

**Request for Approval under the “Generic Clearance for Improving  
Customer Experience: OMB Circular A-11, Section 280  
Implementation”  
(OMB Control Number: 3090-0321)**

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**TITLE OF INFORMATION COLLECTION:**

MAPPING THE CROSS-AGENCY CUSTOMER EXPERIENCE JOURNEY: A collaboration of more than 10 Federal agencies led by the Customer Experience (CX) Cross-Agency Priority Goal Team

**PURPOSE OF COLLECTION:**

*What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?*

***Why we’re doing it***

This Federal team, driven as a result of the Federal Customer Experience Initiative (FCXI)’s focus of shifting perspective on Federal service design and delivery from Federal/State/Local government organizational structures to the customer and how they interact with government due to occasions and events in their lives. These experiences could include events like retirement, having a child, becoming unemployed or buying a home.

Imagine if the U.S. government understood how each of its services were part of a broader customer journey. How might federal agencies change their approach or even work together? How might citizens think differently about those services and their overall experience with government?

Our hypothesis is that a human-centered perspective will yield better results. We are building off our first pilot project (link here: <https://www.performance.gov/mapping-cx-journey/>) of a more deliberately coordinated inter-agency research effort to understand their customers during a life experience and how their various programs may be interacted with. This can help to identify moments or opportunities that are most meaningful to actual people to improve. It could also identify things that are working really well that should be grown or replicated. Staff from OMB and FCXI will lead the effort, with design and methods consultation from GSA and the Lab@OPM. A contractor will help to scale the effort by scrubbing in with teams to conduct research, interviews, and synthesis.

***What we’ll make***

This project will result in two customer journey maps: an individual surviving a national disaster (steered by FEMA, SBA, USDA, and HUD) and an individual born with a developmental disability (steered by DOL, SSA, ED, and CMS).

We will also produce a set of recommendations based on common themes and elements we see in *both* journeys that could improve government-wide customer experience. For example, is there a way that the Federal government requires reporting of State implementation activities that can make it more difficult? Is there an opportunity for the Federal government to better collaborate with a delivery system (that includes different levels of government or even nonprofits / service organizations)? Is the distributed ownership of multiple parts of a process causing increased navigation on the part of the customer?

We expect the set of artifacts to include: 2 journey maps, 1 presentation, 1 report, a set of customer profile cards (an illustration or photograph of an example customer with a short paragraph explaining their story) and 1 write-up for our project website.

#### ***How we'll use it and share it***

These recommendations for actions will inform the next government planning cycle and President's Management Agenda, which will aim to build off significant progress and gains implemented in the 2018 President's Management Agenda.

Additionally, by involving Federal agencies in the research process itself, we are encouraged that this will generate buy-in and immediate line of sight into what we learn. Our central team may take specific recommendations that could improve these two particular life experiences and coordinate across the Federal government to improve a moment - as we did with the Veterans' employment map project that resulted in a \$1M challenge competition hosted by DOL, with support from DOD and VA (link here: <https://www.challenge.gov/challenge/vets-match/>).

We will share the artifacts listed above on performance.gov/cx. We will also conduct dissemination sessions with appropriate staff from implicated Federal agencies to share what we learned of relevance to their work.

#### **TYPE OF ACTIVITY:** (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey**
- User Testing

## ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media**
- Telephone + Videoconference
- In-person
- Mail
- Other, Explain

**2. Who will you collect the information from?**

*Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them (e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)*

For each of journey map:

1. We hope to conduct 20-30 customer interviews
2. We will also conduct 2-3 Subject Matter Expert (SME) workshops/knowledge sharing sessions - this will include individuals from nonprofits, service organizations, and state and local governments
3. We will send out a survey to Subject Matter Experts (SMEs) at the Federal Level (beyond those participating in the project itself)
4. **We will work with nonprofit and Federal agency collaboration partners to disseminate a customer survey through their websites and social media channels. We will analyze the survey data by leveraging a similar methodology to the qualitative interviews. Specifically, we will identify recurring themes, stories, and moments that matter instead of representative data points.**

This information collection description is in regards to bullet point #4 above - please see our previous document for a description of the qualitative customer interviews approved under OMB Control #2900-0876.

While we have been connected with a large pool of potential interviewees, time and resources prevent us from being able to speak to every individual, and we are excited by insights generated from each story we hear. To enable us to gather a broader collection of stories and insights about memorable moments, useful resources and sources of information, and pain

points felt by the individuals and families navigating public services, we wanted to provide a survey link that will enable us to capture these perspectives as well. One survey link will be for those on the disaster recovery, the other primarily for family members of those with a disability. Many of those we have interviewed, including individual families, case workers, state and Federal employees, and employees of service organizations or non-profits have all made further connections and introductions of stakeholders we should learn from.

### **3. How will you ask a respondent to provide this information?**

*(e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)*

For those individuals we have interviewed and offered to connect us to additional voices, we will send them a follow-up email with a link to the survey, providing them the opportunity to share with audiences and communities they feel are worthwhile for us to hear from. The primary presentation of the survey will be in an email, but some individuals may choose to share it on social media platforms. We will include suggest text for this, so as to ensure the nature of the collection is made clear (voluntary, anonymous unless someone chooses to provide an email, OMB control #, etc.)

### **4. What will the activity look like?**

*Describe the information collection activity - e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?*

Survey screenshots attached.

Link to surveys here:

Disaster:

<https://touchpoints.app.cloud.gov/touchpoints/1d73c62d/submit>

Disability:

<https://touchpoints.app.cloud.gov/touchpoints/35913603/submit>

### **5. Please provide your question list.**

*Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.*

See above / attached.

6. When will the activity happen?

*Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10<sup>th</sup>, or "This survey will remain on our website in alignment with the timing of the overall clearance.")*

September - November 2020

7. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes  No

If Yes, describe:

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals surviving a natural disaster	150	6 mins	15
Individuals with a family member born with a developmental disability	150	6 mins	15
<b>Totals</b>	300		30

**COST**

The overall project is being funded through \$400,000 of FY20 CAP Goal funds.

**CERTIFICATION:**

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes; and,
7. Information gathered will only be shared publicly in the manner described in the umbrella clearance of this control number.

Name: Aaron Stienstra, Senior Designer, Office of Customer Experience

**All instruments used to collect information must include:  
OMB Control No. 3090-0321  
Expiration Date: 10/31/2022**