



Futureframe Guide

A federal framework for human-centered design



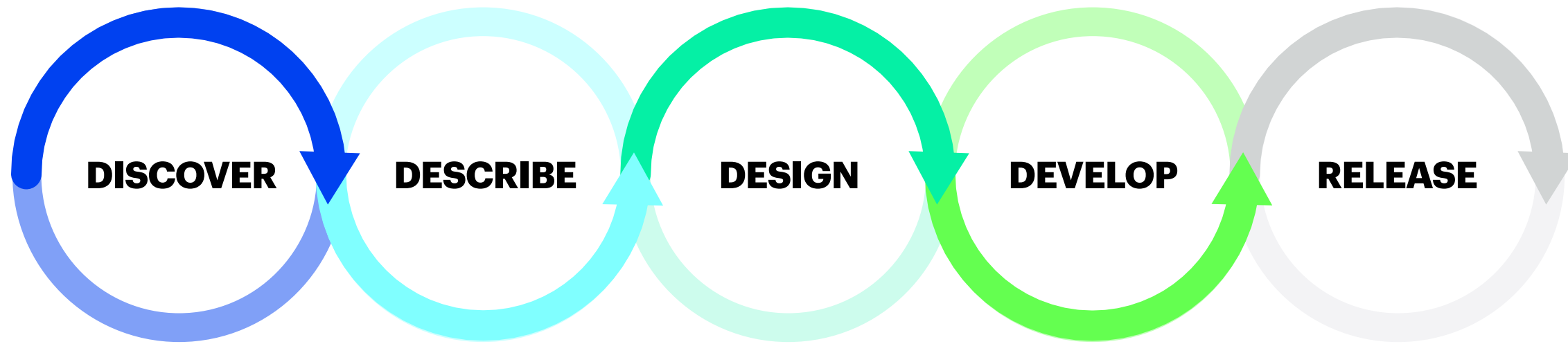
Futureframe is a model for implementing transformative change and sustainable improvements across complex government programs serving diverse audiences.

A new report, **Futureframe: Human-Centered Design at Societal Scale**, provides details on the approach and applies it to the realm of federal benefits, assistance and insurance programs.

This guide offers an overview of Futureframe's key phases and findings from our work related to benefits, assistance and insurance programs.

Futureframe defined

Futureframe infuses a futurist perspective into the process of human-centered design. This approach helps define a future vision and articulate the building blocks of that vision in terms of the experiences and enablers required to bring it to life. It is a co-creative, design-based process with four key phases, culminating in the release of new capabilities.



Futureframe applies the creative methodology of the Accenture Federal Studio to facilitate a collaborative effort among an extended group of stakeholders that is:

- **Co-Creative** – engaging customers and stakeholders throughout the project
- **Integrated** – drawing upon the best of Accenture
- **Experiential** – creating the experience, visual artifacts, and tangible prototypes to bring the cutting-edge vision to life

Research

Futureframe brings together a broad toolkit of discovery and design-based methods and techniques drawn from service design and systems design. These activities help drive the vision, objectives and specific performance metrics for testing and refining new ideas.

These are examples of the research tools and techniques used to explore the realm of federal benefits, assistance and insurance programs.



Ethnographic research

Immersive observations of and interviews with people inside and outside the organization to understand their pain points, challenges, behaviors and intents.



Surveys

Traditional instruments for gathering quantitative and qualitative insights.



Data and design exploration

Analysis of qualitative and data science-based evidence to help unpack challenges and evaluate potential solutions.



Emerging trends & vectors

Using foresight or “trend scouting” to identify critical signals and shifts taking shape across a range of dimensions in the industry and problem space.



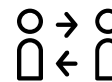
STEEP factor analysis

Assessment of social, technological, environmental, economic and political (STEEP) considerations.



Future scenarios planning

Use of qualitative and quantitative modeling to design and explore potential future scenarios.



Rumbles

Co-creative, design-led working sessions featuring rich interactions, purposefully provocative dialogue and thought-provoking exercises to create a trusted, collaborative stakeholder environment to surface stated and unstated needs and preferences.



Rapid prototyping

A process for quickly generating, building, testing and iterating potential concepts and solutions.

Future vision

Describing a North Star Future Vision provides a clear destination, empowering leaders to unite the workforce and infuse the future state into every decision made and action taken. For the Futureframe work focused on federal benefits, assistance and insurance programs, the team established this as the North Star Future Vision:

The system anticipates the needs of beneficiaries and responds accordingly. The system is integrated, holistic, respectful and unified across multiple government organizations on the federal and local level.

Our research found that benefits, assistance and insurance programs can become more **Anticipatory, Integrated, Trusted, Convenient and Radically Human.**

Design

Experience principles

To anchor, shape and guide the future-state experience for both applicants and administrators, our project team defined four experience principles. These principles underscore the value of the new experience for all stakeholders. They also help in bringing the future vision to life—guiding decision-making and nurturing a unified culture.



Intelligent support

Increase access to useful information and services by providing intelligent support across a range of touchpoints and environments.



MyBenefits

Alleviate the burden of applying by anticipating applicant needs, consolidating processes and requirements, and integrating access to data required to determine eligibility for similar programs.



Document-free processing

Remove the need for applicants and administrators to gather documents and data by providing secure channels with trusted, streamlined automated processes that obtain required data directly from the source.



Real-time risk analysis

Improve administrators' ability to mitigate errors and identify fraud by providing instant, automated analysis of applicant data and sources.

Service concepts

The vision specifies the destination. The experience principles provide design signposts to guide the journey. What's still needed are the specific mechanisms and approaches to advance toward the destination. The Futureframe team articulated core concepts as building blocks of the new model.

By mapping these desired enhancements to technical, business process and operational maturity, federal agencies can pursue an incremental and sustainable approach to performance improvement. This sets the stage for continuous evolution that layers new innovations and capabilities upon a foundation of past successes.

Design

CONCEPT	NOW	NEXT	FUTURE
INTELLIGENT ASSISTANT	Simple chatbots with rules-based question banks	Natural conversation between the user and AI, including framework for Responsible AI principles	Intelligent Assistants communicate directly with each other and proactively work alongside individuals
DECENTRALIZED DATA TRUST	Beginning stages of fraud detection and identity verification for a single agency	Federated fraud detection across entities; ability to verify trusted data sources	Information available in real-time via permissions-based access and data exchange is tied to creation for individual cases
CONNECTED BENEFITS	Single-agency benefit application and eligibility processes	Shared benefit application processes across multiple agencies	Shared benefit application processes across multiple agencies and private-public partnerships
ASSISTANCE PREDICTION	Transitioning from descriptive to predictive analytics	Multi-agency recommendations based on access to applicant data sources	Anticipates eligibility based on applicant data history and real-time events
FEDERATED WORKFLOW	Automation of manual data entry and tasks, smart case routing, and case hand-off for easier collaboration	Smart case routing for easier collaboration	Augmentation of administrator assignments and workflow, with AI decision-making
IMMERSIVE DECISION-MAKING	Decision-making focused primarily on keyboard and mobile interactions	Gesture-based interactions with reporting across related benefit programs and agencies	AI-driven insights supported by full range of interfaces and interactive controls
PERSONALIZED OUTREACH	Auto-generated interactive, personalized content	Auto-generated interactive, personalized videos	Virtual experiences enabling participation in personalized narratives/exploratory environments
DYNAMIC REMOTE ASSESSMENT	Smart wearables and video enhance communications and data sharing	Smart wearables and augmented virtual reality enhance communications data sharing	Incorporation of sensors and scanning technology, ability to conduct remote meetings/ interactions in any appropriately secure physical environment

Value mapping

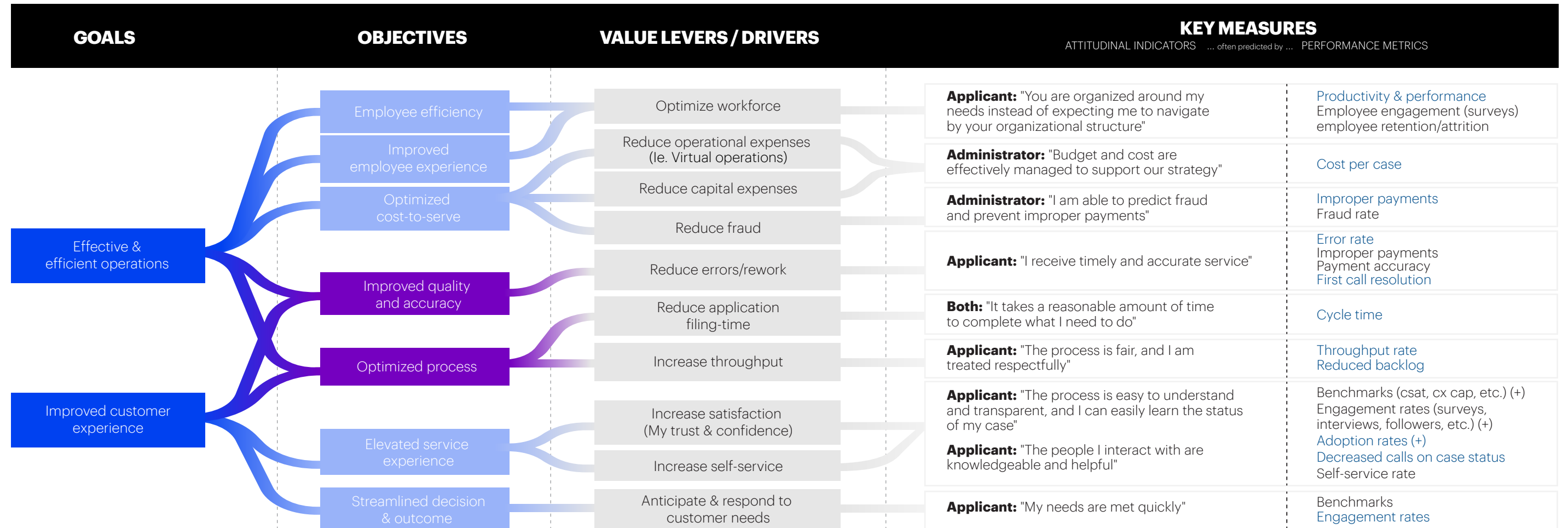
Value mapping based on what is important to stakeholders—in this case, applicants and administrators—can be critical to making the business case, selecting investments, and guiding decisions.

Vision: High performance benefits administration

LEGEND

Objective aligns with single Goal

Objective aligns with both Goals



Prototype

Prototyping makes it possible to explore the functionality and dimensions of the user experience, and to test the ability to push the envelope on what is currently possible.

Based on insights identified through the Discovery, Describe and Design phases, our project team built several prototypes to prove out select elements of the service concepts:



Responsible AI UX



Intelligent assistant conversation



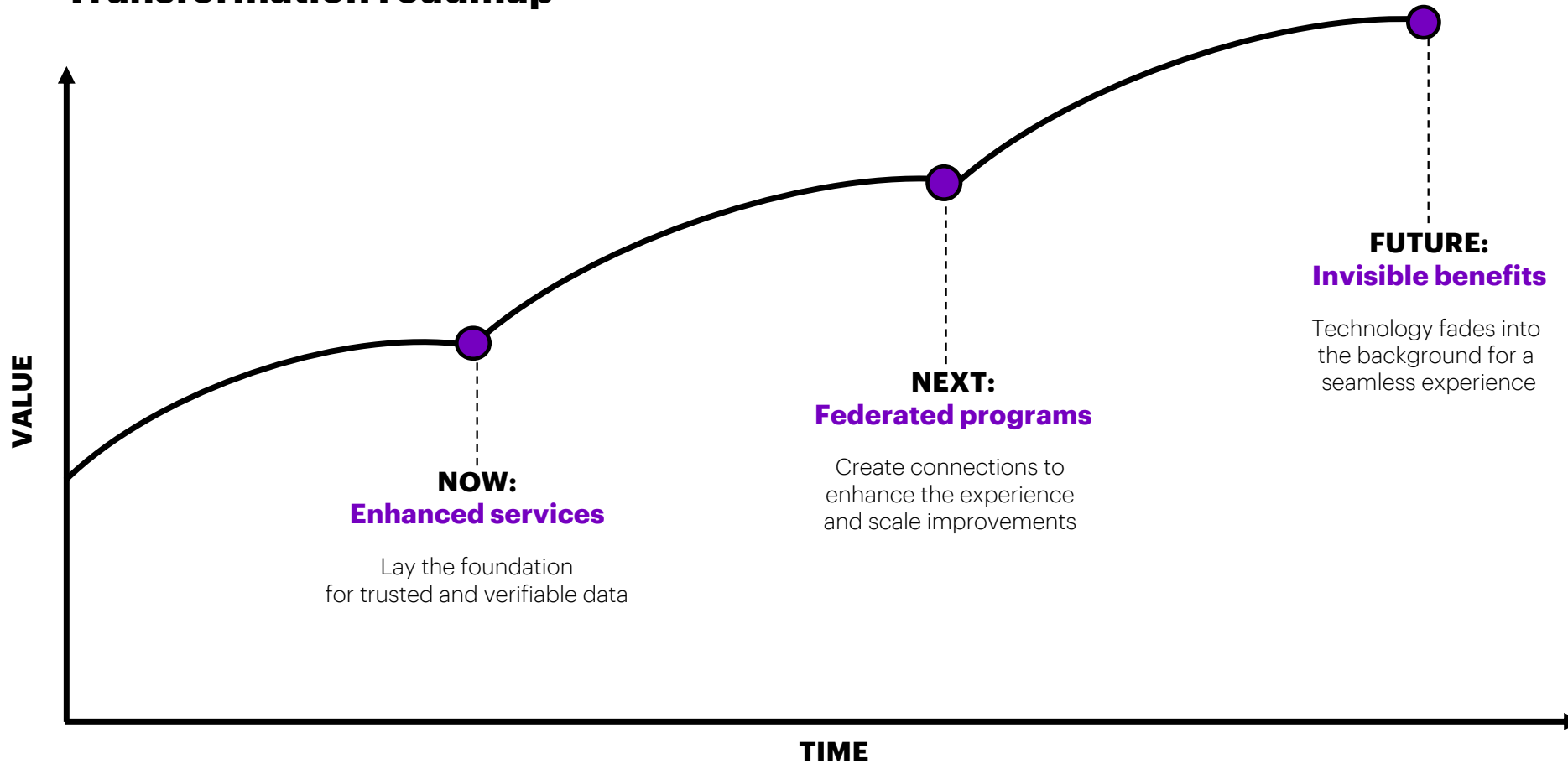
Intelligent assistant simulation



Horizon mapping

A North Star Future Vision stretches thinking and provides inspiration to establish an aspirational yet attainable future state. A horizons map outlines the broad steps needed to get there. These horizons are based on common maturity levels of agencies as we understand them today. Of course, each agency is unique and may be at a different level of maturity than what is reflected below.

Transformation roadmap



Within Futureframe, we define a **NOW, NEXT** and **FUTURE** vision:

To enhance the **NOW** for benefits, assistance and insurance programs, we lay the foundation for trusted and verifiable data along with convenient, consistent and reliable authentication to bring transparency, speed, resolution and equity for administrators and applicants alike.

To forge the **NEXT** for these programs, we integrate added context and insight to enhance the experience and improve performance.

In the **FUTURE**, the inclusion of greater intelligence and autonomy allow technology and business processes to simply fade into the background for a seamless experience.



Accenture Federal Studio

The Accenture Federal Studio designs and delivers services, solutions and products that radically simplify how we engage with government.

Our 160+ designers, developers, engineers, data scientists, creatives and cultural anthropologists collaborate to solve complex problems. We bring together leading human centered design and agile methods to focus on people and their needs in concert with technology, organizations and policy.

We are proud to be part of Accenture's Fjord design practice, with reach back to our 30+ global studios. Our talented team spans design, data, tech and creative expertise. We collaborate with each other—and co-create with you, your workforce, and your users to drive alignment, engagement, and mission outcomes.

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