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.