



# First Fridays @ GSA

## Improving the Customer Experience in Digital Government



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## What is First Fridays?



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## One Morning a Month

- Choose a site
- 3 customer participants perform tasks with a facilitator
- Observers watch and take notes
- Lunch debrief and identify ten serious problems + fixes
- One-page report and copy of test recording
- Follow –up on quick improvements

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## First Fridays Product Testing

The collage features several government website screenshots: TRAVEL.STATE.GOV (Passports), USAJOBS (Job Search), USA.gov (Government of Made Easy), Office of Integrated Technology Services (IT Services), Language (Language Services), HHS.gov (Health and Human Services), and OnGuard Online (Government Notifications Dashboard). The GSA logo is in the bottom left, and the date 3/21/2011 and page number 5 are in the bottom right.

## Building Capacity Across GSA - and Government

1. Train and mentor
2. Raise awareness
3. Fix problems

A photograph of a simple, dark-stained wooden stool with three legs, positioned on a light-colored surface.

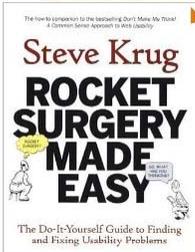
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6



## It's Not Rocket Surgery

click to **LOOK INSIDE!**



**Steve Krug**  
**ROCKET SURGERY MADE EASY**  
The Do-It-Yourself Guide to Finding and Fixing Usability Problems

<http://www.sensible.com/rocketsurgery/index.html>

### Steve Krug's Method

Commit to monthly product testing, same time each month:  
more observers, more testing, more buy-in

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## Team Sport



Jon



Sheila



Janelle



Kristal



Natalie



Joy



Katherine

56 agencies/companies and 155 staff

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## Next Up!

**APRIL**



**MAY**



**APRIL**



**JUNE**

Replacement

Replacement



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9



## Recruit Me!

- **Volunteer** as a FF participant or observer
- **Learn** to facilitate tests
- **Start** First Fridays @ your agency
- **Offer** your high-traffic, high-impact website or app for First Fridays testing



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10



## Contact Us

- Nicole Burton, GSA User Experience Evangelist,  
[nicole.burton@gsa.gov](mailto:nicole.burton@gsa.gov)
- To participate in GSA First Fridays, contact  
[FirstFridays@gsa.gov](mailto:FirstFridays@gsa.gov)
- First Fridays Product Testing Program:  
[HowTo.gov/FirstFridays](http://HowTo.gov/FirstFridays)

