

Homework 8: Citizen-Centered Design

Write-Up

Part 1

Citizen-Centered Design is a website for city government employees to learn how to implement human-centered design in the creation and evaluation of services. Through learning the methods on this website and how they can be implemented in practice, users can better serve the needs of their community. Citizen-Centered Design shows how users can improve an existing government service by walking through a human-centered design process. Users are able to walk through various content modules, either by clicking individually on the content modules from the homepage or by scrolling through all of them on the Toolkit page.

Through the interplay between content and design, I developed the following design principles to frame the user experience of my website:

- 1. Clear Content:** Good writing is good design. In order for the human-centered design process to resonate with the government employees who interact with my website, I convey why it is valuable to adopt these methods into their work. I share the methods in plain language, and when I introduce design terminology, I make sure I define it.
- 2. Participatory Design:** In the spirit of human-centered design, iteration and involving users in the design process is key. I included opportunities for government employees to incorporate methods into their own workflows, which is why I included worksheets that they can download and build upon themselves. I also created an opportunity for users to share feedback on interacting with the web site through a Contact Us page, and I included a database of civic tech initiatives that they can learn about and contact Citizen-Centered Design so that we can add their initiative to the database.
- 3. Subtle Delight:** I used CSS and Javascript animations to add simple elements of delight as users interact with the web site. They serve as a reminder to government employees that small changes can make a big impact, just like the work that they can do with human-centered design.

Part 2

- At top of page, click on hamburger menu and then click on “About”, “Toolkit”, “Database”, and “Contact”.
- Alternatively, on the open hamburger menu, you can click the “X” and watch the content slide out of the screen.
- Scroll through homepage.
- On the homepage, hover over the icons that point to the different human-centered design steps (desktop only)
- From homepage: click on “Pinpoint” and scroll through the entire list of steps on “Toolkit” page.
- Alternatively, click on individual steps from the homepage and read from there. You can scroll through the entire list or just focus on one or multiple steps, depending on the human-centered design methods that you are implementing with your government team.
- Within each step on the Toolkit page: download a worksheet related to that step.
- From the footer on any page, click on “About”, “Toolkit”, “Database”, and “Contact”.
- On the “About” page, read through the page and learn how you can share feedback on interacting with the site by clicking the “Innovate With Us” button, which leads to “Contact” page.
- On the “Database” page, interact with database by reading about and clicking on URLs for civic tech projects that have come before this one.
- On “Contact” page, write a message.
- On “Contact” page, submit the message that you wrote.
- On “Contact” page, receive feedback that your message has been submitted.

Part 3

- Animation
 - I chose animation because I became inspired by the subtle delight that Stripe incorporated into their website through animations. In addition, animation can provide important affordances and complement the content on the page, and I wanted to start mastering that.
 - I used CSS and Javascript animation to create a hover effect on both the buttons on each webpage and the icons on the homepage. My hamburger

menu incorporates a slide CSS animation to slide the content out of the screen when you “X” out of it. I also incorporated Javascript SVG animation above the footer to put my own spin on an animated footer that inspires me, the one on the [Dame Labs](#) website.

- For the animated icons on the homepage: I chose the hover animation on desktop to highlight each step (for mobile, i have chosen not to include the animation because the tap interaction that would be required as a replacement for hover to animate them is not intuitive on mobile). The animation reminds me of turning on a lightbulb, and in turn, I hope to illuminate what is possible for government employees through human-centered design. The animation on the hamburger menu content creates a smooth transition for the interaction of closing out of the menu content. Lastly, the wavy footer is a simple addition of delight for the user, as well as a visual transition between the body content and the footer.

Part 4

As I iterated on my HW7 mockups, I made two major iterations: I created six worksheets that users could download, one for each step in the toolkit, and I also created a database of civic tech projects that have come before Citizen-Centered Design. I added these functionalities in order to make the methods on the web site come to life so that they can be usable to local governments and also so that local governments can look to other government initiatives that have incorporated these methods into their own workflows. On the interaction level, I clarified the relationship between pages through adding the step name to each button associated with a method on the home page because Kristin helped me to realize that was not clear in my prototype and added more animations beyond the icon highlights on hover—the button animations, the hamburger menu content slide, and the wavy line above the footer. I also updated font and color palette, added a footer, and changed my navigation menu from words to a hamburger menu for simplicity in responsive web.

Part 5

It took some time for me to figure out how to format certain things, like HTML file paths and the media queries for responsive web, but with trial and error, Googling, and a few breaks here and there, I was able to problem solve and get everything working. Since this is my third HTML/CSS project, I feel much more confident navigating and troubleshooting HTML/CSS and am finding my way through all of the syntax. Understanding Javascript syntax is also still a major challenge for me, but this project is

the impetus for reading *Eloquent Javascript* on my own time to better understand it and better prepare for the PUI final.