LAB·OPM

Improving Government *with* Human-Centered Design

OPM found a storage room
in its sub-basement...

...and repurposed it to encourage new ways of solving problems.

Human-Centered Design

The discipline of understanding and navigating complex problems to creatively design effective solutions that meet people's real needs

Human-Centered Design Benefits

Key strategic driver of top and bottom line growth

- Outperforms the major stock indices by 200%.*

- Lowers overall development costs and risk of *big* failure.**

- Gives your teams the tools to tame highly complex problems

- Helps you get the *right* solution faster rather than implementing changes around symptoms

- Organizational change management tool that

  - Re-energizes employees

  - Leverages creativity and blue sky aspirations

  - Promotes productive interdisciplinary collaboration

* UK DESIGN COUNCIL
** TOM GILB

How do we help build innovation in government?

Lead

Foster the development of a connected federal community of innovators

Lead

21 events hosted for the federal community of practice for over 750 people

1ˢᵗ Place Winner of the 2015 Design Management Institute Design value Awards. Other winners include American Express and Adobe

20+ press mentions including the *Washington Post* and a White House blog

Using Human-Centered De... ×

https://www.whitehouse.gov/blog/2015/09/04/using-human-centered-design-make-government-work-better-and-cost-less

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Using Human-Centered Design to Make Government Work Better and Cost Less

SEPTEMBER 4, 2015 AT 5:02 PM ET BY TOM KALIL

Summary: OSTP's Tom Kalil learns more about how USDA is using human-centered design to improve the National School Lunch Program.

As an element of the President's [Strategy for American Innovation](), the White House Office of Science and Technology Policy (OSTP) has been working with agencies to identify and share best practices to promote innovation and make government work better and cost less. One such practice is Human-Centered Design (HCD), a methodology that puts the unmet needs of people at the center of efforts to develop new and improved products, services and processes. Recently, I spoke with the Department of Agriculture (USDA)'s Jeff Greenfield, who has been working with

Do

Conduct design projects with partners to tackle challenging public sector problems and produce innovative outcomes
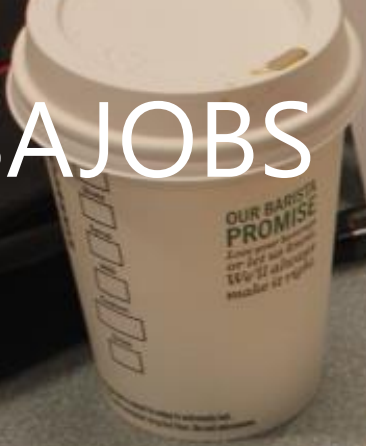
Do

19: Clients the Lab has worked with in FY15 on custom workshops or projects

73%: Clients within OPM

83%: Percent of our FY15 customers that are return customers

USDA

Teach

Deliver classroom and project training that builds the public sector workforce's ability to develop innovative cultures in their organizations

Teach

275: Students trained in human-centered design techniques

Money Saved: Cost savings of training 275+ for a two day workshop compared to the private sector

- $906,400-$1.35 million over executive education classes in the U.S

Follow our Work

LAB·OPM

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