

Let's talk Identity.

A little teamwork. A lot of ideas.



okta





Welcome to the Human-Centered Design Challenge.

You dedicate every day to serving the public. Do *they* know that? Or do clunky user experiences and security vulnerabilities get in the way?

That's where the Human-Centered Design Challenge comes in. It's a fun way to frame your user needs and redesign experiences. Because even though modern access management feels like a big service challenge, it doesn't have to.

Your job: Ensure that every user can safely access your benefits and services without any hurdles. It's serious business. So, let's have some fun.

Your mission, should you choose to accept it: You're tasked to provide simple, human-based, secure customer experiences for your users.

Is your team ready?

We're ready!





Here's how the challenge works.



Fill in a prompt:

Workshop as a team to frame your user needs. Think of all the transactions where Identity plays a part in secure access. When you've made a decision, type your answer into the text box.



Get tips:

Feeling stumped? Each prompt comes with its own cheat sheet. No matter who you serve, you'll find ideas right here.



Redesign the user experience:

Try to make it simple, secure, accessible, and equitable. Already have an experience like that? Think of ways you can take your current infrastructure to a new level.



Repeat:


When you're feeling ready, jump to the next prompt. See if your team can complete all seven.



Save your ideas:

After you've completed the challenge, make sure to click "Save" and use all this great thinking in your Identity framework.

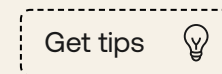
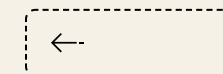
[Start your challenge](#) →

 Prompt 1

How might we address the particular login requirements for

on our digital channels?


Type your answer into the text box and remember to click "Save."



Looking for ideas? Click the "Get tips" button under the prompt card.

Example 1

How might we address the particular login requirements for veterans on our digital channels?

 Look past basic requirements around authentication and Identity proofing — what are their unique needs?

Find ideas and inspiration via organizations targeting similar beneficiaries. Let's give this cohort a bespoke yet secure experience!



Prompt 1

Login requirements

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Prompt 1

How might we address the particular login requirements for on our digital channels?

← Instructions

Get tips



Prompt 2 preview



Prompt 2

How might we assist with enrollment at the peak of

?



Get in touch



Example 1

Login requirements

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Example 1

How might we address the particular login requirements for **veterans** on our digital channels?



Look past basic requirements around authentication and Identity proofing — what are their unique needs?

Find ideas and inspiration via organizations targeting similar beneficiaries. Let's give this cohort a bespoke yet secure experience!

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Prompt 2 preview



Prompt 2

How might we assist

with enrollment

at the peak of

?



Get in touch



Prompt 2

Traffic spikes

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Prompt 2

How might we assist

with enrollment

at the peak of



Go back

Get tips



Get in touch

Prompt 3 preview



Prompt 3

How might we help

navigate online transactions without workarounds?



Example 2

Traffic spikes

Keep playing →

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Example 2

How might we assist **students** with enrollment at the peak of **financial aid** deadlines ?



Get ready: Have your dev team conduct performance tests for x authenticated requests per minute. This keeps you scalable beyond those inevitable traffic spikes.

Make it so easy: build out single sign-on functionality with zero passwords required.

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Next prompt →

Prompt 3 preview



Prompt 3

How might we help

navigate online transactions without workarounds?



Get in touch



Prompt 3

Online navigation

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Prompt 3

How might we help

navigate online transactions without workarounds?

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Get tips 

Prompt 4 preview




Prompt 4

How might we empower

to address

challenges?

 Get in touch



Example 3

Online navigation

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Example 3

How might we help **users with disabilities** navigate online transactions without workarounds?



Create an intuitive, accessible login experience based on the latest accessibility research. This might include screen readers and keyboard navigation with a visible focus indicator.

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Prompt 4 preview



Prompt 4

How might we empower

to address

challenges?



Get in touch



Prompt 4

Empowerment

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Prompt 4

How might we empower

to address

challenges?

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Get tips

Prompt 5 preview



Prompt 5

How might we remove
manual processes for

when verifying a

?

Get in touch



Example 4

Empowerment

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Example 4

How might we empower **developers** to address **user privacy** challenges?



Let developers choose which login provider to use but encourage the options with transparent data sharing so users are always aware of what data is being shared, when, and with whom.

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Prompt 5 preview



Prompt 5

How might we remove manual processes for

when verifying a

?



Get in touch



Prompt 5

Manual processes

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Prompt 5

How might we remove manual processes for

when verifying a

?

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Get tips

Prompt 6 preview



Prompt 6

How might we design a transparent

process that protects

privacy?

Get in touch



Example 5

Manual processes

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Example 5

How might we remove manual processes for **state staff** when verifying a **WIC recipient** ?



Allow users to verify themselves within an Identity framework. Create policies with defined classes, such as “safety-net beneficiaries,” for example.

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Prompt 6 preview



Prompt 6

How might we design a transparent

process that protects

privacy?



Get in touch



Prompt 6

User privacy

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Prompt 6

How might we design
a transparent

process that protects

privacy?

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Prompt 7 preview



Prompt 7

How might we help

protect user accounts
from hackers?

Get in touch



Example 6

User privacy

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Example 6

How might we design a transparent **information-gathering** process that protects **patient** privacy?



Take an API-first approach! Rather than collecting unique data, use an API to connect your website to clinical data registries already collecting healthcare quality and outcome information.

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Prompt 7 preview



Prompt 7

How might we help
[redacted]
protect user accounts
from hackers?



Get in touch



Prompt 7

Data security

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Prompt 7



Prompt 7

How might we help

protect user accounts
from hackers?

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Get tips 

 Get in touch



Example 7

Data security

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Prompt 7

Example 7

How might we help **customer agencies** protect user accounts from hackers?



Phishing-resistant MFA is the best option for the workforce as well as public users.

Mission partners can use a modern authenticator to enter the “front door” and PIV/CAC to access critical apps that protect sensitive data.

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Take the next step →



Get in touch



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Thanks for accepting the Human-Centered Design Challenge!

Now take that next step...

Don't forget to save the PDF with your responses!

Remember: Limited resources no longer mean a clunky user experience or security vulnerabilities. An Identity framework alleviates these problems, letting you focus on your core mission — serving users.

Ready to test these out?

Okta swiftly enables all these ideas and more.
Contact us at okta.com/publicsector

Workshopping in person?

We can provide a printed Human-Centered Design Challenge.
Email hcd@okta.com