



Citizen Designer

Faster delivery. Better features. Happier users.

A flexible training solution

empowering GOVT IT teams to uncover user needs, test ideas early, and reduce delivery risk — *cutting months of rework and speeding mission-delivery, all without hiring a full UX team.*

Great UX isn't optional in Public Sector IT

Modern government services must be intuitive, accessible, and deliver on user needs, or they risk failure.

WHY is UX so important?

- **NEW Federal Direction** (Aug 2025): [Improving Our Nation Through Better Design EO](#) launches the “America by Design” initiative → **Agencies must modernize services with better UX**
- Public Sector digital services are increasingly judged by their user experience
- 70% of digital transformations in government fail to meet expectations, often to due to poor UX

Usability directly impacts:



Service
Delivery



Adoption



Trust

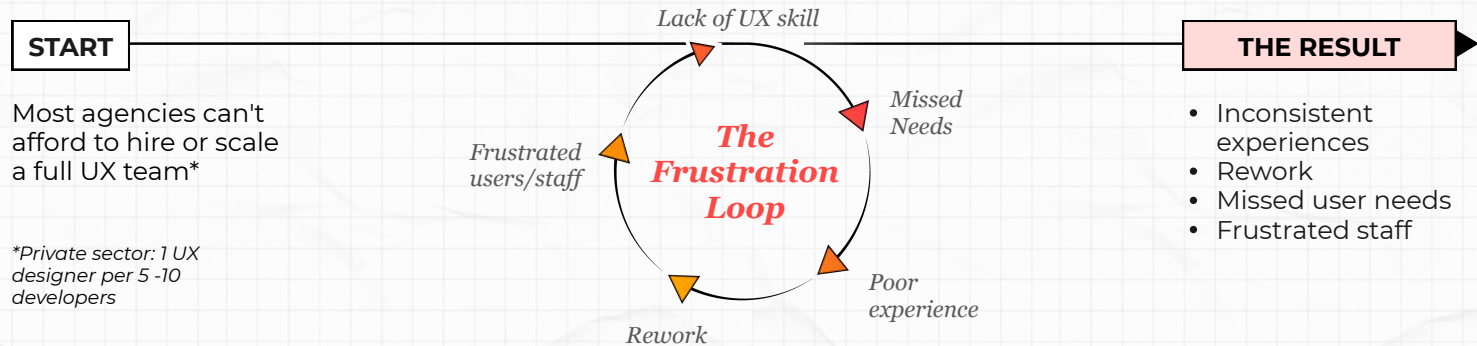


Compliance

Fixing a usability issue *after* launch **costs up to 100x** more. Investing in UX prevents that waste*

Government teams are expected to deliver great UX, but lack the resources

As Steve Jobs said, "Design is not just what it looks like and feels like. Design is how it works." Too often, government delivery teams are left to "figure it out", without the right tools.



Each cycle of rework costs weeks of lost productivity. *Citizen Designer* helps teams break the loop.

Citizen Designer

Building UX and Innovation Capability in Government Teams

A hands-on program that gives existing government staff the skills, tools, and support to deliver innovative and user-centered outcomes.

We build capability inside your teams, so they can research, prototype, and test with users like a UX team would.



Interactive Online Learning – Self-paced modules grounded in real government use cases, to build confidence in key UX and innovation methods before applying them in the field.



Workflow Integration – Tailored to fit your delivery workflow (agile, DevSecOps, or low-code), so teams adopt and sustain design and innovation methods.



UX Toolkits & Templates – Ready-to-use research guides, interview scripts, and test plans, to move fast with proven tools, not start from scratch.



Coaching & Practice – Expert support and feedback to apply learning on real projects, so your staff build skills while delivering mission value.



Citizen Designer



Traditional Training

Citizen Designer is more than training, it's a program for sustainable improvement

Ongoing enablement and coaching

One-off training events

Real-world agency problems and systems

Generic case studies

Accountability, tools, and practice labs

No follow-through

UX applied to real missions and workflows

UX as theory

Adaptable Across Six Client Contexts

Citizen Designer equips teams across the spectrum of software delivery and strategy, from new builds to migrations, implementations, operations, and governance.



What Success Looks Like

The measurable results Citizen Designer is built to deliver



Less Rework

Fewer late-stage defects and requirement changes, saving millions in rework costs



Faster Delivery

Streamlined UX decisions improve sprint flow and deliver mission-ready features weeks faster



Higher Mission Alignment

Systems reflect real user needs—not just functional requirements



Stronger Internal Capability

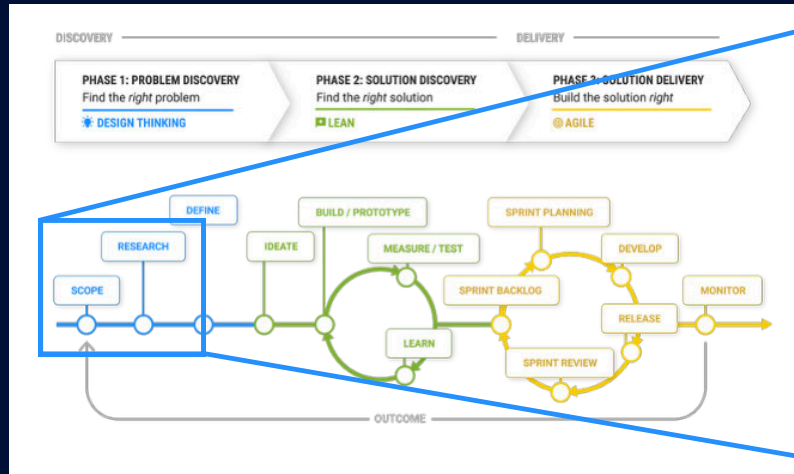
Permanent skills inside your workforce, enabling them to work like UX pros

Success means lower costs, faster delivery, and systems that actually work for the mission

Inside the Citizen Designer Program: Problem Discovery & User Research

Every element maps to a phase of user-centered delivery

Here's one example:



Interactive Online Course: Problem Discovery & User Research (17 Lessons)



Downloadable Toolkits

Personas, Interview Guides, and more



Workflow Integration Support

Kickoff new initiatives, agile backlog refinement, and more



Workshops & Coaching

Expert-led sessions to apply methods on live work (Workshops, Labs, 1:1 Coaching, Office Hours)

**The digital design process model
structures the program**

What Our Clients Are Saying

*"The Citizen Designer training sparked a **real cultural shift** across AF/A1. It gave our teams the tools and mindset to build better solutions every day."*

- Director of Design Mgmt and UX Strategy, AF/A1X

"This training would benefit everyone in the software delivery pipeline."

- Developer, AF/A1

"The content provides a clear framework for identifying and prioritizing opportunities, and it emphasizes a mindset that's critical for innovation and efficiency"

- Product Owner, AF/A1

"Highly valuable, especially for individuals who haven't previously been exposed to structured solution discovery methods"

- Business Process Owner, AF/A1



4.9 / 5

Mission Impact



4.6 / 5

Real-World Relevance



4.7 / 5

Content Clarity

Based on 19 learner ratings



Flexible Program Tiers

Each tier can be customized with additional modules, video case studies, or complementary services from our Digital Design practice.

Recommended Add-On:

Embedded Design Teams

Pair Citizen Designer with our digital design services to model best practices, reinforce learning, and accelerate adoption.

MVP

Get started fast

Lightweight entry point for teams who want tailored UX training and templates with minimal disruption.

Includes:

- 3–5 tailored modules
- 10+ toolkits/templates
- 1 round user testing
- LMS-ready content
- Governance one-pager
- 2-month warranty support

Best for:

Teams with limited budget or scope who want a quick start

Step-Up

Go deeper with structure

Designed for orgs who want better UX outcomes—with training, guided rollout, and measurable results.

Includes everything in MVP, plus:

- 2 rounds user testing
- Pulse survey & dashboard
- "Getting Started" onboarding
- 2 rollout planning workshops
- 1 advisory session

Best for:

Organizations ready to invest in upskilling and structure, but not full transformation

Full Program

Build lasting capability

A transformational offering that embeds UX capability into your software delivery—through training, coaching, and workflow integration.

Includes everything in Step-Up, plus:

- UX maturity assessment
- 6-10 modules & new learning paths
- On-call coaching & practice labs
- Sustainment coaching & quarterly check-ups
- Workflow playbooks & integration guides
- Progress dashboards & success metrics

Best for:

Leaders seeking to institutionalize UX capability across delivery teams

Citizen Designer drives lasting transformation, our Digital Design practice helps it take hold faster

When paired with our CX, ProductOps, and Delivery services, clients see transformational results even faster: our teams model user-centered methods in live projects, reinforce learning during delivery, and accelerate mission impact.

Throughline's Digital Experience & Delivery Offerings

CX & InnovationOps

Driving enterprise transformation

- Mapping user journeys to align services with user needs
- AI Service Design to pilot agentic workflows
- Innovation pilots

...and more!

Design & ProductOps

Operationalizing design at the portfolio & platform level

- Product strategy & roadmapping
- UX prototyping & validation
- Design systems & technical architecture

...and more!


Product Design & Delivery


Accelerating application delivery

- Feature discovery and de-risking
- UX/UI design & validation
- Custom app development & rollout support

...and more!



 Online learning modules & templates

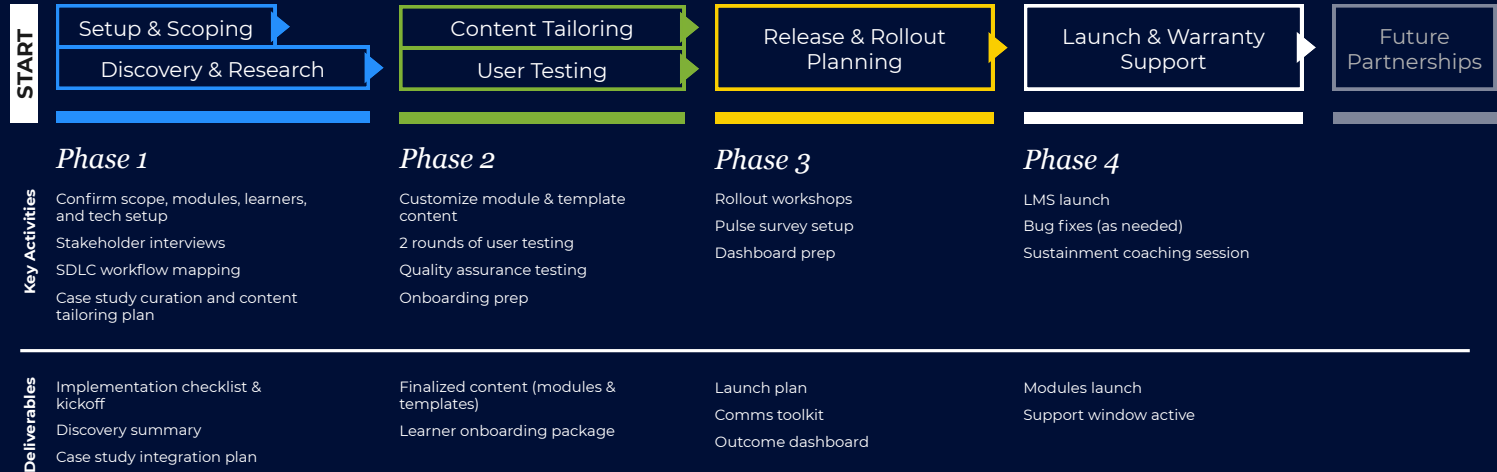
 Coaching & guided practice

 Workflow integration into delivery

 Building client capability

Implementation Timeline for MVP and Step-Up Tiers

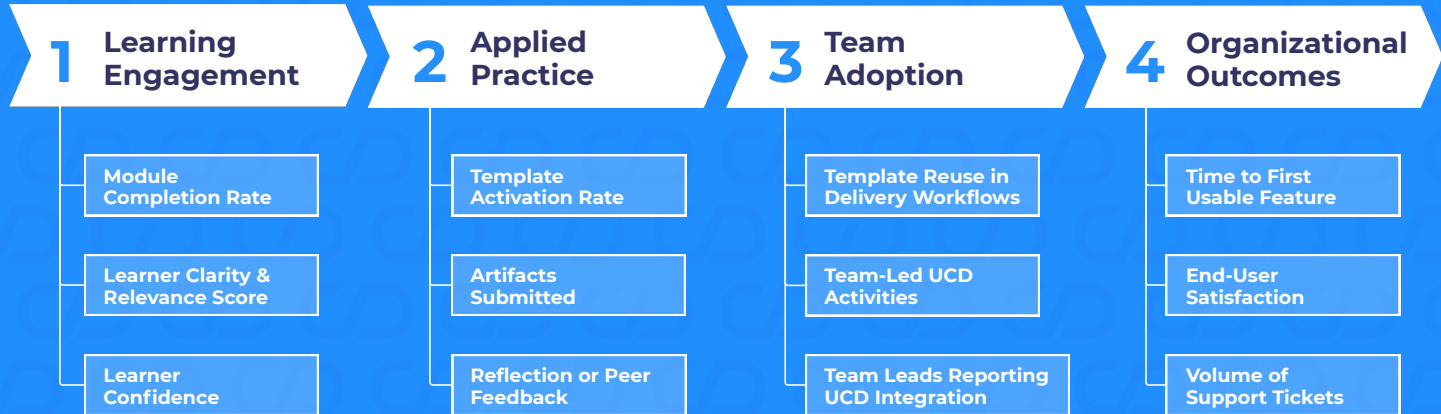
Fixed-duration, high-impact delivery model designed for quick startup and measurable results.



Full Program is delivered in modular phases with parallel workstreams. Timeline customized based on organizational readiness and scaling needs.

How We Track Success

We track clarity, relevance, behavior change, and real-world adoption.



Let's Turn Capability into Results.

*Interested in learning how Citizen Designer can scale across your organization?
We'd love to discuss how our Digital Design practice can help you build capability, speed
delivery, and strengthen mission outcomes.*

PROGRAM CONTACTS

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Citizen Designer is part of Throughline's Digital Design practice, helping organizations build lasting capability and deliver better outcomes.

Learn about us:

