FUTUREFRAME: HUMAN-CENTERED DESIGN AT SOCIETAL SCALE

VIDEO TRANSCRIPT

Tim Irvine [00:00:05] For the federal government, the responsibility of meeting customer expectations is growing more complex and more urgent. The pandemic showed that more than ever, people are looking to federal agencies to help them weather trying times and anticipate their needs. It accelerated the adoption of new ways of interacting with customers and forced people and organizations to pivot to virtual channels, driving greater digital transformation.

Kathy Conrad [00:00:30] Customers expectations are also becoming more liquid. People's best experiences with any industry, from rideshares to restaurants, are now setting the bar for how they expect every organization to act. The benchmark for federal agencies is not necessarily a public sector peer, but rather the most innovative and customer-focused organizations in the world.

Tim Irvine [00:00:54] In the midst of these shifting trends, it's increasingly critical that federal agencies focus on how they better meet the needs of all customers, including underserved and hard to reach audiences. By leading with experience, agencies can more effectively meet the demands of their far-reaching missions.

Kathy Conrad [00:01:12] Being an experience leader requires an in-depth understanding of all your customers, as well as innovative and personalized approaches to serving them. That's why Accenture and our federal studio developed Futureframe. Futureframe is a human-centered design methodology created to explore the challenges government agencies face in serving large, diverse populations and charting a new path forward. It helps agencies better understand the current state, assess emerging trends and develop a provocative, aspirational and attainable vision for the future. Futureframe combines service design and systems design to uncover new truths and reframe how we see the world.

Tim Irvine [00:01:56] Futureframe is human-centered at its heart. It draws from a powerful toolkit of techniques including ethnographic research, data and design exploration, STEEP factor analysis - which explores factors ranging from societal to environmental to political - and future scenario planning to understand diverse customer needs while developing bold visions for how to better serve them. In a new report, "Futureframe: Human-Centered Design At Societal Scale", we share an in-depth look at the Futureframe methodology, and examine its impact through the lens of an essential federal service that is filled with long-term and complex interactions. And that's benefits, assistance and insurance programs.

Kathy Conrad [00:02:36] We encourage you to read our report and connect with us to learn more about how Futureframe can help your organization deliver more mission value by reimagining the customer experience.