



# Citizen Designer

Faster delivery. Better features. Happier users.

*A hands-on training and enablement program built for government tech and business teams.*

Citizen Designer empowers developers, analysts, and PMs to deliver better software faster—by giving them the tools to uncover user needs and test ideas early.

The outcome isn't prettier screens, it's saving months of work by getting the solution right the first time. The program includes these four elements:



#### Interactive Online Learning

Self-paced modules grounded in real government use cases, so teams build confidence in key UX and innovation methods before applying them in the field.



#### UX Toolkits & Templates

Tailored to fit your delivery workflow—agile, DevSecOps, or low-code, so teams adopt and sustain design and innovation methods.



#### Workflow Integration

Expert support and feedback to apply learning on real projects, so teams build skills while delivering mission value.



#### Coaching & Practice

Ready-to-use research guides, interview scripts, and test plans, so teams move faster with proven tools, not start from scratch.

## Government IT faces a SQUEEZE

- 1 Budgets are flat, but expectations are rising.
- 2 UX and innovation skills are in short supply.
- 3 Developers are asked to build intuitive, accessible systems — often without training.

# 70%

*of public sector digital initiatives underdeliver due to poor UX or limited user insight*

*-McKinsey, Public Sector UX Benchmarks*

# 40%

*of dev cycles are spent reworking features that don't meet user needs*

*-Nielsen Norman Group*

## Outcomes We Deliver



Reduced Rework



Faster delivery of value-add features



Improved mission and user capability

## Let's Talk

Looking to build a lasting UX and innovation capability inside your delivery teams? Contact us to explore whether Citizen Designer is a fit for your organization.