

Customer-centricity of Websites at GSA

GSA Tech Talk



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Agenda

- Enterprise Digital Experience Team
- Principles
- Quantitative Tools
- Qualitative Tools
- Progress to Date
- Additional Resources

Enterprise Digital Experience (EDX) Review

What:

The EDX team is an interdisciplinary team working to rationalize and make more customer-centric GSA's digital ecosystem.

The team brings the following skillsets:

1. Design and design strategy
2. Software engineering
3. Web policy and governance design
4. Human capital management
5. Information Architecture

Why:

The application of these multifaceted skills means the team designs and implements a multi-faceted strategy to wrap our arms around GSA's digital ecosystem. This strategy includes:

1. Maintaining 21st Century IDEA-required [inventory of public-facing websites](#)
2. Establishing a baseline of customer-centricity for GSA public-facing websites using automated and HCD-based methodologies
3. Determining GSA website managers
4. Creating SES performance metric speaking directly to website management
5. Designing and implementing a Digital Lifecycle Program to support GSA teams in their digital management from ideation through sunset

Enterprise Digital Experience Team Principles

1

We are an interdisciplinary, collaborative group.

2

We practice stewardship not ownership.

3

We will use what's here.

4

We assume best intent.

5

We are here to get people to “yes”.

Quantitative Tools

- Google Analytics
- AMP Accessibility Scans
- [EDX CLI](#)
 - Puppeteer for browser automation
 - Lighthouse for performance and SEO scanning
 - TTS' Site Scanner for DAP, 3rd party services, USWDS, and IPv6
 - Captures screenshots of site on desktop and mobile
 - Searches homepage content for links, USWDS, etc

Qualitative Tools

- Digital Lifecycle Program (DLP) intervention as new domain requests emerge
- Triennial human centered design interviews with website teams
- Input from GSA Digital Council

Outputs

- **HCD Interview Recommendations Document**, a 2-page snapshot of our findings in narrative form linking to an Analytics Package
- **Analytics Package**, Google Sheet containing outputs from recent scans, Google Analytics insights, and recent AMP scans

- **Design Consults**, explorations of what sites might look like if they implement USWDS

Additional Resources

- [EDX Team Backlog & Repository](#) (github.com)
- [Guidelines for GSA's Digital Presence](#) (insite.gsa.gov)
- [GSA's Accessibility Management Platform, AMP](#) (insite.gsa.gov)
- [USWDS Maturity Model](#) (designsystem.digital.gov)
- [Checklist of Requirements for Federal Websites](#) (digital.gov)

Thank you!

Please reach out with questions.

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