

Open Data, Design, & Development at the Office of Natural Resources Revenue

Getting stakeholder buy-in

May 19, 2021

Framing the problem

For the <u>Natural Resources Revenue Data (NRRD) website</u>, we often start a project with a <u>design studio</u>. We start here to solve a problem we've identified through user research.

We took a different approach to redesign the Office of Natural Resources Revenue's (ONRR) primary website, <u>ONRR.gov</u>. ONRR.gov's primary goal is to communicate about the agency and reporting requirements. To reach this goal, we needed to partner with internal stakeholders from all areas of ONRR. This enabled us to learn about the domain before we could begin to better explain things to users. Our approach was to iteratively review <u>wireframes</u> with each team at ONRR.

Learning how all the pieces fit together was not an easy task because nobody had documented it. For example, when I first started at ONRR, I missed the first half day of new employee training because of flight delays. When I walked in, each team presented about what they do, but I felt like I was missing something. When we got to a break, I asked if I missed a slide

showing how all the groups fit together. The response was that there wasn't one.

Shortly after that, I created journey maps to understand how the whole process works. I created the map after interviewing ONRR employees as potential users of a future lease level dataset for the NRRD website. This helped me to understand how the process fits together to some extent, but not at the level needed for ONRR.gov.

When we started working on ONRR.gov, we interviewed industry and internal users about how they use the site. This gave us an understanding of the tasks users complete with the site and some of the pain points with the process. It also allowed us to solidify our product statement, vision, and user types.

ONRR.gov problem statement

Companies pay to produce natural resources on federal lands, Indian lands, and the Outer Continental Shelf. They need to access timely and accurate information to meet complex regulatory requirements. These requirements include reporting production and paying the required royalties and other revenues. The Office of Natural Resources Revenue collects, verifies, and disburses those revenues.

Native Americans and the public need to understand their revenues and ensure we meet our trust responsibilities. ONRR should provide access to resources and clear communication to help this understanding.

Vision

We communicate the role of the Office of Natural Resources Revenue. We deliver trusted and easy to use information and customer service. This enables companies who lease federal and Indian lands to accurately report production and pay revenue due.

User types

New production and revenue reporters use the site to request access to reporting systems. They also learn about production and royalty reporting and payment requirements.

Existing reporters and payors use the site monthly to access ONRR's reporting portal. They have to submit reports for their oil, gas, geothermal, or solid minerals production and revenue. These users look on ONRR.gov for handbooks, pricing information, and lease numbers or codes to put on their reports. They also use information about submitting payment of the amount they owe ONRR. Some may look for information about compliance if they get a letter about enforcement.

ONRR customer service reps are internal users who use the site to provide information to reporters and payors.

Inquisitors are people like job seekers or journalists who use the site to learn about ONRR.

Resource owners are tribal representatives or Individual Indian Mineral Owners (IIMOs) who own mineral rights. They use the site to get information about ONRR's trust responsibilities and their leases.

Organizing the site

To understand the universe of content, I revisited the content inventory <u>one</u> <u>of last year's interns started</u>. I updated it to the current state of the site and tracked all the locations where each piece of content lived. We then created cards that were representative of the content and conducted <u>card sorting</u> and <u>tree testing</u> with users. We also showed early wireframes to the users who participated in these studies.

Initial homepage wireframe:



U.S. Department of the Interior

Office of Natural Resources Revenue (ONRR)









Reporting Training & Resources Pricing Paying Ind	Enforcement & About ONRR Search Q
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The Office of Natural Resources Revenue (ONRR) collects and disburses natural resource revenue from leased federal lands and waters and Native American lands.

Reporting

Reporting Home

Production

Royalty

Solid Minerals

Geothermal

eCommerce[2]

Data Warehouse Portal

Cross-Referenced Lease & Agreement Number Lists

Training & Resources

Training & Resources Home

New Reporter Setup

Handbooks

Training Videos

Policy

References

External MRMSS Application Request Form (EMARF)

Addressee of Record
Designation for Service of
Official Correspondence
(ONRR-4444)

Pricing

Pricing Home

NYMEX Oil Prices

Unbundling

Federal Gas Index Option

Valuation Regulations

Paying

Paying Home

Late Payment Interest

Pay,gov 🖸

Announcements

2016 Valuation Rule Implementation

Please see the <u>Dear Reporter Letter (pdf)</u> on Extending the Deadline for 2016
Valuation Rule Compliance to July 1, 2020.

Royalty Valuation will also offer Processed Gas Reporting training addressing the changes resulting from the reinstatement of the 2016 Valuation Rule via WebEx on Wednesday, June 10, 2020. This session will run from 8:00 am to 10:30 am Mountain Daylight Time. Click here to register.

Mineral Owners

ONRR would like to let the mineral owners know that we are still operating, processing 2014s and payments, as well as processing distributions. Our Indian Outreach group is also answering phones. If you have any questions or concerns, please call us at the numbers available on our Allottee Assistance page.

Indian

Indian Home

Indian Services

Indian Pricing

Enforcement & Appeals

Enforcement & Appeals Home

Appeals & Sureities

Bankruptcies

About ONRR

About ONRR Home

Press Releases

Contact Us

Reporter Letters

Extending the Deadline for 2016 Valuation Rule Compliance to 07/01/2020 (11/20/2019)

Enjoining of Federal and Indian Coal Provisions of the 2016 Consolidated Valuation (10/17/2019)

Assessment of Late Payment Charges on Solid Mineral Leases (06/24/2019)

View All

Press Releases

Interior Disburses \$353 Million in GOMESA FY 2019 Revenues; Funds Support Coastal Conservation and Hurricane Protection Projects (03/180/2020)

Interior Disburses \$50 Million to Alabama from 2019 Energy Revenues (03/30/2020)

Interior Disburses \$155.7 Million to Louisiana in FY 2019 Energy Revenues (03/30/2020) 🖟

View All

Deliveries

Until further notice, all ONRR office deliveries (except for the United States Postal Service) must be shipped to the ONRR Denver Office at:

Office of Natural Resources Revenue P.O. Box 25165, Entrance N1 Building 85, Eighth Street Denver Federal Center, CO 80225

This applies to deliveries designated for ONRR offices in Houston TX; Dallas TX; Oklahoma City OK; Tulsa OK; and Farmington NM.

Revenue Statistics



Fiscal year 2019 revenue: \$12,006,908,794 Fiscal year 2019 disbursements: \$11,693,266,132 Fiscal year 2020 GOMESA disbursements: \$352,963,140

(F)

Explore Revenue Statistics

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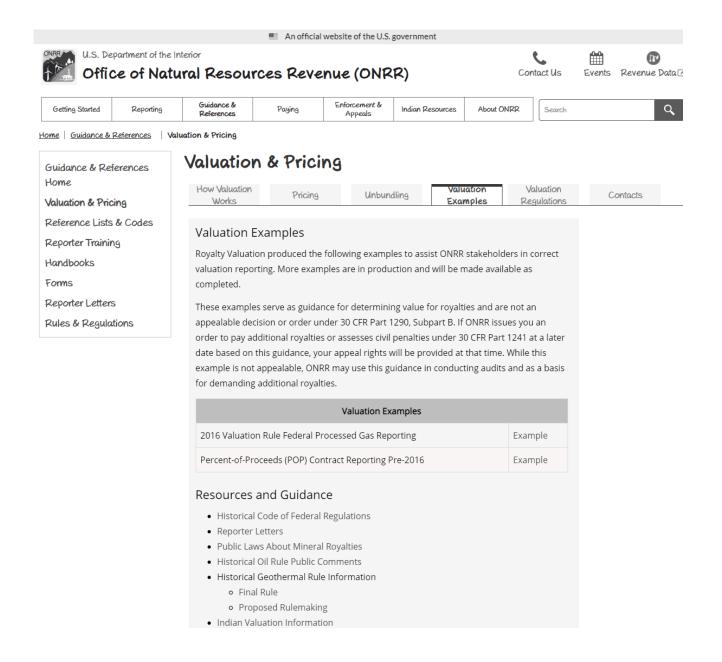
We created a taxonomy based on the card sort and tree test findings. Then I went through our content inventory and made sure we had a home in the new organization for every piece of content. I also tweaked the categories, as needed.

We also started going through the 3,000 documents on ONRR.gov to make them accessible. We'll write more about how we did that later. While the teams who owned the documents were doing this, we had them think about what content was necessary to keep on the site. Thinking about what was necessary while updating content for accessibility helped to pare down the content.

Redesigning pages

Then it came time to start redesigning pages. I had an assumption that I would have to negotiate many changes because of regulatory requirements. As a result, I started with screenshots of the current site placed into the structure that came out of card sorting and tree testing.

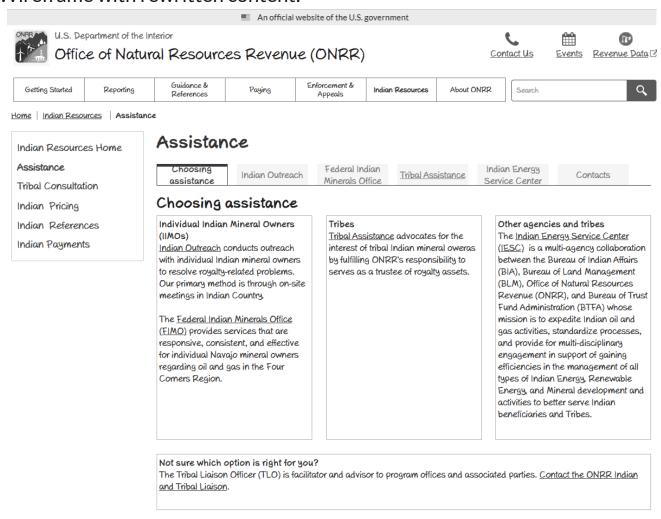
Wireframe using a screenshot of the current site:



As I started to review pages with stakeholders, it became clear that most of the content on the site wasn't designed intentionally. The people I talked with generally didn't know why the site was the way it was before the redesign. That gave me leeway to design based on best practices and what we learned from the early user interviews.

I laid out pages with better chunking and started simplifying the reading level. Some skeptical stakeholders didn't think we could simplify the content without sacrificing meaning. But seeing the rewritten content convinced them. It retained the meaning while being easier for users to comprehend.

Wireframe with rewritten content:



I created process diagrams for many sections to explain concepts to new reporters. These often started with "we have a slide to explain that" conversations. I took what was in the slide and simplified it. Then reviewed it with the team and iterated.

Process wireframe:









Getting Started

Reporting

References

Paying

Compliance & Enforcement

Indian Resources

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Compliance

Compliance & Enforcement Home

Compliance

Enforcement & Litigation Support

Appeals

Cooperative Agreements (STRAC)

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Compliance Authorities

Contacts

Overview

Overview

Our primary tools to verify and ensure compliance from companies are data mining reviews, compliance reviews, and audits. In all these activities, we review all components of the royalty reports in whole or in part. These include volume, value, allowances, and royalty rate.



Up-Front System Edits

oil, gas, geothermal

when reporting

Up-front system OGOR and ONRR-2014 edits are in place that may reject your report when you submit.

DGOR edits D 2014 edits



Data Mining Reviews

oil, gas

6-9 months after reporting

Data mining analysts perform reviews of reported royalty information, capturing possible anomalies. Most data mining reviews consist of volume measurement reviews. They look for under-reported or 100 percent missing royalties based on reported production data. Data mining also reviews companies that recoup more than they reported (net negatives) and new communitization agreements.

	(Office of Natural Rese Preliminary Dete				
	X XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Volume Exception			Request No. PD-#	
PART I	Company Name & ID: Company Name ID#	Request Submitted To: Name Phone Email		Date of Req		Date Due: MMODD/YYYY



Compliance Reviews

oil, gas, geothermal, solids

1-2 years after reporting

Compliance reviews check that the royalty equation (volume, value, allowances, royalty rate) is reported and paid correctly and there are no variances. There are also compliance reviews for Indian Gas Major Portion and Indian Oil Major Portion pricing and dual accounting,

	. 99-99999	Compliance Revi	ent 🔵	Requ	sest No. PD-01
PART I	Company Name & ID: ABC Company 12345	Request Submitted To: June Doe 999-999-9999 janedoe@email.com	Date of 1/16/20		Date Due: 1/31/2019
PART II	Property Number(s):	999-999999-9	Review Period:	01/01/20	15-12/31/2018



Audits

oil, gas, geothermal, solids

We conduct audits to determine if companies are

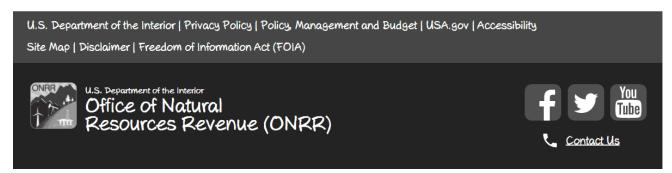


2-3 years after reporting

we apply Generally Accepted Government Auditing Standards and use 3rd party documentation to validate royalty reporting and payments. It is a longer, more formal process and requires a higher standard of verification in the form of evidence.

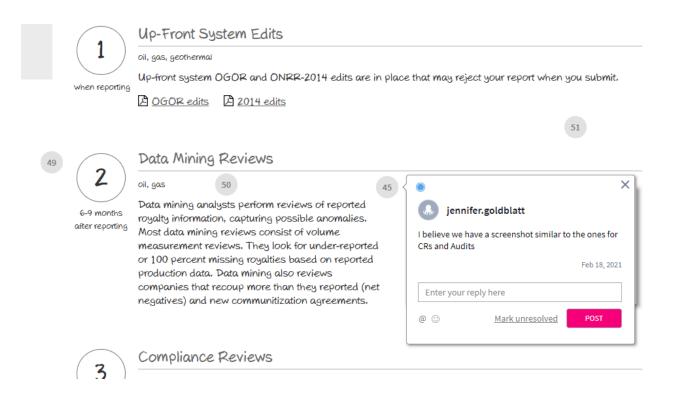


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Having an artifact, like a <u>wireframe</u>, helped to start these discussions. I made them sketchy to start the conversations and keep people from getting hung up on look and feel. Wireframes make it easy for people to point to something and ask about it. They also prompt them to tell you about problems they have with the current state. They give a visual aide for the conversation and give people something to react to. I also invited feedback. I showed the stakeholders how to put comments in our prototyping tool. This allowed them to comment more offline after they had a chance to let the changes sink in.

Stakeholder comment:



Conclusion

I now know more about how the teams within ONRR work than when I started with the agency. All it took was putting wireframes in front of people from each team and having them tell me about their work and how it fits into ONRR.gov.

The teams also now enjoy working with our team and are bought into the user-centered design process. Now that we have most of the site redesigned to stakeholder satisfaction, we will test it again with users. This will be the real test to find out whether we've moved closer to achieving our product vision.

Note: Reference in this blog to any specific commercial product, process, or service, is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the Department of the Interior.



Shannon McHarg: User Experience Designer at the Office of Natural Resources Revenue.

 Six lessons from my time as a government product manager A user-centered approach: simplicity and complexity in a homepage graphic >

Home



U.S. Department of the Interior

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From the team that works on Natural Resources Revenue Data and ONRR.gov. Have feedback or a blog post idea? Drop us a line.

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Vulnerability Disclosure Policy No Fear Act