US Department of Education

Problem:

Current ed.gov website has a lot of content that is overwhelming.
How can we redesign and make content more efficient to website users?

My role: UX Research, UI Analysis, UI interface.

Current page layout

Problem Statement

The U.S. Department of Education currently has a confusing navigation that is not intuitive to a user's needs.

Research

We have conducted four interviews and gathered data from several people by doing the navigation tests.

Most users that were interviewed and performed testing were new to the site, without any previous experience, but one.

1. Users are confused about the redundant links
2. Users expected more specific information about grants
3. Users would like more clarity and separation of various sections of content
4. Users expected an easier access to loan application button

Considering data we have collected, our main priorities were to make sections of content smaller and more distinct, as well as make apply button more accessible.

UI Analysis