NSA Site Redesign

About the NSA

The National Security Agency/Central Security Service (NSA/CSS) leads the U.S. Government in cryptology that encompasses both signals intelligence (SIGINT) and information assurance (now referred to as cybersecurity) products and services, and enables computer network operations (CNO) in order to gain a decision advantage for the Nation and our allies under all circumstances.

The User

Amir Rasheed

Amir visits the NSA website because he believes his new tech-startup could help enhance the cyber security currently being used. He has successful tests from digital warfighting cyber threats in multiple languages and would help fight terrorism and cyber-attacks. He goes onto the website to provide an innovative security solution with the NSA.

Amir's Goals

A straightforward way of contacting the NSA.

Quick acces to the the information he is looking for.

More information on what the NSA is and how he can work with them.

Amir's Pains

Bad information hiearchy makes it hard to find what he needs.

Amir is forced to visit multiple secondary sites to accomplish his tasks on nsa.gov.

There is no live support in case Amir cannot find what he is looking for.

Competitor Analysis

U.S. Department of Treasury
STRENGTHS
Available in multiple languages.

Organized information hiearchy.

WEAKNESSES
Lots of links that lead to different sites.

Department of Homeland Security
STRENGTHS
Consistent footer navigation.

Organized menus throughout site.

WEAKNESSES
Very text heavy site.

British Council
STRENGTHS
Not very text heavy.

Diverse color scheme.

WEAKNESSES
Large footer with little contact information.

Very bad customer experience and communication

The Problem

The NSA's website on both desktop and mobile was very text heavy and had a header navigation system that was disorganized. Many of the tasks on the site also required the user to be taken off of the main website.

These problems were defined after several user tests survey submissions.

Original Desktop Site

The Solution

Optimize the header and footer navigation systems for simpler user journeys.

Brand the site in a way that is more in-line with other government sites and creates a more official presence.

Apply changes to both the desktop and mobile versions of the site.

Redesigned Desktop Site