

The logo consists of two white arrows on a dark grey background. One arrow points upwards and to the right, while the other points downwards and to the left, creating a circular, open-loop shape.

# Open design



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# Open Design 2020

**Design.gov.au:** An easy way to find, access and reuse public design artefacts from Governments for Governments.



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# Opening & Concept



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# Opening

DELIVERING GREAT DIGITAL SERVICES TO CITIZENS

Government agencies are **responsible for delivering great digital services** (and content) to citizens. Great digital services involves **creating great user experiences**. Great user experiences involves understanding users & **creating great design**.



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# Problem Space

## TWO KEY CHALLENGES

1. Agencies often create these user experiences on **separate islands**, solving the same type of problems (and patterns) as many other agencies before them... again and again.
2. Repeated efforted and thinking translates to **unnecessary burn on \$\$ and time.**





# Open Design

WE HAVE A DREAM

1. What if an agency could access **open and shared design artefacts** from a previous agency that **solved the same (or similar) problems** before them.
2. What if an agency could go even further to **improve those design artefacts** and then **contribute those back**.



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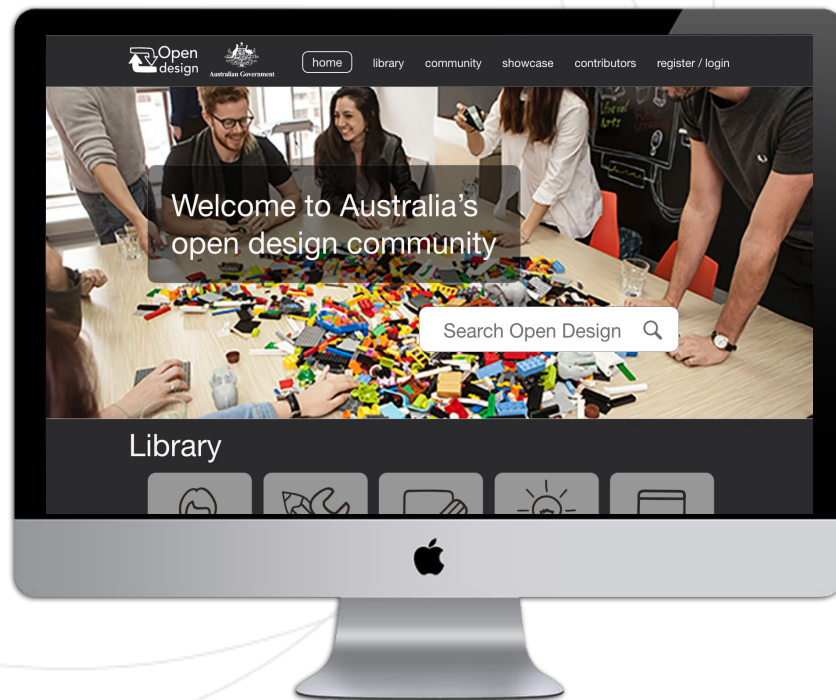


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# Design.gov.au

INTRODUCING THE OPEN DESIGN ARTEFACT LIBRARY OF THE FUTURE

A **central place** and  
catalog **to discover,**  
**access and**  
**contribute** public  
shared and **open**  
**design artefacts.**





# Natural Benefits

CREATE. CO-CREATE. SHARE.

1. Save time. Save cost.
2. Improve shared designs. Give back.
3. Think global. Sense and Apply local.
4. Connect communities, experts and promote collaboration.
5. Lower the barrier to innovation.



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# Sharing & Considerations



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# The Definition of “Open”

“OPEN” {DESIGN} DEFINED

*“A **design artefact is open** if anyone is free to use, reuse and redistribute it.*

*Subject only to the requirement **to attribute and share alike**”*

Inspiration: <http://opendefinition.org/>



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# Artefacts to share

SAMPLE OF SHAREABLE DESIGN ARTEFACTS

1. Citizen research and testing
2. Personas
3. IAs
4. Journey Maps
5. Wireframes (Low fidelity)
6. Designs (High fidelity)
7. UI design components
8. Digital style guides
9. Functional Prototypes



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# Sharing Today

HOW AND WHERE AGENCIES CURRENTLY SHARE

1. **They don't.** Design artefacts are siloed
2. **Existing community portals.** Optionally publish on places such as [DTA's UI-Kit 2.0](#)
3. **Github** - random UI elements and documentation
4. **Local file servers** - project specific artefacts stored on individual agency's file servers
5. **Others?** - other places we don't know about yet.



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# Crawl. Walk. Run.

SPECIAL CONSIDERATIONS FOR BUILDING A LIBRARY OF OPEN DESIGN ARTEFACTS

1. **Avoid changing behaviour.** Allow people to share where they currently share.
2. **Expose (open) existing design assets** by simply **pointing to** their existing locations.
3. **Provide an alternative 'place and space'** for hosting open design artefacts.



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# Blueprint & Success Factors



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# Imagine this... (site design)

THE FOLLOWING SLIDE DEPICTS A PROTOTYPE FOR DESIGN.GOV.AU...





Welcome to Australia's  
open design community

Search Open Design



Library







# Open Design Blueprint

WHAT IT TAKES TO RUN AN OPEN DESIGN COMMUNITY PROGRAM

Global OpenGov Open Design Library

Open Design Library  
Australia

Approved  
Government Designs  
Library section

Open Design Community  
contribution, attribution, collaboration  
lowering the barrier to innovation for good

design

membership - moderation

Agencies

Vendors

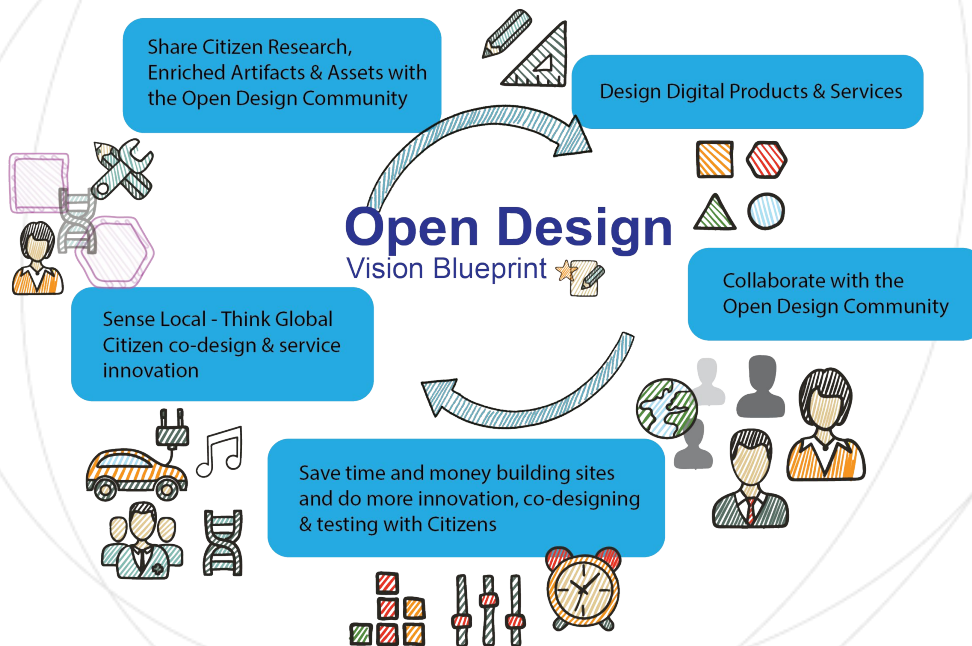
Citizens



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# Open Design Value Creation

UPCYCLING CITIZEN CENTRIC DESIGN





# Critical Success Factors

CRITICAL SUCCESS FACTORS FOR PROGRAM SUCCESS

1. **Community Engagement:** An engaged community that creates value & attains reward.
2. **Contribution:** Structural contributions of quality and relevant design artefacts and variations
3. **Attribution:** Creators recognized in all variations of original
4. **Authoritative Ownership:** Strong leading agency, advocate & ambassador.



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# Promoting Participation

ENGAGING COMMUNITY (CRITICAL SUCCESS FACTOR 3)

## Community Engagement Blueprint

1

### Awareness



- Lunch and learn events
- Open Design bootcamp
- Open Design education
- Open Design case studies and Salsa collateral
- Salsa's awareness pledge



2

### Partnerships



- Lead Agency Partnership Ambassadors
- Vendor Partnership Ambassadors
- Indigenous Digital Excellence (IDX) Partnership Ambassadors
- University Partnership Ambassadors



3

### Education

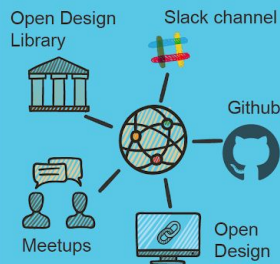


- Online training materials
- Whitepapers
- Open Design rules of engagement.
- Open Design delivery services blueprint
- University Open design hacks



4

### Places



- design.gov.au
- Global Open Design Community



5

### Tools & Processes



- Educational material
- Community engagement materials/kit
- Contributors share
- Open Design innovation toolkit
- Community collaboration increases quality of tools and processes



6

### Contributions



- Community contributions
- Gov module contributions
- Open design contributions & Citizen experience research
- Educational contributions
- Onboarding further agency and community members



Community developed membership and moderation



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# Technology Enablers



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# CSF Enablers

UNDERLYING ENABLERS FOR SUPPORTING SUCCESS

1. **Platform:** A functional, secure & resilient platform where artefacts can be discovered, stored, accessed, shared and improved.
2. **Schemas:** Schema definition templates (meta data) for describing design artefacts and their locations
3. **Moderation:** Well considered moderation workflows between custodians/maintainers and contributors



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# Platform Candidates

CANDIDATE TECHNOLOGIES FOR SERVING AS THE UNDERLYING PLATFORM FOR SHARING

1. **CKAN:** An existing popular open source data portal platform currently driving many open data portals nationally (i.e data.gov.au) and internationally
2. **Digital Asset Managers:** other potential viable **open source** digital asset manager options to be researched and considered.



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# Schema:Wireframe

SAMPLE SCHEMA TEMPLATE & DEFINITION FOR WIREFRAMES

**Artefact Type:** Wireframe

**Name:** Budget Home Page

**Orientation:** Desktop

**Fidelity:** Low

**Accessibility:** WCAG2.0 AA

**Certified By:** Vision Australia

**Certified Date:** Feb 17, 2018

**Certified Version:** 1.2

**Organisation:** Dept of Finance

**Level:** Federal

**Tags:** Budget, Data Visualization, govCMS

**Moderator:** John Citizen

**Attribution:** Joe Blogs, Jane Smith

**Contributions:** 12

**File Format:** Sketch

**File Name:**

DTF-Budget-HomePage-v1.2.sketch

**Location:** budget.gov.au/artefacts/

**License:** Creative Commons International





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# Schema:Persona

SAMPLE SCHEMA TEMPLATE & DEFINITION FOR PERSONA

**Artefact Type:** Persona

**Name:** Abby

**Persona group:** Young career. Female

**Occupation:** Lawyer

**Age group:** 30-35

**Urban/Regional:** Urban

**Device usage:** Smart Phone

**Key motivations:** Career, Dog, Travel

**Key beliefs:** Social justice, Altruistic

**Organisation:** Department of Foreign Affairs and Trade

**Level:** Federal

**Tags:** DFAT

**Moderator:** Jenny Begonia

**Attribution:** Joe Carnation, Jane Dandelion

**Contributions:** 5

**File Format:** powerpoint, pdf

**File Name:** persona\_abby\_YFU\_070917\_v6.ppt

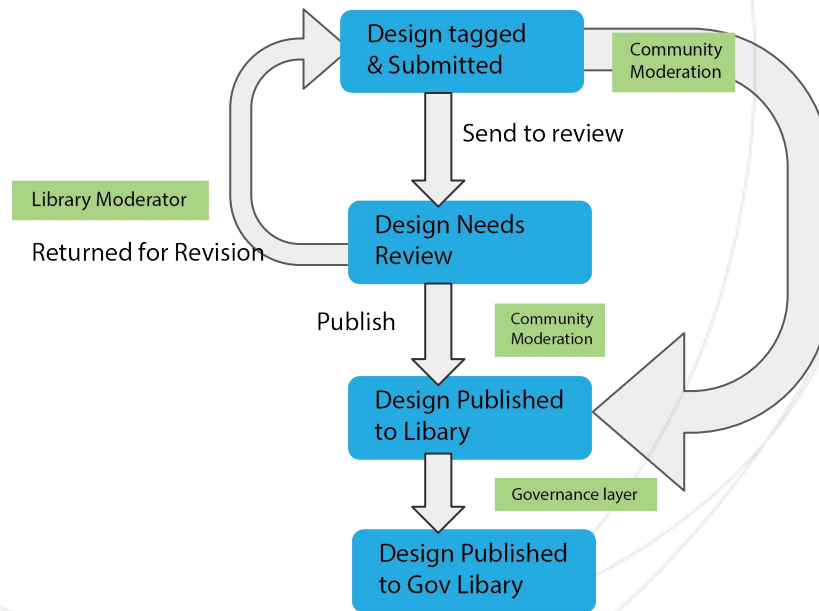
**Location:**

[design.gov.au/cloudF/personas/YFU](https://design.gov.au/cloudF/personas/YFU)

**License:** Creative Commons International

# Moderation Workflow

A VISUAL MODEL FOR OPEN DESIGN MODERATION





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# Open Design Community MVP



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# Open Design MVP

PRACTICAL CONSIDERATIONS AND STEPS TO LAUNCHING AN MVP OPEN DESIGN COMMUNITY

1. **Agency appointed:** Authoritative leading Government agency appointed
2. **Community Service defined:** MVP Open Design Community Service Definition and rules of engagement defined
3. **Platform feature set defined:** Open Design Portal feature set defined



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# Open Design MVP... cont'd

PRACTICAL CONSIDERATIONS AND STEPS CONT'D...

4. **Built, launched and managed:** MVP Service and platform built, managed & launched.
5. **Artefacts seeded:** Initial seed of open design artefacts harvested, shared and discoverable.



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# Open Design MVP... cont'd

PRACTICAL CONSIDERATIONS AND STEPS CONT'D...

6. **Flagship Ambassadors:** Ambassadors and/or leading agencies running reputable programs on boarded with their design artefacts shared. Candidates include DTA, govCMS and the DPC Victoria's Single Digital Presence.
7. **Community engaged:** Communication and awareness via relevant channels with **community activated and ultimately engaged.**



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# Candidate Features



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# Musts Haves

MUST HAVES CANDIDATE FEATURES FOR THE OPEN DESIGN PLATFORM

1. **Digital Assets Hosting Platform:** an open source platform that is secure and resilient, capable of hosting a catalog of open design artefacts (digital assets) and optionally the physical digital files themselves.
2. **Artefacts schema (metadata) templates:** ability to add and define new sharable design artefact types.



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# Musts Haves... cont'd

MUST HAVES CANDIDATE FEATURES FOR THE OPEN DESIGN PLATFORM

3. **Design Artefacts catalog:** database repository of managable open design artefacts and all related metadata including source location.
4. **Membership, signup and profile:** ability to support membership, signup and short member profiles.
5. **Contribution and Attribution:** a database repository of contributors and attributions..



# Must Haves... Cont'd

MUST HAVES CANDIDATE FEATURES FOR THE OPEN DESIGN PLATFORM

6. **Roles & Moderation:** the ability to define roles (creator, moderator, contributor, member, etc) and moderation workflows.
7. **Search, Navigation, Discoverability and Access:** Ability to search, navigate and ultimately discovery open design artefacts to access (download) and use.



# Should Haves

SHOULD HAVES CANDIDATE FEATURES FOR THE OPEN DESIGN PLATFORM

1. **Digital Assets manager & repository:** database repository and file system of manageable **physical digital assets**



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# Nice To Haves

NICE TO HAVE CANDIDATE FEATURES FOR THE OPEN DESIGN PLATFORM

1. **Dialog & Comments:** ability to support commentary and dialog around individual open design artefacts
2. **Rating:** ability for the community to score/rate design artefacts and a series of considered criteria (quality, usefulness, compliance, etc)



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# Salsa Digital & The Open Government

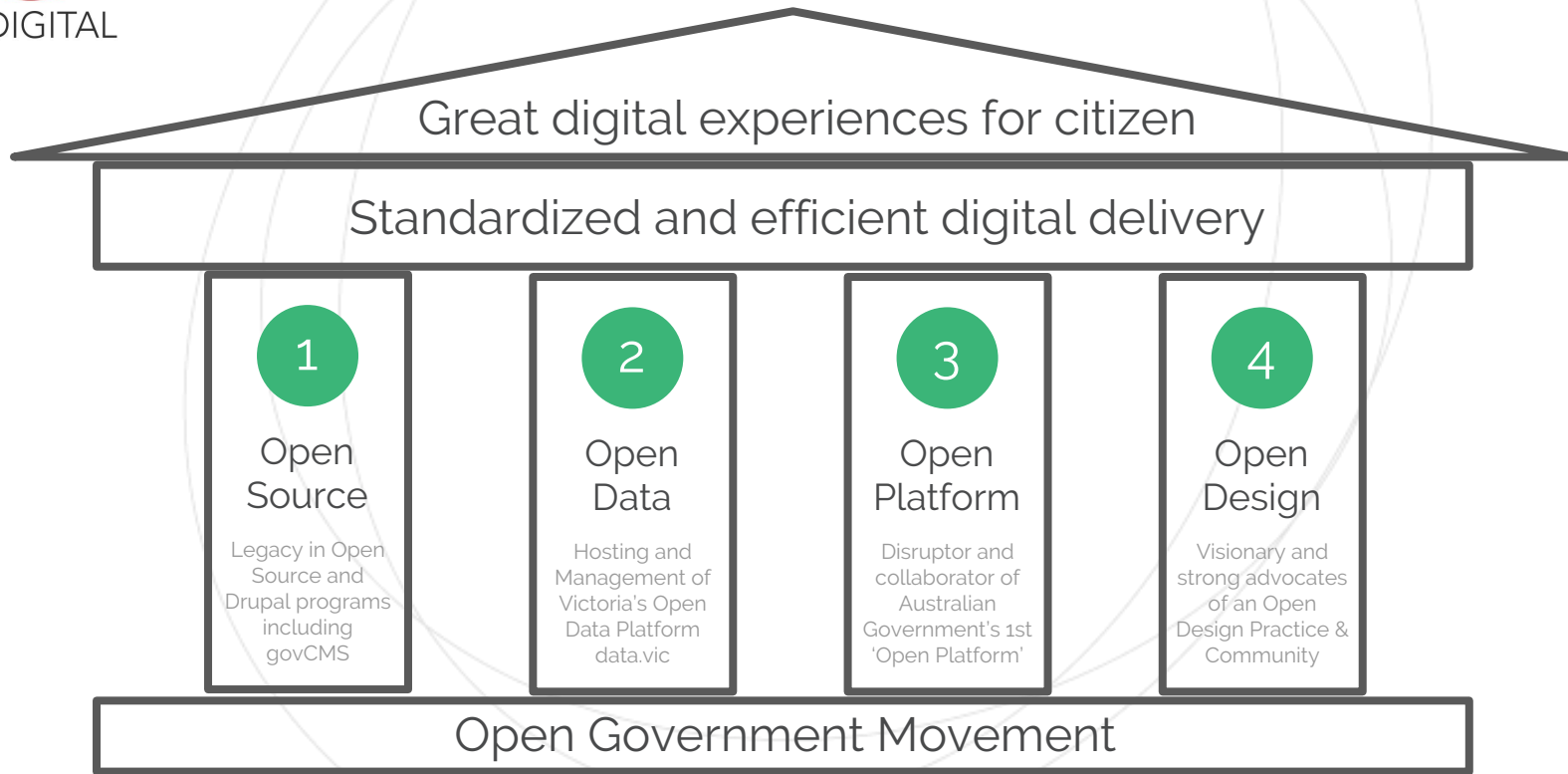


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# Who is Salsa Digital

STRONG ADVOCATE AND KEY CONTRIBUTOR TO THE OPEN GOVERNMENT MOVEMENT





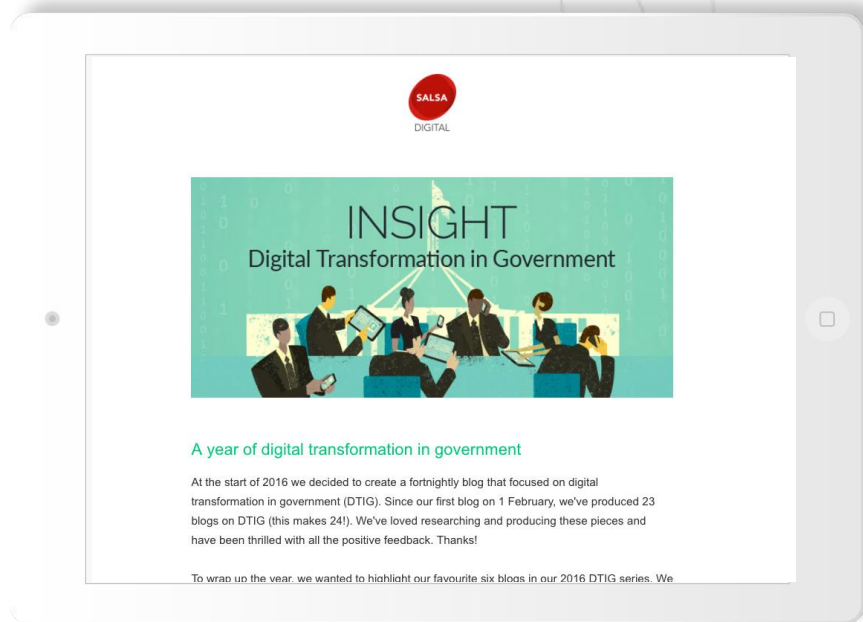
# DTIG Blog Series

AUTHOR AND DISTRIBUTOR OF DIGITAL TRANSFORMATION IN GOVERNMENT BLOG SERIES

Since **Feb 2016** Salsa Digital have **authored and distributed** fortnightly publications on **Digital Transformation initiatives in Government**

1st Issue: [Issue 1 >](#)

Latest Issue: [Issue 53 >](#)





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# Thank you

Alfred Deeb

Founder. Director. Optimist.

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