DESIGN DEVELOPMENT

MAY 2022



HUMAN CENTERED

LISTENING, LEARNING, UNDERSTANDING

your personal relationship with DAU

are you a SME - got some extra time?

awareness of where my workforce sits

who in my command knows about this subject

all the material exists, how do we get it in the hands of those that need it

show me ahead of time what I might need to do

help me figure out my career path

short duration spurts

expectations from what I'll get out of taking this course

where do I go for career development

what can DAU offer me right now

showcase leadership and all the stuff we have to offer

why am I going to this course

how can I apply this when I'm back at work

look at what my workforce has and hasn't completed

quick moments of learning - mentorship quick tips

how do I know what they'll need

how do I know what I'll need

do the right training

enable the training everyone knows they need to happen

self directed elective learning

better entry points into DAU

more ways to get the learning

flexible schedules

easier to integrate into my timeline

upskilling employees

bootcamp style of onboarding

how can I provide a pathway for development at scale

what is the status of my workforces' training beyond certification

how do I access my team's readiness

what learning does my team need, to close the readiness gaps

customized, short, styles of learning

direct engagement with SME's

educating our supervisors

help me understand the full potential of DAU

we do more than just teach

what is the lifecycle of my program

don't just wing it

what are the options and paths I can take

what should I be thinking about

the same person is doing all the work, wearing all the hats

what's next for me

I want to be over there, how do I get there

your readiness to accomplish this job and any future job

electives within my major

electives outside my major

where in the lifecycle am I in this program I'm in

how do I want to develop myself as a professional

I'm so busy, I don't have time to do any free electives

what do I need my team to do

I need my team to be able to do this

in the moment is when I really need this knowledge

in the moment I'm more motivated to learn it

direct relationships with SME's one-on-one

build relationships

rising leaders, future leaders

looking towards the future, related to my skills

looking towards the future, related to my network

celebrate learned accomplishments

the magic of our folks

where do I start

keep the relationship going

CONCEPT THEMES

THEMATIC AREAS FOR EXPLORATION

your personal relationship with DAU Future are you a SME - got some extra time? w. awareness of where my workforce sitr who in my command knows about 1 all the material exists, how do we WHAT THE FUTURE **MAY HOLD** show me ahead of time what I m help me figure out my career pati short duration spurts Time expectations from what I'll get out of takin. where do I go for career development W. GLOVE what can DAU offer me right now Now showcase leadership and all the stuff we have to offer Base why am I going to this course Base how can I apply this when I'm back at work Future look at what my workforce has and hasn't completed Pulse quick moments of learning - mentorship quick tips W. Glove how do I know what they'll need Pulse how do I know what I'll need Pulse

do the right training W. Glove enable the training everyone knows they need to happen celebrate self directed elective learning celebrate better entry points into DAU W. Glove more ways to flexit (5) WHITE GLOVE **HOLD MY HAND RIGHT NOW** BASE what is 6 -aiiis read TIME CONSTRAINTS CELEBRATE **ACCOMPLISHMENTS** WHAT IS THE PULSE **OF MY WORKFORCE III potential of DAU** Aware .just teach Aware what is the lifecycle of my program Future don't just wing it W. Glove what are the options and paths I can take Future

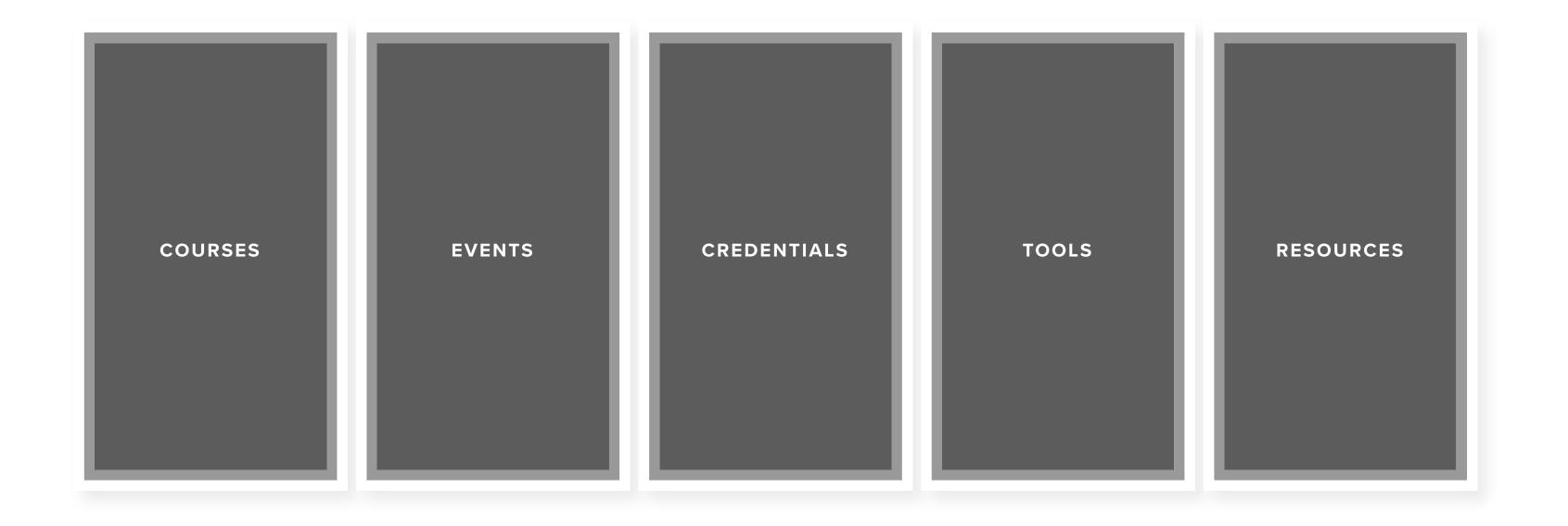
what should I be thinking about Future

the same person is doing all the work, wearing all the hats Pulse what's next for me Future I want to be over there, how do I get there Future your readiness to accomplish this job and any future job Future electives within my major Aware electives outside my major Celebrate where in the lifecycle am I in this program I'm in Future do I want to develop myself as a professional Future KNOWLEDGE busy, I don't have time to do any free electives Time at do I need my team to do Pulse to be able to do this Pulse MAKE ME when I really need this knowledge Now AWARE I'm more motivated to learn it Now direct relationships with SME's one-on-one w. Glove build relationships W. Glove rising leaders, future leaders Future looking towards the future, related to my skills Future looking towards the future, related to my network Future celebrate learned accomplishments Celebrate the magic of our folks Celebrate where do I start W. Glove

keep the relationship going W. Glove

CORE CONTENT PILLARS

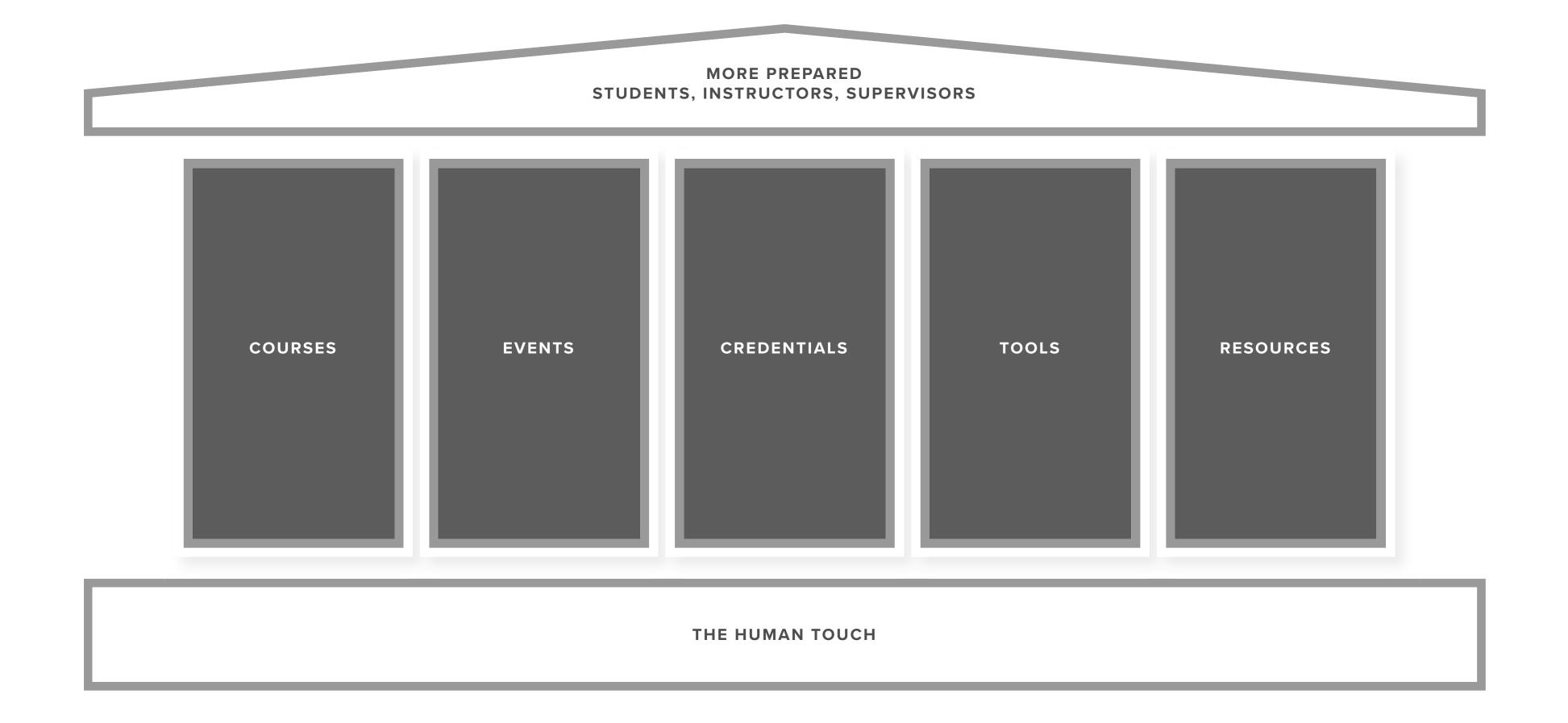
AREAS OF APPLICATION



APPLY OUR THEMES TO WHAT WE DO BEST

THE HOUSE OF DAU

MENTAL MODEL



CONCEPT DIRECTION / VIEW ONLINE

SUCCESS METRICS

- RETURNING USERS
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- SIGN UP - PREVIEW COURSE
- FOLLOW - LOG IN
- APPLY FOR COURSE - SHARE
- SET REMINDER - PLAY VIDEO

..AND MORE







ON YOUR TIME >

GET ME THERE QUICK ▶

PROMOTE CONTENT ►

PROMOTE SCENARIO ▶

CELEBRATE USERS ▶

HIT THE GROUND RUNNING ▶

PLOT MY FUTURE ▶

MAKE ME AWARE ▶







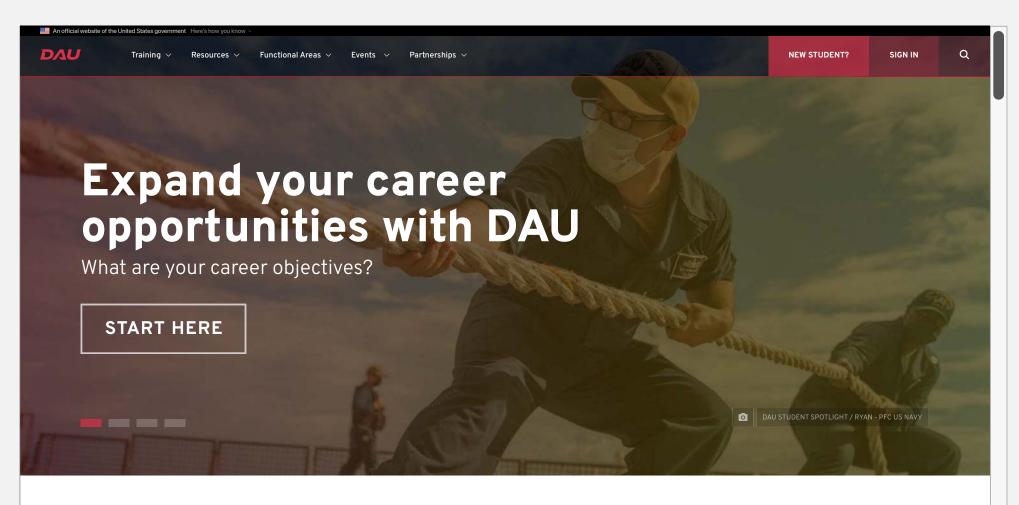












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Agile for DoD Acquisition Team Members

Those in PM, ETM, T&E, BUS-FM and CON functional areas

TARGET AUDIENCE

Software Acquisition for the Program Office Workforce (SAPOW)

Agile for DoD Acquisition Team Members

Those in PM, ETM, T&E, BUS-FM and CON functional areas

Students engaged in Software Development

Software Acquisition for the Program Office Workforce (SAPOW)

Students engaged in Software Development

Growing as an Acquisition Leader

Acquisition Workforce members

Growing as an Acquisition Leader

TARGET AUDIENCE Acquisition Workforce members

of Manufacturing and Subcontractor Management TARGET AUDIENCE

Surveillance Implications

DCMA Industrial Specialists (GS-1150), Industrial Engineers (0896), Supply Management.. more

Surveillance Implications of Manufacturing and Subcontractor Management

TARGET AUDIENCE DCMA Industrial Specialists (GS-1150), Industrial Engineers

Certificates bring me closer to my career goals by validating the skills I've learned

Rayan / Texas



HEAR WHAT DAU STUDENTS HAVE TO SAY

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...AND MORE





- TRY BEFORE YOU BUY ▶
- HOW THIS HELPED ME ▶
 - ON YOUR TIME >
- GET ME THERE QUICK ▶

PROMOTE CONTENT ▶

- PROMOTE SCENARIO ►
- CELEBRATE USERS ▶
- HIT THE GROUND RUNNING ▶
 - PLOT MY FUTURE ▶
 - MAKE ME AWARE ▶



FIND THE RIGHT COURSE FOR YOU

On your time. How and when you want.



PROVE YOUR SKILLS

EARN CERTIFICATES

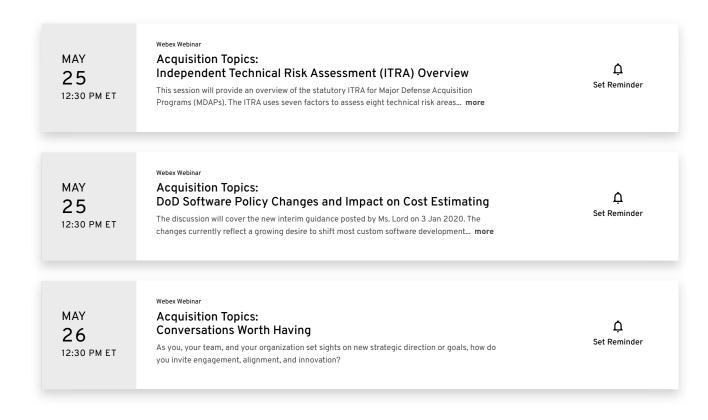
LEARN ON YOUR TIME

FIND COURSES

ADAPTIVE ACQUISITION FRAMEWORK

DEFENSE ACQUISITION
GUIDEBOOK

DAU VIRTUAL EVENTS



MORE EVENTS

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- PROMOTE CONTENT >

PROMOTE SCENARIO ▶

- CELEBRATE USERS ▶



HIT THE GROUND RUNNING ▶



PLOT MY FUTURE ▶



MAKE ME AWARE ▶





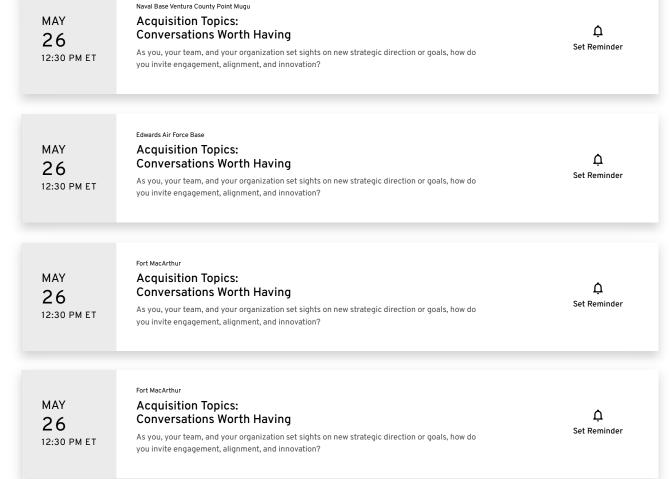
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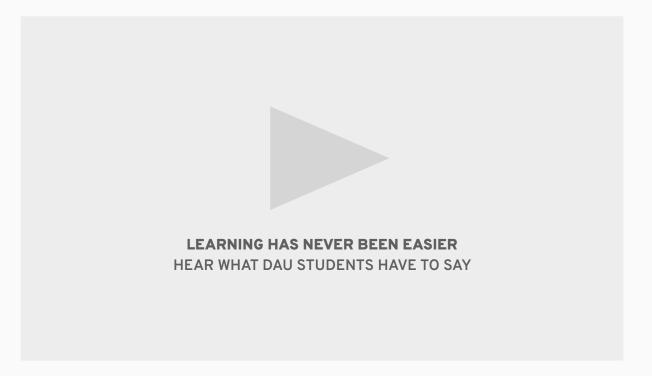
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Los Angeles ∨ ASPIRATIONAL >



DAU EVENTS IN YOUR LOCATION

TRAVELING? PLAN AHEAD

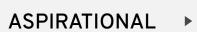


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POPULAR LEARNING PACKAGES FOR HITTING THE GROUND RUNNING

Engineering & Technology **Business Cost Estimating** anagement Auditing Cyber Security Program Management **Business Cost Estimating 101** Learning Package: COURSE 01 1 DAY ONLINE Agile for DoD Acquisition COURSE 02 2.5 DAYS ONLINE **Team Members** COURSE 03 1 DAY ONLINE TARGET AUDIENCE Those in PM, ETM, T&E, BUS-FM and CON functional areas COURSE 04 2.5 DAYS ONLINE COURSE 05 3 DAYS ONLINE COURSE 06 1 DAY ONLINE WHAT YOU'LL GET OUT OF THIS... Completing this package will grant access to all courses and certificates ranked up to XXXX. 6 COURSES / 9 DAYS

BEGIN A NEW STAGE OF YOUR CAREER

PLOT YOUR CAREER PATH NOW

CONCEPT DIRECTION / VIEW ONLINE

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PLOT MY FUTURE ▶



MAKE ME AWARE ▶



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NEWS

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DAII Featured

DoD is Modernizing DAWIA Certification Training

Getting Back-to-Basics. Find resources to help understand how the changes affect YOU. The initiative significantly streamlines the certification construct and re-focuses training...

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@DAUNow

Don't miss out on these great learning opportunities including our Mentoring Moments Series, feat. Lisa Smith, Deputy Assistant Secretary of Defense for Product Support



DAU Blog

New DoD Inspector General Report on Lifetime Buys of Parts

The DoD Inspector General (DOD IG) recently announced a new audit report of potential interest entitled Evaluation of the Defense Logistics Agency Lifetime Buys of Parts Used in...

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1ilitaryTimes

This is what it'll take to end the military's border mission

Federalized National Guard troops have been deploying to the U.S.-Mexico border for nearly four years, with no end in sight. Despite ongoing discussions between the Defense and...

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Registration is open for DAU's flagship event of the summer! Join us in the reimagining of acquisition readiness on June 8th. Register now at https://go.usa.gov/xubnt #DAUFlagshipEvent #ReimaginingReadiness #ExperienceDAU



The Hill

Defense & National Security - Biden digs in for fight against Putin

President Biden is doubling down on U.S. commitments to Ukraine while digging in for a

long-term fight against Russian President Vladimir Putin.

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COURSES

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SUCCESS METRICS

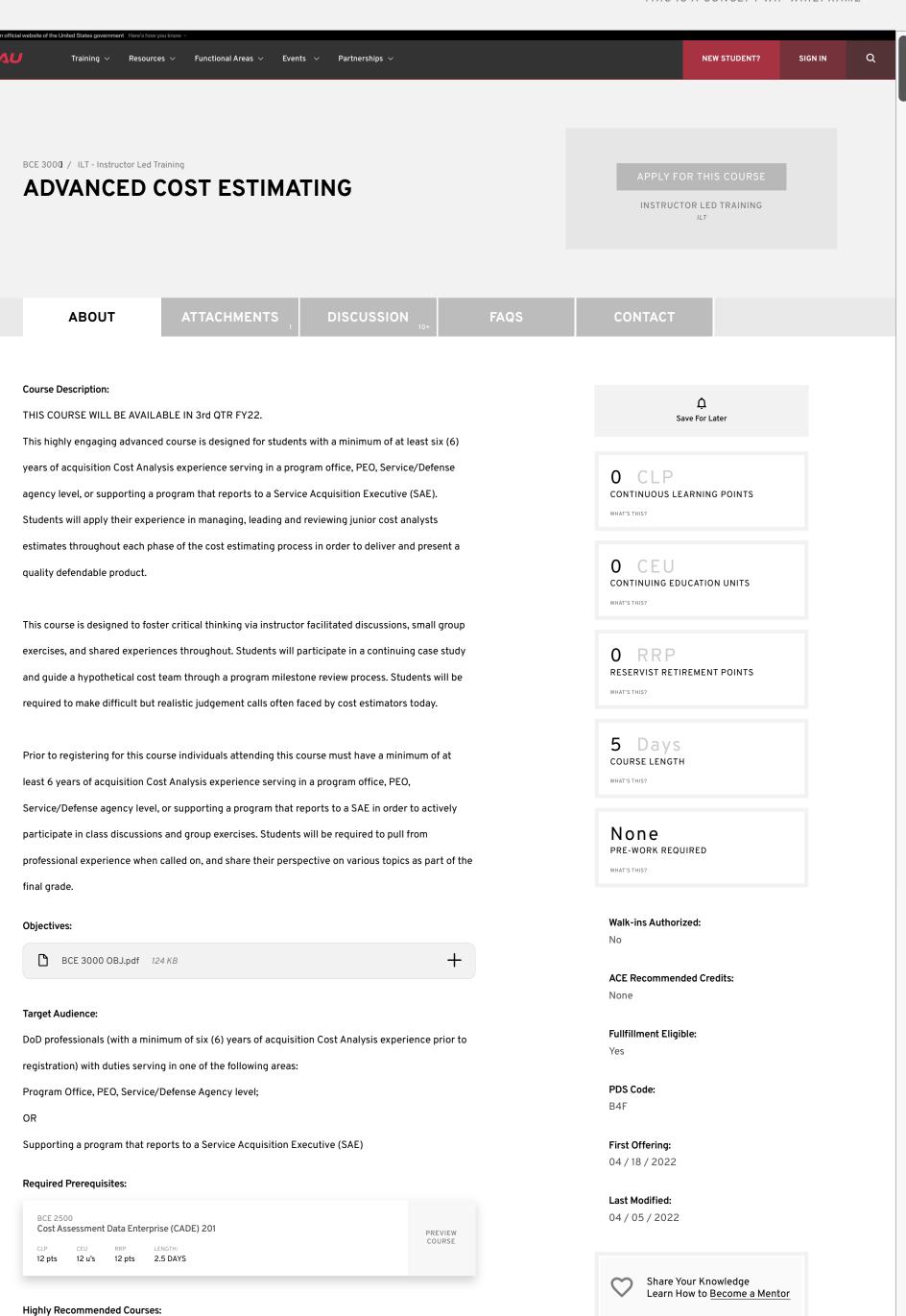
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...AND MORE



MAKE ME AWARE ▶





EVENTS

CONCEPT DIRECTION / VIEW ONLINE

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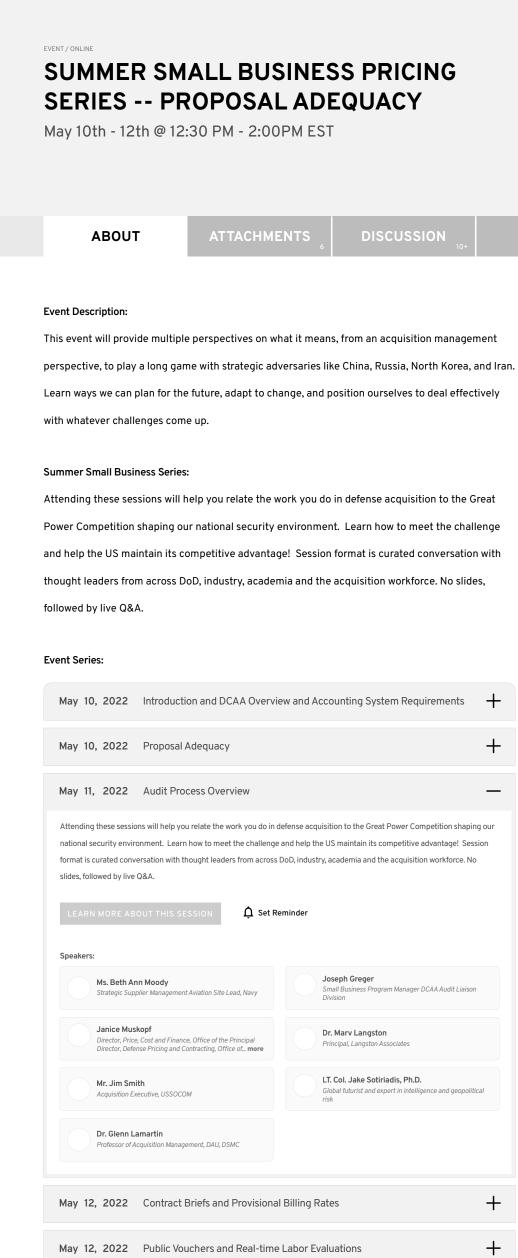
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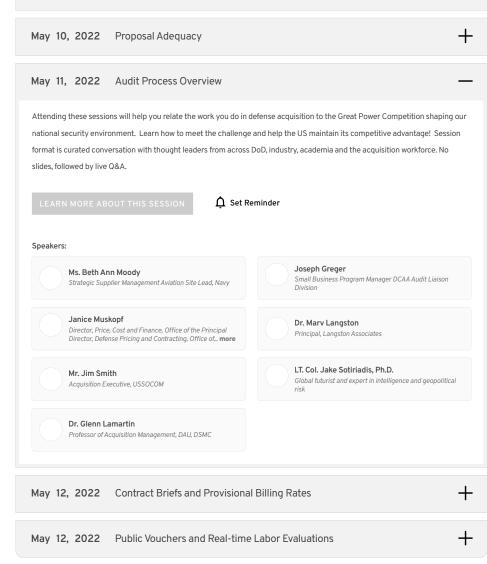
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- 360° EXPERIENCE ▶
- STRUCTURED DATA > (STAGE)
- AT-A-GLANCE META ▶ (RT RAIL)



- EVENT BOOK END ▶
- PROMOTE CONTENT ►
 - MAKE ME AWARE ▶









MAY 10-12, 2022

25

AVAILABLE SEATS

12:30 PM - 2:00 PM EST 1 2 3 4 5 6 7 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4

Set Reminder

12 CONTINUOUS LEARNING POINTS

Microsoft Teams meeting JOIN NOW

Location:

Event Contact: Kurt Chelf kurt.chelf@dau.edu

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Functional Areas:

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CON Certification Courses and Exam Webinar Series

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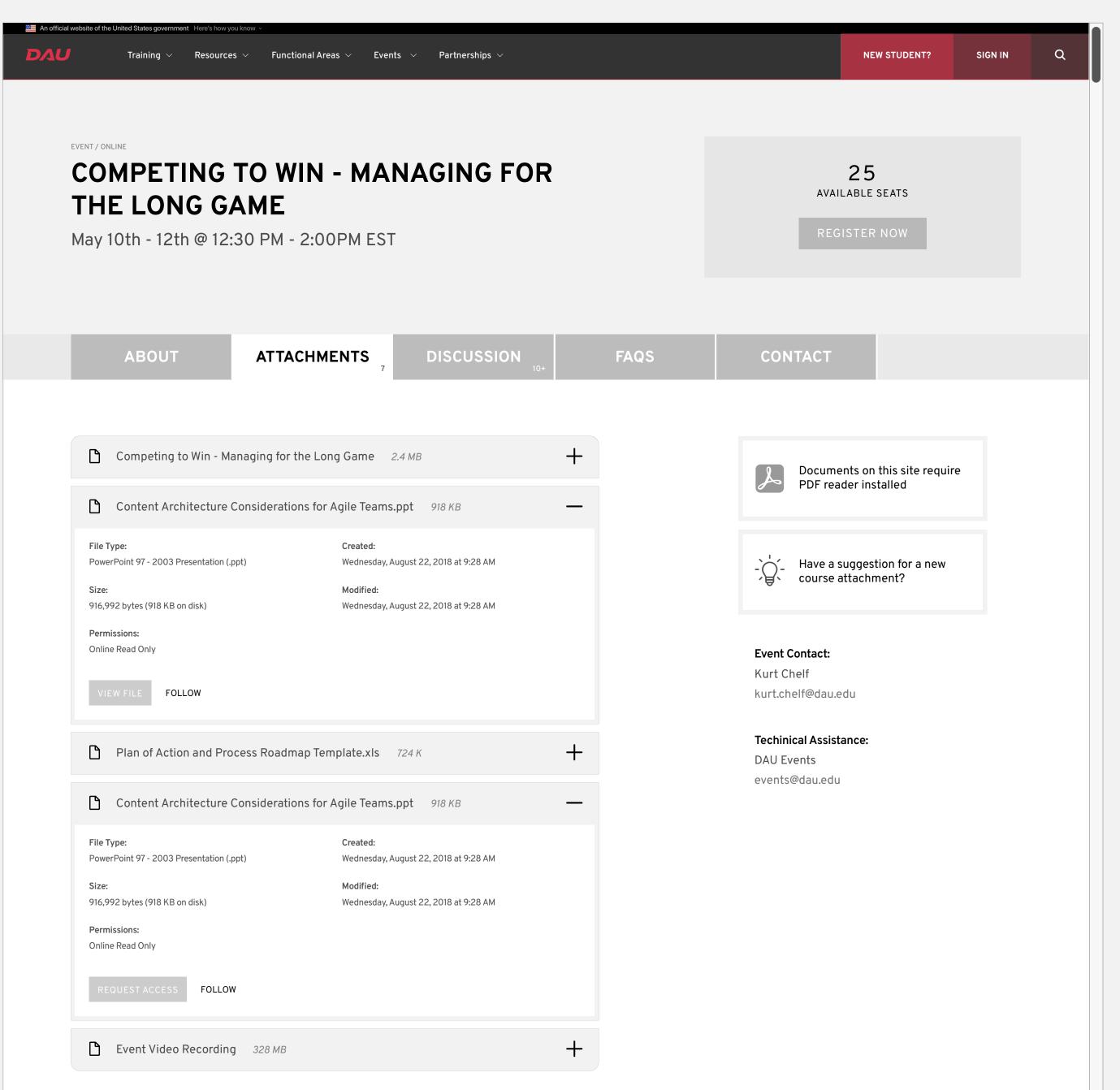
ATTACHMENTS CONCEPT DIRECTION / VIEW ONLINE

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DISCUSSION

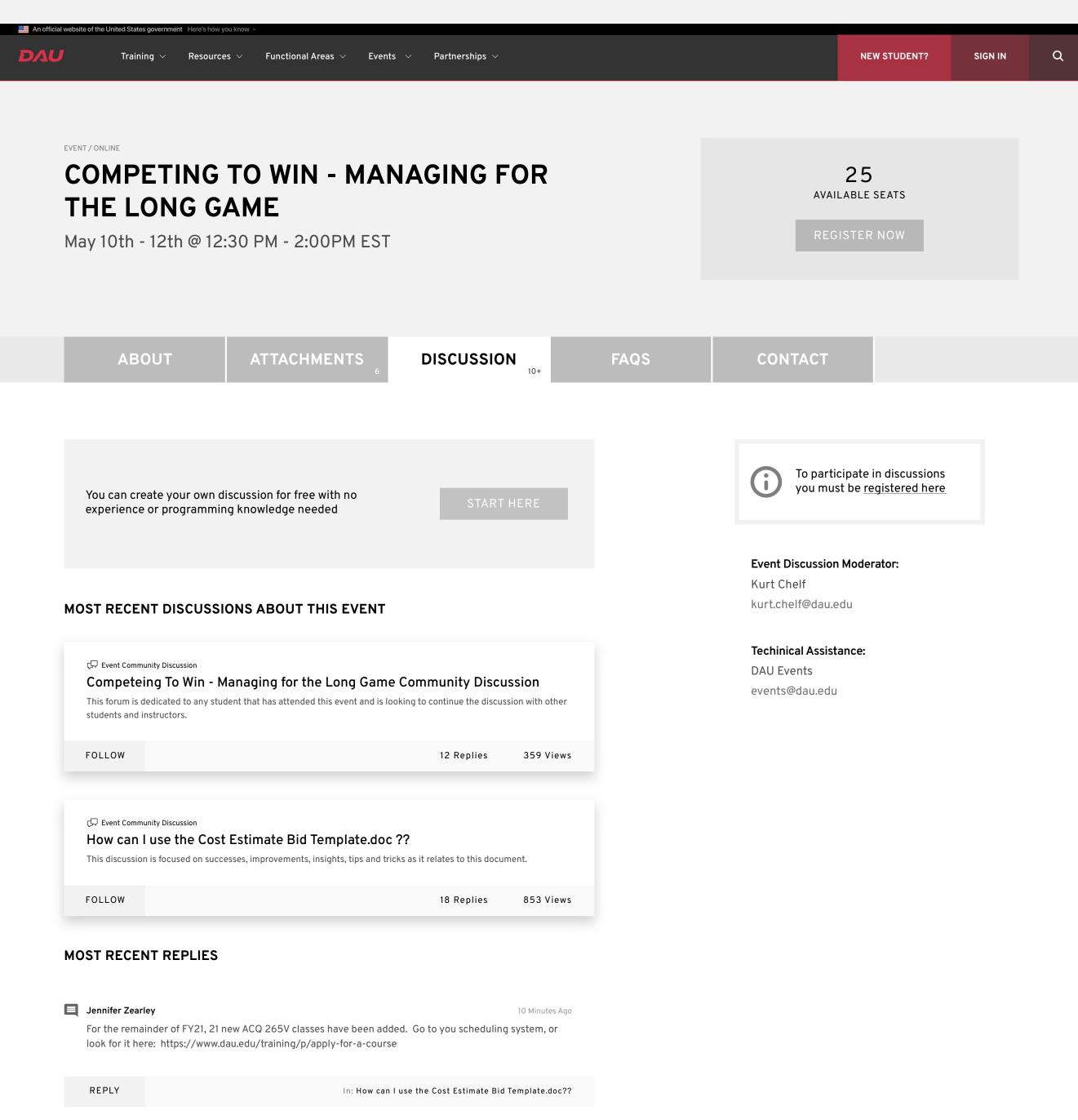
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SIGN IN

NEW STUDENT?

Q

CONTACT

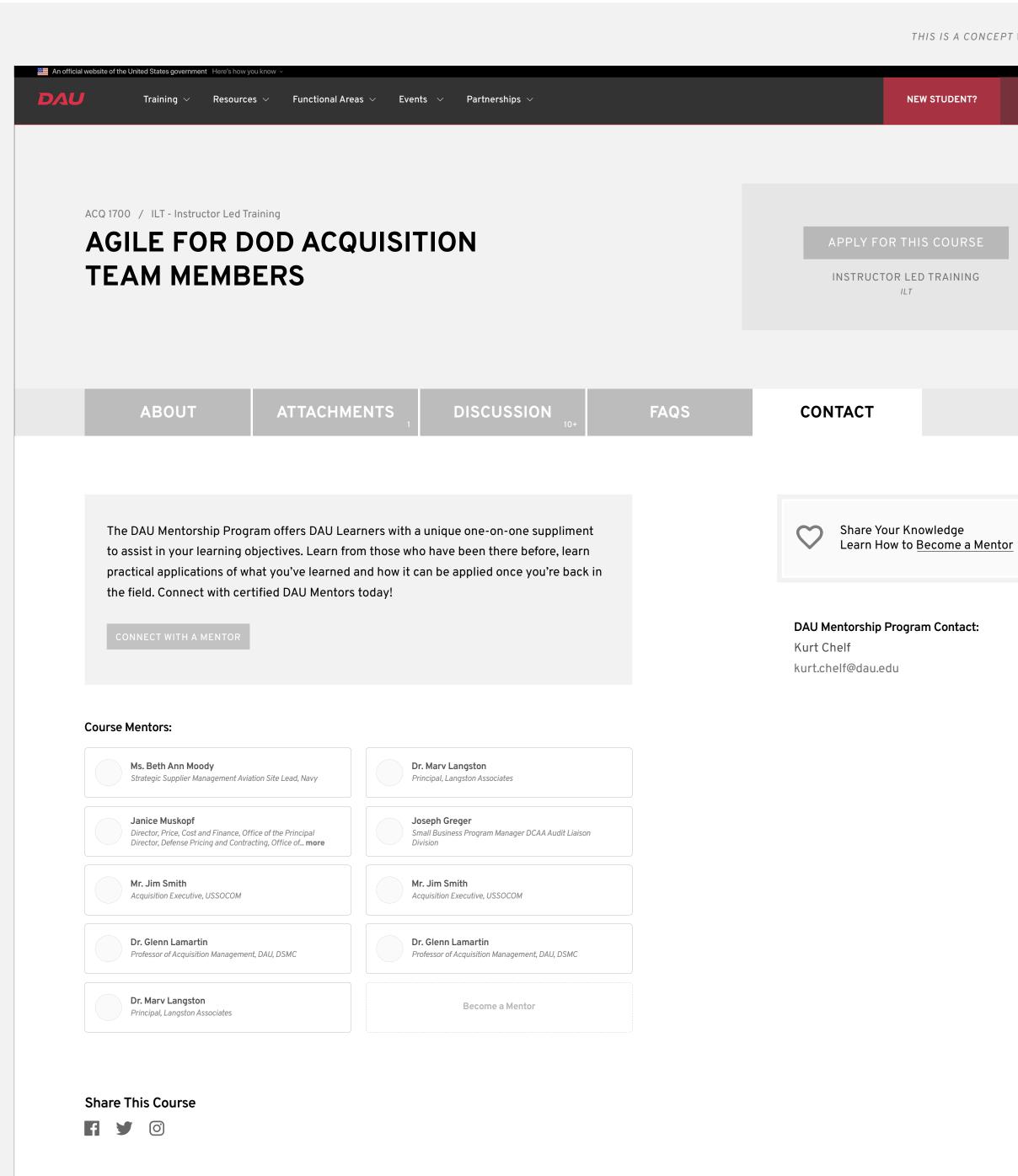
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..AND MORE





INSIGHTS INFUSED

DEVELOPMENT PROCESS

Front Load 0X	Concept Development 11	With Sketch in Hand 0X	Production Refinement 11	With ORL in Hand 0X	Production Build
Methods:	Methods:	Methods:	Methods:	Methods:	Methods:
• Use Case Scenarios	• Concept Sketches	• Live Interviews	• Production Wireframe	• Live Interviews	• Stage / Live
• Problem Statements	• Pattern Identification	• Unmoderated Testing	 Visual Design Application 	• Unmoderated Testing	 Hardening / Optimization
• Analytic Insights	• Interaction Usability	• Surveys	• Interaction Studies	• Surveys	• Analytic Signals
• Personas & Mindsets	• Information Clustering	• A/B Testing	• Prototypes & Clickable experiences	• A/B Testing	
• Executive Narratives	• Element Positioning	• True-Intent	• Requirement Development	• True-Intent	
Leading into any concept, the team will be front-loaded with insights provided by the UX Team.	Insights will be used as one source of influence to assist in the conceptualization process	Concepts can now be evaluated and scrutinized with participants to further our understandings and insights	Insights will be used as one source of influence to assist in the refinement process	Clickable experiences can now be evaluated and scrutinized with participants to further our understandings and insights	Production facing environments continue to be refined and optimized