

Welcome

March 4, 2016

18F

In partnership with Deloitte & Touche LLP

Workshop agenda

1

Introductions

2

**User research
summary**

3

**Outcomes
workshop**

4

**Abandoned
Mine Land
visualizations**

Scope and goals

- Focus on USEITI data website and online report
- Put ourselves in users' shoes
- Develop a shared definition of success for the site
- Assume best intentions
- Open questions are okay



The United States Extractive Industries
Transparency Initiative

[Glossary](#) | [Downloads](#)

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The United States Extractive Industries Transparency Initiative

USEITI is part of an international effort to promote open and accountable management of natural resources. This site provides data about how the U.S. manages extractive industries.

[Learn more about the initiative.](#)

[See how it works](#)



<https://useiti.doi.gov>

[Explore data](#)

[Learn about extractive industries throughout the country](#)

Where we are now:

Problem statement

GOALS

- Increase transparency and dialogue
- Increase trust between natural resource sectors
- Meet the requirements of the international EITI standard in a modern way

QUESTIONS

- Are we engaging audiences?
- What does it look like to inspire dialogue?
- Are users understanding the information?
- Who is the site for?

RISKS

- Not reaching target audiences
- Not offering what users are interested in
- Confusion or misunderstanding because of complexity

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User research

- Talk to people who fall into our target audiences
- Understand users' current patterns
- Validate what we think we know about our users
- 7 people unfamiliar with USEITI
- 4 people in Arizona, Wyoming and Alaska who work in journalism
- 3 people in California, Arizona and Alaska who are expert data users
- 1 person who is a concerned citizen in a southern Illinois community

Personas



Advanced
data user



Concerned
citizen



Journalist

“I don’t think there’s any such thing as **too much information about these industries.”**

“The one thing that is important, working as a journalist, is that **other data beyond revenue or financial data is really important to the stories — transparency around contracts, lease terms, and terms and commitments for the company and government.”**

“Because that’s where the interesting things are, right? Is the county getting a benefit for the spend?”

“I usually try to go to [state] government sources because I can’t necessarily trust industry or nonprofit data.”

“Because we’re always so pressed for time, reading through tons of text is bad.”

Usability testing

- 20+ people unfamiliar with USEITI
- All over the country
- Various stages of the site development
- Primarily desktop, a few mobile
- Mostly tech-literate
- Watch people use the site
- Find out what works well
- See where people get lost or stuck
- Observe reactions

**“Right off the bat, I can’t tell if this is a
government site or a corporate site.”**

“The site is for the public, to give them access to info that isn't easily accessible.”

**“I know where I can find that
out...the glossary!”**

“It might be kinda nice to have [production and revenue] side by side for each state. I don't know why you would be interested in production without revenue.”

**“This is a lot of information
that’s making me feel stupid.”**

“Citizenship-wise, I don't see what I should make of these [numbers].”

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Warm-up exercise:

Say you're going to a new restaurant tonight.

What are your hopes and fears for this meal?

1 minute: GO!

Exercise 1:

Say we built a website about
USEITI data.

**What are your hopes and
fears for this website?**

5 minutes: GO!

Exercise 1:

**Tell us about your stickies
as you put them up.**

**If someone has already put
up a similar one, you can
group them.**

Exercise 2:

Say we built a website about USEITI data.

Based on the research, what do users say they want from this website?

Exercise 2:

How should we group these? Move stickies or add names to groups.

Did we miss anything? Add a sticky!

8 minutes: GO!

Break!

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Exercise 3:

Now let's turn these groupings into things we can measure and work toward.

Exercise 3:

I believe that going to McDonald's for dinner will result in a satisfied appetite within my budget.

I will know I am right when I am full and have spent less than \$10.

Exercise 3:

We believe that...

will result in...

We will know we are right when...

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AML visualization:

Write your feedback on sticky notes, using this structure:

- Rose: Things that are working well
- Bud: Things with potential, or that raise questions
- Thorn: Prickly points

10 minutes: GO!

AML visualization:

**Tell us about your stickies
as you put them up.**

**If someone has already put
up a similar one, you can
group them.**

Thanks!