

2 years
in
3 minutes

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2018 GOALS

- Establish design office
- Support 311
- Establish design system
- Everything else

2018 DESIGN OFFICE

- Office established, team of 1
- 1000+ hours of free intern labor
- Pro bono branding partnership established with support of Mayor's Office
- Launched <http://methods.chicagodesignsystem.org/>
- Recruited 82 volunteer testers & moderators

2018 311

- Nextdoor, Medium, & CHIdeas.org social media support
- Community usability testing
- Wireframes, prototypes, accessibility reviews
- Public roadmap

2018 CHICAGO DESIGN SYSTEM

- Mostly inherited from 18F & USDS
- Multiple attempts and failures to get it in use
- Began working with Ogilvy to design the system then use it.

2018 EVERYTHING ELSE

- Chicago Business Direct
- pay.cityofchicago.org
- chicago.gov
- digital.cityofchicago.org
- 17 other projects

DoIT DESIGN PRINCIPLES

- Do the hard work to make it simple
- Solve real problems
- Clarity in communication, purpose, and goals
- Work with not for the people we serve. People first, technology second!
- Efficiency: streamline & optimize workflow
- Demonstrate the path Chicago is on to become the most transparent, innovative, effective and efficient municipal government.
- Design with data, be data-driven

2019 GOALS

- Design Office expanded
- New brand for the City of Chicago
- 311: product development with the community
- More focus, less everything else

2019 DESIGN OFFICE

- 4 Partnerships, 2 interns, 1 hire, & a community in a pear tree
- Service design for service discovery NWU partnership
- University of Chicago Innovators & Design Club

2019 311

- Features ship with community input in 2019
- Usability & Accessibility testing
- Nextdoor social media support

2019 NEW BRAND SUPPORT

- chicago.gov everywhere
- New brand system launched & in use on chicago.gov sites with new identity & performance standards
- chicago.gov redesigned with constituents for accessibility, internationalization, and inclusion
- 311 & other content unified & accessible on chicago.gov

2019 OPPORTUNITIES

- Accessibility & inclusion
- Training & integrating design capabilities better
- Telling the Design Office story better