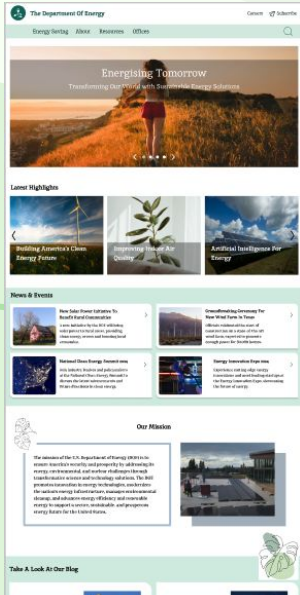




# Government Agency Web-redesign Project

The Department Of Energy

By, Stephanie Stawiszyński



# Government Agency Web-redesign Project

## The Department Of Energy

### Project summary:

The goal of this project was to address inconsistent navigation and outdated design on energy.gov, which caused user confusion and hindered access to information. I implemented a redesigned interface with cohesive navigation, modern visuals, and optimised accessibility to significantly enhance the user experience.

### My Responsibilities:

As a UX Designer, UI Designer, and Product Designer, I:

- Created wireframes and prototypes to visualise the new interface.
- Designed a cohesive and modern visual style to improve navigation and accessibility.
- Conducted user research and testing to ensure the redesign met user needs and expectations.

**Tools:** Figma, FigJam, Google Drive, Google Slides



# User Research

# Proto Persona

## Basic Information

**Name:** Sarah Adams

**Age:** 35

**Profession:** Environmental Engineer

## Behavioral Demographics

Sarah, a tech-savvy and proactive **environmental engineer at a renewable energy consulting firm**, is passionate about sustainable energy solutions. **She keeps up with industry trends**, research, and government policies on energy and the environment **using online resources**.



## Goals & Needs

**To stay informed** about the latest developments in energy policies, regulations, and initiatives.

**Find funding opportunities** and grants for renewable energy projects.

## Pain Points & Potential Solutions

**Cluttered Design** - Implement a cleaner design.

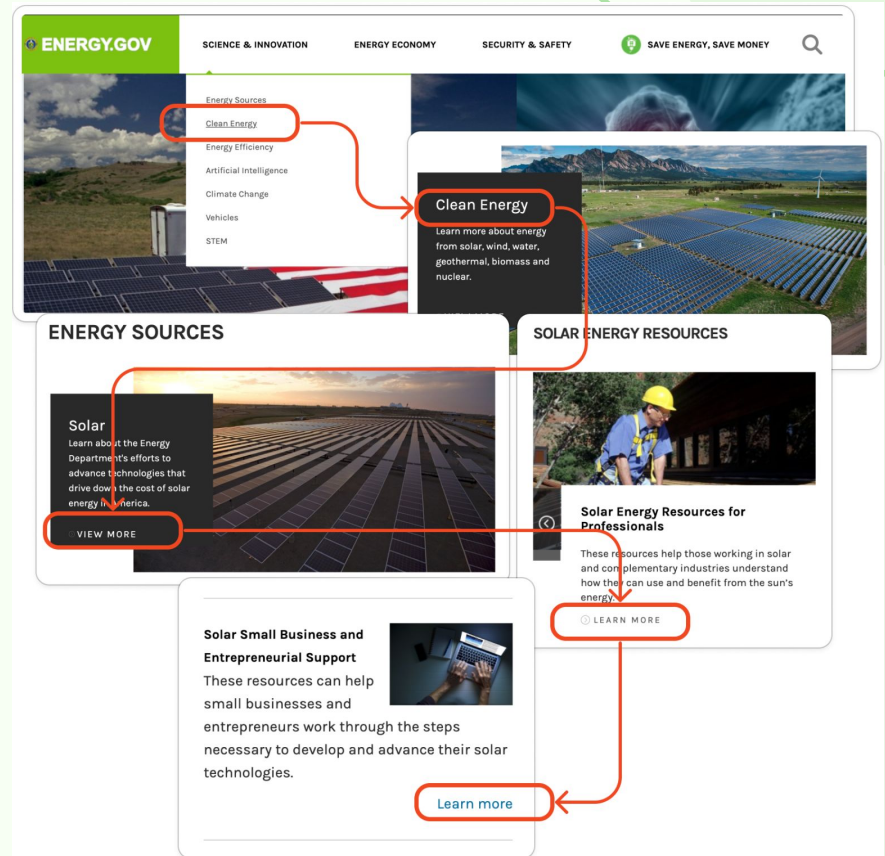
**Confusing Menu Structure** - Simplify menu categories and labels for clarity.

**Information Overload** - Minimise the content through content chunking.

# WireFlow

My wireflow outlines the user's typical journey through the department of energy website, guiding them from their entry point to their desired destination.

Please see link attached to view full: [Wireflow](#)



# Guerrilla Testing

The user suggests adding a **"Get in Touch"** or **"Contact Us"** section to the website, along with a **Q&A** section to address any questions they may have.

**Menu interface differs between home page and other pages, lacking detail.**

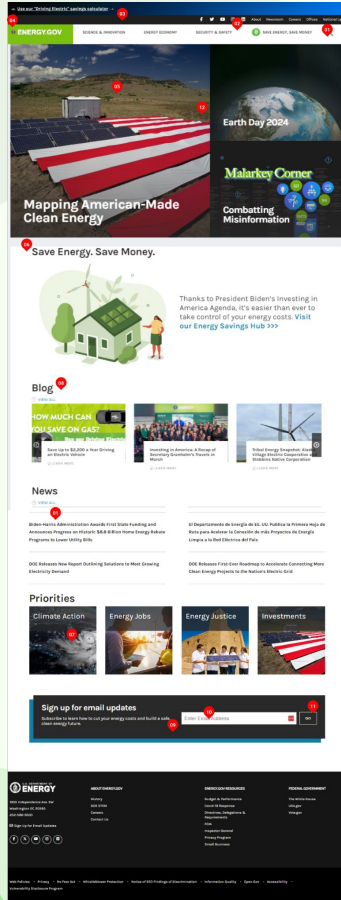
Layout not aligned with first picture. **Boxes look strange, images sticking out of borders.**

Layout not coherent. **User felt unease about it. Couldn't find the info she was looking for. Sense of frustration when scrolling.**

Please see Link attached: [Guerrilla test recordings & Interview notes.](#)

# Information Architecture

# Website Analysis



01

Common ui element (search icon)  
Search bar completely covers text once activated.

04

Good use of description for images.  
(In the blog section).

02

CTA not very clear and the colour not prominent for the “GO” button in the sign up for emails section.

05

The Department of Energy's homepage utilises a top-level navigation menu with dropdown options, allowing users to access different sections of the website easily.

03

The logo appears small and lacks visibility, while the text appears overly large. This could be improved to enhance the overall aesthetic of the website.

06

The Hero section could be better organised to make the webpage more visually appealing and engaging.

Please see link attached to view full: [Website Analysis](#)



# Website Navigation Analysis



01

Moving the "Newsroom" section to a more prominent location would ensure that users are kept updated on the latest news and developments.

04

Increasing the size and prominence of social media links to enhance visibility and boost user engagement with our social channels.

02

The website content should be organised in alphabetical order to make it easier for visitors to locate specific information quickly.

05

The website's consistent footer navigation layout across all pages enhances user experience and fosters a cohesive feel throughout the site.

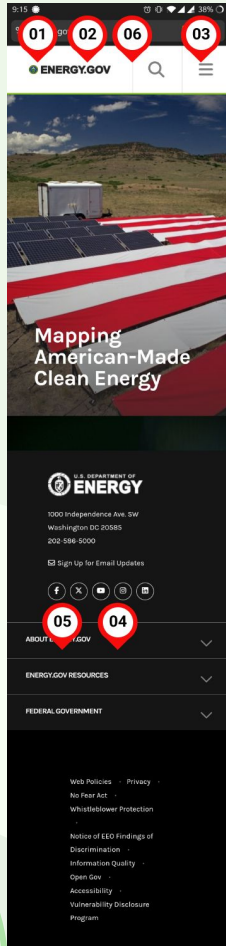
03

I appreciate the effective use of categorisation on this page, which helps in grouping related topics together and making the content more organised and accessible to users.

06

I like the subscription element but suggest placing it in the footer for consistency. This would make it easier for new visitors to find.

Please see link attached to view full: [Website Navigation Analysis](#)



# Mobile Navigation Analysis

01

Redesigning the navigation is necessary to improve the overall user experience and usability of the website.

04

Addressing issues like small text size, out-of-place icons, and disappearing navigation bars will help create a more cohesive and intuitive navigation system.

02

The current navigation structure is inconsistent and confusing, leading to difficulties in finding information and navigating between pages.

05

Prioritising consistency throughout the website's navigation will reduce user frustration and improve engagement.

03

The navigation elements, such as the burger menu icon and side navigation bar, need to be redesigned to enhance clarity and ease of use.

06

Adding a logo to the side navigation bar can help maintain consistency and provide visual reinforcement of the website's branding.

Please see link attached to view full: [Mobile Navigation Analysis](#)

# Mobile Guerrilla Testing

User feels like it's easy to get **lost in the website** due to the **inconsistency of the navigation bars**.

The user likes the **drop-down menu in the footer**, considering it a useful feature.

The **search icon** in the navigation bar feels **squashed and hard to notice**, and **there's no "Enter" or "Go" button** to proceed with searches, **making it frustrating to use**.

I've noticed that there are **missing social media links** here, which gives the **impression that they've been overlooked or forgotten**.

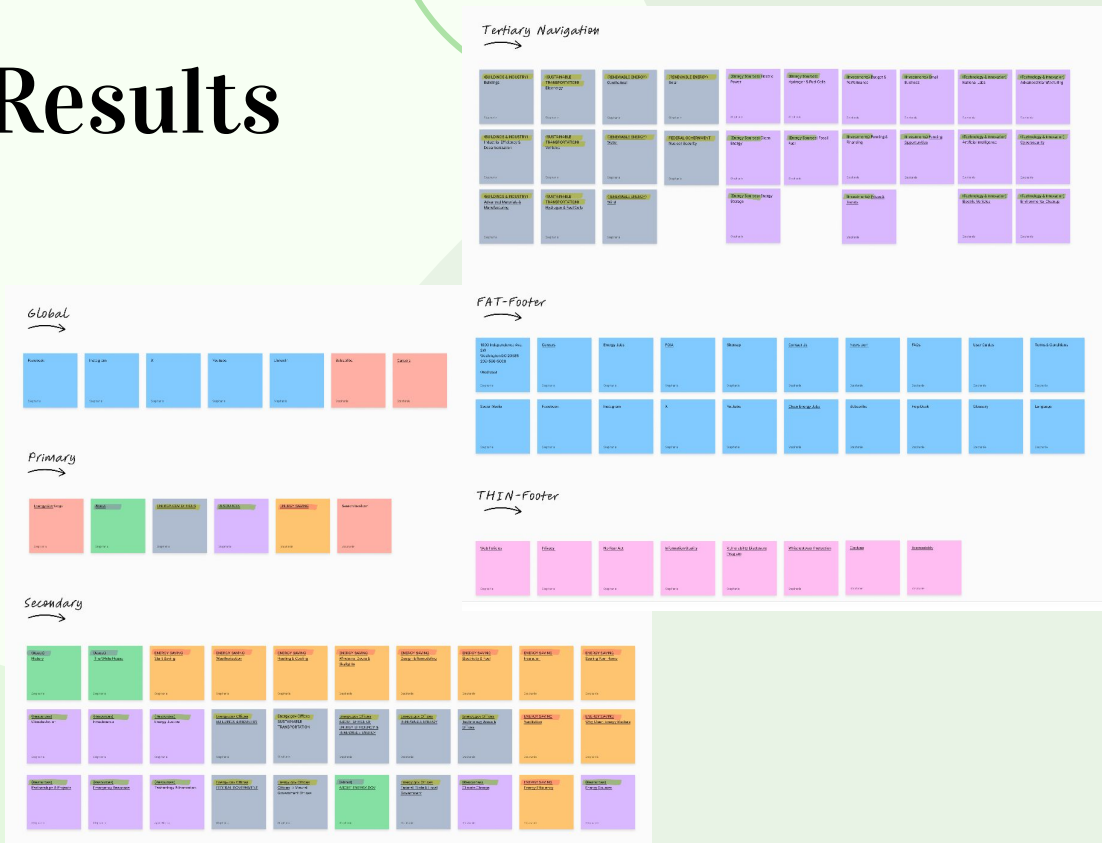
Please see Link attached: [Guerrilla test recordings & Interview notes.](#)

[Figjam Board with sticky notes and Annotations.](#)

# Final Card Sorting Results

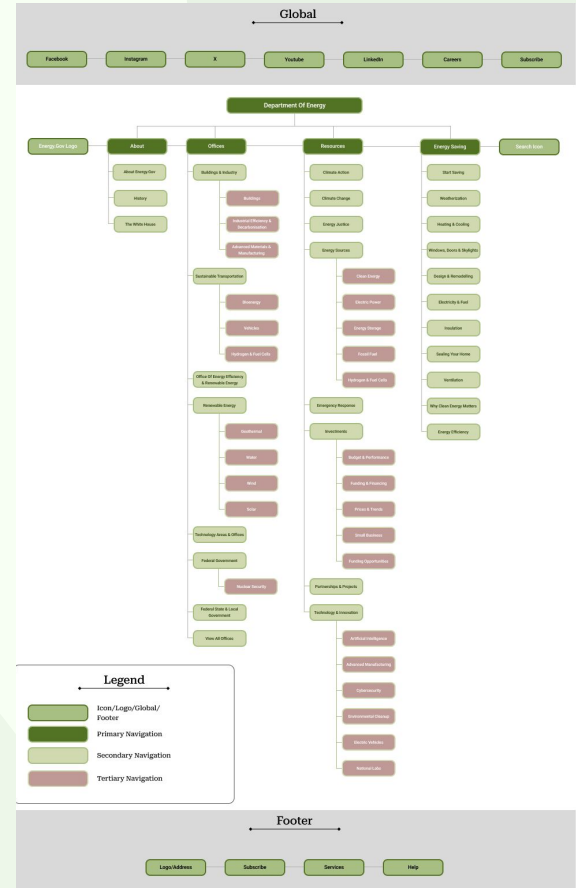
In my evaluation of the Department of Energy website, I asked users to sort content cards based on what made the most sense to them. First, I grouped the cards together based on their similarities. Then, I used this feedback to create a new, user-centred navigation structure.

Please see link attached to view full: [Card Sorting](#)



# New Sitemap

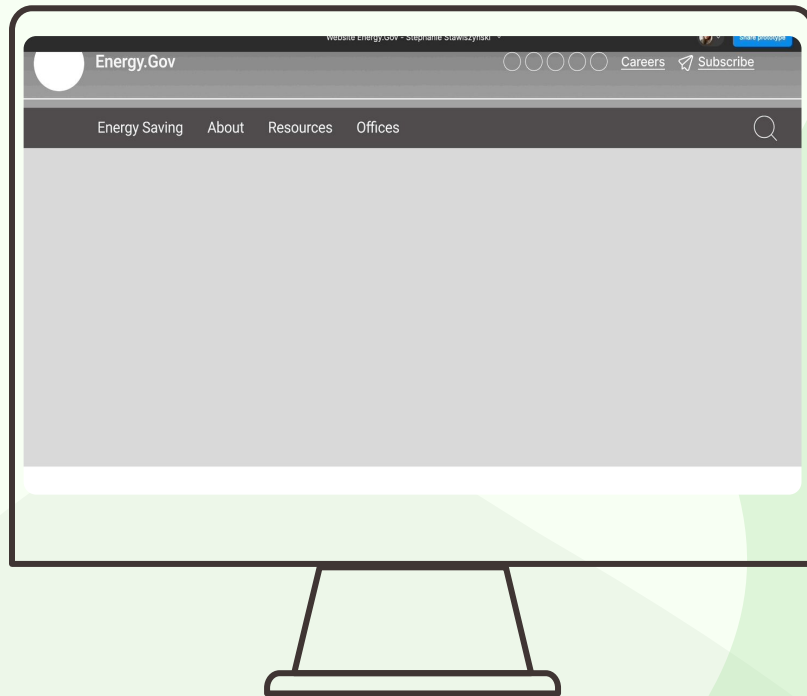
Please see link attached to view full: Sitemap



# Prototyping & Testing

# Low-Fi Prototype Of New Navigation

Please see link attached to view full: [Prototype](#)



# New Brand Voice

## Clear & Concise

Simple, straightforward language.

## Empowering

Motivate and encourage action.

## Trustworthy

Honest and clear information.

## Engaging

Inspire participation.

## Inspirational

Inspire sustainable choices.



# 5 Second User Test

“I think the **layout and the structure** is very **clean and easy to navigate.**”

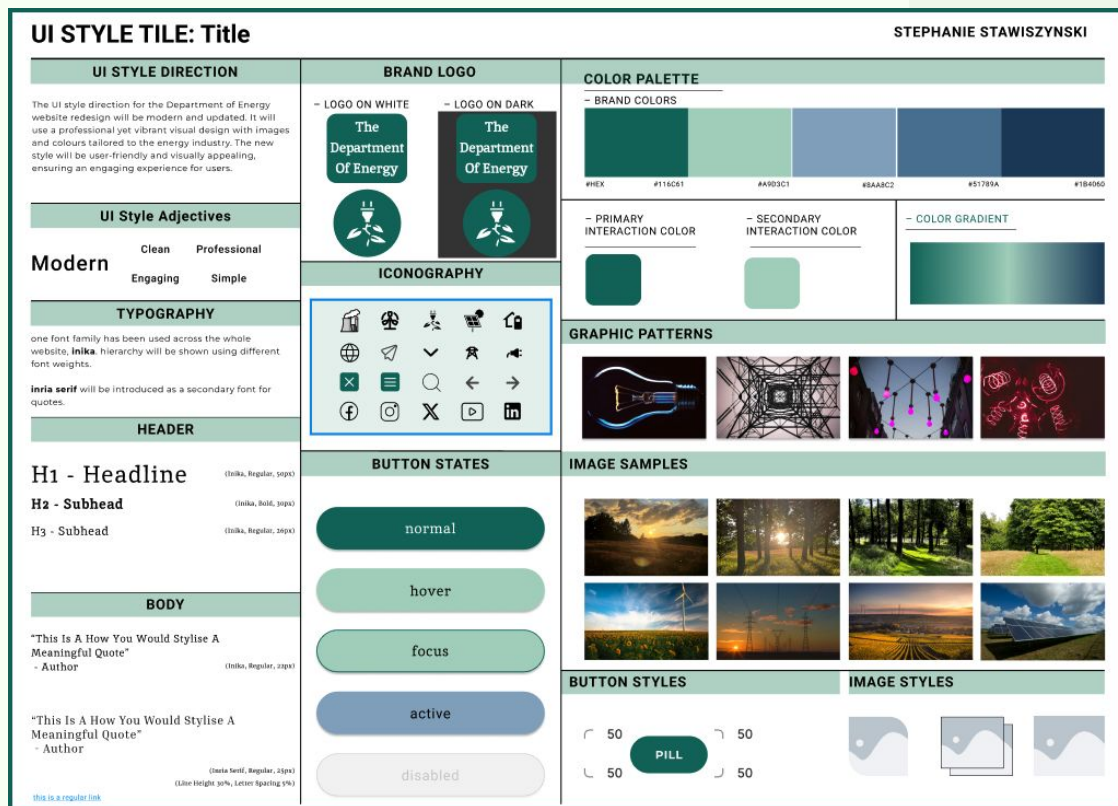
“I felt like the **hero image** was **quite attention grabbing.**”

“The **overall look is nice,** It gives a **nice vibe** when scrolling”

“**I like that there was all the necessary essential links in the footer** such as **socials and other links**”

Please see Link attached: [5 Second User Tests & Notes](#)

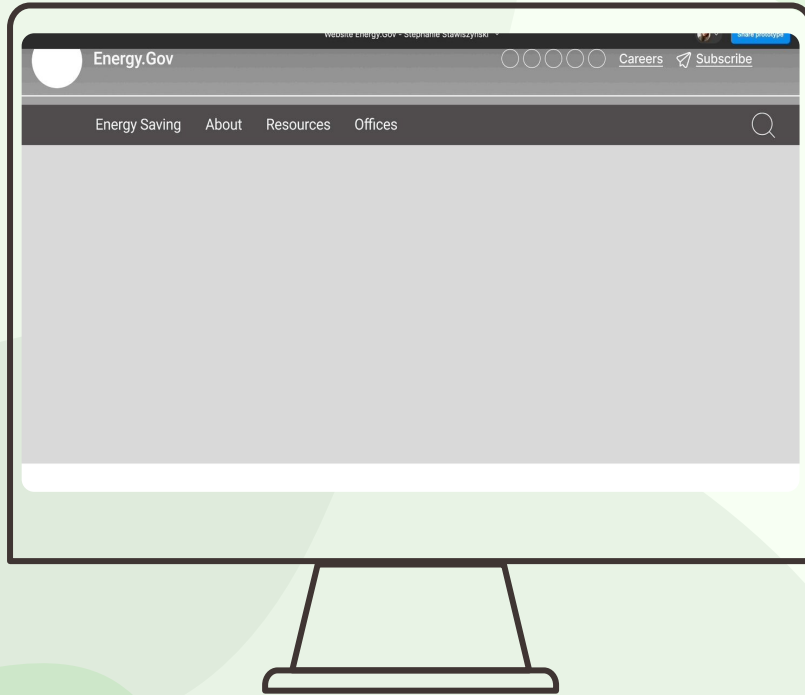
# UI Style Tile



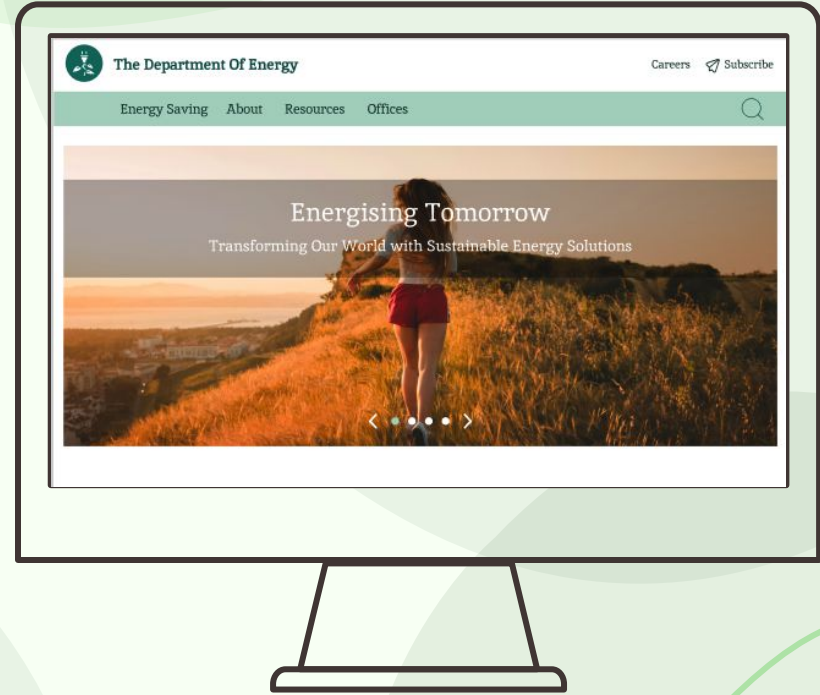
Please see Link attached: [UI Style Tile](#)

# Applying Visual Design

Before



After



Please see link attached to view full: [Prototype](#)

# UI Style Guide

## UI Style Guidelines

By Stephanie Stawiszynski

### Index.

01. Colors

02. Typography

03. Iconography

04. Grid System

07. Selectors

08. Buttons

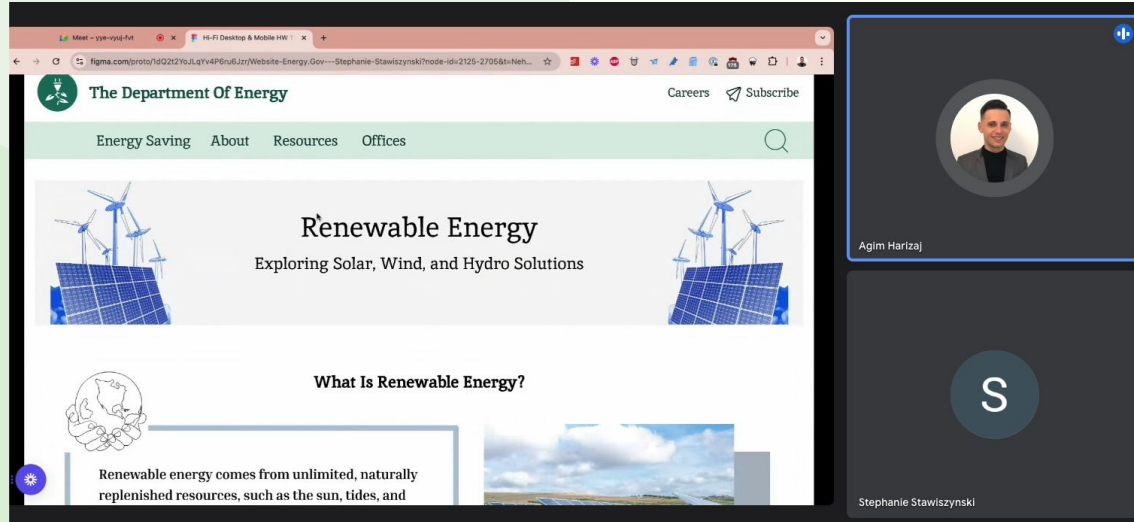
09. Small Elements

10. Cards

My style guide ensures a consistent and cohesive design for the Energy.gov redesign, featuring a carefully chosen color palette, typography, and design elements.

Please see Link attached: [UI Style Guide](#)

# Usability Testing

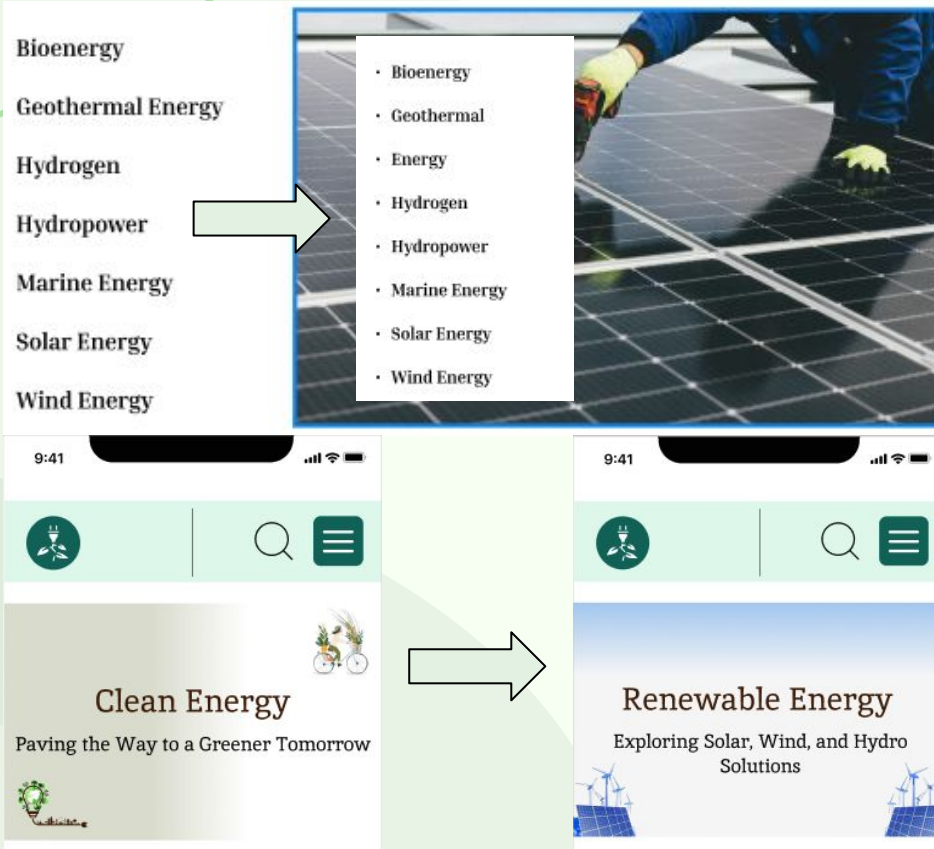


Users were given the following tasks:

1. Using the Navigation bar Please locate and select the resources drop down menu.
2. From the resources menu please locate and select the clean energy page.
3. From the resources menu please locate and select the renewable energy page.
4. Select the Logo in the navigation bar to return to the home page.

Please see Link attached: [Usability Tests & Plan](#)

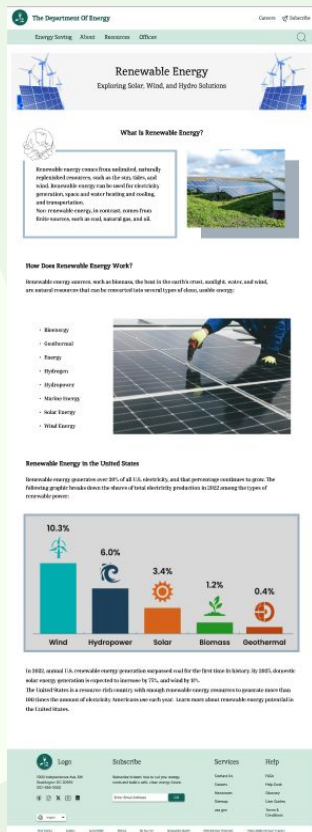
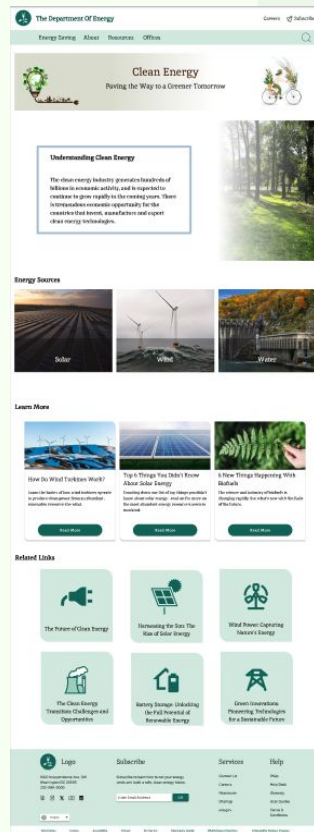
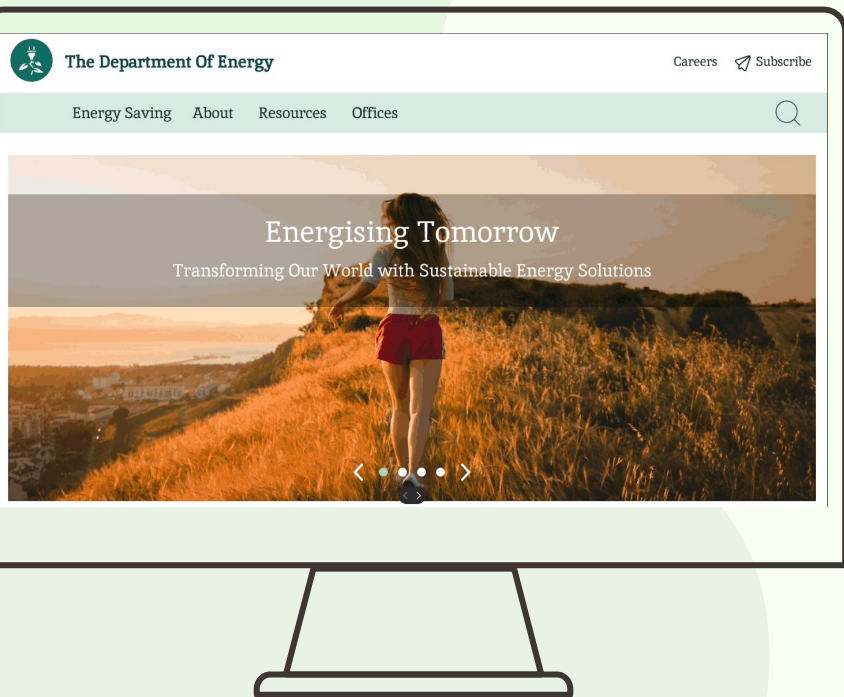
# Iterations Made



## Iterations Based on User Feedback:

- Reduced text size on the Renewable Energy page for better readability.
- Added bullet points to the Clean Energy links on the Renewable Energy page for clearer organisation.
- Decreased the size of Hero banners on the mobile versions of both the Clean Energy and Renewable Energy pages for a more streamlined experience.

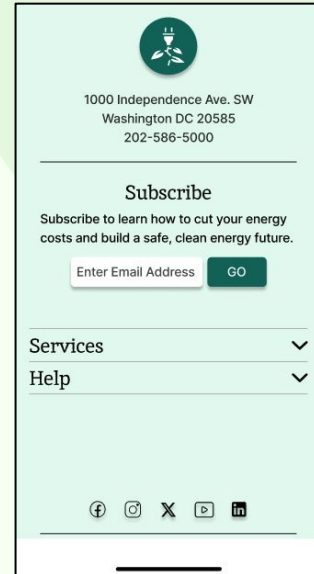
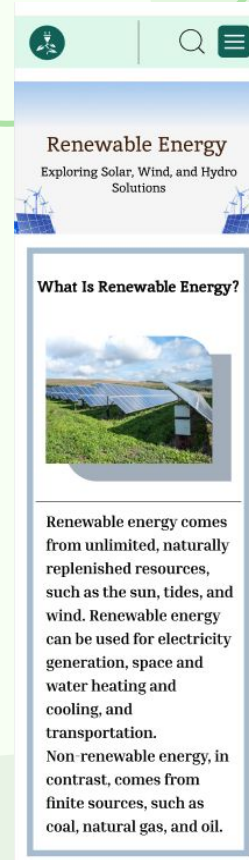
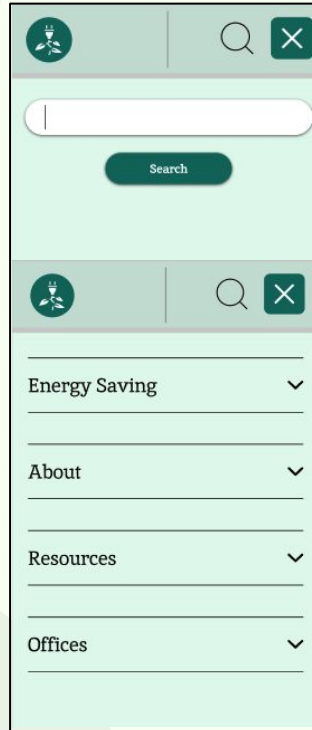
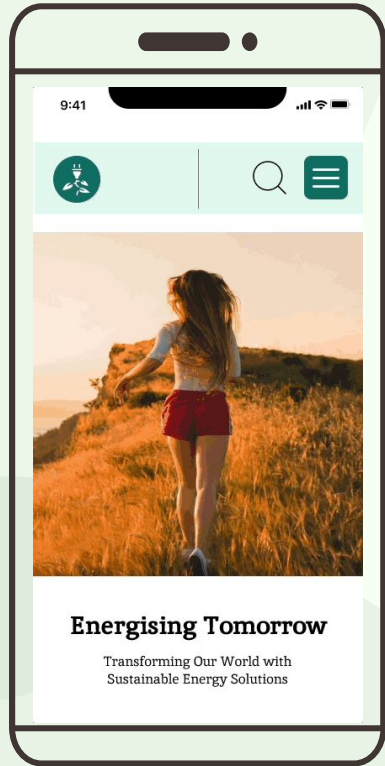
# Desktop Prototype Final Design



Please see Link attached: [Desktop Prototype Final Design](#)



# Mobile Prototype Final Design



Please see Link attached: [Mobile Prototype Final Design](#)



# Future Considerations

Reflecting on this Energy.gov redesign project, I'm proud of the progress made in improving user experience and accessibility. However, with more time, I would have liked to design additional pages to provide a more comprehensive redesign, create a tablet version for better device compatibility, and make the current design more interactive, enhancing user engagement and overall functionality. Moving forward, these are key areas I would prioritise to further elevate the site's effectiveness and user experience.