

CIVIC DIGITAL FELLOWSHIP

**Redesigned: Census Academy &
Interactive Learning with Census Academy Data Challenges**

Amy Lo and Elliott Tran

Supervised by Alexandra Barker, Anthony Calabrese, Mary Leisenring

Customer Liaison and Marketing Services Office (CLMSO)

Any opinions and conclusions expressed herein are those of the authors and do not necessarily represent the views of the U.S. Census Bureau.

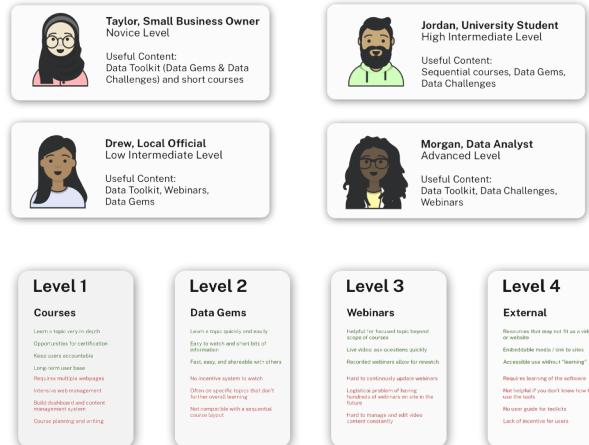
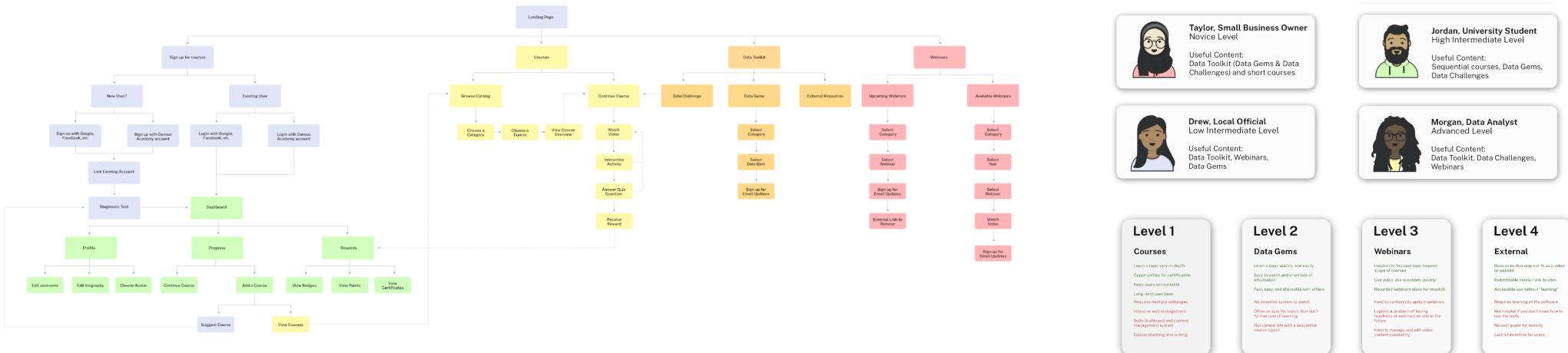
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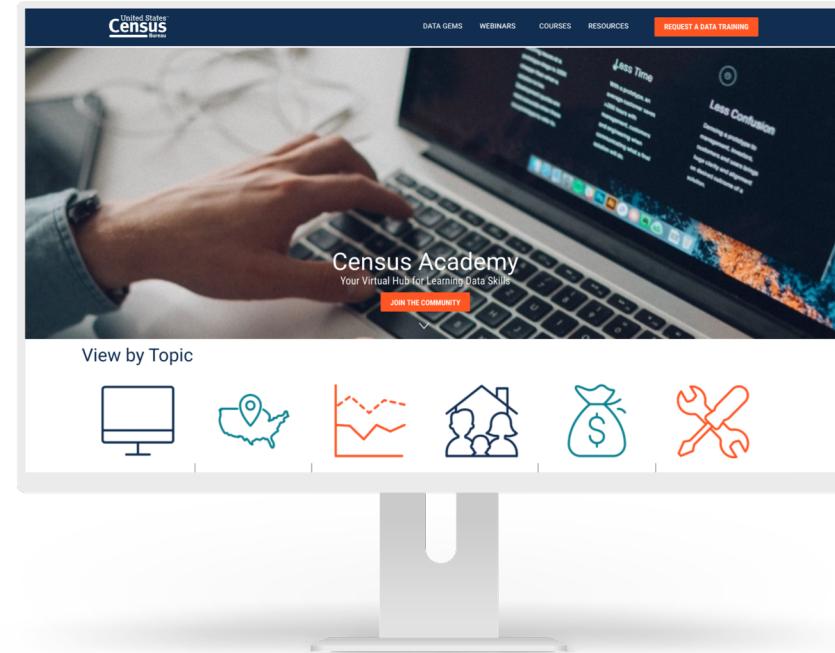
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PROJECT #1

Redesigned: Census Academy

Why redesign the site?

- Difficulties navigating the site
- Lack of interactive material
- Need for an incentivized login experience with rewards
- Courses not targeted for different user personas



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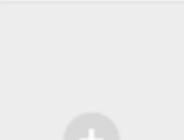
An official website of the United States government [Have a look inside](#)

Census Academy

Courses Webinars Data Gems Dashboard

My Courses

 Card title
Smiley was mornitous proud of his frog, and well he might be, for fellers that had travelled and
[Continue Course](#)

 + Add Another Course

My Profile

 Amy Lo
Great Smoky Mountains National Park straddles the border of Carolina and Tennessee.

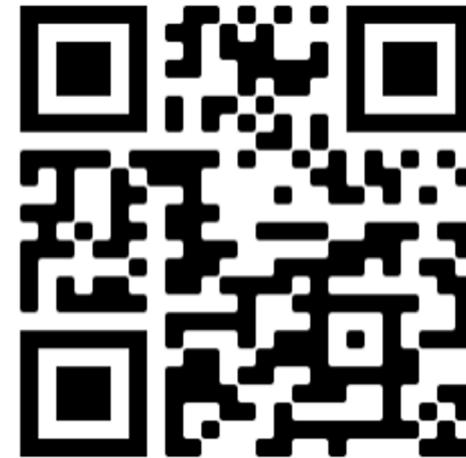
Rewards

Total Points	Total Certificates	Badges
3,200	45	# # #

[View All](#)

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Wireframes: Course Mapping



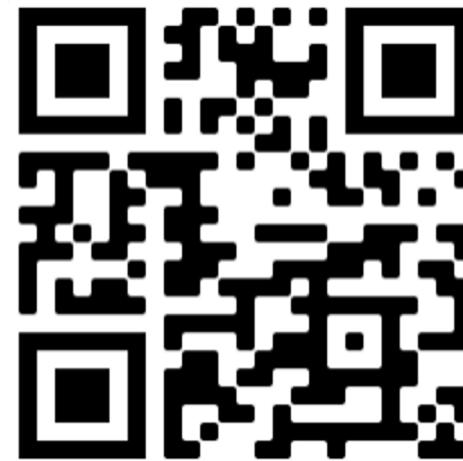
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The screenshot shows a wireframe of a website for 'Census Academy'. At the top, there's a navigation bar with links for 'Courses', 'Webinars', 'Data Gems', and 'Dashboard'. On the right side of the header is a search bar and a 'Sign in' button. The main content area has a sidebar on the left with a list of chapters and their corresponding 'Knowledge Check' and 'Interactive Activity' links. The main content area displays 'Module 1: Motivations' with a brief description of what you'll learn about, followed by a bulleted list of topics: 'Motivations', 'Reviewing ranking tables', 'Statistical significance', 'Confidence intervals', and 'How to best visualize and analyze ranking tables'. Below this is a blue 'Button action' button. At the bottom of the page is a footer with links for 'Documentation', 'Features', 'Getting started', 'About us', and a 'Sign up' form.

Wireframes: Course Sequence



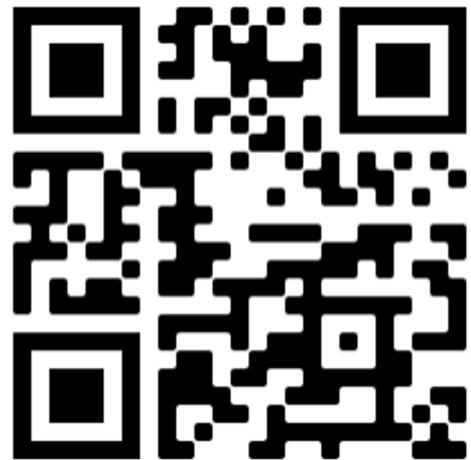
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Prototype

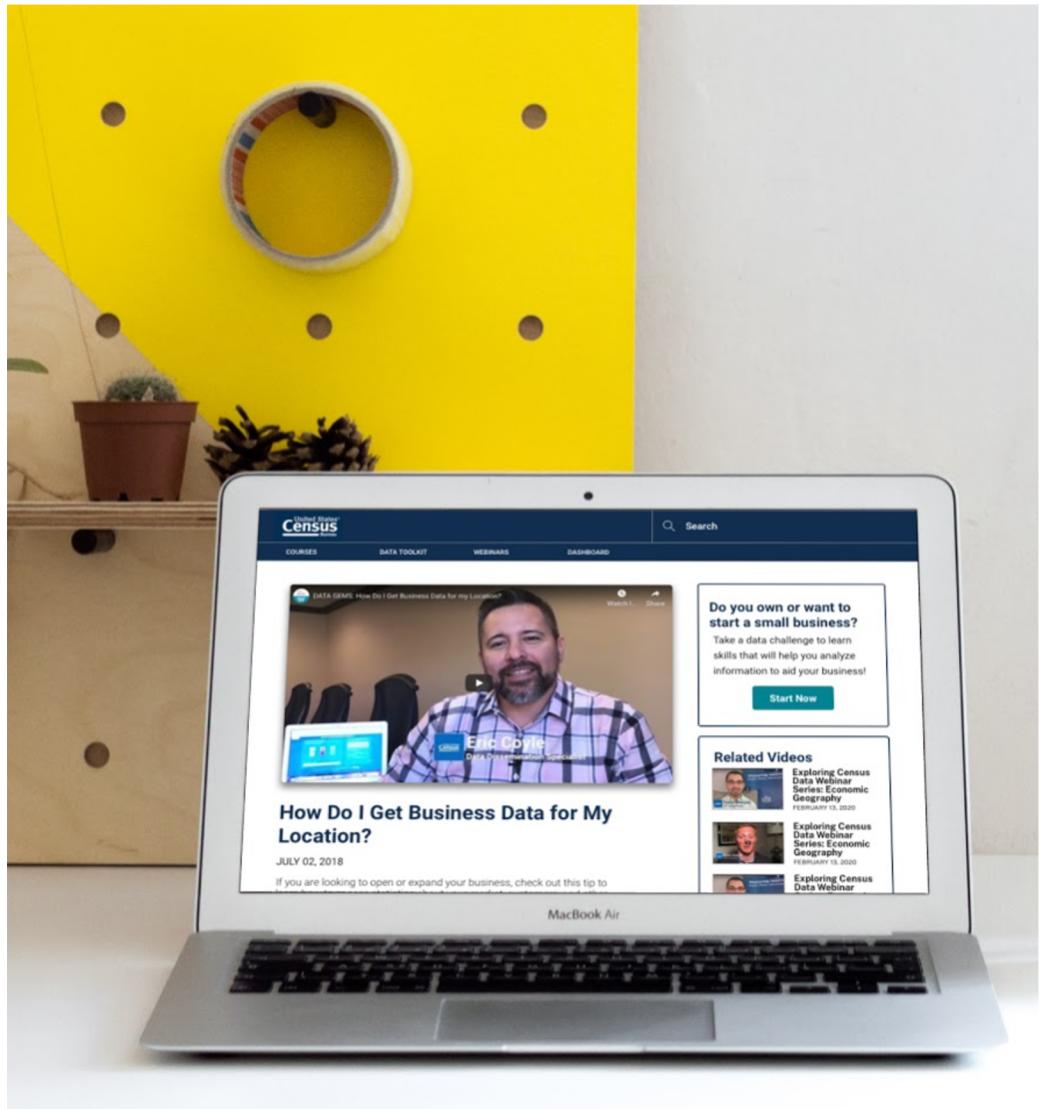
The screenshot shows the homepage of the Census Academy prototype. At the top, there's a navigation bar with links for TOPICS, COURSES, WEBINARS, DATA GEMS, DATA CHALLENGES, DASHBOARD, and ABOUT. A search bar is also present. A prominent orange banner in the center says "Click here to sign up or login to access exclusive courses, materials, and resources now!". Below this, the "Census Academy" logo is displayed with the tagline "Your Virtual Hub for Learning Data Skills". Two buttons, "Start Learning" and "Request Data Training", are visible. To the right of the text area is a video thumbnail showing a person in a data visualization environment. Below the video, there's a section titled "BROWSE OUR DATA TOPICS" with six circular icons representing different fields: Data Science (monitor), Geography (map), Data Visualization (chart), Population (people), Business & Economy (dollar bag), and Housing (house). At the bottom, a call-to-action reads "FOR ALL USERS OF ALL LEVELS" followed by the text "Take courses to use Census data for your business, personal use, or analysis starting at any level". A small thumbnail of a course titled "Census Data Access and Table Formatting in Excel" is shown.



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PROJECT #2

Interactive Learning with Census Academy Data Challenges



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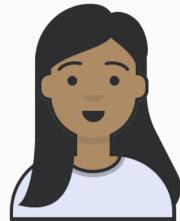
Taylor, Small Business Owner
Novice Level

Useful Content:
Data Toolkit (Data Gems & Data Challenges) and short courses



Jordan, University Student
High Intermediate Level

Useful Content:
Sequential courses, Data Gems, Data Challenges



Drew, Local Official
Low Intermediate Level

Useful Content:
Data Toolkit, Webinars,
Data Gems



Morgan, Data Analyst
Advanced Level

Useful Content:
Data Toolkit, Data Challenges,
Webinars

Low Level Solution

Repurpose pre-existing
Census Academy
materials

High Level Solution

Hackathons and tech
events
using Census datas and
tools

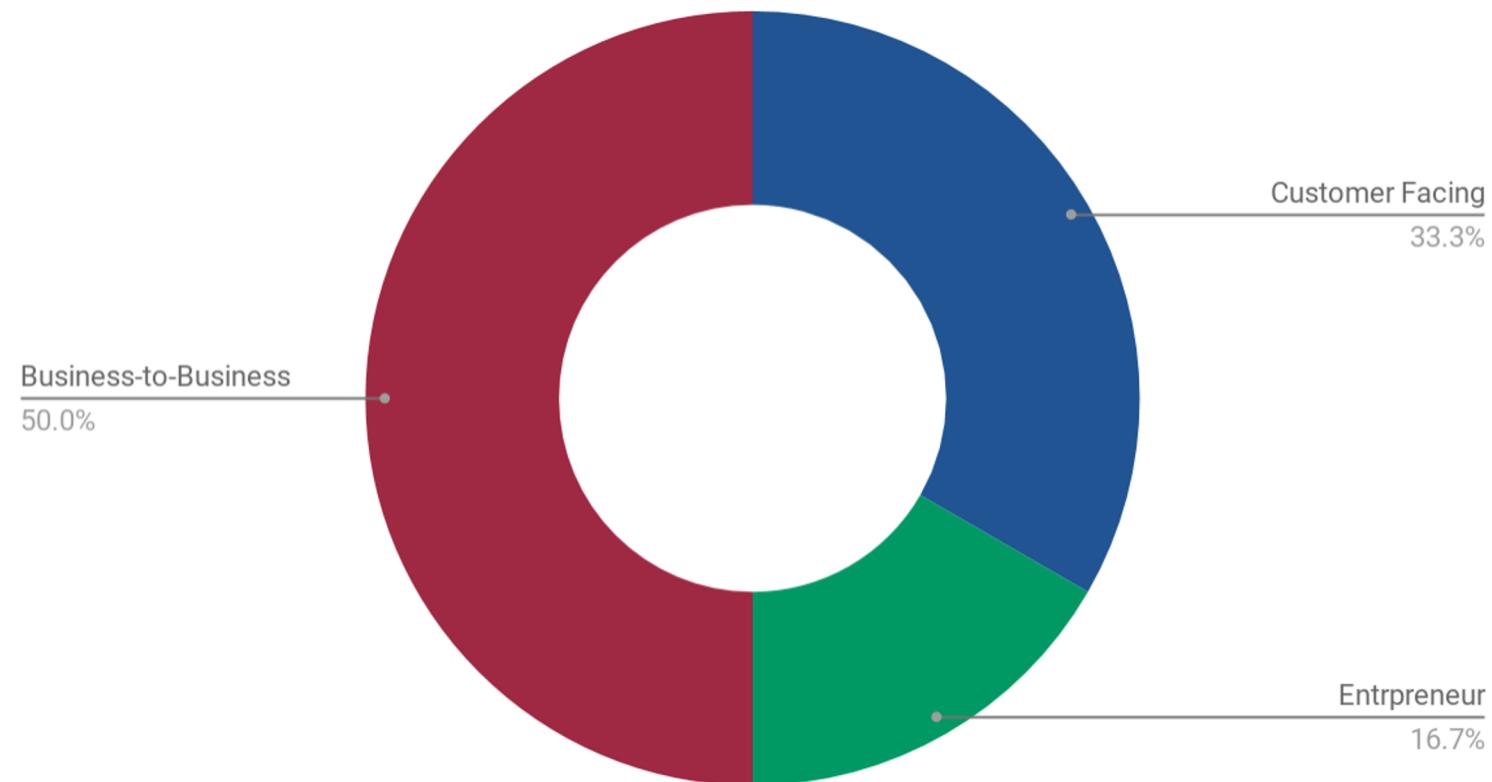
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Target: Small Business Owners



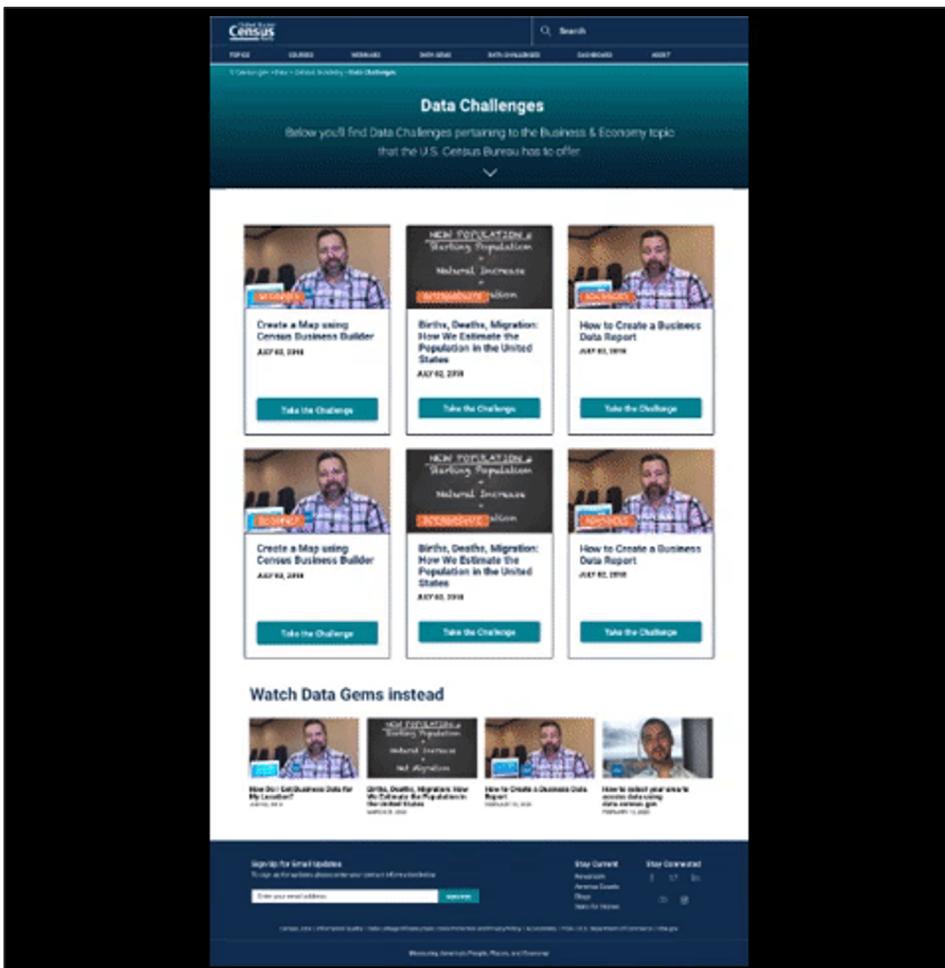
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5 in 6 were not familiar with Census website, data sets, and tools
4 in 6 use free analytic tools to make business decisions

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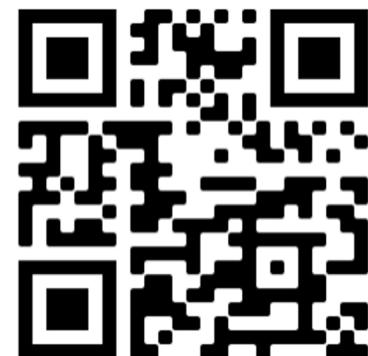
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4 in 6 said the Data Challenge is a good way to learn

5 in 6 said the Data Challenge is relevant to their work

5 in 6 said the Data Challenge was right amount of difficulty



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Reviews

- “Having the **walkthrough of the data** was the most beneficial. I got to see the potential of the data. **To me, that's the real power of the site.**”
- “Even though I didn't get a perfect score, **I retained at least two options** [of the knowledge check] from the short video.”



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Next Steps

Data Challenge event
for high level solution,
refine the Census
Academy site



Short-term Goals

Develop Census
Academy content,
incorporate
elements into site

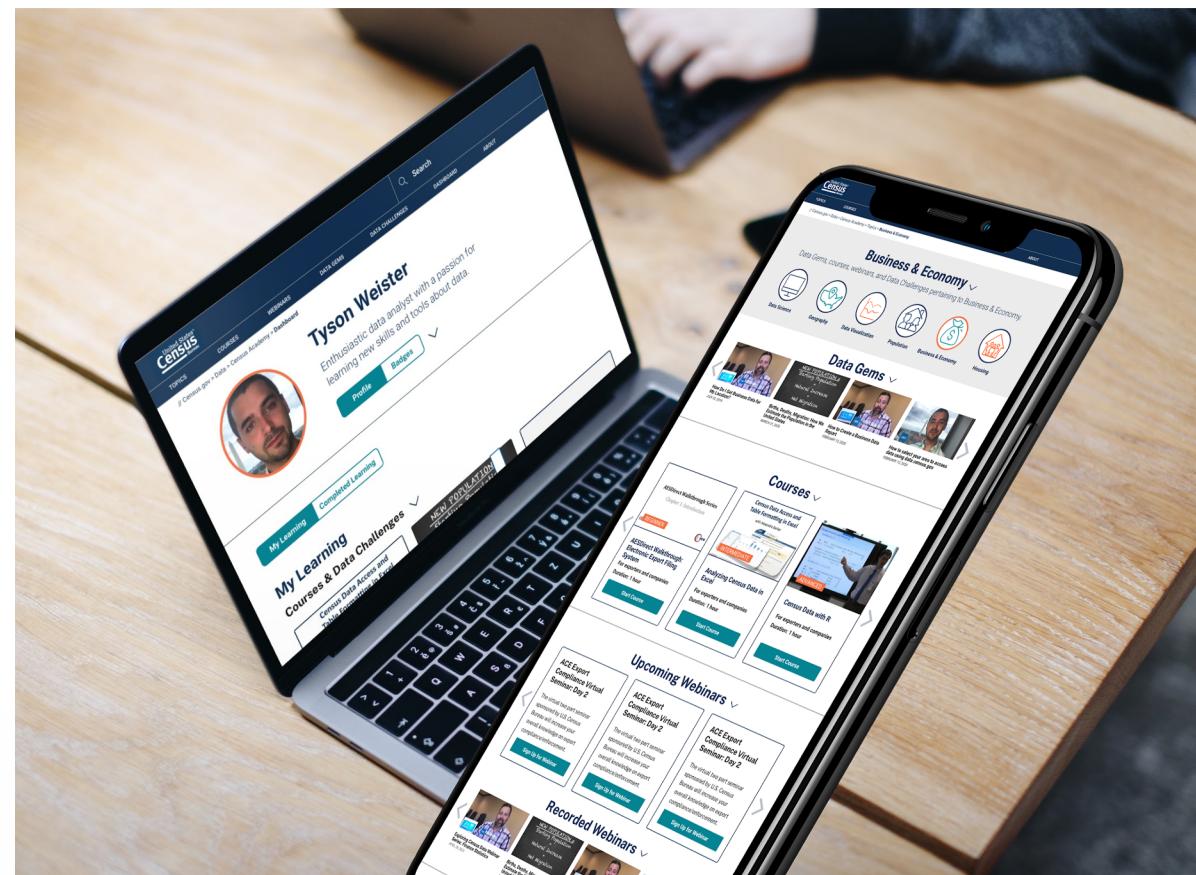
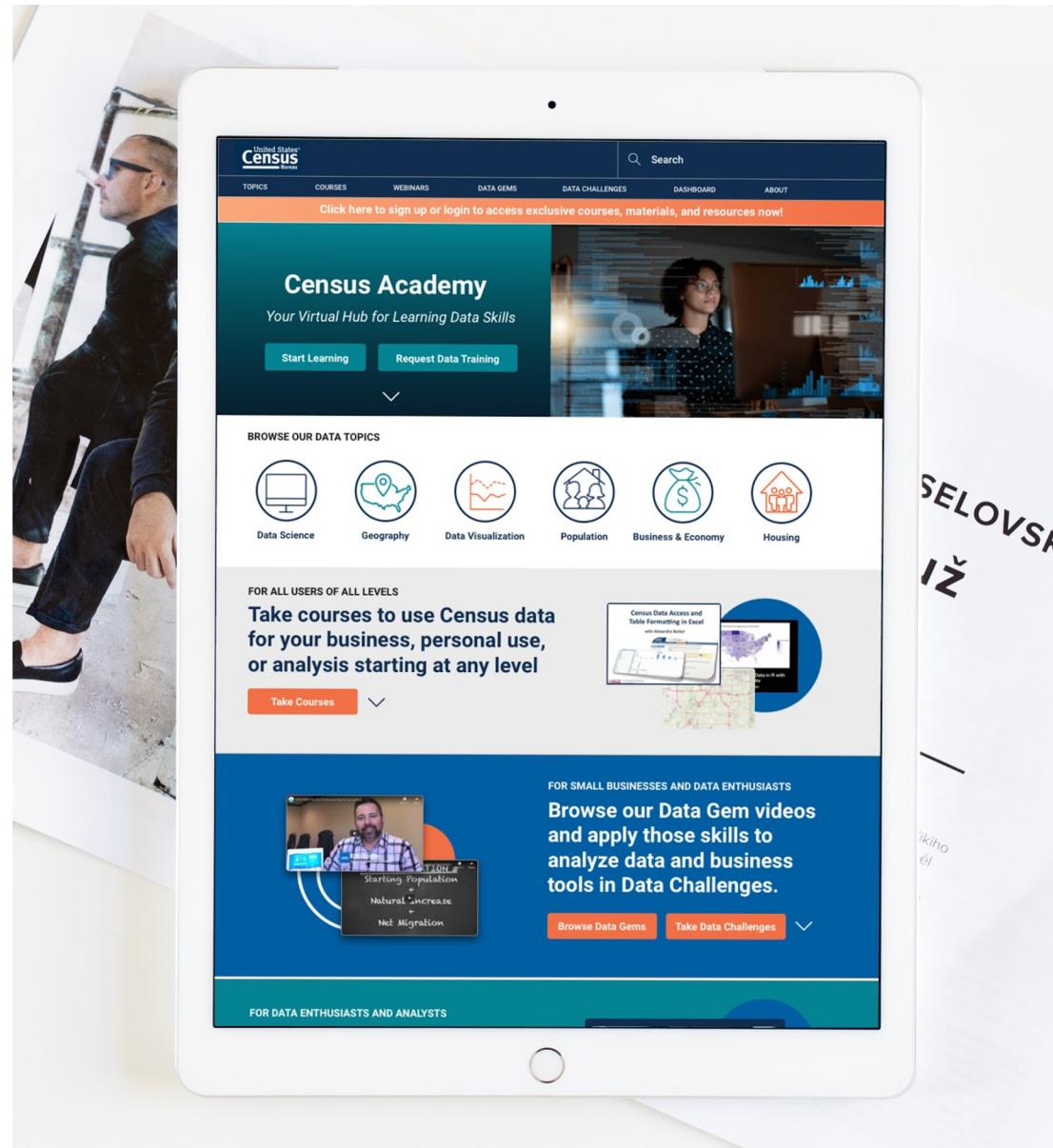


Long-term Goals

Product tours for Census web apps
and data sets, continue to integrate
tools, collaborate with other Census
Bureau programs

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