

New Facets in Data Sharing

2022 FedCASIC Conference

Presentation Outline:

How data is collected in GSA's Customer Experience Community of Practice

How data is collected in GSA's Enterprise Digital Experience Initiative

**Tying it all together: Why these collection methods?
What are we getting at?**

GSA's CX Community of Practice

A network of like-minded individuals who come to learn about quick wins and hacks to improve service experiences throughout GSA.

Past topics have included:

- CX and Change Management (January 2022): [Recording](#) , [Presentation](#) , and [Article](#) 
- Using Administrative Data with OES (December 2021): [Recording](#)  and [Presentation](#) [ppt]
- CX Activities Across GSA (October 2021): [Recording](#)  and [Presentation](#) [ppt]
- Using Google Analytics for Your Websites (September 2021): [Recording](#)  and [Presentation](#) [pdf]
- A Practical Introduction to Design Futures (August 2021): [Recording](#)  and [Presentation](#) [doc]
- 2021 Internal Partner Satisfaction Survey Results (July 2021): [Recording](#)  and [Presentation](#) [doc]
- What USA.gov Learned From COVID Response, Post-Pandemic Environment (June 2021): [Recording](#)  and [Resources](#) [doc]
- Equity and GSA's Center for Urban Development (May 2021): [Recording](#)  and [Presentation](#) [pdf]
- Enterprise digital experience principles highlighted from the creation of GSA's Cloud Information Center (April 2021): [Recording](#) 
[Presentation](#) [ppt]
- The 6 steps to building a good brand strategy (March 2021): [Recording](#)  and [Presentation](#) [doc]
- "Ask Me Anything" with GSA Chief Customer Officer (February 2021): [Recording](#) 

Other Recorded Meetings and Past Presentations:

- Consequence Design (November 2020): [Recording](#)  and [Presentation](#) 
 - State of Government CX from an External Perspective (October 2020): [Recording](#)  and [Presentation](#) 
 - GSA Advantage! Affinity/Text Analysis (September 2020): [Recording](#)  and [Presentation](#) 
 - Running Pilots and Measuring Outcomes (August 2020): [Recording](#)  and [Presentation](#) 
 - B2B CX and Understanding Your Customers (June 2020): [Recording](#)  and [Presentation](#) 
 - USPTO CX Maturity and Best Practices (May 2020): [Recording](#)  and [Presentation](#) 
 - Customer Experience Services Evaluation and Buying Guide (April 2020): [Recording](#)  and [Presentation](#) 
 - Engaging with Customers in a Virtual Environment (March 2020): [Recording](#)  and [Presentation](#) 
 - Basics of Becoming a Great Facilitator (February 2020): [Recording](#)  and [Presentation](#) 
 - 21st Century IDEA and the US Web Design System (January 2020): [Recording](#)  and [Presentation](#) 
 - FAS - Assisted Acquisition Service (AAS) (December 2019): [Recording](#)  and [Presentation](#) 
 - Robotic Process Automation (RPA) & Market Research As a Service (M-RAS) (November 2019): [Recording](#)  and [Presentation](#) 
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The content is useful to me in my role at GSA.

1 2 3 4 5

Strongly Disagree Strongly Agree

I learned something new.

1 2 3 4 5

Strongly Disagree Strongly Agree

The speaker successfully conveyed their ideas.

1 2 3 4 5

Strongly Disagree Strongly Agree

I would recommend the CX Community of Practice monthly call to my associates and team members. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Why did you come to this event?

Your answer

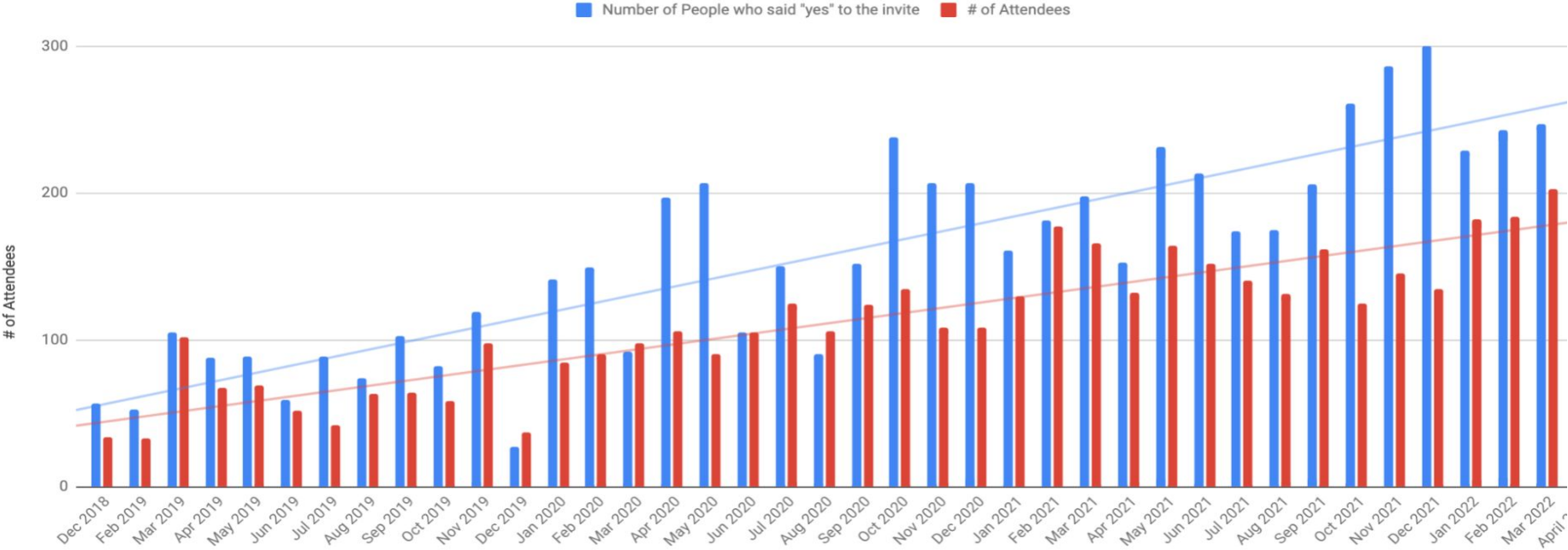
Please add any additional comments or feedback should you have any.

Your answer

Do you have a topic you would like for us to cover in the future? *

- Yes
- No

CoP Attendees Summary



“Other Duties as Assigned”

Website Managers as a title has grown organically. **There’s no single skill set for website managers to have.** The CoP Topics are useful for this particular group. The post-event survey gives opportunities for this group of people to voice the options website managers want for training.

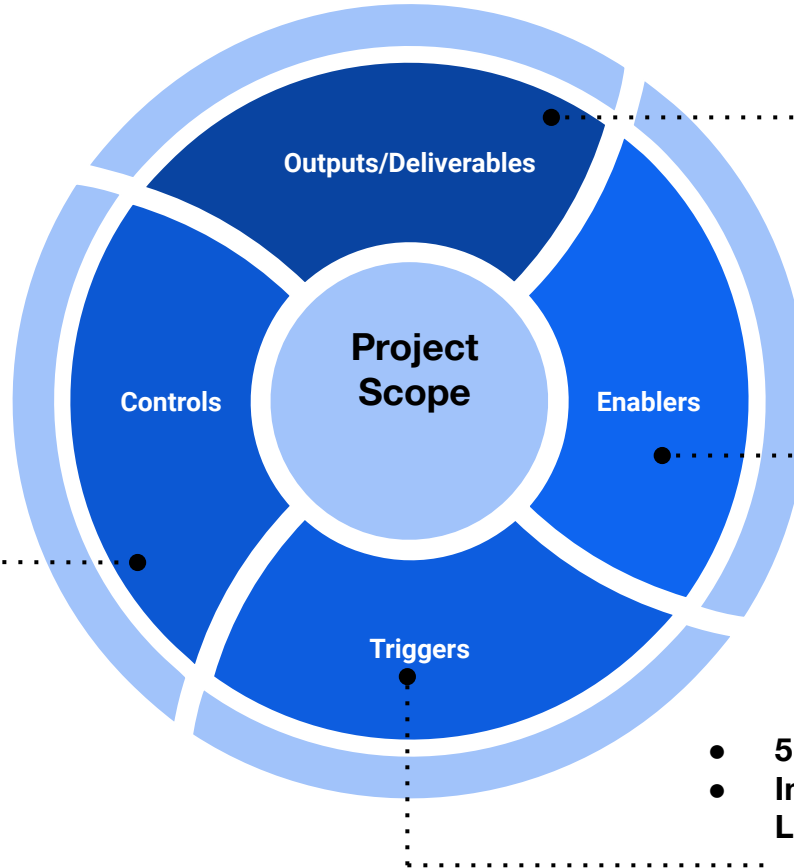
Website Managers as a role is often categorized as “other duties as assigned” in Position Descriptions.

Website manager as a designation **has grown significantly**, introducing new duties, all informal, all with unknown unknowns.

Objective:

Assess websites across data/analytical types, managed by people from a variety of disciplines, in order to baseline the experience offered the public

- **Customer centric compliance**
- **Agency tools/standards**



Website Evaluations

- **Site Data**
- **Interviews**
- **Interpretation**

Empowering Organizations

- **Digital Council**
- **Executive Board**

- **5 most/least trafficked sites**
- **In the website inventory/Digital Lifecycle Program**

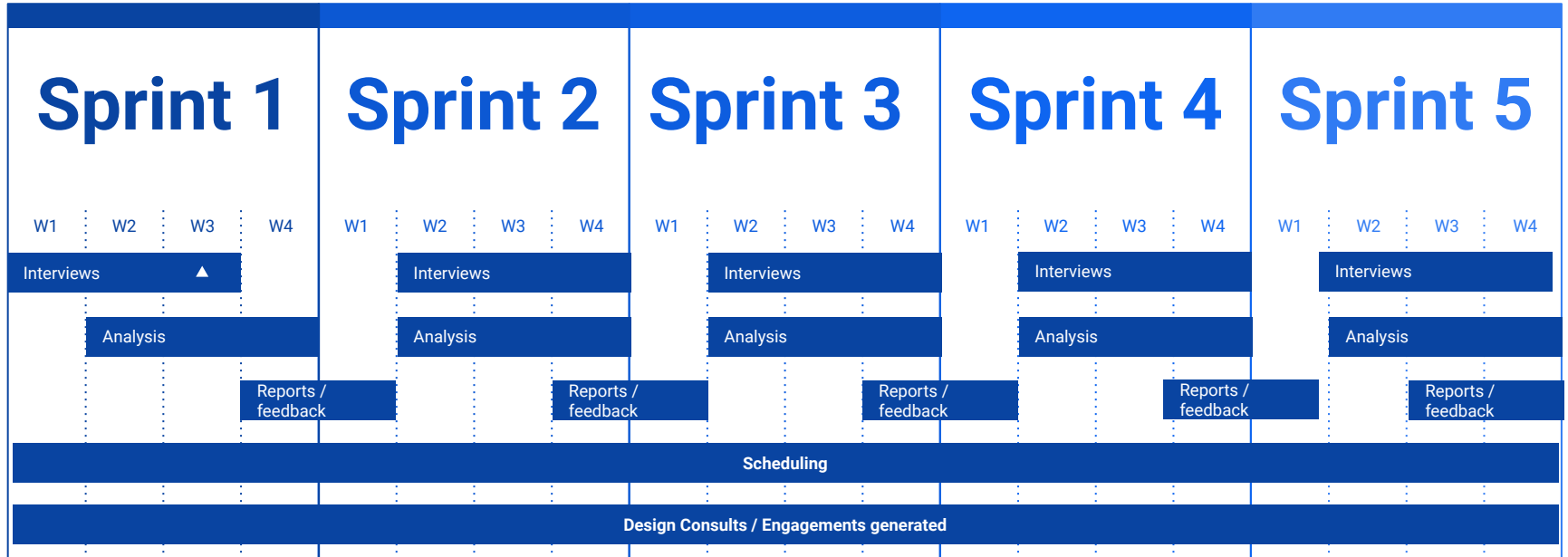
Running the project

5 team members

80 sites evaluated per year

~50 interviews

Assessments of 508 compliance, site performance, United States Web Design System, web analytics, and Search Engine Optimization



Data Viz for Progressive Website Improvements

**AKA, designing visualizations that work
against gaming the system**

Data Viz for Improvements | Project: Website Evaluations

These are screenshots of some of the data we have for GSA websites in relational database format.

URL of site	Score- (M) SEO	(M) Cont...	Score...	(D) Speed Index	Score...	(L) Sc...	(D) S...	Score- (D) SEO Sc...	Statuscard Score
10x.gsa.gov	0.98 2	1 2	1.00 2	1 2	0.98 2				15
18f.gsa.gov	0.92 2	1 2	0.99 2	1 2	0.92 2				16
8astars.fas.gsa.gov	0.73 2	1 2	0.40 1	1 2	0.73 2				14
aas.gsa.gov	0.80 2	1 2	0.96 2	1 2	0.80 2				16
accessibility.18f.gov	1.00 2	1 2	1.00 2	1 2	1.00 2				16
accessibility.digital.gov	1.00 2	1 2	1.00 2	1 2	1.00 2				16
acquisition.gov	0.83 2	1 2	0.82 2	1 2	0.83 2				16
agile-labor-categories.18f.gov	0.92 2	1 2	1.00 2	1 2	0.92 2				16
cic.gsa.gov	1.00 2	1 2	0.03 1	1 2	1.00 2				12
contractdirectory.gov	0.67 2	10000 1	1.00 2	10000 1	0.67 2				14
digitalcorps.gsa.gov	1.00 2	1 2	0.96 2	1 2	1.00 2				16
fedidcard.gov	0.81 2	10000 1	0.28 1	10000 1	0.81 2				11
oes.gsa.gov	0.86 2	1 2	0.98 2	1 2	0.86 2				16
sftool.gov	0.87 2	1 2	0.01 1	1 2	0.87 2				12
usa.gov	1.00 2	1 2	0.89 2	1 2	1.00 2				16

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usa.gov	1.00 2	1 2	0.89 2	1 2	1.00 2				16

What data are we gathering:

EDX gathers multi-modal data that creates a more complete picture of GSA websites. We do not need fancy tools to gather this data or display it.

The datasets we're gathering are:

1. USWDS
2. Mobile Performance
3. AMP accessibility scan data
4. HCD interview data
5. Connectivity with related teams
6. Required links

How are we scoring?

The scoring system design is not yet complete. **This is a work in progress.** It's based on statistical methods developed for sport, with golf's par rating concept being one of our design north stars, but for websites.

Some of the rules:

1. There are no 0 values.
2. Higher numbers are better.
3. True is always good; false is always bad.
4. True = 2 points; false = 1 point.
5. All areas of measure are equally weighted.
6. Development of a “weight allowance”* is ongoing.

Data Viz for Improvements | Project: Website Evaluations

But here are some of the visualizations we can produce, given this data. Each website's data produces its own shape, and because we're using an area chart, simple optimization for a single datapoint, aka "gaming the system" is not impossible, but discouraged.



Website 1



Website 2



Website 3



Website 4

Typing it all together: diverse dataset gathering in practice

CX CoP + EDX

CX CoP and the EDX team both need to gather large scale, diverse datasets to move towards improvement, not simply adjust for past errors.

To do this, we use a mixture of quantitative and qualitative evaluative approaches, building in iterative cycles and low-stakes risks so we can test, tweak, and provide future states that best serve our customers and the evolution of our programs.

Questions?

GSA - Office of Customer Experience

customerexperience@gsa.gov

Thank you!

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