

Let's Make an  
Impact Together

Capability Statement

W → friendsfromthecity.com

IN → Friends From The City

# Friends From The City

A → UX Strategy

B → UX Research

C → UX / UI Design

D → Content Strategy

E → Product Management

F → FE / BE Development



## About Friends

Friends From The City is a modern digital services firm focused on impact. We customize private-sector technology to make digital interactions with the government easy, inclusive, and accessible. We are a diverse team of technologists and creative problem-solvers who are committed to producing ethical design and technology for all. With the U.S. Digital Services Playbook as our north star, we combine technology, data, and strategy to create bespoke solutions for our clients. We are a proud member of the Digital Services Coalition (DSC).

## Differentiator .01

# 1

A Tailored Experience

Our approach to working with you is flexible and not stressful. We encourage asynchronous communication to reduce meetings and adapt to your agency's goals. Our team excels in communication and active listening.

## Differentiator .02

# 2

A Community of Practice

Our best work happens when we collaborate with our clients. We value our government partners as experts in their respective fields and view them as co-collaborators throughout the project.

## Differentiator .03

# 3

A Equity as a Service

We hire people who reflect the diversity of our nation. We are proud to support the federal government's efforts to eliminate discrimination and disparities in the delivery of public services.



# How We Make an Impact

<b>A</b> → Veteran Facing Services - CMS	We provide product management and user research to enhance the Drupal CMS experience for VA editors.
<b>B</b> → VA Debt Performance	We provide user research and product design to simplify and streamline the process of managing and resolving VA debts.
<b>C</b> → VA Authenticated Experience	We provide frontend development that elevates the logged-in veteran experience by presenting their data in an informative way.
<b>D</b> → VA Benefits Delivery Experience	We conduct user research and frontend development to improve the veteran experience for submitting form 526 for compensation.
<b>E</b> → VA Sitewide / Facilities	We provide product management for the development and implementation of digital products and services for VA.gov.
<b>F</b> → Quality Payment Program - HCD	We provide user research and design expertise for the development of future Quality Payment Program (QPP) systems and policies.
<b>G</b> → American Board of Family Medicine (ABFM)	We led design thinking workshops for ABFM with CMS and industry experts to develop policy recommendations for social risk factors in Medicaid and Medicare payments.
<b>H</b> → The National Museum of African American History and Culture (NMAAHC)	We conducted user research and content strategy for searchablemuseum.com, a new online digital experience.
<b>I</b> → Inclusive Capital Collective (ICC)	We conducted discovery research for the ICC, identified capital access challenges for underrepresented entrepreneurs, and led a co-design workshop to create solutions, inform user stories, and build an information architecture.

**Founder x Principal**  
Lapedra Tolson

**Email**  
lapedra@cityfriends.tech

**SAM UID**  
RA62AG44CFZ8

**Cage**  
8TOK1

**Certifications**  
SBA 8(a) Business Development,  
SDVOSB, and WOSB

GSA Multiple Award Schedule (MAS)  
#47QTCA23D0076

**NAICS**

- 541511 Custom Computer Programming Services
- 541512 Computer Systems Design Services
- 541519 Other Computer Related Services
- 541720 Research & Development in the Social Sciences & Humanities
- 541910 Marketing Research & Public Opinion Polling
- 541430 Graphic Design Services

**SINS**

- 54151S IT Professional Services
- 541910 Marketing Research and Analysis Services
- 541611 Management and Financial Consulting, Acquisition and Management Support and Business Programs and Project Management Services

