



Federal Trade Commission Website Redesign



 maze



Design Process



User Interface Analysis



Information Architecture



Responsive Web Design

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BEFORE

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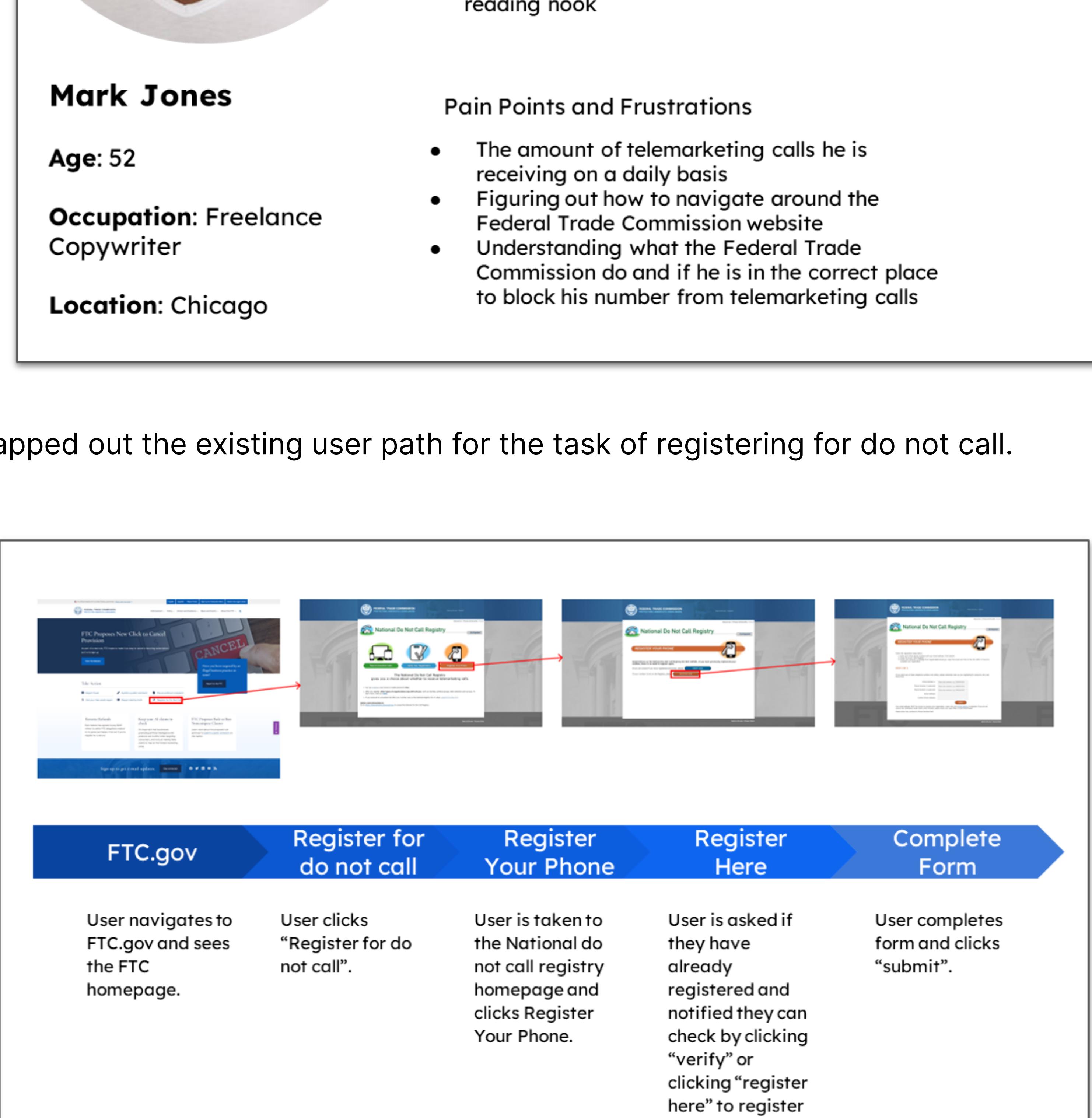
Project Overview

THE PROBLEM: The current Federal Trade Commission Website is very difficult to navigate with confusing homepage interface and a complex menu. It is not obvious from the homepage what services the Federal Trade Commission provide making the website confusing from the moment you arrive. The website has no consistent colour scheme which differs when you click into links. This makes the whole user experience very confusing.

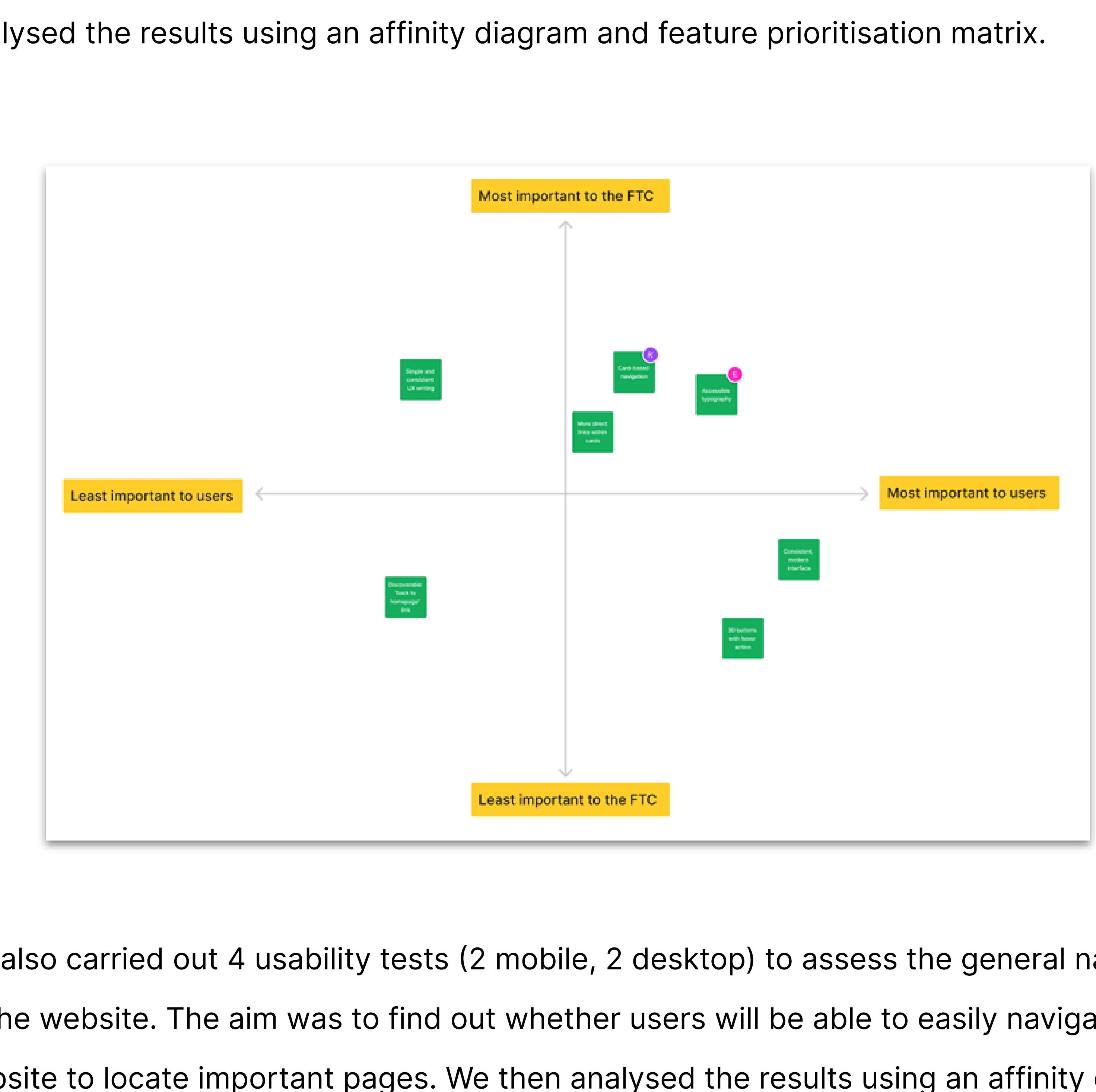
THE SOLUTION: Redesign the website with a consistent colour scheme, a simple and logical navigation and make it clear on the homepage what services the Federal Trade Commission provide.

User Interface Analysis

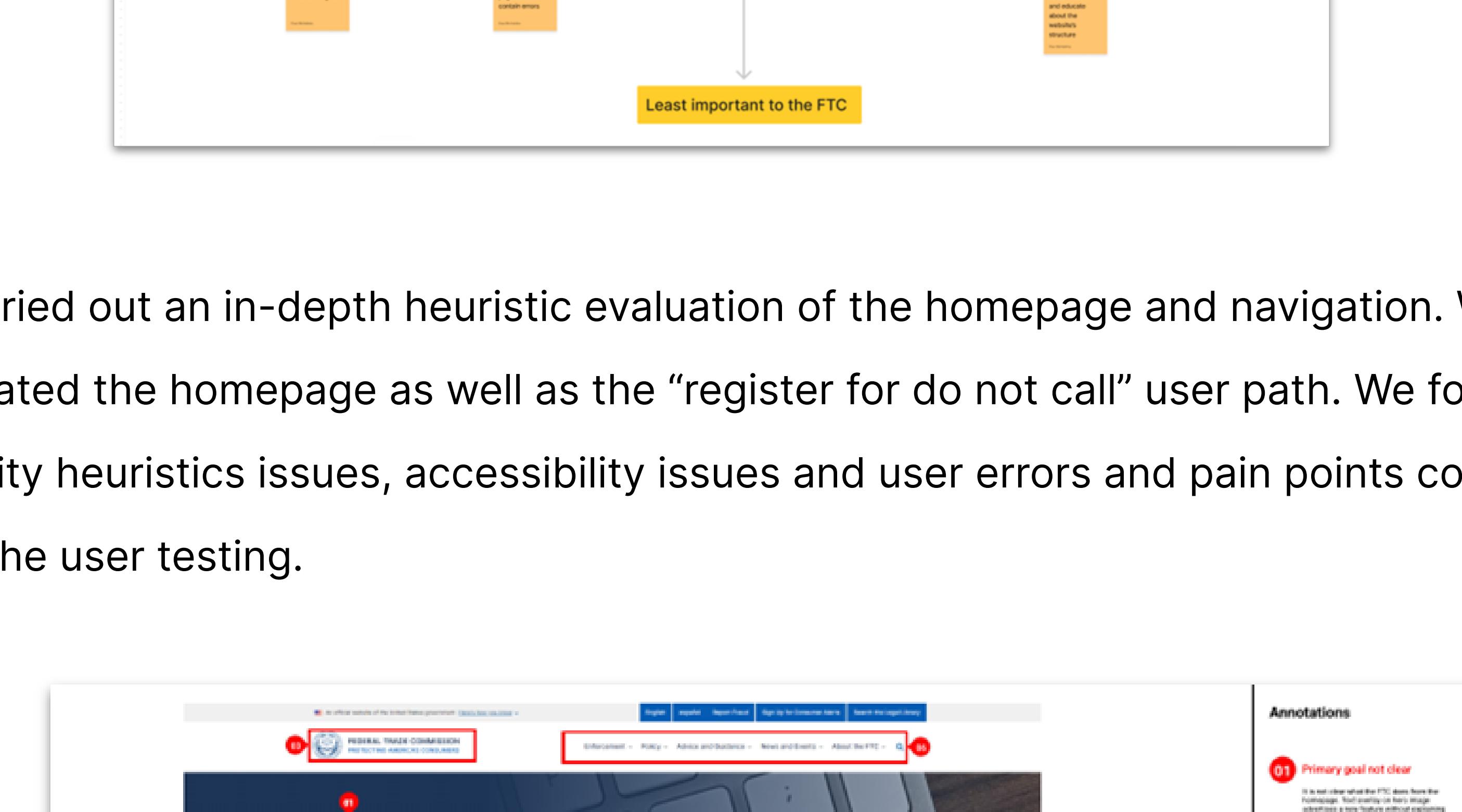
We created a proto-persona of an individual who is likely to use the Federal Trade Commission (FTC) website. As there are many different tasks that can be accomplished on the FTC website we focused on the specific task of "register for do not call register". We created our proto-persona with a focus on this user path.



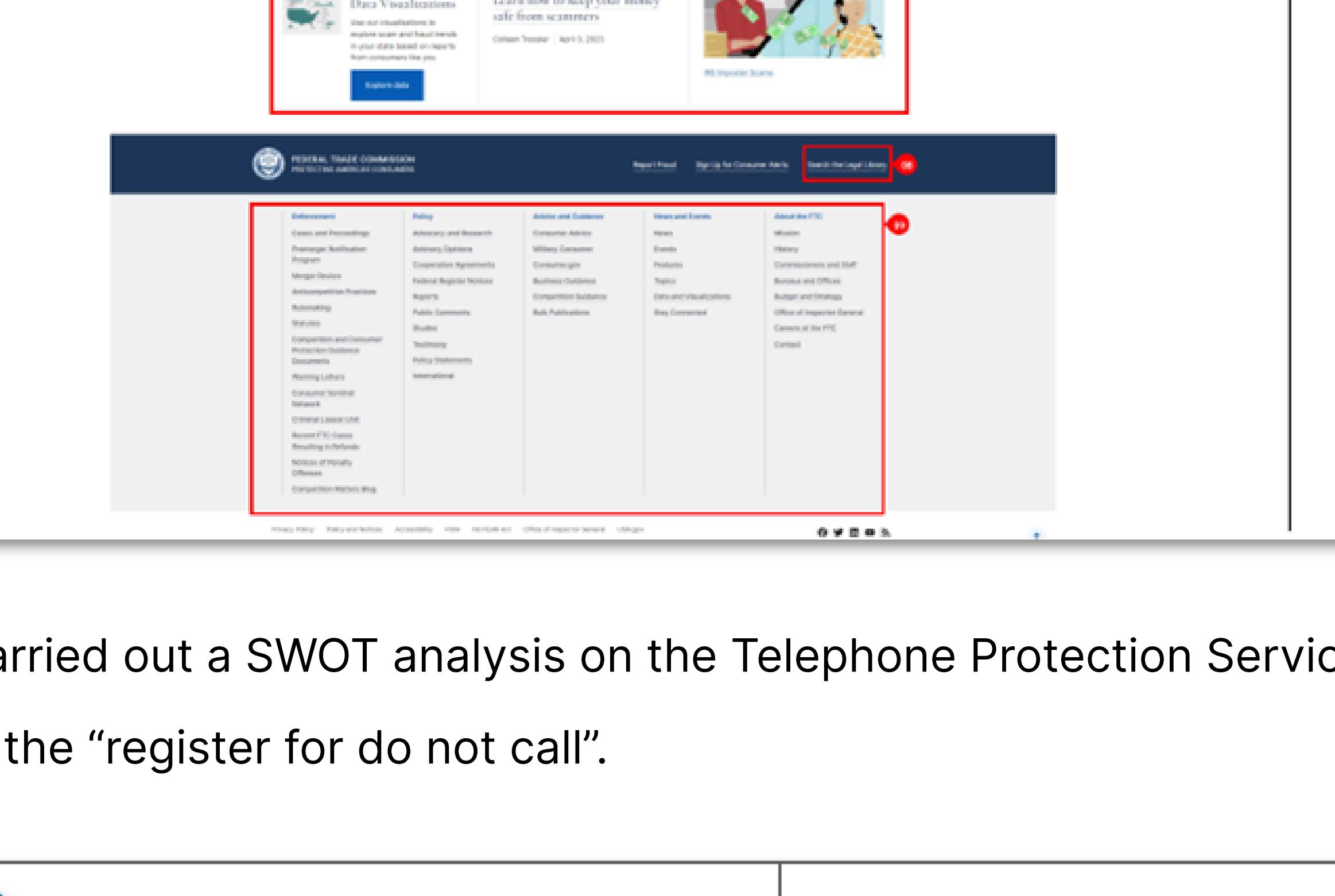
We mapped out the existing user path for the task of registering for do not call.



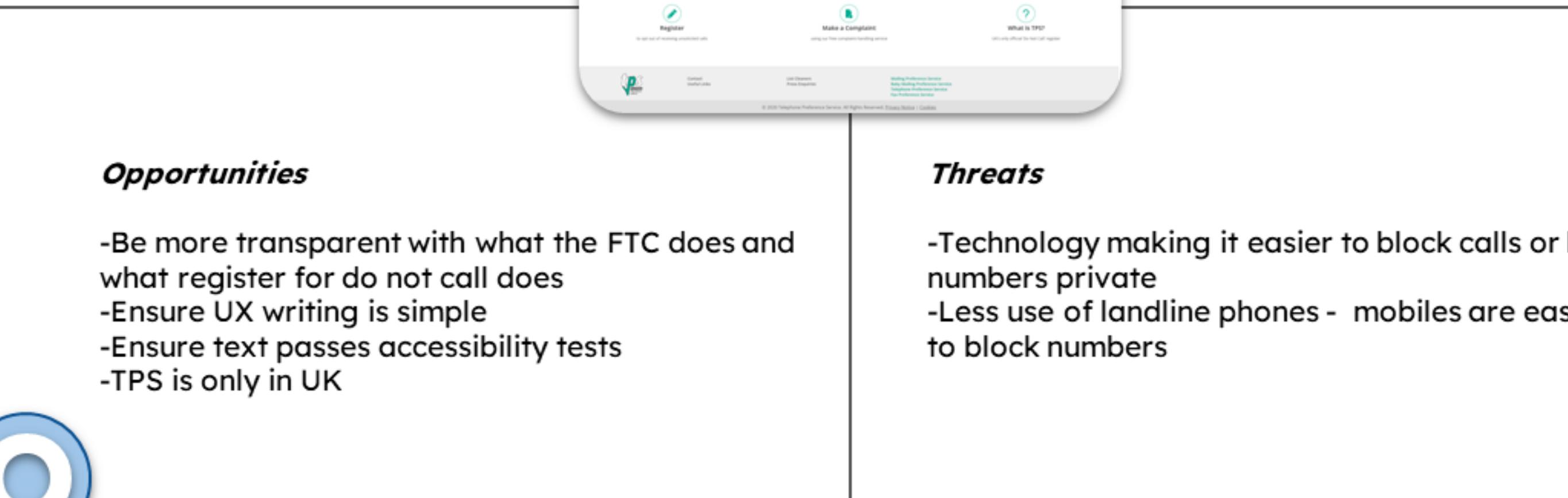
We carried out 6 usability tests to assess the usability of the FTC register for do not call task. The aim was to find out whether users were able to complete important actions, such as adding and verifying their mobile number on the 'do not call registry'. We then analysed the results using an affinity diagram and feature prioritisation matrix.



We also carried out 4 usability tests (2 mobile, 2 desktop) to assess the general navigation of the website. The aim was to find out whether users will be able to easily navigate the website to locate important pages. We then analysed the results using an affinity diagram and feature prioritisation matrix.

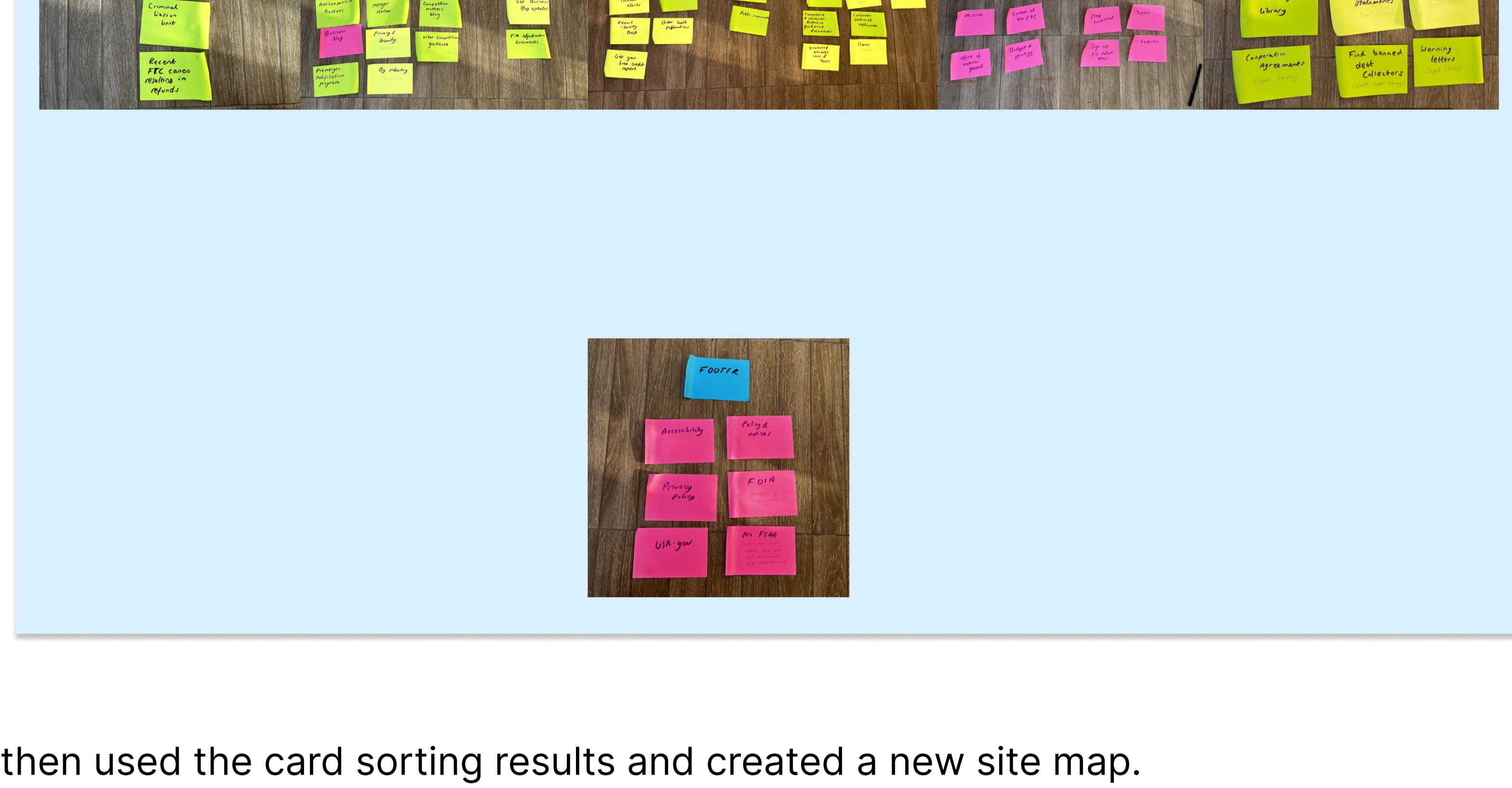


We carried out an in-depth heuristic evaluation of the homepage and navigation. We also annotated the homepage as well as the "register for do not call" user path. We focussed on usability heuristics issues, accessibility issues and user errors and pain points collected from the user testing.

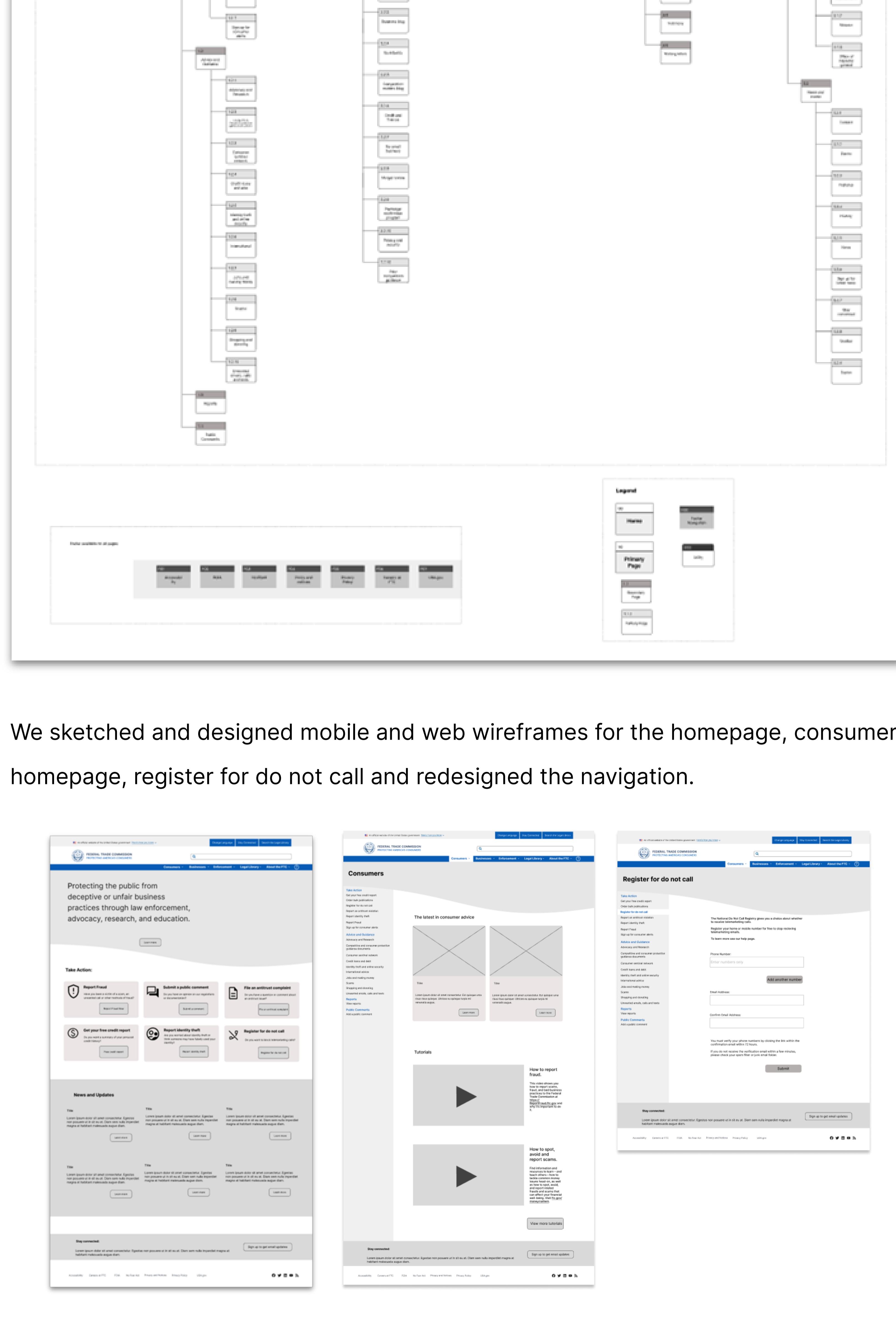


Information Architecture

To fix the navigation users were having we carried out card sorting to reorder the navigation. We created cards for the primary and secondary navigation pages. We sorted the cards and grouped them into categories. We wanted the navigation to be easy and user focused. We decided to have categories based on who the user was: consumer or business with the additional categories of about the FTC, enforcement, legal library and footer. We felt this would make it easier to know which menu item to click.

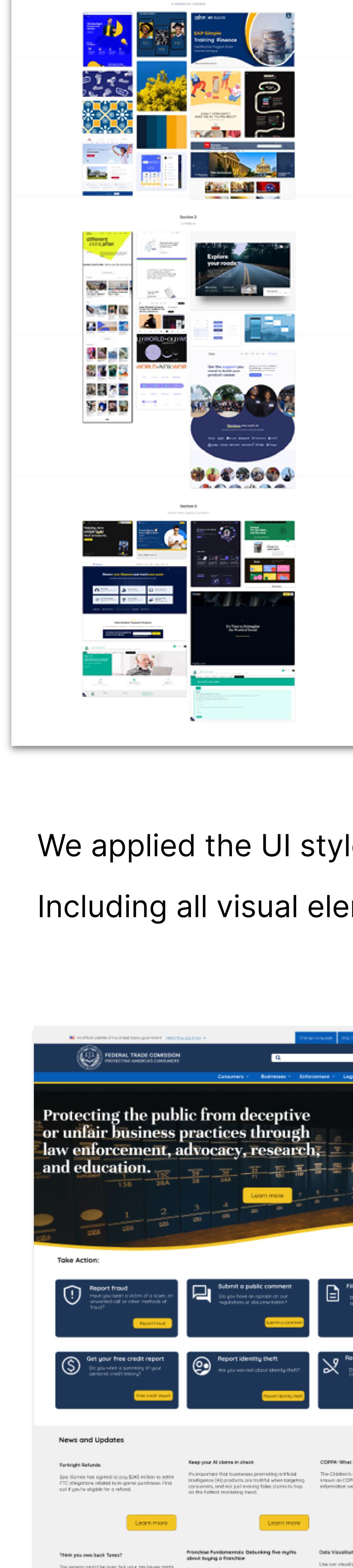


We then used the card sorting results and created a new site map.

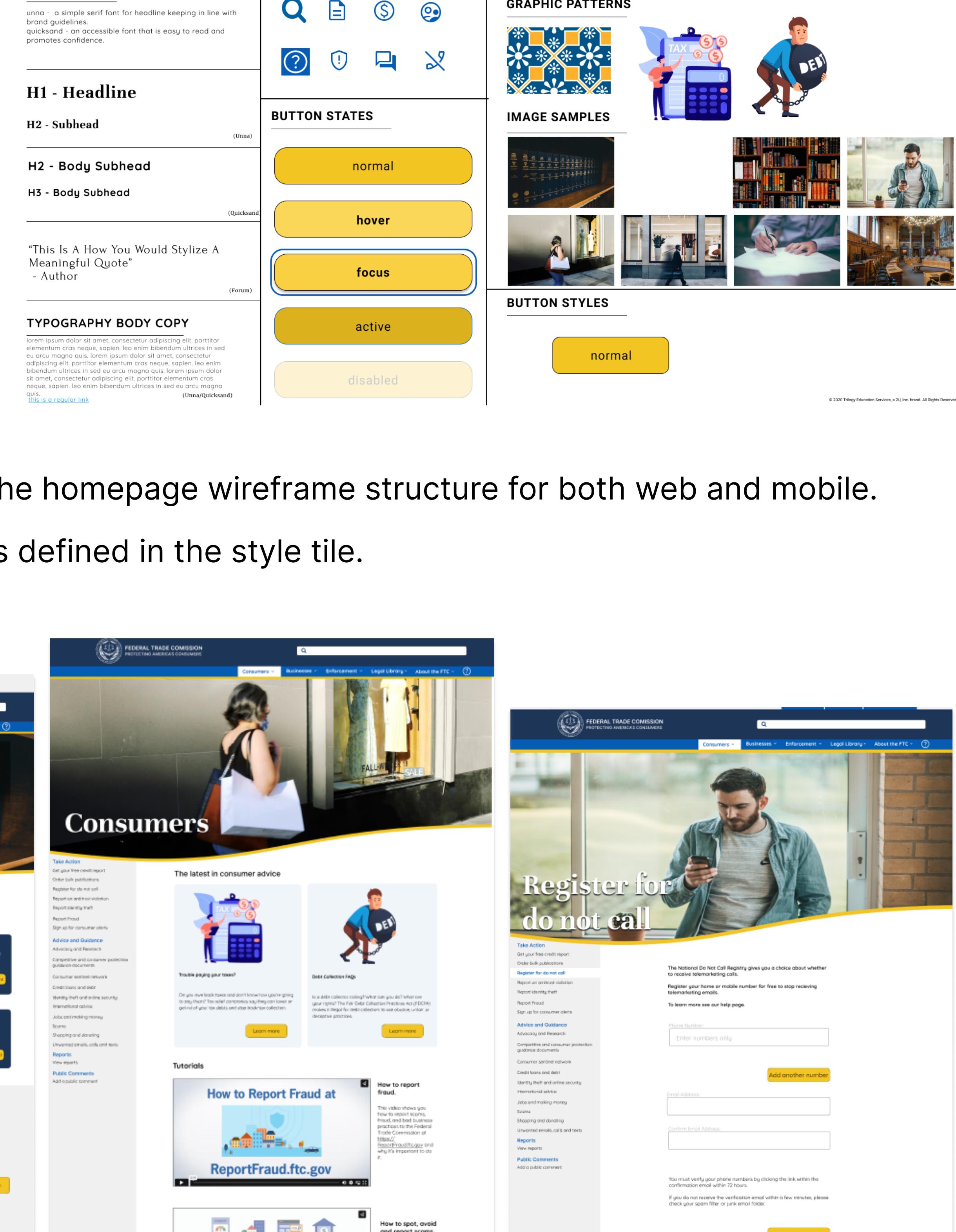


We sketched and designed mobile and web wireframes for the homepage, consumers homepage, register for do not call and redesigned the navigation.

Responsive Web Design

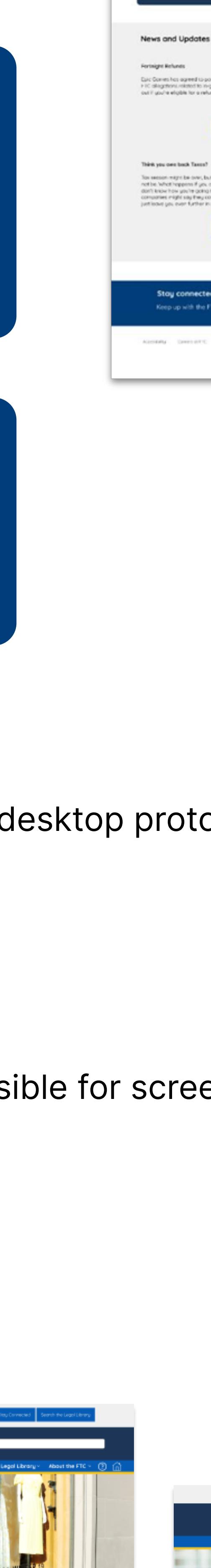
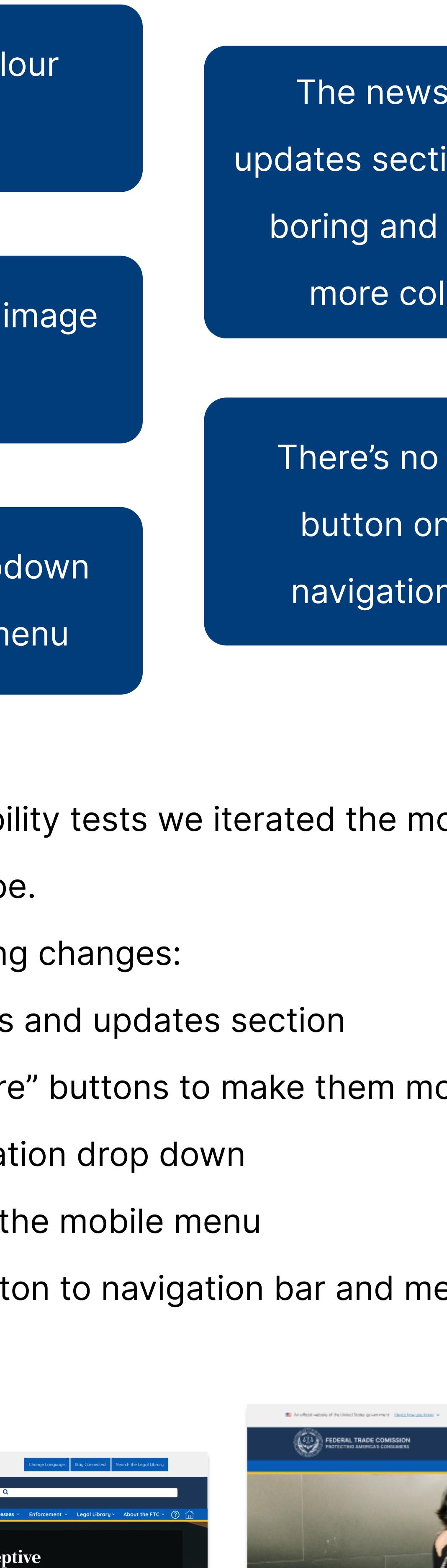
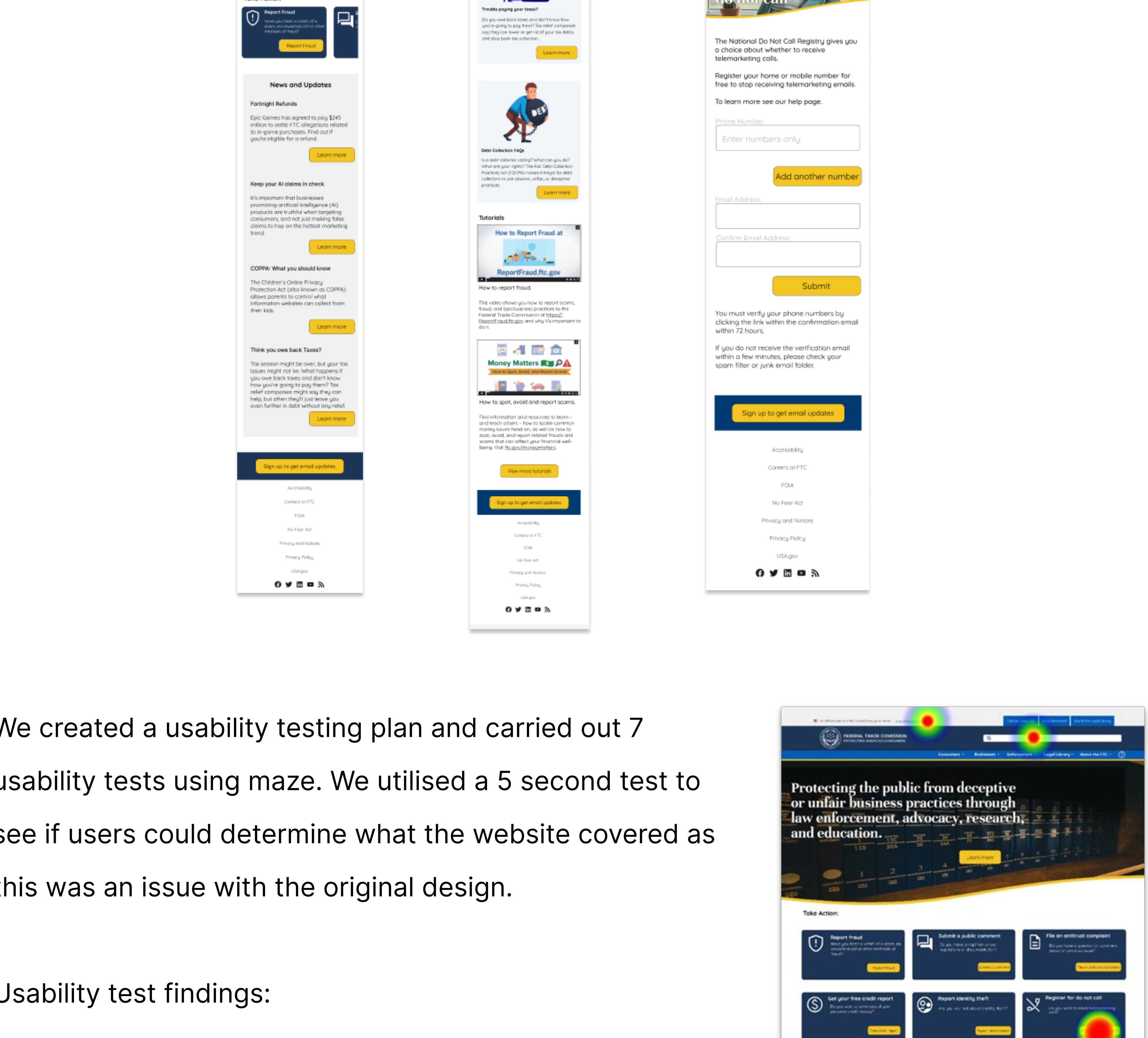


We created a mood board in Invision focusing on UI patterns and inspirational UI. We then used the mood board for UI inspiration and created a Style Tile.



We applied the UI style to the homepage wireframe structure for both web and mobile.

Including all visual elements defined in the style tile.



We created a usability testing plan and carried out 7 usability tests using maze. We utilised a 5 second test to see if users could determine what the website covered as this was an issue with the original design.

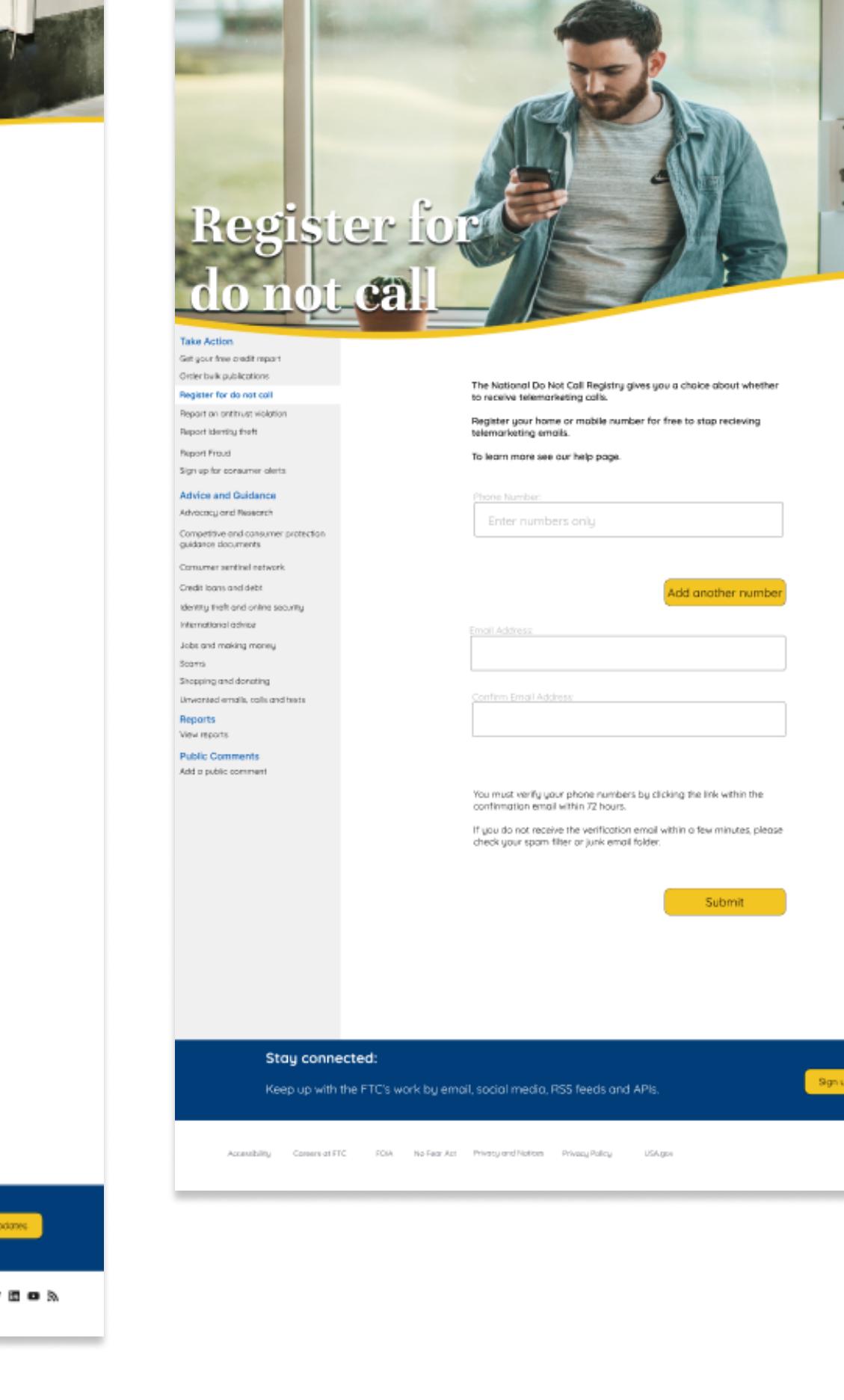
Usability test findings:

I like the colour scheme

The news and updates section looks boring and needs more colour.

I like the hero image

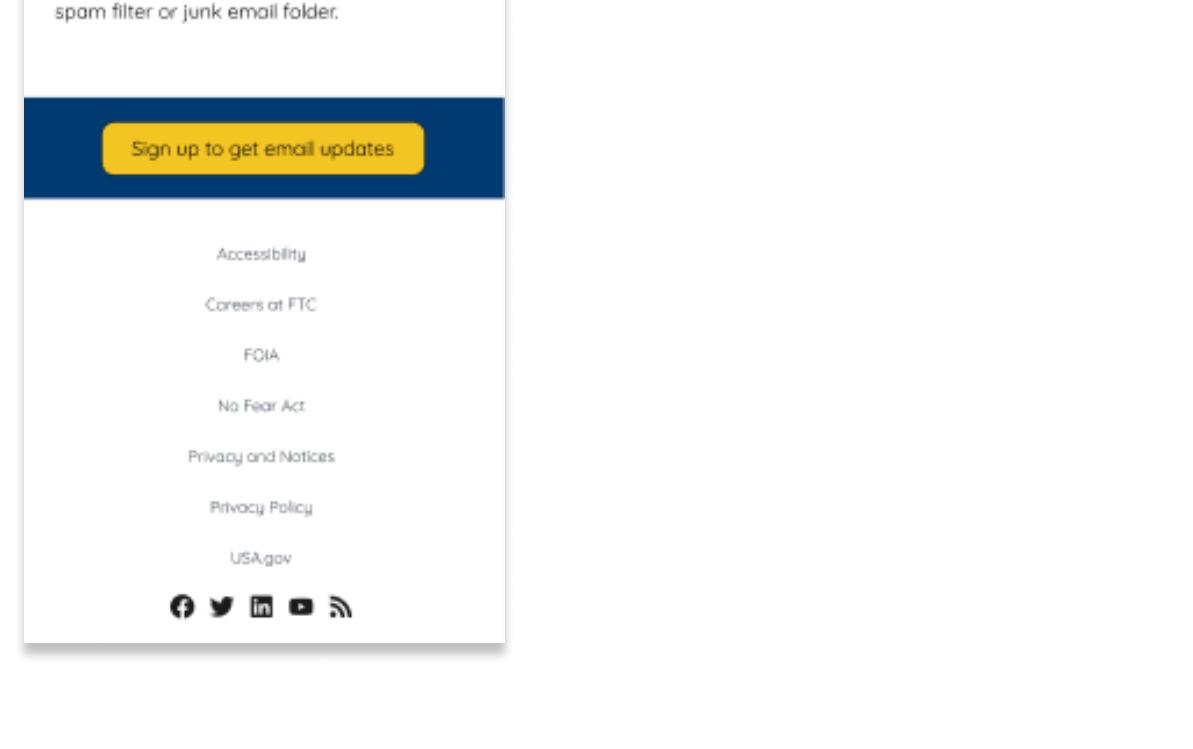
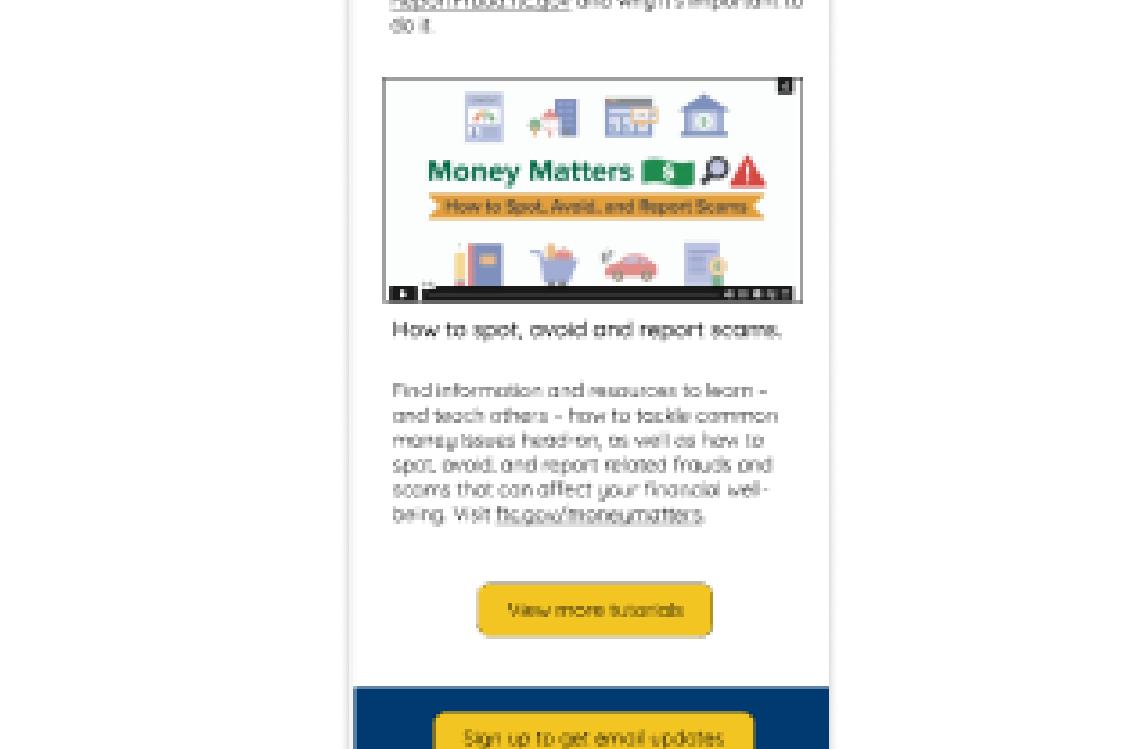
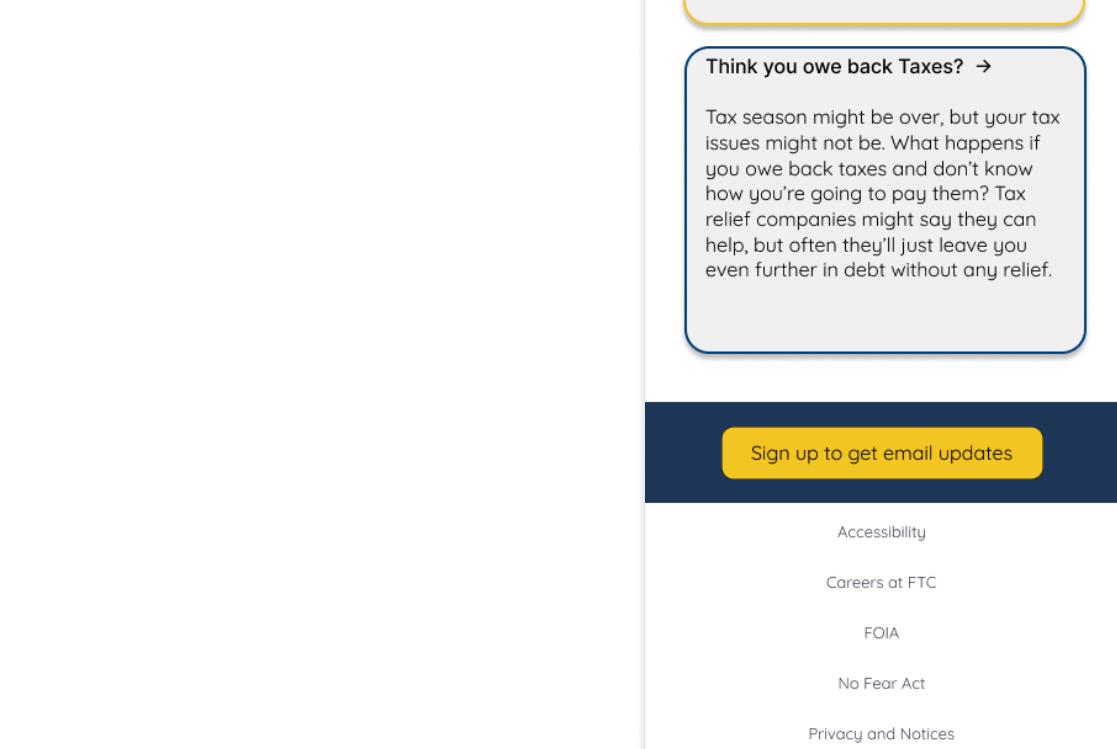
There's no home button on the navigation bar.



Following the usability tests we iterated the mobile and desktop prototypes to create the final RWD prototype.

I made the following changes:

- Redesigned news and updates section
- Edited "learn more" buttons to make them more accessible for screen readers.
- Tidied the navigation drop down
- Added colour to the mobile menu
- Added home button to navigation bar and menus



[View Clickable Prototype](#)