

National Security Association Redesign

THE PROBLEM: Confusing verbiage and cluttered organization make it difficult to navigate the website smoothly.

THE SOLUTION: Redesign of the website for a more structured and aesthetic way to find necessary information efficiently.

MY ROLE: User Experience & Interface Design, User Research

TOOLS USED: Figma, Miro

TIME FRAME: 3 weeks



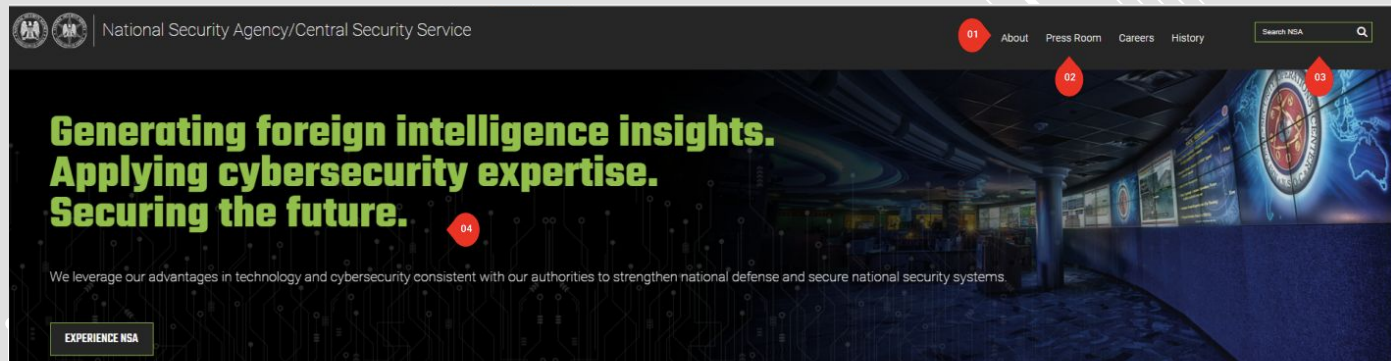
Current Homepage



Heuristic Evaluation

Website Name: National Security Agency/Central Security Service				
Website URL: www.nsa.gov				
Heuristic	Rating			Comments
Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site				
Example	3	2	1	
Primary goal or purpose is clear		2		Mission is easy to find but the overall purpose is confusing
Clean, simple design	3			
Pleasing color scheme			1	inconsistent and hard to see
Appropriate use of white space	3			
Consistent design		2		inconsistent spacing and design choice/color
Text and colors are consistent		2		inconsistent colors
Icons are universally understood		2		RSS? (bottom right icon) Icons in top left cut off
Images are meaningful and serve a purpose			1	Images do not serve any real purpose
Content: users are at your site for the content—make it easy for them to find and use your site				
Major headings are easy to understand		2		inconsistencies
Easy to scan		2		how do we test this?
Minimal text/information presented		2		screens, not including the homepage
Clear terminology; no jargon	3			
Links are clear and follow conventions		2		careers clickable and dropdown
Help is available on every page	3			at the bottom
Important content is above the fold		2		more relevant content could be visible
Search box is easy to identify and easy to use			1	visible but search feature links to pages that dont resemble the original website
Navigation: make getting around your site easy and eliminate the user's guesswork				
Consistent navigation			1	
Easy to identify your location on the site		2		
Consistent way to return home	3			
Limited number of buttons and links	3			Limited yes, some seem too limited
Organization of information makes sense	3			organized but help features could be easier accessed
Efficiency/functionality: following basic rules will keep user frustration to a minimum				
Website loads quickly	3			
Custom 404 errors	3			N/A
Error messages are meaningful	3			N/A
Login is in upper-right corner of page	N/A	N/A	N/A	
Proper etiquette for links off site		2		after searching I couldn't tell that I was still on the NSA website
Contact information is easy to find		2		similar to other websites but not super easy to find
Login is easy to find	N/A	N/A	N/A	
Hours are easy to find			1	Contact hours are not listed but phone number is
No broken links	3			
User knows the status of searches			1	
User knows if they are logged in/out	N/A	N/A	N/A	
System supports undo and redo	N/A	N/A	N/A	no undo or redo found

Website Analysis



Annotations

- 01 Move primary navigation, inconsistency between fullscreen/splitscreen
- 02 "Press Room" confusing, change verbiage
- 03 Collapse search bar to just icon (will expand when clicked)
- 04 Color contrast could be better

Website Analysis

Aligning for Success



Research

NSA invests in a world-class workforce and partnerships with academia and industry to deliver capabilities that secure the nation's future.

[LEARN MORE](#)

Academics

NSA partners with schools to help cultivate the next generation of experts in science, technology, engineering, math, language and analysis to protect the nation.

[LEARN MORE](#)

Business

NSA has a wide range of requirements and we need industry's help in fulfilling our mission.

[LEARN MORE](#)

NSA.GOV

About
Leadership
Cybersecurity Collaboration Center
National Cryptologic Museum
Contact NSA
Accessibility
ABA Notice
Site Policies

CULTURE

Core Values
Operating Authorities
Civil Liberties, Privacy, & Transparency Office
Compliance
Diversity, Equity, Inclusion, & Accessibility
General Counsel
NSA Inspector General

HELPFUL LINKS

NSA Freedom of Information Act
Privacy Act Requests
Request a Speaker
Prepublication Review
Media Inquiry
Frequently Asked Questions

RESOURCES

Classified Materiel Conversion
Commercial Solutions for Classified Program (CSIC)
Cryptographic Support Services
Media Destruction Guidance
NSA Open Source
NSA Exhibit Roadshow

RELATED LINKS

DNI.gov
Defense.gov
IC on the Record
Intelligence.gov

Privacy & Security | Links Disclaimer | Section 508 | Web Policy | Plain Writing Act | DOD IG | No FEAR Act | Imagery Use | FOIA | Open Gov | Strategic Plan | USA.gov | Small Business Act | Site Map



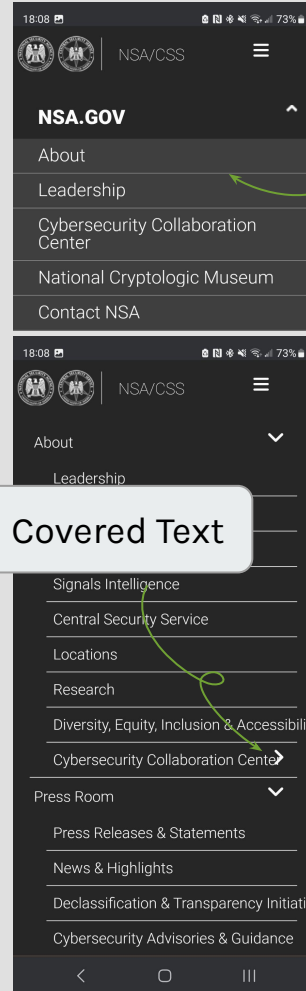
Annotations

- 05 Add constraints, don't need all of the text right away
- 06 Spacing/layout looks weird
- 07 Icon is confusing

Mobile Analysis

Paint Points

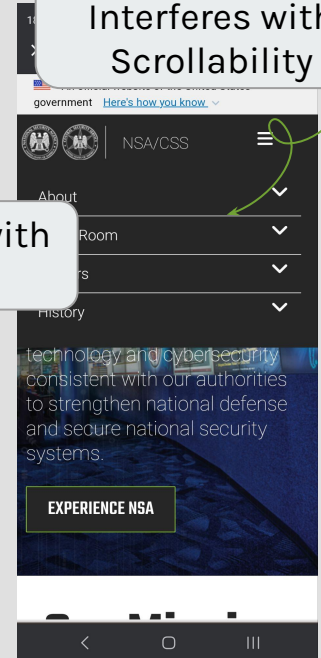
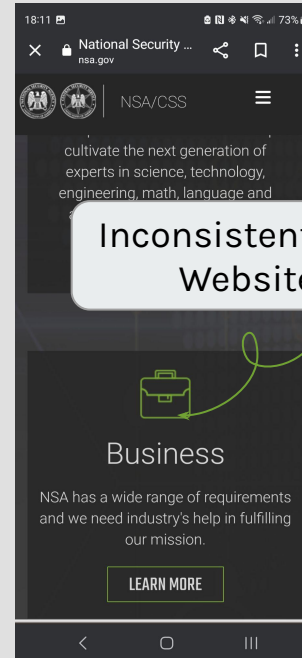
1. Dropdown collapse is counterintuitive
2. Scrollability
3. Dropdown in footer is counterintuitive
4. Verbiage



Counterintuitive Categories

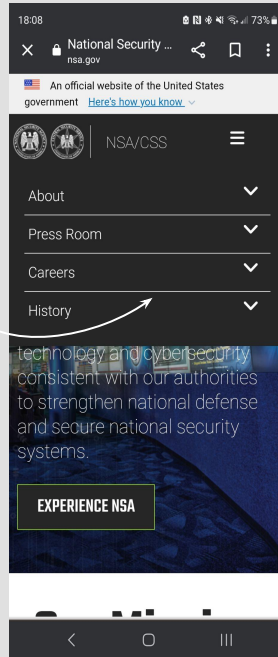
Dropdown Interferes with Scrollability

Inconsistent with Website



Guerilla Usability Testing

“Why doesn’t the dropdown close?”



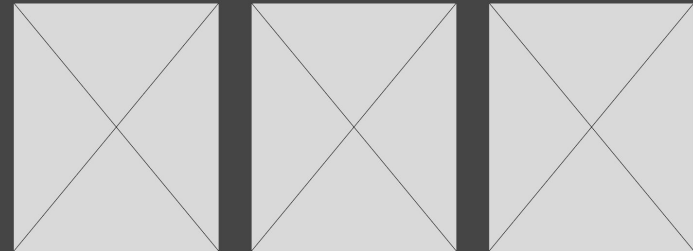
LOGO

Search

Dropdown Menu

HEADER

INTENT/PURPOSE

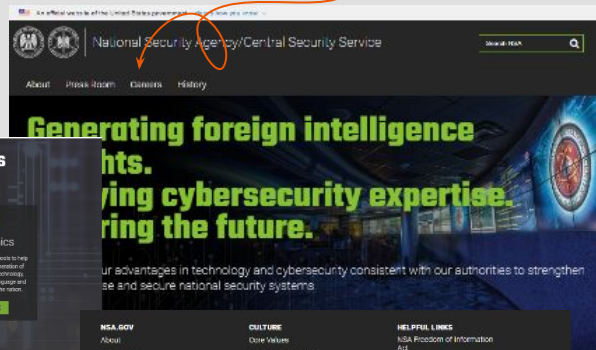


SCROLL
v

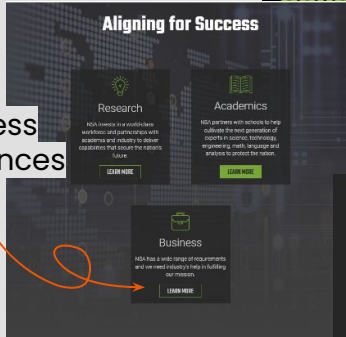
User Scenarios

1. Find Contact information
 - Find email contact form
2. Checking for Job Opportunities
 - Find the application page for NSA job openings
3. Accessing News Updates
 - Find the title of the Jan. 4 2024 publication
4. Business Resources
 - Find business conferences & events page

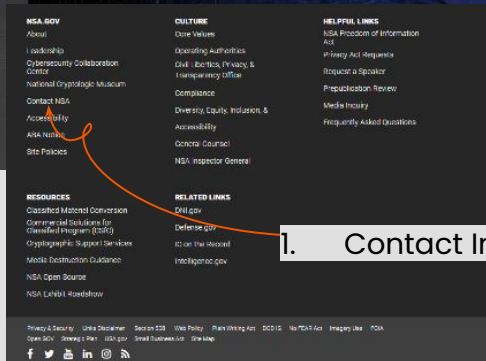
2. Career tab/drop down



4. Business Conferences



1. Contact Information



User Tests

Recorded Audios

"Events are
hard to find.."

Mobile

Website

Chloe Shuff



Daniel Palacios



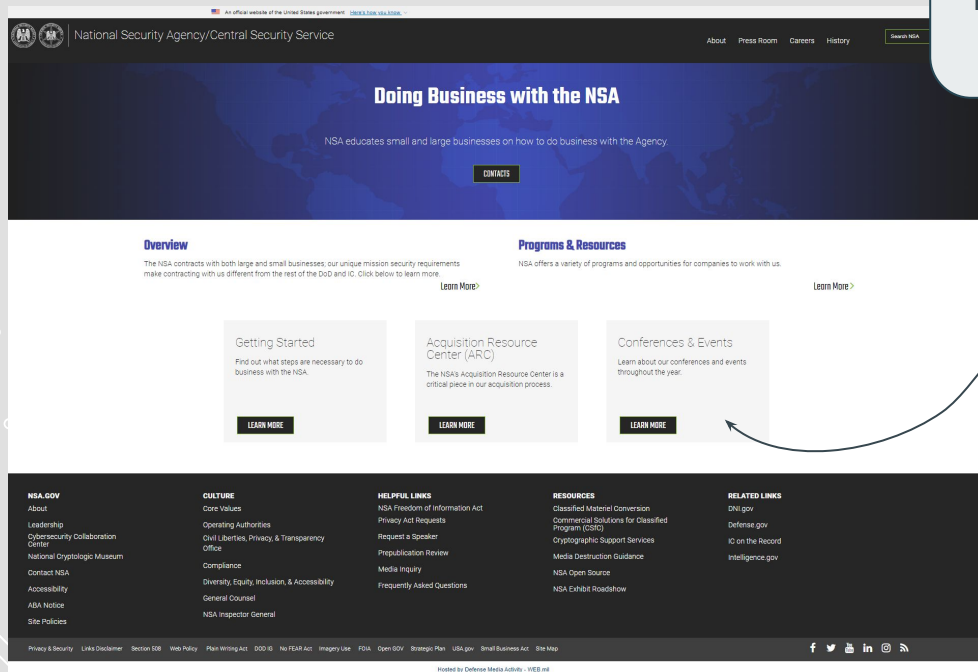
Zach Shuff



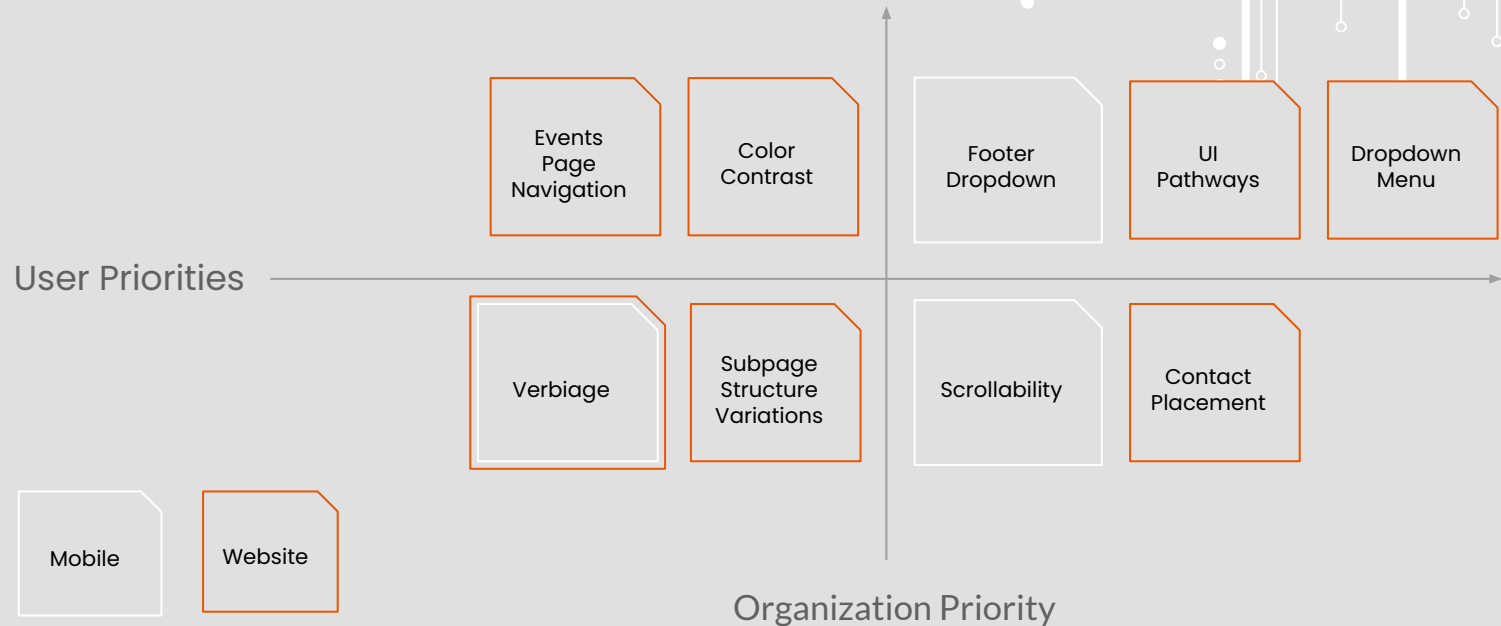
Annie Stevens



Blake Somers



Prioritization Matrix



Card Sorting

All navigation from the homepage listed

Philipp

Erica

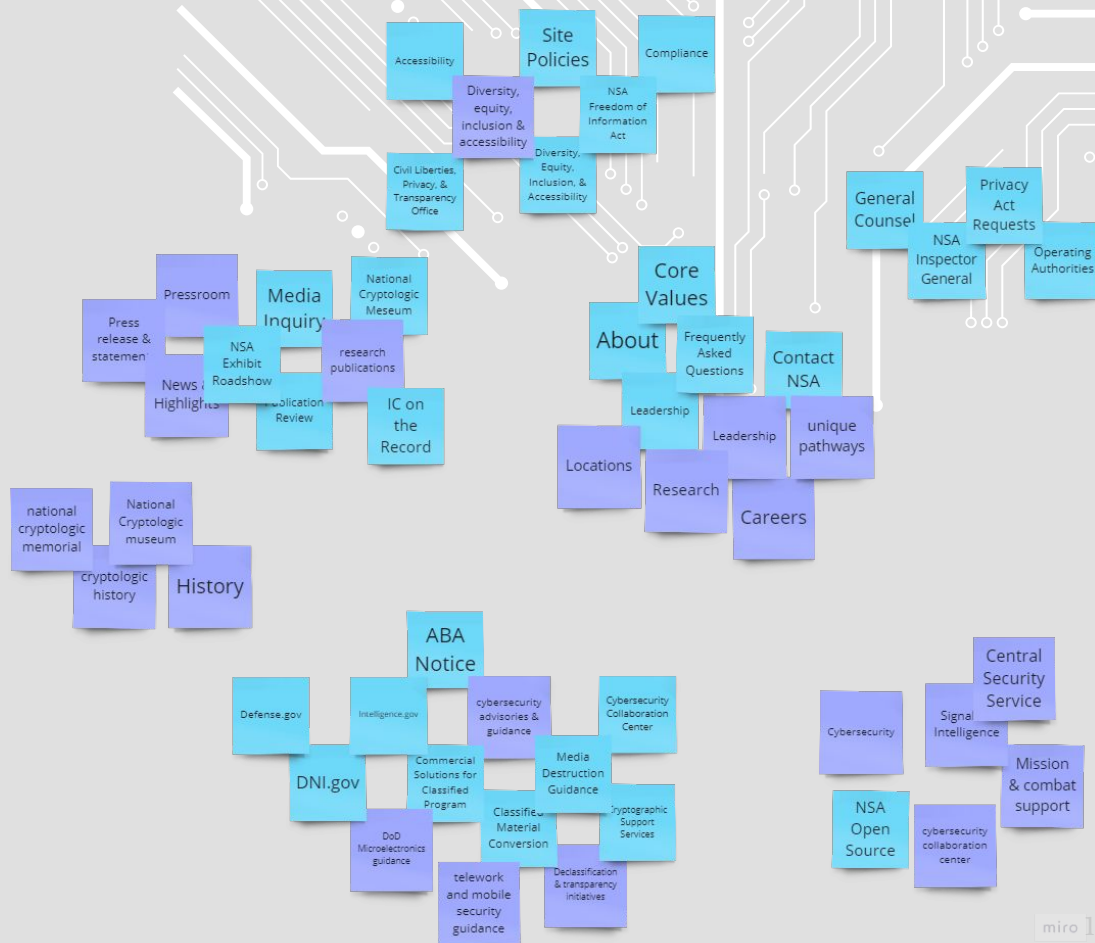
Navigation was split between designers for categorization, to simulate new users and to avoid knowing too much information about the website.



Card Sorting

Grouped into categories
based on similarities

Philipp Erica

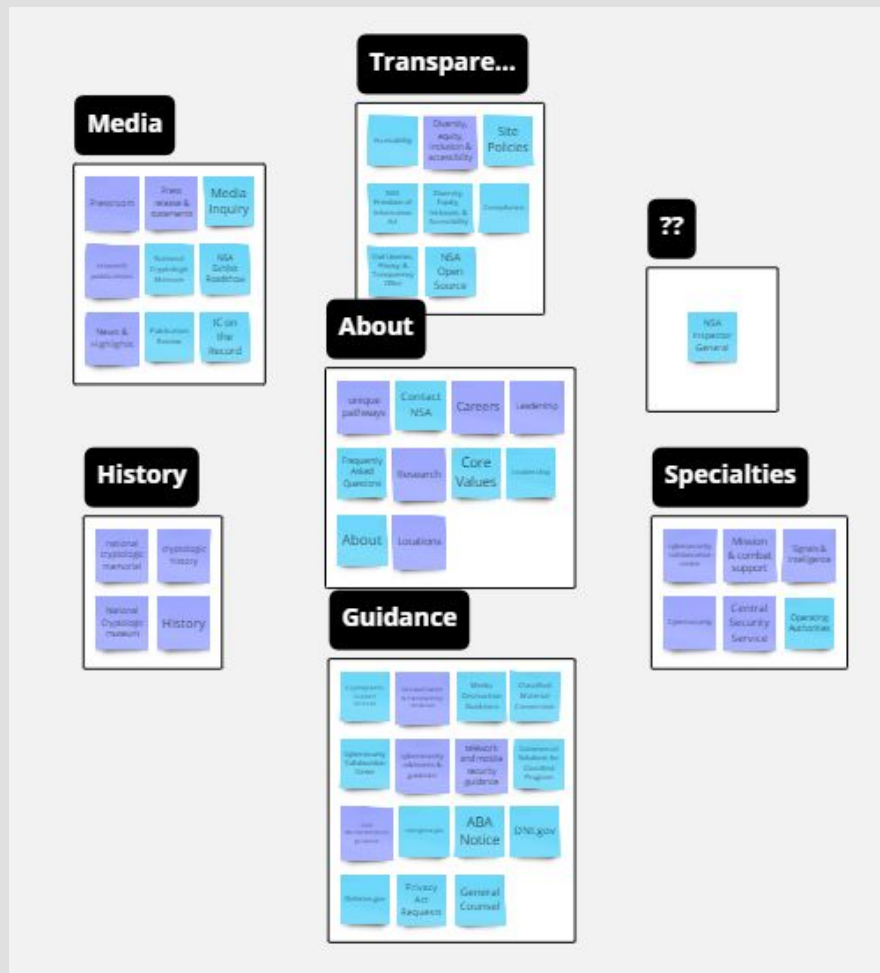


Card Sorting

Categories titled and organized

Philipp

Erica



User Persona

Nathan Morris

Senior IT Professional | Cybersecurity Specialist



“Securing our digital landscape is not just a job”

Age: 32

Gender: Male

Education: Bachelors Degree in Computer Science

Location: Fairfax County, Virginia

Biography:

Tech savvy profession who keeps up with the latest cyber security trends. He enjoys exploring new tools and methodologies to enhance the security posture of his organization.

Skills

Technical



Project Management



Problem Solving



Security Trend Awareness



Analytical



miro

Style Tile

Color Palette



Typography

Heading 0 H0

Roboto 75, Bold

Heading 1 H1

Roboto 55, Semibold

Boldy 2 H2

Roboto 25, Light

Images and Icons



Hover States

UNPRESSED

HOVER

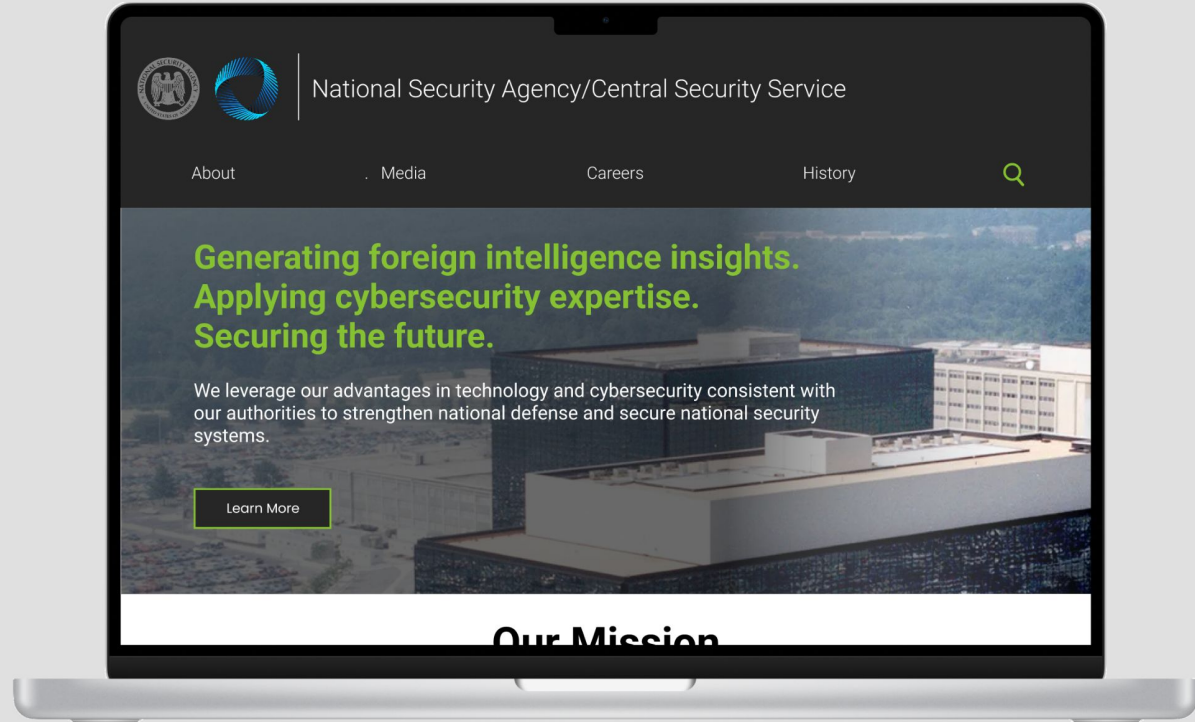
PRESSED

DISABLED



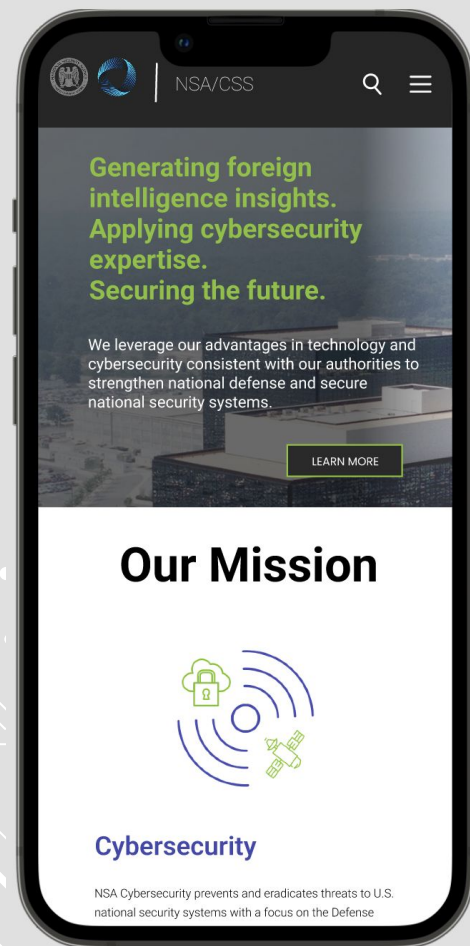
Navigation Prototype: Website

[Website Prototype Link](#)



Navigation Prototype: Mobile

[Mobile Prototype Link](#)

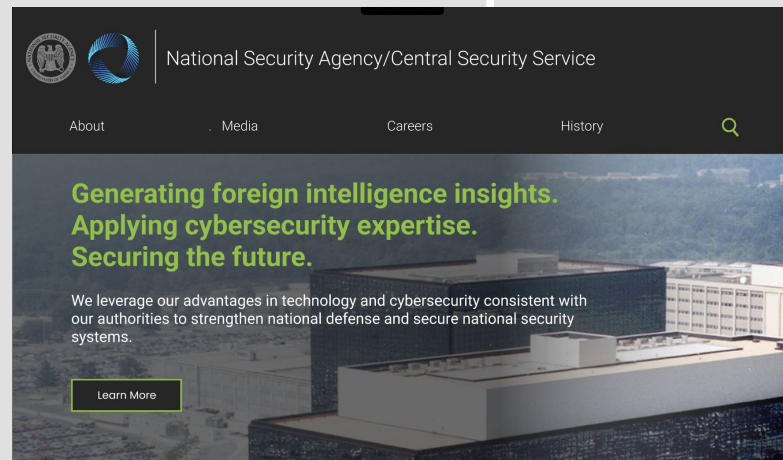
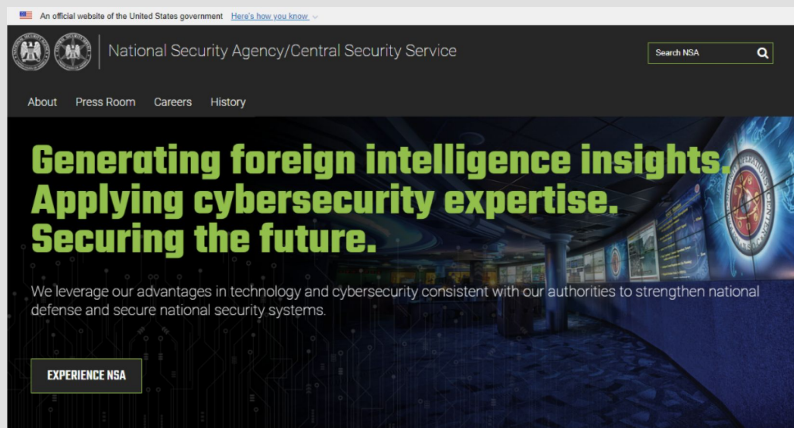


A/B testing

Current Version

vs.

Redesign



Success Metrics

For the redesign:

I observed a **100% increase in user engagement on the website following the redesign.**

Additionally, **75% of users** found the new design to be **less cluttered and confusing.**

Furthermore, **75% of users** perceived the redesign as **more professional.**



Next Steps

Mobile Testing

Iterative Design Refinement

Continuous Improvement



2023 NSA
CYBERSECURITY

{ Year In Review