

Census Academy Landing Page Design & Testing

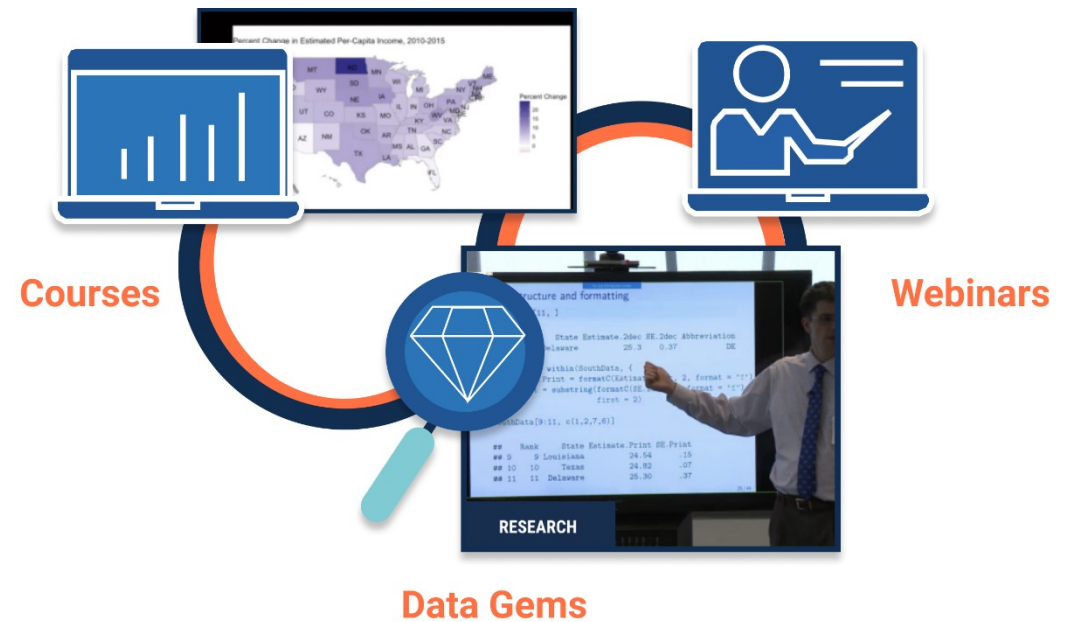
Erica Iniguez

Supervised by Anthony Calabrese and Mary Leisenring

Customer Liaison and Marketing Services Office

Census Academy

- Mission of becoming the leading training hub for Census Bureau Data.
- Bridging internal → external



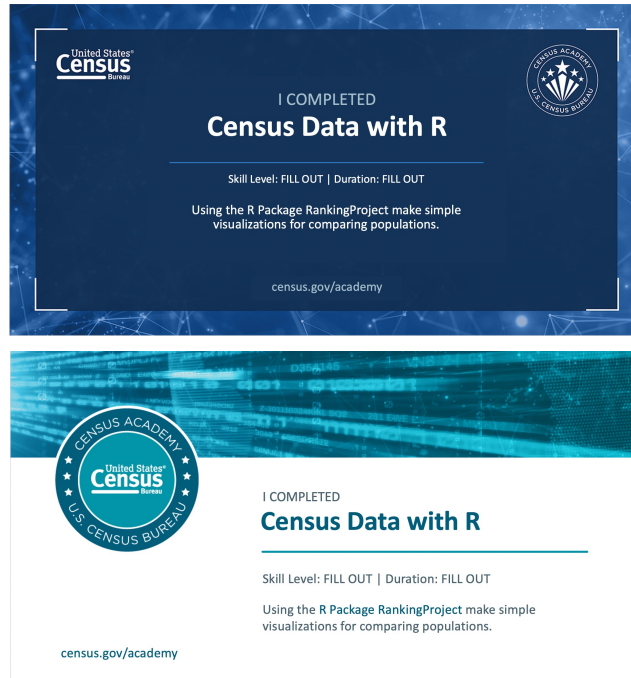
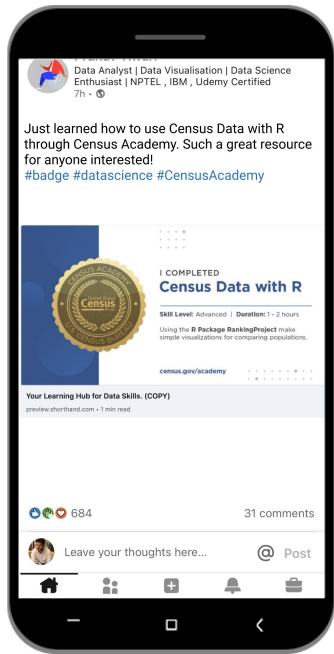
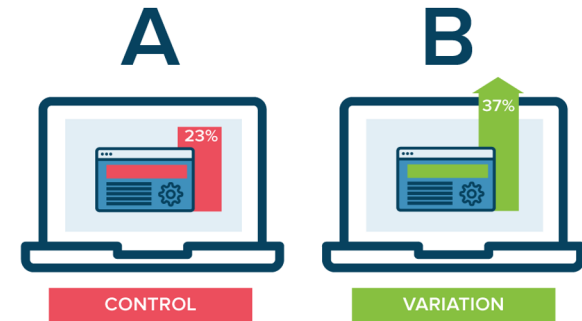
Engaging New & Existing Users

- How can Census Academy provide valuable information to users in an effective and engaging manner?
- Focus on increasing user engagement & user retention
 - Bounce Rate = 39% → 60%
 - Social Media Referral Traffic = 1.1%

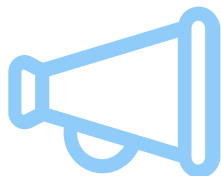


Objectives/Solution

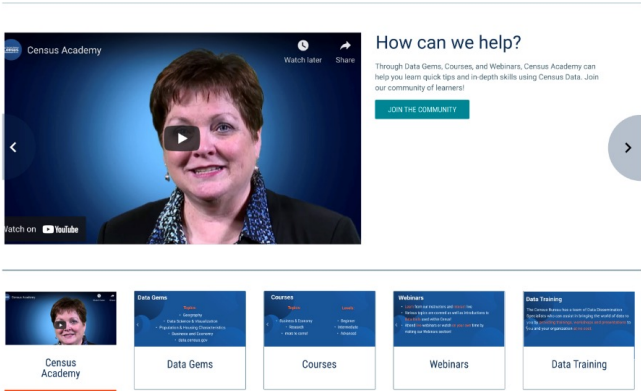
- Amplify Census Academy's mission and identity
- Focus on User Experience and Design solutions → validate through usability testing
- Social media integration



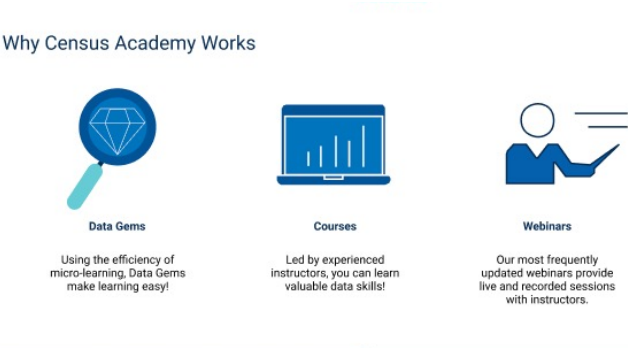
Focusing on Users



➤ Informed users become best advocates



➤ Focus on User Experience for user retention



➤ Work through trusted voices



Conclusion

- Advancing Census Bureau's mission to serve as a leading source of quality data about the nation's people and economy.

Next step: Iterate upon User Feedback & further Social Media Integration

Thank You!