

Poster No. 1002

A User First Approach:

Applying NOAA's Service Delivery Model through the Industry Proving Grounds

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105TH ANNUAL MEETING 12–16 JANUARY NEW ORLEANS & ONLINE AMS 2025 AMERICAN METEOROLOGICAL SOCIETY

Introduction

NOAA's Industry Proving Grounds (IPG) is piloting an innovative approach to user engagement by co-developing products and services with members of industry. This methodology applies aspects of social science best practices through the Service Delivery Model to a flexible, iterative approach involving end users. This poster showcases the IPG engagement approach, discusses initial findings through the engagements, and explores how the program will continue to evolve based on these insights.

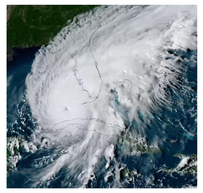


Figure 1. NOAA's Service Delivery Model

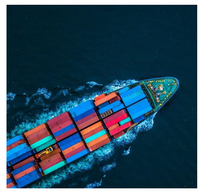
IPG Sectors



Architecture and Engineering



Insurance and Reinsurance



Retail

Equitable Climate Services Action Plan	The IPG supports four of the five strategic priorities outlined in the *Equitable Climate Services Action Plan* (May 2024), including advancing awareness and accessibility for users of all disciplines and backgrounds, ensuring data equity in all products and services, expanding climate services on holistic societal impacts, and creating an enabling environment.
Service Delivery Model	NOAA's Service Delivery Model (**Figure 1**) provides a framework for iterative co-development of data, products, and services to meet user needs. The IPG's process is aligned to the stages of the model, using iterative co-development and in-depth user engagement to collect user requirements and deliver customized tools and data products (**Figure 2**).

User Engagement - Initial Findings

- ✓ Use multiple methods of engagement (e.g., discussion, polling, virtual, in-person, large group, interviews) to ensure users with different communication styles can fully participate.
- ✓ Ensure participants include a range of stakeholder types, including those who work directly with data (i.e. data scientists), and key industry decision makers who rely on NOAA's boardroom products (i.e., corporate leadership).
- ✓ Engage participants by asking them to articulate the use-cases they have for the product to ensure product requirements are appropriately prioritized and revisit needs throughout the development process through routine engagement.
- ✓ Validate needs expressed by users to ensure product requirements are useful and streamline development.
- ✓ Integrate users every step of the way from initial engagement and requirements development to the deployment and uptake of a new tool – engagement is not a "first mile" activity for true product co-development.

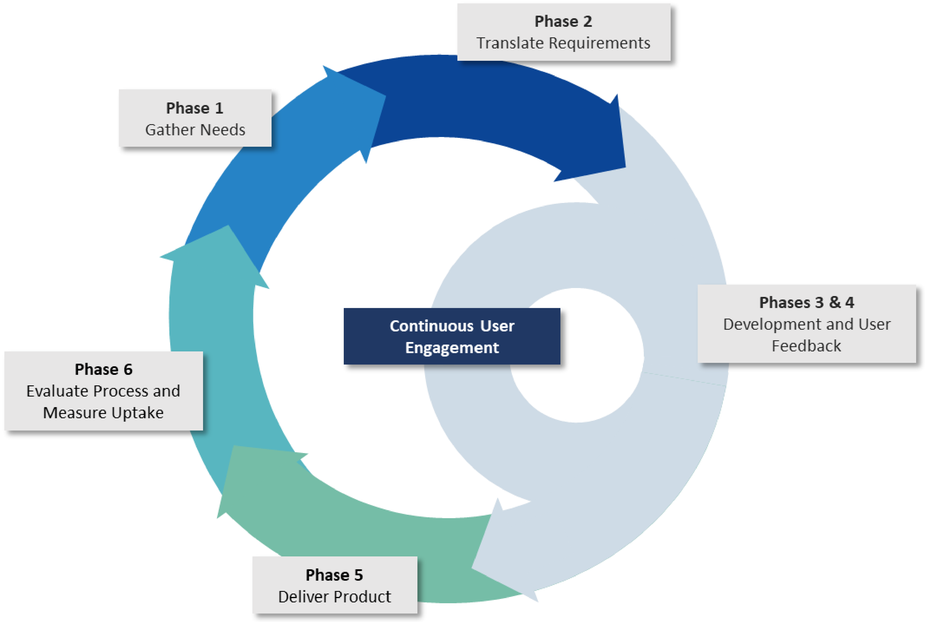


Figure 2. IPG Product Development Stages

Phase 1. Gather Needs
- Identify sector engagement strategy and objectives based on the target product
- Collect user needs through engagement activities
- Validate user needs and use-cases for different products

Phase 2. Translate Requirements
- Develop technical specifications based on user needs and jobs to be done
- Complete the initial architecture and socialize mock-ups with users for feedback
- Create a product development plan, including identifying strategies for user engagement

Phases 3-4. Development and User Feedback
- Iteratively develop the product, conducting accessibility and access reviews
- Trace product features to user needs learned throughout engagement
- Share prototypes with users to collect feedback, refine requirements, and validate the product

Phase 5. Deliver Product
- Finalize the product and deliver it via the IPG web portal
- Share the product with users and collect feedback on use and usability
- Address final adjustments and catalog feedback for future development

Phase 6. Evaluate Process and Measure Uptake
- Measure the uptake of the product by industry and identify improvement areas
- Close out initial development of the product
- Complete a retrospective and formally document lessons learned for future development

Learn more about how the IPG is building resilience and economic prosperity!