

Government UI Design Analysis Project

U.S. Department of Treasury



The Problem: People often struggle to navigate government user interfaces

The Solution: Increase the usability of the U.S. Department of Treasury webpage with a UI refresh based on user research

My Role: UX/UI Designer

Tools: Adobe XD, Adobe Illustrator, Miro

User Research

Interview Plan

Our group held five user interviews to uncover what potential users might find useful on the U.S. Department of Treasury webpage, and what they also might find confusing. We discovered that the overall layout of the website is fine for all of the users. They did not feel that this website needed to be redesigned or reorganized, but slightly trim the amount of information.

Topic Specific Questions

Have you ever needed to visit the U.S. Treasury website? If so, how often have you needed to visit it?

User 1: *I've had to use it a few times to view my bonds and stuff, I've been on it like 5 times, maybe 6*

User 2: *Yes I use it about 3 times a year*

User 3: *No. I have never used this site or needed to*

User 4: *No*

User 5:

What are some reasons you might need to visit the U.S. Treasury website?

User 1: *Maybe for tax stuff? I've gone on it for their digital bond conversion, like changing the paper ones into a digital thing I don't have to deal with*

User 2: *I use it to access US savings bond value and to purchase savings bonds. I also use it to access tax information*

User 3: *To get news on the performance of the economy. To find links to other government entities*

User 4: *No reasons*

User 5:

How long does it take you to accomplish your goals for visiting a government website?

User 1: *Way longer than I'd like it to*

User 2: *Depends on the website.*

User 3: *Typically it only takes me 15-30 minutes on a government website. The sites I utilize are Department of Motor Vehicles and the DNR. The IRS to get current year Income Tax Forms. The Obama Care Health Insurance site to purchase current year Health Insurance*

User 4: *Generally far too long*

User 5:

On a scale of 1-10 how easy is it for you to navigate a government website?

User 1: *0, [expletive] sucks, the thing was coded by [expletive] macaque*

User 2: *Depends on the website. The savings bond calculator was easy...give it a 10. I have used property tax websites that are a nightmare. Give them a 2. It comes down to explaining what information is needed to be entered, which some websites don't do very well.*

User 3: *Typically about an 8*

User 4: *2*

User 5:

Product Opportunity Questions

Have you ever had to give up on using a government website due to the quality of the design/information architecture?

User 1: *All the time. Aside from the treasury one, the IRS one is terrible, and don't even get me started on local government, I'd have to look for permitting requirements for Starbucks and I almost always had to call some unhelpful person to ask the questions even though they insisted "it was on their website" but it'd be on some weird page you have to be an admin to even get to so what is even the point*

User 2: *Yes... county property tax website*

User 3: Yes.

User 4: *Yes, specifically on the USPS's website as well as that of the IRS and several states' revenue service websites*

User 5:

Would it be beneficial to redesign and restructure government websites you've used in the past?

User 1: *Absolutely*

User 2: *Yes...needs to explain what data to enter; some need to make allowances for all situations*

User 3: Yes

User 4: *In many cases, yes*

User 5:

What might prevent you from visiting a government website?

User 1: *General pain in the [expletive] to navigate, and the security around accounts is way overblown for what I'm guessing isn't that much better than anywhere else. I forget my password every time. I'm actually right now trying to unlock my Treasury account, which so far has involved a phone call with a 45 minute wait time with a recorded message telling people how much easier it is to email, and an email that took them a week to respond to, telling me to call them.*

User 2: *Concerns about personal security*

User 3: *If it is difficult to navigate and not easy to find what you are looking for. If it does not provide a comprehensive list of FAQs. If it does not include a few how to videos*

User 4: *Lack of business with that department within the government.*

User 5:

Are there any websites that you wished government websites were more like?

User 1: *My bank's is pretty good for logging in easily and seeing all your stuff in the same place. For general information finding, like basically any other company's website*

User 2: *Not sure*

User 3: *Yes. More like YouTube where I could search for short "How To" videos to make it easy to complete desired tasks.*

User 4: *Perhaps more like a search engine like google*

User 5:

Product Reaction Questions

What are some qualities you liked about other government websites you've used in the past?

User 1: *Easy to find menus that are clear about where the links actually lead to, websites that don't send me to other websites, a search function that actually works*

User 2: *Ease of use*

User 3: *After the first time you visit the site it retains all your personal information so that you can complete recurring tasks easily*

User 4: *Clearly laid out menus with links that help me find what I'm looking for quickly*

User 5:

What are some qualities you didn't like about other government websites in the past?

User 1: *The my Treasury website is a joke, if you ever want a laugh, go look at it. It looks like something a middle schooler knocked up in PowerPoint. Like I legitimately thought I was on a fake scam site when I first went on it, that's how amateur it looks. The design is bad in terms of use and look, which is honestly impressive. Most bad to use websites at least look good (and that's usually why they're bad, hiding menus, etc.)*

User 2: *They require entering personal information to get answers to questions*

User 3: *When they did not include a phone number to call if you did not find the information you were looking for*

User 4: *Clunkiness of design, opaque categories on nav menus, bugginess and fragility of the site's infrastructure*

User 5:

Is there anything specific we can add to the treasury website that you wish they had?

User 1: *I feel like every time I have a question on there, it sends me to like three different extremely long articles before I actually get the whole answer. A simple search function and a concise, well written FAQ section would be great. And the FAQ has to be questions people actually ask, not just the ones they feel like answering.*

User 2: *No*

User 3: *Yes. In the home page, under the about us tab, the treasury department should list other government departments where there are close relationships like the federal reserve and the IRS. There should be some information on how these entities overlap, how they work together, what are common goals and outcomes.*

User 4: *No*

User 5:

Guerilla Usability Testing

Guerilla Testing Plan

Objectives:

1. Test webpage navigation ease of use
2. See how user reacts to information architecture

Tasks:

1. Open website
2. Scroll through home page and react to the layout
3. Click through navbar and react to the layout
4. Ask questions about how they'd use the website
5. Ask them about what they would like to see on home page
6. Ask them what they would like to see on navbar

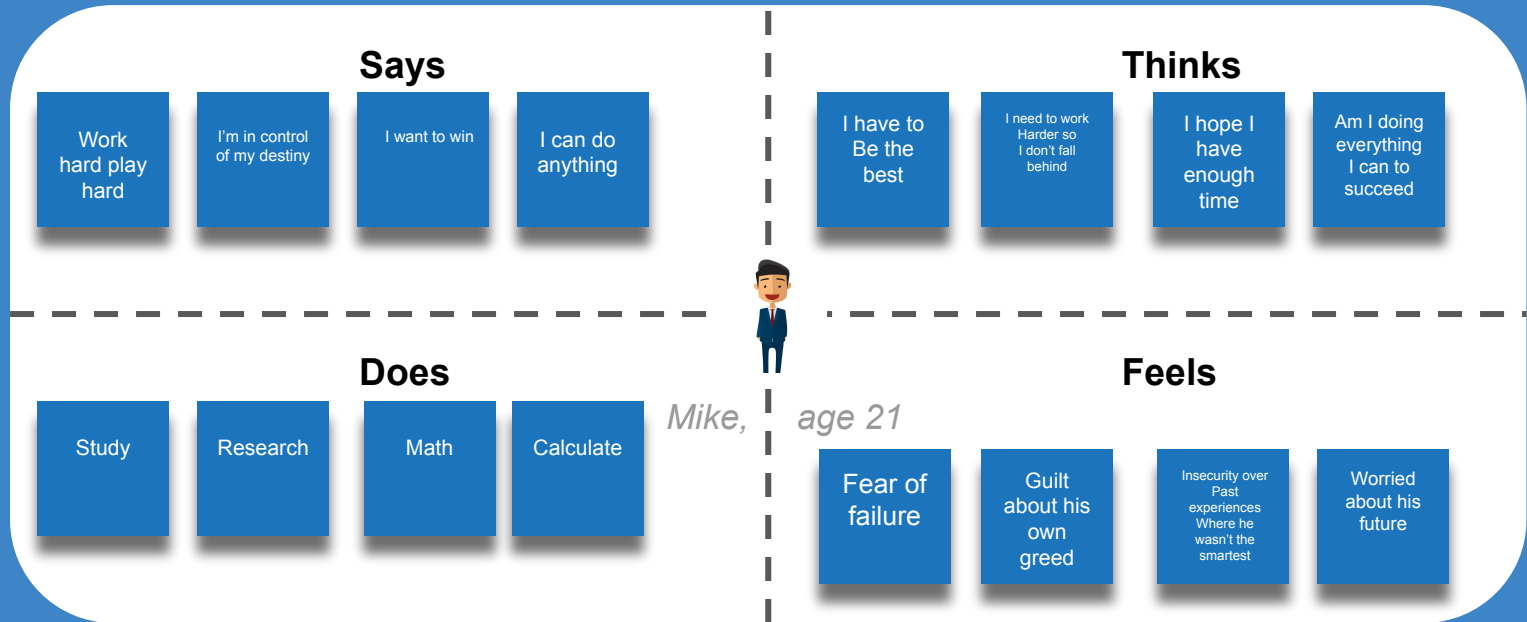
Feedback:

1. Users successfully navigated tasks
2. Users were able to complete tasks in a timely and efficient manner, and liked animations
3. Users wanted cancellation functionality on the itinerary adding screen

Guerilla Testing Results

For both the desktop and mobile versions of the U.S. Department of Treasury website, the users were trying to access information about bond purchasing and tax information. They were able to access this information quite easily on desktop, although they did comment that there was an overwhelming amount of information displayed in the navigation. This became more apparent in the testing of the mobile app. When they tried to sort through all of the information in the navigation bar on mobile, it was considerably more difficult. As a result, it will be important to design a navigation system that can efficiently guide the user exactly where they would like to go without being overwhelmed with too much information.

Empathy Map



Pain

Wasting time

Disorganization

Lack of information

Time Crunch

Gain

Financial success

Career Success

Learning

Organization

Persona



Michael (Mike) Geller

Male, age 21

New York, New York

Single

Investment Analyst for Goldman Sachs

\$90,345

Michael Geller

Michael is the second oldest of four. He recently graduated with a Bachelor's degree in Finance from the Mendoza College of Business at the University of Notre Dame, and is still in the first year of his new job as an investment analyst for Goldman Sachs. Outside of work, he enjoys playing competitive video games, skiing, and soccer. On the side, he works together with his brother flipping items on amazon, and also works with a team of friends to profit from sports/esports betting. He's always considered to be the "brains" of the operation with his superior statistics abilities. Every now and then he'll hop on the U.S. Treasury website to stay up to date with the latest treasury information.

"The numbers never Lie"

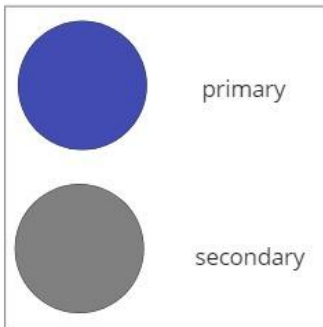
Goals

- Wealth
- Career
- Knowledge
- Competition

Challenges

- Information
- Structure
- Researching
- Time

Card Sorting



ABOUT TREASURY

GENERAL INFORMATION	OFFICES	BUREAUS	BUDGET, FINANCIAL REPORTING, PLANNING AND PERFORMANCE	HISTORY	CAREERS
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POLICY ISSUES

COVID19 ECONOMIC RELIEF	TAX POLICY	ECONOMIC POLICY	TERRORISM AND ILLICIT FINANCE	FINANCING THE GOVERNMENT	FINANCIAL MARKETS, FINANCIAL INSTITUTIONS, AND FISCAL SERVICE	FINANCIAL SANCTIONS	CONSUMER POLICY	INTERNATIONAL	SMALL BUSINESS PROGRAMS	TRIBAL AFFAIRS
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DATA

INTEREST RATES	TREASURY COUPON-ISSUE AND CORPORATE BOND YIELD CURVE	RECEIPTS & OUTLAYS	HOW YOUR MONEY IS SPENT	NATIONAL DEBT	QUARTERLY REFUNDING	INVESTOR CLASS AUCTION ALLOTMENTS	OTHER PROGRAMS	TREASURY INTERNATIONAL CAPITAL SYSTEM	U.S. INTERNATIONAL RESERVE POSITION	TROUBLED ASSETS RELIEF PROGRAM
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SERVICES

REPORT FRAUD, WASTE AND ABUSE	BONDS AND SECURITIES	GRANT PROGRAMS	TREASURY PAYMENTS	CURRENCY AND COINS	AUCTIONS	KLINE-MILLER MULTIEMPLOYER PENSION REFORM ACT OF 2014	EDUCATION	TAXES	FORMS	GOVERNMENT SHARED SERVICES	TOURS AND LIBRARY
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NEWS

FEATURED STORIES	PRESS RELEASES	REMARKS AND STATEMENTS	PRESS INFORMATION	TWITTER
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Designs For AB Team Testing

Department of the Treasury

United States Government

ENGLISH | ESPAÑOL



Navigation style A

*Hamburger Menu
To Bring Up
Navigation*



Home
About
Policy Issues
Data
Services
News

X
↑

Navigation style A

Navigation
Pops Up Over
Home Page

Escape By Clicking
X



Department of the Treasury

United States Government

[About](#)[Services](#)[Tools](#)[FAQ](#)

Department of the Treasury-promoting economic growth

The U.S. Department of the Treasury's mission is to maintain a strong economy and create economic and job opportunities by promoting the conditions that enable economic growth and stability at home and abroad, strengthen national security by combating threats and protecting the integrity of the financial system, and manage the U.S. Government's finances and resources effectively.

[Discover](#) →

↑
Navigation style B

Traditional Navbar

Footer Design



Department of the Treasury
United States Government

1500 Pennsylvania Avenue, NW
Washington, D.C. 20220

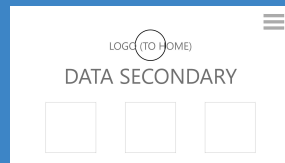
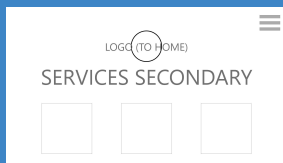
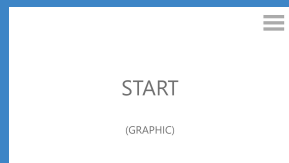
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Wireframe

<https://xd.adobe.com/view/dbb96c60-bb43-4199-80a7-96dc5d7ddd94-8eea/>



Clickable Prototype A

<https://xd.adobe.com/view/6d25c261-a28d-4a98-8e11-b16593e7ff6a-3876/>

Based off of the designs from earlier, we made 2 clickable prototypes in Adobe XD for testing to see user reactions to the two styles of navigation. This link is for Prototype A

Clickable Prototype B

<https://xd.adobe.com/view/7d683bce-eebb-4475-9d2d-d838ccf78ad3-283b/>

Based off of the designs from earlier, we made 2 clickable prototypes in Adobe XD for testing to see user reactions to the two styles of navigation. This link is for Prototype B

AB Testing Results

Prototype A Results

- Clean
- Modern
- Easy to use
- Innovative
- Easier to read
- Conducive to mobile

Prototype B Results

- Clean
- Traditional
- Easy to use
- Mistook for actual government agency web page

Based on this feedback from our users, we opted to go with the designs for prototype A. In our user interviews we conducted earlier in the project, our users do not like government web pages, and seeing our users mistakenly think that our designs from prototype B are the actual treasury web page, makes this a negative reaction based on our user research. Reactions like: 'Modern' 'Clean' 'Easier to read' and 'Conducive to mobile' makes Prototype A the clear winner of the AB Testing.

Final Prototype

