2 / Building design principles

Today, you are going to influence the design of PRA.gov by sharing what a successful site would look like and feel like to you.

We'll turn your notes into design principles.

Design is the rendering of intent.

What something should do and how it should feel should determine what it looks like.

Design principles are concise, specific guidelines for generating and evaluating ideas and artifacts.

Good design principles serve as shared reference points in conversations about the design, development, and deployment of a product.

"Filters for making decisions."

[Parti and the Design Sandwich](#), Luke Wroblewski

An example from:

Mass.gov

WAIT TIME

LICENSING:
11 minutes

REGISTRATION:
No wait time

Updated at 9:51am

Helpful:
It provides important information in a way that is both usable and useful to constituents, and empowers its users.

Human:
It breaks the perception of government as impersonal and detached, and engages users directly by being welcoming, empathetic, and supportive.

Dignified:
It speaks with authority and trustworthiness as a credible source of information.

Modern:
It keeps pace with the evolution of digital communication both technically and visually.

An example from:

- A person's focus should be on their content, not on the UI. Help people work without interference.

- Reduce the number of choices presented at any given time.

- Increase efficiency.

- Embrace consistency, but not homogeneity.

- Give features a permanent home. Prefer consistent-location UI over "smart" UI.

- Straightforward is better than clever
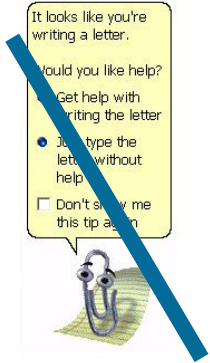
"When your values are clear to you, making decisions becomes easier."

Roy E. Disney

What we're going to do

- Break up into 3 groups

- Spend 30 minutes discussing these two questions

    - I hope PRA.gov helps me with....

    - I want to describe PRA.gov as....

- Spend 15 minutes looking for themes and prepping a summary you can share back to the group

- Share and hear what everyone comes up with

A few ground rules

- Share all ideas!

- Listen to each other

- Enter a judgement-free zone, there are no silly ideas

I hope PRA.gov helps me with...

- **First:** Introduce yourself and say what your relationship is with PRA (e.g. desk officer, new to PRA, experienced in PRA)

- **5 minutes:** Brainstorm.
  - What do you hope PRA.gov will help you with personally?

- **10 minutes:** Share your ideas. Remove duplicates. Cluster similar ideas together and try to label them.
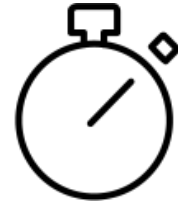
15 minutes

I want to describe PRA.gov as...

- **5 minutes:** Brainstorm.

    ○ What words do want to use?

    ○ What words do you hope you **don't** use?

    ○ Note what could happen to make you use that word.

- **10 minutes:** Share your ideas. Remove duplicates. Cluster similar ideas together and try to label them
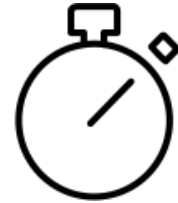
15 minutes

Vote on what is most important to you

- You'll get 2 stickers for each exercise.

- Vote on which items on that board are the most important to you. It could be a cluster, or a specific item or word.

5 minutes

Summarize what you are seeing

- Take a look at the votes.

- Where is there clear agreement?

- Where are there differing opinions?

- As a group, write a summary of what you see and get ready give a 2-minute recap to the group:

  - We hope PRA.gov helps us with....

  - We hope PRA.gov is described as ABC, not 123.

  - Some reasons we may use these words are....

(Last)
10 minutes

Share back

- We hope PRA.gov helps us with....

- We hope PRA.gov is described as A, not B.

- What could happen to make us use these words