**Job Description: Usability and User Experience Intern at U.S. General Services Administration (unpaid)**

Position Description for: Usability Intern Title: Usability and User Experience Intern, Center for Excellence in Digital Government (CEDG) Program: [GSA First Fridays Usability Program](http://howto.gov/firstfridays) Note: This is a HANDS-ON, practical internship where you will be learning and DOING usability research, projects and testing on a regular basis.

1. **REQUIREMENTS**: This position is open only to active students at a U.S. university or college. Applicants must be U.S. Citizens or have a valid Green Card or work visa or permit.
2. **MAJOR DUTIES**

The candidate serves as a Usability & User Experience Intern under the direction of the, Program Manager or another member of the First Fridays staff at the Center for Excellence in Digital Government, Office of Citizen Services and Innovative Technologies (OCSIT), at the U.S. General Services Administration (GSA).

The applicant performs a variety of any of the following duties:

**Usability Testing Support (65%)** - Assist the First Fridays staff in planning, recruiting for and implementing usability tests. Hands-on planning and technical logistics of setting up a test. Learn the screen sharing and recording equipment and assist with observation room management. Shadow our facilitators in conducting tests. Help with creation of final reports.

**Research (25%)** - Search for and create usability and user experience resources, templates, etc.

**Multimedia Content development (5%)**- Assist in producing and editing content in various forms, including video, web content, and scripts. Operate cameras, mics and other multimedia equipment during live events and editing and exporting footage afterward. Help in tagging content, prepping content for uploading to either Howto.gov or social media sites. Assist in building library of photos, images, b-roll and other content to be used in various multimedia projects. Create transcripts and captioning for videos. Creation of educational content about First Fridays, user experience and other areas.

**Marketing / Outreach (5%)-**Assist in promotional efforts of First Fridays program via social media (esp. Twitter). Advance branding of First Fridays and assist as needed in planning and creation of video strategies.

**3. DURATION**

Our office has immediate internship openings, ideally for a period of three months or longer.

**4. KNOWLEDGE REQUIRED BY THE POSITION**

* Interest in design and user experience / usability
* Superb organizational and time management skills
* Able to work under tight deadlines and quickly shift priorities based on emerging projects.
* Able to excel in both team-based and independent projects.
* Knowledge of social media, including Twitter, blogs, Google Applications, Youtube, and emerging tools.
* Interest in cinematography / photography

**5. ABOUT US**

First Fridays ([www.howto.gov/firstfridays](http://www.howto.gov/firstfridays)) is a usability testing program that provides free product tests of government websites. It’s also a demonstration project - our ultimate goal is to inspire other agencies to set up their own simple, regular testing programs. We’ve tested more than 40 Federal websites, intranets, and mobile sites to date, including:

* The U.S. Army
* Department of Labor
* USA Jobs
* IRS
* The U.S. Census, and dozens more.

We’ve also involved more than 600 observers and participants from 50+ different agencies and bureaus. We provide the following services to government agencies (all at no charge):

* We choose a website and meet with agency web teams to identify target customers and tasks to test.
* We schedule the test on either the first Friday or third Wednesday of the month (our regular test days).
* We recruit three actual customers, who perform the tasks on the computer while the web team and other observers watch from another room.
* We assess the site’s usability problems, focusing on the top three most serious problems and identify three quick fixes that can we accomplished within 30 days.
* We record the test sessions and provide the videos to the web team.
* We capture the issues observed during the test session, add the recommendations derived from the group debrief, and deliver this information in draft by the end of the test day.

**6. ABOUT OUR OFFICE**

Our mission at the Center for Excellence in Digital Government is to dramatically improve digital government by building agencies’ capacity to regularly engage with the public and improve the customer experience. A few of our main programs are:

* [Digital Government University](http://www.google.com/url?q=http%3A%2F%2Fwww.howto.gov%2Ftraining&sa=D&sntz=1&usg=AFQjCNF8WFBTv_7aJLd0MACSBWjb7tcIRw) - Practical and affordable training for anyone who works on a federal, state, or local government website
* [Challenge.gov](http://www.challenge.gov/) - Using contests and the general public to solve government problems
* [Howto.gov](http://www.howto.gov/) - Step-by-step instructions on social media, tech solutions, web content and more
* [Website testing](http://www.howto.gov/ff) - Finds and fixes user experience problems on government websites

We share information and collaborate with all Federal agencies, including the White House, EPA, NASA, and many others.

**7. COOL THINGS WE’VE DONE RECENTLY**

* Negotiated with YouTube, Facebook, Twitter, Storify, Tumblr and [other new media companies](https://www.apps.gov/cloud/cloud/category_home.do?&c=SA) to help government talk to citizens.
* Saved taxpayers $15 million by using [contests and challenges](http://www.challenge.gov/) to solve problems. Some solutions created by the public: an app that gives [your carbon footprint](http://appsfortheenvironment.challenge.gov/submissions/4618-hootroot) for any trip you take, and a way to determine [the job market for any occupation](http://employment.challenge.gov/submissions/4595-where-are-the-jobs) across the country.
* Finished the first-ever [inventory of government websites](http://www.usa.gov/WebReform.shtml) in the executive branch (answer: About 1,500)

**8. SUPERVISORY CONTROLS**

Assignments are given primarily by the project lead, although assignments may have this intern working with various project managers, other colleagues and managers. Projects may also be initiated by the individual.

Any one of the above may set the overall objectives and works with the employee to establish priorities, deadlines, and final completion date. Where aspects of the tasks are unfamiliar or lack clear, established precedents, employee is expected to obtain advice from the supervisor or senior specialists.

The supervisor (or appropriate colleague) monitors the work in progress, reviews the proposed solutions for accuracy of methods and techniques selected, and evaluates the finished work for accuracy, timeliness, and compliance with standards.

**9. GUIDELINES**

The applicant relies on their own skills and will gain knowledge on best practices related to media, web content, or the relevant skill set, in addition to agency procedures for guidance on matters relating to general administrative policies.

**10. COMPLEXITY**

The applicant is responsible for assisting in the implementation and coordination of numerous programs simultaneously. Duties are diverse and typically involve a variety of methods or procedures toward resolution. Assignments will be of the appropriate complexity level for that individual intern.

**11. SCOPE AND EFFECT**

The programs the applicant is tasked with reach thousands of government employees and, indirectly, millions of Americans via the government services provided by them. Communities that are affected include social media, web content, usability, accessibility, college students (through internships), marketing and many others. Specifically:

* Web content for Howto.gov provides a useful and actionable resources to the entire Federal government. Directly serves network of nearly 3,000 federal, state, and local government web and new media professionals
* Multimedia content creation and education improves the ability of OCSIT to communicate internally and externally
* Marketing promotes the branding and use of OCSIT programs and services government-wide and to the general public

**12. PHYSICAL DEMANDS**

The work is largely sedentary, with occasional lifting of equipment ranging from light (tripods) to heavy (computers and monitors).

**13. WORK ENVIRONMENT**

The work is performed in an office setting, with occasional excursions to event sites or partnering government agencies.

**14. GSA CONTACT:**

Interested applicants should send resume to: