

Adopt & Adapt Resources: UX Tools & Services

HCD (Human Centered Design) Culture

No Design is still Design; little or no attention to Experience Design creates UX Debt. Cultivate allies, speak their language, and support them with information and tools.

Content

- [18F Content Guide](#)
- [Hemingway Editor](#)
- [Queensland Web Writing & Style Guide](#)
- [USDA Plain Writing Resources](#)

Ecosystem

- [The OneUSDA Ecosystem](#) (PDF)
- [USDA Archetypes, Service Areas, Service Blueprint](#)

Inclusion, Access & Accessibility

- [18F Accessibility Writing Guide](#)
- [Accessibility = Go](#) (PDF)
- [ADA Video Intro to Digital Accessibility](#)
- [Digital.gov Accessibility for Teams](#)
- [Section 508 Accessibility Requirements Tool](#)
- [Section 508 Integrating Accessibility into Agency \(DEIA\)](#)
- [Section 508 Universal Design: What is it?](#)
- [W3 Design & Development for Accessibility](#)

Inclusion – User Centered Design & Usability

- [Digital.gov Usability Starter Kit](#)
- [IDEO Field Guide to Human-Centered Design](#)
- [Digital Services Playbook](#)

Return on Investment (ROI)

- [HFI ROI UX calculators](#)
- [Video: HFI ROI](#)

Supporting your UX practitioners

Support your UX practitioners, including those who will fulfill a UX role.

Awareness, Training & Community

[Digital.gov Checklist of Requirements](#) (for awareness)

Community & Training

- [Columbia Center of Excellence UX Community of Practice](#)
- [Firecat Studio First Fridays](#)
- [Rosenfeld Communities](#)
- [USWDS Community](#)
- [UX San Antonio](#)

Vendors Offering Training

- [AJ&Smart — Design Sprints, Facilitation training](#)
- [Interaction Design Foundation UX Courses](#)
- [Jared Spool's All You Can Learn \(UIE / AYCL\)](#)

- [LinkedIn Training](#) (formerly Lynda.com) Tip: Available through many libraries!
- [Luma Workplace](#)
- [Nielsen Norman Group \(NNG\)](#)
- [SiteImprove Accessibility Academy](#)

Evangelizing with Feedback, Metrics, and Results

- [Interaction Design Proven Tactics for Evangelizing UX](#)
- [UXPin Evangelizing UX: How Design Leaders Win Buy-In](#)

Project-Level Activities: Getting the Work Done

These Activities, Methods, Analysis, Documentation, and Deliverables are great for one or more phases of the XD process. Organized by design phases: Explore the Problem, Design the Right Thing, Build the Thing Right, and Operations.

Analysis/Documentation/Deliverables

- [18F Cognitive Walkthrough](#)
- [18F Persona](#)
- [18F User Journey](#)
- [18F Validation/Test, Measure, Refine](#)
- [18F Wireframe/Diagrams](#)
- [Jeff Gothef Lean UX Canvas](#)

Approaches and Getting Started

- [DUS Digital Services Discovery Sprint Guide](#)
- [AJ&Smart Design Sprints \(Videos\)](#)
- [UX Planet Design Thinking Toolkit](#)

Methods

- [18F Experience/UX/CX Methods](#)
- [IDEO Design Kit - Methods](#)
- [Jim Ross: Observation in User Research](#)
- [UX Tools: 33 Activity Ideas for UX Workshops](#)
- [UX Tools: UX Challenges \(Methods\)](#)

Metrics & Testing

- [Adobe Usability Metrics: Measuring UX Design Success](#)
- [NNG: Usability Heuristics for UI Design](#)
- [Sematext: 20+ User Experience Metrics](#)
- [University of Cambridge: Performance Indicator Framework](#)
- [Usability Testing \(Texas Project Delivery Framework\)](#)
- [UserTesting: The Complete Guide to User Testing](#)
- [UX Foundations – Usability Testing](#)

Tools

There are many great tools, but here are a few resources.

General

- [2020 Design Tools Survey](#)
- [Adobe XD Starter Plan \(free\)](#)
- [Google Analytics](#)
- [SiteImprove Analytics](#)

Accessibility

- [Acart Communications Contrast Checker](#) - also includes considerations for color blindness (not a requirement of WCAG AA)
- [Accessible Color Palette Builder](#) - shows which color combinations are accessible for text
- [Accessible Color Palette Generator | Adobe Color](#) - shows whether the color palette is color blind safe (but does not check the contrast ratio; more useful for graphics than text)
- [Color contrast analyzer tool | Adobe Color](#)
- [Contrast Grid](#) - check multiple colors at once
- [WebAIM](#) - various resources
- [WebAIM Contrast Checker](#) - basic checker
- [Who Can Use](#) - It mimics color blindness, cataracts, glaucoma, low vision, direct sunlight on a screen, and night shift mode.

Research, Evaluation & Testing

- [Aurelius Lab](#) – UX Research
- [Mural](#)
- [Optimal Workshop](#)

Pay to Get Started FAST with Instant Team and Mature Practice

Ultimate instant maturity – [HFI Instant On Team](#) and UXE ([UX Enterprise](#)) – Object Oriented UX. Efficient and easy-to-use platform for creating, sharing, and managing your organization's UX memory. Includes methods, baseline objects, user profiles, environments, scenarios, and artifacts, standards, specifications, knowledge management, UX analytics).

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