



UI CASE STUDY – *Department of the Interior*

Cathy Clinger

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User Interface Analysis



Proto Persona

Alison (Ali) Watson

Age: 39

Behavioral Demographics

- Teacher
- In a long-term partnership
- Dog owner
- Lives in Boulder, CO
- An organized planner
- Organic and natural
- Vegetarian
- Minimalist
- Helps to run a community garden
- Recycling is her jam
- Loves volunteering to clean up parks, streams, roads, etc.
- Advocate/leader for climate control
- Loves photography, hiking, and camping



Pain Points

- Official information isn't always easy to find
- Lots of blog posts to sort through
- Sometimes hard to find specific information
- The photo/multimedia area of the DOI website is confusing
- Lots of text and big pictures, but the text sometimes gets lost
- Sometimes hard to get connected in the ways she would like

Potential Solutions

- Make a more beautiful, clear and accessible blog
- Make it easier to pinpoint specific blog posts
- Make the pictures stand out as the focal point but make the text more readable (right now too much text, too wide on the screen)
- Fix the photo section and make photos stand out more (update needed)

Goals & Needs

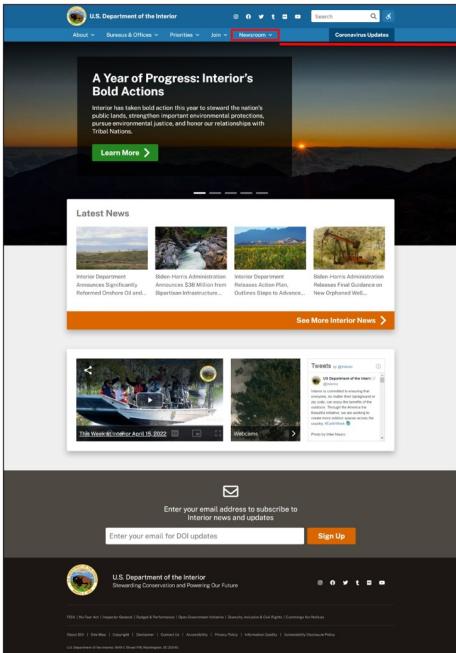
- Wants to read the latest blog posts on the DOI blog and share them with her classroom
- Wants to find out and remain informed about what the DOI is currently doing
- Wants to read articles about cool new locations she hasn't visited
- Wants to look at beautiful pictures of USA lands



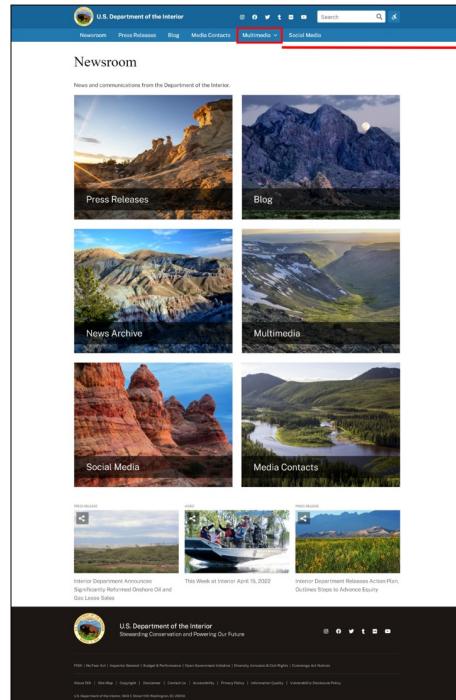
User Path – Wireflows

Wireflow for viewing photos:

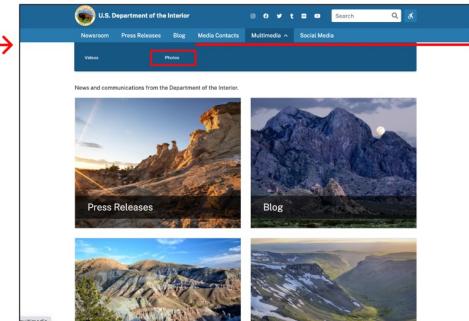
User clicks on Newsroom



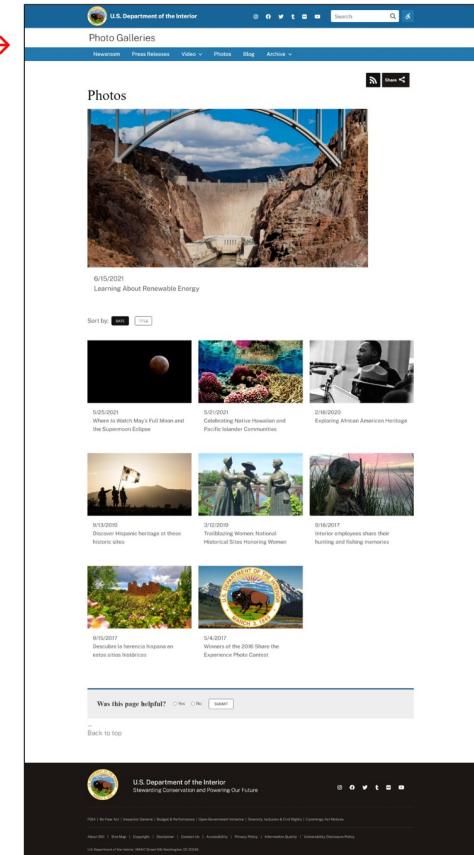
User views Newsroom page
& from there hovers over
Multimedia



User clicks on Photos



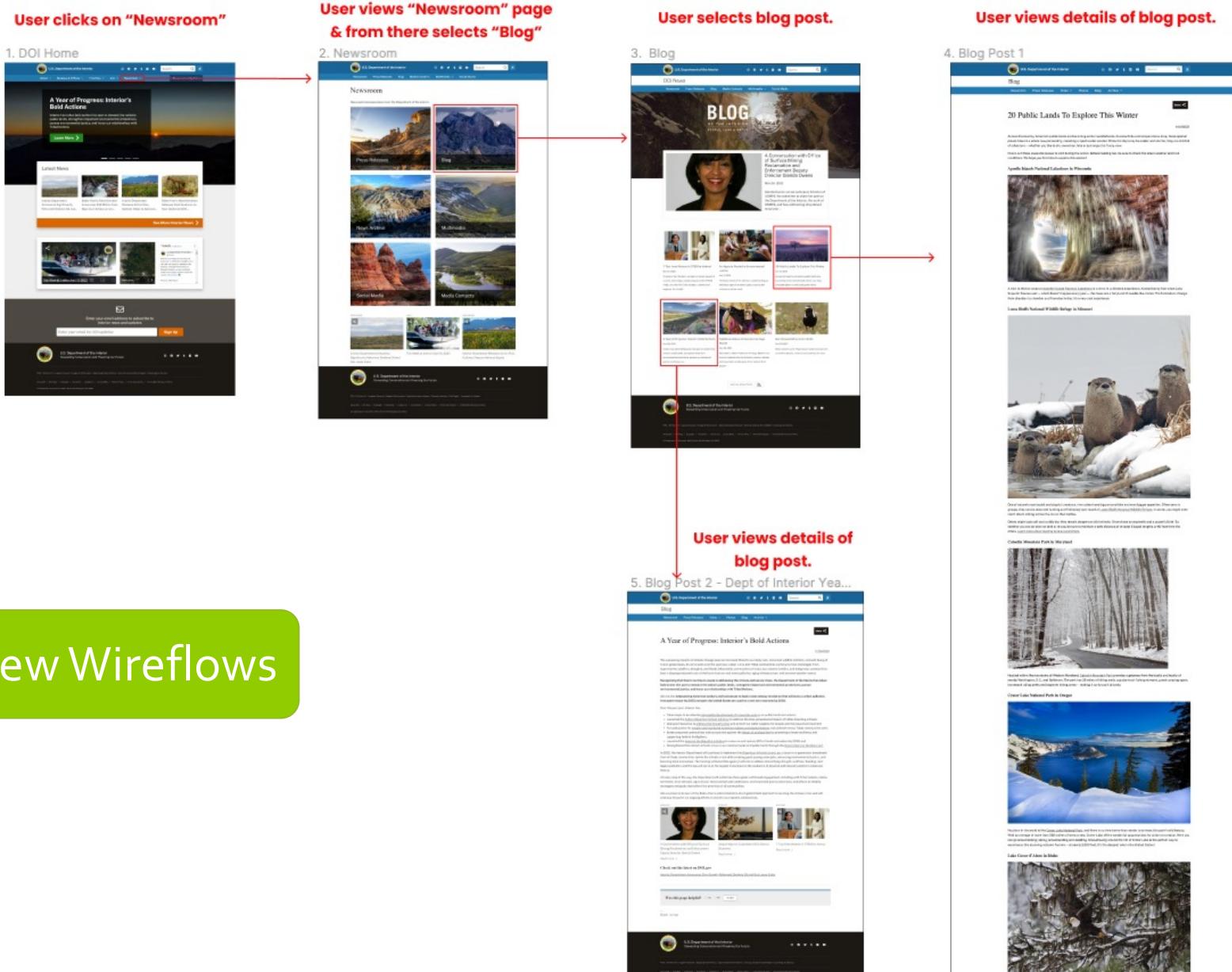
User views photos



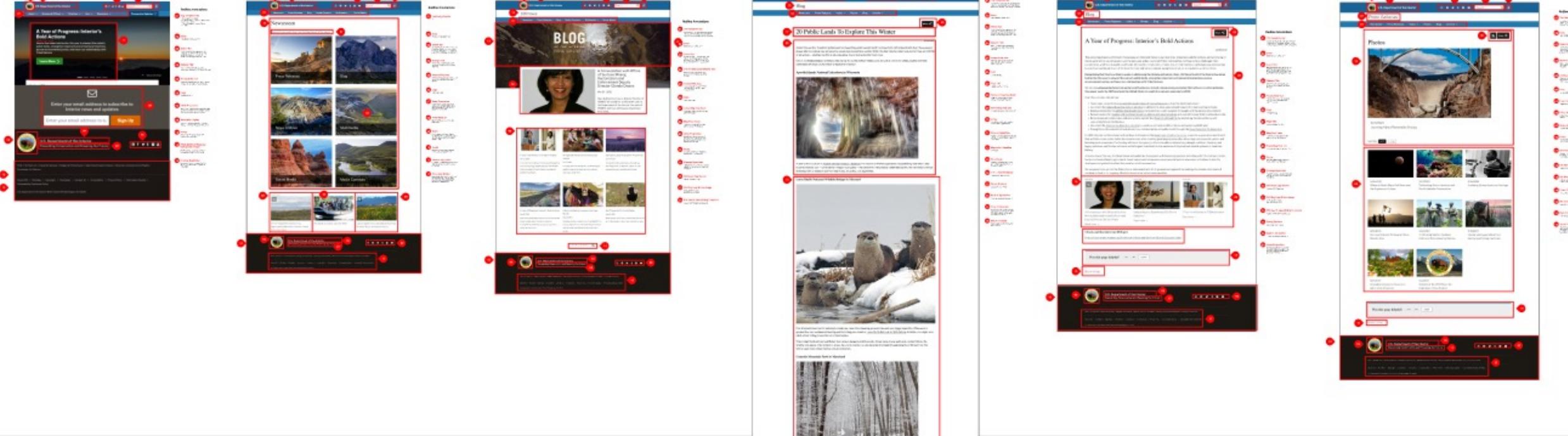
Click Here to View Wireflows



User Path – Wireflows (continued)



Annotations



Click Here to View
Annotations



Heuristic Evaluation – *Guerilla Testing Pain Points*

Major Pain Points:

the top navigation is sort of jumpy

main blog page only shows a few articles, need better navigation here

Found a different pathway to photos that leads to a different place

Would like to be able to read about locations of interest first instead of seeing all

blog sorting options don't work very well

website doesn't make clear what it does

There should be an introduction to DOI in case a visitor didn't know DOI's purpose

Feels strongly about having to change url to find

need a search bar for blog only

make it easier to read

User did not notice the lack of LATCH & organizational schemes in the dropdown menus of the top navigation

Doesnt list lands with numbers just picture in a long list

Difficult to read the text on blog posts

Hard to scan through the blog post

Confusing to understand what they do from first glance at main page

No idea what the DOI is even after looking through the website

formatting is inconsistent on blog posts

Confusing to try to find the photos section

maybe have search go right to page instead of multiple options

Text heavy posts (w no pictures) can be far less appealing than posts with pictures

[Click Here to View Complete Heuristic Evaluation \(Miro Board\)](#)

[Click Here to View Heuristic Evaluation Checklist \(Excel File\)](#)

[Click Here to View Usability Test Plan, Notes & Recordings](#)

[Click Here to View Color Accessibility Tests](#)



Heuristic Evaluation – Guerilla Testing Prioritization Matrix

Most Important to User



Least Important to User

Least Important to DOI

Most Important to DOI

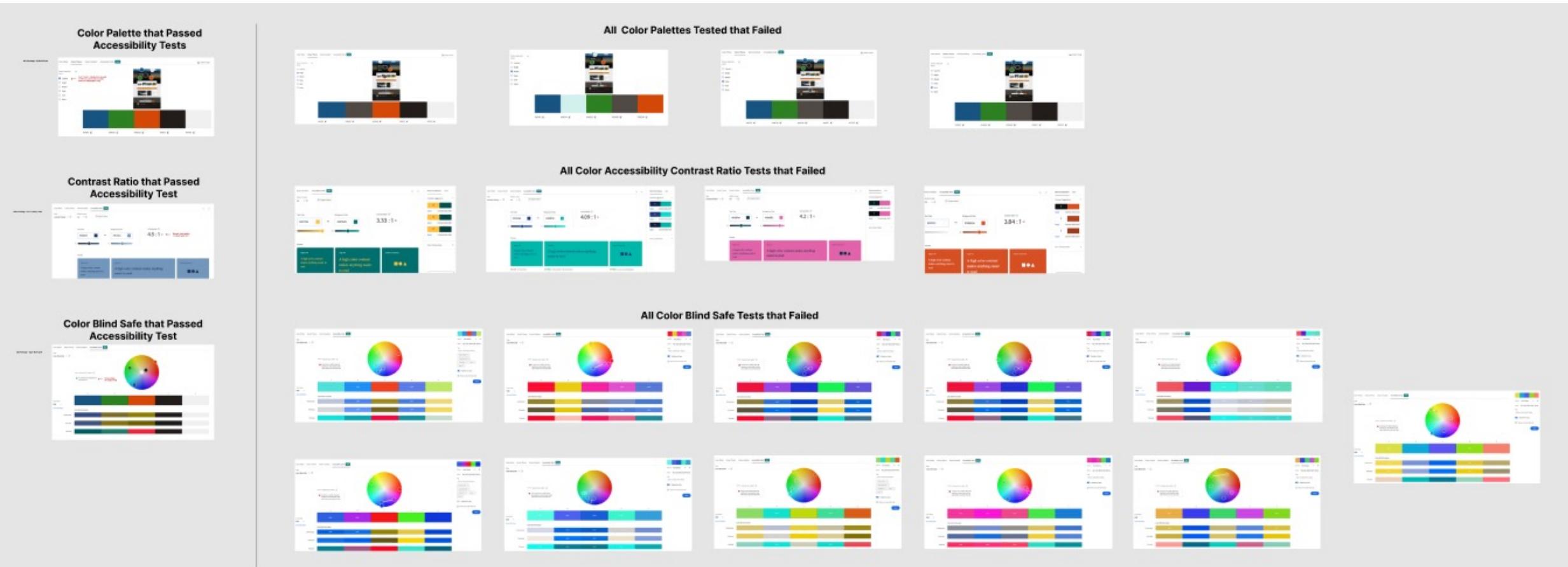
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Heuristic Evaluation – *Color Accessibility Testing*



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Moodboard

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Moodboard



Heuristic Evaluation – *Findings*

Findings on why to
redesign the navigation
on www.doi.gov

- There is no LATCH or legible sequencing of the top or bottom navigations. There's no rhyme or reason appearing. We can redesign it to be more logical to the user.
- The navigation appears to be set up more for the DOI government employee/representative and not the typical web visitor in mind.
- They should feature the public lands and parks more prominently in the navigation versus the various government bureaus & agencies. The navigation should reflect the beautiful photographs of the public lands that appear throughout the website.



Heuristic Evaluation – *Findings (continued)*

Findings on why to
redesign the navigation
on www.doi.gov

- The text in the footer is way too small with little contrast. I am certain it wouldn't pass accessibility requirements
- The “join newsletter” chunk is WAY too big. This shouldn't be so prominently placed in this manner
- “Contact Us” should be placed more prominently
- We can organize the navigation content in a more logical/intuitive orientation.



Heuristic Evaluation – Wireflow & Annotations

Click Here to View
Wireflows

The screenshot shows the homepage of the U.S. Department of the Interior website. Red numbered circles from 1 to 9 highlight various UI elements for annotation:

- 1: Social media icons legible & easy to find.
- 2: What is this social media icon for? Link is broken.
- 3: Search window easy to find. It's often at top right in most websites.
- 4: The accessibility icon too close to the search bar. It appears to be part of the same component rather than two separate components/tools.
- 5: These drop down menus are overwhelming with way too many links to read through. Bureau & Offices is way to big.
- 6: Coronavirus Updates in prominent placement. It pops out.
- 7: This 'Join Newsletter' chunk takes up WAY too much real estate on the page.
- 8: Why is mission statement/tagline placed here rather than top of web page?
- 9: This text is WAY too small and hard to read. Doesn't pop off page against that brown color.

The page features a main banner with the title "A Year of Progress: Interior's Bold Actions" and a "Learn More" button. Below the banner is a "Latest News" section with four news items and a "See More Interior News" button. A video player for "This Week at Interior April 22, 2022" is also present. The footer includes a sign-up form for "Interior news and updates" and the official seal of the U.S. Department of the Interior.



Heuristic Evaluation – Wireflow & Annotations (mobile)

The figure displays four mobile wireframes of the U.S. Department of the Interior website, each annotated with red numbers 1 through 6, highlighting specific design aspects:

- Wireframe 1:** Shows the homepage with a large banner image of a sunset over mountains. Annotations 1 and 2 point to the search icon and the three-dot menu icon respectively.
- Wireframe 2:** Shows the "About" page. Annotation 3 points to the three-dot menu icon.
- Wireframe 3:** Shows the "Bureaus & Offices" page. Annotations 4 and 5 point to the "BUREAUS" section and the "Sign Up" button respectively.
- Wireframe 4:** Shows a newsletter sign-up form. Annotations 5 and 6 point to the "Sign Up" button and the surrounding text boxes respectively.

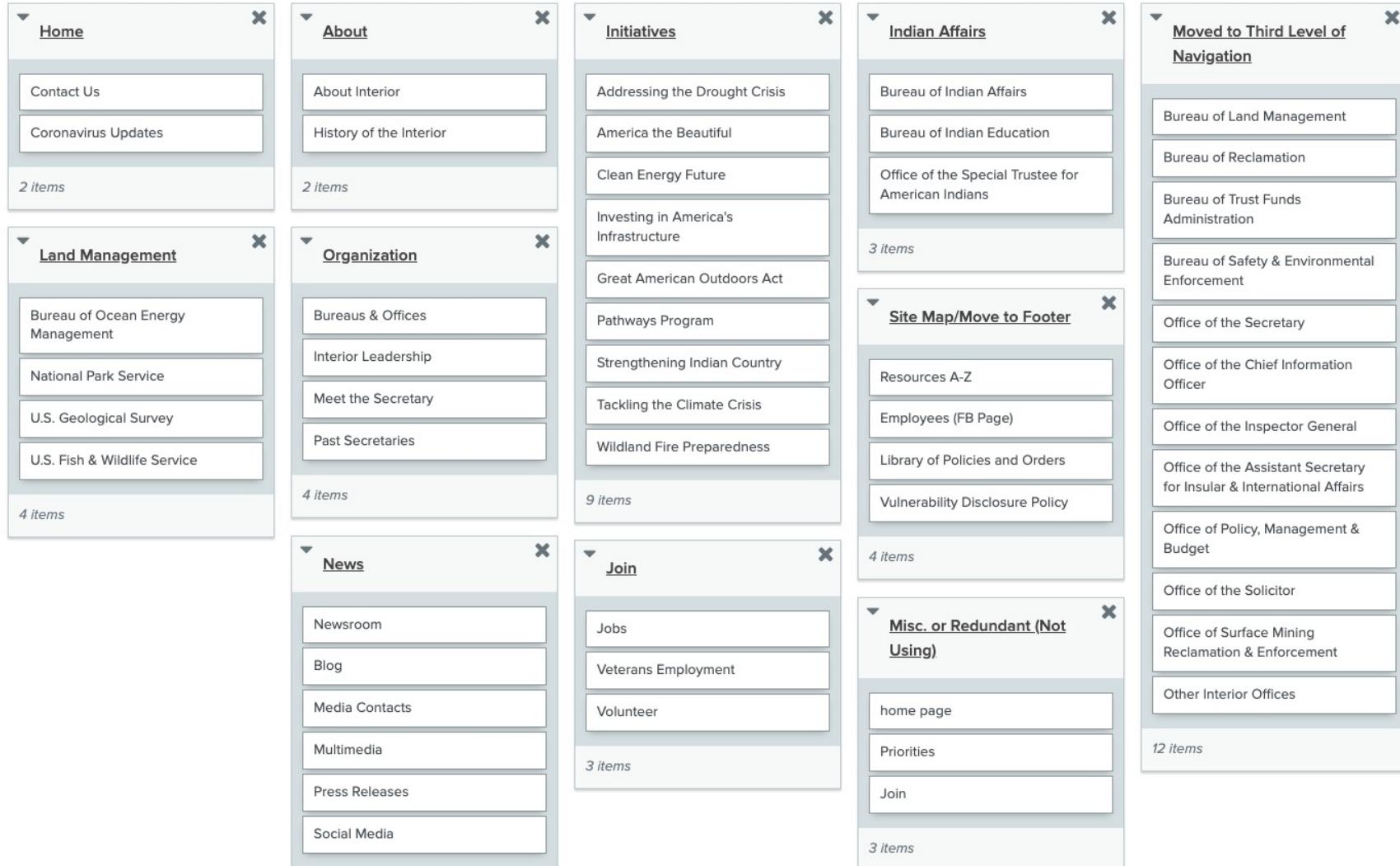
Annotations:

- 1 Somehow the text and icons pop off this small screen better than on the website
- 2 The separation of these icons makes them pop better on this mobile screen than on website
- 3 Dropdown hamburger menu is nice. Very prominent.
- 4 There are WAY too many links in the collapsible dropdown menus. You have to scroll down to read all of them. "Bureaus" selection has WAY too many links.
- 5 This "Join Newsletter" chunk takes up WAY too much real estate on the page
- 6 Why are there boxes around these words? Are they supposed to be buttons. I looks like bibliography citations or as if you spell-checking something not onscreen links.

Click Here to View Wireflows



Usability Test – Card Sorting



Click Here to View Usability Tests

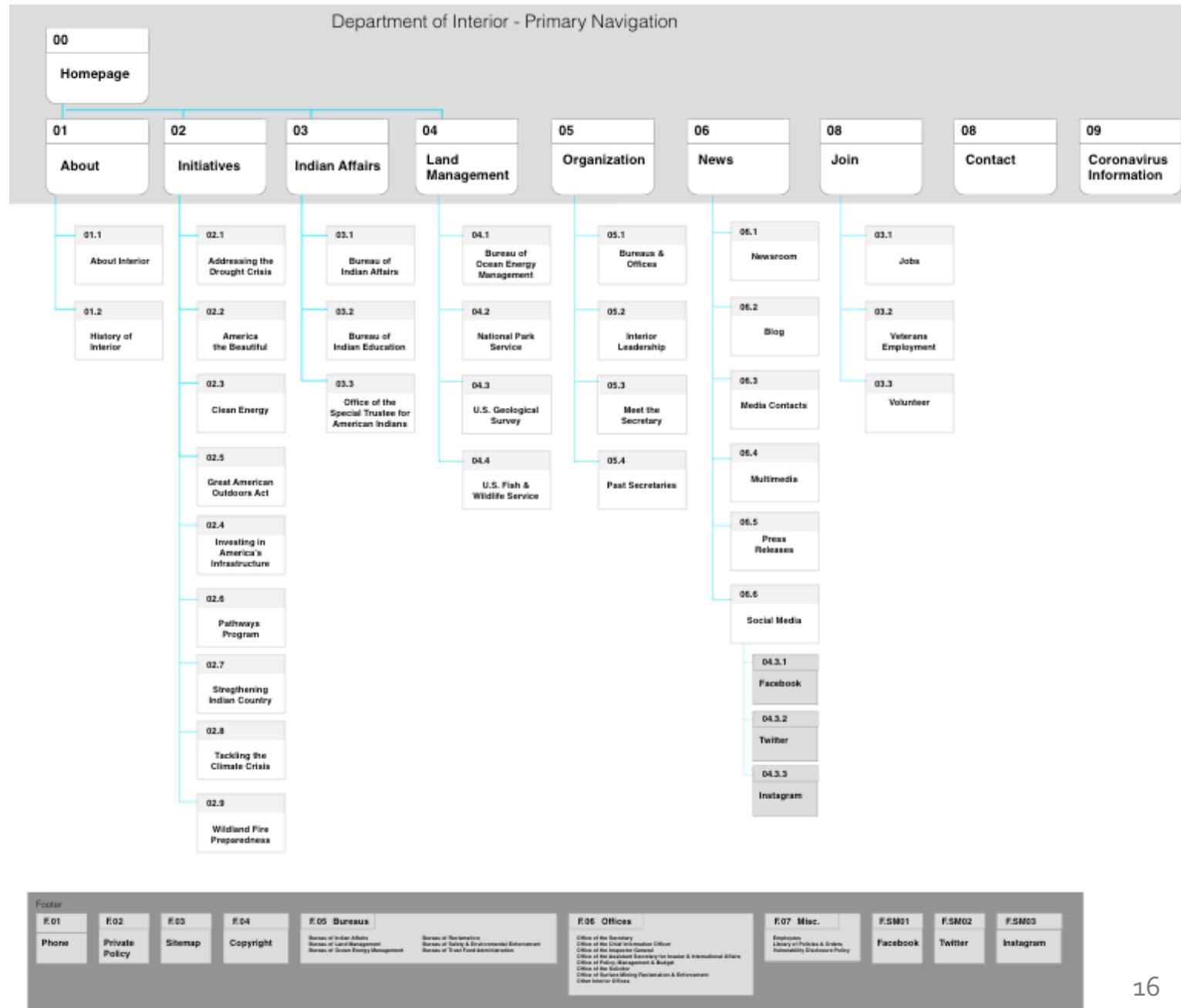
Click Here to View Card Sorting & Site Map

Usability Test – Site Map

Click Here to View Usability Tests

Click Here to View
Card Sorting Iterations

Click Here to View Site Map



Objectives

Findings on why to
redesign the navigation
on www.doi.gov

- Creating and iterating header and footer navigation components for both web & mobile.
- Wireframing a homepage navigation system both for web & mobile.
- Creating a clickable prototype for website and its navigation.
- Running 5-second usability tests of said prototype.
- Applying visual design elements to a homepage mockup using your UI Style Guide.



Header Navigation – Web

DEPARTMENT OF INTERIOR

HOME ▾ ABOUT ▾ INITIATIVES ▾ INDIAN AFFAIRS ▾ LAND MANAGEMENT ▾ ORGANIZATION ▾ NEWS ▾ JOIN ▾ CONTACT US ▾ Coronavirus Update

DEPARTMENT OF INTERIOR

HOME ▾ ABOUT ▾ INITIATIVES ▾ INDIAN AFFAIRS ▾ LAND MANAGEMENT ▾ ORGANIZATION ▾ NEWS ▾ JOIN ▾ CONTACT US ▾ Coronavirus Update

NEWSROOM

BLOG

MEDIA CONTACTS

MULTIMEDIA

PRESS RELEASES

SOCIAL MEDIA

DEPARTMENT OF INTERIOR

TEL: 800,000,0000

PRIVACY POLICY

SITEMAP

BUREAUS

BUREAU OF INDIAN AFFAIRS
BUREAU OF LAND MANAGEMENT
BUREAU OF OCEAN ENERGY MANAGEMENT
BUREAU OF RECLAMATION
BUREAU OF SAFETY & ENVIRONMENT ENFORCEMENT
BUREAU OF TRUST FUND ADMINISTRATION

OFFICES

OFFICE OF THE SECRETARY
OFFICE OF THE CHIEF INFORMATION OFFICER
OFFICE OF THE INSPECTOR GENERAL
OFFICE OF THE ASSISTANT SECRETARY FOR INSULAR & INTERNATIONAL AFFAIRS
OFFICE OF POLICY, MANAGEMENT & BUDGET
OFFICE OF THE SOLICITOR
OFFICE OF SURFACE MINING RECLAMATION & ENFORCEMENT
OTHER INTERIOR OFFICES

OTHER RESOURCES

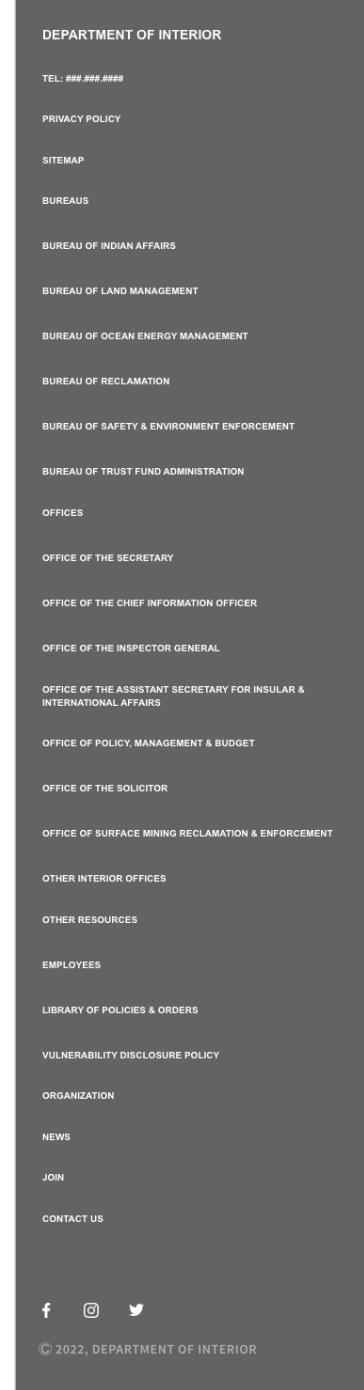
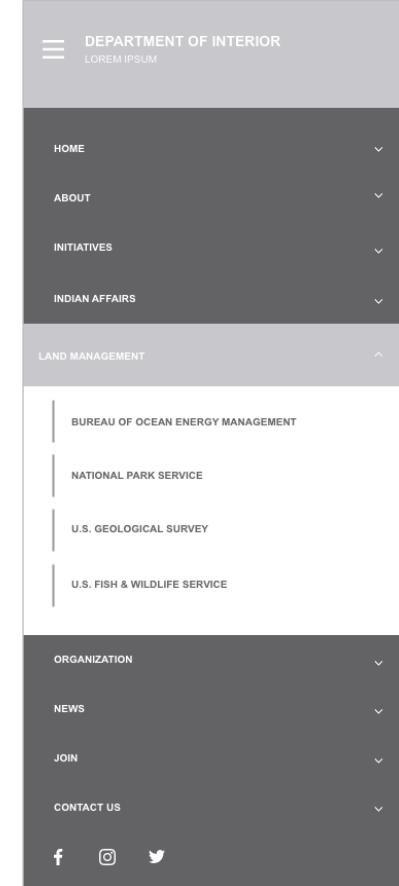
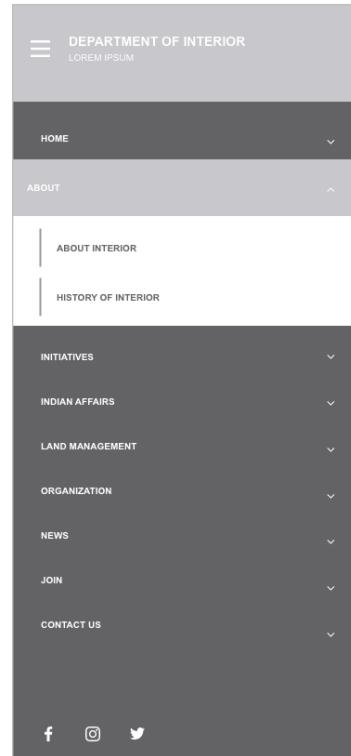
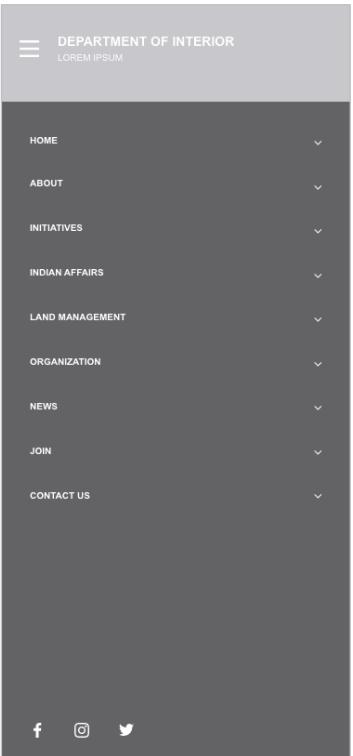
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Click Here to View Prototype



Header Navigation – Mobile



Click Here to View Mobile
Navigation Prototype



Style Tile

Click Here to View Style Tile & Style Guide

Click Here to View User Tests



UI STYLE TILE : Title

UI STYLE DIRECTION

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UI Style Adjectives

Clean Technological
Modern Bauhausian Swiss Design

Typography

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Headline (DIN Bold 48 pt)

Sub-headline - (DIN Demi 24 pt)

Headline (Times New Roman Bold 48 pt)

Sub-headline - (Time New Regular 24 pt)

"This is a how you would stylize a meaningful quote"

- Author

(DIN Light Italic 18 pt)

Typography Body Copy

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This is a regular link

(DIN Reg 14 pt)

BRAND LOGO

Logo on white

Logo on dark

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Button States

BUTTON DEFAULT

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+ BUTTON ICON DEFAULT

+ BUTTON ICON DEFAULT

+ BUTTON ICON DEFAULT

BUTTON DEFAULT

BUTTON DEFAULT

BUTTON DEFAULT

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COLOR PALETTE

Base Colors

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COLOR GRADIENT



ACCORDIANS

ITEM 1

ITEM 2

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ITEM 1

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ICONS



Header Navigation – Mobile High Fidelity

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We Protect Our Lands

Department of Interior's mission is to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations.



Latest News



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- PATHWAYS PROGRAMS
- STRENGTHENING INDIAN COUNTRY
- TACKLING THE CLIMATE CRISIS
- WILDLANDS FIRE PREPAREDNESS

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- BUREAU OF RECLAMATION
- BUREAU OF SAFETY & ENVIRONMENT ENFORCEMENT
- BUREAU OF TRUST FUND ADMINISTRATION
- OFFICES
- OFFICE OF THE SECRETARY
- OFFICE OF THE CHIEF INFORMATION OFFICER
- OFFICE OF THE INSPECTOR GENERAL
- OFFICE OF THE ASSISTANT SECRETARY FOR INSULAR & INTERNATIONAL AFFAIRS
- OFFICE OF POLICY, MANAGEMENT & BUDGET
- OFFICE OF THE SOLICITOR
- OFFICE OF SURFACE MINING RECLAMATION & ENFORCEMENT
- OTHER INTERIOR OFFICES
- OTHER RESOURCES
- EMPLOYEES
- LIBRARY OF POLICIES & ORDERS
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Coronavirus Update

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- PAST SECRETARIES

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DOI.gov Navigation Redesign & Prototype

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WILDLAND FIRE PREPAREDNESS

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