

# 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

**TIME FRAME:** 3 weeks



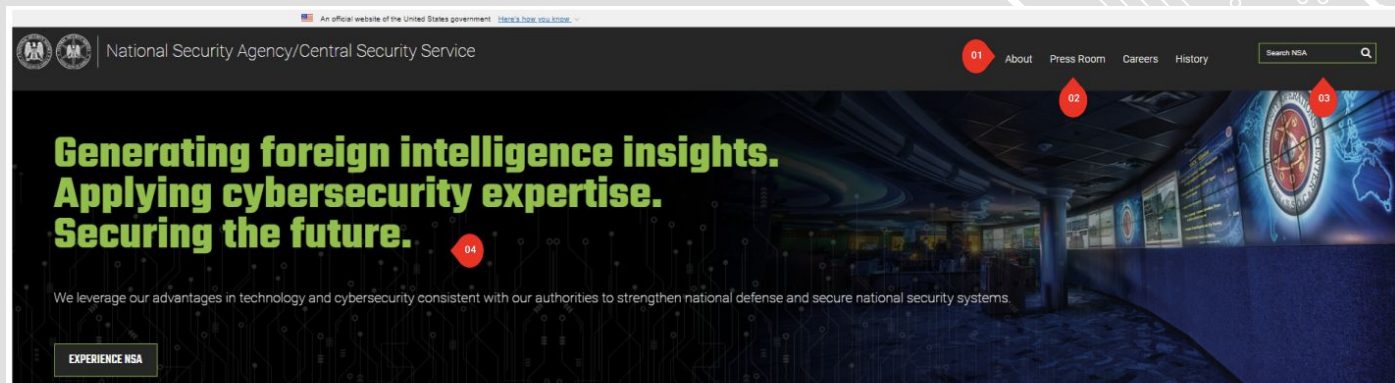
# Current Homepage



# Heuristic Evaluation

Website Name: National Security Agency/Central Security Service				
Website URL: <a href="http://www.nsa.gov">www.nsa.gov</a>				
Heuristic	Rating			Comments
<b>Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site</b>				
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
<b>Content: users are at your site for the content—make it easy for them to find and use your site</b>				
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
<b>Navigation: make getting around your site easy and eliminate the user's guesswork</b>				
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
<b>Efficiency/functionality: following basic rules will keep user frustration to a minimum</b>				
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

## Our Mission

### Cybersecurity

NSA Cybersecurity prevents and eradicates threats to U.S. national security systems with a focus on the Defense Industrial Base and the improvement of our weapons' security. Through our [Cybersecurity Collaboration Center](#), NSA partners with allies, private industry, academics, and researchers to strengthen awareness and collaboration to advance the state of cybersecurity.

[Learn More >](#)



### Signals Intelligence

NSA provides foreign signals intelligence (SIGINT) to our nation's policymakers and military forces. SIGINT plays a vital role in our national security by providing America's leaders with critical information they need to defend our country, save lives, and advance U.S. goals and alliances globally.

[Learn More >](#)

# 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

## Annotations

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

### 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

# Mobile Analysis

## Paint Points

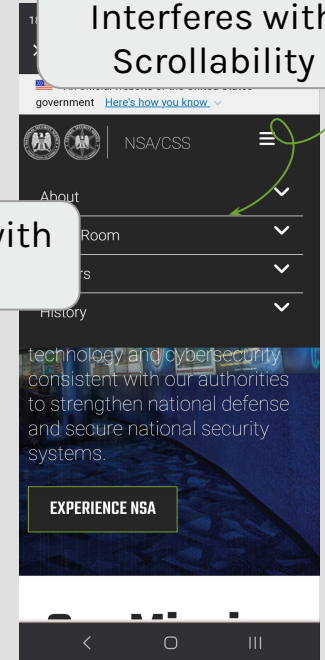
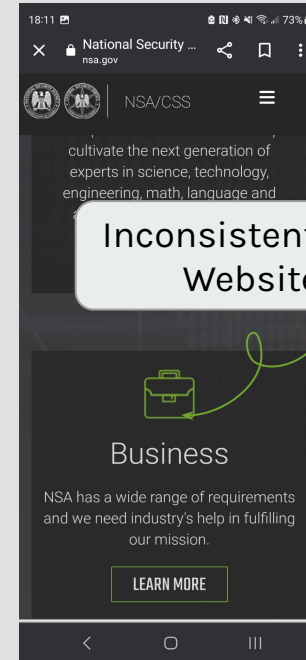
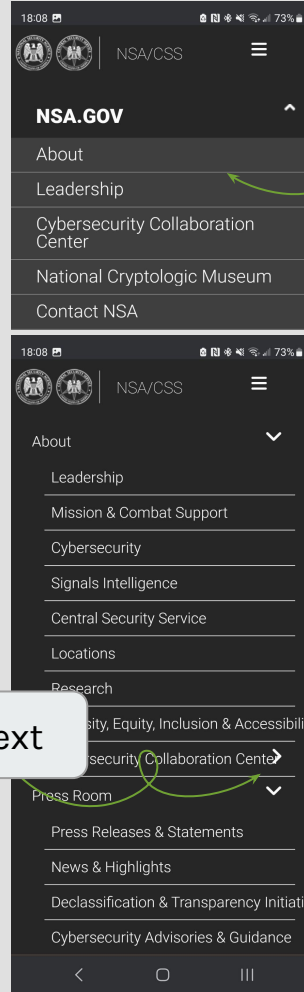
1. Dropdown collapse is counterintuitive
2. Scrollability
3. Dropdown in footer is counterintuitive
4. Verbiage

Covered Text

Counterintuitive Categories

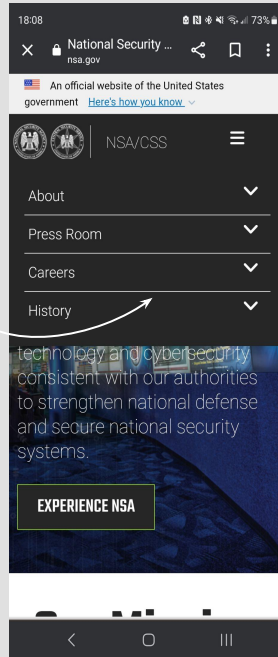
Dropdown Interferes with Scrollability

Inconsistent with Website



# Guerilla Usability Testing

“Why doesn’t the dropdown close?”



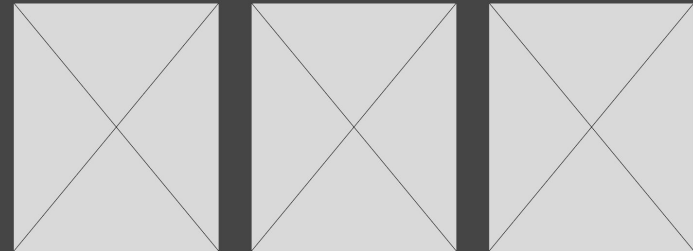
LOGO

Search

Dropdown Menu

HEADER

INTENT/PURPOSE



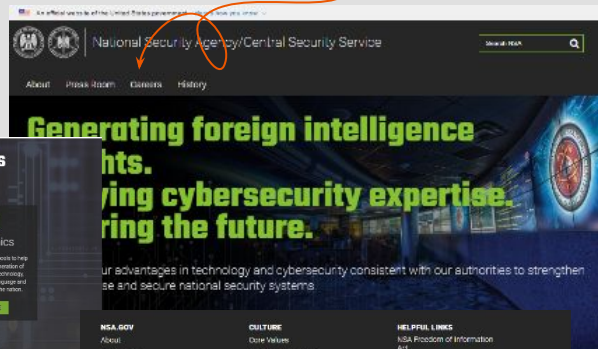
SCROLL  
v



# 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

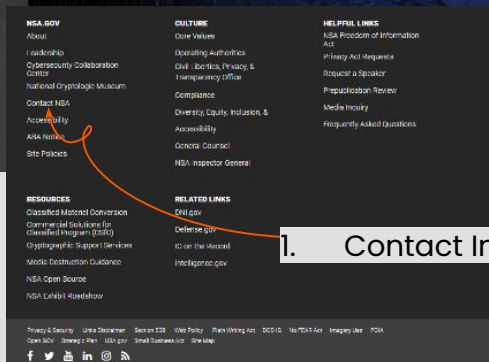
2. Career tab/drop down



4. Business Conferences



1. Contact Information





# User Tests

Recorded Audios

"Events are  
hard to find.."

Mobile

Website

Chloe Shuff



Daniel Palacios



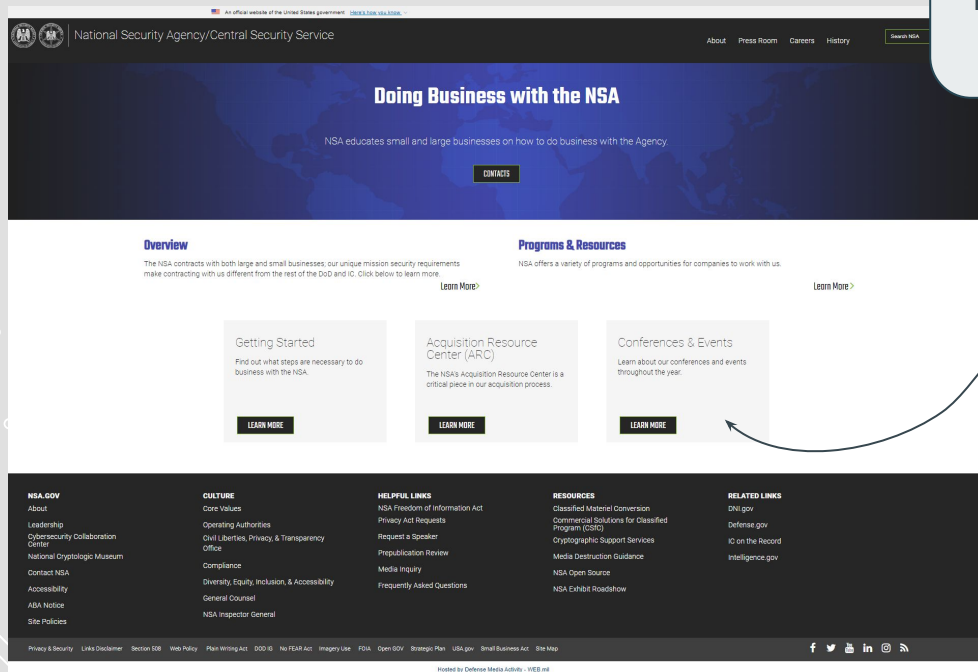
Zach Shuff



Annie Stevens



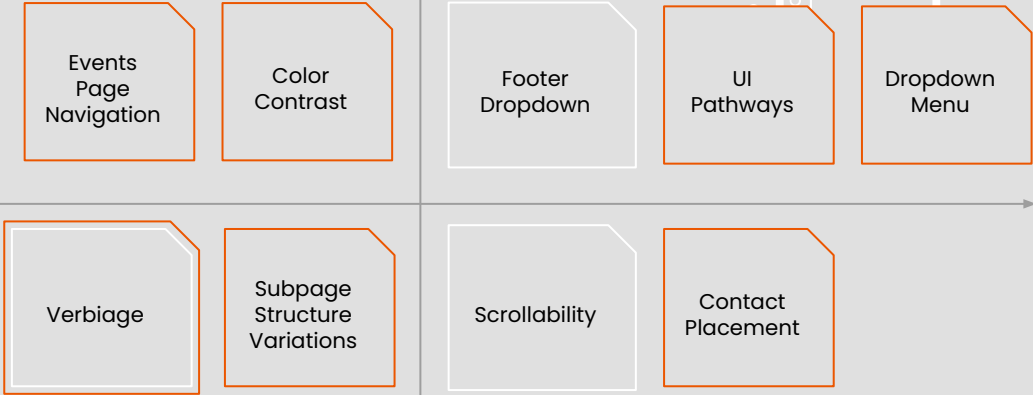
Blake Somers



# Prioritization Matrix

User Priorities

Organization Priority



# Card Sorting

All navigation from the homepage listed

Philipp

Erica

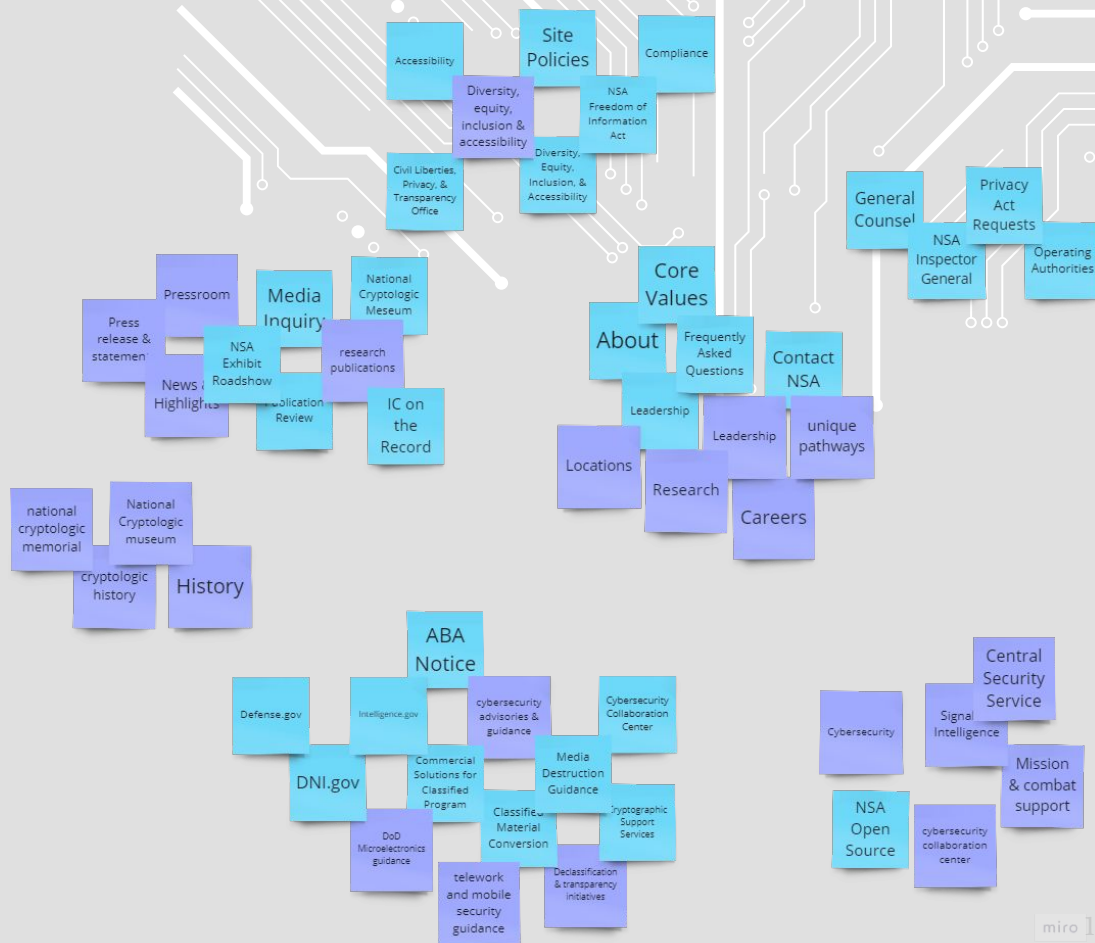
Navigation was split between designers for categorization, to simulate new users and to avoid knowing too much information about the website.



# Card Sorting

Grouped into categories  
based on similarities

Philipp Erica



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



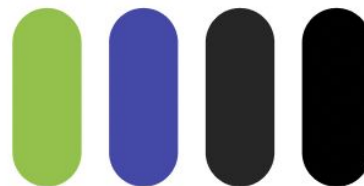
Analytical



miro

# Style Tile

## Color Palette



## Typography

### Heading 0 H0

Roboto 75, Bold

### Heading 1 H1

Roboto 65, Semibold

Boldy 2 H2

Roboto 25, Light

## Images and Icons



## Hover States

UNPRESSED

HOVER

PRESSED

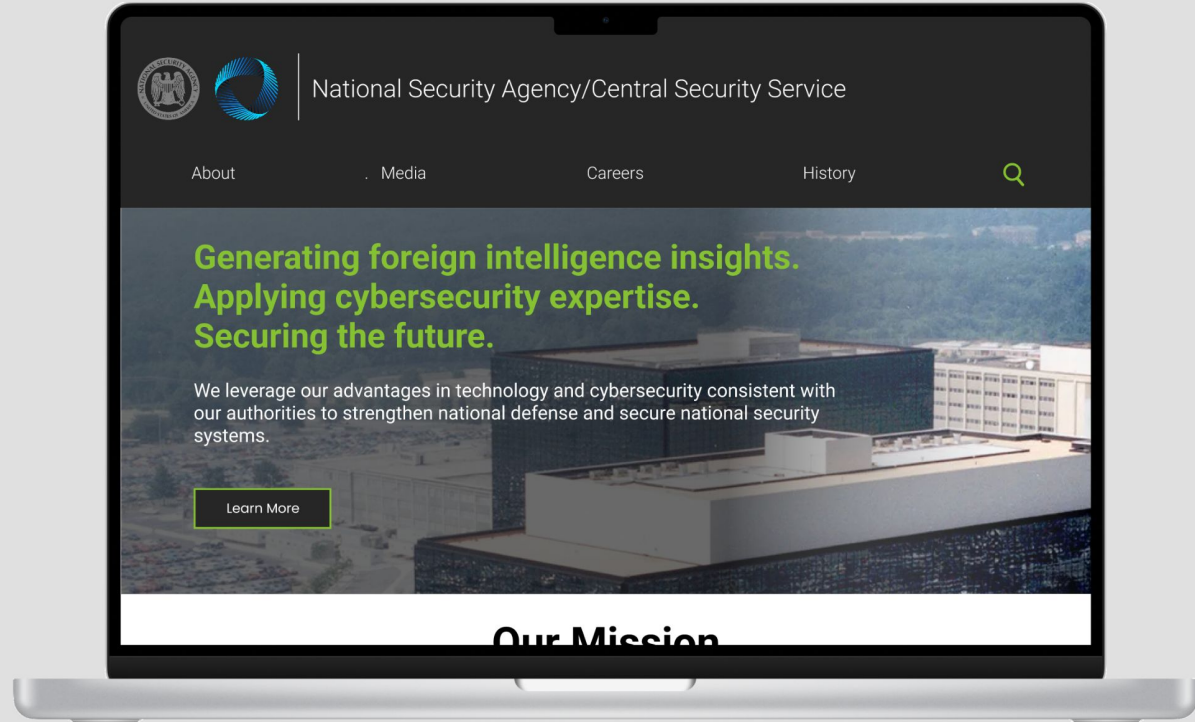
DISABLED





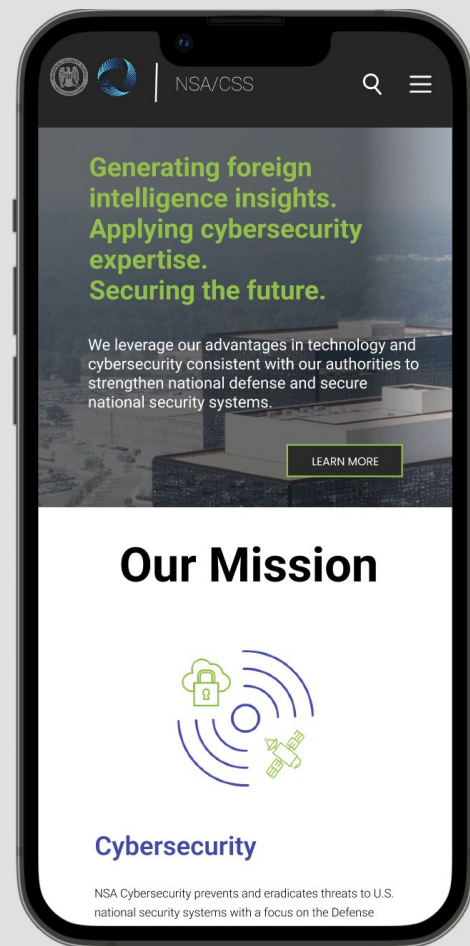
# Navigation Prototype: Website

[Website Prototype Link](#)



# Navigation Prototype: Mobile

[Mobile Prototype Link](#)

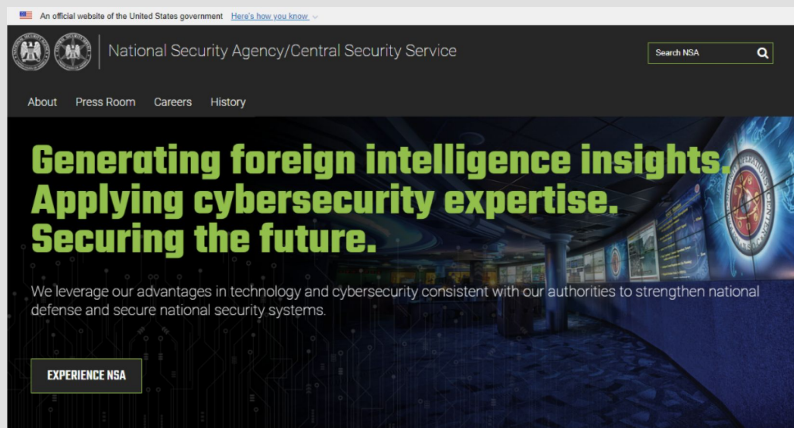


# A/B testing

Current Version

vs.

Redesign



# Success Metrics

For the redesign:

We 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