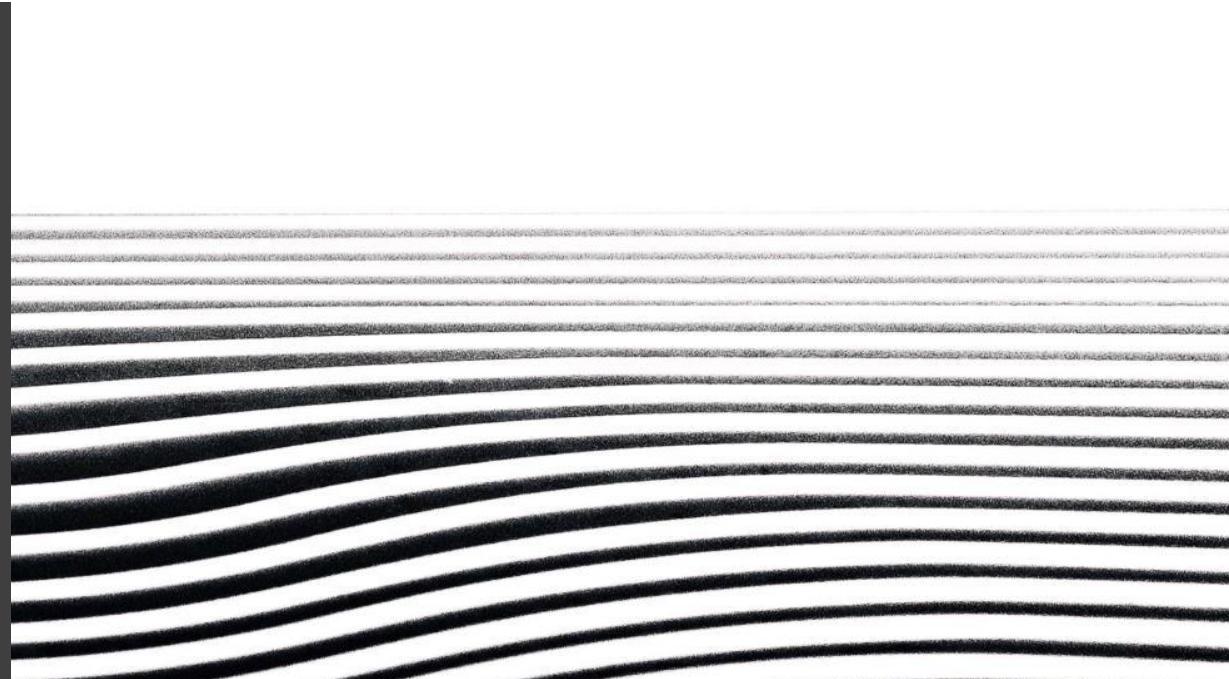
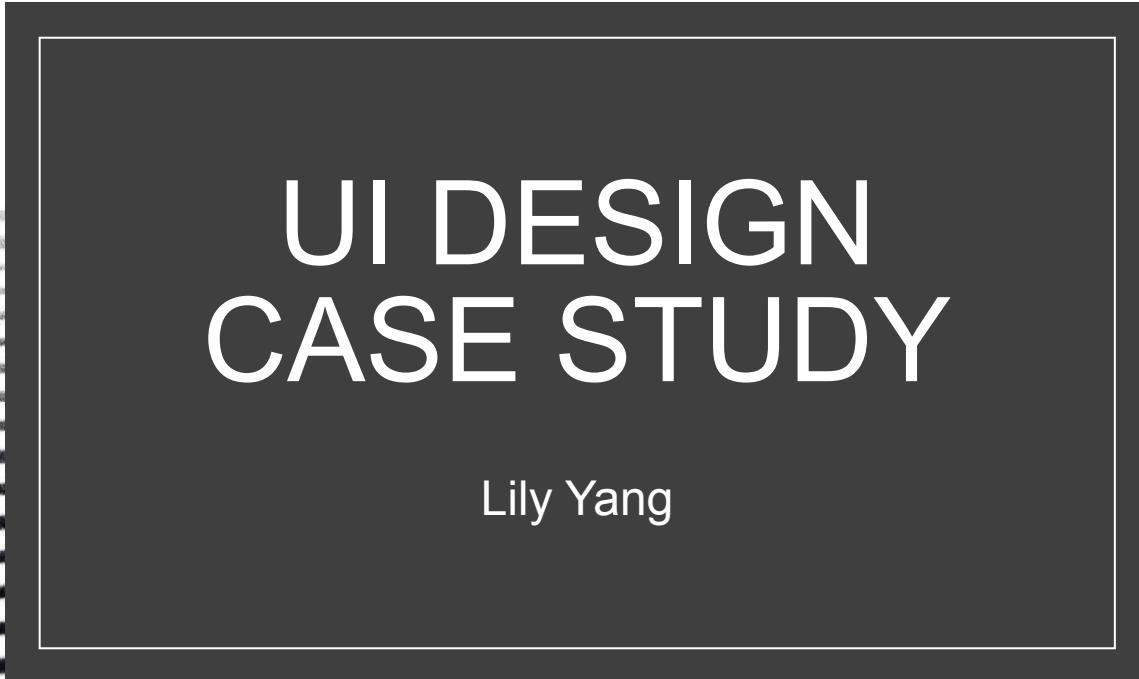


# UI DESIGN CASE STUDY

Lily Yang



# PROJECT OVERVIEW

## THE PROBLEM:

The original www.ed.gov is a site that offers information to anybody who needs it. This site is designed for the educational department, not for the user. Information presented by the site is lacking of structures and organization with many unnecessary redundancies. User gets lost during the navigation from one site to another without a clear way to get back to the original site. The back-arrow of the browser is the way to get back. The logo should have taken the users back to the homepage but sometime it works, sometime it doesn't. Users are discouraged by the huge amount of the texts and overwhelmed by the numbers of links. The inconsistency of sites causes the user not trusting the site.

## THE SOLUTION:

Re-organize the navigation structure and re-design the homepage layout.

MY ROLE: UI designer (Individual Project)

TOOLS: Figma, Adobe XD, Adobe Photoshop, InVision, Miro





# USER INTERFACE ANALYSIS

Lily Yang

# Proto Persona

## Rami Jordon



**Age:** 20 years  
**Occupation:** Student at Pima Community College  
**Status:** Single  
**Location:** Tucson, Arizona  
**Job:** Customer Service - Boutique Store

**About**

- Graduated with her Associates Degree
- Applying to University of Arizona
- Looking for Financial Aid
- Wants to earn a business degree

**Goals**

- To earn a degree without too much debt.
- Look for scholarship opportunities
- Work part-time to cover her monthly expenses
- Find government financial assistance

**Needs**

- To Find Financial Aid
- To know how to apply for government grants
- Find scholarship options to apply for
- Find qualifications for grants/scholarships at University of Arizona.

**Personality**

Introvert — Extrovert

Analytical — Creative

Busy — Time rich

Messy — Organized

Independent — Team player

**Influencers**

Brands



**Devices**

Devices Rami uses



**Pain Points**

College is expensive

- Rami doesn't have the financial resources to pay her tuition and expenses.
- Rami finds it impossible to work more than 20 hours while going to college
- Rami doesn't know how to navigate the FAFSA to help pay for her college

**Interests**

Rami has some interests that make her a good candidate for a grant.

- Cares about community
- Cares about environment issues
- Passionate for humanity
- Love music and animals

A proto persona is created for Rami Jordon to help me understand my user's needs, experiences, behaviours and goals.

# User Scenario

The user scenario is created to show how Tami might act to achieve her goal.

## Rami Jordon



**Age:** 20 years  
**Occupation:** Student at Pima Community College  
**Status:** Single  
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**Job:** Customer Service - Boutique Store

**About**

- Graduated with her Associates Degree
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**Needs**

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- Find scholarship options to apply for
- Find qualifications for grants/scholarships at University of Arizona

**Personality**

Introvert — Extrovert

Analytical — Creative

Busy — Time rich

Messy — Organized

Independent — Team player

**Influencers**

Brands

G, Twitter, Spotify, LinkedIn, YouTube

**Pain Points**

College is expensive

- Rami doesn't have the financial resources to pay her tuition and expenses
- Rami finds it impossible to work more than 20 hours while going to college
- Rami doesn't know how to navigate the FAFSA to help pay for her college

**Devices**

Devices Rami uses

Smartphone, Laptop

**Interests**

Rami has some interests that make her a good candidate for a grant.

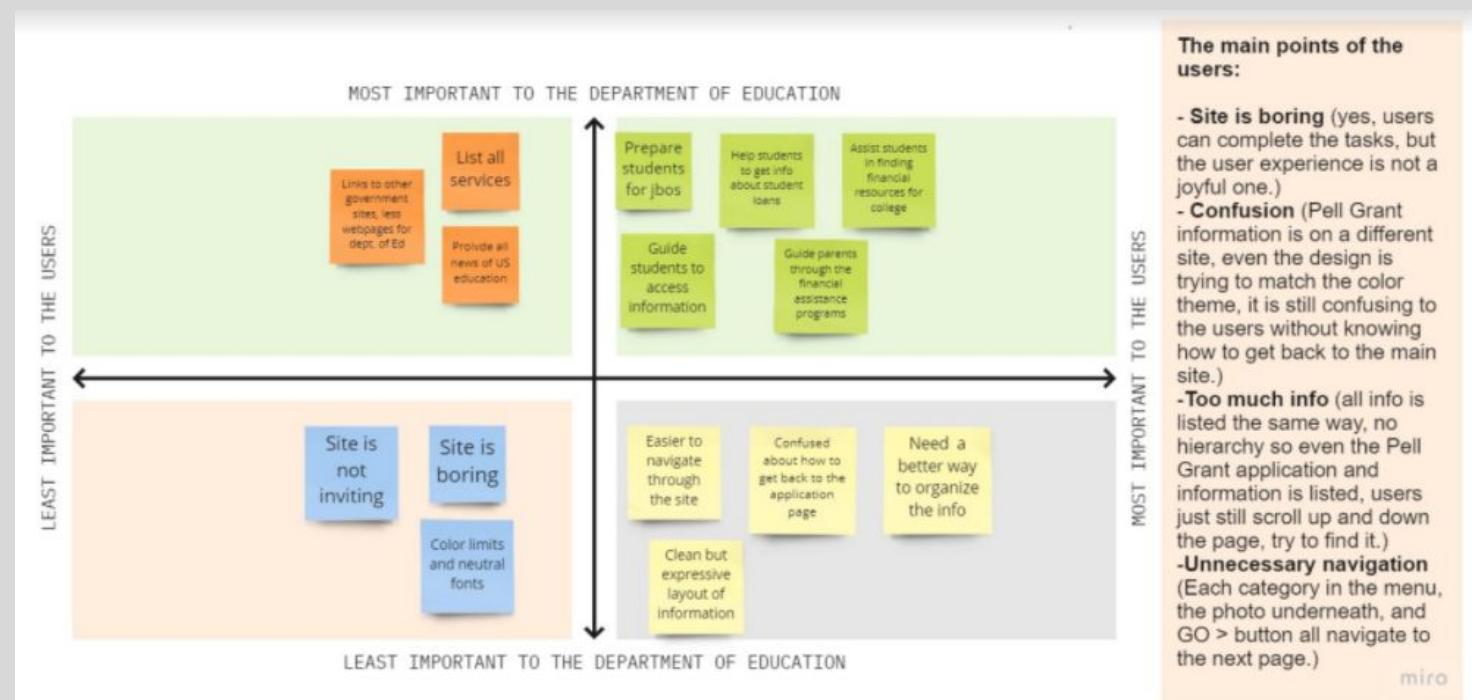
- Cares about community
- Cares about environment issues
- Passionate for humanity
- Love music and animals

Rami Jordon is about to complete her 2 years education at Pima Community College with her Associate Degree in Marketing. She wants to attend University of Arizona for the 4-year degree in Business Administration. But the tuition rate (\$500 to \$610 per credit) is too much for her as she makes \$19.00 per hour at her part-time job. Rami needs some kind of financial aids in order to achieve her education goal. Her teacher talks about the Federal Pell Grants and suggests her to check it out.

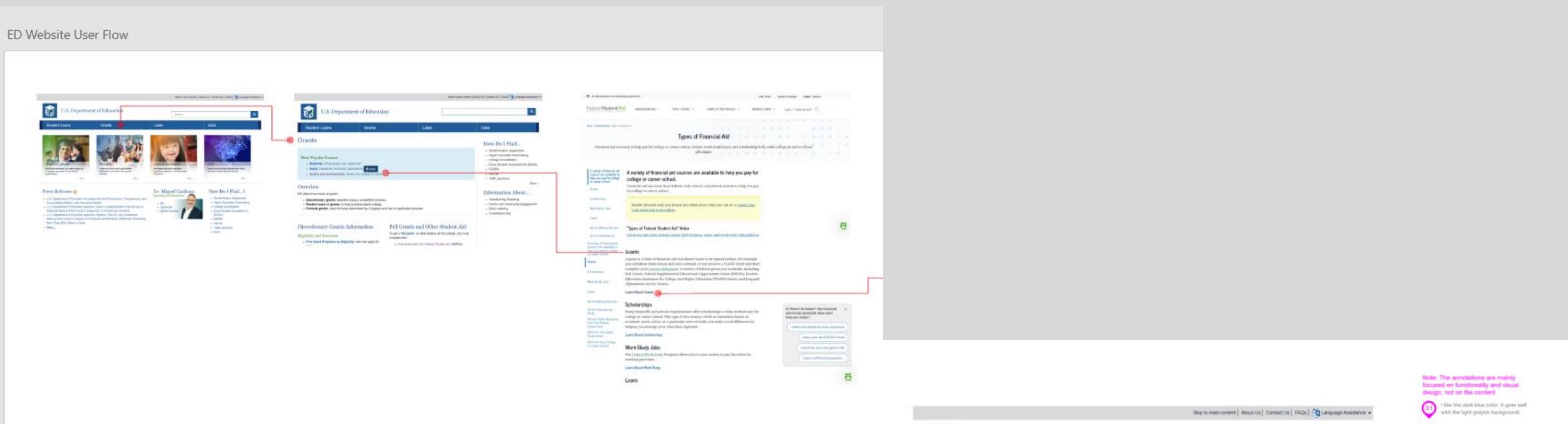
Rami gets on the Internet, visits the government agency website for the department of education to seek for information and opportunities for grants or financial aids.

# Usability Test and Result Analysis

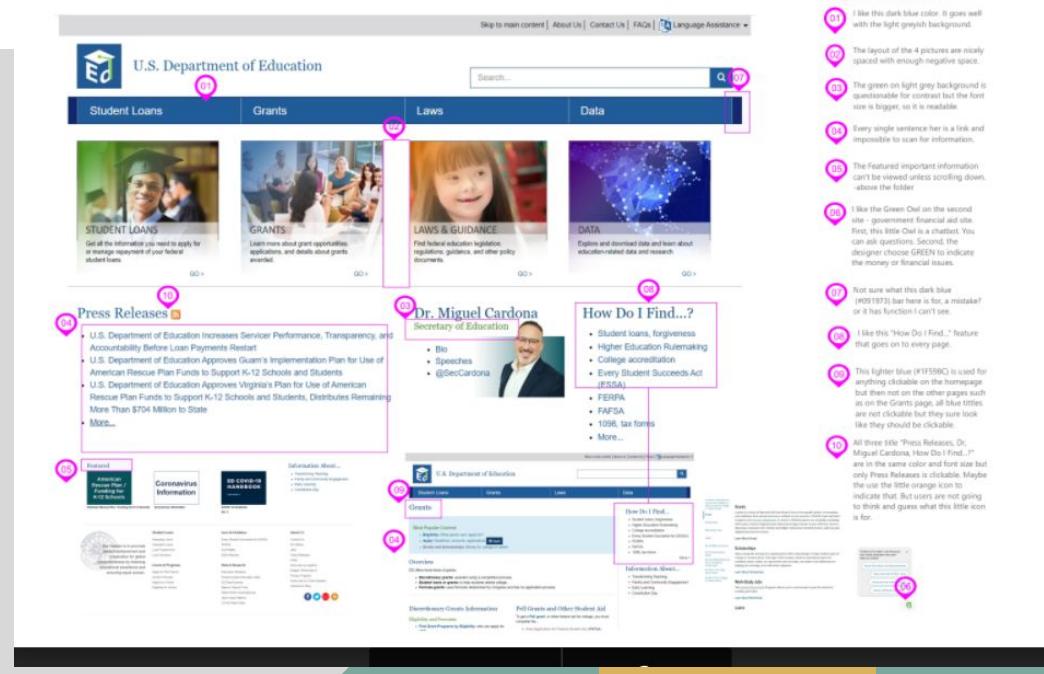
Using Miro, I analysis the collected usability test data and summarized the main pain points of the user.



## ED Website User Flow



Following Rami's journey, I create a user flow and ED site annotation.



## Usability Test on US Department of Education Site Navigation

**GOAL/OBJECTIVES:** We want to observe how people navigate the website and why do people do the way that they do. We also want to identify if there are any pain points using this site's navigation system.

**Scenario:**

This is your first time to visit [www.ed.gov](http://www.ed.gov). Please feel free to click around and see if you can complete the following tasks.

**TASK 1: Find out what kind of federal grants that are available.**

Research Question:

Goal/Output:

Assumptions: You can use computer to google and browser for information.

Steps:

Success Criteria:

Notes/Comments:

**TASK 2: Find out the mission of Education Department**

Research Question:

Goal/Output:

Assumptions: You can use computer to google and browser for information.

Steps:

Success Criteria:

Notes/Comments:

**TASK 3: Find out the average income of young adults**

Research Question:

Goal/Output:

Assumptions: You can use computer to google and browser for information.

Steps:

Success Criteria:

Notes/Comments:

**TASK 4: Find out the information about Student Loans and scholarship**

Research Question:

Goal/Output:

Assumptions: You can use computer to google and browser for information.

Steps:

Success Criteria:

Notes/Comments:

**TASK 5: Find out the eligibility requirement of federal pell grant**

Research Question:

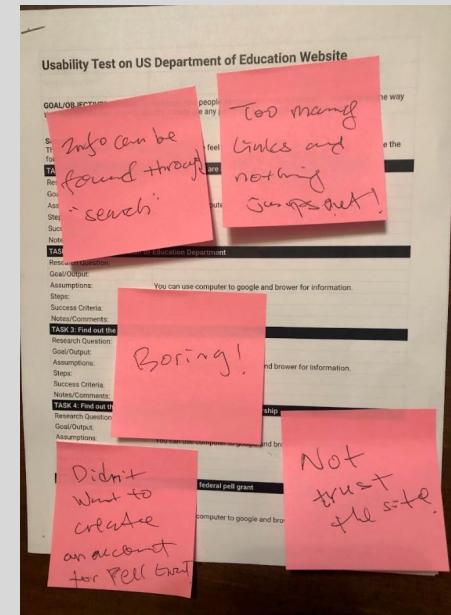
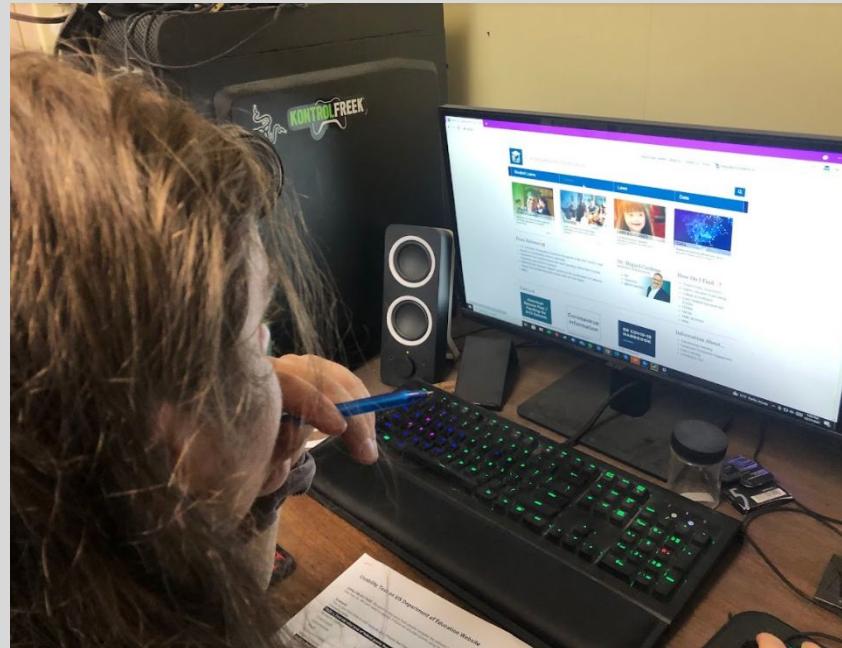
Goal/Output:

Assumptions: You can use computer to google and browser for information.

Steps:

Success Criteria:

Notes/Comments:



I conduct a usability test with 5 tasks and 4 participants.

TASK	SUCCESS RATE	Participant 1	Participant 2	Participant 3	Participant 4	How to use this success rate
				WEBSITE	MOBILE	
Tasks on the plan						
TASK 1: Find out what kind of federal grants that are available.	50.00%	0.5	0.5	0.5	1	User successfully completes task
TASK 2: Find out the mission of Education Department	50.00%	0.5	0.5	0.5	0.5	User partially completes task
TASK 3: Find out the average income of young adults	10.00%	0.5	0.5	0.5	0.5	User does not complete task
TASK 4: Find out the information about Student Loans and scholarship	80.00%	0.5	0.5	1	0.5	
TASK 5: Find out the eligibility requirement of federal pell grant	90.00%	1	1	0.5	1	

MAJOR FINDINGS OF PAIN POINTS	RECOMMENDATIONS	PRIORITY (1-10, 1 is the highest ranking)
1. Lack of consistency	Create an UI Style sheet and follow the guides to check the site	From Pain Point List
2. Too many text links that lead to other sites and no way back	<a href="#">Provide the user some kind of clue to indicate the link is off the ed.gov site or make the other site matches the ed site.</a>	15. Go Back Button for Page Navigation
3. Confused and lost	Re-design the navigation system with hierarchy	3. Confused and lost
4. Text font, colors, and links are not used consistently	Follow the UI Style guides	1. Lack of consistency
5. Navigation system needs to simplify	Perform card sorting to re-organize the content from the user's point of view	13. Rearrange Content to make sense
6. Content needs to re-organize	Consider card sorting and re-organizing the content	14. Login for existing loan on drop down under Loans
7. Information can't be found at where it is. Has to use "Search" button	Consider card sorting and re-organizing the content	12. Add more graphics to find Information on the mobile app. since text is small and scanning is time consuming
8. Hard to find answers from FAQs	Break down FAQs for each major category	4. Text font, colors, and links are not used consistently
9. Site is not designed as a responsive website	Site should be designed in a responsive way for any devices	5. Navigation system needs to simplify
10. No home button in the handburger menu	Add it or loose it. If keeps it, take more advantage of this menu.	2. Too many text links that lead to other sites and no way back
11. This site can use some icons and symbols to make the site more interesting and easier to scan	Create an UI Style guide that includes the icons, symbols, and emoticons to be used	6. Content needs to re-organize
12. Can find the tasks on the mobile app. but not without digging around which is timely and frustrating	Less text on the mobile app and more graphics like the eligibility map.	7. Information can't be found at where it is.
13. Can search in the toolbar on the mobile app but I would probably get more results than I'm looking for	Have content easily designed so search bar isn't needed	11. This site can use some icons and symbols
14. Hard to find clear information about scholarships/grants but easy if you already have a loan	Create a login on the landing page under loan section	10. No home button in the handburger menu
15. Not clear how to go back to screen pages, uses browser	Create a Clear go back for navigation	9. Site is not designed as a responsive website

Then I prioritize the findings from the usability test.

# Heuristic Evaluation

Now I have some information about the users and I take a look at the ed.gov more deeply. Here are the questions and answers for the first-round of analysing this site.

- 1. For whom is the website designed?**

Designed for the public, anybody who is searching for information related to education.

- 2. What is the main purpose of the homepage?**

Introduce what services the Department of education provides, press releases, mission statement, categories related to Department of Education services.

- 3. What is the mission of the agency?**

Here is the mission statement from the website: "Our mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access."

# Heuristic Evaluation

Here is the more detailed heuristic evaluation of the site.

1	Website Name:Department of Education				
2	<a href="https://www.ed.gov/">https://www.ed.gov/</a>				
3	Heuristic	Rating		Comments	
4	<b>Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site</b>				
5	Example	3	2	1	
6	Primary goal or purpose is clear	X			
7	Clean, simple design			X	Re-arrange design
8	Pleasing color scheme	X			simple colors
9	Appropriate use of white space			X	There are basically no white space, a very busy homepage with lots of info
10	Consistent design	X			
11	Text and colors are consistent	X			
12	Icons are universally understood	X			Not much icons or pictures, almost every single text is blue, clickable.
13	Images are meaningful and serve a purpose			X	Need to re-arrange meaniful buttons
14	<b>Content: users are at your site for the content—make it easy for them to find and use your site</b>				
15	Major headings are easy to understand	X			
16	Easy to scan			X	Don't care for second section Press release. Many text links, very hard to
17	Minimal text/information presented			X	Too much info on the home page
18	Clear terminology; no jargon	X			Like the Featured
19	Links are clear and follow conventions	X			
20	Help is available on every page	X			How do I find
21	Important content is above the fold			X	Needs a Ribbon/Banner with Most important Press Releases like New
22	Search box is easy to identify and easy to use	X			Great traditional design and consistent on top right
23	<b>Navigation: make getting around your site easy and eliminate the user's guesswork</b>				
24	Consistent navigation	X			Can Hover over icons, pictures
25	Easy to identify your location on the site				

# Heuristic Evaluation

Using Adobe Color, I test the accessibility of the site.

Text Color #3C8C03 Background Color #F2F2F2

Contrast Ratio 3.79 : 1

Preview

Regular Text  
A high color contrast makes anything easier to read

Large Text  
**A high color contrast makes anything easier to read**

Graphic Components

Fail for 17pt and below Pass for 18pt and above / 14pt bold and above Pass for icons and actionable graphics

Text Color #1F598C Background Color #F2F2F2

Contrast Ratio 6.55 : 1

Preview

Regular Text  
A high color contrast makes anything easier to read

Large Text  
**A high color contrast makes anything easier to read**

Graphic Components

Text Color #FFFFFF Background Color #1F598C

Contrast Ratio 7.33 : 1

Preview

Regular Text  
A high color contrast makes anything easier to read

Large Text  
**A high color contrast makes anything easier to read**

Graphic Components

# Analyze ED Site Navigation

ED Website Navigation Redline and Annotation

Note: These annotations are mainly focused on navigation system.

- 01 The global navigation stays on every page that is in edges.
- 02 The layout of the 4 pictures are nicely spaced with enough negative space.
- 03 The green on light grey background is coordination for contrast but the font size is bigger, so it's阅读able.
- 04 The "How Do I Find..." and information about... buttons are on every page in ed.gov.
- 05 It has the Green Dot on the second slide - government financial aid slide. First, this little dot is a chart. You can also question if this is the right place to have this because GREEN is to indicate the money or financial issues.
- 06 We don't like the redundancy here - In the first slide, there is a lot of text and graphics, the picture acts as the main title, then there is a little GREEN at the bottom of the section. Why? 2 sets of icons go to the same place. Definitely not efficient use of space.
- 07 Not sure what this dark blue (#004070) bar here is for, a measured or it has function? Can't tell.
- 08 I like this "How Do I Find..." button that goes on to every page.
- 09 This lighter blue (#005090) is used for anything clickables in the webpage. In the Grants page, the grants section is on the Grants page, but these items are not clickable but they are look like they should be click able.
- 10 All those other Press Releases, Dr. Miguel Cardona, How Do I Find...? are in the same color and font size but only Press Release is clickable. Maybe the use that the orange icon to indicate that, but users are not going to think and guess what this little icon is for.
- 11 "Grants and Financial Aid" takes you to a different government site. Federal Student Aid. You can tell just a notch of the same site because the design is different. More importantly, you do not know how to get back to the ed.gov site. You have to rely on the back arrow to go back.
- 12 "Safeguard Statement" should be visible for the user.
- 13 Not sure why these items need to be here - they are buried and once user would not see them, or click them, why bother it in a sidebar.

I use the redline and annotation to document all my findings of this site, that includes all levels of navigation: the global, the first, the secondary, the tertiary, and the footer.

In short, I believe the site navigation can be improved by:

1. Reducing the redundancy on the homepage to save space
2. Checking for consistency on primary, second, and tertiary navigations to reduce confusion
3. Designing the navigation with hierarchy for easier navigation
4. Adding simple icons or symbols to replace the text links to help users remember the location of the info
5. Changing the IA to be structured with the target users in mind - put the users in the driver seat, not the U.S. department of education



# INFORMATION ARCHITECTURE

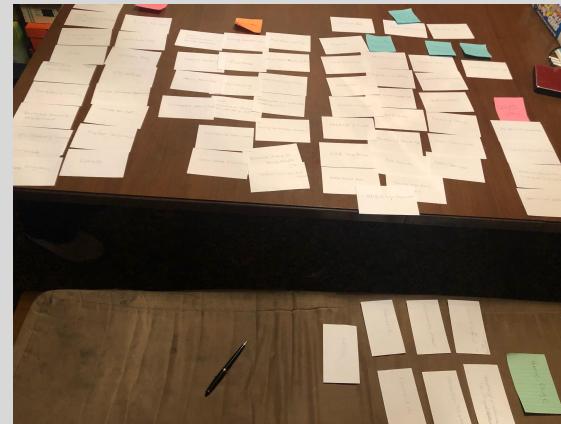
Lily Yang

## Step 1: Define



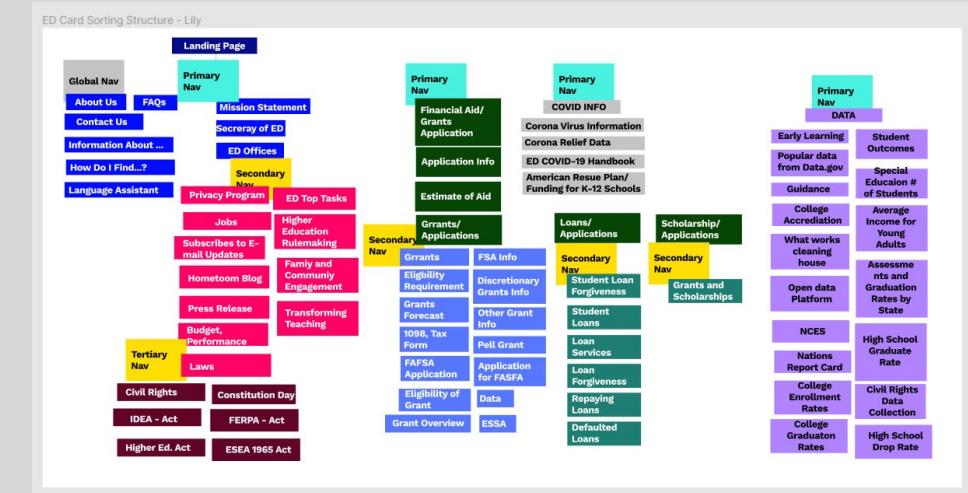
The card sorting activity allows me to taxonomize the ED site content and hopefully to re-categorize the content.

## Step 2: Group

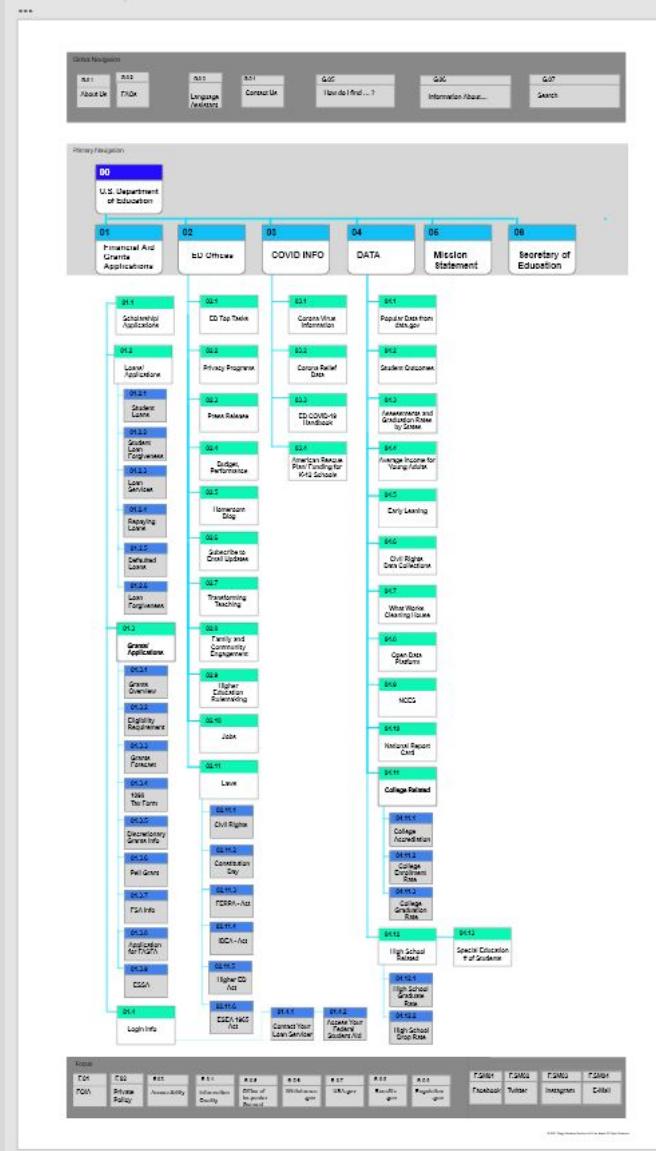


I create the categories and label them.

## Step 3: Structure



Using Figma I organize the cards in the categories according to the navigation structure.

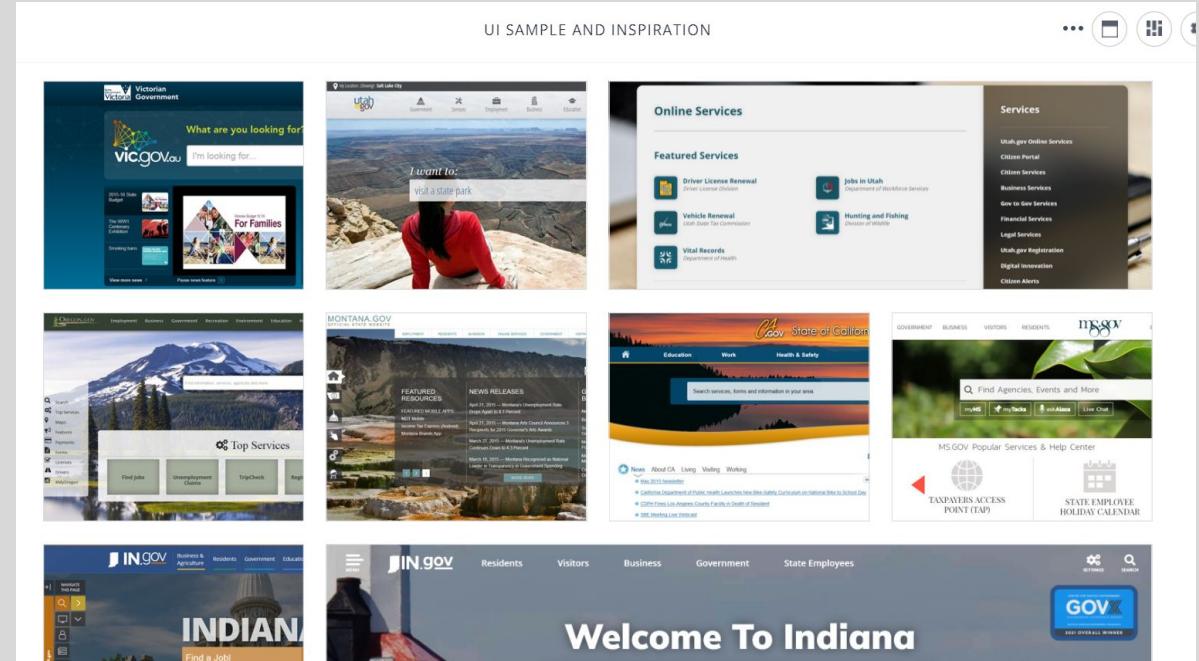


## Step 4: The ED Sitemap

I created this sitemap using my card sorting results. I used the sitemap template from Adobe XD.

# The Moodboard

This is the screenshot of the moodboard of UI Samples and Inspirations created in InVision.



# The UI Style Tile

I create the UI style tile based on the moodboard I created before.

ED UI Style Title

## UI STYLE TILE: ED site

DATE: 10/27/21

<b>UI STYLE DIRECTION</b> this guide is created for the us department of education website re-design project.	<b>BRAND LOGO</b> - LOGO ON WHITE - LOGO ON DARK	<b>COLOR PALETTE</b> - BRAND COLORS  - PRIMARY INTERACTION COLOR - SECONDARY INTERACTION COLOR - COLOR PERCENTAGE PRIMARY 60%, SECONDARY 30%, ACCENT 10%
<b>UI Style Adjectives</b> Trust Energetic Stability/ Positivity/ Upbeat	<b>ICONOGRAPHY</b> 	<b>GRAPHIC PATTERNS</b> 
<b>TYPGRAPHY</b> We choose the Public Sans typeface because it is developed by the United State Web Design System. This is a strong, neutral typeface for web and print. It is a sans-serif font designed by the team of Daniel Ingallari and Rodrigo Fuenzalida. The Public Sans is licensed under the open font license so you can use them freely in the projects without legal address.	<b>H1 - Headline</b> (Public Sans ExtraBold, 36px) <b>H2 - Subhead</b> (Public Sans SemiBold, 20px)	<b>IMAGE SAMPLES</b> 
<b>H1 - Headline</b> (Public Sans Bold, 16px) <b>H2 - Subhead</b> (Public Sans Regular, 14px)	<b>BUTTON STATES</b> normal hover focus active disabled	<b>BUTTON STYLES</b> rounded dropdown
<b>TYPGRAPHY BODY COPY</b> <small>“This Is A How You Would Stylize A Meaningful Quote” - Author</small>	<small>This is a regular font</small>	<small>© 2020 Trulia Education Services, a Zillow Inc. Company. All Rights Reserved.</small>

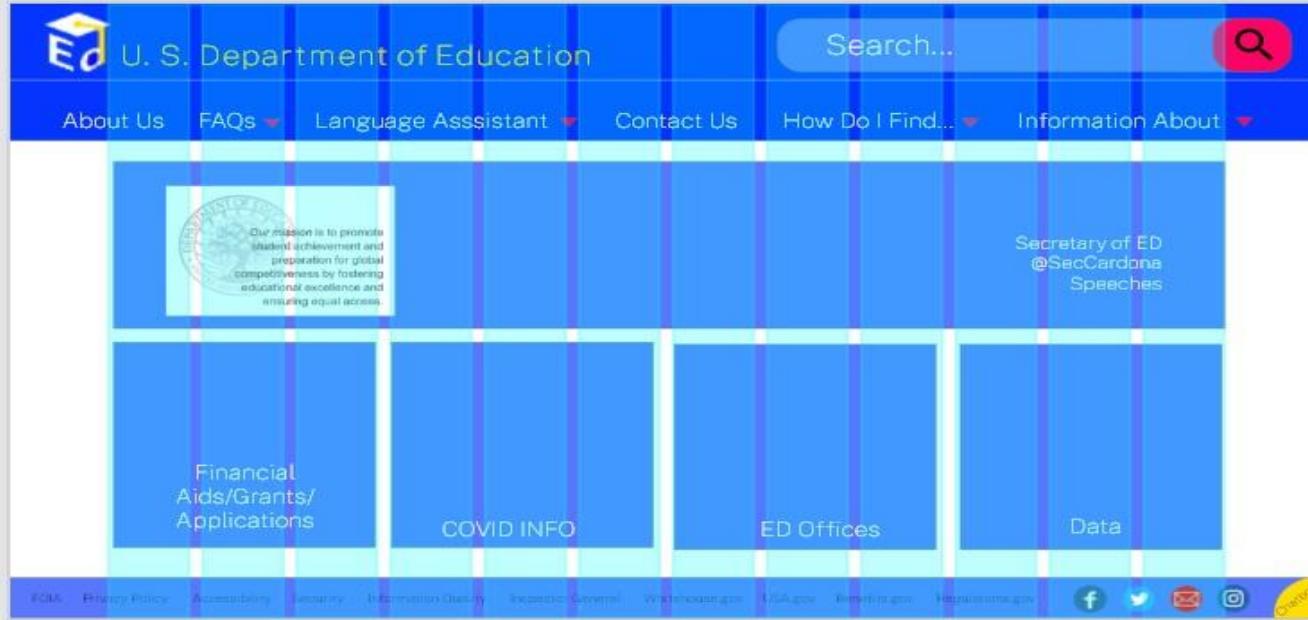
# The New ED Homepage

I design a new homepage layout for the ED homepage. Here is the wireframe with the layout grids to guide the design.

iPhone 12 Pro Max – ...



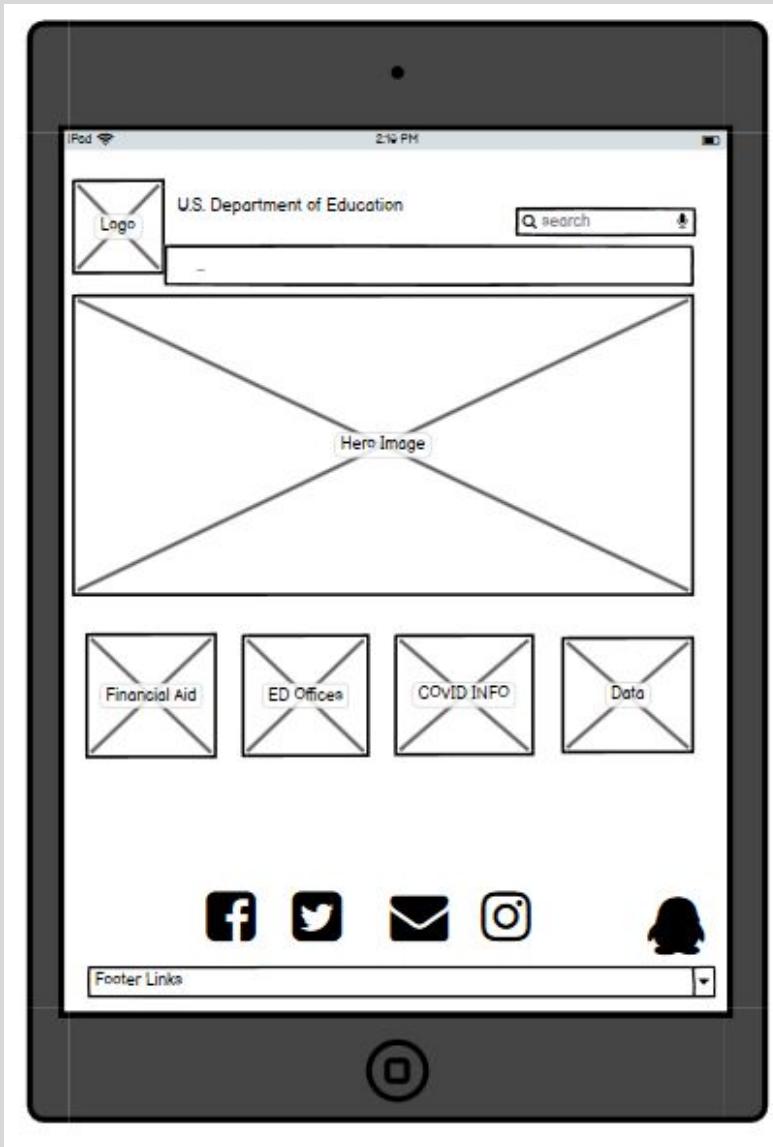
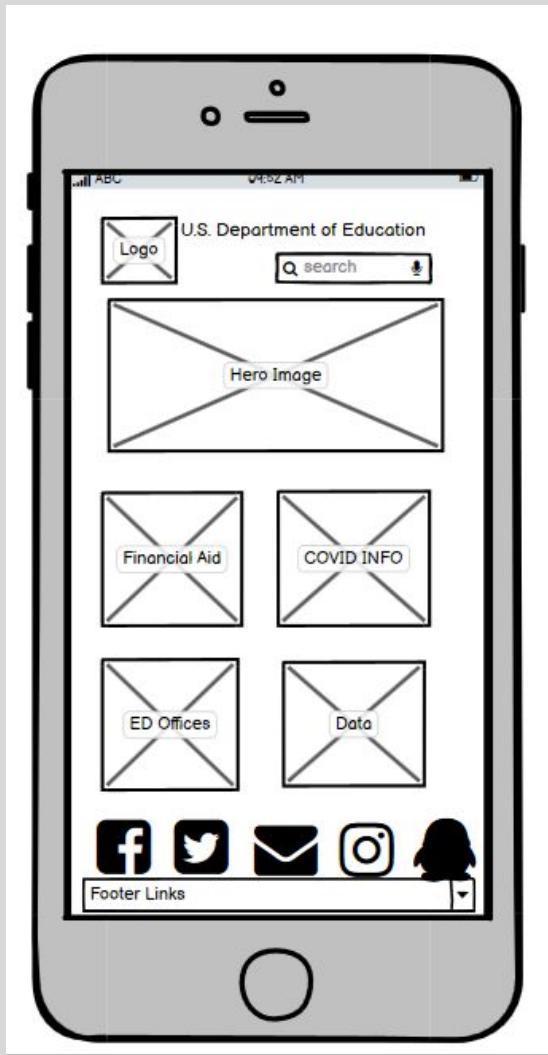
ED Homepage Navigation - Desktop –Home





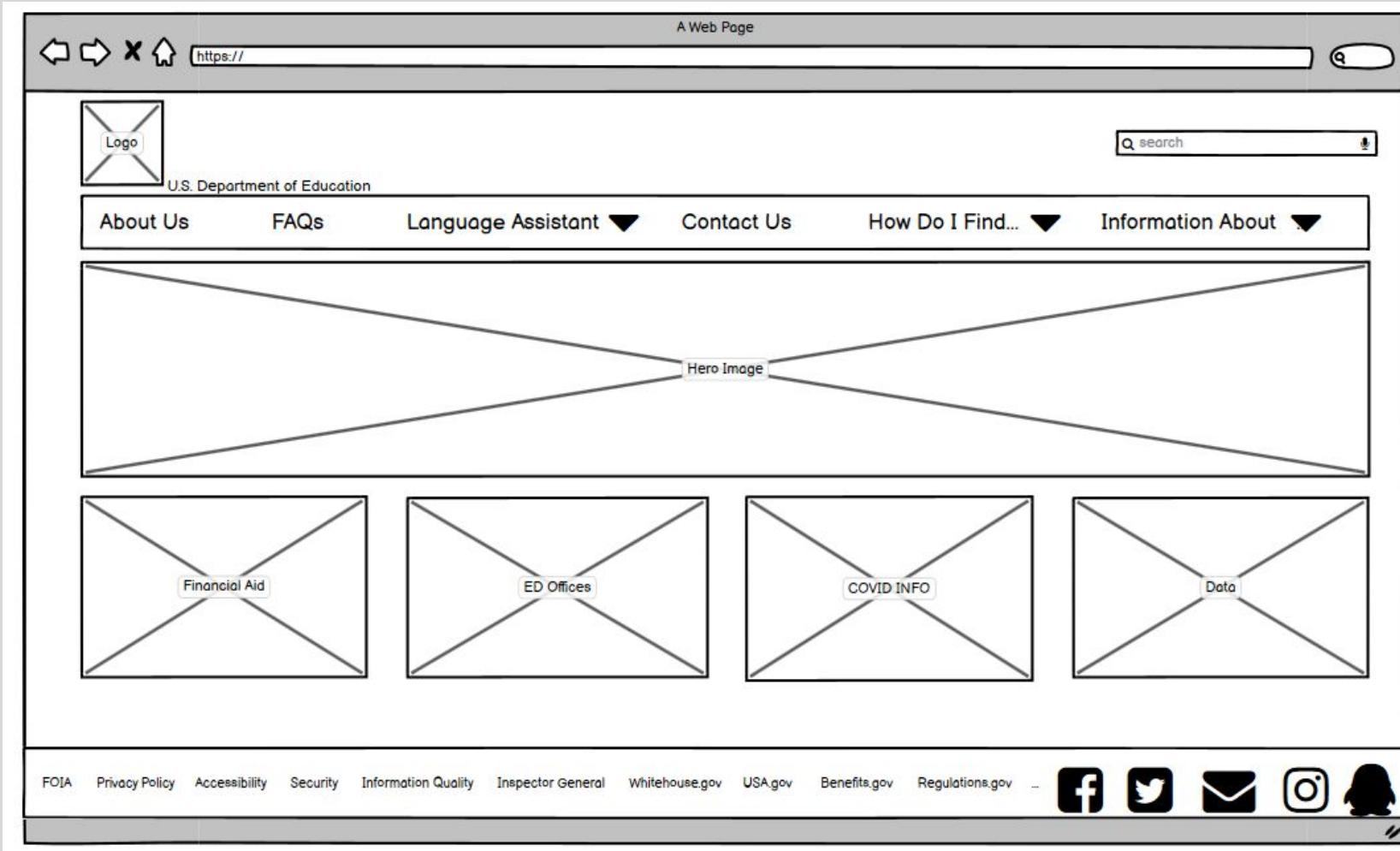
# **RESPONSIVE DESIGN**

Lily Yang



This site is mainly an informational site. The main function for this site is really to provide information to the students and educators or anybody who is looking for some kind of educational-related information. Because of the amount of information this site is providing, the redesign effort needs to be on the organization of the information. I decide to give “mobile first” approach a try.

I create these wireframe mockups with Balsamiq Wireframe app. This would be my version 1.



One for desktop version.

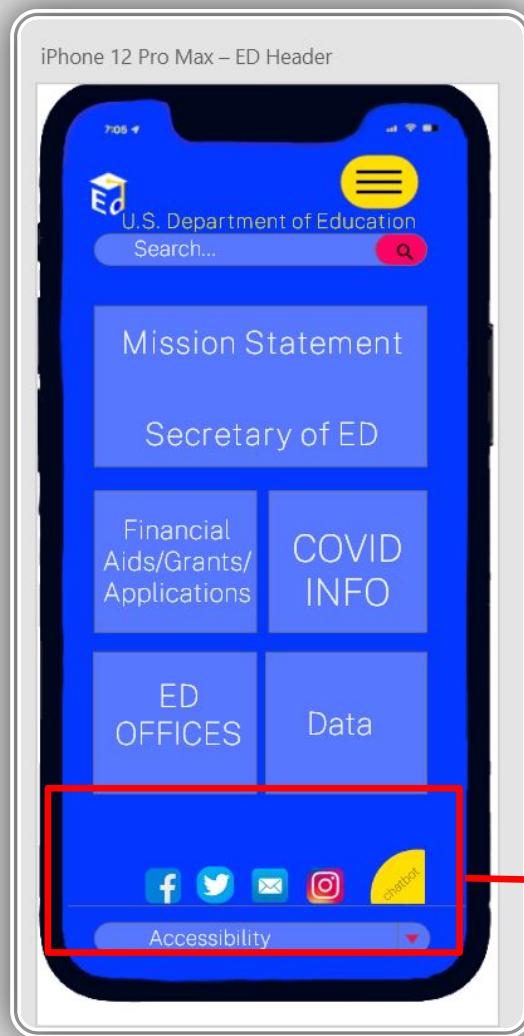


# The Header

The header includes Logo, Title, Hamburger Menu, and Search bar.

The original site has lot information covered in the header section. In order to keep the homepage clean, I decide to use hamburger menu. But I want to make sure the hamburger menu has its visual position, so I add a color background for it. I choose the same color with the Chatbot in the footer section.

I also want the Search function has a top position because from my previous usability test of the original site, most users could complete the tasks because of this search function.



## The Footer

The footer has the social media links: Facebook, Twitter, Email, and Instagram. The original site does not have Instagram. I think it should have it because it is quite popular in the younger generation.

I also add a Chatbot feature to make the site more user-involved or interacted.

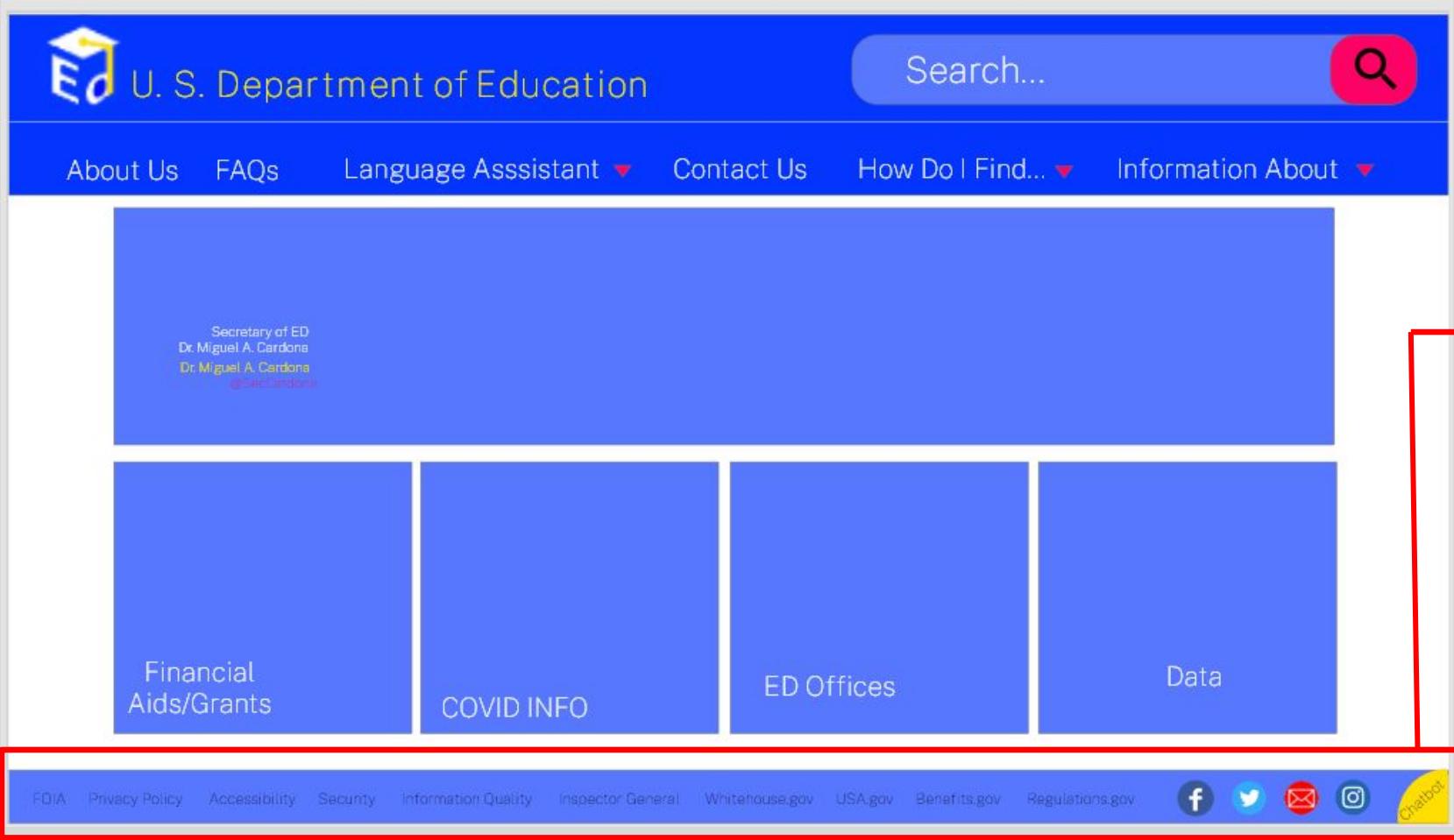
The original site has tons of stuff in the footer. After the card sorting, a lot of them are moved to the content pages. The footer still contains several important U.S. government sites and some information about this site. To reduce the space, I decide to use the drop-down menu on the homepage.

# The Header for Desktop Version

Here is the desktop version for the ED homepage layout. The navigation buttons are layout on the top, no hamburger menu.

The screenshot shows the desktop version of the U.S. Department of Education homepage. At the top left is the 'Ed' logo. To its right is the text 'U. S. Department of Education'. To the right of that is a search bar with a magnifying glass icon. Below the search bar is a horizontal navigation menu with the following items: 'About Us', 'FAQs', 'Language Assistant ▾', 'Contact Us', 'How Do I Find... ▾', and 'Information About ▾'. A red rectangular box highlights this entire navigation bar. Below the navigation bar is a blue sidebar containing the text: 'Secretary of ED', 'Dr. Miguel A. Cardona', 'Dr. Miguel A. Cardona', and an email address 'miguel.a.cardona@ed.gov'. Below the sidebar are four blue boxes labeled 'Financial Aids/Grants', 'COVID INFO', 'ED Offices', and 'Data'. At the bottom of the page is a footer with links to 'FOIA', 'Privacy Policy', 'Accessibility', 'Security', 'Information Quality', 'Inspector General', 'Whitehouse.gov', 'USA.gov', 'Benefits.gov', 'Regulations.gov', and social media icons for Facebook, Twitter, Email, and Instagram. To the right of the footer is a decorative graphic consisting of overlapping green and yellow triangles.

# The Footer for Desktop Version



The screenshot shows the desktop version of the U.S. Department of Education website's footer. At the top, there is a blue header bar with the 'Ed' logo and the text 'U. S. Department of Education'. To the right is a search bar with a magnifying glass icon. Below the header, there are several navigation links: 'About Us', 'FAQs', 'Language Asssistant ▾', 'Contact Us', 'How Do I Find... ▾', and 'Information About ▾'. A large blue rectangular area contains the text 'Secretary of ED Dr. Miguel A. Cardona Dr. Miguel A. Cardona @MiguelCardona'. Below this are four smaller blue boxes labeled 'Financial Aids/Grants', 'COVID INFO', 'ED Offices', and 'Data'. At the very bottom is a red-bordered footer bar containing links for FOIA, Privacy Policy, Accessibility, Security, Information Quality, Inspector General, Whitehouse.gov, USA.gov, Benefits.gov, Regulations.gov, and social media icons for Facebook, Twitter, Email, and Instagram. A yellow 'Chatbot' button is also present in the bottom right corner of the footer bar.

The footer section for the desktop version is layout because it has space for it.



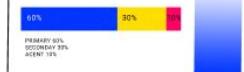
# INTERACTION DESIGN

Lily Yang

# The Updated Style Tile

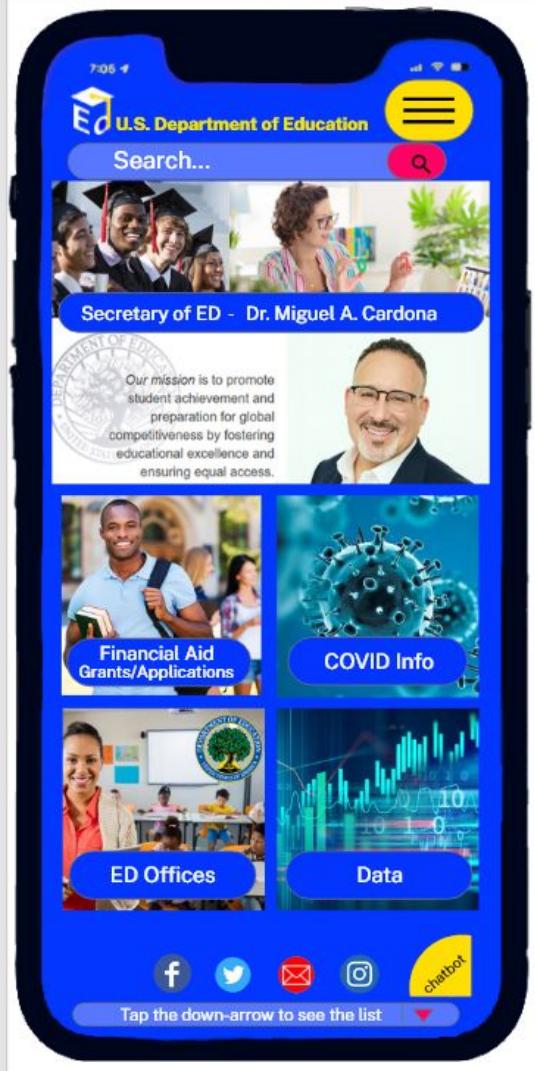
ED UI Style Title

**UI STYLE TILE: ED WEBSITE**

<b>UI STYLE DIRECTION</b> this guide is created for the us department of education website re-design project.	<b>BRAND LOGO</b> - LOGO ON WHITE      - LOGO ON DARK  	<b>COLOR PALETTE</b> BRAND COLORS  #0333FF 3/34/255 #FF1E03 255/222/3 #FF0256 255/2/102 #5777FF 89/119/255 #FFFFFF 255/255/255 RIMARY COLORS      SECONDARY COLORS      COLOR PERCENTAGE      GRADIENT     PRIMARY 61% SECONDARY 38% ACCENT 1% #0333FF #5777FF	<b>DATE: 11/07/21</b>
<b>UI Style Adjectives</b> <b>Trust</b> Energetic Positivity/ Upbeat <b>Stability/ Supportive</b>			
<b>TYPGRAPHY</b> We choose the Public Sans typeface because it is developed by the United States Web Design System. This is a strong, neutral typeface for interfaces, text, and headings. The fonts are designed by Paul Impala and Rodrigo Fullardo. The Public Sans is licensed under the open font license so you can use them freely in the projects without legal advice.	<b>ICONOGRAPHY</b> 		
<b>H1 - Headline</b> (Public Sans ExtraBold 26px) <b>H2 - Subhead</b> (Public Sans SemiBold 18px)	<b>GRAPHIC PATTERNS</b> 		
<b>H1 - Headline</b> (Public Sans Bold 24px) <b>H2 - Subhead</b> (Public Sans Regular 16px)	<b>IMAGE SAMPLES</b> 		
"This Is A How You Would Stylize A Meaningful Quote" - Author (Public Sans Medium Italic 14px)	<b>BUTTON STATES</b> 		
<b>TYPGRAPHY BODY COPY</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit, porttitor elementum. Cras neque, sapien, leo enim. Donec euismod in tellus id, tincidunt. Etiam ipsum. ipsum dolor sit amet, consectetur adipiscing elit, porttitor elementum. Cras neque, sapien, leo enim. bibendum ultrices in sed eu arcu magna quis, lorem. This is a regular link (Public Sans Reg 14px)	<b>BUTTON STYLES</b> 		

I updated the UI style tile after the header and footer prototyping. I have updated the color palette, the button states, and the button styles, and the iconography.

ED Homepage iPhone 12 Pro Max - Dark



## ED Homepage Version 2

Here is the homepage on the mobile device:

- All fonts are updated to Public Sans.
- Colors are also updated according to the UI style tile.
- Buttons are also updated to pill shape.
- Hamburger menu has a color background so it is more visual. Originally it is the same pink color as Search button. After A/B test, yellow is the final choice.

# ED Homepage Version 2

Here is the homepage on the desktop. A fully-clickable prototype is created and tested.

ED Updated Homepage/Desktop

ED Updated Homepage/Desktop

**Ed U. S. Department of Education**

About Us   FAQs   Language Assistant ▾   About Us   How Do I Find... ▾   Information About ▾

Our mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.

Secretary of ED - Dr. Miguel A. Cardona

Financial Aids Grants/Applications

COVID INFO

ED Offices

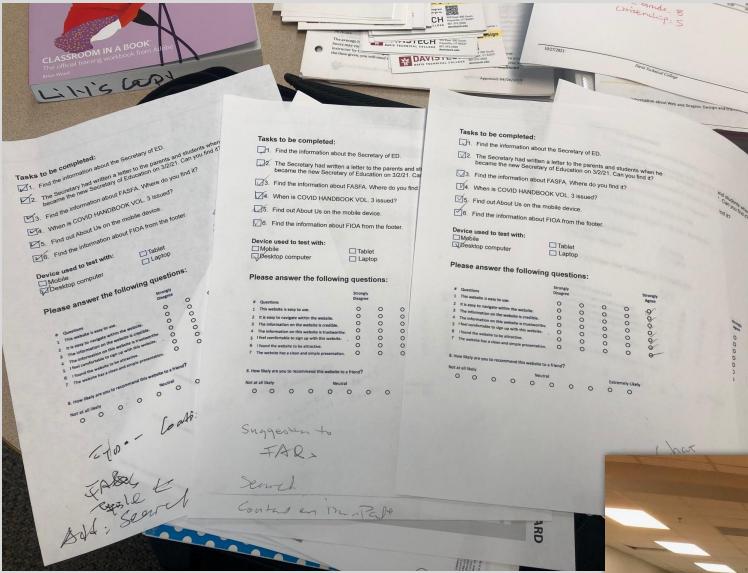
Data

FOIA   Privacy Policy   Accessibility   Security   Information Quality   Inspector General   Whitehouse.gov   USA.gov   Benefits.gov   Regulations.gov   [f](#)   [t](#)   [e](#)   [i](#)   Chatbot

USABILITY TEST PLAN DASHBOARD					
AUTHOR	CONTACT DETAILS				
Lily Yang	lily.yang1@davistech.edu				
PRODUCT UNDER TEST	FINAL DATE FOR COMMENTS				
What's being tested? What are the business and experience goals of the product?	11/19/2021				
The US Department of Education website - Homepage and navigation. The main purpose for this website is to provide financial aid and education-related information to the public. To be able to find the needed information quickly is crucial for this site.	TEST OBJECTIVES				
What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?	PARTICIPANTS				
The goals of this test is to find out: 1. General impression of the color and layout design 2. Any usability issues such as buttons big enough for the fingers on the mobile device 3. Site consistent issues, any confused areas 4. To find out any opportunities to improve the overall user experience.  The specific questions: 1. What's your first impression of the landing page of this site? Why? 2. What do you like this page and what do you not like this page and why? 3. If you can do one thing to improve the page, what do you want to do and why? 4. Have you get lost or confused and did not know how to get back?  The hypotheses will be tested: The new layout design is more appealing and intuitive to the users. Information is organized logically and easy to find. Users feel this site is friendly and trustworthy.	TEST TASKS				
	I plan to recruit 5 users myself. (Add Colleen's 5, we should have 10 in total.) - 2 young adults who might need to search for information of financial aid. - 2 adults who use computers daily - 1 adult who teaches web design - A mix of men and women				
	What are the test tasks?  1. Find the information about the Secretary of ED 2. The Secretary had written a letter to the parents and students when he became the new Secretary of Education on 3/2/21. Can you find it? 3. Find the information about FASFA 4. When is COVID HANDBOOK VOL. 3 issued? 5. Find out About Us on the mobile device. 6. Find the information about FOIA from the footer.				
	RESPONSIBILITIES				
	Who is involved in the test and what are their responsibilities?  I will be the one to observe the test. I will pay attention to users' behaviors, comments, and experiences. I will take some video clips and photos during the test.				
	EQUIPMENT				
	What equipment is required? How will you record the data?  User must have a mobile device, or an iPad, or desktop computer.				
	LOCATION & DATES				
	Where and when will the test take place? When and how will the results be shared?  The test will be taken places where the users are, either at my home or in my office at school.				
PROCEDURE					
What are the main steps in the test procedure?					
0-5 MIN Get the task list ready for the user.	5-10 MIN Explain to the user that this site is a prototype, not fully-functional website.	10-15 MIN Let the user know I need their help to make this landing page better, if possible.	15-20 MIN Have the user's permission to take pictures and video clips.	20-30 MIN Take notes during the test, summarize the notes, any findings, and user feedback and experience.	30-60 MIN Update ED landing page and navigation according to the usability test findings.

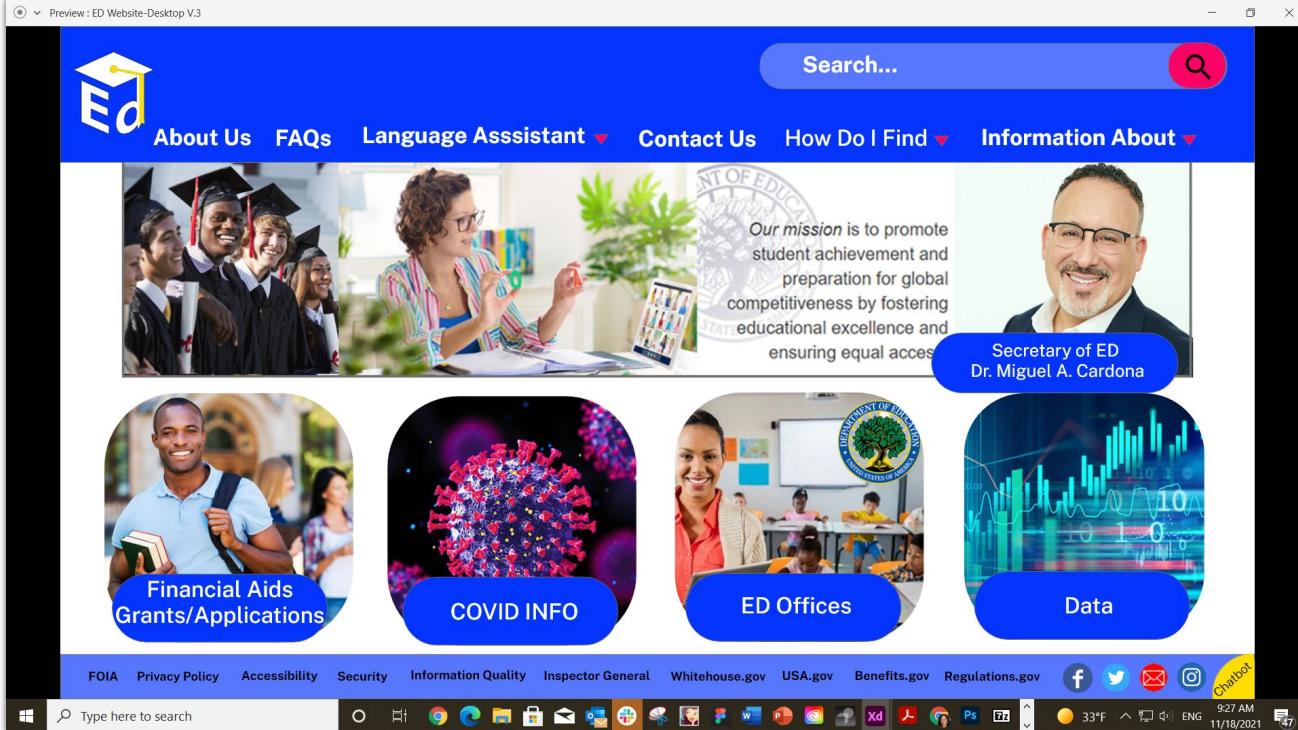
# ED Homepage Version 2 Usability Test

A usability test plan dashboard is created to test the high-fidelity version of the new navigation.



**Summary of the usability test:**

1. The first impression of the landing page is good. They all like the clean layout.
2. Some typos
3. I used to have "Search..." on the search button. I took it off but all users want it back.
4. FAQs page needs some re-design.
5. Some fun names are suggested for the Chatbot.



## Version 3

I have updated the look of the homepage by changing the images to rounded-corner style. This makes the landing page a little soft and more white space.

## FAQs

**What is the U.S. Department of Education?**

**How does the Department of Education serve America's students?**

**What is the not part of the Department of Education/s role?**

**How is the Department of Education organized?**

**Where is the Department of Education?**

**Where can I get more information?**

## FAQs

**What is the U.S. Department of Education?**

The U.S. Department of Education is the agency of the federal government that establishes policy for, administers and coordinates most federal assistance to education. It assists the president in executing his education policies for the nation and in implementing laws enacted by Congress. The Department's mission is to serve America's students—to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.

In 2007-08, the Department's elementary and secondary school programs served approximately 55 million students (pre-K through grade 12) attending some 100,000 public schools and 34,000 private schools. Department programs also provided grant, loan and work-study assistance to about 10 million undergraduate students.\*

When Congress created the Department in 1979, it declared these purposes:

1. to strengthen the Federal commitment to ensuring access to equal educational opportunity for every individual;
2. to supplement and complement the efforts of States, the local school systems and other instrumentalities of the States, the private sector, public and private educational institutions, public and private nonprofit educational research institutions, community-based organizations, parents, and students to improve the quality of education;
3. to encourage the increased involvement of the public, parents, and students in Federal education programs;
4. to promote improvements in the quality and usefulness of education through federally supported research, evaluation, and sharing of information;
5. to improve the coordination of Federal education programs;
6. to improve the management and efficiency of Federal education activities, especially with respect to the process, procedures, and administrative structures for the dispersal of Federal funds, as well as the reduction of unnecessary and duplicative burdens and constraints, including unnecessary paperwork, on the recipients of Federal funds; and
7. to increase the accountability of Federal education programs to the President, the Congress and the public. (Section 102, Public Law 96-88)

**How does the Department of Education serve**

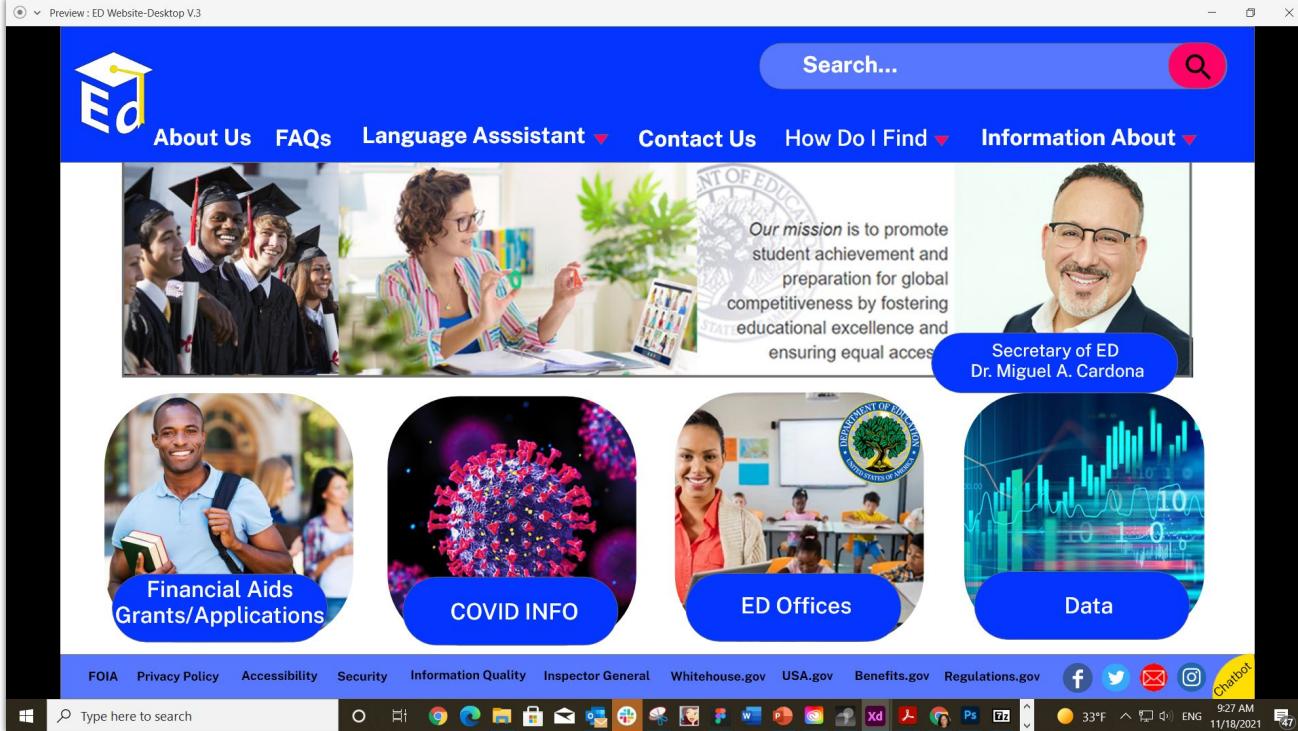
I re-designed the FAQs with a drop-down menu style. When a question is selected, the answer opens right under the question. Both Question and Answer pages can be scrolled down. In this way, it can handle a lot questions and user can get the answer for the question faster. This design works well with responsive design well.



This new look works really well on the mobile device. This one is my favorite.

Here is the prototype link for Mobile version in Figma:

<https://www.figma.com/proto/ITsycAjcfLYNCtHGtnBPSw/ED-Home-iPhone-13-Pro-Max?page-id=0%3A1&node-id=238%3A136&viewport=241%2C48%2C0.47&scaling=scale-down&starting-point-node-id=238%3A136&show Proto-sidebar=1>



Here is the prototype link for desktop version in Adobe XD:

<https://xd.adobe.com/view/d46e1933-bbb6-4fba-84e6-f41e50858c99-813d/>

Version 3 of ED site homepage displays on three different devices.



iPhone 13 Pro Max



iPad 11 - Horizontal View



Desktop Dell 19"  
Screen



THE END

