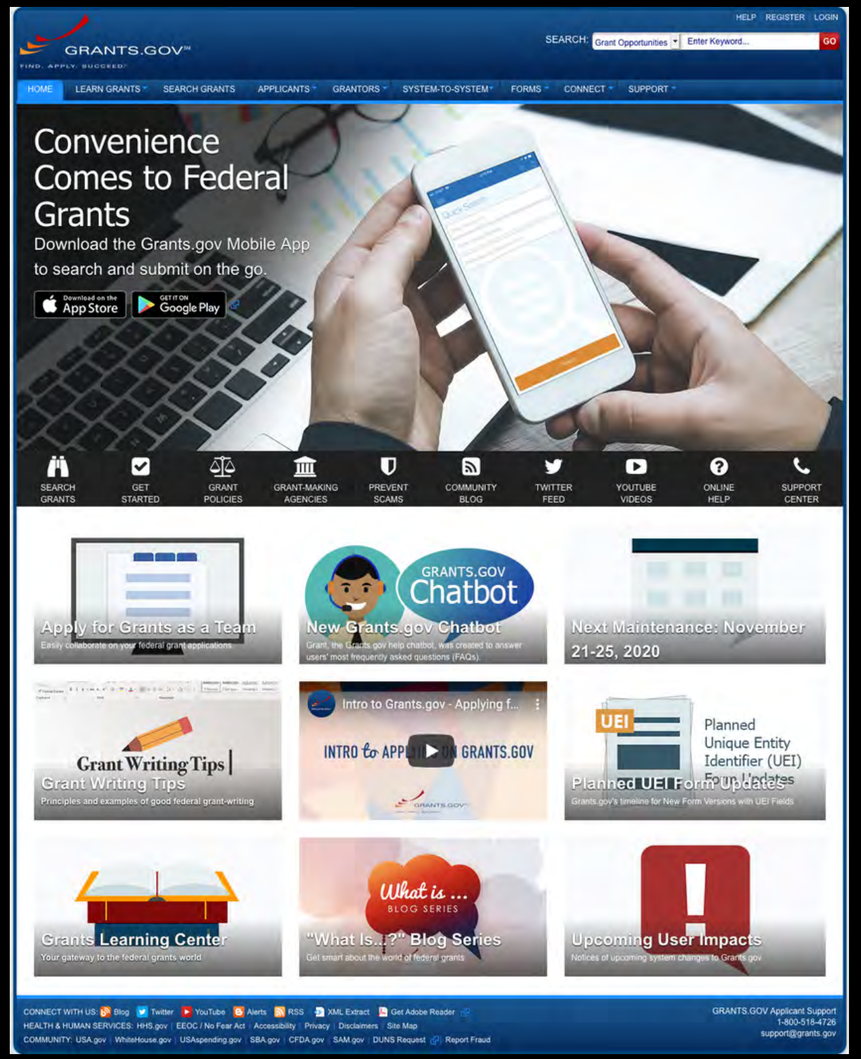
Problem Statement

Grants.gov is *intended* to provide a central platform to facilitate the discovery and submission of federal funding opportunities.

1 Applicants and grantors have increasingly higher expectations for intuitive and responsive experiences.

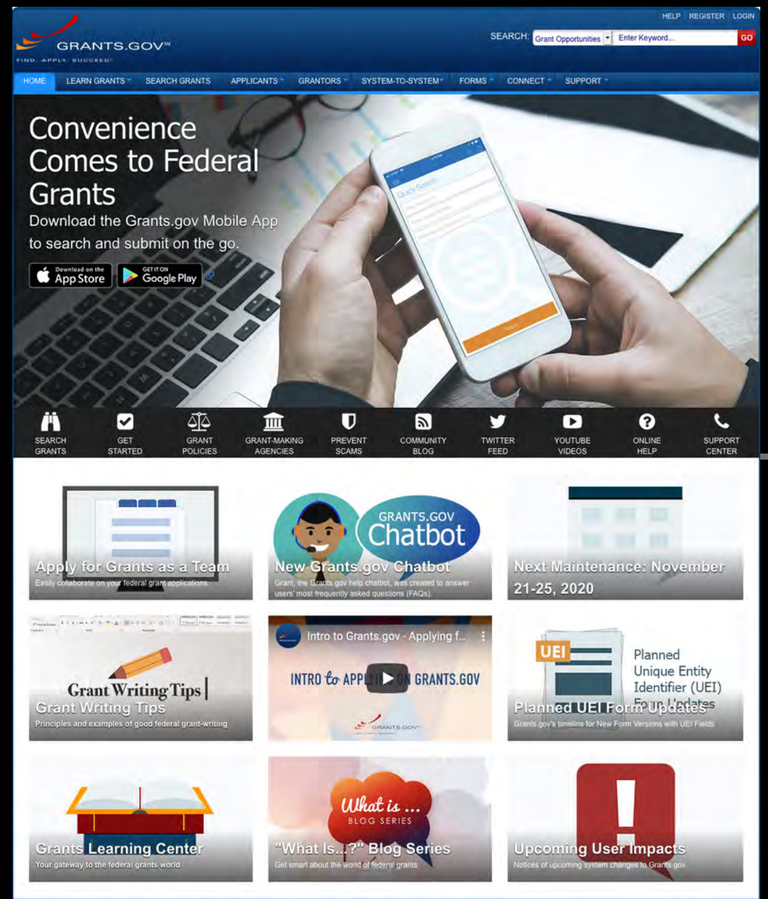
2 A rise of competing private industry products looking to cater to our growing audience's shifting expectations.

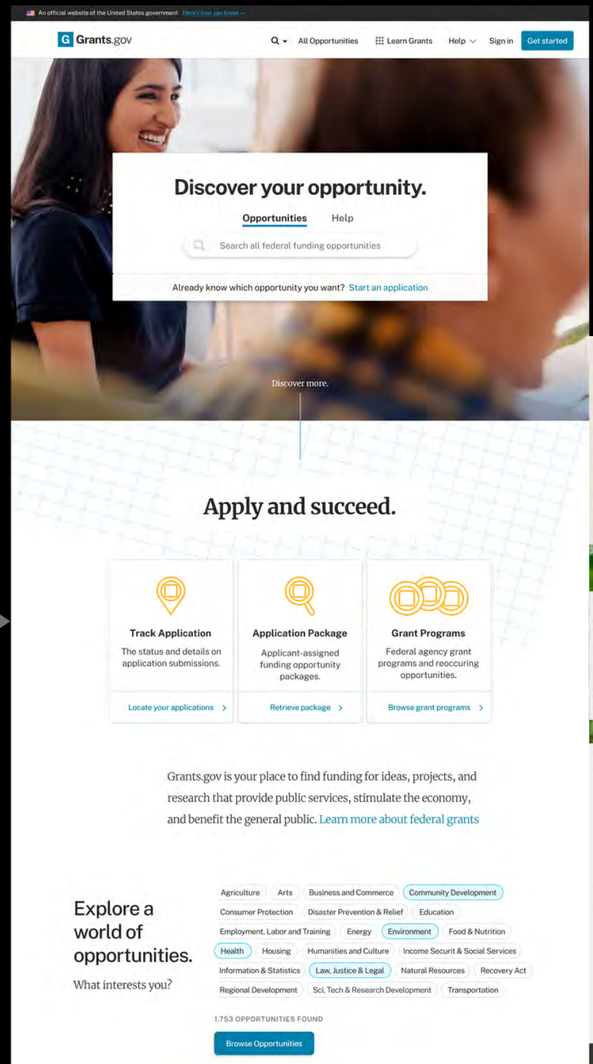
3 Our current product is heavy and not mobile-friendly

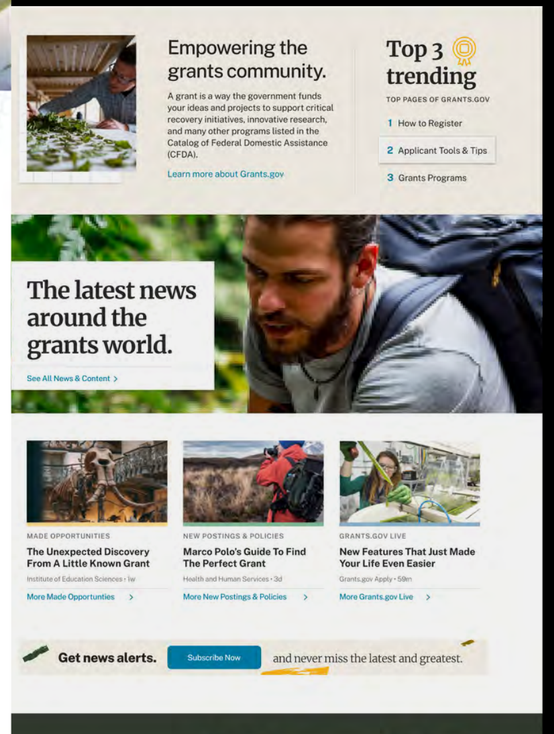


A New Way To Behave.

How might we re-imagine a more ergonomic and compelling set of product behaviors to help users satisfy their needs and motivations while increasing the quality of submissions and the resulting grant programs?

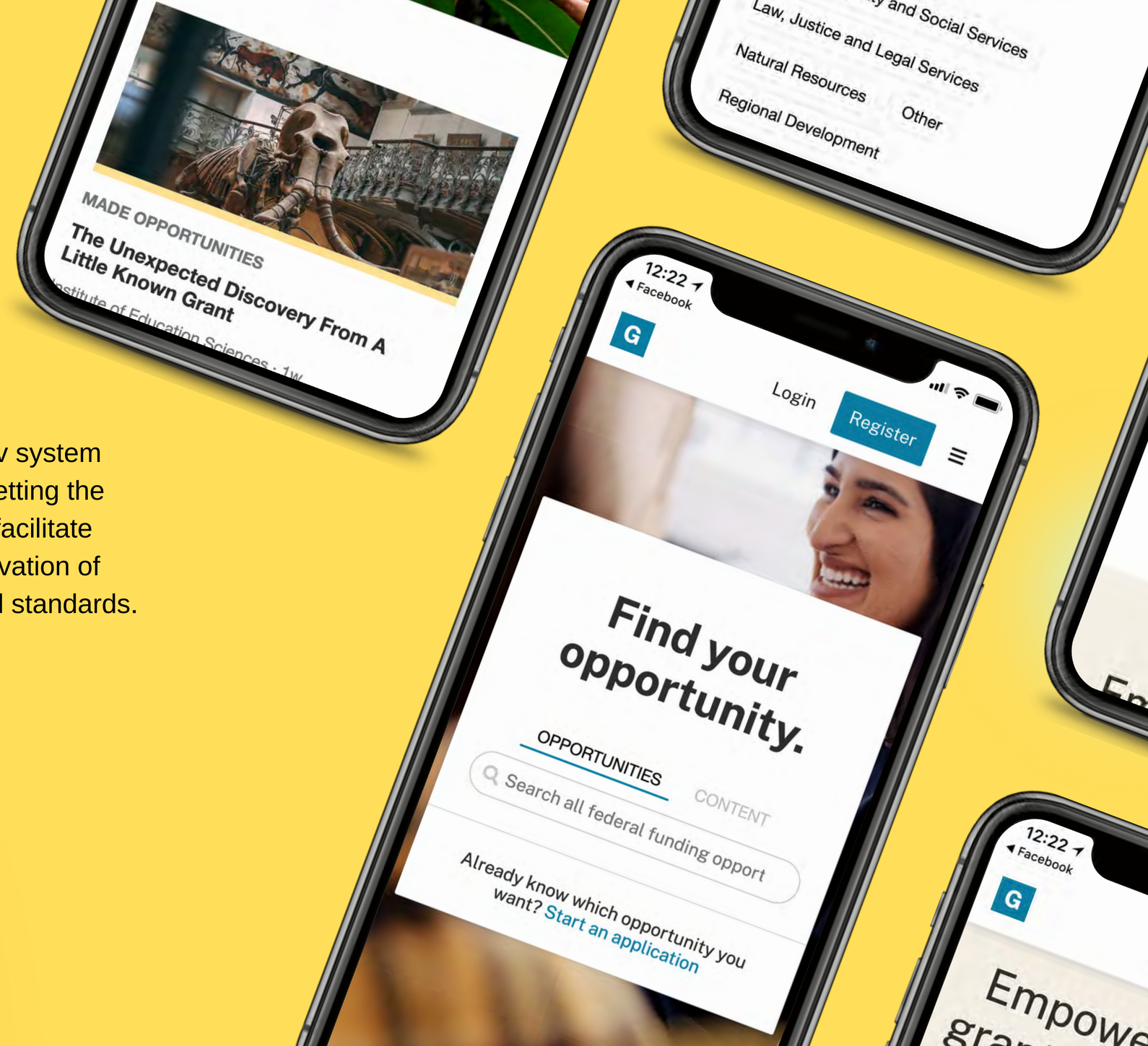






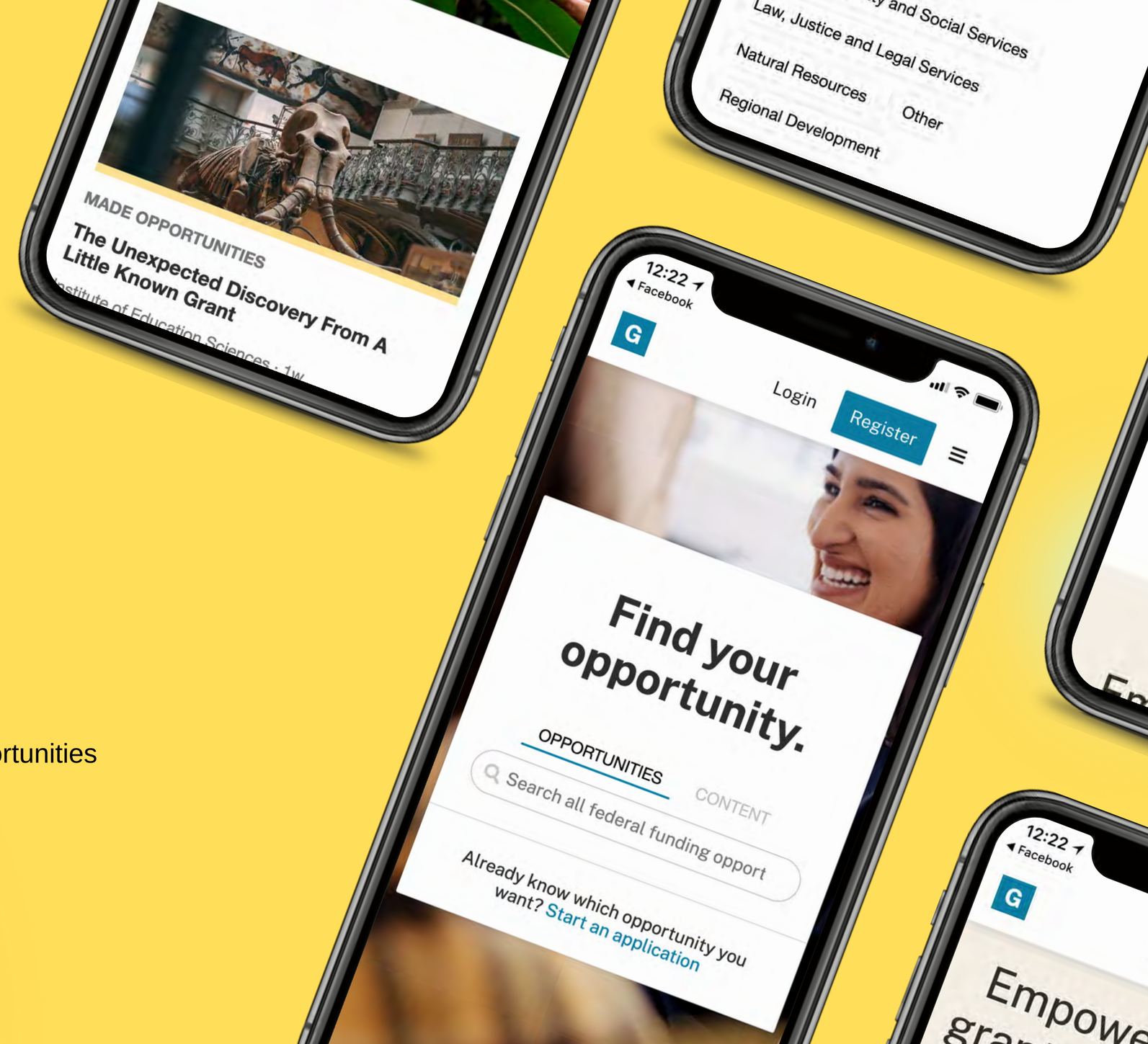
Vision

Our vision is to transform the Grants.gov system into a smarter, more human product—setting the next generation of Grants.gov to better facilitate the economic, scientific, and social innovation of tomorrow with evolved technologies and standards.



Goal

1. Simplify the application process
2. Improve transparency
3. Improve the quality of applications
4. Reduce the burden on applicants
5. Connect applicants to relevant opportunities



Making Success Tangible.

`Clear`

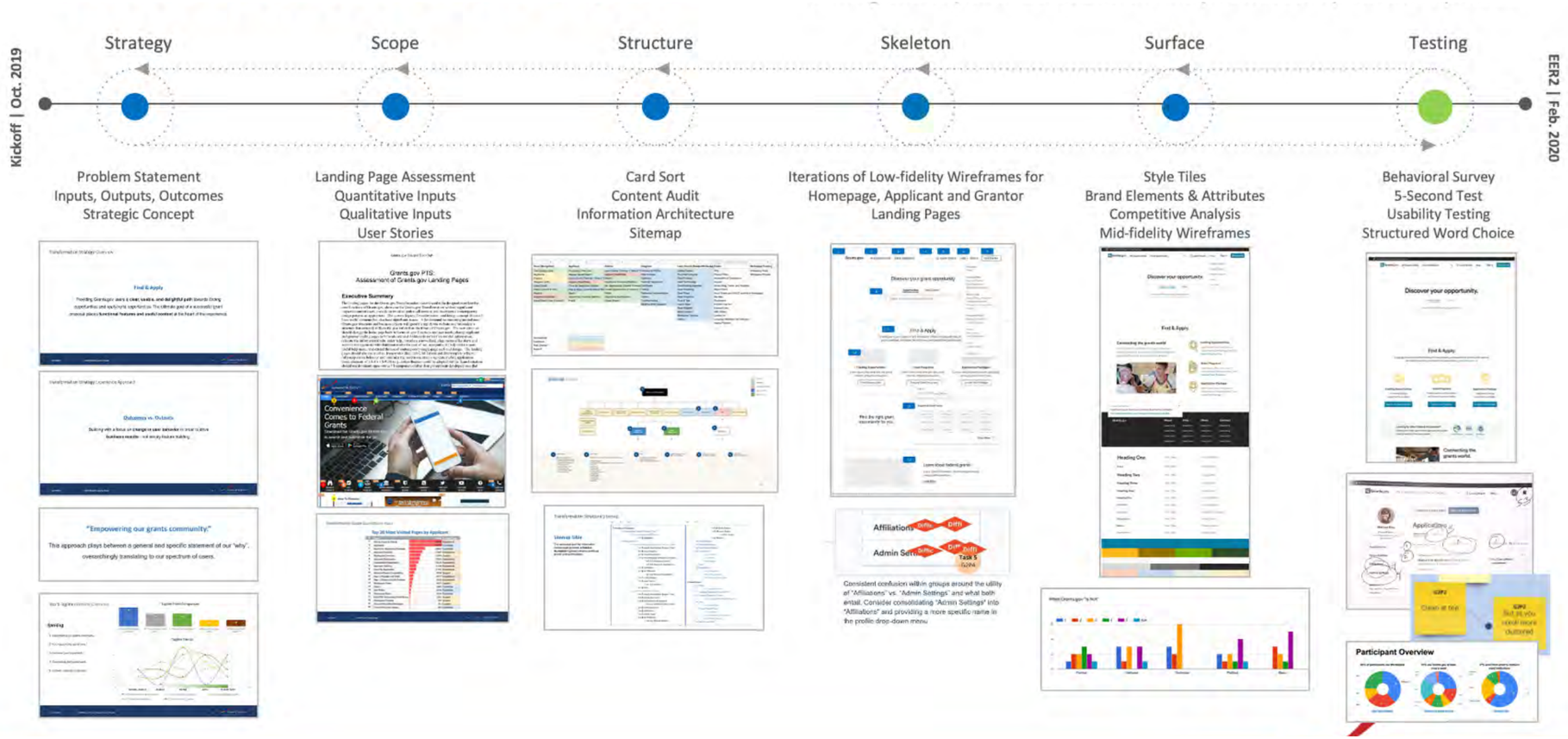
Reduce Help Desk calls around core experiences by 20%.

`Usable`

Increase submissions via the Grants.gov web app by 10%.

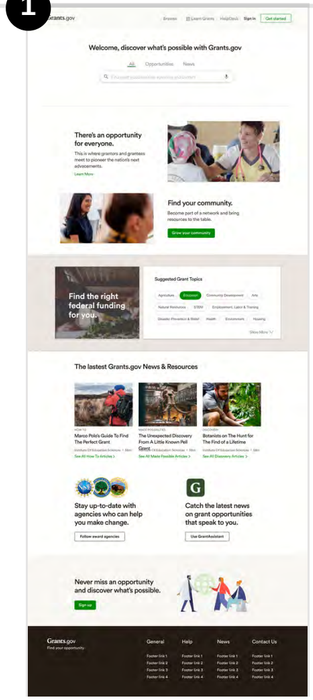
`Desireable`

Increase new user sign-up, and exploration—not necessarily activity.



Layers of The Design Process

1



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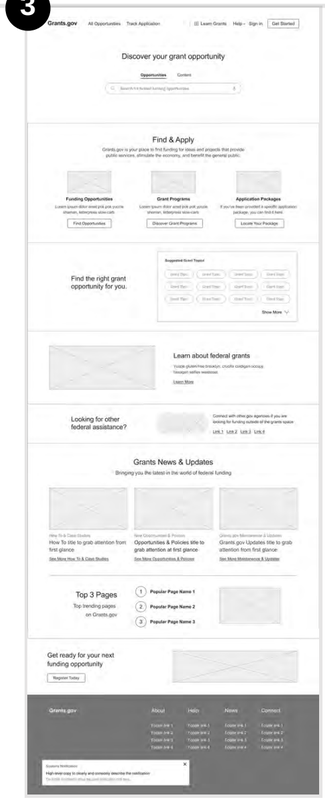

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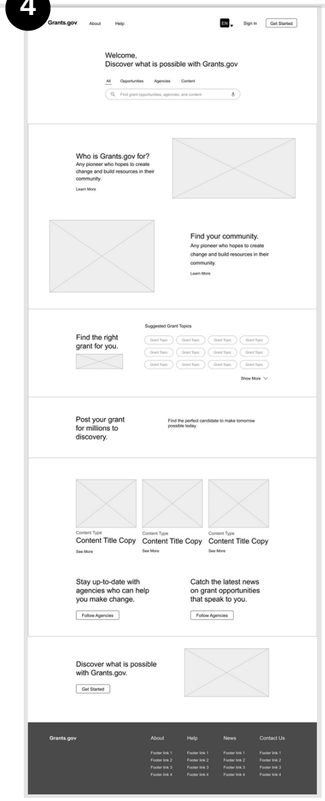

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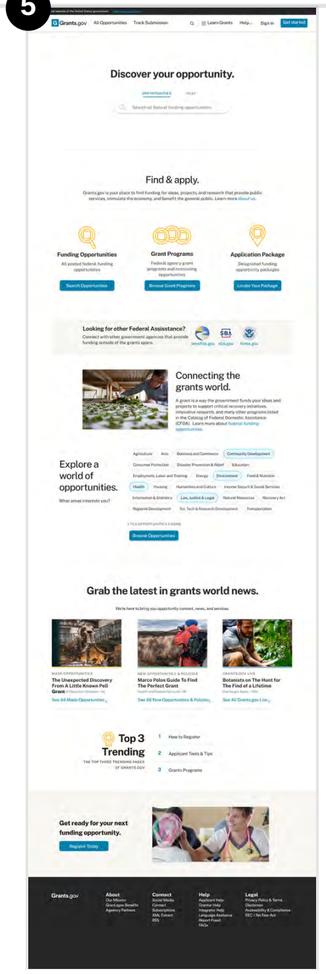

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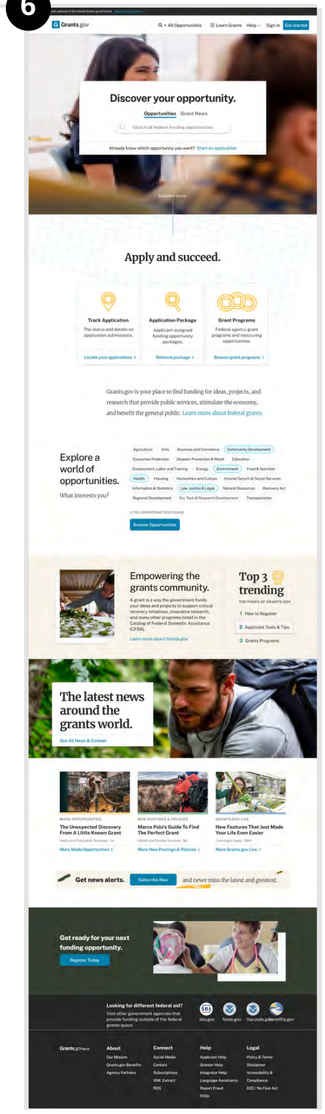
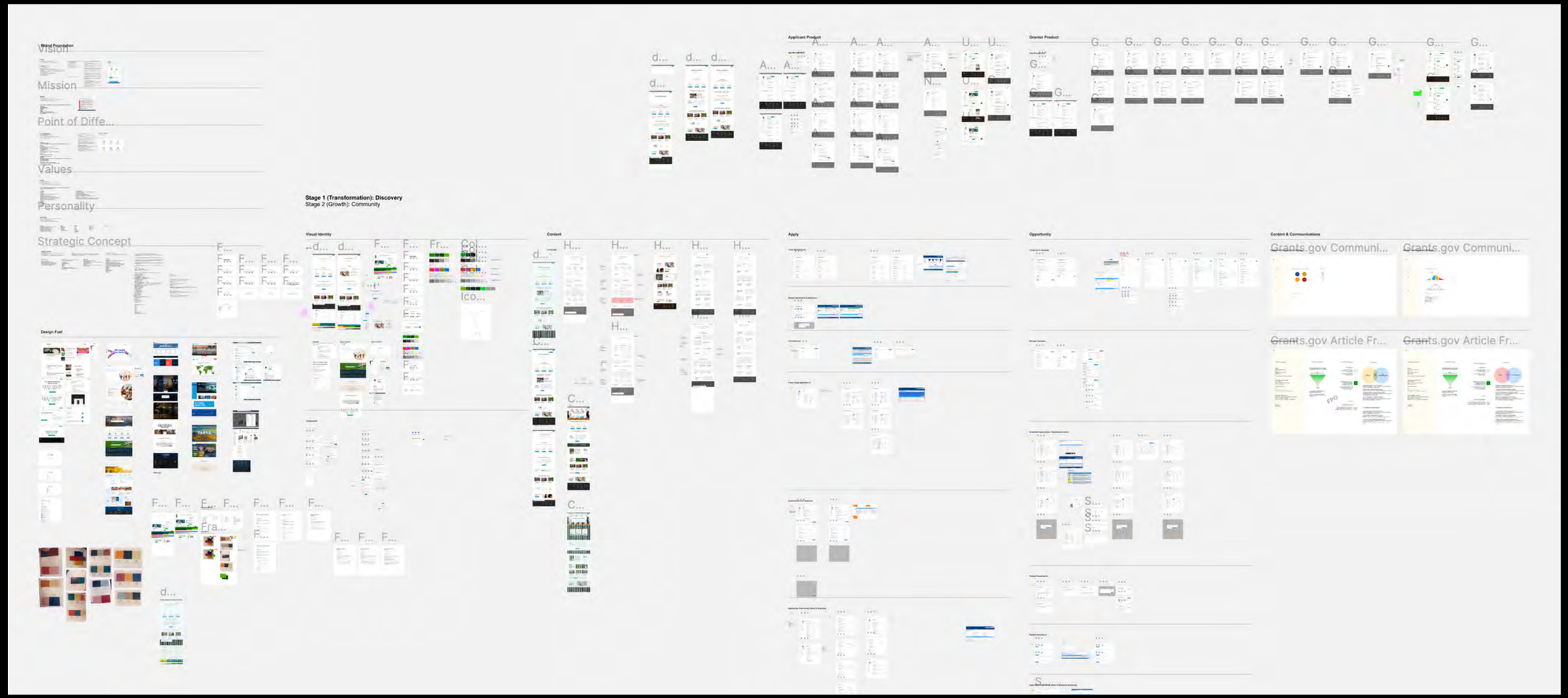


A Pretty Picture



Reality of The Iterative Process

Say Hello to The People Who Rely on Grant.gov.

Awarded opportunities means sustainability and growth.

Chelsea

The Infrequent Applicant

Say Hello to The People Who Rely on Grant.gov.

Awarded opportunities means sustainability and growth.

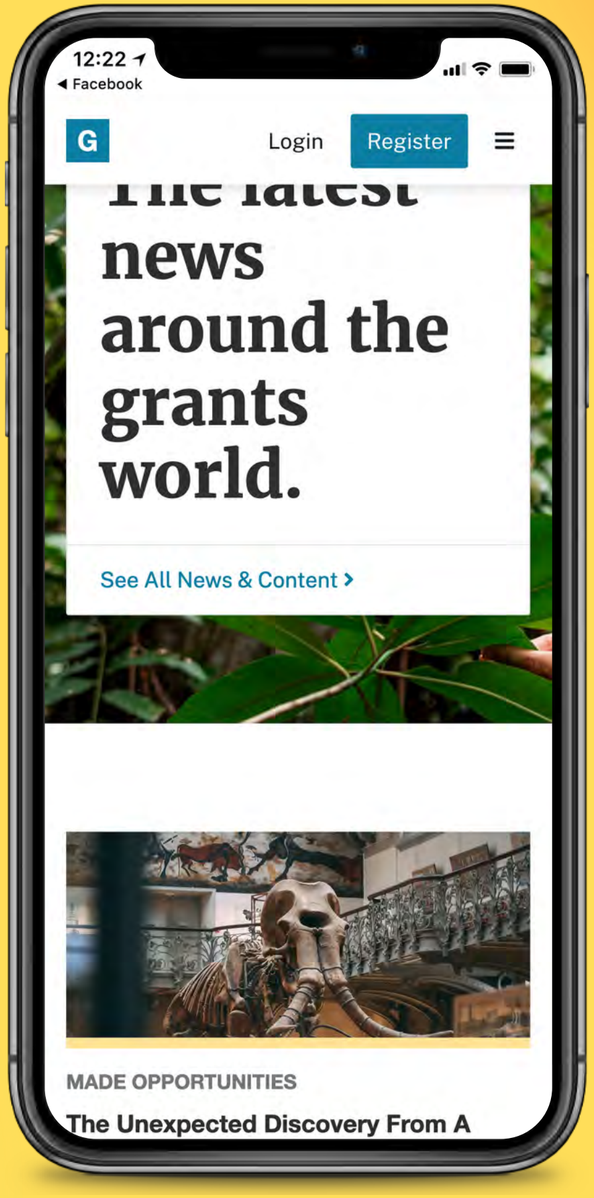
Chelsea

`The Infrequent Applicant`

I want to find the *right* candidate, not the biggest.

Latif

`Small Shop Grant Maker`



Design Decisions

with Chelsea.

KEY SCENARIO

Chelsea wants to find and apply to the right funding opportunity.

Applies 1–2x per year

Limited time to spend on applications, making partnerships key

Needs funds to sustain and grow programs

Presonal Motivation

To see her community thrive and become known for her 'newness'.

End Goal

To complete an application as quickly, collaboratively, precisely and effortlessly as possible, anywhere.

How Does Chelsea Want To Feel, Act, & Grow?

Experiential Motivation

To feel in charge of the process—instead of overwhelmed.

Unambiguous Navigation

2 nav menus / 22 links
1 main menu / 5 distinct paths of interaction

Design Principle

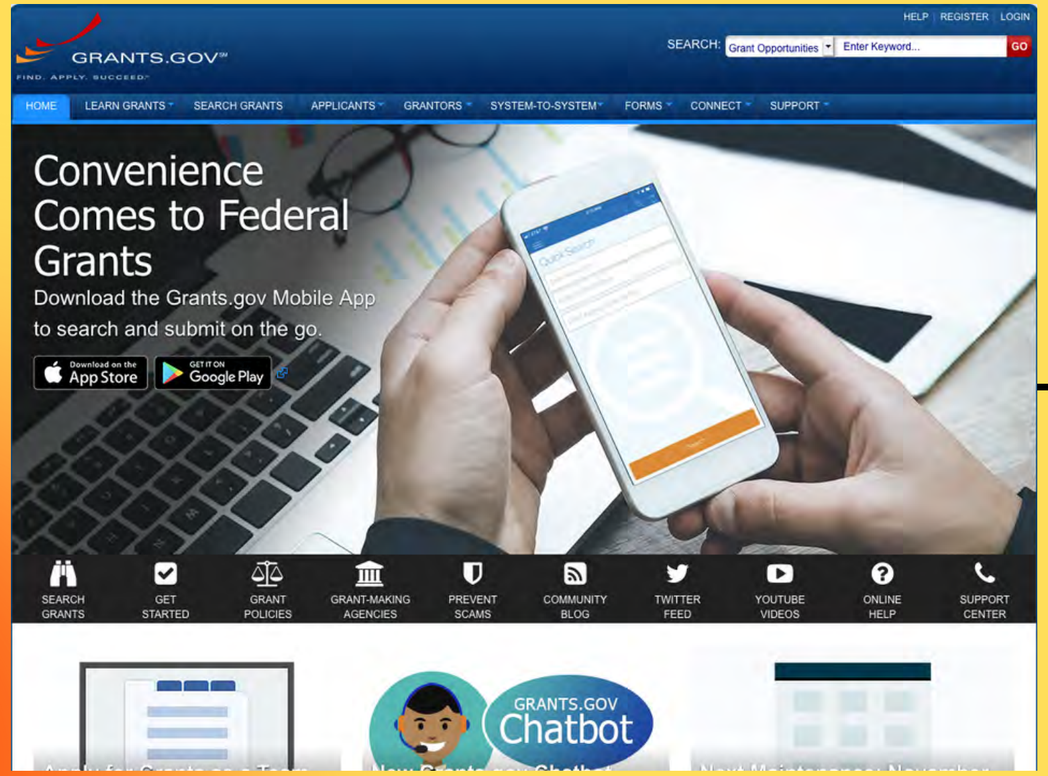
Telegraphic Information Design

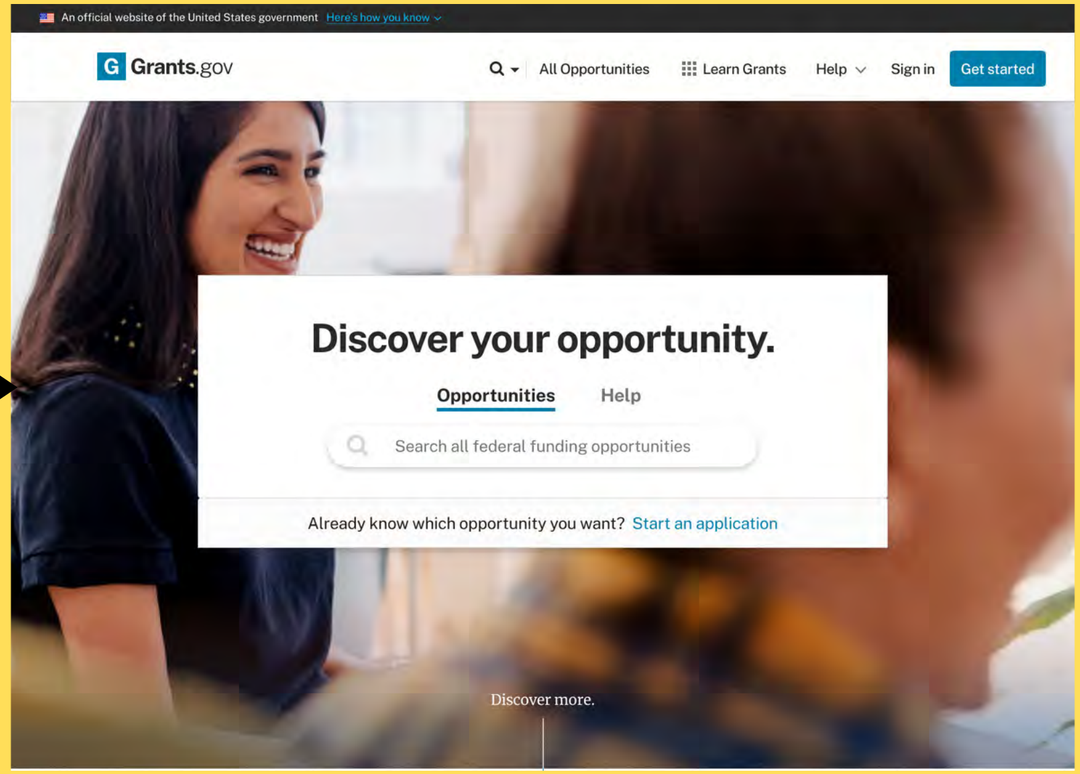
Help Desk

Caller feedback consistently asks for assistance finding basic information

Observations

Navigation was a particularly cumbersome activity, even among daily Grant.gov users





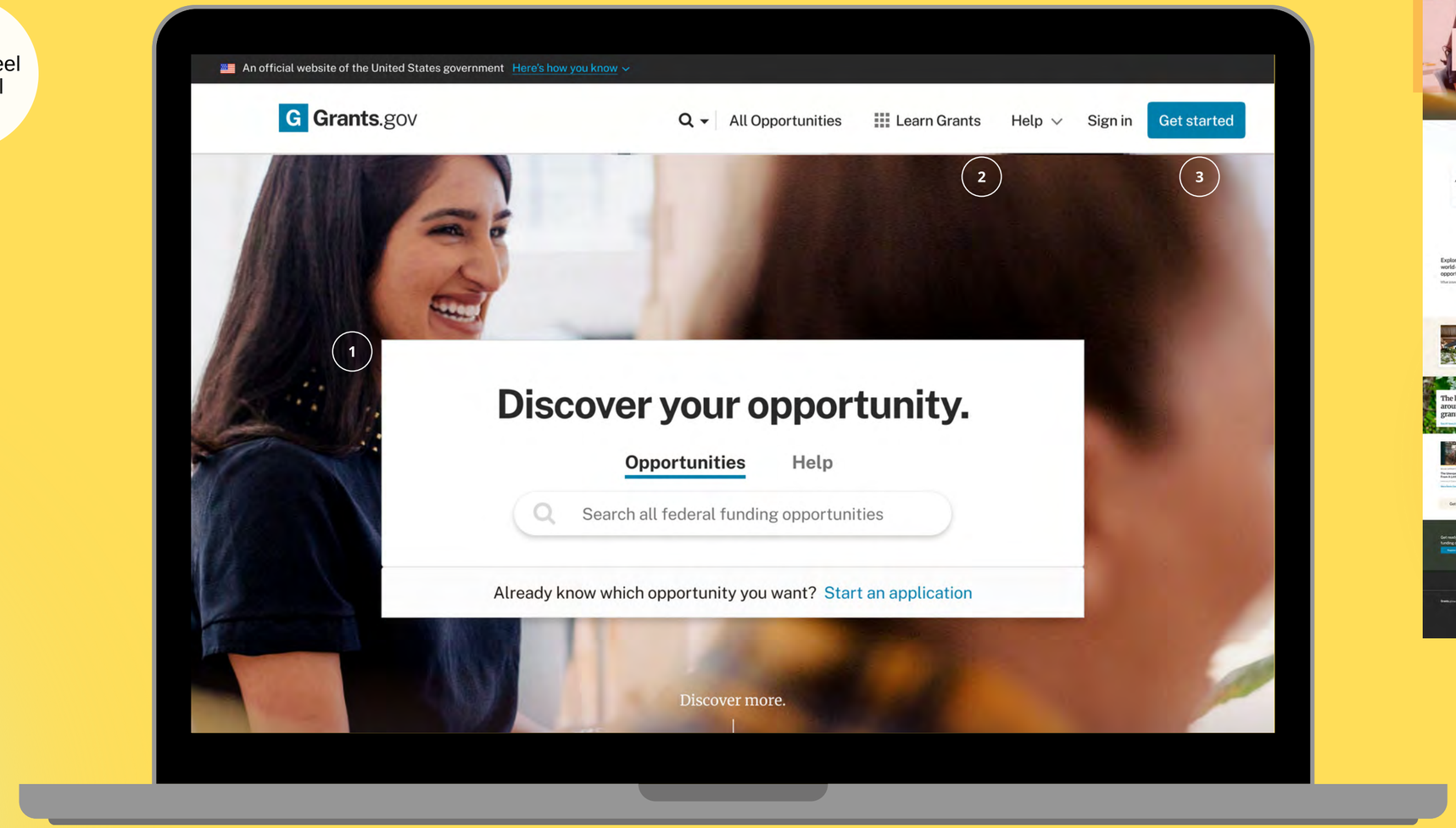
Paths for Success

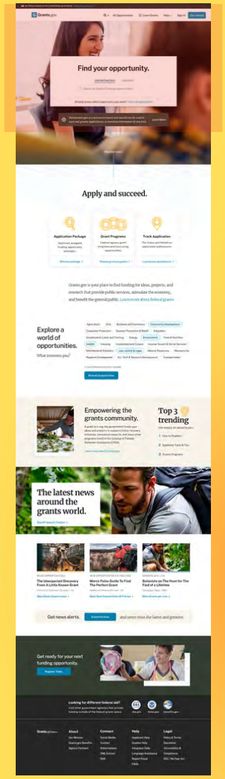
Design Principles

Focused Expectations & Speak Human

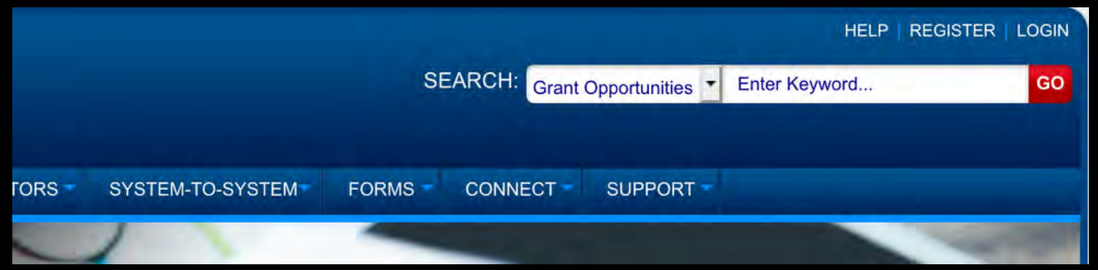
User Data

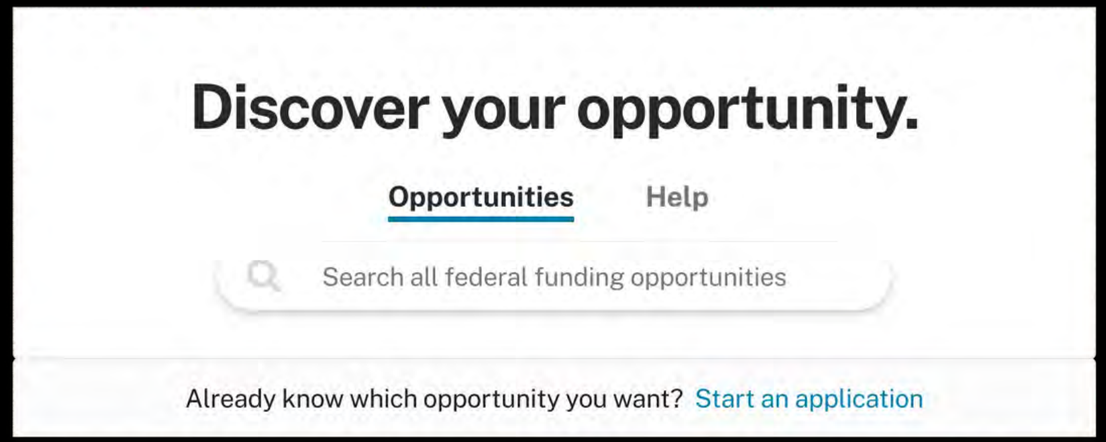
How to Apply for Grants received 20% of all system visits





Smart Search





User Data

15 out of 20 top visited screens were informational or support-based

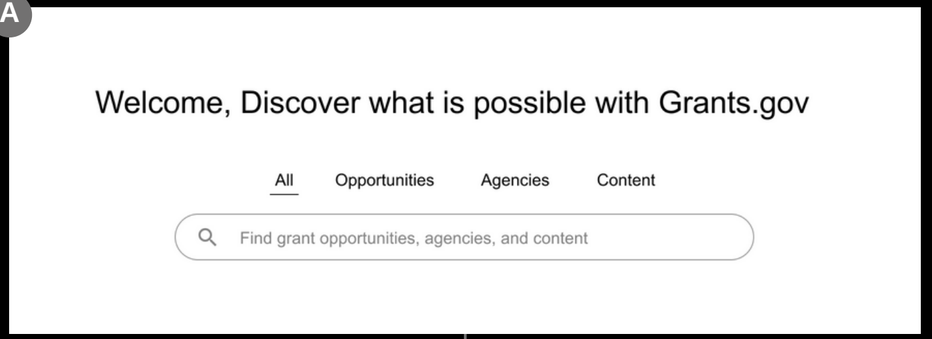
Design Principle

Surprise and Delight & Speak Human

Trade-off

Unable to provide voice-search in current release

A



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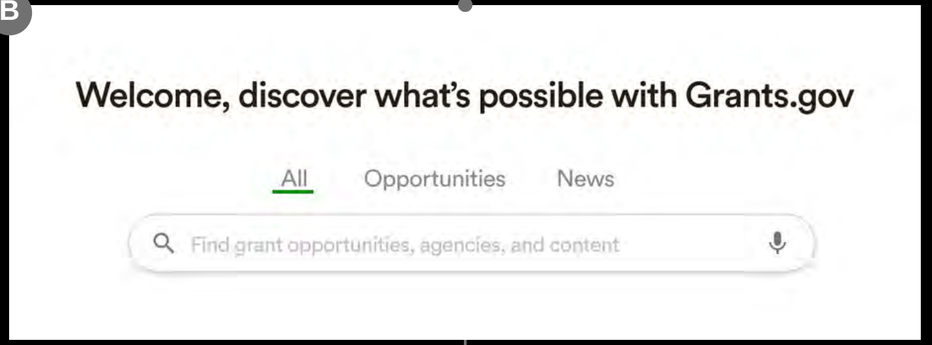

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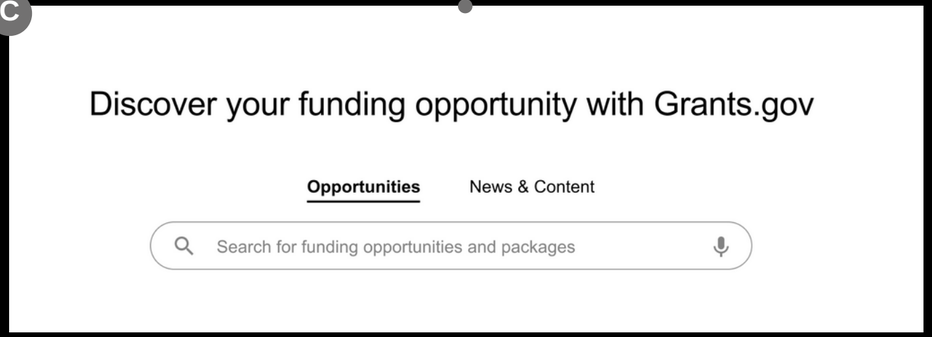
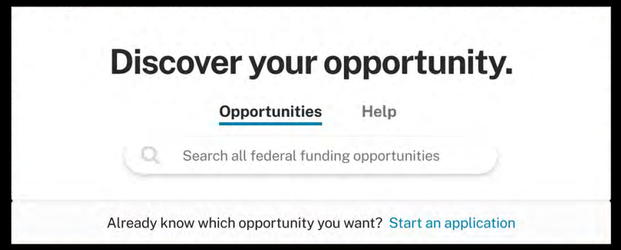


Smart Search



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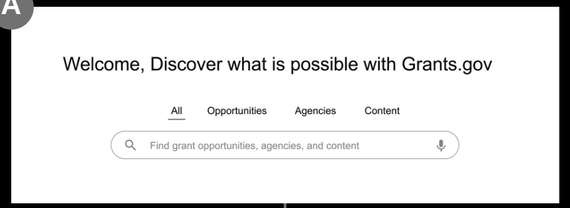

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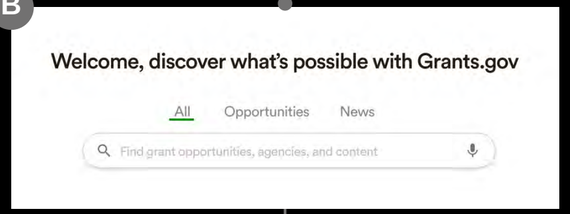

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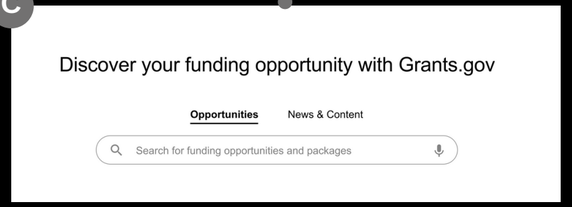
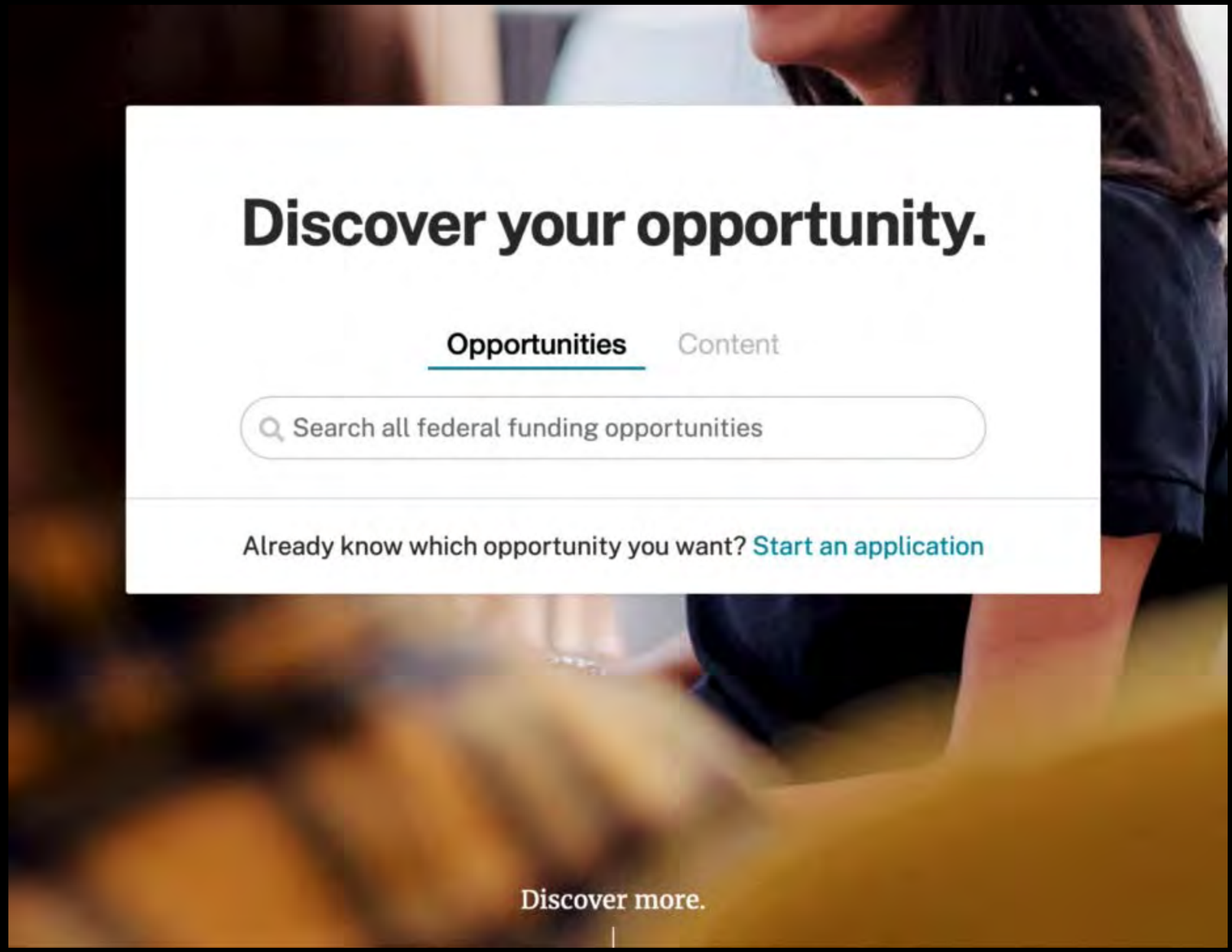




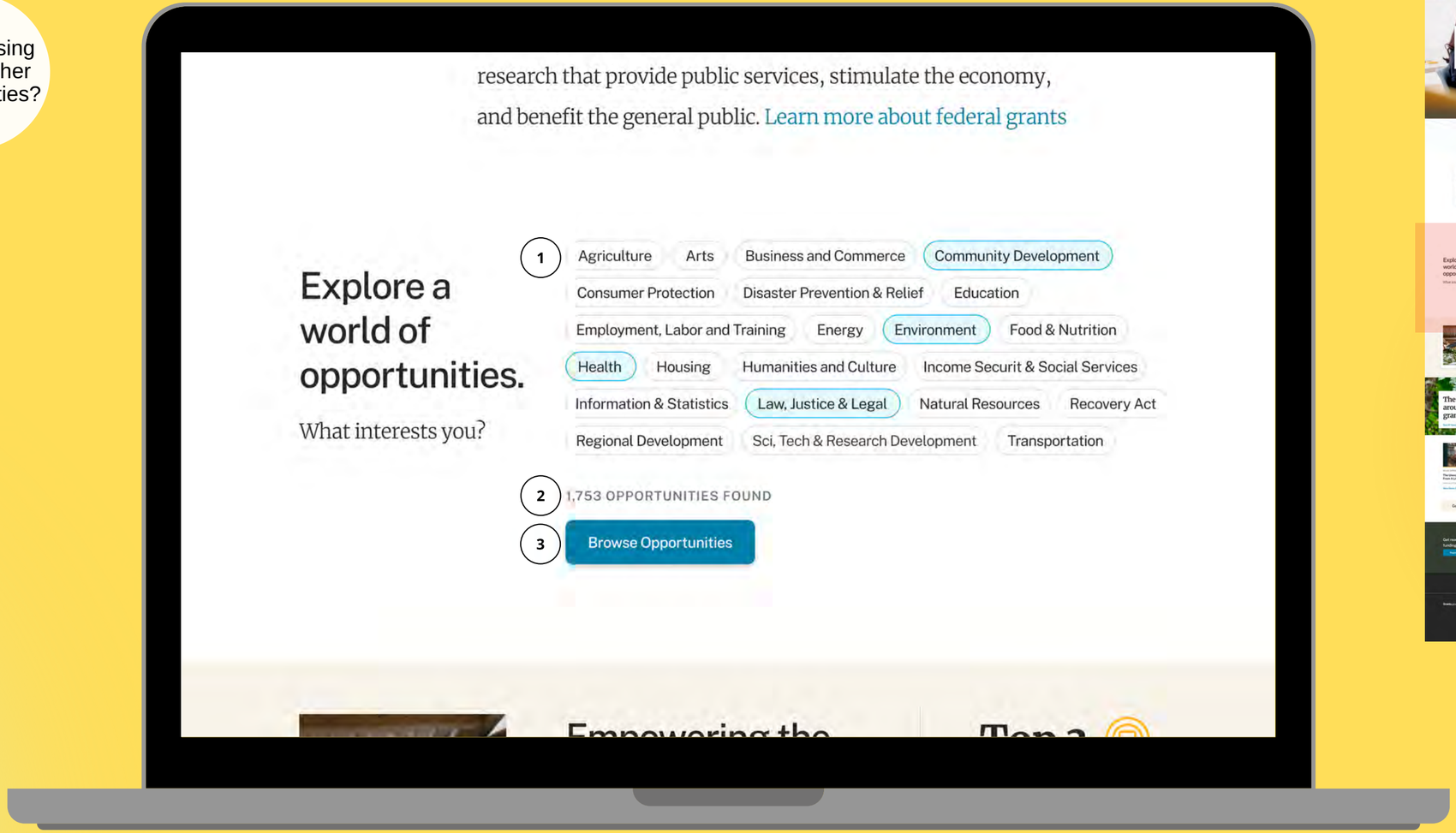
Opportunity Action Items

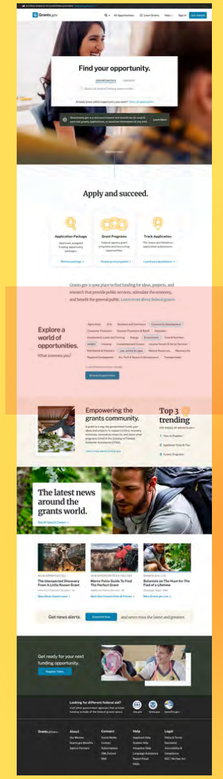
Interaction Principles

Empower with Data Transparency

Business Goal

Connect applicants to relevant opportunities





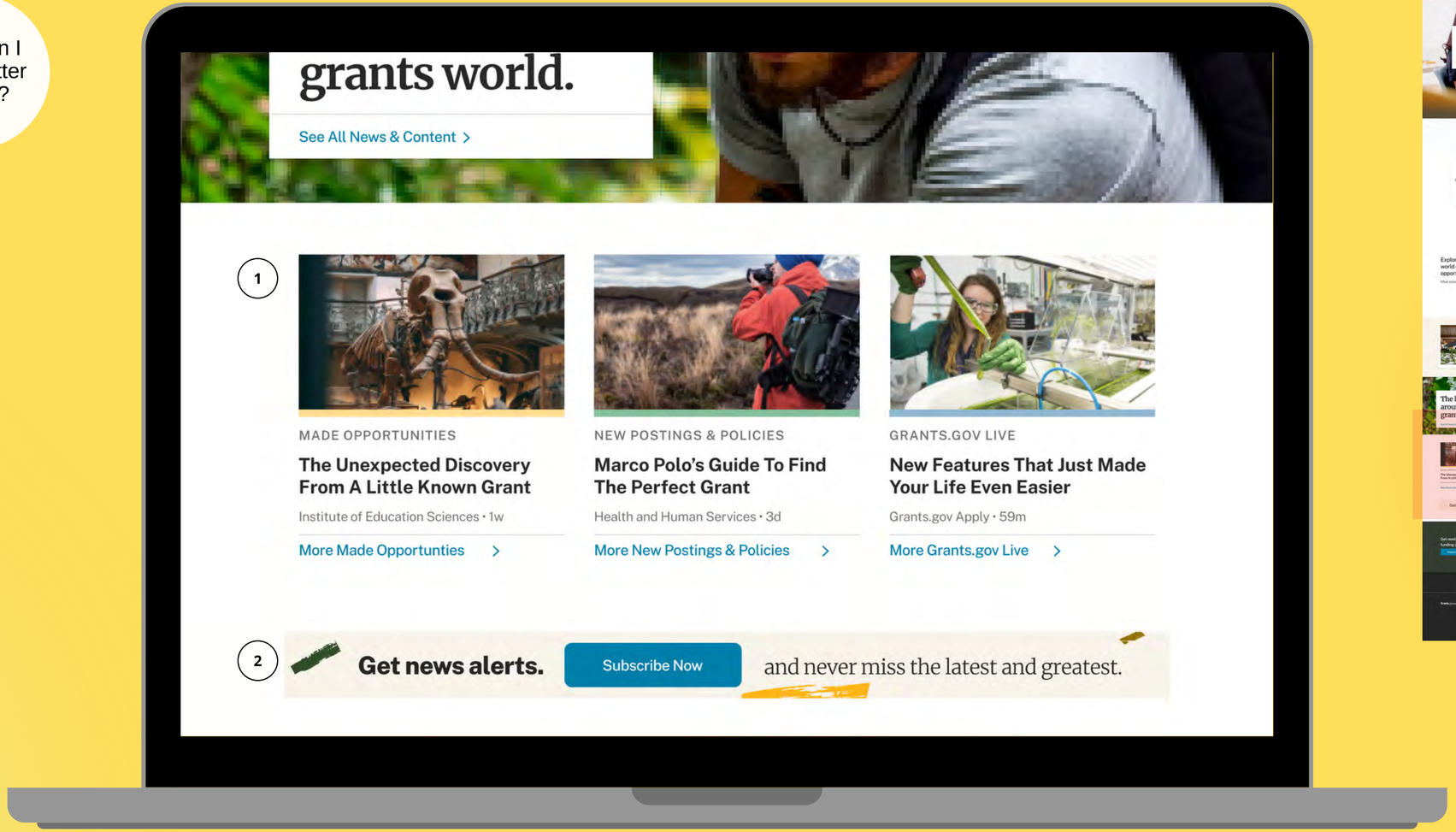
Dynamic Content

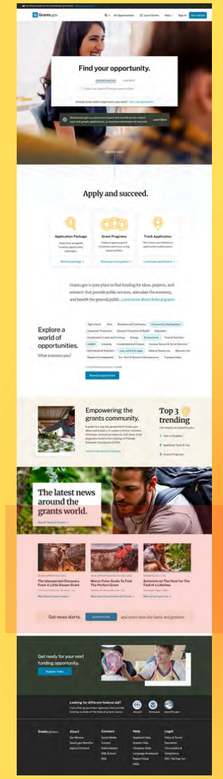
User Painpoints

"Misses opportunities because she isn't aware of them with enough time to prep"

Business Goal

Improve the quality of applications





Making applications enjoyable

Acceptable newness through familiar design patterns and mental models

Observations

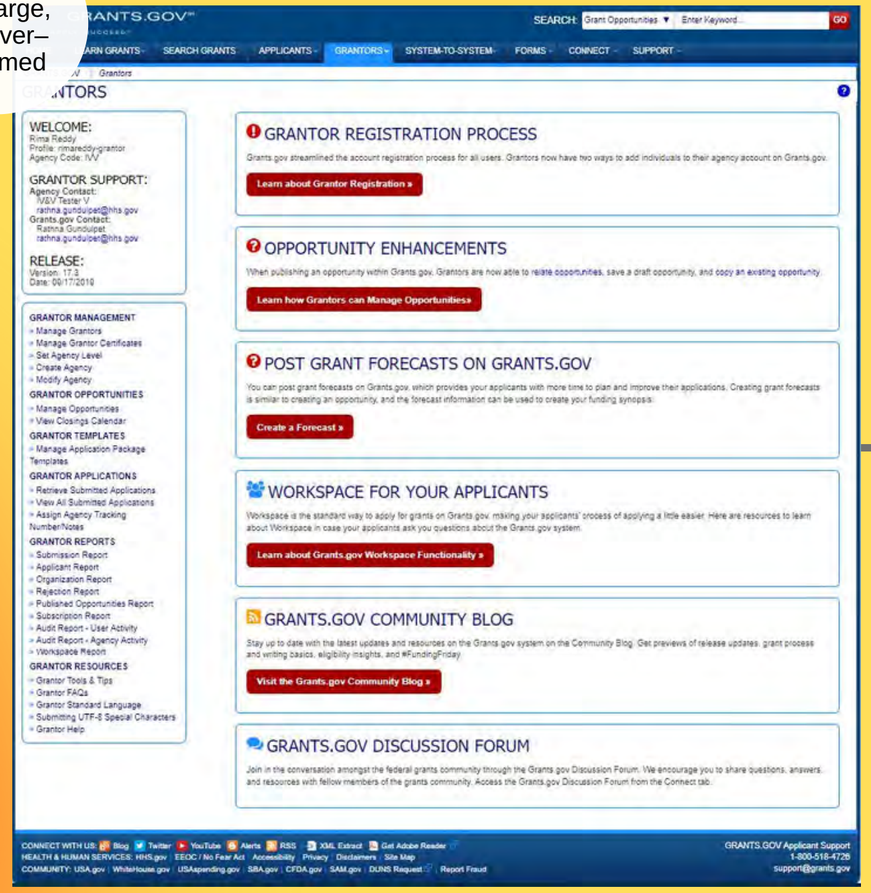
Users were confused by indistinct information panes. We measured the average time it took to perform the task to refine.

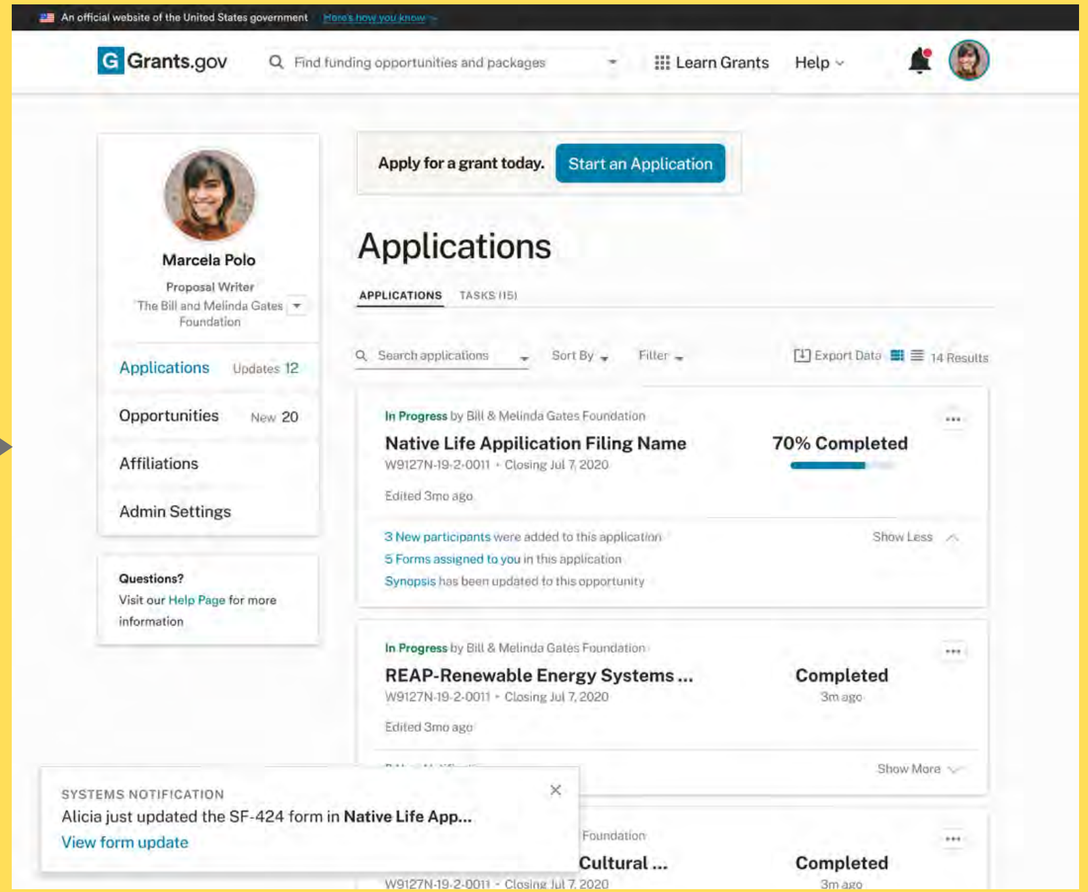
Design Principle

Telegraphic Info Design

Business Goal

Reduce the burden on applicants





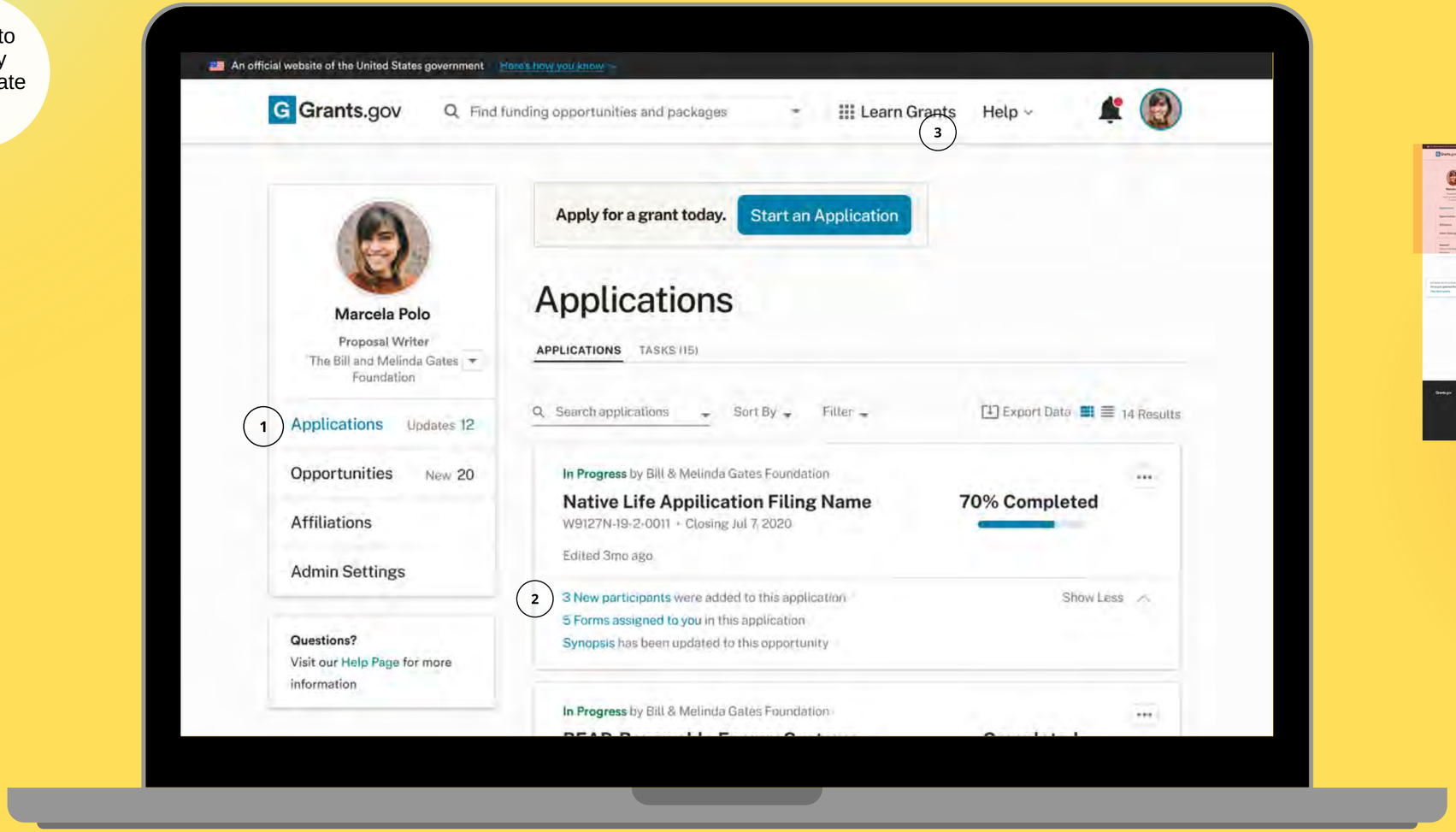
Applicant Dashboard & Feed

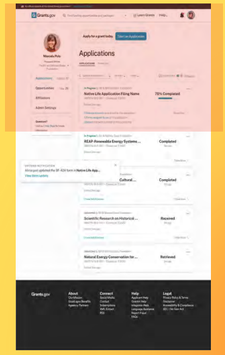
User Activities

Day-to-day management of her applications while collaborating with area schools

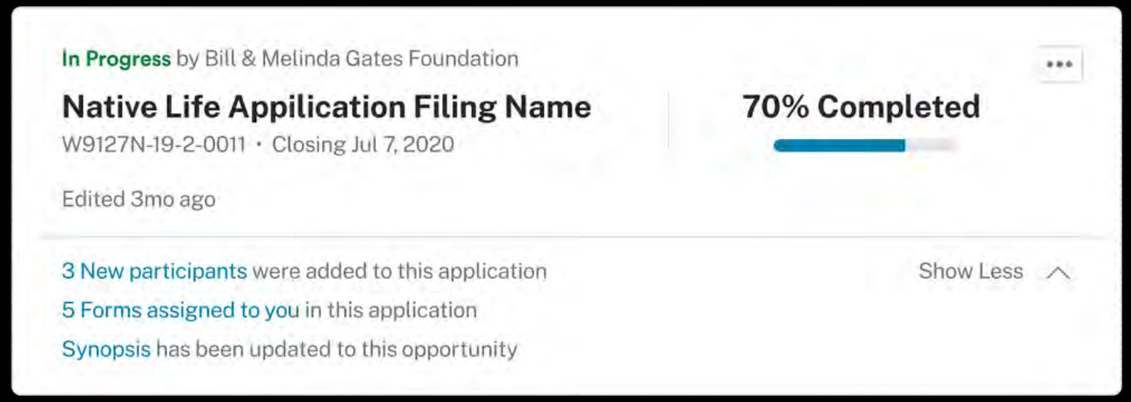
Interaction Principle

Empower with Data Transparency





Application Tile



Functional Requirements

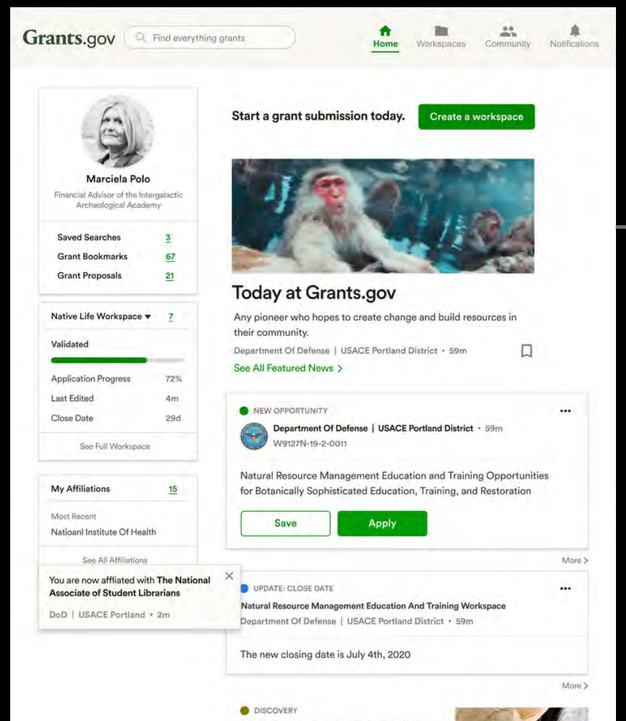
Ruthless prioritization of the top Application actions and elements

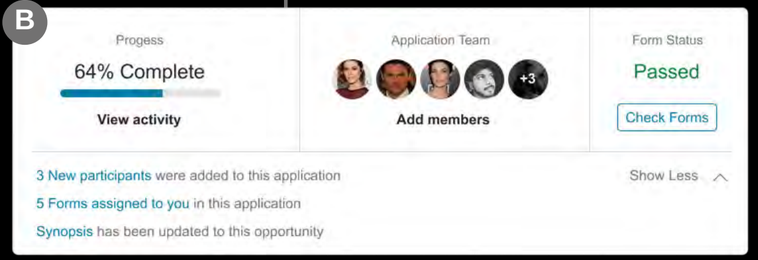
Interaction Principle

Empower with Data Transparency

Usability Tests

Throughout our 60+ usability tests, each of these main actions were validated





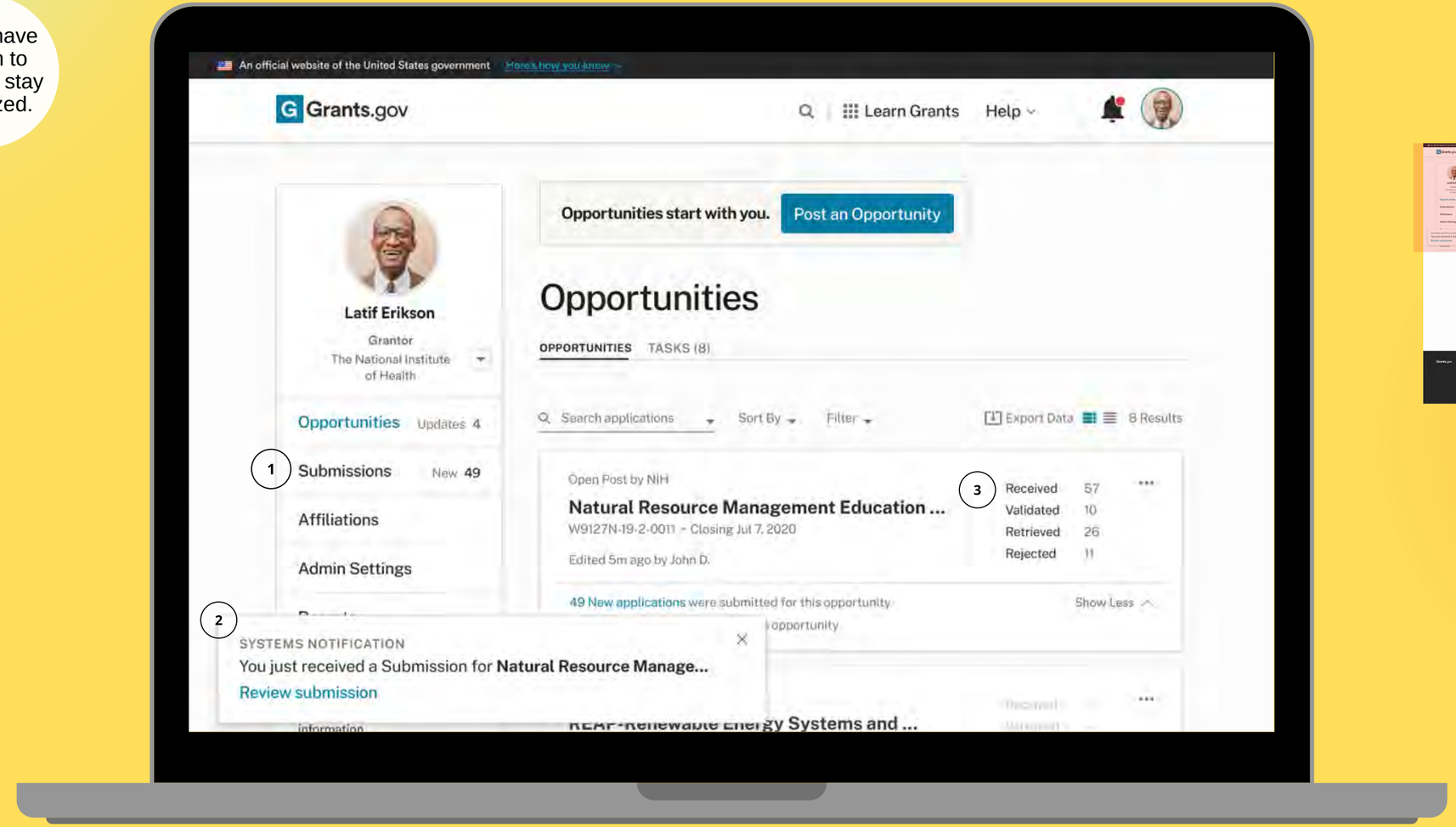
Grantor Dashboard & Feed

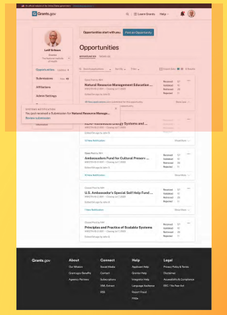
User Activities

Reviewing grant applications with decision-making boards

Business Goal

Increase new user sign-up, and exploration—not necessarily activity.





The Results

`Clear`

Reduce Help Desk calls around core experiences by 20%.

`Usable`

Increase submissions via the Grants.gov web app by 10%.

`Desireable`

Increase new user sign-up, and exploration—not necessarily activity.

The Results

`Clear`

Reduce Help Desk calls around core experiences by 20%.

Reduced related Help Desk tickets by 38% on average.

`Usable`

Increase submissions via the Grants.gov web app by 10%.

14% additional submissions YoY.

`Desireable`

Increase new user sign-up, and exploration—not necessarily activity.

New users increased by 27% YoY.

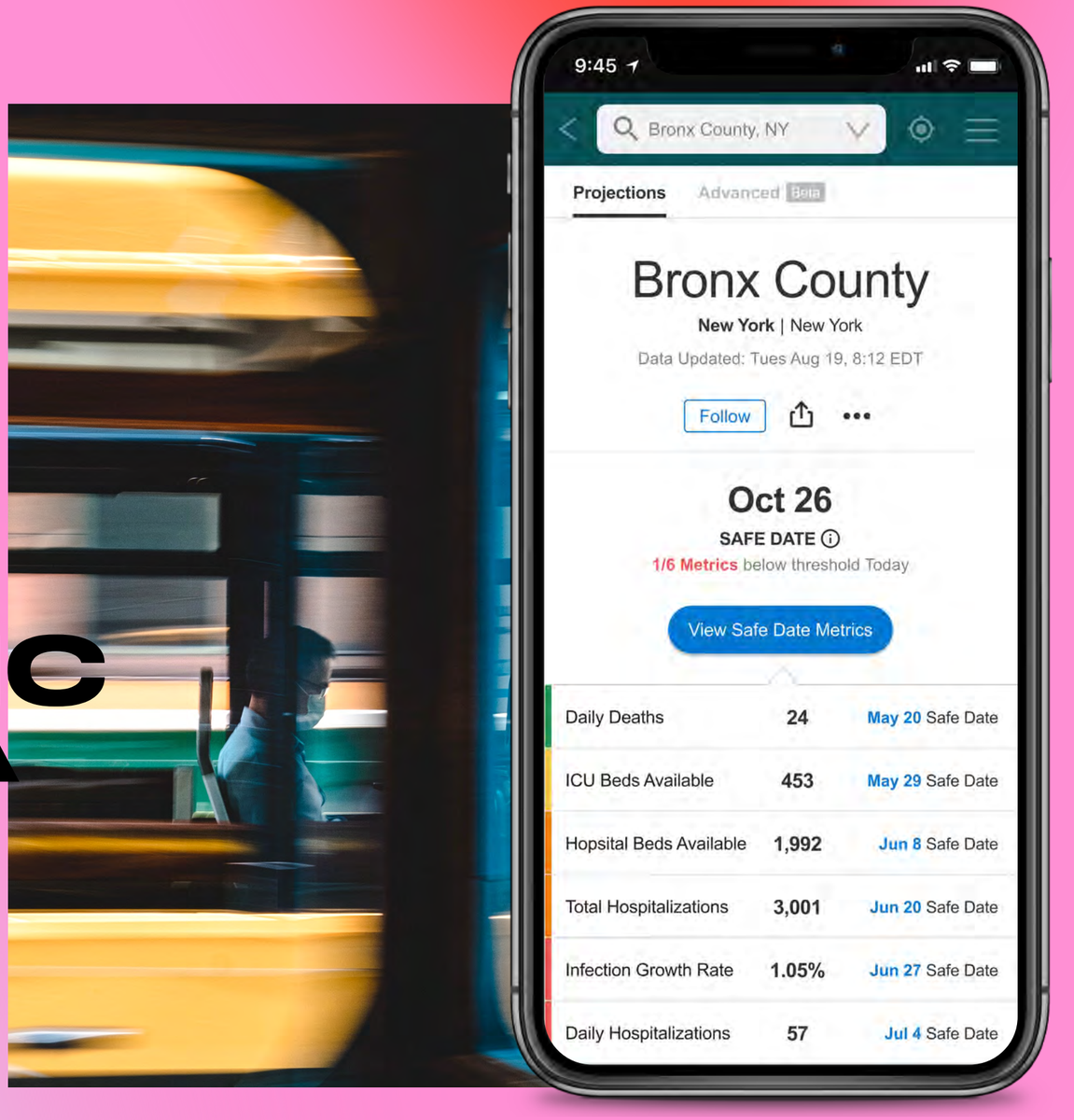
Lessons Learned

An opportunity to adopt a 'platform mindset'

The idea is to consciously build the Grants.gov platform with the intention to provide access to plugins and APIs that will give Grants.gov users the flexibility to seamlessly incorporate their own ecosystem and tools into the application process.

FIGHTING A PANDEMIC WITH DATA

Booz Allen Hamilton
Strategic Innovation Group | Health Account:
COVID-19 SafeReturn Simulator



Our talented team of 12 & my role.

Dr. Lauren Neal Data & Analytics Principal	Charles Audet AI/ML Principal	Amir Mokhtari Chief Scientist	Cameron Mineo Lead Data Scientist
Alex Hanson Lead Engineer	Nat Burgwyn Engineer	Brian Albert Data Visualization Lead	Julian Parker UX/UI Design Lead
Megan Manfredi Visual Designer	Matt Bechtel Public Affairs Lead	Jen Bundschu Communications Associate	Samuel Scrapino Epidemiology SME

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"The Man."

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Context

At this very moment, the COVID-19 pandemic is projected to reach 12,288,732 cases and 367,622 deaths in total by the end of 2020.

3,142
Counties in the United States

38%
Counties' Cases Per Capita are at level 'severe'

1 out of 25
Americans are projected to contract the virus

Problem

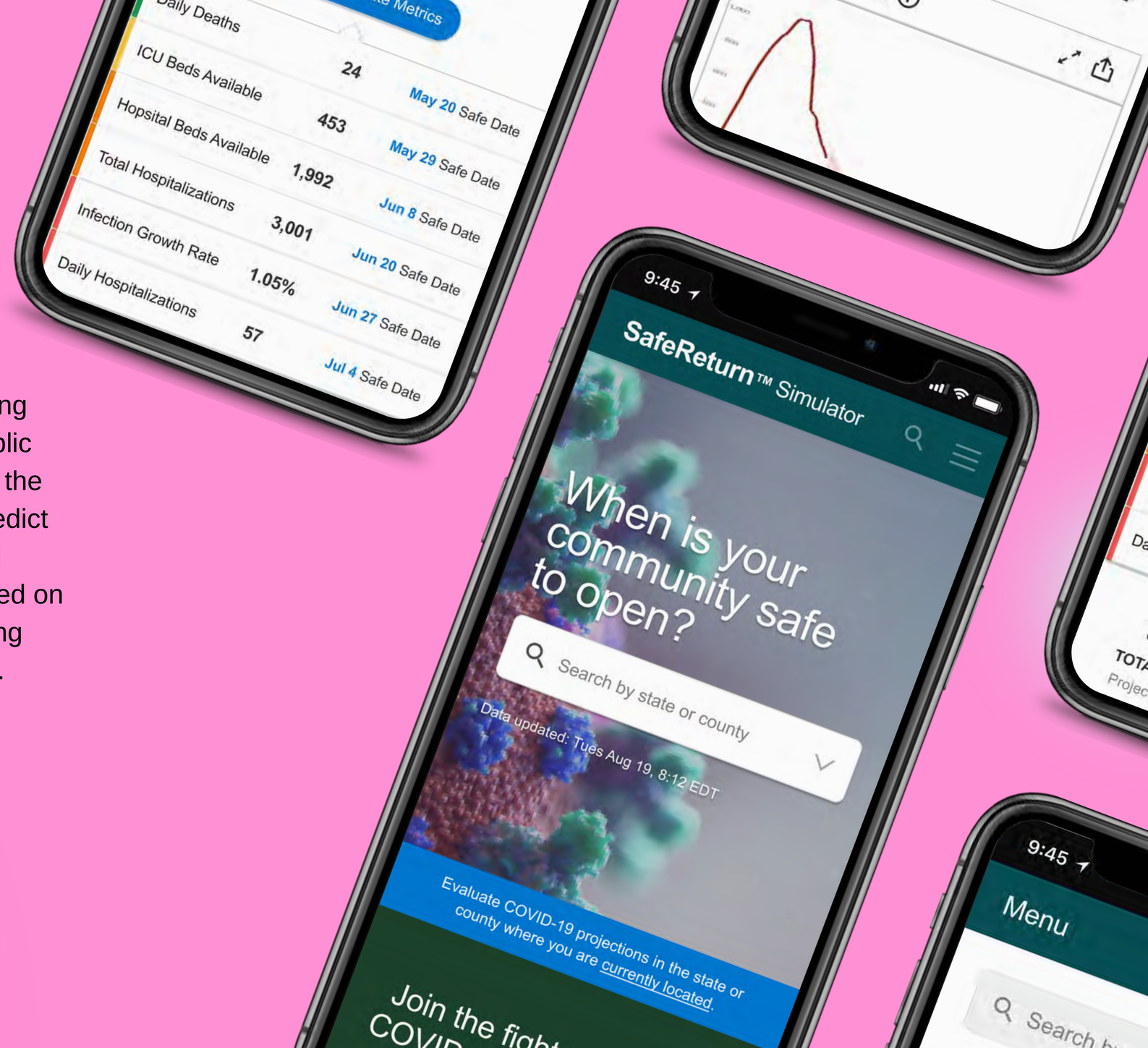
Despite an abundance of publicly-available COVID-19 prediction models, local decision makers do not have a data-driven tool to determine:

When their communities will be considered low risk, or the likely effectiveness of intervention policies being considered on specified dates.

Only our simulator forecasts the safe return date to reopen at the county level—focusing our efforts on local and state officials and decision makers.

Vision

Our unconventional product team enlisting data scientists, epidemiologists, and public health experts must collectively develop the **COVID-19 SafeReturn Simulator** to predict when each of the U.S.'s 3,142 individual localities will be considered low risk based on a variety of key metrics around monitoring disease spread and healthcare capacity.



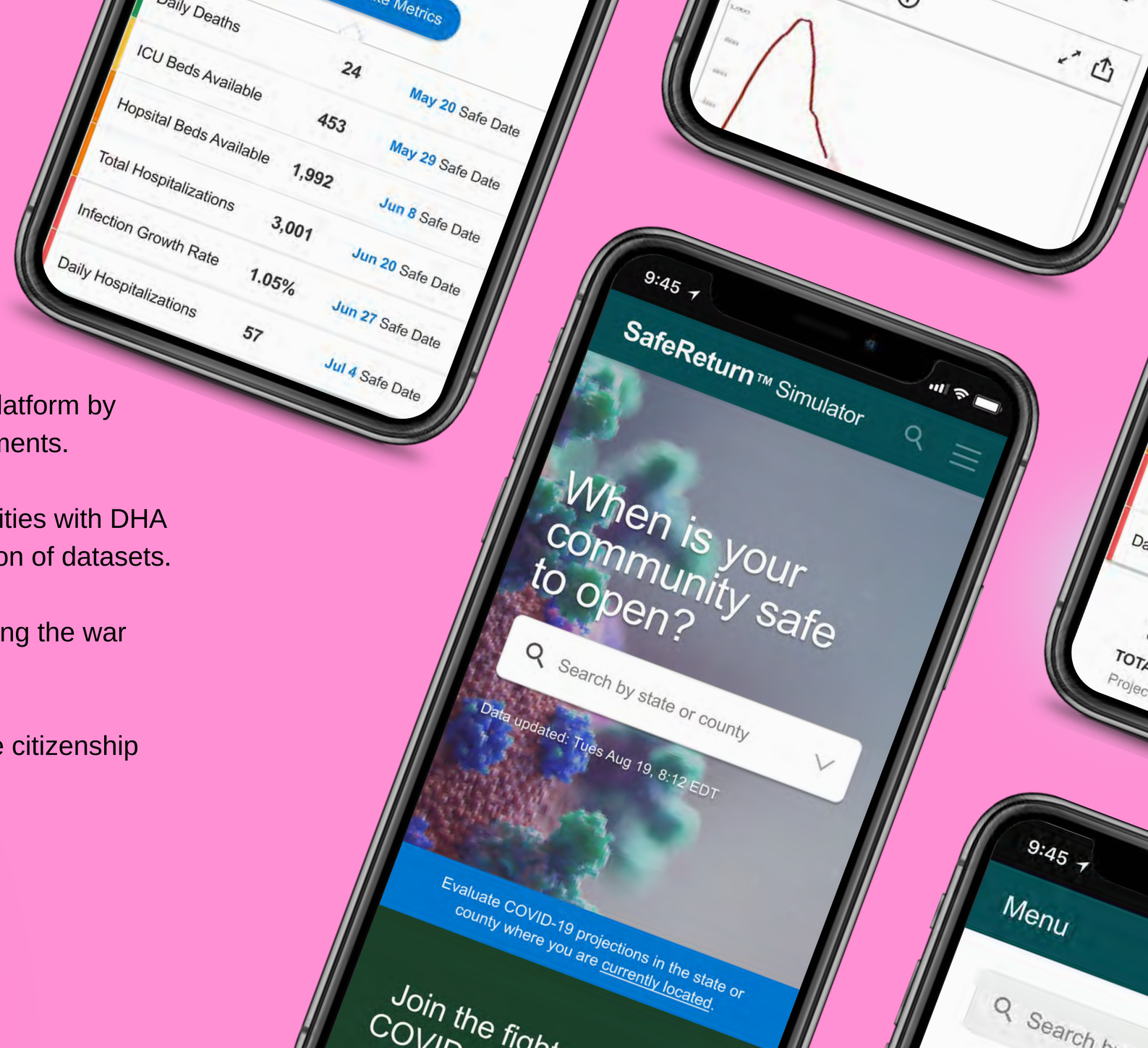
Goal

1. Secure early adopters for our new platform by encouraging state and local governments.

2. Maximize immediate sales opportunities with DHA and NIH by showcasing customization of datasets.

3. Demonstrate our investment in fighting the war against COVID-19

4. Create a proof point of our corporate citizenship



Success Metrics

A

8% of U.S. localities utilize the model forecast

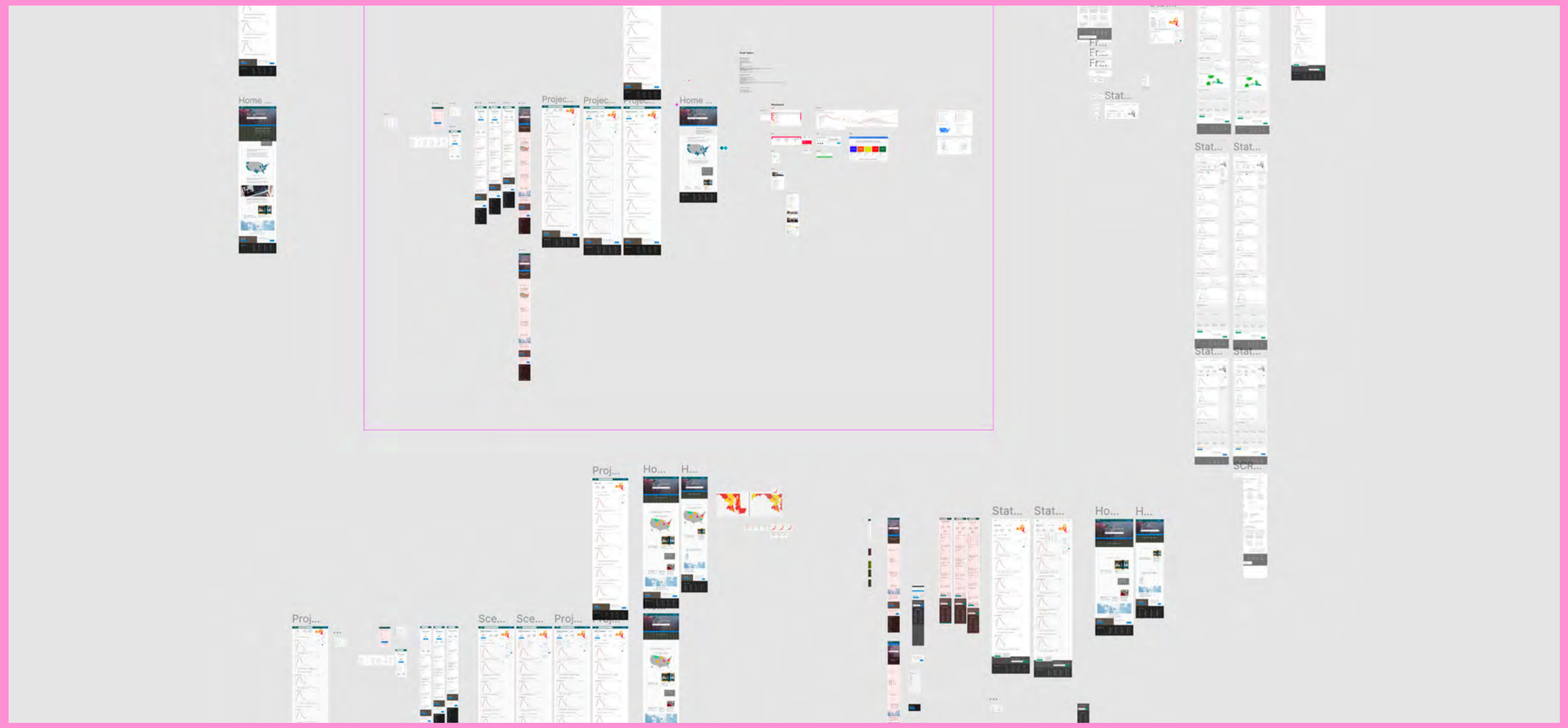
B

30 (~1%) of localities to build custom dashboards

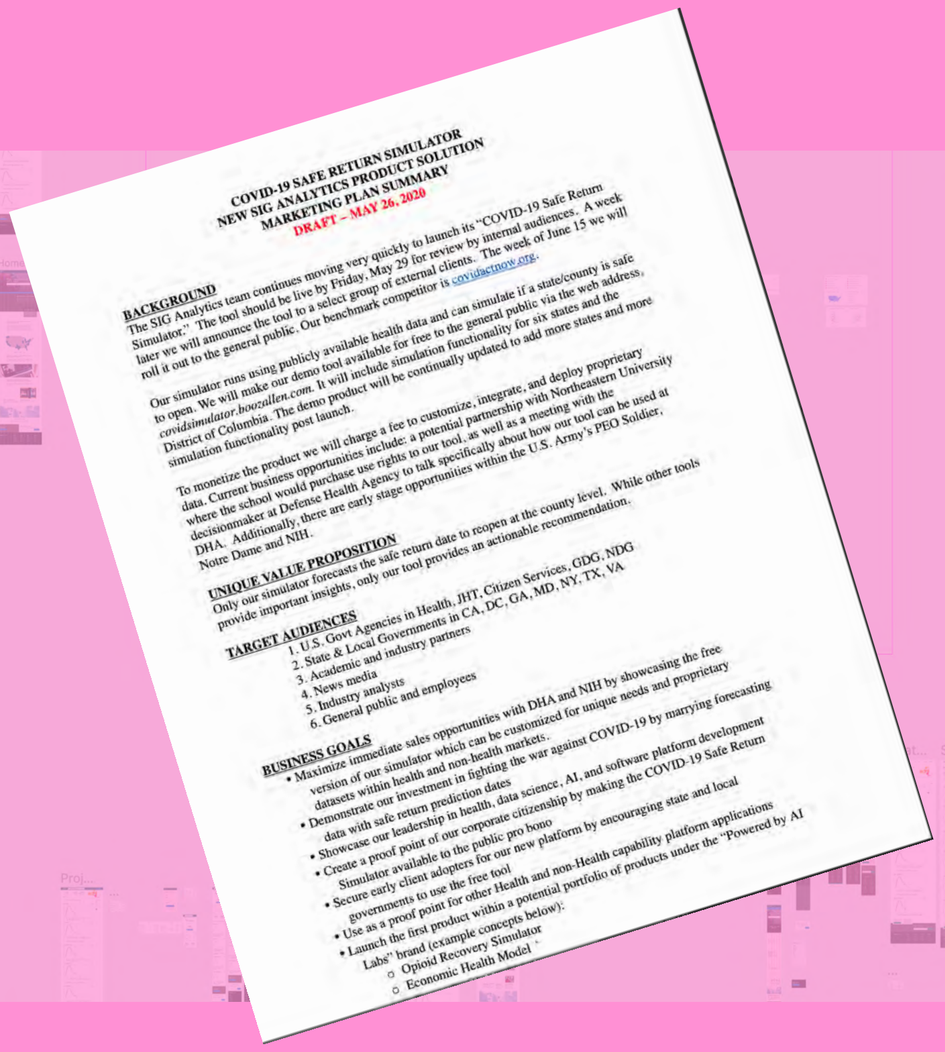
C

Raise $150K in funding by the end of the fiscal year (Oct. 1)

C-Suite Imperative: "Hit one these following moving targets."



The Lean Design Process



COVID-19 SAFE RETURN SIMULATOR
NEW SIG ANALYTICS PRODUCT SOLUTION
MARKETING PLAN SUMMARY
DRAFT – MAY 26, 2020

BACKGROUND
The SIG Analytics team continues moving very quickly to launch its "COVID-19 Safe Return Simulator." The tool should be live by Friday, May 29 for review by internal audiences. A week later we will announce the tool to a select group of external clients. The week of June 15 we will roll it out to the general public. Our benchmark competitor is covidactnow.org.

Our simulator runs using publicly available health data and can simulate if a state/county is safe to open. We will make our demo tool available for free to the general public via the web address, *covidsimulator.bouzallen.com*. It will include simulation functionality for six states and the District of Columbia. The demo product will be continually updated to add more states and more simulation functionality post launch.

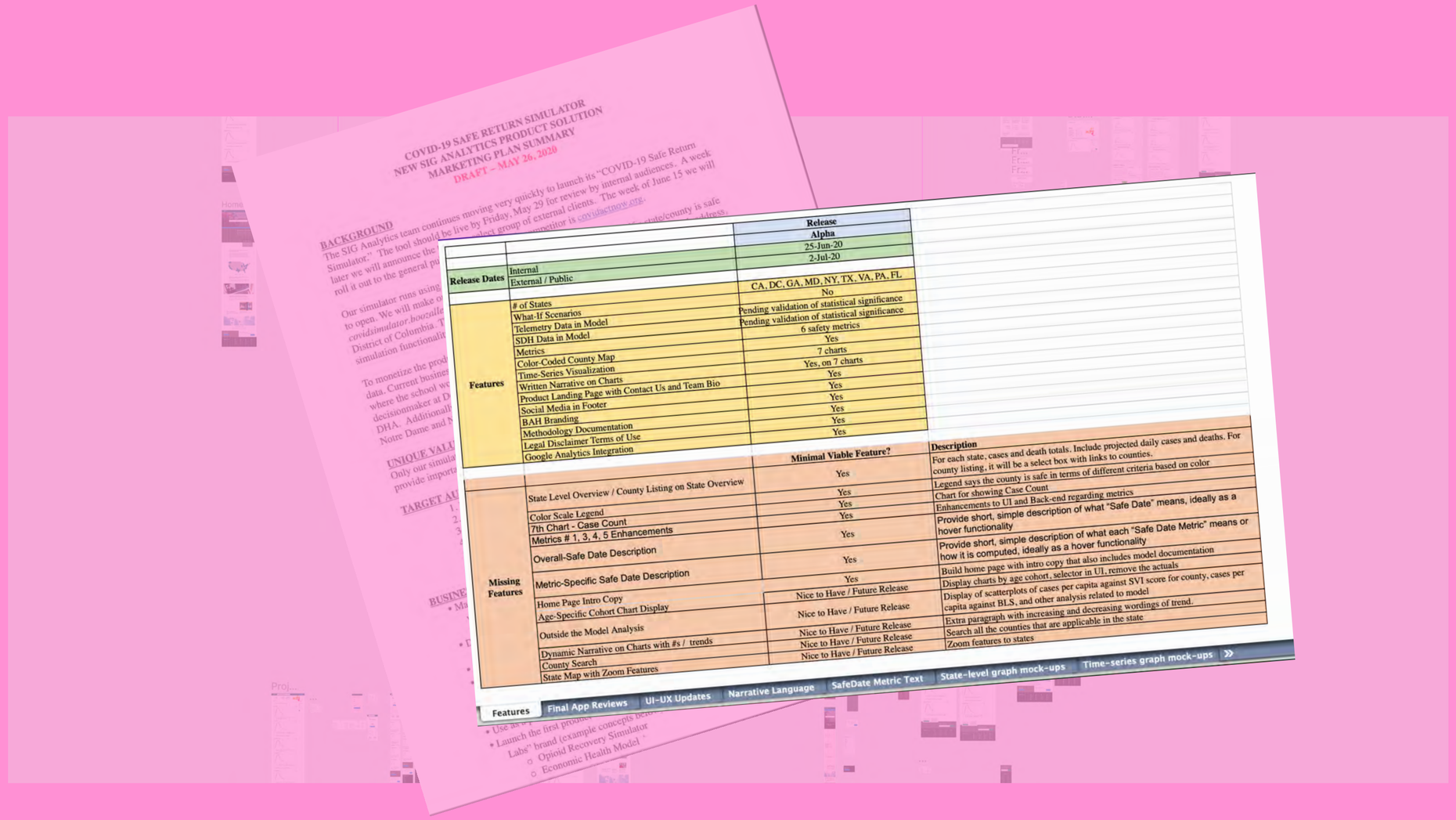
To monetize the product we will charge a fee to customize, integrate, and deploy proprietary data. Current business opportunities include: a potential partnership with Northeastern University where the school would purchase use rights to our tool, as well as a meeting with the decisionmaker at Defense Health Agency to talk specifically about how our tool can be used at DHA. Additionally, there are early stage opportunities within the U.S. Army's PEO Soldier, Notre Dame and NIH.

UNIQUE VALUE PROPOSITION
Only our simulator forecasts the safe return date to reopen at the county level. While other tools provide important insights, only our tool provides an actionable recommendation.

TARGET AUDIENCES
1. U.S. Govt Agencies in Health, JHT, Citizen Services, GDG, NDG
2. State & Local Governments in CA, DC, GA, MD, NY, TX, VA
3. Academic and industry partners
4. News media
5. Industry analysts
6. General public and employees

BUSINESS GOALS
- Maximize immediate sales opportunities with DHA and NIH by showcasing the free version of our simulator which can be customized for unique needs and proprietary datasets within health and non-health markets.
- Demonstrate our investment in fighting the war against COVID-19 by marrying forecasting data with safe return prediction dates
- Showcase our leadership in health, data science, AI, and software platform development
- Create a proof point of our corporate citizenship by making the COVID-19 Safe Return Simulator available to the public pro bono
- Secure early client adopters for our new platform by encouraging state and local governments to use the free tool
- Use as a proof point for other Health and non-Health capability platform applications
- Launch the first product within a potential portfolio of products under the "Powered by AI Labs" brand (example concepts below):
  - Opioid Recovery Simulator
  - Economic Health Model

The Lean Design Process



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Our simulator runs using [illegible] to open. We will make [illegible] covidsimulator.bouzalle [illegible] District of Columbia. [illegible] simulation functionality.

To monetize the product [illegible] data. Current business [illegible] where the school will [illegible] decisionmaker at [illegible] DHA. Additionally, [illegible] Notre Dame and [illegible]

UNIQUE VALUE
Only our simulator [illegible] provide important [illegible]

TARGET AUDIENCE

BUSINESS

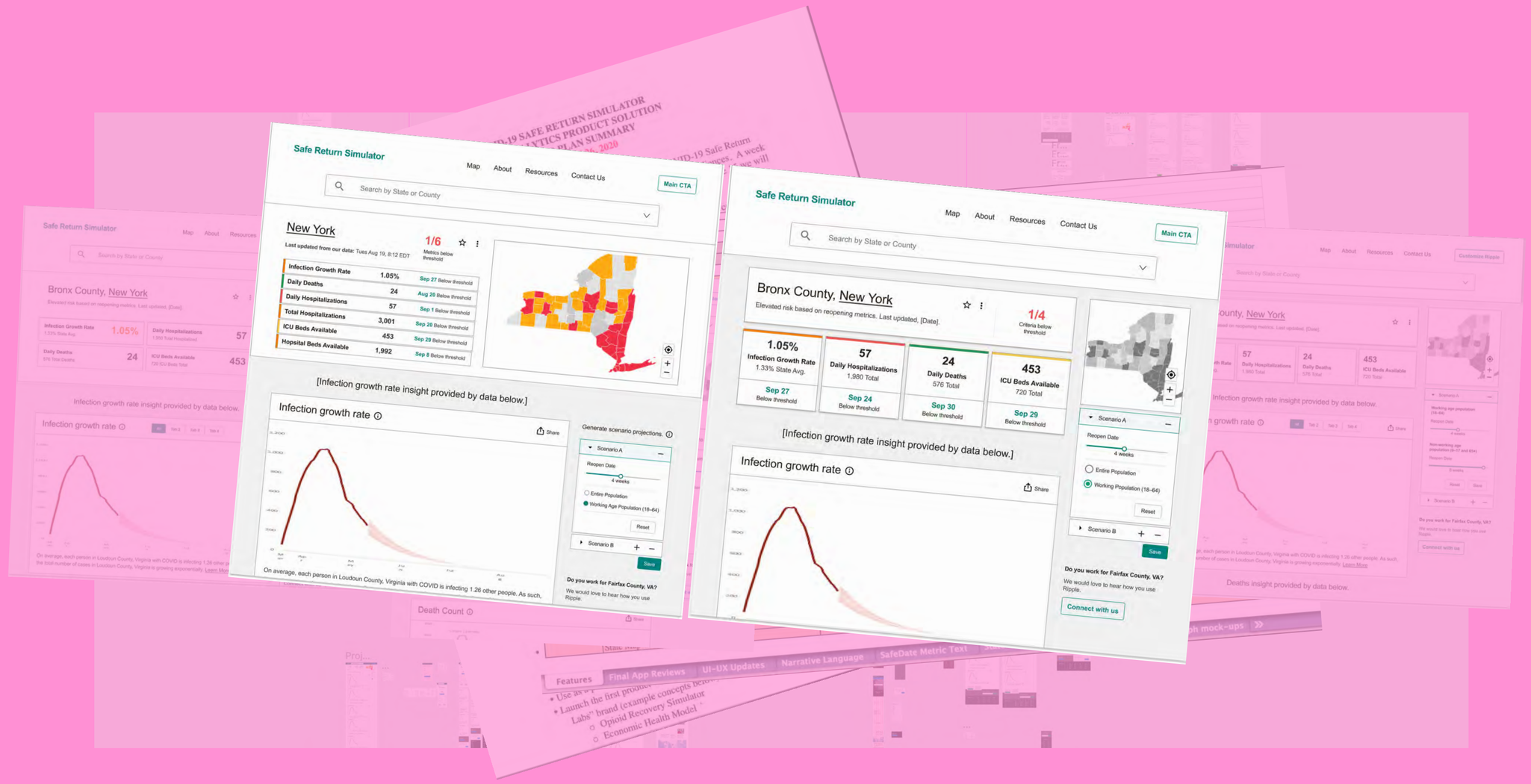
		Release
		Alpha
Release Dates	Internal	25-Jun-20
	External / Public	2-Jul-20
Features	# of States	CA, DC, GA, MD, NY, TX, VA, PA, FL
	What-If Scenarios	No
	Telemetry Data in Model	Pending validation of statistical significance
	SDH Data in Model	Pending validation of statistical significance
	Metrics	6 safety metrics
	Color-Coded County Map	Yes
	Time-Series Visualization	7 charts
	Written Narrative on Charts	Yes, on 7 charts
	Product Landing Page with Contact Us and Team Bio	Yes
	Social Media in Footer	Yes
	BAH Branding	Yes
	Methodology Documentation	Yes
	Legal Disclaimer Terms of Use	Yes
	Google Analytics Integration	Yes

		Minimal Viable Feature?	Description
Missing Features	State Level Overview / County Listing on State Overview	Yes	For each state, cases and death totals. Include projected daily cases and deaths. For county listing, it will be a select box with links to counties.
	Color Scale Legend	Yes	Legend says the county is safe in terms of different criteria based on color
	7th Chart - Case Count	Yes	Chart for showing Case Count
	Metrics # 1, 3, 4, 5 Enhancements	Yes	Enhancements to UI and Back-end regarding metrics
	Overall-Safe Date Description	Yes	Provide short, simple description of what "Safe Date" means, ideally as a hover functionality
	Metric-Specific Safe Date Description	Yes	Provide short, simple description of what each "Safe Date Metric" means or how it is computed, ideally as a hover functionality
	Home Page Intro Copy	Nice to Have / Future Release	Build home page with intro copy that also includes model documentation
	Age-Specific Cohort Chart Display	Nice to Have / Future Release	Display charts by age cohort, selector in UI, remove the actuals
	Outside the Model Analysis	Nice to Have / Future Release	Display of scatterplots of cases per capita against SVI score for county, cases per capita against BLS, and other analysis related to model
	Dynamic Narrative on Charts with #s / trends	Nice to Have / Future Release	Extra paragraph with increasing and decreasing wordings of trend.
	County Search	Nice to Have / Future Release	Search all the counties that are applicable in the state
	State Map with Zoom Features	Nice to Have / Future Release	Zoom features to states

Features | Final App Reviews | UI-UX Updates | Narrative Language | SafeDate Metric Text | State-level graph mock-ups | Time-series graph mock-ups

The Lean Design Process

The Lean Design Process



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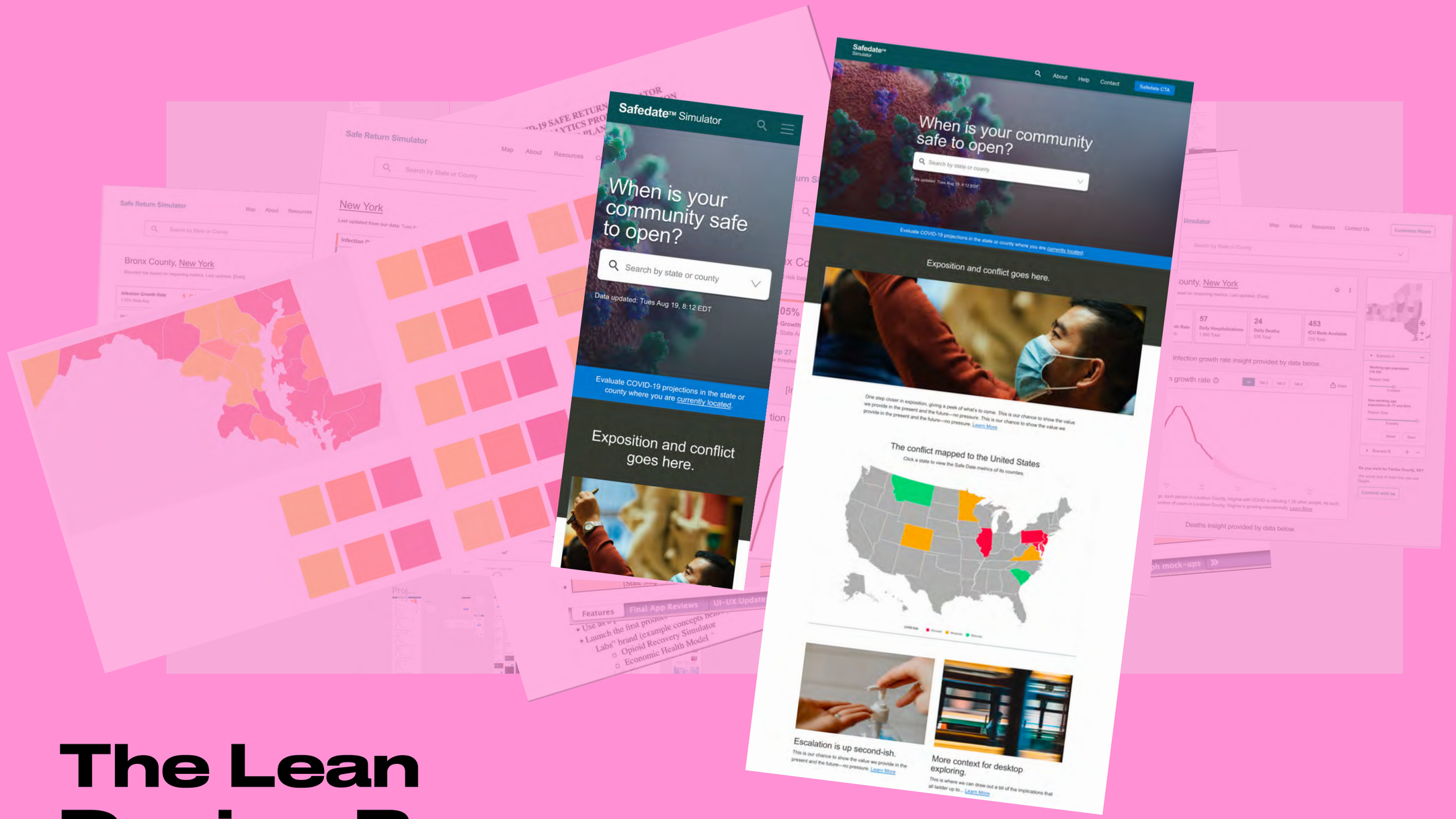


The Lean Design Process

Say hello to the people who rely on SafeReturn.

Tony

Health Commissioner

Say hello to the people who rely on SafeReturn.

I'm our elected official's go-to advisor for this strange and uncharted territory.

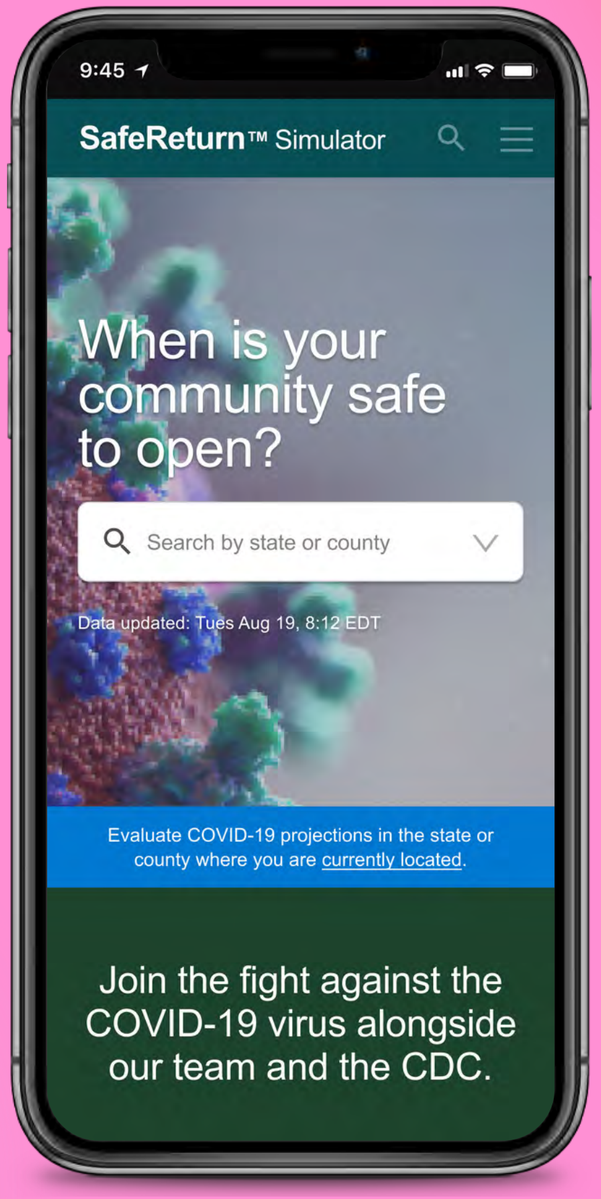
Tony

Health Commissioner

I need a comprehensive day-to-day in order to enstill confidence in my community.

Debbie

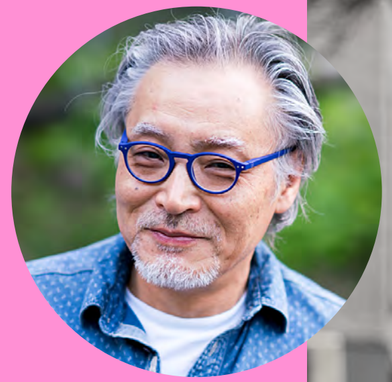
Governor



Design Decisions

with Tony.

KEY SCENARIO



Tony wants to be as detailed as possible about decisions made for his community.

Checks national and statewide projections 5–8x a day

Always on the go, jumping between projections models in a variety of modes

Looking for the most reputable data sources to assure his colleagues—and reassure himself

Presonal Motivation

To not fail in his role as the Health Commissioner in these unsure and trying times.

End Goal

To frequently check local COVID-19 key metric projections to best guide his community.

How Does Tony Want To Feel, Act, & Perceive Himself?

Experiential Motivation

To feel confident in the decisions his making for thousands of his community members.

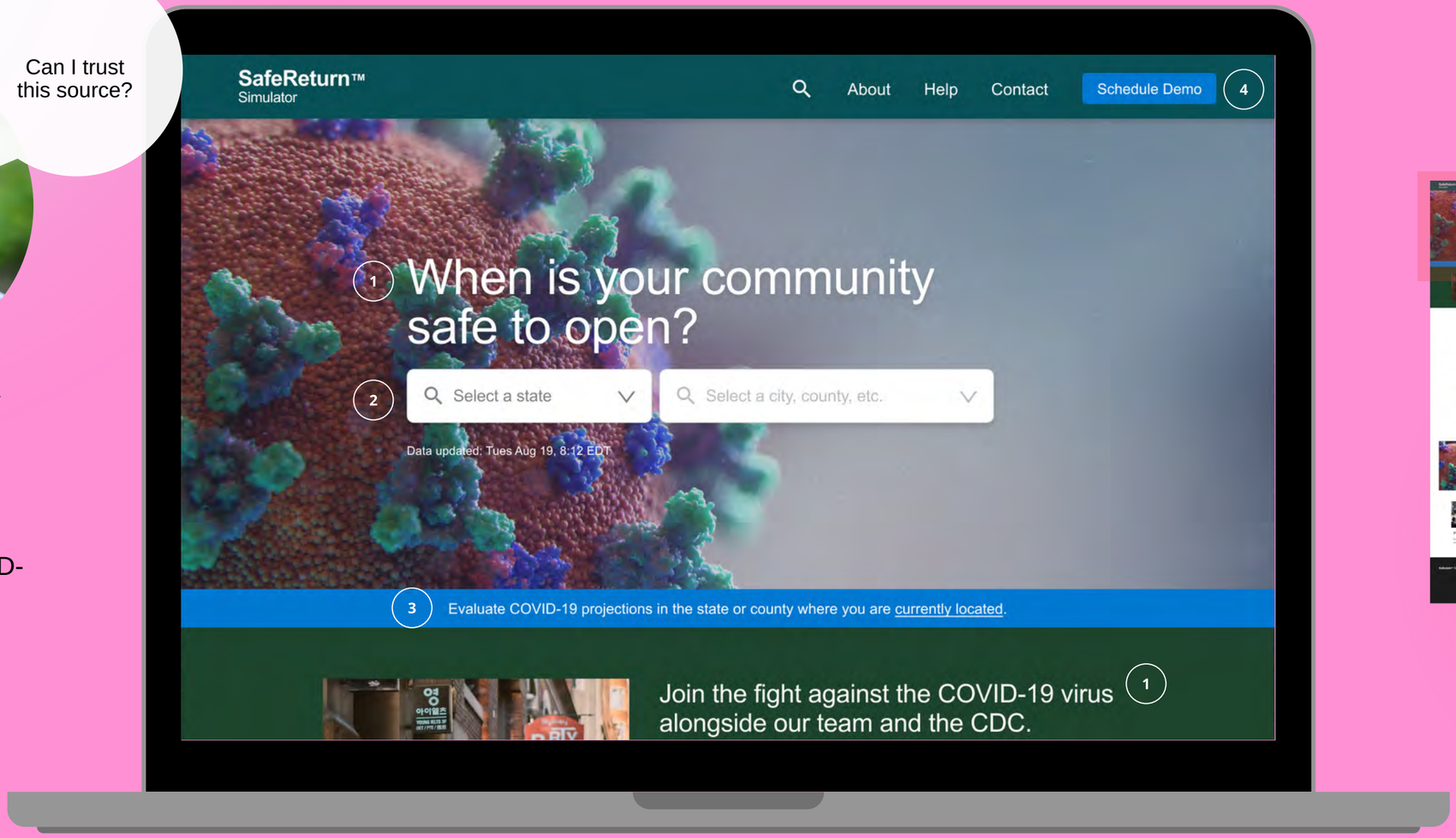
Find My Locality

Business Goal

Demonstrate our investment in fighting the war against COVID-19

User Painpoint

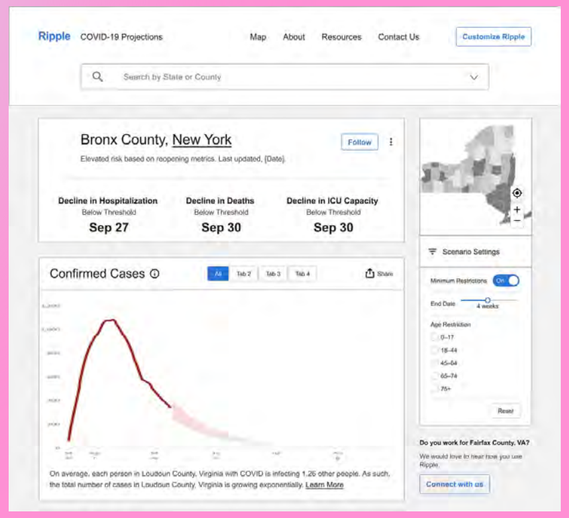
There are not tools that allow me to more confidently provide return dates



My unusual schedule means i need to scan, then scrutinize in different settings.

Scanning Useful Data

1



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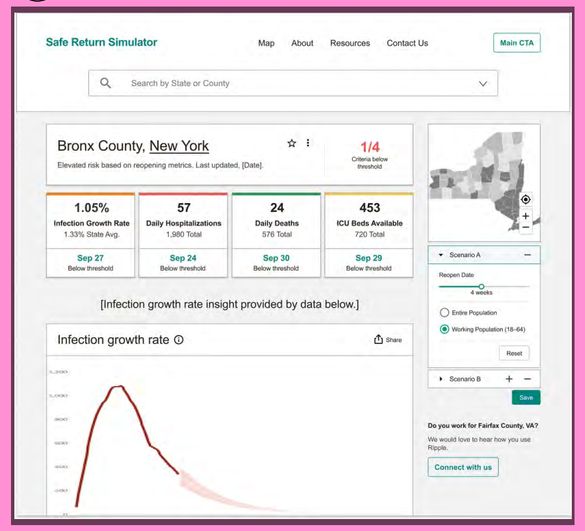

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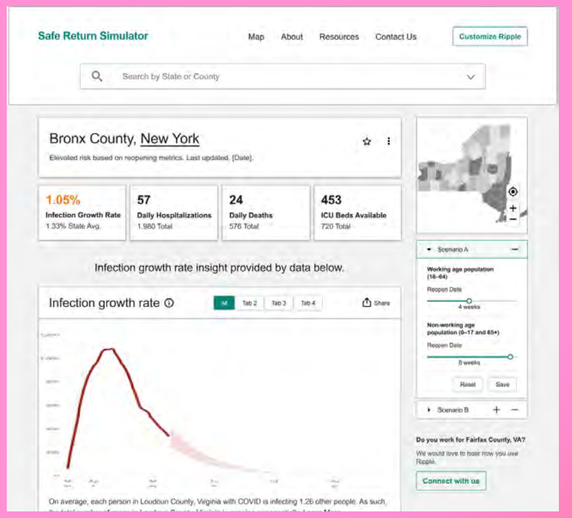

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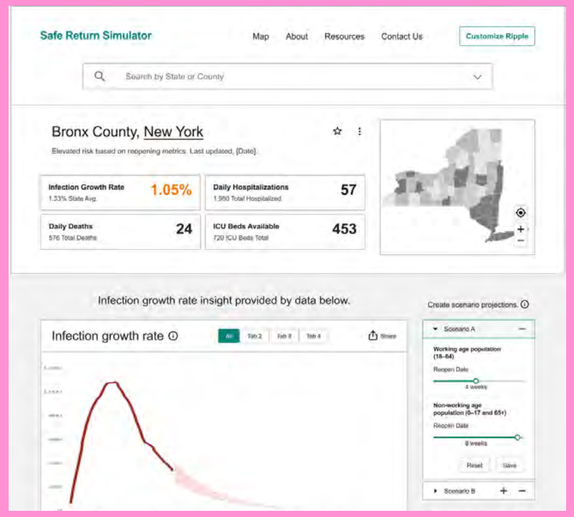

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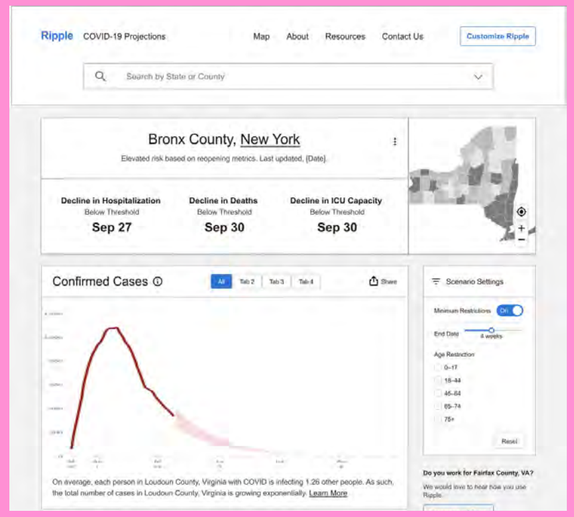

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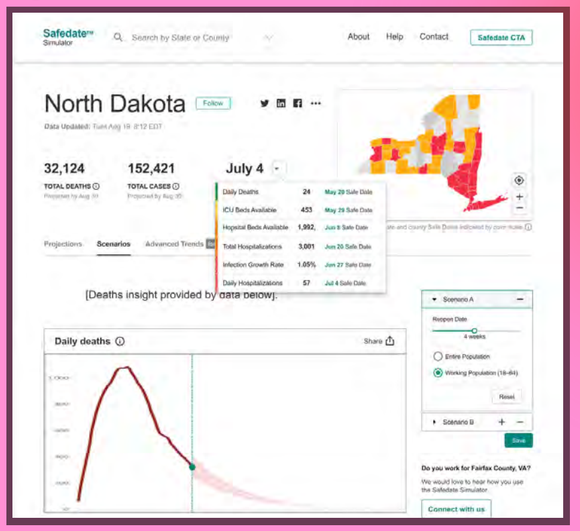

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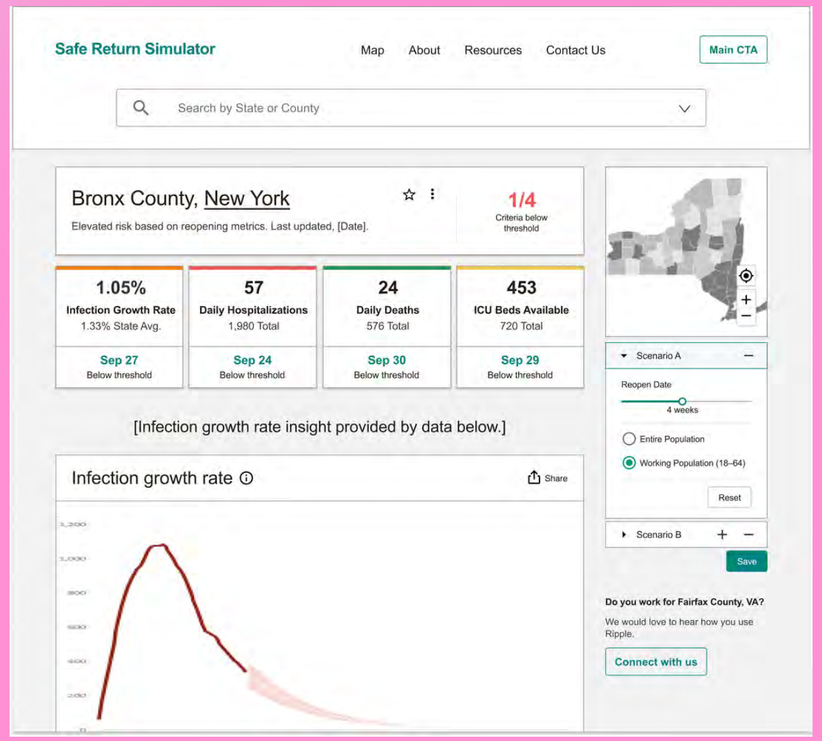
Scanning Useful Data

Usability Test

62% of users gravitated towards the map to navigate the tool at a locality level

2



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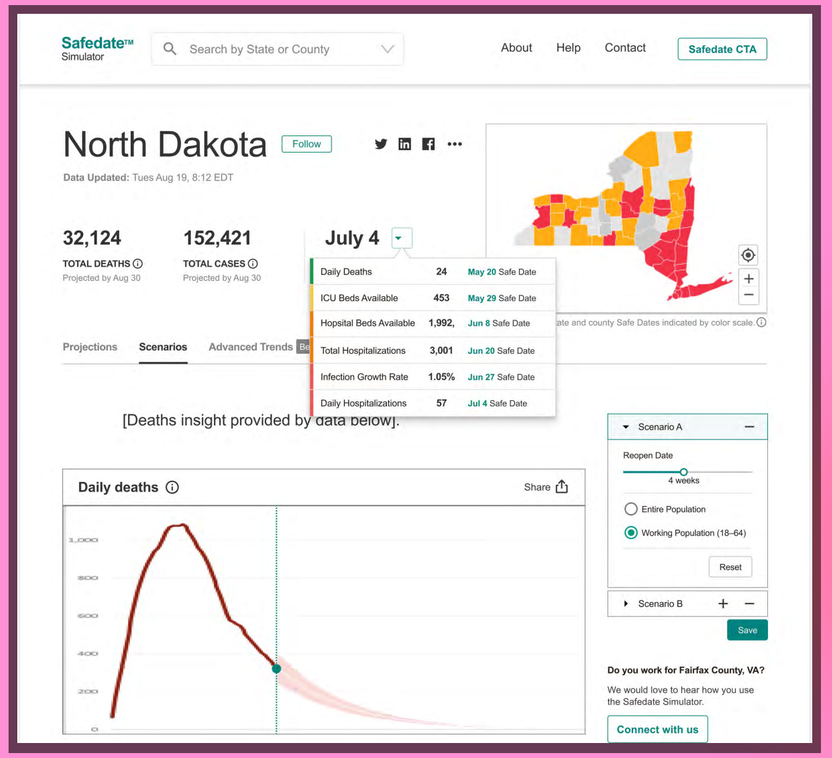
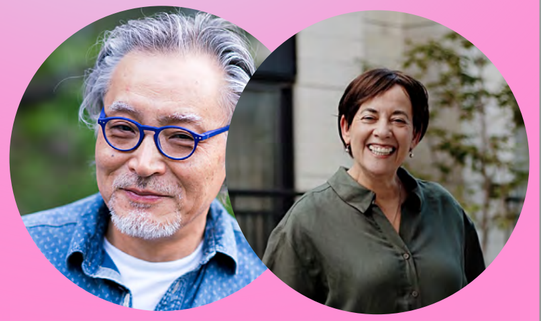
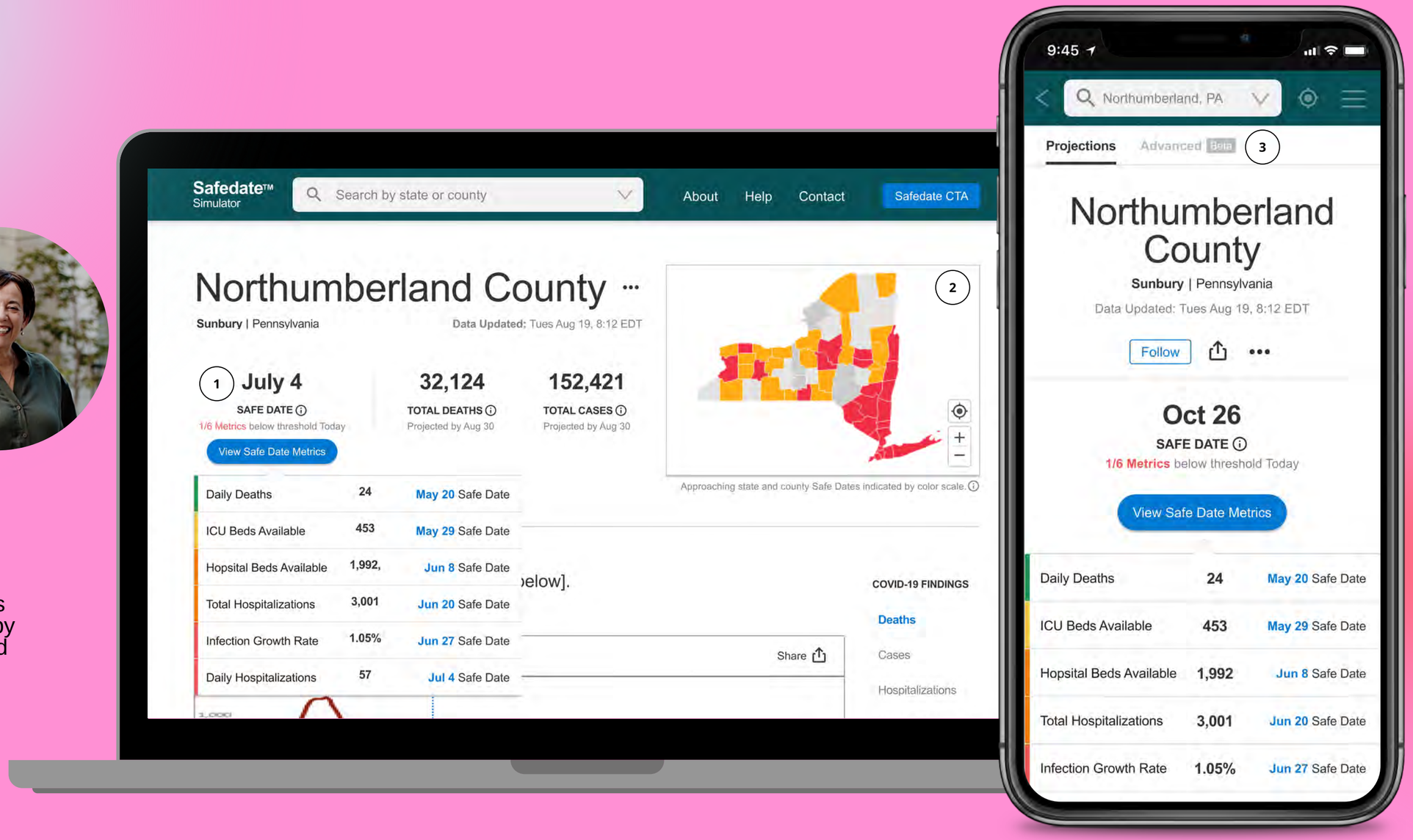


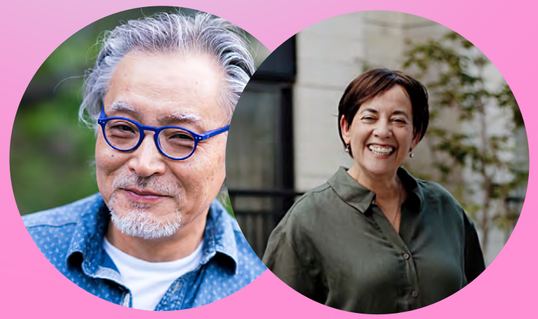


Review Locality Metrics

Business Goal

Secure early adopters for our new platform by encouraging state and local governments.

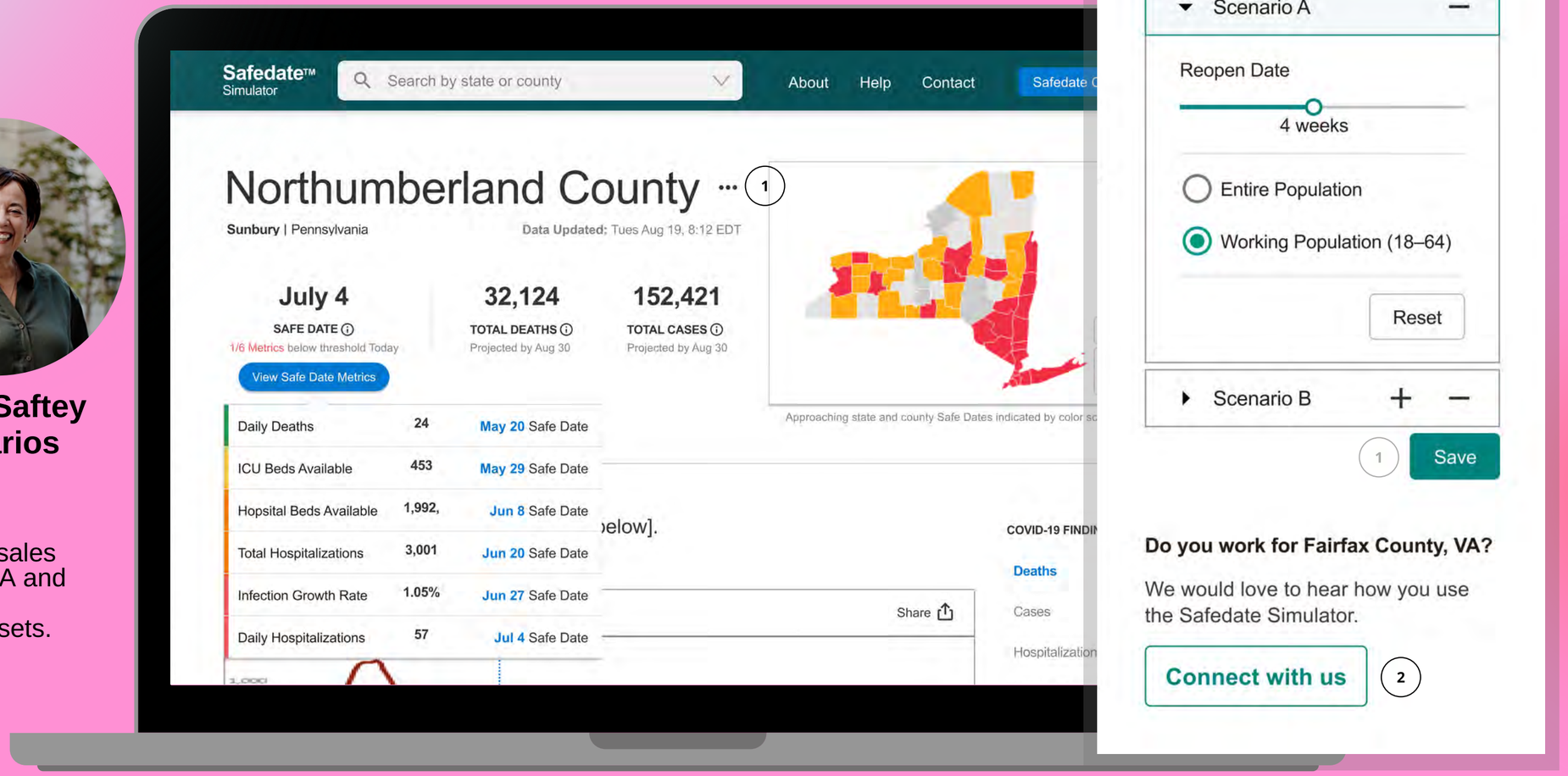




Create & Share Saftey Guideline Scenarios

Business Goal

Maximize immediate sales opportunities with DHA and NIH by showcasing customization of datasets.



The Results

A

8% of U.S. localities utilize the model forecast

B

30 (~1%) of localities to build custom dashboards

C

Raise $150K in funding by the end of the fiscal year (Oct. 1)

C-Suite Imperative: "Hit one these following moving targets."

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4 counties (2 in Virigina).

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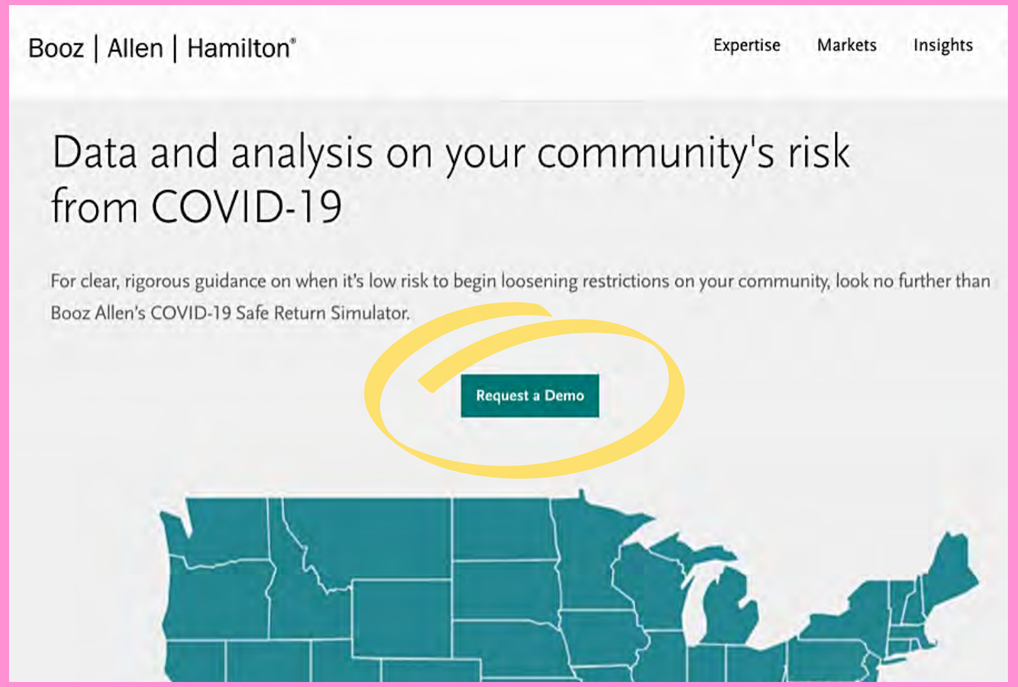
C-Suite Imperative: "Hit one these following moving targets."

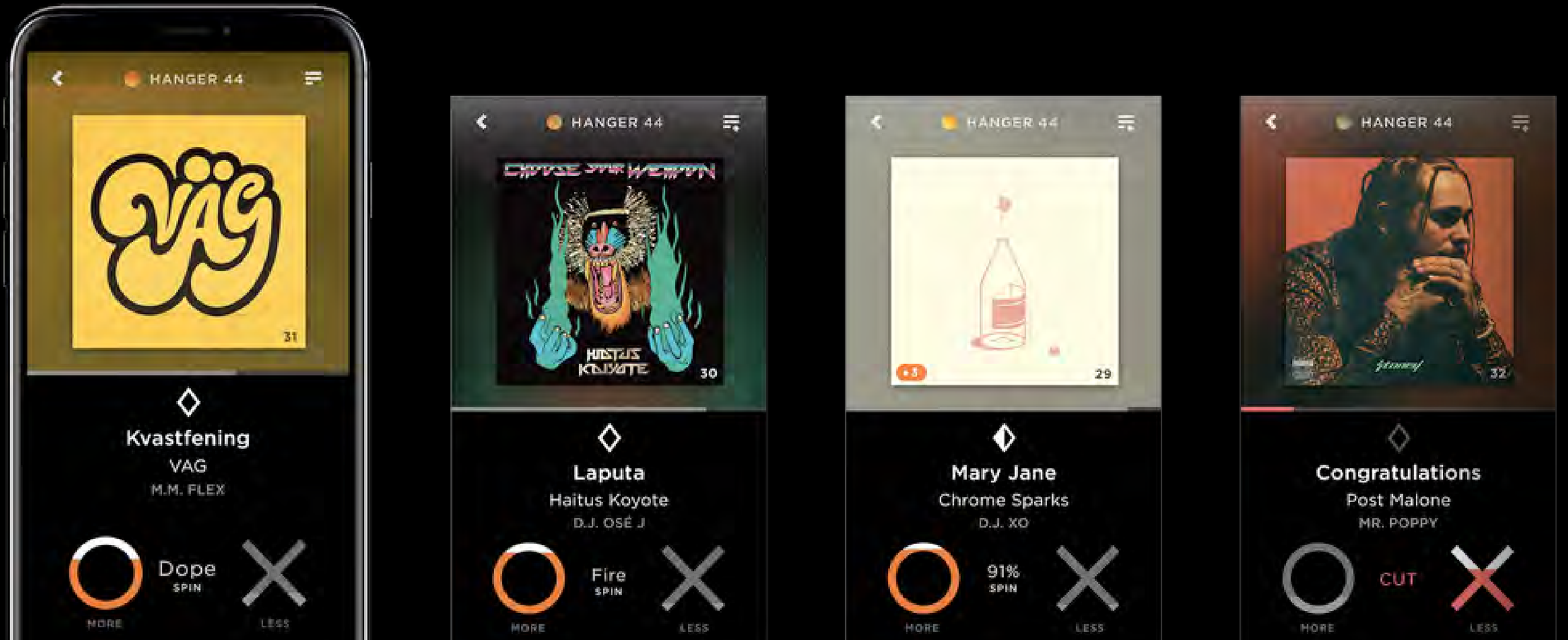
Lessons Learned

Designing with Transparency can get political.

While the team worked tirelessly to provide citizens and communities data at the ground level, the implications can make any C-suite uncomfortable.



MORE EXPERIENCES.



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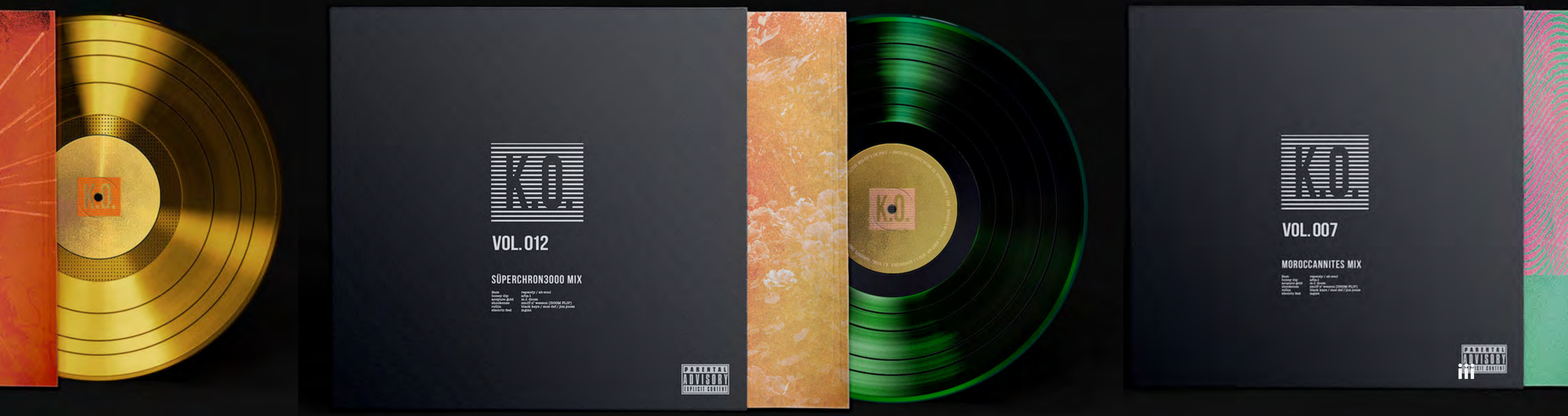

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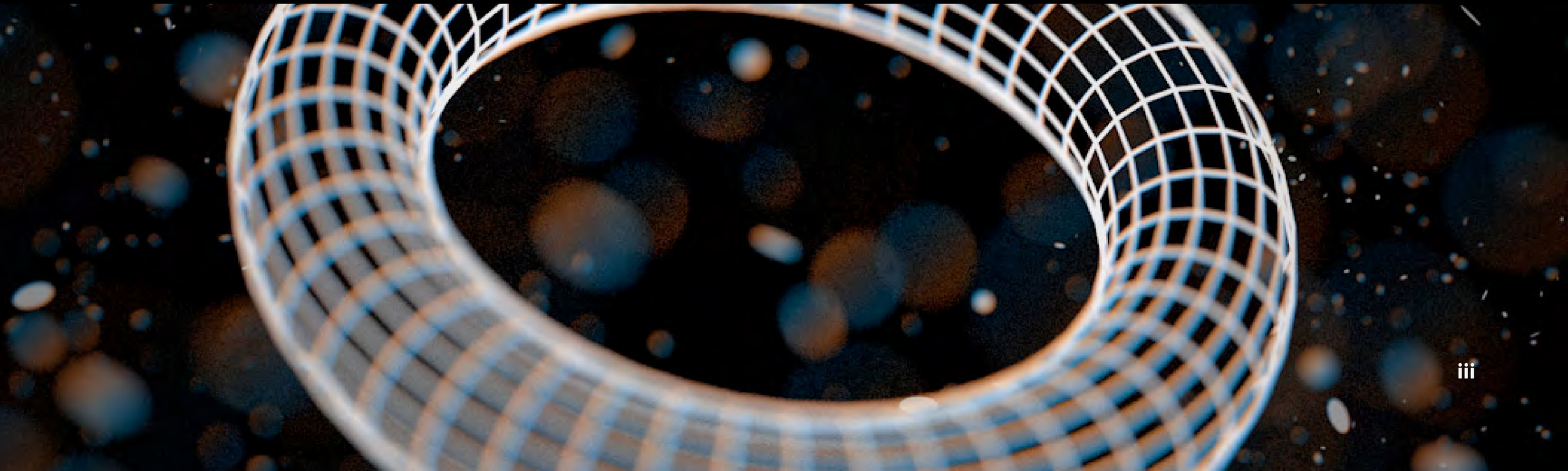

Fin.