# Responsive Redesign

Redesigning federalreserve.gov

Redesigning a website of my choice for improved responsiveness as well as efficiency, learnability, memorability, and accesibility!

The Website

I will redesign federalreserve.gov because, despite providing crucial information, its layout can make navigation and information retrieval cumbersome. Since the website is updated daily and serves as a key resource for those tracking economic changes, it should be more user-friendly. Additionally, in today's world, a transparent government is crucial so the website must be easily accessible for the average person seeking to stay informed.

Here is the homepage of the website:
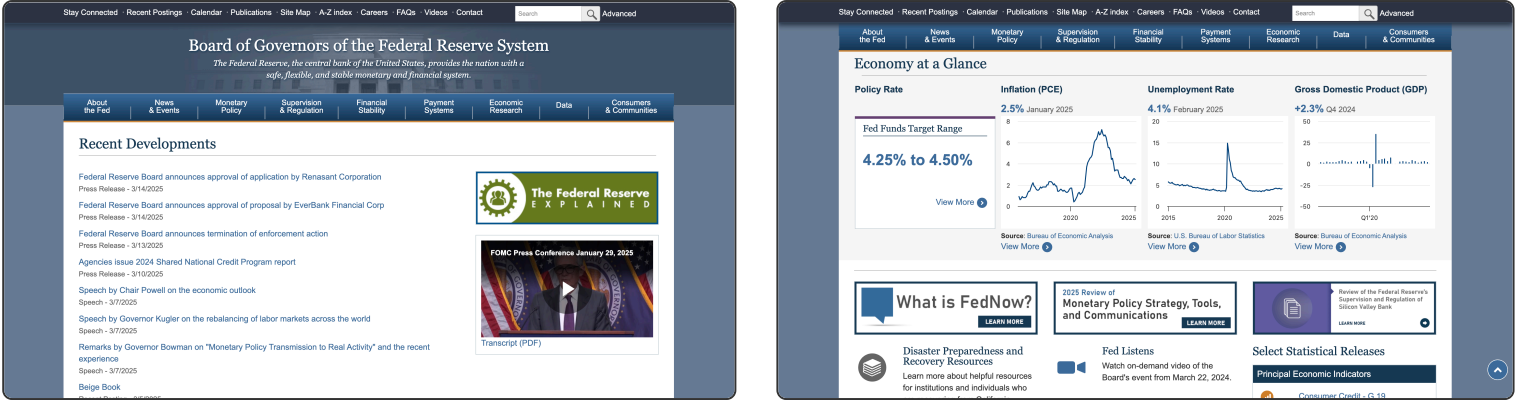
Analysis of the Current Site

Efficiency
- **Spacing Issues** – The text is too dense, making it difficult to read.
- **Organization** – While information is grouped under menus, there are still too many categories. More collapsibility is needed to improve navigation.
- **Key Information Visibility** – Important economic indicators are prominent.
- **Chronological Order** – Recent developments are displayed in order, which is helpful.
- **Redundancy** – Some information is repeated unnecessarily, adding clutter.

Learnability
- **Clickability Confusion** – It's difficult to distinguish between clickable links and plain text.
- **Lack of Headers** – Missing headers make it harder to scan and organize information.
- **Navigation Challenges** – Users unfamiliar with economic terminology may struggle to know where to start.
- **Icons** – Some icons are used, but they can be misleading or unclear.
- **Charts as a Strength** – Charts help users scan information, especially those unfamiliar with the content.

Memorability
- **Navigation Difficulties** – The website structure makes it hard for users to remember where things are.
- **Lack of Headers** – Missing section titles make content harder to recall.
- **Uninformative Icons** – Icons do not effectively help users make associations with content.
- **Lack of Guidance** – Minimal instructions make it difficult for users unfamiliar with economic terms to navigate.

Accessibility
- **Small Text** – The text size is too small, with little variation for readability.
- **Low Contrast** – The color scheme consists mostly of different shades of blue, making content harder to read.

Analysis cont.

WAVE (web accessibility) Issues
- The website has some notable accessibility issues, including **poor contrast ratios and very small font sizes**, which makes text difficult to read, especially for users with visual impairments.
- WAVE also detected **skipped heading levels** along with **missing captions and alt text** for multimedia content, limiting accessibility for users who rely on assistive technologies.
- Additionally, **broken ARIA menus** lack proper "menuitem" elements, which can make navigation difficult for those using screen readers or keyboard navigation.

Conceptual Model
- Seems to **prioritize comprehensiveness over intuitive navigation**; you can find what you need if you know where to look for it
- Implies that the **expected user is already economically literate** (analyst, politician, businessman, etc…)
- **Archive model** since it seems its depth and organization of data reflect priority on robust record-keeping
- Homepage needs a "dashboard-like" model to improve accessibility and **guidance for a broader audience**

## Visual Design Style Guide

Responsive Redesign

To ensure consistency across my redesign process, I developed a style guide outlining a template for the colors, typography, components, and other visual elements I plan to integrate into the final website.

Style Guide · Frame 1   Edited 3 hours ago
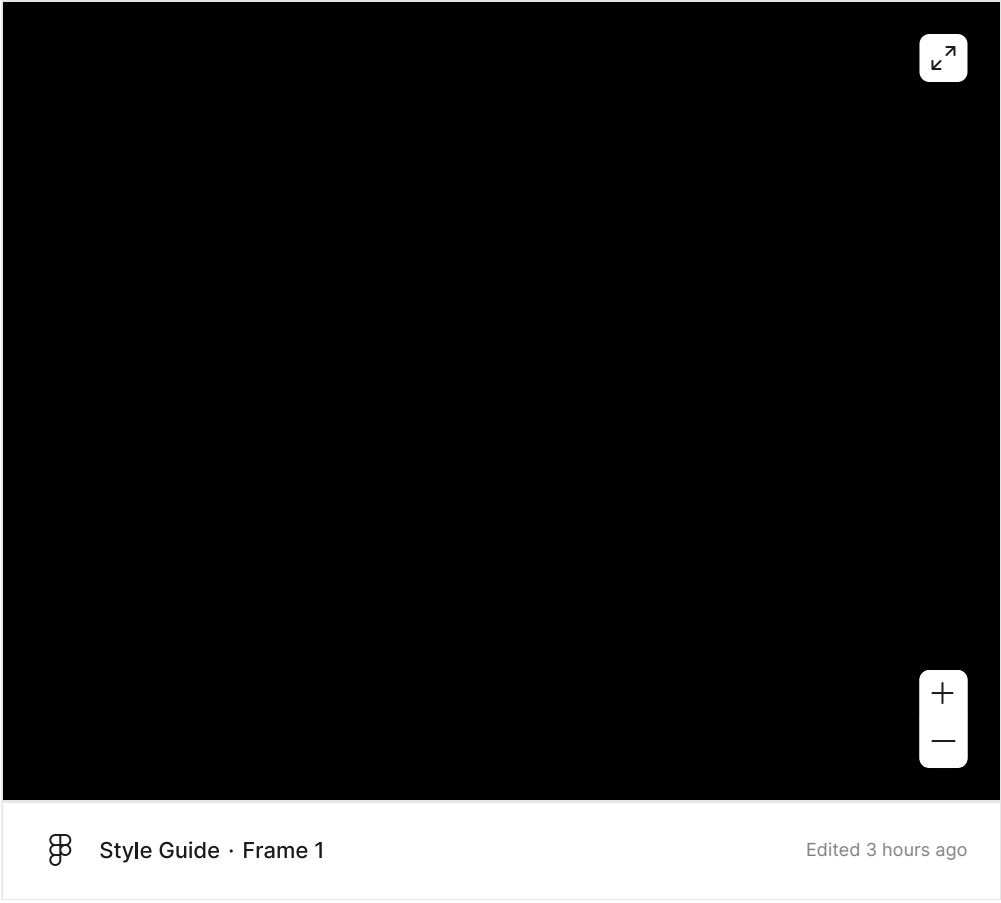
Figma Mockups

Next I created Figma mockups that illustrate my website's responsiveness on three distinct screen sizes: desktop, tablet, and smartphone. These are annotated with important design choices as well as my intentions for how the site layout will respond to the various screen sizes.

Mockups · Page 1   Edited 2 hours ago
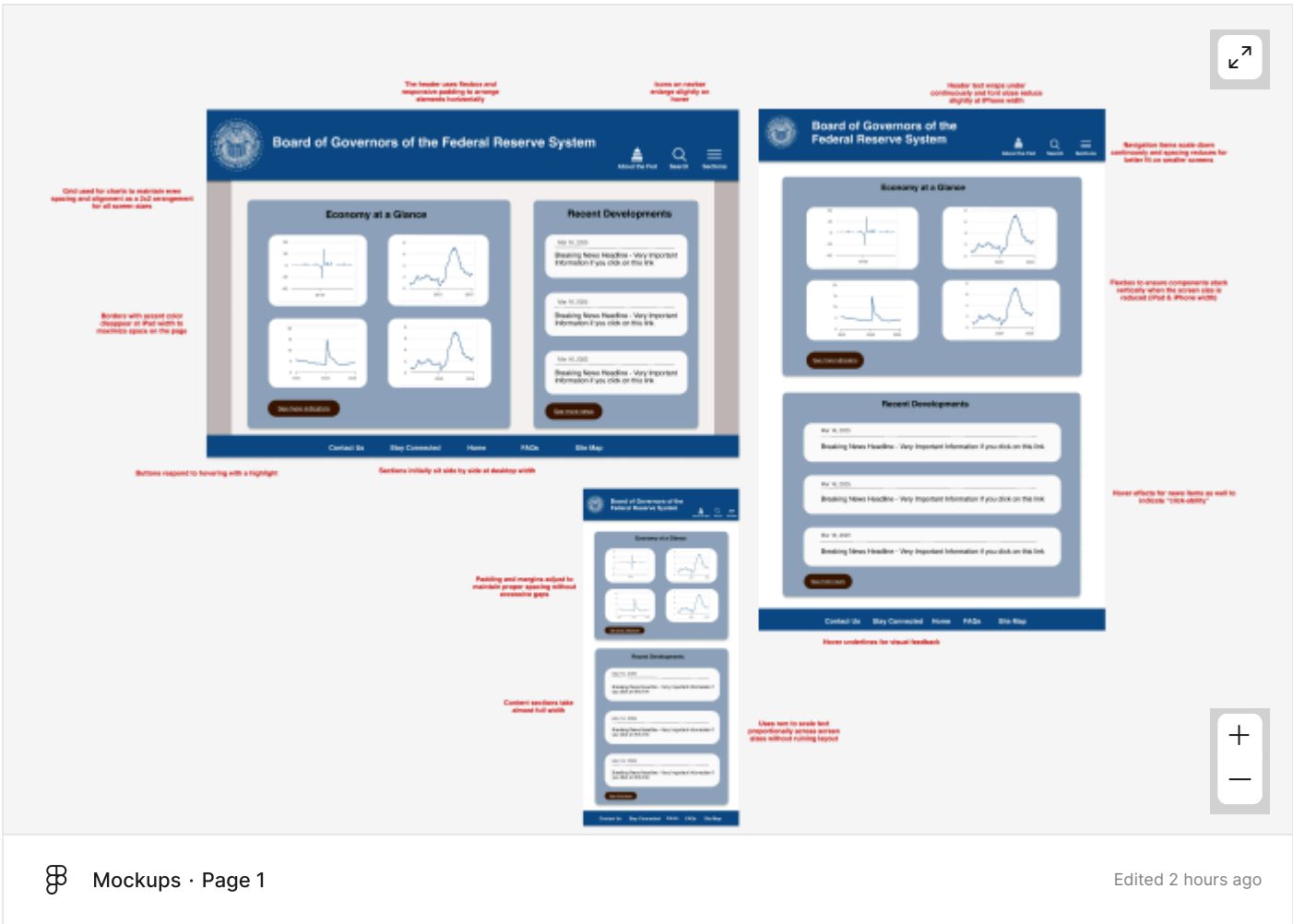
Bringing the Site to Life

The next step is implementing my mockup with HTML/CSS to achieve the desired responsiveness.

Click here to interact with my redesigned website!

Here is a comparison of the original vs redesigned homepage on a desktop:

Reflection

Challenge: Making improvements to the website while maintaining them across different screen sizes!

How I achieved this:

- **Contrast Issues:** Designed a new color palette with a stronger contrast ratio (8.59), improving accessibility.

- **Better Spacing:** Applied effective padding/margins and used boxes to separate distinct items.

- **Text Size and Hierarchy:** Increased minimum text size and introduced more variation to emphasize hierarchy and importance.

Responsive Redesign

The Website

Analysis of the Current Site

Analysis cont.

Visual Design Style Guide

Figma Mockups

Bringing the Site to Life

Reflection

- **Clutter Reduction:** Consolidated navigation items into a collapsible menu, replaced multiple top navigation bars with a footer, and limited the display to the 3 most recent headlines instead of 10+.

- **Graphics:** Incorporated more informative icons and added animations to indicate clickable links.

Conclusions: Overall, I believe my improvements were successful! My primary goal was to make the page less overwhelming for users, allowing them to navigate and understand information more efficiently. By reducing clutter and improving visual hierarchy, users can now quickly scan for relevant content.

For example, simplifying the layout around the economic charts helped present them as "at-a-glance" indicators rather than overwhelming data. Additionally, reducing the initial amount of visible text and providing a "See More" button allows users to control how much information they engage with.

This approach ensures that new users can intuitively learn how to retrieve specific information and remember their navigation paths using the "Sections" menu and Search bar.
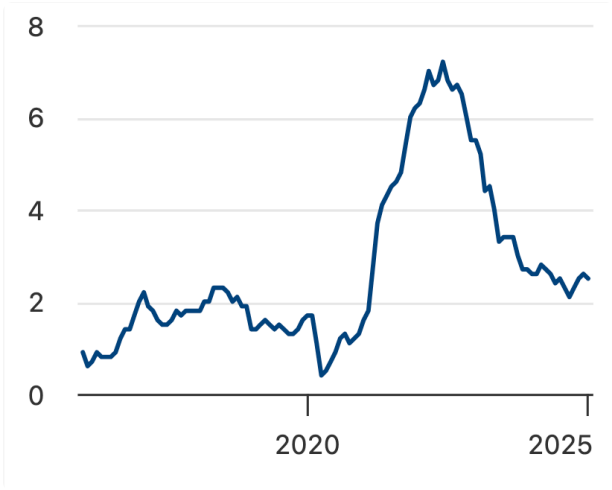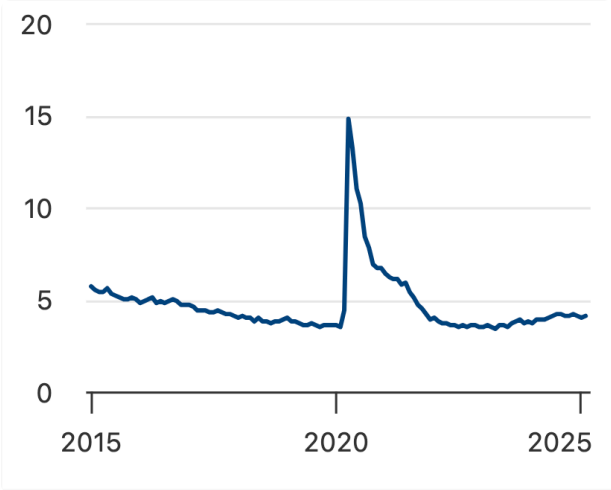
Rahel Selemon, CSCI1300 Spring 2025

Board of Governors of the Federal Reserve System

Economy at a Glance

GDP Growth
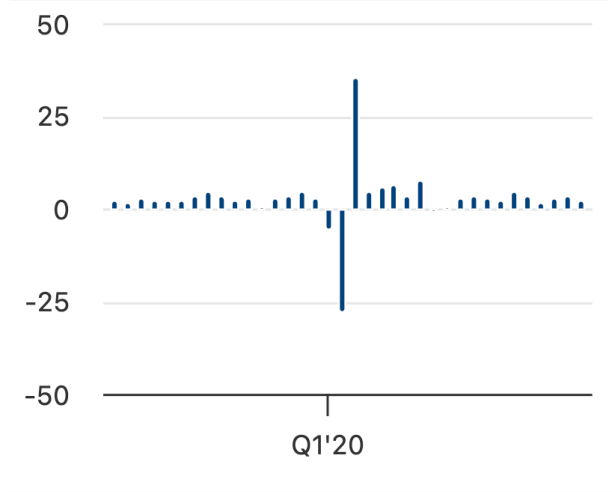

Inflation Rate

Unemployment Rate

4.25% to 4.50%

Interest Rates

See more indicators

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Recent Developments

Mar 30, 2025

Federal Reserve Board issues enforcement action and announces termination of enforcement action

Mar 25, 2025

Agencies announce intent to rescind 2023 Community Reinvestment Act final rule

Mar 16, 2025

Speech by Governor Kugler on the economic landscape and entrepreneurship

See more news